

**GATE CITY JOURNAL**

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ADVERTISING BY THE  
**AMERICAN PRESS ASSOCIATION**

GENERAL OFFICES  
 NEW YORK AND CHICAGO  
 BRANCHES IN ALL THE PRINCIPAL CITIES

**COUNTRY NEWSPAPERS AS TOWN BUILDERS.**

The following excellent suggestion for the betterment of conditions in the small towns is being sent out by a society in Chicago which has for its object the moral uplift of both town and country. It is worthy of careful perusal.

What is the matter with the business man in the smaller towns of this country? Why is it that he is everlastingly asleep?

The country merchant represents the very best development in American manhood. He is healthy, strong and unusually intellectual; but he simply will not get out of the rut made in the road of his kind of trade, by the footsteps of his predecessors.

Here is the whole story in a nut shell; contrast the following examples:

On the one hand we have the present prosperous condition of the country, originating in extraordinary good crops. We never had better. Then there must be demand. An over-supply without a market is almost as bad for the farmer as no crop at all. The demand, as well as the price, were never better than at present.

Next comes the wage earner. His condition is undeniably better than it has been for years. Because of the vast sums of money that must change hands during the next six months, to gather and transport the immense crops, the laborer's services will be well paid for. Money sent to the farmer from the purchasers in the East will be used for improved equipment. Old farming implements will be discarded and replaced by new. The harvesting machinery business is a good barometer indicating this condition.

Now comes the country merchant, the doctor, lawyer, hotel man, etc., and the amusement man. Their share of the harvest depends entirely upon their ability to keep abreast with rapidly changing conditions. The merchant in the rural districts, who imagines he can handle his business on the same slipshod plan as that employed by his predecessors forty years ago is badly mistaken. He has new conditions to face, new forces to contend with, almost unsurmountable obstacles to overcome. These, like banquo's ghost, will not let down. They come one after another, thick and fast.

First of all, there is the bugaboo of the mail order house in the big cities, next is the parcel post, then comes the interurban car, the automobile and good roads. Rapid and easy methods of transportation make it comparatively easy for the farmer to get to the larger cities and entirely overlook the dealer in the smaller place.

The merchant, hotel or amusement man in one of these smaller places is quite likely to see customers pass his door en route to the city, if he is willing to rest content with the methods employed by his predecessors. Some are equal to the emergency and promptly lay plans to get their share of the prevailing good times. Others do not.

Now then, here is what we

have as a remedy for the disease:

Meet city competition with the city man's method of getting business.

A country town which has no pastimes, no athletic sports or no places of amusement that are clean and wholesome, are not likely to be attractive to the farmer and his help, therefore:

The country merchant and the amusement man have one common interest, and that is, make a trade of it. Get the people to come to town, amuse and hold them; secure the trade of the surrounding country and prevent its going to the larger cities. That is the first proposition. Everybody is agreed on that score.

How do the big stores in the city yet the orders of the country trade?

First, by full page display ads in the big daily papers. These are almost a complete catalogue of each of the various departments of the entire store. Think of it! A daily issue of a well illustrated catalogue with catchy descriptions and skillfully phrased talk about cut prices, spread out daily before 75,000 to 200,000 women who have money to spend and who need the goods. There can be but one result, which means a sale.

Then again, these same big stores all have their mail order departments, through which catalogues are mailed in great quantities to the farmers and residents of the smaller towns. How long could these big stores exist if they did not use these advertising pullers to draw trade.

The answer is self evident. Their expenses would eat them up and put them out of business inside of ten months.

Suppose for example, five of the big department stores of Chicago should adopt the methods of the average country merchant, cut off their advertising in the daily papers, discontinue soliciting orders by mail, refuse to send out samples and all of the proprietors should sit quietly down and wait for customers to happen along, as is usually done in a country store. Can anyone doubt the result? Contrast the difference between the two methods and the remedy is as plain as the sun in the sky.

Of course, the answer is, that the small store in the country town cannot afford high priced advertisements, costing \$5000 to \$10,000 per day, neither can he afford to issue a catalogue or have a mail order department. That's perfectly true and nobody will try to dispute it, but he has his local newspaper and its working force at his disposal, and its the greatest and best working force in the entire world.

Let us repeat that country newspapers, if properly used, are positively the best advertising mediums in the world for the money.

Mr. Merchant, just store this thought under your hat—every country town that has a daily or weekly newspaper is missing a harvest if its merchants do not make it their mail order catalogue. Every inch of it should be used. It is a gold mine. Mind you, it should be the cut price catalogue, with a good illustration and a catchy description of every article of merchandise carried in stock in town, no matter whether it be a package of onion seed, a gas engine, hay scale or a flannel shirt, and every article shown should be quoted at a price that compares favorably with the prices in the advertisements of the city concerns.

There is not a country town in America where three or four pages of this class of advertising would not boom the local trade and put the city stores

out of business, as far as orders from that locality are concerned.

Their advertisements should resemble a catalogue, not bill poster's efforts. The merchant should make it a point to advertise his Goods and Prices instead of his name.

The country merchant should remember that Publicity advertising makes politicians, but RESULT advertising is the only kind which gets results and best calculated to get results and should educate his clients into that form as quickly as possible.

Here is where you get into the 'ring line—Mr. Amusement Man, Mr. Billiard Man, Mr. Barker, Mr. Doctor, Mr. Barber, Mr. Lawyer, Mr. Real Estate Man, and many others who get the benefit of improved conditions and who will otherwise die of dry rot. You have no catalogue to publish and your little display advertisement in the plan herein suggested, would be of little value towards promoting the general welfare by pulling the country orders to town; therefore you should do your share in some other way. Yours should be the part of the booster.

Get together, and put your shoulder to the wheel. Improve your street lighting, encourage life in the town by promoting amusements. Some towns make the mistake of suppressing them. Remember that file minds create indolence, the plague before which empires fall. Avoid the fallacy of all talk about patronizing home industry. Let it be known that you are a lot of good fellows with the latch string on the outside, who fight to the last ditch in politics, but welcome the competition of the world in cheap prices, qualities and in everlasting hustle, enterprise and go-ahead progressiveness, and you can bid defiance to the bugaboo of the Parcel Post and the threatened invasion of the big store monopoly of the great cities.

Do it now. Start the weekly catalogue in the very next issue of your local papers and keep it up until every item of merchandise in your town is listed for the inspection of the buyers of the county. Your share of the present prosperity will follow just as sure as the light follows the sun.—Copyright, 1913 by F. J. Milnes.

State Labor Commissioner Hoff declares that the eight hour law applies to every policeman in the state. He intends to see that the various municipalities arrange their police departments to conform. Marshal Holmes has not yet received any notification of the proposed reform, but it is supposed he will offer any strenuous objections to having eight or ten hours lopped off of his working day.

**Notice of Sheriff's Sale.**

By virtue of an execution on attachment duly issued by the clerk of the circuit court of the County of Malheur, State of Oregon, dated the 8th day of January, A. D. 1914, in a certain action in the circuit court for said county and state, wherein Martha Peterson as plaintiff recovered judgment against Guy C. Barnum for the sum of Six Hundred Dollars, together with interest thereon at the rate of 8 per cent per annum from the 18th day of November, 1911, and the further sum of One Hundred Dollars attorneys' fees and costs and disbursements taxed at Forty-Five and 85.100 Dollars on the said 8th day of January, 1914.

Notice is hereby given that I will, on the 16th day of February, A. D. 1914, at the main entrance door of the county court house in Vale, in said county and state, at the hour of one o'clock in the after-

noon of said day, sell at public auction to the highest bidder, or bidders, for cash, the following described real property, to wit:

The northwest corner of the lot of Sec. 29, Tp. 19 S., R. 47 E., W. 4 M. and the northeast corner of the lot of Sec. 29, Tp. 19 S., R. 47 E., W. 4 M., and also all that portion of the northeast corner of the lot of Sec. 29, Tp. 19 S., R. 47 E., W. 4 M., described as follows, to wit:

Beginning at the northwest corner thereof, and running thence south 80 rods; thence east to the Oregon Short Line Railway right-of-way; thence northerly along said right-of-way to the north line of said section; thence west to the right-of-way of Wilson Dighe owned by Ontario-Snake River Irrigation Company, containing 90 acres more or less. The said lands being more fully described in instrument No. 1224, dated by J. J. Sarazin et al to Guy C. Barnum, filed in the office of the county clerk of Malheur County, Oregon, and recorded in Book "C" of deeds at page 377 thereof.

Also lots one to six inclusive in Block 84, and all of Blocks 86, and 89, all in Westfield addition to the Town of Nyssa, Malheur County, Oregon.

Taken and levied upon as the property of the said Defendant Guy C. Barnum, or as much thereof as may be necessary to satisfy the said judgment in favor of Martha Peterson against said defendant, with interest thereon, together with all costs and disbursements that have or may accrue.

Dated at Vale, Oregon, this 9th day of January, 1914.

D. H. KERFOOT, Sheriff of Malheur County, Oregon.

By Ben J. Brown, Deputy.

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**W. LEE BLODGETT**  
 All the money you have security for on  
**FIRST MORTGAGE FARM LOANS**  
 At 8 per cent with Optional Payments.

**PATENTS**  
 Trade marks and copyrights obtained or no fee. Send model, sketches or photos and descriptions for FREE SEARCH and report on patentability. Bank references.  
**D. SWIFT & CO.**  
 PATENT LAWYERS,  
 303 Seventh St., Washington, D. C.

**PROFESSIONAL.**

W. B. HOXIE  
 NOTARY PUBLIC  
 Office at residence  
 Nyssa Oregon

DR. J. J. SARAZIN  
 PHYSICIAN & SURGEON  
 Office between Second and Third on Main street  
 Nyssa Oregon

P. J. PHILLIPS  
 ATTORNEY-AT-LAW  
 Nyssa Oregon

C. C. WILSON  
 LAWYER  
 Real Estate Insurance  
 Nyssa Oregon

W. H. BROOKE  
 R. W. SWAGLER  
 ATTORNEYS AT LAW  
 Wilson Bldg Ontario, Or.

MCCULLOCH, WOOD & ECKHARDT  
 Attorneys-at-Law  
 Ontario Oregon

G. B. WILLS  
 Proprietor of  
**THE CITY DRAY**  
 Nyssa Oregon

MALHEUR COUNTY ABSTRACT COMPANY  
 THOS. JONS, MANAGER  
 VALE, OREGON  
 Abstracts of title to all lands and town lots in Malheur County.

**Nyssa Meat Market**  
**THE HOME OF GOOD MEATS**  
 Unsurpassed SAUSAGES  
 WE APPRECIATE YOUR BUSINESS  
 H. BURBIDGE, Prop.

**PIONEER BLACKSMITH SHOP**  
 LEUOK & COOK, Props.  
 General Blacksmiths  
 Wagon Work and Horse Shoeing  
 Plow Work a Specialty

**Oregon-Idaho Lumber Co.**  
 Nyssa (LIMITED) Oregon  
 Exclusive agents for King Coal  
 Laths, Lumber, Shingles, Windows, Coal, Doors, Cement, Plaster, Building Paper.  
 We carry a complete line of BUILDING MATERIAL. Let us figure your bills.  
 S. H. THOMPSON, Mgr.  
 Yard on Front St., near Hotel Western.

**Lumber and Building Material**  
 of all kinds  
 ROCK SPRINGS AND HIAWATHA COAL  
**The Empire Lumber Co., Ltd**  
 NYSSA, OREGON

**Hotel Western**  
 J. H. BITNER, Prop.  
 ROOMS and MEALS  
 Sunday Dinners a Specialty  
 Prompt and Courteous Service  
 Nyssa Oregon

**THE Merchants' Lunch Room**  
 next door to Postoffice  
**Billiard Hall**  
**HARRY EARP, Prop.**

**IF YOU'RE A RANCHER**  
 That's your business. Makes no difference what you do, its your business. If you have anything to trade or sell, that's our business.  
 Let us know what you have  
**Gate City Real Estate Co.**  
 R. H. McNEE, Manager

**J. BOYDEL**  
 Real Estate and Insurance  
 Notary Public and Justice of the Peace.  
 Bank of Nyssa Block  
 NYSSA OREGON

**J. W. ALEXANDER**  
 EXPERT PLASTERER  
 Open to Engagements. All Work Guaranteed.  
 TILE WORK A SPECIALTY  
 TRY ME. PARMA, I.D.A.

**..A.. CLEAN UP SALE**  
 ON OUR DISHES  
 From Jan. 12 to Jan. 24 only, anything in our Dish line at

**Cut-Throat Prices**  
 See our 5, 10 and 15c Cash Window  
 It's a Wonder  
**Nyssa Hdwe Company**  
 NYSSA - OREGON

**RELL'S BARBER**  
 Butt in, old chap, and watch us slick  
 Arrange your face within our five minutes  
 Ring in your friends by fires and tele  
 Big easy chairs, you climb no stairs.  
 Each swell massage will sure dislodge  
 Right here's the lair wherein you  
 fleeces, shampoos, shines, shaves for kings  
 ever tried.  
 Got towels right. We treat you white  
 as snow.  
 Our powder puff is high class stuff; v  
 our combs and boston soars—we guarantee

**Do You Comply**

**Butter**  
 The state law requires all butter offered shall be enclosed in a package plain thereon. The Journal furnish the best parchment wrapper  
**\$1.25 for first half**  
**25c for additional half**

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