

# TRAM WILL CLIMB OREGON MOUNTAIN

### The Whole Nation To Know About Scenic Mt. Hood Project.

Portland.—Construction of the Mt. Hood tram, coupled with the launching of a national advertising campaign in the newspapers and magazines by the On-to-Oregon, Inc., will bring thousands of visitors and millions of dollars of new money in Portland every year. J. C. Ainsworth, president of the United States National bank, asserted in a statement in which he stressed the importance of getting the advertising under way at an early date.

"California has developed its tourist travel into a major industry by advertising its climate, its scenery and its opportunities for play," he said. "It has created entertainment which lures the visitor to the state and makes him loathe to leave."

"Oregon has many of California's natural advantages, but has neglected to take advantage of them, and we are getting only a few millions of dollars from visitors where we should be getting many millions. We must attract visitors with advertising and put ourselves into a position to hold them after they arrive. Through intelligent advertising and the development of all-year entertainment we can create a new source of income which will be worth as much to us as our agriculture and fruit combined."

"In San Francisco 500,000 visitors spend an average of \$80 each year, and in Los Angeles 1,000,000 visitors spend an average of \$418 each. The visitors not only spend their money enjoying themselves, but thousands remain to make their homes and establish industries."

"A tram up Mt. Hood will prove a lure that the most hardened world traveler cannot resist."

"Opening of the Roosevelt or Coast

# Move to Wipe Out "Athlete's Foot" Menace in Cities of United States



ENOUGH tiny parasites to infect every person in the United States with athlete's foot are lurking on the glass plate shown above. They are being examined by a New York bacteriologist. The plate contains billions of *Tinea Trichophyton*, which cause the foot malady, a form of ringworm, and these parasites were cultivated from a single specimen overnight.

Widespread evidence of this disease, which has caused some schools to close and has indicated that an outbreak of it might come to any village or city of the United States, has caused medical men in all parts of the country to study means by which it may be eradicated. Constant use of antiseptic is being urged as a means to aid the fight against this age-old malady which has recently taken a more serious appearance in this country. The photograph was taken in the Pease Laboratories in New York where scientists are constantly studying the disease in an effort to control it.

highway will prove another lure. It is nearing completion and will fit into the advertising program. We have constructed hard surfaced roads and now have a splendid system of hotels, but need more. Through these we have laid the ground work for our travel industry. We have built to the point where our future progress becomes contingent upon national advertising.

# PORTLAND COUNCIL WILL BACK PROJECT

### Resolution Favoring Umatilla Rapids Power Development Adopted.

Portland.—Interest in the proposed Umatilla rapids project and the belief that much of the power developed could be sold in Portland were expressed by the city council in a resolution approving the development which was tentatively adopted.

The resolution will be adopted formally by the council Wednesday, and will be sent to Secretary Wilbur, of the department of the interior, who suggested that the Umatilla Rapids association obtain expressions from cities so that the government would know that there is a definite interest in the power that might be developed.

James Alger Fee, circuit judge of Umatilla county, speaking for the association, said that all of the cities which would be available for the distribution of the power from the Umatilla dam will be sounded out to determine whether they would be interested. This information will be given to the government before the bill finally is approved.

He also suggested that the city could purchase the power from the plant at two mills a kilowatt hour at the switchboard and that this could be distributed in the city through the lines of the present utilities. The fact that the city also has the right to purchase the plant and lines, or either of them, from the Northwestern Electric company at the expiration of its franchise also was recalled to the attention of the council.

James W. Carey, of the firm of Carey and Harlan, city rate experts, said that a distribution line from the dam would cost about \$2,000,000 for the cheapest kind of construction and this would have to be added to the cost of the power which the city would get for two mills a kilowatt hour.

A letter from Secretary Wilbur to the effect that the power can be produced at the dam for 1.2 mills was read by Judge Fee. The letter also said that the power could be sold at the switchboard for two mills. It was declared that this would mean an exceptionally low industrial rate for the city. Preference in the sale of power by the government will be given to cities, Wilbur's letter said.

Mayor Baker declared that he has given the Umatilla rapids project much study and that he favors the development of the project. He pointed out that the city council does not have the right to commit the city to a contract for the purchase of the power nor to the construction of a transmission line to bring that power here.

He said that would have to be referred to the people, but that he believed that the city should endorse the project and express its belief that much power could be sold here. He thought that this would indicate the city's position committing it to anything in the nature of a contract to purchase or as to which power site might be the best, which he said was a matter for the government engineers to determine.

John H. Lewis, ex-state engineer, warned the city council that power developed at the Umatilla rapids probably would cost as much delivered to Portland as that now developed closer at hand and suggested that the city should be cautious in approving the development until the government engineers had determined the cheapest site.

### O. S. C. Will Graduate 489 Students on June 2

With a class of 489 seniors and graduate students qualified for degrees, Oregon State college will hold its sixty-first annual commencement at Corvallis Monday morning, June 2. Dr. Edward C. Elliott, president of Purdue university, will be the speaker, with President W. J. Kerr presiding at the commencement for his twenty-third year at O. S. C.

The school of commerce leads the 10 degree-granting divisions in numbers of graduates this year with 100 to receive their sheepskins. Engineering is a close second with 92 and economics follows with 77 co-eds ready for caps and gowns. Vocational education will graduate 68 and agriculture has 39 seniors finishing together with most of the 28 graduate students who will receive master's degrees. Pharmacy has 30 students finishing, forestry 21, chemical engineering 18 and mining engineering 7.

### Contest to Close

June 1 marks the close of the cougar killing contest which was inaugurated a year ago by the state game commission. At that time the office of Harold Clifford, state game warden will make a check of the bounties paid during the twelve month period and award cash prizes amounting to \$500 to the five leaders among the cougar hunters. This contest according to Mr. Clifford, has undoubtedly accounted for the slaying of a large number of the big cats as hunters have been anxious to be termed the "cougar champion" of Oregon as well as receive, a sizable sum of money in addition to their regular \$25 bounties.

### Local Institutes to Bring Methods in Merchandising Men to Be Sent Out

Oregon State College.—With business methods for merchants charging as rapidly as women's styles, commercial leaders of 29 Oregon cities have again scheduled summer institutes this year as a means of keeping in touch with the most modern developments in their field.

These institutes have been developed as a cooperative project between the Oregon Retail Merchants association, the school of commerce at Oregon State college, and the college extension service. They have proved so popular that the schedule has grown to five times the proportion of the first year when only six were held.

A staff of three men will hold the institutes at each place, two days being spent in each city. Local committees arrange for the meetings and invite in business men from surrounding towns in the various counties.

H. T. Vance, in charge of courses in merchandising at O. S. C. will give lecture and demonstrations in advertising and salesmanship. E. E. Bosworth, head of courses in accounting, will handle phases of business management, and O. F. Tate, secretary of the Retail Merchants association, will deal with store arrangement.

The schedule will begin at Albany, June 30 and July 1, and includes Cottage Grove, Roseburg, Grants Pass, Medford, Ashland, Klamath Falls, Lakeview, Burns, Ontario, Baker, LaGrande, Enterprise, Pendleton, Heppner, Arlington, The Dalles, Redmond, Bend, Toledo, Tillamook, McMinnville, Hillsboro, Oregon City, Newberg, Salem, Independence, Hood River and Corvallis.

### MAGAZINE IS PAL OF BOYS

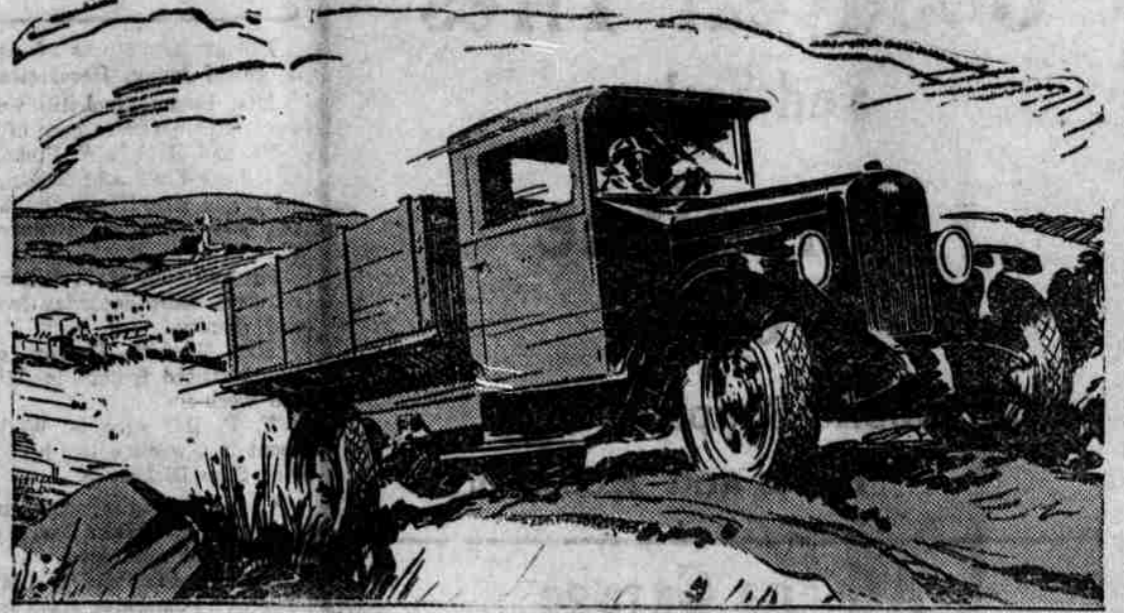
Those boyhood years between the ages of ten and twenty are the impressionable years—the formative years when the fundamental character of a boy is molded into the pattern it will maintain throughout the remainder of his life.

That is why so much importance is placed on the factors that govern the lives of adolescent boys—their companions, their environment, their reading, the food they eat, etc. At this age is determined whether the boy will develop into a cheerful or surly man, generous or selfish, intelligent or dull, ambitious or indolent.

School teachers, librarians, Scout leaders and others engaged in boy activities have found that THE AMERICAN BOY—YOUTH'S COMPANION magazine is one of the most favorable influences a boy between ten and twenty can have. Its stories and articles are a force for good—wholesome, alive, inspiring.

The million or so boys who read this magazine every month consider it their closest friend. In it they find the keenest entertainment, adventure, mystery, athletics, aviation, humor, everything that delights a live wire American boy. Its sports articles by famous coaches and athletes help boys win places on their school teams. Its professional articles and biographical sketches aid them in selecting their life's work. Its keenly analytical editorials guide them in their daily problems.

That boy or young man in whom you are interested would have a world of pleasure reading THE AMERICAN BOY—YOUTH'S COMPANION. Subscription prices are only \$2.00 for one year or \$3.00 for three years. Your order may be turned in at the office of this newspaper or mailed direct to the publishers, THE AMERICAN BOY—YOUTH'S COMPANION, 550 W. Lafayette Blvd., Detroit, Michigan.



# Something NEW in a Truck

WAY from the harvester-thresher, loaded to the brim with ripe, yellow grain. Rubber tires rolling through the soft dirt and stubble. Across ditches. Up steep rises with a 60-bushel load! It makes no difference how deep down the bottom is, so long as the wheels can reach it, **this truck will bring every load through!** And on the hard highway it will give you more speed than you can use—safely controlled by 4-wheel brakes.

It is the modern answer to the rural haulage problem, a Speed Truck with two complete power

ranges, with six speeds forward and two reverse. It is International Harvester's famous "SIX-SPEED SPECIAL."

What the grain farmer does with this truck you can do with a capacity load of live stock, milk and cream, produce, fruit, feeds, building materials, or anything else. It is the market's best combination of high road speed and pulling power. It is a handsome quality product, strongly built, up to the minute in every detail. Let the Six-Speed Special tell you its own story. We will give you a thorough demonstration when you say the word.

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INTERNATIONAL  
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- GRAND TETON NATIONAL PARK
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Information and Booklets on request

ROUND TRIP TO

DENVER	\$7.20
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CHICAGO	85.00
DETROIT	104.67
CINCINNATI	105.15
NEW ORLEANS	107.10
CLEVELAND	107.81
TORONTO	111.66
ATLANTA	116.40
PITTSBURGH	118.81
WASHINGTON	140.01
PHILADELPHIA	143.97
NEW YORK	146.45
BOSTON	152.51

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## We Can Cast Your Plates

The installation of an Electricaster Stereotyping Machine makes it possible for us to accommodate our merchant advertisers and others in the matter of making printing plates from matrices. It means a valuable addition to our equipment in the matter of serving our patrons.