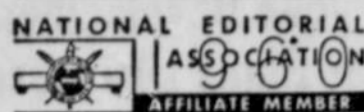


THE GATE CITY JOURNAL

TED M. BRAMMER, Editor and Publisher



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'It Pays to Buy Where You Live'

This week the Journal is carrying a full page ad with the heading, "A Big Slice of Your Dollar Goes to Make Some Community More Prosperous, Yours—or the Other Fellow's."

It is the first of a series of 13 in an advertising campaign sponsored and paid for by the 44 business firms whose names are printed at the bottom of each one of these ads. They carry no fancy writing or beautiful art work but are practical messages resulting from experiences of a small town retailer over a 20-year period.

They are designed from the practical standpoint, the pocketbook; and are not based on "trade with your neighbor, hometown loyalty, or community pride" so often used. eW think each carries thoughts that will make us STOP and THINK why it PAYS in many ways to SHOP at HOME. And we might add that the message could well be learned and practiced, first, by merchants of Nyssa.

They are the result of thinking and discussions along several different lines. First, 10 local merchants carried three half-page ads on protecting our investment in our own community, during the month of August; second, a chamber of commerce discussion on possible effects to Nyssa of Judge G. Y. Chester's "Ten-Year Plan" to make a state highway out of Lytle boulevard and bypass our town; and third, a realization that the farm population of the county is decreasing and that each year the onion, potato, and sugar beet industry is becoming more mechanized and fewer migrant laborers will be here spending a large part of their wages.

As a result of all this, and that Amalgamated plans to shorten their campaign time, the chamber decided it was time to begin trying to keep the amount of trade we now have.

It was not at all difficult to sell the 44 merchants to support this "It Pays to Buy Where You Live Campaign." Many of them were sold by telephone and the others needed only an explanation. The 44 were sold with only 47 calls. And because a firm's name is not on this list does not mean that it is not behind the program but more than likely that it was not called on to support the program. These businessmen can read the advertisements carefully and help to sell others on the benefits.

Believe this is the first step of our "Trade at Home" program and that we must carry out the other two to become truly effective. We must learn the reasons WHY we are losing trade to other towns and then take necessary steps to remove as many of the causes as possible. Kinda like a doctor—first comes the diagnosis, then a determination of the cause, and last the operation or treatment.

If we will all pull together instead of saying why don't THEY do something about it, we can and will whip this or any other problem that may face us.

Mission Week Set To Begin Sunday At St. Bridget's

A mission week of special devotion for Catholics, combined with instruction for interested non-Catholics, will be provided at St. Bridget's church beginning Sunday, Sept. 11, and ending on Friday night, Father John Baumgartner, pastor, announces that the mission will be conducted by Father John Donelon, Paulist missionary.

In explaining purpose of the mission, Father Baumgartner described it as a time of special grace in the spiritual life of the parish. Under guidance of the preacher each soul turns the searchlight of divine truth inward over heart and mind, and re-evaluates his life according to the pattern of the Maker. Fundamental truths are discussed and applied to daily life. These are the truths that men should live by in order to achieve their ultimate happiness—eternal life with God.

The mission will consist of a series of religious exercises. The order of the evening's services comprises the litany of the blessed Mother, hymns, question box, sermon and benediction. A special instruction on duties of a Christian is given after the mission mass each morning.

The mission aims primarily at the conversion of sinners. It tries to convince them that nothing matters but salvation, and it gives encouragement and help to shun sin. Too, lukewarm souls are given the extra spark of grace to become strong in the faith, and good souls are lifted to a higher level of spiritual perfection.

Non-Catholics who are curious or interested are welcome to attend any of the devotions during the mission. For their special use, a question box is placed at the entrance of the church. Written question will be answered by Father Donelon during the first 25 minutes of the service.

This method gives a clear and short explanation of Catholic truth directly from an official representative of the church, in-

10-Year Drain Shrinks U.S. Gold Reserves

The United States once had more than its share of the world's gold but our reserves of free gold have now shrunk to almost zero, writes James Daniel in a September Reader's Digest article, "The Coming Crisis in Gold." He warns that the value of the dollar is in jeopardy as a result.

Only 10 years ago, as a result of the flight of foreign capital to the United States to escape World War II, plus postwar demand for U.S. goods, this country had about 25,000 out of 35,000 tons of the free world's gold.

At that time foreign dollar claims against gold amounted to 8000 tons, leaving 17,000 tons which were ours alone. Only 11,000 tons were needed as legal backing for our currency; 6000 tons were surplus.

"Today," writes Daniel, "we have almost no surplus of gold. Every banker in the world clearly understands that if all the foreign claims against U.S. gold were presented simultaneously, and honored, the United States would be left with barely enough gold to prop open the gates of Fort Knox."

For 10 years, the U.S. has been sending more dollars abroad as payments for imports, as foreign and military aid, as tourist travel and as private investment, than came back in any form.

"Recent anti-inflationary measures have arrested this gold drain," says Daniel, "but the underlying problem of an alarmingly high balance-of-payments deficit remains. Unless this situation is solved, no one can predict how long foreigners will be willing to keep accumulating dollars instead of gold."

Mr. and Mrs. Max Jones and daughters visited over the weekend in Othello, Wash., with her sister and husband, Mr. and Mrs. Henry Gannon.

stilling confidence and security in the minds of sincere inquirers.

Father John Donelon will speak in Nyssa Sunday morning, Sept. 11, at St. Bridget's church at both the 8 o'clock and 10 a.m. mass.

Airman from Nyssa Relates Engaging Travelogue of Europe Vacation Trip

(Following is the last installment of an interesting narrative containing the account of a vacation journey through Spain and southern France recently taken by the author, Staff Sergeant James W. Rigney of the Air Force and his family.)

Our comprehension, unable to really assimilate everything that was offered to our eyes, was sorely taxed and we wished so much for a clearer understanding of the Greek, Hebrew and Latin languages. But, these are not taught to any extent any more in American schools and so we lost a bit in the viewing. If you can, readers, ever find a way to expose your school-age (or even younger) children to one of the classical languages, please, for his sake, do so.

Our second languages have come hard to us after our minds have become so set in one-language thinking patterns and we have found that we must really struggle for fluency in expression and understanding. Have you Nyssa school parents thought seriously about reinstating one or even two foreign languages into your school curriculum? You are the ones who can do it, you know!

Travel to Atlantic Coast

Our travels proceeded then due west to the Atlantic coast, over the lower Western Pyrenees again, up for a few hours and into the heart of Basqueland. The people became different abruptly, the dress was somewhat new, the tongue became radically different and out of pure interest in the rapidity of the transition, we stopped at a hillside restaurant-home combination. We spoke at length with a most gracious Basque lady who described a bit of the life they enjoyed.

Under the control of France and Spain, the Basque language is not allowed to be taught in schools.

However, you Nyssa readers, especially those of you with your family ties to the beautiful green hills and laughing children and with your memories of the untraceable and unknown origins of your native tongue, will be happy to know, I think, that our charming friend of the moment most careful preservation in the homes, careful preservation in the homes. of the language, the customs and traditions of their very old and very lovely province.

Rich Experiences Added

Then bidding our friend goodbye, we rolled on down the slopes, still tasting the creamy frothiness of our cups of strong but quite delicious Basque coffee. And still again, we felt securely that our impressions and experiences had been even more richly added unto.

We drove at length over the west central Spanish farming plain—the country very much like the dry farm land to the west of Nyssa. And, just as dry as its name too! We were still camping out and still searching at the end of each day's drive for good water stops. We stayed, all told, three days in hotels. After all, with three young children who possessed the usual magnetic attraction for dirt, stains and other mysterious smears and streaks of unknown substance, we were forced (and glad) to stop occasionally to repair our duffel and sleep on a real bed for one night at least.

Most Memorable Visit

Our last visit of great interest, and for the writer perhaps the most memorable, was in the strange ancient city of Salamanca, Spain.

Here, in this battlefield of almost all of Spain's history, is the location of the fourth oldest university in the world, graduating its first student in 1243!

It numbers among its former students, the almost legendary Hapsburg King Charles V, Ignacio Loyola, Hernan Cortes and many, many others who played

such significant roles in development of modern Western civilization. These men all received their formal higher education and honors in the same study rooms, lecture halls and honor sanctum that we were privileged to visit.

The honor sanctum or central investiture hall was truly a place of quiet beauty and supreme dignity. As one enters the polished and shining brass studded doorway, the eye is met first with the red richness of the velvet tapestries covering the enter wall on both sides and at the rear. The very high vaulting arches, rich with carvings of saints and heroes, each a thing of mastery in itself, provide the most appropriate and proper setting for the carefully spaced plush velvet seats below.

Paintings Rich and Satisfying

These were for the doctors of investiture and others, less ornate but equally precise, for the various candidates for honors. The walls, hung with paintings by El Greco and Ribera, are rich and satisfying even to the eye of the uninitiated as were we. The various schools, now confined mainly to philosophy, medicine and economics, still bestow their honors as they have for centuries and this room serves very well indeed to sharply illustrate the tremendous value that has, in the past and even more now in the present, been given to education by Europeans.

We left the city, wishing so much for more time, but having none and only hoping for another opportunity very soon.

My gratitude is again extended to you, citizens of Nyssa and area, for your contributions, indirect as they may be, to the enrichment of my education.

JAMES W. RIGNEY

Various Activities Scheduled by WSCS

Methodist Women's Society of Christian Service members met Thursday in the church parlor with 20 in attendance.

Mrs. Kinsey Keveren presided at the business meeting. Among activities discussed were the rummage sale set for Sept. 9 and 10; assembling cook books, Sept. 7; social affair for adults to honor school teachers with Methodist preference, Sept. 11; western district seminar in Caldwell, Sept. 27; and the all-church harvest festival dinner, Sept. 29.

Mrs. W. W. Foster reported on voting as a Christian duty and as a Christian, and Mrs. Clifford Fox read the society quadrennial goals.

Mrs. Russell Cochran led devotions. Theme for this year is "The Word in Our Midst."

Mrs. Roy Knoedler was in charge of the program and presented a panel composed of Mmes. Lloyd Tobler, Duane Holcomb and Sherman Wilson. They discussed the aims, purposes and responsibilities of each member in order that the society may function more effectively, properly and prayerfully.

Mrs. George Coleman and Mrs. Russell Gressley were hostesses.

Mr. and Mrs. Kenneth Cottle and Alan returned Monday evening after spending the past week at McCall.

IN HOMETOWN AMERICA



From This Corner . . .

By T.M.B.

The nightly 1 o'clock march from taverns to bars may end soon. Next Wednesday the Oregon Liquor Control commission is to rule on a petition of 10 tavern owners to stay open the same hours as the bars. The proposed change would also allow the sale of packaged beer for the same hours. (Why not make it legal over the entire 24 hours—What can they expect the poor fellows to do the rest of the hours!)

The city lock-up had two men in over the long weekend. They preferred to work to stay inside and were permitted to clean up some of the back alleys. They cleaned up back of our shop and did a real nice job. One of them was at the front door last night to remind me of what a good job they did for us. He wanted a little money to get out of town on but took the \$2 to the nearest tavern and it wasn't used for transportation. Wonder if tavern operators ever fall for these stories?

Sheriff John Elfering has 19 prisoners in an 18-capacity jail. Don't know if law officials are cracking down a little harder, if crime is on a sudden increase in the area or a combination of the two.

Stan Thompson won his third straight game for the Boise Braves Monday afternoon, 8-4, on a six-hitter. In his first game he allowed only four hits, five in the second and then this six-hitter. If he kept allowing an increase of one hit a game, he'd eventually lose but his record is perfect, and that, brother, is hard to improve upon anywhere.

His part is over for the season as he is not eligible for the playoffs—signed up too late.

If one can believe the sports forecasters, Vale won't be at the top of the league this year—lost too many starters. Anyway, you can go out to the local field this Friday night and see what Vale and Nyssa both have for the first game of the season.

Stan Newman, Duke Hipp and Carl Barclay were all entered in the Caldwell Labor day golf tournament. Carl played real well and wasn't eliminated from his flight until the final day when he was eliminated on the 17th hole. The other boys weren't quite so fortunate and were out early.

Art Colby says the city park has a chipping green, complete with cup and pin at south city park. He says there was no cost to the city as he "borrowed" the equipment from a neighboring course. He also says it was not put there to help him improve his game—but to keep "would-be-golfers" from tearing up the sod over the park. I don't know!

Politics can be amusing any time but to me one of the "most-est" was in David Lawrence's column, Washington Affairs, when he suggested that Kennedy should not carry out his speaking engagements because Nixon had a bum knee and couldn't make his. He spoke of chivalry and politics in the same sentence and referred to Woodrow Wilson's campaign 48 years ago. (I'll bet he still thinks table manners are taught the kids at home.)

Elmo Smith failed to file his voters' pamphlet material before the deadline and Maurine Neuberger has kindly consented to help him if he wishes to seek court action to overrule the secretary of state. It is regrettable but with Elmo being an old newspaper man he should know about deadlines better than most anybody.

We quite often get rebuked for something we have or have not done but we had a new one this week. A woman in business in town got on us because she had been told we printed that the business places were to be closed Monday (Labor day). We hadn't printed it but deserved the reprimand for not having her on our sub list so she could read and not be listening to rumors.

Ben Franklin said, "Experience runs an expensive school, but fools will learn in no other way." If we learn only from our own mistakes we're in for more rough going.

Miss—"Please whisper, darling, those three little words that will make me walk on air."
 Mister—"Sure; go hang yourself."

The Ol' Timer says, "The trouble with golf is that by the time you can afford to lose a ball, you can't hit it that far."

More Control Needed in Manufacture, Advertising of Drugs, Says OSC Dean

Regulations are more rigid today for the production of dog food than for the manufacture of drugs used by humans, the dean of pharmacy at Oregon State college insists in a call for strengthening of federal and state laws governing drug manufacture and advertising. The public is not adequately protected by present drug laws, according to Dean Charles O. Wilson, even though today's drugs are considerably more potent and "of more specific physiological action" than ever before.

There is no official inspection of drug manufacturers and no licensing requirements, Dean Wilson noted in an editorial for the OSC summer session publication.

Never Had Federal Inspector

Shrimp canneries have a federal inspector watch each operation and yet there are drug manufacturing plants which have never had a federal inspector on the premises, he stated.

Drug advertising is probably more unreliable than that used in regard to any other commodity, Dean Wilson lamented.

"Pharmacists, nurses, physicians and others trained in drug usage are constantly amazed by drug advertising claims," he said. "The public needs protection, particularly in the area of remedies concerned with obesity, pain, allergy, constipation and skin conditions."

"There are, without doubt, as many medical situations created because of the misuse of drugs by self-medication as there are cures by self-medication," he continued. "Add to this the fact that in most cases of self-medication no drug was needed at all, and we can realize how persuasive drug advertising has become."

Depends on Knowledge of Drugs

Self-medication may be thought of as a basic human right, but its successful practice depends upon a knowledge of the true value of the drugs employed, the OSC leader pointed out.

Under our present system of drug control, the consumer cannot accurately evaluate the drug which he uses, Dean Wilson said.

"Because no blessing is more precious than health," Dean Wilson suggests some course work for all in drug use and selection. "Most of us practice self-medication on no basis other than advertising claims which we have

seen, heard or read," he noted.

Dosage of drugs is much "more critical today" and deviation from exact instructions can be exceedingly dangerous, Dean Wilson cautioned.

"A person should realize too that there are duplications in drug products, so that when he takes a single dose of two different preparations, he may, in reality, be taking a toxic dose of just one chemical compound," Dean Wilson emphasized.

"If self-medication is to continue to be our right, then our government should protect us from questionable products and questionable advertising. In addition, the public needs a knowledge of today's drug products," he concluded.

Lutheran Women To Attend Meeting Scheduled Sept. 14

Mrs. Neal Miller and Mrs. J. A. Nichols returned recently from Parkland, Wash., where they attended a constituting convention of the merging Lutheran churches at Pacific Lutheran college. In connection with this there will be a special general meeting Sept. 14, beginning at 8 p.m. at Faith Lutheran church in Nyssa to adopt the new constitution of the women's organization and to elect officers. Thank offering boxes will also be collected at this time.

All women of the church are urged to attend this meeting.

METHODIST MEN SLATE DINNER MEETING SEPT. 29

Lower Snake river valley Methodist men will hold their September meeting at Nyssa Sept. 29. Dinner will be served at 7 p.m.

The Rev. Orville Coates of Nampa and the Rev. George Ueyemura of Ontario will report on their recent trip to Japan with the special helper shipment.

Now . . .

NYSSA BANK DAYS

are BIGGER and BETTER THAN EVER!

Three Names Are Drawn Each Tuesday at 3 p.m. — One for the Jackpot Prize of \$50 to \$200 — One Each for \$10 and \$5 — Winning Amounts Are Issued by Nyssa Chamber of Commerce on Certificates.

\$200 — TUESDAY, SEPT. 13 IN TRADE CERTIFICATES!

. . . Sponsored by . . .

Nyssa C of C Businessmen's Committee. With the Following Merchants Participating . . .

- The Merc Department Store
- Wilson's Super Market
- Bracken's Department Store
- Taylor's Food Market
- Wilson Bros. Department Store
- M & W Market
- Eder's . . . Nyssa
- Ray's Food Fair
- Ben Franklin Store
- Firestone Store
- Idaho Power Company
- The Gate City Journal
- Nyssa Food Center
- Nyssa Co-op Supply
- Brownie's Cafe
- O. K. Rubber Welders
- Ideal Gas & Appliance
- Bob Thompson Agency
- The Polar Bear
- Nyssa Insurance Agency
- Bernard Eastman Insurance
- Peterson Furniture Co.
- Pound's Grocery
- Renstrom Insurance Agency
- Malheur Memorial Hospital
- Gate City Cleaners
- Bestway Building Center
- Cascade Natural Gas, Inc.