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ATHENA, ORE., AUGUST 7, 1914

### THE ART OF SELLING.

Real Salesmanship is a Light That  
Can't Be Obscured.

The boss wants lookers, because he knows the looker of today is the buyer of tomorrow and he wants to make the lookers feel that his store is "the best place to trade," which is only another way of saying that it is the best place to do one's looking. He also knows that the looker of today can sometimes be converted into a buyer before the day is over. All he requires to accomplish what he desires is salesmanship among his salespeople.

Does he get it? Not from all of them. If he did there would be less need for commissions to inquire laboriously into the relation between shopgirls' wages and shopgirls' chastity, for real salesmanship will get the money wherever it is practiced and by whomsoever it is practiced. Real salesmanship is one light that can't be hidden under a bushel. It's a light that can't be obscured. It's a light that will shine above department heads and floorwalkers and reach clear up to "the old man" in his private office, if you keep it burning long enough.

What is salesmanship? No one quite knows. But if you will take care of the lookers, if you will make all the lookers pleasantly remember what you showed them and how you showed it to them when they were merely looking, you will have mastered one very important branch of retail salesmanship.—Collier's Weekly.

### SPEED OF GAME BIRDS.

The Hazel Hen Said to Be a Wonder in a Short Sprint.

What is the fastest game bird that flies? Of course, in seeking an answer to the question, as a writer in the Scotsman points out, one must assume equal conditions of atmosphere and cause for flight, for all creatures, human or other, seek their highest rate of speed under the influence of fear.

A recent writer declares that in a race of, say, 200 yards he would back a bird which, though not found in Britain, is indigenous to most of the rest of Europe and is especially familiar in Scandinavia—the hazel hen or gullinotta.

Yet, curiously enough, this is one of the forest haunting birds which, like the American "fool hen," usually fly up into a tree when flushed and, re-recting further attempts at escape, wait to be shot sitting. "But," says the writer referred to above, "on the rare occasions and that they are rare I readily admit when one catches a gullinotta in the open I have never seen any bird fly so fast nor move its wings with such extraordinary rapidity."

Next to it at any rate one must surely place the teal, which has a marvelous knack of getting under way quickly. Some experienced observers would give the third place to a bluecock pigeon—the wild, not the Birmingham variety.

### MOODY REBELLED.

Moving a Vote of Thanks Was Not in His Line That Night.

Dwight L. Moody during his first visit to England attended a meeting at which the Earl of Shaftesbury was chairman. The duty of proposing a vote of thanks was assigned to him and the announcement made:

"Our American cousin, the Rev. Mr. Moody of Chicago, will now move a vote of thanks to the noble earl who has presided on this occasion."

The whole thing was quite out of Mr. Moody's line. With an utter disregard of conventionality he burst upon the audience with the bold announcement:

"The speaker has made two mistakes. To begin with, I'm not the Rev. Mr. Moody at all. I'm plain Dwight L. Moody, a Sunday school worker. And then I'm not your American cousin. By the grace of God I'm your brother, interested with you in our Father's work for his children."

"And now about this vote of thanks to the noble earl for being our chairman this evening. I don't see why we should thank him any more than he should thank us. When at one time they offered to thank our Mr. Lincoln for presiding over a meeting in Illinois he stopped it. He said he'd tried to do his duty and they'd tried to do theirs. He thought it was about an even thing all around."

That opening fairly took the breath away from Mr. Moody's hearers. Such a talk could not be gauged by any known standard. Mr. Moody carried his English audiences with him from that beginning to his latest labors.

### OLD WORLD BARBERS.

Their Prices Are Low and Methods in Some Cases Are Crude.

The barber shops of the United States and Canada are the finest in the world and charge the highest prices. Comparatively few cities of Europe have American barbers, and many of these run their barber shops in connection with men's furnishing stores.

In most European cities a hair cut and a shampoo cost 6 cents, and in parts of London a shave costs 4 cents. In some Italian cities 1 cent is charged for a shave and 2 cents for a hair cut, and in Turkey barbers take their entire pay in tips.

Many German barbers make wigs and switches while waiting for customers, and many French barbers do ladies' hairdressing. Austrian barbers are compelled to serve apprentices of four years on pay beginning at 41 cents a week and ending at \$1.00 a week before they can own their shops.

Serbian barbers seek their customers in straight-backed chairs before they wall mirrors and fix queer shaped poms about their throats. Then they rub on

with their fingers oil made from cheap soap.

In India your barber calls at your house and shaves you every morning for \$2 a month.

In China the barbers carry stools, small stoves, razors and scissors about the streets, stopping on the sidewalks to perform their work, just as sailors grinders do in America.—New York Sun

### Some British Sinecures.

Gladstone was born at a time when sinecures such as those held by Horace Walpole still abounded, and to the end of his life he took a tolerant view of the persons who profited by them. A. G. C. Liddell records in his diary on March 12, 1822: "Dined with the Coburns. Mr. Gladstone there. . . . Some one alluded to the diminution of sinecures. Mr. Gladstone said that there was nothing dishonorable in accepting a sinecure if it was recognized by the society in which it existed and not considered unusual or unworthy. One of the last sinecures, where there was absolutely nothing to do, which was not the case with all sinecures, was the office of chief justice in eyre, north of the Trent. It was held by Tom Duncombe and was worth £12,000 per annum."—London Spectator

### Origin of Smoking.

The origin of the custom of smoking is veiled in mystery. The Chinese are thought to have had the habit at a very early date, and this is not surprising, judging today from the Chinaman's fondness for the pipe. When Columbus discovered America he found smoking indulged in by all the tribes of Indians, but the practice had a religious association to them. From Santo Domingo tobacco was introduced into Spain and Portugal in 1560, but it was then used in the shape of snuff. Sir Walter Raleigh, however, is the first man of note to make smoking a fashionable habit.

### An Apology.

"This is no place for such a petty squabble," said the police court judge. "Now, Mulligan, you apologize to Hogan for calling him a liar and I'll dismiss the case."

"All right. Miahler Hogan, I apologize for callin' ye-callin' ye what ye are."—Life.

### With Credit Only.

"Did you occupy your last pulpit with credit?" inquired the church trustee.

"I certainly did," responded the applicant. "There was never any cash connected with it."—Ladies' Home Journal.

### OLD TIME PORTRAITS.

Does There Exist a Reliable Painting of the Post Burns?

Was this the face that launched a thousand ships? And burst the topless towers of Ilium? asks Marlowe, writing of the vision of golden Helen. A similar question has been asked in regard to the diverging portraits of Mary Stuart. Was this the face that turned so many heads some 350 years ago? The queen of Scots was assuredly bewitching. Knox admits it; Knox asserts it; Ruthven lost his heart to her in Lochleven castle; whoever saw her desired her. Yet not one of Mary's portraits represents her as beautiful. Romney has sufficiently explained the fascination of Lady Hamilton for Nelson. But Mary Stuart's charm remains unexplained by her portraits.

And what about Burns? The point I wish to make is that old portrait painters are not to be depended on for strict fidelity to their originals. The mere fact that they differ so much in their representations of the same subject is enough to prove it. In regard to Burns, the question bears a twofold aspect. Not only do the portraits of the poet disagree with one another, but even that which by its frequent reproduction has tacitly been accepted as the truest representation cannot have been exactly like him when it was done. I refer, of course, to the familiar Nanny's head and bust, painted in 1787, when Burns was carrying all before him on his first visit to Edinburgh.—J. Cuthbert Hadden in Scribner's.

### REAL ESTATE LEASES.

Origin of the Custom of Making Rentals For 99 or 999 Years.

When originated the use of the old term in leases, 99 or 100 years? In other days leases and mortgages in possession of real estate for 100 or 1,000 years denoted the same as an annual rental, retaining a reversion for the last year of the original term. The object of this proceeding was to be found in the unwillingness of the under tenant to become bound to the performance of the covenant contained in the original grant and also in the importance to the lessor of a reversionary interest, without which, under the old English practice, he could not recover his rent by distress.

Sometimes this reversion was for only three days or even for only one day, but usually in long term the last year was retained. Out of this came the popular notion that the law provided this distrust, and hence leases were made for 99 or 999 years, when there was no reason whatever for any such odd period of time.

In England there was in special cases a restraint on corporations or ecclesiastical persons prohibiting the demise of lands belonging to them to the impoverishment of their successors for a term beyond 100 years and such leases were accordingly made for 99 years.—Harper's Weekly.

### Mexico's National Pawnshop.

One of the most remarkable institutions in the City of Mexico is the Monte de Piedad, or national pawnshop. The monte is one of the oldest buildings in the capital, having been built for the private residence of Cortes in 1520, and it has been fortunate enough to escape the hands of restorers. It was acquired in 1744 by Count de Regla y Terreros, who laid out \$300,000 in organizing the Monte de Piedad, with the idea of saving the needy from the usury of the ordinary pawnbroker. Its success is attested by its long history, and Mexicans today can get one-third value on their goods at a rate of interest seldom exceeding 3 per cent per annum. If any one fails to keep up his payments the deposited goods are sold, and any balance over the sum advanced is handed to the depositor.

### WHAT IS AMORTIZATION?

The Method of Providing For the Repayment of a Loan.

Every now and then the plain man who has saved a little money and wants to invest it so that he will get a reasonable and safe return runs against a host of terms which are bewildering and all but meaningless. I'm afraid he usually passes by without taking the trouble to understand them.

Take the word "amortization." I hold that it's no shame to any man not to know what that word means. And yet to investors the word is highly important.

"Amortization" means simply the method of providing for the repayment of a loan. If you lend me \$10,000, which I promise to repay in ten years, you have a right to be interested in my plans for meeting the demand for the \$10,000 which you expect to make upon me ten years hence.

So I say to you:

"I am going to amortize that \$10,000 debt in this way: Out of my earnings every year I'm going to set aside \$900. Each year I will set the \$900 to work earning something too. At the end of ten years the fund will amount to just enough to discharge my debt."

You will find that specialists in bonds use the word a great deal. They know better than anybody else its importance. They realize that a borrower of money for a long term of years is very apt to forget to make provision for repayment.

Certain lenders of money on long terms insist upon the borrower's taking out a life insurance policy big enough to meet the debt in case of death before the debt becomes due. Generally the longer a debt has to run the more important becomes the question of "amortization."—John M. Oskison in Chicago News.

### FEATS WITH THE CAMERA.

Difficult to Snap Fast Moving Objects at a Given Point.

Only an expert, and he only after much practice, can take a photograph of a rapidly moving object at a predetermined point—for example, an express train with the cowcatcher just at a white chalk mark on a tie or a baseball at the instant the bat strikes it.

The reason for this is twofold: First, there is a certain appreciable time between the mental decision to do a thing and the actual doing of it; second, it takes a certain appreciable time for the impulse given by pressing the button or squeezing the bulb of a camera to travel to the shutter and open it. The latter may in a very fine camera be only one-fiftieth of a second, but even the fiftieth of a second in a train going 100 feet a second would mean a difference of two feet.

C. H. Claudy in an article in the Camera says that not more than once in four attempts will even an expert catch the precise instant he is seeking. The average man snaps his camera at the moment the ball is striking the club or racquet, and by the time his shutter has worked the ball has gone. A tennis ball travels nearly a mile a minute when struck hard. That is ninety-six feet a second, so in a lag of one-tenth of a second between the pressing of the button and the opening of the shutter the ball will move nearly ten feet, and ordinary cameras work no faster than this. So one need not wonder if even experts fail.

### CLOUD FORMATIONS.

What We Know About Them Seems to Be Mainly Guesswork.

Many scientists have told us how clouds are made. Most of the textbooks on physical geography tell all about them, but it is all guesswork. Clouds are a mystery. It is true they are composed of moisture floating in the air, but how did the moisture get there?

It is held that particles of moisture are evaporated from the earth's surface by the heat of the sun. This moisture does not form into clouds immediately. Indeed, the passage of the moisture from the earth to the upper air is quite invisible. It was formerly supposed that this moisture was condensed by the cold of the upper air into rain droplets, which formed the clouds.

But scientists hold that the tiny particles must have something to condense upon. They used to tell us that the moisture collected upon dust particles to form into rain drops. Now they are practically agreed that it is something else, but they don't know what.

Anyway, when these drops get large enough they accumulate into vapor, forming clouds. When the droplets get too large and heavy to float in the air they fall to the earth in the form of rain, and this is about all we actually know about clouds.—War Cry.

### When Seals Were Food.

The gray seal used to serve Cornishmen as an article of diet. Stephen Hawker tells how he and a brother clergyman, having asked a landlady at Boscastle what she could give them for dinner, were told "Meat and tates." They tried to get her to particularize the meat, but "Meat, nice, wholesome meat, and tates" was the full extent of her information. When the meat was served it tasted like seal, but was unaccompanied by any vestige of bone that might have enabled the diners to infer its origin. Years afterward Hawker lighted on the nature of the "meat" when he read in an old history of Cornwall that "the people of Boscastle do catch divers young soyles, which, doubtful if they be fish or flesh, conynge housewives will nevertheless roast and do make thereof savory meat."—London Graphic.

### Twenty Years of Pleasure.

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"The chief concern of her life for the last twenty years was to order and provide for her funeral. Her greatest pleasure was to think and talk about it. She lived many years on a pension of ninepence a week and yet saved £5, which at her request was laid out at her burial."

### Comfortable Disappointments.

Next to having the dentist postpone an appointment to tinker with your teeth what is the most comfortable disappointment you ever experienced? Ours is having only \$2 to lend to the man who drops in to borrow \$10.—Detroit Free Press.

### Deduction.

"Tell me what you eat, and I will tell you what you are," boasted an amateur sage.

"Well, I ate a Welsh rabbit and a lemon pie last night."

"You're a fool."—Kansas City Journal.

### Knew Her Weakness.

Mrs. Cross—Are you a man or a mouse? Mr. C.—The question is superfluous, my dear. If I were a mouse you'd be on a chair screaming.—Philadelphia Ledger

### Dry.

"Why do you associate with all those university professors?"

"My doctor says I must live in a dry atmosphere!"—London Telegraph.

### A Natural Inference.

"Matrimony," said the lady who had just secured her third divorce, "is, after all, an uncharted sea."

"I take it, then," her friend replied, "that you have not engaged in your various ventures for charting purposes."—Chicago Record-Herald.

### Horses.

It is estimated that the life of the average horse in bondage is twenty-five years. The wild horse's age is about thirty-eight years.

The more we study the more we discover our ignorance.—Shelley.

### THE JUDGE WHO DIDN'T JOKE.

The funny sayings of a judge who never joked are found in "Arabian Nights," a selection of the dicta of Sergeant William Ambler, who sat as a judge at the Old Bailey in London from 1830 to 1850. For instance, his remark to counsel:

"If you can show precisely at what moment the offense was committed and prove that the prisoner was not there when he did it he could not possibly have done it." And he sagely added as an afterthought, "We cannot divest ourselves of common sense in a court of justice."

Another axiom he delivered himself of has been fathered on many other occupants of the bench:

"If ever there was a case of clearer evidence than this case, this case is that case."

### Odors of London.

The sense of smell which enables an engine driver to avoid a collision or a sailor to steer clear of an iceberg is the least cultivated of our senses. But with a properly equipped nose and a little practice we ought to be able to tell where we are blindfold all over London, for every locality has its distinct odor. Soho smells different from Southwark. Billingsgate differs from Limehouse. Rotherhithe has quite a special smell of its own, and Barking is absolutely unique.—R. L. Stevenson.

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### Notice to Creditors.

In the County Court of the State of Oregon for Umatilla County.  
In the Matter of the Estate of Donald N. McDonald, Deceased.  
Notice is hereby given to all persons whom it may concern that E. A. Dudley has been appointed executor of the last will and testament of Donald N. McDonald, deceased, and has qualified as such. All persons having claims against his estate are hereby required to present them with proper vouchers as required by law to the said E. A. Dudley at his home in Athena, Oregon, or 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. Dated this 10th day of July, A. D. 1914. E. A. Dudley, Executor. By Will M. Peterson, Attorney for Executor.

### Notice to Creditors.

In the County Court of the State of Oregon for Umatilla County.  
In the Matter of the Estate of Louis LaBrasche, Deceased.  
Notice is hereby given to all persons whom it may concern, that W. S. Ferguson has qualified as administrator of the estate of Louis LaBrasche, deceased, and 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, Ore., or to his attorney, Homer I. Watts, at his law office in Athena, Ore., within six months from the first publication of this notice. Dated this 10th day of July, 1914. Homer I. Watts, W. S. Ferguson, Attorney. Administrator.

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