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**THE MILL CITY
 ENTERPRISE**
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**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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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



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