Labor Heads Threaten Strike if Executives Force Rail Wage Cuw

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## NEWS IN BRIEF




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 SPECIAL UNTIL APRIL 20th OR WHILE THEY LAST. THERE'S NO INSURANCE, NO INTEREST, NO FINANCE CHARGES ON THIS LIST


## 3/2. MANY \& $\& G$ CARS ARE INCLUDED

## Union Motor Co.



Thousands to Attend Zion Easter Pageant Ay ALLEN CANNON
OUSDAR CITX, Otah, Arril 15 apm











# There was a Big selling job to do and NEWSPAPER ADVERTISING DID II 

Early in 1938 the automotive industry had a major problem on its hands. Production was off. New car sales were low. Prospects for Spring, normally the peak season in automobile sales, were discouraging.

The underlying cause of all this was that the automobile dealers had too many used cars in stock ... for dealers can't sell new cars when they are overburdened with used cars.

The problem, therefore, was to sell the used cars-and to soll them fast.

To solve the problem the automobile manufacturera of the United States called upon the selling power of newspaper advertaing. They instituted a

National Used Car Exchange Week, March 5 to 12. They appropriated \$1,-

250,000 for one week's advertising. They invested the bulk of this money in newspaper space throughout the country. They enlisted the active cooperation of the automobile dealers.

And what happened? In one week's time $\$ 50,000,000$ worth of used cars were sold. Dealers' used car stocks were greatly reduced. In some cities the week ended with a shortage . . . and dealers began to advertise in their local news-

## Auto Dealers In Twin Falls

made this great campalen a nuccess by their une of the Idaho Evening Timen and the Twin Falle News. Over 750 inches of local advertisIns In thone two papers gulded ued car buyera to Twin Falla dealora to chalk up a now high in uned car aaten! March 5 to 12. They appropriated $\$ 1,-$ in uad car maten!
papers that they wanted to buy used cars. :And that's not all. The used car campaign in newspapers caused an immediate increase in new car sales; cleared the way for still greater males for Spring; pointed to a definite upturn in car prom duction; put new life in the automotive industry; brought millions of dollars into circulation.

What does it all mean? It means one more dramatic and convincing proof of what has been proven so many times before: when there is a real selling job to be done, newspaper advertlsing can be counted upon to do it . . . quickly, tanglbly, directly, economically . . . for automobile advertisers, or for any other advertiser.

##  <br> $\$ 50,000,000$ IN USED CAR SALES IN ONE WEEK!




## Wreck Weather Coming

Summer approaches, the pulse of nature quickens, life begins, and shortly the country's motorists will
start slowing up one another's pulses and ending their lives. Traffic police know that good weather breeds bad
accidents. The safest time to take a spin is at the accidents. The safest time the tag end of a good thick tious then When the sun comes out and the roads dry off, everybody does a little relaxing, lets it out, an turns his car into a kend of traveling nut house. of your own assets and liabilities as a driver, the ones counter, and those of your car as something to en

How long it will take to make the nation's high Wayis as sale as its sidewalkg nobody cares to guess, such concerted, countrywide study as they are now city, county state ond federal officials are going dter satisfactory solutions from every conceivable Highway imprevement is one idea. The chairman or Connecticuts Highway safety commission ha phisp of a second-hand automobille. The imposition of driving testa and other examinations on: license applicants 18 growing.
tant of haidur tratic law volators examined by psy chiderifising anduced to take treatments whose pur pope is .upe correction of the pergonality twists
The eqeatetet movement, and the most effective one, a the saftety ducatign campaion mong ahildren and Guch campaigns have been pursued.

If present efforts in the direction of highway safety in the future will really be news.

## Twilight in Turkey

Finiahing touches are now boing put on the 2,000 tinople a suburb of London. An automobile ferry servIce to be opened this summer between Dover, England, Londoner to motor an the way.
through ther whirl route takea you from Ostend to Brussels, and thence Westward scross Belgium, through the lines of armed logne. The next hop is motoring of the highest quality and on one of the highways Hituer's stroops have found onna.

Then on westward through jolly Austro-Germany, Burtang the border of placid Czechoslovakia, on to Belgrade former peat of King Ae gassinated at Marseilles. If's Just a hop after that to Soina, Bulgaria, and another hop to Constantinople. to the Mesopotamian and Pergion oil fields. Surely tou want to have a look at the oll fields. Lots of people nowadays are just sitting and dreaming about | tiona are |
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## Darkest Africa

Whatever became of Addin Ababa
Haver't' you heard? Addl's Ababa has become the Tate. The only troubles they have over there now are *arioni kinds of atatic. They say
In. Addis Absba, it has been learned, "the most im:ortily being broadcast and diffused by meanes of loud Dacers in Italian, in Amharic, in Galla, and in AraCry but, coralainly the most mportant as

The mede the other atter our own heart. The In the 18 yearie of his yasency
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POT SHOTS


## Nodtor to WE RANG in the masbity when the produced:


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Mrs. Marie Yost


WAIES SSTELM

## BUELL, April 18 (Cppodile)-ons

## Movie Scrapbook





Society All Masons Invited to Shrine Club's Benefit
 temple at Boise, and Lyman P. Marden, recorder, will be dig-
tinguished guests at the benefit dance and card party of
Twin Falls Shrine club Monday evening at the American
Legion Memorial hall. Also attending the event will be Twin Falls Shrine cluid Monday evening at the American spectacular drill as an intermission feature
A number of wives will ac-
company their husband
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## Easter Worship

Immanuel Lutheran at 10:30 A. M.

## BARNARD'S guarantel service MAKES DRIVING A PLEASURE!



Let BARNARD'S better trained service men and BARNARD's better products assure you of faultess year round performance. Short tripa or long trips, you always have a motor giving you the maxhaum in smooth, flowing power, easy riding, dependable brakes, safe tires t us give your car a complete check-up? After we're through you iet us give your car a complete check-up? After we're through you
take it out and prove to yourself that BARNARD's SERVICE really
is the beat! Is the beat!

## We Guarantee Our Services and Auto Parts

## CLEAN UP YOUR CAR



Let your car sparkle this spring with a thoroush
check-up by BARNARD'S experts. Wanhtng, polish-
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## Your Car Will Need New Parts For Spring

Dan't neplect those anyull rattles and mfnor defects that detract from the benuty and servico-abillty of your car. BARNARD's is equipped to replace worn parts and to ifx up your car to look like now. All


$\$ 1000$ of PROVEN Life Protection inforce


BARNARD AUTO CO.

Cincinnati Reds Place Three Men on Team Picked by UP Writer
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## Bees, Red Sox Open Annual City Series



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## Anony Minnaron

 Dodgers Blank Yanks
In Gotham Series Tilt



Portland Wins Wild Game From Oakland Hardesty Will Fight in Main Event at Albion




HARD WATER IS THE VILLAIN. GET RID OF HIM!

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## DETWEILER BROS., Inc. PHONE 809

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## Permutit:

Soff wator from every faucet

## MoLemore Favors Randicapping System For Bis League Baseball Races

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## MARKETS AND FINANCE

By United Press
LIVESTOCK




TOMALSEETTO ESTABLISH NEW Dffersine IIIE


Austrian Ski Ace Says German Union "Proper"

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| Once Local Man |  |
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$|$| Sky Flares <br> Lure South <br> Idaho Eyes |
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