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"THE PAPER THAT HAS NO ENEMIES HAS NO FRIENDS."
—George Putnam.

Attack on Liquor Advertising

Reprinted from Portland, Oregon OREGONIAN editorial of July 8th, 1950
Anti-liquor groups and individuals, aware that public sentiment in Oregon continues to oppose return to prohibition and bootlegging, have been groping for legislation which falls more suitably into the category of harassment of the liquor industry than of promoting temperance. In this field is the initiated measure, to be voted on in November, to bar from sales in Oregon any alcoholic beverage advertised in Oregon.

This newspaper opposes the measure as hypocritical, in likely result if not intent; as an opening wedge in a campaign to restore prohibition; as a limitation on the Knox law which gives the state monopolistic control of liquor and provides revenues for public welfare, and as an unjustified and unrealistic interference with legitimate advertising and the legal liquor industry.

One may expect sponsors of the liquor advertising ban to respond for public attention that this newspaper or others in opposition to the initiative are fearful of losing advertising. There would be no merit in this. The Knox law and regulations of the Oregon liquor control commission relating to advertising now are so restrictive that not even all the information on the label of a bottle of whiskey may be reprinted in an advertisement.

The "promotive" advertising of liquor at which the initiative is directed—the "Man of Distinction" sort of thing—is not now permissible in Oregon publications. Nor is it legal to advertise liquor in Sunday newspapers. Yet national magazines and radio plugs enter the state with such "promotive" advertising.

The initiative measure would prohibit the sale in Oregon of brands of liquor, wine or beer advertised in such manner in mediums entering Oregon, whether or not the advertising originated in other states. The obvious recourse of distillers and brewers—and we fail to see how this would promote temperance—would be to print special labels for their products sold in Oregon.

Instead of asking for a bottle of Old Granddaddy at a state liquor dispensary, one would be asking for a bottle of Old Great-Grandfather or Old Grandma. To promote the sale of its product, the distiller would advertise the name Old Great-Grandfather or Old Grandma in Oregon publications, under the initiative's limitation that advertisements must carry only the name of the producer, brand of the product, place where sold and price.

This would be a piece of hypocrisy which would not confuse regular purchasers of liquor nor measurably reduce local advertising. It would be in keeping with the hypocrisy of prohibition.

The basic consideration is that beer, wine and whisky are legal commodities in most communities and states by popular vote. The Knox law recognizes that state regulation of the liquor industry is desirable to protect the public health and safety. But the people have a right to be informed in all reasonable ways of the quality, potability and flavor of any alcoholic product offered for sale. There is no safety nor honesty in anonymity.

Editor's Note: The Enterprise endorses the above editorial because we could not improve on the thoughts expressed therefore we print it in full.

IDANHA

By REBA SNYDER

Dick Woodward injured his back while on their fishing trip a week ago and missed the first day of school however after treatment Tuesday he was able to attend Wednesday.

Lester Honey drove to Salem Tuesday where he obtained work and rented a house. He drove a U-drive truck home and moved his household goods and family Wednesday. The Ralph Boje family are living in the Perkins house.

Mr. and Mrs. Charles Cannon moved last week from the cabin in which they had been living to a company house across the river.

Stubby Mill's five piece orchestra will play for the Canyon Aid dance at the grade school auditorium on the night of September 16.

Mr. and Mrs. Gwen Geston, his brother, John and Mrs. Braxton Fouts spent the past weekend in Milwaukie.

Thompson and Hendrickson Logging Co. were inactive most of last week because of low humidity, and Seltzinger's crew were unable to start operations Monday morning for the same reason. A rain is needed very badly in this area in order to keep up production.

Bruce Gordon missed three days of school last week because of ear trouble.

Robert Tabor, Sawyer for Idanha Lumber Co. will reside in the company house recently vacated by the Lee Hopson family. The Hopsons moved a week ago to their new home in New Idanha.

Mr. and Mrs. Harold Perton visited relatives in Delake the past weekend.

The first executive meeting of the Deanha P.T.A. for this school year was held in the high school building Monday night with J. C. Boyer presiding. Committee chairmen present were Mrs. S. T. More, Budget; Mrs. Lillian Leach, historian; Mrs. Sol Tucker, publicity; Mrs. Herman Payne, hospitality; Mrs. Richard Hansen, membership; and Mrs. A. R. Snyder, refreshment. School lunch chairman, Harry Rutherford was not present and the program chairman has not as yet been appointed. Also present were the four officers, Mr. Boyer, Mrs. Payne, Mrs. Brad Humpreys, and Mrs. J. B. Gordon.

All chairmen are to have a written program for the year at the October executive meeting. First regular meeting of the P.T.A. will be Sept. 25 at the grade school library, 8:00 p.m.

Mrs. Richard Hansen and Mrs. Sol Tucker were named delegates to the P.T.A. school of instructions for Lynn and Marion counties in Albany in September 14.

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LYONS

By EVA BRESSLER

Mr. and Mrs. Laurence Walworth former resident here visited friends in Lyons Monday. They were over night guests at the home of Mrs. Minnie Smith. The Walworths who are spending the summer at the Methodist camp at Suttle lake were on their way home from attending the Laymens retreat at Barview camp.

Mrs. Minnie Smith returned home Sunday evening after spending several days with relatives in Salem and Brooks. She was a guest at the home of her sister and family, Mr. and Mrs. Harry Bosch at Brooks, and at the home of her brother John Mortz in Salem.

Sunday dinner guests at the home of Mr. and Mrs. Earl Hampton in Salem were Mr. and Mrs. Alex Bodeker, Mr. and Mrs. Clyde Bressler, Elmer Hiatt of Lyons, Loffee Hiatt of Seattle, Mr. and Mrs. Leroy Hiatt and Jim; Mr. and Mrs. Warren Ward of Roseburg.

Mrs. Orlin Elwood left Saturday evening for Iowa where she was called by the death of her mother. She was accompanied by a sister from Portland.

School started in Lyons Monday morning with a teaching staff of nine teachers. It was reported that approximately 200 pupils were enrolled with more to follow later.

A dinner was held at the home of Mr. and Mrs. Arthur Olmstead Sunday honoring the birthday anniversaries of Donald Olmstead, Mrs. Walter Olmstead, and Mrs. Ed. Olmstead. Present were Mr. and Mrs. Walter Olmstead, Mr. and Mrs. Merle Olmstead, Gene and Lee of Mill City, Mr. and Mrs. Ed. Olmstead, Bobby and Judy of Timber, Mr. and Mrs. Byron Edmondson, Ronald and Ray of Oak Grove, and Mr. and Mrs. Arthur Olmstead, Donald and Walter.

Mr. and Mrs. Ralph Trask of Albany spent the weekend at the home of her parents Mr. and Mrs. Albert Ring. Mr. Ring is in very poor health and has a large tumor on the remarkably well in spite of the fact left side of his face, and gets around that he is past 90 years old.

Mr. and Mrs. Lyle Burmester were Sunday guests at the home of her parents Mr. and Mrs. William Beran on Roger Mountain near Scio.

Mrs. Hershel Culwell was hostess for a dinner Thursday evening honoring her husband on his birthday anniversary. Covers were laid for Mr. and Mrs. Robert Butler, Miss Rena Butler, Mr. and Mrs. Henry Mouser of Shafter, California, Mr. and Mrs. Howard Naue, Mr. and Mrs. Elmer Culwell of Lyons, Mr. and Mrs. Sam Culwell, Harlin Gibson, Mr. and Mrs. Hershel Culwell, Joyce, Thelma and baby.

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WE GIVE TRADING STAMPS

BROADWAY AND MAIN STREET
Will TV Influence Your IQ?
It Can Be a Cultural Medium

By BILLY ROSE

As an old blab merchant, I seldom pay much attention to the other fellow's speeches, and when I do it's generally to take umbrage rather than notice.

This week, however, I'd like to turn coat and tables on myself and do some hefty hollering about a speech on the future of television recently delivered by Dr. Millard Faight, an economist, at the University Club of Chicago. I happened to pop-eye a copy of it the other day, and while I haven't the space to give you the whole 4,000 words, here's a bit of the cream off the top...

To begin with, Dr. Faight axioms that TV can be used for a lot of things besides selling eyewash, mouthwash and hogwash, and insists that its full potentialities will never be realized if we allow it to be taken over lock, stock and antenna by the hucksters. In his opinion, the new dingus can do an unprecedent job for us in a dozen esthetic fields providing, of course, that a method can be devised whereby someone besides the advertiser foots part of the bill.

The gimmick he suggests is a television box office operating on a pay-as-you-see-it basis, and the one he specifically mentions in his speech—Phonevision—is due to be tested in Chicago this fall with the blessings of the F.C.C.

LEAVING ELECTRONIC double-talk out of it, Phonevision, which was recently demonstrated for me, is simply this: a system whereby 99 per cent of an image is telecast free of charge, but shows up on the home screen as so much hash. To unscramble the picture one picks up the phone and asks the operator to pipe in the missing 1 per cent through a gadget on his set hooked up to his telephone line.

At the end of the month, the charge for this service is included in his phone bill, and the gross take divided between the television station, the creator of the program, and the phone company.

According to Dr. Faight, Phonevision—or some equivalent device—will make it possible to collect millions of dollars in a single evening for, let us say, the Red Cross by putting on one nationwide benefit video show. It will enable our sick-waiting Hollywood studios to quin-

uple their audiences and double their grosses, and also make possible 10-million-dollar gates for championship fights and World Series games. But, opines the good doctor, its most eye-bugging impact will be on education.

By bringing the classroom into the home, it will be possible for 100,000 students simultaneously to take the same beginner's course in Spanish, or child care, interior decorating, whereas the average class on campus today consists of from 25 to 50 students.

YOU-SEE revenue from these home extension courses would provide the monies for new university buildings, laboratories, scholarships and teachers' salaries, and once and for all our colleges could stop passing the hat. Education, the doc goes on to say, is our best bet to stand off totalitarianism, despite which it's probably the most obsolete merchandized commodity in our society.

The economist stresses that he has no quarrel with the advertisers, but maintains that if they're the only source of revenue, TV is a cinch to wind up the same sort of cultural pigmy that radio is.

The living room, he argues, is probably the room farthest removed from the marketplace, and if Joe Jones and his missus want something in it besides cornflake and Cuticura commercials, they'll have to contribute the pennies to make it possible. The government could probably be pressured into doing it for them, but who with an IQ above zero, asks Dr. Faight, wants political appointees messing with our educational processes and cultural preferences?

I particularly like the last line of his speech: "Never in the history of the communicative arts was there a greater premium on fore-



Billy Rose



STOP IN TODAY FOR A FREE DEMONSTRATION

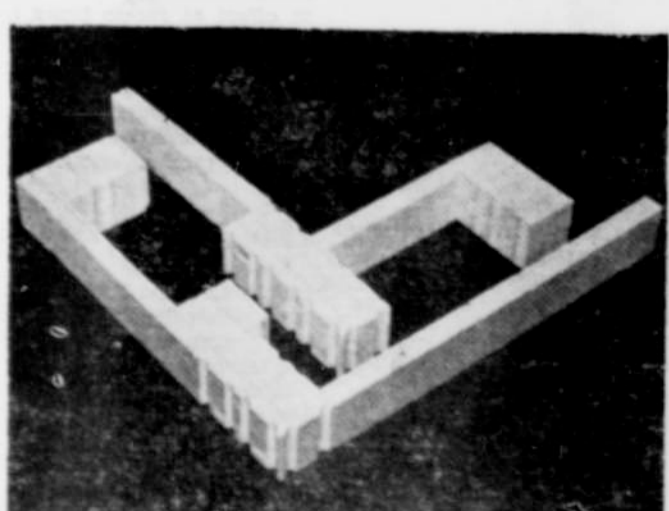
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