The Athena Press

AN INDEPENDENT NEWSPAPER
F. B. Boyd, Publisher

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Subsequent insertions.....12½
Display regular, per inch.....12½
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Subsequent insertions, per line.....5c
Lodge resolutions, per line.....5c
Church notices, admission, per line..5c

ATHENA, ORE., NOV. 29,.....1912

The Public sees in the overwhelming election of Woodrow Wilson to the Presidency not a triumph for the democratic party in any old party sense. Mr. Wilson was nominated against the opposition of all the "machines" in that party, political and industrial, and in direct response to the demands of its genuinely progressive elements. He was elected by progressives of all parties, regardless of whether they voted for him or not. That the party vote to the democratic party was largely for Wilson after his nomination is but a phase of the situation. It goes to show that more is to be gained for progressivism by getting control of an old party than by trying to make a new one. The force of party habit, which usually tells against the new party, may be thus secured for the new policies a new party world proclaim. By a new party within the old one, not by the democratic party of tradition, was Mr. Wilson elected. This new party was born with Bryan's nomination in 1896. It was fostered by "Bryanism" through the next decade and a half, while plutocracy and an unawakened democracy in both parties were joined together for its destruction. It came to full vigor through Bryan's service last summer; and the progressive party revolt—a republican repetition in different form in 1912 of the democratic quarrel of 1896—helped bring it into power through Wilson's election. All that remains to complete this triumph of progressivism is for the President-elect to recognize in his administration and leadership the true nature of the trust that has been reposed in him. To urge Mr. Wilson to be president of the whole people would be an empty commonplace. This is his plain duty of course, and no one doubts his purpose in that respect. But even as he is to be more than an executive of the national law, so he has a larger function than that which the political commonplace of "representing all the people" implies. He has been elected to represent, in the highest office in the land, a certain kind of public sentiment and the promotion of a certain kind of public policy—a sentiment and a policy that have had no competent and faithful representative in that office for half a century or more. On his fidelity to these obligations will his loyalty to his leadership trust be tried. It is not as a party democrat that he goes to into office but as a democratic Democrat; and at every turn his good faith and ability in this respect will be the test of his career.

Rather an unique article entitled "If Advertising Were Eliminated" is published in the Woman's Home Companion. It is worth some study and should prove interesting to the advertiser. It is as follows: Can you imagine what existence would be like if all advertising were eliminated? It would mean more than the absence of advertising in the pages of the periodicals and newspapers. It would mean that the grocer would not have the name of his business printed over his door or his window. The drugstores would not display the globes of colored water. The minister would not announce the topic of his next sermon nor the midweek prayer meeting from the pulpit. There wouldn't be even sign posts at the country crossroads nor on the street corners in towns and cities. If you visit a strange community where there was no advertising whatever you would realize how absolutely dependent you are upon advertising. If you wanted to go to a store, particularly the best store, no one could direct you, for that is advertising—word of mouth advertising, which is sometimes as important and as valuable as any other. Frankly, you would find it practically impossible to live without advertising, although you might manage to exist after a fashion. A mere child could tangle us in about a minute if his insatiable curiosity were directed to advertising. To his first question we can promptly and truthfully reply that a man advertises to make money; "How does he make money by advertising?" the answer is not so easy. Possibly the childish mind might be satisfied with the explanation that advertising increases the volume of business, which is true of course, but it is neither comprehensive nor final. You may follow it through ever so many ramifications and in the end you will find that advertising pays for the simple reason that it renders a service to you and me and to the man and woman next door. The great agents of civilization are those which save time and increase the comfort and convenience of the people. These are the things that make the many appliances for electricity the—telegraph, the telephone, light, power—so enormously valuable. Advertising belongs to the same category. There is no way of estimating its capacity for saving time, for increasing comfort.

Under the Initiative and Referendum, woman suffrage was adopted in Oregon, (after five unsuccessful attempts), Arizona, Kansas and Michigan, and was defeated in Wisconsin. The states in which suffrage is now conceded to women therefore number ten, being Wyoming, Colorado, Washington, California, Idaho, Utah, Kansas, Oregon, Arizona, and Michigan. Their combined electoral vote is 70.

Placing Telephone Poles.

The telephone company construction department is engaged this week in placing poles in the alleys which will carry wires of the local system. Company wires heretofore strung on electric system poles will also be transfered at once to the new poles, which will in great measure lessen danger of such burn-outs as transpired a couple of weeks ago, when a high voltage wire fell across the telephone line and caused serious damage to the cable on Main street.

Fine Window Displays.

Store windows in Athena bore attractive displays for Thanksgiving shoppers. The best the market affords in edibles were shown by the grocers, while table linens was the principal attraction put forth by the dry goods departments. A turkey gobbler made from napkins attracted attention at Fix & Radtke's.

FOR SALE

At a bargain: 560 acres of choice farm land near Athena. Well improved, with plenty of good water. One of the best wheat farms in the country. A rare chance at only $65.00 per acre. Ten or eleven thousand dollars down handles this place, balance on terms to suit the purchaser. For further particulars, see

B. F. Richards.

For Sale.

South half of Lot 7 and 8, block 1, Kirk 1st addition. 6-room house. Examine same and make us a bid; any reasonable cash offer will be carefully considered. Mullin Bros. Land Co. 1205, 3rd Ave. Seattle, Wash.

Notice of Final Account.

In the County Court of the State of Oregon.

In the Matter of the Estate of Lucretia C. Maloney, deceased.

Notice is hereby given to all persons whom it may concern that John Rothrock and A. B. Rothrock, administrators of the estate of Lucretia C. Rothrock, deceased, have filed their final account and report in the administration of said estate. That the County Judge, by the order duly made and entered, has appointed Saturday, the 28th day of December, A. D. 1912, at the hour of 10 o'clock in the forenoon as the time, and the County Courthouse at Pendleton, Umatilla county, Oregon, as the place, where all objections and exceptions to the said final account and report will be heard and the settlement thereof made.

Dated this the 29th day of November, A. D. 1912.

John Rothrock,
A. B. Rothrock,
Administrators.

NOTICE OF FINAL ACCOUNT.

In the County Court of the State of Oregon for Umatilla County.

In the Matter of the Estate of Hugh McLean (McLane), Deceased:

Notice is hereby given to all persons whom it may concern that Charles McLean, administrator of the estate of Hugh McLean (McLane), deceased, has filed his final account and report in the administration of the estate; that the County Judge, by order duly made and entered, has appointed Monday, the 30th day of December, A. D., 1912, at ten o'clock in the forenoon, as the time, and the County Courthouse at Pendleton, Oregon, as the place, where the said final account and report will be heard and the settlement thereof made.

Dated this the 29th day of November, A. D. 1912.

Charles McLean,
by Peterson & Wilson,
Attorneys for Administrator.

HE LAUGHED 'TILL HE DIED

Taylorsburg, Ohio.—Abe Skinner, the village pessimist, laughed himself to death from reading BIFF! the Great American Magazine of Fun which is making greater strides than any other magazine before the American public today. It is a magazine that will keep the whole family in a good humor. The staff of Biff contains the greatest artists, caricaturists, critics and editors on the continent. It is highly illustrated and printed in many colors. It will keep the whole family cheerful the year 'round. You can afford to spend 50c a year to do this. Send this clipping and 50c today to The Biff Publishing Co. Dayton, Ohio, for one year's subscription.

It was during one of the recent strikes. An old man, evidently a striker, who looked rather seedy and down at the heel, went up to a trio of young strikers who were standing at the corner of the street and asked if one of them could lend him a match. One of the young men, thinking he would have a joke at the old man's expense, handed him a match and with a serious face said to him:

"But when will I get it back?"

"After the strike," was the quick though unexpected reply.

TRUTH ABOUT THE TRUST.

"Expected Economies From Combination" Do Not Materialize.

[Louis D. Brandeis in Collier's.]

Leaders of the new (third term) party argue that industrial monopolies should be legalized lest we lose the efficiency of large scale production and distribution. No argument could be more misleading. * * *

It may be safely asserted that in America there is no line of business in which all or most concerns or plants must be concentrated in order to attain the size of greatest efficiency, for, while a business may be too small to be efficient, efficiency does not grow indefinitely with increasing size. What the most efficient size is can be learned definitely only by experience. The unit or greatest efficiency is reached when the disadvantages of size counterbalance the advantages. The unit of greatest efficiency is exceeded when the disadvantages of size outweigh the advantages. The history of American trusts makes this clear. That history shows:

First.—No conspicuous American trust owes its existence to the desire for increased efficiency. "Expected economies from combination" figure largely in promoters' prospectuses, but they have never been a compelling motive in the formation of any trust. On the contrary, the purpose of combining has often been to curb efficiency or even to preserve inefficiency, thus frustrating the natural law of survival of the fittest.

Second.—No conspicuously profitable trust owes its profits largely to superior efficiency. Some trusts have been very efficient, as have some independent concerns, but conspicuous profits have been secured mainly through control of the market, through the power of monopoly to fix prices, through this exercise of the taxing power.

Third.—No conspicuous trust has been efficient enough to maintain long as against the independents its proportion of the business of the country without continuing to buy up from time to time its successful competitors.

FARMER GETS LESS, BUT—

He Has to Pay More For What He Doesn't Raise.

The United States department of agriculture has just announced that notwithstanding the increased cost of living among the people as a whole there was a greater decline in the prices paid to farmers from Aug. 1 to Sept. 1 this year than there was last year.

The average farm prices of the important crops (corn, wheat, oats, barley, rye, flaxseed, potatoes, tobacco, cotton and hay, which represent about three-fourths of the value of all the country's crops) declined 7 per cent during the month, while in that time last year they declined in price only 4.4 per cent, and during the last four years the decline in price averaged 3.8 per cent. The average of farm prices on Sept. 1 was 2.8 per cent lower than on that date last year.

Prices paid to farmers on Sept. 1 this year, with comparison of prices paid on the same date last year, follow:

	1912.	1911.
Corn	$0.776	$0.659
Wheat	.858	.848
Oats	.350	.404
Barley	.535	.770
Rye	.708	.769
Buckwheat	.766	.740
Flaxseed	1.626	2.036
Potatoes	.650	1.137
Hay	12.140	14.610
Cotton	.113	.118
Butter	.242	.231
Chickens	.113	.111
Eggs	.191	.174

But the prices on tariff nurtured articles of manufacture which the farmer has to buy continue to soar.

Luxury on Shipboard.

Sumptuously furnished vessels were known centuries ago. The ship that Archimedes designed for Hiero II., king of Syracuse, not only was wonderfully decorated—the story of the Iliad was told in marquetry, but there were flower beds on the promenade deck, a gymnasium, staterooms with three beds, a library, bathroom with hot and cold water, stables and horses, fish ponds and many fair rooms paved with agate and precious stones. And this vessel was designed as a carrier of wheat. It was first named the Syracusan, but afterward the Alexandrian. Archimelus wrote a poem in its honor, and Hiero, in gratitude and appreciation, sent him a thousand measures of cheese and thoughtfully prepaid the expense. Moschion gives a detailed description of this ship. Then there was the Egyptian vessel, the joy of Ptolemy Philopator, with galleries and promenades, a temple of Venus with her statue, a drinking hall, belvederes, a grotto the sides of which were decorated with precious stones set in ornaments of gold.—Boston Herald.

Real Optimism.

"What a grand old world this is! Have you ever seen a more perfect day than this?"

"Has your salary been raised?"

"No."

"New boy at your house?"

"Oh, no; nothing like that."

"Perhaps you have received word that you are heir to a fortune?"

"Nothing of that kind has happened to me."

"Perhaps you have written a play that somebody has accepted for a production?"

"I'm not a writer. Why do you make such a suggestion?"

"I'm just trying to figure out why you think the world is so grand and the day so beautiful."

"Oh, you're one of those who can't understand why one may be optimistic without having some material reason for it, eh? By the way, I've just sold my house for $2,500 more than I paid for it eight months ago." — Chicago Record-Herald.

The Wild Horse.

The "wild horse," which until recent years was comparatively plentiful in the southwest and west, was the offspring of the horses introduced into the western continent by the Spaniards. When Pizarro and Cortes invaded Peru and Mexico they took with them the horses (the first ever known in the new world) from which sprang the droves of mustangs and bronchos that used to roam in unfettered freedom over the plains of Texas, California and New Mexico and the wide pampas of South America. Some of the wild horses were of good size and very beautiful, but most of them, owing probably to lack of proper breeding, were of the pony variety.—New York American.

Tower of London.

A royal palace, consisting of no more than what is now known as the "White Tower," appears to have been the beginning of the Tower of London. It was commenced in 1078 by William the Conqueror and finished by William's son, William Rufus, who, in 1098, surrounded it with walls and a broad ditch. Several succeeding kings made additions to it, and King Edward III. erected the church. In 1638 the old White Tower was rebuilt, and in the reign of Charles II. a great number of additions were made to it. The new buildings in the Tower were completed in 1850.

Musical Note.

Lord North was once asked why he did not subscribe for a certain series of concerts, as his brother, the bishop, had done. "If I were as deaf as my brother," he answered, "I would." In the Musical Amateur Mr. Robert Haven Schauffler tells Berlioz's story of the young woman in the music store to indicate the sort of performer whose audience would find deafness a positive boon.

"But, mademoiselle," suggested the clerk, "will not this piece in five sharps perhaps be rather too difficult?"

"Pooh!" she replied disdainfully. "That is all one to me. Whenever I find more than two sharps or flats I scratch them out with my penknife."

Wise Old George.

She—And how did you like the meeting, George?

He—Fine, especially the talk by that pretty little Mrs. Featherly.

She—Mrs. Featherly! Why, the silly creature hasn't an idea in her foolish head!

"Maybe not, my dear, but she's awfully cute."

"On second thought, George, you needn't go with me again."—Cleveland Plain Dealer.

Lost Interest.

"You were speaking just before the postman handed you your mail about our glorious institutions. Won't you continue the subject? I am interested."

"No. Confound our institutions! I've just received notice to call and pay my taxes."—Chicago Record-Herald.

Golden Silence.

Wife—Silence is golden, they say.

Husband — Gosh, yes! Think how rich I would have been if I hadn't asked you to marry me!

Oh, what men dare do, what men may do, what men daily do, not knowing what they do!—Shakespeare.