

# The Athena Press

AN INDEPENDENT NEWSPAPER  
F. B. Boyd, Publisher

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ATHENA, ORE., APRIL 3, 1914

With an inkling of what was to follow the tearing out of the free toll plank in the Democratic platform, President Wilson stood pat, took a firmer hold on the administration reins—and won. The repeal of the American toll exemption of coastwise vessels in the Panama canal is the first issue that has split the Democrats. Whether the split will prove to be a serious one, seems to be not considered to any extent by the Democrats themselves, but the Republicans are using harpoon and lance at every opportunity to open old and create new sores in the ranks while the heat of the great debate is still fresh in memory. The President remains a great man in his party and with the people, but he is more open to criticism than he was before he went back of the Taft administration to tinker with the tolls problem. The Taft administration had done its best to unangle a previous mess dished up by the Hay-Poincote treaty, which obliged American shipping out of its just rights and privileges in the Panama canal. Wilson should have allowed the Taft measure to "stand as it looked," allowing it to go to arbitration for final settlement if need be, rather than to have thrust his party into the breach of a "national honor" episode founded on such flimsy blockings and pretenses as advanced by British diplomacy.

Dr. Cyrus Northrop, president emeritus of the University of Minnesota, believes that the attempt of this government to make itself responsible for the good order and humanity of every nation in the Western hemisphere is a job that is getting to be too big for us to handle easily. In some respects, Dr. Northrop would not appear wrong in his belief that the Monroe Doctrine has reached a stage of diplomatic unworkability where the supreme test is to be upon it. The fact that Brazil and Argentina are laying a mass dreadnought keels this year as the United States is putting down, would indicate that some time in the future there is a possibility that a couple of Latin American nations will make their debut without taking into consideration any doctrine other than that which they may care to originate and foster themselves.

Town councils and school boards are not getting what they are entitled to. They are entitled to at least a word of encouragement. They serve without any remuneration and after spending their time, their efforts and often their money for the benefit of a community or district, they should at least get a pat on the back. They are censured and criticised too often. They could even stand this with grace if they were complimented for what they do. Public indifference and ingratitude is poor pay for a man who donates his service.

After a respite of several years, John P. McManus is again at the helm of the Tribune at Pendleton. The initial issue of the resurrected Tribune came up on yesterday morning's mail, and it bears the indelible stamp of McManus' journalistic personality. A personality that Pendleton should never have let get away from her in the years gone by. McManus is perhaps the strongest editorial writer in Eastern Oregon today and the Press is pleased to see him back in his old place, with a "slate wiped clean."

The Minnesota supreme court has upheld the non-partisan primary law. Under this law the two candidates receiving the largest number of votes at the primary become the candidates at the regular election, regardless of political parties. Just what particular good it will do is not plain, but like all political reform ideas it is intended to give the fellow who hasn't an office and wants one, a better chance to get it.

It is amusing to observe how doggedly easy some people are deluded into believing that they have solved the reason for present high taxes. They figure that the sole cause lies with the administration of county affairs and the building of a few miles of macadam roadway, and thus relieving, they overlook the real tax factory of the state—the Oregon legislature, steam roller and all.

Athena's cleanup days last Friday and Saturday were observed by many residents and the result was that a large amount of debris and refuse was burned or casted away. However, it would take about two more days to clean up the city effectually, alleyways and all.

Villa spent entirely too much time in taking outfits to take Torreon "by storm." Gomez Palacin proved to be a hard nut to crack, and another like outfit would have perhaps turned the tide at Torreon.

Were you April fooled?

## HYPOCRITE IS EVERYWHERE.

Man Loves Gold and Hates to Be Imposed Upon by Counterfeits—Goods Shipped in Plain Packages—Many Local Merchants Deficient in Knowledge of Advertising.

[Copyrighted, 1914, by Thomas J. Sullivan.]  
The first hypocrite was the man who stole the liver of the court of heaven to serve the devil in.

Some people speak as if hypocrites were confined only to religion, but they are everywhere, people pretending to wealth when they have not a sixpence, assuming knowledge of which they are ignorant, shamming a culture they are far removed from, adopting opinions they do not hold and pretending honest business roles which are far from the legitimate.

As a man loves gold, in that proportion he hates to be imposed upon by counterfeits, and in proportion as a man has regard for that which is above price and better than gold he abhors that hypocrisy which is but its counterfeit.

Lying before the writer is the same of hypocrisy. It is a catalogue of one of those mail order houses, and on one page three sewing machines are advertised. The first is declared to be the "most perfect sewing machine on the market," the second is said to have "more good sensible ideas than any other," while the third is praised as being "the most superior sewing machine on the market."

Now, which of these machines really is the best? Which of them is as good as the one your retailer sells and guarantees? Can any reader of the above triumvirate of ads. tell? Most assuredly not.

The lesson should be plain to all who receive these catalogues. They contain glowing descriptions of goods, but the senders of money do not know what they are going to get for their money when they send it to a mail-order house.

Goods in Plain Packages.  
Were it not so serious it would be amusing to read some of the smooth arguments the catalogue houses advance to their readers in an effort to induce them to send in orders. They say that goods are sent in plain packages because many merchants who buy of them to sell again object to having their name appear on the boxes. We know we are safe in saying there is not one single merchant in the whole United States who ever ordered any goods from these concerns. The statement is made in an effort to make the consumer believe that he can buy as cheaply as his local merchant can.

But printed matter that will sell goods is within the power of almost any local retailer. Most all the expert advice is little more than empty generalizing about nonessentials. It is not literature, remember, but advertising, that you want to write. Knowledge of words and type and the ability to write fine introductory paragraphs and striking headings are not to be despised, of course, but the facts, not fancy ways of saying them, are what induce the people to spend their money in the local stores.

The merchant's knowledge of his store, his goods and the people is more than an offset for any lack of ability to coin catchy phrases or to use technical language in telling the printer how he would like to have his advertising look.

When the merchant sits down to write his ad. he should imagine that his hardest customer to sell to is seated on the other side of his desk. He should write what his talk would be if he were determined to make a sale to that customer when in the most obstinate of moods. He should write it all down, then lock it in his desk for a few hours, later cut out all the superfluous words and print the facts without any trimmings.

Personality Brings Trade.  
The nearer the local merchant can come to making his advertising sound like his talk the more effective it will be. Personality is what brings and holds trade; personality secures to your competitor trade likewise difficult to wean away from him.

The modern retail merchant must make sure that his displays in his windows and in the store itself are such as will interest women. A general variety ought to be shown, with prices clearly indicated in plain figures. Make inspection easy and then let shoppers inspect undisturbed, for in this manner many new wants will be developed in the minds of the shoppers. The merchant or salesman who stands over a shopper and attempts to press a sale invariably annoys the customer and hastens his or her departure.

The merchant who has not advanced with the times must come to a full realization at once that many changes are necessary before he can hope to compete resultfully with retail mail order houses, and the first and principal change is the manner in which his stock is displayed, and in the process of this arrangement he must take into consideration the fact that men have almost completely ceased to figure in the day to day purchases of household necessities.

Full Information.  
In the smoking room of an east-bound Pullman, the other evening, there were two men—one of them grouchy, the other one receptive. After smoking two indifferent cigars the latter said to the former:  
"How far are you going?"  
"Home," acknowledged the other one, taken off his guard.  
"Is that so? Well, Buffalo is a great town. I have a cousin living there, and I've been there myself several times. The last time was twelve years ago and over. Er—what are you going to do in Buffalo?"  
"Change cars."—Cleveland Plain Dealer.

The wealth and strength of a country are its population, and the very best part of that population are the cultivators of the soil. Independent farmers are everywhere the basis of society as well as the true friends of liberty.—Andrew Jackson.

SUMMONS FOR PUBLICATION.  
In Foreclosure of Tax Lien.  
In the Circuit Court of the State of Oregon, for the County of Umatilla. Lexington Realty Company, a corpor-

ation, Plaintiff, vs. W. R. Howard and also all persons or parties unknown, claiming any right, title, estate, lien or interest in the real estate described herein. Defendants: To W. R. Howard, the above named defendant, and also all persons or parties unknown claiming any right, title, estate, lien or interest in the real estate described herein:

In the Name of the State of Oregon: You are hereby notified that Lexington Realty Company, a corporation, is the holder of Certificate of Delinquency numbered 893, issued on the 30 day of February, 1913, by the Tax Collector of the County of Umatilla, State of Oregon, for the amount of Two and 10-100 (\$2.10) Dollars, the same being the amount then due and delinquent for taxes for the year 1907, together with penalty, interest and costs thereon upon the real property assessed to you, of which you are the owner as appears of record, situated in said County and State, and particularly bounded and described as follows, to-wit:

Lot 10 in Section 18, Twp. 3 North of Range 36 East W. M.

You are further notified that said Lexington Realty Company, a corporation, has paid taxes on said premises for subsequent years with the rate of interest on said amounts as follows:

Years	Date	Tax	Receipt	Rate of
1908	Feb. 3, 1913	202	\$1.00	15 per cent
1909	" "	709	1.10	" "
1910	" "	705	1.40	" "
1911	" "	857	1.85	" "
1912	April, "	579	1.15	" "

Said W. R. Howard, as the owner of the legal title of the above described property as the same appears of record and each of the other persons above named are hereby further notified that Lexington Realty Company, a corporation, will apply to the Circuit Court of the County and State aforesaid for a decree foreclosing the lien against the property above described and mentioned in said certificate. And you are hereby summoned to appear within sixty days after the first publication of the summons exclusive of the day of said first publication, and defend this action or pay the amount due as afove shown together with costs and accrued interest and in case of your failure to do so, a decree will be rendered foreclosing the lien of said taxes and costs against the land and premises above named.

This summons is published by order of the Honorable Gilbert W. Phelps, Judge of the Circuit Court of the State of Oregon, for the County of Umatilla, and said order was made and dated this 14th day of February, 1914, and the date of the first publication of this summons is the 27th day of February, 1914.

All process and papers in this proceeding may be served upon the undersigned residing within the State of Oregon, at the address hereafter mentioned.

FREDERICK STEINER, Dist. Atty. and Attorney for the Plaintiff. Address—Pendleton, Oregon.

Notice to Creditors.  
In the County Court of the State of Oregon for Umatilla County. In the Matter of the Estate of Eliza McPhail, Deceased.

Notice is hereby given to all persons whom it may concern that John McPhail has been appointed and has qualified as administrator of the estate of Eliza McPhail, deceased. All persons having claims against the said estate are required to present them with vouchers as required by law to the said administrator at the office of Will M. Peterson, his attorney, in the Smith-Crawford Building at Pendleton, Oregon, within six months from date hereof.

Dated this 6th day of March, A. D. 1914. JOHN McPHAIL, Administrator.

By WILL M. PETERSON, His Attorney.

J. A. Yeager  
For COUNTY CLERK  
Candidate in the Republican primaries.  
I promise faithful, efficient and courteous service.

A. D. French Optical Co.  
Refraction and Manufacturing OPTOMETRISTS  
15 East Main, Walla Walla Wash. Phone No. 653  
Should you break your glasses mail them to us. We will duplicate them and mail them same day received. If your eyes are troubling you call at our office, we will fit you correctly with glasses if you need them. Our work is fully guaranteed.  
DR. FRENCH O. D. in charge

All the Luxury of the best box spring at 1/2 the cost

NO HAMMOCKING  
NO HUMMOCKING  
NO SAGGING

INSURES PERFECT REST

NO BAGGING  
NO DRAGGING  
NO PITCHING

IN HEALTHFUL POSITION

See the DeLuxe Bed Springs at MILLER'S FURNITURE STORE.

## T. D. Taylor For Sheriff

I hereby announce to the voters of Umatilla county, that I will be a candidate for re-election to the office of Sheriff, subject to the will of the Democratic primaries. My record as an officer during the preceding terms I have held the office, speaks for itself, and if again elected, I will continue to give my best services.  
T. D. TAYLOR.  
—Paid Advertisement.

## L. L. Mann For Sheriff

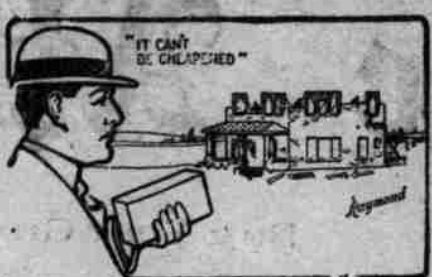
If elected Sheriff of Umatilla County, I promise the people that I will give my personal attention to the work of my office, and that I will endeavor by every fair means to enforce all the laws of the State of Oregon, including the laws against bootlegging, gambling and prostitution and other crimes of like nature. As a taxpayer, I am in favor of economy in all of the business of the County, and will, if elected, conduct the Sheriff's office strictly upon business principles.  
L. L. MANN.  
—Paid Advertisement.

## U. S. Cream Separators

If you are interested in a Cream Separator, you will be pleased with the latest U. S. Prices \$30 Up Liberal allowance on old machines. Free trial. EDWARD TUCKER Phone 16X2 Weston, Oregon

THE ST. NICHOLS HOTEL  
J. E. FROOME, PROP.  
Only First-class Hotel in the City.  
THE ST. NICHOLS  
is the only one that can accommodate commercial travelers.  
Can be recommended for its clean and well ventilated rooms.  
COR. MAIN AND THIRD, ATHENA, OR.

C. E. RUDE, LIVESTOCK and General AUCTIONEER  
Satisfaction Guaranteed Reference First National Bank of Athena  
Office, Dutch Henry Auction, Feed and Sale Stable, Pendleton, Ore. Phone, 133.



## Brick is Fool-Proof

When you decide to use brick in your building you are sure of one thing—the contractor cannot tamper with the material. With both lumber and cement you are blindly trusting to the dealer and contractor. The chance is again you, for you have no way of knowing whether they are treating you honestly. You may find out afterwards—when it is too late. Don't trust that material man; don't tempt the contractor's honesty. Build with brick—the one material that is actually fool-proof. Best grade Common Building Brick always on hand. Correspondence is solicited.

WESTON BRICKYARD  
P. T. Harbour, Mgr., Weston, Oregon

Electric Bitters  
Succeed when everything else fails. In nervous prostration and female weaknesses they are the supreme remedy, as thousands have testified. FOR KIDNEY, LIVER AND STOMACH TROUBLE it is the best medicine ever sold over a druggist's counter.

Professional S. F. Sharp PHYSICIAN AND SURGEON  
Special attention given to all calls both night and day. Calls promptly answered. Office on Third Street, Athena, Oregon.

DR. J. W. WELCH  
Dentist  
Athena, Oregon  
Office Hours: 9 a. m. to 4:30 p. m.

PETERSON & RISHOP  
Attorneys-at-Law  
Freewater, Oregon - Pendleton, Oregon

Homer I. Watts  
Attorney-at-Law  
Athena, Oregon.

DR. E. B. OSBORN  
Veterinary Surgeon & Dentist  
Graduate McKillip Veterinary College  
Offices: Commercial Stable and Ha. ks Drug Store. Phone Main 32, or 33.

REINEMAN & BRADLEY  
Engineers and Surveyors  
Phone 381 Freewater, Oregon

OFFICERS DIRECTORS  
W. B. SHAFFER, President, W. B. SHAFFER, H. KOEPKE, W. S. FERGUSON, Vice-President, W. S. FERGUSON, M. L. WATTS, F. S. Le GROW, Cashier, F. S. Le GROW, R. F. CANNON, Ass't. Cashier

## FIRST NATIONAL BANK OF ATHENA

CAPITAL AND SURPLUS, \$100,000.00

We extend to our Depositors every Accommodation consistent with sound Banking.

ESTABLISHED 1865  
Preston-Shaffer Milling Co.  
AMERICAN BEAUTY FLOUR  
Is made in Athena, by Athena labor, in one of the very best equipped mills in the Northwest, of the best selected Bluestem wheat grown anywhere. Patronize home industry. Your grocer sells the famous American Beauty Flour for \$1.35 Per Sack  
Merchant Millers & Grain Buyers  
Athena, Oregon. — — — Waitsburg, Wash.

A. J. Parker  
BARBER SHOP  
Everything First Class - Modern and Up-to-date  
SOUTH SIDE MAIN STREET ATHENA

BUTTER WRAPS.  
100 for \$1.25. 250 for \$1.50. 500 for \$2.25. Paper furnished

# About Spring Suits

We have samples of the best line of weaves we have ever offered to our patrons. We can give you a good, tailored suit for \$15, a better one for \$20, and a crack-erjack for \$25. Fit and material guaranteed.

Main Street RUSSEL PERSOL. Athena, Ore.