

THE WEATHER

Snow and colder tonight; high in the forties during the day; clearing Tuesday at 6 p. m. here 11 and 30.

REBELS OCCUPY CITY OF SANTO DOMINGO

Wheat Continues Rise in Early Trading Today

FUTURES CLIMB ON NEW SESSION OF TRADE BOARD

Roover Administration Asks Business to Support Move, Being Made to Keep Prices From a Further Decline

CHICAGO, Feb. 26, (UP)—Wheat continued to rise today on the Chicago board of trade when the grain market opened with a session of trading in the commodity which means fortune or poverty in millions of acres and the wide spaces of the grain belt.

KANSAS CITY, Feb. 26, (UP)—Over enthusiastic reports regarding the wheat situation which were issued by the federal farm board and by representatives of the department of agriculture and which caused outsiders who heretofore had no part in the grain market to speculate, was one reason of the collapse of the wheat market.

WASHINGTON, Feb. 26, (UP)—The wheat situation in the United States today is the subject of a report issued by the federal farm board.

BOY HURT WHEN CAR TAKES TREE

Jesse Ribbons of Twin Falls Suffers Bad Cut on Wrist In Accident Last Evening

Jesse Ribbons, of Twin Falls, Idaho, was hospitalized last night because of a bad cut on the wrist, which he received when the motor car in which he was riding, while negotiating a curve, struck a tree.

Your Silent Salesman

Gun Toter



When police officers arrested a 26-year-old Milan Gordon today at his home in Twin Falls, he was charged with carrying a concealed weapon.

REGION OF CAJON PASS IS SCANNED FOR LOST AIRMEN

Western Air Express Officials Learn That John W. Slaton, Steward, Also on Board the Largo Passenger Plane

LOS ANGELES, Feb. 26, (UP)—The search for three airmen who have not been reported since taking off from Kingman, Ariz., on a flight to Los Angeles, Sunday, was concentrated today around Cajon Pass in the San Bernardino mountains.

CHURCHMEN OF RUSSIA SHOW NO RESISTANCE TO COMMUNIST ATTACK

MOSCOW, Feb. 26, (UP)—The constant war which Soviet Russia is waging against religion is accompanied with increasing activity by Russian church adherents.

Still Walking 'Round in Circles'

TARDIEU JOINS WITH POINCARE IN NEW REGIME

Strong Coalition Is Thought Capable of Forming Government That Will Stand Up Against Attacks in Future

PARIS, Feb. 26, (UP)—France turned again to Andre Tardieu today as the most readily available ally of the tangled political situation which has brought the power-hungry conference in London to a complete standstill.

ADKISON TO RUN FOR TREASURER OF GEM STATE

BOISE, Feb. 26, (UP)—Announcement of the candidacy of Norman Adkison, Idaho, as treasurer of the Gem state, is expected to be made shortly. It has been learned following political discussion pursuant to the special session of the state legislature now in session.

SUNDAY PICTURES FAVORED AT BULL

BULL, Feb. 26, (Special)—Of the 765 people who cast their votes concerning Sunday pictures here Tuesday 51 voted yes and 712 voted no. About 775 people received the ballot only 224 received the ballot.

Mrs. Jim Tully Gets a Divorce

ST. LOUIS, Feb. 26, (UP)—A divorce was granted today to Mrs. Jim Tully, after she testified in superior court that her husband had committed adultery.

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RUPERT, BURLEY CAGERS TO OPEN CLASS A TOURNEY

Filer and Buhl Teams Will Clash in Second Contest This Afternoon; Shoshone Faces Twin Falls Quintet

THE Rupert and Burley boys' teams are scheduled to open their tourney play this afternoon, their battle starting at 3 o'clock.

BULLETIN

WASHINGTON, Feb. 26, (UP)—Justice Chief William Howard Taft is slowly making his doctors have abandoned hope for his recovery.

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BOISE HAS SEVEN INCHES OF SNOW IN BRIEF PERIOD

Historic Trees Fall Under Weight of White Blanket; Light Facilities Crippled and City Schools Are Dismissed

BOISE, Idaho, Feb. 26, (UP)—The huge white snow for which Boise is famous, the stars, moon, and sky were dimmed along the historic residence streets in the 'hazy' by a shower of rain today, appeared or broken, down by the weight of seven inches of wet snow which fell in four hours here last night.

WASHINGTON, Feb. 26, (UP)—The extreme vigilance through the Senate today, following the receipt of threatening letters from the extreme vigilance committee, was maintained.

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Gas Tax Boosted and Road Funds Provided By Idaho Legislature

Members of Senate and House Have Busy Session; Appointment of Hailey Is Confirmed

BOISE, Idaho, Feb. 26, (UP)—Before adjournment Tuesday evening the special session of the twenty-first Idaho legislature called by the governor for consideration of highway construction problems accomplished the following things:

1. Increased the gasoline tax from 4 cents per gallon to 5 cents.

2. Amended the treasury note law to provide for issuance of \$1,000,000 in treasury notes for road construction.

3. Confirmed the appointment of Hailey as state auditor.

4. Confirmed the appointment of Hailey as state auditor.

5. Confirmed the appointment of Hailey as state auditor.

6. Confirmed the appointment of Hailey as state auditor.

NO RESISTANCE IS ENCOUNTERED BY INSURGENTS

Military Leader Promises to Protect Lives of American Citizens; Many Strategic Points in Rebel Possession

SANTO DOMINGO, Dominican Republic, Feb. 26, (UP)—Revolutionary forces entered Santo Domingo last night and occupied the city.

After the occupation of Santo Domingo, the revolutionary army is expected to move on to other strategic points in the country.

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BROTHERS MEET AFTER 32 YEARS

James and John Butler, who were separated for 32 years, met in Chicago last night.

Chicago, Feb. 26, (UP)—A highly publicized meeting of two brothers, James and John Butler, who were separated for 32 years, met in Chicago last night.

The meeting was a highly publicized event, and the brothers were reunited after 32 years of separation.

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MONTANA STATE AND UTAH QUINT TIE FOR CROWN

Aggrieved Again Conquer Opponents 48 to 40; Championship Will Be Settled in Series Next Month

BOZEMAN, Utah, Feb. 25 (UP)—Huddled twice in succession by a thoroughly fighting crew of Utah Aggie cagers, Montana state college, three-time conference champion, lost a new season today—that of not being sole leaders of the western division basketball race. After a 46 to 40 victory by the Aggies last night threw the two teams into a tie for division honors, and the title will be settled in July-Lake City in a best two-out-of-three game series March 7, 8 and 10.

These were the dates originally set for the play-off between winners of the eastern and western divisions.

Both Montana State and Utah State have won seven and lost five games, respectively, during the 1929-30 season. Montana has had in four years, The Bobcats were defeated twice by Utah Young University, once by Utah University, and twice in the two years since this week by Utah Aggies.

David Parkinson and Watkins led the local farmers in the assembly, with Campbell getting the biggest amount of the line and starting the first. The Aggies took the lead after about ten minutes of play and were never headed. They held a 22 to 19 margin at half time, and successfully contested the Bobcats' desperately rally in the last period.

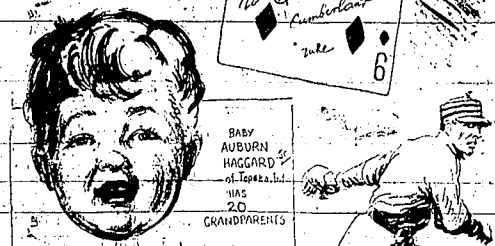
Frank Weick, who was regarded as closely Monday night that he was unable to connect for a single field goal, was high point man last night, scoring 17 in his efforts to pull the Bobcats out of the hole. "C" Thompson and Grant Ward, forwards, counted 7 and 8, respectively, neither being able to break through the crowd of onlookers for markers.

CHIEF IN CALIFORNIA

CHENOP, Calif., Feb. 26 (UP)—No one was hurt in the reported explosion of the earthquake "cannibals" intended to be here late yesterday. The tremor was estimated at 5.50 p. m., and lasted about ten seconds.

Believe It or Not :- By Ripley

(Explanation of The "Curse of Scotland" in "The Burgher Duke" of Cumberland)



A WHITE-LEGHORN HEN LAYS 8 EGGS IN ONE DAY!

Quoted by Leslie F. Zimmerman, Beckey, Wyo.

EXPLANATION OF YESTERDAY'S CARTOON

Capt. Main Shinn Twenty Miles Across a Shark Infested Channel.

This suggestion won first prize in the Hawaiian "Believe It or Not" contest.

On February 25, 1911, at 11:30 a. m., Capt. Main Shinn (left) was crossing the Molekai channel, Hawaii. He was thrown into the water, not noticed by the other ship, and recalled his plight started out to swim to land, a distance of 20 miles, through water infested by sharks. Main reached Kauai point on the island of Lanai shortly before noon the next day. Main's feat, considered the greatest endurance feat and display of courage ever recorded in the history of the Pacific.

SHARKEY, SCOTT 'READY FOR BOUT' IN FLORIDA RING

MIAMI, Fla., Feb. 25 (UP)—Today was the day of rumors and uncertainty—the day before a major prize fight.

With training exercises, except for limbering up exercises by the various trainers, entirely suspended, there was nothing left for the fight followers to do but speculate and listen to details.

The rumor went around that Jimmy Johnson really meant it when he threatened to take Pat Scut out of the fight if he didn't "leave his way" about the rules.

But that rumor was quickly written off by everyone concerned, excepting Johnson, who contented himself with hedging a little.

Another story was that less than 100,000 worth of bets had been laid. But the promoters, while not doing out the exact figures, laughed that one off.

The consensus was that the fight tomorrow night ought to be a great show from the standpoint of a man who could not fight three to one and a man who is not really worth while is involved.

The main event between Sharkey and Scut is expected to be simply a necessary evil to the main event. Scut isn't conceded a chance by anyone outside of his own camp.

The other bouts should be "banquet affairs."

Sturdy Work CLOTHES for Rugged Active Wear

This store offers you quality merchandise at a saving. It's an old rule that you get what you pay for and it's also an old rule that you get more for your money at this store. Compare our prices and quality.

- Levi Strauss waist overalls \$1.85
- Cotton-ribbed U-Suits—medium-weight 95c
- Euck-Skein Blazers \$4.95
- Signal Windbreaker, Zipper front, knit buttons, khaki color \$4.29
- Broadcloth dress shirts \$1.00
- Horsehide gloves 99c
- Mole-skin pants \$2.95
- Blue and Grey Heavy work shirts, coat style 98c
- Falk's 7-Point Overalls, full 8 oz., shrunk denim, pair \$1.29
- Corduroys, Can't Bust 'Em brand \$3.95
- Rockford socks, per pair—1 1/2c, 2 pair 25c
- Boys' brand canvas gloves, per pair—10c to 17 1/2c

Wolverine, the Cordovan-Horsehide shoe, for real wear

\$3.95 - \$4.95 and \$5.95

FALK-TINGWALL

Dependable Merchandise Only Full Value For Every Dollar

Low 1930 GOOD YEAR Prices!

GOODYEAR PATHFINDER FULL OVERSIZE BALLOONS

- 30 x 3 \$4.90
- 30 x 3 1-2 \$5.30
- 30 x 3 1-2 oversize \$5.60

BIG OVERSIZE CORDS

- 31 x 4 \$9.40
- 32 x 4 \$10.10
- 33 x 4 \$10.60

HEAVY DUTY TRUCK TIRES

- 29 x 4 40 \$6.30
- 30 x 4 50 \$7.00
- 31 x 5 25 \$10.95

Save on Tubes also

Pathfinder World's Greatest Low-Price Tires

Here, too!—More People Ride on Goodyear Tires

—shouldn't you find out why?

Goodyears consistently stand up better on our roads—stip better, ride farther, look better, give less trouble, cost no more to buy. What's more, we can PROVE the exact reasons. Goodyear builds more than 1/4 of all tires sold in America! Goodyear OUGHT to offer greater values.

Our Free Service Saves You Money.

First we clean and straighten your rims—then carefully mount and inflate new tires. We shift other tires to best advantage. Next, we're always here to watch your tires and help you to get all the extra service Goodyear builds into them—Real money-saving service—no extra charge.

THE NUT CRACKER

Mr. Ruth will retire from baseball, we have it on good authority. The Babe says so himself. He never did care much for baseball anyway. He isn't an easy subject to play or to hit. It isn't worth it.

The O'Grady's make the base really was serious when, he wrote to the 1927's other day, and said he might live on that \$25,000 a year there and give a few million here and there. O'Grady believes it so much that he has made a bet with a friend that if that bet in right next out there opening day, O'Grady will join the Hip Slag Gang.

On certain the line will quit. And did you hear that Senator? For a political rally in Kansas? Borah had ordered a barrel of beer. And do you know Art Shires, crass the street when he zels, near a newspaper office as he went home to talk to reporters? And do you know Jack Dempsey has come into training to fight again? Or yes.

Durocher goes to join Bob Musel in Cincinnati. If Jack Wilson thinks he was killed from the neck, Jench just year when he pulled over and took a dust at a hotel. The boys, what will I look do this year when Durocher starts in broadside?

The only man on record as having made Durocher into the news was Art Whittan Shires. When Leo, who sways 246, came to bat in one of the White Sox-Youngs Hilton games last year Arthur yelled, "Cheer up fellows, here's the All-American out."

Grill Bowlers Win From Meet Cutters

The grill cutters bowlers took two of three games from the Independent Meet Market team.

The grill cutters took the first two games by good scores but failed in the third game.

McKinley	132 151 108 208
Dean	130 120 120 250
Dunamy	87 165 101 409
Swensen	138 107 118 423
Whittan	202 174 173 549
Independent Market	776 287 686 2249
Vozel	132 150 171 510
McKinley	144 127 135 410
Caldwell	135 172 128 435
Whittan	120 167 120 407
Janst	161 122 150 435
Whittan	726 226 747 2250

Speaking of Sport

By Frank Gatty United Press Sports Editor

For the Gate

It seems to me that the athletic authorities of Notre Dame and West Point overlooked an opportunity to make a big thing out of the Notre Dame-Notre Dame football game at South Bend.

Here would have been a chance to silence the critics of over-emphasis on collegiate football.

The scene of the 1929 contest has been shifted from New York to Chicago on the grounds that fall would take the Notre Dame athletes too long away from their studies, either here to go to the Pacific Coast, to meet Southern-California, the following week.

Why not at Mount St. Mary's? Why shouldn't the game be played at "Notre Bend" in that city? Notre Dame has a new stadium adequate to accommodate all its alumni, as well as members of the Army Athletic Association and the Navy. The occasion and a crowd who might see the game.

New York and Chicago paid \$50,000 to see the game. The crowd could have been 100,000.

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Mother, Girl to Try Channel

The English channel, narrow strait of cold water separating shores of England from those of France, has been conquered first by man and then by woman, but never by mother and daughter. The English shores, Mrs. Coleman, well-known British diver, training for an attempt to become the first mother and daughter tance swimmer, and her eight-year-old daughter, Edna, in "swimmers" of the sea channel. They plan the attempt some time this season. The daughter is regarded as one of the best child swimmers of her age and already has done 10 miles in the water.

WE HAVE SELECTED THE MODELS FROM WHICH YOU CAN SELECT YOUR OWN

ATWATER-KENT SCREEN GRID RADIO

STARETEK channel—radiating the glory of a bygone age... clever compact mechanisms, trim and simple. Here you'll find the model you want—no matter what your kind of room you want it for.

Decorative or simple, your cabinet is here—as big as the set it encloses.

FRESH SUPPLIES AND PARTS

Fresh supply of B batteries and tubes.

Falk-Tingwall

S. B. Hopkins, Mgr. Radio Dept. Phone 750

LIND AUTOMOBILE CO.

The Finest and Best Equipped Garage in the West

Office and Shop Phone 299 Official Bosch Magneto Sales and Service Station

Parts Phone 298 Timken, New Departure and Hyatt Bearing Distributors

Idaho Times TELEPHONE 38 Full issued wire service... Published every evening except Sunday at 226 Main... Rates: Home delivery... Single copy 10c...

ture is greater than in our own. We have been cheated, that's what, and in order to guarantee that we have at least a taste of that superior smelt...



Stand in front of a warm radiator when you look at this picture. It was an unheated-for-cargo of national for this hot radiator last night after day when Idaho flows returned from a station in New England coast. Note the ice coating of ice on the boiler, the red robin and a house.

Paint Your House With Sunshine You Can't Paint A House With Appliance... Sherwin-Williams name is the best guarantee you can get on paint... \$1.50 Sherwin-Williams paint, per gal. \$3.45... Diamond Hardware Company

The Daily Poem MOUNTAIN LEISURE The Big Mountain is asleep on here. A carpet of pines tucked just about his knees...

THE SUGAR BEET REPORT ASSURANCE that the leaf hoppers will not be sufficiently prevalent this year to jeopardize the sugar beet crop, contained in the annual report of Dr. Walter Sauer, senior entomologist, United States bureau of entomology, is good news to the counties in Idaho to which the report applies.

Canyon Grade Is Conquered by Car Without Trouble The steep and rocky grade of the north side of the Snake river canyon across from Shoshone Falls, has been conquered. Twelve last week a 1920 Oakland model, equipped with a 1920 model, climbed the grade on High Street...

LARSON CLEARED OF HOUSE THEFT Charges of grand larceny against Eric Larson of Bull were dismissed last Monday after a preliminary hearing. Larson had been accused of stealing a house from 1201 N. 2nd St. in Boise...

DESPOTISM may be of the mob as well as of the aristocratic few. Observance of the 12th anniversary of the founding of the Red army of Soviet Russia, brings these facts to light from a new angle.

Best Editorial of the Day WHERE HE STANDS Oregon Journal Here is a paragraph from Washington: 'Representations that President Hoover stands with the Democratic-Western Republican coalition in its fight for moderate industrial tariff rates were substantiated today by the United Press by one of the president's advisers.'

More Snow Falls In Hailey During Week Just Past Residents at Hailey were waking about in feet of snow on Monday, as that was the official day provided by the forecaster on Monday, February 25. The total snowfall in the Hailey area...

Heads Merger Projected merger of the Standard Oil Company, New York and the Vacuum Oil Company, involving nearly a billion dollars, is being considered in the court field, now figures in the court field, now figures in the court field, now figures in the court field...

GRASS IN THE NEXT PASTURE IF our own job were as simple and easy and remunerative and interesting as that fellow's just over the way, wouldn't this world be one humdrum of a successful place in which to live?

Weapons used to control and sway the mob have changed but little during the centuries. The Soviet is theoretically the property of the common Russians, but actually, the Soviet is building a machine that promises to be master of the common Russians. The masters have changed garbs and the ingredients of their nostrums. Their weapons are unchanged.

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The NEW ESSEX Challenger You Must Ride in it then no lesser car can satisfy... Increased Power Greater Speed Faster Get-away Increased Economy Longer, Wider, Roomier Bodies... A. L. SMITH AUTO COMPANY Phone 245 124 1/2nd Ave. N.

Hollister Couple Attend Dog Races

Mr. and Mrs. F. P. Gowan and Mrs. E. E. Larson were regulars at the dog races at the J. G. Schmitt track.

Mr. and Mrs. Ralph Weaver and family were Sunday dinner guests at the J. G. Schmitt track.

Mrs. A. E. Larson has returned from Salt Lake City where she was called on to attend to the death of her sister, Mr. Robinson, Doris, et al., and daughter, and Mrs. Larson's second daughter, Mr. and C. S. Steen, independent operations Saturday in Twin Falls for removal of eyelids.

Mr. and Mrs. J. W. Moore, Mr. and Mrs. Klusmeyer, Mrs. D. C. Weaver and Mrs. Morrison of Twin Falls were dinner guests at the J. G. Schmitt track Sunday.

Helen, the youngest daughter of Mr. and Mrs. Tom Hill, married Sunday morning at the home of her parents in Pocatello. Her bridesmaids were the sisters and her death, Mr. and Mrs. Hill were formerly residents of Hollister.

HUBBARD SHAYS

LOS ANGELES, Feb. 26, (AP)—Ace Hubbs has been elected to fight Pete Larkin, former Westweight champion, now working in the light-heavyweight division in Chicago, March 11, in a contest Tom Kennedy announced today.

Announcement Orchardmen

We are very glad to announce that we are carrying the most complete line of spray oils and sprays, materials, handled in Twin Falls, Idaho. Write us for prices and information.

The Trinidad Bean & Elevator Co.

Phone 445
227 5th Ave. S.

\$2.50 STARTS YOU



DISCOUNT 12% then a little more on your own Harley-Davidson. The lowest motorcycle in the country. Harley-Davidson's new "Sportster" is only \$249.50. Harley-Davidson's new "Sportster" is only \$249.50. Harley-Davidson's new "Sportster" is only \$249.50.

HARLEY-DAVIDSON Motorcycles

Gloystein Cycles
223 Main Street Phone 627

Cave Yields Relics of Vanished Civilization



American history found back 28000 years last week when a canyon cave on the Colorado river, near Boulder Dam site in Nevada, a scientist unearched the remains of the Neolithic man.

Within a few feet of the remains were found darts, spearheads, knives and other artifacts of a fairly developed civilization, indicating the shafts were killed by those early Americans. Copper left throughout from skeletons found in the cave. (Right) Native Nevada Indian hunter, showing some of the bones in the cave. (Lower) One of the perfect darts found near the bones. A drawing of the point shaft is on the size of an "X" mark. (Upper) A drawing of the shaft of the shaft. The shaft of the shaft. Dr. J. B. Scherer, director of the Soil Survey Museum in Los Angeles, who was in charge of operations at the cave.

The telephone system of Spain said to be the highest in the world, to be the most perfect.

Children under 11 now now for.

The boy of the address and children to school either in the schools of the United States or in boxing matches in Madrid.

Physicians Issue Cancer Statement

CHICAGO, Feb. 26, (AP) Drs. W. B. Coffey and J. D. Hunter, San Francisco physicians concerned in cancer research work, issued the American Medical Association today that they "do not claim to treat or cure cancer."

"We are carrying out an experimental effort to prove our own cancer treatment," they said in a statement to the American Medical Association.

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RADIOMANIA By Dorothy Ureter

STATION 7.2 HAS A WONDERFUL DAY PLANNED FOR YOU TO THE RADIO CLUB FOR BREAKFAST. THEN AN HOUR IN A SPANISH GARDEN WITH THE SEVILLAS. AT 11:00 AM. THE ROYAL ORCHESTRA WILL TAKE YOU ON A SENSIBLE TOUR THROUGH AN ORIENTAL FESTIVAL. ETC.

OUT-OUR-WAY

By Williams

THEIR HAVIN' ICE CREAM AN' CAKE, NOW. I LAYER CAKE WITH COCONUT.

THERE'S SUMPIN' WRONG WITH US—CRACKED—WE MUST BE COMIN' DOWN HERE EVERY TIME WE GOT COMPANY. I'VE GOT TORTURED LIKE THIS—SELF-TORTURE! SENSIBLE PEOPLE'D GO 'N' SLEEP.

HERE, NOW I GOT 'EM GOIN' UP.

"The assertion that anything but scientific consideration have prompted the journal's warning to cancer sufferers not to start trips to California until the value of the treatment has been fully demonstrated."

Buhl Boys Begin Little Tourney

CHIEF, Feb. 26, (Special) About 20 boys on the second squad have organized their own team and are playing basketball some themselves in the form of a tournament. They Moore, assistant coach, is putting it over with the idea of uniting the interest and enthusiasm in basketball among the second squad boys. They will play about eight games, two games each evening starting Monday and continuing through Thursday. The losing team will honor the other team with a dinner or some sort of similar entertainment, and the high point man of the "tournament" will receive an award. The captains of the teams are Kenneth Eklund, Ralph Peas, and Charles...

Tribute Paid to Memory of Kinne

BOISE, Feb. 26, (AP)—Tribute was paid in the memory of Kinne, a well-known politician, whose funeral will be held in the city hall, Monday, Feb. 27, at 10 o'clock. Kinne was a member of the legislature in 1902, 1904, 1906, 1908, 1910, 1912, 1914, 1916, 1918, 1920, 1922, 1924, 1926, 1928, 1930, 1932, 1934, 1936, 1938, 1940, 1942, 1944, 1946, 1948, 1950, 1952, 1954, 1956, 1958, 1960, 1962, 1964, 1966, 1968, 1970, 1972, 1974, 1976, 1978, 1980, 1982, 1984, 1986, 1988, 1990, 1992, 1994, 1996, 1998, 2000, 2002, 2004, 2006, 2008, 2010, 2012, 2014, 2016, 2018, 2020, 2022, 2024, 2026, 2028, 2030, 2032, 2034, 2036, 2038, 2040, 2042, 2044, 2046, 2048, 2050, 2052, 2054, 2056, 2058, 2060, 2062, 2064, 2066, 2068, 2070, 2072, 2074, 2076, 2078, 2080, 2082, 2084, 2086, 2088, 2090, 2092, 2094, 2096, 2098, 2100.

FOXY PHANN

The man who is driven to drink generally falls into the slot of his own accord.

STATICA
THE STATICA-SM-LIVING COGNAC WILL GIVE YOU A NUMBER FOR THIS LITTLE PERK OF SANGUINITY. EVEN IN WELFARE MAY BE HEARD BUT GIVE ME MERRY!

Dining Car Window Scenery

WESTERN PACIFIC

On your dining-car table, a superb Western Pacific meal; outside the window, the Sierras, the Feather River, the Royal Gorge of the Arkansas, Colorado's massive Rockies: Go East this way for the scenery!

The FEATHER RIVER Route

Get information, booklets and reservations from: WESTERN PACIFIC TICKET OFFICE, 21 South Main Street, Salt Lake City, Phone West 4170.

WESTERN PACIFIC—SACRAMENTO NORTHERN—TWIN FALLS 508/1104

When Tomorrow Arrives It Brings A NEW DAY

What You Do Tomorrow Rests With You Alone

Other folks' advertising has sold merchandise to YOU, and it is likely that YOU advertising could just as easily sell your merchandise to other folks.

Roy Durstine says: "A few years ago it was common to hear a man boast that advertising had never sold him anything—Inquiry probably would have developed that he was awakened by a BIG BEN, shaved himself with a Gillette, brushed his teeth with Prophylactic and Pebecco, put on his B. V. D.'s his Holoproofs, Regals and went down to his breakfast of H-O, Biscuit and Yuban sweetened with Domino. Then picking up his Stetson and lighting a Camel he started—but why pursue him on his trademarked way? The only man who can say that advertising doesn't sell him anything these days is one who shuts himself up in a cage in the heart of an African jungle. And even he would probably find that most of his camping supplies were advertised products."

"A store can often secure a fair volume of sales without advertising, but the average business man is not willing to wait ten years for sales and profits he could win in a year or less.

Customers die off with startling regularity. Others move away or are lost to competitors. Word or mouth advertising hardly takes care of the normal loss of trade which is common to all business.

To grow—to have an increasing number of regular customers—some form of advertising is essential.

And what form of advertising can do the job quicker, more effectively, more surely, more economically than newspaper advertising.

The merchant who invests in newspaper advertising has the example of successful merchants everywhere to justify his choice.

And if he observes the successful methods of others, he notes, too, that advertising is not a matter of single advertisements but a program—a steady application of advertising power planned for a year in advance.

Your competitor is open for business every business day. So are you. Why not take advantage of every business day? Keeping everlastingly at it brings success.

Let us show you our wonderful Meyer Both advertising cut service. The use of these cuts is free to our advertisers.

Idaho Times

WANTED AD PAGE

Today's Markets and Financial News

The GREEN GODDESS LOUISE JORDAN MILN

FOR SALE—Miscellaneous
FOR SALE—REAL ESTATE
FOR SALE—REAL ESTATE

CASH—GRAIN
CHICAGO, Feb. 25 (UP)—Cash
CASH—GRAIN

Oody, Wyoming
Observes Birth
Of City Founder

NEW TODAY
WANTED—Herald stickers
WANTED—Herald stickers

CHICAGO POTATOES
CHICAGO, Feb. 25 (UP)—Potatoes on track 213 car.

Congress Today
By TRAFLET PERS

WANTED—Herald stickers
WANTED—Herald stickers

CHICAGO LIVESTOCK
CHICAGO, Feb. 25 (UP)—Livestock

LEGAL ADVERTISEMENTS
NOTICE TO CREDITORS

WANTED—Herald stickers
WANTED—Herald stickers

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