

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:

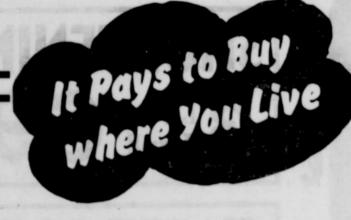
ANY MERCHANT . . . anywhere . . . is ordinarily going to sell goods for some more than he pays for them.

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.



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