

Weather Forecast  
Rain tonight and Thursday. Lower temperature tonight. High yesterday 55. Low 35. Low this morning 31.

# Idaho Times

A Regional Newspaper Serving TWIN FALLS, IDAHO, WEDNESDAY, MARCH 16, 1938  
Six Irrigated Counties in Idaho

SHOCK  
A family celebration, spending from \$100 to \$200 worth of clothing, jewelry and other necessities, was being celebrated on the farm of O. A. Flint as his cover was being pulled. The remainder went dry.

VOL. XX, NO. 287-5 CENTS.

Full 8 Hour Leased Wire Telegram Service of the United Press

TWIN FALLS, IDAHO, WEDNESDAY, MARCH 16, 1938

Member of Audit Bureau of Circulation

OFFICIAL COUNTY NEWSPAPER.

# AUSTRIAN EX-PRESIDENT ARRESTED

## CYCLONIC STORMS IN MID WEST KILL 18

### CITY IN ILLINOIS COUNTS 9 KILLED AND 50 INJURED

(By United Press)  
A series of cyclonic storms in the Mississippi valley, caused by an intense low pressure area of great magnitude, killed 18 persons and injured approximately 75 Tuesday afternoon.  
Belleville, Ill., a city of 30,000 persons, was worst hit. Nine died there and 50 were hurt.  
Six persons were killed near Baskerville, Mo., including a family of three who died when a farm house was demolished. A farmer and two Negroes were killed in the same area.  
Family Killed  
Those killed near Baskerville were Lee Walker, 71; his wife, 74; a son, Bert Walker, 25; and Grady Sanderson, 25.  
A farmer's wife suffered critical injuries when her house was demolished near Farmington, Ark.  
A Negro woman was killed at Demopolis, Ala., a Negro at Mulga, Ala.; a white man at Gunterville, Ala.  
Countless Storms  
There were countless storms, ranging from mild wind disturbances to the cyclonic storm at Belleville. Twenty Negroes were injured at Demopolis, where a number of Negro shanties were demolished. Five persons, all whites, were hurt at Mulga.  
The low pressure area was believed passing today, minimizing danger of further storms.

### No War for Germany and Italy—Duce

By STEWART BROWN  
ROME, March 16 (UP)—Italy and Germany will not go to war over Austria, Premier Benito Mussolini informed the chamber of deputies today in his first statement on the European crisis.  
"The hopes of democracy, Masonic lodges and the Third International that because of Austria, Italy and Germany would come to war are simply childish," Mussolini declared.  
Describing the union of Austria and Germany as "inevitable," the premier disclosed that he had named Chancellor Kurt Schuschnigg not to hold a plebiscite because it represented an internal machine which would explode in his hand. The German march into Austria followed this plebiscite plan.  
Destined by Fate  
"What happened was destined by fate to occur," Mussolini said. Mussolini said that when he conferred with Schuschnigg in Venice in April, 1937, he told the chancellor that the Rome-Berlin axis was a fundamental part of Italian policy and that Austria must attempt an agreement with Berlin.  
Referring to foreign reports that the presence of millions of Germans on Italy's frontier would frighten Italy, Mussolini said:  
"This Italy is not easily impressed. Fifty-three nations failed to do so by sanctions. For us Fascists, all frontiers are sacred. They are not to be discussed but defended."  
Then, emphasizing that there would be no war, he said the Italian army had been tested by the Austrian events and found strong.

### OAKLEY CHAMBER ASKS IRRIGATION OF HUGE TRACT

An ambitious program which has as its goal the irrigating of approximately 100,000 acres of land between the present Oakley tract and the Twin Falls and Burley tracts, was announced here this afternoon by Charles Brown, president of the Oakley Valley Chamber of Commerce and publisher of the Oakley Herald.  
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### Hitler Reclaims His Homeland



To the country which he had left as a discouraged, penniless youth, Reichsfuehrer Adolf Hitler returned in triumph today as the new leader when he entered Austria at Linz, as pictured in the above radiophoto. Standing in his open car, grim, serious, Hitler received tumultuous welcome from his own countrymen and immediately proclaimed as fulfilled his dream of Anschluss between Austria and Germany. Thirty thousand goose-stepping Nazi troops preceded Hitler's impressive entry into Austria and the nation abandoned normal activities to proclaim its new "savior."

### Storm Troopers Put on Guard at Home of Miklas

#### Many Former Officials Are Under Arrest as Jews Flee

LONDON, March 16 (UP)—Great Britain recognizes the German annexation of Austria because it is an accomplished fact and the only way to prevent it would be to go to war, Viscount Halifax, foreign secretary, told the house of lords tonight in a realistic statement on foreign policy.  
By ROBERT H. BEST  
VIENNA, March 16 (UP)—Nazi storm troopers arrested many prominent Jews and former government officials today, including ex-president Wilhelm Miklas. Hundreds of Jews sought to flee the country.  
The United Press learned of the arrest of Miklas when a correspondent called at the palace and found two troopers guarding the main doorway, two others at the side entrance and the courtyard filled with SS men, German soldiers and Vienna police.  
Many chancellors especially the Polish, Rumanian and Hungarian, were besieged by hundreds of Jews attempting to obtain visas to return to the countries of their origin. The Hungarian consulate summoned special aid from Budapest and was working 12 hours daily.  
Jews Arrested  
Those arrested included Louis Rothschild, who was taken into custody upon orders of the banking police and four, arrested for taking Jewish owners of a major Vienna department store who immigrated to Austria after the war.  
The Austrian government has announced that it will not issue visas to Jews.  
FEMA's threat to strengthen protection of Spanish border by withdrawal of Spanish troops, Spanish loyalist regiments have received artillery and other aid from "free" power; "chain nationalities" left toward Catalonia halted.  
VIENNA—German Vice Chancellor Emil Fey and other anti-Nazi comm. led; drive against Jews continues.  
BREMEN, Netherlands—Army maneuvers held near German border.

### Europe's Crisis At a Glance

(By United Press)  
Highlights of the European crisis today:  
ROME—Mussolini says Austro-German union is inevitable; Italy won't fight over it. Officials deny German troops are passing through Italy en route to Spain.  
BERLIN—Hitler returns after triumph in Austria; new and momentous decisions may be in offing.  
LONDON—Reliable sources estimate 120,000 German troops and at least 75 planes in Austria, Czechoslovakia and other countries.  
PARIS—French strengthens protection of Spanish border by withdrawal of Spanish troops; Spanish loyalist regiments have received artillery and other aid from "free" power; "chain nationalities" left toward Catalonia halted.  
VIENNA—German Vice Chancellor Emil Fey and other anti-Nazi comm. led; drive against Jews continues.  
BREMEN, Netherlands—Army maneuvers held near German border.  
WHITNEY ADMITS THEFT OF BONDS  
NEW YORK, March 16 (UP)—Richard Whitney, former president of the New York stock exchange, pleaded guilty today to a second indictment, this one charging that he stole \$109,000 in bonds from the New York Yacht Club, of which he was treasurer.  
Whitney, who pleaded guilty Monday to larceny of a \$100,000 family trust fund, will be sentenced on both charges March 22. He faces a possible maximum sentence of 10 to 30 years in prison unless the two separate grand larceny indictments are consolidated.  
Used Car Week Sales Reach 175,000 Mark  
DETROIT, March 16 (UP)—Automotive Daily News estimated today that 175,000 used cars valued at \$50,000,000 were sold in the used car week drive which ended last Saturday.  
Sales were from two and a half to three times above normal, the publication said, and in some instances as great that shortages of cars was reported. It was estimated that the drive reduced dealer inventories by approximately 60,000 units.  
Suicide Series Follows Nazi Austrian Invasion  
VIENNA, March 16 (UP)—Major Emil Fey, a former leader of the Austrian anti-Nazi Heimwehr, killed his wife and their 19-year-old son today and then shot himself, climaxing a series of suicides of prominent Austrians in the current upheaval.  
Other tragedies included the self-destruction of Friedrich Heitlinger, prominent industrialist in the Tyrol, who persuaded his daughter, Jane, to shoot him and then kill herself. Heitlinger had been a leading supporter of the Heimwehr.  
Dr. Gustav Bayer, professor of medicine, and his daughter, Helga, killed themselves at Innsbruck by

### TROOPS ON GUARD IN TORNADO AREA

BELLEVILLE, Ill., March 16 (UP)—Federal troops and state police patrolled a mile-long patch of desolation today where a tornado killed nine persons, injured 50, and destroyed property worth approximately \$500,000.  
While the tornado was ripping through Belleville and environs late yesterday, other wind storms, some of tremendous force, were ripping at cities and towns in Missouri, Arkansas, Tennessee, Mississippi, Arkansas, Kentucky, Iowa and Indiana. In all, including the Belleville dead, 17 persons were killed.  
Fear for 25  
But the Belleville tornado was by far the worst and it was feared that some of the 25 critically injured would die.  
The black funnel roared in from the southwest and cut a path from two to three blocks through a residential section. At least 100 dwellings were demolished.  
The dead: Joseph Roesch, former president of the Belleville Engraving company; Miss Jane Smith, 70; Albert Weaver, 68-year-old retired farmer; a woman, a nurse; Frank Maty, sick, filling station operator of Belleville; George Krug, Belleville; Charles Johnson, 18 months old; and a child in his grandmother's arms as they huddled in the basement of their home; Mrs. Rover (Continued on Page 2, Column 1)

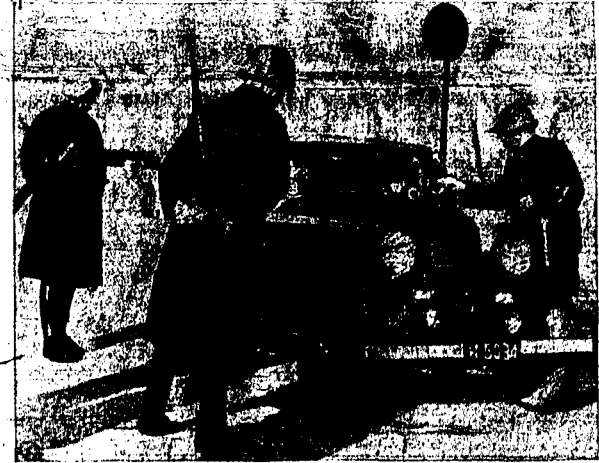
### Late FEASIBLES

PROBATE DENIED WILL  
POCAHONTO, Mo., March 16 (UP)—The will of Mrs. Jermia B. Williams, 50-year-old retail worker who died with a fortune in old greenbacks buried in the basement of her home, was denied probate today.  
TROOP MOVEMENT DENIED  
LONDON, March 16 (UP)—The German embassy today denied a report from the Spanish embassy which said that the Spanish foreign office had definite information that 20,000 German storm troops were en route to Spain to aid nationalist forces.

### CROP PLAN HITS DRASTIC CHANGE

Drastic changes in the 1938 federal soil program, have made the set-up of a special crop program than that of the regular conservation system, County Agent Harvey S. Hale said here this afternoon in announcing a series of county explanatory meetings for farmers.  
Because the 1938 changes will require detailed explanation, seven meetings will be held from March 17 through March 23, next Wednesday. Dates set by the directors of the county soil conservation association are:  
March 17—Murfreesboro 1:30 p. m., high school; Kimberly 6 p. m., high school.  
March 18—Twin Falls 8 p. m., high school.  
March 19—Castelford 6 p. m., high school.  
March 21—Buhl 6 p. m., high school.  
March 22—Filer 8 p. m., fair grounds.  
March 23—Hollister 6 p. m., high school.  
Call for the educational materials came after a gathering of southern Idaho county agents at Jerome yesterday, where regional AAA representatives outlined the changes in 1938 contracts.  
Mr. Niven's latest picture, "Dinner at the Ritz." He will be here for an indefinite stay.

### and Political Refugees Flee



Refugees from Nazi rule swarmed over the borders of Austria when their country became a "land of the German Reich. In the radiophoto above, one of the scores of cars that carried thousands of fleeing Austrians to sanctuary in Switzerland is shown being checked by Swiss soldiers at the frontier town of St. Margrethen, near Lake Constance.

### HEART CASE

A thousand little attentions passed between suave Hilda Thorvald and Dr. Mark Rogers. Connie watched them growling and the doctor's face light up, how he changed, whenever he was with Hilda. Yet no one, even Connie, was prepared for what finally happened. Nor will you be. Watch for this amazing story, a serial

### LOVE LAUGHS AT THE DOCTOR



### Oddities

(AGIE)  
CHICAGO, March 16 (UP)—Edna Whitney Hooper, sometimes known as the eternal flapper, revealed her age while testifying in federal court but as far as the judge was concerned it was still a secret today.  
An attorney queried her about her age while she was testifying in a suit against her former firm for \$250,000 she says they owe her for advertising their products.  
"I won't tell," said Edna, "but I'll write it down for the judge."  
She wrote it on a plain paper and handed it to Judge Frank T. Stone. He raised an eyebrow and decided not to enter it into the record. An inquisitive court stenographer peered over his shoulder. Edna is 64.  
IRISH  
NEW YORK, March 16 (UP)—The Irish will march to Irish tunes in the annual St. Patrick's day parade tomorrow. English and even songs which "wor of them" will be banned. John J. Sheahan, chairman of the parade committee, said the order was inspired by the singer at other St. Patrick's day parades when bands often marched up Fifth avenue without sounding a single Irish tune.

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A thousand little attentions passed between suave Hilda Thorvald and Dr. Mark Rogers. Connie watched them growling and the doctor's face light up, how he changed, whenever he was with Hilda. Yet no one, even Connie, was prepared for what finally happened. Nor will you be. Watch for this amazing story, a serial  
LOVE LAUGHS AT THE DOCTOR  
Beginning  
Today

### Record List of Windows In "Theme Song" Contest

#### Displays Will be Opened To Public Thursday Night

The largest number of windows ever entered in a Spring Opening Thursday night, "The theme song" contest, was announced by Chairman Charles Shirley of the merchants' bureau announced this afternoon as final plans were completed for the opening.  
Sixty-three downtown firms will take part when the windows are unveiled at 7:30 p. m., Thursday. Several concerns entering from two to four windows each, a total of 78 displays will await the crowds of shop patrons who will try to get the best in each street.  
Each of the windows marked with official cards will be framed to old-time. Competitors who pick the largest number of songs correctly will share in the prize money, with \$25 set as first award. Banks will be set up in the Chamber of Commerce offices by 5 p. m. Saturday and winners will be announced at 6 o'clock headquarters at 3 p. m. Monday.  
16 Automotive Firms  
Added to the 63 concerns participating in the theme song contest will be 16 automotive and accessory companies who are joining in the auto parade and auto show phase of spring opening. Fourteen of these

will enter vehicles in the big parade scheduled for 7:30 p. m., Thursday. The parade will start at the intersection of the outdoor auto show in the "theater" block on Main avenue after the parade.  
Negotiations for a band to perform in the auto parade were being carried on this afternoon by Mr. Shirley.  
Police cooperation in the parade was announced by Ted Davis and Harry Halseh, parade co-chairmen, calls for diversion of traffic from the parade route during the time from 7:30 to 8:30 p. m., Thursday, and for limitation of parking from 3:30 p. m. onward in the Main avenue block which will contain the outdoor auto show.  
Here is List  
Mercantile firms participating in the theme song contest are: O. O. Anderson, Montgomery, Ames, Prook (Continued on Page 2, Column 1)

### GERMAN TROOPS MASS IN AUSTRIA

LONDON, March 16 (UP)—Reliable sources here estimated today that 120,000 German troops are massed in Austria and at least 370 of the most modern airplanes, as well as heavy forces of tanks and motorized equipment.  
"The same sources said all roads leading to Vienna from the west that lead from Bavaria were jammed."  
Informed sources here would hazard no guess as to the reason for the movement. It was pointed out, however, that troops en route to Italy via the Brenner pass scarcely would go by way of Vienna.  
Official circles here were preoccupied with charting Britain's course toward the continental crisis.

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### SOLON BATTLES REORGANIZATION

WASHINGTON, March 16 (UP)—Sen. Hiram W. Johnson, R. Calif., brought to a climax a coalition of conservative Republicans in the Senate today with a motion picture to take back the powers it has surrendered to the executive branch.  
High point of the debate of the reorganization bill came while the house continued debate on the billion dollar naval expansion measure and the senate rail finance group considered measures to rehabilitate railroads. Meanwhile the tax revisor bill remained under study by a senate committee with public hearings scheduled to start early next week. Sen. Tom Connally, D-Ill., introduced a bill to limit the committee for the first time since his return from Texas, said that he did not favor complete repeal of the undistributed profits tax.



# JEWES FLEE AUSTRIA; NAZIS OPEN ANTI-SEMITIC DRIVE

## MANY ATTEMPT TO BREAK AWAY MINUS PASSPORT

LONDON, March 16 (UP)—Thousands of Austrian Jews are seeking to cross the frontier into Czechoslovakia, many without passports, reports which reached London said today.

Informants said that among Jews arrested by Nazi storm troops at the frontier were Siegmund Bossel, Vienna financier, and Karl Bondy, newspaper publisher of Vienna. In Bossel's motor car, it was asserted the Nazis found \$70,000 worth of jewelry and in Bondy's clothes they found a large amount of money, sewn between cloth and lining.

### Watch Frontiers

It was said that Nazis were watching the frontier closely.

Bossel made great sums during the world war. Bondy published anti-Nazi newspapers, and the Nazis as soon as they got control, confiscated his papers, and publishing them with a swastika cross in the title, embarked on a bitter anti-Semitic campaign.

Several thousand abandoned automobiles have been found on the frontier and it was reported that authorities had confiscated several millions of shellings found on Jews trying to escape. (A shell is quoted at 10 cents).

### Near Frontier

Vienna is only about 20 miles from the frontier, and many of the Jews were Viennese.

It was asserted that Jews in the Bratislava frontier region of Czechoslovakia were aiding Austrian Jews across the border, but that in some instances the refugees had to pay high prices for help.

### Man Leaves County On Drunk Sentence

BURLEY, March 16 (Special)—Tom Conklin entered a plea of guilty Monday to charges of disturbing the peace while under the influence of intoxicants. He was sentenced to six months in the county jail but the sentence was suspended for six months, pending good behavior. Conklin was further ordered to leave the county.

### Burley Woman Files Non-Support Suit

BURLEY, March 16 (Special)—Edna Hall filed suit for divorce against John Hall last week, giving non-support as grounds for the separation. She asks for the custody of the minor child. There is no community property.

Send for new 1938 catalog. Kimberly Nurseries, Kimberly, Idaho.

## United Press Keeps Wire to Vienna Open

NEW YORK, March 16 (UP)—To insure speedy service for American newspaper readers on the historic speech at Vienna in which Adolf Hitler proclaimed Austria as part of the German reich, the United Press maintained open telephone lines into London from both Vienna and Berlin.

In Vienna, a special telephone was installed in a room overlooking the Heroes' square, so that Robert H. Best of the United Press could dictate a running account of the ceremony and Hitler's speech.

In Berlin, the open telephone was beside a radio which was broadcasting Hitler's speech, as a precaution in event the Vienna connection was broken.

The result was almost lightning-like service, with men in the United Press London bureau catching the speech to New York as rapidly as the Vienna man dictated it.

## DEATH SUMMONS NORTHSIDE MAN

WENDELL, March 16 (Special)—Funeral services will be held Friday at 2:30 p. m. in the Methodist church for William M. Seitz, 73, pioneer dairy and truck farm operator who died yesterday at St. Valentine's hospital after being treated there several weeks.

Rev. Carl Davidson will officiate, assisted by Rev. N. Ralph Smith. Interment will be in Wendell cemetery.

He was born in Easton, Pa., March 24, 1865, a son of John A. Seitz and Sara Odenwelder Seitz, where he spent his youth and later entered the commercial advertising field. Twenty-seven years ago he came to the Wendell country and developed a fruit and truck farm that has since been his home.

Little was known here of his private life. He had been married but was divorced 43 years ago. One grandson, living in the east, survives.

Known survivors are a brother, Frank Earl Seitz, 51 East 90th St., New York City, and three unmarried sisters who live at 718 Porter St., Easton, Pennsylvania, one married sister of Greenville, Pa.

The body was prepared for burial at the Thompson mortuary in Gooding, pending word from his sisters as to funeral arrangements.

As of January 1, 1938, there were 17,881 pilots and 9,152 aircraft holding active department of commerce certificates. Of certificates held by pilots, 631 were held by amateurs.

## C. OF I. STUDENTS IN ALBION MEET

CALDWELL, March 16 (Special)—The Idaho-Oregon speech conference will take place March 17, 18 and 19 at Albion Normal school. Colleges from all over this part of the country will be represented in forensics and dramatics competition.

Several dramatic entries will represent the College of Idaho in that contest. A Pierrot fantasy will be entered in the play section. The characters are to be portrayed by the following students: Panchiello, Don Williams of Caldwell; Pedro, James Brier of Boise; Camilla, Dorothy Parkhurst of Caldwell; and Pierrot, Norman Boring of Buhl. Don Williams will also present a dramatic reading entitled "My Son." A humorous reading on how to be popular with women will be presented by Eleanor White of New Plymouth. "Silence," a poem, will feature Norman Boring.

The Pi Kappa Delta question on compulsory arbitration of the national labor relations act in all industrial disputes will be debated at Albion. Four teams will be accompanied by Dr. H. H. Hayman, Greenleaf of Caldwell and Robert Smith of Cresco, Iowa; Bill Young, Parma, and William Kyle, Monmouth, Ill., and Clarence Sapp of Nampa and Hugh William of Caldwell. Greenfield will enter the extemporaneous contest.

## TWIN FALLS BOY, GIRL SEEK POSTS

POCATELLO, Ida., March 16 (Special)—Although interest lagged in the nominating assembly last week, petitions have run the total number of aspirants for student body offices at the University of Idaho, southern branch, up to 17. Elections will be held Thursday.

Nominated for president are: Dean Anderson, Walla Walla; Hugh Lyon, Boise, and Earl Ebersole, Filor, Vice-president; Jack Ramsay, Filer; Ralph Daniels, Malad, and Elaine Steele, Pocatello; Secretary: Mildred Carter, Boise; Lucile Johnson, Hazelton, and George Randall, Idaho Falls; Treasurer: Bob Moxey, Idaho Falls, and Glenn Harward, Blackfoot. Men's representative: John Wells, Twin Falls; Byron Cosgrove, Pocatello, and Don Butler, Pocatello; Women's representative: Norman Stayner, Twin Falls; Barbara Baldwin, Pocatello, and Julia Titus, Pocatello.

## Rupert Services Honor Resident

RUPERT, March 16 (Special)—Funeral services for James Grant Cunningham, who died Monday at his home near Rupert, were held in the chapel of the Goodman mortuary Tuesday. Rev. George C. Roseberry, pastor of the Methodist Episcopal church, conducted the ceremony.

Music for the occasion was furnished by a male quartet composed of Ross Woolford, Lynn V. Carpenter, A. E. Johnson and George Brock with Mrs. W. D. Boydston at the piano.

Following the rites here the body was taken to Beatrice, Neb., by Mr. Cunningham's only daughter, Mrs. Fuller Fenton, and her husband, with whom Mr. Cunningham had made his home for several years. En route they will be joined by Mrs. Fenton's three brothers, Frank Cunningham of Binkelman, Neb., and Edgar and Charles Cunningham of Elsie, Neb., who will go on to Beatrice where simple graveside services will be conducted and where Mr. Cunningham will be laid to rest beside his wife, who died in 1923.

## OPERETTA TICKET SALE UNDERWAY

Tickets for the Junior high school operetta, "The Tenders," to be presented by Junior high school chorus students on March 25, went on sale at the school today.

Sale of reserved seats from the ticket board to senior and Junior high school pupils will begin Monday. Miss Helen Grant in charge of ticket sales announced.

## Evangelist Dies

RUPERT, March 16 (Special)—News of the death of Clifford Cole in a Des Moines hospital, Feb. 26, from double pneumonia has just reached Rupert friends. He was a member of the Cole Evangelical company, Des Moines, which held two reunions in Rupert; one last November and one 10 years ago. He is survived by his wife, Mrs. Anita Cole, and by his parents, Mr. and Mrs. W. C. Cole.

## EDEN MASONS CONVENE

EDEN, March 16 (Special)—The Eden Masonic lodge No. 74, A. F. & A. M., held a Past Masters night at the I. O. O. F. hall March 10. Past Master O. E. Montgomery had charge and other past masters in other offices conferred the third degree. The lecture was delivered by Past Master C. P. Smith, Jerome, after which a lunch was served to the 30 guests who were present.

## DRAMA STUDENTS OFFER ASSEMBLY

Assembly for senior high school students, will be presented this week by dramatic students of Miss Florence Rice. A group of six speech students will appear in a one-act fantasy which pictures as its theme the exchange of one literary for another.

The assembly presentation will climax a week of appearance in the offering. The same performance will be given on Wednesday evening to the Lincoln P. T. A. and to the L. D. S. ladies on Thursday.

Those appearing in the fantasy are: Paul Thornburg, Wayne Angus, Martha Asbury, Virginia Kettin, Harriet Staabury, and Bert Sweet.

## REPEAT

Members of the Junior high school orchestra under the direction of J. T. Bainbridge presented the weekly broadcast from the school.

The orchestra played a repeat performance today at technical difficulties in the sales from the high school to KTFI did not carry the broadcast as it was presented last week.

READ THE TIMES WANT ADS.

## Accommodations Asked by P. T. A.

The housing committee for the Parent-Teacher association has appealed to the city for accommodations for delegates who will attend the three-day state convention here March 21, April 1 and 2. No meals are necessary but delegates will be here three nights.

Those who wish to donate rooms are asked to get in touch with the committee which includes Mrs. Lionel Dean, chairman; Mrs. Arthur Bookwitz, Mrs. William Walter, Mrs. Harry Ball, Mrs. Raymond Graves, Mrs. W. D. Lawrence, Mrs. W. L. Hayward, Mrs. O. G. McRill and Mrs. J. M. Pahan.

## DECREASE NOTED IN USE OF WOOL

WASHINGTON, March 16 (UP)—The commerce department announced today that raw wool consumption in the United States in 1937 totaled 353,300,000 pounds, a decrease of approximately 30,000,000 pounds from the previous year.

Of the total 247,100,000 pounds was consumed in the manufacture of apparel.

The remainder, 105,200,000 pounds, was utilized by carpet manufacturers.

## JUNIOR HI ROOMS RECEIVE BANNERS

Banners for the past six weeks period were presented to home rooms at the Junior high school tumbling assembly today.

Scholarship and punctuality banners were awarded to students in 97 with Miss Dorothy Evans as home room teacher and to pupils in 110 for citizenship and attendance. Harley B. Smith is teacher in 110.

Red division on the general average took the thermometer points as the whites broke even adding a point each for attendance and punctuality.

Tom Carney presided at the assembly during the awarding of banners and then turned matters over to Coach Larry Lundin, who presented a squad of 25 to 30 tumblers in an exhibition.

## BURLEY FAIR WEDS

BURLEY, March 16 (Special)—Miss Viola Fern Hamilton of Burley and Raymond Elmo Sherwood of Coeur d'Alene were married Saturday by Judge Henry W. Tucker of the probate court.

## SCREEN OFFERINGS

ORPHEUM  
Wed. through Sat.—"Gold is Where You Find It," filmed in Technicolor.

IDAHO  
Wed., Thurs.—"Captains Courageous," Spencer Tracy.  
Fri., Sat.—"The Cherokee Strip," Dick Folan.

ROXY  
Wed., Thurs.—"Crashing Holywood," Lee Tracy.  
Fri., Sat.—"Old Wyoming Trail," Charles Starling.

## Roller Skating New

POCATELLO, March 16 (Special)—Roller skates are being adopted by off-campus students at the University of Idaho, southern branch, as a unique method of transportation and, according to those who have used them, the results are gratifying.

Promoters of the new fad are Della Robinson and Ethura Wilker, Grace, Ruth Babcock, Nampa; Louise Mathews, Connie Hansen and Leona Hanson, Shelly; Daley Dean Thomas, Twin Falls; Norma Biggs, Jerome; and Norma Christensen, Blackfoot.

### A POINTER FROM THE SETTER

The Irish Setter hunts with care; He points—and never moves a hair; And here's a point for you, good friends: You'll like the taste of CALVERT blends!

CALL FOR CALVERT'S WHISKIES

CALVERT'S "RESERVE" QUANT No. 181 FINE No. 182  
CALVERT'S "SPECIAL" QUANT No. 183 FINE No. 280

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### for a CAREER IN BEAUTY

Here is the highest paid profession open to the modern woman. A new class is being organized right now... JOIN... prepare yourself for an enviable career in beauty.

IMPORTANT... The State Board of examiners will meet on March 21 to consider new applications for licenses. If you enroll NOW, the board will act on YOUR application. Investigate this low cost opportunity to become a professional BEAUTY OPERATOR.

TERMS TO SUIT  
Phone, Call or Write For Full Particulars

### Beauty Arts Academy

135 West Main Twin Falls, Idaho

# LOOK AT THIS FOR COLD-MAKING

## AND ECONOMY!

### 162 BIG ICE CUBES FOR 1¢

At Local Electric Rates AND THAT'S JUST A SAMPLE OF KELVINATOR'S LOW-COST OPERATION!

Faster freezing... surer protection... more ice at low cost... in Kelvinator, the Champion Ice-Maker

AND THAT'S JUST A SAMPLE OF THE low-cost operation of the new Kelvinator, the Champion Ice-Maker, with its new "POLAR POWER" Sealed Unit. Enough reserve cold-making for FIVE refrigerators its size. . . Can make cold, as you need it, equal to 1,050 pounds of ice a week! . . . Frezes more ice, holds more food, saves more money. . . Buy it for only a few cents a day! . . . Why wait? . . . Come in now, see this cold-making marvel, and arrange to have it delivered to your home at once!

ONLY A FEW CENTS A DAY WILL BUY A Kelvinator

See Kelvinator's amazing SPEEDY-CUBE Release. Easy way to get ice cubes. Lift a lever... out they come!

DON'T DELAY! THE CHAMPION ICE-MAKER

## Golden Rule

C. C. Anderson Co.

Telephone No. 196 Twin Falls, Idaho

# Jupiter has Eight Moons

Always under control, Jupiter keeps them traveling in perfect harmony.

A skillful brewer follows Jupiter's example, because without precise control and harmony no beer reaches perfection. Sprouting barley... seasoning malt... mashing and straining... cooking with hops... fermenting and ageing—all these complicated operations in the Home of BUDWEISER are controlled 24 hours a day by the laboratory. That is why BUDWEISER is known as a laboratory controlled product even though brewed on a mammoth scale. Every sip pure, delicious, healthful and satisfying.

AS YOU LIKE IT In Bottles In Cans

NOTE FOR HOUSEWIVES: A glass of cold BUDWEISER is always a thoughtful compliment to a husband—especially in the evening. Has he ever expected it when there was none in the icebox? Check up on your supply. Keep a carton on hand—and several bottles or cans of BUDWEISER chilled and ready for instant serving... as unexpected as well as regular occasions.

ANHEUSER-BUSCH • ST. LOUIS

Order a carton for your home NO DEPOSIT REQUIRED

MAKE THIS TEST! DRINK Budweiser FOR FIVE DAYS ON THE SIXTH DAY TRY TO DRINK A SWEET BEER. YOU WILL WANT Budweiser'S FLAVOR THEREAFTER.

ANHEUSER-BUSCH Budweiser EVERYWHERE



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**NATIONAL REPRESENTATIVES**  
WEST-HOLLIDAY CO., INC.  
Mills Tower, 220 Bush Street, San Francisco, Calif.

**POT SHOTS**

WITH  
**The Gentleman in the Third Row**



**AH, FATHERS, BE KIND TO YOUR EXEMPTIONS!**

Dear Pot: The time I've fringed walking the floor with the baby last year.

But then came income tax time—and baby stopped being baby and became an EXEMPTION.

So all you papas who want to walk the floor at night, just remember it's not the baby who's making you work on it, it's the well-earned exemption come tax time.

That is, I mean, if the tax boys don't get the idea to stop making personal property tax on babies, or maybe make us buy a license to hang on them.

—Don Herald

**MORE REMINISCENCES OF OLD MISSOURI**

**Twin Trips**  
Idaho, March, '38

Years ago back in old Missouri, this was about the time of the year when we used to have to take a couple of molasses and sulphur for the spring check up, as though that bag of assafetida wasn't enough to clean out the house, that along with the goose grease was used to grease the throat. Well, anyway, one thing about those greases we didn't have to polish the neck for a couple of weeks, that was one help, but oh boy, when the time did come for the removal of the ring around the neck, that was a real job, and wood shaves, why that would take the feathers off a duster!

Get, my neck looked like old iron. Polished, polished.

Remember that old dog skin coat that used to, when rained on, have such a sweet odor, and when hung beside the stove, had the smoky chimney, that wasn't any robbled. Between that and the lamp with the glass that was used to reach the coal oil. It was rather foggy of a night, when it would start sputtering and keep on the neck, that was a real job, and wood shaves, why that would take the feathers off a duster!

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**LOVE LAUGHS AT THE DOCTOR**

CHAPTER I  
WHEN Derek's note came that morning, Constance stood for a moment, holding it unopened in caressing fingers, her eyes on the bleak, frozen desolation of the little park across the street.

She thought of the little park. Having it there, framed by her front windows, lent an illusion of spaciousness to her cozy chintz-lined apartment.

Only last night she and Derek had eaten supper at the table by the window. There has been a golden souffle, asparagus, a salad, but Derek's little honey, usually cheese Derek liked so much, and a very special bottle of wine. And there had been yellow rojas on the table and blue candles of the silver candlesticks her fellow workers at the Art Museum had sent her for a wedding present.

The candlesticks had come while she was setting the table; and Derek had insisted on using them at once. "After all," he had said, "we wait for the day after tomorrow, anyhow."

Before supper Constance had shown him some of the new clothes she had bought. They had smoke-blue satin dinner dress just the shade of her eyes; the velvet that wasn't brown or rust or burnt orange, but had a touch of each; three—"I must point you in that," Derek had said. Then there were the white knitted suit with the blue scarf, the thoughtless gray coat with the swirl of fur about the hem, and the saucy red with a bag to match. "And, of course, the gay, polka-dot garden smocks—" To wear while cleaning your brushes for you, darling."

"She had not told him how much money his garments meant to her. Into all his savings except the ten-dollar gold coin she had tucked away in the purse she was to carry."

"The prospect of life with Derek had demanded a gesture of reckless lavishness. And Derek liked her to look smart. He was meticulous about his own appearance. "It helps with the right kind of people, darling," he explained. "And it's people who buy pictures."

Constance found herself vaguely bewildered by this philosophy. She had supposed that people bought pictures because they liked them. But now she saw the whole connection with Derek had been a bewildering, breath-taking experience. Since they had been engaged, she had had a certain morning with an excited feeling that she was the heroine of some strange and beautiful tale of enchantment.

"SHE had first seen Derek Manning over a year ago at the opening night of the International Exhibit—his name, Honorable Mention that year—and she had thought that of all the artists present, he was the only one who really looked the role—tall, dark, and with a certain air of mystery."

"It was the next morning that she had looked up to see him standing by the desk in the American section, and she had noticed where she presided. He began without taking his eyes from a list he held in his hand, "I wonder if you would care to see my work?"

Then he looked at her, and the pupils of his eyes widened in their singularly clear, transparent irises as she came to know so well.

"Merciful Heavens!" he exploded softly. "Now why, I wonder, hasn't some one told you not to disfigure your work with particularly poisonous shade of green?"

"The look he bent upon the bit of blue she held in her hand, black frock held such active dislike that Constance barely managed to keep her hand from flying precipitately to the scarf. After an outraged heart-beat, however, she said in a voice which she managed to keep level and quietly amused:

"Perhaps because no one who knows me well enough would be guilty of such an impertinence. "My dear girl," he said shortly, "don't talk nonsense. It's no impertinence to hate seeing beauty outraged."

He moved abruptly away; but half way to the door he turned to call softly over his shoulder with one of his sudden flashing smiles. "And I'm not talking about the scarf, either."

Constance spent her idle moments that morning devising silly, devastating phrases with which to slay him if he dared to come back. But when she looked up from her work that afternoon to find him smiling down at her, she smiled back in spite of herself. His hands were hidden behind him.

"Which one will you take?" he challenged her.

"Constance said—again in spite of herself—"The right."

**ELINORE COWAN STONE**

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**Behind the Scenes in Washington**

By RODNEY DUTCHER  
Evening Times Washington Correspondent

WASHINGTON, March 16—The Jolly old British, although badly scared by the situation in Europe, still keep grabbing off the tiny Pacific islands of Canton and Enderbury, even though the British had beat them to it.

That, at least, was the feeling of American officials who decided that they would use only the tiny Pacific islands of Canton and Enderbury, even though the British had beat them to it.

The British occupy only a few islands in this section of the Pacific that their occupation of Canton was somewhat annoying to the state department, which under circumstances were to precede any colonization.

During the months since that first meeting Constance had found that Derek was not always a gay, irresponsible boy, any more than he was always arrogant and cocksure. She learned that he had moods of deepest depression, when he doubted himself and disparaged every stroke of his brush. . . . At such times he clung to her for reassurance. . . . At such times she loved him more than she could have believed it possible to love.

"She came to know, too, that money meant a great deal to Derek. . . . She began to realize how much him Ernest Thorvald approached him tentatively about the portrait of his daughter, the young girl."

Ernest Thorvald was the owner of a California ranch as big, Derek told her, as some European kingdoms, on which he lived like a feudal baron. . . . The pupils of Derek's eyes had been very wide and black as he told Constance about his meeting with "Baron Gravel" as he called him.

"If I can land this commission, Connie," he said, "it will give me so much publicity that I'll be able to do anything I want to do. My face darkened. "If only the girl hasn't a matter or a harelip."

As the quatter hung fire, Derek had grown restless and irritable. Then last evening, just two days before their approaching wedding, he had rushed in excited as a schoolboy, with the news that Mr. Thorvald was coming today to the studio to look at some more of his work. Constance must not mind if he did not hear from him until late in the evening.

It was very morning, and here was a note from Derek. Constance opened the envelope, a tender little smile on her lips. When she had read it through, she glanced unbelievably at the signature and read it through carefully, painfully again when she stood for a long time motionless, staring dry-eyed across the bleak little park outside—no more life in the thin sunshine than the frozen smile that still lingered purely on her lips.

(To Be Continued)

**SONNY JIM FOR GOVERNOR.**  
The "draft Jimmy" movement in Massachusetts is being taken seriously in Washington, where James Roosevelt works as one of the father's secretaries. The president's son once said definitely that he would not run for governor in Bay State, but recently has failed to discourage efforts to get him into the race.

Some astute politicians are sure "Sonny Jim" could be elected, if he got the Democratic nomination.

**OPPEIUM**  
L. G. B. UNIT 2 P. M.  
L. G. B. UNIT 2 P. M.  
L. G. B. UNIT 2 P. M.

**GOLD IS WHERE YOU FIND IT**

**CALIFORNIA WINES**  
Solarized on La Boheme

**ROMA WINE COMPANY, INC.**  
LODI, CALIFORNIA

**IDAHO 13**  
TODAY AND TOMORROW!  
Don't Open 1:30 - Continuous

**CAPTAINS COURAGEOUS**  
STARTS FRIDAY!  
THE FORAN "CHOCOLATE STRIP"

**Solving the Parking Problem**

Ask the average American what he is looking for in this life and chances are he will answer "a parking space." Traffic congestion and parking are problems that concern the small town just about as much as the large city.

For that reason New York City's decision to make permanent the ban on parking on 10 midtown streets is of interest to many people.

The "express streets" had been on trial in New York since Jan. 3. Police liked the idea. So did motorists. The parking ban will soon be tried on 10 additional streets. Other metropolitan centers can now be expected to follow New York's lead. In doing so they will finally give ear to advice which traffic experts have been passing out for some time.

And that advice is that the only real solution to the problems of congestion and parking lies in, first, elimination of parking on all but the widest and least traveled of city streets and, second, provision for off-street areas to accommodate not only the cars usually parked on the streets but also the even greater number of cars people are driving around the block in the vain hope that they will find a place to leave them.

The experts believe further that city planning should provide for conversion of low value real estate into parking space.

Down in Argentina, the forward-looking city of Buenos Aires is showing the way to a motorists' Utopia by constructing the world's widest street — with subways beneath it to provide parking space for 8000 cars. This plan appeases the honest objection of merchants who say that elimination of street parking also eliminates a part of their business.

Parking is the prime causative factor in traffic congestion.

Consider a 100-yard parking on a busy artery. Only 30 cars can park in 100 yards; that would be 36 cars on both sides of the street. But the pavement left for moving cars may serve more than 2000 an hour.

Thus a few parked cars clog the street and slow up traffic for many times that number of moving cars.

New York has taken the first step toward a sensible solution of what are probably America's most universally irritating problems, parking and traffic. Simply stated the one practical course seems to be: Provide adequate off-street space—and then get the parked cars off the busy streets.

When that is done life will be a lot more pleasant for a lot of people. Saturday night on Main avenue in Twin Falls, for instance, would be no more of a driver's nightmare than would 5 o'clock in the afternoon on 33d street in New York City.

**Denouement**

You can take this series of events for whatever you think it's worth:

Dec. 18, 1937—Mrs. Irene Kite uses an ax to smash seven slot machines in Alton, Ill.

Feb. 1, 1938—Mrs. Kite smashes a slot machine in Edwardsville, Ill. (county seat), and later is jailed after warrants are issued against her charging peace disturbance and destruction of personal property.

Feb. 13—Fifteen Alton ministers read from their pulpits at Sunday services a resolution praising Mrs. Kite's work, criticizing county officials for sending her to jail and stating that they will support her "every procedure."

Feb. 14—Mrs. Kite expresses gratification over the ministers' support and reiterates an earlier statement that she started her campaign because her husband Daniel was not allowed to operate a dice game while other gamblers and "members of a syndicate" were un molested.

March 8—Mrs. Kite is jailed again on a warrant charging her as an accessory in an extortion plot. With her husband and two other men she is charged with obtaining \$300 from a postal clerk.

Printers and linotypers are reported ready to believe that withdrawal from the A. F. of L. would be a typographical error.

WPA called off a scheduled art class with semi-modern models—afraid the public would misunderstand the bare facts of government.

When Hoover visited Hitler, the two men may have commiserated over America's failure to understand.

Prime Minister Chamberlain asks the British press to be nice to Germany during new negotiations. It's not a question of the pen and the sword today, but of the typewriter and the machine gun.

**HISTORY OF Twin Falls City & County**

As Gleaned from Files of The Times

**15 YEARS AGO**  
MARCH 10, 1923

"I think the community and the window shopping celebration was a splendid affair and that the appreciation shown by the people for the program was most commendable as it showed a real community spirit. The information that particularly, poisonous shade of green."

"The look he bent upon the bit of blue she held in her hand, black frock held such active dislike that Constance barely managed to keep her hand from flying precipitately to the scarf. After an outraged heart-beat, however, she said in a voice which she managed to keep level and quietly amused:

"Perhaps because no one who knows me well enough would be guilty of such an impertinence. "My dear girl," he said shortly, "don't talk nonsense. It's no impertinence to hate seeing beauty outraged."

He moved abruptly away; but half way to the door he turned to call softly over his shoulder with one of his sudden flashing smiles. "And I'm not talking about the scarf, either."

**You May Not Know That**

By NAOMI R. MARTIN  
Regester, Idaho

During the construction of a gorge into which the waters of Snake creek were to be directed, 27 carbonized trees were found. The logs are extinct species of oak, redwood, beech, and bald cypress trees, none of which are now found in Idaho. Snake creek is approximately 74 miles south of Coeur d'Alene.

**The Family Doctor**

By DR. MORRIS FISHER  
Member of the American Medical Association, and of Hygiene, the Health Magazine

One of the greatest American experts in the care of the baby, has discussed the question of traveling with the baby. He says: "In the first place, don't."

In the course of my travels around the country I have seen a good many mothers traveling with babies of varying ages and I am inclined to believe that much of the criticism regarding these matters has not been a sufficiently well or strong effort. Every transcontinental train, every large ship and even the airplanes have their quotas of babies who are being transported from one place to another, sometimes with but very slight reason for the traveling.

If the whole family is moving from one city to another or if the family is departing for a summer or winter vacation, it is, of course, best to take the baby along. If, however, the baby is being taken on a trip just to show it to the grandparents or if the baby is the newest arrival because the mother has never seen Niagara Falls, the reason is not sufficient. It is in the baby's interest to stay at home.

Babies are delicate and sensitive. They require the cleanest and most changes in their habits, changes in their water supply. When they travel they are subjected to all sorts of conditions of eating all sorts of diseases. These are chances which they will not take if they are kept at home.

If the baby reaches the end of its trip, it is found that the parents have frequently failed to remember the special things that the baby needs and it is forced to go along with all sorts of makeshifts or substitutes until someone gets around to collect the things that may be required.

**MEMORIAL LANE**  
"Zoussis" Forgot to mail the stamped return!"

**THE GENTLEMAN IN THE THIRD ROW**

# Society

## Lodge Hears Talk on South American Trip

C. P. Bowles, who spent several weeks on a trip to South and Central America last autumn, was guest speaker at the meeting of Primrose Rebekah lodge last evening at Odd Fellows hall.

Fifty-five members were present to hear his description of his travels.

Other members on the program were two dance numbers by Iola Stearns, accompanied by Junior Stearns, and a reading by Lillian Laubenthal, entitled "Going Shopping with My Wife."

The program was arranged by Mrs. Laura Polush, chairman, assisted by Mrs. Maggie Holm and Mrs. Harriet Hoag.

At the close of the evening refreshments were served by Mrs. Edna Black, chairman of the committee. She was assisted by Mrs. Ella Clark, Mrs. Mae Drake and Mrs. Thelma Dean.

Several guests attended the meeting.

### IRISH PROGRAM GIVEN BY CHAPTER

Miss Dorothy Evans, assisted by Miss Jessie Fraser, entertained members of Chapter E. F. O. Sisterhood, last evening at her home when an Irish program was presented by Mrs. H. L. Hogue, Mrs. Ethel Gray and Mrs. J. A. Davis.

Miss Grace Bell presented her pupil, Patricia Smith, who played the piano numbers of the E. F. O. Bell led group singing of Irish selections.

Mrs. W. G. Sampson, president, conducted the business session and at the close of the evening refreshments were served by the hostesses, assisted by Mrs. L. O. Evans, Mrs. A. B. Francis, Portland, was a guest.

### HOSTESS HONORS SISTER AT CARDS

Mrs. C. U. Pomeroy was hostess yesterday afternoon at three tables of bridge honoring her sister, Mrs. Otto Bleser, of Boulder, Colo.

Three tables were at play and appointments carried out at St. Patrick's theme, which was repeated in the refreshments.

Prizes were awarded to Mrs. Bertha Clyde, Mrs. W. W. Weller and Mrs. T. C. Weller. Other guests present were Mrs. Ivan Johnson, Mrs. R. E. Leighton, Mrs. Martin Smith, Mrs. Hattie Ellis, Mrs. Ralph Bleser, Mrs. Frances Bleser, and Mrs. Evelyn Anderson.

Mrs. Bleser left for her home this morning.

### ANTIQUE SHOW

BY F. E. O. GUILD

Mrs. E. L. Roberts entertained members of the Chapter A. F. O. E. O. Sisterhood, last evening at her home when an antique display was assembled by the group.

Mrs. E. L. Roberts, Mrs. E. L. Colwell directed the exhibit.

Mrs. L. V. Morgan, new president of the chapter, conducted the business session and spoke on the history of handicraft.

During the social hour refreshments were served by Mrs. Roberts.

### INSTALLATION ARRANGED BY LODGE

Neighbors of Woodcraft lodge members met last evening at Legion Memorial hall and planned a joint installation with Durley, Rupert and Jerome to be held on April 13.

The committee on arrangements includes Mrs. Lulu Becker, Mrs. Julia Jones, Mrs. Laura Hudson, Mrs. Donna Shepherd and Mrs. Mae Davidson.

Mrs. Shepherd, guardian neighbor, presided during the session.

### COMMITTEE NAMED FOR CHAPTER

Mrs. Harry Bennett, new president of Chapter A. F. O. E. O. Sisterhood, appointed the year's committee last evening at the business session held at the home of Mrs. Edward Babcock. A social evening followed.

Refreshments in the St. Patrick theme were served by Mrs. Babcock and Mrs. Charles D. Heymer.

### PROGRAM BEGAN

BY J. J. MEMBERS

Mrs. Blanche Booth was program chairman yesterday afternoon at the meeting of the U. I. club of the members of American and presented Mrs. Effie Watkins, who gave "The Trend of St. Patrick's," and Mary Alice Hutchinson who gave a group of readings.

Mrs. Frances Henschel sang and German and English songs and Mrs. Ketterer sang "Home on the Range" with guitar accompaniment by her son, Francis. Mrs. Laura Polush played "I Was Born in Old Carolina" and "Irish Washington" on the accordion and harmonica.

The business meeting was conducted by Mrs. Ella Clair, president, and refreshments were served by Mrs. Florence Christopherson, hostess, and Mrs. Hecia Sims, Mrs. Viva Mumpower and Mrs. Anna Kempton.

### CONVENTION PLANS DISMISSED BY GROUP

Arrangements for the state Parent-Teacher association convention to be held here this month were discussed yesterday afternoon at the meeting of the chairmen-executive board at the school.

During the session Mrs. John A. Huxley, first national vice president of the Congress of Parents and Teachers, described the tea given last week for mothers of students in Miss Anna Williams' home room.

### LUNCHEON GIVEN BY HOSTESS

Eight guests were entertained yesterday afternoon at an informal luncheon by Mrs. V. E. Morgan at her home. They were seated at a single table with covers marked by tiny candles in Irish holders. The St. Patrick theme was used in table appointments.

The group spent the afternoon socially.

# FINAL 'DECLAM' TRIALS MONDAY

Selection of students to represent Twin Falls high school in the district and state declamation contests will be completed at final tryouts on Monday. Miss Florence Rees, director, announced today.

Tentative list of students appearing in the tryouts and their divisions are: Entertainer, Jack Hefrecht, Wilton Horvick, Ralph Smith, John Day, Cecil Jones, Merie Orchard and Ed Bennett; original orator, Virgil Tomford, Cecil McBride, Halbert Miller, Paul Leighton and Harriet Blansburg; memorized oration, Helen Gee, Harry Bennett and Dick Reynolds.

Those trying out in the dramatics division are Helen Pettigrove, Lorraine Haines, and Ray Reynolds, while Bert Sweet, Bob Banning and Martha Asbury have signed up for the humorous competition.

# JAYCEES LOOK TO REGIONAL PARLEY

Twin Falls Junior Chamber of Commerce outlined plans today to send a large delegation as possible to the regional Jaycee convention at Boise April 22.

Directors of the local organization issued a call to members urging that the Twin Falls group be represented by a substantial attendance at the Boise session. A formal delegation will be selected, probably on April 22, but the host Boise chamber has also invited attendance of general membership of Idaho Jaycees.

Wives of Boise chamber members arranged a social program for the women who attend. It was announced that the Twin Falls Junior Chamber also announced today that Walton Jeff Smith has been appointed to the directorship to replace a vacancy that occurred last Jan. 1.

### Couple Marries at Richfield Nuptials

RIORFIELD, March 16 (Special)—Miss Eliza Jane Sanford was married to Leon Giles Saturday at the home of her sister Mrs. Howard Hubbard, by Bishop Orin Johnson of the L. D. S. church.

The parents of the bride, Mr. and Mrs. Frank Sanford, and of the groom, Mr. and Mrs. Charles A. Giles, and the groom's sister, Mrs. Elva Capps, were present at the ceremony.

The bride is a member of the senior class.

### PLANS FOR THURSDAY

The St. Patrick's day dance planned for Elks club members and their ladies to be held Thursday evening has all arrangements completed, according to Carl Glibb, who is in charge.

While the lodge meeting is held beginning at 8 p. m., the ladies will be catered by Mrs. Grace Glibb and contract at play and a cabaret dance will follow. Irish numbers will be played throughout the evening.

After the dance a buffet supper is to be served. St. Patrick's decorations will be used.

### MEETING HELD BY AMOMA CLASS

Mrs. Massey entertained members of the Amoma class of the Baptist church on Monday evening when the group planned to finish the quilts they are making. Devotions were led by Mrs. Grace Glibb.

The group was served refreshments by Mrs. Fay Dalby and Mrs. C. W. Binns.

### INITIATES GIVE CLUB PROGRAM

Initiates for the Latin club presented the program yesterday during the meeting of the group. A skit was the stilt for yesterday's rite and the serious initiation will be conducted at the next meeting.

The meeting the requirements of A or D member Latin grades are:

Betty Babcock, Shirley Beckley, Dolores Campbell, Doris Cummings, Alta Prader, Loren Fuller, Mary Lou Duffardier, Betty Muirville, Mildred Pearson, Helen Bergeson, Florence Haman, Jean Dastan, Vera Blinnia, Margaret Greene, Gerald Taylor, Helen Thomas, Dolores Campbell, Mildred Bergeson, Jean Hopkins, Leona Lee Hughes, June Jennings, Irma Goodright, Marilyn Perry, Jim Powell, Julia Shepherd, and Pat Smith.

### RICHFIELD

Vincent H. Clair arrived Friday from Kinnaman, Pa., Ore., and is visiting his son, Aubrey L. Fletcher, Jr., and family.

Howard Hubbard returned Saturday from the Veterans hospital at Boise where he has been treated for the last month.

Mrs. Ida Pfeiffer has gone to Vale, Ore., to visit her son, Aubrey L. Fletcher, Jr., and family.

Calvin Hawk, who teaches the eighth grade, had an operation for appendicitis Saturday.

During his absence Mrs. Vera Ewert will teach for him.

The "Heads" air line in Columbus, established in 1920, is the oldest successful commercial air service in the world.

# STORAGE WATER CLIMBS UPWARD

Continued increase in acre feet of storage water impounded in Jackson lake and the American Falls reservoir was noted here this afternoon as the Snake river water report for the past week was received from Lynn Crandall, water-master.

At the present time water impounded in Jackson lake amounts to 350,000 acre feet against 354,000 acre feet a week ago. The American Falls reservoir, at the present time, is impounding 1,543,190 acre feet against 1,481,370 acre feet a week ago. Both figures, however, show considerably less water stored at the present time than there was one year ago.

Water in Lake Walcott now totals 64,580 acre feet against 65,450 acre feet a week ago, disclosing a slight drop. Both the readings for this week and last week are above the same dates one year ago, however.

The report by Crandall also lists total precipitation from Oct. 1, 1937, to date as follows: Idaho Falls 6.03 inches compared with 5.10 inches normal; Ashton, 9.25 inches compared with 7.50 inches normal; 12.18 inches compared with 10.68 inches normal.

Snow depths at the present time include Ashton 10 inches; Island Park, 47 inches (13.40 inches water content); Becher river, 56 inches; Grassy lake dam, 98 inches; Moran, 33 inches; Snake river, 54 inches.

### HEYBURN

Mr. and Mrs. Orvie Qualla, Tucson, Ariz., have come here to make their home which was recently completed.

M. D. Pyle and family have moved into their home which was recently completed.

Mr. and Mrs. Louis Conner returned Thursday from Rexburg where they attended the funeral of Mrs. Conner's brother, James Winn.

# 4-POINT SANITARY PROGRAM MAPPED

MOSCOW, March 16 (Special)—Dr. E. M. Oldlow, Idaho agricultural experiment station veterinarian, emphasizes a four-point sanitary program to follow during the spring pig farrowing season now in progress.

He explained that when a proper sanitary system is practiced larger litters are raised, the number of runts is reduced, faster gains can be brought about and the number of runts is substantially reduced.

"The one outstanding weapon that can be economically and satisfactorily used in combating swine diseases is cleanliness in raising the pig crop," Dr. Oldlow asserts.

"Thoroughly clean the farrowing pen. Remove all loose litter and equipment and wash the house out with boiling water to which has been added one pound of lye to six gallons of water.

2. Wash the sow with warm soapy water, removing all dirt from her body and feet and place her in the clean pen.

3. Keep the pigs confined to the farrowing pen if it is in the vicinity of old hog lots until the sow and pigs are moved to a clean pasture. It is essential, however, that clean dirt be provided daily during confinement after the pigs are five days old to prevent anemia.

4. Fence the sow and pig on clean pasture to avoid picking up worm eggs from contaminated soil.

### MAROA

Leonard Werner has joined the Bob White patrol of Boy Scouts.

Mr. and Mrs. L. F. Barron, Corral, Idaho, were house guests the past week of Mrs. Barron's parents, Mr. and Mrs. Lee Ennis.

Stewart Taylor lost a valuable horse Sunday when it came into contact with an electric fence.

Mrs. C. D. Brown entertained the La Bonne Heure club Friday.

The Jolly club gave a card party

### Public Forum

THE FARMERS' NEW DEAL

Editor-Evening Times:

May an Idahoan away from home, temporarily in the land of perpetual sunshine, albeit, most of which the past few weeks has been of the liquid variety, join your forum?

D. H. Churchill certainly has the right to be heard when he questions "well to do" Idaho farmers' taking relief. We all know the name too complimentary name to have for workers who undeservedly get on WPA or direct relief rolls, when they don't need aid. By what name then, should we call farmers of Idaho, yes and California, too, who accept government pay for building the soil on their farms, a procedure which they would, or should, carry out, in any event?

Five years ago a few million of us realized, when the "evangel," which the "welfare" and "countenance" come forth, with his so-called New Deal, what a few million more are beginning to realize, that there was a new kind of spelling in the little three letter word. It should have been, R-A-W, not N-E-W Deal.

If any farmer, after having been betrayed by Henry Wallace with his farm reclamation bill; after having seen the so-called reciprocal trade pacts lower tariff barriers, so that prices of our farm products have been lowered to cost of production by the competitive importations from other countries; after witnessing the dire results of trying to cope with Mother Nature by destroying food and crops; if any farmer honestly thinks he is losing a good many of us know, by experience, that an individual can't borrow his way out of indebtedness, nor can a government do so. There is just one way for either a person or a country to get "out from under" when beyond financial aid. Take unavoidable losses, then "cleanse" and work harder and harder, and save, not squander.

However, the New Deal doesn't know its stuff, nor does it know that it doesn't know.

The realization comes to anyone who stops to consider, to what lengths the smiling Evangel has put into execution, that the so-called New Deal is the most expensive example of confusion and folly in the history of the world, and that there really has been a mis-spelling in the three letter word.

MRS. E. H. Southgate, Calif., March 11, 1938.

### Big St. Patrick's DANCE Shadowland

KIMBERLY

Thur. Nite, Mar. 17

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this Summer

## FROM YOUR MILEAGE MERCHANT THIS DAY

CATCH 2 1/2 weeks of fun in 2 weeks, touring this Summer! Or on a month's trip, gain a fifth week of joy. This tells how... if you go at once to Your Conoco Mileage Merchant for your individual Advance Conoco Tourade FREE. No obligation!

This de luxe tour guide leaves "no questions to ask on the road." Its faultless routing saves you miles—hours—gallons. It details the best play spots—night spots—sights to see—anything you ask for. You can't miss anything... nor fumble your tangle-proof, patent-pending Conoco Tourade maps. With new ease and surety you can peacefully cover an "impossible" schedule, made possible by going to your Conoco Mileage Merchant now, for your Private Advance Conoco Tourade—ALL FREE.

Now in advance you can be lining up and living through your vacation joys—pictured and described in your Tourade. Now in advance you get the first individualized Conoco Travel Bureau Service, such as money couldn't hire!

All you do is "tell it to Your Conoco Mileage Merchant"—without obligation. His free Conoco Tourade service is made possible by the national popularity of his Conoco Bronco gasoline and his Conoco Germ Processed oil—patented. This is the oil that creates the OIL-PLATED engine. OIL-PLATING bans harsh "dry starts" because OIL-PLATED engine parts can't drain dry. Likewise, OIL-PLATING can't fry away during summer spurts. Hence every quart of Germ Processed oil and every OIL-PLATED engine lasts longer. But whether or not you change oil now and get your proof of OIL-PLATING, you can feel free to go to Your Conoco Mileage Merchant today for your custom-made Advance Conoco Tourade—FREE with this Advance reservation coupon... Fill it in and hand it in now at your nearest Conoco station.

### INSTANT FREE ROUTING

for minor trips, where you do not require a Special Tourade. Simply consult your Conoco Mileage Merchant.

FREE ADVANCE APPLICATION (MARCH 3rd WEEK) for the Director, Conoco Travel Bureau:

Please complete and send my individual Advance Tourade, for my next car trip—free of any cost or obligation to me. You can work from the details I have supplied to the Mileage Merchant. Kindly include Conoco travel via Membership FREE.

Name \_\_\_\_\_  
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MILEAGE MERCHANT: You are to send this request to the Tourade Application that you make out for this man or woman.

TO LOS ANGELES		TO CHICAGO	
In Pullman on Pullman	In Pullman on Pullman		
Coaches	Coaches		
\$33.35	\$33.35		
\$66.87	\$66.87		

SEE BOULDER DAM TO CHICAGO

Similar round trip fare to other points. Liberal sleeping car and baggage privileges. Also very low one-way fares.

J. L. FULLER, Ticket Agent Phone 621 Twin Falls, Idaho

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The Challenger... Modern Coaches Dining Car meals for only 90¢ a day. In Challenger Sleeping Cars, fares are about half that of Standard Pullman accommodations. Registered Nurse-Stewardess service.

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# 16 TEAMS STUDD IN RUNNING FOR AAU TITLE

## Shoshone and Hagerman Clash for Girls' Crown Tonight

### Only Two Collegiate Clubs Remain in Chase for U. S. Crown

BY WILLARD HASELBUCH  
DENVER, March 16 (UP)—Sixteen teams from 11 states—including all six top-seeded Missouri Valley league entries—entered the third round of the National A. A. U. basketball tournament today.

Only two college squads, the Montana State Bobcats and Central Missouri State Teachers, of Warrensburg, were left after hours of continental basketball in the Tuesday's second-round play.

Montana State and the Warrensburg Teachers will meet today.

The Missouri team, winner of the intercollegiate tourney at Kansas City, fought its way into the third round by defeating Colorado college, 37 to 32.

**Montana Wins**  
The Montana collegians won from New Mexico Normal, of Las Vegas, 54 to 46.

The Denver Gateways, defending titlists, will go into action today against the Alt Heidebergers, of Tacoma, Wash., Pacific northwest champions.

The Heidebergers advanced to the third round by winning two games yesterday. They defeated the Adams State Normal of Alamosa, Colo., 40 to 14, in a morning game and then defeated Evans Paper company of Kansas City, 40 to 32, a few hours later.

**Missouri Clubs Win**  
Five Missouri valley A. U. entries won easy second round victories.

Colorado Springs Antlers eliminated General Electric A. A. of Schenectady, N. Y., 52 to 25; Oklahoma City Parks swamped Jagowicz of Detroit, 54 to 34; Phillips 66 of Bartlesville, Okla., defeated the Wichita Kansas Club and Electric team, 60 to 24, and the Wichita Gridvys eliminated the Lincoln, Neb., Woodmen, 69 to 52.

### Giants Tackle Jersey Nine

LAFAYETTE, La., March 16 (UP)—The New York Giants will meet their minor league farm club today, the Jersey City Glens of the International League. The Glens took a 14-5 wallop from the Philadelphia Athletics yesterday.

**BEAU BELL SIGNS**  
SAN ANTONIO, Tex., March 16 (UP)—St. Louis Browns' holdout warrioress reduced to two today with the signing of outfielder Beau Bell. Business manager William DeWitt and Bell came to terms late yesterday. Bell reportedly signed for \$10,000, an increase of \$2,000. The left infielder Harlan Cliff and Ralph Kress assigned.

**TIGER PITCHERS**  
LAKELAND, Fla., March 16 (UP)—Vernon Kennedy, Alton Archer and Harry Eickstadt have been assigned to the mound for the Detroit Tigers' first exhibition start against the Washington Senators here Sunday.

Manager Mickey Vernon will pitch on Christmas and Ross on St. Paul. Dixie Walker and rookie Roy Colburn will make their debut in the Tiger outfield.

### Red Devils Take 'Heavy' Title in Junior League

Red Devils downed the Wolverines 24 to 9 during junior high school assembly yesterday in championship honors in the heavyweight division of the do-not league.

Triumps were: Red Devils (23), Jay Mills, Charles Flynn, Kenneth Johnson, Donald Ward and Ed Slingston; Wolverines (9), Glenn Terry, Edwin Bagley, Arden Brown, Raymond Livingston, and Donald Zock.

### Kidnaped?

It just goes to show here we were thinking all along that the New York Basketball Writers' association had investigated the matter to that "world series" just to get a look at the great "Whizzer" White in a basketball uniform.

In other words we didn't think the Big Seven champions would have a chance against the picketed teams in the meet.

But the Coloradans didn't have any such notion in mind and they came through with an upset victory over New York university to reach the finals.

The only thing that stops that so-called "world series" from being held is the lack of the great Hagerman team. But it appears that the west is well represented by the Colorado squad, although we expect to see the Buffs take a beating when they tangle with Temple for the "championship" tonight.

### Bowling Schedule

**COMMERCIAL LEAGUE**  
(Allys 1 and 2)  
Wed., March 16—Zip-Way vs. National Laundry.  
Thurs., March 17—Schilla vs. Barnard Apple.  
**CITY LEAGUE**  
(Allys 3 and 4)  
Wed., March 16—Orphans vs. Kimberly.  
Thurs., March 17—Fitzsons vs. Brookhills.  
Fri., March 18—Emerrick's vs. Post Office.

### Owls Favored To Defeat Buffs for Title

NEW YORK, March 16 (UP)—Basketball teams of Temple and Colorado universities will clash tonight in Madison Square Garden for the championship of the first national invitation intercollegiate tournament.

Temple, towering Owl, eastern conference champions, were favored but they will be facing one of their toughest foes of the season in the Golden Buffs, Big Seven titlholders of the Rocky mountains.

**Individual Performers**  
Not only will team honors be at stake, but the individual efforts of each player will be watched by Joe Lapchick's committee to determine the winner of the most valuable player trophy. "Whizzer" White and "Switzer" Schwartz of Colorado and Don Shields and Ed Boylston of Temple are considered leading candidates for the honor.

The Owls gained the final with a decisive victory over Oklahoma A. M., Missouri valley conference champions. The triumph gave Temple 22 victories in 24 starts this year. It will be the last game of the season for the Buffs, who have lost to the Owls in the semi-finals Monday.

The Denver Gateways, defending titlists, will go into action today against the Alt Heidebergers, of Tacoma, Wash., Pacific northwest champions.

The Heidebergers advanced to the third round by winning two games yesterday. They defeated the Adams State Normal of Alamosa, Colo., 40 to 14, in a morning game and then defeated Evans Paper company of Kansas City, 40 to 32, a few hours later.

### Negro Captures Non-Title Fight

LOS ANGELES, March 16 (UP)—Henry Armstrong, world featherweight champion, looked toward the crown of Barney "Kid" Grogan today in the semi-finals Monday. Armstrong, a Los Angeles Negro, outpointed Arizona's Grogan in an out-of-auditorium last night at Olympic auditorium last night. Armstrong had defeated the Negro titlholder twice and Grogan prior to last night's non-title bout.

A three-to-one favorite to win and a short-prize choice to win by a knockout, Armstrong was unable to knock the Mexican off his feet.

Armstrong will meet Barney Ross for the welterweight crown in May, and Max Baumbach for the lightweight title a month or two later.

### 3 Teams Score Do-Not Wins

Gang Busters, Vikings and Bloomer Boys today had advanced in the high school do-not league play-off games with wins over WPA, Twisters and Owls, respectively.

The Gang Busters chalked up a 27-11 victory over the government workers, Vikings won 14-7 over the Twisters and the Bloomer Boys made easy work of disposing of the Owls 30-11.

Gang Busters (27)—Blain, Mills, Gintery, Goodlight, Pitzer, WPA (11)—Jensen, Ryan, Tolson, Bradford, Johnson.

Vikings (14)—Parrar, Gibb, Kinney, Meech, Ellis, Byron, Murgery, Twisters (7)—Dunn, Mayo, Page, Laska, Atty, Nelson.

Bloomer Boys (30)—Crabb, Fritz, Watson, Prezman, Chiff, Deven, Ows, Ows (11)—Kuykendall, Capps, Black, Taylor, McBride.

### Dates Set for 1940 Olympics

CAIRO, Egypt, March 16 (UP)—The International Olympic committee announced today that the 1940 Olympic games at Tokyo would be held from Aug. 21 to Oct. 6.

A motion by Chinese delegates that the 12th Olympic be held elsewhere was defeated. The committee was notified that arrangements for holding the games in Tokyo would be completed despite the war with Japan.

The committee voted that the games be held Sept. 21 to Oct. 6, owing to Japanese objections to the proposed international exhibition at Tokyo be closed a month before opening of the games, the announcer said.

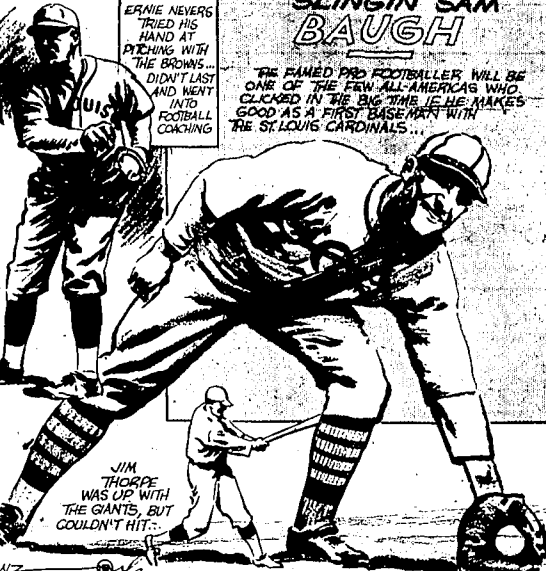
### Attention Farmers!

Will call for and pay Cash for Dead or Worthless HORSES—COWS—BEEPS and HOGS. Simply Phone Twin Falls 314—Zip Service—We Pay for the Call.

### IDAHO HIDE and TALLOW CO.

Manufacturers of Golden Brand Meat Scraps and Golden Brand Bone Meal. Highest Prices Paid for HIDES—FELTS—FURS—WOOL. One Mile East and 1/4 South of Twin Falls.

### MAKING HIS BID



ERNE NEVERS TRIED HIS PITCHING WITH THE BROWNS—DIDN'T LAST AND WENT INTO FOOTBALL COACHING.

JIM THOMP WAS UP WITH THE GIANTS, BUT COULDN'T HIT.

### Mac's Upset: Spoke Out of Turn and Now Must Play in Tourney

By HENRY McLEMORE  
WEST PALM BEACH, Fla., March 16 (UP)—Do you play golf all quiet and waiting. The announcer calls the names of our opponents. Up they step and Mac drives down the middle. Then Lawson's name is called. Up he steps and bangs one a mile down the fairway. Then my name is called.

I step up with no stance, no backing, no downsling, no distance, no direction, no nothing.

The 24 hours grace, I must play because I am pledged to appear on that first tee at St. Augustine. All I can hope for is a metamorphosis of McLemore or a bunch of 6's by Little.

**Would Be Great Feat**  
All I can say is this: If we win, even one match, Lawson Little will have accomplished the greatest individual feat in the history of golf. Not only will he have beaten the best ball of two great players, he will have carried on his shoulders 185 pounds of non-golfing material.

Reader, don't take this lightly. I'm dead serious when I say I'm nervous and upset. After all, it's no fun to have to make a monkey out of yourself in the nation's oldest.

(Copyright, 1938, United Press)

### Gehrig to Play At First Base

ST. PETERSBURG, Fla., March 16 (UP)—Lou Gehrig probably will be at first base when the New York Yankees tackle the Boston Bees in an exhibition game today. Gehrig, who finally signed for \$300,000, went through his first practice session yesterday, leaving Joe DiMaggio the only unpaired member of the world champions.

### NENATORS PLAY CAIRDS

ORLANDO, Fla., March 16 (UP)—The Washington Senators will open their exhibition season today in a tilt against the St. Louis Cardinals. The Cards blanked the House of David 5-0 yesterday at St. Petersburg. Chamber, Cooper and Dredward held the Davids to one hit.

### PHILLIPS WIN

NEW ORLEANS, March 16 (UP)—The Cleveland Indians and the Philadelphia Phillies will square off tonight in the final game of the season for their 7-4 defeat by Jimmy Wilson's men yesterday. The Indians got 13 hits, four more than the Phils, but Indians' first baseman and Kelleher kept them scattered.

### South Idahoans Win Letters

CALDWELL, March 16 (Special)—Pat Page, director of athletics at the College of Idaho, acting for the faculty athletic committee, presented basketball awards to the varsity squad at the regular meeting of the Associated Students here today. The award consisted of the purple block 'I' sweater and the certificate of membership in the College Varsity Club.

Awards were presented to Douglas Anderson of Valparaiso, Ind.; Ace Cooper of Fayette; Robert Haddock of Shoshone, and Bill Thomason of Shoshone, all freshmen flashes on the varsity. Upperclassmen who were awarded sweaters were John DeCous of Wilder, Delbert Burkhalter of Jerome and Walter Long of Boise. Burkhalter and DeCous and Long are two year letter men, and Long is the only member of the Coyote basket squad who will be lost through graduation. George Blakeley of Parma was given the managerial award for his service to the athletic department.

Frosh receivers who were granted membership in the varsity were Bayhouse of Caldwell, Richard Birdsell of Fruitland, Dan Hermann of New Plymouth, George DeWitt of Boise, Bill Mitchell of Parma and James Yates of Parma.

### EGYPT, MARCH 16 (Special)

The Egyptian Olympic committee announced today that the 1940 Olympic games at Tokyo would be held from Aug. 21 to Oct. 6.

### Mr. Farmer

WHY should State Officials, Commissioners and Public Warehouses pick on a good old harmless BURLAP BAG and NARROW GAIT between Warehouse door and Ball car floor?

IF a selected few need a MERCHANDISING MURDRY ID ORDER to compete, WHY not take it out of LIQUOR STORE FORTKNOTH instead of yours and mine?

Some WAREHOUSE RECEIPTS belong in the PROMOTING ATTORNEYS' Office—not on the MARKET.

FOR GUN INSURANCE JOHN B. ROBERTSON IRRIGATED LANDS CO.

Mr. Farmer

The Chas. W. Barlow Co. QUINN WILSON, Mgr.

### Twin Falls, Buhl Teams in Boise For State Tourney

The two south central Idaho basketball teams, representative chosen at the Class A tournament here, today were in Boise to make a bid for the state championship in games on Thursday, Friday and Saturday.

In the opening game of the meet Coach Floyd Lumber of Buhl Indians were to take on a favored Moscow five at 3 p. m. on Thursday afternoon.

The Twin Falls club doesn't see action until 9 p. m. on Thursday when it tackles the powerful Emmet squad.

The Buhl athletes, accompanied by Coach R. V. Jones, Ed Waken, financial secretary, and Art Prantz, student manager, left yesterday afternoon. On the squad were Treasurer Alvin Wayne Turner, co-captains; Wendell Alquist, Bill Poulson, Dale Waite, Maurice Harrist, Bill Peters, Johnny Waters, Ira Cartney and Don Cryder.

In the Buhl contingent were Coach Floyd Lumber, Student Manager Mitchell Hunt, and the following squad members: Jerry Hopkins, Tom Hopkins, Benny McElroy, J. McElroy, Rex Voelker, Pence, Coob, Hoobing and Hays.

### Keglers Take Tight Wins

A scant three-pin margin proved the undoing of Dolly's bowlers in their eighth pin in the eighth frame of the 10-pin match. The Keglers were topped before Studebaker last night, 2 to 1, in Commercial league.

C. C. Anderson's team of feminine keggers won by the same 2-1 count over Twin Falls Lumber in City league—and did it by almost the identical margin. Five pins in the deciding third game turned the trick.

Max Spohn's 852 was tops for total score, but Ted Emrick turned in 212 for best single game. Lola Vazquez had 193 for the best single in City loop, and Jack Kinney got the top total by one point over L. S. McCracken and Mrs. Vazquez, 477 to 476 for both rivals.

**CITY LEAGUE**

C. C. ANDERSON	112	132	134	128
H. Rogers	127	123	85	283
W. Spohn	139	149	110	438
L. McCracken	121	127	123	470
L. Vazquez	133	143	143	419
723 566 685 614				

**T. F. LUMBER CO.**

Hater	118	118	127	463
Smith	151	118	123	392
Ricketts	142	143	143	428
Giebler	138	131	151	420
Kinney	180	134	117	431
764 731 680 2173				

**COMMERCIAL LEAGUE**

Bruggemann	127	139	141	407
M. O. Johnson	129	123	137	489
Nichols	142	142	142	426
Finger	171	148	127	446
Jones	121	127	123	471
691 635 771 2314				

**STUDEBAKER**

Emrick	128	158	158	444
A. Hoone	148	148	148	444
M. McCracken	128	128	128	424
Spohn	128	128	128	424
881 814 748 2444				

**NEW HAVEN, CONN., March 16 (UP)—**Danno O'Mahoney, Ireland, and Cliff Olson, Minnesota, drew Len Muthus, New York, and Wally Duck, Omaha, drew—

**MURTAUGH**      **SHOSHONE**

Anderson	F	Parsons	Clark
Bellman	C	Woods	Clark
Robertson	C	Leigh	Clark
L. Deboran	C	N. Barlow	Clark
Substitutions:	Glenn Perry	Shoppard	M. Westover
	Wester, Taylor; Hagerman-Pal-		

CRAB ORCHARD BRAND KENTUCKY STRAIGHT BOURN WHISKY

Old Kentucky has!

Mr. Farmer

# Save on Everything You Need for Spring!

Fashion Firsts For Spring!

## Jean Nedra Dresses



Advanced in style, but low in price! Flattering rayon crepe frocks for every occasion! Colorful new floral and batik prints—dark with white—sheer print blouses on solid, dark skirts—dark taffeta redingotes over gay print frocks! Sizes 12 to 20-38 to 52. There's a style for you (and we DO mean YOU!)

**\$3.98**

More exclusive Penney brands! Every one a leader in its class!

Just Arrived!  
"JEAN NEDRA"  
New Spring  
MILLINERY

Stunning new felts and straws in dressy types, cunning little close fitting hats and sports styles. Priced low!

**98c**

"Glen Row"  
DRESSES

You'll like the trim, bright prints, the soft solid colors and the very popular rayon taffetas! A thrilling new assortment! 12 to 22.

**\$2.98**

"Mirra Line"  
DRESSES

A grand selection of new Spring styles, exclusive with Penneys! Youthful and sophisticated solid colors and lovely new prints. 12 to 44. See them!

**\$4.98**

"Austelle"  
SPRING DRESSES

Distinctively new! Lovely prints, subtle solid colors, tailored dark shades—all in interesting new fabrics. Sizes 12 to 44.

**\$6.90**

Just Unpacked!  
New Iridescent Shades!

A weight for every purpose!

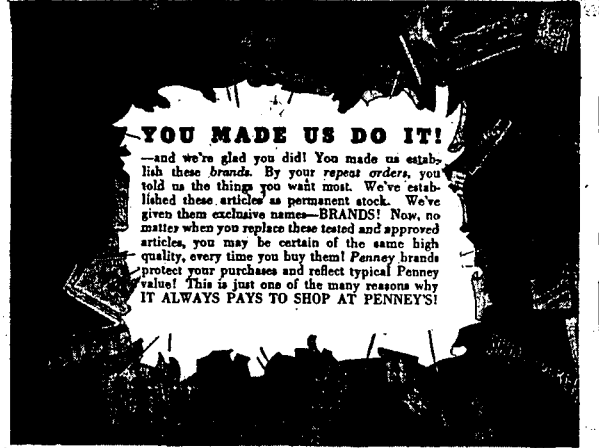


**GAYNODÉ SILK HOSIERY**  
Evening, daytime and walking styles—any style you want—any color—any length—any size—any price. They're all full fashioned—made in America—made from the finest quality silks and rayon—made from the latest dyeing, new colors. \$2.00-10.00

**79c**

**PENNEY'S BRANDS** the signs of **SAVINGS**

... be it spring or any other season!



**YOU MADE US DO IT!**

—and we're glad you did! You made us establish these brands. By your repeat orders, you told us the things you want most. We've established these articles as permanent stock. We've given them exclusive names—BRANDS! Now, no matter when you replace these tested and approved articles, you may be certain of the same high quality, every time you buy them! Penney brands protect your purchases and reflect typical Penney value! This is just one of the many reasons why IT ALWAYS PAYS TO SHOP AT PENNEY'S!

Sunny Tucker Dress Up  
**FROCKS**

For Girls, 3 to 16!  
**1.98**



Out they'll come—in all their spring daintiness! Rayon French crepes, rayon taffetas!

BALCONY

"Penneywise"  
Spring Anklets

**15c**

- Genuine Laster Top!
- Bright Patterns and Colors!
- All Sizes—5 to 10!
- Reinforced For Wear!

Crown Tested Quality!  
"Serenity"  
RAYON CREPE

**49c** Yd.

Colorful prints as gay as spring! Charming solid shades! Tested for shrinkage, color fastness and seaming qualities. 20" Dry Goods Dept.

Sew and Save with  
"Patricia"  
BATISTE

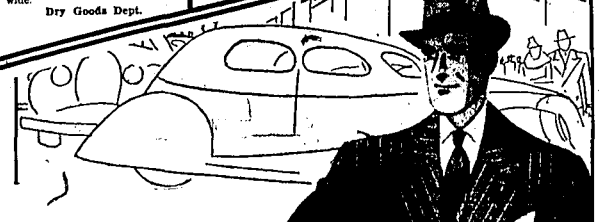
**15c** Yd.

Colorful vat-dyed prints that catch the eye! Ideal for summer frocks and blouses! Buy now! Dry Goods Dept.

We Proudly Present  
"Needle 'n Thread"  
SANFORIZED PRINTS

**19c** Yd.

A typical Penney value treat! Smart, colorful Spring print that won't shrink or fade! 46" wide. Dry Goods Dept.



Fashion Flash!  
200 Smart New Washable Rayon  
**SPRING DRESSES**  
Printed Solid color! Bo-tero effects, swing styles! Tailored or dressy! You'll say they're worth twice this low price! Sizes 14 to 44!

**\$1.98**

READY-TO-WEAR  
BALCONY

Another Favorite  
"Lady Like"  
FOUNDATIONS

**\$2.98**

There's a model for every figure. Combinations, corsets, girdles—step-in, hook side, hook front—lace back, Laster, and Flex-o back styles. 28 to 40. Dry Goods Dept.

Our Famous  
"Cynthia"  
SLIPS

**98c**

Bias cut, lace trimmed or tailored styles in V-neck or straight top model. Exceptionally well made of heavy quality, long wearing rayon crepe. Adjustable straps—sizes 32 to 42. Dry Goods Dept.

Our Own  
"Sally Lea"  
WASH DRESSES

**98c**

Attractive frocks for all day wear! Carefully made of colorful, fine count prints. Daintily trimmed! Sizes 12 to 22! Cotton Shop, Basement

Ask for them by name!  
Boys' "Sportclad"  
SWEATERS

**1.49**

In a SPORTCLAD you'll always be well dressed! These alpiners are of ALL WOOL in a snappy looking ribbed stitch—they're popular Johnny collars. Good choice of colors.



J.C.P. Brand, Boys'  
CORDUROYS

**\$1.49**

Sturdy washable navy, cedar, leather, etc. 7 to 16.

Sturdy "Sunny Tucker"  
OXFORDS

**\$1.98**

Stuff proof cordovan wing tip! Good looking! Long wearing! All leather! Sizes 8 to 2.

Genuine Marathons!  
Boys' Fur Felt  
HATS

**\$1.98**

Smart grown-up styles! Leather sweat bands. Brown or blue. 6 to 7 1/2.



**SO-O-O** You're Not A "Regular Fellow?"

Tall-Stout-Short, we'll fit you perfectly in a

"GENTRY" made to measure...

**SUIT**

**\$27.50**

And Up

• You pick your own fabric — your favorite color — your own style! We measure you painstakingly—and within a short period you've a suit that fits you RIGHT! —no matter how you are built!

Today's Style Trend!  
**MEN'S SPRING SUITS**

Style—Price—Quality RIGHT!

**\$19.75**

Styles that came in with Spring—NEW styles backed by good looking, wearable fabrics, master tailoring, expert fitting. Made up to our exacting specifications and bearing the J. C. Penney label. A swell new selection—single and double breasted models—sport backs and plain. We have one made especially for YOU!

MEN'S DEPT., MAIN FLOOR

STYLE—COMFORT—WEAR!

You Get All Three in  
**Towncraft OXFORDS**

Plus the economy of their money-saving price!



**\$3.49**

Towncrafts are all leather — Goodyear welt construction which assures more for your money! See these two new styles!

MEN'S DEPT., MAIN FLOOR

# PENNEY'S

C. PENNEY COMPANY, Incorporated

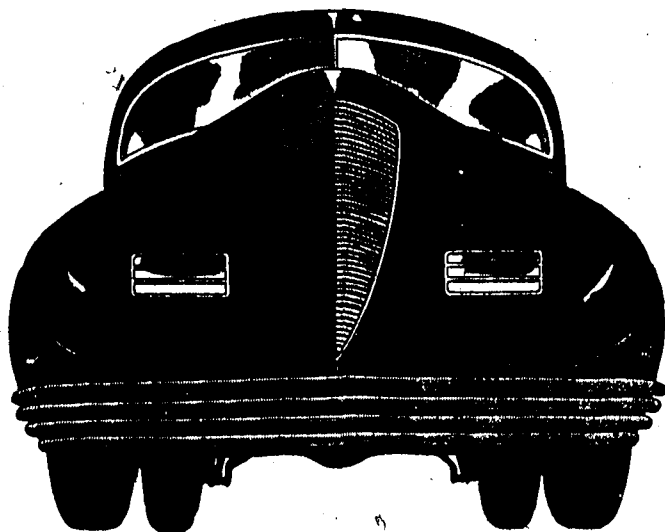




# TWIN FALLS AUTOMOBILE DEALERS

*present*

a pictorial revue of 1938—  
motordom's finest creations



### Spring Opening

Your automobile dealers join with the other retail merchants in welcoming the spring season. Watch auto style . . . they're better than ever this spring.

### Automobile Show

Spectacular evening Automobile Show, Twin Falls, March 17, 7:30 P. M. Lights . . . color . . . bands . . . and a grand parade and display of 1938 automotive style.

*Automobile Parade and Display Sponsored by*

Balch Motor Co.  
Barnard Auto Co.  
Miles J. Browning, Inc.  
Chaney Motor Co.  
Firestone Auto Supply and Service  
Stores

Gem Traller  
Glen G. Jenkins  
Magel Automobile Co.  
McVey's  
Pep 88 Service Stations  
Reynolds Motor Co.

Schwartz Auto Co.  
Twin Falls Motor  
Union Motor Co.  
Williams Tractor  
Willys Sales & Service

# SPECTACULAR AUTO PARADE HIGHLIGHTS SPRING OPENING

## Newest Cars Go On View

Spectacular parade of 1938 motor vehicles will highlight the inaugural night of Spring Opening here Thursday.

All Twin Falls motor dealers will unite in the parade and in the outdoor automobile show which is to follow.

In the parade will be several vehicles apiece for each of the 14 passenger car and commercial exhibitors who joined this year with other members for the annual spring event.

The Twin Falls trailer manufacturer will also take part.

Route of the parade will be as follows:

Start on Shoshone street at the truck lane; along Shoshone to the Elks lodge corner; then to Bernard Auto corner; then on Second street east to the Berggren hotel corner; then along W. to the Shoshone "four corners" intersection.

At the Main-Shoshone circle, the parade will turn right under flood lights. Loud speaker equipment at that location will announce and describe the various models of passenger and truck machines.

Following the "turn around the circle" under floodlights, the parade will then continue into the theater block ending at the Idaho Power building. In that block the autos and trucks will then be displayed for the outdoor show. Representatives of each of the 14 participating motor firms will be on hand to explain the models.

Positions of cars in the parade will be determined by lot, according to Harry Beach and Ted Davis, co-managers of the auto event.

All other details for Spring Opening, aside from the motor car phases, are under direction of the merchants' bureau headed by Chairman Charles Shilley.

## COTTON CORD IS NEWEST TIRE AID

ARRON, O., March 16 (Special)—A new method of building pneumatic tires, made possible by the recent perfection of a new cotton tire cord, is the most revolutionary development in the tire industry since the introduction of the cord tire into the United States in 1910. It is described in a bulletin just issued by the tire industry.

"During the older processes of building tires with the ordinary high-stretch cord, much of the cord's strength was lost, and during the life of the tire still more disappeared," the bulletin says. "This not only brought great variation in cord lengths, but the tire itself increased in dimensions, or 'grew' during service, creating strains that often shortened its useful life."

"The new cord, built into a tire by an improved method, behaves in an entirely different manner. In this new process of building tires, the so-called artificial stretch is removed from the cord before it is coated with rubber and built into the tire. This makes a cord of smaller gauge, not because of less cotton, but because it is more compact."

"When this cord is stretched in service it returns to its original position. There is no slippage of fibers against each other, which in the ordinary cord resulted in increased friction and internal heat in the tire, with consequent lessening of service life."

"Being more compact, the new cord allows building a tire with the same strength and less overall thickness. The new cord also betters the elastic properties of the tire body. It thus withstands the high working stresses of the tire more satisfactorily."

Basils of high quality dairy products is clean milk. Clean cows, clean milkers, clean barns, small top milk pails, sterilized utensils and an absorbent cotton strainer pad will get results.

**CARS**

Are All Subject To Accidents

Drive Carefully and Profit By Low Cost Insurance

**FARMERS AUTOMOBILE INSURANCE CO.**

Low Rates—Quick Service—Peace of Mind

**YOU HERE**

LOCAL AGENTS

## The Highway Version of the Airplane



Here's the 1938 edition of the sleek, streamlined and powerful Lincoln-Zephyr. Automotive engineers have hailed it as the "highway version of the airplane," because of its graceful, flowing lines.

## Here's Feminine Slant At Luxurious '38 Cars

By JEAN SPRAGUE

It's a thing of beauty, is the new car now being shown by dealers. Any woman will recognize this at a glance, no matter what the 1938 car.

Luxury and a feeling of speed are immediate impressions gained at first glance. Durability and safety are also part of the general beauty of line and fitness of finish.

Luxurious Interiors

Within, the impressions are strengthened by the artistic attention to harmony of detail which in spite of obvious catering to luxurious tastes does not at any point lose sight of functional simplicity. The sense of the best of everything is felt in every detail.

Features for one feature including itself to obliterate general harmony.

Features, for example, in one of the new cars are of a soft ivory composition combined on the door handles and in other places with chromium. The steering wheel is a modern-looking combination in this manner with the wheel itself of ivory and an inside circle and spokes of chromium.

Exciting Dashboards

The dashboard is an exciting-looking affair with two dials for such necessary things as speedometers and other indicators with one centered by an electric clock. Between the two and below are an imposing array of buttons for choke and lights. Place is also provided for radio installation and heater control. The background for all this is a soft metal treated to simulate a gray-toned wood.

A rooney compartment is behind a metal grating at the right and air and heater in the instrument panel as well as at either side of the back seat.

A feature which warms a woman's heart and gratifies her husband is the good sized mirror behind the sun shade at the right. A new wrinkle on this is the border of frosted glass on which one is to keep records of the trip underway. The pencil is even provided so that there will be no excuse for lapses.

Ready Interior Light

Other provisions for the greatest possible comfort include first of all the light plants over the back seat and strong enough for any night reading. Moreover, the action of the car is so smooth you could read any time of the day or night while speeding across the country.

The seats not only have burr-wrapped springs like those used in the finest living room furniture, but they are placed at chair height. In the back extra leg space is provided for air-footers by the groove at the base of the front seats back giving inches more room.

A point of interest to short wo-

men is the adjustment feature for the front seat made even easier in the new cars.

Provision is made for the maximum in scenery enjoyment by extra large windows all around. These same windows give ventilation without drafts. All windows, of course, have safety glass.

Safety Everywhere

Safety features are found everywhere. Besides the safety glass which you expect by this time there are especially designed door handles on the outside which can't twist your fingers or tear your clothing. There's the defrosting device which guarantees a clear windshield in the worst of weather, and there are a dozen other modern aids.

The upholstery, the dealer assures the prospective purchaser, is easily cleaned with a vacuum cleaner, and the deep pile carpet back may be swept or vacuumed.

Another point that is of paramount importance if you've a mind to travel is the astonishing amount of baggage space in the rear. If you don't want to take a trunk the number of bags that can be packed in is nothing short of remarkable.

Over and above all this is the marvelous ease of driving which is apparent as soon as you can tear yourself away from inspection of the interior and exterior of the machine and slip under the steering wheel.

Guiding the machine is almost automatic so quick is the response of the car to the slightest touch on the wheel which rights itself after a turn is made. Pick-up is instantaneous and smooth speed intoxicating.

So from outside, inside and under the hood the new '38 car is something that every woman yearns for.

## Auto Owners ATTENTION!

If you are a careful driver you will be interested in the plan devised for your kind of driving by

# HARTFORD INSURANCE CO.

they offer

## 15% REDUCTION on automobile insurance to careful drivers

Ask us for full details of this cost-lowering plan which will mean greater driving safety!

## Peavey-Taber Co.

Hartford Agents Phone 201

## GRACE FEATURES LINCOLN-ZEPHYR

Grace of design features the Lincoln-Zephyr for 1938.

The design seems more of tomorrow than of the moment, and head-on view presents a new conception of functional design of beauty which grows out of utility. The low and horizontal radiator grille, aside from its beauty, increases cooling efficiency while the wheelbase and springbase has been lengthened.

But beauty, style distinction are not all. Rough roads hidden over in this car seem an optical illusion because of the rigid framework—a steel unit welded throughout. Wide windows and windshield of safety glass offer an unimpeded vision of the road.

The V-type, 12 cylinder engine brings a better than ever power to this new model. It gives more flexible power that makes driving easier and quicker without the necessity of top speed—though plenty is ready to serve.

The Lincoln-Zephyr is designed by Lincoln and two new convertibles bring to six the number of Lincoln-Zephyr body types from which one may choose. Union Motor Co. is the local representative for Lincoln-Zephyr.

Velocity of water in ditches can be controlled by changing the grade or by changing the ditch section.

**RICHMOND ENLARGES PORT**

RICHMOND, Va. (AP)—Work will begin soon on Richmond's \$2,000,000 deepwater terminal, which will provide shipping facilities equal to those of any port on the Southern Atlantic seaboard. The city council has approved a \$600,000 appropriation to start construction.

## Reconditioning Plan Functions For Used Autos

DETROIT, March 16 (Special)—Used car reconditioning schools, established by Chevrolet a year ago, are already functioning throughout the country with smoothness and efficiency, and returning tangible benefits to thousands of used car buyers in the shape of better value in the used cars they buy. This is the statement of C. W. Wood, director of Chevrolet's national service and mechanical department.

Wood has had charge of installing the schools, which W. E. Holder, general sales manager, created as a means of keeping needed emphasis on reconditioning. Key men from each of the company's territorial divisions in the field were brought to Detroit and Flint for several days intensive study on servicing methods for various makes of cars, and on the use of specialized equipment devised for efficient, economical handling of the various jobs involved.

These men returned to their posts, and set up regular courses of study, making the training available to dealers mechanics in each of the 47 zones. Dealers were urged to encourage their mechanics to attend the schools, and there was wholehearted response from the first. Wood reported. Sessions are held in the evening, many men driving from

## Push Button is Termed Easiest Control Device

There is no means of mechanical or electrical control that is quite so simple and easily operated as the ordinary push-button device.

The revolutionary new auto radios with push-button tuning are one of the sensations of 1938 motor cars.

These are available to Twin Falls and south Idaho car buyers.

## GAIN REGISTERED IN SALE OF CARS

FLINT, Mich., March 16 (Special)—Continued improvement in new and used car sales were reported today by W. F. Hufstader, general sales manager of the Buick division of General Motors, following completion of Buick sales statistics for the first 10 days of February.

Domestic retail deliveries of Buick motor cars during that period totaled 2,860 units, Mr. Hufstader said, compared with 2,881 in the first 10 days of January, a gain of 273 units or 10.5 per cent, and with 1,791 in the first 10 days of February a year ago, a gain of 1,069 units or 59 per cent.

## FOR 1938

# FORD OFFERS TWO NEW CARS and keeps their PRICES LOW

Right, the Standard Tudor Sedan  
60 or 85 horsepower

Below, the De Luxe Fordor Sedan  
85 horsepower

There are two new Ford cars for 1938—the De Luxe and the Standard—differing in appearance, appointments and price—but built on the same dependable Ford chassis.

Both bring you the basic advantages of a V-type 8-cylinder powerplant. The De Luxe Ford has the 85-horsepower engine. The Standard Ford provides a choice of 85 or 60 horsepower engines.

**STEP UP TO THE V-8 CLASS**

V-type 8-cylinder engines were used only in expensive cars before Ford made them available in The Universal Car. Eight cylinders give great smoothness and flexibility. Compact V-type construction leaves more room for passengers and luggage.

Both new cars are economical to operate. The Standard, with thrifty "60" engine, costs less to

run than any other Ford car ever built. And both new cars are priced low. Low price, like economy, is a Ford tradition. Ford founded the low-price field 30 years ago and keeps Ford prices low today.

The De Luxe Ford costs slightly more than the Standard Ford, but provides more style with extra room in the sedan bodies. Both cars, in proportion to price, represent unusual values. Both are built to the same high standard of mechanical excellence. Both bring you comfort and pride of ownership.

**BUILDING ON 1937 SUCCESS**

More people bought the 1937 Ford V-8 than any other 1937 make. It was a good car. But these are better cars, because Ford improvement goes on constantly. You'll realize that when you see and drive either 1938 Ford V-8.

**PRICES FOR CARS DELIVERED IN DETROIT—TAXES EXTRA**

Standard Ford V-8 (60 hp.)—Coupe, \$599; Tudor Sedan, \$644; Fordor Sedan, \$689; Standard Ford V-8 (85 hp.)—Coupe, \$639; Tudor Sedan, \$691; Fordor Sedan, \$714.

De Luxe Ford V-8 (85 hp. only)—Coupe, \$689; Tudor Sedan, \$729; Fordor Sedan, \$774; Convertible Coupe, \$774; Club Coupe, \$749; Convertible Club Coupe, \$804; Phaeton, \$824; Convertible Sedan, \$804.

Both Standard and De Luxe cars come equipped with front and rear bumpers and bumper guards, spare wheel, tire and tire lock and hand, gear lighter, twin horns, and headlight beam indicator on instrument panel, at no extra charge.

In addition, De Luxe cars are equipped with an extra tall light, windshield wiper, sun visor, also de Luxe steering wheel, glove compartment lock and check, and chrome wheel bands, at no extra charge.

# LUXURY MARKS 1938 CARS IN ALL PRICE RANGES

## Buyers Get Stamina, Style, Economy and Value in New Lines

Take an equal portion of quality, style, endurance, speed, power, stamina, economy and comfort, mix them all together and regardless of the name involved the result will come out as the typical car for 1938.

Regardless of the type car which residents of this section of Idaho choose to purchase this year, whether it be in the low or high price groups, they will find "luxury" written in bold letters. Because the modern car is just that. Although it has now become a necessity, the workmanship and general durability of the modern car, plus its driving comfort, makes it a luxury more than ever.

Full Values  
Of any car offered this year it can be truly said that the purchaser will really get more than what they pay for. Mass production, of course, makes this possible but this modern mass production has all the fine points, and many more, than are to be found in hand work.

Take, for instance, the motor under the hood. Whether it be 40 or 120 horsepower it still is the best which money can buy. All the upon which facilitates driving and economy both in oil and gas mileage is in store for the new car purchaser this year.

As far as the cars themselves are concerned the purchaser will find sweeping streamlines with longer hood and graces. Grills blend smoothly into the body and the big, built-in luggage compartments in the cars having them are larger than ever before.

Sturdy Bodies  
Bodies are of wood and steel or all-steel, both tested and approved by millions of miles of driving under any and all conditions.

Brakes are today masterpieces of modern engineering. Cars now stop in a distance which, a few years ago, would have seemed impossible. The car is low, hugging the road and taking the turns with ease because of the balanced center of gravity. Unlike the older models, they are not "top heavy."

A tour of the local automobile dealers' display rooms will convince even the most skeptical person that 1938 cars are "a thing of beauty." A wide range of colors is available and types are found for all purposes whether it be for business or pleasure. Name the type car you want today and it can be found on a Twin Falls salesroom floor.

Instrument panels are compact and from them the driver can tell temperature of the motor, oil pressure, amount of gas in the tank, battery reading, mileage, speed and anything else which a driver should know.

Logan which would fit any modern 1938 machine is "high priced comfort at a cost which all can reach."

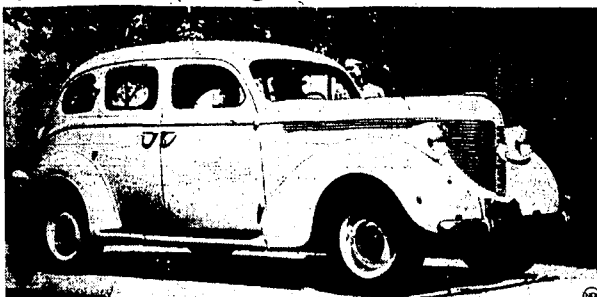
Rich Interiors  
Interior richness is such as you have never seen before, with upholstery so superb you can sense its costly, long-wearing quality at the touch. Some cars even have a reading lamp located over the back of the rear seat. Others have starters on the dash board and still others the gear shift lever on the steering wheel case. More room "up front" is the result.

Accessories available are almost too numerous to mention and a goodly supply of them come as standard equipment on most machines.

Wide seats are a feature today with cushions painstakingly designed to give the purchaser rest on the longest ride. To the luxury of extra size the modern car adds the luxury of modern appointments. As you look around the interior of any car displayed on a local showroom you will find every detail which makes for luxurious travel, whether you are driving in the city or out on the open road for a long cross-country trip.

Cars nowadays can have fog lamps, exhaust deflector, hot water heater, rear vision mirror with clock, auxiliary vision and vanity mirror, radio and a thousand and one other items.  
They all play their part in making the 1938 car the best of them

## DeSoto Enlarges Wheelbase, Brakes



Offering seven body types on a three-inch longer wheelbase, and boasting added safety with brakes 10 per cent larger than last year, the new DeSoto is shown above in the four-door sedan model. The car retains its "safety interior" instrument panel, and employs a new handbrake lever of the "pistol grip" type located under the panel. One of the most important mechanical improvements is the new and stronger frame.

## Chrysler Gives Added Strength and Rigidity

Added strength and rigidity and the elimination of rattles has made the all-steel bodies used in the 1938 Chrysler even better than those of previous models.

Cowl construction is more rigid. A Z-bar bracing at the top and bottom of the cowl ties the box section (front corner posts, cowl and floor together. The upper cowl is strengthened by the use of a bracing on the windshield belt and windshield posts. The strong steel doors of rigid welded construction have diagonal bracing to prevent sagging. The center post of box-section steel has been strengthened and given a wide flare at the top.

## Education From Afar

MELBOURNE (AP) — American children are receiving part of their education from Australia. The National Catholic Correspondence School of this city, which ranks as the largest school of religious instruction in the world, has completed arrangements to extend its courses to the parish of the Rev. Father E. Bode in Alabama, U.S.A.

The average man talks for two hours out of every twenty-four, at a rate of 100 words a minute. He utters some 4,500,000 words a year.

## AUTO ACCESSORY LIST GROWS BIG

Gadgets, accessories, and the small items that add to the comfort of motoring are keeping pace with the latest designs in the 1938 motor cars.

A ventilating fan for use in the new cars is reported as one of the most popular of all the accessories. Small rubber bladed units, which may be used any place in the car, are displayed in a number of auto shops in the city. These fans will serve a dual purpose: the purchaser is told—for cooling in summer and as a defroster in winter.

Another big help in keeping cool during the summer months will be the use of fibre seat covers and cushions advance sales of these articles indicate.

Finding great favor with the owner of the new car is a bumper protector which extends upward and fends off blows which might injure the elaborate and delicate grill work used on most of the radiators.

A "must have" for the greatest car enjoyment during the summer months is a car radio, so you are told. The latest along this line is guaranteed to give reception and tone comparable with the newest in house radios. To add to the easiness of operation a new push button tuning system has been installed on a number of the car sets.

These Sell Fast  
A new high in sales is also being reached on such items as cigarette lighters, rear view or vanity mirrors in glare shades, spot mirrors, fog

## lights, and license plate holders, telescopic radio antenna and various other devices.

The one-armed driver's friend is the steering wheel knob, which allows a car to be driven much in the manner of a tractor by just twirling the wheel. The perfect complement for this gadget is the new horn ring, which fits around the inside of the steering wheel and tootles the horn at the slightest pressure of the finger or thumb.

Color conscious car owners often add gear shift knob to match the wheel handle.

## Artist's Work Seized

MELBOURNE (AP) — Declaring that their subject matter was pertinent, the Melbourne customs department have seized 80 prints of a painting by the famous Italian artist, Amedeo Modigliani, who is said to be one of the "greatest" masters of the nude. The paintings, which were being consigned to a Melbourne art-dealer, are to be destroyed.

## DEALER SONS AT COMPANY SCHOOL

DETROIT, March 16 (Special)—A new type of industrial school made its appearance in the automobile industry when 27 sons of Chevrolet dealers came to Detroit from all parts of the United States to take a seven-week course in Chevrolet's school of modern merchandising and management.

The school was officially opened by W. E. Holler, Chevrolet general sales manager, on March 1. Mr. Holler issued a welcome to the dealers' sons and told them their course would give them a rare opportunity to learn the inner workings of the automobile business.

Root crops are a palatable, succulent and laxative; therefore they have a place in brood sow rations.

## Automobile Insurance

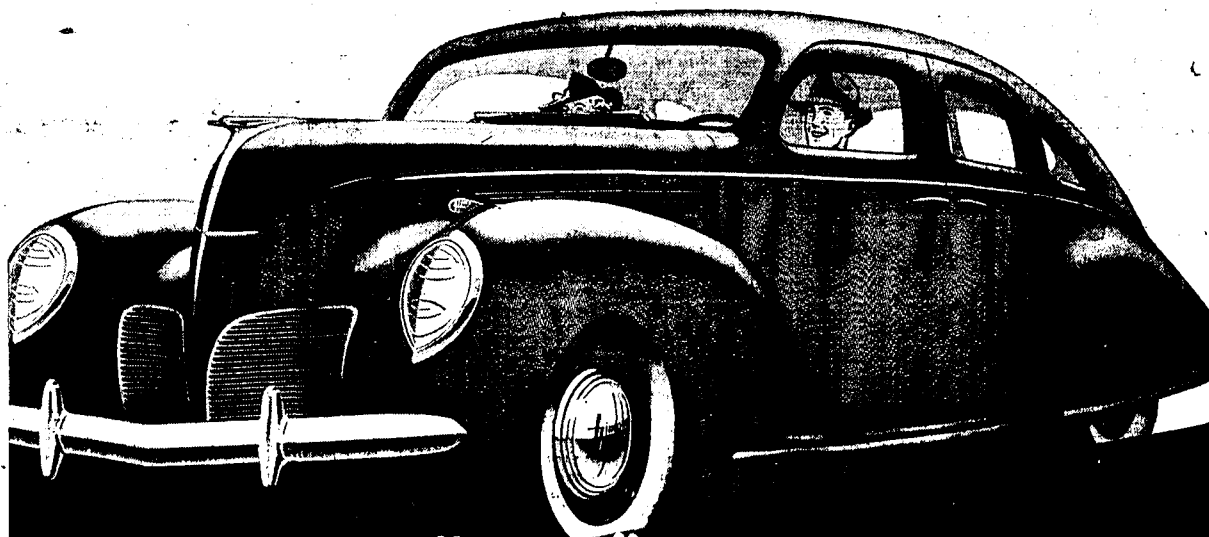
Written in Stock Company  
Will Cost Less at the

## J. E. Roberts Agency

Phone 563 127 Main Ave. West

## See The 1938

# LINCOLN-ZEPHYR V-12



## The modern "twelve" at medium price

IN THE ANNUAL, fashionable parade of model after model, improvements, changes, refinements are to be observed on every hand. But how seldom the whole car departs from traditional ways.

The LINCOLN-ZEPHYR V-12 during 1936 and 1937 did — and still does. The car for 1938 does even more. Truly it can be said: It breaks with tradition again!

Graceful streamlines that gave the LINCOLN-ZEPHYR a distinction of its own in two years previous are even more pronounced this year. If the hold front of this new car reminds you of the nose of some great air-liner, it is made that way for the same basic reason. Principles of functional design, rather than mere style, dictate the car's modern form. Thus the low and horizontal radiator grille, aside from its beauty, increases cooling efficiency.

This new car breaks with the usual, too, in its modern power-plant. The V-type 12-cylinder engine, used and approved by more than 45,000 enthusiastic LINCOLN-ZEPHYR owners during 1936 and 1937, has been refined to give an even smoother performance. And new-type valve lifters, with oil cushions, bring even quieter operation. . . . Developing 110 horsepower, the engine gives 14 to 18 miles to the gallon — twelve thrifty cylinders!

The basic construction of this car is a definite break with tradition. In closed types, body and frame are not two separate units, but one unit, a steel framework, all members welded together. To this rigid framework, steel top, sides and flooring are welded. You ride surrounded by steel — and view road and landscape through wide windshield and windows of safety glass.

The new LINCOLN-ZEPHYR is bigger inside, bigger outside. The wheelbase is lengthened to 125 inches. Great comfort results from the placing of car weight and passenger weight toward the middle. Prove this on your favorite back road!

This year, a new Convertible Sedan, and a new Convertible Coupe belong to six the number of LINCOLN-ZEPHYR body types from which you may choose.

This modern "twelve" is still the only car of its kind at any price! Lincoln Motor Company, builders of Lincoln and Lincoln-Zephyr V-12 motor cars.

Prices begin at \$1295 delivered at Detroit factory. State and Federal taxes extra. The Sedan illustrated is \$1395 delivered at Detroit factory, white side-wall tires included.



## The Streamlined Willys



for 1938 Gives

New Beauty  
.. Plus ..  
Greater Roominess

See this even more economical NEW WILLYS for 1938 . . . combining greater streamlined beauty with wider seats and inside roominess unusual in such a low priced automobile. Inspect the models on display at the automobile show Thursday evening.

Willys Sales & Service  
214 Shoshone St. E. A. E. DeAtley, Mgr. Ph. 1876



# Young Drivers Termed Most Dangerous but Learning Safety Ways

## EDUCATION CHIEF SEES YOUTHS AS OFTEN RECKLESS

By E. T. SPENCER  
Director, Safety Education Bureau  
(Written exclusively for this edition of the Idaho Evening Times)

Idaho has its quota of alarming increase in both deaths and injuries to drivers under 18 years of age. This was noted when the figures for 1937 and 1938 were analyzed for the state and the nation. The National Safety Council records show that drivers under 18 years of age are the most dangerous drivers upon American highways.

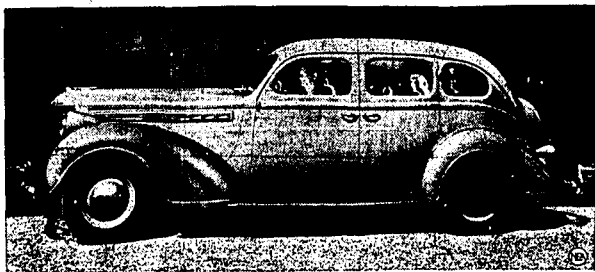
For every thousand youthful persons under 18 years of age licensed to drive, thirty-nine of them were involved in accidents in a single year, while licensed drivers between the ages of forty and forty-nine had only twenty accidents per thousand during the same period. The trouble with the youthful as well as experienced drivers is what they know what to do with their hands and feet they don't know how to use their heads. It is this lack of judgment that puts so many drivers "behind the eight ball."

1937 Record  
During 1937 Idaho had 120 drivers between the ages of 10 and 19 years who were involved in 23 fatal accidents and 97 non-fatal accidents. The major part of these accidents were due to carelessness of the youthful drivers who were "willing to take a chance."  
National records for 1938 show that drivers under 18 years of age were in 820 fatal accidents and 17,000 non-fatal accidents, in operation of the automobile. It is estimated that all drivers who had more than one year's experience were involved in 87 per cent of fatal and non-fatal accidents.

Idaho laws prohibit the issuance of a driver's license to a person under the age of 16 years, except that a restricted license may be granted a person who is at least 14 years of age, provided there is deposited a proof of financial responsibility in respect to the operation of a motor vehicle.

Not prepared  
Youthful drivers are the same upon all highways. They have not been able to prepare themselves to compete with the older drivers. In all other activities that call for physical and mental alertness and quick reactions, the younger person has a decided advantage over the older one. In such sports as flying, riding, skating and skiing where physical strength is not so important as coordination, the younger person, as a rule, is the more expert. In the handling of an automobile, where coordination is all important, young people must bow to the superiority of those of more advanced years. This view is advanced by John J. Trotter, Jr., in his

## Longer Wheelbase Chrysler Feature



With three inches additional wheelbases in the Boral, and four in the Imperial, Chrysler for 1938 offers a changed car, especially in front end design. In both lines the headlamps are set in the front fenders, and the hood opens on a line from the radiator grille to the cowl, giving easier access to the motor. Engines are more powerful, and the handbrake is of the pistol grip variety under the instrument panel. Above, the Imperial four-door sedan.

book "Youth at the Wheel." Continuing he writes: "This is a challenge to youth, which youth must accept or go down in defeat, admitting with embarrassment their inferiority in the greatest of all American outdoor activities—automobile. It is implied that all young drivers are poor ones. On the contrary, there are many drivers who are in their best that handle a car as well as, if not better than, most adults. They are courteous on the road; they are cool in a crisis and they use common sense in their driving."

School Training  
Idaho has turned its attention to training youthful drivers through elementary and high schools and in the colleges and universities with actual demonstrations and instructions upon the automobile. Today more young people probably know more about the workings of an automobile than ever before. And one of these young folks who last is performed by the carburetor in the complex operation of a motor and ten chances to one he or she can tell you. The younger generation studying mechanics along with other studies are getting "school-carried" upon the automobile, their plane and diesel engines and others. But they are lacking in coordination in driving.

It is said the most striking indictment of the American people is their inability to operate and control motor cars, especially the younger drivers. With the increase in the necessity of the automobile in the daily social and economic life it has, with the increasing power of its engines and new streamline effect, become a constant menace to life.

The three "E's"—education, engineering and enforcement—are listed as the important things in bringing about a reputation in automobile ac-

idents. This stress, which has been carried before the American people, has resulted in a reduction in the percentage of deaths during the months of December, January and February.

While automobile engineers have considered the question of making automobiles be built more on safety lines and with less speed, nearly all of the states have fixed their speeds for the highways not to exceed 30 miles per hour as the maximum speed if the road and weather conditions permit. The younger drivers of all states are being impressed with the necessity of observing speeds that are safe.

Drivers of Tomorrow  
The beginners of today are the drivers of tomorrow and it is to them that safety associations must turn if the fatalities of the future years are to be reduced to a less proportion than a half million lives sacrificed upon the highways of the United States in 16 years.

Future young drivers will take the wheels of the automobiles with a greater knowledge and understanding than older drivers. They know and realize that the safety of tomorrow is in their hands today. They realize too that when they step into a car and take the wheel that they have the equivalent of 75 tons of dynamite at their touch and instead of blindly steering a car and knowing nothing of it, as the millions of drivers have done before them, they will go forth upon the highways with that great tonnage of explosives, as it were, and show a deep regard for the life and limb of others.

The young drivers are not only danger-conscious but they are safety-conscious. They are beginning to realize that alcohol and gasoline do not mix and the thinking

driver does not drink nor does the drinking driver think.

There has been less drinking among the youthful drivers under 18 years of age in Idaho than there has among the drivers between 20 and 30 years of age.

## MIAMI TO AKRON AIR RECORD SET

A new speed record between Miami, Fla., and Akron, Ohio, has just been established by Ray W. Brown in the General Tire Lockheed-Vega "Miss Streamline II" which he pilots in his capacity as aviation sales manager for General Tire.

His new flying time mark of six hours and 33 minutes for the 1190-mile flight upset the previous record for travel between these two cities, which was also set by Brown, in 1935, when he made the trip, non-stop, in seven hours and 42 minutes. In "Miss Streamline II," the predecessor to the present General Tire business plane.

Maintaining an average speed of 192 miles an hour over the entire distance, Brown made two stops en route for gas. He had favorable tailwinds on only a small part of the flight, most of the wind being easterly.

Akron airport officials have no record of any better time having been made over the route at any time, the only comparable record was made by Ben Howard, racing pilot, who flew his racing model from Cleveland to Miami in record time, some time ago.

## PLYMOUTH GIVES NEW HIGH VALUE

The 1938 Plymouth which is now achieving a new high in popularity, according to the local dealers handling it, offers brilliant design, easier steering and other improvements of Plymouth's 10th anniversary Jubilee year.

Hailed as the outstanding model in the company's 10-year career, the new Plymouth challenges comparison with cars far above its own price class for exceptional riding performance and in style appointments for greater comfort and luxury.

The 1938 Plymouth sets a new standard of quietness and smoothness, even beyond last year's model that was noted for its "hushed" ride. More than a score of new engineering improvements climax Plymouth's first decade of building great cars.

Plymouth's Jubilee car again features unusual size and roominess, with ample space for six passengers in all sedan models. Inches of extra shoulder room, head room and leg room are provided by its big all-steel body of safety design, built by the pioneers in this method of construction.

Overall length of all models is 104 inches, from bumper to bumper. The complete Plymouth line for 1938 includes three "business" and eight de luxe body types—all on 112-inch wheelbase with L-head engine of 62 horsepower.

Oxen Coming Back  
HARRISBURG, Pa., (AP)—Eastern Pennsylvania agricultural districts are increasingly assuming an "Old World" aspect as farmers return to the use of pulling-power that never saw an assembly line. Oxen, as shown by recent survey, are making strong comeback, displacing horses and tractors on many farms.

## Car "Log Jam" Believed Over

DETROIT, March 16 (Special)—Citing early February increases in sales of both new and used cars, Courtney Johnson, Nash Motor general sales manager, declared today that the national used car "log jam," held to be the principle obstacle to recovery, is definitely breaking up.

He announced complete reports from the distributor organization of the Nash Motors division of Nash-Kelvinator corporation show that during the first 10 days of February, there was an increase of 41 per cent in sales of used cars by Nash dealers over the same ten-day period a year ago.

Reversing the seasonal trend, new car sales by Nash dealers were lower than those of January. Mr. Johnson pointed out, "We can account this reversal in trend, as shown by reports from our entire field organization, as being a very favorable sign."

## Headlight Beams Are Kind to Other Driver

With regulations prohibiting glaring headlights constantly becoming more stringent, owners of 1938 cars take satisfaction in knowing that their headlights, when the beam is in the position for city driving, comply with the requirements. In this position the beam from the headlights is directed to the driver's right so that it illuminates the side of the road perfectly but does not interfere with the vision of the occupants of approaching cars.

## STOP-GO LIGHTS AVERT MISHAPS

The three lights, one each on the potato/corner, the Rogerson hotel corner and the intersection of Main and Shoshone, are controlled by a switch from the police station. They are regulated so that traffic going at a minimum speed, will be able to move through all three without stopping.

Safety Record  
In pointing to the safety record they are responsible for and the benefit they have provided for both automobile owners and pedestrians, Chief Gillette said:

"The lights are, without a doubt, an added protection to both pedestrians and drivers. These lights have slowed down traffic in the downtown section and have caused a safety record of which local citizens might well be proud.

"Since the lights were installed there has not been one accident of any consequence recorded at either of the three intersections where the traffic control devices are in operation.

Proved Their Worth  
"They have proven their worth and, it seems to me, have repaid many times their cost in the savings of bent fenders and bumpers as well as probable broken bones.

"The lights also make it safer for pedestrians to get across the intersection. When they are with the lights they have the right of way and thus should never be forced to run for it.

"In my estimation the lights are

## Fleet of Plymouths Will Patrol 90,000 Texaco Rest Rooms

DETROIT, March 16 (Special)—A "white patrol" of 48 new Plymouth cars will play an important part in this spring in establishing the latest service for American motorists—a chain of 90,000 "registered rest rooms" to be maintained by Texaco dealers throughout the country.

The special fleet of all-white coupes has been completed by the Plymouth factory, and left the plant in a half-mile long cavalcade scheduled for coast-to-coast duty that will total millions of miles this spring and summer in supervising the new super-comfort plan.

Approximately 45,000 Texaco dealers are cooperating in the new "registered rest room" service, which is designed to provide new luxury standards of comfort and cleanliness for motorists in every one of the 48 states. A specific list of standard features for comfort and convenience will be uniformly available throughout the "registered" chain.

Part of the plan is a regular inspection service by the special fleet of white Plymouth cars, covering the entire country regardless of weather or road conditions. The cars are assigned to a new staff of uniformed inspectors, who divide the country into individual districts for completing their appointed rounds.

TUFTS COLLEGE IN PHOTOS  
MEDFORD, Mass., (AP)—A 24-year picture record of Tufts College life includes 20,000 photographs, all taken by Prof. Melville S. Munro as a hobby.

one of the best traffic control features installed or installed in the city." Chief Gillette said.

# YOU GET MORE CAR

## NEW 1938 4-DOOR SEDAN \$730

DELIVERED IN DETROIT  
INCLUDING FEDERAL TAXES.  
LOCAL, STATE TAXES NOT INCLUDED.

- ### All This Included In Today's Low Price
1. Federal Tax Paid
  2. Five Steel Wheels and Tires
  3. Airplane-type Shock absorbers
  4. "Live" Rubber Body Mounting
  5. Floating Power Engine Mountings
  6. "Radio Studio" Sound proofing
  7. Double-action Hydraulic Brakes
  8. Safety All-Steel Body
  9. Safety Glass Throughout
  10. Hypoid Rear Axle
  11. Completely Rust Proofed Body
  12. Central Locking
  13. Chain driven Camshaft
  14. Ashanti Valve Seat Inserts
  15. Full-length Water Jackets
  16. All Silent Transmission
  17. X-Type Box-section Frame
  18. Aluminum Alloy Pistons
  19. Ball-bearing Universal Joints
  20. Ratchet Ornament
  21. Front and Rear Bumpers

**BIG value, low price—that's the amazingly low figure printed above you now get new Plymouth 4-Door Sedan—with all the important value features listed at the left included as standard equipment!**

Read this list—then go see and drive the big 1938 Plymouth! Get the sensation of Plymouth's amazing new ride!

Learn, too, about Plymouth's outstanding economy and safety. No other low-priced car offers so much for your money!

See this big 1938 Plymouth today! And ask any Dodge, DeSoto or Chrysler dealer about the easy payment terms. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

**MAJOR BOWEN AMATEUR HOUR. COLUMBIA NETWORK, THURS., 8-10 p. m., E. S. T.**

**PRICES ON ALL MODELS**  
Delivered in Detroit, including Federal taxes, license, plate and title

**BUSINESS MODELS**—Coupe, \$645; 2-Door Sedan, \$625; 4-Door Sedan, \$720.

**DE LUXE MODELS**—Coupe, \$720; 4-Door with Runabout, \$840; 2-Door with Runabout, \$840; 2-Door Sedan, \$775; 4-Door Sedan, \$860; 4-Door Touring Sedan, \$815.

For delivered prices in your locality, see your Dodge, DeSoto or Chrysler dealer.

# Buick... Pontiac

Four outstanding engineering developments, with major improvements both in style and mechanical design, feature the new Buick cars for 1938. The new cars have one of the most important engine developments of the past 10 years by which power has been substantially increased and gasoline economy bettered with the new "Dynaflash" engine.

In styling, the cars hit a new high in the popular Buick streamline motif with new radiator grilles in two sections and the color line of the hood carried down through the center.

Led by the addition of a remote control gear shift lever, operated from the steering wheel and offered as optional, a new clutch giving light pedal pressure, and battery located in the front under the hood, Pontiac lists 107 separate safety features in making its 1938 offerings. Both six and eight cylinder engine sizes are offered.

See These Cars On Display at The Auto Show, Thursday March 17th  
To see these 1938 Buicks and Pontiacs is to appreciate fine engineering in automobiles. Acquaint yourself with the automobiles that have style, economy and prestige.

## Browning Auto Co.

351 Main Ave. East Twin Falls Phone 364

## AUTO SHOW . . .

Twin Falls Automotive dealers invite you to attend their greatest automobile show. A gala parade and spectacular display, Thursday, March 17, at 7:30 P. M. Be sure to be on hand.

# BARNARD AUTO CO.

CHRYSLER - PLYMOUTH DEALER

# PLYMOUTH BUILDS GREAT CARS

### REFINEMENTS IN CHEVROLET CAR

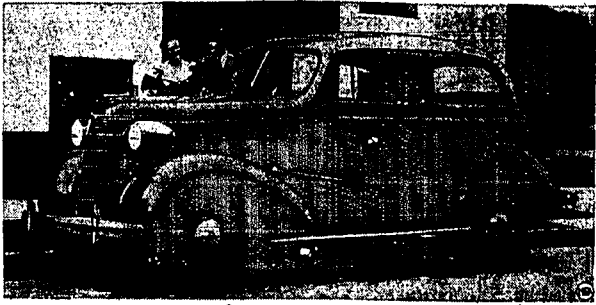
Noteworthy advances in performance, economy, safety, durability and style, gained through systematic refinement of features already thoroughly proved in the hands of the public, mark the two new 1938 Chevrolet passenger car series presented by Glen O. Jenkins. Both lines embody an improvement destined to rank as outstanding in the industry this year—the revolutionary new "Tiptoe-matic" clutch combining more positive action with greater operating ease, and adding impetus to the safety, comfort and durability of the car.

Refinements in the new models extend to bodies, both interiors and exteriors, and to numerous units of the chassis, although the design remains fundamentally unchanged. The power plant in both series is the 65-horsepower high-compression valve-in-head six cylinder engine whose power, smoothness, economy and freedom from service interruptions are already familiar to millions of owners throughout the world.

Outwardly, the most notable change in the new Chevrolests is their advanced styling, which is especially evident at the front end. The top of the hood sweeps forward from the cowl in a graceful curve, to cap the almost vertical flat topped radiator and grille. The latter, a radical improvement over previous design, consists of chromium-plated, chrome-plated, flowing back from the center line of the grille to blend into the radiator shell. The streamline which defines a new style note is continued in 1938.

Engine advances for 1938 are mainly in the nature of refinements, although a new and lighter fuel tank, in conjunction with the new clutch, affords greater flexibility and quicker response to the controls.

### Light-Pressure Clutch on Chevrolet



A new clutch requiring a pedal pressure 25 per cent less than that needed before, and a restyled body, are two of the outstanding points of the new Chevrolet, shown here in the master-of-luxury coach model. The engine of the new car, while practically the same, has been refined and developed for further economy, and includes a new electrical system and a new starting mechanism. The change in design is notable in front.

## Idaho Becomes Safety-Conscious In Campaign to Cut Motor Toll

Cooperation of the motoring public is necessary if Idaho is to reduce highway fatalities. The first thing in this will be with safe and courteous driving, the best safety device known.

This is the view of J. L. Balderston, commissioner of law enforcement, commenting upon automobile accidents since the first of the year. He said adverse weather conditions in January left the highways in poor condition and caused many avoidable crashes resulting in unnecessary deaths, but that during the month of February it was shown that with safe, courteous and careful driving the death toll was three as compared with six for the same month a year ago.

If there are any, to take proper measurements and clear the highways of wreckage as soon as possible, officers may find it necessary to block the highway at the accident scene with red police lamps, flares, or flashlights. At many accidents, officers are probably parked cars, whose drivers may be assisting the officers and it is to avoid crashing into these or the cars involved in the accident that drivers are urged to be on the look out.

Red lights always are a signal of danger and mean "stop" and for drivers of oncoming cars to approach cautiously and have their cars under control for stopping immediately.

Crash at Downey  
In calling upon the drivers to stop at the scene of accidents, Mr. Balderston called attention to a crash of five vehicles at Downey, Bannock county, recently in which one man was injured, three escaped with slight injuries and four cars were damaged. In this case the greatest damage was done by the driver of the fifth car, who disregarded the warning of the officers and crashed into the automobile wrecker which was removing the wrecked cars from the road.

In case of drivers being involved in accidents, the commissioner said the following three items are required of drivers.

1. Stop and inquire as to the amount of injury.
2. Give assistance if necessary. (If anyone seems to be seriously injured, it is best to send for an ambulance or arrange some mode of transportation for the injured to a hospital. Handling of seriously injured persons should be under the direction of state patrolmen or officers. All state patrolmen have been trained in the advanced first aid course by the American Red Cross.)
3. Give name and address, license and registration numbers upon request of the other operator or any of the witnesses of the accident or any law enforcement officer.

Compulsory reporting of accidents by drivers is now in effect in many states. It is probable the same law will become effective in this state in the future. Reports upon accidents have been found to be of great aid in the safety campaign; in that the reports will give the basic reason for accidents and will enable study and plans for avoiding accidents of like nature in the future.

Drivers are also urged to see that their cars meet Idaho's light requirements, which call for good headlights that can be dimmed properly, clearance lights, trailer lights and rear lights which must be fixed and properly focused.

### STUDEBAKER HAS \$811,874 PROFIT

The Studebaker corporation earned net profits of \$811,874 for the year 1937, according to word received here by Ted Davis, head of Twin Falls Motor, which distributes the popular new 1938 Studebaker models.

The 1937 profit was made on sales of 91,475 passenger and commercial cars for \$70,982,209.71, according to information to Davis from President Paul G. Hoffman. This compares with net profits of \$2,187,793 in 1936 on the sale of 91,999 units for \$88,228,724. The differential is accounted for by increased material and labor costs during the first nine months of 1937 and the sharp decline in sales during the fourth quarter. Net profits for the year amount to 37 cents per share compared with \$1.01 per share in 1936.

### OKLAHOMA MAN BUYS 9 NASHES

OKLAHOMA CITY, March 16 (Special)—Until someone steps forward to dispute his claim, J. F. Kroulitz, wealthy Oklahoma brewer and miller, is referring to himself as the nation's champion individual Nash car buyer.

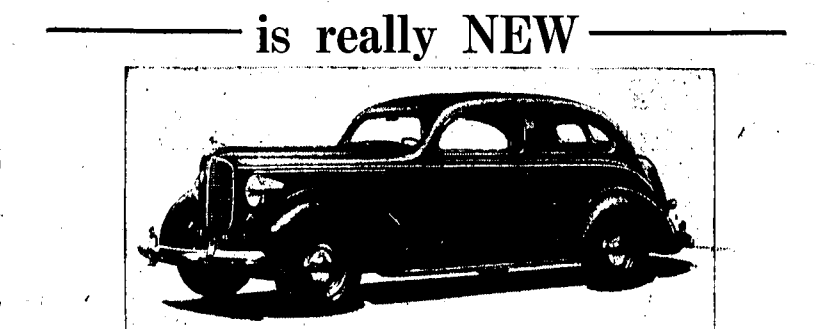
Nine new Nash cars purchased within the past year, and all for members of his immediate family, is the basis for his record claim.

A new 1938 Ambassador Eight coupe, purchased for his attractive daughter, Arlene, a student at the University of Southern California, is the latest addition to the Kroulitz fleet.

Three of the Nash cars are in Los Angeles, on the annual winter sojourn in southern California. The other six cars are in Oklahoma City with other members of the family.

A Tennessee bond for two-thirds of 1 cent has been in the U. S. treasury since Harrison was President.

## The New DODGE is really NEW



"The American Beauty of 1938"

If you're looking for beauty, stamina, low operation costs and motoring satisfaction... the 1938 DODGE is your car. Compare it from every standpoint... gas mileage, upkeep and cost and you'll agree that DODGE is a better buy throughout. A wide selection in body styles, colors and appointments is offered you in 1938's greatest motor car.

**Spectacular AUTO SHOW**

Attend the Twin Falls Auto Show... to be held at night under the shining lights of huge arcs. See Dodge in this big parade and show.

March 17th  
7:30 P. M.

Look For The 47 New Improvements

- First in registrations in its class
- Only a few dollars more than lowest-priced cars.
- Over 142,000 people switched from "other cars to DODGE" in the past year.

**WATCH DODGE**

**Magel Automobile Company**  
Original Dodge and Plymouth Dealers

### BUICK PRESENTS MAJOR ADVANCES

Four outstanding engineering developments, with major improvements both in style and mechanical design, feature the new Buick cars for 1938, on display at showrooms of Browning Auto company.

The new cars have one of the most important engine developments of the past 10 years by which power has been substantially increased and gasoline economy bettered without increasing the bore and stroke or otherwise changing the size of the engine.

At the same time, a startling new rear suspension, as revolutionary in its advantages as knee action and involving the use of coil springs, has given new riding and steering qualities to the 1938 cars not heretofore achieved with former designs. Both the engine and rear coil spring features are exclusive to Buick for 1938.

In styling, the new cars hit a new high in the popular Buick streamline motif. New radiator grilles are in two sections with the color line of the hood carried down through the center, surrounded by the Buick crest. Long bullet-shaped headlamps are fitted into the radiator shell, giving a compact, racy appearance. Slimly shaped fender lamps are mounted on the front fenders which have been redesigned to give a more streamline effect.

The new "Dynaflash" engine is one of the outstanding engine developments in several years and was possible because of Buick's valve-in-head design. The new design makes use of a special dome shaped piston, called a "Turbo-lator" piston, which permits controlled burning of the fuel mixture and a higher compression ratio without the usual "ping" that accompanies high compression with conventional types of pistons.

### Odd Size Driver Can Adjust Seat to Fit

"Out size" drivers can be comfortable in driving most 1938 cars. The front seat can be adjusted forward and backward by a manual control. As the horizontal movements are made, the seat also automatically adjusts itself vertically. Thus both very tall and very short persons can find the position that is most conducive to their comfort.

### Safety Tube Halts Peril To Motorist

Tubes which can be ripped wide open yet still hold air and which, when punctured by some object, quickly fill the space around that object, keeping in all air, are coming into their own for modern car use.

Local dealers in Twin Falls today are displaying such tubes which are now marketed after long and exhaustive tests were conducted over the nation, on all types of road and in all temperatures as well as under all driving conditions.

### Plastic Gum Rubber

The tube which seals a puncture has a layer of cured-in plastic gum rubber which lines the inside wall of the tube directly under the tread area of the tire.

This puncture sealing composition is not a liquid but a plastic, tacky rubber compound, soft enough to ooze into holes made in the tube and to prevent the loss of air.

When a nail or tack forces its way through the tire and into this tube, this special rubber compound sticks tight to the penetrating object and immediately fills the small hole around it. When the nail or tack is withdrawn, the plastic material quickly finds its way into the hole and seals it tightly.

### Constant Pressure

The tube provides constant pressure and aids in adding to the mileage because it is a known fact that properly inflated tires deliver more miles than those which are improperly inflated. They save the car owner money by eliminating tire and tube repairs.

The second type tube which is proving to be so popular among buyers this spring is that which is really two tubes in one.

The tubes are joined at the base. The inside tube, built of two plies of fabric, holds air and supports the tire when a blowout releases the air in the outer tube. Air escapes slowly out of this inside tube through a single small vent hole, giving the motorist precious time to stop safely from the highest speed. Both tubes are inflated through the same valve, air passes from inside tube through vent hole into outer tube. Buick's air tube, entering the tire to cause a blowout do not injure the inner tube because it really "floats" free and "gives" like a pillow as the spikes or other objects "graze it."

### NEW GADGETS ON BICYCLES FOR '38

New gadgets galore decorate the latest in bicycles for 1938. Many of the new accessories or improvements in the wheels add to the speed and safety of operation while others are of pure decorative value.

The newest improvements built right into the bikes are the new front and rear wheel brakes, two speeds and a spring fork.

It's Enclosed Now  
While a front wheel braking system was used on a few models last year the system used on the new models is an enclosed braking service similar to that finding success in the past on rear wheels.

The two speeds are low and high and will add much to the safety of a

Double Headlight  
Newest in accessories for this manner of transportation is the new double headlight for handbars with an electric horn in the center. The front light, horn and the tail beacon all operate from a battery concealed in a small can having the appearance of a gas tank.

Extras not necessary for the lawful operation of the vehicle include rear view mirrors, speedometers, extra lights, carriage racks and stands.

READ THE TIMES WANT ADS.

## THERE ARE NEW STYLES IN TRAILER HOUSES TOO!

### THE DELUXE TRAVEL HOME

This is the last word in trailer excellence. In addition to standard equipment, Deluxe models also include:

- Four Passenger Accommodations.
- Ice-Break Automatic Hydraulic Brakes.
- Non-Cooled Water System.
- Factory Made Enameled Refrigerator.
- A Zenith Radio (6-volt and 200-volt).
- Electric Power Plant.

Gem Trailer Homes Are Priced From  
**\$295.00 to \$695.00**

## Gem Trailer Company

Twin Falls, Idaho

# CHEVROLET... in '38

This spring enjoy motoring in a 1938 Chevrolet—the car that gives you 85 horsepower and peak economy! In the 1938 Chevrolet you get all the advantages—you sacrifice nothing. Your desire for quality and your desire for economy will both tell you to drive and own a new 1938 Chevrolet.

Chevrolet is the only low-priced car with all the modern features which identify it as the car that's complete.

See the new Chevrolet today in our show rooms—then make up your mind that considering style, quality and economy, you'll be ahead with a Chevrolet!

**MODERN-MODE STYLING**

**PERFECTED HYDRAULIC BRAKES**

**GENUINE KNEE-ACTION**

**ALL-SILENT ALL-STEEL BODIES**

**VALVE-IN-HEAD ENGINE**

**FISHER NO DRAFT VENTILATION**

Smooth—powerful—positive... the safe brakes for modern travel, giving maximum motoring protection.

(WITH SHOCKPROOF STRUTS) So safe—so comfortable—so different... "The world's finest ride."

(WITH SAFETY PLATE GLASS ALL AROUND) Larger interior—lighter, brighter colors—and Unitel construction, making each body a fortress of safety.

Giving the most efficient distribution of power, economy and dependability.

Giving protection against drafts, smoke, windshield cleaning, and ensuring each passenger individually controlled ventilation.

"ON MASTER DE LUZE MODEL'S ONLY"

**THE CAR THAT IS COMPLETE CHEVROLET**

**AUTOMOBILE SHOW THE SYMBOL OF SAVINGS**

Twin Falls automotive dealers present Twin Falls' finest auto showing. Be on hand for the parade of modern motors... it's under lights... music... features... See the Chevrolet!

**March 17th-- 7:30 P.M.**

# GLEN G. JENKINS

# NEW BEAUTY IN PONTIAC OF 1938

Pontiac for 1938, handled here by the new Pontiac Sales Co., presents new beauty and added smartness. It has 1938 beauty of line, new smartness of design and a wealth of appearance refinements in both the six and eight.

Pontiac streamlined beauty begins with the sleek new radiator ornament which expresses flowing power and distinctive beauty. New gleaming Silver Streak styling and an artistic blending of all lines into an attractive whole is one of the secrets of Pontiac beauty. The improved interior appointments are a careful blending of usefulness with an eye to beauty. Large roomy passenger compartments are richly upholstered lavishly equipped and superbly styled.

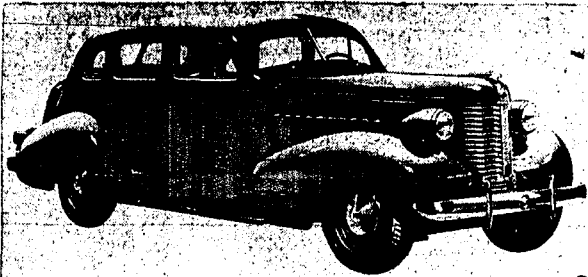
One beauty highlight is the smart, ultra modern and completely individual instrument panel. Finished in beige lustre on the eight and in rich African hardwood on the six, it combines symmetrical balance with modernity.

Many new comfort features add to the value of the 1938 Pontiac, double acting shock absorbers and improved knee action. Extra weight and the correct distribution of weight between the axles. Roomy passenger compartments with wide floors. Body non-draft ventilation and a fender heavily insulated against extreme heat and cold.

New smoothness in Pontiac's improved engine, because of the 100 per cent balanced and counterweighted pistons and counterweights. Temperature control assures efficient performance under all conditions. Rifle drilled cooling fins, water cooled fan, water lubricated, water completely around each cylinder from top to bottom, the scotch mist manifold, the gasolene injector and valve cooling system are only a few of the features that combine to make the Pontiac motor for 1938, one of the outstanding of the industry.

Pontiac for 1938 still features all-steel turret top bodies by Fisher, triple sealed hydraulic brakes and the double drop 4-way rigid type coilover frame.

# Pontiac Stresses Safety Features



Led by the addition of a remote control gear shift lever, operated from the steering wheel and offered as optional, a new clutch giving lighter pedal pressure, and battery located in the front under the hood, Pontiac lists 107 separate safety features for 1938. Offered in six and eight cylinder models, of which the six, four-door touring sedan is shown above.

# HUDSON FOR 1938 HAS THREE LINES

The three new Hudsons for 1938, the roomiest and most luxurious cars ever announced by the Hudson Car company, are on display at the showrooms of Chaney Motor company, Hudson and Hudson Terraplane dealers for this area.

In describing the new cars O. E. Chaney said: "The complete 1938 line consists of an eight cylinder car made on both 120 and 122-inch wheelbases, a six on 122-inch wheelbase, and the new Hudson Terraplane on 117-inch wheelbase.

"On these three chassis Hudson places the roomiest bodies it has ever built, continuing the 65-inch front compartment width, an outstanding feature of 1937, and adding two inches more of interior body length by a re-design of the front compartment. These two inches are used to provide additional leg room in the rear compartment while retaining the same dimensions in the front as previously.

# Auto Shock Absorber Uses Airplane Type

One of the important factors in the smooth ride characteristic of Chrysler cars is the aero hydraulic shock absorber. This type of shock absorber operates on a principle similar to that of the recoil mechanism of a heavy aircraft landing gear. The same type of shock absorber is attached by a rod to the car frame and the lower end of the cylinder is made fast to the wheel connection. A control valve permits the adaptation of the shock absorber to the particular car on which it is installed. The viscosity of the oil is not affected by low temperatures.

# DIAMOND T HAS DE-LUXE TRUCK

Diamond T is this year more than ever a super-truck, according to Schwab's Auto company, dealers here. In line with the accepted policy of the Diamond T manufacturer to put out a de luxe truck, the 1938 models are finished throughout in a style to compare with the finest passenger cars. Yet the truck itself is even sturdier in construction.

An engine built to battle abuse. The cylinder block is electric-furnace chrome-molybdenum iron—harder and finer grained. There are seven main bearings on the crankshaft. All ball bearings are of new, cooler, tougher cadmium-nickel alloy—resistant to both heat and pounding.

It is de luxe in style and comfort. Its sleek, streamlined beauty is instantly conceded. The Super Deluxe, especially, has a new conception of functional design. Its interior trim—cushions, dash, instrument equipment and upholstery—are the finest of their kind.

# ALL OUT!

## End of the run!

It's time to drain water-worn oil from your crankcase. It needs replacing with clean, fresh Vico motor oil for Spring motoring because Vico is the faster-spreading oil, the oil that covers metal surfaces more speedily with a tough, long-lasting film that resists wear, resists heat. Vico is pure paraffin oil, refined, filtered and tested.

For a crankcase drain and refill and specialized lubrication—drive in at the sign of service . . .

# Rouge Utilized in Construction for New Safety Glass

There's an odd fact about the safety plate glass used all-around in several 1938 automobiles that would interest Believe-It-or-Not-Ripley.

It lies in the fact that the superior vision and beauty of plate glass as used in laminated form is attributable in part to the utilization of rouge to obtain that polished, gleaming surface. The rouge is of the same chemical base as that purchased by M'Lady in drug stores of Main avenue everywhere to obtain that certain allure.

The plate glass used to produce superior plate glass is different from the ordinary sheet or window glass used in some safety glass. In that the product must go through a precision process of grinding and polishing from the point where ordinary glass is recognized as a finished product. This grinding of both surfaces of the glass, an operation on equipment resembling a freight train in

size, is to remove waviness. It creates an incredibly smooth surface that reduces distortion and thus avoids two of motoring's worst hazards—eye strain and fatigue. This process, too, allows for greater clarity of vision for passengers.

# Rubber Cushion for '38 Steering Wheel

More comfortable and easier steering is accomplished in 1938 cars by rubber mountings that cushion the steering wheel from the frame. The strain of driving is thus lessened. Up and down movements of the wheels and steering tie rods do not affect the steering gear because there is no direct thrust on the pitman arm. A more comfortable angle to the steering wheel is obtained by mounting the steering assembly farther forward.

During 1932, 5,680 motor cars were stolen in the metropolitan area of London.

# USED CAR WEEK TERMED BENEFIT

Aware of the general interest in national used car exchange week—featured here by crash of four "clunkers" over Snake river canyon rim—Grant O. Padgett, Ford and Lincoln-Zephyr dealer, said today that it had been of immense benefit in Twin Falls.

"A concerted action of this kind could not help but have a noticeable effect in the community," said Mr. Padgett.

"What is more, every owner of a car who contemplated purchase of a new 1938 car, will find that he has been benefited individually. "Analysis of the situation will make this plain. When a dealer has too many used cars on hand he is unable to make acceptable allowances on cars offered in trade, but when his stock of used cars is reduced he can make more attractive allowances. "This is the very pleasant state of affairs which followed in the wake of national used car exchange week."

# NOW!—New Hudson "112" Sedan



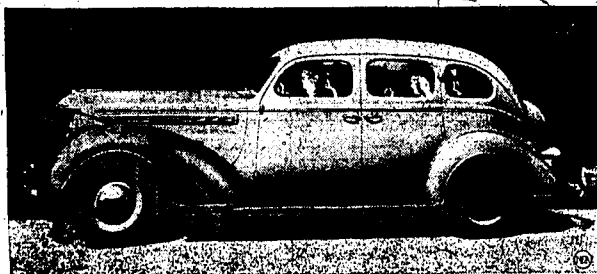
This new car, Hudson's latest entry into the lowest priced field, completes the Hudson line for 1938. With the other Hudson "0's" and "8's" it will be on display at the Auto Show in Twin Falls Thursday evening.

Don't miss this chance to see the full line of big motor Hudsons—the big cars with low operating costs.

# CHANEY MOTOR CO.

LIND BLDG.

# CHRYSLER . . .



# You Can Depend on Chrysler in 1938!

For years Chrysler has brought the best in motoring values to American consumers. 1938 is no exception—two great models represent Chrysler in the automotive field. The reputation you've learned to expect upheld in Chrysler is embodied in these two great cars.

Chrysler gives you the fine car convenience, prestige at a cost positively nominal. This year you can buy Chrysler and know you are making a better buy!

WE INVITE YOU TO VISIT OUR DISPLAY ROOMS FOR FIRST HAND INFORMATION ON THE CHRYSLER

# Auto Show

The Automotive dealers of Twin Falls invite you to attend the greatest Automobile Show ever held in Twin Falls. Offer a score of new models for your inspection in this great night exhibition.

March 17, 7:30 P. M.

# Two Great 1938 Chrysler Models

## The Chrysler Royal

The Chrysler Royal six comes to you completely equipped with Deluxe equipment throughout, including the money-saving overdrive and is priced, delivered in Twin Falls at \$1225.00.

## The Chrysler Imperial

This quality eight that has earned a world wide reputation for performance and reliability is available to you, delivered in Twin Falls with the Deluxe equipment and Overdrive for only \$1320.00.

# BARNARD AUTO CO.

CHRYSLER - PLYMOUTH DEALER

# The New INTERNATIONALS

Illustrated: 3 1/2-ton Model D-30 with special panel-stake body

Style has had the spotlight lately in the new International Trucks. Streamlined style may be everything the public sees when your trucks are on the road, but in your own mind you know that the many improvements built into these trucks are even more important.

You can accept these beautiful trucks—the first completely new Internationals in three years—either on faith, based on International Harvester's 30-year success with trucks, or on a careful study of their modern engineering. Or on both. Come in and examine these trucks in our showroom.



Section of the ALL-STEEL cab—in ALL the new Internationals! The one-piece top, the sides, the back and cowl panels are welded into the complete cab frame. The one-piece heavy-gauge sill is an exclusive International feature. Rubber mountings stand guard wherever cushioning is needed.

# McVey's Twin Falls INTERNATIONAL

# INTERNATIONAL TRUCKS

# YOU'RE "TIRE-SAFE" ON FIRESTONE STANDARDS

# The GREATEST TIRE VALUE Ever Offered

Firestone STANDARDS For Passenger Cars	
4.40-21 . . . . .	\$9.55
4.50-20 . . . . .	9.15
4.75-19 . . . . .	9.75
5.00-17 . . . . .	10.55
5.25-17 . . . . .	11.10
5.50-17 . . . . .	12.55
6.00-16 . . . . .	14.15
6.50-16 . . . . .	17.10

Other States Proportionately Lower

- PROTECTION AGAINST BLOWOUTS**—because by the Firestone patented Gum-Dipping process every fiber of every cord in every ply is saturated with liquid rubber. This counteracts dangerous internal friction and heat that ordinarily cause blowouts.
- PROTECTION AGAINST PUNCTURES**—because under the tread are two extra layers of Gum-Dipped cords.
- PROTECTION AGAINST SKIDDING**—because the tread is scientifically designed.

# WATCH YOUR "Safety Margin"

Listen to the Voice of Firestone! featuring Richard Crooks and Margaret Speaks, Monday evenings over a National B.C. Red Network

# Firestone

AUTO SUPPLY & SERVICE STORES

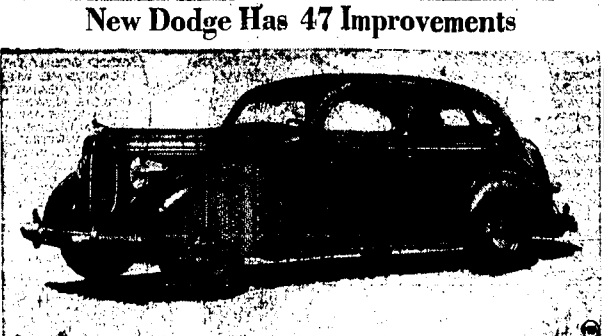
410 Main South Phone 75  
 RAY'S TEXACO STATION 801 Second Street East  
 WEAVER'S TEXACO STATION 803 Main Street East



### ADDED COMFORT FOR STUDEBAKER

Studebaker models for 1938 are roomier than the 1937 cars, designed for improved performance. The most noticeable addition to the trend of the times is the vacuum gear shift, which substitutes a short lever mounted just below the instrument panel for a long lever mounted on the floor. This system of operation permits the continued use of the same type of semi-automatic drive that was introduced on this line of cars last year, giving in effect four forward speeds, all selectively operated. Besides substituting a simple movement of the hand and wrist for the arm movement formerly required for manual gear changing, the new design also provides the flat floor for the front compartment.

Noticeable appearance changes include a severely plain, one-piece hood, distinctive grille, headlamps shaped to match and faired into the wings, chrome belt moulding, narrow and inconspicuous running boards, wide fenders sloping front and back contours, and general rounding off and smoothing down effect that is very gratifying to the eyes. Hood louvers are entirely eliminated in the new models. Low overall height plus extreme breadth characterise the new cars.



Listing 47 improvements and changes, the 1938 Dodge makes its bow in 10 body selections this year. Listed among the new lines are radiator shell and grille, hood, fenders, windshield, instrument panel, brake drums, muffler, clutch facings and bearings, generator, new floating power engine, and hypoid rear axle. The touring sedan is shown here.

## You Find Big Difference Driving Old and New Car

**By O. A. KEELER**

Everytime I turned the wheel of that old car to the left, the adhesion in my right side threatened to tear loose, but when I had completed my drive in a strictly modern sedan through courtesy of a local motor company my adhesion was normal again. Only one thing is different—the afraid I never by accident, until I own that new car myself, or at least cultivate the friendship of someone who has one.

You see, I wanted to find out first hand just how much difference there was between a car five years old and a car which is on the market for the 1938 trade. So there was nothing to do but drive the two one after the other.

**Old Motor Load**

When I stepped on the starter of the older machine I knew the motor was running. In fact I couldn't center my mind on anything else, that motor was so loud.

Finally the drive started. I passed down the streets unopposed, except by curious individuals who would raise their eyes to be sure their ears weren't going amiss.

I wanted to take a few notes on the old machine's performance, and so I stopped. You see if I wrote while I was moving, reading later would have been impossible, and then anyway that low, growling rumble in the right rear of the machine was most disturbing.

Incidentally, if I had wanted to pass anyone on the road it wouldn't have been easy. The car wouldn't pick up fast enough on its own accord but by applying the brakes the speed would slip up at a rapid rate. In fact I wasn't so sure but that I was stopping on the accelerator instead of the brake.

**—Camest. When?**

Taking a corner at about 15 miles an hour reminded me of that scenic railway at Ocean Park in California, only at Ocean Park you were fairly sure you would make the corner.

The engine was heating too, but how much? I couldn't tell because there was no temperature gauge. Also the distance from the seat to the pedals was too close for me, but I had to grin and bear it. There were no adjustments.

As if angry because I was disturbing it, the motor would "growl" each time I increased the speed a little. And on the bumps I felt like a flea on the back of a high hurdler must feel. The car would actually leap from the bump to another.

"Try," I can now see why some cars are nicknamed the "Galloping Goose."

But like the mariner who fights out a storm to see the dawn of another day, I stepped from this "bug beast" into a modern machine.

The 1938 car. The 1938 car, I heard a purr which I was told was the motor running. Really I wouldn't have believed it but I shifted into low, let out the clutch, and I was off.

My left foot didn't move out of its

tracks. I shifted into second and then into high gear. You see the use of the clutch after low gear is not necessary nowadays. And large as this car was, I could turn any corner in Twin Falls with one finger—two at the most.

My adhesion was not in the least irritated and all was well with the world.

No looking for the starter, either, because it was on the dash board in front of me. With it were instrumental and conveniences which told everything but my age and color of my hair. As for the latter a rear view mirror and vanity mirror took care of that. But those instruments!

Reading from left to right I had first a dial which tuned the radio correctly for local or nation wavelengths, the head light switch, the hand throttle, a cigarette lighter and then the ash receiver. Above them, on the main part of the dashboard, were the speedometer, the radio control dial, a clock, the heater switch, oil pressure indicator, fuel indicator and the battery reading.

**Automatic Defroster**

Another switch turned on the automatic defrosters at the same time as the heater went to work—that is if you wanted it. But if the weather was such that I had needed it the defrosters would have kept the windshield clear of inside steam and also melted any snow and ice on the outside, thus giving the twin wipers easier motion and greater cleaning power.

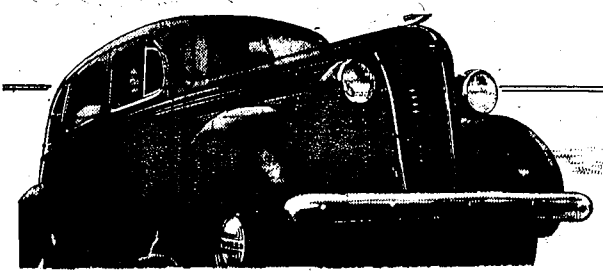
Power was under that hood. Plenty of it and it was conserved, too. Because the car was equipped with an overdrive which, let me say, runs the motor at about 80 miles an hour when the car is actually going forward at the rate of 30 miles an hour.

**CRYSTAL GAZING**

**DEARBORN, Mich., March 16 (Special)**—Add odd occupations; The Ford Motor company workman who blows crystal spheres for technicians in the glass plant to gaze into.

The workman regularly takes an ounce or two of molten glass out of the 850 tons always flowing slowly through a great gas-fired "tank" blows a bubble, and turns it over to the technicians to examine.

Like the crystal-gazers of antiquity, their object is to head off trouble, but they rely on science, not incantations. Examination and analysis of the bubbles of glass tell them a great deal about the strength and purity of the glass in the "tank," and help them maintain precise control of the batch.



## NASH in 1938

### Goes Over the Top

In 1938 Nash goes over the top with a wealth of "firsts" in the automotive field. It's the first with **CONDITIONED AIR** for all-weather driving. It's the first **SUPER-THIRTY** Engine. It gives you the first **FATIGUE-PROOF** Ride. It's the first car with **SEA-LEGS**. There's 88 new improvements you will want to see and try! You can't beat a NASH—the great INDEPENDENT.

## Attend Twin Falls' Greatest AUTO SHOW

Come to Twin Falls most spectacular AUTO SHOW. A colorful night parade of 1938's newest models... music... crowds... a lovely pageant of beauty and style.

**Twin Falls, March 17, 7:30 P. M.**

**REYNOLDS MOTOR COMPANY**

207 Shoshone St. S. Phone 402

### NEW MODELS IN DODGE 1938 LINE

Many improvements affecting appearance, comfort and performance have been made in the Dodge line for 1938 whose scope has been extended to include 10 distinct models on two lengths of chassis. Style numbers in the new line include three coupes—the business coupe, rumble coupe and a convertible also two- and four-door sedans in both standard and touring sedan types, as well as a convertible. All these are on the 115-inch wheelbase chassis. Finally, upon a chassis of 132-inch wheelbase there are offered a sedan and a limousine. Both of these are rated seven-passenger capacity, but the roomy bodies are suitably capable of accommodating eight people.

Entirely new are such units as the radiator shell and grille by which the head-on appearance of the new cars has been restyled. New also are hood louvers, fenders and their mountings, windshield, instrument panel, seat adjustment, head lamps, door and luggage compartment locks, brake drums, engine impulse neutralizer, muffler, clutch facings, clutch baffle and release bearings, generator and interior treatment.

Improvements, designed for further increased safety, comfort and economy, involve a long list of sub-assemblies and parts ranging all the way from a new floating power engine mounting to a 80 per cent reduction in the pressure now necessary to operate the self starter.

### Auto Chief Finds Newspapers Bring Most Car Buying

"In an investigation covering the reasons why people buy the new Willys," we find that 73 per cent of the owners we were able to reach were directly influenced by our newspaper advertising," said Willys President David R. Wilson, at a Toledo, O., meeting of newspaper men during which advertising plans for Willys-Overland Motors, Inc., were announced.

"During the selling season which officially opens with the automobile show, our appropriations covering newspaper advertising will be materially increased and schedules will be extended to cover the majority of points where we have dealer representation.

"The flexibility with which the country can be covered during our important sales campaign and the extent to which newspapers penetrate the entire buying field, make the daily press a most effective sales factor.

"Current buying tendencies are built entirely around dealer units and are away by the business standing of the dealer in his community.

"With this emphasis on local strength, the newspapers in the separate dealer areas are the logical media for us to use."

### See A Modern Truck DIAMOND-T

This modern truck is a streamlined carrier capable of speeds in keeping with modern transportation demands... fitted to give modern driving ease to operators.

Your truck is an indication of the progressiveness of your business. Demand a truck that shows you are up with the times.

See the new 1938 Diamond T on display at the Auto Show Thursday evening.

### SCHWARTZ AUTO CO. Twin Falls

### MOTOR SERVICING HELP TO SAFETY

Balch Motor company, local De Soto and Plymouth dealer, will take an active part in the 1938 "safety through service" program, planned by service executives of Plymouth, Dodge, DeSoto and Chrysler, according to Harry Balch.

"The 'safety through service' plan has been designed to cooperate with the Automobile Safety Foundation sponsored by the Automobile Manufacturers' association. This foundation has as its sole objective, increased safety on American highways through the elimination of unnecessary driving hazards," Balch said.

Condition Counts

"One of the most important contributions to safe driving is a car in good condition at all times. The safest way for car owners to protect themselves in regular safety inspection and service by trained men with the equipment designed for the job.

"Among the many important check-ups which the approved service department offers as part of regular safety service are included brake and headlight tests, with adjustment if necessary, motor analysis and tune-up to give that valuable margin of extra power in tight places, and

### approved lubrication to assure relaxed safe driving.

"An important factor is a series of sound-slide films which have been specially prepared by factory engineers to give our mechanics a thorough working acquaintance with all new features and service angles of the 1938 models.

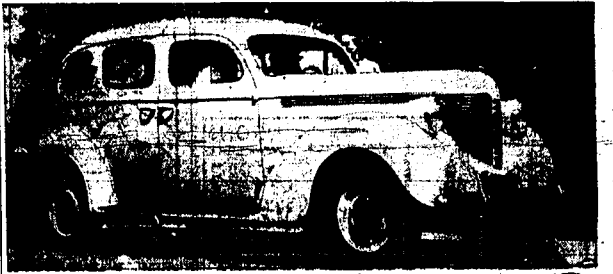
"Free safety check-ups will be offered in our service department. Motorists are urged to take advantage of this important contribution to relaxed safe driving."

The 1938 De Soto, now offered here by the Balch concern, offers scores of new improvements, a number of vital refinements in both body and motor, and a greatly enhanced exterior beauty. Interiors, too, are highly attractive.

### Floating Ride Given By 9 Improvements

Nine major factors and many minor ones enter into the "floating ride" for which Chrysler cars are famous. The major factors are the "floating power" engine mountings, balanced weight distribution, independent front wheel springing, tapered leaf rear springing, silent "U" threaded shackles, rubber-cord bushing to insure quiet spring action, ride stabilizer, and rubber mounted steering gear.

## Presenting The 1938 De Soto



Offering seven body types on a three-inch longer wheel-base, and boasting added safety with brakes 10 per cent larger than last year, the new De Soto is shown above in the four-door sedan model. The car retains its "safety interior" instrument panel and employs a new handbrake lever of the "pistol grip" type located under the panel. One of the most important mechanical improvements is the new and stronger frame.

See Twin Falls' Biggest AUTO SHOW — March 17

**Baisch Motor Company**

305 Shoshone St. South Twin Falls

### ASK FOR PROOF OF GMC's Extra Value

A phone call will bring you the interesting facts to prove the extra value of any GMC truck that fits your needs. Or better still, come in and see them. Inspect them thoroughly and compare them critically. Tens of thousands of truck buyers have already proved that an investment in a GMC is assurance of extra value.

Investment papers through our own Y. M. C. A. Plan of lowest available rates

See the 1938 Models on Display at the Auto Show Thursday Evening

**Williams Tractor Co.**

164 3RD AVE. S. PH. 470

GENERAL MOTORS TRUCKS AND TRAILERS

## Smart to be Seen in... Smarter to Buy! STUDEBAKER

presents America's most beautiful car

Modern design has brought Studebaker to the fore—America's most beautiful car... wider and lower body lines accentuate the grace of the streamlines as shown in the cut above.

But not only is beauty a part of the Studebaker in 1938... powerful performance backed by economy is one of its outstanding traits. Outstanding features in the 1938 Studebaker include the Rotary Door Catch, the Fram Oil Filter and the Automatic Hill Holder.

This year be sure you have the reputation of Studebaker for building... be sure your car is one that will give you years of trouble-free motoring... be sure your next car is a Studebaker!

attend

**TWIN FALLS AUTO SHOW**

It's Twin Falls most spectacular and outstanding auto review. Held under lights, it will present the motor models for 1938. Be sure to attend!

**Thursday, March 17th, 7:30 P. M.**

**TWIN FALLS MOTOR CO.**

STUDEBAKER CARS AND TRUCKS

**THIS CURIOUS WORLD** By William Ferguson



**NEVADA HAS NO MEN PER 100 WOMEN, IN MASSACHUSETTS, FOR EACH 100 WOMEN, THERE ARE ONLY 95 MEN.**

**THE NAME RHODODENDRON COMES FROM GREEK WORDS MEANING "ROSE-TREE" BUT THE FLOWER IS NEITHER A ROSE NOR A TREE.**

**CANADA'S AREA IS THIRTY TIMES THAT OF THE BRITISH ISLES**

COPIED BY NEA SERVICE, INC. 3-14

Figures show that, in areas where the population is still in a process of formation, the proportion of sexes has not had time to find its natural level. In Europe, there are more women than men, but in the New World the situation is reversed.

**SIDE GLANCES** By George Clark

**COTTON SHOP** **— APRONS**



"I take a much smaller apron. My husband is a skinny man."

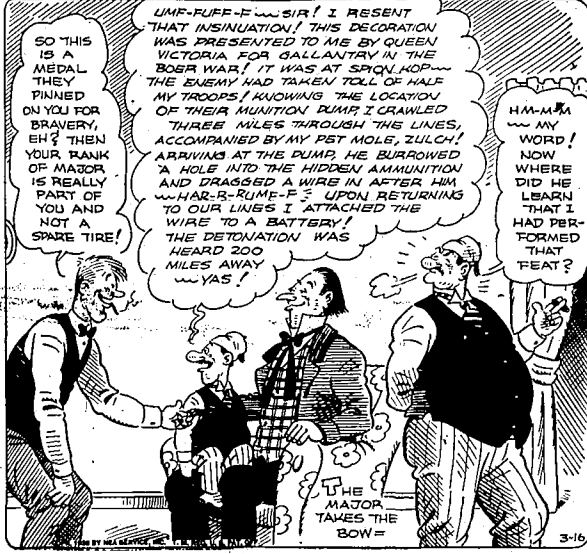
**Official in Canada**

**ANSWER TO PREVIOUS PUZZLE**

**10** Bulks  
**11** Measure  
**12** Portrait  
**13** He was by the British Crown  
**14** He is in Canada  
**15** He is —  
**16** Winter  
**17** Cast of a language.  
**18** Winter precipitation.  
**19** Dimmet.  
**20** Crazy.  
**21** Duo.  
**22** Fish-eating mammal.  
**23** Window ledge.  
**24** Wrath.  
**25** Gazebo.  
**26** Nothing.  
**27** Brother's daughter.  
**28** Opposed to.  
**29** Drove.  
**30** Monastic brotherhood.

**31** Ignace  
**32** Mink  
**33** Mink  
**34** Mink  
**35** Mink  
**36** Mink  
**37** Mink  
**38** Mink  
**39** Mink  
**40** Mink  
**41** Mink  
**42** Mink  
**43** Mink  
**44** Mink  
**45** Mink  
**46** Mink  
**47** Mink  
**48** Mink  
**49** Mink  
**50** Mink

**OUR BOARDING HOUSE** with Major Hoople



**SO THIS IS A MEDAL THEY FINDED ON YOU FOR BRAVERY, EH? THEN YOUR RANK OF MAJOR IS REALLY PART OF YOU AND NOT A SPARE TIRE!**

**UMF-PUFF-FUSSIR! I RESENT THAT INSINUATION! THIS DECORATION WAS PRESENTED TO ME BY QUEEN VICTORIA FOR GALLANTRY IN THE BOER WAR! IT WAS AT SPIJKOP— THE ENEMY HAD TAKEN TOLL OF HALF MY TROOPS! KNOWING THE LOCATION OF HER MAGAZINE, I RAN I CRAWLED THREE MILES THROUGH THE LINES, ACCOMPANIED BY MY PET MOLE, ZULCH! ARRIVING AT THE DUMP, HE BURROWED A HOLE INTO THE HIDDEN AMMUNITION AND DRASSED A WIRE IN AFTER HIM. HAR-R-RUM-F-F UPON RETURNING TO OUR LINES I ATTACHED THE WIRE TO A BATTERY. THE DECORATION WAS HEARD 200 MILES AWAY WYAS!**

**HAAAAA— ANY WORD! NOW WHERE DID HE LEARN THAT I HAD PERFORMED THAT FEAT?**

**THE MAJOR TAKES THE BOW**

3-16

**OUT OUR WAY** By Williams



**GOOD GOSH! I'M GITTIN' SO IT SCARES ME WHEN I FIND MYSELF LEANIN' AGAINST SLUMPIN' WITH GOLDIE ALWAYS THINKIN' BUSINESS AN' MOONPIPER WITH SEVEN BUCKS IN 'ER BANK AN' DEEK WRITIN' STORIES AN' POETRY... WHY IT SCARES ME TO SIT DOWN TO EAT ANY BREAD FOR FEAR I'M WASTIN' MY TIME AND HEDDIN' FER A LIFE OF HARD WORK!**

**THE LOAFER** COPIED BY NEA SERVICE, INC. T. M. REG. U. S. PAT. OFF. 3-18

**WASH TUBBS**



**OH, DARLING, SUCH LOVELY FLOWERS!**

**WHEN HE WEETS CAROL'S FATHER.**

**HAVE A CIGAR, AH, WHAT BUSINESS ARE YOU IN, MY BOY?**

**WELL, RIGHT AT PRESENT I'M— I'M— WELL, THAT IS, I'M—**

**WHY, DADDY, HE'S THE FAMOUS SOLDIER OF FORTUNE I WAS TELLING YOU ABOUT.**

**OH, YES, RAN ACROSS A CHAP IN PANAMA ONCE WHO CLAIMED TO BE A SOLDIER OF FORTUNE. A BEGGAR! HE HAD NOT MUCH OF A FORTUNE FOR HIM!**

**WELL— AH—**

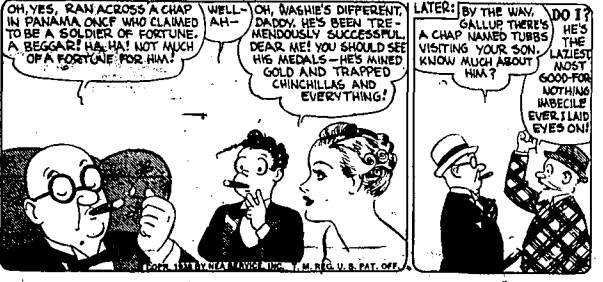
**OH, WAGHIE'S DIFFERENT, DADDY. HE'S BEEN TRE-MENDOUSLY SUCCESSFUL. DEAR ME! YOU SHOULD SEE HIS MEDALS— HE'S MAILED GOLD AND TRAPPED CHINCHILLAS AND EVERYTHING!**

**LATER: BY THE WAY, GALLUP YOURS. VISITING YOUR SON. KNOW MUCH ABOUT HIM?**

**DO IT! HE'S THE LATEST! MOST GOOD FOR NOTHING BARBECLE! EVER LAID EYES ON!**

3-18

**By Crane**



**WASHES ROMANCE PRO- GRASSES: THE LEAPS AND BOUNDS**

**BOOTS AND HER BUDDIES**

**HELLO, CECIL— HERE I AM**

**BOOTS— I WANT TO TALK WITH YOU**

**DARLING— YOU SAID YOU'D MARRY ME— BUT YOU DIDN'T SAY WHEN I WOULD YOU— REAL SOON—?**

**WHY— I SUPPOSE SO—**

**YES— YES, CECIL— I THINK THE SOONER THE BETTER**

**GLORY BE! THAT'S SWEET!**

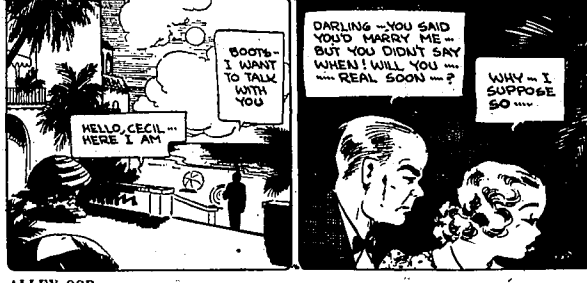
**I KNOW! LET'S HAVE THE WEDDING ON THE YACHT— I'D WOULD HAVE THE CAPTAIN MARRY US—**

**ALL RIGHT— YOU SAY—**

**DO IT! HE'S THE LATEST! MOST GOOD FOR NOTHING BARBECLE! EVER LAID EYES ON!**

3-18

**ALLEY OOP**



**HIMM! LOOKS LIKE YOUR TAX PROGRAM WENT OVER IN A BIG WAY.**

**YEH— BUT THERE'S STILL A FEW ON 'TH' LIST WHO AN'T PAID UP YET!**

**HERE'S 'TH' EX-WIZER, GUY, DOOTSY BOBO AND— SAY HOW COME YOU'D PUT 'TH' BEE ON 'THIS OOLEA DAME?'**

**WE COULDN'T FIND HER— SHE JUST DISAPPEARED!**

**WHY, SRY, OOP— YOU WOULDN'T KNOW ANYTHING ABOUT THIS, WOULD YA?**

**WHO ME?**

**BY GUM, THIS OLD DISAPPEARING ACT DOESN'T GO WITH BENE! NO, SIR!**

**HEY, GIT MY DINOSAUR AN' CART READY!**

**I'LL SHOW THESE MOOVIES!**


**REMEMBER, BOYS— WELL ALL MEET AT THE BIG 'YACHT' RED ROCK.**

**OKAY, OOLA— US 'CAN COUNT ON 'YACHT' BEEN OUT OF MOO!**

**YEH, AN' YOU'LL FIND MORE OF US HOLED UP BACK THERE A WAYS...**

3-18

**By Martin**



**MYRA NORTH, SPECIAL NURSE**

**IT'S GROWING DARKER, JACK— CAN'T WE GO ANY FASTER? IF THAT DAM BREAKS I HATE TO THINK OF THOSE FOLK PEOPLE IN BONVILLE!**

**MAYBE YOU DON'T REALIZE IT, OLD GIRL, BUT WE'RE DOING NINETY— JUST HOLD TIGHT AN' OTHER FEW MILES!**

**LOOK OUT, JACK! THERE'S A STATE TROOPER BLOCKING THE ROAD!**

**OH, NO YOU DON'T! IN A FEW MINUTES THIS ROAD WILL BE CLOGGED WITH OUTBOUND TRAFFIC!**

**BUT OFFICER— WE—**

**PLEASE PULL OFF THE ROAD, MA'AM... THE MAN ABOVE BONVILLE HAS JUST BROKEN!**

3-18

**By Hamilton**



**FRECKLES AND HIS FRIENDS**

**A FINE HOW— HAVE YOU BEEN! TO 'BUST! THAT WAGGLE GUY RIGHT ON THE SNOOT!**

**HUSH, FRECKLES! SUCH LANGUAGE!**

**YOU'D BETTER SETTLE DOWN AND REHARGE YOUR SPEECH FOR THE DEBATE!**

**DEBATE! I CARRY THE BANNERS OF PEACE WHEN MY BLOOD IS SHOOTING OUT SPARKS!**

**NOW CALM YOURSELF! JUNE IS RIGHT TO SEE WHOMEVER SHE PLEASES!**

**DID IT HAVE TO BE THAT GUY? IF I COULD—**

**WHAT'S GOIN' ON, MOM?**

**YOUR BROTHER HAS CALLED THE THUNDER, AND NOW HE'S REACHING FOR THE LIGHTNING!**

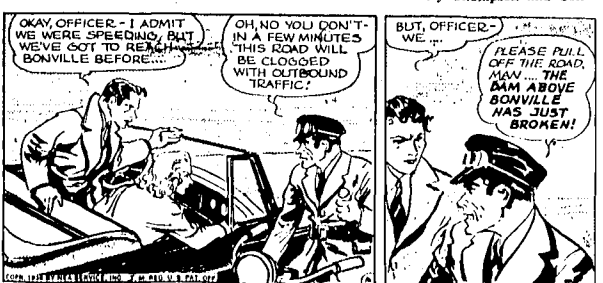
**WOTTA YA HEAR FROM 'TH' MOB?**

3-18

**By Thompson and Coll**



**By Blosser**

**CROSSWORD PUZZLE**

**ACROSS**

1. A small, round, hard fruit (10)

2. A small, round, hard fruit (10)

3. A small, round, hard fruit (10)

4. A small, round, hard fruit (10)

5. A small, round, hard fruit (10)

6. A small, round, hard fruit (10)

7. A small, round, hard fruit (10)

8. A small, round, hard fruit (10)

9. A small, round, hard fruit (10)

10. A small, round, hard fruit (10)

**DOWN**

1. A small, round, hard fruit (10)

2. A small, round, hard fruit (10)

3. A small, round, hard fruit (10)

4. A small, round, hard fruit (10)

5. A small, round, hard fruit (10)

6. A small, round, hard fruit (10)

7. A small, round, hard fruit (10)

8. A small, round, hard fruit (10)

9. A small, round, hard fruit (10)

10. A small, round, hard fruit (10)

**TWIN FALLS**  
merchants present



# SPRING FASHIONS FOR MEN AND WOMEN 1938

Spring's fun ... in any event ... but it's twice as much fun when you "dress up" to greet the year's favorite season. In these pages your Twin Falls merchants announce their new spring stocks of wearing apparel for both men and women. You'll find their offerings smart as the new season itself ... and this spring just a little more exciting than ever!

## Spring Song Contest

Shop your merchants' windows ... big cash prizes for your best guesses in the big annual SONG CONTEST. Every window represents a well known song. Join in the fun!

**MARCH 17, 18, 19**



THEME SONG CONTEST FEATURES DISPLAY OF LATEST MODES

Spring Opening Event Provides Awards of \$75

Styles of 1938 on parade—that's the background of the Spring Opening event scheduled to start in Twin Falls Thursday and to extend through Saturday.

The latest modes in every line of merchandise from dainty feminine apparel to household appliances, hardware, shoes and automobiles—plus other lines in between those categories—will be displayed for south central Idaho.

And No. 1 entertainment feature in the windows in which these goods are exhibited will be the "theme song" contest.

The contest will find one or more official windows in each participating establishment, decorated in such a way as to represent the title of a song.

The songs depicted will be either the latest melodies, hits of the past few years, or favorites of long ago.

Copied in Other Cities Success of the theme song competition has been so tremendous here in the past that several other cities much larger cities have copied the plan and the Twin Falls method of conducting it, according to the Chamber of Commerce.

The contest will find one or more official windows in each participating establishment, decorated in such a way as to represent the title of a song.

The songs depicted will be either the latest melodies, hits of the past few years, or favorites of long ago.

Unveiled Thursday Windows will be unveiled Thursday evening at 8:30 p. m. and at the start of the big parade of 1938 motor cars which will offer the spectacular highlight of the inaugural night.

Prizes—Divided \$25 first, \$15 second, \$10 third, \$5 fourth, \$5 fifth, \$2 sixth, and \$1 each for the next 15.

Contestants—Must be 18 years of age or over.

Official windows—Will be marked with contest card.

Prizes—In event of ties on number of songs named correctly, the blank first turned in at 2 o' clock headquarters will be given precedence.

Prints Effective Prints are also shown and the combination of light or brilliantly colored blouse-like tops with dark skirts is especially effective for more formal afternoon wear.

The bolero is found everywhere in the dresses from the morning or sports cottons to formal evening wear.

Necklines are mostly high and sleeves are above the elbow in the majority of the frocks.

Hats in Any Style Hats are in any style you may want, off the face, with snap brims and bows, one eye, well back on the forehead or the quaint bygone style tied neatly under the chin by ribbon or a veil.

Shoes or Long Gloves are very short or very long with few medium length ones shown.

A label in Original Church, Baker, England, in memory of George Shillibee, London's first Rumpian.



Spring's Frills

Spring can't be far behind when frilly blouses such as these appear. Both were shown at the recent Swiss Fabrics Fashion show in New York and reflect the spring trend toward tailored suits in their styling for under-bust wear.

EARLY INTEREST IN COATS, SUITS

SEATTLE, March 16 (Special)—Early interest in coats and suits is reported better than for several seasons with a good deal of "shopping" being done in these sections and a fair amount of buying beginning to register.

Mrs. Eva Gulberg, a buyer, reports good action in three-piece suits of all types with dressy monotone tweeds leading in early sales.

Navy and brown are of interest in high style merchandise and are expected to register a good volume of business, although the best demand for brown particularly is expected to come later in the season.

The best volume of business is being done in three-piece styles priced at \$49.95 in this store with dress-maker suits of fine wools in navy and black and some soft lines selling well at \$29.95, \$39.95 and \$49.95.

Tablecloth Dress Gets Popularity

NEW YORK, March 16 (Special)—Ever since the linen tablecloth dress first made a big "hit" this recent season, the demand for them has been steadily spreading.

White in the linen it is the \$22-\$23 luncheon cloths that are best sellers, in cottons the tablecloth linen prints are being placed on 54-inch cloths.

Another ground that is liked is a calico that is considerably softened for this dress purpose.

British visitors to France number more than a half million annually.

MANY COLORS IN '38 KNIT STYLES

With every spring comes a bevy of new knits and 1938 is no exception. But this year they seem even more attractive than usual.

Perhaps it is the soft colors which enhance the most practically of this highly useful type of dress.

Like Dresses Some are patterned almost like dresses as the navy blue model with the top covered by an intricate pattern of navy braid in fanciful swirls and in a clover scalloped pattern to form the collar and cuffs and front opening.

A solid black knit in one of the stores here is striking with polka dot effect created by the little knots of white worked into the fabric.

Royal Blue A royal blue that deserves note has its color contrast in the zipper on each shoulder in bright yellow that is repeatable in the long fringes falling from the green leather belt.

As a matter of fact sippers seem really to have come into their own in the knit frocks this year as well as the tailored crepes and house coats.

Revival Planned for Boudoir Cap NEW YORK, March 16 (Special)—Why not boudoir caps matching gowns and pajamas? The one-large business on boudoir caps might profitably be revived today—there are trends in bonnets, caps and scarfs for all other types of apparel, for the housecoat, sportswear and play clothes.

Producers who have been approached on this subject agree that now may be the time to launch the boudoir cap, recalling its one-time importance and approving the idea.

It is the only state that does not impose a tax on motor fuel.

Uncrushables Provide Real Frock Attraction

Cottons go far afield this year for both trim and patterns but it's the scientists' laboratories here at home that have perfected the materials used more and more this year—they are really uncrushable.

The pattern of tiny and floral on backgrounds that may be soft blue, pink or black and are all that the overworked word "dainty" implies.

One uncrushable linen shown in Twin Falls is a frock that automatically summons up visions of magazine covers. It is a fabric in deep yellow with tiny tailored bows marching down the front of the waist.

Another is a dream of chalk white with bright green bolero stitched in deep border with white braid. And then there's the natural shade relieved by a gaily colored raffia belt and buckle with those same colors repeated in pocket edgings.

There's a dark brown linen, too, that is sleek with its bolero gay with a print in browns and greens and a number of other bright shades.

Other frocks in the cotton class are also gay, some with bright patterns that are so large it almost takes a bit of study to figure it out and others that are solid or have dainty prints.

Seersuckers are in again; there's one with a zipper on each shoulder and all over checks that would be a fine thing for anyone with a weakness for cottons, and that includes millions.

On the whole, you will find the styles are simple and lean towards shirtwaist simplicity although more than you can count are made twice as interesting by their diminutive boleros which sometimes provide the main or only color trim.

Freedom is stressed in the lines. Action backs are provided wherever necessary and if the skirt is not full enough by virtue of its cut pleats are generously inserted.

Nor is the older woman forgotten this year. One manufacturer has rung the bell with some of the sweetest cotton prints seen in a long time which he calls "Gracious Lady" dresses.

Dainty Patterns The pattern of tiny and floral on backgrounds that may be soft blue, pink or black and are all that the overworked word "dainty" implies.

They boast specially designed drooped shoulders to insure comfort and fit. There are under-arm shelds for strength and the hem of the skirt is adjustable.

The collars are extra long and may be worn either high or low. The long sleeves have cuffs that can easily be turned back or rolled up.

And besides all this the dresses come with members of self-material just in case.

From debutante to grandmother, the choice is wide this year.

BAGS FOR LADIES HUGE THIS YEAR

Bags are huge this year, capacious enough to fill at least half of the average woman's possession. It would seem from survey of Twin Falls shops.

Some have big handles, some have pin long loops and some have nothing but a strap across the back to slip your fingers under. But that doesn't matter particularly except in trimming for they are so large and obvious that for that very reason they would be hard to lose.

All Colors The colors are everything you could ask for. Of course, navy in soft kid or fabric is especially good in spring as always but there are many other shades with such nice names as seberry, or Fox sand and also colors that have been used for ever but never with such ingenuity as this year.

There are vivid shades such as scarlet, bright green, royal blue, copper tan, and there are soft shades especially good for late spring wear, the pale blues, soft greens, tan, whites.

Fabric include soft kid or calf, pigskin, brilliant patent leather, alligator, heavy linen, crepe and even felt and their shapes are almost anything just so they are big.

Lings as a rule are of mole or seagrass. Schlappeier for one has returned to the idea of leather inside to bags and there's one in Twin Falls that is a pearl of great price as far as style and cleverness are concerned.

The outside is exquisite with the white silk covered with a delicate pattern of flowers embroidered on it in various bright colors. The inside is heavy and dead white to make it all the more a surprise when the bag is opened to find it lined with a heavy dark green leather.

But regardless of lings, color or fabric it will be a long search before you find one without its quota of zippers.

Frisly Blouse in Demand for Suits

PHILADELPHIA, March 16 (Special)—The feminine, frilly blouse will be in demand for wear with suits, says a leading stylist, basing this upon women's reactions to fashion shows, put on in clubs and churches.

The tailored shirt, she believes, also will continue to be a favorite.

An astronomical observatory has been built at Stockholm, Sweden, about 10 miles from Salkjobergen.

Muted Shades Revived Again As 1938 Note

Color is the outstanding line of distinction between spring and winter and this year is doubly so because of the particularly attractive shades being featured in dresses, coats, suits and hats as well as shoes and accessories in Twin Falls shops.

Of greatest interest is the revival of the soft muted shades of half tones, particularly the rose shades. But navy is just as good this spring as any other and black, lighter blues, greens and tan or brown are used in the smartest outfit.

Prints Effective Prints are also shown and the combination of light or brilliantly colored blouse-like tops with dark skirts is especially effective for more formal afternoon wear.

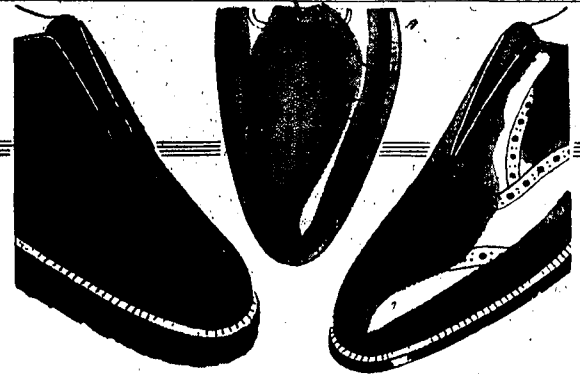
The bolero is found everywhere in the dresses from the morning or sports cottons to formal evening wear.

Necklines are mostly high and sleeves are above the elbow in the majority of the frocks. This is especially true of knits and cottons.

Hats in Any Style Hats are in any style you may want, off the face, with snap brims and bows, one eye, well back on the forehead or the quaint bygone style tied neatly under the chin by ribbon or a veil.

Shoes or Long Gloves are very short or very long with few medium length ones shown.

A label in Original Church, Baker, England, in memory of George Shillibee, London's first Rumpian.



There's Quality combined with good looks in our big SPRING SELECTION

The wise buyer of men's shoes will look for three things in the shoes he intends to wear in this and the coming seasons.

● He will seek an uncompromising quality. ● He will seek smart, up-to-the-minute styling and ● He will want one of the reputable brands in the shoes he buys.

Naturally, Hudson-Clark will be the place to buy. Our stock is complete, and it's complete with every type of men's shoes... and all built by widely known manufacturers.

From \$2.98 to \$7.50

Hudson-Clark

Twin Falls' Only Shoe Store

Large advertisement for Hudson-Clark shoes featuring a circular graphic with the text 'Spring Showing of fine footwear' and illustrations of various styles of women's shoes. The ad emphasizes quality and style, mentioning 'A FULL RANGE OF SIZES' and 'ALL SHOES FITTED BY X-RAY'.

### SMOCK FEATURES FABRIC VARIETIES

It's fabric interest in smocks this year that makes them deserve a chapter in the style book all to themselves.

There's no such thing as confining the "influence" to one theme or even to one part of the globe. Stained glass windows, Currier and Ives prints, astrology, the Orient, ancient mythology all have their share in supplying the vast choice of prints used for this garment of a hundred uses.

This is Beadlike

There is, for example, the crewel pattern with such a realistic reproduction that of needle holes can almost be felt. The soft shades of worsted yarns used in this type of handwork that dates back to earliest records and history give unusual life and interest to the prints. The patterns are very large, again carrying out the idea of its origin.

Another has been the deep jewel tones of the stained glass of the medieval cathedrals and the very patterns with primitive figures in queer ancient dress are found in the pattern. The various parts of the patterns are outlined with black to suggest the leading in the church windows.

Early 19th century history might well be suggested by the huntman galloping over the Currier and Ives print, exact reproductions of the famous lithographs. There are also houses or inns and other interesting sketches in the pattern.

One of the oddest and most striking is the horoscope print. It has wide bands of signs of the zodiac against a somber background alternated with bands of eighteenth century scenes that are as much as six inches wide. There are used to make a diagonal stripe effect.

Floral designs are also popular and may be in the usual shades or in the gay Oriental hues. Persian patterns are also effective too.

But it isn't necessary to have a print. One of the smartest shown in Twin Falls is a soft blue fabric with the capacious pocket made of rust colored material and above it is applied a huge cactus, apparently growing out of the pocket which you now see is a flower pot!

These are all traditional smocks in style but there is something new under the sun in the beautiful, desirable style as in everything else. It's called the "Freedom" smock and it's just that because it has buttons only to the waist and below the waist is an extension panel which overlaps and ties firmly into place.

Allows Freedom

It can be worn without a dress beneath it as it gives freedom from gaping open; freedom to walk; freedom to cross your knees without the smock flying open; freedom from soiling undergarments or dress as the smock covers completely. And best of all, it is easy to wash and iron as it opens out flat. Long may freedom wave!

### Straight and Slim Season's Style Choice

This season's silhouette for midday is straight and slim from morning 'til night in nearly all style choices she might make this season, according to experts.

Her street wear will include dresses simulating suits with short, cheery and sleeves coming back to the normal outline. Suits are apt to be snug, with hip and finger-length jackets and coats. This year are three-quarter length and are close fitting.

Lengths Vary

Fabrics are alpaca, soft woolen, checks and prints and colors are black, navy, cocoa and tobacco brown. Skirt lengths vary from 14 to 15 inches from the floor.

For dressier wear you will find more dresses disguised as suits or with shirring, pin-tucks, ribbon or with sheer tops. Necklines are usually high and waistlines are molded. Choice of colors ranges from black, Bordeaux rose to royal and skirts are from 13 1/2 to 15 inches from the floor.

Evening frocks are either slinky or bouffant depending on your type or mood. Dinner dresses show high necklines and formal have low, off-the-shoulder décolletage. The Empire influence is seen and corsages are used. Some slim gowns with matching jackets have low skirt fullness. Boleros are much in evidence. If it's for evening the dress will just miss the floor and for very formal wear will touch all around and probably have a slight train.

Wide Choices

You will choose from crepe, chiffon, lace tulle and taffeta in black, white, orange, pink and blue.

The active sports woman will select her wardrobe from displays of flannel, wool or jersey skirts, and will have awatears, boleros, jackets, cutoff dresses, slacks and jackets. Play suits and shorter slacks will be included. The newest in bathing suits will be without straps, dress-maker type.

Colors are plum, peacock blue, yachting blue and pink.

**Niagara Falls Tops Increase for Store Sales, Report Says**

NIAGARA FALLS, March 16 (Special)—Niagara Falls registered the largest increase in department store sales for the month of January, 23.1 per cent ahead of January, 1937, among the localities in the second federal reserve district which comprises the New York metropolitan and upstate areas.

Niagara Falls was among the few localities showing increases for January, and the total for the entire second reserve district was 2.3 per cent below the 1937 month.

A berry pie will not be worth the serving if the juice does not run out of the crust and into the oven while baking, according to an old New England superstition.

## Bows and Flowers Bloom On Early Spring Straws



**GIRLS' TEAM HAS TAILORED SHIRTS**

PHILADELPHIA March 16 (Special)—The tailored shirt plays an important part in the new costumes just adopted by an American women's field hockey team which will leave California on March 25 for a six weeks' tour of Australia.

The new outfits worn by the squad of 15 who will take part in this most strenuous of games for girls and women have been designed by Miss Kitty McLean, who runs a sportswear shop in Bryn Mawr, and who herself is an all-American hockey player, having been named for this honor eight times.

Miss McLean, in selecting suitable garb for this trip, discarded the old-fashioned pleated tunic which was adopted by Americans about 1921 and was copied from those worn by the English. Tunics are judged too warm for Australia, and there is also a decided antipathy shown by the younger girls who want to wear something that is less like a uniform and that can be worn for other sports than hockey.

So a porous cotton shirt with red buttons and with extra width and extra tail allowance is worn with an above-the-knee navy pleated poplin skirt. The Teddy bottom to the skirt was voted by the girls who say that this type is uncomfortable. Red wool socks complete the outfit. This, too, is a radical departure. For American hockey teams going into international play have been required to wear long black stockings or tights.

French girls, wishing to avoid being "old maids," pay prices ranging from \$25 to \$300 to men in temporary marriages so that they may add Madame to their names. French courts are doing a rushing business granting divorces to these women.

Peril is the word for the new spring hats, worn jauntily afloat and finished with huge clusters of flowers, "little girl" bows, flowing veils and other ultra feminine trimmings. With a suit or a tailored dress of sheer wool, a belt, above, of rough straw, topped with grograin bow and prettied up with a bandeau of hyacinth blossoms is just the thing to wear right now, and later, too. The wide-brimmed model, right, also of rough straw, with a giant cluster of flowers hiding the crown, is held on by ribbon streamers that tie behind hair-ribbon fashion.

Wearing is not permitted in Parliament. The rule forbidding it—"Whoever blazeth shall answer for it at the bar as a breach of order and contempt"—dates back to 1604.

**FANTOM-FAST INVISIBLE LAUNDRY MARKS**

LIKE AN X-RAY LAMP THAT SHOWS THE NOW INVISIBLE BONES OF YOUR HAND—

—OUR PATENTED "SHRINK EYE" SHOWS YOU YOUR NOW INVISIBLE LAUNDRY MARK!

**See Fantom-Fast on Display in the Koto Building -- TODAY --**

**TROY-NATIONAL**  
PHONES 66 788  
Laundryers and Dry Cleaners

### HOISERY SHADES FLATTER LIMBS

Shades the manufacturers have given to hose this year are something to delight any south Idaho woman's heart and flatter her limbs as well.

They range from delicate golden tans to a deep rosy copper tint or from sheer dark shades to just as sheer darker ones which still large plump legs by an unbelievable amount.

The most popular are the tan and copper ones which are used with any color of shoe at all — brown, black, blue or copper tan — and the latter will come out with white. The black, of course, are good only for black.

But the names these imaginative manufacturers have given their products rank them with the poets. For they call them such things as lightning, flaming star, ember glow, copper moon and honey bee. It's a fact!

### Mannish Suits Finding Favor

CLEVELAND, March 16 (Special)—Two-piece mannish suits to wear under coats are the most active in current suit styles, according to a survey of specialty shops and department stores here.

These are selling mainly in the men's wear suitings priced from \$12.95 down. A few other stores find that the three-piece or wardrobe ensembles are most in demand although the fur-trimmed types are said not to be moving so well.

Bears do not hibernate on a full stomach. They fast for several weeks before going into their dens.

### Lower Waists Fashion Mode

NEW YORK, March 16 (Special)—The lower waistline is being promoted both in daytime and evening fashions and is indicated in many ways.

It appears in wide, draped girdles, in smooth fitting inset girdles that reach well over the hips and continue to give a high line at the same time, in double waistline carried out in bands and belts and seams and in dresses in two-piece construction, the jumper often unbelled.

Designers are pretty certain that buyers will like these lower waisted dresses, because they feel they really offer something new for them to talk about to customers, and they call attention to the fact that they are not to be confused with the longer waistline dresses of other days, a style no one wants to see revived.

The process by which the temperature of milk is raised high enough or maintained long enough to destroy all germs and spores is known as sterilization.

### TAILORED DRESS COAST FAVORITE

LOS ANGELES March 16 (Special)—Tailored dresses in so-called shirtmaker styles, in straightline skirt types with pleated or gored skirts, in jacket combinations and in Gibson Gird types, are active in style trends here just now.

Also important are ensembles with wool coat and dress of silk or rayon, the coats in a variety of silhouettes from short, boxy jackets to full-length straight or fitted coats. Some displays show prints in combinations with wool, others use chiefly monochromes in contrasting colors.

White navy and black probably lead in point of numbers, color is important, they report. Aqua is outstanding with most houses, also other shades of blue, eggshell and natural and certain soft yellows, copper tones, some greens.

The heart of the average adult is 5 inches long, 3 1/2 inches broad, and 2 1/2 inches thick.

### Tucked Blouse Is Termed as Old Fashioned

NEW YORK, March 16 (Special)—It's old fashioned to wear blouses tucked tightly into the skirt, say buyers along Fifth avenue. They claim that the "tailor" blouse and the acceptance of the blouse silhouette has had a definite effect upon the way to wear blouses this year. "We tell our customers to let them blouse outside of the skirt, even in the case of tailored shirts," is the comment of several leading buyers.

"More women will be taking off their suit jackets when they wear their blouses in this new blouse fashion," it is predicted. Already retailers are shattering the tradition that a smart woman would not think of doffing her suit jacket any more than a gentleman would appear in his shirt sleeves. As an advertisement on a triple sheer blouse says, "A tucked blouse to give you a formal air, when you sit in your chair."



## ...at the MAYFAIR

The spring picture at Mayfair is something colorful... lovely... and filled with items to charm every woman's heart. We've said before to look for that "Mayfair look"... and when you see our spring selection of smart apparel you'll know exactly what we mean. A touch of sophistication... a dash of color... and a lot of the newness that the new season demands... that's the spring fashion picture at Mayfair.

GUESS WITH US IN OUR SPRING SONG-WINDOW CONTEST

### Gay Prints with Sophistication

The new frocks for spring are definitely marked with a sprightly sophistication. A skirt that swirls, bright prints to match spring sunshine, smart, slimming lines that bring out the youthfulness of the figure. These are the things you'll want... and we have!

\$5.95 to \$29.75



### Millinery with a "Touch"

... a touch that means wispy veils over smart Heltons or roller brims, pill boxes... chic and becoming... also bring a "something" that appeals. We have all styles.

\$2.95 and up

### Mannish Suits

... tailored by men to make every line the smartest you've ever worn. And they're in the new shades of gray and soft blue. Suits are tops this spring... and a Mayfair suit will top your wardrobe with its splendid utility.

\$16.95 to \$24.75



### CLEVER BAGS

New designs... new tones... to match your spring ensemble.

\$1.98 to \$2.95



Choose your new spring shades of hosiery from our stock of Gotham Gold Stripes.

### added attraction for Spring Apparel!

This spring it's something to mix or match your outfit! Choose from a colorful selection of BLOUSES, SWEATERS, SKIRTS, KERICHIERS, TOPPETTES, BOLEROS, SLACKS, JACKETS. The wealth of color allows you to make your costume delightfully different by the various combinations. Mix 'Em or Match 'Em This Spring!



### SPRING COATS

Choose the coat that flatters you most! Black colorless coats, referra, slim box coats, tuxedo and dressy casual coats. Exotic tailored, smart woolens, twills, slatlands, crepe or taffeta linings. Black, navy, light colors. All sizes.

\$5.95 to \$29.75

## The MAYFAIR SHOP

# HERE'S SMART WOMAN AROUND THE CLOCK IN STYLES

## Twin Falls Has Every Type of Latest Apparel

By JEAN SPRAGUE

Follow the smart woman from shop to shop in Twin Falls and you will find that she may be outfitted from head to foot for every hour of the day with a complete wardrobe to fit every purse, and that the only difficulty is that of choosing one frock from the hundreds crowding the racks of the stores.

To start from the beginning of the average woman's day, the first thing she will need is for something she will be comfortable in at home, something that's practical and yet modish enough for her personal mind should an early caller arrive.

Unaltered Choice  
Unaltered in the year of cotton is unchanged this year, but our hypo-allergenic cotton in the style of the imperishable shirtwaist style caught down the front of the waist with few little studs which are also cut at the narrow short sleeve cuff.

For morning shopping she chooses a smart little knit soft beige shade that relies on coin size appliques of brilliant yarns for color on the front of the sweater.

By afternoon she wears a coat or as a matter of fact for almost anything during the day, she will appear in an exquisitely tailored dress with a deep mulberry skirt and a lovely deep pink jacket. The skirt repeats the shade of the skirt. The blouse is tailored in line with the lingerie detail.

For Bridge Luncheon  
If a bridge luncheon is on her social calendar she will wear a simple crepe with a smart little bolero even more crinkly looking almost as if it was shirred all over. And it is in a soft pink from some artist's palette.

For an afternoon at home she may slip on a clever little grey number termed "crisp wool" by the manufacturer who assure you that the fabric is cooler than silk. It has a wide belt stippled with narrow bands of brightly colored leather. The bolero has leather buttons, one of each shade found on the belt. The skirt is pleated for freedom if she wants to use it for walking.

Informal Evening Party  
For a later afternoon engagement or informal evening party she will do well to wear a Gibson girl model with a swing black skirt topped with a chiffon blouse in shades that may be chosen from the white spectrum of spring. Besides the delicious lace the single feature which immediately takes the eye is the sleeve, very full and caught at the wrist by a tight band.

A striking dinner ensemble is her black net with the whole surface embellished with the white sequins by Valenciennes lace two inches wide to make vertical scalloped stripes from shoulder to hem of the very full skirt. The sleeves are full and complete with a tiny tailored collar and narrow belt, all of the same material.

For Formal  
If it's a formal evening affair she will wear an exquisite chiffon frock in delicate fish scale pattern. The Empire waist extends to a high point meeting the deep V neck and outlined under the bust with a two-inch band of shimmering sequins which meets at the base of the halter back at the waist and from there goes in two parallel tiers widening to a low hem to simulate streamers from a sail.

And with it is a tiny blue bolero lined with the pink to give it a soft lavender tone with huge puffed sleeves.

For active sports she wears bright blue flannel slacks and a lighter blue plaid jacket over a Roman striped linen blouse. On her head she twists a silk kerchief in any shape which strikes her fancy.

And finally a peep into her dresser drawer will reveal marvellously tailored nightwear of satin, and all buyers. These are gowns with the highly becoming neckline outlined in hemstitching and the white showing lovely detail and embroidery in the lower tone. Another will be heavy with lace with tiny pearl buttons marching down the front to the waist by two inches.

## BUYERS SEE GAIN IN PRINTS SALES

KANSAS CITY, Mo., March 16 (Special)—Prints which started earlier than usual, had a fine sale in December and early January, then ran into a pronounced lull in February, a lull that is described by buyers as "a slump," "a recession," "a depression," "a dead end" and "a lull."  
All buyers, however, confidently expect prints in pastel shades and colors to sell well within a few weeks. Some forecast volume equal to last year; some say prints will not come up to 1937, possibly because of the reduction in total dress volume already in stock. Estimates of proportion of volume of prints in dresses run around 10-20 per cent for early spring.

At one specialty store, the buyer pointed out that right now the outstanding combination was black and white stripes or dice dots. Prints are different and more wearable now than ever before, continued this buyer. Smaller prints and monochrome patterns will be popular; costume suits will move as soon as the weather is favorable, as will printed dresses and blouses.

Speedy prints in dresses coming from California are leading at the present time, the buyer says. The type of the latest pattern is a color print, she says, a "bright" print. These are a "bright" print. These are a "bright" print. These are a "bright" print.

## Your Hat is Pretty Smart —If it's Smartly Pretty

By MARIAN YOUNG (NEA Service)

NEW YORK — This is a spring when no man can say that your hat is silly. Hats, like everything else, have gone feminine—and the best ones give a girl a pretty instead of an ultra-smart look. They're smart, of course, but essentially flattering in a sweet kind of way.

There are yells galore — long, flowing Spanish veils, short ones, those which cover the face and tie at the back, reminding one of the horseless carriage days.

The hats of the hour in Paris are also tilted or forward-tilted. A pillbox of black panama with a deep back has a double ruffle of grosgrain flaring out at the front. A shallow-crowned sailor is jauntily tilted to the right.

Susy puts a voluminous veil in violet, yellow and green on a straw canotier. On Talbot's boater of navy straw there's a white veil to cover the face and tie at the back. Louise Bourbon fills a felt bowl-shaped hat with pale blue flowers.

Wide-brimmed models, truly in keeping with the spirit of romanticism, are favored. Erik makes an enormous one of burnt orange straw which passes the shoulders on either side by at least six inches, and is trimmed with a large black bird.

Dunlop of Paris also approves the tremendous plateau. In shades, however, everything goes. There seems only one general theme in Erik, Dunlop and Louise Bourbon's collections—and that is that crowns are low. Even here an exception can be made because of the Greek and Roman church officials are important.

Floral trimmings are used in front of an upturned visor, made high to give an illusion of height, above and below brims of 1800 sailors, used in garland effects to anchor hats to the head.

## WIDER SKIRT IS NEW YORK TALK

NEW YORK, March 16 (Special)—"Skirts wider than ever" is heard on all sides, and for evening it is especially so. It is often accentuated by means of horsehair hemlines. Ruffles and tiers are other means of describing skirt width, and circular fullness, developing from the waistline as well as the hipline, is mentioned along with shirred fullness that confines the hips and falls free to the floor.

Smocking is again halted, the smocked section introduced sometimes just at the hips, with either shirred or pleated fullness below. This interest in pleats is something to consider for designers believe that pleats will be in another season's acceptance.

In daytime dresses, pleats also



Feminine, flattering and fresh as a Wileen of black-shantung haku with poppy posed on the crown and ribbon on the chin. No hat in any Easter parade.



"Banker's Wife" is the name of this utterly lovely spring hat, of navy blue shantung haku. The flowers at the back are handmade ones, of vari-colored taffeta. The veil covers the face, ties in a huge bow at the back.

## CURTAINS SHOW ENSEMBLE PLAN

The curtain department of local furniture stores this spring will carry the style note further than just window shades.

Ensembles of aprons, table skirts and curtains all made from the same fabric in a variety of colors and patterns are the newest idea for these departments, local furniture managers point out.

Novelty themes are "in" this year in drapery divisions and new ideas such as Mexican patterns and juvenile designs will be popular for those who are looking for a "complete change."

In the matter of rugs, dealers here believe the consumer is becoming more color conscious and have made provisions for it. Featured are the new tans and greens as well as burnt copper, the blue gray, gold and pastel and the wine scale, namely the Ming and almond greens.

As for lamps, the Chinese influence is strongly felt throughout the new 1938 lines.

Fl in Anywhere  
These new designs will prove to be popular because they are equally at home in Early American, 19th century or modern rooms.

In the table lamp division, metal is fast gaining a following. The prices are moderate and the lamps are "handsome." Smaller floor lamps grow in importance. Designing for use with low lounge chairs and sofas, their trim lines, illuminating qualities and attractive appearances are easily noticeable. Also they are available in a wide range of styles, designed to fit all tastes.

In dinnerware emphasis is placed on simplicity and narrow rim. Plates, dealers say, are now easier to wash and have a greater food space.

## "Kindly Note This Stitching," Shouts Shirt, Kerchief Ad

NEW YORK, March 16 (Special)—"Kindly, oh kindly, note the stitched matching kerchief to go with my stitched blouse linen blouse," pleads an "ad" on a \$5.95 linen blouse and "kerchief set. This is in line with what a maker of high priced custom shirts reported earlier in the season—that his private customers usually asked for their suit pockets. This maker reported that customers had both the handkerchiefs and the shirts monogrammed.

## CAT RESOURCEFUL

LONDON (UP)—A cat was rescued from a 45-foot quarry shaft on Idle Moor, Bradford, where it had been trapped for 18 months. The cat, had been kept alive by people who threw down scraps of food. It had also caught mice from the disused workings.

## PEDESTRIAN CRASHES

CLEVELAND (UP)—John J. Koopman suffered serious injuries when he crashed into an automobile driven by Municipal Judge Joseph H. Silbert as he ran to catch a street car. Force of the impact shattered a window and bent the door of the jurist's car.

## Travel Gadgets Help to Women Globe-Trotters

For the travel-minded woman who has one eye on maps of the country or globe and the other on watching space in her suitcase a number of space-saving gadgets have been worked out to bring joy to globe-trotters.

There is a hooded plaid jacket carrying attached mittens and purse-cover on the pockets closed by a zipper for one going to a rainy climate. Zippers are also fitted to conceal tiny pockets in the palm of a sport glove and other gloves have a small change purse sewn into the cuff.

New use for the zipper is found when it opens the top of a leather hand mirror to reveal a complete

cosmetic case. An overnight bag also has a surprise compartment zipper which opens to give space for toilet articles.

Inches of space in your suitcase will be saved by the soft leather, moire or satin woman's slippers which fit into a small matching case.

One of the cleverest such arrangements is the pair of leather French shoes which may be folded into a cellophane case and carried in your purse on uncertain days.

A final indispensable is the folding iron with a detachable cord and a zippered case.

Rub, mosquito bites with a lump of moistened sand or ammonia. The alkali in these helps prevent possibility of blood-poisoning, and retards the irritation and swelling.

"Light + Airy" as the First Song of Spring!

\$3.95  
\$8.50

Many New Styles

Dainty, chic styles... lighter than you ever dreamed possible. Flattering patent and bread, patent and suede, patent and gabardine... styles that are the hits of a gay new season.

Hadley's Cinderella Shop

## Highlighting the Spring Parade FORMALS

From an Outstanding Collection

There is no fun like really and truly dressing up in spring. It's fun to be frilly and swishy for an evening of dancing. We're showing a collection of formal frocks and gowns that will match every spring time mood. And we're sure it's the most outstanding in Twin Falls.

Colors of Black, Maize, Iris, White and Aqua

\$4.98 to \$16.75

WATCH OUR SONG CONTEST WINDOWS!

ALWAYS THE NEWEST FIRST

# BERTHA E. CAMPBELL

Ready-to-Wear

## CLEAN and FRESH as Spring itself

—That's how you'll feel in clothes freshly cleaned by PARISIAN

Do you get that "grand and glorious" feeling when you swing along in the clear spring sunshine... Do you feel like humming a ditty?... Do you STRIDE instead of WALK?... We can help you develop the feeling even further. Simply let us have your clothes for 24 hours and we promise we'll return them with enough spring-time atmosphere to last a month! They'll be as fresh as a breeze... as bright as the day... as snappy as spring!

You'll have more time for yourself if you use our THRIFTY Laundry Service!

Spring is a lovely time of year, and it's a shame to waste it over a washing. Isn't it? Well, here's a way out—and it's inexpensive, thorough and easy. We have a price to fit every pocketbook.

Have you started your spring housecleaning yet? Remember that we clean curtains, drapes, rugs and shades at very reasonable rates. We can save you much time and trouble for only a small charge!

FREE PICK-UP AND DELIVERY

# PARISIAN LAUNDERERS & CLEANERS

712 Main Ave. So. Telephone 850

# HANDMADE LACES ON '38 LINGERIE

Handmade is a word which gives a sense of the finest work and taste and skill that can be put into in no other way and now you may apply it to your own lingerie for very little more, according to the staff of a Twin Falls shop.

Even the dainty chiffon blouses, to give a feminine touch to the tailored suits which are the mainstay of a woman's wardrobe, are made entirely by hand. Although their style may be strictly tailored they are far from that in mood for they are made rich by choice of color or insertions of exquisite lace. Lace edgings also make them dainty.

Slips are beautiful with hand work over the front. Perhaps it is hand cut work or it may be elaborate embroidery and lace, but you will have a hand-tooled finishing touch of machine work even in the tiny French-felled seams from hem to top.

Well, too, have all hand-work and are works of art with detail similar to that of the slips. Some however, are far more elaborately finished with yoked lace that adds to the luxuriousness of the garment. Those made for the larger women are just as exquisite as the ones for her petite sister.

# COLOR RULES IN WOMEN'S SHOES

Greatest change registered in shoes for women this spring has been the return to colors, Twin Falls merchants declare.

Gaily colored and tinted shoes for evening wear, for business and for sports will be featured in local shops and local women, at the case of women over the world, will "go for them," according to style experts here.

Next greatest change to be noted in footwear is the lower heel although high heels will still be available for those who wish them.

Big demand in style novelties will be in "peek-toes" shoes while leading colors will be, rust-tan, blue, black and grey in the order named. Leading materials used are the two objectives of a full length garment or the short girly type and these are achieved by use of clever panel inserts in the big toe foundation which is tapered in front to eliminate bulges and flatten the diaphragm.

Here's Result

By the full length figure control, a long line from ankle to waist, a small waist and slender hips are achieved and above all the high bust line is maintained.

Lace is used everywhere, either for the whole garment or in sections. Even the panty girdles show some models which do not have the entire surface of elastic material. Some types of latex are so sheer they could easily be mistaken for net and will be ideal for warmer weather.

Other Materials

Other materials used are rayon, satin and batiste of such beautiful quality that it is hard to tell where the latex ends and the materials begin. Beautiful stitching along the garment and contrast by colored threads being used.

The new garters are so flat it is impossible for them to show under the most clinging gown and the panty giraffe are often detachable for the girl who persists in rolling her hose.

As in almost everything the zipper is almost of paramount importance in almost all foundation garments.

# NAVY BLUE GETS SEATTLE STRESS

SEATTLE, March 16 (Special)—Navy blue in spring apparel received emphatic endorsement recently at Frederick and Nelson where a full block of display windows from Fifth to Sixth avenue on Pine street was devoted to a color exclusively. While dresses were numerically more important than any other type of costume, a corset which was devoted to coats and three-piece costumes in slay. Both silk and wool frocks were presented and a single evening frock in net and lace combination.

The windows served also to emphasize accessories in the spring shades, and capris in the various sets gave the color name, mostly garden affairs, of the accessories presented featured with navy, a pink, lavender, blue, maroon and garnet were among the accessories that completed each costume, group displays of accessories of various types in the same accessory color and frequently in two shades were arranged in each window.

# IMPORTED HATS TILTED FORWARD

NEW YORK, March 16 (Special)—The tilted-forward line passed over one eye and with a tendency to reveal the contour in one of the leading styles points in the import collection presented at this time. This line, which is varied without tires, another detail which is remarked because of repetition in the high, squared and tapering crown which marks the helmet-like models. One for sports of white material. The side crown caught by a cloth-like in blocking pink is effective. Bouquets of straw have the same crown.

Among practical details that are at the same time decorative is a band in a hat from Marie Antoinette which is of top, with jersey draped over the crown, brought under and altered. Then it narrows to cup the back of the head.

There are many examples of the very flimsy line, one dashing bow being trimmed with applique of felt stipulating coque feathers.

**MINUTE FURNISHING OFFERED (LAWYER)**—The members of the Gladeswater Ministerial Alliance have requested church members and the public to cooperate in eliminating Sunday funeral services. Ministers argued that funeral services were a hardship on everyone concerned.

The Alamosa farmer erects a charm in his grain field to keep bad spirits away from the crops.

# Royal Dolls for Royal Couple



When King George VI and Queen Elizabeth of England visited the British Industries Fair at Olympia, they found Princesses of their two little daughters, Princesses Elizabeth and Margaret Rose, waiting the return to colors, Twin Falls merchants declare.

# HERE IS LATEST IN 'FOUNDATIONS'

This year's hour glass figure requirements have been the cause of intriguing developments in foundation garment styling, according to Twin Falls couturiers.

Comfort and control are the two objectives of a full length garment or the short girly type and these are achieved by use of clever panel inserts in the big toe foundation which is tapered in front to eliminate bulges and flatten the diaphragm.

Here's Result

By the full length figure control, a long line from ankle to waist, a small waist and slender hips are achieved and above all the high bust line is maintained.

Lace is used everywhere, either for the whole garment or in sections. Even the panty girdles show some models which do not have the entire surface of elastic material. Some types of latex are so sheer they could easily be mistaken for net and will be ideal for warmer weather.

Other Materials

Other materials used are rayon, satin and batiste of such beautiful quality that it is hard to tell where the latex ends and the materials begin. Beautiful stitching along the garment and contrast by colored threads being used.

The new garters are so flat it is impossible for them to show under the most clinging gown and the panty giraffe are often detachable for the girl who persists in rolling her hose.

As in almost everything the zipper is almost of paramount importance in almost all foundation garments.

# Even Diapers Have New '38 Fashions Now

Along with all other modern and scientific methods for infant care, babies' clothes for 1938 have been streamlined to provide the utmost in comfort for the child and at the same time to present a pleasing appearance.

The diaper has come in for the most innovation with a number of new models being shown in baby departments of drug departments here this spring.

Receiving the most approval is a very thin, soft material which the makers guarantee to be highly absorbent and at the same time to give that sleek look so necessary for wear under the modern baby clothes.

Still others endorse the fitted and knitted cloth which requires no folding and eliminates all rough edges providing the utmost in comfort and as little as possible work for the nurse or mother caring for the child.

For use on trips, and dully if so desired, the makers of a paper-handkerchief have put on the market a disposable diaper which is gradually gaining in popularity in south Idaho, according to sales people.

"We carry the latest in all new types of diapers but still find it necessary to stock baby-size and outfitting flannel," one clerk replied as she exhibited the infants' wear.

Employment for nearly 600,000 persons normally is provided by the railroads of Great Britain.

# RIOF OF COLORS FOR SPRING CAPE

PARIS, March 16 (Special)—In a riot of colors and an atmosphere of an Oriental bazaar, Vera Borea opens her summer and spring collection with a big flowing burnous like a Spanish cape which is worn over a bright orange and white linen sports dress. The startling feature of the cape is the attached sleeves which hang loose and are used as utility bags, one for a bathing suit, the other for towels.

Knitted hose from beach shoes with rope soles to go with the latest bathing suits which are in a rubberized wool, cut very short and fitted like a corset. Brightly contrasting brasters appear on coat top with utility scarfs flung over the shoulders, the pockets of which may contain a skirt or wet suit after the dip.

All-Around Pleats

All-around pleats on skirts have become a fashion maxim. Vera uses this pleating on a coat from the waist to the hem. The printed dress beneath is rampant with more than 20 vivid colors.

Brides redingotes, pleated capes and hip-length jackets are shown and smart boleros for daytime wear. One amazing printed bolero has a design depicting a dinner story from the preparation to the serving. The opening figures are four two-inch-high cooks with high white hats against a navy background preparing vegetables and meat at a kitchenette. The final scene at the dinner party with all the guests in full dress seated around the table.

Satin for Summer Coats

The newest use of satin is for summer coats. One silky navy blue model is worn over a deep pink and black crepe formal. Other color combinations include purple, green and yellow; red, blue and orange; lavender, white and black. In fact, hues that would dim the glory of Joseph's coat.

Skirts are shorter than ever in Borea's collection, measuring 25 cent. from the floor. All of her gowns are mouled at the waist and hips in the new corset line, accentuating the fullness of the skirt. Leading materials shown are shantung, linen, sack-cloths, "fantasy" crepes and wool-laces.

The principal trimmings are good-luck insects—grasshoppers, locusts, flies and bees—which appear in droves on the models.

NAME IS AMERICANIZED

DALLAS, Tex. (AP)—Konstanty Olejnik, Russian refugee, an internee at a Dallas hospital, has changed his name and become a citizen of the United States. Judge W. H. Atwell approved Olejnik's petition to change his name to Olejnik Constantine.

# Play Clothes Bulwark Of "Kids" for Summer

NEW YORK, March 16 (Special)—From April through August, play clothes are the bulwark of the children's wear throughout the country. Young America goes outdoors to live and play through the summer months, and whether this summer actively takes place on an exclusive beach, in the back yards, neighborhood streets or in a summer camp, the child gets the benefit of fresh air and sunshine.

The two major classifications of juvenile summer fashions are play clothes and beach clothes, and this applies to every size range from the 1-3's to the sophisticated 12-16's. The two big fashion factors that most influence both these classifications are the use of elastic woven fabrics and the stronger than ever acceptance of the dirndl silhouette.

Style and Fit

Bathing suits have never before offered such a wealth of promotional material. While the classic woolen knit suit is still considered tops, elastic woven suits must be considered. From the rayon satin Latex pants which little brother and sister will wear (and they may be matched to father's this year) to the well styled suits of rayon satin latex prints and elastic shirred printed cottons, the bathing suit that stretches to fit the figure is important. The big selling point of elastic shirred cotton suits is that small, medium and large sizes are sufficient to cover all sizes from 1 to 16. Latex rayon satins will appeal to the older girl because they look so well—and are featured in such attractive prints. The elastic woven woolen suits, found in the higher priced brackets, will appeal to mother because they combine warmth with snug fit.

Boleto and Suit

The beach ensemble appears to new advantage this year in the form of one-piece and matching boleto—again a quality fashion. Separate shorts assume new importance because they have been so highly styled, and, of course, they should involve the "extra" sale of flat knit jersey tops to wear with them. Bathing shorts are again in demand.

Stripes are the fashion feature in Terry cloth beach robes this season from new "liger" length coat to princess robes with slide fasteners down the front. The cotton

# VIOLET IS SMART FOR BEACH WEAR

MIAMI, March 16 (Special)—As style lines of beach and bathing costumes open for summer the reporter making the rounds of four houses makes these observations:

Slipper satin and sharkskin are very important for bathing suits or complete ensembles. Violet is considered newly smart for the beach. Two new types of play dresses are outstanding—a guiguo type of daytime skirt length, and an above-the-knee princess type, somewhat like a skating dirtye both over play suits.

The emphasis on wool and all mixtures for slacks as a good summer weight and the stress laid on the two-piece bathing suit in elastic satin as newly important style type should be noted. The facts that speciality in junior wear are now making beachwear and that dirndl skirts or dirndl dresses are seen all about are further points to consider.

house coat is featured to serve the double purpose of beach wear and the new silhouette is the coat with dirndl shirring around the waist.

# Van Engelens

**DUNLAP**  
Leads the Spring Parade!

Skilled craftsmen hand select fine quality to put that nothing else can give. Clean, crisp, with just the expression in the smartest trend.

**\$5.00**

Other Smart Spring Hats \$2.98, \$3.98

For Spring You'll Need Lots of Odd

**TROUSERS**  
\$2.88 \$3.98 \$4.95

Plaids, stripes, plains in the shades you'll want for spring and all summer wear. See these before you buy.

New **PAJAMAS** For Spring  
98c \$1.49

For men who love the luxury of fine broadcloth yet prefer easy or moderate cost of all-over style.

Sanitize yourself to a LIFETIME OF SATISFACTION. Wear a pair of Nunn Bush Ankle Fashioned Oxford only Ninety days, then you'll know why "Men who once wear Nunn Bush never Change."

**\$7.85** and **\$9.50**

**YESTERDAY**

**Today it's**  
Jockey  
Y-FRONT  
UNDERWEAR  
By  
Coopers  
**50¢ garment**

Jockeys with their masculinized support, have inaugurated a new era of comfort in men's underwear. Y-Front construction by Coopers, provides healthful support, and a convenient no-gap opening.

**for Spring**

**Spruce Up in a Handsome SUIT**

TAILORED FOR SATISFACTION

Get a fresh new start for spring... clothes don't make the man, but they make a mighty lot of difference in how he feels. Try on some of these new Olothorath or Michaels-Bern suits. Feel their rich soft fabrics, their finer tailoring... you'll feel like a new man.

**\$25.00 to \$40.00**

"Special Models For Hard-to-Fits"

Men who want style, quality, fit, service and value, insist on Michaels-Bern Value First Clothing. Investigate their success then you, too will be satisfied with nothing less than a Michaels-Bern.

**SHIRTS**  
Here's supreme value. Fine broadcloth expert and at an extremely low price.  
**98¢**

**TIES**  
Spring Patterns—Hand Tailored  
Direct comparisons for your spring suit  
**65¢ 25¢ to 59¢**

**SOCKS**  
Style in  
Silk, rayon, lace, in spring patterns.  
**25¢ to 59¢**

**Van Engelens**

# A THEME SONG FOR SPRING It's in our window!



Featuring This Modern **BEDROOM SUITE**

Music hath charms as well as our bedroom suite. Harmony is the keynote of our business.

**HARRY MUSGRAVE**  
MERCHANDISE MART  
Where Low Prices Are An Important As Spring Style



# BLUE IMPORTANT IN L. A. STYLES

LOS ANGELES, March 16 (Special)—The tremendous importance of blue, the accepted alibi for the Paris openings, the whole range of colors in costumes and accessories, were among the themes of "Fashion in the Wind," which was the downtown department and specialty stores participated. Display windows and store interiors took on a definite air of spring with fresh flowers and fruit tree blossoms for backgrounds.

The bloused silhouette, the stem silhouette, the shorter, fuller skirt that is gored or pleated, boleros, tailored suits, redingotes, and full, flowing skirts for evening wear were among themes particularly stressed by the various stores.

"Straws in the Wind"

The J. W. Robinson Co. called attention to the "straws which show which way the wind blows," stressing "Rock garden patterns" for evening in a group of fashions that included greens, shades of dusty rose and pink in chiffons, full skirted and romantic. Other themes highlighted were redingotes, boleros, suits, polycolors, stripes, checks, beige, pink, navy. Black with white appeared in the trimmings of tailfurs in black with white lingerie blouse.

Bolero's built almost their entire presentation around blues, noting it as the most important color of the season in all shades from navy to sky. The Golden Gate International exposition to be held in San Francisco formed the background theme for several navy windows, indicated as a favorite San Francisco color along with tailored suits as another favorite of the sister city. Slate blue also appeared in man tailored suits, the "classic American costume." A charming garden wedding scene showed the bride in white marquisette with a white sash over a white suit festooned in powder blue velvet and centered with clusters of blue delphinium in front.

# Suit News for Easter: You Just Suit Yourself



(Suits and Hats from Bonwit-Teller, New York)

Perfect under any coat now and sure to take prices in the Easter parade is this navy blue wool dress-maker bolero suit. Four pockets trim the bolero, matched by two just below the waist of the easily checked white skirt. The tailored blouse is red, white and blue. On the model is a chic navy felt sailor with amusing pique feather. There's a navy sailor with high crown and thick brim in her right hand—a white straw sailor with red ribbons in her left. On the table a navy straw boater with crown of white pique an off-the-face which has a heart-edged brim; a "sail boat" in white felt—navy trim.

NEW YORK, March 16 (NEA Service) — The faster wide instead of waiting until Easter, She buys it early because she knows she can't wear it late, and she gets her money's worth out of it.

A good suit is, of course, a worthwhile investment. You strain your budget all you possibly can and get the best suit you can find for the money. Because a suit is something you don't buy just for a month or a season, or even a year. With proper care, it can be the backbone of your wardrobe for seasons and seasons.

This year particularly, a suit is an investment in glamor as well as in practicality. There are no hard and fast rules about what to look for, what to avoid, and what styles are widely diversified. The suit that flatters YOU is the one to buy.

**Bolero Highlighted**

Bolero outfits are highlighted. The costume suit, including one-piece dress and matching jacket, is popular. Jacket styles range from fitted, waist-length types to long-sleeved, wide-sleeved, and long-sleeved, achieving the long, corseted silhouette. The three-piece, with topcoat to match jacket and skirt, is a good buy for the budget-minded who wants a suit but must have a coat, too. And the wool redingote over a print dress comes lined and unlined, is wonderful for the mature figure.

To go with the spring suit you are going to wear now under your winter coat and later with a one-piece dress, there's a wonderful collection of Easter bonnets, shoes, gloves, other accessories. Remember that a suit is one of those items which always can be dressed up or down—to suit your mood.

**Garments Cut Loosely**

When you feel tired and ordinary and efficient, try a tailored and dretion, a shirtmaker jacket, comfortable walking skirts. And on the days when you feel like a queen, try a triline beat across the lunch or a table, wear a lingerie blouse with a frilly jacket, a tricorne with a felt hat, colored accessories, pumps instead of oxfords. And, when teamed up with a sweater, hand-sewn gloves, flat-beret shoes and a felt hat, you'll look like a queen. Tweed suit you wear in town becomes perfect for a country weekend.

**Cut Free**

All clothes, suits included, are cut with a freer hand. Blouses really blouse. Many skirts are form-fitted only at the waistband. A tailored suit blouse is what its name implies, but it doesn't have to be narrow at the hemline and skin-tight in the armpits, or uncomfortable in the back as well as smart lines, wonderful colors.

And spring coats are wonderful. Navy blue will be the most popular suit color, as always. Gray, black, warm rose, in the order named, will follow closely in navy blue's wake.

**Girl 6, "Fire Chief"**

CANTON, O., March 16 (AP)—Six-year-old George Wimbush, a volunteer fire chief of Canton's volunteer fire department, Mayor Robert "Moose" Johnson and Fire Chief Ernest Credico presented the tiny "chief" with a miniature gold badge. It was the first time such an appointment had been made.

**BARBERS DO GOOD TURN**

PORTLAND, Ore. (AP)—The Portland chapter, Association of Master Barbers of America, does a good turn monthly. Every 30 days seven master barbers, serving in rotation, pay a visit with shavers and clippers to the Burnie hospital for crippled children and keep the 50-odd patients tolerably neat.

# NEW '38 RANGES ARE REAL THRILL

Americans look forward from year to year to the numerous shows in their localities—automobile shows, flower shows, flower and garden shows, mineral and equipment shows.

The spring crop of modern ranges, displayed by south Idaho dealers has many thrills to offer the keeper of the kitchen. There's a new picture in this automatic cooking appliance, with squarish lines as simple and clean-cut as in its sister-piece, the refrigerator.

One outstanding change in exterior appearance is the built-in design with mantel back so that the range may be installed flush against the wall to line up with floor cabinets and work surfaces in the kitchen. The last word in deluxe models is the turret top which means the backguard is constructed in one piece with the cooking top; of white enamel or royal metal this presents a smooth surface without crevice to catch dirt.

Condiment sets, lamps, time-reminder and similar accessories are of simple modern design to harmonize with the sleek lines of the range which contributes smartness to any kitchen.

**"Dolled Up"**

WOODS HOLE, Mass. (AP)—The hostess of Mrs. Clara J. Hamblin is all "dolled up." She has 175 dolls ranging in height from an inch to four feet. They are made of wood, china, glass, sawdust, iron and paper and came from China, Japan, Russia, Hawaii, Ireland, Italy, Turkey and Egypt as well as America.

**CITY HAS FIRELESS YEAR**

CHARDON, O. (AP)—Fire Chief Warner D. Cook, 200-pound druggist and captain during the World War, announced proudly, that in 1937 this town of 1,900 population did not suffer a single fire loss. He said that the Chardon fire company answered seven calls, all out-side its territory.

READ THE TIMES WANT ADS.

# Bridal Lace



Lovely for the spring bride's trousseau is this charming hostess gown in petal pink lace and chiffon over a satin foundation. It has short sleeves and the popular molded bodice and full, flowing skirt. It was featured in the Lace Ball fashion show, held recently at the Miami Biltmore Country Club.

**NEW ORLEANS HAS 516,000**

NEW ORLEANS (AP)—The population of New Orleans is now 516,000, statisticians of the city board of health announced. The report showed there were 381,000 white and 135,000 Negroes, an increase of 57,238 from the 1930 U. S. census.

# Bat Debunked

SANTA FE, N. M. (AP)—The old-time belief that bats possess a "sixth sense" which guides them

past objects they cannot see is a myth, according to A. E. Borrell, of the National Parks Service. He said he had captured 286 bats in six nights by means of fine wires stretched across the top of a water tank. In Russia, silk stockings cost as much as \$45 a pair.

# Loganknit

Leads With Style PLUS Value for The 1938 Spring



"LOGANKNIT" is the established slogan for Style PLUS Value in knitted wear throughout the nation. With a "LOGANKNIT" you're fashion-right... always! The most expert stylists of Paris, New York and Hollywood give you that assurance. And when the "LOGANKNIT" trademark is on your garment, you're assured of the FINEST QUALITY AND VALUE obtainable. That's the policy that has built the enviable reputation of this great Intermountain industry... In-st that YOUR knit be a "LOGANKNIT!"

ONE and TWO PIECE SUITS and DRESSES priced from **\$14.95**

# NEW ARRIVALS

In our shop include gay new house dresses, a glorious array of flowers to brighten spring costumes and those important blouses. See them! BLOUSES, priced from **\$1.95 to \$3.95**

CLAUSSNER HOSE in all the newest spring shades. NEW SPRING SLIPS featured in colored taffetas and white and pink satin. Sizes 32 to 44.

# Loganknit Shop

NEXT TO ORPHEUM PHONE 514-J

# WOMEN FEATURE LONGER JACKETS

PARIS, March 16 (AP)—Already smart Parisians are appearing on the boulevards clad in stunning tailors' work without coze. The jackets of their suits are decidedly longer than last year, reaching at least 8 inches below the hips. The two most prominent colors are turquoise blue and strawberry red. Velvet is the fabric of a cut-away front jacket trimmed with white bands of braid on the lapels and hem. Extremely good-looking is a fitted grey jersey suit with the key long jacket and doling revers. The plain hood matching the plain skirt attracted much attention from strollers.

Tweed women in the turquoise blue and strawberry red shades form the severely tailored ensemble with a man's soft felt turquoise hat trimmed with a band of red grosgrain ribbon. Very practical is the idea of buying a tailored suit of solid color and making up a number of ensembles with the two jackets and skirts.

Quite a few of the suits seen are collarless and trimmed with three rows of buttons all the way down the front. Also unusually attractive are the tailored vestes in contrasting colors.

One smart brunette wore a striped green suit with a strawberry red vestee and a yellow scarf tied into a gay artist's knot. Her off-the-face straw hat was green, trimmed with long red and yellow quills.

Two stunning trouser suits have jackets of turquoise blue. Thick fringe covers the epaulettes, lapels and pockets of one, as its only companion to femininity, while the other has four pockets edged with narrow ruffling.

**MIAMI PRESENTS NOVEL FASHIONS**

MIAMI, March 16 (Special)—Play clothes in the Miami area this season have introduced a number of new and novel features. It is rather startling at first glance to see a woman walk dressed in a suit which appears to be a man's shirt and nothing else. This really is one of the new jackets worn over the skirt fashioned exactly like a man's sport shirt. It is of white terry cloth.

At the Surf club course, knee-length shorts are most frequently seen. The prettiest tennis ensemble of the season seen on the courts was worn by Mrs. O. Alan Hudson. It is of white silk buttoned all the way down the back, with a short flared skirt.

The shops are showing smart ladies costumes of sharkskin, but most popular seem to be hopsacking and coutur-couture. Many of the suits have a beaded top. In the Surf club navy blue slacks are very much in vogue. So many shorts are seen on the younger set proper women.

# Spring Showings! You're Invited!

..... VISIT ..... **DETWEILER BROS., Inc.** 144 2nd Ave. North

See the Refrigerator and Range Sensations of 1938!

# FRIGIDAIRE WITH NEW SILENT METER-MISER

Saves More on Current... Food... Ice... Upkeep!

**SAVE ALL 4 WAYS...** or you may not save at all!

• To make rows of future savings, give our Spring Showing! See the 4396 Frigidaire with New Silent Meter-Miser that saves you money in 4 ways... and proves it—before your eyes, before you buy! Demand this proof, or you may not save at all! For some refrigerators may waste through a "hidden extravagance" all that they may save in one, two, or even three other ways!

The safe, easy way to make the right choice is to see our Frigidaire 4-Way Saving Demonstration! That'll see, too, Frigidaire's new utility features: **NEW "Double-Easy" Quickkub Trays** through every Frigidaire 2-Way Adjustable Interior; and our new Moisture-Seal Hydrators... and dozens more exclusive Frigidaire advantages! Come in. See the Proof... today!

# Buy Both on Easy Payment Plan Frigidaire Electric Range

FIRST RANGE EVER TO UNITE ALL THESE ADVANCED COOKING AND BAKING FEATURES... IN EVERY STANDARD MODEL

For less than many ranges sell for stripped! Come in... see this first range ever to unite in every standard model, all these advanced cooking and baking features! Check it... compare it with any other make! You'll find that feature for feature, model for model, Frigidaire gives you more for your money... and proves it! Gives you more advanced features, more important advantages and proves it! So remember: Unless you get all these advantages in the range you buy, you'll not be getting full value for your money! See the Frigidaire Electric Range today!

- "SPEED-HEAT" ENCLOSED COOKING UNITS
- 3 COOKING SURFACES
- LOW-LOW HEAT ON EVERY UNIT
- 1-PIECE PORCELAIN CABINET
- NON-TILT RESISTING TOP
- SHIELD-TYPE OVEN VENT
- FRONT OPENING OVEN HEAT CONTROL
- TROUBLE
- PLUS ALL These Outstanding Features... which are either standard equipment, or optional on most models:
- "THERMIZER" COOKER
- "TIME-SIGNAL" SET
- "COOK-MASTER" CONTROL
- COOKING TROLLEY
- WARMING DRAWER

Come in and See How Frigidaire's New "EVEN-HEAT" OVEN—baking without "SPEED-HEAT" UNITS—cook better... at less cost. "THERMIZER" COOKER—cooks a whole meal for less than 2 cents! **FRIGIDAIRE** LOOK FOR THIS NAME-PLATE

# Figures Don't Lie! Sally Rand Picks the Ten Best in the World



**Sally Rand** (NEA)—No one likes to think of the depressed condition of stock market figures, unemployment figures or factory production figures in these days of recession. Not so, however, just plain feminine "figgers," as Sally Rand ought to know.

Sally figured that the habit of picking the best-dressed women of the world has long been overcovered. So now she has stripped the matter to its bare essentials, and makes her choices of the 10 women who don't need clothes to be beautiful.

**Zorina**—Sally calls them the "10 best undressed women," but that doesn't mean, of course, that she intimates the ladies go about in a state of undress. She merely contends that they have qualifications of face and figure "that make addition of clothes totally unnecessary."

And she has drawn her selections of feminine allure from spots as widely separated, as the British royal family and the spot-lighted stage of a burlesque theater—thereby sticking her chin out with a daring as great as any she displayed behind her fans.

And who are those ladies whom Sally so blithely singles out as being outstanding examples of physical perfection?

Well, there's Marlene Dietrich, who knows without being told by Sally that legs is legs; and Eleanor Holm, whose bare legs and arms in a bathing suit are not only ornamental, but highly useful in swimming contests; and Mrs. William Rhinelandier Stewart, beautiful society matron.

Next in line among those pictured above is Zorina, an esthetic ballerina thinly clad for art's sake; then Frances Farmer, a movie actress whose allure is unmistakable; and Jessie Matthews, appearing above in a costume which shows she doesn't need many clothes to be beautiful.

**Jessie Matthews**

**Adèle Dixon**

**Ann Corio**

Again from the ranks of society is Cobina Wright, a recent debutante who has been doing a bit of singing in Florida; and Adèle Dixon, who also sings sweet songs.

The Duchess of Kent, sister-in-law of King George of Britain, also is listed among Sally's selections, and, pictured at extreme right, is Shapely Ann Corio, burlesque queen, who never made any pretense of doling up in a lot of clothes to make herself alluring.

## Attire of Males Shames Flowers!

By O. A. KELKER

Men, if they want to this spring, may come forth arrayed in such clothes as would make the struggling flowers hang their heads in envy and return into the earth to hide.

This is true not only from the wide variety of clothing and accessories which will be available, but also from the colors involved. And because of this color, let's stick to the accessory side of the men's wardrobe where it relieves supreme store offering what men need to wear will convince even the most skeptical person that, at long last, the day of the male has arrived.

**Hats Go Green**

Starting at the top and working down we find that hats this spring will lean toward wide brims, light crowns and a higher flange at the rear. And the color—green predominating with greys and crop mixtures for those wanting them.

Ties to the ties, which this spring will be blending colors instead of clashing ones but which will nevertheless be "washed."

Featured will be the latest in wrinkle proof ties of soft patterns with checked figures. Crepe silks will be much in demand by those men who demand, and receive, the latest. "Sugar and spice" bows will also be shown for those more ambitious gentlemen who know how to tie one's necktie.

**Lighter Shirts**

Shirts will be of lighter shades than heretofore with plaid, checks, stripes and solid colors being shown. One thing is well to remember. Attached collars are stylish.

And then to the socks. For those younger men who still have a flare for their college days, coronal-like socks will be available and not only that but will be "the very latest." Colors will be there in profusion but not to be termed as "loud." Regulation hose will still prevail for those who do not wish to change.

As to underwear—the shorts will be even more popular this year than last, experts here say.

But the real chance to "dress up" is offered the male customer when he is shown the latest in sport wear.

**Sport Rayon**

Extremely new, and something which will without a doubt prove to be most popular, are those sport rayon shirts which are cut full with a crew neck and, take notice you men who have trouble keeping those shirt tails in, are to be worn outside the trousers. Shades will be of basic green, tan or grey.

Also taking their rightful place as leaders in their field are the new bush jackets which are to be worn without a shirt. They are long sleeved, button down the front and have a belt. They are made of "crash" material and will prove to be just the thing for those days when you don't want to get dressed but society demands it.

Knit sport shirts will also be popular. They pull on over the head and the most popular ones will be in two-tone combinations, experts agree.

**Cloth Belts Attached**

Sport trousers will be worn this year with cloth belt attached, made of the same material as the trousers. Popular will be the Bedford cord, gaberdine and also those trousers featuring the ever popular and "new" braying horse stripe. The colors will include almost everything imaginable.

So men, this spring, will bid fair to keeping pace with the women so far as color combinations, style and variety go.

**SOAP SCATTERS SCUM**  
Those tiny specks of scum that confront you just as you are about to hang the wash on the line are usually caused by hard water. Use soft or softened water for rinsing, or give the clothes a light soda rinse before the regular rinse, and the scum will float out of the fabric.

**BLACKSMITH ACTIVE AT ST. RICHWOOD, O.**—Nathan W. Spratt, 87-year-old blacksmith, still is at his anvil after 76 years of "smithing." He started to work in his father's blacksmith shop when he was 12. Spratt bolsters his slipping trade by repairing farm machinery.

**DOG COMMITS SUICIDE**  
WEST HARTLEPOOL, England (UP)—A small black dog, apparently tired of life, committed suicide here. The dog walked slowly across the Union Dock to the quay-side and gazed dejectedly into the water. For a few minutes it waited, then plunged over.

**CO-EDS BEHIND ON SPINACH**  
CEDAR FALLS, Ia. (UP)—Co-eds at Iowa state teachers' college consume less spinach than they need while men students eat more than their quota. That fact was disclosed by the college sanitation and hygiene class.

READ THE TIMES WANT ADS.

## Fashion Swings into Spring

with a definite accent this season on

# HOME FURNISHING

Follow the newest fashion trend . . . dress up your home this spring . . . let it reflect the bright atmosphere of the new season.

New frocks? New wardrobes? Certainly . . . but don't forget that real happiness comes in the beauty of a livable, well furnished home. This spring and summer you'll want to live on the porch . . . in bright, gayly furnished rooms.

Put spring in your home-furnishing budget . . . let us show how easy it is to do with a selection from our big stock.

**HOOSIER Furniture Company**

Twin Falls

## The Newest Books

**"Lost Atlantis"** (Harper), by James Bramwell. — A re-examination of the legends, theories and evidence pertaining to this age-old mystery, with an interesting discussion on this "lost island" as a living tradition.

**"Retreat From Reason"** (Random House), by Laurelet T. Hogben. A popular edition of the text of the Conway Memorial Lecture on the author of "Mathematics for the Millions" made a searching and critical study a searching study of the key role is for economic self-sufficiency.

**"Legends of the Longhorns"** (Apparatus), by Jesse Conyngher. Tells some legends of his people, adding a chapter to Americana.

**"Is Water the Best?"** (Harper), by John H. Brown. A story on a hotel room door reading, "Do not disturb, dead woman inside," presents the author's doctor-detective with one of his most baffling cases.

**"The Annals of Gilt"** (Norton), by Phoebe Atwood Taylor. — An new fiction mystery. Another murder on Cape Cod flavored with foreign intrigue.

**"Humble Jeopardy"** (Macaulay), by Henry H. Goldsmith. The story of a man accused of killing his wife and of the legal difficulties that follow. Half mystery, half novel.

**"The Mystery of the Painted Nude"** (Crime Club), by William Gore. — Whither a flea proves the stunning blow to an ingenious scheme for the perfect murder.

**"College Square"** (Berlitz), by Susan Goodwin. — Emotional conflict in a small college, set in a quaint English provincial town.

**"U. S. the" (Modern Age)**, by Federal Writers' Project. — The first

## MELLON ESTATE UNDER ESTIMATE

**PITTSBURGH (UP)**—The first "official" estimate of the *late* left by the late Andrew W. Mellon has been set by executors of his will at \$45,000,000, much less than unofficial estimates.

At the time of Mellon's death last summer, the value of his vast holdings was believed to be from \$100,000,000 to \$200,000,000, but after his death to his children, Paul Mellon and Anna Mellon Bruce, as well as donations to his favorite philanthropies, are known to have greatly reduced the fortune.

The list of Mellon's properties and securities was given to the auditor general merely to provide him with a list of holdings which might be checked for preliminary valuation. Appraisers already have begun checking the inventory.

The entire estate is subject to a 10 per cent state inheritance tax. In addition, attorneys fees must be paid, as well as a 15 per cent commission to the three executors, Paul Mellon, David K. E. Bruce and Donald D. Blair, and Washington attorney.

Included among the Mellon holdings are cash deposits in banks in London and Paris, a home Mellon purchased as a residence when he was United States ambassador to the Court of St. James's in London, and large blocks of stock in the Aluminum Company of America, the Mellon bank company, and three water companies.

of a series of Highway Touring books of the American Guide, discussing the route from Maine to Florida.

## Kip to TOES

Many New Styles

# \$2.95

and '3.95

Just enough soul to give these glitzy gabardines (and gaiters) girlish giriness! We've more in other materials in a wide variety of new colors!

**HOOD'S**  
ROGERSON HOTEL CORNER

## Van Raalte

At Sea About Gloves? Choose Normandie

by Van Raalte \$1.00 Pair

Of sturdy Flanel (a rayon fabric) with leather piping to outline its scalloped cuff, it is like its famous namesake a great traveler \$1.

**HOOD'S**  
ROGERSON HOTEL CORNER

"because you love nice things"

### NEW IDEAS WILL FEATURE 'SLIPS'

NEW YORK, March 16 (Special)—In the matter of slips—watch for the numerous new ideas about to be launched. The patented slip is becoming a tradition in slip making, almost all new ideas in construction patented. In addition, there is an increasing tendency to identify slips by names. The bodice top slip is becoming "tops" in orders, producers report.

For instance, "The Swing Top Petticoat" identifies a new model, patent pending, which is styled with surplus gilet that attaches at back to a slender adjustable strap, making it possible for the wearer to fit the gilet about the neckline through manipulating the strap. In addition, there is an elastic back and buttons on front to the petticoat so that it is possible to remove the gilet. It is promoted for wear with spring costume tailored suits, as well as with the redingote costume. In Celanese rayon taffeta, the model is available in colors that contrast with spring costumes in dots, stripes, plaids and allover prints.

In addition, another novelty is shown here in a matching print scarf with gowns, which may be worn as a "boutonniere" or to tie up the hair at night.

Of the several costume slip models the lace strip, semi-uplift model with lace edging at top is especially noteworthy. A new "swinging" skirt, is the second best seller. In addition, this producer expects much activity on colorful fabrics that combine a blouse or gilet top attached to bias skirt, done in numerous sleeveless renditions, often with the popular slide closing at front.

### INVITATIONS SENT CAMP DIRECTORS

MOBOW (Special)—Invitations have been mailed to interested people in four states to attend the second Island Empire camp directors conference to be held at the University of Idaho March 25 and 26 under sponsorship of the department of physical education.

Miss Janette Wirt, head of the department and conference chairman, said the meetings and discussion groups would be open to all who are interested in assisting in camp programs. Among agencies she named were the American Red cross, Boy Scouts, Camp Fire Girls, church groups, CCC, U. S. forest service, Girl Scouts, national park service, physical education departments, private camps, service clubs, Y.M.C.A. and Y.W.C.A.

Among topics listed for discussion is "Utilization of Recreational Possibilities of the Island Empire."

At one time, Mexico had more territory than the United States.

### Fish Comes into Its Own in Lent; Tasty Servings Offer New Flavor

By DOBOTHY GREGG (Special to Evening Times)

NEW YORK, March 16 (Special)—"Fish is brain food," mother used to tell us children. As I remember, we had fish frequently since we lived in a coast town and early we learned to like all the succulent varieties of sea food.

However, in spite of all the fish we eat, none of us has so far started the world with our brilliance. So maybe that fish-is-brain-food story is just another example of the legend which kept us happily chasing robins round the backyard, salt-shaker in hand, thereby insuring mother a little peace in the house.

However, be all that as it may, fish is its own best reason for serving. In all its varieties, it is good eating and, of course, during Lent fish is more popular than ever.

Today whether we live far inland or by the sea or lake, we can all enjoy fresh fish, for it can now be shipped and preserved in its just-from-the-water freshness. But whether we eat sea and fresh water foods in their natural form or take them from cans, there are many delicious ways of serving fish. For instance, it acquires surprising new flavor when dished up with the clam chowder sauce:

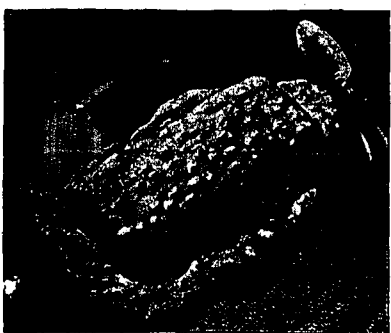
- 1 can salmon (drained)
  - 1/2 cup soft bread crumbs, or 2 cup dry fine breadcrumbs
  - 2 tablespoons melted butter
  - 1/2 can condensed tomato soup
  - 2 eggs
- Drain the salmon then pick out the bones and dark skin. Mix the salmon well and combine with the buttered bread crumbs, tomato soup and eggs, slightly beaten. Mix thoroughly. Put into a buttered loaf pan or mold and bake for 45-60 minutes in a moderate oven—350 degrees. Serves 6.
- Clam Chowder Sauce
- 1 can condensed clam chowder
  - 1/4 cup milk or cream
- Add the milk to the clam chowder. Heat quickly and serve as a sauce with the salmon loaf.

### Retail Food Now Low Since 1936

MINNEAPOLIS, March 16 (Special)—In mid-January of this year, retail food prices hit the lowest level since 1936.

From 1935-January to the middle of February wholesale food prices declined four per cent, to the lowest average level since the summer of 1934.

If retail prices follow the wholesale price pattern, it will mean a further saving of 44 million dollars in the monthly grocery bill of 30 million American families, the study states, which would help materially to offset any further shrinkage in earnings.



### FABRIC PROCESS IMPROVES COLOR

More brilliant colors are now possible in fabrics today than ever before. This is because rayon yarns can be made to have a high luster which in itself serves as the best basis for brilliant coloring. The luster can be of high degree because rayon, being man-made, can be changed to any desired degree of luster.

During one stage of its manufacture, the cellulose substance from which rayon is made is in a viscous state and, in that state, inorganic or organic pigments can be added which have a lasting effect upon the luster of the yarn. This step is previous to the spinning operation.

An important effect of this scientifically controlled luster is that extremely dull yarns and fabrics, never before possible, are now produced and have gained wide fashion favor. The so-called frosty surface type fabrics, representing the maximum in dullness and now much used for dress materials, could never be made until rayon was developed and science learned to control its luster.

The Panama railroad, finished in 1935, and running from Colon to Panama City, was the first trans-continental railroad built in the American Continent.

### FLOWER PRINTS FEATURE STYLES

The annual spring blossoming of flowered print dresses and blouses and accessories seems to be even more profuse than usual this season. If the materials are washable, and most of the new ones are, we'll be seeing these lovely garments in all their vivid freshness all through the summer months.

Soap and water are the wonderful working team that will keep the colors bright and prevent the fabrics from deteriorating sooner than they should with normal wear. Soil and perspiration must be outlawed, for once these harmful substances become ingrained in fine fabrics, they will dull the liveliest of colors and cause the delicate fibers to decay.

Successful washing of printed silks and rayons calls for quick and careful handling, plenty of lukewarm water of an even temperature for washing and rinsing, and generous quantities of thick lather made from mild soap. For badly soiled garments it is best to use two or more sudso baths rather than to try to rub the dirt out in one sud.

According to records, the total population and criminal population of the United States increases at about the same rate.

### DUST IS TERMED NO. ONE ENEMY

Spring Opening means emphasis on the newest in style trends, both in clothing, home appliances and in other lines.

But once you have those new styles inside your home, it becomes then the housewife's problem to keep things spick and span, according to Twin Falls establishments handling all manner of home appliances. And they offer this advice: Beware of the chief Home Enemy No. 1—dust.

In the home, dust is misplaced dirt. Its proper habitat may be the broad acres of our farm land, or resolved into its component, their place may be the seashore, the granite mine and a dozen or more organic sources. Simply all these range from the harmless to the downright harmful.

Astoria as dust, and within the four walls of our homes, however, it should be attacked wherever and whenever it is encountered.

Dust is our constant and ubiquitous enemy, and the worst of it is that it is present in so many places of which we are not readily aware. Every home maker must admit her own health measures in this respect. The only way in which she can keep the whip hand in this necessary constant warfare is for her to maintain effective day-by-day vigilance against the home's most insidious enemy, dust.

### CLOTHING FIRMS IN GOOD STATUS

NEW YORK, March 16 (Special)—A survey of the comparative average showing of 150 wholesalers of knit goods, furnishings and dry goods, based upon financial statements for the years 1936 and 1937, reflecting that 80 per cent of the houses reported on made a profit last year, has been compiled by the national credit office.

Other comparisons of particular interest include a modest rise in net worth and working capital; a slight increase in sales; a minor decrease in current liabilities; and an increase in inventory of 78 per cent.

Commenting on the survey, the national credit office says that "since a business recession is frequently accompanied by reports of a disquieting shrinkage, usually justified in isolated cases only, it is reassuring to observe the sound condition of the knit goods trade as reflected by the averages" and adds, "It is fair to assume that the knit goods wholesalers as a group face the spring season in a relatively healthy condition."

### IT'S LONG ROAD FROM PIONEER TO YOUR UP-TO-DATE 1938 EQUIPMENT

With the latest styles in home equities and furnishings, for instance, has a scheduled to go on display in Twin Falls for Spring Opening starting Thursday, let's take a look back to pioneer days in Twin Falls.

What did the pioneers of this tract have, as compared with the things you housewives of 1938 take as a matter of fact? Here's the way one of Twin Falls women describes what she had back in 1904 and 1905:

Hard Chairs—The chairs were common hard-bottom ones. Nobody thought they were uncomfortable. In fact, visitors at this woman's home were delighted to find "stone" chairs at all.

The range was "a rattling good range." Of course, it wasn't electric—but then there was plenty of sage-brush to burn. "You could burn coal if you got it—but you couldn't get it," said this pioneer lady.

"Dishes?" "We made them."

There was a good iron bed, and it had good springs and mattress... but it was far from the inner-coil affairs that make sleep such a pleasure today.

As for the latest styles in women's clothing, you couldn't buy much of anything in that line here in those days. And there weren't any dishes to be purchased, either, except camp dishes.

There wasn't any labor-saving laundry equipment, no laundries to send your clothing to, no self-stoking furnaces.

But it didn't bother the pioneers. They had a grand time, anyway. Those who are left today, however, have a deeper appreciation of the 1938 appliances than has any modern young wife. This particular electric dish-washer. And does she like it!

The furniture store in Twin Falls in the early days was something of a legend, in the light of modern conditions. All the furniture was hanging from the rafters, the store wasn't closed in at the doors. Nobody, however, stole anything from it. The shop was run by a man named Smith, and was located on North Main, near the present Idaho Power building site.

So much for the old days, although you could write volumes about it.

Consider the Modern

But the modern housewife, provided with only a few of the appliances which are now considered "necessities," finds that she has everything in her favor, so far as lessening her daily tasks is concerned.

Electricity is the keynote for these labor saving devices and principal among them, from the standpoint of being "something new" is the so-called home laundry which washes, rinses and damp-dries the clothes automatically. All the housewife does is put the dry clothes in a dry cylinder; she sets two simple controls, adds soap and bluing and then, after a few minutes, removes the clothes ready to hang on the line. Of course, after the clothes are dried, she has the latest type ironers and hand irons to make her task less difficult.

In the kitchen, everything is compact, clean, economical and easy to use.

As to the matter of ranges, she no longer has to stuff wood into a stove hole. A turn of the switch and things start working for her. She can put a roast into the oven, go downtown or to a show, and when she returns the roast is ready to serve. Automatic temperature control is the reason. Then too, the modern electric range offers a cigarette lighter within easy reach. No need for matches in the kitchen now-a-days.

Then too, she has available the vacuum cleaner with attachments for cleaning almost anything from a pair of white shoes to the husband's suit.

This modern woman doesn't even have to light a fire any more. Why? Because the stoker does the work, keeping a fire throughout the whole winter at the touch of a button. In fact the latter operation has even now been eliminated. The stoker can be regulated so that it will keep any home at an even temperature—and one desired by the occupants. No more shoveling coal for the modern housewife because the latest stokers feed from the coal bin, and only the coal man does any work about it.

On all sides the modern woman finds aids and helps which, in years past, were unheard of. Everything is simplified.

And then, when she "rests," this modern housewife, by touching a button, gets radio stations over the world, perfectly tuned-in and practically static-free.

Even the furniture is built for comfort and beds are equipped with springs which make it harder than ever to get up, come the dawn.

### In Home Decoration

—as in everything else—  
**A CHANGE IS REFRESHING!**

Enjoy a rejuvenated, softly colorful decorative scheme with a selection from the 54 exclusive new colors in



### Bennett's PAINT

—carefully prepared in the widest range of exquisite shades and tints ever offered in fine paints for use on exterior and interior surfaces.

From the Bennett assortment you can choose colors — cheery and restful, warm or cool — exactly to fit your home decorative scheme. Colors you've read about... colors you've admired in pictures or beautiful interiors, are ready for you in Bennett's Paints.

For extra convenience in color matching, all Bennett colors are shown on large, individual color chips. It's the new idea in a efficient, satisfying color selection — no need to go to as many of them as you want. FREE, for matching with draperies, carpets and upholstery in your home. Get them today.

**Twin Falls Glass & Paint Co.**  
TWIN FALLS, IDAHO, Phone 1650

### In the Springtime of a Life....



### Let them learn NOW!

The martial strains have scarcely died away since the district basketball tournament... those youngsters really play band music! Wouldn't you like to have your youngster interested in a fine hobby such as that? This is the time to start them. Come in... let us show you our fine selection of band and orchestral instruments.

Looking for a **THEME SONG?**

Our stock of sheet music will give you a start on your theme song - window entry. Hundreds of songs - old and new. Old favorites, hot new ones! Make a selection now!

"Exclusive Music Store"

### Dumas-Warner Music Company

Leading again with **BIGGER VALUES**

### Featuring Spring Hardware at Twin Falls' Favorite Hardware Store

- Ladders**
  - 6-foot step ladders... \$2.75
  - 8-foot step ladders... \$4.75
  - 10-foot step ladders... \$5.75
- Tool Grinders**
  - Lather guaranteed hand grinders. Just the tool for your home workshop. Now 98c Complete With Stone
- Sink Faucets**
  - Chrome mixing faucets with overhead swinging spout and soap dish. New design. Price complete... \$4.50
- Poultry Netting**
  - We can furnish 150-ft. rolls or cut lengths in both one- and two-inch mesh, all widths.
  - 36-Inch, 2-inch mesh, per roll... \$3.15
  - 48-Inch, 2-inch mesh, per roll... \$4.05
  - 60-Inch, 2-inch mesh, per roll... \$4.85
- Garden Hose**
  - Drawn corrugated U. S. garden hose, 6 brand construction. (Guaranteed, 25-foot lengths, complete with couplings... \$1.95
  - 50-Foot lengths complete with couplings... \$3.50
- Ornamental Fence**
  - 36-Inch ornamental fencing, per foot... 14c
  - 22-Inch ornamental fencing, per foot... 10c
  - 30-Inch ornamental walk gates, 3 feet high, heavy style. Each... \$3.75
- HOUSE PAINT**
  - Oriental outside house paint. Quarts each 60c, Gallons \$1.95, 5-gallon lots, per gallon \$1.85.
  - ENAMEL**
    - Utlitec quick-drying 4-hour enamel. Pints 70c, Quarts \$1.25, Gallons \$4.35.
    - Interior Gloss Enamel, for plaster, wood or metal. Pints 40c, Quarts \$1.15, Gallons \$3.35.
    - Dulamel eggshell finish enamel. Pints 60c, Quarts \$1.15, Gallons \$3.35.
  - VARNISH**
    - 475 Universal clear varnish, will not turn white Pints 55c, Quarts 95c, Gallons \$3.50
  - BARN PAINT**
    - Metallic barn paint. Four colors. Per gallon \$1.85, 5 gal. lots, per gallon \$1.75
  - FLOOR PAINT**
    - Enamel floor paint, quick drying. Pints 60c, Quarts \$1.05, Gallons \$3.65
  - VARNISH STAIN**
    - Utlitec 4-hour waterproof varnish stain 1/2 Pints 40c, Pints 70c, Quarts \$1.25
  - ALUMINUM PAINT**
    - Best quality waterproof aluminum paint. Quarts \$1.35, Gallons \$4.35

### Krengel's Hardware

Phone 485

# FURNITURE TURNS ROBUST WITH SLENDERIZING LINES

## Styles for 1938 Reveal Changes

The whole furniture panorama, as far as period trends are concerned, seems at the moment to be shifting from the more delicate line in favor of the more robust, a survey of Twin Falls furniture merchants indicates.

But on the other hand, the survey made by an Evening Times reporter shows, the modern furniture is "leaning" toward slenderizing and away from the bulk which characterized such furniture for years, especially in upholstered versions.

**Period Furniture**  
Thus in period furniture, local dealers will tell you, Sheraton and Heppelwhite and the early 18th century form appear less frequently. Even Chippendale is sponsored in more ample conceptions and flush to the floor chairs, cabinets and dressers are featured. In fact, the dealer says that floor base pieces are distinctly one of the important notes of this spring season. They embody design appeal plus added space convenience to the customer and summer.

**Outdoor Furniture**  
Turning to furniture for the outdoors, the reporter found that this phase of the industry is proving more popular each season, come spring and summer.  
This year's contribution has added definitely to the style picture in all price ranges. As one local dealer put it, "Twin Falls residents are becoming more outdoor conscious and from the big to the little home owner they are getting into the back yard, the front yard, the side yard or what have you."

**And Novelties**  
No mention of summer furniture is complete without adequate inclusion of all the novelties, little and big, that appear in both the iron and wood lines. Also there is much use for fish net, especially in the iron group. Featured are "lawn shelters" which in themselves are large enough to cover a complete dining table set up on the lawn. Low chairs or legless stools are available for squatting on the bench or the lawn.

**New Table Functions**  
But to come back to fashion developments in the occasional furniture, tables take on new functions with added drawers and such items as drop-leaf coffee tables, more serviceable nests, more removable trays, and drub tables and lamp tables which accommodate book shelves under the apron. Tea tables and cigarette tables are considered as newcomers of character white plant

## LATEST WRINKLE IN MODES FOR MEN IS TERMED THE "WRINKLE"

By PAUL ROSS  
(NEA Service)  
NEW YORK, March 16.—The big news in this year's men's fashion show, held here, is that the custom tailors have recognized the wrinkle.

In bygone lines, the sartorially perfect man was one whose suit conformed exactly to his physique, without a bump, plateau, ridge, crevice or valley to break its smooth fit. Such a phenomenon being, in the main, a custom tailor's dream, something to be realized in the sweet eye-and-eye, perhaps, but rarely found in the club or the business areas of New York or Sank Center, the custom tailors have reconciled themselves to the fact that Mr. John Averageway just will develop wrinkles in his garments.

Though they have terminated their long war on the wrinkle, it is not like the custom tailors to admit they're licked. They have snatched a terminological victory from the very jaws of sartorial death and have given birth to something up-to-the-minute in men's clothes—the "silhouette."

**Outline of Fashion**  
The fashion committee of the New York Custom Cutters club reports: "The fashion committee of the New York Custom Cutters club reports: how a man should look from a distance, regardless of a few wrinkles



Custom tailors at the 19th annual style show of the New York Custom Cutters' club pose above in a few of the high spots they fondly hope to see in every man's Easter wardrobe. Left to right, single-breasted three-button sack suit featuring short, high-set lapels introduces a new color note with oxford green bearing an "invisible" red stripe. "Semi-formal business" is the milieu of the oxford cheviot director's suit, lighter formalized by wing collar, bow tie and spats. The striped trousers of the morning suit seen next are conventional, but the braided coat and waistcoat of Vienna are blue instead of the usual oxford gray. What's what for evening would seem to be midnight blue, with quite wide lapels of shiny satin on a slightly longer-waisted jacket.



It seems the merchant tailors went into a lean season, accelerated their need to swing time and produced the slightly off-beat sport outfit shown above. Shown at the annual style show of the New York Custom Cutters' club, it was described as a "swing" sports coat, tailored without collar or lapels, having four patch pockets, and is intended to be worn with soft-collared shirt, preferably open neck, with figured foalish silk stock.

of greater height. Buttons are lower, too, as are waists, thus adding to the elongation. Shoulders, as a consequence, are natural and contribute to what the tailors call "narrowing of shoulders expression." The collar is as low as possible and makes for a straight line. The chest is softly padded and where needed in the cases of small-built men is still sloped in what has come to be known as the "English" drape although the idea was created by American tailors.

**Colorful Fabrics**  
Fabrics for the spring and summer run to color and individually, more than ever. There are cluster stripes, and multi-colored, striped designs. Nigerian stripes and colored stripes on plain backgrounds of grays, blues, greens, tans and browns.

Modernism has crept into fabric design and there are new subtle checks and plaids and color variations. Even the old standbys, the plain fabrics, are being shown in new, bright, light shades and colors.

For summer, the fashion exhibit showed a great variety of wrinkle-proof, heat-destroying jackets in silk-worsted, mohair and linen fabrics. These are as a rule plain but their colors are jovial, running to beige, ivory, sands and similar stuff. An ultra-smart note this year is their use with slacks of deep green, blue and terra-cotta. Snap brim hats in colors to match the trousers go along with the outfit. The same idea goes for pure white coats, which will be worn with slacks in various pastel shades. "Joseph's coats" which are also shown.

The fashion show, this year, was lacking in the usual wacky wear. Such former staples as midnight blue, twilight blue and burgundy for formal evening wear, opera capes with brilliant linings and dinner coats in pastel shades for tropical wear were present and accounted for but, the custom clothes makers assure you these have been all taken up to a wide extent and can no longer be numbered on the screwball side.

**PUFFING ADOR GIRL'S PET**  
NORTH PALMOUTH, Mass. (AP)—Rajah, a small puffing adorer, is Miss Mabel Miller's favorite pet. She says adorer are friendly when treated properly.

READ THE TIMES WANT ADS

## Men Are Brave but Vague as They Buy Feminine Clothing

They aren't especially embarrassed, these husbands, fathers, brothers or sweethearts who invade women's shops to buy feminine apparel, but it's altogether up to the clerks to see that the purchase will not be brought back with amusement or ire next day by the fair recipient.

And what's more, the males of your acquaintance will buy practically everything in a woman's wardrobe except hats which the saleswomen, knowing the feminine mind on that topic, consider exceptionally canny.

**Not Only Christmas**  
Of course, Christmas is the time for the male shopper to invade his wife's favorite stores in considerable numbers but each month of the year will bring in two or three. Birthdays, anniversaries or just for fun are the reasons for the gifts bought at these times.  
Dresses are the favorite requests but when the clerk asks the size, please, our friend is at

## SPORT BACKS ON SUITS FOR MEN

Moderate sport backs, usually with belt and pleats both above and below, will feature men's spring suits, a survey of the latest in styles for men, carried by local stores showed today.

Further than that the suits having the sport back should, and will be double breasted. Single breasted suits will be those with the more conventional or "business" backs. Of course double breasted suits will be obtainable in this line if they are so desired.

**Not Baggy Shoulders**  
But the plain backs will be more or less reserved for the older men. The young men's suits (with the pleated backs) will have bi-wing shoulders, permitting more motion of the arms.

Patterns in the suits will "rim" wide so far as the selections are concerned. Available will be tweeds, herring bone stripes, plain gaberdine and worsted, not to mention several other "old favorites."

Trowsers, for the most part in the sport suits, will be pleated and will have zipper fronts. They will be high waisted and will be cut full.

**Shorter Vest**  
The vest which goes with these suits will be shorter than usual (because of the high trouser waistline) and the coats will be full in the shoulders, permitting plenty of swing.

In the tops the male shopper will find raglan shoulders featured and the belt will be missing. Rather than the belt on the front and will flare at the skirt.

(Green) (agnus) as well as light shades of blue and gray will be the most popular colors.

## Yes, the Ladies Do the Shopping For Their Males

Who does more shopping for men than those men themselves? Why the women, of course.  
Take it from managers of local stores who cater in men's furnishings, the women do from 60 to 80 per cent of the buying when it comes to the selection of what the well dressed man will wear.

If they don't buy things for their gentlemen friends and life partners, to say nothing of relatives, who are in the outfit shopping by themselves, they most generally accompany the male of the species when he goes on tour.

**It's the Custom Now**  
It is not uncommon to see a woman assisting a man when he buys a suit, overcoat or hat. In fact it's getting to be an exception when a man makes his purchases alone.

But the woman has her day, according to these same local store managers, when she purchases such things as ties, socks, shirts or underwear for "her man."

Since women are conscious of color harmony and combinations, clerks will tell you that often a woman makes a selection because "it will match the color of his eyes" or because "he has a suit which that shirt will go with."

**They Know Fabrics**  
The woman also has an idea of the value and reliability of the various fabrics. In other words, when a man buys a shirt because it looks good or fits him, a woman buys one because she believes it will wear well or because it is striking.

Summing it up, the results show that women are more and more having a hand in what a man will wear (and we don't mean the big pants pocket when he's asleep).

Although it may never come, some merchants say they wouldn't at all be surprised if women look over the complete shopping problem for men now.

**CONTRACTOR ALVYN FIRBY**  
NEW OIL, BARN HOP—Edward J. Market, contractor and builder, has received the city's first building permit each year for 32 years. He has not missed a year since 1906.

here and there. We are after a suit that carries the desired outline, giving a man the finest possible appearance of alertness, height, manliness and dignity." Translated into plain English, this "silhouette" business means the tailors will now build the wrinkles, if needed, right into your suit to get the effects desired.

Among the newer style trends noticed at the show this year is a tendency to make daytime sack coats longer. It's all part of the "silhouette" idea and it gives the impres-

## A NEW PERMANENT



Will Dress You Up For Spring

If you want to look your best start with a new permanent at the Beauty Salon where you are sure of getting a permanent that will fit your particular type of beauty.

**SPECIALTY BEAUTY SALON**  
Phone 873

## Dance in Romantic SHEERS...



Laces! Chiffons!  
\$9.95 to \$19.95

Dance to new romantic heights in these utterly feminine frocks! Fragile laces with lovely low necks, swirling wide-skirted chiffons... and dancing beauties for you. White, pastels, Sizes 11-20.

**Hadley's Cinderella Shop**

America's Number One  
Builder-Upper... the  
**Savile Lounge  
Drape Model**



Tailored by  
**HART SCHAFFNER  
& MARX**

Specially designed by ace-stylist Robert Surrey to provide the illusion of added height and wider shoulders, this famous Savile Lounge model of ours is a true builder-upper.

The moment you slip into it your shoulders appear to be broadened considerably, your chest looks more expansive, your waist proportionately trimmed down—all in all, you look better, more confident, taller and vigorously athletic.

Why not change your perspective on life and see yourself in one of these new Savile Lounge models today. You'll be pleased with your new appearance—and you'll be pleased with the moderate price at which we are featuring this outstanding Hart Schaffner & Marx value.

**\$35**  
Rowles-Mack Co.




# SPRING IS IN THE AIR— AND AT THE IDAHO DEPARTMENT STORE

### HOSIERY MAGIC

#### KAYSER'S TUTONE IRRIDESCENTS

Fashions' newest! The most magical hose you've ever seen. Hosiery colors that actually change with the lights. Each one a lovely shade in daylight—magically step under electric light and presto—it's a subtle evening color.



—It's a new method of presmaltic dyeing which gives it the interesting two-toned iridescent cast.

**98c**

### The Right BLOUSES for Every Suit at 98c and up



NEAT-AS-A-PIN blouses for tailored wear... dainty types for "best". New bow ties, smart stitchings, white pastels. 12 to 20.

Ready-To-Wear Dept.

### The Right KNITS for Daytime, only \$3.90 and up



PRETTY, practical knits you'll live in! Figure-flattering young styles in luscious pastels, mixtures. 12 to 20.

Ready-To-Wear Dept.

### ACCESSORY VALUES Beyond Compare

High fashion Spring accessories... low priced! Colorful, crisp, NEW accessories that proclaim your chic... impel second glances! Be smart... splurge!

## Spring's in the AIR

### Vivid Print Glentex SCARFS




A Glentex scarf tied around your head, your throat, or your waist. 27 inch hand rolled squares of pure dye alkis in quaint old illustrations and loud Roman stripe patterns. Others are done in a variety of flower designs. See them.

**\$1.98**

Main Floor Ready-To-Wear Dept.

### SPRING is Synonymous with Navy



Smart women love navy for Spring! And the NEW navy is brighter, younger, much more flattering! See the NEW navy fashions here!



### DRY GOODS DEPT.

### Gay-Color GLOVES 98¢



Young, new and excitingly smart—go in for colored gloves! Hand sewn classics, dainty gamsiteles, new costume gloves. Bright solids, combinations. New fabrics.

### New Navy COATS

New navy box coats—slim, straight, chic! New with collarless necks, quilted trims, tulle linings! 12 to 20.

**\$14.75 and up**

### DRY GOODS DEPT.

### Color-Bright HANDBAGS \$1.98



Fashion-right because they're BRIGHT. Attractively smart top handles, pouches, envelopes, clever new shapes. Glossy patent, slick alligators, gabardines, pincoals, grain leathers.

### A Smart Blue Shoe "ROMAN"



Featured in blue gabardine with dull mat kid straps over instep—exactly as illustrated.

**\$4.95**

Other patterns in rust, copper tans, and blacks—**\$4.95 to \$6.75**

## SPRING'S ON THE MARCH

And we're ready with the smart fashions that will go places throughout the season. Every department is newly stocked with the newest fashions of the year. Every going fashion is here, and every fashion here is a going success! Join with us in the smartest Fashion March for Spring!

### Your Spring HAT Wardrobe Is Here!



- Bonnets!
- New Brims!

**98c and up**

Every type of new Spring bonnet you could wish for! Dashing tailored brims, poke bonnets, thrillingly NEW scarf turbans, sweet wattleau brims, sailors! Straws, felts, Navy, black, colors. All sizes.

### Don't Trust to Luck Trust Kuppenheimer for Sound Value

**\$35 and up**

You need no horse shoe or other good luck charm—you take no chance when you select a Kuppenheimer—its most respected name in clothing. 62 years have proved that this famous maker never skimps on quality. Your Kuppenheimer suit won't quickly lose its style, superb tailored appearance, freshness of color and pattern.

**\$35.00**

Other All Wool Spring Suits priced as low as **\$16.95**

### STETSON HATS

**\$5.00 and up**

Stetson sets the pace in both style and quality. Here are all the new Spring shapes and shades, in all sizes.

**\$5.00 and up**

Other Men's Dress Hats priced as low as **\$1.98**

### The New Spring Patterns in ARROW SHIRTS



**\$2.00 and up**

You can depend on Arrow shirts—they'll wear—they fit and they're the smartest in style. All the new patterns as well as the plain whites.

**\$2.00 and up**

Other Fast Color Dress Shirts at **98¢ and up**



### Burst into Color



IN A GAY NEW BOLERO

Only **\$5.90 and up**

Step into Spring in a gay new bolero! See for yourself how young and radiant you'll look! Brief, chic boleros atop moulded swirly-skirted frocks. Vivid prints on pastel and dark grounds. 12 to 20.

### The New Spring FLORSHEIMS are in

PRICED AT **\$9.50**

A few styles slightly higher

There's nothing better than a new pair of Florsheims to sweep away the last traces of a dull winter... Come in today, and see our new styles... new browns, tans, and greys... new leathers and leathers... and even a new low price for the same high quality that makes Florsheims the national standard of fine shoe value.

Other Men's Dress Shoes priced as low as **\$2.98**



### PEACOCK Shoes



As Featured in Vogue

### LAMONT

The smartest shoe of the season—shown in copper tan suede with pin point perforations... trimmed in copper tan calf—made with new slide strap step effect.

**\$9.75**

Other Peacocks in the New Spring Styles and Materials at **\$8.75**

### Enter The Theme Song Contest

There will be twenty-one prizes ranging from \$20.00 to \$1.00. Contest starts with the unveiling of windows Thursday, March 17, at 7:30 P. M.