



THESE PICTURES were made at Eugene grocery stores, believe it or not. Merry-go-rounds, boats, galloping horses, are a few of the gimmicks this modern age to "ease" the shopping chore for parents. Dick Rath, 18 W. 12th St., found the PT boat much to his liking. Wayne West, six, arrived from Coburg in cowboy outfit to make the most of his ride on a supermarket steed. A merry-go-round, complete with music and attendant, caught the fancy of Glen Fast, five, of 2635 Hilyard St. He and his brother, Greg, used up a handful of tickets while Mom shopped.

**IN ONE EAR...**  
By BOB FRAZIER

THIS IS WRITTEN, the high school basketball tournament almost over, and that is probably a good thing. Now people have time to get ready for the circus. Den mothers and selfless people can get from their radios and back to their circus props.

was a fine tournament, with just enough teen age to keep people talking about things. Such a bunch of kids, you turned over a dime you opened a closet door, you had a high school student catch a few winks between games.

Charlie Porter, the Democrat lawyer, harbored four Millie rooters, all girls, in his home, where they established selves with sleeping bags. In the daughter of Democratic National Committeeman Mon-Sveinland.

the kid arrived in Eugene with money. Bob Hamilton at the shop gave him a job of spudnuts at the games at last report the kid was a fine. Eating well, too.

number kid climbed up on the top of McArthur Court and he landed in a crowd of spectators, though, so he hurt much.

through it all, this year as year, University of Oregon students were taking exams.

IS A tournament sidelight: know Dorothy Delzer, that little blonde who works for Brenne at the Chamber Commerce? Well, Dorothy has good eyesight, better than she also drinks coffee at mornings. One morning, coffee in the coffee shop, danced across the room to a high school boy reading a book headed, "My darling."

the youth read the letter carefully, almost reverently, then it to his two friends who read it carefully.

TWEEK will be busy, too. There is the Scout Circus, which begins Saturday, Wednesday the VLT begins "Dream of Monday through Thursday will be, or ought to be, of circus rehearsals by dens, troops, patrols and units.

every esthete knows, there is a big concert Tuesday night at 8 p.m. Roy Acuff, Pearl, T. Texas Tyler, Wilson and the jug band, whole bunch will be on hand. has the reputation of being a good music town, a reputation that is strengthened, of by having the state university.

NEWBRY, Republican for senator, speaks in Oakridge. Joe Kennedy, senator Massachusetts, speaks in Medford April 2. Wayne Morse April 2 in Medford, and April 3 in Eugene. The and senior Chambers of are mulling the wisest offering Morse a platform Saturday noon forum.

POLITICAL speech: O. Wilson, new U. of O. student, to the U. of O. student body, Tuesday, March 30.

POSSLIN, the Portland lawyer who almost ran for governor in the Democratic ticket, has sent a letter to his friends, describes how he almost ran, then thought better of it, he says, but you go out for Joe Carson and I'll state it just as much as if voted for me.

MBER Gypsy Colt, that one who was going around last week advertising some or other that was coming to Heilig? Well, it may or not be significant that that had an ancestor named McDonald.

# Eugene Register-Guard

LANE COUNTY'S HOME NEWSPAPER

SECTION B EUGENE, OREGON, SUNDAY, MARCH 21, 1954

## 'Partnership' Power Plan On the Santiam Proposed

**Suggestion Similar To Cougar Project**

Another "partnership" power-generation proposal similar to an agreement sought by the Eugene Water & Electric board with the Federal government, appeared Saturday in a letter from the Pacific Power & Light Co. to the South Santiam Development Committee at Lebanon.

The proposal may come in connection with the construction and authorization of power facilities at the Green Peter Dam, scheduled for the Middle Fork of the Santiam River.

Most of the plans for PP&L participation in construction of the dam have been making the rounds among power company officials in the Eugene area for the past month. But the proposition became known publicly only when two men representing the development committee testified at a meeting of the Federal

House public works subcommittee Friday.

**READ INTO MINUTES**

One of the men, Max Landon, of Sweet Home, read the letter into the minutes of the subcommittee. This letter was sent to the Santiam committee and was signed by Paul B. McKee, president of the PP&L, and A. W. Trimble, president of the Mountain States Power Co., of Albany.

Mountain States enters the picture through the pending merger of the two privately-owned utilities. PP&L will be the surviving firm.

Landon appeared before the subcommittee to support a bill by Rep. Harris Ellsworth of Oregon which would give power features to the proposed Green Peter, White Bridge, and Cougar Dams. Cougar is the dam on the South Fork of the McKenzie River which has drawn Eugene Water & Electric Board interest.

**NO 'CONFLICT' SEEN**

The Green Peter and Cougar projects are at present authorized as flood control dams only. White

Bridge is the re-regulating dam for Green Peter.

Ellsworth said that the bill studied by the subcommittee Friday "has absolutely no conflict with the EWEB bill to participate in the construction of Cougar dam." The congressman was referring to the bill he introduced on Feb. 9. It calls for a "partnership agreement with the federal government to share costs of construction of Cougar.

From all indications, the proposals made by PP&L and Mountain States might lead to the same type of bill for the Green Peter project. One spokesman for PP&L said recently that he thought the EWEB plan a good one and that his firm would probably seek the same thing but would wait until final action has been taken on the Eugene proposal before applying.

**'URGENTLY NEEDED'**

The bill before the House subcommittee is one introduced by Ellsworth last year, prior to the EWEB legislation. Presumably, then, if power features are authorized for the dams, there would be a good chance that the partnership bills would be approved by Congress.

During the hearing Friday, Douglas Bradley, a farmer from Jefferson, Ore., told the subcommittee that the dams are "urgently needed for flood control." He added that the lack of dams on the Santiam has resulted in much cross-erosion along the stream.

Army Engineers have estimated the cost of the Green Peter project at about \$47,000,000, with a possible 96,000-kilowatt power generation installation.

The letter from PP&L indicates that such generation capacity "may be a marginal project from the standpoint of electric energy production costs." But, said officials, "the output of the project would help meet power needs in the Pacific Northwest, and in view of the representations made by you as to the importance of this proposed project in controlling destructive floods in the Santiam Basin, we believe we should join with you in making every effort to support the project."

## Long List of Issues Awaits Eugene School Officials

Eugene school officials will face a long list of financial and other issues Monday in the administration building when the School Board holds a regular session, to be followed by a Budget Committee session.

Board members form one-half the budget committee, the other five members representing "freeholders," or property taxpayers. The board meeting will start at 7:30 p.m.; and the committee will meet at the conclusion of board business.

**OPEN TO PUBLIC**

Both sessions are open to the public.

Board members will receive a report from insurance appraisers on estimated damage at the Frances E. Willard School which burned in February. Members will discuss costs and other factors of rebuilding the Willard School at the present site and at other places.

Consideration will also be given to recent bids for the construction of the proposed new Laurel Hill School. A low bid of \$128,740 was submitted by Albert Vik and Son of Eugene, last Thursday. The initial school unit will consist of four classrooms and related facilities.

**TO STUDY BUDGET**

At the budget committee session, officials will consider tentative budget items totaling over three and three-quarters million dollars.

It is expected that final approval will be given to the budget at this session, and that members will call for a district-wide election at which they will ask voters to approve an amount over the six per cent limitation.

The dramatic work of former University High School's Scarlet Masque Club in preparing and producing its own play last year is publicized in the March issue of Parents' Magazine.

The magazine, with over one and one-half million circulation, carries two pictures to illustrate some of the planning and other work which went into producing the play before UHS was combined with Eugene High last fall. The article is written from information supplied to Parents' by Montana Rickards, speech and drama instructor and the adviser to Scarlet Masque at UHS. The club members wrote their own play, "Gates of the Toll Road," and then presented it to several school audiences in the Eugene district. A number of teachers and parents also saw the play.

Its production was designed for showing to elementary and junior high audiences as an educational experience for all the students. The play concerned Oregon pioneers and early Oregon history.

## School Play Cited in Issue Of Magazine

The dramatic work of former University High School's Scarlet Masque Club in preparing and producing its own play last year is publicized in the March issue of Parents' Magazine.

## \$5,500 Bail Set by Judge

Arthur Henry Sept, 33, of 484 Madison St., waived preliminary hearing in District Court Saturday on charges of embezzlement and cashing checks without sufficient funds.

Judge Chester Anderson continued Sept's bail at \$5,500.

Sept is accused of embezzling from a grocery firm more than \$9,000 and of cashing several checks without sufficient funds.

Also in district court, Dudley James Carlson, 23, University of Oregon student from Portland, pleaded guilty of driving while under the influence of intoxicating liquor. He was fined \$150 and his license was suspended for 90 days.

Carlson was arrested by state police about 2:45 a.m. Saturday on Franklin Blvd., near Walnut Street.

## Burglars Get Jewelry

**WEST LOS ANGELES (AP)**—Police reported that burglars entered the home of actress Jane Wyman and her husband, Frederick Karger, Friday and took \$19,000 worth of jewelry and \$50 cash.

## Vital Statistics

**DEATHS**

BRAY—Allen O. Bray, 68, of 2815 River Rd., died Wednesday. Services will be held at 2 p.m. Monday in Veatch Hollingsworth England Funeral Home.

CHASE—Ronald C. Chase, 39, of 710 Howard St., died Thursday. Services will be held at 2 p.m. Monday in Lyons, Ore.

LANE—Mamie E. Lane, 79, of 2013 Charnelton St., died Thursday. Services will be held at 2 p.m. Monday in Lyons, Ore.

MAAS—Gustave Arnold Maas, 66, of 1001 S. Monroe, died Friday. Services will be held at 2 p.m. Tuesday in the Miller-Sherman-Murphy Funeral Home, Junction City.

## River Shore Land Owners Plan Meeting

Land owners between Beacon Drive and Junction City along the Willamette River have been urged to attend a meeting on river bank protection set for 8 p.m. March 30.

J. C. Jaeger, president of the Lane County River Improvement District No. 1, said the meeting will be at the River View school, on River Road.

He said the meeting is prompted by the need to extend the present river protection district to include a new area where the river is threatening to leave its present bed.

"Due to the unbalanced condition at high water stage," Jaeger said, "the full force of the McKenzie River now enters the Willamette River directly east of Beacon Drive.

"This great volume of high-velocity water is cutting down the land all along the west bank of the Willamette River," he said, "and the whole river is threatening to leave its present bed and enter into an old river channel to the west."

Jaeger said that if this is allowed to happen, "much farmland and many homes will be seriously affected for 4 or 5 miles north."

He said residents in this area must form a river protection district before they can hope to get bank control assistance from the U. S. Army Engineers.

Army Engineer representatives are expected at the March 30 meeting, he said, so residents can discuss the feasibility of immediate action on the river banks, labeled Project No. 7 by the Army Engineers.

## NEWS BRIEFS

**WEATHER**

**GENERALLY FAIR**

Eugene and vicinity: Partly cloudy Sunday, clearing Sunday night. Expected high Sunday, 57; low Sunday night, 30.

**Local Statistics:** Highest temperature Saturday, 58; low Saturday morning, 28; rain in 24 hours ending 4:30 p.m., trace; total for month, 2.17 inches; normal for month, 3.86 inches; stage of river at 7:30 a.m., Saturday, -1.2 feet; wind at 4:30 p.m., Saturday, N10.

**Sunrise and Sunset (PST):** Sunday, 6:14 a.m. and 6:25 p.m. Monday, 6:12 a.m. and 6:27 p.m.

## H. A. Cool Jr. Named Postmaster at Drain

The Senate has approved the nomination of Harry A. Cool Jr. as postmaster at Drain.

Four other Oregon postmaster nominations have been approved, the Associated Press reported. The nominees were William G. Thompson, Brookings; Floyd F. Volkel, Gates; Anita B. Banister, Paisley, and George D. Wilcox, Prineville.

Rep. Walter Norblad has recommended that Lester R. Rivers, acting postmaster at Eagle Creek, be given a regular appointment.

## WILDLIFE WEEK

SALEM (AP)—Gov. Patterson has urged that the week of March 21-28 be observed as National Wildlife Week.

## CAMP and Auxiliary of United Spanish War Veterans will have polluck dinner Monday, 1 p.m., at the Veterans Memorial Bldg.

**EUGENE CAMERA CLUB** will meet at 8 p.m. Monday in the Eugene Water Board office building. Two models will be present.

## EUGENE BARRACKS of Veterans of World War I will meet at 6:30 p.m. Monday at 25 W. 7th Ave. for a polluck dinner with the auxiliary.

**RIVER ROAD Ramblers** square dance group will meet at 8 p.m. Monday in the new River Road School.

## ED ELDER, Lane County Sheriff, will be guest speaker at a meeting of Creswell Lodge, A.F. and A.M., at 8 p.m. Monday.

## A Cut Above Portland, Roseburg

# Mr., Mrs. Eugene 'Class Readers'

By PETER TUGMAN  
Of The Register-Guard

You're a "class" reader, Mr. and Mrs. Eugene—when it comes to magazines your taste and discrimination place you in a select category among towns the nation over—better than Portland, that's too metropolitan, higher class than Roseburg (that's a bit too, shall we say, earthy?).

Springfield, Cottage Grove and Junction City, you're about average with the rest of the country, but a cut above the South. Oakridge, you're about the same as Springfield except that your tastes are a bit more masculine.

Eugene is willing to lay more cash on the line to support discriminating tastes, too. And so are the people who stand behind the generalities made above. They're the people who distribute the magazines you buy on the newsstands. They ought to know.

Of course, they don't think of towns as "high-brow, middle-brow and low-brow" but they have an accurate count on which magazines sell where and that's a good indication.

just listed were best sellers everywhere you were wrong. They are not, in newsstand sales.

According to figures compiled by the Audit Bureau of Circulation, the leading magazine in street sales is Ladies' Home Journal. Saturday Evening Post is next among those which place advertising but Readers Digest sells more by its own count.

## NOT STARTLING

This is not startling, but other figures on the list are a revelation. True Confessions and True Story are six and seven on the list, leading over Life, which is in eighth place. Modern Romances is fifteenth, Redbook sixteenth and American twenty-fourth. "See" is nineteenth and "Secrets" in twenty-second place outsells Cosmopolitan in thirty-third.

Cottage Grove, Springfield, Junction City and the surrounding area buy in this general preference pattern. That's what makes them average with the rest of the country. Oakridge leans more heavily to the men's magazines.

The information on tastes in Roseburg, down in rugged Douglas County, comes from Bill Antonacci, district sales manager for Fawcett Publications for Oregon and southern Idaho. Bill says that Roseburg leans heavily to the men's magazines such as True, Argosy, Stag and so forth with the confessions getting a big play just as they do in the South.

where True Confessions outsells the Post. Coos Bay has similar tastes, says Bill, as do most of what he calls "lumbering towns."

## TASTE A MYSTERY

Antonacci and Humber do not know exactly what determines reading tastes in a particular locale although they like to guess. Both think that Eugene's tastes are influenced to some extent by the fact that there is a large university here. Portland, according to Antonacci, might have the same tastes as Eugene in some sections but this is outweighed by the large metropolitan population.

He points out the fallacy of trying to bracket the taste and discrimination of any area by economics or the condition of the neighborhood. Witness Portland's Burnside St. and the classics.

One of the over 15 different kinds of pocket-size books is the Mentor line which Antonacci distributes. This line carries such titles as Homer's Odyssey and Iliad, Confessions of St. Augustine, Life of Beethoven and so forth. These books are used extensively by the colleges as inexpensive editions of texts and have a large, if forced, consumption around book stores patronized by students.

But one of the best spots for the Mentor line on Antonacci's routes is the Baker Drug Store on 3rd and Burnside in the heart of Portland's skid row.

"I often wonder why this is," Antonacci said.

## BREAD, BUTTER

Local tastes and trends in magazines are bread and butter to Duane Humber, head of H. C. Humber and Sons magazine distributing company, Eugene. He's been in the business 25 years this month and supplies the Eugene-Cottage Grove-Junction City area with about 125,000 to 150,000 magazines a month. He's a keen student of reading tastes, too, besides being a careful businessman.

Humber said last week that Eugene is rated a "class reading town" by national publishers and distributors. It is one of about 130 such towns in the country. These are towns which lean heavily to magazines such as Saturday Evening Post, Life, Woman's Home Companion and Time.

Higher priced mags such as McCall's, Better Homes and Gardens, Redbook, Mademoiselle, House and Garden, and Harper's Bazaar are almost as popular proportionately in a "class" town.

## PRICE EXPERIMENT

When publishing houses want to try out a price raise for a "slick" mag they do it first in a "class town."

They're doing it now. True Story costs 25 cents in Eugene, 20 cents in Portland and the rest of the state. Humber said that many of the recent price hikes were tried first in Eugene along with other pilot towns.

If you thought the magazines



MAGAZINES FOR THE DUMP leave via the backdoor of H. C. Humber and Sons Magazine Distributing Co., which fronts Willamette St. in the 700 block. Once a week two one-ton panel trucks cart away unsold copies from which covers have been removed.

## Chamber to Discuss 'Power Partnership'

"What Is This Partnership Business?" a discussion of the negotiations between the Eugene Water and Electric Board and the federal government, will be the program Friday for the Chamber of Commerce Forum Luncheon at the Eugene Hotel. The public has been invited.

Hale Thompson, chairman of the Chamber's forum committee, said the discussion would include information about Cougar Dam and the proposed Beaver Marsh dam, both on the upper McKenzie system, and a discussion of the board's search for power sites and of the need for more power in the area. Black and white slides will supplement the talks.

## IWA Local to Cast Ballots On Whether to Okay Strike

Members of Local 5246, International Woodworkers of America (IWO) will hold a special balloting session Thursday, March 25, at the VFW Hall in Springfield to determine membership sentiment on whether to authorize a strike against a number of lumber operators.

The vote has been called by the Northwest Regional Negotiating Committee, which is negotiating annual contract re-openings in Portland with a number of employer associations, including the Willamette Valley Lumber Operators with headquarters in Eugene, and which represents numerous Lane County operators.

Frank Worley, business agent for the Springfield local, said Friday that balloting will be at 12 noon for union members who work night shifts and at 7:30 p.m., March 25, for day shift men.

Negotiations between the union and employers began recently and were stalemated when most of the operators refused to grant pay raise associations, including the Willamette Valley Lumber Oper-

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