

THE GATE CITY JOURNAL

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NATIONAL NEWSPAPER ASSOCIATION
 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

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.

Let's Prevent Fires

By Presidential proclamation, Fire Prevention Week will be observed October 8-14 this year. But as a practical matter, we should all look upon fire prevention as a year around job.

In 1966, the nation's fire losses hit an all-time peak of nearly \$1.5 billion dollars, according to the American Insurance Association. In 1966, 12,100 persons died as a result of fires, and countless thousands more were injured. Indications are that when the 1967 totals are in, they will reflect an even bleaker picture.

T. Lawrence Jones, president of the American Insurance Association, says the rise in fire losses is causing growing concern in business and insurance circles, and that on all sides the consensus is that more must be done in the fire prevention field to reverse the upward trend.

Fire Prevention Week is an appropriate time to think about preventive measures . . . to reshape our thinking in terms of taking greater care to avoid fires . . . to take inventory of our properties and eliminate potential fire hazards . . . and to resolve to practice fire prevention actively and regularly in the future.

One place where every citizen can do his bit is in the home, checking electrical connections and appliances, heating and cooking equipment, or having them checked by a qualified service man. Fires in homes average more than 1,000 every day of the year, and cause a large portion of the total death toll.

Fire Prevention Week can and should be a meaningful occasion, one on which we should all dedicate ourselves to be more careful where fire, or the threat of fire, is involved. We help ourselves, we safeguard our homes and places of business, when we do. We have everything to gain and nothing to lose.

Fires can be prevented, and we can do it!

Newspaper Ad Readers

Who is the reader of newspaper advertising?

This is not a hypothetical question. Research agencies have found some of the answers to the question during a quarter of century study and they are presented in a report by Dr. S. S. Talbert, chairman of the Department of Journalism at the University of Mississippi. Here are some answers to the question of who is the reader of newspaper advertising:

"He is likely to be more intelligent and more literate than people who respond to other advertising types."

"He is likely to have more money to spend than other people."

"She is over 80 percent of the women about to go grocery shopping."

"He is nearly every man considering the purchase of automobiles, trucks or tractors."

"If she is older she gives advice on foods, electrical appliances, sewing and parties."

"He is a boy looking for a puppy, or someone with a litter of mongrels needing homes."

"If she is a teenager, she sets the pace in selecting skirts, snacks and sneakers."

"The newspaper reader is someone looking for a house to rent or someone trying to rent a house."

"He is a lawyer looking for a typist or a typist looking for a job."

"He is a builder looking for a loan, or a banker looking for an investment."

"He or she is the whole local community with unsatisfied wants and needs."

NOTICE

The Board of Directors of the Nyssa Road Assessment District #2 wishes to call attention to all Sugar Beet Growers of the area that it is unlawful to dump Beet Dirt in the borrow pit of any Public Road within the jurisdiction of the Nyssa Road Assessment Dist. #2

For Fall Planting YOU CAN'T BEAT OUR Gaines (Certified) Wheat

... and ...

Alpine Barley

See Us for All Your Feed and Seed Needs!

FARMERS Feed & Seed Co.

117 Good Avenue

NYSSA, OREGON

Phone 372-2201

IN MEMORIAM

Samuel C. Phillips

Services for Samuel Charles (Chuck) Phillips III will be conducted at 2 o'clock this afternoon, Oct. 12, 1967 at Lienkaemper chapel.

The 24-year-old Nyssa high school graduate was killed in action on Oct. 2 in Vietnam.

Military rites will be conducted by personnel from the Mountain Home Air Force Base. The Rev. Ed Alora, pastor of the Homedale Presbyterian church will officiate, and interment will be made in the Veterans' section of the Nyssa cemetery.

Sgt. Phillips was born July 7, 1943 in Leadville, Colo. He attended Nyssa schools and was graduated from high school in 1961. He was active in football and baseball, and played fullback in the East-West Shrine game in 1961.

The deceased attended Eastern Oregon college in La Grande for one year and joined the US Army in May 1964.

He had served 12 months in Vietnam, and his duties there had been extended for another six months when he was killed.

Survivors include his mother, Mrs. Clara C. Phillips of Homedale; his father Samuel C. Phillips II of Bakersfield, Calif.

Among other survivors is a brother, David Phillips of Bell, Calif.; and two sisters, Candace and A. Gayl Phillips, both of Homedale.

Also surviving are his grandparents, Mr. and Mrs. F. A. Johnson of Parma and Mrs. Samuel C. Phillips of Glenwood, Colorado.

The family has requested that memorials be given to the Shrine hospital, Elks Rehabilitation center or Crippled Children's service.

Adrian Community Church News

Members of the women's association of Adrian Community church will meet at 2 p.m. this afternoon, Oct. 12 at the home of Mrs. Helen Bishop in Big Bend.

Those attending are asked to take a bar of soap and washcloth to the meeting.

A meeting of the church session will be held at 8 o'clock this evening at the home of the Rev. and Mrs. Elmer Rosenkilde in Adrian.

FAITH LUTHERAN CHURCH NOTES

Fred Koch and the Rev. Orville Jacobson will participate in an Oct. 12 Bible Living School at Pendleton.

The school is designed for men of The American Lutheran church and this year's program is focused upon man and family relationships.

Herb Kent, editor of "Greater Works" - the American Lutheran church men's national magazine, will lead the discussions.

Mrs. J. Elwood Flinders spent from Monday through Friday with her daughter, Mrs. Marvin Wilson and family at Burns.

Mrs. R. G. Larson Sr. was a Sept. 16 guest of Mr. and Mrs. John Flynn at Caldwell. Mrs. Larson was a Sept. 22 dinner guest of Mrs. Joe Dyer in Ontario.

PERSONALS Oregon Trail Grange Holds Officer Election

S. P. Bybee; his son-in-law and daughter, Mr. and Mrs. Owen Froerer, Randy and Craig; 'Cindy' Cindall, Dennis and Kip, left Oct. 6 for a deer hunting trip in the Ironside area. They were met there by Lamont Fife of Pendleton. They returned home Sunday evening with no deer.

Mrs. S. P. Bybee and her father, Henry Chamberlain and the former's granddaughters, Robin and Shirla Froerer were Sunday visitors in the home of Mrs. Bybee's uncle, E. L. Jensen at Boise. While there they visited Ann Morrison park to see an unusual large gathering of wild ducks, geese and swans.

Mr. and Mrs. Frank Byers, Mr. and Mrs. George Folkman took an all-day tour Sunday through the Jordan Valley area.

Mrs. Eliza B. Weston of Salt Lake City arrived Oct. 5 to visit her daughter, Mrs. J. E. Brower.

Mrs. Alzina Salter, Mrs. R. G. Tanner and granddaughter, Kim spent Oct. 6 in Caldwell.

Mrs. Robert Wilson drove to Ashland on Sept. 17 to take her daughter, Linda, who is attending Southern Oregon college, Enroute home she stopped to visit a brother, Mr. and Mrs. Thomas Holman at Albany.

Mr. and Mrs. Mason Maynard and Melanie of Ellensburg, Wash. arrived Oct. 6 to spend a week with her parents, Mr. and Mrs. Max Long. On Oct. 7 they went with the Long couple to take their son Jerry to Boise where he boarded a plane for the Philippines. The families dined in the Idaho capital city and had as their guest, Miss Nancy Boydell of Boise.

COMING EVENTS

TODAY - 8 p.m. - Nyssa PTA meeting in school cafeteria.

OCT. 13 - Arcadia club meeting at home of Mrs. C. R. Kessler Sr.

OCT. 13 - Owyhee garden club meeting at home of Mrs. Howard Evans in Parma.

OCT. 16 - 8 p.m. - OES meeting at Masonic hall.

OCT. 16 - 8 p.m. Duplicate bridge party at home of Mrs. Houston Wilson.

OCT. 19 - 2 p.m. OKK club meeting at home of Mrs. Gladys Stanton.

NHS CALENDAR

TODAY - 8 p.m. Nyssa PTA meeting in school cafeteria.

OCT. 16 - 8 p.m. Frosh-Soph football, Ontario here.

OCT. 17 - 3:45 GAA activities.

OCT. 17 - 8 p.m. - FHA meeting

OCT. 19 - 10 a.m. FFA district sol juding contest.

OCT. 20 - 8 p.m. Varsity football, Nyssa at Weiser.

FURNACES

ARE MORE EFFICIENT

With Proper Cleaning and Repairing . . .

ALSO CUTS DOWN ON YOUR HEATING COSTS!

CALL US NOW

For Prompt, Efficient Service

... on ...

COAL, GAS or OIL UNITS

EDER PLUMBING AND HEATING

NYSSA . . . OREGON
 Phone 372-2266 or 372-3377
 (After Hours)

GOLF Activities

It is announced by Lowell Nelson, vice president of the Ontario Men's Golf Association, that the annual awards banquet meeting will be held at 7:30 p.m., Tuesday, Oct. 17 in the Lion's den at East Side cafe in Ontario.

Main business of the evening will be the awarding of prizes and election of two members to the board of directors.

The dinner will be free to members of the association and their wives.

Those planning to attend are asked to notify Pro Keith Stanwood by dialing 889-9022 by Friday, Oct. 13.

Bud Hickman, veteran golfer, emerged as champion in the first annual 'senior' tournament staged last weekend on the Ontario course.

Hickman won in the 45-55 division with a 150 low gross score. Other winners in this

division were Gene Stewart, 165; Keith Gentry, 169. Low net honors went to Min Nakamura, 140; Howard Towell, 145; Ray Westcott, 149.

George Yturri took top honors in the 56 and older division with a 164 low gross tally. He was followed by Gordon Gilmore, 173; and Nick Toole, 189. Tony Keller earned low net honors in this division with 144. Fred Huling scored 148, with Hugh Baker coming in with a 153.

MIA Ball Players Feted With Dinner

The Nyssa LDS second ward MIA girls' softball team was honored with a recent dinner at East Side cafe in Ontario.

Special honors went to Colleen Staples and Julie Jensen, home-run hitters of the season. Among special guests were members of the Bishopric and their wives. Other special guests were Mmes. Mel Beck and Darwin Jensen of the Nyssa stake MIA presidency.

Appreciation was expressed to Mrs. John Blaylock who served as sports director.

NYLON Cord TRUCK TIRES

Best Deal in Town!

8.25 x 20 - 10-Ply Nylon

HIWAY TREAD	TRACTION TREAD
\$51⁹⁵	\$61⁹⁵
Plus \$6.35 Tax	Plus \$7.65 Tax

NO EXCHANGE NEEDED!

Tarter's O.K. Tire Store

NYSSA . . . OREGON

V-STORES

PICK-A-VACATION

3 FREE DAYS FOR TWO

SALE STARTS WED., OCT. 18th

V-DAYS SALE

SWEAT SHIRTS

HEAVYWEIGHT, WITH LONG RAGLAN SLEEVES. SLIGHTLY IRREGULAR, ASS'T. COLORS. SIZES S-M-L-XL.

REG. 1.49

1.00

CANDY STRIPE RUNNER

CUSTOM SEWING ON ALL SIDES. LOOP AND CUT FIB. LATEX. BACK. ASSORTED CANDY STRIPES. FIRST QUALITY WOODS.

24" x 60" SIZE

1.37

30" x 40" RECEIVING BLANKETS

100% COTTON. SLIGHTLY IRREGULAR. ASSORTED PLAIN COLORS.

2 FOR

97¢

ALUMINUM FOIL

75 FOOT ROLL

REG. 79¢

48¢

FLASHLIGHT BATTERIES

SIZE "D" METAL CLAD

REG. 25¢

10¢

LINED DRAPES

36" x 87" WITH VALANCE

ASSORTED PATTERNS & COLORS

REG. 69¢

47¢

NON-STICK BAKEWARE

YOUR CHOICE

* COOKIE PAN * ROUND CAKE PAN * 8" CUP MUFFIN PAN * SQUARE CAKE PAN * BREAD PAN WITH HANDLE

67¢

Nyssa Variety Store

204 MAIN STREET NYSSA, OREGON

PHONE 372-3914