

The Ontario Argus

(Established 1896.)

GEO. K. AIKEN, Editor and Publisher.

Published Thursdays at Ontario, Oregon, and entered at the Ontario post office for distribution as 2nd class matter.

SUBSCRIPTIONS; One year \$1.50. Six months \$1.00. Three months 60c. Single copy 5c



The Pledge. I pledge my allegiance to My Flag and to the Republic for which it stands; one nation, indivisible, with liberty and justice for all.

BACK UP THE FAIR

With every one of its neighbors proceeding with all of the activities to which attention was given before the war—Ontario is going to keep in line.

The business men of other communities are looking forward to the best business enjoyed in years, this fall. They have even reason to entertain that prospect. So too have the business men of Ontario.

Conditions were never better for good business during the fall than they are today. The crops are going to be above the average of the past ten years. The acreage is greater than for many years past, and the prices which the rancher will receive so far exceed anything the ranchers have ever known that basis for comparison is lacking.

Fortunately the pride of the business men manifested Monday evening would not permit the Malheur County Fair Association to pass away. Men who have been only half heartedly interested in the fair during recent years have given assurance of their active assistance this year. It will not be as in the past, a job merely for the directors. That is it should be. The fair is a Malheur county institution, and a special favorite to Ontario. The people of the county have put the proposition up to Ontario to present to their neighbors what the county can do. If the city fails in the fair, it should never again ask a favor of any part of the County. **Get behind the board of directors and make the fair a winner!**

NOTHING DOING YET?

Last fall, it will be remembered, Ontario had an epidemic of typhoid fever. There were innumerable cases of the dread disease. There was a wild panic among many citizens over the condition of affairs, and such talk about the necessity for action.

Stirred by popular opinion the city council took action. A health inspector was appointed. For a few days orders were issued for a "clean up", a number of the property owners did clean up. The others ignored the order entirely.

Following this the council ordered that all persons living within a given district be required to connect with the existing sewer. Thus the papers it was said on the strength of the amended city ordinances that action would be required of citizens to comply with the law. Notices have been prepared for the enforcement of the law, and some of these have been sent out, perhaps. But as yet there is apparently no general desire to comply with the law by those who are knowingly violating it.

There must be some reason for this condition. Or is it just that the citizens of Ontario are so utterly ignorant to proper sanitary conditions that they are satisfied to permit the present state of affairs to exist? The Argus can not subscribe to that theory, tho it would seem to be the case. Nor does the Argus believe that Ontarians are more lawless than citizens of other cities where sanitary conditions are enforced and means taken to protect the lives of the people and hearty co-operation.

Ontario might just as well face the question of sewerage connections now as later. The season for typhoid epidemics is at hand. There is no home that can be absolutely safe from the invasion of the disease under the present conditions. Unless he is willing to see some of his children suffering, and willing to take a chance of suffering himself, no man has a right to refuse to see that proper steps are taken to safeguard the health of the city.

The time for talking about this matter is passed. We have been too long on talk and too short of works already.

Every man who is violating the law knows it. The officials know it too. The subject has been discussed at the council

meetings time without number. On the theory of health protection the council has compelled some citizens, against their will, to pay for trunk sewers and for laterals. The council, therefore has no right to play favorites and permit others in the same central part of the city to ignore the plain statutes. Common sense, a sense of decency and substantial justice demand that the regulations for safeguarding the health and happiness of the people be rigidly enforced.

Ontario has a good council. The men on it realize their obligation. Their discussion of such matters at the meetings is apparently sincere, earnest and high minded. The trouble is that nothing results from the discussion. The Argus believes that some method should be found to translate the talk into action.

What members of the council or what health laws? Whose duty is it? Let's get official of the city should enforce these down to brass tacks. Who is shirking? Let the council answer this question, if the members of the council as the governing body thru the mayor are not responsible for the enforcement of the laws let them name the official who is. If after warning action is not taken the council should proceed to hire an official who will.

There is still time in which to save the scourge from visiting many homes. But what is to be done, must if effective, be done quickly.

THE SLACKER

It is probable that before this appears in type, the list of those called upon to serve the nation in the army will have been determined. It will be evident then whether or not Americans are to be called to blush for the number of slackers who will claim exemptions on account of "conscientious objections."

The Quakers, the Dunkards and other sects have long maintained as one of the tenets of their faith a positive belief in the futility of war. But it is true that in practice there were mighty few members of these organizations and none of them lived here in Malheur county.

The position of the "conscientious objector" is a most illogical one. He who takes it assumes a superior attitude which is paradoxical when examined to its logical conclusion.

If the Pilgrim Father's had entertained conscientious objections against fighting, America would still be a barren wilderness and government, "of the people, by the people and for the people" would have been found elsewhere on this globe, but not in America. Going farther back had not the Barons of Old England being willing to fight, there would have been no Runnymede, no Magna Charta, on which the humane liberty of present generations are founded. Had the followers of Charles Martel been "conscientious objectors", the battle of Tours would have never been fought and all Europe, would have been conquered by the Saracens, and the light and learning which makes life worth living would have been postponed for years.

The conscientious objector is ninety per cent shame and coward. Not only that he is an ungrateful wretch who is living amidst pleasures and opportunities for which other men have fought and are fighting to maintain. There is but one system of handling him, as evidenced by the failure of imprisonment in England where the Slacker is compelled to work if he will not fight. Instead of incarcerating the Slacker who will not fight for the liberty he would enjoy, give him either the privilege of fighting or going without food. If after he is hungry he will not fight, then let him not consume that which would go to sustain a soldier who is willing to fight.

Saturday July 14 is the anniversary of the fall of the Bastille, the Frenchman's Fourth of July. From its fall their breath is round the world the spirit of the French Revolution "Liberty, Equality, Fraternity" for civilization owes a heavy debt to France. Americans can do no better thing Saturday than to pause to honor the day by thinking of that with the French our armies will be fighting that "Liberty, Equality and Fraternity," may not become merely an idle phrase lipped by men bowed under the weight of German Kultur.

When men walk up before a Justice of the peace and plead guilty to violations of the liquor laws, it is hard to find much sympathy for them, while it is amusing to have them take on the attitude of injured innocence. Bootleggers might just as well realize now as anytime that they will be looked down on by all self respecting citizens.

The Argus Trade-at-Home

Patronize Ontario Stores **Department.** Patronize Ontario Stores

The man who is willing to advertise his goods, has good goods to sell or he would not tell you about them. It will pay you to investigate the goods sold by these firms who use these columns. They will serve you with good goods, at the right prices.

You Can Get What You Want in Ontario

A Good Bank
In a Good Country
FIRST NATIONAL BANK
Capital and Surplus \$100,000

Beds Stoves Furniture, Dishers
New and Second Hand Goods
Bought and Sold
MCDOWELL'S EXCHANGE STORE
Linoleums, Bicycles, Sewing
Machines, Trunks

Commercial and Job Printing
The Art Studio
THE ART STUDIO
J. P. Kidd, Prop.
Photograph, Portraits and Views

Fresh and Salt Meats
PALACE MEAT MARKET
H. H. Tunny, Prop.
Our Service Will Please You

Pastery Confectionary
PURITY BAKERY
Makers of
Kream Krust Bread

Deliveries
ELDRIDGE DAIRY
Leon Eldridge, Prop.
Special Deliveries for all
occasions

Wagons — Hacks — Buggies
**STUDEBAKER BROS COR-
PORATION OF UTAH.**
There are None Better Than
the Studemaker

Expert Repairing
W. W. LETSON
Watches, Clocks, Jewellery.
Cut Glass Gold and Silver Plate

"WE GIVE SERVICE THAT
SERVES"
ONTARIO NATIONAL BANK
We Invite Your Business on the
Basis of Security and Accuracy

Good Cows — Good Service
ONTARIO DAIRY
O. Bingham, Prop.
We can Furnish Milk or Cream
in Large Quantities

Kodaks Stationery
ONTARIO PHARMACY
The Corner Drug Store
The Rexall Store
Fountain Service That Pleases

Ontario's Only Tailor
E. COPE
Have Your Suit Made Just For
YOU

Glassware, Crockery, Tinware
THE VARIETY STORE
C. E. Comings, Prop.
In our Lines We can Save You
Money

No Order too Large None too
WILSON BROS.
The Grocers
No Long Waits No Short
Weights

PHONE — 49-J — PHONE

PRINTING — at the right price at
The Argus Office.

PHONE — 49-J — PHONE

HYPOCRISY IN LARGE PACKAGES

[Copyrighted, 1914, by Thomas J. Sullivan.]
The first hypocrite was the man who stole the liver of the court of heaven to serve the devil in.

Some people speak as if hypocrites were confined only to religion, but they are everywhere, people pretending to wealth when they have not a sixpence, assuming knowledge of which they are ignorant, shamming a culture they are far removed from, adopting opinions they do not hold and pretending honest business roles which are far from the legitimate.

As a man loves gold, in that proportion he hates to be imposed upon by counterfeiters, and in proportion as a man has regard for that which is above price and better than gold he abhors that hypocrisy which is but its counterfeit.

Lying before the writer is the acme of hypocrisy. It is a catalogue of one of those mail order houses, and on one page three sewing machines are advertised. The first is declared to be the "most perfect sewing machine on the market," the second is said to have "more good sensible ideas than any other," while the third is praised as being "the most superior sewing machine on the market."

Now, which of these machines really is the best? Which of them is as good as the one your retailer sells and guarantees? Can any reader of the above tripartite of ads, tell? Most assuredly not.

The lesson should be plain to all who receive these catalogues. They contain glowing descriptions of goods, but the senders of money do not know what they are going to get for their money when they send it to a mail order house.

Goods in Plain Packages.
Were it not so serious it would be amusing to read some of the smooth arguments the catalogue houses advance to their readers in an effort to induce them to send in orders. They say that goods are sent in plain packages because many merchants who buy of them to sell again object to having their name appear on the boxes. We know we are safe in saying there is not one single merchant in the whole United States who ever ordered any goods from these concerns. The statement is made in an effort to make the consumer believe that he can buy as cheaply as his local merchant can.

But printed matter that will sell goods is within the power of almost any local retailer. Most all the expert advice is little more than empty generalizing about nonessentials. It is not literature, remember, but advertising, that you want to write. Knowledge of words and type and the ability to write fine introductory paragraphs and striking headings are not to be despised, of course, but the facts, not fancy ways of saying them, are what induce the people to spend their money in the local stores.

The merchant's knowledge of his store, his goods and the people is more than an offset for any lack of ability to coin catchy phrases or to use technical language in telling the printer how he would like to have his advertising look.

When the merchant sits down to write his ad, he should imagine that his hardest customer to sell to is seated on the other side of his desk. He should write what his talk would be if he were determined to make a sale to that customer when in the most obstinate of moods. He should write it all down, then look it in his desk for a few hours, later cut out all the superfluous words and print the facts without any trimmings.

Personality Brings Trade.
The noisier the local merchant can come to making his advertising sound like his talk the more effective it will be. Personality is what brings and holds trade; personality secures to your competitor trade likewise difficult to wean away from him.

The modern retail merchant must make sure that his displays in his windows and in the store itself are such as will interest women. A general variety ought to be shown, with prices clearly indicated in plain figures. Make inspection easy and then let shoppers inspect undisturbed, for in this manner many new wants will be developed in the minds of the shoppers. The merchant or salesman who stands over a shopper and attempts to press a sale invariably annoys the customer and hastens his or her departure.

U. S. Tires Auto Lamps
Accessories
THE FORD GARAGE
Erlie Haynes, Manager.
Agents for Ford Motor Cars

Developing Printing
Amateur Finishing Price List
THE BURRELL STUDIO
Enlarging. Copying

Hay Grain Seed
Sasks, Poultry Supplies
CASH GRAIN COMPANY
Forwarding

GET A SAXON!
SAXON SALES CO.
A. S. Brown, Agent.
It's An Ideal Car

Breeding Stock Incubators
Poultry Supplies
ONTARIO PRODUCE CO.
Geo. Howe, Manager.
Wholesalers in Poultry and Eggs

Shining Parlor
PEOPLE'S PRESSERY
Wm. Taylor Prop.
Ladies and Gents Tailoring
Work Guaranteed

Steam, Hot Water, Air Heating
**U. S. PLUMBING & HEATING
COMPANY**
Plumbing and Sheet Metal Work
Indian Motorcycles and Supplies

All Kinds of Second Hand Goods
O. U. FRANKLIN'S
Bought and Sold
Second Hand Store
See Our Bargains

Cleaning, Pressing, Repairing
ONTARIO MODERN PRESSERY
W. C. Beaungard, Prop.
Suits Made to Measure

C. C. Corsets Art Needle Work
Oil Paintings, Novelties
MILLINERY & ART STUFFS
HULL & HARRELL
Royal Society Goods

**THE STORE THAT SAVES YOU
MONEY**
RADERS!
Call Again!

Edison Phonographs Sheet Music
W. L. TURNER
Real Estate, Rentals Insurance
Sheet Music Records

TROXELL IMPLEMENT CO.
Dealers in
Farm Machinery, Wagons

Blacksmith Horseshoing
PIONEER BLACKSMITH SHOP
G. W. and Wm. Lyells
Established in Malheur County
in the Year of 1854
Wood Work a Specialty

THE ARGUS — PHONE 49-J
If it's Job Printing, You wish — We will please you. We are ready at all times to quote prices on all your printing.