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 EVENINGS



Pleasant Valley dam, one of the two huge projects included in \$210,000,000 power development planned for middle Snake river, will be the third highest dam of its type in the entire world. Its giant concrete arch will tower 2½ times

the height of the 16-story Public Service building, the tallest building in the state of Oregon. The 1,446,000-kilowatt power project also will set several other world marks.

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**Editor's Letter Box**

The following letter was received this week from Mrs. Ken Crosier. As it contains news of many former residents, we are printing it here-with:

Dear Mr. Moffatt:  
 We didn't even get settled in California before Ken was transferred to Idaho Falls as safety engineer for Kaiser Engineers. They are doing some building for the Atomic Energy commission.

The housing situation is terrific here but Ken finally talked a man into renting to us instead of trying to sell the house.

We had a very nice trip up from California. We saw June Miley in Redlands and the George Steffy's in Las Vegas. They are all fine. The Jack Murrays, M. L. Fultons, Doug Allens, Harney Hautalas and Bill Teal are on this job here and the Hurds are coming from North Dakota.

The James Bartons are on the Ontario, Calif. job. A note from Grace Hoffman stated that Russell was on a trip to Greenland for the Guy F. Atkinson company and that JoAnn was attending the University of Washington in Seattle. They are still living in Milbrae, Calif.

There are lots of beautiful drives out of Idaho Falls. One Sunday we drove through Yellowstone National park and then back through the Jackson Hole country. The Tetons are truly beautiful and so is Zion National Park in Utah.

Our Mill City Enterprise doesn't seem to be following us here. We didn't receive the October 6th issue or any since that time.  
 Say hello to our friends in Mill City for us.—Ruby and Ken Crosier.

**MILL CITY HI-LIGHTS**

**Harold Kliewer Junior**  
 Everyone, or should I say just above everybody got caught up on loss of sleep and back school work during our five-day vacation. It was really hard getting up early Monday morning.

The Lettermen took in a total of \$207, when they took in several loads of scrap metal Tuesday to Portland. They picked up about six tons, \$179 in metal and \$28 for batteries and radiators. Another load is about ready for Portland. We are doing better than we thought we would.

The Senior class is giving a play, "Time Out for Ginger." This play was given on television and was enjoyed by everyone. The play will be given Friday, November 28, at 8 p. m. at the high school auditorium. Mrs. Boak is doing a fine job in directing the play. We hope everyone will attend.

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DON W. MOFFATT Editor-Publisher

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 Try a For Sale ad in  
 The Mill City Enterprise

# A special message to truck drivers' wives

from your Ford Dealer . . .

This year, everybody is talking about *safety* in automobiles. And with good reason. The hazards of the road take more American lives every year than we lost in the whole Korean war.

So important things are being done to make cars safer.

But— isn't safety even more important in trucks?

If safety is important to the man who drives a car a few hours a day, isn't it even more important to the man (and his family) who drives a truck for a living?

We think it is

And we think you wives think it is. That's why we believe you'll be vitally interested in what Ford has done to make driving a truck safer for your husband.

Ford has taken the lead in safety with not just one, but a whole family of new safety features for America's trucks and cars.

What are these features that could be so important to you?

**1. Lifeguard Steering Wheel**



Ford's exclusive Lifeguard truck steering wheel is built in such a way that, in case of accident, it helps protect the driver from any contact with the steering post. This kind of "deep-center" steering wheel actually acts as a cushion in case of accidents.

**2. Lifeguard Door Latches**

Ford's Lifeguard door latches have a new "double grip" type construction. Their extra holding strength gives added protection against doors flying open in the event of an accident . . . to help keep the driver in the truck where he's twice as safe.

**3. Seat Belts**

You've read a lot about seat belts. You probably know that the Accident Research Center at Cornell University, the American College of

Surgeons and many other groups strongly urge that every owner equip his vehicle with seat belts. Studies prove that in about one-half of all accidents, injuries could be avoided or reduced by the use of seat belts.

Ford is the first truck manufacturer to make seat belts available (at low extra cost, for both new and used trucks).

In case of an accident, or sudden stop, a Ford Seat Belt holds the driver firmly in the seat. This greatly cuts down the chances of serious injury.

And remember—it isn't necessary to be driving fast to be seriously injured or thrown out of the truck in case of an accident. A sizable percentage of injuries of this kind occur at speeds of only 30 or even 25 miles per hour. (If your dealer happens to be out of seat belts temporarily, please be patient. He will have them shortly.)



**4. Tubeless Tires**

This year, tubeless tires are standard equipment on every Ford Truck. Tubeless tires do not prevent punctures. But they do help to prevent many blowouts. When a puncture occurs in a tubeless tire, the air is apt to escape very slowly. The driver has a greater chance to slow down and stop safely.

**5. Power Brakes**

What we call vacuum-boosted power brakes make it possible for the driver to apply a lot more force to the brakes, faster and easier. This makes it possible to stop faster in emergencies. Power brakes are standard or available on every '56 Ford Truck.

**6. High Visibility**

A better view of the road—in front, behind and to the sides—can help the driver to spot trouble before it happens. A full-wrap windshield is standard on the new Ford Trucks for '56. The standard rear window is the widest on any truck . . . and a new full-wrap rear window is available at slight extra cost. All told, a new Ford Truck gives the driver one of the greatest all-around glass areas of any truck.

**7. Reserve Power**

A "slowpoke" truck can be a threat to highway safety—it is a stumbling block in the path of other traffic. Trucks should have enough power to keep up with the traffic stream. And they should have enough reserve power to pull out of emergency situations. So you will be interested to know that the new Ford Trucks for '56 have power increases up to 26%, to make sure drivers have all the reserve power they are ever likely to need.

Why should any man who drives a truck for a living take chances, needless chances, by not taking advantage of every available safety device?

To repeat—if safety is important to a man who drives a car once in a while, isn't it far more important to the man who drives a truck all day, for a living?

When a man drives a '56 Ford Truck—from Pickup to tandem-axle Bc. job—he and his family have this peace of mind. They know he's driving a truck that gives him the added protection of exclusive Lifeguard safety features.

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