

GATE CITY JOURNAL

Published every Friday at Nyssa, Oregon, by

BROWN BROTHERS
W. S. BROWN.....Editor
H. F. BROWN.....Business Manager

Entered as second-class matter April 14, 1910, at the postoffice at Nyssa, Oregon, under the Act of March 3, 1879.

SUBSCRIPTION RATES:
One year, in advance..... \$1.50
Six months in advance..... 75c

Red is a danger signal on a railroad, on a man's nose and on a woman's cheek.

Germany finds it hard to discover what congress is driving at. So does everybody else.

When it comes to a pinch the United States is inhabited almost exclusively by Americans.

The Rev. Billy Sunday is preaching in Baltimore, where a great many sinners are raised.

Meanwhile the nation is preparing for its regular quadrennial orgy of partisan politics.

The best way to check the suffrage movement is to feed the girls freely on strawberries and cream.

Germany must hate England even more than we thought. Zepellins have gone to bombarding breweries.

The old concert of Europe seems to have dwindled down to a vocal trio by the three Scandinavian kingdoms.

Fly swatting time is almost here, but it would be better to clean up the breeding places than to swat all summer.

From catalogue and farm paper the incubator is calling soft to the brooder, thus indicating that spring is here.

If Col. Roosevelt feels in a heroic mood he might return from the West Indies and go and track Villa to his lair.

Villa should have remembered what happened to Aguinaldo before he started anything in the vicinity of Fred Funston.

Twenty-five hundred trained dogs are attached to the German army and they aid friend and foe alike. Heathen dogs.

Charlie Chaplin is to get \$650,000 a year and it must be admitted that he is worth every cent of it—but the last four ciphers.

Somewhere in the Mexican mountains there is a stout pine limb that Pancho would look perfectly lovely dangling from.

How it must make Europe roar to read that after several days preparation we have succeeded in massing 7000 troops to invade Mexico.

A famous clown in New York recently committed suicide about a girl—and many another less famous before him have done the same thing.

Colonel House says the people of the belligerent countries are living with their "nerves on edge." Evidently war is some sort of a nervous disease.

"It would be a mistake to nominate me unless the country has in its mood something of the heroic," says Colonel Roosevelt; or the idiotic, we might add.

"The birds of spring are on the wing, they chirp in every tree; and soon we'll swish away to fish, with bait enough for three," joyously carols the spring poet. But the old-timer, remembering that we are in the arid belt, sadly murmurs "Never more."

Those who do not believe in resisting violence under any circumstances should have been living in Columbus during the late Mexican raid. Standing calmly by and seeing their families insulted and murdered would have been a pretty good test of their faith.

Story of the Auto Prince

There was an old geeser who had a lot of sense; He started up a garage on a dollar-eighty cents—

The dollar for stock and the eighty for an ad, Brought him in three lovely dollars in a day, by dad.

Well he bought more goods and a little more space, And he played that system with a smile on his face.

The customers flocked to his two-by-four, And soon he had to hustle for a regular store.

Up on the square, where the people pass, He gobbled up a corner that was all plate glass.

He fixed up the window with the best that he had, And he told 'em all about it in a half-page ad.

He soon had 'em coming and he never, never quit, And he wouldn't cut his ads one 'by dad' bit.

Well, he's kept things a humming in the town ever since And everybody calls him the Auto Prince.

Some say it's luck, but that's all bunk—Why, he was doing business when the times were punk.

People have to purchase and the geeser was wise—For he knew the way to get 'em was to advertise.

Knowing that this is the time of year when the average country merchant lays down on his advertising, the big mail order houses recently shipped five carloads of catalogues to Boise for distribution among the farmers of Idaho and Oregon.

The secret of their success in selling inferior goods at a big profit lies in the fact that they send their advertising into almost every home. They not only describe the goods offered, but name the prices at which they are sold.

The family newspaper, being admittedly the best advertising agency in the world, gives the home merchant a chance to beat the mail order houses at their own game. The incomprehensible thing is that so few of them do it.

Many, who think they try, advertise by saying that "John Doe keeps a store," or perhaps that he has a shipment of sugar and flour.

Every local reader of the paper knew Doe was a storekeeper before he read the advertisement and, perhaps, heard of his getting in the goods.

What interests him in an advertisement is the same thing that interests him in a catalogue and that is, "How much sugar for a dollar and the price of a sack of flour."

The merchant who advertises his goods instead of his business, describes the articles and names a price that compares favorably with the mail order house, will always get the "home trade."

The mail order houses advertise heaviest during the season when trade is dull. By so doing they live up their trade.

Why, even a sensible horse takes a good start on a steep hill. It is the non-advertising country merchant who lays down at the foot of the hill and waits for somebody else to stimulate business sufficiently to wake him up.

Recently the baseball editor of an exchange was sent to report the sermon of a new minister. This is the copy he turned in: "Quite a bunch was present last Sunday evening at the church owing to the presence of a new star and the box of boosters was anxious for a line on his work."

Blank is certainly there with the goods and performed to the satisfaction of all present. Owing to the fact that this was his first appearance on the local grounds he was a little nervous the first inning.

Encouraged by the coaches in the 'Amen corner' he let himself loose and had the game well in hand from then on. His New Jerusalem slow ball is a peach and when he turned loose on eternal punishment his speed was terrific.

As this was his first workout it is too early to try to predict a future for him, but if he can keep up the gate he has started with it's him for the big league next season."

The Standfield Standard says Fred Smith, a stockman from the interior of the state, 40 years old, reached Standfield a few days ago and for the first time in his life saw a railroad train. The paper states he exhibited the wonder of a child every time he saw a train pass. He asks to know where it came from, where it is going and numerous other questions concerning it.

One editor states that "a man who squeezes a dollar never squeezes his wife." In looking over our subscription list we believe there are a number of good women in this vicinity who are being sadly neglected.—Ex.

Leland Smith, 22 years old, pleaded guilty to foragey and horse stealing and was sentenced to 20 years for foragey and one to 10 years for larceny.

POLITICAL ANNOUNCEMENTS

FOR COUNTY SURVEYOR.

I hereby announce myself a candidate for the nomination for the office of County Surveyor, subject to the decision of the democratic voters at the primaries. B. F. FARMER, (Paid Adv.) Present Incumbent.

ANNOUNCEMENT.

I hereby announce myself a candidate for nomination for the office of Circuit Judge of the Ninth Judicial District of Oregon, subject to the Democratic party at the primary election to be held May 19, 1916. DALTON BIGGS

FOR ASSESSOR.

I hereby announce myself a candidate for the nomination for Assessor of Malheur county, subject to the will of the Republican electors at the coming Primaries. If nominated and elected I promise to do my best. (Paid adv.) A. A. ROBERTS.

FOR ASSESSOR.

I hereby announce myself a candidate for the nomination for the office of County Assessor, subject to the decision of the Republican voters at the Primaries. S. L. PAYNE. (Paid adv.)

FOR DISTRICT ATTORNEY.

I hereby announce my candidacy for the Democratic nomination for the office of District Attorney of Malheur county. R. W. SWAGLER. (Paid Adv.)

ANNOUNCEMENT.

I hereby announce that I will be a candidate for the office of assessor of Malheur County, subject to the decision of the democratic voters at the primary election. B. W. MULKEY. (Paid Adv.)

FOR COUNTY CLERK.

I hereby announce myself a candidate for the nomination for County Clerk of Malheur County, subject to the will of the democratic voters at the primaries. ARTHUR MOODY. (Paid Adv.)

FOR TREASURER.

TO THE VOTERS OF MALHEUR COUNTY:

I hereby announce myself as a candidate for County Treasurer, subject to the will of the Republican voters at the primary election. (Paid Adv.) H. H. WILLIAMS.

TO THE CITIZENS OF MALHEUR COUNTY:

I desire to announce my candidacy for the office of assessor, subject to the decision of the democratic electors at the coming primary. If nominated, and elected, I pledge economy in office, and property earning power the base for finding values except as otherwise prescribed by law. (Paid Adv.) GUY JOHNSTON.

I hereby announce myself a candidate for the nomination for County Clerk of Malheur county, Oregon, subject to the will of the Republican electors at the coming primaries. V. B. STAPLES. —Paid adv.

FOR ASSESSOR.

I hereby announce myself a candidate for the office of county assessor subject to the will of the republican voters of Malheur county at the coming primaries. (Paid Adv.) F. B. ZUTZ.

I hereby announce myself a candidate for the nomination for Sheriff of Malheur County, subject to the choice of the Democratic electors in the coming primary election.

If nominated and elected I will continue, as heretofore, to enforce the laws to the best of my ability and give the taxpayers a business administration of the affairs of the office. BEN J. BROWN, (Present Incumbent, for Re-election.) (Paid Adv.)

FOR ASSESSOR.

I hereby announce myself a candidate for the nomination for Assessor of Malheur county, subject to the will of the Democratic electors at the coming primaries. (Paid Adv.) J. M. DUNCAN.

FOR TREASURER.

I hereby announce myself as a candidate for the nomination for the office of Treasurer of Malheur County, subject to the will of the democratic voters at the coming primaries. ROSS A. SOWARD.

I hereby announce myself a candidate for the office of joint representative for Malheur and Harney counties, subject to the will of the republican electors at the coming primaries. (Paid Adv.) P. J. PHILLIPS.

I hereby announce myself as a candidate for the Democratic nomination for School Superintendent of Malheur county in the coming primary election. If nominated and elected I will, to the best of my ability, continue to work to

further the educational interests of Malheur county. FAY CLARK. Paid adv.

TO THE VOTERS OF MALHEUR COUNTY:

I hereby announce my candidacy for re-election to the office of County Assessor, subject to the will of the Republican voters at the primary election on the 19th day of May, 1916. And if nominated and elected I shall continue to assess all corporations on an equal and uniform basis with other property. L. E. HILL, (Paid adv.) Present Incumbent.

Subject to the choice of the Republican voters of Malheur and Harney Counties, Oregon, to be expressed at the coming Primary Election, I hereby announce myself as a candidate for the Republican nomination as Joint Representative to the Legislature from this Representative District. Dated January 21, 1916. (Paid Adv.) CHAS. M. CRANDALL.

To the Voters of Malheur County: I hereby acknowledge my candidacy for the republican nomination for the office of District Attorney of this county. If nominated and elected I will endeavor to fulfill the duties of my office in a fair, fearless and efficient manner and to the best of my ability, keeping in mind at all times my duty to the taxpayers. (Paid adv.) P. J. GALLAGHER.

FOR COUNTY TREASURER.

I hereby announce myself a candidate for the nomination for the office of County Treasurer or Malheur county, Oregon, subject to the will of the Republican electors at the coming primaries. C. C. MUELLER. (Paid adv.)

Money to loan on Improved Ranches Call on or write to W. J. Pinney, Ontario, Oregon.

NYSSA, OREGON

The Gate City as It Is Described in a Pamphlet Issued by the Farmers and Business Men's League

The object of this little folder is to give tersely and honestly general facts about NYSSA and that part of the great Snake River Valley of which NYSSA is the center. This thriving town is located on the main line of the Oregon Short Line railroad and junction of branch line to Homedale, Idaho. Some of the advantages which its citizens enjoy are:

A population of over 600.

Electric lighting system, privately owned.

Municipal waterworks system furnishing a bountiful supply of pure deep well water. Magnificent school buildings, high and graded schools, with free transportation for pupils within a radius of five miles from NYSSA. The only schools with this system in the State.

Steel wagon bridge across Snake River connects NYSSA with the Apple Valley bench, Idaho.

Two banks, capital and surplus \$64,000. Carry deposits aggregating \$125,000.

One general store, lumber and coal yard, four grocery stores, one hardware store, one men's and boys' store, two dry goods stores, two butcher shops, one drug store, two restaurants, one confectionery store, two blacksmith shops, two pool and cigar stores, one auto garage, a first class hotel, housed in a modern brick building; modernly equipped motion picture theatre; an up-to-the-minute cheese factory—the only one in the county.

The center of a 100,000-acre irrigation project.

Methodist Episcopal, Presbyterian, Episcopalian and Mormon churches.

Masons, I. O. O. F. and Women of Woodcraft lodges.

A live weekly paper.

FARMING

The farmer finds his paradise in the Snake River Valley. The advantages are:

SOIL—The soil is composed of decomposed lava rock, volcanic ash, sand and loam, the richest soil known. The soil is of great depth, often 50 feet or more. It contains the fertilizer itself, making it unnecessary to manure land to give it life.

CLIMATE—The climatic conditions are ideal. Short mild winters; seldom below zero. Summers of continual sunshine. June, July, August, September and October contain 135 days of clear sunshine.

WATER—The best and cheapest water rights in the state are found here; shortage of irrigation water is unknown.

ELEVATION—The lands of the valley lie at an elevation of from 2200 to 2300 feet.

Seldom does the farmer find the concomitants of all the essential conditions for successful farming so beautifully blended in harmony of climate, soil, elevation and cheap water.

The principal crops grown are:

ALFALFA is the great forage crop. The long dry summers of continual sunshine make the curing of alfalfa hay possible without loss. No other forage crop equals this alfalfa in production of fat and growth of stock. Three cuttings every season, yield from 6 to 10 tons per acre. It sells for from \$5 to \$8 per ton in the stack. Alfalfa seed makes returns of as high as \$100 per acre. Malheur county ranks first in alfalfa in Oregon.

GRAINS yield abundantly. Wheat from 40 to 80 bushels per acre; oats from 75 to 125 bushels per acre, weight 40 to 45 pounds to the bushel. Barley does equally as well, yielding from 50 to 85 bushels per acre.

POTATOES are easily grown and yield from 8 to 20 tons per acre. They sell at from 65c to \$2 per hundred. The potato bug is unknown.

ONIONS, cabbage, tomatoes, peas, sweet corn, melons, and in fact all truck farming products are successfully grown.

CORN AND HOGS—This valley is peculiarly adapted to successful corn growing. Last year was the first that the farmers grew corn as a principal crop. The yields were enormous, ranging from 60 to 123 bushels of shelled corn per acre.

NYSSA took first prize for corn exhibited at the Malheur County Fair, State Land Products Show, and the Walla Walla Corn Show, Oregon, Washington, Idaho and Montana competing. Malheur county ranks first in the state for corn production, quality and yield. Hogs are very profitable and are easily raised. Cholera is unknown. The wonderful opportunities for corn and barley production, coupled with the high grade alfalfa grown, promises to make this the premier hog section of the state.

FRUIT—Apples, prunes, peaches, apricots, and cherries are grown in abundance. Prunes and apples especially do well. The largest prune orchard in Oregon is at NYSSA. This orchard of 100 acres ships annually from 40 to 60 cars of prunes. NYSSA prunes dry 8 per cent more fruit than prunes grown west of the Cascades. Within a radius of five miles of NYSSA are 4000 acres of apple orchards. The principal varieties are Jonathan, Rome Beauty and Winesap. Owing to the continuous sunshine, this fruit reaches a size, flavor and rich coloring that excels that grown in the rainfall sections.

FACTS FOR THE DAIRYMAN

SHORT WINTERS—Spring work begins in February.

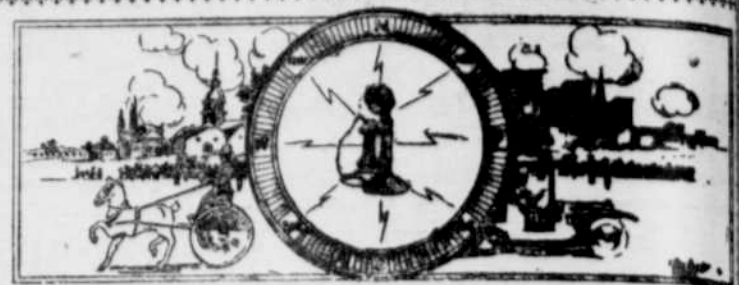
NO DISEASE—Dry climate.

CHEAP FEED—The kind you want. As an illustration, 22 head of cattle and horses were pastured on 6½ acres of bluegrass pasture without other feed from April 15 to November 1.

ALFALFA—Three and four cuttings, 6 to 10 tons.

CORN ENSILAGE—Twenty tons per acre easily grown.

CREAM STATIONS AND A CO-OPERATIVE CHEESE FACTORY—Cheese easy sale at good prices. Conditions are ideal for this business.



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