

Canyon Avenue Parade



By DON PETERSON

This week has been proclaimed "Advertising Recognition Week" by the governors of the eleven western states. So this week we salute our advertisers for their loyal support of this newspaper. We urge your support them.

I wish to point out a few facts of interests to our readers. Let me start by quoting from an article sent out by the Oregon Advertising club:

"What no advertising? No advertising at all? To be truthful some might hail this as a relief—but only for a time. Then you would discover an aching void—the market places of the finer things—the goods and services that make your life easier, more comfortable and healthier would only be available at tiresome personal effort. The aching void would result in aching feet and heads before you found what you wanted. Remember, Advertising Recognition Week focuses the spotlight on the fact that advertising is a servant in your home, in everybody's home serving you always.

"Advertising spreads the American market place before you every day to help you select the finer goods, the more efficient services with minimum shopping effort."

Here is some more information published recently by Dun & Bradstreet:

"95% of all failures in business are from the ranks of non-advertisers . . . ONLY 5% of those that fail are advertisers . . . Competent businessmen scale their advertising investment in proportion to gross sales. Then they use their advertising on a program basis so as to follow a systematic plan . . ."

"The following percentages of gross sales are usually followed, according to surveys made by recognized authorities:

- Department stores 2.5%.
- Men's stores 2.3%.
- Women's Wear shops 3.1%.
- Furniture stores 6.3%.
- Drug stores 1.0%.
- General Merchandise 1.5%.
- Jewelry stores 3.1%.
- Grocery stores 1.0%.
- Specialty shops 3.8%.
- Meat Markets 1.0%.
- Dry Cleaning and Dyers 3.3%.
- Hardware stores 1.0%.
- Other businesses 2.0%."

The public is entitled to know what and where to find the supplies they need to purchase for daily living. The merchant who advertises is on his toes telling his story to his neighbors and is not setting back half asleep while business he should be getting is going to his competitor in a neighboring city because that merchant has told what he has to sell and is selling it to all who have need for his merchandise.

The local newspaper is without equal the most read paper published today, because it records local happenings that your neighbors are interested in and every member of the family at some time during the week will peruse its columns searching for his name or that of some neighbor or friend. No matter how poorly the local newspaper is put together by the local editor it still remains that one standard piece of reading matter for all the family. It is the standard joke of the week when the editor finally mails his week's effort and some error has crept in that is the topic of many a fire side.

It is only by the presence of advertising that a newspaper is possible in any community—the newspaper in turn must serve the community and its needs—it must speak out at times when it is unpopular to do so. It carries the burden of advertising the causes that the public is interested in, such as Red Cross, Community Chest,

Coming Events . . .

MONDAY—

American Legion Auxiliary 3d Mon. Lions club meeting.
A.F. & A.M. No. 180 stated meeting third Monday.
O.E.S. meeting, 2d Monday month.

TUESDAY—

Women's club 8 p.m. 1st, 3rd Tues.
129-J School Board meeting 2d Tues.
Riders of the Santiam, 1st Tuesday
Lions Auxiliary 4th Tuesday

WEDNESDAY—

Boy Scouts, 7:30, H. S. Recreation City council first Wed. 7:30 p.m.
Santiam Eagles and auxiliary 8 p.m. at Mill City fire hall.
Santiam Rebekah 166—1st and 3rd Wed. at 8 p.m.
Altar Society 3d Wednesday 8 p.m.
PTA, second Wednesday 8 p.m.

THURSDAY—

Theta Kio Club for Girls, meets 2d and 4th Thursdays.
Gates PTA 1st Thursday 8 p.m.
American Legion 2d and 4th Thurs.
Garden club fourth Thursday.
Firemen Auxiliary meets 3d Thurs.
Toastmistress Club, 2d & 4th, 7 p.m.

FRIDAY—

I.O.O.F. meeting.
Mill City IWA meeting last Friday
Farmers Union meeting at Mehama
Woman's club, 2nd

THE MILL CITY ENTERPRISE

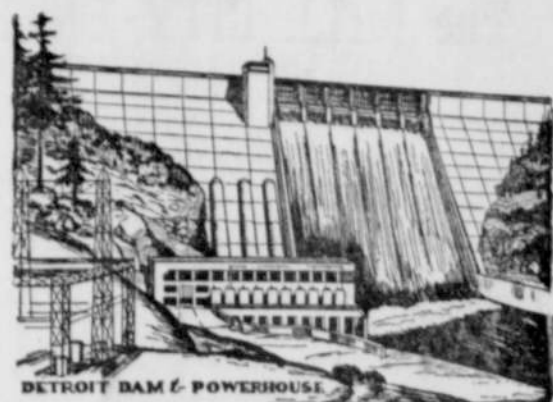
ON THE SCENIC NORTH SANTIAM HIGHWAY — GATEWAY TO THE HEART OF NATURE'S EMPIRE

Vol. VIII—No. 8

MILL CITY, OREGON, THURSDAY, FEBRUARY 21, 1952

\$2.50 a Year, 10c a Copy

Serving:
MILL CITY
DETROIT
ELKHORN
GATES
IDANHA
LYONS
MEHAMA
MONGOLD



National Brotherhood Week Feb. 17 to 24



Let's Make Every Week Brotherhood Week

RECENTLY "THIS WEEK" REPRINTED SOME SOVIET CARICATURES OF GOD WHICH HAD APPEARED IN A RUSSIAN PUBLICATION, "THE ATHEIST AT HIS BENCH". THEY WERE VERY INTERESTING AND REVEALING, FOR THEY SHOWED HOW FAITHFULLY THE SOVIET PROPAGANDISTS ARE FOLLOWING THE SUPER-RACIAL LINE OF HITLER AND GOEBBELS. THE CHRISTIAN GOD IS REPRESENTED AS A RANTING BABBITT WITH HORN-RIMMED SPECTACLES; THE HEBREW JEHOVAH IS A LEERING PAWNBROKER WITH FRIZZY BEARD AND A DERBY HAT; THE MOSLEM ALLAH IS A FAT, EXHAUSTED SENSUALIST WITH WATERY EYES AND DROOLING MOUTH.

THE POLITICAL BIGOTRY WHICH IS ESSENTIAL IN THE MONOLITHIC SOVIET STATE MUST, IT SEEMS, EXTEND TO EMBRACE RACIAL BIGOTRY, JUST AS IT DID WITH THE NAZIS.

WHICH MAKES IT ALL THE MORE IMPORTANT THAT THE FREE PEOPLES OF THIS WORLD REJECT AND REPUDIATE AND INOCULATE THEMSELVES AGAINST THIS CORROSIVE EVIL.

—By Robert E. Sherwood, Playwright.

Legion Auxiliary Plan Poppy Poster Contest

The regular meeting of the American Legion Auxiliary met at the home of Mrs. Martha Ragsdale, Monday, Feb. 18.

The new addition to the Legion hall is really taking on a new look and the women are now busy with ways and means for equipping the kitchen.

The Legion boys are really working hard on this project and it will be a wonderful asset to the community.

Roselyn Wolfe, a new member, is Americanism chairman and hopes to get the contest in operation and will also take charge of the Poppy posters. We do hope the schools will take a great interest in these two contests and that we will have a lot of poppy poster entries.

and Polio drives—these are some of the free services it performs together with the recording of events and the passing of friends and neighbors as their journey here has ended.

So this week we salute the Advertiser who helps to make this possible by his support of the local newspaper in his home town.

This past week Clyde Golden at his Richfield service station has been passing out packets of seeds of "Wildflowers of the West". He tells me that he has quite a number of packets left, and if you would like some, just stop by and he will gladly give you a package free for your use in the family garden.

Bill Pennick announces that dances for the benefit of the Gates Fire department will continue every Saturday night. A large crowd turned out last Saturday night at the Gates high school gym, and the firemen will appreciate continued support so that they can raise the funds necessary to complete the new fire hall in Gates. This is a good cause and a lot of the boys are donating their time and labor to get it finished.

The campaign to raise funds for the Heart foundation is being advertised and your help is urgently needed in this humanitarian cause. You may donate by sending any amount you wish to your local Postmaster. Just address your contribution to Heart Foundation, in care of Postmaster.

It was a lovely spring we had a week ago and many of us hope it returns soon. It has been snowing almost continuously since I took my sawdust tires off the car—I put them back on this week so perhaps the snow will soon leave again. I was planning to do a little garden work until the snow hit this past week, and that good resolution was discarded! I hope I wasn't the only one whose plans went adrift.

Neal-Nuttleman Host Gates Church Plans Lyons Garden Club Box Social March 1

Mrs. John Neal and Mrs. Carl Nuttleman were hostesses for the Lyons Garden club held at the Neal home, Wednesday afternoon, with Mrs. Percy Hiatt, chairman in charge of the business meeting, and Mrs. George Huffman acting secretary, due to the illness of Mrs. Mike Fink.

Each member answered to roll call by "Starting Seeds Indoors"; Mrs. Alice Huber furnished the entertainment with a flower scramble game; and Mrs. Rinke Feenstra won the prize for the Valentine gingle. Plans were discussed for the spring flower show with the date to be made later. Mrs. John McClurg, general chairman, appointed the following committees: Schedule, Mrs. Nina O'Neil, Madeline Nuttleman and Agnes Brotherton; Staging, Gertrude Weidman, Anne Pietrok, Jewell Hartnell; entries, Agnes Brotherton, Mary Fink, Helen Johnston, Lola Lambert; classifications, Gladys Kuiken, Nina O'Neil, Madeline Nuttleman, Iainor Smith; judges clerks, Mabel Downing, Mattie Stout; posters, Frances Garsjo, Eleanor Christenson; hospitality, Mrs. Loose; publicity, Eva Bressler; cleanup, Laura Neal, Eva Bressler, Garnett Bassett, Alice Huber; pot-luck lunch, Ethel Huffman, Carrie Naue, Doris Roy, Jacquie Smith.

At the close of the meeting dainty refreshments were served carrying out the Valentine motif to Mesdames Phillip Pietrok, Don Brotherton, Orville Downing, W. H. Loose, Otto Weidman, Burl Smith, Jack Christenson, Floyd Bassett, Hugh Johnston, John McClurg, Percy Hiatt, George Huffman, Luther Stout, Alex Kuiken, Clyde Bressler, Oscar Naue, Ernest Garsjo, Willard Hartnell, Lynn Lambert, Rinke Feenstra, Mrs. Alice Huber, Mrs. Gladys Stiffler and the hostesses Mrs. Neal and Mrs. Nuttleman.

This Is Civil Defense

Can we defend ourselves? There is no known way to prevent most enemy bombers from reaching the United States. We have good anti-aircraft guns. So had the Germans but the entire strength of the German air force and Hitler's anti-aircraft batteries were not able to stop our attacking bombers. On the average, we lost fewer than 10 out of each 100 planes.

That is why we must have civil defense—and have it now! We cannot prevent enemy attacks—but we can keep them from knocking us out of the war. If we know what to do we can save lives and property, restore our cities, and get back into the fight no matter what form those attacks might take.

There are good defenses against the A-bomb. There are ways to save thousands of people from the worst blast, heat and radioactivity. There are ways to take shelter, and to rescue the trapped and injured, and to cut fire losses to a minimum. Civil defense can show you what to do.

There are good defenses against biological warfare. We can keep disease from spreading, and protect our food and water supplies, and save our crops and livestock. Civil defense working with existing health agencies and physicians, can do the job.

But we must face facts. Civil defense takes planning, organization and a lot of hard work. It is not a job for those who can't face facts or who aren't willing to work. If we're attacked (and remember, it is possible) the hard, terrible task of getting our cities back on their feet will depend mainly on CD volunteers.

Next, let's consider what would happen after an atomic bomb raid.

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Parking On No. First Ave. Perplexes City Merchants

The last Mill City council meeting stirred up a hornet's nest. A suggestion was made at this council meet that a thirty minute parking limit be imposed upon those motorists parking in the shopping area around the Daves building. As result of this move, businessmen in the area immediately affected are up in arms.

The severe scarcity of parking in the area on Saturdays and late Friday afternoons is all too clear as all will admit. Those who are protesting the move for a thirty minute parking limit do not feel a thirty minute limit is justified at all times. They concede that limitations might be in order during the period of extreme crowded conditions.

The council's attention to the crowded parking problem on North First Avenue was drawn by the law enforcement body of Mill City. The state police have impressed upon the local officials the need for clearing the main thoroughfare for through traffic. The suggestion of a thirty minute parking limit was in line with this idea of eliminating a hazardous condition.

Certain it is that next council meeting will find the businessmen of the area of the Mill City Furniture Store and the Daves building well in attendance. Spokesmen of this group of business people have expressed the idea that a better solution can be worked out. These people feel that the problem will become non-existent once the free-way highway now under surfacing contract comes into being.

At the present time, certain areas around the Mill City State Bank are marked off as non-parking areas, principally because the area abuts sharply on the right-of-way of highway 222. The disadvantages of this state of things is clear since the marked off areas quickly become obscured by the large amount of traffic over and around the area. The trucks and cars that use this area soon wipe out the "no parking" sign painted on the surface of the highway. The unsuspecting picks up a traffic ticket as a result.

The business men of the area involved feel that the ill-will incurred by the handing out of traffic tickets for over-time parking might well destroy their businesses. They feel that without parking meters or similar measures no parking limits should be imposed. They state the argument that Mill City is not such a large community that it need dictate a thirty minute parking limit.

The idea has been advanced that this community seek out a new post office and thereby eliminate one cause of crowded parking near highway 222. Another idea is that the Southern Pacific railroad might so condition their right-of-way near the post office building that more parking would be available or at least ease of getting in and out of the post office and bank area be promoted.

The next council session, the first Wednesday of March, is down in the little black books on the issue of a parking time limit for the North First Avenue be one of contention.

Salem YM Welcomes Out-of-City Members

All membership fees are available at half rate at Salem Y.M.C.A. for out-of-town members. The Salem Y.M.C.A. hopes it can be of the greatest service possible to all persons within accessible distance to the Y building at 685 Court Street in Salem have additional expense in travelling to the Y building. Compensation for this is done by making all physical department membership fees just half the normal cost.

Quite a number of out-of-Salem members belong to the Y now and regularly take advantage of the family swim nights on each Tuesday and Friday from 7:00 to 8:00 p.m. Many mothers drive into Salem to take advantage of the gym and swim classes offered to women each Tuesday and Friday morning at 9:15 a.m. Many fathers bring their sons in or come in by themselves each day from 5:30 to 7:00 each evening. Other men and women come in at their convenience and play handball, swimming, weight-lifting, conditioning classes and participate in the physical department program.

This offer makes rates for men as low as \$7.50 per year for men under 25, \$10.00 for men 25 and over, \$7.50 per year for women and as low as \$3.50 per year for boys and \$2.50 per year for girls. Monthly payments can be arranged if desired.

No special program is offered the out-of-towners—only a special rate of half price. Persons interested in obtaining more information about the Salem Y program may call 3-9117 or write the Salem YMCA.

Just Arrived . . .

TWIN SONS—To Mr. and Mrs. Leon McCarley, Mehama, Feb. 15, at Salem Memorial hospital.

A DAUGHTER—To Mr. and Mrs. Claude Lankins, Lyons, Feb. 21, at Salem General hospital.

'B' League Basketball Finals Thur., Fri., Sat., Nites Stayton 7 p.m.