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The Sugar City

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Merchant Group Takes Stock of Town Business Outlook Over Long Period; Sees Need for Concerted Action Now

Drive Conducted to Cover Some Immediate Needs; Plans Made for Regular Meetings

A Nyssa merchants' group of about 20 business men met in Brownie's cafe Wednesday morning to talk business. It started with an immediate need of adding to the promotion for the coming holiday season but soon got into a long-range outlook about what must be done to progress.

Apparently a number of factors brought the group together. Banker Leonard Hewett noticed on the previous night that Main street was not as well lighted as it had been at Christmas time in years past. He said it looked like a "dark tunnel." Fred Bracken derided how little was being offered patrons as compared with other towns.

It was noted that the local band was playing at Ontario in the parade but that no plans had been made for an appearance in their hometown. It was mentioned that this band was the only one in the northwest states planning to participate in the New Year's Day Rose Bowl Parade at Pasadena.

Small Towns Dying
Leonard Hewett said this was a time of mobility and that area residents could go to other towns easily, and did so at the least excuse. He called attention to other small towns dying in agricultural sections because the farm population is on the decrease as farms become larger, more mechanized and are getting away from row-crop labor.

Hewett and others stressed that the blame laid on all the local merchants, collectively, for not being aware of the situation and uniting to combat it.

Dec. 12 Meeting Planned
Following much discussion and a number of confessions, the group decided to meet regularly on Thursday mornings to start working out plans for the future. Next meeting is Thursday, Dec. 12, at 10 a.m. in the same location.

Individual members of the group started pledging funds to add to the Christmas promotion, donations for additional lights on Main street and to make up any deficit that might be needed by band students for their trip to Pasadena. Other merchants were to be contacted for funds.

A bank days discussion was deferred to a later meeting with agreement to dispense with a drawing on Tuesday, Dec. 24, Christmas eve day.

Use of Handicapped Essay Contest Open To Upperclassmen

All 11th and 12th grade high school students were reminded this week of the deadline for submission of entries in the Employment of the Handicap 1964 report contest, sponsored by the Governor's and President's E-H committees. Entry information is being mailed to all high schools this week.

Deadline for submission of entries is Friday, Feb. 7, 1964, on the theme, "How Handicapped Workers in My Community Are Proving That 'Ability Counts'." Completed reports, which may be submitted by any 11th or 12th grade student in Oregon, should be sent to J. Richard Smurthwaite, Jr., E-H Report Chairman, 405 Labor and Industries Building, Salem, Ore., 97310. They should be typewritten and double-spaced.

The first prize Oregon winner will receive an expense-paid trip to Washington, D.C., and return, donated by AFL-CIO, plus a \$330 scholarship award.

Second through fifth place state winners will receive a \$220 scholarship award, a \$50 and \$25 U.S. Savings Bond, in that order. A \$25 bond will be awarded the teacher of the first place winner.

The state first place winner will be eligible for national prizes consisting of \$1000 first, \$600 second, \$400 third, \$300 fourth and \$200 fifth, donated by the Disabled American Veterans.

Senior Citizens Plan Christmas Activities
Senior Citizens' club met Nov. 22 in St. Bridget's parish hall with 20 members present for a potluck dinner which followed the business session.

Dr. J. J. Sarazin, Nyssa's pioneer physician, then told the group of early-day activities and the area's pioneer residents.

During the business meeting, club members voted to hold the next meeting on Friday, Dec. 13, at the parish hall. Residents of the area who are 55 years of age or older are welcome to attend. Each one is to take a sack lunch and there will be an exchange of gifts.

Nyssa-Adrian Area Residents Give \$152 During UNICEF Drive
A recent report to church leaders and students who collected funds for the 1963 annual UNICEF drive, reveals that donations for the Nyssa-Adrian area amounted to \$152.57.

The report stated that one penny will purchase five large glasses of milk and, by comparison, money collected in this area will buy 76,285 glasses for hungry youngsters throughout the world.

The correspondence was received from the executive director of the Oregon association and expressed appreciation on behalf of the millions of children who will benefit from these donations.

Santa Claus Makes Advance Appearance



ATTENTION, YOUNGSTERS . . . Look who appeared Monday at the Journal office and remained long enough to get his picture taken! The newspaper staff didn't let him get away without a promise that he would return to Nyssa Saturday for a visit with children of the area. He said he planned to be in the Taylor market building at Fourth and Main streets between the hours of 2 and 5 p.m. At that time the Jolly Old Gentleman will distribute treats and listen to the small fry's Christmas desires. Following a 4 o'clock drawing, some area youngster (between age 6 and 12) will be the proud possessor of a brand new bicycle and some child (under 6 years of age) will have tricycle transportation. These will be given by the Nyssa Chamber of Commerce. Santa is shown here with a variety of toys selected at a local store. In looking over the merchandise in Nyssa he said, "Ho ho, these local merchants really have a variety of gift items for all ages."

Students, Mothers Schedule Projects To Aid Band Fund for Pasadena Trip

A report this week from Frank Turner, NHS music instructor, reveals that funds still to be raised for the band's travel expenses to Pasadena total just under \$500. The music director stated that projects now being carried on by the students include sale of Christmas trees and car bumper stickers.

Junior High Dance Scheduled Saturday

First junior high dance of the school year will be held Saturday evening, Dec. 7, in the school cafeteria, according to Mrs. Mark Hartley, junior high representative.

Dancing will begin at 8 o'clock with a program planned at intermission time during the evening. Refreshments will also be served. Room parents will be chaperones. All parents, however, are welcome to attend, Mrs. Hartley said.

Activities are under direction of James Skeen, junior high teacher and adviser.

WEATHER . . .

Date	Max.	Min.
Nov. 25	47	37
Nov. 26	43	29
Nov. 27	50	31
Nov. 28	42	22
Nov. 29	41	23
Nov. 30	37	21
Dec. 1	31	19
Dec. 2	30	27
Dec. 3	—	28

Owyhee Reservoir Storage
Dec. 2, 1963 . . . 250,710 Acre Ft.
Dec. 2, 1962 . . . 184,840 Acre Ft.



"HERALDING A HAPPY FUTURE FOR HER" are the small words on this poster displayed by Leonard Hewett, Nyssa branch manager of the First National Bank of Oregon. Hewett has been selected to head this year's Oregon United Appeal drive for the Nyssa area. OUA functions on a statewide basis to provide support for agencies that give aid to needy children and youths throughout the state. Twenty-eight children from Malheur county received assistance last year.

—Journal Photo.

Better Christmas Lighting for Nyssa Main Street Due Before Santa Comes; Free Turkeys to Be Given Saturday

Santa to Be Accompanied on Main Street By Nyssa High's Rose Bowl Marching Band

Much better Christmas lighting on Main street is due for completion before the arrival of Santa Claus Saturday at 2 p.m.; adults will be given 15 free turkeys at a drawing Saturday and visitors will hear Christmas music in the downtown section during store hours.

The stores have decided to remain open until 8 p.m. beginning Monday, Dec. 16, for the benefit of night shoppers. They will still close early on Dec. 24 to let employees return home early. And more give-aways are planned for the period between now and then with details to be announced later.

Chance to See and Hear Band
Saturday will be the first opportunity to see the Nyssa high school band since it has been putting in daily intensive practice in preparation for the trip to Pasadena where it will play in the New Year's Day Rose Bowl Parade. It is the only band from the northwest states and is an honor of which all should be proud. Residents can see band members on Main street from Seventh to First between 2 and 3 p.m.

Register for Turkeys
Registration for the 15 turkeys to be given Saturday will be at the Taylor grocery building and at the same time as registration for kiddies seeking the bicycle and tricycle.

Drawing will be held there at 4 p.m. and it is necessary to be present to win.

NHS Music Students Listed on Honor Band

Four Nyssa high school students recently qualified to become members of the SRV honor band, according to an announcement by Frank Turner, NHS band director.

New members and instruments they play are Terry Obenchain, trombone; Brad Maxfield, alto saxophone; Judy Nedry, trombone; and David Nishitani, clarinet.

Greg Sumner has transferred from the French horn to trumpet and is continuing as a member of the musical group. Other Nyssa musicians in the honor band are Ona Winchester, alto flute; Glenda Hoffman, drums; Sandra Weeks, contra-bass clarinet; and John Wohlcke, clarinet.

The honor band is comprised of students from Snake River Valley schools who meet once a month. The group is planning a concert to be presented some time after the first of the year.

Idaho Power Co. Ups Oregon Rate To Idaho Level

Jonel C. Hill, Oregon's public utility commissioner, told Idaho Power company recently that it could raise rates to the 10,000 customers it serves in eastern Oregon equal to those in effect the past 11 months in Idaho.

Hill's order authorizing the increase, however, refused to accept the company's method of handling the accounting of depreciation allowances for tax purposes that had been allowed by the Idaho PUC. He pointed out that he did not approve of the normalization treatment of depreciation and required that a flow-through treatment be adopted with any resulting benefits accruing from the change in procedure being passed on to the rate payers.

Hill also disallowed expenses that could be construed as political advertising from expense exhibits offered by the company.

Idaho Power last January applied to the Oregon PUC for an upward change in its Oregon rate schedules after the Idaho PUC granted a similar increase in that state. The company has been operating with a rate differential across the state line since that time.

No one appeared to protest the proposed rate changes at a hearing in Vale, the center of the area served by Idaho Power, when the PUC held its hearings July 2-3, 1963. At that time, the company said its cost of operation had risen greatly since it last had a rate adjustment in 1952.

Taxes paid by the company had also jumped from \$6,101,882 in 1952 to \$13,799,421 in 1961, it was revealed. Idaho Power, which generates most of the electricity it sells, said investments in hydro production, excluding fish facilities at Brownlee and Oxbow dams, increased from \$63,730,982 to \$187,767,145 in the past 10 years.

Chamber Elects Board Members At Noon Meeting

Board members elected by the Nyssa Chamber of Commerce at the Wednesday noon meeting are Dellin Erickson, Walt Ford, John Milbrath, Reed Ray and David Sarazin.

They were elected without opposition and will serve during 1964. President Vic Haburchak announced that the new group would hold a luncheon meeting at Brownie's cafe next Tuesday, at which time they will select a chairman.

Harlem Stars Meet Locals Here Friday in Gym

Publicity chairman Bob Wilson reminds basketball fans that tomorrow night is the time when the Harlem All-Star colored team will play a local talent team at the Nyssa high school gym.

The preliminary game, between two teams selected from junior high players, will start at 6:45 p.m. with the main event to get under way at 8 o'clock.

The visiting team is billed as "the greatest and funniest" in the country today and promises real entertainment, Wilson said.

Area College Group To Attend Business Symposium in Boise

Faculty members and student leaders from Treasure Valley Community college will attend a United States Chamber of Commerce-sponsored symposium Friday in business and economics. This all-day meeting will be hosted by the Boise Chamber of Commerce at Hotel Boise.

Representing Treasure Valley Community college will be faculty members, Dr. Eugene F. Voris, college president, and James H. Roberts, registrar.

Student representatives will be Mel Baldwin, Ontario, student association president; Chuck Corak, Nyssa, freshman class president; Dan Smith, Huntington, sophomore class president; Shirley Campbell, Ontario, terminal student representative; Mike Colbentz, Payette, transfer student representative.

Janet Hopper, Ontario, college newspaper editor; Judy Jenkins, Ontario, Miss TVCC; Judy Biggs, Nyssa, band representative; and Ron Hopkins, Ontario, Circle "K" president.

ONTARIO COUPLE INJURED IN ONE-CAR ACCIDENT

Cecil Gill and his wife, Viola of Ontario, were admitted to Malheur Memorial hospital Monday evening suffering from head and chest injuries sustained in a one-car accident on the Owyhee river road.

Investigating officers report the vehicle went out of control when it skidded on the icy road, went over an embankment and landed on its top in the Owyhee river.

His top attendants reported the couple to be in satisfactory condition on Wednesday afternoon.

Nyssa Scout Drive Nets \$2000; E. Stunz Voices Appreciation

The annual Boy Scout drive is completed in the Nyssa area and a total of \$2000 has been collected, according to a report issued this week by Emil Stunz, drive chairman.

Stunz has asked the Journal to express his thanks to those who worked with him and to all residents of the area for their fine cooperation during the drive.

Among the larger contributions were \$100 given by Owyhee Truck and Implement and a steer donated by John Stringer. The animal will be butchered, wrapped and frozen free of charge by Treasure Valley Packing company and Hopkins Wholesale Meat company.