

TELEPHONE 58

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Daily Poem

LITTLE A BIRD

Eric Holtzman
I know a bird that sings at twilight,
Gings, oh, sweet! when dusk is falling,
Gings from the shadowy, deep cover
In the dark shift to the southwest,
I know the secret of a bird.

Always there is a sloping westward
(Cool the air on the cool blue water);
The river flows, with a soft, low murmur,
High above, the singing clear, singing sweetly
Comes the song of a bird.

I know a bird that sings when the clover
Is green, and smells like the dew's moist falling,
Perfume and melody softly calling,
Plaintively, calling over the water,
The good night song of a bird.

CHANGES IN FARMING

THE necessity of adapting methods to changing conditions and possibilities is no more apparent in any line of business than farming, and it is to the credit of our farmers in this part of Idaho that they have and are generally proving equal to the need of initiative, that their responsibilities require of them.

This fact might easily be unappreciated by those of us who have not given it thought, or whose period of residence does not extend far enough into the past to give us a fairly comprehensive knowledge of the changes that have been made.

The day was when alfalfa, small grains and orchards marked the general limit of our interests. Potatoes moved into the scheme of farming in this country early, and the production of seed has been well established for more than 15 years.

After the war wheat took a position of less importance, and the production of hay decreased after virgin soil had had the benefit of the great legume for a few years. Sugar beets were introduced as a cash crop, peas claimed quite an acreage for a few years and then faded out of the picture in the face of competition from beans.

Rotation of crops has been accepted as a cardinal principle of farming in this irrigated country, though the profits realized during the past 10 years or so in producing beans have upset the scheme in some degree. The practice of growing beans for two or three years in succession and then seeding wheat as a nurse crop to sweet clover which in turn is plowed under for a green manure crop the following spring to start another period of bean production is followed by many farmers.

In earlier days, many now farming here were regarded by arguments that barnyard manure had little place in successful farming. Manure was likely to make wheat lodge, or to scab white potatoes, many farmers pointed out, and the manure spreader was not popular as a piece of farm equipment. That idea has been discarded as the plan of farming has changed and the gradual increase in farm flocks of sheep and in the number of dairy cows has been accompanied by an increased concern for returning fertility to the soil.

Public men from other sections of Idaho and from other states find one of their chief sources of wonder in the high number of progressive farmers that operate in this district. That is a source of pride to all of us, and a deserved compliment to the character of our farmers. Success brings with it the obligation to keep on building progress, and we need to keep eternally on the job to uphold our laurels.

We are entitled to feel pride in the successes of the past, but we need to realize that the goal of perfection still is, as always, far ahead.

FOR KINDNESS SAKE

THERE are those who assert that man is not so mindful as he should be about the comfort and welfare of the dumb brutes that serve him, but two instances rush to mind to indicate that a consideration all too little appreciated is paid by mankind.

A few days ago Granit Bateman, a lad of 12 years, lost his life on the farm of

his father near Rupert when in attempting to drive his horses that were tormenting one of the horses of the team he was driving to a mowing machine he slipped and fell and was decapitated by the sickle.

Friday afternoon a similar accident befell Roy Hansen, 14, of Rock Creek. He is in the hospital with excellent charges more comfortable than suffered severe cuts in about the same sort of accident as the one that took the life of the Bateman lad.

Both of those boys believed in kindness, and we are impressed by it because in exercising their desire to make their charge more comfortable they suffered, even losing his life.

To that legion of men and boys who have handled horses in the harvest field, the accidents explain themselves out of the experiences common to the farm. That the accidents should have terminated in tragedy, and near tragedy, is cause of deep regret. It is solace to know that both boys were being humanitarians when they suffered their hurts.

The observation of an old rule when dealing with a mower to which a team is hitched never to go ahead of the sickle bar without throwing the machine out-of-gear will prevent any more accidents of this nature, or at least should reduce the hazard. A humongous sickle is a buzz saw and menaces life and safety, and no team is gentle enough to be trusted when loss of life may be the penalty exacted for failure to take the greatest possible precautions.

THE PLACE OF THE DIRIGIBLE

THE globe-circling flight of the Graf Zeppelin is a spectacular and interesting affair—the sort of thing that may well take hold of the public imagination and restore the dirigible to the place it formerly held in the minds of men.

A dozen years ago all speculations about long-distance commercial aviation dealt exclusively with dirigibles. It was not imagined that the airplane could ever be developed to the point where it could carry enough passengers and cargo to pay its way as a means of transportation.

The development of the airplane, however, has been so rapid that the dirigible has been side-tracked—in the popular mind, at any rate. The great achievements of the airplane have made the dirigible look slow, cumbersome and expensive.

There is still a wide field of usefulness for the dirigible, however. The round-the-world flight of the Graf Zeppelin may focus public attention anew on this fact. If so, it will have been a useful trip.

If the newsboys of today think their burdens are heavy, they really should be grateful that they were not carrying papers in the stone age.

Bean harvesting time has about arrived—what has happened to this summer, anyway?

Best Editorial of the Day

WHILE GAMBLERS GAMBLE

(Oregon Journal)

Wall Street stock gamblers usually pay \$8, 10 and 20 per cent for money. In "playing the big game" on a margin, they are concerned with the amount of money they can "float."

The margin is the amount of the game to get 10 to 100 higher about the cost of money.

But how about the business man and farmer?

They too must have money and when they bid against the stock broker they may pay as high a rate.

New businesses and no farms pay 8-10 and 20 per cent for money. When a business goes down, farming is conducted at a loss; there are fewer jobs and the world wonders what is wrong.

The Federal Reserve Board at Washington has repeatedly issued war warnings. It has asked banks to take care of the needs of industry, commerce and agriculture. It has asked the banks to stop the banks to distinguish between stock gambling and legitimate business to the end that the business man and farmer may not be compelled to bid against the stock broker.

The Federal Reserve Board said the 12 Federal Reserve banks have no direct dealings with the public. The Federal Reserve banks are bankers' banks.

They accept only the deposits of banks and lend only to banks. Their function is exactly what their name implies. One of the reasons for the high interest rates is the demand for loans in the legal cash reserves of banks are deposited.

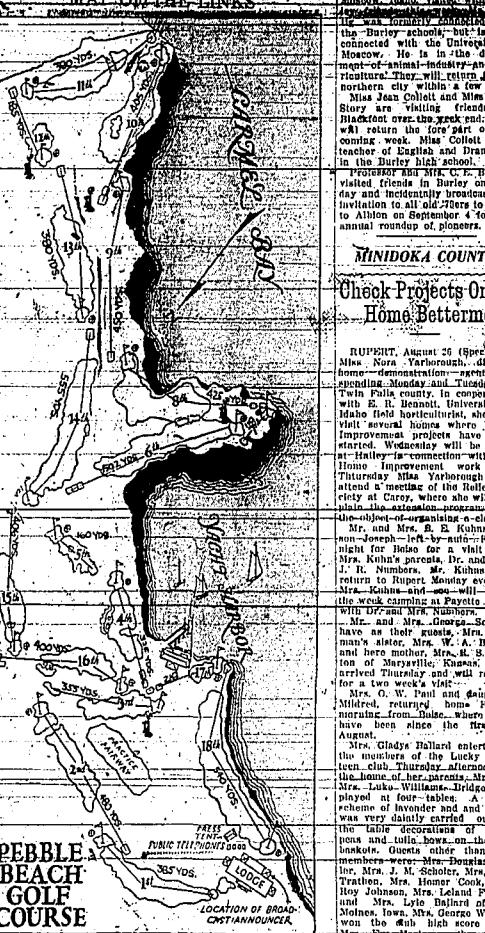
Having no direct dealings with the public they must rely upon the banks to protect the legitimate business of the country, the production, manufacture and distribution of goods.

This can and will be done if the banks will cooperate with the Federal Reserve Board and follow the policies which it recommends.

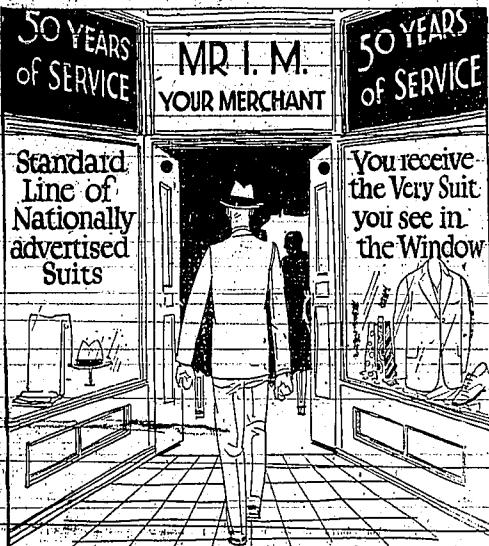
The people who let stock brokers for speculation at high interest rates to the detriment of their depositors and the communities which they serve, are not only running counter to the policies of the Federal Reserve Board but counter to their own best interest.

The people will not long be fooled. They will support the Federal Reserve Board.

MAP OF THE LINKS



Which SERVICE Do You Prefer?



One Hour Later!

The Customer Leaves the Store

Wearing the Suit He Selected

It is a perfect fit—being altered at the time of purchase to his exact measure.

**No Delay—No Uncertainty—
No Disappointment in This
Transaction**

In the Retail Store
You Find

SHOE FITTERS

Men who have had years of training and experience, they are acquainted with the constructions of a shoe in every detail and by actually fitting the shoe to the customer's foot they determine the correct size and assure ease and comfort—the definite essentials to shoe service.

Your Merchant May Be Your Neighbor!

Interested in the Development and Advancement of Your City
He has served you, perhaps for years, and the success of his business is due entirely to the service he has rendered.

He is vitally interested in your welfare, your trade and his service to you is a determining factor in maintaining it. He is ready and eager to back up his merchandise.

10

No Experience Necessary

We will show you in a Few Hours

How to Earn \$150 per week

Selling Our High Grade Line of
MEN'S MADE-TO-MEASURE SUITS

Complete Sample Line Free. Write Today

THE ABOVE is a typical Classified Advert's Wanted Ad which may be answered by any man on or a job who is familiarized with the idea of "\$150 per week."

A few days later—we find him at the door of an office or a small case filled with samples and

He With No Experience

Yes—he gets an order—perhaps from one of his best friends—he takes the measures for the suit just as the instruction book tells him—and of course he collects The Cash In Advance which is his commission on the sale.

Two Weeks Later

The Suit Arrives and the C. O. D. Bearer is paid the postman. Let Us See what this salesman "with No Experience" sold his best friend.

Here It Is—

All Out of Proportion

Too Long in some places—Too Short in Others
In fact A COMPLETE MIS-FIT.

"Stung"—says the friend



Here Is Another

"Agent Wanted" Ad

Sell Our
Line of Shoes
All you have to do is show them
They sell themselves
No Experience Required
Send for Free Sample Case and Instruction Book
Our men make \$100 a week

As a rule answered by men thinking only of the big money promised and NOT interested in rendering any service to the customer.
As usual he calls on his friends securing all possible business on the friendship and sympathy basis.

He Exhibits the Shoe

and
Per Printed Instructions



tells his customer of the many fine points of quality and obtains an order.

WHAT SIZE? The most important factor of the sale is determined by the peddler in the crudest manner. Part of his equipment is a tin pan on which the customer's foot is measured. The order taken in this manner and on the basis of "No Experience Required"—Imagine the fit and comfort of shoes when received by the customer.

Social and Club News

Salt Lake Woman Feted by Friends

Social items should be mailed to Social Editor, Idaho Evening Times, Twin Falls, Idaho, before 11 a.m. if possible.

Mrs. Roy Gifford of Salt Lake City, the bridegroom, was a charming host Saturday afternoon.

Accompanied by Mrs. W. H. Brooks and Mrs. W. A. Thompson, at whose residence the wedding was held, the bride and groom were welcomed by their friends.

After the ceremony, the couple were taken to Mrs. Brooks' home for an afternoon of cards, after which the couple and their friends were received at the home of the bride's parents.

After the reception, the couple, accompanied by the bride's parents, went to the home of Mrs. Thompson, where they had an alternative guest favor for the honor.

Arrangements of chrysanthemums and snapdragons were placed about the rooms and the luncheon tables were decorated with bold vases of snapdragons.

* * *

GRILS LEAVING SOON

FOR SCHOOL

Mrs. Alice Leonard, daughter of Mr. and Mrs. George Leonard, husband and wife of Mrs. Mary Prosser,

daughter of Mrs. Katherine Prosser, Twin Falls, will leave Wednesday noon by bus for eastern cities.

Accompanying her will be her mother, Mrs. Alice Leonard, who will attend Spencerian college.

On their trip they will make a two-day stop at Duran and St. Louis.

* * *

YOUNG WOMEN—See HOME BEAUTY SHOP

Across the street from the Kimberly Nurseries, Kimberly.

Phone, 63—Kimberly.

Times, Want Ads Get Results.

Rug Sale! 1/4 OFF

On our entire stock of 9x12 and 8x10-6 Wiltons. A large selection, good colors and patterns.

\$165.00 Rugs for.....	\$123.75
\$150.00 Rugs for.....	\$117.50
\$125.00 Rugs for.....	\$93.75
\$100.00 Rugs for.....	\$75.00
\$90.00 Rugs for.....	\$67.50

FROM SATURDAY, AUGUST 24TH
TO SATURDAY, AUGUST 31ST,
INCLUSIVE.

Hoosier Furniture Co.
COMPLETE HOME OUTFITTERS

NOTICE

To Flower Exhibitors:

Entries in this department will close Tuesday morning at 10 o'clock instead of Wednesday as heretofore.

TWIN FALLS COUNTY FAIR

Big Baseball Dance!

TONIGHT, AUGUST 26—

DANCELAND

ADMISSION \$1.00 LADIES FREE
MUSIC BY VINCE HOWERTON'S ORCHESTRA

Tomorrow Evening

at

The L. D. S. Tabernacle

The L. D. S. Tabernacle

you can get in on a real treat.
THE UTICA JUBILEE SINGERS

are to give you an evening of enjoyment of Negro spirituals, old-time hymns, popular numbers, readings, in fact anything your heart desires. These men are exclusive Victor Recording Artists.

So the songs you like on their programme you can enjoy forever on the Victor Record. Tickets are only \$1.00 and may be purchased at

BURL Sampson TWIN FALLS

BOOTS AND HER BUDDIES

MISS LEONARD ARRIVED FROM FLORIDA CITY

Mr. and Mrs. G. O. Culver, residents of Twin Falls, who are on their honeymoon, paid a visit to the home of the bride's parents, Mr. and Mrs. C. E. Silver. The bride was formerly Miss Roberts Silver. Mr. Culver is a graduate of the Twin Falls High School, accompanied the trip overland, accompanied by Bruce Houke, and drove the entire distance in eight days.

CONCLUDING LONG TRIP

Mr. and Mrs. G. A. Blaketon returned Sunday evening from their honeymoon trip to the West, visiting friends in Iowa, Nebraska, South Dakota and Wisconsin, and later went to New York, through the New England states, and now are enroute to Canada.

M. B. AND S. CHAT

Mr. and Mrs. M. B. Chat will meet in the city Saturday afternoon.

Mrs. Briggs, Mrs. Jacky, Mrs. Clegg and Mary Hamilton will be present.

HIGH FROM CALIFORNIA

Mrs. W. H. Burkholder is entering the 12th house guest her sister, Mrs. Miles Atherton, Duluth.

California.

GUESTS AT DINNER

Mr. and Mrs. S. H. Kraus, 25 Quincy Street, entertained Sunday evening for Mr. and Mrs. H. L. and Richard G. Hunt, son of Mr. and Mrs. G. T. Hunt, all of Twin Falls' WOMESEN'S PROGRESSIVES

Folks were entertained Saturday evening at Carl P. Bistline's at the Hotel Hill, with most welcome afternoons.

Mr. and Mrs. H. H. Division of Kimberly stopped in Twin Falls Saturday en route to Ketchum for a weekend trip.

HAZELTON VISITORS

Mr. and Mrs. Fred Mindel were transacting business in Twin Falls Saturday.

CASTLEFORD PEOPLE HERE

Saturday visitors in Twin Falls included Mr. and Mrs. H. R. Pettit, John of Castleford.

HOME FROM RUSSIA

Mr. and Mrs. G. E. Cook, Bush, were visitors in Twin Falls Saturday.

PARACHUTE JUMP PLANNED AT FAIR

Man Will Leap from Airplane

On Closing Day of Twin Falls County Fair, Sept. 6

A parachute jump from an airplane has been planned for the final day of the Twin Falls county fair entertainment sites H. W. Dean, Jr., of the fair committee and Mr. George State, the old-timer, know what a jump Buddy, Mary and Wally take, not forgetting that the jump will be made from a height of only Henry B. Whithill and Jim Conner, both of whom parts also, were not entertained.

The second day of the amusement park show and the days are very excellent addition to the show which will be presented Monday and Tuesday and will be presented and closed for the last time.

BURLEY CROPS ARE HELPED BY SHOWER

BURLEY, Aug. 26 (Special)

A sudden and heavy rain fell in the vicinity of Burley on Sunday afternoon, following several hours of bright sun. The clouds had been falling since Saturday afternoon.

A terrific wind blew down across the highway near the city, blowing down trees and uprooting them.

At the same time, a strong wind

was blowing from the south.

It was reported that the wind

had blown away the top of a

large tree in the center of the

city, causing it to fall.

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