

THE GATE CITY JOURNAL

TED M. BRAMMER, Editor and Publisher



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Retailers and Newspapers

"It is a pity retailers so often have to learn the same lesson over and over again through cost and hardship."

This observation was made by Edward R. Engle, official of the National Retail Merchants association. Mr. Engle was referring to the importance of newspaper advertising to retail trade.

His findings were based on a study made of results of the New York City newspaper strike where sales took a tremendous drop in spite of radio, television and outside papers trying to fill the gap.

Last week, during the Dollar Days promotion, a local service station operator ran an ad in the local paper that he would "fill gas tanks for any silver dollar dated prior to 1900." It was a modest-sized ad, plainly worded, and had no mats for attention compellers.

By Saturday word was going through the downtown section that he was really being hit hard—that cars were lined up to be served. The general idea was that he had miscalculated about the number of these silver dollars in circulation. (We had one dated 1884 that we would not use because the operator was being hard-hit!)

He filled 100 to 105 gas tanks with the gas amounts ranging from \$1.77 to \$6.40—each for one silver dollar. But of the total number of customers, approximately 50 percent were new to the station.

Retail stores figure it costs from \$10 up to get exposure to new customers within the store. Yet this operator did it for \$3 to \$4 each.

This local merchant is very happy with his promotion—says it is one of the best he has ever had. It did not "ding" his cash register for a profit those days—it was a loss then, but he was building for the future.

Was Walt CRAZY? We think he was CRAZY LIKE A FOX!

Lutheran Adult Class Cancelled Sunday

Beginning Sunday, May 31, there will be no adult Sunday school class at Faith Lutheran church due to Pastor John Milbrath being in Vale for 9 o'clock services at Grace Lutheran. Regular 11 o'clock services will be held in the Nyssa church.

This change will be in effect until Pastor Ronald Hedwall arrives in Vale to assume pastoral duties. Effective June 1, Pastor Milbrath will be full-time minister at Faith Lutheran in Nyssa.

Luther League Meets Sunday

Luther league of Faith Lutheran church will meet at 7 o'clock Sunday evening for a fellowship potluck dinner. Newly confirmed members of the church will be special guests.

Program will consist of discussions regarding "Freedoms We Enjoy" and "Our Obligations to the Laws."

Feted at Sunday Dinner

Confirmation class and high school seniors were honored guests Sunday at a potluck dinner at Faith Lutheran church. The event was held following the morning worship service. Dr. S. C. Sieffkes of Seattle was guest speaker.

New Officers Named For Methodist WSCS

New officers installed recently for the Methodist Woman's Society of Christian Service include Mrs. Sherman Wilson, president; Mrs. Lloyd Tobler, secretary; Mrs. Alfred Adams, treasurer.

Secretaries of the various lines of work are Mmes. Cyrus Bock, Francis Hight, Raymond Sager, Robert Wilson, Paul Ludlow, Zora Osborne, Irma Myers, W. W. Foster, Herke Stam, Meridean Robbins and Orland Cheldelin.

Circles met May 21 for final sessions in these particular groups. Helen Barns members met with Mrs. Earl Boston in Apple Valley with 15 ladies in attendance. Mrs. Sherman Wilson was program leader.

Fourteen members of the Fulton circle met with Mrs. W. W. Foster. Mrs. Irma Myers and Mrs. Russell Cochrun were in charge of devotions and program.

Mrs. W. D. Holcomb was hostess to 11 members of the Lenora circle. Mrs. Lavone Fox prepared the program with Mrs. Maurice Corey as leader. Program topic for all circles was "Where Does a Christian Woman Volunteer Her Time?"

Mr. and Mrs. Maurice Corey of rural Nyssa, one of the area's well-known rock collecting couples, are pictured here as they display numerous types of stones contained in their large collection. This exhibit was shown to Nyssa sixth grade students before their May 7 rock-hunting trip to Succor creek canyon, following a resource educational study of native stones to be found in this area. Corey accompanied the students and their instructors to explain the various rock formations and their origins.



'Did You Know' That a Group of Nyssa Students Went on a Recent Rock Hunt?

A DAY AT SUCCOR CREEK

On May 7, we went on a field trip to Succor creek and, boy, did we have fun! We went in two buses; students from our room in one and Mr. Ballou's students in the other. Bernard Eastman and Maurice Corey led the way in Mr. Eastman's Jeep.

Our group leaders were Mrs. Kido, Mrs. Nevins, Mrs. Spitzer, Mrs. Miner, Mr. Ford, Mr. Eastman, Mrs. Belveal, Mr. and Mrs. Lane and Mr. Corey. We sang on the way and some of the kids started to eat before we got there.

The first place we stopped was just before we entered the canyon where Mr. Corey told us about the rock formations. The area where the canyon is, was all level at one time. There are also many rock slides. Basalt, a volcanic rock, makes these rock slides because it has holes in it and when the water goes into the holes, it expands when freezing and breaks off the rocks, causing the slide.

Rhyolite Much Harder

Rhyolite is another volcanic rock Mr. Corey told us about and he said that it will not cause a rock slide because it is much harder and doesn't have holes in it.

There was a cream-colored substance in the canyon that is ashes from volcanoes. It came all the way from the Cascade mountains. It drifted from there to the west side of the canyon and settled like a snowdrift.

Mr. Corey told us that a stage went through the canyon from Caldwell to Silver City. Farther into Succor creek canyon he showed us some stage coach tracks.

Our next stop was a short distance past Robie creek. We got out of the bus, divided into groups and headed up the mountain. Most of us found a few thunder eggs, agate, pearlite, quartz and some petrified charcoal.

Explore Gold Mine

After we had finished there, we went on to the first camp where we went into an old gold mine and Mr. Corey told us a little about it. He said that in 1929 a man owed a lot of money to lawyers, doctors and businessmen.

They made him work this mine and he worked it for three years before giving up because rhyolite is hard to dig through. Besides, there was very little showing of gold. Mr. Corey also told us there is still some gold in the Succor creek and Silver City areas.

Then we went farther up Succor creek where we found more rocks and looked at the formations. Some of these were like chimneys, arches, caves and on the way back we saw a capped rock.

All Find Leaf Fossils

When we left the canyon, we stopped at a place where we found leaf fossils in shale rock. All of us found some.

We sang on the way home and some were so tired they almost went to sleep. The very reason we went is because we had just finished studying rocks and we wanted to collect some for ourselves. We also went because we had a chance to go with an expert and learn first-hand information.

We all had fun hunting for rocks and fossils of different kinds. —Debra Draper, Reporter

VACATION SCHOOL SLATED AT FIRST BAPTIST CHURCH

Vacation Bible school will be conducted during the first week in June at the First Baptist church. Hours will be from 9:30 to 11:30 a.m., Monday through Friday. Program theme will be "Our Bible, God's Word." All children are welcome to attend.

ATTEND BAPTISMAL RITES

Mr. and Mrs. Reed Ray accompanied a group of young people to Idaho Falls last weekend when they attended baptismal rites at the LDS temple.

SUCCESS AT SUCCOR CREEK

On Thursday, May 7, students from Elvin Ballou's sixth grade classroom went on a field trip to Succor creek. We left school at 9 a.m. and arrived at Succor creek an hour later.

Our first stop was on top of a hill looking down into the canyon. Maurice Corey gave a lecture on formation of the Succor creek area. He said that most of the rocks in the area were basalt and rhyolite. Basalt is very porous and fills with water. It freezes then cracks and falls down the mountain. Rhyolite doesn't have holes in it and won't fall so easily.

Find Rock Specimens

Our next stop was at a dry river bed. Mr. Corey and Mrs. Ed Pruyt told us the best places to locate rocks. We found thunder eggs, agates, quartz, lava and many others. We went in groups with our adult assistants—Mrs. Ralph Lowe, who was also our bus driver; Mrs. Wayne Stites, Mrs. Art Colby and Mr. Ballou.

We went to the camp grounds and ate our lunch jointly with students in Mrs. Hazel Lane's class.

After lunch we went to a historical site called "the foundations" which was an old dance hall and now serves as a landmark.

Our last stop was at the fossil beds where both classes were satisfied with their findings.

We returned to the school grounds at 3:45 in the afternoon. —Barbara Wilt, Sally Ann Smith, Patty Lowe, Reporters

NAZARENE CHURCH NEWS

Officers and teachers of the Nyssa and New Plymouth Sunday schools of the Church of the Nazarene met last Thursday evening at East Side cafe in Ontario for a banquet. Dick Edwards of Nampa, district chairman of church schools, was special speaker of the evening.

Mrs. Edwards presented a special vocal selection. Mrs. Roger Tucker was in charge of the menu and reservations, while Mr. and Mrs. Floyd Rhoades were responsible for decorations. Don Wilson, Nyssa Sunday school superintendent, was master of ceremonies.

10-Year Pin Awarded

During the close of the Sunday school hour May 24 at the local Church of the Nazarene, the Rev. John Bullock presented Don Wilson a 10-year pin representing 10 years of perfect attendance.

Farewell Party Held

At the close of their recent monthly missionary chapter session teenagers of the church had a farewell party honoring Miss Aleta Anderson who has left to secure employment in Springfield, Mo. The meeting was held in the home of Mr. and Mrs. Dwight Seward.

Two Scholarships Presented

Scholarships to be applied on tuition at Northwest Nazarene college were presented Sunday morning to Sandra Hobson and Linda Reece at the Church of the Nazarene. This is an annual presentation given to all graduating high school seniors.

Local Cadets Attend Open House Event At Idaho Air Base

Nyssa Composite Squadron went on a mission to the open house event at Mountain Home Air Force Base on Armed Forces Day, May 16.

Ten cadets attended from the Nyssa Civil Air Patrol squadron. Boys directed traffic and the girls conducted tours through the RAPCON (radar building).

After the cadets were relieved, they were allowed to view displays by the Red Cross, civil defense, Curtiss-Wright flight training simulators, Titan missile, the Mercury space capsule, formation fly-over by F-102's of the Idaho National Guard, fire fighting demonstrations, CAP and ROTC drill team demonstrations.

Methodist Church Annual Conference Slated Next Week

Idaho annual conference of the Methodist church will hold its sessions June 2-5 in Payette.

Bishop A. Raymond Grant of Portland will preside at all business sessions and will conduct morning worship services during the last three days of the conference. Bishop Grant is also scheduled to speak at a banquet at 7 o'clock Tuesday evening in the Payette Legion hall.

Conference speaker will be Dr. Clarence Forsberg of Lincoln, Neb. He will speak each morning following the worship service and will also talk at 8 o'clock Wednesday evening in the Payette Methodist church.

An important event of this conference will be the integration of the Ontario Community (Japanese) church into the Idaho conference. Dr. Harry Komuro, former district superintendent in Hawaii, will speak Wednesday at a noon luncheon in the Ontario Community Methodist church and also at a banquet that evening in the Orchard avenue Grange hall.

The conference will close Friday afternoon with the reading of appointments of ministers at the 2 o'clock session.

Those interested in attending these meetings, luncheons or banquets may make arrangements by contacting the Rev. Paul Ludlow at Nyssa Methodist church.

Nyssa Young Lady Elected President Of Methodist Group



BONNIE SAGER Chosen at MYF Rally

Miss Bonnie Sager was elected president at a recent sub-district rally of the Methodist Youth Fellowship group held in Vale. The new officer is a daughter of Mr. and Mrs. Raymond Sager of Nyssa.

Others named to office are Jerry Foster of Vale, vice president; Marilyn Rieken of Emmett, secretary-treasurer; Judy Faw of Vale, faith and witness chairman; Rosalie Leslie of Ontario, citizenship-fellowship chairman; Kristen Keck of the Nu Acres community, outreach chairman.

A panel discussion, "Our Migration Neighbors," was led by Ralph Cake, Dave Loera and Bob Lewis at the recent sub-district meeting. The new officers were installed during a recent evening worship service.

OWYHEE CHURCH SLATES BIBLE SCHOOL JUNE 1-12

Vacation Bible school classes will be conducted June 1 through 12 at the Owyhee Community church, according to announcement by Pastor Arthur Skogan. The two-week session will be held between the hours of 9 and 11:45 a.m. Monday through Friday.

Children between the ages of three years and young teens are invited to attend, Pastor Skogan said.

PROCLAMATION

WHEREAS, the Malheur County Board of Realtors, in conjunction with more than 1,470 other such boards that are members of the National Association of Real Estate Boards, is observing May 24-30, 1964, as Realtor Week to acquaint the public with the high standard of professional service rendered by Realtors in the sale, purchase or lease of real property; and

WHEREAS, the Realtor Code of Ethics establishes for all Realtors a level of business conduct transcending that required by law and encourages experience and technical competence of the highest order in real estate matters; and

WHEREAS, one of the manifestations of the professional conduct of Realtors is their participation, without remuneration and beyond the mere requirements of the market place, in civic affairs as witnessed by their leadership in many organizations dedicated to the betterment of this city; and

WHEREAS, this special competence of Realtors in all matters involving the highest and best use of the land is recognized by their appointment and election to many official and technical entities of this city concerned with real estate law, administration and taxation; but, above all,

WHEREAS, the commercial and industrial prosperity of this city and the well-being of the majority of its residents in homes of their choice are due in large measure to the high order of real estate service provided by said Realtors;

NOW, THEREFORE, I, Grant H. Rinehart, Mayor of the City of Nyssa, Oregon, do hereby proclaim May 24-30 to be Realtor Week and ask my fellow citizens to join our Realtors in the appropriate observance of it.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the City of Nyssa to be affixed this 23rd day of May, 1964.

GRANT H. RINEHART, Mayor

World War I Vets Hold May Sessions

Veterans of World War I met in regular session Monday, May 11, at the Parma community house and a good attendance was reported.

The auxiliary group worked on the yearly report and various topics of interest were discussed. During a social hour, refreshments of pie and coffee were served. All members are urged to attend the meetings.

On Sunday, May 17, a covered dish luncheon was served by auxiliary ladies at a meeting held in Vale. Mr. and Mrs. Charles A. Reno were among those attending and report a good attendance. A discussion on veterans' affairs was held during the business session.

Classifieds Bring Results!

REALTOR WEEK MAY 24-30 MOVE UP TO MORE IN '64 - A BETTER HOME THRU A REALTOR

Closing Notice

Our Offices Will Be Closed Memorial Day . . . May 30

Medical care will be available at all times . . . In case of emergency, call your family physician or the Malheur Memorial Hospital.

Dr. K. E. Kerby

Dr. K. A. Danford

Dr. D. W. Sarazin

For Memorial Day . . .

A TIME TO REMEMBER!

We have fresh-cut flowers and beautifully created artificials . . . Select now from our extensive stock.

We'll Be Open Saturday - Memorial Day From 6 a. m. Until 12 Noon.

FANGEN FLORAL

West of City on Adrian Blvd.

Phone 372-3437



NYSSA SWIMMING POOL RATES and SEASON TICKETS
Under Six Years of Age . . . No Charge (Allowed in Main Pool with Parent Only)
Six to Eighteen Years . . . \$ .25
Eighteen Years or Over . . . \$ .50
Season Family—One or More Children Under 21, From June 1 . . . \$24.00 (Rates Lower Each 30 Days)
Season Family—Children Only From June 1 . . . \$12.00 (Rates Lower Each 30 Days)
Individual Under 18 Years— From June 1 . . . \$ 5.00 (Rates Lower Each 30 Days)
Individual Over 18 Years— From June 1 . . . \$ 7.50 (Rates Lower Each 30 Days)
SPECIAL PARTIES . . . \$20.00 (For Not More Than 20 Persons—Regular Rates Over 20)