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THE BREAD BASKET

Plans to reduce the cost of living are easy to discuss but as Mark Twain said regarding talk about weather, "We do nothing about it," and further quoting an exchange: "the Associated Grocery Manufacturers of America, comprising 230 leading manufacturers of grocery products, intend to do more than talk. They have embarked upon a world-wide investigation looking toward the reduction of distribution costs in their industry for the direct purpose of benefiting the consumer. President Hoover and Secretary of Commerce Lamont have voiced the unqualified opinion that reduced distribution costs were essential to continued expansion of American business." H. R. Drackett, President of the Associated Grocery Manufacturers, points out that other nations are striving to attain a standard of living equal to that in America. A low price creates a larger volume of sales. If unnecessary distribution costs cause high prices in foreign as well as local markets, a reduction in these costs would result in lower prices to consumers and mean more consumers of American products. The grocers are embarking upon a worthwhile movement which is in line with the modern tendency of mass production with a maximum turn-over at a minimum profit.

THE SAFETY MOVEMENT

With an expected attendance of 7,000, the annual Safety Congress will be held in Chicago the latter part of the month. It is fitting that the Congress be held in the windy city this year, in close-up contact with Scarface Al's gunmen, the bomb throwing experts and the general hodge podge criminal element of gangland. However, the Congress will perhaps review and discuss the safety movement in other angles than those directly affecting Chicago. In working toward an ideal of safety the three major problems—carelessness, incompetence, ignorance—must be recognized as the dominant cause of accidents that are causing direful loss of human life. More especially in the present mode of vehicular transportation, is there need for the development of sound and practical control in the interests of safety for the traveling public. When it is realized that there are few unavoidable accidents and that practically every sudden death means that someone has failed in his duty, has proven himself unfit, or has lacked necessary precautionary measures, it is time that drastic measures were adopted to enforce some system of safety.

KILLING THE GOOSE

Unless legislators use a little more common sense there will be a reaction against the gasoline tax, in the opinion of experts. In a space of about 10 years we have seen this new form of "special" taxation come into existence and grow to the point where it is of serious economic and social significance. A short time ago two and three-cent taxes were considered high; now four to six-cent taxes are becoming common. In two states, counties are levying a gas tax and in three states cities are imposing such a tax. A fair gas tax is a good thing when applied entirely to road building and maintenance. An exorbitant tax, or one which is applied in whole or in part, for other purposes, is the rankest kind of unequal taxation. The gas tax situation is causing millions of citizens to think about the general tax problem and the dangers which are inherent in class or special taxation. Unless the present trend of lawmakers to pile up special taxes on a helpless public and industries, is changed, it is safe to say that a wave of public disapproval must eventually manifest itself to protect individual and property rights.—The Manufacturer.

John W. Kelly, writer for the Morning Oregonian, scents the building of a highway political machine which will be oiled up by advocates of the Roosevelt highway in a warm fight in the gubernatorial primaries in Oregon next May. Evidently Kelly's conception of what is transpiring down in the Roosevelt highway belt is right, for he sees that an effort will be made to attract votes by offering in exchange certain road commitments. Kelly asserts the agents of the Roosevelt movement want a pledge from the gubernatorial candidate that he will authorize the issuance of from \$3,000,000 to \$5,000,000 of road bonds, the money to be applied on that road. All of which does not look good to Kelly. And he is right. Before any more bonds are issued, he is of the opinion the highway commission should finish roads

already set up on the map of state highway construction. Further, the name of Roosevelt highway does not suit him. Neither does it suit us. The name Roosevelt would mean just as much to a highway in Africa, as one following the Pacific coast line; so why not a name that would be more suitable to the territory it serves.

There is no doubt that Dr. Willing, Pacific coast golf ace, was deprived of winning the national amateur championship at Pebble Beach by reason of the hostile treatment he received from the gallery. Carrying the Pacific coast banner, by every code of fairness and home loyalty, a square deal was due the Portland player at the hands of Pacific coast people in his match with the mid-west champion. But he did not get it, for the reason that the "under dog" vein of sympathy which prevailed against Helen Wills on the Eastern tennis courts ran riot at Pebble Beach and transferred the championship from Portland to Minneapolis. Sympathy is all right enough in its place, but it has no niche in true sportsmanship. The life blood of sports is merit, and when you inoculate merit with sympathy you stifle the vital element in sports.

This pioneering with passenger airliners continues to exact appalling toll of human life. One woman and seven men paid the price of air travel pioneering with their lives, when the ship crashed against a mountainside in New Mexico, the other day. After several days the wreck, warped by the flames which followed its carving a path through timber that dismembered its wings and landing gear, was discovered by the pilot of a searching plane. Passengers and crew were found huddled in the cabin, their bodies burned beyond recognition, identification being possible only through articles of jewelry worn or dental work.

Britain holds the speed record of the world, which would indicate that our cousins across the pond are peeping up. In the international airplane races for the Schneider cup, the British flying officer, H. R. D. Waghorn, piloted a Rolls-Royce supermarine plane, 368.8 miles an hour, the fastest time ever made anywhere by man.

In parts of Umatilla county large numbers of grasshoppers and yellow jackets made their appearance this season. However, their lease on life is of short duration now. They'll all skeedaddle with the first appearance of Jack Frost.

Leaves from Athena shade trees should be spread out on gardens and flower plots; not burned or consigned to the city dumping ground. Through the winter's process of mulching, garden soil will be fertilized.

SCHOOL TOPICS

(By E. E. Coad, Supt.)

As an introduction to an occasional article dealing with public education in general, or with the Athena schools in particular, it may be well for me to state some of the basic ideas I hold concerning public school education and the working ideals under which they can be realized.

The bulk of the work in the grades should consist of two things: The reduction of certain basic factual material to habitual knowledge; develop the ability to use this knowledge with facility, skill and accuracy. If this preparation is thorough, an infinite amount of drill, repetition and individual instruction is necessary all along the line. There is little time for fads or frills anywhere in such a program. This work can be humanized and should be. There must be time allowed for recreation and play. But I do not believe in mixing the two.

To learn from books one must be able to read understandingly. The poor student is a poor reader. Good study habits, so far as they relate to study from books, are dependent upon good reading habits. The ability to gather thought from a printed page means far more than the mere oral pronunciation of words. The mere mechanics of reading and actual reading are two vitally different things. Good reading habits are vital to all work done with books.

A good school results from the cooperation of all the factors concerned—the pupils, the parents and the teachers. It takes a certain amount of money to operate an efficient school. A good teacher at the top salary is a far better investment than a poor teacher furnished free. Quality is a first requisite of sound business. I believe in getting full value for every dollar spent. But the school community must assume its full share of responsibility. And I take it that a community like Athena is willing to assume its full share of responsibility as long as the other factors function efficiently.

Professional Appraisal

A junkie was driving his wavering old car down a narrow London street behind him, traffic had to keep to his pace. An irate old man in a long, gilt tinsel town car had the chauffeur sounding the horn loud, long and insistently. The junkie turned his head looked down along the polished perfection of the car, bowed low and said: "Right-o, gov'nor. I'll call for it tomorrow."—Boston Transcript.

Good Memory

Recently little Billy, age four, was taken to the Methodist hospital to visit some friends. "You know Billy, you were here before, you were born here," remarked Billy's mother. "Yes," replied Billy. "I remember."—Indianapolis News.

21 Years Ago

Friday, September 11, 1908

Will Dobson is completing an addition to his cottage, located at the corner of Main street and Hunt avenue. The families of W. R. Taylor and E. A. Dudley have returned from a two weeks' outing at Wenaha Springs.

"Spuds is spuds" in this vicinity, and as a result of a very short crop the mountain tuber promises to be in demand at stiff prices.

M. L. Watts will farm 600 acres of reservation land under lease, all of which is in summer fallow and ready to seed when the fall rains come.

Wm. Tompkins and Robert Coppock, who have land holdings in Alberta, left yesterday for that Canadian province, to look after their interests. Miss Mattie Coppock accompanied her father to Farmington, Wash., near which place she will visit her brother Alfred.

"Tre frost is on the Pumpkin" and the soda water fountain is "dryer'n a gourd." The proprietors of Athena's two soda and ice cream emporiums report a prosperous year in that line of business.

"Snowball," the fine Spitz dog owned by M. L. Watts, was badly injured Tuesday while playfully occupied in nipping the heels of a fractious cayuse. Snowball was kicked on the head, since which time he has been a docile patient and without fear or protest receives all ministrations tendered him.

Ralph McEwen will leave tomorrow for Eugene, where he will enter the University for another year's work. Mr. McEwen is manager of the University foot ball team, and has a busy bunch of athletes under his care.

A regular button factory has been put in operation down at Jarman's store, this week. The late fashions require many buttons on ladies' and children's dresses. The very latest mode is to trim the dresses with buttons covered with the same dress goods pattern of which the dress is made. Mr. Jarman has a machine which will make your cloth buttons in any quantity desired.

The Welch company played "Jesse James" to a large audience at the opera house Saturday night. The company which disbanded after the play, Saturday night after a successful season's business, was headed by Mr. and Mrs. Albert Welch, well known to Athena and Weston theatre goers.

Bennie Gross, a graduate from the Athena High school, will go to Corvallis, where he will matriculate with Oregon Agricultural College. He will be accompanied to the valley by his mother, Mrs. J. F. Gross, who will visit relatives.

Misses Lula Sharp and Cecile Boyd went over to Weston Wednesday and made preparations to enter the Eastern Oregon State Normal, which opens the work for the first semester next Monday. Miss Della Danner and Miss Minnie Keene will also be students from Athena, attending the Normal.

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Reduction In Electric Light Rates

The following reduction in Electric light rates will be in effect on and after March 15, 1929:

Residential Rates

First 30 KWH hours used, per month...10c per KWH
Excess over 30 KWH used, per month...3c per KWH

The above rates apply when bills are paid in full within 10 days from date of bill. Otherwise, the rate will be increased by 10 per cent on each item.

Commercial Rates

First 100 KWH used per month.....10c per KWH
Next 200.....7c per KWH
Next 300.....6c per KWH
Next 400.....5c per KWH
Next 1000.....4c per KWH
Excess over 2000.....3c per KWH

The above rates apply when bills are paid in full within 10 days from date of bill. Otherwise, the rate will be increased by 10 per cent on each item.

Preston-Shaffer Milling Company

Announcement

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

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