



Your Home Business Firms are
THE HIGHEST BIDDERS
 for Your Shopping Dollar

**Here
 are the facts
 to prove
 it...**

Actually . . . no matter where you live . . . nobody . . . and that means **NOBODY** . . . can give you more for your dollar than your own home business firms. Let's look at the reason for this advantageous . . . to you . . . situation:

ANY MERCHANT . . . anywhere . . . is ordinarily going to sell goods for some more than he pays for them.

ON AN AVERAGE . . . when you spend a dollar in any retail store . . . here or anywhere else . . . about 70 cents of it pays for **GOODS**, and about 30 cents goes for rent, taxes, donations, hired help, etc., and a few cents (the national average is about 5 cents) pays the proprietor for his work, and for his investment in goods and equipment, credit losses, etc.

NOW . . . when you spend your dollar at home, you get the same 70 cents worth of merchandise that you would get for it anywhere else.

AND THE OTHER 30 CENTS stays here too, to help you pay for schools, churches, roads and streets; to vitalize the community so your property . . . or your job . . . is worth more; to keep more people here to share civic work and expense, and to serve **YOU** when you sometimes direly need their knowledge and their skills.

ONLY when you buy in **YOUR OWN HOME** community do you get back most of this 30-cent retail handling charge . . . and often a great deal more, as your job or your business prospers and your social life broadens with the growth of the entire community.

**It Pays to Buy
 where you Live**

These **44 Nyssa Business Establishments** Are Genuinely Interested in the Future Of This Community and in Your Welfare . . . **TRADE AT HOME WHERE YOUR MONEY BENEFITS YOU!**

Amalgamated Sugar Co.
 B & M Equipment Co.
 Bauman Farm Equipment
 Bennett's Cafe
 Bernard Eastman Insurance
 Bestway Building Center
 Bob Thompson Agency
 Bracken's Department Store
 Brownie's Cafe
 Cascade Natural Gas Corp.
 Clover Lawn Dairy
 East Side Market
 Eder Building Supply
 Eder Hardware
 Elliott Tire Co.

Farmer's Equipment, Inc.
 Farmers Feed & Seed Co.
 First National Bank of Oregon
 Flying -A- Service
 Gate City Cleaners
 Gate City Journal
 J. R. Simplot Co.—Food Div.
 M & W Market
 Nyssa Auto Parts
 Nyssa Cooperative Supply
 Nyssa Furniture Co.
 Nyssa Implement Co.
 Nyssa Insurance Agency
 Nyssa Motors, Inc.

Owyhee Truck & Implement Co.
 Paulus Jewelry
 Peterson Furniture Co.
 Ray's Food Fair
 Renstrom Insurance Agency
 Roberts-Nyssa, Inc.
 Schoen Studios
 Service Parts Co.
 Shell Super Service
 Swager Ford
 Taylor's Food Market
 The Merc Department Store
 Treasure Valley Packing Co.
 Wilson Bros. Dept. Store
 Wilson's Super Market