

WOMAN DIRECTS HOME PURCHASES

Quick to Recognize Genius and Sensible Men.

HER WEAKNESS AS A BUYER

Her Susceptibility to Bargains—Women Have More Strength in Their Looks Than We Have in Our Laws. Men Allude to Them as Weaker Vessels.

Copyrighted, 1914, by Thomas J. Sullivan.

Women have more strength in their looks than we have in our laws and more power by their tears than we have by our arguments. Women are quick to recognize genius and to listen when wisdom speaks. They may chatter in the presence of fools, but know and appreciate the value of earnest, sensible men.

It is assumed that the Almighty made man as his masterpiece, and, conceding being that he is, man accepted this statement as a piece of truth.

That the earth and all it contains were made for his special benefit, that woman was created solely for his comfort, that the sun was made to give him light by day and the moon to enable him to find his way home at night, that the heavens were hung with a resplendent curtain of stars and the planets sent whirling through space in a majestic dance about the god of day simply to afford him matter for wonder and amusement—ideas of this sort entice an egotism that can only be accredited to man.

Masterpieces indeed! Why, God made man and, finding that he could not take care of himself, made woman to care of him, and she is discharging her heaven ordained duty in an artistic and capable manner.

Are Women the Weaker Vessels?

Men are fond of alluding to women as "the weaker vessels," and Pope calls man the "great lord of things." Men rule with a rod of iron the creatures of the earth, the sea and the air. They hurl defiance in the face of kings and presidents. They tread the ocean's foam beneath their feet, they harness the imperial thunderbolts to the jaunting electric car and even succeed in mounting the storm and flying upon the wind, but the bravest of them tremble and lie like Cretans when called upon by their wives to explain some of their extravagant purchases, and for this reason many men delegate their wives as the official "family shoppers" and thereby shift the responsibility to them.

More Good Sense Than Men.

Women have more good sense than men. They have fewer pretensions, are less implicated in theories and judge of values more from their immediate and involuntary impressions on the mind and therefore more truly and naturally. It is said "men have sight, women insight." For those and many more reasons women make better shoppers than men.

Women regulate their purchases altogether by the amount they have to spend, men by the amount of credit they can get. Women like to put their money where it will do the most good, men where it will make the greatest show. Men are usually "broke," women very seldom. All of which goes to show that women are the "stronger vessels" after all.

Women Are Prone to Bargains.

Woman's weakness as a purchaser lies in her pronounced susceptibility to bargains. No man ever followed freedom's flag for patriotism with half the enthusiasm that woman will trail the red, white and blue that constitute the banner of the bargain counter. And therein lies her temptation. This trait of woman's nature is recognized by the mail order and retail catalogue houses to the extent that nearly all of their misleading circulars and pictorial catalogues are addressed to the women. And the women, true to their nature, respond with many orders.

Their Spirit of Loyalty.

But if women are prone to bargain they are also possessed with the sense and spirit of loyalty to their own town and community when once they come to a full realization of the injury they are working both to themselves and their home merchants by sending their money away to some large corporation in a big city for goods that they can buy as cheaply and of much better grade at home and without the inconvenience necessitated by long delays when ordering from out of town merchants.

The Slogan of Woman.

Women not only make the home worth while, but they make the local town, the countryside and the whole community worth while. Wherever there is found a movement on foot for the uplift and betterment of community interests and conditions woman's power and woman's influence can always be found behind it. Woman's slogan is, "Purity of home, purity of community and the home town and home merchant forever."

The mail order patrons are not willfully and consciously in the wrong; they are merely mistaken. They are to use the language of a jokesmith of a dead century—trying to skin a cat worth a nickel and spilling a jack-knife worth a dollar.

RYE BREAD FURNISHES NEEDED FOOD VALUES

Domestic Science Teacher Tells How To Help Win the War by Using Now Popular Rye Flour.

By Miss Leona Rader.

Rye as a Substitute.

Rye, altho it has been grown extensively in this country, has not been generally used as a flour for bread making. In the European countries rye has been used in bread making for many years and is used almost entirely in place of wheat among the poor of Europe.

In composition it varies only slightly with wheat. The protein content is of a different nature and for this reason it is more sticky than that of wheat.

In making bread from rye flour it is usually combined with other cereals such as barley, cornmeal, wheat flour and oatmeal. And bread made from mixtures of the different flours is very nutritious, and may well take the place of straight wheat bread, when wheat is in such demand as it is at the present time.

For bread making, rye used with half wheat flour makes a very light easily made loaf of bread.

Below is a tested recipe of rye bread which has proved very successful.

Rye Bread.

- 1 qt. of liquid.
- 1 cake of compressed yeast.
- 2 T sugar.
- 2 T fat.
- 2 T salt.

Half milk and half water may be used as the liquid. Both should be scalded before using. Dissolve yeast in a portion of the lukewarm liquid. Dissolve fat and sugar in hot liquid. When all is lukewarm add yeast and enough white flour to make a batter. Set aside in warm place over night. In morning add enough rye flour to make stiff dough. Allow to rise until double in bulk. Shape into loaves, when light bake. Owing to the nature of protein the dough must be made up very stiff and the loaf must be thoroly cooked or it will be a sticky, heavy, unpalatable loaf of bread.

Rye-Oatmeal Muffins.

- 1/2 C milk.
- 1 C cooked oatmeal or rolled oats.
- 1 egg.
- 2 T fat.
- 1 1/2 C rye flour.
- 2 T sugar.
- 1/2 t salt.
- 4 t B. Powder.

Cook oatmeal, using one part oatmeal to two parts water. A large portion of water makes too soft a mush and gummy muffins. Mix milk, oatmeal, egg, and melted fat. Add dry ingredients after sifting them together. Bake 25 to 30 minutes. This makes 10 to 12 muffins.

Lots 1 to 5 inclusive in blk. 129 Ontario township. Two small houses. Make me best cash offer. Will consider 1/2 cash balance payments. C. K. DeNEFFE, Baker, Ore. if



Photo by American Press Association. Captain Harry McL. P. H. 22



Before-War Prices on a Few Hoosier Models

There are four urgent reasons why you should act at once in selecting your Hoosier Kitchen Cabinet. Read---

1—Duty (as well as common sense) now demands that you conquer waste in the kitchen. You can do it most easily and completely by having this modern labor-saving machine — The Hoosier.

2—Many popular models—not all, but some—are offered now at before-war prices. And you can pay us as convenient. Your money all back if you are not delighted.

3—No other cabinet brings you the advice of the brainy women composing Hoosier's Council of Kitchen Scientists. No other has Hoosier's scientific arrangements and patented features.

4—Our allotment is limited—the war-time demand already exceeds the factory's capacity. Our advice is this—come and pick out the model you most admire at once.

HOOSIER KITCHEN CABINET

Don't put off. You can afford a small payment now as well as later. That's all you need to get the Hoosier in your home.

ONTARIO FURNITURE COMPANY

ONTARIO, OREGON

A Singing Army Is a Fighting Army

SOME OF THE NATION'S GREATEST MUSICIANS ARE NOW FIGHTING IN FRANCE

COME IN AND HEAR MR. EDISON'S RE-CREATION OF THEIR VOICES AND THE SONGS THE BOYS ARE SINGING AT THE FRONT, AT

Turner's Music and News Shop

Official Government Pictures of the Retreat of the Germans

At the Battle of Arras

THESE TRUE STORIES OF THE WAR RECORDED BY THE CAMERA HAVE MADE MANY THOUSANDS REALIZE JUST WHAT MODERN FIGHTING IS ON THE GRAND SCALE STAGED AT A COST OF THOUSANDS OF DOLLARS.

LIQUID FIRE, AERO ATTACKS AND BARRAGE SHOWN IN WAR PICTURES, AT

THE DREAMLAND ONTARIO OREGON

EVERY TUESDAY, STARTING FEBRUARY 12TH

ADMISSION 15 and 25 CENTS

Machinery will be hard to get this year

Mr. Rancher if you think you will need any farm machinery this year, now is the time to determine that fact. Look over your machinery carefully to see what will have to be replaced and what parts you will need.

SHIPMENTS LONG DELAYED BY TRAFFIC CONDITIONS

You understand the conditions of railroad traffic and you also know how all machines of steel and cast iron are hard to get, so if you want to avoid delays, that will cost money, place your order for what you'll need now. We have many big shipments coming and have received several already, but if you want quick service give us a chance for while we have anticipated the needs of the ranchers of this section, there are always some things that must be ordered.

Watch for the big tractor demonstration which We will announce soon.

Troxell Implement COMPANY ONARIO, OREGON