

Independent-Enterprise

A consolidation of the Payette Independent and the Payette Enterprise

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Will Payette Be On The Air Map?

On every side we observe communities making an effort to secure landing fields in anticipation of the great advance in air travel following the present war but what is Payette doing along this line? To date we have an undeveloped airfield—the property belongs to the city and aside from the fact that the Payette City and County Planning Boards say that we are to have an airport nothing of a tangible nature is being done.

Getting an airfield is the same thing as getting a stretch of pavement for surface traffic. It requires group effort. No municipal improvement was ever brought about unless support was organized for it first and this support and demand must come from the residents of the community.

Such organizations are local organizations; the butcher, the baker and the candle stick maker in any community are the leaders in aviation development and these leaders who desire to see Payette on the air map of the future must now make their desires known.

An airfield for Payette must necessarily be financed by the municipality, however, it should eventually pay for itself through gasoline and licensing taxes in the same system that the public highways pay for themselves from license, gasoline and toll revenues. Regardless of the cost of the project, can Payette afford to permit the community to be without proper landing facilities in a world that day by day is growing more air minded. A town without an airport within the next ten years will be in the same category as the hamlet that is miles from a transcontinental highway.

Pity The Newspaper Man—

Pity the newspaper man. He is blamed for sins of commission as well as those of omission. If he does not give the desired prominence to articles about weddings, deaths and so he is criticized, no end. If he happens not to hear of a certain occurrence in his town, and therefore does not have something in the paper about it, he is the subject of a good old fashioned tongue lashing.

Worst of all most criticisms of the newspaper are aimed at the editor personally. "The blankety blank doesn't like me. He is taking his personal spite out on me, etc." All of which is seldom the case because most newspaper men take their profession seriously and have a cause in life, which is doing everything possible to build up their respective communities. News is news whether it is about those he likes or don't like. It all goes into the daily grist and must be handled fairly if the newspaper is to prosper and become a force in the community as all newspaper men desire.

As much as the newspaper man would desire it to be otherwise, there is some bad news. People get into trouble of various kinds and it must be reported to the community. The newspaper man in most cases does not like to report this kind of news as some people seem to think he does because he would much rather fill up his newspaper with good news than bad. And least of all does the newspaper man have a personal feeling of animosity toward the subject of the bad news item. Most times the feeling is one of sorrow or pity and a wish that it could have been a different kind of item.

The newspaper man is human just like the rest of the people in the community and being human he therefore makes mistakes. But his mistakes are different than those of other people because of the nature of his profession, they are out in the open for all to see, and criticize.

These few rambling thoughts are designed to give the newspaper man's side of the picture. He grants that you have a side too, one which even may be more impressive than his. He wants to learn to fully understand your side and asks in return that you try to understand his.

As the final day of reckoning approaches—November 7th—the general public becomes more or less disgusted listening to the antics of those citizens seeking public office. Starting at the top we are constantly reminded of Herbert Hoover and then a turn of the dial brings in "Clear it with Sidney." On down to our state we even hear C. Ben Ross, penny-for-Benny governor advising the citizens of Idaho to support the Nightingale Cowboy for the United States Senate. Thinking citizens would much more appreciate some substantial suggestions of what may be expected of the future rather than delving into past history to promote the political welfare of some individual. The state of the nation has reached a point where we should be looking ahead rather than constantly crying over what has happened in the past.

With Payette restaurants closed due to the fact that they cannot secure help to operate and every other business in the city, state and nation crying for more help in order to serve the public and the war effort more efficiently, we do not understand the effrontery of a government agency who will hire investigators to call on residents to find out how many rooms they have in their home, if they have a furnace or how many cans of Mellen's food they purchase weekly. We are sick and tired of it all—why not a government setting an example of efficiency all directed toward winning a war and getting our boys home from the battlefield rather than one interested in prying into the private business of the housewife. If you have not been called upon during the past week to answer these silly questions you have been "snubbed."

FROM THE FILES

Forty Years Ago

The following items were taken from the Payette Independent dated Oct. 21, 1904:

No better indication could be given of the rapid growth of this community than the school census

of this year as compared with that of last. It shows that in the Payette district there are now 806 persons of school age, an increase of 158 over last year's census when there were 648.

Register! Register! Don't forget

that if you did not register two years ago at the last general election in the precinct in which you now reside, you can't vote at the coming election in November.

Bert Moss, the enterprising young merchant of Meadows, was a Payette visitor Wednesday. Mrs. Frank Anderson, injured her hand last Sunday by carrying a pan of milk in each hand. The X-ray had to be used to determine the trouble, which proved that one of the small bones was out of place, causing the extreme pain.

The Glendon hotel is having its office enlarged and re-improved which will make it a great deal more commodious than it was heretofore.

Rev. J. M. Dressler has been spending each Sunday of this month at Weiser, filling the pulpit of Rev. Deed in the Methodist church in that city.

Thirty Years Ago

The following items were taken from the Payette Enterprise dated Oct. 15, 1914:

Attorney F. H. Lyon now travels around the vicinity in one of the new 1915 model Fords which has been purchased from the Bain Auto company. So far he has managed to keep in the road and the machine has not shown a disposition to climb telephone poles, box cars, etc.

The annual high school chicken pie supper given last Saturday evening was a complete success. The kitchen was in charge of Dorothy Wilcox, assisted by Millie Lattig, Beth Wainwright, Edith Johnson, Lillian Free, Frieda Reimers and Jimmie Atterbury. Miss Dorsey, assisted by Edward Turner and Wheeler Anderson, presided over the coffee. Others on various committees included seniors, Lizzie Watts, Zetta Barnes, Webster Rhoads and Leo Ballenger, Juniors Harlene Satoris, Jennie Reney, Edwin White, Carol Shanks, sophomores Margaret Venables, Myrtle Linn, Frank Goodwin, Tom Rieger and freshmen Gladys Fitch, Hobart Lawrence, Leon Betsey and Howard Baile.

Mr. and Mrs. Theron Olsen and son well remembered by many Payette people as a former partner of E. C. Keith in the clothing business in Payette, but now a resident of the Twin Falls country, is visiting at the Keith home this week.

Twenty Years Ago

The following items were taken from the Payette Enterprise dated Oct. 16, 1924:

The Idaho Alfalfa Milling Co., under new organization will be known as the Payette Alfalfa Mills. The directors of the new organization are W. G. Pence, Jno. R. McKinney, Henry Barker, H. B. Pence and J. L. Wells.

Miss Marjorie Hamilton of Weiser, daughter of Dr. and Mrs. W. R. Hamilton, and a grand-daughter of Mr. and Mrs. Coughanour of Payette, is now superintendent of the Holy Rosary hospital at Ontario, beginning her duties on October 15th.

W. E. Sherwood, chairman of the street and alley committee of the city council, has been giving considerable personal attention to the improvement of north sixth street leading to the Snake river bridge. The work is now completed and sixth street is in the best condition it has ever been.

George H. Small and Will Griggs, proprietors of the Independent Meat Market, have brightened up the appearance of their place of business with a fresh coat of paint. It's a big improvement.

J. L. Wells, A. L. and W. G. Pence left Sunday for Montour, Garden Valley and Council, where they will receive a bunch of cattle from each place to be shipped to Payette where they will be fattened for the market.

Twenty Years Ago

The following items were taken from the Payette Independent dated Oct. 16, 1924:

Chesley Barton, cashier of the First National Bank, was taken very sick about 4 o'clock Wednesday afternoon, and the doctor pronounced his trouble diphtheria.

Sheriff Jerfferies found a silk dress along the sidewalk west of the Frutland dance hall last night. He has the garment at his office at the court house and will give it to the owner if she will call and claim her property.

C. F. Callen received the string of pearls offered at the Letson Jewelry store last week, to the one who could detect the genuine pearl among a number of imitation pearls. Several guessed the real pearl but in the draw to declare the tie he was the lucky one.

Washington won the championship of the world from the New York Giants in the greatest championship game ever played in the history of the world. Here in Payette where Walter Johnson, hero of the series, played his first game with the Weiser team, and where he has a host of friends including some former Weiserites who now live here, the fans were almost frantic with joy when the final message of victory for Washington and the great Walter came over the wire. Hats went in the air, old men danced around the street and T. W. Terwilliger, who was closely associated with Walter at Weiser, and played at least one game with him, grabbed an American flag and started a procession down the street.

Ten Years Ago

The following items were taken from the Payette Independent dated Oct. 19, 1934:

Thirty members and friends of St. James Episcopal church gathered at Peterson's Cafe Wednesday at noon to meet and have lunch with Rev. and Mrs. Thomas Ashworth, who were stationed here in

Payette until the summer of 1930 and are now located in Huxley, Montana.

You've heard of it raining cats and dogs, but when cattle start falling out of a clear sky, it's time to call for a psychiatric treatment. This actually happened last week at the Wilcox storage when a herd of cattle stampeded and ran over the dirt and timbered roof of the cellar, crashing thru the roof where the workers were astonished to find baby beavers in among the apples they were setting.

A government school of Emergency Relief Education opened on October 16, and will continue for six months. This school gives a complete course in typing, book-keeping, shorthand and business English and is free to anyone wishing to attend.

Mrs. C. C. Springstun left Tuesday afternoon for Kansas City, where she will be for about a month. She expects to attend several musical events while there.

Ten Years Ago

The following items were taken from the Payette Enterprise dated Oct. 18, 1934:

The Kiwanis and 20-30 clubs of Payette entertained the Payette high school football squad at an informal banquet held at Peterson's cafe at seven o'clock on Tuesday evening.

Early Monday morning the "Chink" season opened with a bang. The bombardment could be heard on every side and from some of the reports, most of the hunters were fairly successful.

By defeating Parma 13 to 0 last Friday afternoon on the local field for its second Snake River Valley conference victory, Payette continued in a tie with Weiser for first place in the championship race.

A big crowd is expected at a banquet to be held tonight in the Peterson Cafe banquet room. The question of ways and means to get an additional building at the high school will be discussed; this building to serve as a physical education hall for the students, a community center library and other plans to be completed.

Mrs. Lea Garner of Portland and D. N. Pobst of Los Angeles, aunt and uncle of Mrs. Reuel Maule, arrived in Payette Saturday after making the trip from the east in an airplane. Mrs. Garner will be 90 her next birthday and Mr. Pobst will be 88 on his next birthday.

IDAHO THE NEW FRONTIER

By GOV. C. J. BOTTOLFSSEN

A war-weary world will be looking for something as restful as Idaho scenery upon which to feast its tired eyes.

That this is no idle fancy is demonstrated by the volume of inquiries already coming to the state from all corners of the world, to which the story of our varied scenic attractions has been carried by 40,000 men and women in the armed services.

The geology and topography of Idaho is extremely varied. In sharp contrast are our mountain lakes and deserts, lush valleys where everything shows the studied order of man-made improvements and the chaotic disorder of volcanic

flows, sunrise on barren wasteland and the perpetual twilight of pine and cedar forests; the snowy, austere pinnacles of the Sawtooth mountains and the junction of the Snake and Clearwater rivers, a few hundred feet above sea level.

Inaccessibility of Hell's Canyon has kept virtually a secret as far as the world is concerned, the fact that it is deeper than the Colorado canyon. The stern, forbidding cliffs of the Salmon river, "of no return" offer a challenge to those who really want primitive, natural ruggedness.

Literally thousands of square miles of Idaho are in a primitive state, and will be kept as a tourist paradise in perpetuity. This "fame" of the state's scenic attractions is being spread by word of mouth and in letters from thousands of

soldiers and sailors who have been trained in Army and Navy bases within the state during the war. There is a golden opportunity awaiting development through a co-ordinated program of commercial development of recreational facilities and a well-planned advertising plan.

In the field of outdoor recreation development there would appear to be almost unlimited opportunities for the creation of new wealth for the citizens of Idaho in the period after Victory.



Eyestrain Picks Its Victims YOUNG!

ONE school child in five, on the average, has defective vision. Four college students in ten are victims of eye troubles. Accustomed for centuries to outdoor living, mankind has never adjusted eyes to lower levels of indoor lighting.

Fortunately, science is bringing sunlight indoors. And the science of seeing is teaching us how to use indoor light with least danger of eyestrain. Here are four simple rules for eyesight conservation it will pay every family to 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 shadow. 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 = The family welcomes you



... or greeting new and old friends

Unexpected visitors can be expected in wartime. Sons bring home their wives. Soldiers on furlough drop in without notice. New neighbors come to call. With wartime shortages, a simple but hearty welcome is best. It's what you share in friendliness, not what you have, that counts. There's no more friendly greeting than Have a "Coke." And you can play host on a moment's notice when you have Coca-Cola on hand in your refrigerator. Have a "Coke" says Welcome... makes new and old friends feel at home with you and yours.

BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY

PAYETTE COCA-COLA BOTTLING CO.



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