
JAPAN PLANS CONSULTATION BEFORE REPLY TO U. S. NOTE

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## Solon S ufilifrtilis

AOMISTRATION
"To Port and Hawser's Tie No More Returning, Depart Upon Thy Endless Cruise, Old Sailor!正
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At the Churches

## At the Churches




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| Convicts Show |
| Clean Records |

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BURLIFY, 2eb. 4 (Spactal)-A



12 Burley Troops



ELKS FUNCTIONLURES THRONG
INVIBIRLSHall-soles

## TODAY WE ANHOUMCE A HEW"LOWEST PRICED"CAR HUDSON 112

## THE BIGGEST CAR THE LOWEST PRICE FIELD HAS EVER SEEN! THE SMOOTHEST RUNNING! THE STURDIEST! THE SAFEST' ONE OF THE MOST ECONOR mint memele

"Yes IP's Blggest and Beatl" Say Owners of the "Oth winter. 'To Leading Lowest Priced Carz.)


CHANEY MOTOR CO.
Twin Falle, Ids

##  <br> TELEPHONE 88

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## Streets Can Be Made Safer

Many and many a city has conducted sporadic trafice drives to try to cut down the terrible toll in
dead and wounded that automobiles are taking every dead.
And many of them wound up at the end of 1937 to find that, to their surprise and horror; the toll was
higher than it had been the year before, despite all the campaigns and viewings with alarm.
But a few other cities got a different answer, and i furnishes one of the most heartening examples of what can be done by a community that really wants to do something about the problem.
At the close of 1986 Beaumont was fourth from the top of the list of "killer" cities.
Its people Were ashamed and alarmed. They deded to do something about it
$\therefore$ At the end of 1987 , Beaumont had cut off a larger percentage of its traffic toll than any other city in the 881 to 841 . Injuries had been cut 20.9 per cent, from 254 to 201. Deaths had been cut 72.7 per cent, from 28 to six.
That is a racord of which any city might be proud, were employed; no apecial machinery or facilities used that are not equally available to any other city.
A Safety league Was organized, and 7,000 individuals afgned up. A monster parade opened the campaign,'and support was enlisted from practically every
organization in town.
Three lines of attack were launched at once, all coordinated under direction of the Safety league. The first was a giant publicity campaign in which the 100,000 piaces of printed matter were dis
sna pial 0 , mones, pletures, and postons used
In signals sions, elimingtion of traffic hazards and In gignals signs, elimination of traffic hazards, and The police oliminated ticket-fixi
ound troerice oliminated ticket-fixing, operated a
fi: None of these things is new. Most cities have tried oneor all of them. rBut where Baumont excelled was, firth in rallying axcaptional public support and fruchan, in' pressing the campaign without a let -up theough the entire year. The two-week campaign that hitevery motorist on his toes and then is forgotten had no place in the Beaumont ploture

At can be done-this job of cutting down accidents What it does take is what Beaumont gave it and what any city can give it, That is a widespread determinaup, minute until results are obtained.
Twin Falis should bear in mind what Beaumont has accomplished.

## Auto Inspections

Now Jersoy recently instituted compulsory inspection of all motor vehicles, and loud was the howl when
50 out of every 100 drivers were warned to have their outomobiles repaired with
 and were highly in
But poorly focused lights and defective brakes or or ancient jaloppies.
The Jersey. inspections revealed many cars,
course, whickrvers so old and decrepit that no amount 2 reptif work would make them safe for the high ways.
sory inspection is that the persons who complain loud est about the inconvenjence and expense arc ant to bo why something fan't being done about the alarming inorease in auto accident deaths.

## Goodby, Buffalo!




chd of varifety or something, we will have a new
and whe hla old home; Monticello, on the other
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Cht ing diappolntmant for. Hollywood when
Thazan) Walasmuiller returned to fiery Lupe


## POT SHOTS

 The Gentleman in the Third Rowoun Jebour gyant


## Wh Richet Girl in the Oforld⿹\zh26灬



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## Of Twin Falls

City \& County

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Behind the Scenes in Washington


## Movie Scrapbook



## Socisty

Miss Warner Weds
In Home Ceremony
Miss Dorothy Warner, daughter of L. A. Wamer, became
the bride of O. F. Brann, son of Mr. and Mrs. J. A. Brann, the bride of O. F. Brann, son of Mr. and Mrs. J. A
Kansas City, Jast evening at a charming wedding
at the T. F. Warner home on Eighth avenue east. Rev. G. L. Clark, pastor of
the Prebyterian church, read
the ring the ring ceremony before
members of the families and
close friends. close friends.
The bride chose for her wedding
crasenble a bloue frock with which
she NEXT MONTH
Date Ior the arnual Birthdas Mur-




 An out-ot-town guest Was Mhss
Helce Warner. Botse, sister of the
bride. DISCUSSION HELD


 PABTY PLANED
HY WOMEN'S LOD



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| returned from a -slx-month t | Hioon el her homo at a dessert |
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| Mr. and Mra, Leo Klrkmall, | During the anternoon members |
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| Kirkman, Mr, and Mrs. Delores Mc- |  |
| lire and Mr. and Mrs. Larry Boyco | ritit heallus untt. Mis. |
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## Soft-Muted Shades Are <br> Spring Fashion Feature <br> 

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| Colors were never more beautiful than this sprins, accordung to Mrs Martha Yurner, head of the ladies ready-10-wear department of theIdaho Department store, who has fust returned from her tnnual buyina trip to Nex York City. |  |
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## Mr. Farmer

## we buy beans-On Negotiable Warehouse Receipts

 issued by your warehouseman.A BONDED and LICENSED WAREHOUSE properly and profitably operated and publicly supervised is, we munity. A NEGOTIABLE WAREHOUSE RECEIPT issued by tionable display of whet
The Chas. W. Barlow Co.

## BARNARD'S IS THE BEST BET

- 24-hour automotive service
barnard's hl-octan
- PENNZOIL


## For Love of Polly

## You Bet!

 BARNARD'SIs Your Best Bet!


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Fill Ip with Gas Itere . . . Labricate with Guarmeerl Oil . . Complete Antomotive Service Night and Day for Your Sun Valley Trip!

BARNARD AUTO CO.
Chrysler
PHONE 164
Plymouth
Manoremufaimes

## APOSTOLI CLEANS OUT MIDDLEWEIGHT CLASS 14 Quintets Entered in Annual Burley Outlaw Tournament

West Coast Slugger Hands Glen Lee Beating
in Savage New York Battle

Ex-Bell-Hop Blasts No.
Challenger in Garden

| NEW YORK, Feb. 5 (U.R | -Take a telegram to J |
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| arggio ... "Xour pal Fred A | postoli licked the dayligh |
| Glen Lee in Madison Squa | Garden last night. |
| Broadcast this along figh | n's wharf and all arou |
| north beach section of San |  |
| Francisco ... "Your native |  |
| son Apostoli is coming home | 1 |
| the uncrowned middleweight champion of the world." | feat Filer |
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| NEW YORK, Feb. 5 (UPP)-Take R telegram to |  |
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## Buyer and Seller Can Always Get Together Through a Classified Ad



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## MARKETS AND FINANCE

By United PresB

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MOEYGRAEED

How U. S. Ranks in the World Armament Splash






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Thursday's God




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# NO PAPER TODAY 

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 the purpose of setting festival

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## 50 Youngsters Attend Party

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Limited Supply of IRON - FIREMAN

All New Models - 1937

## $\$ 30^{00}$

DISCOUNT THROUGHOUT
Everyone $n$ brand new machine. $19: 1$
modell. Don't lat thin opportunity pmisn to buy Iron Fireman, the orlginal home nutimatlo atoker, at thla unhenrd of low price

Only a few left at this price
Small Monthly Payments

DETWEILER BROS.

Imagine yourself a resident of a community in which all newspaper publication had been suspended. No pape to greet you, you would ago to your business or about your housework without the satisfaction of knowing the happenings of the hour. You'd be isolated from knowl edge of world events.


In Portland thousands of husbands grouched through their early meals because they missed the companionable company of their newapaper. They missed their favorite news . . . outcomes of fights . . . what the market wis doing . . . what political leadors were thinking. Local events went unheralded with only skimpy crowds in attendance . . . community enterprise came to a stand still becnuse of the lack of usual publicity.


And, in the evening, those husbands returned from bust nesyes whleh had been dull, to a home that was paper dess. Evenings wert mpent without uncual perisal of tho dey'a happenings. All thint any member of the householl could learn was the distorted facta which rampant gossip brought them . . . via the backyard fence route . . . or atrect corner converation. Portland was, for the momont, a bewildereq clly.


Yougsters and oldaters, alike, bemoaned their misking compuniens of the "funnics." No "Boots" . . . mo "Amly Gump". . . no "Alloy Oop". . . these personable members. of the daily newnpapora' famillea were lont for five louk dreary days. livery mombor of the thousunda of Portland fumilles: frit this losk, for unknowingly nil hath begun to count these characters a part of thair dnlly life,


And fimally busimess suffered untold loseses as burgatn aems. for the first of 1088 talled miserably to Traw flus ti) in lack of advertlaing. Purchasing fell to a nuw daw as housowlyph refused to vonture into downtown tores without advinoment of the varlous valuen lie. ins offored. No othor modfum would sorva tha mirjowish of nownapora for advertioling . . . and merchanta loarmed they noedell nawspapor advertiaing as much as a fromt door to thele store.

Every community is like the city of Portland in such a situation. A city without a newspaper is stunned definitely by its absence. The lifeblood of the community would stagnate in the idle melting pots of the publishing firms. Its population could not conduct its various businesses without the aid of daily newspapers.

And in such an emergency, no other mediums proved they could rise to the occasion. No other organization was capable of gathering and disseminating news . . " no other organization was prepared or capable of handling the mass of advertising merchants found necessary to their business. In short, any city, without a newspaper would be destined to the same fate as Portland: a lifeless mass of humanity, buildings and businesses.

The moral of Portland's experience is that we often take for granted the advantages offered by the big, widespread organization of newspapers. A peep into the possibilities reveals that your business, without a newspaper, would suffer . . . as would progress, public intelligence and enterprise. It proves that it is wise to read, use and appreciate your newspaper, and realize that your newspaper brings you a satisfaction and reLurn for every dollar spent in your pursuit of happiness and success in business. Your newspaper desorves your support!

## Idaho Evening Twin Falls TIMES \& NEWS

- employ over 200 persons the year 'round
- pay them over $\$ 100,000.00$ every year
- pay part-lime employćs $\$ 20,000.00$ yearly
- bring a year 'round stability in payrolls
- reach over 75,000 potential customers
- serve over 17,000 subscriber homes dally

