

Rifles at West Point.

The average recruit who starts in at West Point knows as much about the fine points of rifle firing as a longshoreman about flying.

RIGHT LIVING.

In the firm control of our thoughts lies the secret of the most wonderful possession of which we can boast—character.

Is it advisable to use shellac or graphite on leaky gasoline pipes? Shellac has been recommended as a temporary repair.

Head Walters.

A head waiter must always be able to tell at a glance how much money you are going to spend so that he will be able to sneer at you accordingly.

When a restaurant proprietor hires a new head waiter he expects to be greatly humiliated. To make a favorable impression the head waiter must be able to give the proprietor a look that will make him feel pretty cheap.

The head waiters in the magazines and movies could never hold real jobs because they have been seen to smile and frown.

There may come a day when a head waiter's bows and smiles may be had at moderate prices.

England and Russia.

A knowledge of English is widespread among the educated classes of Russia. There is not a notable play or novel produced in London which is not acted or read in Russia.

Gytha, the daughter of King Harold, who was slain at Hastings (1066), through her marriage with the Russian Prince of Tchernigoff laid the first foundation to the close relationship between Great Britain and the Russian empire.

Richard Chancellor, who, through his voyage to Moscow in 1553, established solid commercial connections between the two countries.

Peanut Cookies.

This crumb recipe makes 362 peanut cookies at a cost of 40 cents: A cupful of skinned milk, half a cupful of butter or oleomargarine, half a cupful of peanut butter, four cupfuls of fine sifted dry crumbs, two eggs, two cupfuls of sugar, two teaspoonfuls of baking powder, four teaspoonfuls of salt and enough flour to make a stiff dough.

Odd Marriage Belle.

An unmarried man or woman of marriageable age is something that is rarely seen in the Fiji Islands. The reason of this is not far to seek.

Ancient Pillory.

The prophet Jeremiah was confined in the pillory (Jeremiah xxix, 26), which appears to have been a common mode of punishment in his time.

Awful State of Affairs.

"How now, Geraldine?" "I am investigating the conditions it surround poor working girls."

Putting Her Wits.

Cora Coolington—My fiance, bless his soul, has confessed all his past love affairs to me.

Helpfulness.

The truest help we can render to an afflicted man is not to take his burden from him, but to call out his best strength that he may be able to bear the burden.

British Field Marshals.

A field marshal in the British army is equivalent to an admiral of the fleet in the royal navy.

No whip cuts so deeply as the lash of conscience.—Proverb.

SUMMONS.

In the Circuit Court of the State of Oregon for the County of Malheur. Zoe Takahara, plaintiff, vs. Marcella Takahara, defendant.

To Marcella Takahara, defendant: In the name of the state of Oregon, You are hereby required, to appear and answer the complaint filed against you in the above entitled suit on or before the expiration of the time prescribed in the Order of Publication, to-wit:

On or before the expiration of six weeks from the date of the first publication of this summons, and if you fail to answer for want thereof, the plaintiff will apply to the court for the relief prayed for in the complaint, to-wit:

For a decree of divorce dissolving the bonds of matrimony existing between the plaintiff and defendant, and for the care and custody of Cora Takahara, the minor daughter of plaintiff and defendant, and for such other relief as to the Court may seem just and equitable; this summons is published pursuant to a order of the Hon. Daiton Biggs, Judge of the Circuit Court, duly made and entered December 5th, 1917.

P. J. GALLAGHER, W. H. BROOKE, Attorneys for plaintiff, Ontario, Oregon.

P. BRITTINGHAM Truck Transfer Phone 157 M

UNDERTAKING

J. H. FARLEY—Funeral director and embalmer. Lady assistant, Phone 134

WHEN YOU WANT A MESSENGER

We Can Supply Your Needs THE SANITARY BARBER SHOP 85-w The place where the Service is the Best, where the Baths are the Newest.

Expert Service Reasonable Charges and

The kind of treatment Steady customers deserve—Is the principal upon which we do business.

Accessories carried for all kinds of cars.

Gasoline, Lubricating Oils and Supplies.

Ontario Auto Co. PETE DUFORD, Prop. Phone 134

Freight is moving slowly nowadays. There is the freight embargoes. On January 1st the New Edison, "the phonograph with a Soul," will be advanced in price.

There will be no increase in the price of Edison Re-Creations. Furthermore, they can be shipped from the Edison Laboratories by express in the event of a freight embargo.

Place your order now for Xmas delivery while we have them in stock.

Turner Music Shop.

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. Photographs, 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 Cream Kruist Bread

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

Wagons—Hacks—Buggies STUDEBAKER BROS CORPORATION 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. Binnsam, 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. Cummings, Prop. 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

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

ADVERTISE AND YOU'LL SUCCEED

Fight Catalogue Houses With Their Weapons.

PRAIRIE FIRE AN EXAMPLE.

[Copyrighted, 1914, by Thomas J. Sullivan.] The concern which persistently and consistently advertises brings to itself great reward in the form of increased business. Fences, rocks and trees are covered with print and paint.

Glittering Advertising Mass. The only road to commercial success leads through a glittering mass of advertising.

Great boasts, bearing on their galls huge advertisements, sail up and down all season before crowded watering places, and now and then a rain of advertisements comes from a wandering aeroplane.

When daylight falls the magic electric light throws advertisements on large screens in conspicuous places in both large and small cities.

Shout From Mountain Top. Climb to the mountain top and shout for a solution of the retail mail order evil, and back over the hills will come the answer in the echoing cry "Advertisement!"

The life, the fame, the success, the hope and future of commerce lie in that one magic word.

Advertising is unquestionably the weapon which will make the community worthless for the retail catalogue houses, but it is not absolutely necessary that printed matter be the whole thing.

Personal and individual advertising is most helpful. It is such advertising that gives retail mail order houses their trade.

And through advertising the local merchants can deprive them of much of the trade that comes from their community.

Fight the Prairie Fire. The western farmer fights the prairie fire with a little fire of his own, which, kept always under control, he uses so that the bigger fire, finding no fuel there on which to feed, sweeps by and leaves him safe.

So, in your advertising, you have your saying fire with which to fight the consuming competition of retail mail order houses.

The printed matter, of course, must continue to be the main reliance for urging people to enter your store.

Show windows, however good, are sure to be seen only by a few of those who might need to trade with you, while personal invitations cannot be given quickly enough to a sufficient number to answer everyday purposes.

It is through printed matter that the retail mail order house offerings are constantly made, and, if for no other reason than to prove the determination at least to match their efforts for trade in your community, use the local press and printed matter enough to let no one whose trade should be yours forget that you are in a position to fill his wants.

Originality Best Method. The local merchant should dwell at length on the fact that he delivers after the goods have been seen and before the money has been paid for them, and when it comes to making good, should anything go wrong, he is right at hand, not a thousand miles away.

A reputation for originality is continually being sought by most merchants, and one can get it more easily by being natural in every move. Advertising that sounds like you is not only sure to bring the greatest results, but it is also the one kind of advertising your competitor cannot successfully imitate.

It is true that some self styled advertising experts have studied the dictionary, the grammar and the type specimen books until they are able to talk a jargon that makes advertising seem very much of a mystery to the average man.

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

Developing Amateur Finishing Print List THE BURELL STUDIO Enlarging Copying

Hay Grain Sacks, 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

PEOPLE'S PRESSARY and repair work, Ladies and Gents shoe shining parlor in

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

Cleaning, Pressing, Repairing ONTARIO MODERN PRESSARY W. C. Beamguard, Prop. Suits Made to Measure

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

THE STORE THAT SAVES YOU MONEY HADERS! Call Again!

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

THOXELL IMPLEMENT CO. Dealers in Farm Machinery, Wagons

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

We handle everything in Second Hand Goods Why pay a high price for a new article when we can supply your needs with one slightly used? O. U. FRANKLIN'S Second Hand Store

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.