# TO LAUNCH MANY VESSELS JULY 4TH

Washington.—Celebration of July 4 this year will be made notable for all time by the launching from American shipyards of the largest number of ships of the greatest aggregate tonnage ever put into the water in one day.

Independence Day's contribution to the merchant fleet will be at least 80 vessels, with a capacity of 439,880 deadweight tons.

Thirty-seven of the hulls expected to be launched will be steel, with a tonnage of 254,680.

The Pacific coast yards will launch 26 wooden and 17 steel vessels, totalling 250,700 deadweight tons.

The Bethlehem Union plant at San Francisco will have the honor of launching the biggest individual tonnage of any yard in the country with three steel ships totalling 35,400 deadweight tons.

Seattle will be the scene of a triple launching, but the three hulls will be distributed among three different yards.

Aberdeen, Wash., with the launching of four hulls, will have the honored position among the wooden shipbuilders. Tacoma, Wash., and Portland, Or., will each see three wooden hulls slide into the water.

### Bulgars and Turks Dispute.

Amsterdam.—Differences have arisen between Bulgaria and Turkey over the division of lands taken from Roumania under the peace agreement with the central powers, Dr. Von Kuehlmann, the German foreign secretary, indicated in addressing the reichstag at Berlin.

### Railroads Lose Money.

Chicago.—The railways of the United States after four months of federal operation show a deficit of $250,000,000, according to computations announced by the bureau of railway news and statistics of Chicago.

### THE MARKETS

**Portland.**

Oats—No. 2 white feed, $59.50 ton.
Barley—Standard Feed, $50 per ton.
Corn—Whole, $73; cracked, $74.
Hay—Timothy, $32@28 per ton; alfalfa, $24.50.
Butter—Creamery, 44c per lb.
Eggs—Ranch, 38c per dozen.
Potatoes—$1.25@1.50 per hundred.
Poultry—Hens 25c; broilers 30@32c, roosters, 16@17c.

**Seattle.**

Butter—Creamery, 48c per lb.
Eggs—Ranch, 48c per dozen.
Poultry—Hens, heavy, dressed, 35c; light, 33c; broilers, 42c; roosters, dressed, 28c; ducks, live, 30c; dressed, 34c; geese, live, 27c; dressed, 35c.

# LUMBER PRICES ARE SET

### New Scales Increase Douglas Fir $2.75 Per Thousand Feet in Northwest.

Washington.—Maximum prices for fir logs and fir lumber produced in the Pacific Northwest were announced by the war industries board.

Douglas fir prices, applying to lumber manufactured in the Pacific Northwest, represent an average increase of approximately $2.75 a thousand board feet, it was officially announced. Yellow pine prices are increased approximately $4.50 a thousand.

The new prices apply to government, allied and civilian purchases alike, it was officially stated. Douglas fir prices will advance only slightly, if any, to the commercial trade under the new rates. The prices, it was explained, are maximum prices, not fixed prices, and lumber may be sold below the government's figure and usual trade discounts allowed.

Regulations have not been made for transactions other than sales by manufacturers at scheduled prices, the official statement said.

### 400-Yard Gain Made by Americans.

With the Americans on the Marne.—The Americans in Belleau wood drove forward 400 yards despite fierce German resistance. They inflicted severe losses on the enemy, captured a number of machine guns and then dug themselves securely into their new lines. Only a little fringe of the woods now remains in the hands of the Boche.

### Germans Said to Talk of Revolt.

An Atlantic Port.—Germany, war-weary and ill-fed, is in a state of unrest so acute that talk of revolt is common among both the military and civil populations, according to Americans who arrived here on a Norwegian liner from Germany or adjacent neutral countries.

Mr. and Mrs. Walter Glenn are leaving soon for Seattle, where Mr. Glenn will be brand inspector for the Cattle and Horse Reasers' Association.

**ONTARIO'S STORES WILL CLOSE ALL DAY JULY 4**

To permit the employes, as well as the employers to observe the Nation's birthday, Ontario's stores will be closed next Thursday, July 4. While there will be no celebration here there will be a general exodus to Brogan, Big Bend, Weiser, Boise, Arcadia and other places where celebrations are to be held.

### THE MAKING OF A U. S. SOLDIER

Camp Lewis, Wash., May 31.—To my dear Friends: First of all let me thank all of you for the heartfelt good wishes that you are sending with me as I do my bit.

I will try and give you a little information in regard to the making of a U. S. soldier as far as I have gone.

We arrived here about two o'clock yesterday afternoon. There were some twenty of us, all members of different quotas, the rest having arrived before us. W were immediately taken in charge by an officer, our names taken and our baggage loaded into army trucks, along with five or six men who were being brot under guard. As near as I could find out they were slackers. We never saw them again and I understand they are in the "coop," as it is called.

We were then lined up and marched about three-fourths of a mile to where there were several hundred other men assembled. Here our questionaires were examined and we fell in line, marching thru a long tent until we came to a clerk who took our identification cards, and gave us a minor physical examination.

We then went to the pile where our luggage was stored, picked out our belongings and fell in line. About three hundred of us were assigned to the 23rd Company, Second Battalion, given cards from both the Knights of Columbus and Y. M. C. A. and marched to the barracks. Here our names, address of local boards and date of birth were taken, we were given slips of paper and sent into a room where our measurements for entire outfits were taken.

Immediately after supper there was a roll call in front of the barracks to which we were all required to answer "here."

We were then issued a tick, three military blankets, a comb, brush, tooth brush, a towel and soap and assigned to our quarters.

The beds are small steel cots, the stationary kind, not at all uncomfortable. We were instructed to take our ticks which are made of material like sheets, only coarser, to a room where there was a lot of clean straw. Here we filled them, returned to our quarters and were instructed how to make them up. After this we marched to the hospital building where we removed our coats and bared both arms to the shoulder. I forgot to say we were given a vaccination slip which we carried in our left hand. We filed in, marching tors were working. As we entered slowly thru the room where the doc- a man washed each arm to the shoulder, another painted the right arm with iodine. Our vaccination slips were taken from our hands and marked as we passed along. The first doctor on the left made three slight incisions in the flesh and the next one applied the vaccine, which I suppose was for smallpox. The next man on our right gave us a hypodermic for typhoid.

After returning to our quarters we were given the rules. These are complete cleanliness and tidiness in and around our bunks, no talking in quarters after 9 o'clock, at which time the lights are turned out, no smoking and everyone in bed at 11.

If obliged to leave the quarters after that time they must be absolutely noiseless, not allowing the heels to touch the floor. Any one disobeying these rules is subject to court martial.

Our rising whistle sounds at 5:45 and we are given seven minutes in which to assemble in front of barracks for roll call. A few of the boys fainted at roll call this morning because of their vaccination.

A few minutes were given us to tidy up for breakfast, after breakfast we were given a chance to put in a final plea for exemption but as out of sixty five pleas none have been granted in the last three months I think the most of them are foolish to bother about it.

The next thing is the military hair cut.

We have been mighty busy so far and expect to be busier later. I believe that I am really going to enjoy the service.

I will endeavor to give you some idea of the magnitude of the camp later.

MELVIN L. CUSHMAN.

# BIG SALES MADE BY SUGGESTION

## Local Merchants Should Make It a Study.

## AN ART TO BE ACQUIRED.

**Arrangement of Stock and Window Display Part of General Scheme. Best Salesmen Know How Diplomatically to Suggest to Purchasers. Catalogue Houses Use Pictures.**

[Copyrighted, 1914, by Thomas J. Sullivan.]

If there ever was a concern on the face of this earth that has studied the theory of suggestion it is the retail catalogue house.

In its early beginning it fooled railroad men and pinery workers, securing names and addresses in some way or another, after which it forwarded each individual a nice brass watch, finished in gold. However, it was cautious, never sending a watch to the prospective customer on credit.

The railroad man or woodsman never ordered the watch, and of course a mistake happened.

According to the mail order man, it was wrongly addressed, but the watch was there at the express office, and if he would take it and pay for it a large reduction would be made.

This suggested to the prospective purchaser that he was in need of a watch, "got him," and if he did not have the money to pay for it he would borrow the necessary amount or draw on his salary account.

The power of suggestion soon convinced the wily mail order man that he was on the right track, and he then branched out into furniture, clothing, machinery, hardware and other lines of manufacture.

### Great Power of Suggestion.

It is very probable now that a large proportion of merchandise sold is through suggestion. If people bought only the bare necessaries of life, only what they actualy need, there would be but few business houses and civilization would halt.

The power of suggestion is what builds up great business houses and keeps the world on its progressive march.

Advertising is one of the most powerful and at the same time easiest methods of suggestion. But there are many others very much akin to the popular conception of advertising.

Therefore it behooves the merchant who would be successful and to be numbered with the progressive of his kind to study well the theory and practice of suggestion. Its ramifications are many and varied.

### Make a Good Impression.

It is not alone in the preparation of copy for newspaper, circular or other printed forms for advertising that thi principle of suggestion must be observed and followed out.

While it is all important to observe the rules of suggestion in getting up such copy, the idea should be carried into every feature of merchandising.

The handling of good merchandise and square dealing, accommodating store policy suggest to a customer that he has found the right place to trade, and he is not liable easily to forget his first impression.

The arrangement of stock, the window display, the attitude of proprietor and clerks toward customers, deliveries, methods of collections—in fact, every action suggests to the naturally receptive mind of a purchaser and brings him back again.

On the other hand, the neglect to observe all these things implants a suggestion in the mind of the public that cannot be overcome, even by offering glittering bargains.

### Suggestion an Art.

Some of the best salesmen in the business are those who know how diplomatically to suggest to purchasers something else that would be to their advantage to buy.

This sort of suggestion is a kind of art and unless used with the finest tact and discretion is liable to make a bore of a salesman.

The retail catalogue house system is cautious. However, there is no law against exaggerating pictures when one confines himself to an actual description of the article. This is where the mail order house system covers itself.

The pictures are suggestive to the prospective buyer.

The description of the article contains Latin phrases, trade terms and language that is foreign to many consumers and is not understood by them.

As an illustration of picture book buying through mental suggestion our readers might profit by reading the following poem, which illustrates the folly of buying mail order house trash:

HE QUIT.

He owned a retail catalogue house car.
To ride in it was heaven.
He ran across a piece of glass—
Bill, $14.95.

He took his frie[illegible] out for a ride.
'Twas good to be alive.
The carburetor sprung a leak—
Bill, $40.95.

He started on a little tour
The finest sort of fun.
He stopped too quick and strip[illegible]
gears—
Bill, $60.95.

He spent his little pile of cash
And then in anguish cried,
"I'll put a mortgage on the house
And take just one more ride!"


# Palm Beach Suits

Means Comfort Suits for Warm Weather

# Palm Beach Suits

Means Clothing Economy in War Times

# Palm Beach Suits

Means Wool Economy and Conservation

# HIGH ART Palm Beach Suits

Means Style and Comfort combined with Durability.

**Price $12.50 IN SUITS**

---and---

**$4.50 IN ODD PANTS**

Once you wear Palm Beach you'll get the habit and always wear them again.

# ALEXANDER

ONE PRICE CLOTHIER ONTARIO, OREGON

Photo by American Press Association.

Brigadier General Carroll A. Devol.

# CHURCH ACTIVITIES

**UNITED PRESBYTERIAN CHURCH**

Bible School, 10 a. m.
Morning Sermon at 11 a. m.
Evening Worship at 8:30 p. m.

Rev. [illegible] E. Springer of the College of Idaho at Caldwell, will be with us to deliver the message. Those who have heard him will be pleased to hear him again. Anyone who has not heard him has a delightful treat in store for them. Everyone welcome.

—BUY W.S.S.—

**Pentecostal Church of the Nazarene, East side.**
**Rev. S. L. Flowers, D.D., Pastor**
**Order of Services.**

Sunday school ..... 10 a. m.
Preaching ..... 11 a. m.
Peoples Meeting ..... 7.15 p. m.
Prayer meeting Thurs.....7.45p.m.

You are welcome to these services.

—BUY W.S.S.—

There will be no Episcopal services held in Ontario until the second Sunday in July.

—BUY W.S.S.—

Rev.Fr.Murphy of Jordan Valley arrived in Ontario last week to fill the vacancy ,temporarily, made by Father Campo's departure fro Baker.

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**CATHOLIC CHURCH OF THE BLESSED SACRAMENT.**

8:30 a. m., Low Mass.
10:30 a. m., High Mass.
9:30 a. m., Catechism for the boys and girls.

**METHODIST CHURCH**

10.00 a.m. Sunday School.
11:00 a. m., Church.
8:30 p. m., Evening services.

Rev. Earl Hanna, Pastor.

—BUY W.S.S.—

**CONGREGATIONAL CHURCH.**

10:00 a. m., Sunday school.
11:00 a. m., Church.

Evening services will be discontinued thruout the hot weather season.

Rev. H. H. Livingston, Pastor.

—BUY W.S.S.—

**BAPTIST CHURCH.**

10.00 a.m. Sunday School.
11.00 a.m. Church.
7.15 p.m. B. Y. P. U.
8.30 p.m Evening services.
meeting.

Dr. Charlebois will be absent from the city for a week, beginning July 1. He will be in Boise.—Adv. 25