

Bridal Shower Honors Mrs. Eldred Irving

Mrs. Eldred Irving, the former Miss Magdalena Arauz was feted at a post-nuptial shower last Thursday afternoon held on the lawn at the S. P. Bybee home.

Co-hostesses for the occasion were Mrs. W. A. Bybee and Mrs. S. P. Bybee. Forty-two guests were present.

Mrs. Leroy Herrman and Mrs. Ellis Fields were winners in contest games. Assisting the honor guest in the opening of her gifts was her sister-in-law, Miss Janet Irving. The afternoon concluded with the serving of refreshments.

Townes Are Hosts For Lawn Dinner

Mr. and Mrs. Herman Towne were hosts at a seven o'clock dinner held on the lawn at their home Monday evening.

Guests included Mr. and Mrs. Leo Morris of Seattle, Mrs. Ann Kolhe and Mrs. Richard Garway and children of Los Angeles, Mr. and Mrs. Theo Moore of Ontario, Mr. and Mrs. David Johnson and children, Mr. and Mrs. S. H. Porter, Father Rembert, Father Lucien and Mrs. Nellie Powell.

Mrs. Brown Hostess To Evening Card Club

Mrs. Ross Brown entertained her Thursday evening card club at her home last week with three guest players, Mrs. John Bowen, Mrs. James Shaw and Mrs. Sam Phillips.

Prize winners for the evening were Mmes. Dick Butcher, Robert Bowen, Nels Larsen and Sam Phillips.

Attends Bridal shower For Sorority Sister

Miss Lois Wilson was among guests at a pre-nuptial shower last Monday evening at the home of Dr. Raymond White in Boise honoring a sorority sister at the U of I, Miss Anne Popma.

Miss Popma is the bride-elect of Richard Parsell.

Social Notes

Feted At Shower Wed. Afternoon

Mrs. Ronald Schoen and infant son, Rickey Dean were honored with a surprise cradle shower on the lawn at the Schoen home last Wednesday afternoon. Hostesses were Mrs. Lauren Wright and Mrs. Henry Anderson.

Mrs. Emil Wohlcke and Mrs. Robert Fangan were prize winners in a contest game in which they attempted to identify baby pictures of each guest in attendance.

Refreshments were served after the honor guest opened the gifts.

Saturday Dinner Honors Out-of-town Visitors

Mr. and Mrs. Ted Morgan and Dr. and Mrs. Clayton Morgan were hosts at dinner Saturday evening at the Homestead in Nampa.

Guests were Mrs. Frank Morgan and her houseguests, Miss Jeanette Calkins of San Francisco, Mrs. Kathryn Peart of Woodland, Calif. and Miss Dorothy Collier of Eugene.

Paul Wilson Observes Ninth Birthday Event

Paul Wilson celebrated his ninth birthday anniversary with a party at the home of his parents, Mr. and Mrs. Lloyd Wilson last Wednesday afternoon.

Twelve guests enjoyed organized games. Refreshments included birthday cake decorated with the spacemen theme.

Swimming Party Honors Birthday

Miss Susan Roth was hostess at a swimming party last Wednesday afternoon on the occasion of her 11th birthday anniversary.

Seven guests enjoyed swimming at the Ontario pool then returned to the home of Susan's parents, Mr. and Mrs. Walter Roth for a patio dinner.

Family Dinner Sunday At Murle Marcum Home

Mr. and Mrs. Murle Marcum and Joanne were hosts at a family dinner Sunday at their home.

Guests were Mr. and Mrs. Glenn Marcum and Mrs. Melvin Marcum.

Mallys Entertain Saturday Bridge Club

Mr. and Mrs. C. A. Mally entertained members of their Mr. and Mrs. bridge club Saturday evening.

Prize winners were Mr. and Mrs. Tom Eldredge.

USE THE CLASSIFIED ADS.

Buena Vista

Mrs. Alva Goodell
Dial 2804

Mrs. Lester Cleaver returned home from the Malheur Memorial hospital Thursday with their infant, son, Carl Dean, who was born Monday. Mrs. Cleaver's mother, Mrs. Wm. Orr of Richland, Wash., came Wednesday and is helping care for the family.

Mr. and Mrs. Earl Bowman of Parma visited Sunday evening at the Glenn Hoffman home.

Mr. and Mrs. Loyd Adams, Mr. and Mrs. Carl Seburn, Mr. and Mrs. George Cleaver and Mr. and Mrs. Harry Kingery visited Sunday evening at the John Cleaver home in Nyssa.

Sylvia and Evelyn Cleaver were Sunday dinner guests at the Lloyd Cleaver home helping Alva Ann celebrate her 10th birthday anniversary. They were also overnight guests.

Mrs. Mae Goodell of St. Francis, Kan., who has been visiting her niece, Mrs. L. D. Ewing of Lyle, Wash., spent Thursday and Friday at the Leslie Topliff home. Mrs. Ewing accompanied her here and will return to Kansas with Mrs. Goodell for a visit. The group visited with Miss Elizabeth Goodell who is ill, in Emmett Thursday.

Miss Gladys Stephen spent last week visiting in Deer Island, Ore. with Miss Helen Julum.

Mr. and Mrs. Wayne Simpson visited at the Willis Bertram home Sunday.

Mrs. John Bowen returned to her home in Vale Saturday after spending the past week at the home of her daughter, Mrs. La Vern Cleaver and family. Mr. Bowen who was confined to the Nyssa hospital last week was released to return home.

Mr. and Mrs. Loyd Adams visited at the Thurman Hill home Sunday afternoon.

Mr. and Mrs. James Ritchie and family, Mr. and Mrs. Howard Day and Sandra, Mr. and Mrs. Claude Day and family and Mr. and Mrs. James O. Stephen picnicked at Silver City, Ida., Sunday.

Mr. and Mrs. Arden Newson and Patty of California visited Tuesday at the home of her

brother, Mr. and Mrs. George Cleaver. Wednesday evening the group were guests at the Dr. Kerby home in Nyssa.

Audrey Tanner was a Friday overnight guest of Cheryl Ziesinger.

Mr. and Mrs. Joe Stephen and family were Sunday dinner guests at the Eugene Stephen home.

Mr. and Mrs. Cliff Harris and son were Saturday evening dinner guests at the Alva Goodell, Jr., home.

Mrs. Eugene Stephen and Mrs. James Ritchie attended a pink and blue shower for Mrs. Harold Dail Friday afternoon at the Elver Nielsen home in Sunset Valley.

Dr. and Mrs. Martin Edwards and children of Payette visited Monday evening at the Alva Goodell, Jr., home.

Mrs. Hannah Robinson of Parma visited Tuesday with Mrs. Eugene Stephen.

Mr. and Mrs. Ward Lundy, Sr., left Wednesday for Cheyenne where they will attend the wedding of Miss Louise Polan, a former Nyssa resident. Mr. Lundy will give the bride away.

Mr. and Mrs. James O. Stephens and daughters of Ontario were Saturday overnight guests at the James Stephen home.

Mr. and Mrs. James Mitchell and family were Sunday dinner guests at the Leonard Phillips home.

Mr. and Mrs. Nathan Orr and Melany of Boise were Sunday dinner guests at the Lester Cleaver home. Afternoon callers to see the new baby of the Cleavers were Mr. and Mrs. Magnus Ekaner, Mr. and Mrs. Elmer Scott and family of Payette, Leonard Cleaver and Joe Seburn, and Mr. and Mrs. Robert Wilson of Nyssa.

Friday guests at the Wayne Simpson home were Mrs. Clifford Folkman, Janet and Jolene of Utah and Mrs. Carl Simpson of Sunset Valley.

A farewell party was given Saturday evening at the Ray Griffiths home in honor of their son, Ralph, who leaves Tuesday for the Army. Those attending were the Messrs. and Mmes. Howard Day and daughter, James O. Stephen, James Ritchie and family, Claude Day and family and Eugene Cleaver. A potluck supper was served.

Jordan Valley

Mrs. John Mallee

Mrs. Bessie Stults returned to her home last week after visiting in Ontario with her son, Mr. and Mrs. Don Stults and family and with relatives at Marsing.

Dinner guests of Mr. and Mrs. James Eiguren Sunday evening were Mr. and Mrs. John Mallee and daughter, Audrey Ann.

Don Lakey who is employed near Riggins, spent the weekend with his parents, Mr. and Mrs. Bill Lakey and family. Other guests were the Lakey's daughter, Mrs. Howard Smallwood and family.

Mrs. Bill Saran and son of Caldwell who have been visiting at the home of her sister, Mr. and Mrs. Ben Corta and family returned to her home last week.

Overnight guests Tuesday at the home of Mr. and Mrs. John Calzacorta were Mr. and Mrs. James Yost and daughter of Nyssa.

Charlie Loveland who suffered a broken hip, wrist and arm when he fell from a building a week ago, is reportedly improving at the Caldwell hospital.

Mr. and Mrs. Bill Lakey and son, Don were called to Wells, Nev., last week by the sudden death of her brother, Orval Fleetwood.

Visiting at the home of Mr. and Mrs. Larry Del Grosso and family, is her mother and a sister of California.

Pete Swisher of Payette and George Swisher of Jordan Valley have contracted the hay at the Corta ranch and are busy putting it up.

Mr. and Mrs. Leo Fluss and daughter, Faye and Sharon Bennett picnicked at Silver City Sunday.

Reilly Elwood of California is spending the summer at the home of his uncle and aunt, Mr. and Mrs. Marion Wroten.

Mr. and Mrs. Jose Telleria are the parents of a daughter born July 22 at the Ontario hospital.

Mr. and Mrs. Tom Skinner returned to their home Monday after spending the past two weeks in Boise where Mr. Skinner was confined to a hospital. Tucker

Skinner of Springfield, Ore., spent two days with his parents last week.

Mr. and Mrs. Delbert Collier and family of Washington visited at the home of Mr. and Mrs. Frank Baltzor and family last week.

Charlie Maher, son of Mr. and Mrs. Frank Maher who has been working at the Galo Mendieta ranch, is now helping hay at the Tex Payne ranch.

Mrs. Damaso Elordi, Jr. who underwent surgery at a Boise hospital has been released and returned to her home here.

Dinner guests Tuesday of Mr. and Mrs. John Mallee and family were Mr. and Mrs. Oran Raburn and Dotha and Jerry.

Mr. and Mrs. Felix Eiguren, Mrs. Inez Telleria and Mrs. James Eiguren and Kay were dinner guests Tuesday at the Pete Larrinaga home.

La Veta Duncan, daughter of Mr. and Mrs. Leonard Duncan spent several days last week at

Robert Dowell home at Rome, Mr. and Mrs. L. C. Duncan are adding two new rooms to their home and two rooms and a basement are being added to the high school building.

Orval Haigh who has been drilling at the Jordan Valley cemetery, has moved his drilling rig to the Clifford Feltwell ranch on Owl Creek where he is employed.

Mr. and Mrs. Thenon Elordi and family of Nampa spent several days last week in Jordan visiting his parents, Mr. and Mrs. D. Elordi, Sr., and with other relatives and friends.

Mrs. Edna Pickle of Boise is visiting at the Charlie Swisher ranch.

Visiting at the home of Mr. and Mrs. Domingo Yturri Monday were Mr. and Mrs. Luis Yturri and family of Ontario.

Robert Elordi of Stanley, Ida., and Mrs. Art Jones and children of Nampa visited in Jordan over the weekend.

Free Car Wash

With Every Oil Change
and Lube Job!

AND

24 HOUR SERVICE!

Watch for Our Grand
Opening This Month.

BILL'S SUPER SINCLAIR

B. F. Willingham, Prop.

314 North Main

Phone 3393

HOW?
can GENERAL
AMERICA save 15%
on fire insurance for
owners of preferred
risks? The answer
may mean money to
you. Ask us.

Renstrom
Agency



USE THE CLASSIFIED ADS.



40 YEARS

**SERVING OUR NEIGHBORS
IN SNAKE RIVER VALLEY**

Those were exciting days back in 1916! Snake River Valley was growing up. There were flying machine exhibitions at the Gem State Fairgrounds. Theda Bara was playing in a silent film called "The Serpent." The Overland roadster was selling for \$620—and advertised an incredible speed of 50 miles an hour. Electricity was used primarily for lighting, although the electric iron was rapidly becoming the most popular household appliance. Electric ranges were brand new—and practically unobtainable.

Two years earlier a crisis had been reached among the pioneer electric companies serving the Snake River Valley—a crisis affecting the future well-being and progress of the whole area. There had been some 50 separate enterprises engaged in furnishing electricity from 1887 to 1914, and they resulted in five principal companies competing to serve the people. All were in critical financial difficulties—3 of the 5 were in receivership.

Ways and means had to be found to finance the interconnection of power plants, to link together the distribution systems, to expand the service to farms, and to lower the cost of electricity through efficient operation.

Action was taken. Idaho Power Company was formed from the five existing utility systems. It faced the job of rehabilitation and expansion of the old systems, of engineering new properties, and investing millions of dollars so that Snake River Valley might have abundant power to grow on. There were 17,786 customers in all of southern Idaho and eastern Oregon at the time.

That Idaho Power met the challenge is a matter of

record. There has been no lack of power on the system in 40 years. Total installed generating capacity in 1916 was 20,340 kilowatts. Today's generating capacity is 375,000 kilowatts, and addition of the new Snake River plants—Brownlee, Oxbow and Hells Canyon—will increase this capacity by four times. Think what opportunities, this presents in terms of future industrial growth!

In 1916, Idaho Power Company had 440 miles of rural lines. Today farm lines have been increased to over 10,000 miles reaching nearly all the farms in Snake River Valley.

Back in the years of those early-day companies, electricity was as high as 25 cents per kilowatt hour. It cost 75c a month to operate a "16 candlepower" electric light. Today the average household cost of electricity is 1.70 cents per kilowatt hour. Idaho Power domestic rates are 35% below the national average!

Forty years is an impressive milestone; but in terms of growth and community service, the best is yet to come. The people of the Snake River Valley are continuing to progress. Living standards are up, new homes and buildings are being added constantly, schools are being pressed to keep pace with the younger generation. Plentiful low-cost electric power continues to be always ready, going hand in hand with the growth and development of the area—helping to assure a BRIGHT NEW FUTURE for the Snake River Valley.



★ ★ ★ ★ ★ ★ ★ ★ IDAHO POWER ★ ★ ★
A CITIZEN WHEREVER IT SERVES

Promptness

Promptness in paying your bills is important. Retailers and professional men deserve their money when the bill is due! Pay every bill within ten days after it is received and your installment accounts on the due dates.

**Prompt Payment Builds a
Good Credit Record**

**Retail Credit Association, Inc.
of Nyssa**