

POWER COMPANY ADDS TO LIST OF RURAL PATRONS Electricity is provided for more farms through program of General Expansion...

The program of expansion on which the Idaho Power company has been working a number of years has resulted in electrical energy being made available for an additional 275 farms...

SOUTHERN IDAHO

Crack. Mrs. John Hayes, Twin Falls, Mrs. George Crockett, Rock Falls, Idaho, William A. Kitchin of Philadelphia, a sister in the home sick nursing, Miss Agnes...

HEAR THE "MIGHTY MONARCH OF THE AIR" At the Idaho Evening Times Cooking School Tomorrow at the Parish Hall...

NO A.C. HUM - NO OSCILLATION Hear Voices and Music Only on the New and Greater Majestic Radio

with Power Detection Uniform Amplification Automatically at any point on the Dial Model 92 \$201.00

FREE Home Demonstration AMERICAN ELECTRIC COMPANY H. L. DINCKELACKER, Manager 115 MAIN AVENUE EAST

SACRIFICE SALE Will sell one of the best 600cc alfalfa dairy ranches with fully paid up first water rights...

EUROPE HOUSES FOUR ONE-TIME KINGS IN EXILE

LOS ANGELES, Aug. 11 (UP)—Four ex-kings of Europe "exile" from the East, ex-King Amannullah of Albania, He has come to the United States for political asylum...

As a father in Italy he will have ample opportunity to reflect upon the comparative value of eastern and western civilizations...

Sultan Aged, Reply. The Sultan has need rapidly since his exile. He lives in a tiny Swiss villa. His frequent daughter...

VAST MUSEUM IN CHICAGO TO TRACE SCIENCE

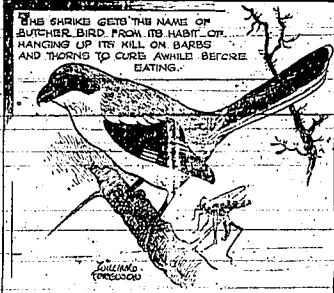
CHICAGO, (UP)—Man will measure the progress of his civilization, which in 1924 is the most advanced...

ALBION, IDAHO, Aug. 12 (UP)—Talk of a thief who an Albion washcoat caught in a trap recently by Louis Weiss...

WOXY PHANN Almost anybody will give you free advice except the lawyers

WIFE CRACKS IN HER HANDS A WIFE CAN BE KEPT BY THE CHEATING HUSBAND BY THE WIFE

TOGETHER NATURE'S AUDIO SHOP



THE SHRIKE GETS THE NAME OF BUTCHER BIRD FROM HIS HABIT OF HUNTING AND TRYING TO CURE ANIMALS BEFORE EATING.

GREAT INTEREST

counts hair, feather, trimmed suits and a chiffer velvet with which to work, the electric line crossed the face of the moon...

THE CRISPY VEGETABLES AND FRUITS. The crisp vegetables and fruits, as the demonstration are being now displayed at a campaign...

ALBION, IDAHO, Aug. 12 (UP)—Talk of a thief who an Albion washcoat caught in a trap recently by Louis Weiss...

UNION MOTOR CO. Your Ford Dealer TWIN FALLS, IDAHO

BICYCLE RACES AT ZURICH FOR CHAMPIONSHIPS

ZURICH, Switzerland (UP)—The best bike riders of 15 countries are participating in the world's cycling championships meeting which will continue until August 15...

AMATEUR GARDENER DOESN'T ALWAYS READ WHAT HE SOWS.



During our 19 years of Practice in Twin Falls we have handled over 10,000 cases of refraction...

Parrot Optical Co.

SPECIALS! From Our Grocery and Meat Department

Table listing grocery and meat specials with prices: HEINZ KETCHUP, TUNA-FISH, CELESTO, White Star MUSTARD, LA SOLA TOMATOES, etc.

Falk-Tingwall

DEPENDABLE MERCHANDISE ONLY FULL VALUE FOR EVERY DOLLAR

FISK PREMIER

SPECIAL Fisk Tire Sale

BEGINNING Wednesday, August 14th and ENDING Saturday, August 24th. Lowest Prices ever made in Twin Falls on all new stock first line tires.

Table listing tire prices: 440-21, 450-20, 450-20, 475-19, 475-20, 500-19, 500-20, 525-21, 600-20, 600-21.

LAND FRAUD PLAN SWINDLES DOCTOR OUT OF VAST SUM

Dr. M. F. Schick Claims W. L. Irwin and L. O. Connor Sold Him Worthless Land

SCHICAGO, Aug. 12. (U. P.)—A Southern land scheme in which two Chicago promoters are alleged to have defrauded Dr. M. F. Schick, Port Wayne, Ind., of approximately \$170,000, was being investigated by postal inspectors today.

W. L. Irwin and L. O. Connor, who, postal inspector P. E. Alberte said, formed the Southern California Land Company, with offices in North Michigan avenue, were high in \$20,000 bonds chartered with the title to defraud.

Dr. Schick told the government agents he purchased 42,200 acres of desert land in Southern California from the two. It all appears to be worth not more than \$200, inspectors said.

Efforts were being made to learn whether others bought some of the land from Irwin and Connor.

The Port Wayne physician related that he began dealing with the Southern California Land company last December. His first purchase, 12,000 acres, located about 200 miles from Los Angeles, was on the representation that the land was a valuable project, would make possible the irrigation.

Dr. Schick said he was told the land would cost \$1 an acre, and sold that to Irwin and Connor.

Inspector Alberte asserted the promoters gave only 20 cents an acre for it from the Southern Pacific railroad.

The Schick next bought 28,000 acres in the Coachella valley, acquiring it in three parcels, he said, for \$175 an acre for the first, purchased \$150 for the third, he disclosed. Irwin and Connor obtained one of the tracts for \$75 cents an acre, Inspector Alberte charged.

The physician said his purchase was four sections of land at

Getting Tired Taking Everybody's Dust!



CLEMENCEAU IS OLD AND WORN BUT HE FIGHTS

By Princess All Faith
United Press Staff Correspondent
PARIS (UP)—Clemenceau is not an old tiger, he is a purring tomcat. If it would not be taking middle-agers, I would call him a deer.

At 87, the old Tiger's claws are worn. He is no longer the surly politician, the curt grump possessed of a sarcastic tongue with which to give enemies verbal lacerations. He is an agreeable old gentleman.

Only years ago, Clemenceau was the most feared man in France. He was drinking of power, he was a dramatic of taking revenge on the then young German empire. He gloried in the fact that he had no friends, he said, were, militates around a politician's neck.

Selfishness is the basic cause of half a century has changed this. Today Clemenceau is beloved of France. He is the first man of the American Embassy he works and sleeps. Allegorically, through the day and night when Clemenceau is fighting French Chamber and challenging the Deputies to dare dispute his word.

St. Louis Accident Claims Lives of 2

ST. LOUIS, Mo., Aug. 12. (U. P.)—Thrown from their seats in a bus that was not yet out of the roller coaster, a young man and

We Use the Most Modern Instruments in making our complete eye examinations.

Parrot Optical Co.

SWIM at the TWIN FALLS NATATORIUM

Wilmington is the last day under Mr. Mulliner's management. I thank you all for your patronage and for the orderly conduct all through the season.

A. E. MULLINER

Save on a New Automobile \$300.00 Credit on new Buick at \$100.00 discount if taken at once.

Write for Phone Mindoka County Motor Co. Rupert, Idaho

girl, apparently transfixed to each other, were killed instantly in an amusement park here last night.

Miss Helen Brockmeyer, 15, fell to tracks on a lower deck and her body was severed as the car in which she was a passenger passed over her. Part of her body was found lying on the ground, but it was some time before another half was discovered on the roof of the dressing room of the swimming pool under the opposite side of the track.

The young man, Ralph E. Clark, 22, fell 60 feet to the ground and died of a broken neck and fractured skull.

SELFISHNESS IS DISCOVERED AS DIVORCE CAUSE

OWASSO, Mich., Aug. 11. (UP)—Selfishness is the basic cause of nine out of every ten divorces in the United States, according to a statement of the members of the Shiawassee County Municipal society, who conducted a nationwide survey of official marriage and divorce records.

The committee's report sets forth that there were 1,465,674 marriages in the United States in 1927, and 192,917 divorces, an average of one divorce to every 62 marriages. In 1928, the ratio was one divorce for 21 marriages in Georgia, 1 to 13 in Wisconsin, 1 to 62 in Indiana, 1 to 41 and in Michigan, 1 to 24.

Other high figures of the report show that: Twelve out of many women apply for divorce as men. Strong divorce suits are filed by women who have been married two years, three and four years. Divorce actions have increased 200 per cent since 1888.

The average duration of a marriage that ends in a divorce, decrease in ten years. Restaurant waiters are increasing three times as fast as our families and restaurant owners four times as fast. Woman's changed economic status is a great deal to do with the divorce situation.

BULLETIN

WILMINGTON, Cal., August 13 (UP)—The death of an "old prospector" today in a small refinery near here was raised in fire shortly after noon when four men died in a hospital.

Just a Scotch Joke

HENRYETTA, ORE., Aug. 13 (UP)—This is another of those Scotch jokes. Fifteen years ago Charles Dobby died. His body was prepared for burial by Undertaker James McTavish. His Dobby's wife and relatives refused to bear the expense. So McTavish placed the body in a coffin in his own home and buried it, hoping Dobby's family would have a change of heart. Finally he was advised to build the coffin railroad coarsely in a corner. Last week the body was discovered during a housecleaning at the mortuary. McTavish decided he had waited long enough and had arranged for the burial today.

1 Hungarian Paprika of the highest quality. 2 A rich salmon pink color that is beautiful as a garnish—the color you will find in Schilling Paprika only. 3 The flavor is entirely different—tangy—but mild—and never bitter. 4 Feathery in texture [never sandy]—slightly moist—so that it clings in its proper place in garnishing your attractive dishes. 5 In a handsome tin that is in perfect keeping with a well appointed table.

25c package of Schilling Paprika FREE! with Schilling Tea

THURSDAY while the supply lasts—you will receive the large size 25c tin of Schilling Paprika with your purchase of Schilling tea. Your grocer has your Paprika for you. If you cannot go to the store, just phone for yours.

15c tin of Schilling Cinnamon FREE! with Schilling Coffee

THURSDAY while the supply lasts—you will receive a 15c tin of Schilling Cinnamon with your purchase of Schilling Coffee. Your grocer has your Cinnamon for you. If you cannot go to the store, just phone for yours.

30c bottle of Schilling Maple FREE!

with Schilling Baking Powder

THURSDAY while the supply lasts—you will receive a regular 30c bottle of Schilling Maple Flavoring with your purchase of Schilling Baking Powder. Your grocer has your Maple for you. If you cannot go to the store, just phone for yours.

Schilling Maple Flavoring is the one that has been used for years by thousands of Westfall women. One half teaspoon makes a pint of delicious Maple Syrup. Incomparable for desserts, sauces and cakes.

At Your Grocer

MONEYBACK—Your grocer returns your money at our expense on any Schilling product for any reason whatever. Your statement is enough. Don't return the goods.

Coffee Tea Baking Powder 47 Spices 31 Extracts

RENT A NEW CAR

QUICKLY. Salesmen are quick to see the advantages of renting a car from us while they are in town. They make their calls in one-third the time it usually takes them.

New Cars—lowest Rates. Drive It Yourself CO. 148 2nd Ave. So.—Phone 119

Ladies

Look for our appliance display at the Cooking School tomorrow. You will find the latest in the appliance line, all at nationally advertised prices, and in addition to the other fine prices offered, we are going to make some ladies a present of—

A Beautiful \$7.50 Hotpoint Curling Iron

Idaho - Nevada Electric Co. 150 Blushouse St. West Phone 17

Used Car Market

Most Dependable Used Cars IN THE CITY

- 1920 Chevrolet 4-Door Sedan
- 1927 Chevrolet Landau Sedan
- 1927 Nash 4-Door Sedan
- 1928 Nash Advance Six Four Door Sedan

The above cars are all in re-conditioned shape and are priced right. Terms to suit your convenience.

BOYD NASH MOTOR CO.

319 Main Ave. West TWIN FALLS

Social and Club News

Social Items should be mailed to Social Editor, Idaho Evening Times, at Twin Falls, Idaho, 24 hours in advance.

College Entrants Is Honored at Supper

Honoring Miss Marjorie Lichner, who will leave soon for Berkeley to enter the University of California, Mrs. S. H. Burroughs-McIntyre presided at an enjoyable home supper given at her home on Elm street. Supper was served on the lawn at 6 o'clock, and the remainder of the evening was spent with dancing and games. Those present in addition to the honoree and the honoree were Misses Helen Taylor, Kathryn Larned, Helen Newman, Helen White, Helen Verne, Vivian Wilson, Genevieve Hoelter and Miriam Hutchinson. The same group of girls will be entertained at a slumber party at the home of Mrs. Lichner on Monday evening. Mrs. W. C. Halliday and Miss Miriam Hutchinson will be hostesses at a swimming party at Hanbury naturatorium. They will return late in the evening to the Ballantyne residence on Main avenue where they will spend the night.

MINISTER AND WIFE ARE HONORED AT PARTY

When Mrs. C. E. P. Brown and her family were recently entertained at a party at the home of Mrs. C. E. P. Brown, the minister and his wife were the guests of honor. The party was given at the home of Mrs. C. E. P. Brown, and was a most enjoyable affair. The minister and his wife were the guests of honor, and were entertained most graciously. The party was given at the home of Mrs. C. E. P. Brown, and was a most enjoyable affair.

GO TO HITT LAKE

Go to Hitt Lake, Idaho, for a vacation trip to Hot Lake, Oregon. He was accompanied by his niece, Miss Marie Swanson.

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BUHL PEOPLE AT NAMPA MEETING

BUHL, August 12 (Special).—Rev. T. C. Leckie of the Nazarene church attended a camp meeting at Nampa last week. He reports great interest all through the meeting with his speakers' message on the last evening. Mr. and Mrs. Thompson, Mr. and Mrs. Joe Kell, Mr. and Mrs. J. H. Long and Mr. and Mrs. Green and daughter were all at Nampa Sunday to attend the camp meeting.

GO TO HITT LAKE

Go to Hitt Lake, Idaho, for a vacation trip to Hot Lake, Oregon. He was accompanied by his niece, Miss Marie Swanson.

MONARCH ELECTRIC
3-Unit Cooking Top, 16-inch Bake Oven—equipped with temperature control.
\$145.00

Hoosier Furniture Co.
COMPLETE HOME OUTFITTERS

WHY LET

Refrigeration Troubles Worry You?
See and Investigate the new Frigidaire

Now on display at the Idaho Evening Times Cooking School.

Ten Reasons for Buying a Frigidaire

1. All mechanical appliances concealed in a cabinet of beauty, freedom and scientific efficiency.
2. Quiet—without sacrifice of efficiency.
3. Splendid insulation with low running costs.
4. Efficient automatic control to regulate speed of freezing ice cubes and desserts.
5. Proves large quantities of ice cubes and desserts quickly.
6. All of the scientific features, large capacity for cool and compresses.
7. Food compartment at a convenient height eliminates stooping.
8. Low operating cost due to short running time of efficient compressor.
9. No need for defrosting or frequent attention in the home without interruption of service.
10. A proven design with over 1,000,000 satisfied users shows that all other makes combined.
11. Low price with high quality made possible through economies of tremendous production and buying power of General Motors.

TELFORD & COMPANY
120 BRONHOSE EAST CHURCH ST.

Don't Be Satisfied

with "something just as good" when it comes to your eyes. Let us examine them and you will be satisfied.

Parrot Optical Co.

We Don't Know Anything About Cooking But We Do Know RADIO

And if there is anything better on the air than the PHILCO or BRUNSWICK We don't know it.

All We Ask is a Demonstration and You Be the Judge.

J. H. UMBAGH
JEWELER
PHONE 98-W

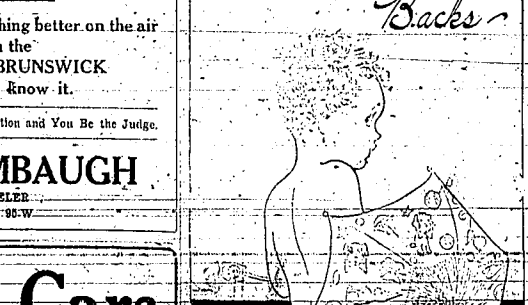
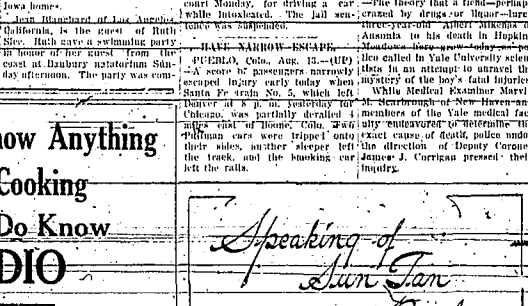
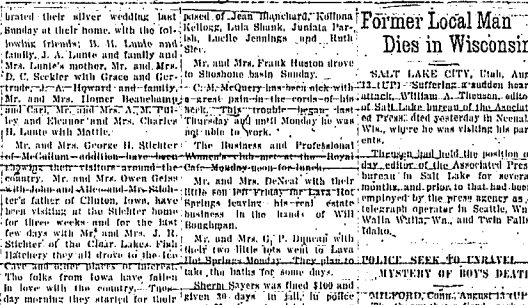
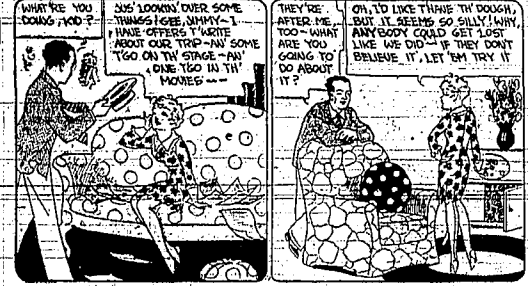
Used Cars

Chrysler 70 Sedan
1927 Oldsmobile Coupe
Dodge A Sedan
Oakland Sedan
Oldsmobile Touring
Good Cars—Low Prices
Monthly Payments

Parks Auto Company
MARMON ROOSEVELT
334 North Main Phone 282

Try Our Repair Department

BOOTS AND HER BUDDIES



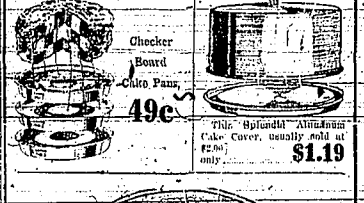
Tomorrow Is Last Day Of COOKING SCHOOL

THE FREE COOKING SCHOOL at Parish Hall, 2 to 4 p. m. CLOSES WEDNESDAY

You will also find some interesting merchandise on display by

Diamond Hardware Co.

After the School, visit the Diamond Hardware Basement. It's nice and cool, and you will find their Merchandise very interesting.



DEFIANTS TO GET HORN

REPEATING RATTLE ALARM

WASHINGTON, Aug. 12 (UP)—The "rattle" and "clacker" experts have decided that the rattle carried by daybreak was the noise made by machine during the war for Belgium.

The Crop Production

on the Tract Bid Fair to Equal or Exceed the Record for Several Years

Harvesting, Marketing and Buying calls for means of transportation for workers and buyers.

Used Cars that will give you Service and Satisfaction Priced so Reasonably Low that you can own your own system of transportation may be found on our floor.

Come In and Look Them Over

STAR ROADSTER OAKLAND LANDEAU
PAIGE SEDAN SEDAN
FORD TOURING JEWETT COACH
DODGE SCREEN BODY 1 1/2 TON TRUCK

DURANT AND AUBURN SERVICE
Idaho Auburn Sales Co.
223 Second Ave. East Phone 204

Wasted Time is Money Lost

If some one should tell you that you could have an income of your own by spending an hour or two every day, being entertained, would you waste any more time?

Join our club and enjoy those surplus hours. We have a special class in the evening for those who can't attend during the day.

We have just received a new shipment of gift goods, making our stock bigger and better than ever.

Apex Radios
FIRESIDE STUDIO
227 Shoshone North, in the old Library Building

Speaking of Sun Tan Backs

They Have Nothing on Me!

TODAY TO SPORTS

CONNIE MACK IS HARD WORKER IN SPIRIT OF YEARS

Athletic Manager Captures the Heart of Sports Experts in An Interview at His Office

By HENRY L. FARBELL

Major League Sports Editor After you once have had the opportunity to meet Connie Mack when he is not on his official duty you cannot resist a desire to see him in his element in the baseball club to let his Philadelphia Athletics into the world.

A soft spoken and kindly gentleman, he is of the type that gentleness and the sweet smile are his trademarks. "Father, I've been awfully bad. Forgive me."

Connie Mack works as hard as any man in baseball. He is an executive of the club in addition to his managerial duties.

He called Mack's office at 9:30 in the morning and asked his secretary if he was coming to the park before the squad arrived.

"I have very morning about this time," he said. "It's here now, but it's very busy."

"Would it be possible to see him just for a few minutes today?" "Your letter will reach about noon," she answered.

Connie answered the phone at noon.

"Yes," he said, in that mild spoken way of his, "you can call at the managerial office."

Right on the Dot. Right at the appointed minute a visitor stepped out of Mack's office and was stopped by his secretary.

"I'm so glad to see you," he said. And he said it with a seriousness that would convince you he meant it.

It was a blustering hot day and the shades on the windows were drawn. "Hello, Mr. Farbell," he greeted me in a friendly way.

"I'm an old man," he said. "The old man," as his boys call him, when he is not willing to hear, sat at his big desk. He was without coat or vest and he had his collar up.

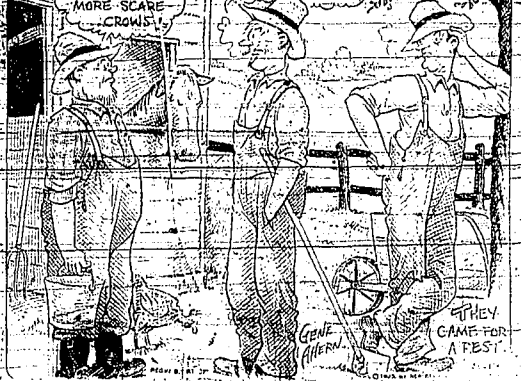
It was a pleasant surprise that the man who had been called to the office to see me was the same man who had been called to the office to see me.

OUR BOARDING HOUSE

NOW THEN, YOU MEN TAKE A HOE AND WORK UP THE SOIL. MY GARDEN IS IN AN AUNT'S HANDS. I'VE BEEN AROUND RESTING ON THE HOE HANDLES ALL THE TIME OR OTHER FARMERS' GOLF. WILL YOU THINK I'VE SET OUT A COUPLE MORE SCARE CROWS?

HOW ARE YOU FIXED ON COAL FOR THE WINTER? IF WE HAVE TIME BEFORE SUN-DOWN, WE MIGHT DIG YOU A MINE. AN' TIGHT WE CAN SHINGLE TH' BARN, IF THERE'S A FULL MOON.

TELL HIM THAT I HAVE A HABIT OF WALKING IN MY SLEEP AT NIGHT. AN' IF HE'LL LEAVE UP TO A PLOW, I'LL WORK WASTE MY STEPS!



COLORED FIGHTER SCORES VICTORY

W. W. Spivey, colored fighter, scored a victory over Gene Cliffe, white fighter, in a fight at the Tuxedo Park. Spivey won by a knockout in the fourth round.

OBEDIENCE SPANNING

Obey, the dog, spanned for a record time in a competition at the Tuxedo Park. He spanned for 10 minutes and 30 seconds.

WORK IN NEW YORK

Work in New York was reported to be very busy. Many new projects are being undertaken.

HERMAN BIDS FAIR TO TAKE NATIONAL LEAGUE BAT TITLE

By GEORGE HANNEY. (United Press Sports Writer) Herman Bledsoe, a second division club threat to win the National League batting championship, bids fair to take the title.

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STANDING OF THE CLUBS

Table showing the standing of various baseball clubs in the American League and National League.

Watching The Scoreboard

Table showing the results of various baseball games, including scores and key players.

GREEN WIFE

Green wife, a woman who has been in the news for her unusual appearance, is reported to be in good health.

WESTERN AUTO ANNOUNCES THEIR FIRST BILTMORE SEAT COVER SALE

Advertisement for Western Auto's Biltmore Seat Cover Sale, featuring images of cars and text describing the sale and the quality of the seat covers.

COOKING SCHOOL NEWS

- List of news items from the cooking school, including recipes and student achievements.

French frying simplified!

Advertisement for French frying, featuring a list of steps and a list of items for sale.

YESTERDAY'S GAMES

Table listing the results of various sports games from the previous day, including football, basketball, and baseball.

Home Run Club

Table listing the members of the Home Run Club and their statistics.

Advertisement for CRISCO cooking oil, featuring a can of CRISCO and text describing its benefits for cooking.

Advertisement for Western Auto's Sunday Sale, featuring a list of items for sale and their prices.

Advertisement for Western Auto's Sunday Sale, featuring a list of items for sale and their prices.

Advertising section with 'Daily Poem' and 'RECOMPENSE'.

the famous electrical wizard. Here are a few, as quoted by the United Press...

THE ANSWERS TO THESE QUESTIONS probably will mean something to Mr. Edison, but we confess they would mean nothing whatever to us.

STATE TRAFFIC FACTS HOW many questions could be asked of the average car owner and motorist about traffic laws in Idaho...

TRAFFIC accidents resulting in death and injury and loss of property are altogether too numerous all over the country...

THE question asked in the first of the series of articles was: "Does a motorist using a main highway have right of way over cars coming onto main highway from side roads?"

ONE exception is that police and fire department vehicles take precedence over the other exception which probably is little understood by a majority of drivers...

A DIFFICULT POSITION THE trials and tribulations that Lindbergh, John Coolidge and Gene Tunney have known are about to descend on the shoulders of young Wilbur B. Huston...

WHETHER he likes it or not, this lad is going to step into the full glare of the limelight. He is to get four years at any technical school he selects...

GENIUS has a right to its peculiarities. Thomas A. Edison is, indubitably, a genius. Hence he can be permitted to have incomprehensible ways...

THE 49 high school graduates recently chosen to compete for the honor of being selected by Edison as his successor were handed a list of questions by

Minidoka County RUPERT BRIDE IS SHOWER HONOREE

RUPERT, August 13 (Special) Mrs. Clyde Frank, one of Rupert's most prominent ladies, was the honored guest at the wedding of her daughter, Miss Helen Marie Frank, to Mr. Frank...

Boise before going to the North country. Mrs. Evelyn Larson, departed for...

Miss Maudie, a Burley high school girl, and one of the most popular members of Burley's normal school, she will go to Boise after a short stay in the capital...

WIFE CRACKS UP

IF A HUSBAND IS LIKE A CANAL, HE DOESN'T OPEN UP TO ANY OTHER WATER. Mrs. J. H. B. is a former Idaho Falls girl who is spending the summer at...

FOXY PHANN

SOME guys who boast about their cool heads should admit their cold feet. Illustration of a man with a cold.

Girl's Dad Seeks To Separate Pair

FULLERTON, Neb., Aug. 13 (AP) Two youngsters were "smooched" in Nebraska today, awaiting parental blessings after 200 people gathered in a hall to bring together in the happy couple separated by the bride's father...

CHANGING IDAHO COURTS

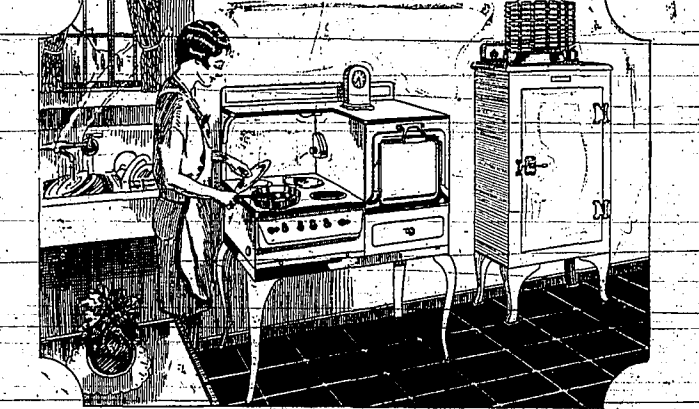
A number of highly important recommendations and suggestions have come from the convention of the Idaho bar association. Whatever one's personal individual opinion may be, it should be admitted that the Idaho barriera are...

Best Editorial of the Day

One of the most constructive suggestions in the history of the Idaho courts, in the form of a resolution of the supreme court, in the form of a resolution...

Cassia County Kansans Fond of Burley Locality

Burley News Bureau Idaho Evening Times. PHOENIX, Aug. 13 (Special) Mr. Andrew and Fred Rush, of St. Francis, Kansas, are looking for a country around Burley, in a sort of scouting expedition through the Northwest...



Every Woman Wants The Convenience Of An

All-Electric Kitchen

An Electric Range, Electric Water Heating Installation And Electric Refrigerator Are The Most Highly Priced Possessions Of Modern Housewives.

IT is a far cry from the old-fashioned kitchen to the modern All-Electric Kitchen wherein the three major home services—Cooking, Water-Heating and Refrigeration—are done with electric power.

These Special Offers Make It Easy

Three advertisement boxes for water heating, electric range, and refrigerator, each with a price of \$1.00 down.

IDAHO POWER COMPANY

Now
look for it
everywhere

[THE NEW EMBLEM DEDICATED TO BETTER MOTORING]



What the
MARLAND CONTINENTAL Merger
MEANS TO MOTORISTS

THE consolidation of the resources and facilities of the Marland Companies and the Continental Oil Company, under the latter's name, is more than a corporate merger. It is a happy union of well balanced production, manufacturing and marketing operations from which will come a host of unusual advantages to the millions of customers and thousands of distributors.

Wide Field for Crude Selection

Out of a total area of more than two and one quarter million acres in eight states, Continental selects the crudes best suited for its manufactured products. Raw materials for oils, greases and gasolines may often come from widely separated regions. Continental controls its own crude supply and chooses the best for each refining operation and thus assures a standard-uniform output from year to year.

Strategic Location of Eight Refineries

Economical and efficient operation of petroleum manufacture frequently depends upon the relative locations of the raw

product, the refinery and the market. Continental is fortunate in that its eight modern manufacturing plants are well placed to afford prompt and economical delivery both before and after refinement. These properties are located at Baltimore, Maryland; Ponca City and Sapulpa, Oklahoma; Artesia and Farmington, New Mexico; Wichita Falls, Texas; Florence, Colorado; and Glenrock, Wyoming.

Exclusive Processes Insure High Quality

Continental refinery engineers enjoy a national reputation in the oil business. Not only have they adopted the newest and most efficient mechanical equipment for these big refineries but they have designed machinery and developed processes which are exclusive to this company. Under centralized control, these facilities now are made available in the manufacture of petroleum products of exceptional quality.

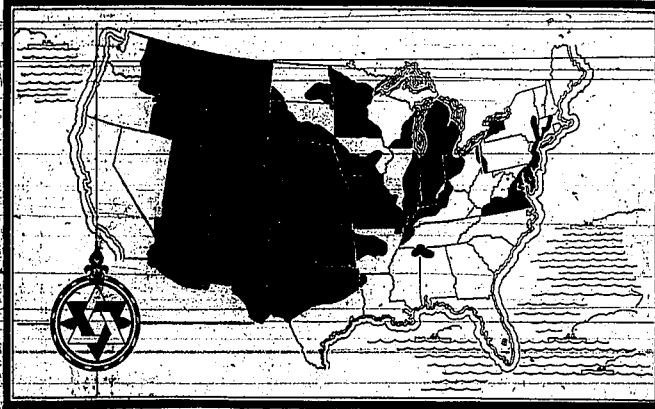
Conocoland Covers Tremendous Area

More than forty years' marketing experience has spread the distribution of Conoco products over an area which reaches from the western slope of the Rockies, far east to the Mississippi River. Practically half of the United States is dotted so closely with Conoco Stations that a motorist may drive anywhere in that tremendous area without introducing other than Conoco products to his car. The outposts of Conocoland range from the Pacific Northwest to the shores of the Great Lakes and from the Atlantic Seaboard to the California boundary.

Prestige Established in Foreign Lands

The Continental coastwise and export fleet operate from terminals at Texas City, Texas; Newark, New Jersey; Baltimore, Maryland; and Norfolk, Virginia; to a dozen foreign countries. Petrol pumps deliver Conoco gasoline to automobilists in the shires of England and Conoco motor oils lubricate industrial plants in north Europe, South America and the Orient.

In brief, the joined forces of these two great companies afford greater, better service to the users of motor fuels and lubricants wherever the sign of the Red Triangle is displayed.



T H E G R E A T E R
CONTINENTAL
OIL COMPANY

PRODUCERS AND REFINERS OF CONOCO PETROLEUM PRODUCTS

SEE ADVERTISING AS A FACTOR FOR UNIVERSAL PEACE

President of Advertising Association Delivers Message at Meeting Held in Berlin... BERLIN, Aug. 18 (AP)—Advertising as a factor for world peace and progress was the keynote stressed at the meeting...

SHORTS IN SPORTS

NEW YORK, Aug. 18.—Arthur Dugan, left-handed heavyweight, knocked out George Cook of Australia... LITTLE ROCK, Ark., Aug. 18.—Young, 23, of Little Rock, defeated Harry Faye, Arkansas...

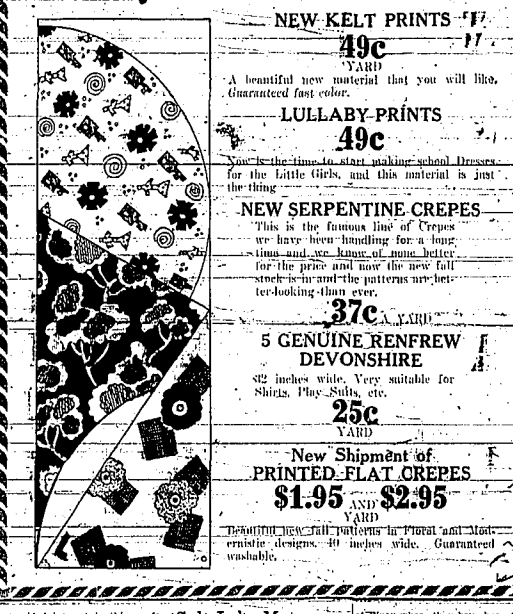
OUT OUR WAY



VETERANS FORM BASEBALL TEAM OFFICE NORTHWEST BALL LEAGUE PLANNED

LONDON, (AP)—This city club, the most annual baseball team ever organized... WHISKEY MOIT BE QUICKLY OULAWED BY THE ENACTMENT OF A LAW REQUIRING EVERYBODY TO DRINK IT.

Idaho Department Store Everything New In Piece Goods will be found in the NEW FALL STOCK Of Dry Goods at the "I. D."



Atwater Kent Grid Radio FALK-TINGWALL Dependable Merchandise Only Full Value for Every Dollar

Not everyone may have the Goodyear Double Eagle tire, not even if he wants to... LIND AUTOMOBILE COMPANY OFFICE AND SHOP PHONE 290 PARTS PHONE 299

What a Party?... Buhl Church Asks Return of Pastor... Mrs. Haddock, Park, Aug. 12.—Young, 23, of Little Rock, defeated Harry Faye, Arkansas...

Salt Lake Matron Visits Her Parents... KITCHEN EQUIPMENT! Home Plumbing & Heating Co.

TRACTION TRINGS AND PINS - STEP-KEN CO. Illustration of a man in a suit and hat.

New Car Style at a Used Car Price 1928 DODGE CROSS VICTORY COUPE... Magel Automobile Company Open Evenings