

HIGHWAY ESSAY CONTEST ANNOUNCED

SCHOOL PUPILS MAY WRITE IN
NATIONAL ESSAY CONTEST
ON "HIGHWAY SAFETY."

Planning the solution of the traffic problem a generation ahead is the policy of the Highway Education Board, according to a statement here announcing the fifth national safety campaign open to all elementary schools of the country.

The campaign includes an essay contest for pupils and a lesson contest in which teachers in elementary schools are to compete.

The contest which closes February 24th of this year, is now being announced to the schools of the country. Pupils are requested to write essays of 500 words in length on the subject "My School's Share in Highway Safety." Four hundred thirty-eight medals and as many cash prizes will be given for the best essays in the several states, while three national awards will be given for the premier essays that are written by the pupils of the fifth, sixth, seventh and eighth grades in school. The first national prize consists of a gold watch and a trip to Washington with all expenses paid, the winning pupil being under the care of Board officials.

In each state a gold medal and a check for fifteen dollars will be given for the best essay, and a silver medal and a ten dollar check for the second best paper. The third prize consists of a bronze medal and a five dollar check.

M'CALL ANNOUNCES WINTER CARNIVAL

BIG TIME TO BE HELD AT
LAKES ON FEBRUARY 12TH
AND 13TH.

At an enthusiastic meeting of the Winter Sports Carnival committee recently it was unanimously voted that the carnival be held on Friday and Saturday, Feb. 12 and 13. A splendid report was made by the finance committee assuring the event from a financial standpoint. This year's sport on Idaho's natural winter sports playground, Payette Lakes will excel in thrills that of any previous year.

Notably amongst them is the professional ski jump, championship of Idaho, heretofore uncontested, and, after this, will be chronicled in all sporting records, thus again placing Idaho and her beautiful Payette Lakes before the public. A brand new ski hill, erected on plans submitted by the Strand Ski Co., approved by the National Ski association, is now near completion. With \$1000 set aside for this particular event and the excellent reputation of the contestants thus far received this event should in itself amply reward spectators who make the trip from remote points, and is something Idaho people cannot see short of Colorado Springs, Co., or Revelstoke, B. C.

The dog derby cup that was won last year by Smoky Gaston, was received by the committee a few days ago from Smoky at Ashton with instructions to reserve two rooms for him. Enthusiasm here is above par.

China as Hub of Universe

China is referred to as the Middle Kingdom. This is a translation of Tch'ang-K'uei. The name was adopted on the belief of the Chinese that their kingdom was the center of the world.

NEWSPAPER LOCAL MERCHANT'S ALLY

PUBLICITY IS A FORCE THAT
CAN CHANGE A NATION—BEGINS IN SMALL TOWN.

Portland. — The importance of newspaper advertising and publicity—a force which has changed the habits of the nation, caused millions of women to bob their tresses despite thousands of years of custom, has made popular the custom of wearing furs in the summer, and turned small business into gigantic corporations, was described by A. A. Comey, head of the Globe Ice Cream company of Los Angeles.

Comey, a dynamic speaker talked from experience, for in less than four years he has, through the prodigious use of newspaper advertising space, backed by quality merchandise seen his business grow to the point where it is recognized as one of the outstanding successes in the food manufacturing field, operating in the largest plant in Los Angeles.

He said the merchant's greatest ally is newspaper advertising, carefully prepared, attractively displayed and bearing truthful statements and facts, backed up, of course, by quality merchandise.

"Newspaper publicity made bobbed hair. Newspaper publicity sold furs in the summer. If you don't believe it, ask your wife. The furriers were able to promote, through newspaper advertising, summer business as well as winter business.

"The lowly raisin woke up in the world when the raisin growers grasped the opportunity to use the newspaper to the extent of giving the raisin the following publicity. Raisins contain iron, iron makes good blood and good blood makes good health. Therefore, newspapers caused raisins to be sold everywhere, all over the world in five cent packages, and it is no uncommon occurrence to see old and young nibbling raisins.

"Newspaper advertising made Miami, Fla., practically over night.

"In conclusion I consider the country newspaper the best read and consequently the greatest little publicity agent."

BREITHAUP GETTING DATA FOR WHEAT GROWERS' MEET

Oregon Agricultural College.—The Eastern Oregon wheat growers' conference scheduled for Moro, Sherman county, February 11 to 13, will be the largest district conference ever held in the state following the economics conference at the state college in January, 1924. More than 100 leading wheat growers, business men and agriculturists are preparing information for the conference.

The work is in charge of a committee headed by F. B. Ingels of Dufur, chairman. E. R. Jackman of the extension service is conference secretary. Other members are the chairmen of the sub-committees in charge of details of conference matters. Mr. Ingels operates a 2000-acre wheat ranch near Dufur.

The subcommittees are gathering and classifying information for use at the conference. L. R. Breithaupt of the extension service is in Washington, D. C., with the aid of the federal bureau of economics gathering data on the world supply and demand and conditions and tendencies in production as they will affect the American grower.

Keats' Epitaph

The grave of John Keats, in the Protestant cemetery in Rome, is covered with a slab on which is inscribed the epitaph, dictated by Keats himself: "Here lies one whose name was writ in water."

THRIFT WEEK JANUARY 17-23

Thrift Week opened Sunday in every city and town in the United States. It is part of a nation-wide movement. It began on Franklin's birthday, January 17th, and continues for one week, though the principles it brings out are intended to influence the acts of the people during the other 51 weeks of the year.

We hope no one in Nyssa will dismiss "Thrift Week" as just another one of those "weeks" and let it pass by without trying to learn some of the lessons it has to teach. Thrift is one of the greatest virtues any people can have. Lack of it is said by many to be the besetting sin of Americans. In a country of almost limitless natural resources it was perhaps natural for the individual to be a free spender, even a waster. In later years as our population increased and struggle for life became a little more intense, even though the rewards of success also became greater, the organized movement for thrift took shape.

True thrift does not mean to be stingy or to deny one's self the ordinary pleasures of life. Thrift is the enemy of waste. It insists that for every dollar spent a dollar's worth of benefit should be received. It insists that the individual should try to save a part of his earnings and make his resources increase. To do this is to provide for his own happiness later. It will make him a more useful citizen, a greater asset to his community, a greater blessing to his family. It is the duty of every man and every woman to try to get ahead in the world. For most of us it is not easy, but we should do it to whatever extent our circumstances permit. Particularly children should be taught the principles of thrift. This is the greatest possibility in Thrift Week observance after all, for it is the children of today who will determine the character of the American people of tomorrow.

LOOKING AHEAD

These early weeks of 1926 are a good time to look ahead into the coming year, with some effort to plan the things we hope to accomplish.

The foxy old timers knew that if they simply told a boy in a general way to saw up that woodpile, the whole year might pass before his tired saw would have severed the last stick. But if they intimated that his reputation as a woodpile artist depended on finishing the job March 1, the neighborhood would resound with the buzz of the saw and the clip of his axe. Boys and girls of an older growth also do well to cherish definite aims of achievement.

Some may say that 1925 was a punk old year for them, and 1926 will be no better. All they can do is to drill along in the old rut. Such ones might well think back to the old pioneers who built up this country, and ask how far they would have gone if they had manifested that same spirit.

Those folks toiled and sweated, they cut the forest and ploughed the fields and built cities, meanwhile fighting the savages in their odd moments. And when they had nothing else to do, they fought two wars to establish independence. They had a glorious old time working 12 to 16 hours a day, but we pity ourselves as enslaved toilers if we play the game for eight.

With their superb energy, they fought the good fight and enjoyed it. They created the most abundant industrial opportunity and the best government on earth, and handed the same over to us as a free gift.

With a little of their spirit, we shall set some big "stints," as the old timers used to say, for ourselves, both in our individual occupations, and in our efforts to make better towns and a still grander country. There is a wide open opportunity in the golden days of 1926.

Those three fishermen who were rescued after two days on a floating cake of ice kept perfectly cool during the entire adventure.

Six billion bananas were imported into the United States in 1925 and we are wondering whether it was because of the song or in spite of it.

Arrests of pickpockets and shoplifters in Chicago during the recent holiday season broke all records.

When the automobile of James Radcliffe of Winnetka, Ill., ran upon a sidewalk and stopped, he was found dead at the steering wheel.

Karl Groener of Essen, Germany, was rescued after entombment in a mine for 102 hours and was back at work in two days.

Four brothers, Joe, Teddy, Bernard and Alex Kuschel, married four sisters, Charlotte, Wanda, Loretta, and Frances Wasielewski, and all live in the same house in Buffalo.

The fellow who used to write the Ford jokes is now trying to say funny things about Florida.

TOUGH ON MASHERS

Those who would "ply the avocation of a flirt or masher" find little opportunity for that sideline of activity in the town of Abilene, Tex., if an ordinance recently passed by the municipal authorities is strictly enforced.

Quite a number of such regulations have been made in various cities and towns, but it appears that the Abilene fathers have tried hard to construct a model ordinance covering the offenses sought to be suppressed. How well they have succeeded may be judged by the following extracts from the law:

"It shall be unlawful for any person to idle or loiter on any street or thoroughfare, sidewalk, or alley, or in any store, theatre, motor car, motion picture show, business house, or in the entrance or doorway of any place within the corporate limits of the city of Abilene for the purpose of plying the avocation of a flirt or masher.

"It shall be unlawful for any man in the city of Abilene to stare at or to make what is commonly known as goo-goo eyes at, or in any other manner look at or make remarks to or concerning, or cough or whistle at, or do any other act to attract the attention of any woman upon or traveling along any of the sidewalks, streets, or public ways of the city of Abilene with an intent or in a manner calculated to annoy such woman."

BRIEFLY TOLD

Governor "Ma" Ferguson of Texas extended clemency to 1,315 convicts during her first year in office.

Apparently desiring more air, a movie elephant at Hollywood knocked the end out of the house in which he was kept, but made no attempt to escape.

Miss Mary Childen, school teacher of Spencer, N. C., administered 66 whippings in one day, of which one boy received 9, the next 7, and so on down the line.

Children of Jacob Bunn, whose Springfield, Ill., bank failed in 1878, are voluntarily paying about \$800,000 to heirs of depositors who lost through the failure.

Harmon Morris of Atlanta is paying his way through college by taking care of children evenings when their parents wish to go out.

Mrs. Clara Hamrick of Shawnee, Okla., aged 105, recently became the fifth wife of her fifth husband, who is 76.

Although a stockholder in a bank, Jake Shindock of Camden, N. J., kept \$15,000 in a bureau drawer in his home, \$700 of which he accused his housekeeper of stealing.

Poor Fool, a racehorse bought for \$4 when injured in Berlin in 1923, has since won \$26,000 in prizes for its owner.

Girls may sue for damages if injured in jumping from automobiles to avoid petting, according to a supreme court decision in Nebraska.

Mary Todd of Kansas City is 75 years old and the youngest member of her Sunday school class, the oldest being 90. There are 27 on the class roll.

Thirteen persons were saved from death at Haverhill, Mass., when the cries of Mrs. Rose Rabis' baby awakened her and she discovered escaping gas just in time.

Robert Noonan killed Mrs. William Dempsey and himself in an automobile near Peterson, N. J., several months ago. Now Dempsey and Mrs. Noonan have been married.

George Miller of Berks county, Pennsylvania, is suing for divorce, as his wife left him because he insisted on wearing an enormous mustache.

Because Louis Morgan, a barber, showed him much courtesy some years ago, D. R. McAlpin set him up with a shop in his New York hotel. Now Morgan is a millionaire owning shops employing more than 100 barbers.

After six years' search, detectives have arrested David Watson in Oakland, Cal., for sending out circulars demanding the assassination of the President and other officials.

Separated for 25 years after being adopted into different families, Miss Alice Blackie and Mrs. Oscar Krick, sisters, have been reunited at Hammond, Ind.

A stylishly dressed negro youth of Minneapolis was found to have nine pints of liquor concealed in each leg of his Oxford bag trousers.

Henry Mims, scalped by Indians 50 years ago, recently died at Globe, Ariz., at the age of 109.

Palm Beach, Fla., will have a sixty million dollar fireproof hotel to replace the famous Breakers, destroyed by fire last year.

A zinc mine near Benton, Wis., won by Martin Dunn in a poker game and sold for a few dollars before ore was struck, has yielded more than \$500,000.

Three private cars and three busses all crashed together in St. Louis, but no one was injured.

Chicago bandits robbed Miss Florence Orben of \$200 which she was carrying in her stocking.

James and Charles Arden, brothers, were arrested in London for kidnaping and swindling their grandfather, aged 81.

SIDELIGHTS

Examinations for 175 applicants for barbers' licenses before the state board at Seattle, Wash., include a test which can hardly be characterized as less than cruel. The would-be tonsorial artists will not be permitted to talk during the time in which they give exhibitions of their skill.

W. E. Blain of Wichita, Kan., is called the husk king of America. He is not king of "human husks," however, but has made a fortune preparing and shipping corn husks all over the country for use in wrapping hot tamales.

Transportation has its fundamentalists, also. A number of the Washington aristocracy, who still cling to horse-drawn carriages for use in going about the city, have protested against the new regulations which prohibit horses on certain boulevards of the nation's capital.

Although New York city continues to be the home of more rubes than any other locality, its agricultural showing is not impressive. Official farm statistics of Manhattan Island give 5 mules, 8 horses, 17 cows, with 72 acres in cultivation, mostly potatoes.

America's perplexing corn problem may be solved by the manufacture of corn sugar, which is now growing in popularity, according to Dr. H. E. Barnard, president of the American Institute of Baking. Some other devotees of applied chemistry are using quite a bit of the afore-said surplus in making a potent liquid product which appears to be in rather steady demand.

Nashville has apparently changed its attitude toward dope peddling, but in just what direction is somewhat obscure, at least so far as may be gathered from the opening paragraph of a dispatch, which reads: "Nashville dropped from one of the worst dope peddling centers in 1923 to the second cleanest in the United States in 1925." At first glance it would seem that Nashville had defied gravity by dropping upward.

A man's strongest friend is usually his pipe.

Sometimes a white lie will brighten a dark outlook.

Many are goers, but a measurably small number are getters.

A buyer of bootleg whiskey has a kick coming and usually gets it.

"Hold fast to that which is good" until you can grab something better.

Some find it difficult to get married; others find it harder to stay that way.

Reformers should not be discouraged. Think how long it took to jail the first millionaire.

It would be helpful if our coal miners would stick to their digging like the archaeologists do.

How terribly the New Yorkers must miss the food they used to get in those padlocked restaurants.

Perhaps a fair compromise would be to abolish capital punishment, provided the gunmen abolish killing.

Ole Buck says an evangelist is the only salesman who can increase his business by bawling out his customers.

In view of all the worry over surplus crops, perhaps our agricultural experts should teach farmers how to raise less stuff.

A Florida newspaper gives its readers the timely warning that it is unsafe to walk on ice which is less than two inches thick.