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ATHENA, ORE., MAY 8, 1914

THE FARMER AND THE COW

Would He Buy One From a Picture? Mail Order Houses Use Exaggerated Drawings and Paintings Instead of Photographic Reproductions—Stung and Nothing is Said About It.

[Copyrighted, 1914, by Thomas J. Sullivan.]
A book with pictures and a book without pictures differ nearly as much as a room with windows and a room without windows, for pictures are loopholes of escape to the soul, leading it to other scenes and spheres where the fancy for the moment may revel, refreshed and delighted. They are windows of imprisoned thought.
A picture is invariably an exaggeration of the object reproduced, and, generally speaking, to please it must deceive.

Of Deceptive Value.
The deceptive value of drawings or paintings over photography is recognized by no one more fully than by the great catalogue houses, hence their adoption of the most expensive method of displaying their goods to the public, well knowing that photographs tell the truth, so far as a correct pictorial reproduction is concerned, and would not be conducive to good business methods when the goods offered are faulty.

How many farmers would think of buying a cow from a picture in a newspaper or catalogue, with just a name and description under it? Of course the description would say that the cow was a fine black and white cow, weight 800 pounds and so many hands high, free from blemishes and offered at the reduced price of \$39.97 because of a spot cash deal with a stock farm which failed.
There is as much sense in a purchase of that nature as there is for a farmer to buy a buggy, "our own brand," at \$24.70 when he can get the real article from his home dealer for \$25 and have the privilege of inspecting it before buying. And no freight to pay.

Did Farmer Consider Everything?
While talking to a farmer the following was gleaned: "Farmers, as a rule, do not like to send their money to Chicago or any other place for their goods. They would rather buy of their local merchants if their prices are not out of reason. Merchants generally buy their goods where they can get them the cheapest, whether in Chicago, New York or Asia, no matter how much of the same goods the farmer has to sell. The price is the first and last consideration. They fix the price of what he sells as well as what he buys. Can the farmer be blamed for buying where he can get the best bargains? He wants to enjoy the same privilege as the merchants do. Fair play is all he wants."

A Business Injustice.
But did the farmer who made the above remarks take everything into consideration? Did he remember that while the local business men are maintaining markets for the farmers, assisting in making roads to these markets and doing all they can to help the farmer, the mail order houses that have not a cent invested in his vicinity do not buy a dollar's worth of the farmer's crops nor contribute a cent to the welfare of the community? Yet they are getting a goodly portion of the local trade, and business men naturally feel that it is an injustice. It is, and the only way to overcome it is by ADVERTISING.

Visit to Country Town.
Merchants should publish a comparison of their prices with those of the retail catalogue houses—fight them with their own weapons. While visiting a country town recently the writer made some investigations and discoveries. For example, a Chicago mail order house was selling 100 pound grindstones mounted for \$3.10. The local merchant sold the same article for \$3.25; freight from Chicago, 55 cents, making the mail order article cost \$3.65; same roofing, \$2.85 in Chicago and \$2.80 from the local merchant, freight 15 cents per square to be added to the \$2.85, making it \$3 delivered; washing machines, \$3.85 against \$3.75, freight 25 cents to be added to the \$3.85. These are facts which every merchant can prove and keep right on proving all the time.

Cash at Home Too.
Local merchants will quote prices on goods so low that catalogue and mail order houses cannot duplicate them. But you must pay cash. Mail order houses demand the cash in advance. Why not pay the local merchant in advance? Besides, when you buy from a catalogue you send your money away from your home town. You buy from a picture and wait a week or ten days for the goods to arrive; then you open up your "prize box" to see what you really have drawn in the lottery and what you have to show for your money. If you have drawn one of their "batts" you tell your neighbors and friends about it—in fact, you will tell every one about it. If you find, as is usually the case, that you were "stung" you say nothing about it; your lips are sealed as tight as death.

Exclusiveness.
The pinhead puts a barbed wire fence around himself because he instinctively knows he's a fourflusher and is afraid you'll find it out if you get too close.—Indianapolis Star.

The Main Point.
Crummer—I see that a woman was killed in the crush at a bargain counter yesterday. Mrs. Crummer—Dear me, what bargains were for sale?—Puck.

Adversity borrows its sharpest sting from our impatience.—Horne.

YEAGER FAVORS FLAT SALARY

Promises Taxpayers Strict Economy in Office.

Fellow Republicans of Umatilla County: I am a candidate for the nomination for county clerk at the primaries May 15th, and wish again to renew my promise to the taxpayers that I will, if nominated and elected, work on a flat salary.
Taxes have been enormously high this year and it is high time for some one to begin the practice of economy. If every county official will pledge himself to such a policy of cutting down the expenses in his own office, the heavy burden of taxation will be greatly relieved and it will be a key to the state and national economy.
It is easy to promise economy in one's platform and this year it seems to be the most popular thing to do, but most of the office seekers fail to mention the manner in which such economy will be brought about.
I hereby make a definite promise backed by a cash rebate. The present county clerk in addition to his regular salary keeps fees collected by him that, whether entitled to them or not, I would turn over to the county. The salary of the clerk is \$2,000 per year. That is enough and I would not keep one cent more.
Honorable taxpayers, I believe it is your privilege and your duty to know just what you pay your officials; but how can you know if such officials do not work on a flat salary, and do not make record of the fees they keep?
The old days of collecting and keeping the fees of an unknown amount, I believe are passed. It is up to you, fellow citizens, to decide this question May 15th, so far as it relates to the clerk's office, and I am sure that every one who reads this article without prejudice will lead me his support.
Very truly yours,
J. A. YEAGER.
Pilot Rock, May 5th, 1914.
—Paid Advertisement.

Candidate for County Treasurer.
George Buzan, candidate for county treasurer, subject to the decision of the republican primaries, was in the city Wednesday circulating among his Athena friends and acquaintances. Back several years ago, George was county assessor. He served two years in that office. Of late years he has been engineer at the city pumping plant at Pendleton. The installation of the new gravity water system there put an end to his situation, and consequently Mr. Buzan is asking the voters to accord him their support at the polls.

FLAGS FLOWN AT SEA.

Significance of Certain Colors in the International Code.
From time immemorial flags have been flown by ships at sea all over the world, but it is only in more recent years that an international code has been adopted. All the countries of the world now conform to fixed rules about the flying of certain flags, though, of course, each navy has its own secret code for use in war time.
The national flag of any ship when hoisted upside down denotes that the ship in question is in difficulties and requires immediate assistance, which any passing ship is required to give if possible.
The quarantine flag is a plain yellow square, hoisted on the foremast, which indicates that the ship has got an infectious disease on board or that it has come from an infected port. No person is allowed either to go on board or to leave such a ship until permission is granted by the sanitary authorities of the port.
In all parts of the world a white flag is accepted as a token of peace, a red flag as that of defiance and a black flag as that of a pirate. A green flag flying from the masthead of a ship or barge at anchor indicates that there is a wreck in the vicinity. The same is denoted by a green buoy placed over the spot.
When a red flag is flying on the foremast it is a sign that the ship has powder, shell or ammunition on board and serves as a warning to other ships not to come too near in case of accidents. It is called the danger or more commonly the powder flag.—London Globe.

HEAT AND COLD.

What We Don't Know About Temperature Would Fill a Big Book.
The highest honors of the scientific world await exploration in the unknown fields of temperature. Strange as it may seem, we really know very little about temperature. Between the temperature of the surface of the sun, estimated at 6,000 degrees C. and absolute zero, estimated at minus 273 degrees C., very little has ever been discovered. The field of research has been practically restricted to 725 degrees or between the temperature of liquid air (minus 200 degrees) and the first visible red of heated iron (plus 825 degrees). We know that at a temperature of 1,000 degrees C. twenty-nine metals become liquid, at 1,039 degrees gold fuses, tungsten melts at 3,000 degrees, the temperature of the electric arc is 3,720 degrees, and here begins the great unknown in the world of heat.
The hottest thing on earth is the electric furnace, with a temperature of nearly 3,730 degrees. In this intense heat even the diamond can be melted and boiled like water. But this is barely halfway to the temperature of the surface of the sun, and it is thought that research in these higher temperatures will ultimately result in the greatest discoveries of the age.
What these discoveries may be no one can foresee, any more than anyone could have foretold the results of the discovery of radium.—New York World.

INDIGNANT DENIAL.

"Prisoner, have you any collaters about you?"
"No, sah; an' dat man's a liar who said I eveh don' teched any."—Baltimore American.

THE GEM CANNOT BE POLISHED WITHOUT FRICTION.

The gem cannot be polished without friction, nor man perfected without trials.

Call For City Warrants.

Notice is hereby given that the City of Athena will redeem all outstanding warrants against both the general fund and the water fund. Interest will cease on these warrants on and after the date of first publication of this notice.
Dated this 8th day of May, 1914.
V. C. Burk, Treasurer.

Cambridge, Idaho, Lands.

360 acres farm land, \$40 per acre. Will consider part trade for small stock farm near mountains.
480 acres to rent now or next Fall, over 350 in cultivation.
Good hotel proposition for party with some cash. No hotel or eating place since fire. For particulars, address Frank McElroy, Cambridge, Ida.

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 Walls Walls, Freewater Land Co., Freewater, Oregon.—Adv.

Notice to Creditors.

In the County Court of the State of Oregon for Umatilla County.
In the Matter of the Estate of Charles Carpenter, Deceased.
Notice is hereby given to all persons whom it may concern that Walter V. Griswold has been appointed administrator of the estate of Charles Carpenter, deceased. All persons having claims against his estate are hereby required to present them with proper vouchers as required by law to the said Walter V. Griswold, at the office of Will M. Peterson, attorney at law, Pendleton, Oregon, within six months from the date of the first publication of this notice, which is made on this 8th day of May, A. D. 1914.
Walter V. Griswold, Administrator.
Will M. Peterson, Atty.

Notice to Creditors.

In the County Court of the State of Oregon, for Umatilla County.
In the Matter of the Estate of Peter LaCourse, deceased.
Notice is hereby given to all persons whom it may concern that F. S. LeGrow has qualified as the executor of the last will and testament of Peter LaCourse, deceased. All persons having claims against the estate are required to present them with proper vouchers as required by law, to said executor at his office in Athena, Oregon, or to his attorney, Homer I. Watts, at his law office in Athena, Oregon, within six months from the first publication of this notice.
Dated this 1st day of May, 1914.
Homer I. Watts, F. S. LeGrow, Attorney, Executor.

Notice to Creditors.

In the County Court of the State of Oregon, for Umatilla County.
In the Matter of the Estate of Owen Ruze, deceased.
Notice is hereby given that the undersigned has been duly appointed administrator of the above estate by order of the above entitled Court and has qualified as the law directs. All persons having claims against said estate are hereby notified to present the same at my office, or at the office of my attorney, Homer I. Watts, in Athena, Oregon, with proper vouchers, within six months from the date hereof.
Dated this 1st day of May, A. D. 1914.
Homer I. Watts, B. B. Rhoads, Attorney, Administrator.

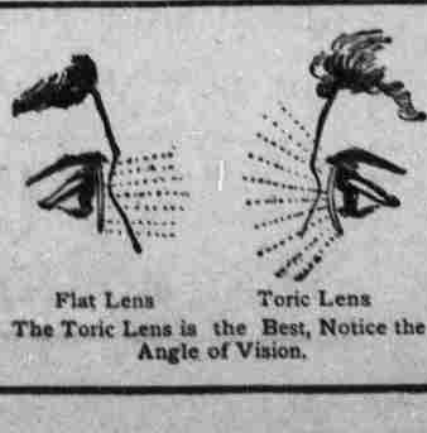
Notice to Creditors.

In the County Court of the State of Oregon, for Umatilla County.
In the Matter of the Estate of T. J. Watts, deceased.
Notice is hereby given that the undersigned has been duly appointed administrator of the above estate, by order of the above entitled court and has qualified as the law directs; all persons having claims against said estate are hereby notified to present the same at my office in Athena, Oregon or at the office of my attorney in Athena, Oregon, within six months from the date hereof.
Dated this 1st day of May, A. D. 1914.
Homer I. Watts, M. L. Watts, Attorney, Administrator.

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 corporation Plaintiff, vs. William Schults and also all persons or parties unknown claiming any right, title, estate, lien or interest in the real estate described herein, Defendants.
To William Schults, the above named defendant and all persons or parties unknown claiming any right, title, estate, lien or interest in the real estate described herein:
You are hereby notified that Lexington Realty Company, a corporation, is the holder of Certificate of Delinquency 593 issued on the 3rd day of February, 1913 by the Tax Collector of the County of Umatilla, State of Oregon, for the amount of one and 90-100 (\$1.90) Dollars, the same being the amount then due and delinquent for taxes for the year 1907 together with penalty, interest and costs there on 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:
West half of West half of the Southeast quarter of the Northwest quarter (W 1/2, W 1/2, SE 1/4, NW 1/4) of Section 10, Township 3 North, Range 36 East W. M., containing ten acres.
You are further notified that said Lexington Realty Company, a corporation, has paid taxes on said premises for prior and subsequent years with the rate of interest on said amounts as follows:
Years Date Tax Receipts Rate of Tax Feb 2, 1913 702 25 15 per cent 1909 " " 708 30 " " 1910 " " 702 25 " " 1911 " " 856 25 " " 1912 April, " 578 30 " "

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Attorney-at-Law
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Phone 381 Freewater, Oregon

FREDERICK STEIWER,
Dist. Atty. and Attorney for the Plaintiff.
Address: Pendleton, Oregon.

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.

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.
—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.

Willard Bradley

Civil Engineer and Surveyor
CANDIDATE FOR COUNTY SURVEYOR
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