

THE GATE CITY JOURNAL

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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



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.

WHY?

Why do stores start Christmas advertising so early—often before Thanksgiving? You've heard that question, perhaps you've said it yourself, and it often denotes criticism of the merchants. They are accused of gross commercialism and lacking the true Christmas spirit. The question deserves a sincere answer.

Christmas sales are the big events for most retail merchants. Some stores do as much business during the month of December as through all the rest of the year. They must make a profit or go out of business. Governments are about the only bodies that can go in the "hole" continuously and survive. Farmers plant their crops for harvesting at the most advantageous times. Car manufacturers and agencies gear their big sales efforts to the time when year models change. So WHY should the retail merchant be criticized?

There are other reasons that affect everyone who buys Christmas presents--If everyone waited until the week before Christmas to buy the stores would not have space for them—the clerks couldn't wait on them and there would be a lot less of the beautifully packaged gifts. Parking would be a problem in most towns and cities—heavier traffic would mean more accidents and fatalities, and gifts for those long distances would never make it on time as the postal authorities would be unable to handle the volume that would pile up in the sectional centers.

There are many more reasons that you and the merchants can think of for early shopping but we feel these are sufficient and should take some of the "taint" off them for early advertising. They do support many Christ-like programs with part of the profits made from their sales. Think on these things before you criticize them again!

Better Dead Than Red

(FROM THE NHS BULLDOG)

I hope the time will never come,
When I am forced to tote a gun,
To shoot and kill a hidden foe,
To fire at men I'll never know.

But to burn my draftcard or protest,
Would leave my conscience in unrest.
Americans will not be
Unless someone fights to keep us free.
Reid Saito

FILM TO BE SHOWN

Pastor Jack Glaze of Owyhee Community church announces that a Tony Fontaine film entitled "God's Country" will be shown at 7:45 p.m. Thursday, Dec. 14 at the church.

Pentecostal Church Sets Meeting Series

A special series of meetings will be held at the Pentecostal church of Jesus Christ from Dec. 10 through 22.

The services will begin at 7:30 p.m. nightly, except Saturday.

Evangelist will be Bart Dearn, a former British navyman and merchant marine, and a member of the United Church of Canada.

The church is located at the corner of Seventh street and Emison avenue. Everyone is welcome to attend these special services.

Some say that many of the so-called open minds should be closed for repairs.

BRACKEN'S DEPT. STORE

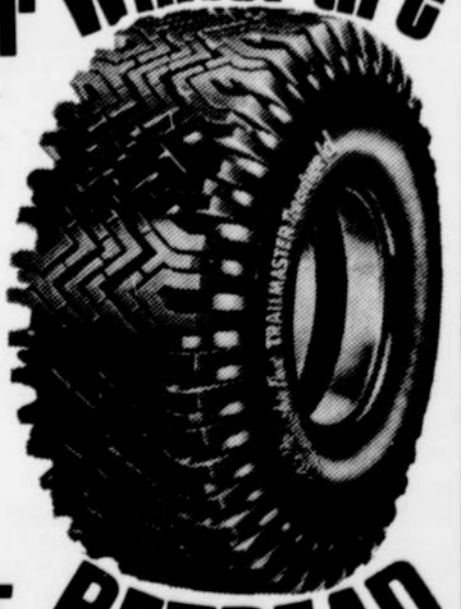
207 Main Street Nyssa, Oregon

—Christmas Shopping Hours—
OPEN ADDED HOURS
For Your Convenience!

WEEK NIGHTS-DECEMBER 9 - 23
Evenings Until 8 O'clock
SUNDAYS-DEC. 10, 17, 24
1-5 P.M.

OK Trailmaster winter tire

When winter weather grips the air—put grip into your winter weather driving. The Trailmaster gives dependable 'go' in ice or snow.



• Safer stops
• Faster starts
• Maximum performance on ice and snow

SAFETY STUDS
Installed As low as

\$6.95 RETREAD

TARTER'S
O.K. TIRE STORE

Nyssa, Ore.
PH. 372-3549

ADRIAN COMMUNITY CHURCH

GOD'S ACRE SALE PLANNED DEC. 9

Members of a committee from the women's association of Adrian Community church met Friday afternoon in the home of Mrs. Elmer Rosenkilde to complete plans for the fried chicken dinner for the God's Acre Sale.

Area patrons are reminded that the annual fund-raising event will be held Saturday, December 9 - and ALL AREA RESIDENTS ARE INVITED TO PARTICIPATE!

Members of the committee who met Friday are Edna DeHaven, Ida Packwood, Mable Piercy, Frankie Worden, Elmore Topliff, Thelma Borge and Doris Rosenkilde.

Forty-six young people from the Parma, Roswell, Homedale and Adrian areas met Sunday evening at the Adrian church. Six adults were also present for the youth-session, one of those held twice monthly.

The Adrian group presented a skit entitled, "Under the Street lights," and among those participating are Mike Duncan, Rodney Price, Myron Osborn, Janet Hall and Carolyn Ward. Jan Phifer was in charge of the worship service and Lois Seuell was pianist.

A discussion was held concerning "Problems The Modern Youth Faces After Graduating from High School."

Prior to adjournment, cookies and punch were served in the church social room.

GUILD MEETING

Women of St. Paul's Episcopal guild will meet at 8 p. m. Wednesday, Dec. 13 in the home of Mrs. John Broad.

Weekly Sermonette

The Bible does not present any proof for the existence of God. It declares it, and only a fool denies it. "The fool hath said in his heart, 'There is no God'" - Psalm 14:1.

The word "fool" signifies a "withering." Why the withering? There is no connection with the source of life. It is the one who is out of touch with the life of God who denies the existence of God. No one ever disbelieved in the existence of God because of superior brains, only because of spiritual bankruptcy.

While the Bible only asserts the evidence of God, there is abundant evidence of His existence.

There is the argument from cause. Every effort demands a cause. There cannot be a creation without a Creator. The universe is not self-existent. It is an effect. God is self-existent, and He is the Cause of the universe.

There is the argument from being. Man has an idea of a perfect Being. Where did he get it? From imperfect beings like ourselves? No! From a perfect Being - God.

There is the moral argument. Conscience in man says, "Thou shalt," and "thou shalt not." These mandates are not man-made but God-given. They imply a Moral Ruler to whom we are responsible. Cried a convict on the eve of his execution, "At eight o'clock I must meet God. That is what disarms me."

In Memoriam



ADAM J. SMITH

Funeral services for Adam J. Smith, father of Nyssa Mrs. Alvin (Melba) Haney, were conducted Thursday afternoon, Nov. 30, 1967 at Lindquist and Sons Colonial chapel in Ogden, Utah.

Officiating was Bishop Harold G. Wheeler of the Ogden LDS 12th ward. Interment was made in the Ogden city cemetery.

Mr. Smith succumbed Nov. 27 at Dee hospital in Ogden, following a brief illness.

He was born Jan. 6, 1900, in Idaho Falls, a son of Adam and Nancy Hensley Smith. On Nov. 24, 1918 he was married to Madeline E. Peterson in Idaho Falls, and on August 27, 1937, the marriage was solemnized in the Salt Lake City temple.

The deceased went to Ogden in 1927, had owned and operated the Lynn apartments and had also worked for a cleaning firm.

He was a high priest in the Ogden LDS 12th ward and a former scoutmaster.

In addition to his widow of the home and his daughter, Melba of Nyssa, Mr. Smith is survived by three sons, Alden L. of Ogden, Derald A. of Albuquerque, N. M., and Jerald A. Smith of Sandy; two other daughters, Mrs. Royal (Betty) Wilde of Ogden and Mrs. George (Dorothy) Smith of Santa Paula, Calif.

Other survivors include 27 grandchildren; 13 great-grandchildren; one brother, Ralph E. Smith of Salt Lake City; four sisters, Mrs. Kathryn Haroldson, Mrs. Hattie Bush, both of Idaho Falls, Mrs. Ada Madson of San Francisco and Mrs. Nora Cunningham of Capistrano, Calif.

The poorest of all men is content, it is necessary to have not the one without a cent, poor memory and no imagination. It's the man without a dream.

NOW Long Distance Rates are LOWER than ever!

Now you can call out of state for \$1 or less all day Saturday as well as all day Sunday—anywhere in the continental U. S. (except Alaska) for three minutes, station-to-station.

The \$1-or-less rate now starts at 7 every week-night.* That's one hour earlier!

And from 7 a.m. to 5 p.m., Monday through Friday, you can call for \$1.75 or less.* From 5 p.m. to 7 p.m. Monday through Friday, you can call for just \$1.25 or less.*

And for 75c or less—you can call coast-to-coast every night between midnight and 7 a.m., when you dial your call direct.* (If your community does not have Direct Distance Dialing, you still earn this new low rate on most station-to-station calls you place with the operator.)

*Maximum rates for a 3-minute, station-to-station call, plus tax, anywhere in the Continental U. S., except Alaska.

Long Distance is a bigger bargain than ever before!



MALHEUR HOME TELEPHONE CO.

Why Passenger Trains Are Fast Disappearing

Why are passenger trains fast disappearing from the American scene?

William J. Quinn, president of the Chicago, Burlington & Quincy Railroad, summed up the situation with these words, "High operating costs."

To prove his point Mr. Quinn disclosed the results of a recent study, comparative revenues and costs of a Boeing 727 jet plane and the California Zephyr during an average trip between Chicago and Denver.

The jet produces a profit of \$950, the train a loss of \$350.

The jet requires a crew of 6, the Zephyr 47. Wage costs of the jet's crew are \$391, the train's \$2288.

Labor costs 16 pct. of the jet's expenses, 42 pct. of the train's.

Total expenses of the jet are \$2500, for the train \$5400.

The jet's passengers produce \$3400 revenue, the train's 166 produce \$5000.

Kerosene burned by the jet costs \$300, oil for the train \$500.

The jet's profit per hour is \$470, the train's hourly loss is \$20.

A DIME COULD SAVE A LIFE

One of the first things a youngster should be taught today is how to use the telephone. Even before learning to read and write, each child should know how to reach the operator. As case histories of the National Public Safety Council's publication "Family Safety" show, even a little four-year old saved her mother's life because she knew how to reach the telephone operator.

Every child of three or older can be taught to speak his name and address clearly and should know how to make an emergency phone call. The simple act of dialing "0" might save his life or make it possible to save yours.

Every child old enough to be away from home should be checked out on the use of a pay phone. He should be taught to lift the receiver off the hook, drop the coin in the slot that matches it in size, listen for the dial tone, and then dial or punch "0" and wait for the voice of the lady who will always be able to get the needed help.

We should all take similar precautions and insist that each child has at least one dime in change—reserved for that all-important telephone call.

Remember that dime—in a real emergency it could save a life!

NHS CALENDAR

Grappler Meets

DATE	VS.	PLACE
Dec. 2	Nyssa	Invitational Here
Dec. 5	Parma	There
Dec. 8	La Grande	There (7 P.M. PST)
Dec. 12	Borah	Here
Dec. 15-16	Boise	Invitational There

One must be poor to know the luxury of giving.

1967 Pheasant Season Closed

Upland bird hunters are reminded that the 1967 season for ringneck pheasants closed November 26 in all areas of the state, along with hunting for mountain and valley quail in western Oregon.

Bird shooters still have ample opportunity to aim their sights at feathered targets, with the season on chukar, Hungarian partridge, valley and mountain quail scheduled through January 17 in all areas east of the Cascades.

Biologists report chukar populations good throughout eastern Oregon, but the birds are now widely scattered and hanging in the rimrock country from medium to high elevations. Ample green feed and water, plus mild weather, have caused wide dispersal of the birds. In some areas good populations of Hungarians will be found.

Valley quail numbers are high this year in much of eastern Oregon. Best areas will

be along brushy waterways and creek bottoms; on or adjacent to agricultural lands. Mountain quail numbers are also reported up, with these birds found mainly in the brushy draws and side canyons.

Biologists report the quail have been almost untouched this year, with very few hunters out after the fine little game birds.

Alert Drivers Live!

More fatal holiday accidents happen in the early hours of dusk and darkness than any other part of the day, says the Oregon Traffic Safety Commission. Be alert for holiday parties who may be under the weather and help yourself by allowing more time for stopping, turning your headlights on early and decreasing your speed.

Car Running Right?

During December's adverse weather conditions, and busy holiday traffic, you're that much ahead if your car is in good working condition, says the Oregon Traffic Safety Commission. Tires, brakes, lights, defroster, and windshield wipers are especially important for safe winter driving. Then, take it slow and easy.

RE XMAS TREES

For those who like going to the hills for a Christmas tree, officials at the US forest ranger station near Unity, announce the office will be open Sundays, Dec. 10 and 17 from 11 a.m. to 2 p.m. (PST).

Permits are \$1 cash, and no checks will be accepted.

GIVE A GIFT
 THAT WILL LAST THE YEAR 'ROUND!
A SUBSCRIPTION
 TO NYSSA'S HOMETOWN NEWSPAPER

Nyssa Gate City Journal

Pardon Us, Mrs. Smith...



BUT HOW DO YOU LIKE YOUR NEW BATHROOM?

"Like it? I love it! It would have been installed ages ago, if we'd known how easy it is to get a Home Improvement Loan. The repayment plan you worked out for us is so easy on our budget. "We're still a growing family, you know, so I'll be seeing you soon about a loan for an additional bathroom. "Bye now!"

4 1/2% on Regular Pass Book Savings
5% on Variable Rate Certificates
Savings Up to \$15,000 Insured by a Federal Agency
Save by the 10th And Earn From the 1st!
Pioneer Federal Savings and Loan Association of Baker

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