



**"How best
can I trade in
my present car
for a new car?"**

WHEN you are ready to trade in your present car for a new car, you naturally want full value for your present car. But most of all you want *full new car value*.

It will therefore pay you to consider varying trade-in allowance offers in the light of these basic facts:

- 1 Your present car has only one fundamental basis of value: i.e., what the dealer who accepts it in trade can get for it in the used car market.
- 2 Your present car has seemingly different values because competitive dealers are bidding to sell you a new car.
- 3 The largest allowance offered is not necessarily the best deal for you. Sometimes it is; sometimes it is not.
- 4 An excessive allowance may mean that you are paying an excessive price for the new car in comparison with its real value.
- 5 First judge the merits of the new car in comparison with its price, including all delivery and finance charges. Then weigh any difference in allowance offered on your present car.
- 6 Remember that you are making a *purchase*—not a *sale*. You are buying a *new* car and simply using your present car as a credit against the new car's purchase price.

WE publish this message, believing that the public is entitled to have all the facts. And we invite you to send for the facts about General Motors products by using the coupon below.

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MOTORS**

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CHEVROLET Please send, without obligation to me, illustrated literature describing the General Motors product I have checked—together with your booklet describing General Motors Proving Ground.

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Press Paragraphs

Jackie Coogan in "The Bugle Call" Standard Theatre, tomorrow night. Dorvan Phillips is driving a Chevrolet car.

Lyle Gray of Milton was in Athena Saturday.

Edgar Adair returned home from Idaho Saturday.

Miss Pearl Ramsey visited in Portland last week.

Mr. and Mrs. King of Weston were in Athena Saturday.

Miss Nina Thoney of Weston was a caller in Athena Tuesday.

Mr. and Mrs. Alex McIntyre were week end visitors in Portland.

Buzz Fisk was in Athena from his farm on Dry Creek Saturday.

Dorsey Kretzer is home again after a time spent at The Dalles.

Will M. Peterson, Pendleton attorney was in Athena Tuesday.

Jack Moore and Walter Huffman spent Saturday in Walla Walla.

Mr. and Mrs. J. E. Lumsden were in Athena Tuesday, from Weston.

Mrs. Lloyd Michener was employed in Adair's Cash store last week.

Mrs. Will Kirk is again in Walla Walla at her mother's bedside in that city.

Miss Ruth Williams was a visitor from her home in Walla Walla Tuesday.

Born to Mr. and Mrs. Horace Payne, Saturday October 15, 1927, a son.

Mrs. D. Hess and daughter Charlotte of Weston were in Athena Saturday.

The Misses Reta and Mable Adair and Weldon Bell spent Saturday in Milton.

Mr. and Mrs. Marcum Anderson of Walla Walla spent Sunday in Athena.

Miss Resa Rothrock spent the week end in Athena visiting friends and relatives.

Mr. and Mrs. O. M. Shigley and family have gone to Portland for a weeks' stay.

Mrs. Will Rider of Yakima visited over the week end with the B. B. Richards family.

Roy DeFreece was employed in the Pure Food grocery during Mr. Stephens absence.

Mr. and Mrs. Lyle Gray of Milton spent Sunday at the Lawrence Pinkerton ranch home.

Mrs. Hazel Otterson (nee Hazel Miller) is visiting her parents, Mr. and Mrs. Charles Miller.

Mrs. Anna Cartano and granddaughter Marcene Harder, were Pendleton visitors Saturday.

Roland Kretzer has again "made" the University of Oregon glee club. He will sing second tenor.

R. B. McEwen returned from Portland Sunday after a few days spent with his family in that city.

The Study club met last Friday afternoon with Mrs. J. W. Pinkerton. Sixteen members were present.

Rev. Dwight Hackett filled the pulpit at the First Christian church, Pendleton, last Sunday evening.

The M. E. Missionary society will meet at the Methodist church Wednesday afternoon, October 26th.

Mrs. DeMerritt of Walla Walla is visiting her mother this week while Mr. DeMerritt is on a hunting trip.

A Christmas bazaar is being planned, to be given early in December, by the ladies of the Christian church.

Mr. and Mrs. Fred Kershaw and Mrs. Barbara Willaby motored to La Grande, and returned Sunday evening.

Mr. and Mrs. E. A. Zerba and daughter Beth of Waitsburg were week end guests at the Hargett home.

Henry Schroeder, Weston carpenter, is building a new garage at the W. S. Ferguson home on Fourth street.

Mr. and Mrs. George Bansiter of Walla Walla spent Sunday in Athena at the home of Mr. and Mrs. Bern Banister.

Mrs. Fred Pinkerton, Miss Edna Pinkerton, Miss Hilda Dickenson and Mrs. Penn Harris were Pendleton callers Monday.

Mrs. Ralph Hassell of Pendleton spent Tuesday in Athena visiting Mrs. A. A. Kimball at the O. O. Stephens home.

Mr. and Mrs. Jesse Gordon were recent visitors at the Weston home of Mrs. Gordon's parents, Mr. and Mrs. R. Beamer.

Mrs. Nellie Taylor and Mrs. H. O. Worthington of Pendleton spent Tuesday in Athena at the home of Mrs. Stella Keen.

Donald Johnson of Athena and Roll Morrison of Adams were Portland visitors and witnessed the football game, last week.

Dr. W. G. Cowan was among the football fans in Portland last week to witness the U. of O. and Southern California game.

Miss Myrtle DeFreece and Mr. Clarence Musson of Walla Walla, were dinner guests Sunday at the Sims Dickenson home.

Mr. and Mrs. Robert Johnson of Walla Walla, and Mrs. Ella Martin mother of Earl Martin, were dinner guests at the Martin home in Athena.

"Bigger Than Barnum's" Standard Theatre, Sunday night.

Mr. and Mrs. Otis Whiteman and Miss Elizabeth Holwager were dinner guests at the B. B. Richards home Monday evening.

Miss Frederica Kershaw who is teaching in the Ontario schools spent the week end with her parents Mr. and Mrs. Fred Kershaw.

Mr. and Mrs. E. Eager and Mrs. Clara Eager of Dayton, Washington, were Sunday visitors at the C. M. Eager home on Jefferson street.

Mr. and Mrs. Jack French (Nellie McDonald) of San Francisco, on returning from a trip to Europe, spent Sunday at the Alvin Johnson home.

Visitors in Athena from Ferndale were Mrs. Lela McElrath and Mr. and Mrs. Charles Boerster. Mrs. McElrath is en route to California.

Mr. and Mrs. D. L. Hackett motored to Pendleton Sunday evening where Mr. Hackett delivered the evening sermon at the Christian church.

Mrs. Carl McConnell, well known in Athena, now a resident of Walla Walla, recently underwent a serious surgical operation at a hospital in that city.

Mr. and Mrs. Ames were in Free-water last Thursday. Mrs. Ames spending a few hours at the Hirsch home while Mr. Ames drove on to Walla Walla.

A meeting of the Civic club will be held at the home of Mrs. Homer I. Watts Monday afternoon. All members are urgently requested to be present.

Mrs. Oral Freemyer, of Boise, Idaho and Mrs. J. M. Bentz, of Spokane, Washington, are spending the week with Mrs. Bentz's mother, Mrs. Henry Keen.

The W. C. T. U. will meet at the home of Mrs. George Gerking next Tuesday afternoon. Those wishing to attend will meet at the Athena Hotel for conveyance.

It is reported that someone made off with fence wire, wire stretcher, staples, post-hole digger from the place of Mrs. Lila Kirk south of Athena Sunday night.

George Brace and Will Campbell returned from a deer hunt on the headwaters of the Umatilla. Brace bagged a buck on the trip, in the Thimbleberry mountain district.

Mr. Nichols and son of College Place called on Mrs. Froome Tuesday morning. Mr. Nichols was the builder of the St. Nichols hotel in 1888, the hotel being named after him.

A party of hunters consisting of Brooks Anderson, Henry Dell of Athena, Dee DeMerritt of Walla Walla and Fred Pigg of Pendleton, left Sunday for the John Day country.

The women of the Christian church realized over \$20 out of the recent food sale. The funds were used to apply on the expense incurred in renovating the interior. The co-operation of the community is appreciated.

James Phillips, who until recently was a deputy in the sheriff's office is temporarily at the home of his father, Ike Phillips. James has accepted a position of traveling salesman for the Fuller Brush company.

Mr. and Mrs. Victor Hirsch of Free-water, Mrs. Snyder of South Dakota and Mrs. Meher, also of South Dakota, mothers of Mr. and Mrs. Hirsch were dinner guests at the E. C. Prestbye home Thursday of last week.

Dr. and Mrs. A. B. Stone and family of The Dalles, stopped at the Athena hotel Saturday morning on their way to Colfax, to visit the doctor's parents Mr. and Mrs. Zeke Stone, who celebrated their Golden wedding Sunday.

An elaborate motion picture program is announced elsewhere in today's Press by the Standard Theatre for its mid-week special next Wednesday evening, when Mary Roberts Rinehart's "The Bat" will be presented at regular admission prices.

Mrs. Raymond Geissel and daughter Beverley spent the week end in Athena with relatives. Sunday afternoon Mr. Geissel and John Standige drove over from Milton and hunted for China's, later in the evening they returned home, Mrs. Geissel accompanying them.

Mrs. D. H. Sanders received the sad news of her brothers death in Portland. Mr. Ralph Ashpaugh passed away last Thursday. Mrs. Sanders left Saturday night for Portland. The deceased was buried in Portland Sunday. He was well known to pioneers of this community.

Mr. and Mrs. Charles Boerster. Mrs. McElrath is en route to California.

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Watch value that defies comparison! This lovely watch has a white gold filled engraved case and a dependable 15 jewel Bulova Movement.

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Athena Department Store

THE STANDARD THEATRE

Saturday, October 22

Jackie Coogan

In

The Bugle Call

With Claire Windsor and Herbert Rawlinson

The most lovable kid on the screen is here now in a picture more thrilling more moving than any of his vehicles in years. As a boy bugler at a remote army post in Indian territory, he first gets himself in disgrace, then wins redemption with a display of courage that will make you cheer.

International News

Admission Prices, 10c-25c-35c

Sunday, October 23

Bigger Than Barnum's

Throbbing Tumult of Thrills

With

Viola Dana, Ralph Lewis and George O'Harra

The world's greatest circus picture. Clowns, tumbling behind their chalk-acrobats, balancing dangerously on a tiny thread of steel where a slip means death—the blare and panoply of the circus—and behind it all unchecked human passions waging a bitter war while the crowds applaud!

Pathe Review

Admission Prices, 10c-25c-35c

Wednesday, October 26

Mid-week Special at Regular Prices

Mary Roberts Rinehart's

The Bat

Like a thunderbolt comes this thrill! The world's most electrifying plot of excitement now masterfully transferred to the screen! At last in motion pictures—the tremendous record-breaker of the stage. Lavishly filmed, alive and dynamic, crammed with laughs! shudders! and amazement!

Comedy

Admission Prices 10c-25c-35c