

THE GATE CITY JOURNAL

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We've Got the Mouse Trap —Let's Sell It!

Two major farm products that are vital to this agricultural area are reported to be creating some concern because of overproduction.

Sugar beet growers and the Amalgamated Sugar Co. are faced with a problem of too much sugar for no other reason than the fact that thousands of bags of imported cane sugar are being consumed throughout the northwest. Overproduction of dairy products and increased use of butter substitutes is nothing new and become major farm problems at periodic intervals. To the average person, who does not grow beets or is not connected with the sugar factory, the danger of too much sugar is something new.

Neither of the problems can or will be solved by spasmodic appeals to the public to "be patriotic and use home products." That approach was found to be ineffective years ago simply because it was always another flash campaign that aroused temporary interest and soon died down. Individual business firms, business sales groups and small town Chambers of Commerce learned the futility of the sentimental appeal long ago when they were reminded by their customers that many of them advocating such an approach might be guilty of heresy.

It's a common joke in all rural towns that more oleo is paid for with cream checks than by any other medium of exchange, just as it's a well-known fact that many merchants who complain about mail order purchasers, buy a large amount of their needs outside their own town or their own state. A recent self-imposed survey revealed that both sugar company employees and members of the Sugar Beet Growers association had cane sugar in their home larders.

What then is the approach? Both the beet sugar problem and the milk problem can be licked with a common-sense approach to make the consuming public conscious of the product, its quality, its economy and above all the name itself.

Manufacturers of nationally known and competitive commercial products didn't get where they are by "hoping" the buying public would remember their brand names. None of them used the name of their competitors, but they definitely stressed their own brand or product name.

The two words, "beet sugar" could easily replace just "sugar," just as "a glass of milk, please" could easily replace "a cup of coffee, please." The same approach can apply to small businesses, small towns and associations attempting to promote their individual welfare.

The time has come for energetic salesmanship that can result in more financial stability than a dozen congressional investigations and new laws that set everything sold at 200 percent of parity.



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CHURCH NOTES

OWHEE COMMUNITY CHURCH

Route 2, Nyssa
Rev. Kenneth Himple, Pastor
Phone 2737
10 a. m., Sunday school.
11 a. m., Morning worship service.
7 p. m., Young Peoples meeting.
8 p. m., Evening worship.
Wed., 8 p. m., Bible study and prayer meeting.

FIRST Church of Christ (Christian)

H. H. Powell, Minister
Res. 414 Ennis Phone 3384
Bible school, 10 a. m.
Worship and Communion, 11 a. m.
Mid-week services, 8 p. m.
C.Y.Y., Sunday Eve. 7 o'clock.
Evening Services, 8 p. m.

ASSEMBLY OF GOD

Rev. Haskell Friend, Pastor
South 2nd and Reece Ave.
10 a. m., Sunday school.
11 a. m., morning worship.
8 p. m., evangelistic service.
Tues., 8 p. m., prayer service.
Fri., 8 p. m., young people.

CHURCH OF CHRIST Parma, Idaho

McConnell Ave.
O. E. Robinson, Minister
10 a. m., Bible study.
11 a. m., morning worship.
8 p. m., Sunday evening service.
Wednesday, 8 p. m., Bible study.

ST PAUL'S EPISCOPAL CHURCH

The Rev. Carl H. Gross, Ph. D.
SUNDAY:
11:30 a. m., Sunday school and morning prayer.
WEDNESDAY:
9-11 a. m., kindergarten (church).
3-4 p. m., primary Bible class (rectory).
7:30-9 p. m., YPF—Instruction in church history and recreation.

FREE METHODIST CHURCH Adrian, Oregon

10 a. m., church school.
11 a. m., morning worship.
MISSIONARY BAPTIST CHURCH
Elder Lee Jolliff, Pastor
10 a. m., Sunday school.
11 a. m., morning worship.
8 p. m., evening worship.
Wednesday, 8 p. m., prayer service.

FAITH LUTHERAN CHURCH

Fifth Street and Park Avenue
John L. Briehl, Pastor
10 a. m., Sunday school.
11 a. m., divine worship.

COMMUNITY METHODIST CHURCH

Vernon L. Taylor, Minister
9:45 a. m., church school.
11 a. m., morning worship.
7 p. m., Youth Fellowship.

CATHOLIC CHURCH

Park Avenue and Third Street
Rembert Ahles, O. F. M.
Mass Sunday at 8 and 10 a. m.
and daily at 8 a. m.
Saturday, 10 a. m., Catechism classes.

Brethren Christian Center Mission

East 2nd and Ehrgood
10 a. m., Sunday school.
11 a. m., morning worship.
7:30 p. m., evangelistic service.

L. D. S. 1st WARD

Charles Mann, Bishop
9:15 a. m., priesthood meeting.
10:30 a. m., Sunday school.
7:30 p. m., sacrament meeting.
Tuesday, 2 p. m., relief society.
Wednesday, 4 p. m., primary; 7:30 p. m., M. I. A.

L. D. S. 2nd WARD

D. Hubert Christensen, Bishop
9:15 a. m., priesthood meeting.
10:30 a. m., Sunday school.

THE CHURCH OF THE NAZARENE

Robert Jackson, Pastor
10 a. m., Sunday school.
11 p. m., morning worship.
7 p. m., N.Y.P.S. and Junior meetings.
7:45 p. m., evangelistic service.

ADRIAN COMMUNITY CHURCH

UNITED PRESBYTERIAN
Henry E. Moore, Pastor
10 a. m., Bible school.
11 a. m., morning worship.
11 a. m., junior church.

Methodist Men Of Area Meet

The Rev. Vernon Taylor, Lloyd Tobler, Dr. George Coburn, Dr. John Long, John Wulf and Harlan Koger represented the local Methodist church at the Area Meeting of the Methodist Men held in Payette Thursday night.

Men attending from Vale, Nyssa, Ontario, Fruitland, Payette and Weiser voted to formally organize their group.

Adrian Presbyterian Church Notes

The Rev. O. T. Hill, pastor of the Vale Methodist church, was guest speaker in the Adrian Community church Sunday morning. Mr. Smith of Vale, accompanied Rev. Hill and sang several numbers. Rev. Henry Moore, pastor of the Adrian church, spoke at the Vale church.

Dr. Samuel C. Weir, moderator of the United Presbyterian church in North America, was guest speaker at the Nampa United Presbyterian church, Tuesday evening. There was a potluck dinner at 7 p. m., previous to Dr. Weir's address.

The 20-40 club will sponsor a chili feed at the church basement, Friday evening beginning at 6:30 p. m. Chili, pie and coffee will be served.

Thursday night, Feb. 25, a congregational meeting has been called for the purpose to consider the building of a new parsonage so as to provide more room for the church school.

Sunday is Loyalty Sunday in the church. Special music for the day is planned and Rev. Moore will speak at the morning service on "Why All Loyal People Should Go to Church."

The Cub Scouts will hold their annual Scout dinner at the church Tuesday evening. The Cub Scouts and their parents and leaders will attend.

A group of the Cub Scouts, who did not get to go on the trip to visit the Mountain Home air base on a former trip, were taken by their leaders and some of the parents to visit the base last Saturday. Eight cars went, and both scouts and their parents report a fine time.

Nominees Named By Methodist Group

Methodist men of the local church met Jan. 28 and voted at the meeting to organize and elect officers. Names to be presented to the group at the March meeting by members of the nomination committee are as follows: Clyde Snider, president; Dr. George Coburn, vice president; John Wulf, secretary-treasurer; James Stephen, program chairman, and Grover Lytle, membership chairman.

Use the Journal Classified Ads, they get results.

A Letter To Dad

The following is an excerpt from a message written to a Nyssa father by his son who lives in another state. The message was written on the back of a Christmas card, but each day of the year as they are during the Yule season. The father asked that his name and that of his son not be disclosed.

"Dad, for many years now I have felt a burning desire to make you proud of me and the things I've done. Sometimes I feel I've failed but in one thing there is something that will never change and that, Dad, is how proud I am to know and to call you my father and to tell of how wonderful a father you have been to me through all these years of turmoil and happiness. I know that those who know you and those with whom I share my feelings agree with me that there is no better father than you have been to me."

Shrove Pancake Supper Tuesday

The annual Shrove Tuesday pancake supper of St. Paul's Episcopal church will be held March 2 from 5:30 p. m. until 8.

The event, sponsored by the Couples club, is co-chaired by Mr. and Mrs. Ted Morgan, Mr. and Mrs. Harold Brendle and Mr. and Mrs. Dick Tensen. Singing waiters are to be a special feature. The public is invited to attend.

BOOK OF MORMON LECTURE

Glen Call of Ontario, L. D. S. Nyssa stake high councilman, was guest speaker at the Special Interest class in Mutual Wednesday evening. His lecture was on Ancient America and the Book of Mormon.

Around Arcadia

Mr. George Moeller
Dial 2733

Mr. and Mrs. Knox Alexander of Portland visited Friday evening at the home of Mr. and Mrs. Otis Bulard.

Mr. and Mrs. Don Reitz and family of Nyssa visited Sunday evening with Mr. and Mrs. Bob McKinney.

The Arcadia Sunshine club met Feb. 19 at the home of Mrs. George Moeller with 14 members present and three visitors, who were Mrs.

Dr. G. W. Graves

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Bud Rossow, Mrs. Bob McKinney and Mrs. Cecil Bookweg of Apple Valley, Mrs. Rossow joined the club. Mrs. Gladys Feik won the door prize. The next meeting will be March 5, with Mrs. Norman Jamison.

Donny Dority of Nyssa spent the weekend with Bobby Bowers. Mrs. Tom Pettit visited Mrs. Bob McKinney last Tuesday afternoon. Mr. and Mrs. Theo Matherly of Ontario Heights spent last Tuesday with Mr. and Mrs. John Zittercob. Mrs. Bob McKinney attended a party at the home of Mrs. Allen Anderson near Nyssa Thursday evening.

Friends here received a invitation to the wedding of Miss Barbara Klander and Don Garren, both of Baker, in March 7 at Baker. Don

attended school at Arcadia and Nyssa before going to Baker.

The Arcadia 4-H Sewing club will meet Feb. 27 at the home of Ruth Burbank.

Cecil Houston and Oscar Bratton finished their work at the sugar factory last Friday.

Mrs. Jake Groot and Mrs. Les Jamesen went to Salt Lake City last week for a few days.

Fred and Sarah Kita visited Mr. and Mrs. Cecil Bookweg in Apple Valley last Wednesday evening.

Dr. John Easley

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Evangelistic Services CHURCH of the NAZARENE

Feb. 16-28

7:45 EACH
EVENING

11:00 SUNDAY
MORINGS

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GILLESPIE

COME!

HEAR!



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Singers-Musicians

Robert O. Jackson, Pastor

Raymond Edwards, Song Leader

BRACKEN'S Weekend Specials

Ladies' Night Gowns

Rayon—Nylon Trim—Colors Blue, Pink, Maize—Size 34-36-38.
Thursday-Friday-Saturday only

59¢

Ladies Rayon Panties

Nationally Advertised Reneder Brand
White, Pink, Blue, Yellow—Sizes 5-6-7
Thursday - Friday - Saturday only

29¢

Ladies' and Girls' House Slippers

Mule Type — Terry Cloth Top
Foam Cushion Soles — Washable
Was 2.49 Now

99¢

Drapery Material

36 Inches Wide — 5 colors and
Designs, Thursday - Friday - Saturday

59¢

Ladies' Nylon Hose

Full Fashioned — 51-15
Slight Irr's of a Nationally
Advertised 1.65 Hose

69¢

Men's Work Socks

Cotton — Natural Color — Sizes 10 to 13
Thursday - Friday - Saturday

15¢

Terry Cloth T-Shirts

Boys' and Girls' — Nyssa Bulldog
Front — Was 2.19 Now

99¢

Men's Boxer Shorts

Rayon - Grey - Tan - Green - Blue
Sizes 28-30-34-36-40

39¢

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2:00 P. M. - 5:00 P. M.

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2:00 P. M. - 5:00 P. M.