THE PRESS, ATHENA, OREGON, JANUARY 23, 1931



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THAT WALLA WALLA CUTOFF

A news story relative to construction of the proposed Wallula cutoff, appearing in another column of today's Press, indicates that pressure is brought to bear on the Oregon state highway commission by W. H. Lynch, divisional engineer for the bureau of public works, to get busy

on construction of the project. Presumably the reason that the Oregon itself in grabbing Oregon road funds to bear the expense of building a Washington highway, is that this state has other roads to build which are of far more importance and direct benefit to the traveling public within the state than is this Washington cutoff, which has long been nursed and fathered by Walla Walla. For some reason, the bureau of public works favors the highway up the Columbia river on the Oregon side, from the Oregon trail at Umatilla to intersection with a highway at Oregon-Washington state line-a highway long built and in use by Walla Walla county traffic-notwithstanding the fact that the expensively hardsurfaced Oregon-Washington highway gives Walla Walla and Spokane outlet over the Oregon Trail to Portland via Freewater, Milton, Weston, Athena, Adams, Pendleton, Echo, Stan-

field and Hermiston, paralleling the a few miles diversion in travel dis-

tance. If the promotors of this cutoff think opposition to Oregon money being spent in building this Walla Walla cutoff centers in Pendleton, let them circulate petitions for or against its construction among the residents of the above mentioned towns and the country surrounding

them. Unanimous opposition to the proposal would be encountered, for and state can scrape together. The Walla Walla-Portland traffic convenience has long been the shackle on road development in Umatilla county, and this Walla Walla (not Wallula) cutoff is the straw that breaks the camel's back.

THE COUNTRY NEWSPAPER (From The Manufacturer)

No branch of general education which reaches the masses of the American people can point to great- Walla Walla, er achievements than can country journalism. Country papers stand in the front line of defense against schemes that rob the people. They work to encourage industries and payrolls, build up small communities and make more business for everybody.

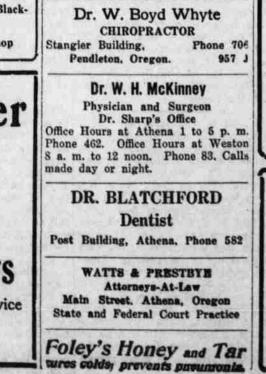
According to N. W. Ayer & Son's Newspaper Directory for 1930, 9,261 daily and weekly newspapers in towns of 25,000 and under, report 18,383,-736 subscribers. As the directory lists over 12,500 of these papers in the 48 states, it is evident that at a most conservative estimate for those not giving circulation figures the rural press must have in excess of 20,000,000 subscribers. Practically none of this subscription list is duplicated; it is seldom that the same person takes two country newspapers. Any way it can be figured, these 20,-000,000 subscriptions reach many more than that number of readers, for there is at least a man and a woman in nearly every home where a paper is delivered.

It is a great mistake to overlook or exclude the country newspaper in general advertising campaigns. The Manufacturer and Industrial News Bureau believes that these newspapers reach a greater potential buying-market in a more direct manner than probably any other medium.

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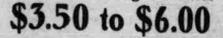
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