

GOOD BUSINESS THIS FALL SAYS BABSON

The Statistician Gives Reasons for Substantial Improvement.

Wellesley Hills, Mass., Sept. 16th, 1922. Roger Babson evidently is not upset by labor difficulties and the threatened coal shortage. In a statement issued today he forecast good business for the next two months.

"Go after business now!" says Mr. Babson. "Buyers during these past two years have been following a hand to mouth policy. Everyone has purchased as little as possible because a delay has meant lower prices and a consequent saving. With the turn of the business tide, however, prices again tend up and both business men and individuals will make more money by buying ahead rather than by following the more conservative policy. An analysis of 76 basic materials for instance shows that 48 are higher

today than they were a year ago, 24 are lower than a year ago, while 4 commodities show no change. Price increase will be felt most on the raw materials that have been completely deflated, but finished goods in practically all lines will show some strengthening during the next few months.

"It is particularly important that retail merchants fully grasp this change in the situation. They must turn with the tide. The retailer should plan on a substantial increase in trade between now and Christmas. If he does not he will be caught with a shortage rather than a surplus of goods, and a transportation tie-up will make it difficult to get more on short notice.

"This increase in business will be due to a combination of increased purchasing power and a change in the attitude of the general public. In spite of the strikes and labor unrest there is relatively little unemployment at present. On incomes over \$1000 figures show that 48 per cent of the purchasing power of the country comes to the individual as wages and salaries. This makes up the bulk of the purchasing power upon which the average business man must depend. A drop in the

cost of living and prospect of steady work is rapidly turning a majority of these people into ready buyers.

"In the farming field, bumper crops and better prices promise to class the farmer as a good prospect. He has bought very little since 1920 and his accumulated needs should absorb a tremendous quantity of farm machinery and supplies. The plans of the business world accumulated during these past two years will also be put into operation this fall.

"The combination of these several factors points to a merchandizing shortage. If I were a retailer I should certainly buy all goods necessary for Christmas trade now and insist upon early deliveries.

"This general increased business activity will lead in turn to the increased business and industrial profits that are already being reflected in the action of the stock market. Increased profits, of course mean more money for expansion and equipment. Rents and money rates, in the meantime, are tending gradually downward relieving both individual and business house in the matter of over-head. Banks have ample funds to meet all commercial and investment requirements. In many localities money is a drug on the market. The slight seasonal tightening will doubtless be experienced at crop moving time, but taking the fall season as a whole money throughout the West and South should come nearer to the New York market level.

"In the investment market, prices of good bonds promise to rule strong this fall. As investment capital accumulates the interest rates ease off, bond prices automatically rise. As profits and income increase, the non-taxable issues will again be in demand. The effect of commodity prices will be more than offset for the time being by the quantity of money available. Continue to hold your bonds.

"Whether or not we shall have a reaction in the stock market this fall is not the point. We may get the break that the 'bears' are hoping for or stocks may climb suddenly. The point of importance, as I see it, is the fact that we have just turned the corner at the bottom of a period of depression and that the stock market has never reached its high point until early in the period of prosperity. Those who own good stocks outright need do no worrying about the market.

In spite of rail and coal difficulties general business as reflected in the index of the Babsonchart is holding its own. Activity is now running at 9 per cent below normal.

IRONSIDE NEWS

Ironside farmers have about finished their second crop of alfalfa. An early freeze thru this section damaged the late garden truck.

Ironside school started Monday. Mrs. Annie Pratt as teacher for nine months.

Edward Turman of Malheur River is boarding at D. M. Rippleys and will attend school here.

Mrs. Henry Cope has gone to Vale and Ontario to visit relatives and friends for a few days.

Mrs. B. Pulmmur and family returned Thursday from Ontario where she has been visiting her daughter and family, Mr. and Mrs. Ansel Powell.

John Smith of Brogan brought in a load of nice pears this week.

Mr. Dorherty of Brogan was an overnight visitor at Ironside Thursday night with a load of fruit and grain to Unity and Austin.

Orval Nichols went out to Brogan where he will haul fruit with his truck through fruit season.

Mr. and Mrs. H. C. Elms, Mr. and Mrs. Chas. Elms and son Howard of Herford, Mrs. F. G. White and daughter Noma of Unity returned Thursday from Yellowstone Park.

Floyd White and Frank Elms of Unity were business visitors here Thursday.

J. P. Smith is hauling lumber from Camp creek sawmill this week.

Mr. and Mrs. Arthur Hill are the proud parents of a daughter a week old. Mother and baby are fine.

Mr. and Mrs. Wallace Derrick of Ironside are the proud parents of a new baby. She is with her parents in Nampa, Idaho.

Mr. and Mrs. Claude Derrick have moved to Baker for the winter to send their son Morris to school.

Miss Ora Lawrence, Dave Lawrence of Ironside were quietly married in Vale the first of the week. William Westfall of Clover creek was an Ironside visitor Friday.

G. R. Dickson has purchased Delbert Derrick's dairy herd. Mr. and Mrs. W. R. Lotten were Ironside visitors Friday.

Mr. and Mrs. Elmer Molton went out to Brogan for canning fruit, Wednesday.

Mrs. George Nelson and son, Fred and daughter, Mabel of Unity are visiting her parents here, Mr. and Mrs. James Elms.

New York's Sanitary Districts.

New York has four square miles of sanitary districts with over 250,000 population per square mile. The New York city 1922 census committee, Dr. Walter Laidlow, executive secretary, has issued the following statement:

"The permanent map for the taking and tabulating of the population of New York on which the census of 1920 was enumerated has 3,427 sanitary district areas. Sixty-six of these in 1910 whose acreage totaled 2,866 then had a population of 1,238,657, an average of 433 persons per acre. If the whole area of New York in 1910 had been populated as densely as these 2,866 acres the equivalent of the whole population of the United States, and then some, as in 1910, could have been packed within the limits of Greater New York."

"This number of persons per acre in congested districts is now reduced to 302, the statement adds.

Of Archeological Interest.

An interesting sequel has occurred to the fire which recently gutted All Saints' church, Pesham, near Canterbury, says London Answers. During the examination of the walls with a view to reconstruction there were discovered beneath a layer of plaster paintings of two consecration crosses in colors, finely preserved, probably of the Thirteenth century. It is anticipated that from these it will be possible to determine the approximate date of the consecration of the church. Arrangements have been made for the careful removal of all the plaster and other interesting and, from an archeological point of view, valuable discoveries are expected.

Compact Lantern.

Measuring but six by five and one-half inches, an electric lamp has been placed on the market and is available for general use. The case is made of heavy metal thoroughly nickel-plated. A standard low-voltage tungsten lamp is used, well protected by a wire guard. A ball serves as a handle, and the hook on it permits it to be hung on a rod, nail or hook. The ball can be rotated, so that the lantern may be turned to any angle desired and carried upward, downward or sideways.

With the dry battery used in this lamp it will give about 20 hours' continuous service and about 40 hours' in intermittent service.—Washington Star

He Had Got Rid of It

Barney Barnard is responsible for the story of the Gentile who bought a packet of cigarettes from Mr. Isaac Isaacstein, his regular tobacconist. "Isaac," said the customer, after the purchase had been completed, "you gave me a bad quarter in my change the other night." "Impossible," answered Isaac. "I never took or gave a bad coin away in my life. With my 40 years' experience in handling money, I can tell by the touch at once; physical instinct, my boy. I suppose you managed to get rid of it?" "Yes," was the reply. "I have just paid it to you for these cigarettes."

The Witch!

Conductor—Pardon me, madam, but your girl seems more than twelve.
Her Mother—Conductor! Would you take me to be the mother of a girl that age?
Conductor—Lady, don't tell me you're her grandmother!—Sydney Bulletin.

ARCADIA ITEMS

School opened Monday morning with Mrs. R. J. Davis of Nyssa as teacher of the lower grades, and Miss Beth Howey of Boise teacher of upper grades. On account of pruned picking quite a number of the upper grade children have not started to school yet.

Brya Looper went to Vale Tuesday with a load of produce.

Mr. and Mrs. Lloyd Oris have rented and moved to the R. A. Thompson ranch near Nyssa.

Jack Barrett, Vernon Butler and Charles Newbill have gone back to Corvallis to attend school this year.

Gordon McDonald of Albany, Oregon was visiting friends in this neighborhood last week.

Chester Lackey left Friday for a hunting trip near Payette Lakes. Mrs. Lackey and little daughter visited with relatives in Ontario during his absence.

Paul Neece of Ontario spent the week end with his uncle and aunt, Mr. and Mrs. Ira Dail and family.

The Misses Bertha Dail, Mildred Long, Hellen Clement are attending high school at Nyssa.

Miss Teddie Bullard is attending high school at Ontario.

J. T. Long and daughter, Mildred, went to Nampa Sunday to see Mrs. Long who is there taking treatments for rheumatism.

To Which Class Do You Belong, THE SUCCESS OR THE SPENDTHRIFT?

The real, substantial citizen does not come from the spendthrift class.

The chances are ninety-nine to one that he started with a savings account,

Each of us chooses the class to which he belongs. In the interest of good citizenship, to the end that your future may be happy and assured, we urge that you start an account with us now.

A GOOD BANK IN A GOOD COUNTRY

1st National Bank

CAPITAL AND SURPLUS \$100,000.00

Ontario, Oregon.

Save the surface and you save all

\$1000

Check the Costs

Know How Much You Save by Painting Now to Save Repairs

COMPARE the prices of lumber and paint. They will show you how expensive it is to let buildings rot for lack of the protection of paint.

Hundreds of thousands of dollars worth of valuable buildings are wasting today at a rapid rate, because they have not been painted when they needed it. Paint now. Save repairs.

The utmost economy in painting results from the use of a high quality product at the time it is needed. The best paint spreads easily—it saves labor cost. It covers a larger area per gallon than "cheap" paint.

But most important, the best paint serves five or more years longer than "cheap" paint.

It's economy, then, to paint when

your property needs it—without delay—and to use the best paint.

The best paints are scientific in formula and preparation. We've made them for 75 years—to meet the weather conditions in the West.

The best materials—PIONEER WHITE LEAD, pure linseed oil, pure zinc and pure colors—are combined in Fuller's Paints in scientifically exact proportions with long-time skill.

Free Advice on Painting

Ask our agent for advice, color cards, etc. Ask the Fuller Specification Department about the most desirable color schemes, color harmony and any other details.

Makers of Rubber Cement Floor Paint, All-Purpose Varnishes, Silk-White Enamel, Finishes for Floors, Washable Wall Finish, Auto Enamel, Stain and Roof Paint, Fence and Step Paint, and PIONEER WHITE LEAD.

Fuller's SPECIFICATION House Paints

Phoenix Pure Paint Pure Prepared Paint

Manufactured by W. P. Fuller & Co., Dept. 25, San Francisco
Branches in 19 Cities in the West

SAVE THE MEMO BELOW—CUT IT OUT AND PASTE IT IN YOUR NOTE BOOK

My home needs painting. Fuller's Specification House Paints are sold by the following Agents:

TAGGART HARDWARE

PREPARED PAINTS



WE state it as our honest belief that for the price asked, Chesterfield gives the greatest value in Turkish Blend cigarettes ever offered to smokers.
Liggett & Myers Tobacco Co.

Xanthi, Cavalla, Smyrna and Samsoun—the famous Turkish tobaccos used in Chesterfield's Turkish Blend—are bought on Turkish plantations by our resident buyers. We take no chances—we know the high quality of our tobaccos.

"They Satisfy"

Directory of Ontario's Business Firms

<p>DR. J. A. MCFALL Eyeglass Specialist Eye Glasses and Spectacles</p>	<p>HOME MADE CANDIES PURE AND DELICIOUS Take a box home for Sunday BON BON CANDY SHOP S. L. Tompkins, Prop.</p>	<p>RADER BROS. Dependable Merchandise "Not the Cheapest, But the Best"</p> <p>Signs BYRON TURNER</p>
<p>ONTARIO NATIONAL BANK The Oldest Bank in Malheur County "Service that Serves" Capital and Surplus \$100,000.</p>	<p>REIHSEN & RYAN The Home of Good Eats and Low Prices Phones 3 and 131</p>	<p>BLACKABY JEWELRY STORE Home of "Gifts that Last"</p>
<p>HOTEL WILSON The "Homey" Hotel of Malheur County. Good Meals 40c</p>	<p>PURITY BAKERY Ernest Barcus, Prop. All Kinds of Breads, Cakes and Pastry</p>	<p>ONTARIO PHARMACY O. M. Castleman, Prop. Prescription Specialist—Victor Phonographs—Kodak Remedies Eastman Kodaks</p>
<p>TROXELL IMPLEMENT CO. Farm Operating Equipment McCormick, Deering and P. & O.</p>	<p>WELLS DAIRY Phone 34 W2 Service day and night. Tubercular tested cows. Clean and sanitary equipment.</p>	<p>H. R. UDICK Plumbing and Heating Domestic Water Systems</p>
<p>THE INDEPENDENT MARKET Phones 6 and 135 If He Good To Eat—We Have It If It's Farm Produce—We Buy It</p>	<p>MORRIS MILLINERY & NOVELTY SHOP Palymre Waists—Women's Dresses And Sport Clothes</p>	<p>TAGGART HARDWARE CO. Malheur County's Largest Hardware Store</p> <p>J. C. MCCREIGHT HARDWARE Satisfaction Guaranteed</p>