

Royal Baking Powder saves eggs in baking

In many recipes only half as many eggs are required, in some none at all, if an additional quantity of Royal Baking Powder is used, about a teaspoon, in place of each egg omitted.

Try the following recipes which also conserve white flour as urged by the government.

Corn Meal Griddle Cakes

- 1 1/2 cups corn meal
- 1 1/2 cups boiling water
- 1/2 cup milk
- 1 tablespoon shortening
- 1 tablespoon molasses
- 1/2 cup flour
- 1 teaspoon salt
- 4 teaspoons Royal Baking Powder

NO EGGS
Soak corn meal in bowl with boiling water; add milk, melted shortening and molasses; add flour, salt and baking powder which have been sifted together; mix well. Bake on hot greased griddle until brown.
(The Old Method called for 2 eggs)

Eggless, Milkless, Butterless Cake

- 1 cup brown sugar
- 1/2 cup water
- 1/2 cup seeded raisins
- 2 ounces citron, cut fine
- 1/2 cup shortening
- 4 teaspoons Royal Baking Powder
- 1/2 teaspoon salt
- 1 teaspoon nutmeg
- 1 teaspoon cinnamon
- 1 cup flour
- 1 cup rye flour

Melt sugar, water, fruit, shortening, salt and spices together in saucepan 3 minutes. When cool, add flour and baking powder which have been sifted together. Mix well; bake in loaf pan in moderate oven about 45 minutes.
(The Old Method [Fruit Cake] called for 2 eggs)

Send for our new booklet "55 Ways to Save Eggs." Mailed free on request. Address Royal Baking Powder Co., Dept. H., 135 William Street, New York

The Argus Trade-at-Home Department.

Patronize Ontario Stores 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, Dish
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MCDOWELL'S EXCHANGE STORE
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Have Your Suit Made Just For YOU

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In our Lines We can Save You Money

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

PRINTING—at the right price at The Argus Office.
PHONE—49-J—PHONE

CLEAN STORES ATTRACT TRADE

Dust a Parasite That Eats Into Profits.

SHOPPERS DETEST FILTH.

Many Merchants Fail to Understand Value of Tastily Arranged Exhibits. Cobwebs and Trade Don't Mix—Up to Date Retailer Uses Wordless Language in Fine Display.

[Copyrighted, 1914, by Thomas J. Sullivan.] Cleanliness is next to godliness and is indeed a duty. Even from the body's purity the mind receives secret sympathetic aid.

So great is the effect of cleanliness upon man that it extends even to his moral character.

Virtue never dwelt long with filth, nor do I believe that there ever was a person scrupulously attentive to cleanliness who was a consummate villain. But cleanliness in commercialism is the most to be admired.

Not Sufficiently Attractive.

An unclean, a disorderly store cannot hope to make a big success in these days of advancement. One of the principal reasons why rural consumers have gone to the large city stores and retail mail order houses is because some of the home stores have not been sufficiently attractive. They have lacked both in orderliness and cleanliness.

The successful merchant is the one who not only keeps his store up to the point of a man's idea of cleanliness, but also up to the woman's standard of perfection, and, strange as it may seem, dirty people do not like to trade in a dirty store, and a cleanly person will never trade in a dirty store if he can help it, and the chances are a hundred to one he can help it.

The retail mail order houses show in their every move thorough recognition of the fact that woman has become the purchasing agent for the American home.

The successful merchant is the one who has discovered what women want and in what form they want it displayed.

Women Enjoy Looking Around.
A woman enters a store much as a man enters a theater—both are willing to be interested. Women enjoy looking.

The store which makes looking easiest and its display the freshest and most varied goes a long way toward inducing her to confine her shopping to that one store.

The success of retail mail order houses proves that shoppers enjoy leisure in their inspection of goods which they propose purchasing, as their immense catalogues are but a display of their wares and can be studied at leisure and ideas formed as to just how the actual goods themselves would correspond with the attractive illustrated display.

Beauty commonly produces love, but cleanliness preserves it. Age itself is not unamiable while it is preserved clean and unsullied, like a piece of metal constantly kept smooth and bright, which we look on with more pleasure than on a new vessel caulked with rust.

Must Use a Wordless Language.
The catalogue house is hundreds of miles away, asks payment in advance, causes the consumer endless delays, talks in print about mere pictures of goods, but in spite of all these disadvantages it does interest and convince by means of its displays in its catalogues and the opportunity of the shopper to "shop" undisturbed.

The up to date retailer is persistently asking people to buy his goods, not by constantly boring them with spoken or written questions, but simply by the method and manner in which his goods are displayed.

His goods must talk for him, and talk effectually, and the language must be wordless.

But the pulling power of price and quality will not overcome the handicap of a dirty, disorderly stock and store.

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

Developing Printing
Amateur Finishing Price List
THE BURRELL STUDIO
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and repair work, Ladies
and Gents shoe shining parlor
in connection.
All work Guaranteed.

Steam, Hot Water, Air Heating
U. S. PLUMBING & HEATING COMPANY
Plumbing and Sheet Metal Work
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Cleaning, Pressing, Repairing
ONTARIO MODERN PRESSARY
W. C. Beauguard, Prop.
Suits Made to Measure

C. C. Corsets Art Needle Work
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MILLINERY & ART STORE
HULL @ HARRELL
Royal Society Goods

THE STORE THAT SAVES YOU MONEY
RADERS'
Call Again!

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Dealers in
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G. W. and Wm. Lyells,
Established in Malheur County
in the Year of 1884
Wood Work a Specialty

We handle everything in Second
Second Hand Goods
Why pay a high price for a new
article when we can supply you
needs with one slightly used?
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If it's Job Printing, You wish—We
will please you. We are ready at all
times to quote prices on all your
printing.



—the home drink

Besides its popularity at drug stores, fountains and restaurants, Bevo has found a welcome place in the home. A family beverage—a guest offering—a table drink that goes perfectly with all food.
As a suggestion for Sunday supper—Sweet red or green peppers stuffed with cream cheese and chopped nuts or olives, served on lettuce leaves, French dressing—Cold meat—Toasted crackers. Bevo for everyone. A beverage that tastes like no other soft drink. Pure, wholesome and nutritious.
Bevo—the all-year-round soft drink.

Sold in bottles only and bottled exclusively by ANHEUSER-BUSCH—ST. LOUIS



BIGGEST BARGAIN EVER OFFERED.

Every subscriber of The Ontario Argus who pays a year's subscription to The Argus from this time on at \$1.50 which is the regular yearly rate for this paper, will also receive a three years' subscription to The Oregon Farmer without any extra charge.

This almost unheard of bargain is made possible by a radical reduction in the subscription rate of The Oregon Farmer for the purpose of releasing a large number of men from its army of agents for use in other industries and in the military establishment.

Just read the details of this wonderful offer:

Ontario Argus, one year, . . . \$1.50
Oregon Farmer, 3 yrs., old price \$9.00
By our Special clubbing plan,
all for only \$1.50

Mr. and Mrs. Otto Blackaby motored up from Homedale Saturday and visited at the home of Mr. and Mrs. J. R. Blackaby until Monday.

Read the Argus Classified Ads

GOOD BEEF CHEAP

Owing to the high price of hay and wanting to cut down my stock of cattle on my feed lot, I am offering beef at wholesale prices to my retail customers as follows:

Front Quarter - - - 11c per lb.
Hind Quarter - - - 14c per lb.

The meat here offered is from a bunch of exceptionally fine Bunch Grass Heifers and Steers.

ATTENTION, SHEEP MEN!

Sheepmen and those who are buying in large quantities should take notice of these prices. Also they should note that we are open for contracts. We can care for your needs as long as your stock is on the feed lots.

SPECIAL PRICES

We also have a special price on Hams, Bacon and Lard. We pay the highest market price IN CASH for

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