## VOL XXI MO-18-6GENTS:

## HITLER LEAVES FOR VISIT TO ROME

Set-Up Proposed to Study Recovery Plans

Scene of Jerome Youth's Death Leap.




## Body Hunted after Youth Leaps off Canyon Bridge

Cold Weather Halts Boise River Floods

## Oddities



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Jerome Boy
Jumps into



Thousands Cheer Fuehrer As He Entrains for Talk With Mussolini in Italy

Wishing Hitler Sinappy Birthday'


 To Arlitrate With Germang

UN NYE ASKS REPEAL OF ARMS EMBARGO AGAINST SPAIN


## ANOTHER REDUCTION IN ELECTRIC RATES \$100,000 A YEAR! $\rightarrow$

 Minimum bills now reduced to 90 c on residential combination rates $\star$ Our top kilowatt hour rate now only $5 c \star$ Only two maior residential rates now in effect $\star 22$ reductions since 1927 now saving our customers over $\$ 600,000$ per year
## LOWEST RATES

 EVER!Thes Two Rater how in Etfert
" R'ATE 1-A
Residential Lighting, Refrigaration and Cooking
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## COMPARE THESE NEW LOW RATES

 WITH ANY IN THE UNITED STATESFor eleven years, rates for your electricity have been going steadily downward. This last reduction, in effect April 30, saves our customers approximately $\$ 100,000$ in the next twelve months, and the same amount each year thereafter. Twenty two such reductions since 1927 now save our customers a total of more than $\$ 600,000$ annually. This is a rate reduction record that is outstanding in the United States. Our customers, too, are entitled to some of the credit, because their increased use of electricity has helped us to make lower rates possible. Today, with all minimum bills on residential combination rates reduced to 90 c per month; with a top kilowatt hour rate of five cents, your electric rates are among the lowest in the nation.

## RATES REḊUCED 22 TIMES SINCE 1927

## October 19, 1927 <br> February 1, 193

. November 30, 193
March 23; 1928 .. May 18, 1932
June 1; $1928 \quad \because \quad$ Aprll 15, 1934
Augùst 23, 1928 . May 15, 1935
October 1, $1928 \quad$ October 15, 1935
May 1, 1929
May 15, 1929
March 14, 1930 December 15, 1935 April 1, 1936
Augupt 16, 1937
Jinuary + 1931 Aprll 30, 1938
WITH S-AVINGSOF $\$ 600,000$ A Y-EAR


TELEPHONE 38




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Arise, Arise
Maybe a solution to the country's traffic problem his been found.
A German inventor has come through with a helirise or settle to the ground within a few feet, come to a. standstill in the air, revolve like a merry-go-round, in short, do everything but walk a high-wire. feather" doccording and dropping, as softly as a news, and anybody can operate it who can master such a feat as driving a car. How about a helicopter automobile?

Think of being able to rise gently from a traffic jam and move ahead, back, or sidewise to a clear space survey the driviny conditions of an entire community. Think of moving gently sidewaysinto a parking space Think of.
No, donit think any more. The thought comes to rising simultaneously from a traffie jam, everybody revolving jike merry-go-rounds, in a regular aerial jam. So that's that.

## Designs on Designs

The appearance of hot dogs, dollar signs, Indians, and gas stations as wallpaper designs at a Chicago exhibitidn points to a laudable trend toward making the country's wal
local gtmosphere.
Now let's make this an jnstrument for correcting the nationay habit of what might be called decorative disgutige, If's time that the decorators realized that the puillic isn't actually fooled when a loan office is
made, to look like a tea room, or a high-priced cafe
'a pioneer's shack, Realism in wallpaper design in straighten things around.
ounge with exotic flower patterns, but pictures of horses' necks, side cars, bsttling p, but pictures of rickeyshaws. For the walls of, pattern of cooling heels would do. For check-rooms palms; for hotel lobbies, lizards and Hawkshaws; den tists' offices, $r$
fices, taukses.

## Ask the Boys

Reform schools anxious to be in truth the instru ments for moral repair which their name implies might do well to take a cue from the poll of opinion made in the reform schools of New Jersey
juvenile delinquent's cast disclose enough about the Istic base for attacking the "bad boy's" problem.

New Jersey fount, among other things, that the men their worst oppressors, with judges the closest contenders for that unenviable title. The poll found also that only one out of approximately 700 boys held It suggests a lot about the "bad boy's" attitude toward the world he lives in, and a little about his ignorance of it. The conception of judges and cops one . . . among others. . . that needs changing.

## . As Handsome Sells.

 Fvery so often somedhing olse comes to light thatstrengthems man's conviction .that this is getting to a woman's world.
leum marketing field, "A young man in the petro leum markoting fiesd, A young man good to look
upon.. Is ori best asset dn the highly competitive bus ness of selling oil station products." Women, yo arc eminded, do 75 per cent of the buying at the gas
signtom, and handsomer and hamdsomer attendants arid balig sotight.
There's nothing
few oprrasponding improvements in the pow about ouhir Lildes. If women. like to buy from men, why not patunent stores, where men rarely go, and have them rade. places with the men who , fothedederal burenu of Investigation announces tha oqu recond out of every 25 in the country has a a 1 "thiled party organ tells ite readers that the Amer the nomy is in "a major crisis," and adds: "What Your took the word oyfghtore of of our mouth.

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## POT SHOTS

The Gêntleman in the Third Row



Behind the Scenes in Washington


## Movie Scrapbook

| Of Twin Falls | Doctor <br> E. MORRIS FISILBE | KTFI PROGRAM 120 kc . <br> 1,000 witt This Fill not be repe |
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| 15 years Ag <br> may $\mathrm{q}, 185$ | orrhage or atroke is now much more frequent then it used to be, simply beceuse people are livine loneer than formerly. |  |
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Public Forum


Secret Police Guard Against Assassinations of European Rulers


## Launderers and Dry Cleaners <br> Twin Falle, Idaho

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Held for Brothers' Deaths

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Practical Home Gardening Annuals-How to Plant Them


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- Jerome Resident

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plete coverage and cuts out all the unnecessary PHONE FARMERS AUTOMOBILE LOU heller Local ${ }^{\text {Arent }}$
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## RROVD

## WHERE THEYRE USED <br> in kitchens like yours the country over!

WESTINGHOUSE ELEGTRIC RANGES


YOU GET MORE FOR YOUR MONEY WITH A WESTINGHOUSE . . ASK TO SEE KITCHEN.PROOF!

## SODEN ELECTRIC

Elks Building


## Socirty

 Tea Annoúnces Trơth Of Miss Hollingsworth The approaching marriage of Miss Eleanor Hollings-worth, daughter of M. and Mrs. Elmer Hollingsworth, was
announced this afternoon at a tea given for 50 friends of the announced thls afternoon at a
fanily at the home on Ninth a
Miss Hollingsworth received Dorothy Read, who
her maid of honor.
 $\left|\begin{array}{c}\text { Delphian Society } \\ \text { Climaxes Studies } \\ \text { At Boise Affair } \\ \text { As a cimur to tha vears and }\end{array}\right|$




## Reports Close Boys' Mecting

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It's'Tame Life Today, Asserts Buhl Pioneer



## SODEN ELECTRIC

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PURNACB COMFANY


## Compete on

 Track and FieldThen

## Mac Leaves for Kentucky Derby After Watching Fighting Fox

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Rain Puts Halt: To Suiday
Golf Play Here


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WELL MAKE CAR PAYMENTS EASY FOR YOU

Stop in moon and ank uta about our refinanc-
ing plan. it in an eany longer poriod of time.
F. C. GRAYES \& sons


Giant leader


Legion Calls For Junior Ball Players

| Baer Asks II Duce To Urge Hitler's Leniency on Jews <br>  <br>  <br>  Whight Primo Carnorn an olin whe "observed tho rules of truo aport," Bacr's cable akerted that only of Intermational falr play" Irpre aented by Hitier's "peraecution of |
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Clean-Up NOW!


TROY-NATIONAL
Launderers and Dry Cleancrs
PHONE 66 - 788

Gotham Clubs_ontinues
Fast Gait; Lazzeri Homers to Lead Cubs


| AT Now ind int iof your MONEY-SAVING PRICES <br>  |  |
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Have à Home That's Spic and Span Inside and Out..


Additional Sports Page Nine


real estate for sale



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## Albion Takes Provo Events



## MARKETS AND FINANCE By United Press



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## ATTENTION FARMERS!


IDAHO HIDE and TALLOW'CO
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# Bills Are Due Today! 

## Are You Haunted BY CREDIT

 WORRIES?WORRY won't rebuild a badd credit recdeterminell netlon will. And creditors aro more than willing to help well-intentioned customers to restore their credit standing. Creditit is based on faith. Guard it as a sacred trust.

Anyone can òvereoméa bade credia reearla and build urew, if he will-

1. Have a heart-to-heart talk with hifs creditors and arrange to pay up his past-diue billo-in a mutually satieffactory manner.
2. Then-pay all future bills promptly ins they become due.
"Have Your Account Appreclated, Not Tolerated"

V

## Twin falls Credit Association

- 205 Maln Avenut Elast Twin falles - idaho


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