

The Athena Press

AN INDEPENDENT NEWSPAPER
F. B. BOYD, Owner and Publisher

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Athena, Oregon, December 21, 1928

FREE ADVERTISING

The Eugene Register this week ran the following editorial on the well known subject of free publicity:

"In the over-Sunday accumulation of mail on an editorial desk Monday morning were 27 envelopes containing advertising propaganda in the guise of news. Every envelope was opened and the contents of each scanned casually. There was not one item of prime news value in the lot. Every envelope contained material which would have been of advertising value to the concern in whose behalf it was prepared and sent out. A double imposition was attempted in every envelope—an attempt to get the newspaper to publish advertising without payment and an attempt to impose this advertising on the reader in the guise of news. In the same mail were fourteen envelopes containing propaganda for various "movements," each of interest to hardly anybody aside from its promoters. The whole lot went into the wastebasket. A similar lot in greater or lesser degree arrives with every mail and is uniformly consigned to a similar fate. Throwing away the mail has grown to be a major editorial activity in most newspaper offices. Apparently it is not so in all, however, or the barrage from the free advertising seekers and the propagandists would cease. If or when all newspapers learn to turn thumbs down uniformly on all such attempts at mooching it will cease."

CHRISTMAS SEAL SALE

The Christmas Seal Sale is in full swing, says Health First Magazine. Hours and hours of devoted service have been given to planning in order to make a success of this great annual event which has a double purpose—that of spreading a positive message throughout the whole land that tuberculosis can be not only cured but that it can be prevented; and that of raising a fund of money that shall continue adequately to finance the nationwide program of prevention that has already carried far on the way to success. It is this great work that every Seal Sale worker is allied with as she—or he—performs some detailed part of a local Seal Sale. The message of health itself is the center of the whole campaign. Without the message a drive for money alone would have no motive for being—while on the other hand the message could not get very far were it not to be adequately financed—and so the importance of money getting is dignified and spiritualized by the thought of all the health work that it is going to finance throughout the year.

CHRISTMAS VIA AIR MAIL

Saturday, three days before Christmas, local residents may send greetings to the most distant parts of the United States with assurance of delivery on Christmas day if they "Say Merry Christmas Via Air Mail," postal officials announce through the U. S. Air Mail Information Bureau. Two hundred veteran air mail pilots, pledged to fly the mail by day and by night, stand ready to serve the northwest in carrying Christmas greetings, letters, and gifts to all parts of the country. "Half of these pilots," says the information bureau, "will be alone in the darkness with their planes and tons of mail when the world below sleeps with realized assurance that Santa is rushing the cheer of distant friends to them through Christmas skies."

Keeping everlastingly at it, brings home the bacon. Only a few years ago you found few Oregon products on the shelves of the corner grocery store. Now these shelves teem with bright colored labels, the printed words on which as a rule inform you that the contents are an Oregon product. And somehow "the Oregon made" taste a whole lot better than do their cousins in neatly arranged cans on the shelf just above or below. If you would say "Oregon" when buying a can of peaches, besides getting the best on earth, you would help keep the dollar in your home state. It's dead easy. Just try it.

Those Oregon Staters have set a style with their derby hats that will not rub off for awhile. Broadway has moved out to Oregon and haberdashers are being flooded with orders for the new titles. The nobby sky-piece is all the rage down in California, too, since Pop Warner's Cardinals came home after licking the Army.

The editor of the Morning Astorian sent the editor of the Arlington Record a gift box of berries grown in his cranberry patch, and in ac-

knowledge of the gift the Arlington brother has the nerve to hint that he would be better satisfied had Dellinger sent along a turkey with the berries.

College athletics seem to be paying their own way. The historic New York game paid Oregon State College a nice dividend—\$27,200. Notre Dame's share in the California game amounted to \$140,000. You see it takes money to pay coaches and build stadiums.

Public utility advertising covers a wider field than the advertising of most business. In 1927 public utility industries spent \$12,500,000 for merchandise promotion sales and \$11,000,000 for "good-will" advertising—a total of \$23,500,000.

The fact that Medford school district has 3478 pupils is some reason for its having the champion scholastic foot ball team of the state.

Oregon is second only to Nevada in the divorce column, but there are more marriages in Oregon than in Nevada, which helps some.

The Blue Mountains are dressed in a mantle of white, and we may expect a call from old man winter sooner or later.

Maloney has been matched with Con O'Kelly; Ireland against Erin as it were.

Influenza has not gripped Seattle yet. Gee, but Tacoma must be jealous!

Kansas City goes dry.—Headline. Oh, what's the juice?

CLASSIFIED

Barn for Sale—A good barn for sale. Inquire of Mrs. Berlin, Adams street, Athena.

Christmas Trees—Get your Christmas tree at the Athena Department Store; 25 cents, up.

Wanted—Millions of Jack Rabbit, domestic rabbit, and other raw furs. Highest Prices. Valcauda Fur Co., 2131 Western Ave., Seattle.

For Sale—Five dozen White Wyandotte hens. Milch cows for sale or trade. Phone 132, Ralph McEwen, Athena.

NOTICE OF FINAL ACCOUNT

In the County Court of the State of Oregon for Umatilla County. In the Matter of the Estate of Adolph L. Schaefer, Deceased. Notice is hereby given to all persons whom it may concern: That Lessie L. Schaefer, executrix of the last will and testament of Adolph L. Schaefer, deceased, has filed her final account and report in the administration of the estate; that the County Judge by order duly made and entered has appointed Wednesday the 9th day of January, 1929, at the hour of ten o'clock in the forenoon as the time and the County Court House at Pendleton as the place where all objections and exceptions to said final account and report will be heard and a settlement of the estate made.

Dated the 7th day of December, 1928.
LESSIE L. SCHAEFER, Executrix.
Will M. Peterson, George R. Lewis, Attorneys for Executrix. D7J4

Low Round Trip Fares to CALIFORNIA
Spend the festive holiday season in sunny Southern California. Make the sunshine circle trip. One way via Salt Lake City; other via Portland, and San Francisco. New scenes—new places all the way. Fine, fast trains. Stopovers permitted.
Make Reservations Now
UNION PACIFIC

C. M. EAGER, Agent, Athena, Oregon.

XMAS PRESENTS

For the Whole Family

Make a Sensible Selection From These

Silverware, Aluminum ware, Roasters, Cookers, Percolators, Gasoline Ranges and Heaters, Gasoline Lamps, Cutlery, Guns, Coaster Wagons, Sleds, etc

Rogers & Goodman

(A Mercantile Trust)

COAST RED CEDAR

FENCE POSTS

Direct from Producer to Consumer
Buy Collectively

Address, N. Bolvig, Box 327, Orting, Washington

It Pays to Look Well!

To look well you should keep your hair properly cut—your face shaved and massaged—In fact everything in the Barber line. Come in and see Herb Parker and I.

Penn Harris Barber Shop

Agency for Troy Laundry and Twin City Sanitary Cleaners. Phone 583.

Farmers Grain Elevator Company

Grian and Feed
SPECIAL

A Full Line of Sperry's Chick Feed

Phone 382 LEE WILSON, M'gr.



Walla Walla General Hospital

A modern non sectarian fifty bed hospital, with all up to date modern hospital facilities for the care of patients.

X-Ray and bacteriological laboratories, washed air ventilation.

Only graduate nurses are employed and their services are included at the regular rates which are

\$3.50 to \$6.00

Special nurses extra. Your interest and patronage is solicited. Phone 480.

Jensens

Blacksmith Shop

Repair Work

Prices Reasonable

Athena, Oregon

Insurance

of every kind and description.

Farm Loans

at rates and terms that satisfy.

B. B. RICHARDS, Athena

This Sign is Your Guarantee!

We Handle Genuine Goods—No Substitutes. Try Our *Fitch* D.R. SHAMPOO

Shaving and Baths

Up-to-the Minute Bobs Hair Cuts and Shingles

DUFFIELD'S BARBER SHOP Athena, Ore.

Three Times a Week

We Deliver Monday, Thursday and Saturday

Let The

Twin City Sanitary Cleaners

Do Your Holiday Cleaning and Pressing. Prices Right

T. E. Smith, Prop. Freewater, Oregon

Our Agency is at Penn Harris Barber Shop. The home of good Haircuts and Shaves. Phone 583.

ESTABLISHED 1865

Preston-Shaffer Milling Co.

AMERICAN BEAUTY FLOUR

is made in Athena, by Athena labor, in one of the very best equipped mills in the Northwest, of the best selected Bluestem wheat grown anywhere. Patronize home industry. Your grocer sells the famous American Beauty Flour

Merchant Millers & Grain Buyers

Athena, Oregon.

Waitsburg, Wash

Announcement

THE FIRST NATIONAL BANK OF ATHENA, OREGON, Announces that it has completed the organization of a

Trust Department

and is qualified to act as Executor, Administrator, guardian, or in any other fiduciary capacity.

Just think what 37 years of successful banking experience would mean to the executor or administrator of your estate.

Ask us for Information