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EXPERIENCE OF CONSUMERS.

In the Art of Deception the Mail Order Houses Excel the World—Where is the Doubting Thomas Who Does Not Remember the "Sight Unseen" Trades of Boyhood Days?

[Copyrighted, 1914, by Thomas J. Sullivan.]
 Of all the evil spirits abroad in the land deception is the most dangerous. It is the first and worst of all frauds. Exaggeration is a blood relative to falsehood and nearly as blamable. Some men and some business concerns can never state an ordinary fact in ordinary terms. All their geese are swans till you see them. There is no strength in exaggeration. Even the truth is weakened by being expressed too strongly.

A Gaping Monster.
 Mankind in the gross is a gaping monster that loves to be deceived and has seldom been disappointed. They say that idiots only may be cozened twice, but how about the mail order buyers? How often are they deceived by the large catalogue houses?

In the art of deception the great mail order houses excel the world. In their greed for gain and rush to victimize the poor and unsuspecting they paint their pictures of alleged bargains too alluringly. They instill confidence in the mind of the buyer, only later to fill his heart with doubt and disgust. Who does not remember the "sight unseen" trades or "swaps" of boyhood days? One of the parties in the transaction usually got the worst of it, didn't he? And as a rule it wasn't the one who proposed the deal, was it? There is a lot of the same sort of "sight unseen" trading going on to-day, only nowadays it is called merchandising by mail.

Catalogues Look Inviting.
 The illustrations in the catalogues of the retail mail order houses look inviting. The reading matter sounds nice, and sometimes the deal turns out all right.

But, even supposing it does, where is the buyer any better off than if he bought from the home merchant? Take any article you choose from the long list of things sold by mail and you will find upon investigation that you can buy it just as cheaply and just as well at home. The expense of selling it by mail is just as great as the expense of selling it over the counter.

Your local merchants have rent, taxes, clerk hire, etc., to pay, and the mail order houses have the same expenses, only rent and taxes are higher in the large cities than in the country town. And, in addition, they have to maintain a small army of bookkeepers, stenographers, shipping clerks and other employees, besides the immense cost of advertising.

How many of the rural consumers know that advertising appearing in what are known as mail order advertising mediums costs from \$42 to \$85 an inch in single columns? It is true nevertheless. Where does the enormous profit come from out of which these enormous bills are paid? Out of the pockets of the consumers.

Would Welcome Such Bargains.
 The city people would go wild with joy if these mail order houses actually had values with style and quality. They would not need to leave their own large cities to sell at the prices they quote, as the city people would swoop down upon their bargains like hungry hen hawks on green goslings. But with style and value lacking they do not dare show their goods in the city where the prospective customers would have the opportunity of comparison, but by cleverly worded and exaggerated description they make the country people believe they are offering more desirable wares than the country merchant carries and at a less price, and, having no opportunity for comparison before buying, many people naturally are duped.

Everybody knows the picture of a five dollar suit of clothes looks as good as the picture of a twenty dollar suit. The description reads well. The suit seems to be what you want.

Cash With the Order.
 You send your good money because the mail order house will not accept an order where the money does not accompany it. Then the suit arrives. It was to be all wool, but it is not. It is fully a size too large and several years out of date, and, besides, it has the style and general appearance of the prison made garment.
 If Mr. Mail Order Man were right there you would not accept the goods, but he is far away, selling suits, no doubt, to some other unsuspecting sons of man.

Next time you are attracted by an ad. of some mail order "bargain" just call it out and take it to your local dealer and see if he will not duplicate it. That's only neighborly and fair and gives your merchant a chance to make good his statement that his prices are the lowest and his goods the best.

Theory and Practice.
 Little Beatrice was taking piano lessons and learning at the same time something of theory. Like many other children, she disliked practicing her finger exercises. One day her mother, who was working in an upstairs room, noticed a sudden lull in the playing. She looked down and saw Beatrice sitting perfectly motionless.
 "Beatrice, why don't you practice?" she called down sharply.
 "I am practicing, mother," replied the child with perfect self assurance.
 "I'm practicing my theory."

THE OLD STAGE HERO.

He of the Mid-Victorian Age Has Gone From Us Forever.
 The stage hero of the mid-Victorian age wept on all the available articles of furniture when his manly heart was wrung. He was certain to observe a noble silence at exactly the wrong time, enabling the gay and glittering gentlemen who were more than suspected of being an atheist to get the girl. He was cross once in awhile, when he was keeping another's secret at the expense of his own character and somebody took him at his word.
 But oh, how dependable he was! How sure to meet a train or make an excellent omelet if the fragile heroine had mislaid the cookbook! How strong he was and how fond of carrying people upstairs. How well he brought up his first wife's children if he was a widower, or the heroine if he was her guardian!

He will not come again—not he nor such as he. He has passed, always with a certain dignity, his heroine's drooping curls brushing his protecting arm, into the country of last year's snow, and year before last's presidential candidate, and all forgotten, irrecoverable things. And, as his favorite author, the Swan of Avon, said, "We shall not gaze upon his like again."—Atlantic.

WHICH WOULD YOU CHOOSE?

All the Land in Great Britain or Calico to Cover It?
 If—and don't forget the "if"—you were offered as a present either all the land in the United Kingdom or a piece of cheap, common calico of the same area, which would you choose? Probably, without a moment's hesitation, you would say, "The land" and would imagine that you had got very much the better of the bargain. From one point of view, of course, this would be so, for land lasts longer than does calico. On the other hand, however, you would be choosing very much the cheaper of the two offered gifts.
 The land of the United Kingdom, including town areas, is estimated to be worth £2,500,000,000. A piece of cheap calico of the same size as the United Kingdom would cost more than £9,000,000,000.

Difficult to believe, isn't it? Still, the facts cannot be denied. Average agricultural land may be reckoned as being worth £20 an acre; building land, say, twenty-five miles from Charing Cross, £100 an acre; ten miles from Charing Cross, £500 an acre. Now, a common calico costs \$121 an acre, a good calico £200, while a good quality linoleum costs £750 and an ordinary Turkey carpet £3,000 an acre.—London Answers.

The Spy in the Reading Room.
 An interesting story reaches me, says a London correspondent, of an agent of the Russian imperial police having been stationed in the reading room of the British museum for the purpose of noting the arrival of revolutionaries in England. The type of man who is driven out of Russia is generally the intellectual, and the reading room is probably the first place he seeks out after his arrival in London. My informant tells me that the spy used until recently to sit at a desk near the door, whence he could observe everybody that entered and used to work his way steadily through the monumental catalogue of the museum, taking out books which he opened, but did not read, in alphabetical order.

Welcomes a Whistle.
 "It may be ag'in th' statoots," said "Big Barney" O'Toole as he lolled in the assembly room of a police station, "but when I'm poundin' th' pavement after midnight there's nothin' I like better to hear out 'f a la-and than a good hearty whistle. A la-and what's pipin' 'tune about his love or th' Blue Ridge mount'n's o' Virginia is seldom up t' anny diviltry. When a crook has somethin' on his mind he ain't advertisin' himself so ye can loosen yer grip on th' locust. When ye hears th' la-and wit' th' whistle he's yer frind."—New York Tribune.

She Would Get Even.
 Tired out with an afternoon's shopping, the mother sat back in her easy chair to rectify in detail the afternoon's experiences to a sympathetic home circle.
 "And to cap it all I met that horrid Annie Green, and she was very impudent to me as usual," she wailed.
 "The mean thing," sympathetically snapped out six-year-old Ella. "Why didn't you impudent her right back?"—New York Sun.

No One to Lean On.
 "What's the matter, Tommy?"
 "Oh, I'm tired of school. I'd like to go to bed for a week."
 "Why, how's that?"
 "Well, you see, I'm in a very awkward position. I was next to the boy at the bottom of the class—and he's left."—Manchester Guardian.

He Ferged.
 Trotter—When young Biffkins left college a few years ago, he declared he was going to forge his way to the front. Did he make good? Homer—As a forger—yes. He's now occupying a front row cell in the penitentiary.—Chicago News.

Life's Changes.
 Life is full of changes. One day we have an office cat and no catnip, and the next day we have plenty of catnip and no cat.—Toledo Blade.

Wouldst thou subject all things to thyself? Subject thyself to reason.—Seneca.

Hyderabad.
 The state of Hyderabad, located about midway between Madras and Bombay, in the south central part of India, with a population about equal to that of New York and Massachusetts combined and with an area of 82,008 square miles (just about the same area as Kansas) is, generally speaking, the most important native state in India in population, wealth and potential resources. It has many wild creatures, including tigers and leopards in abundance and occasionally blain and elephants. There are also wild hogs, antelope, hyenas, wolves, jackals and bears.

Exclusive to the Last.
 An instance of exclusiveness maintained under difficulties is reported from the ladies' cabin of an Atlantic liner. All were sick except one lady and a cat, which wandered uneasily about. The lady ventured to stroke the cat, remarking, "Poor pussy." The cat was inclined to respond and elevated its fall in token of good will, when from a neighboring berth came in choking tones the words, "Excuse me, that is a private cat!"

Wilde and Ouida.
 Oscar Wilde once asked Ouida what she herself considered the chief feature in her work which won success. "I am the only living English writer," she replied, "who knows how two ducks talk when they are by themselves." It might with truth be said of Wilde that he was the only living English writer who knew how two ducks talk when they are by themselves.—From Archibald Henderson's "European Dramatists."

An Ideal Home.
 An ideal home and diversified farm, reduced price. 40 acres; good house and outbuildings; running water. Close to carline. Fine ornamental and fruit trees; 20 acres of alfalfa; plenty of commercial fruit. Every foot is good land. Price is \$12,000.00. Close to Walla Walla. Freewater Land Co., Freewater, Oregon.—Adv.

Call For City Warrants.
 Notice is hereby given that the City of Athena will redeem the following warrants: Warrants drawn on the General Fund, No. 844 to 875, inclusive. Warrants drawn on the Water Fund, No. 895 to 845, inclusive. These warrants will cease to draw interest from the date of publication of this notice. Dated April 10, 1914. V. C. Burke, Treasurer.

Willard Bradley
 Civil Engineer and Surveyor
 CANDIDATE FOR COUNTY SURVEYOR
 Solicits your support in the Republican Primaries
 —Paid Advertisement.

George Buzan
 Republican Candidate for COUNTY TREASURER.
 If elected to the office of Treasurer I will be faithful and honest in my work and stop all interest against the County as fast as the County funds are available.
 —Paid Advertisement.

H. M. Cockburn
 Republican Candidate for re-election as COUNTY COMMISSIONER.
 Subject to the will of the voters at the Primaries
 I am in favor of good roads, good bridges and strict economy particularly in road money, where I want to see every dollar of the road taxes expended so as to yield a full dollar's value to the people.
 —Paid Advertisement.

Douglas Belts
 Republican Candidate For County Judge
 "A public office is a public trust." If nominated and elected I will endeavor to administer the affairs of the County so as to compel by rigid economy a lowering of County taxes, and will favor such expenditure of the road funds so as to play no favorites but to give every section of the County its fair share of the road funds with due recognition of the needs of the district.
 DOUGLAS BELTS.
 —Paid Advertisement.

J. A. Yeager
 For COUNTY CLERK
 Candidate in the Republican primaries.
 I promise faithful, efficient and courteous service.
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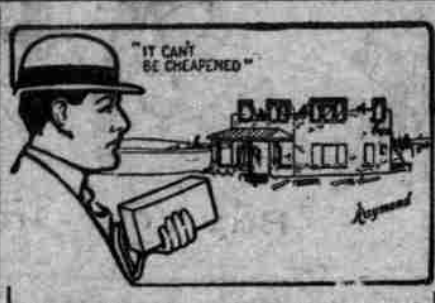
T. D. Taylor
 For Sheriff
 I hereby announce to the voters of Umatilla county, that I will be a candidate for re-election to the office of Sheriff, subject to the will of the Democratic primaries. My record as an officer during the preceding terms I have held the office, speaks for itself, and if again 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
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 When you decide to use brick in your building you are sure of one thing—the contractor cannot tamper with the material.
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 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
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 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.

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PAINT IT NOW
 The longer you wait the greater will be the damages and consequently the greater the cost. Sun, rain and wind are busy opening up the pores and cracks, and every day's delay adds extra expense. That our work gives satisfaction, our growing list of permanent and satisfied customers testify.
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 We make, use and guarantee "Imperishable" Paint.

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

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