

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.

IT'S A LONG WAY TO BERLIN

In spite of the fact that the reports of crop conditions in Germany indicate that wheat will be below normal, that the potato crop is less than half the usual yield, this does not indicate that the people of Germany are ready to end the war.

It takes more than one year of near starvation to break the will of a nation. It staggers the imagination, of those who have always lived in a land of plenty, to conceive how a nation can exist on but a fraction of its peacetime rations. History, however, is filled with stories of marvelous fortitude shown by nations surrounded by foes, maintaining stubborn defense against apparently insuperable odds.

For more than 80 years the Netherlands fought against Spanish tyranny. They were able to defend their liberties in face of the most desperate means to exterminate the race. The sacking of Antwerp, of Maestrich, and hundreds of other prosperous cities, the devastation of the countryside, left the stark hand of desolation everywhere. During all this time, too, the terrible inquisition took the toll of unnumbered thousands of terror ridden people. Yet the nation fought on until Philip of Spain was willing to let the war end, and the Dutch Republic was established.

England fought for 30 years on the Peninsula of Spain and despite the efforts of the Spanish to cut off her food supply ultimately won the war. Immediately there after she became engaged in the Napoleonic wars which lasted for seventeen years before Waterloo gave stricken Europe peace.

The Southern States with but slight preparation, with almost no manufacturing machinery, prepared and fed an army for four years of terrible carnage, and fought bravely to the end.

None of these, however, can be compared with Germany. Instead of no preparation for war, Germany was prepared to the minute. Her war college had the plans laid to the utmost detail. She had the plans laid army in the world, and she had the legal means of providing additional forces without delay. Germany had stored in every city the sinews of war. Her railroads were all built with this war in mind. By means of elaborate maneuvers over a portion of the very ground in which the war is being fought, her generals had handled greater forces than had any of the allies' commanders. Beside all of these things Germany with her allies form a compact body. Thru the controlling power of the Prussian war cabinet, and the fact that Germany is financing all Central Powers, her general staff has full command of all the armies, be they fighting on the Riga line Galicia Turkey, or in France and Belgium. The vast advantage of the entire mobility is Germany's, and it is an advantage to reckoned with today.

While the allies are superior in man power, and have recently become superior in gun power, as they are in sea power today, yet that fact alone will not win the war. Even with the United States enlisted in the struggle the added man power will not immediately effect the result. It is only possible to place a given number of men from the Vosges Mountains to the sea, and England and France have them there facing The Crown Prince and Von Hindenburg. So long as Germany fights on foreign soil, long will the war continue. And at the rate which the Prussians have retreated during the past year the war will not end soon. Americans must reconcile themselves to these facts. There is nothing to be gained by entertaining false hopes. The man who fools himself, fools no one else. We might just as well take advantage of the lessons of history and prepare for a long struggle with the Potsdam pirates.

ONTARIO'S OPPORTUNITY.

The Interstate Commerce Commission recently filed its order making effective on October 1, the decision in the so-called Inter-Mountain rate cases. That order may mean little to Ontario, yet it is possible that it is the most important thing which has taken place in years. The result depends entirely upon the people of Ontario themselves.

In a general way the order results in the elimination of the advantage which Portland and other coast terminals have had over interior distributing points. By its findings the commission declares that the railroads can no longer charge more for hauling freight from Eastern, Middle Western and Missouri river points to Ontario than they do to Portland. Before the rate to Ontario was equal to the rate from the east to the Pacific Coast and from the Pacific Coast back to Ontario. Now the rate is to be based on the mileage hauled, so Ontario will have a much lower rate than Portland a lower rate than Baker City, and the same rate that will apply to Boise.

With these new rates in effect there will vanish all excuse for Ontario buying its goods from Boise, except the fact that the goods will not be here in wholesale quantities to be had.

If Ontario takes material advantages of its strategic geographical position wholesale houses here could control the territory to the westward as far as Bend, on the main line at least to Huntington and Durkee, on the Pin road and Payette Valley, and to Homedale and Jordan Valley. With such territory in which, with Nampa and Caldwell Payette and Weiser as natural competitors for only a portion of the territory, there is a field of a substantial wholesale business.

It is also true that towns which develop good wholesale houses, also become centers for retail trade. The addition of such institutions, with the ultimate completion of the lines across Central Oregon makes it possible for Ontario to be the wholesale and retail city of this region.

Ontario in respect to Central and Eastern Oregon occupies the same positions as does Spokane to Eastern and Central Washington. If the enterprise is here, combined with constructive policies Ontario can achieve, in a measure at least, a similar commercial prosperity.

NOT THE LAST WORD.

John Rigby of Vale declares, according to press reports, that Director Davis of the Reclamation Service says there is no money for the Warm Springs Irrigation district. Some time ago that would have scared the backers of the project. The people have learned since that the directing heads of construction in United States government bureaus don't always have things go their own way. If Congress passed the \$20,000,000 irrigation bill and names the Warm Springs project as one of the items, Mr. Davis will proceed to do the work. He does not want to figure in a Denman-Goethals controversy, tho it may be natural as head of the construction department he would prefer to see projects now started completed before others are undertaken. Malheur County citizens will not lose hope on account of Mr. Rigby's report of Mr. Davis' views. There is a court of higher powers.

TYPHOID IS WITH US AGAIN.

The first case of typhoid has been reported in Ontario for this season. Repeated attention has been directed to this dread scourge, but nothing has, as yet, resulted.

It is the duty of every government, be it national, state, county or municipal to protect the health and welfare of its people. Only in as much as it does that has it the right to the name of government.

Unless the government of Ontario is to enforce the health regulations passed of its own volition and in view of its own recognized need, the city should provide, free of charge, the prophylactic vaccine and the services of physicians for administering the same, to all citizens who have not themselves taken the necessary precautions to protect themselves. That would remove 95 per cent of the danger of typhoid.

HOW ABOUT THE FAIR ?

Have you done anything to boost the fair? Now is the time to help a little. And remember every little helps.

Do you know of any reason why there should not be another epidemic of typhoid in Ontario this year, such as there was last?

The Argus Trade-at-Home

Patronize Department. Patronize Ontario Stores 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, Dish
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 Studebaker

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 Retail 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. Commins, 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

DECEPTION A GRAVE OFFENSE

Exaggeration a Blood Relative to Falsehood.

EXPERIENCE OF CONSUMERS.

In the Art of Deception the Mail Order Houses Excel the World—Where is the Doubting Thomas Who Does Not Remember the "Sight Unseen" Trades of Boyhood Days?

[Copyrighted, 1914, by Thomas J. Sullivan.] Of all the evil spirits abroad in the land deception is the most dangerous. It is the first and worst of all frauds.

Exaggeration is a blood relative to falsehood and nearly as blamable. Some men and some business concerns can never state an ordinary fact in ordinary terms. All their goods are swans till you see them.

There is no strength in exaggeration. Even the truth is weakened by being expressed too strongly.

A Gaping Monster.

Mankind in the gross is a gaping monster that loves to be deceived and has seldom been disappointed. They say that idiots only may be cozened twice, but how about the mail order buyers? How often are they deceived by the large catalogue houses?

In the art of deception the great mail order houses excel the world. In their greed for gain and rush to victimize the poor and unsuspecting they paint their pictures of alleged bargains too alluringly. They instill confidence in the mind of the buyer, only later to fill his heart with doubt and disgust.

Who does not remember the "sight unseen" trades or "swaps" of boyhood days? One of the parties in the transaction usually got the worst of it, didn't he? And as a rule it wasn't the one who proposed the deal, was it? There is a lot of the same sort of "sight unseen" trading going on today; only nowadays it is called merchandising by mail.

Catalogues Look Inviting.

The illustrations in the catalogues of the retail mail order houses look inviting. The reading matter sounds nice, and sometimes the deal turns out all right.

But, even supposing it does, wherein is the buyer any better off than if he bought from the home merchant? Take any article you choose from the long list of things sold by mail and you will find upon investigation that you can buy it just as cheaply and just as well at home. The expense of selling it by mail is just as great as the expense of selling it over the counter.

Your local merchants have rent, taxes, clerk hire, etc., to pay, and the mail order houses have the same expenses, only rent and taxes are higher in the large cities than in the country town. And, in addition, they have to maintain a small army of bookkeepers, stenographers, shipping clerks and other employees, besides the immense cost of advertising.

How many of the rural consumers know that advertising appearing in what are known as mail order advertising mediums costs from \$42 to \$85 an inch in single columns? It is true nevertheless, where does the enormous profit come from out of which these enormous bills are paid? Out of the pockets of the consumers.

Would Welcome Such Bargains.

The city people would go wild with joy if these mail order houses actually had values with style and quality. They would not need to leave their own large cities to sell at the prices they quote, as the city people would swoop down upon their bargains like hungry hen hawks on green geese. But with style and value lacking they do not dare show their goods in the city where the prospective customers would have the opportunity of comparison, but by cleverly worded and exaggerated descriptions they make the country people believe they are offering more desirable wares than the country merchant carries and at a less price, and having no opportunity for comparison before buying, many people naturally are duped.

U. S. Tires Auto Livery Accessories

THE FORD GARAGE
Erbie Haynes, Manager,
*Agents for Ford Motor Cars

Developing Printing
Amateur Finishing Price Reduced
THE BURRELL STUDIO
Enlarging Copying

Hay Grain Seed
Sacks, Poultry Supplies
CASH GRAIN COMPANY
Forwarding

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

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

Shining Parlor
PEOPLE'S PRESSARY
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 Ware
See Our Bargains

Cleanings, Pressing, Repairs
ONTARIO MODERN PRESSARY
W. C. Beaumgard, Prop.
Suits Made to Measure

C. C. Corsets — Art Needle Work
Oil Paintings, Novelties
MILLINERY & ART STORE
HULL & HARRILL
Royal Society Goods

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

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

TROXELL IMPLEMENT CO.
Dealers in
Farm Machinery, Wagons

Blacksmith Horseshoeing
PIONEER BLACKSMITH SHOP
G. W. and Wm. Lealk
Established in Malheur County
in the Year of 1884
Wood Work a Specialty

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