

An Open Letter to the Editor

From the President of General Motors

LAST SPRING I wrote you that my belief in the country newspaper had led us in General Motors to decide to advertise our products together in the small-city press of the country.

The returns from the series of the messages recently published have justified that faith; and we shall continue to advertise in your community through your newspaper this fall.

It occurs to me, however, that some of your readers may be asking: "What is General Motors?" and "Why is General Motors?" These are fair questions and I should like to answer them as frankly as I can.

General Motors was organized some years ago on the theory that a group of large companies, working together, could render a better service than they could separately. In this we simply applied to industry a principle that is as old as civilization as regards the human family and human progress.

Original members of the General Motors family were Buick, Cadillac, Chevrolet, Oakland and Oldsmobile, together with the Delco-Light Company and other well-known companies manufacturing automotive equipment. By joining together their resources, we were able to establish great Research Laboratories, a 1245-acre Proving Ground and the GMAC Plan of credit purchase; to effect vast economies in purchase and manufacture and distribution; to assure and maintain the quality of every product in the General Motors family.

Has the General Motors family principle proved itself in practice?

The best answer, I think, is to compare the Chevrolet, Buick, Cadillac, Oldsmobile and Oakland of today with the models of five or ten years ago.

Then add Pontiac, a General Motors creation. Add LaSalle, another General Motors creation. And then consider how General Motors has developed these cars into a complete line, within which any family may find a suitable quality car at the price it plans to pay: "A Car for Every Purse and Purpose."

Another example is Frigidaire, the electric refrigerator. General Motors had the resources to spend millions to develop a satisfactory refrigerator, and then to apply to its manufacture the same processes which have increased the utility and lowered the cost of the automobile.

We believe that this record justifies General Motors as an economic institution. Its products are quality products, first of all. Their prices represent the economies of united effort passed on to the purchaser. In the last year one in each three automobiles chosen by the public has been a General Motors car. The service of Delco-Light electric plants has extended to more than a quarter million homes, while Frigidaire has become the world's largest selling convenience of its kind.

We believe also that the values now offered in the current General Motors products (which are listed below) prove anew that "many minds are better than one" and that a family of companies, working together, can produce results which are decidedly in the public interest and of increasing benefit to the individual family.

Very truly yours,

Alfred P. Sloan, Jr., President
General Motors Corporation

Detroit, September 23, 1927

GENERAL MOTORS

CHEVROLET · PONTIAC · OLDSMOBILE · OAKLAND · BUICK · LASALLE · CADILLAC

FRIGIDAIRE—The Electric Refrigerator · DELCO-LIGHT—Electric Plants

GMAC Plan of Time Payments

High School Notes

Junior News Staff.

Editor.....Alberta Charlton
Classes.....Pearl Green
Faculty.....Wilford Miller
Alumni.....Oral Michener
Athletics.....Weldon Bell
Student Body.....Emma Ringel
Society.....Mildred Street
Grades.....Areta Kirk
Personal.....Marjorie Wilson
Advisor.....Miss Bateman

Editorial

The spirit of Athena High school toward sports and athletics has always highly represented the school. It may have weakened in the last few years but not very noticeably. In a pep-rally which was combined with the assembly last Friday morning, it was noticeable that all the spectators were very and really ready to cheer at getting and following the yell-leader. This interest and cooperation of students encourages the yell-leader, so that we feel she will do her best for the school. It may be that the students are enthused because of the combined efforts of the coach and principal, to bring out the value of rooting more clearly to the students than has been done in the past few years. Last year's football

team was finally abandoned because there was no spirit or rooters behind them to urge them on or to give them encouragement. A few games were played unsuccessfully, with very few members of the school present to witness their good or bad points. The spirit behind the athletics of the school this year seems to be starting out with a boom and we hope that it continues.

Sports

The Athenians lost a hard fought game Saturday to the Walla Walla second team on the home field. The ball was in the center of the field throughout all the game, but in the last few minutes of play Walla Walla got the jump on our boys and scored a touchdown. In spite of the defeat the home boys have the satisfaction of knowing that there weren't any yellow men on the team; the small men fought just as hard as the big ones, but Walla Walla weighed just a little too much.

Friday, September 30, the team will go to Watsburg, to see what they can do there. Let's all wish them the best of luck.

Faculty

Mr. Toole, Pike Miller and Wayne Pittman spent the week end on the Umatillo brakes hunting.

Miss Brodie and Miss Bateman spent the week end in Milton and

Walla Walla.

A large number of the seventh and eighth grade pupils received buttons from the Palmer Method Writing company.

Mrs. Rominger spent the week end at her home in Freewater.

Classes

Four samples of the first year typing are on the board in the typewriting room, for the week ending September 23. Those whose papers appear on the board are: Alberta Charlton, Areta Kirk, Emma Ringel, and Helen Hansell.

Student Body

On Wednesday morning the fire bell was rung for fire drill. Everybody was out of the building in eighteen seconds except the typing I class. Members of that class were so busily typing that the bell was unheard.

Entertainment

An assembly was held Friday September 23, 1927, at 9:00 A. M. in the high school auditorium for the purpose of listening to the biology class entertain the rest of the classes. A "pep" song was sung by the class directed by Mr. Toole, their teacher. After this, "pep" yells were given in honor of the football men.

An exciting event took place Friday evening, September 23, 1927, in the high school basement when the freshmen were initiated in grand style and were made members of Athena high school. After the initiation refreshments were served and a good time was had before the adjournment of the crowd.

Personal

Emma Ringel spent Saturday in Walla Walla.

Areta Kirk spent Saturday in Pendleton.

Helen Hansell and Kathleen Radtke were in Pendleton Monday.

Ilene McBride was in Pendleton Saturday.

Dorothy Geissel went to Walla Walla Tuesday afternoon.

Alumni

Beryl Hodgen's picture appeared with that of Captain McEwen in the East Oregonian one night last week. Beryl is captain of the Oregon football team this year.

Scotty Kretzer has been selected as manager of the U. of O. Glee Club for this year. Scotty is a Senior at Oregon.

Lois Johnson, a freshman at the

University of Oregon has been pledged to Gamma Phi Beta sorority.

Roy Dudley and Kenneth Hodgen, both freshmen at Oregon have been pledged to Sigma Nu fraternity.

Phyllis Dickenson left this week to attend Monmouth Normal school.

Brings In Three Pointer

Charles Dickey and Millard Kelley returned the fore part of the week from the Desolation Creek district, where they were on a hunting expedition. They brought back with them a three-point buck.

Coming to PENDLETON Dr. Mellenthin SPECIALIST

in Internal Medicine for the past fifteen years

DOES NOT OPERATE

Will be at
DORION HOTEL

THURSDAY, OCT. 13
Office Hours: 10 a. m. to 4 p. m.

One Day Only

No Charge for Consultation

Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the state of Oregon. He does not operate for chronic appendicitis, gall stones, ulcers of stomach, tonsils or adenoids.

He has his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidney, bladder, bed wetting, catarrh, weak lungs, rheumatism, sciatica, leg ulcers and rectal ailments.

Below are the names of a few of his many satisfied patients in Oregon who have been treated for one of the above named causes:

Elmer Booker, Condon.
Chas. Desch, Portland.
Fred Shields, Klamath Falls.
Daniel Steiner, Allegany.
R. E. Neal, Central Point.
Joe Sheoships, Gibbon.

Remember the date, that consultation on this trip will be free and that his treatment is different.

Married women must be accompanied by their husbands.
Address: 211 Bradbury Building, Los Angeles, California.

The Athena Hotel

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Courteous Treatment, Clean Beds
Good Meals

Tourists Made Welcome

Special Attention Given
to Home Patrons

Corner Main and Third
Athena, Oregon

Continental Oil Company Prompt Service Always

Bryce Baker, Agent

Phones 761 and 31F11, Athena

THE KILGORE CAFE

GERALD KILGORE, Proprietor

FRIGIDAIRE COLD DRINKS

Malted Milk, Sodas, Coca Cola, Root Beer, Sundaes, Ice Cream, Bricks, Dixies, Eskimo Pies, etc.

Gerald Kilgore, Proprietor - - Athena, Oregon

Insurance

of every kind and
description.

Farm Loans

at rates and terms
that satisfy.

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Athena

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Pendleton
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Always At Your Service

City and Country

HAULING

and Horse Team Work

Foley's Kidney Cure
makes kidneys and bladder right

THE ATHENA MARKET



We carry the best

Meat

That Money Buys

Kipped Salmon, all Kinds of Salt Fish. Fresh Fish, Oysters, Crabs, Clams, Kraut in Season.

A. W. LOGSDON

Main Street

Athena, Oregon.

The Lumber You Need

If you are planning alterations or additions to your building, let us give you an estimate on the Lumber needed. You will be pleasantly surprised at the reasonable total we will quote.

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Tum-A-Lum Lumber Co. Main Street, Athena

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