



THE 4-H COOKING TAILORS, instead of holding an April Fools' party, made bibs and stuffed toys for children at Malheur Memorial hospital. In the photo are (l to r) Kathy Shell, Susan Bone, Kathryn Kunkel, Mrs. William Gilliam, club leader and Margaret Bennett, director of nurses at the hospital. The group took the items they made to the hospital on May 3, 1968. The girls have learned to use sewing machines and have made pot-holders. They are now starting their fair project. - Kathy Shell, reporter.

Power Mowers - Do's & Dont's

With the increasing use of power mowers, it is essential

that the public be aware of the dangers involved in their operation.

Your Future Demands United States Senator

WAYNE MORSE



Wayne Morse talks the language Washington understands.

"I congratulate him for his tremendous understanding, knowledge, and ability on all matters..."

—Senator Michael Mansfield Majority Leader (D., Mont.)

"In the Senate first and foremost stands the distinguished Senator from Oregon..."

—Senator Ralph Yarborough (D., Texas)

"...all of us owe a debt to the Senator from Oregon for his work on this bill, as well as other education bills in the Senate..."

—Senator John Cooper (R., Ky.)

"The children of America will become better men and women in the generation just ahead because Senator Morse of Oregon gave his inspiring guidance to the enactment of this epochal legislation..."

—Senator Jennings Randolph (D., W. Va.)

This is how the United States Senate feels about Wayne Morse. We all need him in Washington.

Wayne Morse
Oregon's Leading Democrat
Paid for by 1968 Re-Elect Wayne Morse Comm. Dan Dimick, Chairman, 936 S.W. Washington St., Portland, Ore.

NHS CALENDAR

TODAY - 8:50 a.m. American Appreciation Week program.

TODAY - 3 p.m. Baseball, Burns here.

TODAY - 8 p.m. Nyssa PTA Track meet at Vale.

MAY 10 - 2 p.m. Jr. Hi Baseball at Eagle.

MAY 10 - 7 p.m. Jr. - Sr. Banquet in cafeteria.

MAY 11 - 9 a.m. A.C.T. at TVCC.

MAY 11 - 9 p.m. Jr. - Sr. Prom in multipurpose room.

MAY 13 - 3 p.m. Varsity Baseball at John Day.

MAY 13 - 3:30 p.m. GAA Soft ball and Track, New Plymouth and Vale here.

MAY 13 - 3:30 p.m. Auditions for Variety show.

MAY 14 - 4 p.m. Jr. Olympics at Vale.

MAY 14 - 8 p.m. FHA Fashion show in multipurpose room.

MAY 15 - 8 a.m. to 8 p.m. Treasure Valley Budget Election in Little theatre.

MAY 15 - 11 a.m. Senator Wayne Morris meeting in gym.

MAY 15 - 12 noon A.F.S. meeting.

MAY 15 - 3:45 p.m. Variety show practice.

Newspaper Ads Top Radio, TV

One of the American family's largest single items of expense -- food -- is bought mostly by the buying public as a result of newspaper and printed media advertising. Burgoynes Index of New York City recently completed the 14th Annual Survey of Food Store Advertising and marketing agency with no strings attached to any media. The Index studies, analyzes, and compiles buyer habits, shopping methods, and results.

The findings of the 14th survey showed these conclusions: (1) Four out of five shoppers read food store newspaper advertisements. In fact, the ration in 1967 increased from 73 per cent to 79 per cent in one year.

(2) Four out of five food store reading-shoppers read two or three different food store ads. Almost three out of four persons shop for advertised specials each week.

(3) Viewing of television food advertising varied widely from a high of 49 per cent in St. Louis to a low of 5 per cent in Providence with an average of 33 per cent.

(4) Only one out of six listened to food store advertising on radio.

(5) In answer to the question: "How do you usually find out about food store specials?" an average of 84 per cent replied, "newspaper ads", 27 per cent store displays, 25 per cent handbills, 15 per cent window signs, 4 per cent TV commercials, and 1 per cent radio commercials.

(6) Nine out of ten shoppers receive trading stamps and 66 per cent think trading stamps cause higher prices; yet four out of five preferred a store with lower prices than one giving trading stamps.

(7) Four out of five shoppers trade in more than one supermarket.

Food as the main staple of the family, requiring the most single purchases day in and day out, is largely inspired by newspaper ads. The same conclusion can extend to clothing in the many diverse items which a family requires. The more purchases required, the greater reliance of the consumer on price listings and variety of merchandise. Department stores in the soft lines have for years found the printed media, and particularly the newspaper, by far the most effective form of advertising in a day and age when advertising budget and news media are bursting at the seams.

Advertising, according to the New Webster's dictionary, means "to call public attention to, especially by emphasizing desirable qualities so as to arouse a desire to buy or patronize." In this field of endeavor, an industry in its own right, America's standard of living has been elevated, inspired, and incited to the highest level of any people on the earth. Methods of advertising each have their place in this land of plenty. Some are more adaptable to certain objectives than others. Newspapers were the first media to be used for legitimate advertising and have continued as the basic core to the present generation.

WHAT HAPPENED TO GOVERNMENT 'BY THE PEOPLE'

13 to 1 the people say they want government expenses cut rather than any tax increase. Yet government increases expenses, hires thousands more civilian employees, adds even more bureaus, and continues to squander millions on such silly things as a study of East African monkeys. And then it says it has to increase taxes.

3/4 of the farmers of America want the government to take its hands off farming, save the billions it now squanders on "farm aid" and let the farmer run his own business. So government increases its farm budget to 6 1/4 billion dollars and adds 1400 employees to the Agricultural Department.

The people appoint, pay for, support police forces to protect them. Yet government courts go out of their way to obstruct the people's police and pamper their enemies, the criminals.

What has happened to the government we proudly claimed was "of the people, by the people, for the people"? Whose country is this anyway?

News About SERVICEMEN

Rodney Coleman

Albert Coleman recently received word from Chanute Air Force base, Ill., that his son, AMN Rodney Coleman, who is training there, was the only in his group to make the honor roll.

Rod expects to complete his training there and be transferred to Boise in June.

WORK SMARTER - NOT HARDER

IT'S SMART TO READ GARMENT LABELS when you shop to see the amount of shrinkage to expect after washing, says Elaine Carlson, Oregon State University Extension clothing specialist. The National Institute of Cleaning and Dyeing states that for each one per cent of residual shrinkage, a size 16 dress will shrink in length 1/2 inch; bust 3/8; waist 3/0, hips 2/5 inches. These figures apply to washable garments, especially cottons.

OSU DEAN TELLS OF NEED FOR YOUTH IN AGRICULTURE

"The need for young people in agriculture has never been greater," according to Wilbur T. Cooney, dean of agriculture at Oregon State university in Corvallis.

"Recent trends in farm costs and prices," Cooney points out, "make it less difficult to understand the declining interest in agriculture as a career. But to understand this decline is not to accept it."

In the current issue of "Oregon's Agricultural Progress," the OSU dean cautions that graduates of colleges of agriculture are in very short supply. "The national ration of jobs to holders of BS degrees in agriculture is more than two to one."

"And in certain areas," he notes, "the ratio is considerably higher."

Cooney says that with anticipated population growth during the next 30 years, world food production will have to be increased by 80 per cent just to maintain current levels of consumption.

"Many nations," he states, "will have to double, and some nations triple, their food output merely to stay even."

Even the US, Cooney points out, will have to increase food production by 30 per cent within the next 20 years to maintain its current level of consumption.

"One of history's really vital lessons," he continues, "is that food-deficient countries start their decline by not paying sufficient attention to the protection and development of their basic natural resources."

Cooney notes it is forecast that by 1980, fully half the nation's farmers and ranchers will own agribusinesses with capital requirements of more than \$150,000. Most of these will continue in the "family-operations" category.

"One out of every ten agribusinesses," he continues, "will carry an investment in excess of \$325,000. These modern agricultural 'factories' will want properly qualified management personnel."

"In the minds of all too many, however, agriculture still

means farming. The fact is that many of the things we used to do on the farm have moved to town."

"This is a logical part of our industrialization, and the people who make it work are mostly agriculturalists, trained and educated in modern agriculture."

"Thus, there is virtually unlimited opportunity in fields such as chemicals and fertilizers, marketing, processing, finance, engineering, transportation, communications, farm organizations, farm services and others."

Cooney reports that numerous opportunities also are available in agricultural education, research and development, and in state and federal services. "The opportunity abroad," he notes, "speaks for itself."

The OSU dean warns, "If we ever are to meet the needs of all mankind, including a degree of peace and release from famine, disease and pestilence, we must have persons who can lead the way."

"Hunger, starvation and the many miseries that accompany them can be brought to a point of acceptable tolerance. But not unless we provide our own people and the world with young men and young women who have the knowledge and the skill to do the job."

WORK SMARTER - NOT HARDER

YOUNG HOMEMAKERS, here's an easy way to separate whole lettuce leaves from a head for lettuce cups.

Marie Tribble, Oregon State university extension nutritionist, recommends that you core the head of lettuce first. Hold the cored end up and put it under a strong stream of cold water from the sink faucet.

Soon the lettuce feels heavy and the weight of the water starts to separate the leaves from the head. Begin with the stem end, which is the strongest part of the leaf, and pull downward. Keep the cold water flowing through the leaves and they'll separate with little tearing.

Shingles shabby?

There's a **STANDARD** answer

Chevron Shingle Stains preserve unpainted wood in attractive red, green, brown.

CALL YOUR STANDARD OIL MAN IN NYSSA
W. E. "BILL" SCHIREMAN
372 - 3131
Standard Oil Company of California

Nyssa Theatre

PHONE - 372-3932

MAY 10, 11, 12

Whip him! Brand him! Break him!

...but make damn sure the stranger doesn't crawl out of town alive!

Metro-Goldwyn-Mayer presents
An Allen Klein Production starring
Tony Anthony

"A stranger in town"

in Metrocolor

Tuesdays and Thursdays SPANISH SHOWS

Matinee Sat. and Sun. 1:30 p.m.

ADMISSION: 90¢ - 65¢ - 25¢ SHOWS START 7:30 P.M.

SPECIAL PRESENTS FOR MOM

G.E. Steam & Dry Irons --- \$9.98

SUNBEAM Portable Mixers ----- \$12.88

Teflon Fry Pan ----- \$2.49

HOOVER Upright Vacuum ----- \$59.88

HOOVER Pixie Vacuum ----- \$29.88

Plastic Tumbler Set of 8 ----- \$2.98

Melmac Disk Sets - Serve 8 ----- \$18.99

OSTER Blenders ----- STARTING AT \$24.99

G.E. Blender ----- \$22.88

Radios - Wall Clocks - Lawn Furniture

WE GIVE & REDEEM SRV STAMPS

DON B. MOSS

Firestone Dealer Store

NYSSA ... OREGON

Too many oils?



RPM DELO Multi-Service Oil is the one oil best for both diesel and gasoline engines.



CALL YOUR STANDARD OIL MAN IN NYSSA
W. E. "BILL" SCHIREMAN
372 - 3131
Standard Oil Company of California



TURN YOUR WORK INTO FUN

INTERNATIONAL CUB CADET LAWN AND GARDEN TRACTORS

Mows grass • plows • tills • hauls • rolls • cultivates • does • removes snow • sprays • fertilizes • seeds • sweeps. Get set for winter with an International snow thrower or snow plow attachments on your Cub Cadet tractor.

Owyhee Truck & Implement Co.

401 MAIN - NYSSA

MOTHER'S DAY SAVINGS from the Gift Line

4 to 8-Cup Coffeematic® Coffee Maker

Model UP-4

Regularly \$15.80

NOW ONLY \$12.80

SAVE \$3.00

★ Elegant modern styling.

★ Brews delicious coffee everytime.

★ MINI-BREW® Basket brews 2 to 3 cups.

★ Automatic Brew Selector.

★ Knuckle guard handle.



★ Glass bubbler.

★ Easy-to-clean, stays clean.

* Trademark of General Electric Company

FOUR WAYS TO BUY

- * Cash
- * Lay-Away
- * Charge
- * Optional Charge

GOLD STRIKE STAMPS



Nyssa, Oregon

WHAT TO PLANT?

We Have Acreage Available

For Flower Seed

Seed-To-Seed Onion

Pinto Beans

BILL WAHLERT, SEEDS

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