

Flowers, Arts and Crafts Divisions Reported for Malheur Fair Entries

Beautiful flowers growing in Malheur county this summer are a reminder that fair time is just about here, according to Mrs. Edna Mae Wimsatt, county extension agent. Malheur county fair opens at 1 p.m. on Wednesday, Aug. 28.

Judges for garden club booths and flower exhibits will be Mrs. R. O. Moyer, Mrs. Gillespie and Mrs. Emmons of Weiser.

Death Ends Career Of Louis Holman, Merchandise Agent

Louis Edgar (Lou) Holman was born in Baker on April 30, 1911, a son of Fred Holman and Harriet Odessa Carter. He attended Baker schools and was graduated from high school in that city.

He began working as carrier for the Democrat-Herald when he was 11 years of age and also carried a Portland morning paper until he went to work for the J. C. Penney store at age 14, a task he carried on all during his high school years. After graduating he was made manager of the shoe department, a position he held four years. During this time he was married to Ruth Yancey of Baker.

He was then offered the assistant manager position of the Montgomery Ward store at Longview, Wash., was there seven years, then was sent to Spokane where the company built a large new store there.

Lou held that same position for several years and finally accepted an offer from C. C. Anderson stores to become merchandise manager of the Boise firm. While in the Idaho capital city, Lou and his wife were divorced and later he remarried.

He remained in the Boise position for seven years, then accepted an offer to go to Denver to manage the wholesale business for Day's in that city and the midwest, a position he held for 12 years.

He and his brother, Robert, then went into business for themselves at Portland, under the name of "Holman Associates," but after a year's work getting the business started, Lou gave it up due to poor health. He then came to Nyssa to make his home with his mother, Mrs. Harriet Pennie.

He worked as a salesman between Oregon and Colorado until mid-July when he was hospitalized.

Mr. Holman succumbed Aug. 2, 1963, in Malheur Memorial hospital. Funeral services were conducted at Beatty chapel in Baker on Aug. 5 with the Rev. Joe Jewett officiating. Interment was in Mount Hope cemetery at Baker.

In addition to his mother, he is survived by Holly Holman, 12, of Denver, a daughter by his second marriage; two step-children, Mrs. Darlene Hough of Portland and Oliver Holman of California.

Also surviving are four brothers, Carl of Baker, Robert of Portland, David of Sacramento and Tommy of Albany, Ore.; two sisters, Mrs. Dorothea Mitchell and Mrs. Marie Wilson of Nyssa. A brother, Wilbert Wilson Holman, preceded him in death in 1928.

RETURN TO MOSES LAKE

Mrs. James Robb and two children left Monday evening for their home in Moses Lake after a visit of several days with relatives including Mr. and Mrs. Bill Hamilton and family, Mr. and Mrs. Wayne Robb and family. They were also guests in the Elver Nielsen home during their stay here.

HYDROPLANE BOAT RACES

ENTRIES WELCOME . . .

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OWYHEE

LAKE RESORT

Sunday, Aug. 18
2:00 p.m.

DINING ROOM OPEN
6 a.m. to 10 p.m.



PICTURED ABOVE are members of the 1953 graduating class of Nyssa high school and teachers as they appeared Saturday evening at a reunion banquet in the school cafeteria. Front row (left to right) Betty Hill Knowles, Roberta Morfitt Holcomb, Violet Drydale Wood, Olive Beus Peterson, Lorraine Fischer Godfrey, Janell Haney Lenhardt, Emeline Findling Faries, Carol Fife Green, Amy Lewis Mitchell, Avon Peterson, Sylvia Dolan Mathews, Lorraine Jamieson Morris, June Coleman Mace, Mrs. Margaret Engstrom, Miss Margery Nihart, Mrs. Virginia Steffens. Middle row, Kay Riggs, Louie Attebury, Charles Steffens, Walter Dillon, Dave Savage, Larry Vaughn, Dick Gustavson, Jolene Hunter Wuest, JoAnn Drown Oakey, Nannette Bybee Williams, Pat Brown Johnson, Jim Corfield. Back row, Glenn Marcum, Don Bowers, Delbert Peterson, Steven Talbot, Jerry Browne, Don Bullard, Ramon Bergam, Bob Baker, Laurence Oden, Blaine Hooper, Bill Morrison, Melvin Smith, John Ward, Dwight Wyckoff and Harry McGinley. Photo by Schoen.

Nyssa High Graduating Class of 1953 Meets During Weekend for Reunion

Nyssa high school class of 1953 held its 10-year reunion during the weekend of Aug. 10-11.

Seventy-eight class members, spouses and teachers attended a banquet Saturday evening at the school cafeteria. Ramon Bergam, student body president, gave the welcome and turned the meeting over to Don Bowers, master of ceremonies.

Buena Vista

By Roxy Ritchie

Mr. and Mrs. Robert Steoger and family of Salt Lake City visited during the weekend at the Gene Stephen home.

Mrs. Jay H. Gibson of Nyssa went to Brigham City, Utah, to attend funeral services for an uncle. She left Aug. 4 and returned the following Wednesday afternoon. The family plans to return to Utah Friday or Saturday to attend graduation exercises at the University of Utah for their son, Monte. They will then stay for his wedding on the 20th of this month.

Mr. and Mrs. Ben Ekanger of Caldwell, Mr. and Mrs. Bill Richeson of Nyssa and Mrs. Richeson's parents, Mr. and Mrs. Andrew Ekanger, were Sunday dinner guests of Mr. and Mrs. Magnus Ekanger.

Mrs. Guy Tanner went to Emmett Aug. 6 to visit her mother, Mrs. Jessie Pierson.

Mrs. Edith Whipple, Kenneth and Leah attended the Caldwell rodeo Friday evening. Saturday evening Leah attended the carnival with the Harold Snyder family. Leah and Kenneth Whipple, Mary Joyce and Harold Corfield, Dee and Andrew Child went to Owyhee reservoir water skiing Sunday afternoon.

Visitors From Nebraska

Mr. and Mrs. Troy Myers of Callaway, Neb., Mr. and Mrs. Ernest Maze of Nyssa, Mr. and Mrs. Claude Day of Adrian were dinner guests Aug. 7 at the home of Mr. and Mrs. Silas Hoffman. Mr. and Mrs. Myers spent Thursday with the Hoffmans. Mr. and Mrs. Hoffman were guests Tuesday afternoon at the Ernest Maze home.

Mr. and Mrs. Lester Cleaver and Sammy left last Thursday for the coast and returned Sunday evening. Mrs. Cleaver, Evelyn, Melisa, Carl and Dave left Monday morning for 4-H camp.

Mr. and Mrs. John Price, Cindy and Rebekah went to McCall Friday evening to get Connie who was attending Nazarene Teen camp and institute at Victory Cove, so she could begin working at Idaho Canning company. Jack and Linda stayed for the remainder of the camp and came home Saturday afternoon with the rest of the young people.

Mrs. Esther Stephen, Gladys MacArthur and Bruce Martin MacArthur were Saturday evening guests at the John Strickland home.

Mr. and Mrs. James Stephen of Nyssa recently visited in Burns with their son, James O. Stephen and family. Mrs. James Stephen has a niece, Marjorie Paulson of Copenhagen, Denmark, staying with her.

Visit in Moses Lake

Mr. and Mrs. James Ritchie went to Moses Lake, Wash., last week to visit at the home of their son-in-law and daughter, Mr. and Mrs. Duane Wilson and Clay. Ritchie helped build a patio on the Wilson home into which they moved in May of this year.

Joe Stephen attended a horticulture meeting the first of the week in Emmett. Mr. and Mrs. Stephen were Sunday guests in the home of her mother, Martha Norland in Apple Valley.

Those from this area attending the Nebraska picnic Sunday were Mr. and Mrs. Glenn Hoffman and Glenda, Mrs. Edith Whipple, Mr. and Mrs. Silas Hoffman, Mrs. Esther Stephen, Gladys MacArthur and son.

Duane Alters Named Traffic Safety Head For State of Idaho

Duane R. Alters, former publisher of the Nyssa Gate City Journal, was recently appointed as Idaho traffic safety director, according to announcement by E. R. Hooper, commissioner of law enforcement.

He will succeed Robert B. McCull, named administrative assistant to Gov. Robert E. Smylie. The men will assume their new positions effective Sept. 1, Hooper said.

The former Nyssan has been assistant traffic safety director since September 1959. After leaving Nyssa in May that year when the Brammers purchased the Journal, he worked for a short time for the Idaho Daily Statesman.

Prior to his present state job, he had spent all his adult life in the newspaper business in eastern Oregon, southwestern and southern Idaho, except three years in the Pacific area with the U.S. Army during World War II.

Alters is a son of Ethel Alters, now residing in Boise, and the late Ray Alters, also a newspaperman. He grew up in Weiser where he was graduated from high school and later attended Nebraska State Teachers' college at Kearney.

The new traffic safety director, his wife, Fern, and children, Steve, Dianne and Kathy, reside at 6922 Hummel drive in the Idaho capital city.

VISIT IN COUNCIL

Mr. and Mrs. Jesse Elgan motored to Council, Idaho, Wednesday for a visit with relatives.

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Large and Small Animals

Most Crops Down in Oregon Harvest; Increase in Wheat and Hay Predicted

When the 1963 harvest is over and final counts are made, Oregon growers expect to find smaller fruit, nut, vegetable and feed grain crops, but more wheat and hay, reports Mrs. Elvera Horrell, Oregon State university extension agricultural economist.

Apples and walnuts appear to be the only tree crops in the state with prospects for a larger harvest this year, she noted from U.S. Department of Agriculture reports and other information. Oregon's apple crop may top 1962 by 9 percent and there may be 17 percent more walnuts than last year's short crop.

This would result in an above-average crop for apples, but still much below average for walnuts, she pointed out.

Prune Crop Wiped Out

Oregon's peach production looks to be the smallest since 1950. Bartlett pears are only half of last year's record crop and winter pears may have been cut by nearly a third. Western Oregon's prune crop was practically wiped out by April's poor pollinating weather. Young orchards in Milton-Freewater will account for the state's prune crop this year.

Poor pollinating weather reduced sweet cherries to only about half of 1962's output and sour cherries amounted to only little more than a fourth of last year's record high, Mrs. Horrell noted. Filberts, hard hit by wind last fall, appear to be down some 15 percent, the lowest since 1956.

Unfavorable growing weather cut strawberry production 11 percent under 1962 and three percent below average. Fewer boysen, young and loganberries are expected this year, but more black raspberries and about the same volume of red raspberries.

Processing Vegetables Still High

Snap beans and green peas, two of Oregon's major vegetable crops for processing, may also be lower. However, the expected one percent drop in snap beans would still leave this crop the third largest on record and a fifth above average, she continued.

Green peas may turn out as much as six percent below last year's near average crop. No estimates are yet available on beets and sweet corn for processing, but beet acreage is up this year and sweet corn is in better condition than this time last year, Mrs. Horrell observed.

Oregon's late summer potato

crop looks to be six percent below last year and 11 percent below average. Fall acreage is down 1000 acres or four percent from last year. Prospects are for fewer sugar beets in the state.

Food Grains on Increase

Oregon feed grain production is expected to be down 12 percent this year, as less oats and barley more than offset gains in corn. Food grains may be up four percent, with both wheat and rye topping last year. Oregon's hay crop is placed eight percent higher than 1962's slightly above average output.

Nationally, as in Oregon, the weather holds the key to the season's final production even more than usual. Total crop acreage in the United States is up slightly from last year's record low.

The July 1 U.S. forecast called for more grains, but less hay; a record sugar beet crop; more dry beans and peas and fewer fruits and vegetables but more nuts.

GUESTS IN LEWIS HOME

Visitors from California in the Ray C. Lewis home last week were their daughters, Mrs. Howard (Thelma) Lewis of Sacramento, Mrs. Clifford (Elaine) Ashby of Redwood City and their son and daughter-in-law, Mr. and Mrs. Richard Lewis of Marysville.

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Wrecking Yard in Apple Valley

ARE YOU WHISTLING

. . . IN THE DARK

Retailers are "whistling in the dark" when they feel their businesses are so well known they don't need advertising. An examination of a telephone directory of 10, 20 or 30 years ago will reveal that fact.

No community has a static population. Customers die and potential customers are born. People move away and new residents move in who are looking for the merchant who shows he wants their business by his aggressiveness to attract their patronage through newspaper advertising.

The average retailer loses 15% of his customers each year, and 6% of this 15% stop trading with a firm because of real or fancied belief the store or its owner is indifferent to their patronage. Advertising in print is genuine proof to both the regular and non-regular customer that the merchant cares and is not indifferent. Advertising should pull, not jerk.

Consistent newspaper advertising does more than promote immediate sales. It builds customer confidence in what is advertised and who advertises it; it keeps reminding even those who aren't ready to buy today, that this store has it; it builds desire for the products advertised.

Consistent advertising produces results.

The bells of the Notre Dame Cathedral ring out several times each day, as they have for centuries . . . so no one will forget Notre Dame is still there.

. . . and You Can't Beat

The Gate City Journal