

Advertising Is Given Approval

Representatives of the commerce department of the United States government issued a statement this week declaring that American business firms should maintain their advertising schedules as "a constructive contribution to the war effort."

Declaring that advertising containing important war-time information constitutes "a major weapon of the home front", the officials said.

"The record shows that business has shared this viewpoint. Companies continue to advertise. And they keyed their messages to aiding the government in its prosecution of the war."

The department said in a 96-page booklet that it realized immediately after the Pearl Harbor attack that advertising would be an important home front weapon.

"People had to be informed," it said. "Talents used so effectively in

creating a desire for goods could with equal effectiveness show how to help win the war.

"At the same time, the department of commerce sensed the danger of a gradual decrease or cessation of advertising either by companies that had converted wholly to war production or by those whose civilian output had been curtailed. In either case carefully built brand names, trade marks and goodwill would suffer.

"And so, as liaison officer between business and government, this department has continually reminded both of the necessity of advertising, not only as a means of maintaining markets but as a mighty force for social good.

"It is evident in the eyes of government that advertising has a rightful role in wartime and that it is filling that role successfully."

Farm WAR NEWS

1944 PRODUCTION MEETING
Oregon's 1944 food production program will be shaped at a three-day meeting in Portland October 14-16, called by the State USDA war board. Representatives of the war food administration will discuss national food requirements, and state production goals will be established. Program for machinery, labor, food, prices, market-

ing and transportation also will be discussed.

MILK PAYMENTS

Oregon dairy producers are requested to keep records of all sales of whole milk and butterfat from October 1. The state USDA war board has been notified that sales records will be needed for participation in a dairy feed price adjustment program announced by the war food administration. The program is designed to protect dairy farmers against increases above the September 1942 level in prices of dairy feeds, including hay. Payments will range between 25 and 50 cents a hundred weight for whole milk, and between 3 and 6 cents a pound for butterfat. The areas in which payments will be made and the rates of payment will be determined on the basis of the increase in the price of milk over the 1938-40 average price, changes in the price of dairy feed since September, 1942, and the average proportion of dairy feed purchased. Payments will be made and applications received by the county AAA committee in counties where the program will apply.

TURKEYS WANTED NOW

The army has appealed to farmers for more turkeys to provide holiday dinners for American boys on the invasion fronts. The county USDA war board can supply names of farms authorized to buy for the army.

CANADIAN FEED

Up to 500 million bushels of feed grains could be imported from Canada to ease the tight U. S. feed situation—if transportation can be found to handle it. Lack of railroad cars is the chief bottleneck to tapping western Canada's surplus and putting it to work in this part of the country. However, shipment by newly-constructed barges to California, and prospects of an improved rail situation later this year offer hope of increased importations.

APPLE MARKETING

To meet military and other war needs for processed apples, WFA and OJA have announced an apple marketing program which will limit the apples that may be shipped for fresh market use and establish price ceilings for fresh apples and apple products. A food distribution order is due soon which will restrict the shipment of low-grade apples from certain areas, including Oregon and Washington. Lower grade apples may be sold or delivered only to authorized processors, who will be designated by FDA. This order is designed to divert lower-quality apples from the fresh market to processing plants, to forestall the demand for fresh fruit from reducing the output of canned and dehydrated apples, vinegar, jellies, pectin, juice, apple butter, etc.

ARMY GARBAGE

Anyone who thinks too much food is being thrown into army garbage can get an argument from the persons who hold contracts to haul garbage away from army camps. These contractors are complaining to army headquarters that they are not getting enough "raw material" for their business.

Bishop Speaks

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this quadrennium. He added that this community, the western district of the Idaho conference and the entire Portland area owe a great debt to Rev. and Mrs. Greenlee, "who under the direction of God, have been in charge of the work here."

Just before the mortgage on the church building was burned, Rev. Greenlee said all indebtedness is paid and the church has some money in the bank for new furniture. The church was presented on behalf of the trustees by A. V. Pryn. The mortgage was torn in bits by Rev. Greenlee and each member of the congregation marching to the front of the auditorium was given a piece of the mortgage to add to the fire kept burning in a bowl by Bishop Baxter.

Other numbers on the program were a hymn, call to worship, Dr. C. M. Donaldson; anthem, "Trust in the Lord"; choir; responsive reading, led by Rev. Luscom of Fruitland; scripture lesson, Rev. J. E. Garver of Fruitland; prayer, Rev. Burl Wyckoff; song, women's trio, Kathryn Crandall, Darlene Dorman and Phyllis Poage.

A reception, sponsored by the youth, followed the service.

FOR SALE—Have you bought your apples? See Adv. on page 5.

Interior and Exterior Decorator.

Free Estimate

775 First St.

Andy McGinnis

ung adults, assisted by several high school girls, was given in honor of Dr. Baxter and out-of-town guests after the dedication.

The tables were decorated in yellow and white with white and yellow asters and yellow candles being used. Mrs. Grace Barton and Mrs. Floyd Lomax poured.

Among those attending the dedication were Mr. and Mrs. S. D. Bigelow and Mrs. Mary Felton, charter members, and Rev. Garver of Weiser, who organized the Nyssa church.

At the conference held Monday, the treasurer, Rev. I. S. Motz, reported that giving has been increased, both to missions and in support of local churches. After reports from other ministers, Bishop Baxter delivered an address.

Seventy persons attended a fellowship luncheon held at noon.

Two local young men, Leon Bailey and Burl Wyckoff, given a local preacher's license. Jim Zeller of Haines was given a local license and will serve the Flora-Joseph charge temporarily.

Dr. George Rossberry, district superintendent of the eastern district; S. D. Trevren of Kimberley and E. K. Kaemmer of Gooding, also of the eastern district, were guests at the conference.

Fire Prevention Farmer Problem

The week beginning October 3 is a week of special significance to farmers. It is Fire Prevention week, so designated by presidential proclamation.

The importance of fire prevention to the farmer, particularly in a time of manpower shortages and the need for farm buildings is made evident by the fact that 10 lives are lost in farm fires every day in the United States and a farm building catches fire every fifteen minutes, according to county agent R. E. Brooke.

Because it was difficult even in peacetime for organized fire-fighting help to reach the scene of a farm fire in time to bring it under control, and because acute manpower shortage now is being felt in rural areas, farmers are urged by the department of agriculture and the National Fire Protection association to make their property as fire-safe as possible as their part in Fire Prevention week.

The NFPA lists eight hazards that cause the majority of farm fires and that can be eliminated. They are:

Flammable roofs. These should be replaced with fire-retardant materials.

Defective heating systems. Chimneys and flues should be cleaned yearly and repaired if they are faulty.

Electrical equipment. Keep cords in repair. Disconnect all appliances immediately after using.

Matches and cigarettes. These should be extinguished completely before being discarded. Matches should be kept in safe containers beyond the reach of small children, and no smoking should be permitted around combustible materials.

Gasoline and kerosene. These should be safely stored in clearly marked metal safety cans and handled with care at all times.

Rubbish. This should be cleaned out constantly and burned only on windless days in protected containers.

Spontaneous ignition of hay. All hay should be properly cured before being placed in the mow, proper ventilation should be provided, and inspection made regularly for signs of heating.

Lightning. All farm buildings should be equipped with properly installed and well-maintained lightning rods.

These are the principal hazards, but many farm fires arise from other sources to take their toll of lives and property. The NFPA lists additional precautions to be taken to avoid fire on the farm and they are: put a penny in a fuse box; run electric cords under a rug; replace with metal screens; and, hand oil, paint or grease covered rags in the open or burn immediately a few at a time.

4 Per Cent Rate Assured Farmers

Federal Land bank borrowers in Payette, Adams, Washington and Malheur counties with national farm loan association loans which mature after June 30, 1944, are now assured that the interest rate of their installment payments will not exceed four per cent during the life of their loans, Herbert J. Davis, secretary-treasurer of the Payette National Farm Loan association, said today.

Mr. Davis is advised by R. E. Brown, president of the Federal Land bank of Spokane, that the bank's board of directors has approved substitution of the four per cent rate for higher rates on nearly all of the loans closed prior to June 24, 1935. While all association loans closed since 1935 carry a 4 percent rate, the board's action guarantees earlier association borrowers that the interest rate through the life of their loan will not exceed this amount.

In 1933 congress reduced the land bank rate to 4 1/2 percent, and in 1935, to 3 1/2 percent, on association loans, and provided that federal funds be used to make up the difference between the original loan rate and the reduced rate. Brown said. This congressional legislation expires June 30, 1944, when the bank's own reduced rate becomes effective. It will make continuation of payments by the treasury unnecessary unless congress decides to continue the 3 1/2 percent rate. Approximately \$20,000,000 would be saved the government in the next fiscal year through discontinuance of these treasury payments.

The land bank's 4 percent rate is the lowest at which farmers generally ever have been able to obtain long-term mortgage credit," Brown told Davis.

"While the 5 and 6 percent rate charged on loans prior to 1935 were low when made and reflected the cost of money in the bond market in those times, the land banks since that time have refinanced their highest rate bonds and the voluntary reduction by the banks of the higher interest rates on their old loans is simply passing on to the borrowers the savings made by such refinancing and by economies effected in operating costs."

Mr. Brown added that the interest rate on loans not made through an association shall not exceed 4 1/2 percent, depending upon the class of loan made.

Work Is Begun On I-O-N Road

Construction work is now under way on a contract that will result in completion of the ION highway by July 31, 1944. Morrison-Knudson company, Boise contractors, have the contract and they already have partial crews on the project. First section of the project to be completed is a 13 mile stretch from the Idaho line to the town of Jordan Valley. This narrow, winding dirt road is to be completely regraded and realigned and will then be hard surfaced in the spring. The other section is a 40 mile stretch between Jordan Valley and Rome, on the Owyhee river. This has been graded and partially graveled. It will be completed and hard surfaced at a cost of \$600,000. The first section of the project will cost \$400,000. Of the total expense of \$1,000,000, 80 per cent will be paid by the federal government and the balance by the state of Oregon. Completion of this 53 mile gap will mean that the entire 260 miles of the Idaho-Oregon-Nevada highway has been brought up to first class highway standards.

The project is receiving special attention and priority now because of its military importance. Most of the high test gasoline being used at Gowen field, Boise and at the Mountain Home air base is being shipped in from southern California by truck. During 1942 the volume of traffic over the road steadily increased, especially large trucks. Traffic during 1943 so far has been equal to the entire load carried over the road in 1942.

HEALTH

Experts say Never Stop drinking

Milk

Unless you are receiving sufficient milk daily as a beverage and in cooking you are ignoring one of good health's fundamental rules.

Remember milk's good work as a protective food is never finished. Milk contains calcium, phosphorus, vitamins and protein.

Gate City Dairy

ADRIAN GIRLS ON C-I COMMITTEE

COLLEGE OF IDAHO Oct. 7 (Special) The Women's Athletic association of the College of Idaho sponsored its annual hay-rack ride Friday evening in honor of all freshmen women. The girls met at Blatchley hall at 7:30. After a time, the group returned to the campus, where hot chili was served at the college fireplace.

General chairman for the affair was Aileen Gordon of Eden, and assisting her were the following committees: Entertainment; Alta Frazier of Twin Falls; transportation, Augusta Tolles of Idaho Falls; Mildred and Cleo Belle Handley of New Plymouth; food, Audrey Frazier of Caldwell, and Edna Cram of New Plymouth; clean-up, Betty Berner of Grandview, and Julia Eastman of Adrian, and advertising, Kimiko Fugli and Chiyu Yamade of Adrian.

NYSSA MAN PUT ON COMMITTEE

COLLEGE OF IDAHO Oct. 7 (special)—The initial meeting of the Nyssa National Farm Loan association was held at the college.

Owyhee Beauty Shop
Will be closed on Mondays hereafter.

Picket Flour

You can be sure that when you purchase Picket you are getting the best all-purpose flour that money can buy.

It's made from high altitude wheat. It's enriched. Get it at your Grocery.

Egg Mash

We will mix your grain with concentrates to give you a balanced egg mash at a very reasonable cost.

See us for highest prices on clover and alfalfa.

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Nyssa Pharmacy

NATIONAL FIRE PREVENTION WEEK

October 3 To 9

Here Are Some Things To Do To Prevent Home Fires

1. Hot ashes must never be put in wooden boxes or barrels; use metal containers for this purpose.
2. Don't pour water on burning fat; use baking soda, earth, sand or metal cover.
3. Put oily cloths into a metal box or a can with a cover; keep oily mops in the open air.
4. Use nothing but non-flammable cleaning fluids.
5. Keep all plastics away from the heat; do not use plastic ash trays, etc.
6. Have chimneys and flues cleaned annually. Protect woodwork and other flammable parts near the furnace with insulation.

Bernard Eastman

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