

THE GATE CITY JOURNAL
 TED M. BRAMMER, Editor and Publisher

SUBSCRIPTION RATES
 Single Copies 10c
 In Malheur County, Oregon, and Payette and Canyon Counties, Idaho:
 One Year \$4.00
 Six Months \$2.75
 Elsewhere in the U. S. A.
 Per Year \$5.00
 Six Months \$3.00

NATIONAL NEWSPAPER ASSOCIATION
 AFFILIATE MEMBER

Published Every Thursday at Nyssa, Malheur County, Oregon

Entered at the Post Office at Nyssa, Oregon, for Transmission through the United States Mails, as a Second Class Matter under the Act of March 3, 1879.

RABBITS' HABITS ISU STUDY GRANT

Some time ago, a federal grant was received by Oregon State University to carry out a research project on the "Mechanics of Orientation and Homing in Mammals" under the supervision of professors in wildlife ecology. Now we have word of a new \$24,200 grant from the National Science Foundation for this project.

Actually, a more modest name for this project might be "A Study of Where Rabbits Go at Night as Determined by Their Tracks." OSU scientists will track the rabbits' movements by radio transmitters attached to the animals. They will use portable radio receivers to pinpoint the transmitting signals from the rabbits, and be getting several "fixes", or triangulations, they will, it is said, be able to plot the location of the animals. When they get thru with this research they will probably publish a treatise with graphs, maps, pictures and other data for the use of anyone who is anxious to learn more about the nocturnal life of rabbits.

We were afraid that with the war in Viet Nam taking \$50 billion or so a year, important studies like this might be shelved, but are happy to see that this is not the case.

We are sorry, however, that this project was not put up for bids and that we did not hear about it until the \$24,200 had already been committed to an OSU professor. We would have bid in our rabbit tracking services at about \$500 and would have regarded this as almost pure "gravy", so to speak. We think that we could have picked up a few Japanese-made radio transmitters and receivers, trapped a few jackrabbits in the Zumwalt country, attached this equipment, turned the bunnies loose and, after a few nights of listening in, would have picked up all the data it would be possible to get on where these jacks cavort after the sun goes down and the moon comes up.

Actually, we already know quite a lot about where these rabbits go. We have followed their tracks in the snow. Most of them hop around within a hundred yards or so of their holes, but occasionally one hikes out across country in a bee-line for some distant hole--no doubt to carry on some illicit rendezvous while his mate is asleep.

But we are not sure to what useful purpose more accurate and scientific information on the hoppings around of rabbits can be put which will make the data worth \$24,200 more in taxpayers' money. But, then, there are a lot of things which we do not understand.

If this kind of federal money is to be made available on a continuing basis, we would like to see the study extended to cover elk, cats and kids. We actually know of more people who have wondered about the nocturnal habits of these three than we know of people who are disturbed about what goes on at night in the rabbit world.—Chieftain, Enterprise, Ore.

Uncle Gus

I see where one of them Congressmen says, on account of all the new benefits and programs for the people, our Government was necessary passing through the "red tape age." He was claiming things would get better.

Personal, I think they was going through the metal age--gold in their teeth, silver in their hair, and led in their pants. Farther more, I don't think our Government has ever got the lead out of their pants or ever will, I heard Ed Doolittle tell the store keeper onct that the reason Rip Van Winkle slept 20 year was because he applied for a civil service job and slept while they was getting the red tape unwound.

The older I git, Mister Editor, the harder it is fer me to understand this country our forefathers founded. Part of it was traveling like a rabbit with a dog on his tail and part of it was dragging along like a snail out fer a Sunday afternoon stroll. You go to the grocery store to git a little to cook fer dinner and everthing is ready made, mass-produced, capsuled, precooked, prefabricated and quick froze and it takes six weeks to git your Social Security checks coming. You go to the tax office and they meet you at the door and you go to your doctor's office and if you ain't already got a disease, you catch one.

And I ben getting a little upset over all this crime that

was sweeping the country. I can recollect when it was safe fer folks to go anywhere at any time of the day or night. Now, special in the big cities, it ain't safe to stick your nose out the door if you ain't toting a double-barrel shotgun. And I was reading where this holdup man was robbing a store run by a woman and her little boy started crying. The holdup man stopped long enough to spank the boy and tell him to keep quiet. In other words, crime has got to the place where the victims has got to mind their manners.

I was reading a piece in the papers the other day that put me to thinking about this crime business. The feller that was writing the piece claimed the courts of America was to blame fer the crime wave. He give fer a example the case where a thief stole some cigarettes from a Army PX store and the Federal Judge give him six months in prison. He allowed as how, if they was any justice to such things, Bobby Baker should have got 104 and 4 days in jail.

But I reckon, Mister Editor, this was just one of my blue days when I can't git no glimpse of the silver lining. Like the farmer that said they was days when he wished he lived so fur back in the sticks that instead of hearing his neighbor call his hogs, he would have to catch it on the third echo.

Yours truly,

Uncle Gus

Attack On Advertising

By George Hagedorn, chief economist
 National Association of Manufacturers

Up to a point, the criticisms of modern advertising remind us of the criticisms of modern politics. We can sympathize with both. The appeals to consumer choice--just like the appeals for political support--are not always addressed to the most admirable of human traits. And in both cases criticism can serve a useful purpose in improving the quality.

But the attack on advertising has moved into an area where the analogy no longer holds. Even the most critical commentators accept the fact that politics is a necessary form of activity, and that we would run grave risks in attempting to inhibit or censor political appeals to the public.

By contrast many of the critics of advertising seem to assume that it is an inherently useless, and even vicious, form of human action. Underlying the attack on advertising is a widespread assumption that we have nothing to lose, and much to gain by restricting and discouraging advertising activity.

This is a dangerous illusion. Advertising is as indispensable in an economy of free consumer choice as politicking is in a democracy.

Commercial advertising serves the essential purpose of informing consumers of the choices open to them. Any impairment of the channels for conveying such information would damage the interests of the consuming public.

The opponents of advertising customarily scoff at such an argument. How, they ask, can advertising verify genuine information to the public when it is organized and paid for by interested parties? Would it not be better for the public to get their information on a product from experts who don't really care whether or not they buy it?

This argument may sound impressive until we recall that investigation by disinterested experts is not always the best way of getting at the truth. When a case is tried in our courts, the information presented to the jury is not organized for them by a staff of people who are indifferent to the decision. Instead, we depend on the interested parties on both sides of the case to prepare and organize the information on which the jury will make its judgment. A thousand years of history suggests that this is a reasonably effective means of gathering relevant facts.

Adversary proceedings are usually the best way of ensuring that all sides of a question will be looked at. And this is what we have in the competitive advertising of American firms.

Recently, a chief line of attack on advertising has been the allegation that it corrupts the public taste. Specifically, it is argued that, in the absence of advertising, the country would have chosen to spend more of its income through government for such laudable purposes as beautification, education and welfare, and correspondingly less of its income for the selfish purpose of individual consumption.

The notion that the advocates of government spending are not given a fair opportunity to present their case to the public seems almost laughable. We read the news stories describing proposed government spending programs on the front pages of our newspapers. The appeals for private spending appear in paid advertisements on the inside pages.

Another line of attack on advertising is that it weakens competition by developing consumer loyalty for particular products and companies. What this seems to mean is that some firms are more successful in their advertising than others. The idea that competition can be strengthened by penalizing those who are successful at it doesn't sound convincing.

Adrian Community Church News

Ten members of the women's association of Adrian Community church held a potluck dinner June 28 at the home of Mrs. Lynn Hurst.

After the dinner, the women held their Bible study, with Mrs. Hurst in charge.

It's Your Law

BY OREGON STATE BAR
 STOCKS AND BONDS

When you buy a share of stock you own an interest in every single thing a firm has; you don't own any part of the company. The bond or debenture is merely a promise to pay. Suppose out of 1,000 shares outstanding, you own one share. Then you have an undivided one-thousandth share in the company, not in any particular thing but in every piece.

When you buy a bond, you own no part of the company. The firm promises to pay the loan back when the bond matures.

As a rule, bondholders have little to say directly about the firm or how it picks its officers and manages its business. Of course, lenders exercise indirect influence since they must have confidence in the firm and its management before they will part with their money.

Bondholders get their interest before any stockbroker gets his dividends, and should the firm go broke, they get paid out of its assets before the stockholders get a nickel.

Preferred stock, as a rule, yields fixed dividends before the common stockholders get anything, but preferred stock dividends are payable only if declared by the corporation. As a rule, common stockholders risk more and, therefore, stand to make greater profit (or loss).

The legal invention of the entity called a corporation has made vast public investment in industry and commerce possible. By allowing anybody to buy in or to lend to the firm, a corporation has made large scale research, production, and marketing possible, while each investor can study and decide where he wants to risk his capital.

(Oregon lawyers offer this column as a public service. No person should apply or interpret any law without the aid of an attorney who is completely advised of the facts involved. Even a slight variance in fact may change the application of the law.)

Salem Scene

By EVERETT E. CUTTER

Oregonians who saved their Voters Pamphlets from last fall may well be reviewing and puzzling over campaign statements pledging priority work toward property tax relief.

Such pledges sent many legislators to Salem. But few, if any, anticipated the political silly-putty which was to swallow their well-intentioned efforts.

In fairness, individual legislators scarcely can be faulted for the defeat of numerous solutions they proposed to offer workable alternatives to Oregon's high and growing local tax burden. In a check-and-balance system of lawmaking, pitting Democrats vs. Republicans, Senate vs. House, liberals vs. conservatives, it often is easy for public issues to become bogged down in politics.

Such was the fate of plans for property tax relief by way of a variety of alternatives--sales tax, net receipts tax, personal and corporate tax increase, local option tax, lottery, budget-slashing--as the final curtain rang down last week on the 54th Oregon legislative session.

in the eyes of many state leaders, severe local monetary threats now are posed by widespread defeat of school budgets and by those who would limit property taxes to 1 or 1 1/2 per cent of true cash value. In view of these, Gov. Tom McCall is expected to call legislators back for special session to take another look at the problem.

Last week's final adjournment came on the 157th day of the longest Oregon session in history, after the Senate soundly -- and surprisingly -- trounced the idea of sending to the voters a 1 per cent net receipts tax proposal.

The plan was the last in an ill-fated series to be approved by the House, only to go down to Senate defeat. It would have relieved property taxes by boosting state basic school support from 27 per cent to about 38 per cent, through a \$50 million revenue increase from the net receipts tax and \$6 million increase from corporate taxes. Schools could have increased their budgets only 4 per cent over existing levies, plus state aid, without a public vote under the plan. School elections for exceeding the limit would be limited to two each year.

Senate Democrats balked at the plan after cigarette tax and property tax relief account funds were eliminated from basic school support in conference committee. Inclusion of these funds would have boosted school support to about 50 per cent.

House Republicans, however, argued that inclusion would merely shift taxes, affording no additional local tax relief. Besides, some pointed out, such a move would represent a misappropriation of cigarette tax revenue after being sold to voters as a tax for direct property tax relief.

In view of legislative disagreement on all tax plans, both Senate President E. D. (Debbs) Potts (D-Grants Pass) and House Speaker F. F. (Monte) Montgomery (R-Eugene) have recommended to Gov. McCall that any special session be delayed until fall. By then, new revenue estimates will be available, planned vacations will be over, and the governor will have had time to recommend a new package.

The governor's original plan calling for income tax increases obviously is dead, the leaders agree, and he should have time to formulate a new one. Both express hope that Senate and House Taxation Committees can get together for intensive study prior to any full session.

As for the options remaining, Sen. Potts notes that he consistently has maintained no new taxes are needed. Speaker Montgomery, now working toward simplification of ballot language, still hopes lawmakers will be able to agree on the "multiple-choice" bill, letting voters decide on a sales tax, net receipts tax or existing conditions.

"Senators have worked very hard on each and every tax proposal, and we've had the ablest men on taxation," says Sen. Potts. "Still, Ways and Means has been plagued with further revenue reductions and budget cutting. Maybe the economy will change by fall, but in light of things now we are going to have to face realities one of these days."

State revenue decline is cited by Rep. Montgomery, too, as a reason to wait until after the second budget quarter and availability of new figures before retooling the property tax relief dilemma.

"The governor needs time to give the legislature a new tax package," he says, "and I feel it must be a different package. I hope it will be announced early so that we can get committees working prior to a special session."

Whether the legislature as a whole will listen to Gov. McCall any more closely than when he proposed tax reform in his January inaugural address remains to be seen. It is clear, however, that a special session is in the offing, and public opinion expressed to legislators at home between now and then may well carry special weight in our tax future.



ROLLAND LAURANCE
 . . . F. O. E. State Trustee

During the June 21-24 Eagles State convention in Pendleton, Rolland Laurance was named state trustee and Mrs. Fay (Ruth) Collins was elected state vice president. They are members of the Nyssa aerie and auxiliary, respectively. Among others attending the Pendleton meeting were Amy Maberry, Betty Wilson, Elaine Olsen, Woodrow Seuell and Fay Collins. It has been reported by the two



RUTH COLLINS
 . . . State Vice President

organizations that \$121 was donated to the Hurd family of Parma, following a recent benefit dinner-dance. It will be remembered that the Hurd family lost a child and the mother was badly burned in a recent home fire. A schedule of July events planned for members of the Eagles aerie and auxiliary appears elsewhere in this issue of the Journal.

NAZARENE Church News

Golden Hour missionary chapter members will meet tonight at 8 p.m. at the home of Mrs. Gary Price.

A special feature of the evening will be a Japanese doll display from the collection of Mr. and Mrs. John Yoneyama. Members and their friends are cordially invited to attend the meeting.

Members of the Nyssa church of the Nazarene held a Fourth of July picnic at the Apple Valley school grounds.

Afternoon activities included games and races for the children and a baseball game featuring the men of the church.

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PLAN TO ATTEND NYSSA NITE RODEO ON JULY 14 - 15

FAITH LUTHERAN CHURCH NOTES

Faith Lutheran church women will meet at 8 p.m. Monday, July 10 at the home of Mrs. K. A. Danford. Miss Barbara Fangen will lead the Bible study.



"It seems like every time you're about to catch up with the Joneses, they refinance."

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