

## Canyon Avenue Parade



By DON PETERSON

Editor George B. Holcomb of the International Woodworker commented on the grocery survey in his column "Chips 'n' Shavings" as follows:

"Crusading newspapers are a rarity—outside labor circles—but Mill City, Ore., has one in its Mill City Enterprise.

"At this time its crusade concerns price gouging being carried out by some of the grocery stores in the area, which is near the big Detroit dam building site.

"Many housewives in the area are boycotting the grocery stores as a result of surveys of prices being published by the paper. The stores, in return, are attempting to undermine the paper's influence.

"Our congratulations go to its publisher, Don Peterson, for his courage. His paper is well edited and has 'spirit' marked all over it."

Thanks, George.

Somebody sent me a copy of the column "Cracker Barrel Comments" by Jack Bedford writing in the "Oregon Food Merchants Magazine" together with another copy of the above quotation from the Woodworker's magazine. Jack Bedford writes a good article. I reprint it below:

"Income taxes are a sour subject for most of us grocers. A little simple arithmetic will show us how many days a week, month or year we are operating our grocery stores for the government . . . and the result is not happy music to my ears. How about you?"

"But, you know, there is something that I have been overlooking about this tax picture for a long time. The government will actually help us with our advertising. Now, this is not an advertising allowance like food manufacturers provide for brand promotion, it is a definite saving in advertising that we can use for any brand we want at any time.

"Here's how this system works: Income taxes, as you know, are based on the net profit we make in our store. The rate of tax increases with the increase in the net profits we make. Thus a grocer with a high net profit will be paying a higher percent of his profits back in income taxes. As the profit increases the rate goes up, 20 per cent, 30 per cent, 50 per cent.

"Advertising is an expense of doing business and I'm sure most of you will agree that it is an essential tool for food store operators. And when this expense can be used as a deductible item on income tax it makes the out-of-pocket expense less.

"Besides that, it seems to me that there are other benefits. When sales volume goes up our competitive position is improved. Advertising will increase our prestige in the community.

"Tax-wise this advertising for future customers and continued good will is costing us less than the billed price. It is a perfect way to build future customers without spending any more money right now.

"Just because this additional advertising is not going to cost a full dollar tax-wise is no reason to produce poor copy.

"Advertising, regardless of its cost, must be designed to produce results. Large space is not the complete answer.

"Remember: Just because advertising is cheap tax-wise does not mean that it should be cheap promotion-wise.

"From my cracker barrel it looks like the grocers who believe they cannot afford to advertise are only kidding themselves. It is business insurance and has lower rates today than ever before.

"Advertising doesn't cost (as much as we think after we consider the tax savings) . . . it pays!"

The Publisher's Auxiliary this week carries a story from Williston, N.D., in which it reports on a press association meeting. In part it reported as follows:

"Weekly and small daily editors will live 'just so long as they make their life and work useful to the community,' Dean James L. C. Ford of the Montana State university school of journalism, advised newsmen in an address prepared for delivery during the North Dakota Press association convention, April 24-26.

"Dean Ford discussed the editor's struggle for survival.

"He declared that newspapers need not fear competition if editors do a good job."

Dean Ford further on in his speech commented: "It's all true that . . . important or would-be important people, like to make news hard to get."

"But there is no excuse for any kind of iron curtain in our home towns."

(Continued on Page 8)

# THE MILL CITY ENTERPRISE

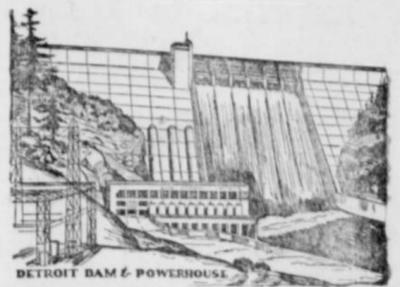
ON THE SCENIC NORTH SANTIAM HIGHWAY — GATEWAY TO THE HEART OF NATURE'S EMPIRE

Vol. VIII—No. 18

MILL CITY, OREGON, THURSDAY, MAY 1, 1952

\$2.50 a Year, 10¢ a Copy

Serving:  
MILL CITY  
DETROIT  
ELKHORN  
GATES  
IDANHA  
LYONS  
MEHAMA  
MONGOLD



Officers of Mill City chapter, Order of Eastern Star, are (front row from left) worthy patron, Wilson Stevens; his daughter and worthy matron, Mrs. Albert Toman; associate matron, Mrs. Floyd Johnson; associate patron, George Huffman; second row: Mrs. Glenn Tinney, Mrs. Bert Morris, Mrs. Oswald Hirtie, Mrs. Walter Kay, Mrs. Verne Shaw, Mrs. William Shuey and Mrs. Mabel Parker; back row: Mrs. Jack Scott, Mrs. Lee Ross, Mrs. Arlo Tuers, Oswald Hirtie, Mrs. Floyd Jones, Mrs. Charles Kelly and Mrs. Edith Mason. (Photo Courtesy The Statesman and Robert Veness)

## Gates Church Receives \$1,000 Contribution

Gates Church of Christ was presented with a \$1,000.00 check Sunday. The money was a gift from the "Men's Ninety-Nine" organization of the Christian churches of Oregon, Loren Swanson, minister of the Gates church announced this week.

Each man in this Christian organization promises he will give at least one dollar for the establishment of a new church. Gates was the second such church receiving a \$1,000 check this year.

Ezra Blehm, president of the "Men's Ninety-Nine" presented the check to Mrs. Olive Barnhardt, the treasurer of the building finances. It is reported that the building is now debt free.

Minister Swanson stated that "The needs are still great to complete the building, but 'God is able to do exceeding abundantly above all that we ask or think . . .'" (Eph. 3:20).

## Examinations Set Gates Post Office

Civil service examinations will be held within the near future for selection of a new postmaster for the Gates post office. Application must be made by May 15.

Applications must be on file with the U. S. Civil Service Commission, Washington 25, D.C., not later than May 15, 1952.

The requirements for this examination are given in detail on the forms obtained at the post office for which this examination is held or from the U. S. Civil Service Commission, Washington 25, D.C.

An earlier announcement stated that the examination for the Gates postmastership will be held in Salem's post office building.

## 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  
Lions Auxiliary 4th Tuesday  
Riders of the Santiam, 1st 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 Rho 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—**  
L.O.O.F. meeting.  
Mill City IWA meeting last Friday  
Farmers Union meeting at Mehama  
Woman's club, 2nd

## Sharron Moore Receives Third Degree Burns

Miss Sharron Moore, age 5, caught her dress on fire and received as a result bad third degree burns on her legs, body and chest. Sharron is the daughter of Mr. and Mrs. Glen Moore of Mill City. The accident occurred Saturday afternoon about 5 p.m.

Sharron is the eldest child of the Moores. She is being treated at her home by Dr. Jack Reid.

## Thornton Speaks To Young Democrats

State Representative Robert Y. Thornton of Tillamook, democratic candidate for attorney general, told Oregon Young Democrats at their convention in Portland Saturday that their organization was the greatest hope for revitalizing democratic government and restoring the two-party system in Oregon.

"Get out and get practical experience. Qualify yourselves by learning how your government operates. Run for your city councils, school boards, water commissions. The legislature needs more young people. Make yourselves effective politically," the Tillamook county legislator said.

Thornton stressed that young women should be encouraged to run for responsible positions. "Healthy government must include women. Senator Wilcox and Representative Neuberger alone had to represent the women's point of view in the last legislature."

He commended past president Walter Dennis on the YD's activity in the recent voters registration campaign.

## Charles E. Smith Buried Sunday

Charles Edgar Smith, 48, a well-known and well-liked resident of the canyon died Thursday evening, April 24, in the Salem Memorial hospital as a result of contusion and laceration of the brain. Smith's fatal injuries came about as he was operating a yarder for the Lee Logging company in this area. Funeral services were conducted at the Weddle funeral home in Stayton, Sunday afternoon, April 27th.

Smith was born June 15, 1903, in Gates, and married Miss Rosalie Boatman, his widow, July 3, 1930, at Salem. Smith was a lifelong resident of that community. His parents were Mr. and Mrs. Grant Smith, and preceded him in death. Close relatives are brothers—Raymond Smith of North Bend; Wilbur Smith of Foster; Robert Smith of Grants Pass; sister: Mrs. Alice Hoeye of Mill City; half-brother: George French of Toledo, O.; sister: Mrs. Edith McCann.

Pallbearers were Elmer Klutke, Oliver Farman Jr., Joseph Boves, George Stewart, Donald Flatman and Len Young. Interment was in the Fairview cemetery, Gates. Mrs. Doris Sheythe was the soloist for the last rites.

Mrs. Smith's relatives attending the funeral from a distance were Mrs. Christine Wyrick, mother, Mrs. William Conneally, sister; William Wyrick, brother; Mrs. Anne Andrews, aunt—all of San Francisco, Calif.; Mr. and Mrs. George McCoy, aunt and uncle of Portland; Mr. and Mrs. Lloyd Hoeye of Cherryville; Mr. and Mrs. Bob White of Newberg; Mr. and Mrs. Vic Meyer of North Bend; and cousins from Sweet Home and Tillamook.

"JOE BEAVER"

By Ed Nofziger



"No, no! You're supposed to prune the trees when they're standing—not when they're on the ground!"

## Mill City P.T.A. Sponsors Movie 'Navajo' May 8

The Mill City P.T.A. takes great pleasure in presenting the film "Navajo" at the Mill City theatre next Thursday, May 8 at the regular time and the prevailing prices, 20c for children 50c for students and 60c for adults.

This movie has received exceptionally fine reviews, and will have special showings to school children from Mari-Linn, Gates, Detroit and Idanha in addition to those in Mill City.

The P.T.A. will particularly appreciate your support of this last fundraising project of the year.

## Toastmistress Club Entertains Guests

Mill City's Toastmistresses used the confines of Mom & Pop's Cafe as their forum for their latest session, Thursday.

Mrs. Sue Mikkelsen was topic mistress and chose childhood books as the topic. Noteworthy is the fact that so many of the speakers chose the same books as their favorites despite their very wide-spread differences in childhood background. Mrs. Edna Ross was the day's toastmistress. Her speakers were Mrs. Gwen Jones, who gave "A report on the convention of Willamette Presbyterian Society" and Mrs. June Miley, who chose the subject, "Words Are Basic Tools".

Cricket Pinkston and Mrs. Irene O'Leary were minute critics; Mrs. O'Leary also was timer. Mrs. Ruby Crosier was evaluator. Guests were Mrs. Aline Steffy, Mrs. Helen Paul, Mrs. Bobby Yates, Miss Daisy Geddes, Mrs. Mabel Nelson and her cousin Mrs. T. C. Agee from Mobile, Ala.

Toastmistress members attending the all-day Saturday convention of the Northwest Regional conference of the International Toastmistress clubs in Salem were Mrs. Edna Hutcheson, Mrs. June Miley, Mrs. Elsie Potter, Mrs. Ruby Crosier, Mrs. Gwen Jones and Mrs. Gay Savage. Mrs. Pat Wingo and Mrs. Vera Hathaway took part in the Sunday night banquet held as a part of the conference. Present for the Sunday conference were Mrs. Edna Hutcheson, Mrs. June Miley, Mrs. Gwen Jones, Mrs. Elsie Potter, Mrs. Louise Palmer and Mrs. Pat Wingo.

Council No. 3, of which Mill City is a part, provided the table decorations and favors for the breakfast session. Mill City created the centerpiece. Mrs. Gay Savage built a replica of Detroit dam.

## Detroit High School Presents Comedy

A bright comedy, "We Suck the Family Tree" presented by students of the Detroit high school takes the stage of the school gymnasium, May 2, at 8 p.m.

The plot concerns young Hildegard Dolson who is desperately determined to get a date to a big dance. Hildegard's frantic efforts are abetted by her mother who arranges a date with Freddie Shermer, son of the local banker.

Unfortunately, Freddie's old-fashioned mother makes him wear knickers (!) so Hildegard again starts manuevers—this time just the opposite of her former bent. Freddie, himself, solves the situation, but in so doing, shakes the family tree.

## Cemetery Removal Bids For Detroit Called

The Portland District, Corps of Engineers, has invited bids for the removal of bodies and remains from eight or more graves in the Detroit Reservoir project and reinterment in Fairview cemetery in the Detroit area.

Col. Thomas H. Lipscomb, Portland district engineer, said the bids would be opened in his office at 2 p.m., May 9, and that award of contract would be made as a whole to one bidder. Completion is 30 calendar days.

Bids are being invited under invitation No. CIVENG-35-026-52-196.

## Free Methodist Church Announces Revival

Rev. C. O. Tremain, of the Mill City Free Methodist church announced this week that his church will conduct revival services during the period April 28 to May 11.

Rev. W. H. McCormick will be the principal speaker and singer. Services will be held each evening starting at 7:30 p.m. There will be, however, no services Saturday nights.

## School Band Wins Honors

The Mill City high school band, under the direction of Earl W. Loucks, received a "two" rating in the "Class D" band competition in Kelly Junior high school building in Eugene. The bands were rated according to instrumentation, intonation, discipline on stage and selection. A "one" is the highest grade possible. The Mill City group also was given an excellent grade in sight-reading. Each band played three numbers—a march—for warm-up, bandmembers' choice, and the required overture. The Mill City band played "The Footlifter", "Allan-a-Dale", "Olympia," in that order. "Olympia" was the required number.

The senior band has 28 members, as follows, flute, Denny Sheythe; piccolo, Sharon Gibson; clarinet, Vera Loucks, Yvonne Dart, Denny Podrabsky, and Barbara Podrabsky; trumpets, Gary Peterson, Philip Goble, Truman Jones, and Delmer Skillings; tenor saxophone, Richard Verbeck; alto saxophone, Lyle Fleetwood; baritone, Dale Andreasen; E flat sousaphone, Dick Sverson; B flat sousaphone, Roy Podrabsky; percussion, JoAnne Leach, Larry Harrington, Rosalie Bassett, Anthony Berry, Sharon Hagen, and Norma Downer; trombones, Harold Kilever, Maurie Bassett, Donald Nesbitt, and Bruce Thomas; French horns, Dale Walczak and Ralph Jull. The first name in each section is the first chair player.

Special mention on the adjudicator's sheet was made of the tone and beauty of student director Gary Peterson's trumpet solo in the "Olympia" overture. Judges complimented the trombone, sousaphone, and percussion sections.

The junior band also made the trip as assistants and observers.

## Construction Work To Go On Fast Time

The Consolidated Builders Inc. announced today that they will go on daylight saving time effective next Sunday morning according to a memorandum distributed from the office of J. O. Murray, personnel director.

The memorandum reads as follows: "In order to conform with the time that has been established in Portland and other localities, the Detroit dam project will work on daylight saving time.

"Accordingly, we wish to advise all employees that Sunday morning, May 4, 1952, at 8:01 a.m., time on the Detroit dam project will be changed FROM standard time to DAYLIGHT SAVING time.

"Employees working on the graveyard shift Saturday, May 3, will finish their work at 8:00 a.m. Standard time. "Maintenance employees required to work on Sunday, May 4, will report for work at 8:00 a.m. Standard time."

## Local Softball Club Meets Salem Teams

Kelly Lumber Sales softball team has scheduled games for Mill City's lighted field, Allen Field, with two outstanding teams from Salem. Friday, May 2, Kellys will play the Randle Oil team. The roster of the Oilers includes stars like pitcher "Wimpy" Carver and Warner Miller.

This is the first meeting of the season between these teams and should provide local fans with a full evening's softball entertainment.

Salem Merchants softballers, with their Don Vandervant, appear here again Friday, May 9. This will be the third meeting for these teams. In the two previous encounters, Kelly's won the first 3 to 1 and lost the other 12 to 7.

Both of these games will be double-headers with the first game starting at 7 p.m.

## Miss Bratzel Will Speak To Idanha Woman May 7

Hattie Bratzel, Salem attorney, will speak to the Idanha Women's club on Wednesday, May 7, at 7:30 p.m. Miss Bratzel will show films of European countries and offer an accompanying commentary for the colored pictures.

These films were taken by Miss Bratzel when she was in Europe as official court reporter for the Nurnberg War Crimes Trials in Germany.

The young attorney, in addition to her Salem practice, is also a legal advisor to the Oregon State Civil Defense agency. She has been associated with the legal profession for 26 years and studied law at Willamette and Northwestern colleges.