

# The Gate City Journal

KLASS V. POWELL - - - - - Editor and Publisher

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## AMERICA LIKELY TO FURNISH BALANCE OF POWER IN WAR

The offensive action launched by the armed forces of the United States in various parts of the world during the last few weeks indicates that this country is again to furnish the balance of power that will win the war.

In world war no. 1 the allies were hard pressed by the Germans when American power began to be felt. Some contend that the United States won the war. Even if it did not, it provided the balance of power that crushed the Germans, although the American force was comparatively small.

More equipment and more men are going to be needed to defeat the three axis powers than was required to defeat Germany and her allies last time, but the United States and Britain are fighting and producing on a much larger scale, so the proportion is about the same.

Reports indicate that most every American expects the united nations to win the war, but despite the prospect of the United States furnishing the balance of power the task of defeating the dictators is going to require tremendous effort.

The definite American offensive against Japan in the Solomon islands and offensive forays in western Europe and northern Africa give Americans hope that the time is not far distant when the American balance of power will be felt. When it is felt sufficiently Germany and her two satellites will crumble.

## AUSTRALIANS BELIEVE ADVERTISING IS NEEDED

(From Domestic Commerce)

The country "down under", even when faced by an invasion of hostile troops, not only believes that advertising should not diminish but believes that it is the fundamental concept of a sound business policy.

In an article published by Commercial Broadcasting, of Sydney, Australia, Frank Goldberg states that if a name is worth anything it

is worth keeping.

It is obvious, Mr. Goldberg points out, that if, during the time a sellers' market is operating, a firm allows its customers to forget it or make new connections during the emergency—if it fails to keep the machinery of its normal outlets oiled and in good working order—if it fails to lay the groundwork for the new competition, which will undoubtedly be keener—if it allows these things to happen, then it is obvious that the onset of a buyers' market will put that firm in a disastrous position from which it may find it impossible to extricate itself.

Business managers and executives who realize that the need for maintaining favorable customer relationship is basic and fundamental will take steps to strengthen them now—so that they may withstand the stresses.

These business managers will make certain that their customers are fully informed of their intentions, policies, and procedures, and of the uncontrollable circumstances that restrict or delay the delivery of goods. They will confide in their customers—frankly, fully, and frequently—and, meanwhile, remind them of the merits and possibilities of the products that are temporarily unavailable.

Logic suggests, as in any other form of insurance, and history proves, as in countless cases during the last war, that normal advertising schedules should not only be maintained, but actually exceeded, in an emergency period. The importance of advertising on a sellers' market is such that even the employment of capital funds may be justified.

Advertising insures your trade name, good will, and product against the time when normal business conditions return.

Advertising keeps your name and product before a large number of people, while the present oversold market is due to large orders from a small number of customers.

The fame of the biggest name is fleeting. The public's memory is short—and you will need the public when conditions change.

## Crop Insurance Program Shown

A new simplified crop insurance program, providing more uniform premium rates and offering protection for a three-year period is being made available for the first time to Malheur county farmers, announces Pieter Tensen, chairman of the county AAA committee.

The new premium rate policy, adopted after a careful study of the operation of crop insurance during the three years since its inception, provides that rates throughout the county will be uniform for every farm having the same average yield. Under the system previously used, a separate premium rate was determined for each farm.

Premiums applying in Malheur county for insurance beginning with the 1943 wheat crop will be as follows:

Guaranteed Yield (Bu. per acre)	Premium Rate (Bu. per acre)	75% Insurance
8.0 - 8.9	1.48	
9.0 - 9.9	1.47	
10.0 - 11.9	1.46	
12.0 - 12.9	1.45	
13.0 - 13.9	1.44	
14.0 - 14.9	1.43	
15.0 - 15.9	1.42	
16.0 - 17.9	1.41	
18.0 - 18.9	1.40	
19.0 - 20.9	1.39	
21.0 - 21.9	1.38	
22.0 - 22.9	1.37	
23.0 - 24.9	1.36	
25.0 - 25.9	1.35	
26.0 - 26.9	1.34	
27.0 - 27.9	1.33	
28.0 - 28.9	1.32	
29.0 - 30.9	1.31	
31.0 - 31.9	1.30	
32.0 - 32.9	1.29	
33.0 - 34.9	1.28	
35.0 - 35.9	1.27	
36.0 - 36.9	1.26	
37.0 - 38.9	1.25	
39.0 - 39.9	1.24	
40.0 - 40.9	1.23	
41.0 - 41.9	1.22	
42.0 - 43.9	1.21	
44.0 - 44.9	1.20	
45.0 - 45.9	1.19	
46.0 - 46.9	1.18	
47.0 - 47.9	1.17	
48.0 - 48.9	1.16	
49.0 - 50.9	1.15	
51.0 - 51.9	1.14	
52.0 - 53.9	1.13	
54.0 - 54.9	1.12	
55.0 - 55.9	1.11	

The new three-year policy plan insurance protection for three crop years at a uniform premium rate, unless figures compiled for subsequent years provide a rate more favorable to the farmer. In this case, the contract may be cancelled and a new one embodying the revised premium rate written for an additional three-year period. The new policy plan is expected to result in more continuous protection to the farmer and reduced administrative expense.

Premiums, which are expressed in terms of bushels of wheat, are payable in annual installments at about harvest time and may be paid in cash, computed at the current market price, or by an equivalent offset against a wheat loan or AAA payment due the

insured farmer. A single form, embodying the insurance contract and a wheat note for the annual premium payments, is all that the farmer signs during the three-year period.

All-risk insurance provides a guaranteed production of 50 or 75 per cent of the average production of the wheat acreage allotment of the farm. Indemnities are paid for losses due to drought, flood, frost, hail, fire, insects, disease or any other cause beyond the control of the grower. Indemnity payments are made as soon as proof of total or substantially loss can be made, or at harvest time in case of partial losses. Adjustments are made by local AAA committeemen or supervisors.

Applications for crop insurance for the three-year period beginning with the 1943 crop may be made any time before September 30, 1942 on farms raising winter wheat or March 15, 1943, on farms raising spring wheat only. Complete information and application forms may be obtained at the county agricultural conservation office at Ontario or through any county or community AAA committeeman.

## Fire Destroys Boyers' House

Ontario, Aug. 20 (Special)—The old Boyer residence, owned by O. N. Boyer, at the southern end of Oregon avenue, and all of its contents were destroyed by fire last week.

All of the city's fire fighting equipment was used in the two-hour battle conducted by firemen. J. B. Atherton, veteran member of the fire department, became the first fire-fighting cas-

uality in Ontario in years. He suffered rib fractures and shock when he fell through a fire-weakened section of the roof. He was given treatment at the Holy Rosary hospital.

A hint at possible sabotage of city fire fighting equipment cost the department several valuable minutes in fighting the fire and police are investigating the incident. Firemen had already thrown the first stream of water on the building when the hose was blocked. Several minutes was lost in finding and removing the cause. Police are not revealing the identity of the blocking material until investigation is completed. Fire Chief Arthur Atherton stated the foreign substance in the equipment could hardly have been there accidentally. He said both the hydrant involved and all fire equipment had been tested within the past two weeks.

The Boyer house was one of the first built in Ontario and was a show place of 50 years ago. Mrs. Orin Boyer, who was ill, was alone in the house when the flames broke out. D. M. Johnson, manager of a nearby wholesale house, tried to stop the fire with

extinguishers but the flames had too much of a start through the old structure. The city's combination street sprinkler and pressure pumper proved its value as a fire fighting auxiliary to the two hose lines used by the regular department. Supplying a stream of 75 pounds of pressure, the sprinkler held on its original water capacity of 1500 gallons.

## COLUMBIA AVENUE

Mrs. S. P. Bybee, Mrs. V. L. Kessler and Mrs. Pete Walsewood spent Wednesday in Payette.

Mr. and Mrs. E. M. Seuell spent Sunday with his parents Mr. and Mrs. Seuell of Notus, Idaho.

Marjorie Groot of Boise spent the week-end with her parents, Mr. and Mrs. Dick Groot.

Mr. and Mrs. Gerrit Groot of

Apple Valley visited at the Dick Groot home Saturday.

Mr. and Mrs. C. M. Tensen and Neil left Sunday for Summit Prairie. Mr. and Mrs. Dale Garrison, Mr. and Mrs. V. L. Kessler, Mr. and Mrs. Pete Walsewood and Mr. and Mrs. S. P. Bybee attended the ball game at Boise Sunday evening.

## Objector Sent Away—

Kenneth H. Hull, route 2, Ontario, Malheur county's second "conscientious objector" under the terms of the 1940 selective service act, has been sent to an objectors' camp at Coleville, California. He is a member of the Friends' church.

## Bernard Eastman

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15 per cent Reduction  
on  
Bedroom Suites  
for cash during next  
two weeks.  
**NORDALE**  
FURNITURE STORE

Well worth visiting  
**TAILORING SALE**  
Tues. Aug. 25  
Our Chicago company representative will be with us for a LIMITED TIME ONLY to display this season's outstanding fabrics and consult with you about your wardrobe interests or problems. So comprehensive and varied is the new selection that your problem—if any—will be to decide WHICH from many fabrics that you admire!  
**Wilson Clothing Store**



**That ALL-ELECTRIC HOME Idea Has Proved a Sound Investment...**  
Few things mean so much to every family as their dependable electric service—both in time of peace and in time of war. Electric servants are the allies of the home front. Every day, they're helping—making homemakers' tasks lighter, health protection more sure, precious time more easily available for all the things that need doing these days.  
Keep Your Electric Servants Working  
With no more electric appliances coming off the production lines, it's more important than ever to keep yours in good working order. A little care now will help make them last until the war is over.  
INVEST IN AMERICA! BUY BONDS AND STAMPS  
**IDAHO POWER**  
Electricity Does So MUCH—Costs So LITTLE!

**BACK TO SCHOOL**  
With all needed school supplies for the tot on through to the high school senior.  
**Wray's Dime Store**

**MOTHERS!**  
Send Your Children Back To School Looking Their Best. Clean Clothes Mean So Much Especially at The Opening of School.  
Get Them Ready In Plenty of Time.  
**Main's Cleaners**

**Look Your Best**  
For the opening of school.  
He'll love your new Victory Bob, which will make you look like an angel.  
**Owyhee Beauty Shop**

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