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Former Lyons Man Killed in Cycle Crash

Donald Edward Gould, 35, of Chico, Calif., who was killed in a motorcycle accident Sunday near Ashland, was a former resident of Lyons.

Donald went to school at Mari-Linn when the family lived in Lyons about 15 years ago. His father was pastor of the Assembly of God Church.

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Ph. 859-2717 Home Ph. 897-2753
Rt. 1, Box 37 Lyons, Oregon

DETROIT IDANHA

By Boots Champion

Lewanne Stevens chairman of the Buck a Cup, Brace a Child campaign says she is more than pleased with the response in the area. She said: "for no longer than we had the buttons in this area, we collected \$114. I would like to thank all the business houses who helped out in selling the buttons and also my co-worker, Mrs. Rex Lucas, now that BAC has been tried in Oregon, maybe we can do even better next year."

The Woman's Civic club will hold their regular meeting of the month April 7 at 8 p. m. at Detroit City Hall. Included in the evening's program will be election of officers for the ensuing year, and a discussion on the annual spring luncheon in April. Heading the luncheon committee is Mrs. Jules Hill. Hostesses will be Mrs. Phyllis Hill, Mrs. Myrna Ketchum and Mrs. Tina Michaelson.

Mr. and Mrs. David P. Weaver of Idanha are receiving felicitations on the birth of a son, born March 28 at a Salem hospital.

The social room of the Idanha Fire hall will be the setting for a no-host potluck luncheon April 6 at 10:30 a. m. when members of the Home Extension unit meet. The program will include nominations of officers for the coming year and a talk by Loretta Adams on "Food Preservation."

Mrs. June Mennis, president of the Unit, will give a talk on new traffic laws now pending in the state legislature.

Mr. and Mrs. Sam Cimino, Detroit, announced this week that arrangements have now been completed for the purchase of the former Wally Rhoads home on Detroit Ave.

Mr. and Mrs. Lee Luton and family who came here about two years ago were in the process of purchasing the property. They are now making preparations to move to Lebanon where Mr. Luton is currently employed. The family includes seven children. The Ciminos, who are residing in an apartment said Sunday they did not plan to move into the home at the present time.

Word was received here this week that Melba Dallaire, Salem, who recently underwent open heart surgery is progressing nicely. If her condition continues to improve she expects to be released from the hospital in a day or two. She plans to recuperate at the home of her brother and sister-in-law, Mr. and Mrs. Frank Gebring, 211 June St., Hood River, following her release from the hospital.

New Parent Teachers Club officers elected at a recent meeting of the Club are, Mrs. Dorothy Williamson, president;

Believe the Bible have faith in God, Follow the same path that our fathers have trod.

It was written my brother for the ones that lived them. It means the same to us as it meant to them.

Don't add to the Bible take nothing away It was written my brother for the believer today.

It was the same for the ones in that corinthian town, It is the same for the people wherever faith is found.

We are all here together and we all know God's way, I am telling you friends we'll see Jesus some day

Some day we'll see Jesus in a cloud in the sky, Hear the Archangel shout for this earth it's goodbye.

The Archangel's shout is exceedingly loud, We'll be caught up to meet Jesus in that beautiful cloud.

We'll be gathered together in that Paradise above, With the Saints of all ages and God's everlasting love.

HUGH DURALL

Recent guests at the Marion Forks home of Mr. and Mrs. Ned Abrams were Mr. and Mrs. Ervin Botts and family of Enterprise. Mr. Botts, a State Highway Dept. employee, was called to the Upper North Santiam Canyon in 1964 following the disastrous flood. He and his family resided at Detroit for about a year.

A group of "Young People" of the Idanha Community Church viewed the Billy Graham film "To A Penny" Friday evening at a Salem theatre. Another group of the "Young People" viewed the film on Sunday afternoon.

Sunday dinner guests at the home of Rev. and Mrs. Harold Roth and family were Mrs. Roth's mother, Mrs. Frances Richards, and Mrs. Roth's aunt, Mrs. George Higly and son Vaughn of Canby.

Visiting at the Detroit home of Mr. and Mrs. Vincent Drago this week, are Mrs. Drago's parents, Mr. and Mrs. Marvin Starry of Murtaugh, Idaho.

If you wondered where all of those loud booms (stump removal) were coming from this week, they were coming from Detroit Lake State Park, where preliminary work is being done for the construction of Boat Docks.

If the number following your name on The Enterprise label reads 4-71 it's time to send a check for renewal.

Survey Shows Newspapers Ahead of Other Media For Advertising Results

Newsletters, real estate, drug stores, hardware and variety items.

He expresses no preference paper for information on recreation and entertainment. He expresses no preference between weekly and dailies for other merchandise, supplies and services.

First In Advertising Preference

Newspapers are far and away the first selection of Oregonians for information on merchants' advertising. Sixtyseven per cent agreed that they turned first to newspapers as the most influential advertising media. Television was named second with 22 per cent calling it influential, magazines were named by 6 per cent for third place and radio came in last with only 5 per cent.

First In News

The average Oregonian is interested primarily in local news about the people he knows in his home town. He turns to his local weekly newspaper first for this information.

Far and away the leader in this category is the local weekly newspaper, which drew 56 per cent of the readers' attention. Daily newspaper pulled 6 per cent, and 38 per cent of the readers indicated they read both daily and weekly papers for this information.

Weeklies and dailies broke about even in readership interest in editorials and opinion, each getting about 25 per cent of the readers indicated no preference.

Dailies, better geared for state and national news, ran heavier in reader interest in those categories.

Readers turn first to their local weekly newspaper for information on advertising. Weeklies drew 37 percent of the interest, dailies drew 16 per cent and 47 per cent of the readers expressed no preference or read both.

Weeklies were far ahead of the dailies in farm readership, drawing 46 per cent to the dailies 22 per cent. Dailies ran ahead in preference for women's news and sports, mainly because they covered these categories in broader scope for state and national news.

What does a reader seek in advertising information? By far the most important

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Results of the computations were released last week by PSU after final analysis by the PSU computer. The survey was independently conducted by Portland State University with no involvement by newspapers or other news or advertising media other than permitting the use of their circulation lists as a means of contacting persons for the survey.

Median Household

The median Oregonian has a household of three to four persons, earns an annual income of \$9,500 and reads two newspapers, his hometown weekly and another newspaper.

He seeks first from his local weekly information on food, farm equipment and supplies, building materials, insurance,

banking, real estate, drug stores, hardware and variety items.

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to him is price information. Choices of items ran second, human interest rated third, and brevity of message ranked fourth. Least important was a full description and information about the product, indicating that readers are familiar with most merchandise offered.

The Average Reader?

The average newspaper reader reports that the median family size is 3 persons, that the age distribution of family members is almost identical to the state census data with 53 per cent under age 35 and 42 per cent age 35 or over.

Eighty-eight per cent own their own homes and 2/3 live in a city or populated area. Only 31 per cent live on farms.

How much money does the average Oregonian make. Over 45 per cent say they have an income of over \$10,000. Nineteen per cent have less than \$5,000, 11 per cent between \$5,000 and \$7,000, 16 per cent between \$7,000 and \$9,000, 4 per cent between \$9,000 and \$10,000. The median income for the average Oregon family is \$9,500.

Sixty-three per cent indicated the family income was earned by 1 person, 37 per cent by more than 1 person.

The average Oregonian reads 2 newspapers—his own hometown paper first, as well as one other newspaper.

Further compilations yet to be received from Portland State University will give answers to a number of questions in this and other categories of Empire Builder readers.

Weeklies Read Longer

In reply to the question, "How many days do you keep your newspapers?" it was learned that a weekly is kept for 4 days of reading while a daily is kept only 36 to 48 hours.

A majority of newspaper readers spend up to 30 minutes reading their weekly or daily. Weeklies hit 55 per cent readers spent more than 30 minutes for a first reading, but weeklies are kept longer and read more frequently meanwhile.

Readership response to the survey varied from newspaper to newspaper in the state. To keep the PSU survey equal among all papers, a straight 15 per cent of the circulation in responses was computed.

This, according to PSU computer specialists, gave an almost exact response in all categories of the questionnaire. Replies in excess of the 15 per cent for individual papers were not included in computations in order that the survey would more exactly represent readers' opinion throughout the state.

THE MILL CITY ENTERPRISE
P. O. Box 348 Phone 897-2772 Mill City, Ore. 97360
Published at Mill City, Marion County, Ore. every Thursday
Entered as Second Class Mail Matter at the Postoffice at Mill City, Oregon, under the act of Congress of March 3, 1879.
The Mill City Enterprise assumes no financial responsibility for errors in advertisements. It will, however, reprint without charge or cancel the charge for that portion of an advertisement which is in error if The Enterprise is at fault.
An independent newspaper, dedicated to the development of the timber industry and agriculture in this area.

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Oregon Newspaper Publishers Association

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THE MIGHTY SWINGER



TAPPING THE HILL

Federal trust fund receipts grew more than twice as fast as general fund revenues in the past ten years.

The 14 major funds—which include those for Social Security, federal highways, and government employee pensions and insurance—rose by 210 percent, from \$19 billion to \$59 billion in this period, while the general fund revenues rose only 88 percent, or from \$76 to \$143 billion.

Inclusion of the funds' receipts and expenditures in the unified Federal budget tends to obscure a true picture since a fund surplus obviously can be used to help offset a general fund deficit. For example, in 1970 a \$13 billion Federal deficit was cut to \$2.9 billion by shifting a \$10 billion trust fund surplus.

Bookkeeping transfers may make things look better but they don't help the overburdened taxpayers.



It's time that we slice the budget deficit with a razor-sharp knife rather than try to do the job with the stroke of a pen!

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