

The Ontario Argus

AN INDEPENDENT NEWSPAPER

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THE SILVER LINING

Is there a silver lining to the cloud that overhangs the business world as the result of the latest increase in railroad rates? If there is it is the only thing that will commend the rise to the average business man. The presence of the omen of good luck cannot be found in the rates themselves, of that there is a certainty.

The only hope, and it should be realized, is that with the principles established that the money invested in transportation lines will be granted the right to make a legitimate return investors will no longer withhold their capital from the railroads. There in may be found the hopeful sign.

It would be little short of a calamity to the country if railroad development were permitted to stop, as it has stopped during the past five years, or if the present ratio of deterioration were permitted to continue.

It is strictly up to the railroad managers now to proceed to give the public service and consideration. Their case is before the bar of public opinion. They have their opportunity to demonstrate the superiority of private against governmental control. If they do not at once improve their service, take their lines into territory that has been awaiting them for years they will have no defense to make if the public a few years hence clamors for a return to the inefficient governmental control.

Of course the railroads should be given time to get underway to re-establish their connections, build up their organizations that were demoralized under the governmental regime; and catch up with the blockades which the strikes of the past few months have handicapped them. It behooves them to hurry, however, for the public is in no mood to be trifled with. Especially when the increased freight and passenger fares are operative, the public will want and have the right to feel that it is getting something for the increased levy made on its pocket book.

DOES FARM ADVERTISING PAY?

One of the advantages that will accrue to the ranchers of Malheur county thru the organization of a hay grower's association, will be the possibility of placing their product before the buyers.

In the past the farmers of this section have been fortunate in that they have had their market right at home. The buyer has come to them. They have not been compelled to seek an outlet for the goods. They have been able to deal face to face with the man with whom they were to bargain.

That condition seldom prevails in business today. Take the products of the larger manufacturing plants, the steel and lumber trade. They seek their market, aid the retailer in

selling the goods by extensive advertising.

To make the comparison more direct, consider the results obtained by the citrus fruit growers of California, or the raisin growers of the state. They have made their market thru advertising. "Sunkist" oranges are known from coast to coast and over Europe too. Why? Because they have been advertised.

Now the hay growers of the Yakima valley are going to advertise their product, they are actually offering to sell hay in this section. Think of it. If that is not, "earranging coals to Newcastle", what is?

Are the hay growers of Malheur county to sleep at the switch and let this business get away from them? Is competition like this to come? It must be considered.

The rancher as an individual can not meet this problem successfully. The average rancher is a good trader when he deals with his neighbor or the stockman of this territory, but when it comes to dealing with this larger problem a different sort of training is needed than that furnished on the ranch. There is no more reason to expect the average rancher to be an expert salesman than there is to expect the average doctor to be a good lawyer; or a newspaperman to be worth a nickel as a farmer. Such combinations of ability and training do not exist. Therefore the rancher must get a selling organization to handle his product, and the larger the volume of product to sell the lower will be the selling cost. The more stable the market, and wider area can be considered, and the entire business of raising hay placed where it belongs on a sound business basis.

STARTING THE PARKWAYS

When the City Council at its meeting Monday night proposed to improve the Western end of the city by adding a system of parkways, curbing etc. it took a step that will take Ontario further along in its effort to make a good looking town than anything done in years.

Ontario has needed just this improvement for so long that it is incredible that any effort was not made long ere this to fulfill the need.

Given curb lines and grades, trees and parkways will soon follow. Given them in one section of the city, demand for them in other portions of the city. Given parkways and trees and the desire for gravelled, if not paved streets will follow.

All these things can be accomplished without increasing the city's debt, and that is a most important consideration. These improvements are local improvements which the property owners themselves should have had installed long ago, and would have installed, perhaps if the effort had but been made.

If the present City Council will continue to press this program it will leave Ontario a far better looking city than it was when it took hold of affairs, and that will be worth while.

The previous Council got the new city water system, the present council paved the business district and portions of the resident district as well. Now let the parkings, sidewalks and curbs be added where needed and Ontario will have travelled a long way toward the good looking town that every citizen will be proud to call home.

If it's printing, we can do it.



Red Crown gasoline has a continuous chain of boiling points. It is an all-refinery gasoline.

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(California)

O. H. TEST, SPECIAL AGENT STANDARD OIL CO.
ONTARIO, OREGON

Pendleton restrained itself and did not lynch the murderers of Till Taylor. Great as was the provocation the men of the Round Up City were able to withstand the temptation and listen to the plea of the dead man's brother that they let the law take its course. In their stubborn and determined search for the guilty men, and in their safe delivery behind the bars, the Pendleton men have honored themselves. All Oregon is proud of Pendleton. There need be no fear that maudlin sympathy will spare one of the guilty men. They will pay the price, as they should, but will pay it according to the law of the state, which Till Taylor honored with his service, and upheld even unto death.

The Snake river is six inches lower than ever before it is still being made to serve the needs of the year, however, points to a condition that will be worse as the years go round and further development takes place up the stream. The ranchers of this section should be pondering upon the question of reservoir sites for their canal supplies. The Owyhee system is the one solution that challenges the abilities of the men of this region. When will its solution be tackled?

IMPOUNDING NOTICE

Notice is hereby given that, in pursuance of Ordinance No. 226, of the City of Ontario, I have taken up and impounded the following described animal found running at large within the corporate limits of the City of Ontario, in Malheur County, State of Oregon, to-wit:—

Bay horse, about 9 years old. Branded 26 on Right Stifle, Left hind foot white, shod in front, and that I will on the 5th day of Aug. 1920, at the hour of Three o'clock

GIRLS AND WOMEN

THE REAL TEST

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AND those dependent upon you
CARE that should be exercised to
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OF the needs of those who are
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The Home Hygiene and Care of the Sick Course is being given by Ontario Chapter, American Red Cross
Mrs. Henry Griffin
Mrs. Loris Blackaby
Mrs. A. S. Brown
Mrs. E. M. Greig

Women and girls interested in taking this course may do so by addressing members of the Committee or merely addressing Red Cross.

FORDSON

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The after-service that goes with the Fordson Tractor is second to none. Fordson dealers are located in every community with stocks of spare parts and employing skilled mechanics who know just how the Fordson should be kept and taken care of to do it best work.

This Fordson service means that your tractor can be kept busy ever working day during the entire year; that Fordson mechanics are ready to show you how to get the best results from the tractor.

Fordson service insures you against delay in getting parts. It is your protection. It is a protection now being enjoyed by more than 100,000 Fordson farmers in the United States.

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ONTARIO, OREGON

V. B. STAPLES, Proprietor

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PAYS 7 per cent

For the man who has saved a little money or for the man who is trying to save, there is no better investment than the Preferred Stock of the Idaho Power Company, paying 7 per cent. Look around you at the rich territory still to be developed; think of the electric power that this development will demand. You will readily see that the rapid growth of the Idaho Power Company is certain.

Dividends Are Sure

You are assured a return of 7 per cent on your money. Dividends are paid on all Preferred Stock before owners of Common Stock receive a cent. Dividends have been regularly paid on Preferred Stock since the Company's organization.

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This Preferred Stock is selling for \$100 a share. You may buy it for cash or for \$10 down and \$10 a month. Ten dollars a month is not much, yet this small sum starts you on the road to financial independence.

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\$6.50 Suits	\$5.20
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in the Live Stock Industry.

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