

# Independent-Enterprise

A consolidation of the Payette Independent and the Payette Enterprise

An Independent Newspaper Published Every Thursday Entered as second-class matter at the postoffice at Payette, Idaho

Idaho's Outstanding Weekly Newspaper For 1940

SUBSCRIPTION RATES: In Payette, Washington and Gem counties, Idaho, and Malheur county, Oregon, \$2.00 per year; \$1.25 for six months. Outside these counties, \$2.50 per year.

GEO. L. WHORTON ..... Editor and Publisher

National Advertising Representative

NEWSPAPER ADVERTISING SERVICE, INC.

(an affiliate of the

N. A. S.

National Editorial Association)

Serving America's Advertisers and the Home Town Newspapers

188 W. Randolph — Chicago 1, Ill. • OFFICES • Holbrook Bldg., San Francisco, Cal.

## Help Prevent Fires—

In war time particularly, the observance of Fire Prevention Week, Oct. 8 to 14 should have special significance because in these days much of the material and equipment destroyed by fire cannot be replaced.

Therefore, all of us should take the time to impress upon our minds and actually take the precautions against fire urged by the sponsors of the observance.

Fire at this time is an ally of the Axis. We will be doing a large part in the war effort if we can help prevent damaging fires no matter how small.

## Our Sincere Thanks

Men who work long in lines of public service are bound to experience periods of discouragement; times when because of some unwitting criticism or indifference when they feel that their unselfish efforts for the public improvement and good have been misunderstood or have gone unappreciated. And to those who have experienced the feeling there is nothing that cuts deeper into the human heart than evident unappreciation for one's unselfish efforts. Shakespeare expressed the thought when he had King Lear say "How sharper than a serpent's tooth it is to have a thankless child."

Fortunately, however, these discouraging times are less impressive than occasions such as was held at the Kiwanis meeting Tuesday noon when the publisher of the Independent-Enterprise was paid a compliment by the speaker, G. L. Stanton, advertising manager for the Idaho Power company. It was a token to show that an outstanding group of men do appreciate what the publisher in his humble way is trying to accomplish for the Payette community. It made him forget many of the heartaches of the past and inspired him to carry on with renewed energy for bigger and better things in the future.

Therefore, gentlemen of the Kiwanis club, you have his deepest and sincerest thanks.

## Maybe We're Blind

Manpower officials from Denver were in Preston last week arranging for the recruiting of more workers for strategic defense work on the coast. In line with this same program by which quotas have been set up for fulfilling this call for essential industries, the director of manpower in a neighboring state threatens to draft workers from retail stores.

If Preston is similar to other agricultural areas, and we think it is, these recruiters must be possessed upon their arrival here of the new process of extracting blood from a turnip. In looking around Preston and upon the farms, seeing responsible positions being held by school children, women and old men, we would like to know just who the informant was that led the manpower officials to believe that we have any surplus labor, essential or otherwise. In fact, in our way of thinking, and most any native will agree, that the civilian economy of our own county is on the breaking point. Just one more straw is about all we need to break the camel's back.—Preston Citizen.

## On Freedom Of The Press

Few stories have caused so much discussion among the craft as the one by weekly newspaper publisher Robert E. Harlow, "A Free Press Doesn't Pay in My Town," which appeared in a national magazine.

It would be distressing indeed to believe that, as Mr. Harlow declares, there is no such thing as freedom of the press for small-town publishers; that country editors are a weak wishy-washy and compromising lot; that every item going into the local paper is written with one eye on the cash book.

Yet every editor of small-town experience knows that he must temper editorial justice with mercy. There are many items, in what might be termed the gossipy, picaresque class, which carry a lot of color and local interest, but which a wise editor deems advisable to pass over. Not that the press has any desire to shield or uphold the parties involved in wrongdoing but because publication of the item might do more harm than good, might hurt or embarrass other and innocent people.

But where important issues and basic principles are concerned, we believe the rural press is and will ever remain a bulwark of freedom. At least, it has been the policy of this tiny segment of the American rural press not to hesitate to take definite, clear-cut stands on fundamental matters—stands which may not, at the moment, be popular or profitable, but which we have thoughtfully considered and believe to be right. And, in the long run, such a policy hasn't done us any harm.

Mr. Harlow's article is, nevertheless a delight. Many of the situations he so interestingly describes are not exactly new to us. The article, afforded the Herald staff a good many hearty chuckles. Readers, no doubt, also will find it entertaining.—Sykesville (Md.) Herald.

## What About Reconversion?

You know how we run a word to death. Well, the present fad is for the word "reconversion." It is a good thought-provoking word—but there is one meaning of it which has not been properly discussed, and which is even more important than business reconversions.

It is the reconversion, not of man power, but of mental power, of unity power. The force that backs our fighting men is not merely force of arms. It is the force of coordinated thought. It is practical working together.

We have learned in war how important it is to put aside our personal preferences and to do a job that is in the common interest. Are we, when the war is over, going to forget our hard learned lesson and slump back into a selfish way of life? Are we going to scrap the plant we have built, the cooperative machine that did the job? Are we going to revert to bickering

among ourselves?

Why cannot we reconvert this moral force and carry on our crusade? All we need to do is to change the objective of our war—to fight conditions, not men.

We have had a man-power shortage because we had to produce so many weapons of destruction. Cannot we, if we turn the same energy to effect, have full employment producing those things which make life more enjoyable?

Instead of building the paraphernalia of war, cannot we build homes? If we fought slum conditions, poverty and disease with one tenth of the energy we have put into fighting people, we would destroy our olden enemy and assure the future for those who follow. We have worked hard to make our soldiers healthy and strong—to face death and mutilation. Cannot we work as hard to make our children healthy and strong, to wipe out the plagues of disease?

When in forums, my audience expresses concern about the problem of peace. I ask how many are doing community war work. Most of them are. Then I ask how many gave as much time to their community in peace. The silence is awful. However, there was a man once who broke it by saying, "We get it."

Reconvert to peace by all means—but do a complete job with the same energy used in war. Can't you see what a Utopia America could become? And we could bring it about!—Ex.

## IDAHO THE NEW FRONTIER

PACIFIC BASIN OPPORTUNITIES

By GOV. C. A. BOTTOLFSEN

Any theory that America must return to an "economy" of scarcity such as was current just before the war can be dashed against the fact that while we destroyed foodstuffs, millions starved in the Orient. With the return of peace, which implies the removal of Japan as a major economic factor in the far east, there will be opened the largest market the world has ever known—the Pacific Basin. The ocean of a million islands washes the shore of a continent where the population is numbered in hundreds of millions.

Trade arises, not from the mere filling of human need, but in attempting to satisfy human wants as well. While China was disinclined by language barriers, lacking in modern transport and a huge percentage of her population had never seen a screw driver, she was a poor market for Western Civilization goods. United by the force of a common enemy, language barriers erased and simplified by forced migrations and co-mingling of her population, and shown the mechanics of civilization by radio, motor and air transport, China is a market for everything needed to convert her from primitive to modern industry. India is another possibility, but as yet without the necessary unification.

The original "Yankee Traders" catered only to the luxury goods, going and coming, in the days of the windjamming clippers. As little as possible was done to disturb the ancient order of things. Now, not only luxuries, but ordinary needs are the possibility, and the ancient order has been completely uprooted by the Japanese invasion. It has always been thought that the Chinese were inferior as to mechanical abilities, or as to courage to venture, but these ancient myths have been exploded by the Chinese themselves in this war.

Our merchant marine was inadequate to maintain or to open any new fields of trade before the war; we now probably outrank the total of all other nations. Our navy in blueprint was no protection to foreign trade, as witness the Panay incident. Now, our navy is a globe encircling power.

Idaho is directly in line to share

in Pacific Basin trading, astride the northern half of the continental U. S. route there, admirably supplied with the raw products which Pacific Coast industries will have to have. Both light metals and steel will be available on the Western slope for the first time in history, and trade is built around metals.

War, economic, and other interests will be centered in the Pacific upon the collapse of Germany. Our own sons will have a first hand conception of Asiatic conditions to apply to our industrial conversion. The development and expansion of Alaska as a step in national security, as well as the myriad island bases, will be pri-

## Floyd A. Randall Auctioneer



Experienced - Reliable  
No Sale Too Large  
No Sale Too Small  
Service free to all civic organizations.  
Farm Sales A Specialty  
I will appreciate your business.  
Write Payette Rt. 2

marily outfitted from the Pacific northwest, secondarily from California, to both of which markets Idaho has favorable competitive outlets.

The Pacific Basin will be the future world's bazaar for economic goods. Idaho has the materials and the outlets to enter the bazaar, and our country will undoubtedly share heavily in its outfitting. Trade that has been oriented toward the east and the Atlantic basin will be diverted and developed in the Pacific—the ocean of the future.

## COTTON GOODS WILL BE "TIGHT"

The supply of cotton goods is "tighter" now than it has been any time during the war and is expected to remain "tight" for from one to two years after the collapse of Germany, the Office of War Information reports, on the basis of facts supplied by the War Production Board and the Foreign Economic Administration. Production is insufficient to meet military and civilian demands, and the market is short in basic types of cotton fabrics used in low-cost

garments. The Pacific war will require more cotton as the basic military clothing staple, whereas wool has been heavily used in Europe. Cotton fabrics such as certain denims and chambrays will continue to be needed by the military, and cotton duck is now on the urgent list. During the first six months after the fall of Germany the United Nations Relief and Rehabilitation Administration is expected to ask for 200 million yards of cotton textiles, and the Food Industry must depend upon cotton larding due to a shortage of lard from India.



## PLEASE DON'T FORGET About My Eyes!

"I KNOW you older folks are busier than you ever were before. But I've only got the one pair of eyes—and if you don't help me take care of them, you and I may both regret it some day."

It's a fact that many people are too busy—and too worried to take the simple precautions that help conserve precious eyesight. Here are four easy rules anyone can follow.



1 Do all reading, studying, sewing, or game-playing close to a good light source, preferably a modern reading lamp.



2 Avoid glare from bare bulbs. Don't sit facing the light. Glare strains eyes.



3 Avoid shadows. Make sure you have good light directly on your book or work. Shadows strain eyes.



4 Have eyes examined regularly. If eyes are defective, vision can be greatly helped with proper glasses.

When the war is over we are all going to have Better Light for Better Sight. In the meantime, let's conserve both eyesight and light. Take care of your eyes, but don't waste light.

IDAHO POWER  
A CITIZEN WHEREVER IT SERVES

## Have a Coca-Cola = Eat, drink and enjoy yourself



... or adding refreshment to a backyard barbecue

One of the secrets of any successful home barbecue is plenty of ice-cold Coca-Cola. Everybody enjoys its life, sparkle and refreshment. Plan to have frosty bottles of "Coke" ice-cold and ready to drink. When you shop, remember to ask for Coca-Cola. Everywhere, Coca-Cola stands for the pause that refreshes,—has become a high-sign of hospitality in the American home.



It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called "Coke".

BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY

PAYETTE COCA-COLA BOTTLING CO.

WINTERIZE Your Car Now With Quick Starting Service  
● Lubrication  
● Battery Check  
● Anti-Freeze  
● Ignition System  
At Jay's Texaco Station

It's Time To Stock Up With PICKET FLOUR FOR FALL BAKING

You can buy no better All-Purpose Flour. Scientifically milled and uniformly the same—always!  
It's Enriched  
WEISER FLOUR MILLS