

FULL SPEED AHEAD FOR *Victory!*



IS THE SLOGAN OF THE MEMBERS AND MANAGEMENT OF THE Fruitland Canning Association, Inc.

This fact is evidenced by that firm winning the War Food Administrations "A" Award. This award is made by an outstanding record on the part of the Fruitland Canning Association in furnishing food for the men who are now fighting our battles on the many fronts throughout the world. The award is also a testimonial to the workers in the plant as well as the farmers who produced the crops which have gone into the well known brands produced by the Fruitland concern.



PAYETTE BUSINESSMEN PAY A TRIBUTE TO THE FRUITLAND CANNING ASSOCIATION

Payette takes pride in the fact that the Fruitland Cannery has gone all out to do its duty in a time of national peril and doing its duty to the servicemen. Businessmen of Payette are proud of the Fruitland Canning Association's record and the excellent "Black Canyon" and "Western Pride" corn which goes to the far corners of the world in the fight for freedom.

To the Fruitland Canning Association, we, the undersigned Payette businessmen extend—CONGRATULATIONS

FARBER'S DEPT. STORE
HANIGAN CHEVROLET CO.
B. F. McCARROLL
SPAULDING HARDWARE
COLPIN PHARMACY
BEN FRANKLIN STORE
McCREA SHEET METAL & PLG. CO.

FITCH REALTY CO.
BUY-RITE I. G. A. STORE
HARKINS VARIETY
GEM STATE BAKERY
J. C. PENNEY CO.
CITY MEAT MARKET
SUPERIOR GROCERY
IDAHO POWER CO.

SEDLMAYER DRUG
QUALITY GROCERY
McCLUER MANSER MOTOR CO.
KEITH K. ANDERSON
BEAMGUARD DRY CLEANERS
GEM ELECTRIC CO.
FIRST SECURITY BANK OF IDAHO