

The Athena Press

INDEPENDENT NEWSPAPER
F. B. BOYD, Owner and Publisher

Subscription Rates.
One copy, one year.....\$2.00
One copy, six months.....\$1.00
One copy, three months......75

Athena, Oregon, June 29, 1928

COMPLIMENTS THE PRESS

Recently a contest was proposed in which country and community newspapers of Oregon were to compete on merit for a cup to be awarded the best entry in the contest. The publisher of the Athena Press entered the edition of June 15, and has received the following complimentary review from C. J. McIntosh, of the department of Industrial Journalism, Oregon State College, and Chairman of judges of the contest:

"Mr. F. B. Boyd, Editor Press, Athena, Or.—The June 15 edition of your newspaper came to hand in plenty of time for entry into the community newspaper contest. I regret exceedingly that postponement of the contest makes it impossible to get them into competition with other live community newspapers of Oregon.

"Your entry is an excellent specimen of newspaper making. The front page has more good live news stories on it than are ordinarily found in a newspaper of its size. Being well made up and clearly printed it is not only attractive but easily read. It is seldom you find 37 "home made" stories on the front page of a six-column newspaper. And the way they are balanced, horizontally and up-and-down, makes them look as newsy as they are.

"The editorials on second page and general news and features on third are interesting, informative and attractive. And the scores of "locals" on fourth page seem to cover the field there.

"Pyramiding of the advertising helps so much, the only variation being a wee bit on page four.

"For what you have it seems to me the specimen is very nearly ideal. Your headlines are well filled out and tell something, both advertising and bulletin the news. There is just one element missing as it seems to me but possibly the local field makes this necessary. That is, of community news letters from nearby districts. Such communities need newspaper aid in promoting their welfare and are generally able to contribute news of interest and information of value to all readers. This in turn makes rural subscription more general, finally adding to the value of advertising that means more home trade.

"So much interested in this phase of the work am I that I am cooperating with nearly every editor in western Oregon in finding and training competent rural reporters. Extension of the project into Eastern Oregon will probably take me into your territory in about three weeks when I hope we can have opportunity to talk the matter over."

"Sincerely yours,
"C. J. McINTOSH."

HAZARD OF ALL-NIGHT DRIVE

(Enterprise Record Chieftain)

If you are tempted to make an all-night drive or join a party with such a schedule, the only safe advice is—don't. It is one of the most hazardous ventures in automobilism. Every year many serious accidents happen and numerous lives are lost from staying on the road too long. Tired nature asserts itself infallibly, the head nods, the eyes close momentarily, and the speeding car rushes on to destruction.

A young man in town bears scars which tell him the perils of the "late night driving. With a friend, while in college, he made a long night drive to see a football game. On the way home he found himself in a hospital after an accident of which he has no recollection. He fell asleep at the wheel and knew nothing more until he awoke, bruised and cut, with nurses and a physician standing about him.

Last year a man driving from Boise to western Oregon went off the highway near LaGrande in the middle of the night and was killed when he ran into the ditch. A few months ago a young man travelling alone went off the grade on the Columbia highway and was found dead, his car a wreck, at the base of the steep hillside. It was learned that he had come from California without stopping for rest and was driving night and day.

Safety rules limit the hours that a railroad man may remain on continuous duty but automobile drivers think nothing of staying on the road twice as long. Nobody is in such a hurry. Don't do it.

HOW HOOVER WAS NAMED

(Morning Oregonian)

Mark Sullivan's latest dispatch contains as pat an estimate of what happened in the republican convention as we have seen anywhere. Mr. Sullivan credits it to our own Ralph E. Williams:

"In sport," said Mr. Williams, "amateurs sometimes go over to the professionals, but in this convention the professionals went over to the amateurs."

Columns of interpretative articles came out of Kansas City, but nothing that hit the truth more aptly than that. It contains in a few words the entire story of the nomination of Mr. Hoover. In some partisan newspapers there has been studied and sly effort to attribute the Hoover nomination to eastern politicians. "Vare names the candidate," ran a heading that is typical of the tactics used.

All such implications fall of their own absurdity. The people know the history and the inspiration of the Hoover movement too well for that. Hoover was carried to the republican nomination on a tide of popular favor created by the public estimate of him as a man of great achievements, of vast ability, and of understanding of and sympathy for American ideas and ideals.

Never before in a political convention have the people so completely ruled as they did at Kansas City. The nearest approach to it, as Mr. Sullivan says, was the nomination of Woodrow Wilson. And between Wilson idealism and present democratic leadership there exists a great gulf.

SENATOR GOODING

(Morning Oregonian)

Death of Senator Gooding of Idaho removes a captain of industry of the peculiarly western type. From being owner of one of the largest flocks of sheep in Idaho he launched out into merchandising, banking and finally politics. The same forceful qualities that won success in business brought him to the front in the senate.

Among Oregonians Senator Gooding's name is best known in connection with his bill to forbid any exceptions to the long-and-short-haul clause of the interstate commerce law, his purpose being to prevent the question decided in the intermountain rate case from ever again being opened. The effects of the bill would have been so far-reaching—beyond his intention—that it was defeated. But Mr. Gooding looked deeper into the rate question, saw the advantage of Idaho's position in relation to the Columbia river and caused an application to the interstate commerce commission for a general reduction of rates from Idaho to the Pacific coast. He was zealous in pushing reclamation projects through congress, and was a constant worker for development of his state.

Mr. Gooding was a good example of the business man in congress. There is never any deficiency of theorists, but there is always need of men with practical experience in business to subject their proposals to the test of practicability.

NIFTY POLICEMEN

(Oregon Journal)

The police force of Lynn, Mass., is to be a different force from now on and henceforth, if an order of the mayor is respected.

The order requires that Lynn's finest shave every day. It requires that they shall shine their shoes every day. It requires that uniforms be pressed at least once each week. The mayor also suggested that police "wash behind their ears" and that they keep their hair properly trimmed.

Somebody has been unkind enough to suggest that the stalwarts also see to it that their noses are properly powdered and that their lips are touched up a trifle. Somebody else says they might wear rings on their fingers and bells on their toes.

But, for all that, the mayor's order stands, it is a good order, and Lynn's policemen as well as the city, will probably be the better off for it.

NOTICE TO CREDITORS

In the County Court of the State of Oregon for Umatilla County. In the matter of the Estate of Mary Wolfe, Deceased.

Notice is hereby given to all persons whom it may concern: That Bessie Werst has been appointed executrix of the last will and testament of Mary Wolfe, deceased, and has qualified as such. All persons having claims against said estate are required to present them, with proper vouchers, as required by law, to said executrix at the law office of Will M. Peterson, Stangier Building, Pendleton, Oregon, within six months of the date of the first publication of this notice which is the 1st day of June, 1928.

BESSIE WERST, Executrix.
Will M. Peterson, George R. Lewis Attorneys for Executrix. J1J29

NOTICE OF FINAL ACCOUNT

In the County Court of the State of Oregon for Umatilla County. In the Matter of the Estate of H. McArthur, Deceased.

Notice is hereby given that the undersigned has filed her final account and report in the above entitled matter and that the above entitled Court has fixed Saturday, the 7th day of July, 1928, at the hour of 10:00 o'clock A. M. of said day, as the time, and the County Court room in the County Court house at Pendleton, Umatilla County, Oregon, as the place, for hearing of said final account and report. Objections to said final account and report should be filed on or before that date.

Dated at Athena, Oregon, this 5th day of June, 1928.
MANDA J. McARTHUR, Executrix of the Last Will and Testament of H. McArthur, Deceased.
Watts & Prestbye, Athena, Oregon, Attorneys for Executrix. J8J5

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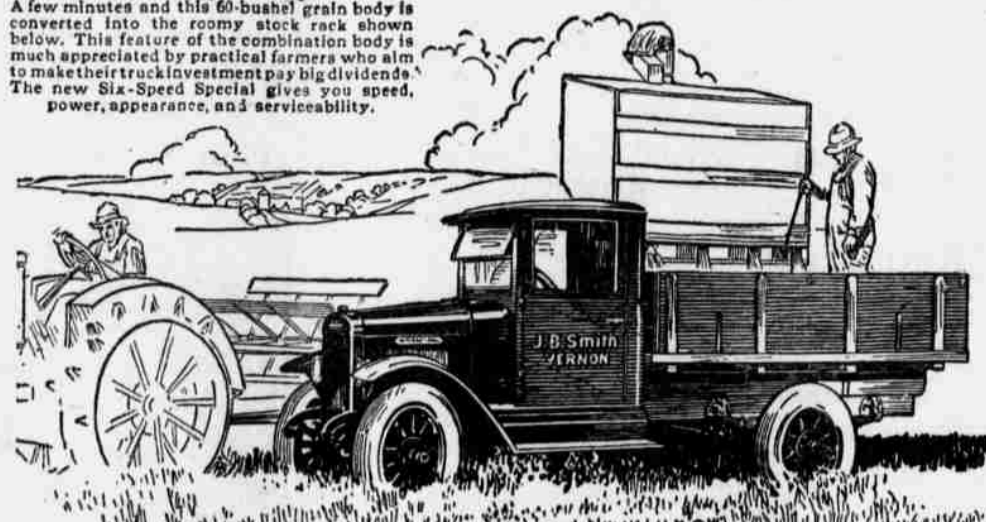
Groceries and Provisions, Milk and Butter are on sale at the store on the grounds, for convenience of cabin guests and campers.

J. H. LUCK, Manager

Write: Bingham Springs, Gibbon, Oregon

SWIFT POWERFUL

A few minutes and this 60-bushel grain body is converted into the roomy stock rack shown below. This feature of the combination body is much appreciated by practical farmers who aim to make their truck investment pay big dividends. The new Six-Speed Special gives you speed, power, appearance, and serviceability.



We Now Have the New INTERNATIONAL "SIX-SPEED Special" on Display—Come and See It!

COME in and see this new, different International truck. See the new, trim lines, the powerful 4-cylinder engine, the roomy enclosed cab, the convertible body, the long flexible springs, and the heavy-duty International construction.

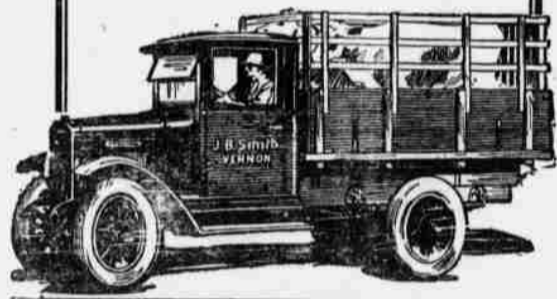
Sit at the wheel and drive it yourself—feel

the riding smoothness that distinguishes this new Six-Speed International. Steer it and learn what easy truck steering really is. Throw it into "high-high" and the swift, smooth, steady 35-mile speed will surprise you. And when you get into tough going, mud, hills, holes, or bumps, shift into low range and know what it means to have six speeds—ten times as much pulling power—at your command when needed!

This new truck for hauling in town and around the farm is here—on display—ready for demonstration. Come in and see the new Six-Speed Special and find out what this fast, powerful truck looks like and what it will do for you. Nothing like it has ever been offered before!

New Combination Body!

The new combination body of the Six-Speed Special is sure to please you. Think of it—in a few minutes you can change the body from a tight, sound, 60-bushel grain body to a serviceable, money-saving stock rack. Commercial bodies also available.



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Phone 363 Athena, Oregon

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