

## The Mill City Enterprise

Mill City, Oregon.

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**ENTERPRISE CLASSIFIED ADVERTISING**  
 Ads received by Wednesday noon will run in the regular classified section and those received later up to 10 a. m. Thursday will run in the "Too Late to Classify" section.

Errors in advertising should be reported immediately. The Enterprise will not be responsible for more than one incorrect insertion.

**CLASSIFIED RATE**  
 One insertion for 50c or three insertions for \$1.00. Display advertising 40c inch.

Member  
**OREGON NEWSPAPER PUBLISHERS ASSOCIATION**

**NATIONAL EDITORIAL ASSOCIATION**

## The Third Rail

By LEO C. DEAN

**Side Roads and Short Cuts.**  
 One of the most misused words in the American language is "clinic." You read of clinics of every description, from a meeting of football coaches to a gabfest of chambermaids. The word is used to give atmosphere of learning and dignity to a joblot of activities which by no stretch of the imagination could even appear learned or dignified. For instance, we read in a trade paper of a "clinic" of newspapermen—always a gang of solemn hijackers trying to appear profound in a racket that

lost any claim to profundity long ago. The word "clinic" is a medical term exclusively and should be so used. Another word sadly ravaged is "terrific," which means something terrible or appalling, but is now twisted to describe in a laudatory way, as "a terrific success." This may not seem significant, but it is one evidence that as a people were are giving the appearance, at least, of a nation of vapid bluffers.

Two old quotations (and we cannot tell you who originated them) now and then come to mind—"a statesman thinks of the next generation; a politician thinks of the next election," and "Work is the curse of the drinking man."

The conductor of this col'm has been implicated in the advertising business, in one way or another, for many years. And every year our respect for advertising as a profession has been increasingly eroded. That sort of advertising known as "national" frequently stinks, and we do mean it stinks. Take, for instance, the

ad of a soap company which uses as a catch-line "Doctors Find Body Odor on 13 Parts of Body." We'll bet that no reputable doctor ever found those thirteen smells or ever tried to find them. That type of curiosity is considered the concern of young bachelor dogs about town, and no doctor worthy of the name would be caught at such scurvy surveys. Only an inmate of an advertising agency would think up such garbage, but even this example is not extreme. There are worse, but we refrain from further shameful exposure.

Uncle Henry Henstutter says, "Constable Sag Peters, who swallowed his chew when he stepped through the bass drum at the football game yesterday, is now reported out of danger."

Mr. and Mrs. Dallas Strickler were in Stayton Friday night. Barbara and Louise Haun had eye examinations in Salem Friday.

## FOOD... through the ages..

**WHEN SPENDTHRIFT CHARLES II NEGLECTED TO PAY PALACE SERVANTS, THEY WENT ON STRIKE, TAKING ALL FOOD AND LINEN WITH THEM.**

**FREDERICK II OF WURTEMBERG (1754-1816) ONCE SERVED A DESSERT REPRESENTING VOLCANIC MT. ETNA IN FULL ERUPTION - REAL FIREWORKS WERE USED!**

**RETURNING CRUSADERS BROUGHT ARAB BEER TO EUROPE, WHERE SOME PREFERRED IT TO THE HOME-BREWED PRODUCT.**

**AS THE DUKE OF YORK (1763-1827) LAY DYING, HIS CHEF, WITH NAIVE CONCEIT, EXCLAIMED: 'AH, MY POOR MASTER, HOW MUCH YOU WILL MISS ME!'**

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## Kiln Dry Lumber

and Finish Lumber Retail Dept.

### Idanha Lumber Co.

Phone Detroit 7024

## Church Activities

**FIRST PRESBYTERIAN CHURCH**  
 Prelude; call to worship; doxology; invocation; gloria; psalter selection; hymn of praise; scripture; prayer; notices; offering; music by choir; sermon; hymn; postlude.  
 October 2 —Worldwide Communion.

**FIRST CHRISTIAN CHURCH**  
 Services Every Lord's Day  
 Morning Worship 11:00  
 Young People's Meeting 6:30  
 Evening Worship 7:30  
 Tom Courtney, Pastor

**CHURCH OF THE LATTER DAY SAINTS**  
 Sunday, 10 a.m. at Odd Fellows Hall

**FREE METHODIST CHURCH**  
 "The Church of the Light and Life Hour"  
 Sunday school 10:00  
 Morning Worship 11:00  
 Young People's Service 7:00  
 Evening Worship 7:30  
 Wed. Prayer Meeting 7:30  
 Donald Hinkle, Pastor North Side

**GATES COMMUNITY CHURCH OF CHRIST**  
 Sunday School 10:00  
 Morning Worship 11:00  
 Christian Endeavor 6:30  
 Evening Worship 7:30  
 Walter Smith, Pastor.

**COMMUNITY CHURCH**  
 Rev. Wayne W. Watkins, Pastor  
 Sunday School 10:00  
 Morning Worship 11:00  
 Evangelistic Service 7:45  
 Wed. Bible Study 7:45

Don't Borrow — Subscribe!

Mill City Lodge No. 144, I. O. O. F. Meets Every Friday night. Visiting Brothers Welcome.

## McEWAN

PHOTO SHOP

Open each Friday

Mill City Furniture Company  
 2:00 to 7:30

— PORTRAITURE —

## FURNITURE

AT LOWEST PRICES IN THE VALLEY

NEW & USED

## GLENN'S MARKET

1605 N. Summer SALEM, ORE.

- \* Linoleum
- \* Wool Carpet
- \* Appliances
- \* Living Room Furniture
- \* Bedroom Furniture

\* TRADE \* TERMS

Ph. 3-5110

A Friendly Place  
 To While Away  
 Your Idle hours

## Richards Tavern

GATES

Typewriters Calculators  
 Adding Machines  
 CAPITOL OFFICE  
 EQUIPMENT CO.  
 531 Court SALEM  
 Sales — Rentals — Service

## NORTH SANTIAM TAVERN

One Mile East of Detroit

JEWEL MYERS, MGR.

Don't Borrow — Subscribe!

## Mom & Pop's Cafe

Private Dining Room

"Fleas Don't Bother Me I'm Dusted with PULVEX DDT"

**PULVEX** ... KILLS FLEAS ... KEEPS 'EM OFF

## Mill City Pharmacy

Wood Circulators  
 Wood Ranges  
 Gas Ranges  
 Beds and Springs  
 and miscellaneous items  
**MAC'S**  
 145 So. Church, Salem

## MILL CITY Service Station

C. E. 'Pink' Mason, Prop.  
 SHELL PRODUCTS  
 AUTO STORAGE BATTERIES  
 ZENITH TIRES  
 FISHING TACKLE

LITTLE ILLS  
 MAKE  
**BIG BILLS!**

• True, that "little illness" you've been mentioning in an offhand way, may not seem to amount to much—just a few faint symptoms. But, neglected, these "little ills" can lead to big bills for doctors, medicines, etc.; not to mention needless suffering and loss of precious time. Consult a Doctor now—you'll save by it in the end. And, of course, we hope you'll bring his prescription to us for careful compounding.

## Capital Drug Co.

Salem, Oregon



## Personnel Carrier

1949 Chevrolet Carryall, \$1885

All metal construction, almost new. Has had 11,000 miles of light work

## Otto J. Wilson Co.

Center and Commercial, Salem Phone 2-3621

## COMMERCIAL, INDUSTRIAL AND DOMESTIC LIGHTING

Salem Lighting & Appliance Co.

236 N. High St.

SALEM

## Roberts Shoe Repair

LOCATED Below Mill City Furniture Store

Deposit Shoes for Repair [Night or Day] in Deposit Box

24 Hours a Day 1-Day Service

Come to the  
**Santiam Farmers Co-op.**  
 for your needs in  
**FEEDS, SEEDS, PEAT MOSS, ETC.**

We also carry Appliances, such as Home Freezers, Refrigerators, Stoves, Clocks, Pressure Cookers, Washing Machines and many other items

Not necessary to be a member to make a purchase

## Santiam Farmers Co-op. STAYTON



## Reddy Kilowatt

SERVANT OF THE PEOPLE

Reddy is as near as your closest electric outfit—and as willing as an "eager beaver." Hardly a dread-back-breaking job will faze Reddy... a snap of a switch and he's ready to work. That's electric dependability (and at low cost, too). This is the result of sound business management on the part of your friends who operate this company.

## MOUNTAIN STATES POWER COMPANY

"A SELF-SUPPORTING, TAX-PAYING, PRIVATE ENTERPRISE"

