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**THE MILL CITY ENTERPRISE**  
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 DON W. MOFFATT Editor-Publisher

**Up and Down  
 The Avenue**  
 By Don Moffatt

Every once in a while we get the  
 idea that we're making all the mis-  
 takes made in newspapers. Then we  
 run into a dinger like the one we  
 found not too long ago in a trade mag-  
 azine, called Circulation Management.  
 We'll quote the little gem as it ap-  
 peared: "The Mill City Enterprise,  
 Gresham, Oregon, was purchased by  
 Don Peterson from Don Moffatt."  
 Oh, boy, how wrong can one get.

Last Wednesday, after going to  
 press, a couple from a nearby com-  
 munity came into the office and got  
 talking to Perry. He's the man who  
 does the work around this establish-  
 ment. They were inquiring about a  
 place to rent and had anticipated  
 moving into our city. In the course of  
 the conversation it was learned that  
 they wanted their children to come  
 to school here. That, indeed, is a  
 compliment to Mill City's ever-grow-  
 ing school system. In our way of  
 thinking a good school is one of the  
 main springs of any community, and a  
 progressive community should always  
 be endeavoring to better the schools  
 for their children. In this day and  
 age, a good education is a must. It  
 is impossible to class the education  
 we got when we were young, as ad-  
 equate in the modern world. No child  
 can have too much education, as far  
 as we're concerned, and the school  
 that gives the student the best all-  
 around education is one which is  
 doing the most to give the student  
 the necessary background for ad-  
 vanced college training.

There certainly is a splendid oppor-

tunity in Mill City for some up and  
 coming young dentist. Dub Stewart  
 told us recently that the forenoon  
 he went to another town to have his  
 dental work done, the entire morn-  
 ing's appointments were made up of  
 people from Mill City. Seems some-  
 thing could be done to encourage a  
 dentist. Doc Reid said too, another  
 M. D. would be all right. It is quite  
 a load on any man to be on call 24-  
 hours a day in an area as large as this  
 one.

The question of a contest for a  
 beautification program for Mill City  
 has been brought to us. It's a good  
 idea, and is something for the gar-  
 den club to work on. Prizes could be  
 given for the most improvement of  
 property, the best gardens, and the  
 best kept lawns. I'm sure any group  
 sponsoring this could get the support  
 from merchants and clubs in town  
 for a program of this kind.

I was reading some "goop" that  
 came through the mail this weekend  
 and from this source the average A-  
 merican family owes about \$6,000 on  
 the national debt. Hope they don't  
 try to collect my share from me now.  
 Mortgages on home and other obliga-  
 tions for the average family is \$2-  
 900. The two sums make quite a  
 chunk.

Bob Veness should be congratulated  
 on getting the upper hand on a "noise  
 makers" in the theatre. For awhile  
 it sounded like a boiler factory. Things  
 are now under control and it is a  
 pleasure to go to the movies once  
 again.

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**Learn To Take It Easy**  
 For some years now the nation has  
 witnessed the sad result of super-  
 speed on the rural highways in super-  
 accidents they cause. Deaths have  
 mounted in rural areas consistently  
 in urban sections fatalities have re-  
 mained at about the same levels or de-  
 clined.

The only valid reason seems to be  
 that motorists, who are definitely  
 definitely not "super-drivers" and  
 therefore cannot control the "super-  
 speeds" of their vehicles, are having

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But fear of an accident alone won't  
 reduce the death toll. When the  
 average driver is deterred from travel-  
 ing at excessive speeds because he  
 alone fears loss of his driving license  
 or severe punishment in the courts  
 for his major offense against pub-  
 lic safety, general improvement in  
 the rural accident situation can be  
 hoped for, according to Mr. Boate.  
 Now, he adds, too many drivers "go  
 along" in the tide of speeders and  
 are carried beyond their depth in the  
 perilous moments of split-second  
 emergencies. So if you want to live  
 slow down.

**Never --**  
**a Dull Moment**  
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**Ramage's**



**TOMORROW'S HEADLINES ?**

If you picked up your paper tomorrow and read that disaster had  
 wiped out the state of Kansas, killing 40,000 people, injuring every one of  
 the state's 1,905,299 population and causing a property and economic loss  
 of about \$4,000,000,000, it would be a national calamity.

But when that disaster comes day by day—killing hundreds, injuring  
 thousands every day, year in and year out—the impact is lost because it  
 didn't happen all in a sudden flash. That, however, is the annual toll of  
 highway deaths and injuries and economic loss. 40,000 killed; 2,000,000  
 injured; cost \$4,000,000,000—in a single year.

This greatest U. S. tragedy is caused mainly by reckless, speeding  
 and drunken drivers, riding their super-powered cars over the nation's  
 highways and byways. Clear skies and straight dry roads are the setting  
 for three out of four fatal accidents. Week-ends and holidays are the times  
 of greatest danger—highest casualty lists. *Saturday is the most dangerous  
 day.* Drivers in an alcoholic haze are a major factor in swelling the mount-  
 ing death toll.

What can be done about it? Slow down! Thirteen states with speed  
 limits of 50 miles or less had but 26 per cent of the deaths and the rate  
 declined 18 per cent in one year. If that decline had been nationwide,  
 nearly 12,000 lives would have been saved, 600,000 less injuries.

Slow down! **SLOW DOWN!** Keep your name off the casualty list.



**SLOW DOWN—LIVES ARE IN YOUR HANDS!**

**THE MILL CITY ENTERPRISE**