

### The Gate City Journal

TED M. BRAMMER, Editor and Publisher



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## What Is A Newspaper Ad?

It's born a far-off forest to the ringing cry of "Timber!" And before it dies, it demonstrates its usefulness to the tune of a ringing cash register. A newspaper ad is more than hot or cold type. More even than cold type carrying a hot message.

#### TO THE BUSINESSMAN

To the businessman, a newspaper ad is the adrenalin that makes a tired sales curve spring to life and shakes a sleepy economy awake.

A newspaper ad is strident cry of a discount store hawking its wares or it is the soft whisper of blue chip corporation's institutional message.

A newspaper ad is a shout of hope: "Grand Opening on Friday!" or the end of a dream: "Going Out of Business Sale."

A newspaper ad is ten thousand people at a dollar day sale or it is one person spending ten thousand dollars for a diamond bracelet.

A newspaper ad is a friendly 'hello' from the big bank downtown that says to stop by anytime, or a sharp reminder from the manufacturer he has a great new product you need right now.

A newspaper ad is a colossal 16-page introduction to a one hundred million dollar new car model, or it's a tiny two lines with news of a ten year old jalopy selling for \$95.

A newspaper ad is a new product challenging old--and both being the better for it.

That and much, much more is what a newspaper ad is to business. But what is it to those who buy and read the newspaper?

#### TO THE NEWSPAPER READER

A newspaper ad is the sale that brings the housewife's budget in just under the wire.

A newspaper ad is that certain something worth splurging on. A newspaper ad is the warm security of discovering that dream home for your family or it's the bold challenge of a new job in a far-off place.

A newspaper ad is down-to-earth product advice a mother can appreciate or it's a flight of fancy only a woman can understand.

A newspaper ad is pleasant escape to a vacation wonderland, or it is a practical hint to better meals in the hustle and bustle of everyday living.

A newspaper ad is a mother finding that beauty treatment she always wanted, or it's dad selling those power tools he never used.

A newspaper ad is shopping in the comfort of our breakfast room, or braving the weather because that sale is too good to miss.

But a newspaper ad is more than that. It's faith, believability, knowledge from experience that the product is here in town today and wanting to do business. It is a call to action backed by a friend you can trust.

#### TO THE NEWSPAPER MAN

And us. What is a newspaper ad to you and to me?

Well, if reporting news is the heart of the newspaper, then the newspaper ad is:

The vital force, the energy, that keeps the heart throbbing with vigor and vitality.

A newspaper ad pays the pulp.

And powers the presses.

And meets the payrolls.

And puts the paper on the street and in the home.

And ignites the buying interest.

And starts the money moving.

And, well, a newspaper ad is a most important, influential and wonderful thing.

Mr. and Mrs. Emil Stunz returned from Portland Thursday of last week. They had been visiting with their daughter, Mrs. N. K. (Greta) Bleakman and family. Mrs. Bleakman recently recovered from a seige of pneumonia.

Mr. and Mrs. Reuben Haroldson were Feb. 16 dinner guests in the Orlee Sipes home at Homedale.

Mr. and Mrs. S. P. Kelley were Feb. 16 dinner guests of Mr. and Mrs. Clayton Jensen.

## OBITUARIES

### DR. MERLE KURTZ

Memorial services for Dr. Merle M. Kurtz, 47, were conducted Monday morning, Feb. 17, 1969 at Valley Community United Presbyterian church in Portland, followed by interment at Sunset Hills Memorial Park.

Dr. Kurtz died of apparent amyotrophic lateral sclerosis on the previous Friday at Good Samaritan hospital where he was a member of the staff.

He was born Oct. 9, 1921 at Parma, a son of Mr. and Mrs. Marion L. Kurtz of rural Nyssa. He was graduated from the College of Idaho in 1949 and from the University of Oregon Medical School in 1953.

The deceased served his internship at the U of O hospital and clinic and was a resident of the U of O Medical School from 1953 until 1957, when he went to Portland and Good Samaritan hospital.

Dr. Kurtz was a member of the Valley Community United Presbyterian church, the Oregon Medical Society and the Oregon Heart Association. He was an Air Force officer during World War II.

In addition to his widow, Irene Kurtz, he is survived by two sons, Gary and Scott; two daughters, Cheryl and Gail, all of Portland.

Other survivors include his parents; four brothers, William of Klamath Falls, Harold in Ethiopia, Robert of Nyssa and Dudley Kurtz of Boise; one sister, Mrs. Joyce Leonard of Phoenix, Ariz.

Members of the family request that remembrances be contributions to the Merle M. Kurtz Memorial Fund at the U of O Medical School or to the Valley Community United Presbyterian church.

### ALIDA SMIT

Services for Mrs. Alida Smit, a longtime resident of the Nyssa-Parma area, will be conducted at 2 o'clock Friday afternoon, Feb. 21, 1969 at Lienkaemper chapel. Interment will be in the Nyssa cemetery.

Mrs. Smit succumbed Tuesday at an Ontario hospital. She was born March 26, 1886 in Amsterdam, Holland and came to the United States in 1910.

She was married in 1915 to George Smit in Seattle. They moved to the Apple Valley and Nu Acres area in 1924 and farmed until 1941 when they retired. Mr. Smit died in 1961.

The deceased is survived by three sons, George, Jake and John Smit, all of the Nu Acres area on route 2, Parma; one daughter, Mrs. Glenn Galland of Council.

Three grandchildren also survive.

### Thanks to Friends!

We take this opportunity to thank members of the Owyhee Missionary circle, all our other friends and neighbors for the many kindnesses expressed in thought and deed following the death of our sister, Mrs. Carmen Funk. - Mr. and Mrs. Gabe Astoreca, Mr. and Mrs. Jess Asumendi.

### IN APPRECIATION

We wish to thank everyone for the kind deeds and comfort shown us by our friends in the loss of our beloved son and grandson, David Keveren. - Dr. and Mrs. Robert Keveren, Kinsey and Evva Keveren.

### ADA L. HEWITT

Services for Mrs. Ada L. Hewitt were conducted Thursday morning, Feb. 13, 1969 in McBratney - Alden - Waggoner chapel by Reader Curtis B. Brown.

Mrs. Hewitt, mother of Mrs. Bernard (Marjorie) Eastman of Nyssa, succumbed on the previous Wednesday morning in a Boise nursing home.

She was born Jan. 11, 1879 in Siloam Springs, Ark., grew up in that state and on April 26, 1896 was married to Fayette Hewitt in Siloam Springs. They moved to Payette in 1918.

Mr. Hewitt died in 1952. Mrs. Hewitt moved to Boise in 1959 to live with a daughter, Mrs. Stella F. Gardiner. The deceased was a member of the First Church of Christ Scientist.

In addition to Mrs. Eastman and Mrs. Gardiner, Mrs. Hewitt is survived by another daughter, Mrs. Mary Lee Ross in Canada; one son, George Hewitt of Kuna; five grandchildren and five great-grandchildren.

Also surviving are two sisters, Mrs. Eunice Overholser of Boise and Mrs. Gulielma Davis of Payette.

Graveside rites were conducted at Riverside cemetery in Payette by John Lloyd, reader from Weiser.

Pallbearers were George Hewitt, James Perry, Bernard, Michael and Patrick Eastman.



DR. HUBERT REYNOLDS

To Speak At Local Church

On Tuesday evening, Feb. 25, Dr. Hubert Reynolds will be featured speaker at Nyssa Christian church. Activities will begin with a potluck dinner at 6:30, followed by Dr. Reynolds discussing his recent work in the Philippines.

He was ordained to the Christian ministry in 1939. He and his wife served as directors of Perdue University Christian Foundation until 1943 when they joined the staff of Dodge Community House in Detroit. In 1947 the couple went to China to teach at Wuhu academy, but political conditions forced them to leave in 1951.

Dr. Reynolds is now director of the Cultural Research Center of Silliman university in the Philippines. He is well qualified to give his listeners valuable information concerning the various traditions and cultural patterns of that country.

The public is cordially invited to attend both the dinner and lecture. However, if it is more convenient to be present for the lecture only, it will begin at 8 p. m.

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NYSSA POSTMASTER LEE DAIL TOOK A 'BUSMAN'S holiday' on Valentine's day 1969 when he visited Mrs. JoAnne Harper's second grade classroom in Adrian. The students had visited the Nyssa post office as part of a 'community helpers' study. They then constructed their own post office for Valentine's day. Dail visited the room and distributed valentines to all those present. The Adrian pupils in the photo with Dail are Judy Lovitt, Valarie Martin and Paul Shenk.

### BLUE BOOK UNDERGOES CHANGES

The 1969-70 edition of the Oregon Blue Book, revamped and reorganized from cover to cover, is now coming off the presses, Secretary of State Clay Meyers said today.

Though this edition reflects several changes suggested by constant users of the Blue Book in a mail questionnaire last year, Meyers said, 'I believe it will prove to be the traditionally handy and reliable storehouse of information it has always been.'

The advance press run of 500 copies will be distributed to state officials, members of the news media, and various government agencies.

An additional 19,500 will be printed for public sale and free distribution to schools, libraries and governmental offices.

The attractively designed cover features a color photograph of the Capitol on the front and a reproduction of the state seal on the back.

The Secretary of State noted that this edition is particularly durable, with a Smythe-sewn binding, but will lie flat, when pressed lightly, for convenient copying. The spiral binding used in some previous editions has been discontinued.

Meyers, whose office edits the Oregon Blue Book every two years, said the price has been increased from \$1.00 to \$1.50 in accordance with a statute passed during the Special Session of the 1967 legislature.

The Oregon Blue Book is compiled and printed under a legislative appropriation to provide a reference aide to state and local government.

Meyers said quantities of the Oregon Blue Book will be sent to the 36 county clerks for local public sale. Mail orders will be filled by the Elections Division, State Capitol, Salem.

Blunt people make the most pointed remarks.

### MAN - HIS ARTS AND IDEAS

BY CLYDE T. SWISHER

CHAIRMAN, DEPT. OF ENGLISH NYSSA SENIOR HIGH SCHOOL

In last week's column I mentioned ballet in association with opera. For this installment in the series of man and his arts I'd like to discuss briefly Tschikovsky's ballet 'The Swan Lake'. I have chosen this particular ballet because I feel that it is one that most people have heard of and probably have seen a dance from it. This ballet is often chosen as a vehicle for solo dance specialty numbers on TV variety shows.

In 1871 Tschikovsky spent the summer with his relatives in the country. To entertain his children, he wrote a little ballet which was given the name 'The Swan Lake.' Four years later the Imperial Theatre in Moscow asked him to write a ballet on the same theme, and he made use of the music that he had written for the children.

He wrote to Rimsky-Korsakov in 1875 and said, 'I accept the work partly because I want the money, but also, because I have long had a wish to try my hand at this kind of music.' Tschikovsky found his models in the French ballet music that he loved. He especially esteemed the ballets of Delibes and wrote in the autumn of 1877, 'I recently heard Delibes' masterly music for the ballet, 'Sylvia.' 'The Swan Lake' is small stuff compared with that. Nothing has charmed me so much in these last years as Delibes' ballets.'

The story of 'Swan Lake' is one of a beautiful maiden, Odette, and her companions who have been transformed into swans by an evil sorcerer, Von Rothbart. Each midnight they may resume their human form, but when day breaks, they become swans again--until the faithful love of a man breaks the spell.

As the ballet opens, a group of swans glide over the lake end, as they reach the shore, turn into young girls. Young Prince Siegfried, while hunting with his friends, encounters the lovely swan girls at the side of the lake and immediately falls in love with Odette.

He sweats eternal faith, and Odette warns him that she and her companions must die, if he breaks his vow. At the court ball Prince Siegfried is tricked by Von Rothbart into breaking his vow. Odette, in despair of Siegfried's betrayal, decides she cannot live without him. She embraces Siegfried and throws herself into the lake and the prince follows her. By this sacrifice, he breaks Von Rothbart's spell and he and the Swan Queen are united.

I hope that some of you by this time have listened to the Metropolitan Opera broadcasts on KBOI radio. Listed below is the remainder of the broadcast schedule.

February 21, Das Rheingold, 12 noon; March 1, Die Walkure, 11 a.m.; March 8, Die Frau Ohne Schatten, 11:30 a.m.; March 15, Carmen, 12 noon; March 22, Turandot, 12 noon; March 29, Il Trovatore, 12 noon; April 5, Peter Grimes, 12 noon; April 12, Wozzeck, 12 noon; April 19, Adriana de Lecouvreur, 12 noon.

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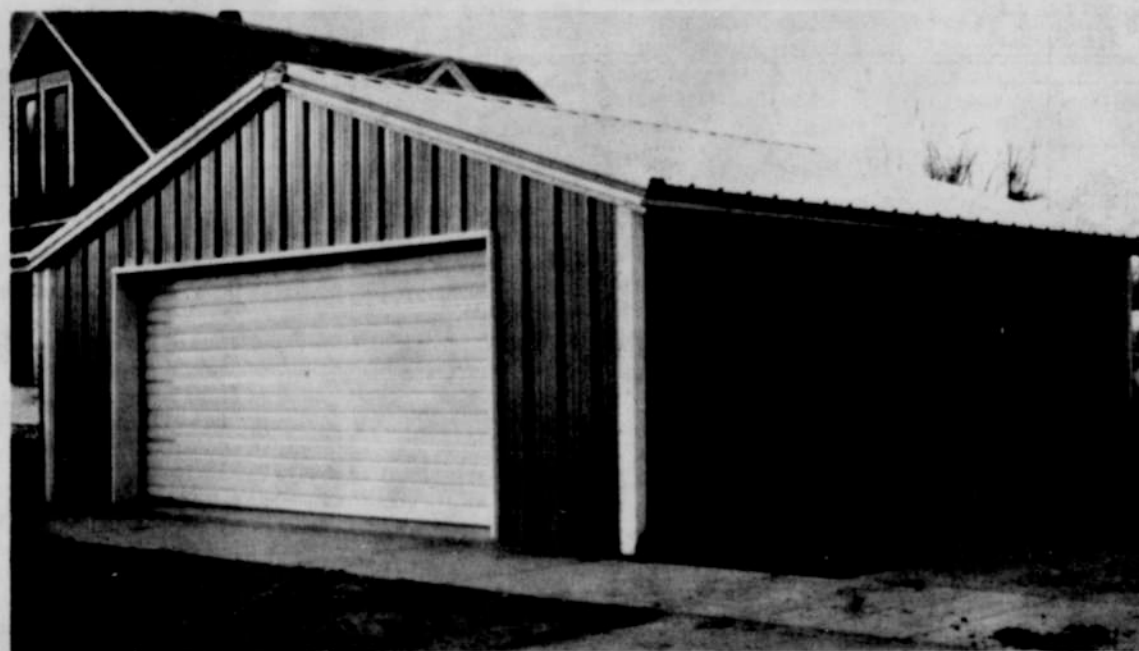
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SIFTING AND GRADING

Friday, February 28, 12:30 p. m.

## SALE

Saturday, March 1, 12:30 p. m.

ALL EVENTS

Malheur County Fair Grounds

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For Catalogue Write:

George W. Bain - Ontario, Oregon