

The Fords Tell Their Plans

for 1939

IF WE KNEW anything better we could do for the country than make good motor cars, we would do it.

By every one doing his best in the job he thinks most useful, this country is going to regain its momentum. We have tried to do our best in our job.

When business was suddenly halted in its recovery more than a year ago, we determined that we should keep going anyway; if not at full-volume motor car production, then at getting ready for greater motor car values that would help future production.

EXPANDING FOR THE FUTURE

We began to build 34 million dollars' worth of new plants and equipment. We felt that if we could not employ all our men building motor cars, we would employ as many as we could building better production facilities.

We were told, of course, that this was no time for expansion, that a wiser business policy would be to "hold everything"—which means, stop everything. But no one ever got anywhere standing still.

Besides, we are not defeatists. We do not believe this country has seen its best days. We believe this country is yet in the infancy of its growth. We believe that every atom of faith invested in our Country and our People will be amply justified by the future. We believe America is just beginning. Never yet have our People seen real Prosperity. Never yet have we seen adequate Production. But we shall see it! That is the assurance in which we have built.

Business is not just coming back. It will have to be brought back. That is now becoming well understood in this country; for that reason 1939 will be a co-operative year. Manufacturers, sellers and buyers will co-operate to bring back the business that is waiting to be brought back.

This construction program is almost completed. It has increased activity and payrolls in a number of related industries. It has given us better facilities for building better cars and trucks, and eventually our new tractor which is being perfected.

THIS MEANS MORE VALUE

The current program has provided a new tire plant, which will turn out a part of our tire requirements . . . a new tool and die plant that will help us cut the cost of dies . . . and a steel-press plant that will enable us to make more of our own automobile bodies. These are in addition to the plants we already had for producing glass, iron, steel, plastics, and many other things.

We don't supply all our own needs, of course, and never expect to. The Ford engine is one thing that no one's hand touches but ours. Of nearly everything else we use we build some quantity ourselves, to find, if possible, better and more economical ways of doing it. The experience and knowledge we gain are freely shared with our suppliers, and with other industries.

We take no profit on anything we make for ourselves and sell to ourselves. Every operation, from the Ford ships which first bring iron ore to the Rouge, is figured at accurate cost. The only profit is on the finished result—the car or truck as it comes off the line. Some years, there is no profit for us.



Henry and Edsel Ford, on the occasion of the 35th anniversary of the founding of the Ford Motor Company, June 16, 1938

But we see to it that our customers always profit. A basic article of our business creed is that no sale is economically constructive unless it profits the buyer as much as or more than the seller.

Our new plants have helped us build more value into all our cars for 1939. That means more profit on the purchase to the purchaser.

We have not cut quality to reduce costs.

We simply will not build anything inferior.

NEW TESTING EQUIPMENT

While we were putting up new plants to produce cars, we constructed new equipment to test them. The first weather tunnel of its kind ever built for automobile research went into operation at our laboratories this year.

It makes any kind of weather to order. The weather it delivers every day would take months to find in Nature. Our cars are weather-tested to give you good service in any climate anywhere.

In other tests, every part of the car is punished unmercifully. Then our engineers tear it down to see if they can find abnormal wear or any sign of weakness.

The money we spend on tests saves you money on repairs. And your family car is safer and more dependable when we put it in your hands.

THE NEW CARS

We have two new Ford cars for 1939—better cars and better looking—but we also have an entirely new car.

It's called the Mercury 8. It fits into our line between the De Luxe Ford and the Lincoln-Zephyr. It is larger than the Ford, with 116-inch wheelbase, hydraulic brakes, and a new 95-horsepower V-type 8-cylinder engine.

We know that our 1939 cars are cars of good quality. We think they're fine values in their price classes.

With new cars, new plants, new equipment, the whole Ford organization is geared to go forward.

FORD MOTOR COMPANY, DEARBORN, MICHIGAN

Telephone 88. Full Length Wire Service. Idaho Times Publishing Co. Inc. 200 South Second Street, Twin Falls, Idaho.

Watch Out for Re-Armament. An ominous murmur is beginning to be heard in the land in connection with the new re-armament program.

Therefore, it is argued, we might as well face the fact that in order to re-arm we shall have to surrender some of our cherished liberties.

It would be a fine thing if, before this sort of talk spread any farther, the people as a whole would get up on their collective hind legs and shout it down once and for all.

At first blush it sounds reasonable enough, to be sure. The totalitarian states can re-arm cheaply—comparatively cheaply, anyway.

A land which can do none of these things will have a hard time matching ship for ship, gun for gun and plane for plane with these dictator-ruled nations.

Now it happens that one of the principal things we are re-arming for is the defense of the American way of life. It is not merely our commercial interests which seem to be threatened; it is the whole system of a free society, the whole network of ideals and beliefs and privileges under which, as we believe, human beings have the best possible chance to gain a little ground in their never-ending pursuit of happiness.

And it also happens that these "handicaps" which make our re-armament slow and costly are fundamental parts of that system. Give them up, and the system itself is no longer recognizable.

So if we suspend or infringe on them in order to compete with the Fascists, we lose the battle before it begins. Whatever happens after that, we don't win. We give Fascism its greatest victory right at the start.

Elmer's Dilemmas. Where's Elmer? That promises to be the rallying cry now that the new federal wage-hour law has become effective and employers throughout the country are still wondering who's in and who's out.

Elmer is Elmer Andrews, administrator of the act and the head of a bureau of about 100 employees who had hoped to be able to get the red tape swept away before the act became effective Oct. 24.

In the last few days Andrews has been asked to decide if an apartment house may be considered to be interstate commerce, if a reporter is a professional man and therefore exempt, and if a contracting company that works for a railroad is in interstate commerce.

Secretary Wallace's two-price plan will find unanimous approval with the average American citizen when he can pay the lower price and the Other Fellow has to pay the higher price.

"Case History," a play by a Cleveland doctor, shown produced in New York, it appears a man lives to see his appendix in electric lights on Broadway.

POT SHOTS. The Gentleman in the Third Row. AS POT SHOTS SEES ALL THIS WAGES & HOURS STUFF.

JONES, I DON'T WANT TO HAVE TO SPEAK TO YOU AGAIN ABOUT COMING IN EARLY! THE BOSS.

FOOTBALL PLAYERS. (Name across state line makes their job interstate commerce...)

A NICE IDEA, WE THINK I DREAM ABOUT MY WORK AT NIGHT!

WHAT ABOUT OVERTIME SPENT FIGURING UP OVERTIME HOURS?

HAVE YOU EVER TRIED THE FIGURING? THE INQUIRING REPORTER.

Dear Pot Shots. Here we waited with bated breath for L. K. Jones to give us a superlatively opinion on whether the town favors the return of the love birds...

You May Not Know That. The Lemhi national forest has recently been abolished by order of President Roosevelt...

MURDER TO MUSIC BY NARD JONES

CAST OF CHARACTERS. MYRNA DOMBEY—Singer. Work in the world of newspaper, how effective those photographs might be against Myrna Dombey...

Excitedly, Tait tore out that page and showed it to his friends. An hour later he was at the Golden Bowl in the Pacific-People Hotel. The early crowd of swing fans was just drifting in...

HE signalled to one of the Golden Bowl's head waiters and the man hurried forward smiling. "Good evening, Mr. Tait. You're early."

THOSE pictures were, as the magazine's caption writer had pointed out, masterpieces of candid photography showing one man rushing toward the exits, and another mob, maddishly curious, pressing its bulk toward the body of Luden Dombey.

THE diseases that can be spread by food handlers are not peculiar to the food industry. It includes such communicable diseases as the common cold, various infections of the nose, throat, respiratory tracts, and the skin, and syphilis.

While these diseases are not limited to spread through the food industry, this industry is so tremendous and comes so closely to the lives of so many people that food handlers particularly must be concerned with what they can do to help prevent the spread of these conditions as much as they can.

Attempt were made by the board of health in New York City to control infectious spread through food handlers as early as 1916. In 1923 annual medical examinations of food handlers were required. In 1933 compulsory examination and certification of all food handlers was discontinued in the light of modern knowledge, and only the dairy industry is now subject to such control.

The board of health decided that the public would be more adequately protected by a limited control of the certification scheme. They have concluded that the prompt reporting of communicable diseases by private physicians, and the same thing, the patient, enables the authorities to exclude the infected person from work in the food industries until it is safe for his return.

Then often the table will be reversed under one name for a number of people. Occasionally, however, the name will be a fictitious one. "I understand."

TAIT stopped. His face went a little pale and he turned quickly in his chair. Unmistakably he had caught a trace of faint perfume—the perfume of the girl in the entrance to the Golden Bowl. Her hair, honey colored and perfectly done, shown from beneath a hat that would have been about as good as any other girl. Her eyes were half closed. She seemed unaware even of her partner, was lost in the magic of swing.

"Who is that blond?" Tait asked, trying to keep his voice steady. "Fred looked. 'Oh, that's Neida Starr.'"

"The Neida Starr? Any relation to Aaroh Starr?" "Yes, they say he's worth millions. That's his daughter. She comes right down here almost every night. She—the used to be crazy about Mr. Dombey and for a while she tried to get a job singing in his band."

TAIT was silent a moment. "I've got to meet her," he thought. He began searching the big room. At a far table he spotted Archie Mackey, the syndicate gossip columnist. If anyone knew the truth, he would—and he'd introduce Tait.

"BOISE, Ida., Oct. 31 (UP)—An old gentleman at the station—'who does not know my name—because he abhors publicity of this sort—said today in all his years of analyzing pre-election feeling, that if you could see across a campaign quite like this."

"There's something about the silence on the part of the constituents, the way which they have voted in either direction. It isn't the enthusiasm at the rallies, or the hand-clapping after banquet speeches which counts this time—it's the deadly silence on the street corners and in hotel lobbies."

"It will be either Democratic or Republican," he said. "You can't tell which, but I'll bet it will be the biggest landslide in our history. The ticket may split up, that's true, but the split will be governed by large majorities."

IDAHO. Now—Doors Open 3:15. The Grandest Role of His Career! BOB BURNS THE ARKANSAS TRAVELER.

Behind the Scenes In Washington

By ROONEY DUTCHEER. WASHINGTON, Oct. 31.—The proposed two-price system for farm products, although no specific plan has yet been advanced, is being projected within the reach of poverty-ridden consumers, already drawing the fire of national organizations of grocers and other retailers.

Reactions of these groups include outright hostility, fear for the present economic system, sympathetic skepticism, Bronx cheers and plain boredom.

Although powerful lobbyists for chain stores, independent stores, department stores and other retail outlets often fight among themselves, this is one time when they appear to be united in a "let's get out of here" mood.

JANE WYMAN. MAJES FIRST STAGE APPEARANCE AT AGE OF 8. Her first part in MOVIES WAS A BIT IN 'MY MAN GODFREY'.

Jane Wyman took a whiff at the movies on a hunch... believed she could make good... hired an agent and pestered him till he got her a job in one of the most prominent young actresses on the Warner lot.

"sour grapes" and noted in a press haulout that Mix had gone whistling by a graveyard. Health said that Ross (C. Ben) had lost his strike in his seasonal race against William Borah in 1936 and couldn't climb back.

The best way to bet would be on the old strategy. Just how much will the voters consider the Highway audit and the grand jury investigation the best bet for the year? It has been made the issue by both parties, so there is no harm in impartially remarking on it.

15¢ to 2 F. M.—20¢ to 5 F. M. Kids' 10¢. Uncle Koe-K's. Now—Doors Open 3:15.

THE GRANDEST ROLE OF HIS CAREER! BOB BURNS THE ARKANSAS TRAVELER. TAKE IT WITH YOU.

PIONEER BASEBALL LOOP NEARS COMPLETION

Twin Falls Negotiates with Boston Red Sox; Opening Contests are Set for May 2

All Clubs Report Nearly Ready for Pro League

By HAL WOOD Evening Times Sports Editor BOISE, Oct. 31 (Special)—The Pioneer Professional Baseball league today had moved a step nearer completion for the grand opening in the spring of 1939...

The second organization meeting here yesterday was attended by representatives of those six cities, plus men from the St. Louis Cardinals, Cincinnati Reds and Boston Red Sox...

While there was no definite commitment made on the part of the Red Sox or the Twin Falls representative, it appears quite certain that the big league will be in the Twin Falls area...

Other clubs, with the possible exception of Boise, reported ready to go. Postville, with a new bonding issue voted by the city to assure a good baseball plant...

Lewiston set to open independently, with lights already installed.

With a banker with the money and the ball players in the person of Tom Parker ready to put in a team, Boise was not ready to make a definite stand on a ball park situation...

Another feature is planned in the staging of an all-star game (much like the one used in the big leagues) to be put on in mid-summer...

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Garcia Gets Crack at Title on Wednesday

NEW YORK, Oct. 31 (UP)—Cesario Garcia, who punches with the same savagery with which his head-hunter ancestors used the bolo knife, concluded training today for his second, and perhaps last, crack at the world's welterweight championship.

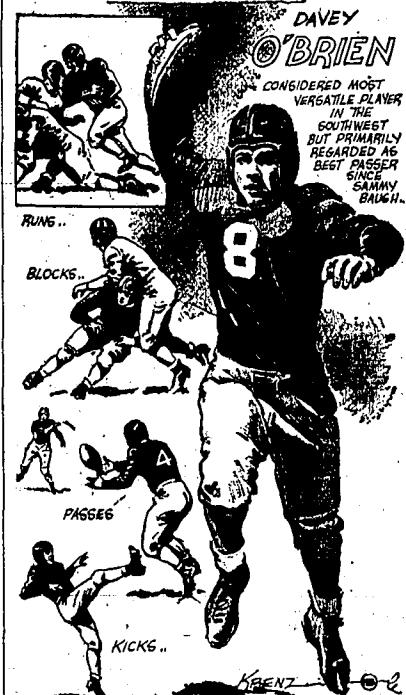
Garcia, a descendant from the once fierce, but now thoroughly civilized Tagalog tribe of the Philippines, has developed a mighty right uppercut which he believes will jolt the 147-pound crown off Henry Armstrong's head...

BOWLING Standings Table with columns for Club, Wins, Losses, Points, etc.

Dam Filling Up SHOSHONE, Oct. 31 (Special)—Maggie dam filling up is a capital job and the natural flow is high now averaging about 600 cfs...

10 Teams Retain Undefeated Standings

Makes Horned Frogs Jump



DAVEY O'BRIEN CONSIDERED MOST VERSATILE PLAYER IN THE SOUTHWEST BUT PRIMARILY REARDED AS BEST PASSER SINCE SAMMY BAUGH.

Alabamans Star in Pro Football Contest

NEW YORK, Oct. 31 (UP)—Don Hutson and Riley Smith, Alabama's Rose Bowl stars of 1935, were heroes of the National Professional Football league today.

As chief mariners of the Crimson Tide, they performed noteworthy deeds which engulfed Stanford 29-18 and wound up a glorious football season...

Albion Stays Undefeated ALBION, Oct. 31 (Special)—Albion Normal school today was looking for new leads to conquer after turning back the strong Westminster college eleven of Salt Lake City...

Bears, Trojans To Fight for Rose Bowl Bid SAN FRANCISCO, Oct. 31 (UP)—The Pacific Coast conference's strongest football teams, unbeaten University of California and undefeated University of Southern California...

RICHFIELD Ladies Aid society met Wednesday with Mrs. William Carter, Mrs. P. P. Durfee assisting hostess.

Bowling Schedule COMMERCIAL LEAGUE (Adeys 4 and 5) (Figures for last mentioned team handicapped for last mentioned team)

Dam Filling Up SHOSHONE, Oct. 31 (Special)—Maggie dam filling up is a capital job and the natural flow is high now averaging about 600 cfs...

Who Is Wanted in Motor Service—A service of G. M. representing 17 factories building original motor cars...

Advertisement for HUDSON-CLARK SHOE REPAIR, featuring 'READ THE TIMES WANT AD' and 'LETTER IS YEARS LATE'.

Vandals Look Forward To Oregon Contest

MOSCOW, Oct. 31 (Special)—Back from Missoula, Mont., where they handed the University of Montana a 19-6 lacing, the Vandals of Coach Ted Bank today look forward with renewed hope toward a battle on Saturday against the highly-rated, but lately off-defeated University of Oregon Varsity football team.

Conference leaders of the Pacific Coast loop for the first three weeks of play, the Ducks have been handed successive beatings by Stanford, Fordham and Southern California...

And speaking of re-bounds—that's just what the Vandals did yesterday. After absorbing that lacing at Los Angeles last week, Coach Bank's crew looked good Saturday in handling the fine Montana club...

With 6000 homecoming fans looking on, Hal Rose led the visiting club to victory. He attempted a place-kick from the 35-yard line, but missed the first scoring attempt...

Substitutions: Montana—Tabarack, Keshon, Hoon, Dowling, ends; Edwards, Robb, backs; ...

Score: touchdowns, Rose, Gregory, Howard, Hoon; points, Hest touchdown, Rose (placements).

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TCU and Pitt Take Rank as 2 Best Clubs

By HARRY FERGUSON NEW YORK, Oct. 31 (UP)—Ten are seated today in the charmed circle of major football teams that are undefeated and united, but five of them must risk their records this week against roving outfits to bring about 1939.

Five of them seem certain to survive the week. Duke, a team that has gone to quiet without yielding a point this season, doesn't play. There is most chance, either, that these teams will play a game...

But the other five have got jobs cut out for them. Pittsburgh, which has gone to quiet without yielding a point this season, doesn't play. There is most chance, either, that these teams will play a game...

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Classified is the People's Page Primarily Intended for Small Advertisers

WANT AD RATES
For Publication in Both Times and News
RATES PER LINE PER DAY:
Six days, per line per day...12c
Three days, per line per day...15c
One day, per line...20c

BOARD AND ROOM
BOARD and room, 129 5th Ave. N.
RM., board, Mrs. Stearns, Ph. 1478.
ROOM and board, Good food, Warm room, 121 7th N. Weekly rates.

FOR RENT—ROOMS
ROOM 220 8th E. Ph. 550.
SLEEPING room, 212 4th Ave. E.

APARTMENTS FOR RENT
FURN. apt. 219 6th Ave. E.
NICE apt. 455 1/2 4th Ave. N.

FOR RENT—HOUSES
1-RM. brick house, Ph. 1399.
WELL furn. Mod. home, Ph. 1562.

BEAUTY SHOPS
PERMANENTS \$1.50 up. \$3, \$4 and \$5, 2 for 1. Finer waves 35c.

BEAUTY ARTS ACADEMY
All permanents as low as \$1.00. Junior Student work free. Ph. 305.

MALE HELP WANTED
WANTED—6 men with cars free to travel. Must be over 20 years of age.

WANTED TO BUY
BABY carriage for twin, Ph. 804.
CANE or cane, 303 4th W.

Hold Everything! USED CARS
Illustration of a car with a man pointing to it. Text: 'You mean to say you wouldn't pay 16 bucks for a job that retailed at \$3800?'

LIVESTOCK and POULTRY
R. I. RED pullets, Phone 0287-R2.
FRYERS, 16 lb. Ph. 0488-93.

SEED and FEED
FOR SALE—Feed wheat by sack or truck load. Phone 1879.
320 ACRES good sheep pasture, 60 tons hay, Phone 12-26, Piler.

FARMS FOR RENT
SMALL acreage. Call 712-M.

FRUITS and VEGETABLES
SWEET elder, Public Market.
DELICIOUS apples, 50c bu. Rome Beauty 35c. Farm, Ph. 0489-J3.

DISPENSING the Fog
By CHARLES NICHOLSON
Director of Publicity, Democratic National Committee.

BEET SEED TALK ON JAYCEE SLATE
Development of the fly-resistant sugar beet—a vital factor in an industry meaning millions of dollars.

RESOLVE
An angry bull means nothing to W. O. Watts, Twin Falls, ex-cooled ruler of local J.C.

Time Tables
Schedule of Passenger Trains and Motor Buses for Valley Falls.

John W. Deering Meets Death Before Firing Squad in Utah
By NEWTON STEARNS
SALT LAKE CITY, Oct. 31 (U.P.)—John W. Deering, who was 'judged' by a firing squad today by sheriff's firing squad for the murder of May 9 of Oliver R. Meredith, Jr., proprietor of a Salt Lake City restaurant.

SCREEN OFFERINGS
ORPHEUM
Now showing—"Arkansas Traveler," "Bob Burns."
ROXY
Now showing—"A Man to Remember," "Ann Shirley."

ATTENTION STOCKMEN Will Call For And Pay Cash For Dead or Wounded Horses. Cows—Bugs—Hogs
IDAHO HIDE & TALLOW CO. Ph. 314—Collect

Notice To Stockholders
Water will be shut out of entire Canal System for four days, from Nov. 1 to Nov. 4 inclusive. TWIN FALLS CANAL CO.

Business and Professional DIRECTORY
Building Contracting: Expert Saw Filing, MONTGOMERY & SONS.
Painting-Decorating: E. L. Shaffer, Phone 1293-J.
Building Material: Twin Falls Lumber Company.
Coal and Wood: ABERDEEN COAL.
Photographers: Morrison Studio.
Auto Tuning: Ernest Wenstrom.
Plumbing-Heating: For heating and plumbing call Fred Abbott, Phone 95.

Business and Professional DIRECTORY (Continued)
Potatoes: ATTENTION POTATO GROWERS! We are in the market for potatoes and have a limited amount of storage both built and carry.
Produce: ALL varieties of apples, 25c up.
Public Stenographer: Miss Doris McDonald.
Radio Repairing: All makes radios repaired and serviced.
Real Estate—Insurance: F. O. Graves and Sons.
Shoe Repairing: 3 grades of leather to fit your shoes and fit your tie.
Trainers: Trailers for rent, 251 Fourth West.
Typewriters: Sales, rentals and service.
Upholstering: Wanted: Upholstering, repairing, furniture refinishing.
Washer Rental: 5 hrs. 50c. No machine, prompt delivery.

MARKETS AND FINANCE

GRAIN UNCHANGED IN SLOW TRADING

CHICAGO, Oct. 31 (UP)—Wheat prices... Chicago, Oct. 31 (UP)—Wheat prices... Chicago, Oct. 31 (UP)—Wheat prices...

LIVESTOCK

DENVER LIVESTOCK... DENVER—Cattle: 18,000 market... DENVER—Cattle: 18,000 market...

STOCKS REGISTER SLIGHT ADVANCE

NEW YORK, Oct. 31 (UP)—Stocks... NEW YORK, Oct. 31 (UP)—Stocks... NEW YORK, Oct. 31 (UP)—Stocks...

N. Y. STOCKS

Table listing various stocks and their prices, including American Chemical, American Cyanamid, and others.

AMERICAN SALES IN ISLANDS GAIN

WASHINGTON (UP)—Reflecting the strong financial position of the Philippines in 1937, the United States...

POTATOES

CHICAGO POTATOES... CHICAGO—Wheat: 18,000 market... CHICAGO—Wheat: 18,000 market...

Local Markets

Table listing local market prices for various goods, including flour, sugar, and other commodities.

It's "Roundup Time" on Western Turkey Ranges

With Thanksgiving day just over the horizon, it's roundup time on ranges of Northwest Turkey Growers' association in 15 western states...

DIES MAKES NEW DOUBT ON BOURBON ATTACK

Referencing his charge that the administration had "forced" the radio station to schedule a rebuttal speaker to follow him, Dies said...

BRIDGE

Sheriff's officers and state patrolmen waiting today for the parties who bailed up traffic on Hansen bridge Saturday night with a Halloween prank.

4 NATIONS WORK ON PEACE PLANS

Warsaw—Red Cross and Jewish organizations are working on peace plans for the evacuation of Polish Jews who, Nazis said, were in danger of losing their Polish citizenship...

FLORIST MEETING PROGRAM DRAWN

Complete program which will be followed during the joint convention of the Florist Association and the Idaho State Florists' association, set for Twin Falls Nov. 8 and 9, was announced here this afternoon...

FOR RE-ENTERS COAST POLITICS

LOS ANGELES, Oct. 31 (UP)—President Roosevelt re-entered California politics today as Congressman Jerry Voorhis made public a preliminary report submitted by the U. S. Senate...

U. S. POLICY FOR SILVER ATTACKED

NEW YORK, Oct. 31 (UP)—The New York state chamber of commerce today made public a report condemning the government's silver policy and urging prompt repeal of the silver purchase act of 1934...

DENVER BEANS

DENVER—Beans: 18,000 market... DENVER—Beans: 18,000 market...

BUTTER, EGGS

CHICAGO—Butter: 18,000 market... CHICAGO—Butter: 18,000 market...

Markets at a Glance

Stocks irregularly higher... Bonds irregularly higher... Commodities irregularly lower...



IMMUNIZATION OF PUPILS PLANNED

Complete schedule of "visitation" for the county-wide immunization program against diphtheria and amptox which will be carried on in rural and city schools by the district health units was announced this afternoon by Dr. Robert Stump, unit director.

STROLL

Edward Roberts, 133 Monroe street, received the surprise of his life early Sunday morning (12:50 p. m. to be exact) when he saw a three-year-old boy walking in the vicinity of Fourth avenue north and Third street clad only in his night clothes.

Seven Alarms Are Recorded in City

The seven alarms were answered by the local fire department during the month of October. It was shown today in a report covering that period which was presented to the city council for approval by Fire Chief Fred Perry.

CONCERTS GROUP OPENS CAMPAIGN

Seeking to assure high-type musical programs for Twin Falls this winter, the Twin Falls Community Concert Association was ready this afternoon for its first official meeting at 8:30 p. m. today at the Park hotel.

CHRISTMAS SPECIAL DURING NOVEMBER

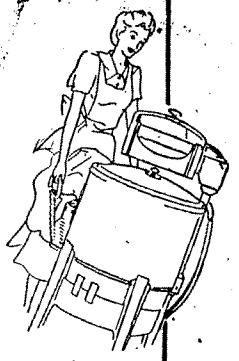
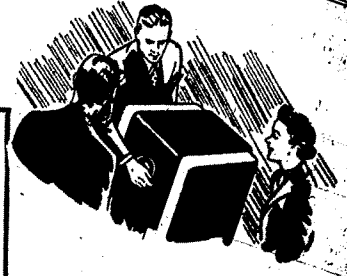
Before Placing Your Order for Xmas Portraits See The Flower Photo Shop. We Pay Better Toll If You Live on the North Side. ASK ABOUT OUR SPECIAL!! Fidelity National Bank Building on Shoshone Street

Advertisement for Home Lumber and Coal Co. featuring a large illustration of a house and text promoting their services and products.

This Home Furnishing Section
Tells You the Latest
6 CENTS

Home Furnishings
MONDAY, OCTOBER 31, 1938

Home Furnishings Decide What
Your Home Will Be
TELEPHONE 88



What's new in.....

HOME FURNISHINGS?

How long has it been since you've checked over the furnishings of your home? How long has it been since you've realized that your present furnishings had become a little drab... a little worn? You can learn how best to replace them by studying the offerings of your merchants now.

Home furnishings can make such admirable, useful Christmas gifts that your Twin Falls merchants are suggesting that you think ahead and budget now for Christmas giving. Stocks are complete now... selection is easy... newest models, newest designs, in furniture, furnishings, radios, small appliances, heating units, are on hand.

Study the messages of the merchants represented in this section and then resolve to make yourself a better home through better furnishings... to give home furnishings as Christmas presents... and to wisely budget now for your Christmas buying.

Plan budgets for Christmas buying, now!

1939 STOCKS ARE HERE

Furniture ● Lamps ● Home Appliances ● Radios ● Draperies

Chenille Bedspreads Feature Home Furnishing Displays in Stores

As for Blankets, Fleece and Soft 'Downs' are Tops

By JEAN DINKELACKER

Dominating the home furnishings departments of all Twin Falls stores this season are the chenille bedspreads—the more chenille, the lovelier, more velvety the covering. A larger assortment couldn't be imagined. In tiny diamond-shaped tufts, in cross-barred designs, or row on row of regal-looking is a conventionalized wheat pattern in ivory tones on a burgundy ground, a special order for one of the most modern homes in southern Idaho.

Aside from the fact that Venetian blinds are becoming more and more a necessary item in the furnishing of all types and sizes of houses, big news in the "world of blinds" is the fact that at least one local establishment is now carrying them with two-tone tapes.

Venetians are also coming equipped with corselet tops, if desired, and the curtain rods are attached right to the blinds. They are available in sizes to fit any window, and in color combinations sufficient to harmonize with the decorative scheme of any home.

With the approach of Thanksgiving, the diligent housewife surveys her linen and lace to determine whether the banquet cloth is up to par with the rest of the elements which go to make the November holiday feast about the most important one of all the year.

Banquet Cloths. If replacement is necessary, the local stores have appealing lace banquet cloths, or gleaming white linen and damask lengths.

No more appropriate time in the world than Thanksgiving, if one is augmenting the china and crystal ware supply, and the local stores abound with offerings in this direction.

Since the Thanksgiving dinner is so all-American, no wiser choice could be made than make the glassware comply. At least one local store has an infinite variety of adaptations of the sandwich glasses that seem to say "Scotland is the brightest land of all."

The daisy and button is a quaint number, and the modern streamlined Tiffany glass would link the old and the new at the banquet board.

If one is so fortunate as to be "only beginning" housekeeping, it is now possible to match one's glassware, china and silver in the same pattern. An especially attractive trilly set locally is in the rose-point motif.

Larger Glass Planned. The shop is also planning to carry them in large sizes, suitable for use in living and dining rooms, and in colors more in tone with the formal color scheme of these rooms.

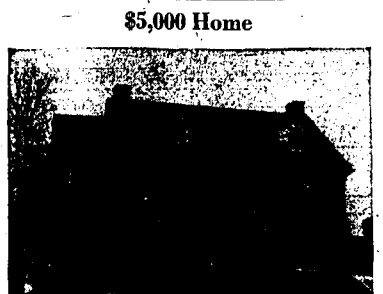
Composition of the drapery was a cleverly manipulated draped curtain, the valance across the top being a straight piece of dusty pink marquisette, banded with boucle fringe, and matching the side drapes.

The festoon hooks made possible the adroit draping of the valance. Without peer among drapery fabrics is the luxurious mohair, especially for the winter season. Unrivalled are the colors, brown, buff, rust, wood rose and burgundy, immediately suggesting warmth and hospitality.

For the 18th century effect, there is no wiser choice than the wealth of floral patterns to be found in the mohairs on sale in local shops.

Still more modern, though more difficult to blend into the average room, are the Roman striped mohairs, that bring to mind colorful caravans of the ancient world.

Especially dignified and almost



This properly located in Jackson, Miss., is valued at \$5,000, and the federal housing administration has insured a \$4,000 mortgage on the property. Monthly payments of \$26.29 will include payments on principal, interest, taxes, and other fixed charges and will completely amortize the loan in 15 years and 6 months.

TEN RESOLUTIONS FOR THE GOOD HOMEMAKER

In case you feel in the mood for a few good resolutions, here are 10 that are quite likely to apply to your own home:

1. To repair the footstool that lost a leg when Junior decided to see how far he could jump from it.
2. To dye the curtains, buy a new bedspread and restore some semblance of color harmony to the bedroom that "just grew."
3. To throw away the lamp that was a wedding present, way back when and substitute one that will really provide proper illumination.
4. To select a bookcase to round out the living room furnishings and, incidentally, to provide a suitable place for the books collected during the past year and stored, for lack of a better place, on the shelf above the canned goods in the pantry.
5. To get a new rug for the dining room and, until that's covered by the budget, to turn around the present one so that the frayed edge is out of the main line of traffic and less of a hazard to members of the family walking over it.

Oil Your Leather. Leather furniture should be rubbed with oil occasionally to prevent drying out and cracking. Castor oil is good for this purpose and should be applied with a clean cloth. Rub the furniture until all the surplus oil is removed or the remaining oily coating will collect dust and darken the leather.

Avoid Overcrowding. Furniture should be selected with an eye to the size of the room in which it is to be used. Never try to crowd several large pieces of furniture into a small room nor crowd large pieces in with small ones. All of the furnishings in a room should be of the same scale in size and that scale should be in proportion with the size of the room.

The Roof Sets The Tone of Your Home. Think how much a colorful new roof could add to the appearance and value of your home. A roof that is durable and economical as well as artistic... a roof that will give you positive protection for many years in any weather.

When re-roofing, Flintkote Rextabs are laid right over the old shingles giving double insulation for your home, avoiding dirt and possible damage to your property from sudden storms while work is being done. Their added insulation makes your home cooler in summer, warmer in winter.

To Our Friends: You may not know how to judge roofing materials, but we, who work with roofing constantly and build our business reputation on its quality, know from experience that there is a difference in roofing. Don't hesitate to ask for suggestions and free estimates. We stand back of Flintkote roofings and strongly recommend them.

Paint and Wallpaper Headquarters

HOME Lumber & Coal Co.

301 2nd St. South Phone 34

FLOOR COVERINGS HELP EACH ROOM

Wool pile floor coverings make possible custom-made effects for every room. Not every woman can wear a size 16 dress; and not every floor can take a 6x12 rug. The good news is that in most stores today you will find that you can purchase the color and pattern of rug you like in from 20 to 25 sizes. Is your room long and narrow? Short and wide? Does it have an awkward alcove or L? Would you like to match the hall floor covering to the living room? Then the new room-size rugs are the answer.

Here's Treatment. A lot of women would like to know just what is the proper size of rug. In general, decorators recommend that the rug be of a size to leave only a narrow border of bare floor on all four sides. This border of bare floor preferably should be about one foot wide, should not exceed 18 inches. If the room is such dimensions that an equal border is not possible all around, keep the borders on opposite sides equal. In other words, center the rug on the floor, and if the borders of bare floor on the sides and the end are not exactly the same width, it will still look right, provided the difference is not too great.

Helps Unity. Generally speaking, there are few rooms that will not benefit from this new development of an increased number of sizes from which to choose. Suppose, for instance, you have a dining alcove that opens up directly to keep an effect of unity between the two rooms. Identical broadloom carpet in both rooms is one solution. Another is to select the same pattern of floor plan rug in the right size for both rooms.

Both plain and patterned effects are available in many standard sizes.

The cuckoo lays its eggs in the nests of other birds, and it always selects a nest belonging to a bird which feeds its young on food suitable for young cuckoos.

When you are considering

- CURTAINS
- DRAPERIES
- SPREADS
- Drapery Hardware

SLIP COVERS

We are instituting a new service on Slip Covers. New materials for this popular item are on hand. Our usual fine workmanship and reasonable prices will prevail. Ask us about covers for YOUR furniture.



When you are considering these important items for your new home... or for the redecoration of your present home, we sincerely invite your inspection of our stock. We offer a fine selection of materials ready to be made up in an entirely expert way in our own workshop... we also offer a wide selection in ready-made curtains. Dress up your home with a choice from this completely new stock.

YOU WILL FIND OUR PRICES EXTREMELY REASONABLE

The Curtain & Drapery Shop

BISBEE BLDG. TWIN FALLS PHONE 862

BETTER home furnishings

MUST INCLUDE A NEW

PHILCO

Your home furnishing plans MUST include a new Philco because the 1938 Philco is a more beautiful radio than ever before. Carefully selected woods and the best of craftsmanship make the new Philcos an outstanding success from the standpoint of beauty... and Philco genius in engineering makes them outstanding in performance. A small down payment will put any Philco in your home.

Only \$5.00 Down LIBERAL TERMS

MODEL 88X \$79.95

MODEL 87T \$47.50

MODEL 60X \$110.00

MODEL 17T \$32.50

TRANSFORMER MODEL \$16.95

THERE IS A PHILCO FOR EVERY BUDGET!

DON'T TELL US "IT CAN'T BE DONE" Because WE'RE DOING IT!

In spite of the fact that we should be getting much higher prices... in spite of the fact our profits have been cut to the lowest possible figure consistent with the quality in spite of everything that would seem to make it impossible, we still say...

"U" Can't Buy Better Furniture

...and you'll find high quality, low price, friendly service at CUMMINS-BRIGGS new store—126 Main Avenue, South.



	Regular	NOW
BED DAVENO	\$42.50	\$34.50
BEDROOM SUITES	\$44.50	\$36.50
FIFTH AXMINSTER RUGS—9x12	\$44.50	\$36.50
SPRING FULL MATTRESSES	\$19.50	\$13.50
OCCASIONAL CHAIRS	\$2.95 to \$8.50	

WE ASK YOU TO COME IN AND LOOK AROUND—NO OBLIGATION TO BUY
CUMMINS-BRIGGS FURNITURE COMPANY
126 MAIN AVENUE SOUTH

TOP DECORATORS OFFER SURPRISES

If you're planning new furnishings for your home this fall, you really ought to take a peek at some smart things the "big name" decorators of the country are doing. Not that you will want to imitate in all the whimsies employed by these brilliant artists in creating startlingly sophisticated ensembles—but you will get so many bright suggestions on decorating your rooms individual and distinctive.

The expensive conceits of these clever decorators can usually be adapted to homes of modest standards, often with very interesting results. At least we have to admit that these decorators with big reputations set the trends, and while you're picking out furniture and furnishings, you might just as well learn what is going to be in style and good taste in the future, as well as what is current at the present moment.

Accent on "Shock"
Well, looking over what the country's leading decorators have been doing with interiors brings one to the conclusion that just about all of them have agreed on one thing—and that is the element of "surprise." You are going to get a nice tingling shock from some of the new rooms. Not a shock, mind you, that will cause you to shriek "Zowie," but one that will elicit a delighted "oh-ho!"

Perhaps you'll see a modern room that boasted a wall of copper sheeting, on which was portrayed a twentieth century falcon hunt, done in browns, blacks and deep yellows. "Shock" in another room was glimpsed as created by white-painted sand-blasted oak doors on which a white Chinese lattice design was painted. The dining and the usual is done with the swift, masterful stroke of genius—and by comparison, you'll find period rooms done in the documentary manner, such as you're accustomed to, look a bit drab and uninspired.

Restraint Has Value
Of course, some of the noted decorators have gone a bit far in the interpretation of this new trend, and we would not advise you to plunge in their footsteps without the assistance of an expert to guide you. For example, one decorator has arranged a room so that to complete the color scheme one needs a vase of green-tipped hydrangeas for the necessary color accent. Another has played up to the hilt of the house, imagine having a room so designed that you in a gown of cerise are necessary to complete the room's harmony! Well, that is exactly what has been done in a drawing room created in soft pinks, mauves and violets by one of our talented decorators. Of course, the hostess may be sure of one thing—she'll be missed when she's not in the room; or lacking the cerise gown, she'll run the dreadful risk of being overlooked.

But the idea is interesting, nevertheless, and it does bring out the newest theme; namely, that a pleasant surprise or "shock" makes a room more interesting and gives it individuality.

HIDE PICTURE CORDS
Picture hangings should always be concealed. Cords and wires invariably spoil the effect. All pictures should be hung by not upping forward. Very large frames must be hung on cords or fine wires from the molding. The square or rectangular picture should be hung with two parallel wires.

Ladies of the middle 19th century used the radish as a gentle skin stimulant.

Piecing Between Meals—1938 Version



No longer is the regular afternoon appeal of "I'm hungry, Mother," bothersome to mother. In fact she thoroughly enjoys it now, because she joins her active little daughter in a wholesome "break snack." The dining table is on hand and is just right to carry through the dinner time. The reason? The new refrigerators make it surprisingly inexpensive to prepare and have instantly available a wide variety of delicious dishes which ordinarily just aren't desirable without plenty of crisp, unchanging cold.

RELAXATION IS CHIEF ITEM FOR BEDROOM FURNISHINGS

The bedroom is the one room in the house which is dedicated to personal use and where the taste of the occupant may be given full expression. The bedroom can be more than a mere place to sleep at night and store bedroom furniture during the day. It is the place of rest where one can "get away from it all."

Like the living room and dining room, definite furniture groups are to be found in the bedroom. Of course the bed is the ace group, the most important piece of furniture from an arrangement and a comfort standpoint. Life moves along at such a rapid pace that the five, six and seven hours spent in bed need to be restful ones. Whether one bed or a pair of twin ones are used, a night stand and lamp will be an addition to this group. A chest at the foot of the bed will be welcomed for storage purposes.

Second Idea
Group No. 2 might consist of the dressing table, placed, if possible, between two windows. This will place the natural light on the face instead of on the mirror. The accompanying chair or bench and a pair of twin lamps will complete this attractive utility grouping.

There won't be sufficient room in the drawers of the dressing table for the miscellaneous accessories—parel items, but a chest of drawers, or chiffonier will suit the purpose, especially when closet space is at a minimum.

Place of Comfort
Since the bedroom is supposed to be the place of relaxation, there should be a comfortable lounging

SCREENS OFFER ZEST TO ROOMS

The first step toward a job in the movies is a screen test—and one of the first steps in furnishing an interesting home should be to give each room a "screen test." Are you sure an attractive screen would not add just the touch that's needed in your living room, dining room, bedroom, or any other room in the house?

The impression seems to prevail that screens are expensive "extras" that are a waste of money in lavishly furnished homes. Where that idea started is a mystery, for the majority of screens are very inexpensive, and there's a place for them even in a one-room kitchenette!

Small Apartment
To start with the small apartment, one logical place for a screen is to cut off the space occupied by the "dining room section" from the rest of the room at meal times. The one room can thus serve its double purpose more conveniently. Screens are also effectively used to hide Pullman kitchens in tiny homes of this type. When meals are being prepared, the screen is moved to one side.

Many Types
There are almost as many types of screens as there are uses for them. One of the newest is the phononural screen, the panels of which are made entirely of blown-up photographs. Popular scenes are night views of Manhattan, country landscapes, spots of historical interest, etc. For example a screen showing Mount Vernon—one popular number—would be perfect for the room furnished in the colonial manner.

Another popular style of screen stimulates the appearance of Venetian blinds and is especially effective in rooms where the windows are equipped with blinds of this type. The "slats" of the screen may either match or harmonize with the slats used at the windows.

A trailer theater brings movies to northern communities which lack motion picture houses of their own.

Improved Radios Boast Startling Advance for '39

Almost startling is the vast improvement and sweeping extension of improved automatic tuning and tone control which is to be found in the new 1939 radios now on display by Twin Falls dealers—radios which cover all types and which are available for all size purses.

This, and much more, means to residents of the Magic Valley that the "dining room section" from the rest of the room at meal times. The one room can thus serve its double purpose more conveniently. Screens are also effectively used to hide Pullman kitchens in tiny homes of this type. When meals are being prepared, the screen is moved to one side.

Local Stores Offer an Abundance of Radios from Which to Choose
There are those masterpieces of engineering and of beauty which would do credit to the home of any man. Then, on down the line, there are those which are ideal for the guest room or the private room. Those little sets which, at night, reach out and bring to the owner music from major stations hundreds of miles away. It is such radios as these which make it possible for the man with only a room to go to, to enjoy going there. That man doesn't need a large radio, because he works all day. It is at night when he wants to enjoy what the airways have to offer and even for as low a cost as a little under \$10 this is made possible.

Battery Sets
And another, and important new improvement in the 1939 radios which will prove of special interest in outlying farm areas is the battery sets, produced for use in sections where electricity is not easily obtainable.

The new battery radios in themselves constitute a development of great importance, for while they give the remote farmer or rancher radio reception equal to that available to city dwellers using electrified sets, they unfold new worlds of convenience for those who use portable radio receivers.

The forward progress of this great industry has also carried the new developments into the car radios which are now, to say the least, popular but which stand to be even more popular this year.

Beautiful to look at, an aid to any home, an instrument which brings the world and all its happenings, stars and great figures into your front room, to your bedside, to the cab of your automobile—that is the radio for 1939 which Twin Falls dealers are offering.

Every Purse
As for the prices, as mentioned before, there is now a radio for every purse and purpose, and plenty of models of price sufficiently low to enable most families to equip sev-

COMFORT IS TOP FACTOR IN HOME

Convenience and comfort are perhaps the only general rules that can be laid down for all homes. Comfort means much more than having a supply of lounge chairs—it means having surroundings that are restful to the eyes and nerve-surroundings that spell privacy and convenience.

The cool evenings and the children's school homework will find the family enjoying the living room together. There'll be three distinct groups represented—the reading, conversational and writing. Each should have its own comfortable pieces of furniture with ample lighting to save the family from eye strain. The writing group warrants a convenient secretary or kneehole desk, large enough to house stationary items and a right-height chair. The conversational group usually has as its background the fireplace or radio. Twin chairs or a davenport will insure more comfort for the listening to favorite radio programs. Several chairs, a convenient lamp and magazine table will satisfy the readers.

Many Lamps
The popular practice "in the old days" was to have a massive living room table in the center of the room. Piles of magazines, books and even mother's sewing basket were to be found on the table shelf. The family used only one lamp and a huddle was the result. Now, with three or four, and very often more lamps distributed throughout the room, the family table has been turned into smaller lamp, end or coffee tables. Comfort should walk right up the stairs and enter the bedroom of the household, too. The junior of the house will appreciate having a pair of twin beds or a full-sized one so he can have his chum with him over night. A bunk bed could add a note of exciting adventure, especially for the fellow who gets to "climb up."

Young Lady
The young lady of the family undoubtedly is going to spend more time in her own room during the cold winter months. While comfort is being considered, she might just check the position of her dressing table. Is the light really the best for applying eye shadow, and is the table itself situated conveniently for a last minute make-up process?

Mother doesn't mind admitting that there are times when a nap is the only solution to a backache or headache. A chaise longue in the sunroom or the master bedroom will

alleviate the need of rest. This fall will find many families cleaning up and tidying up their living room. Colorful chintz curtains, set-tees—windows and the necessary pieces of lounge furniture will be the stage for winter hospitality. Ottomans and chairs can be used for the evening's rubber bridge, and the serving of the midnight snack.

Weaves in Carpets Meet Period Styles

To keep your floor simple and rich in appearance, you need not choose an absolutely plain color fabric. The pebbly weave carpets and rugs, woven of curly twisted yarns, have just that slight uneven surface look that gives them texture interest. Then there are all sorts of new weaves and combinations that brand new, yet are absolutely right with eighteenth century or other traditional furniture types.

CHAIR NEEDED
The needs and tastes of each member of the family must be taken into consideration in furnishing the living room. Be sure there is a chair for each one, suited in size and style. Insofar as it is possible, have the color scheme of the room one which is pleasing to each member of the household.

SCREENS HELP CORNERS

The awkward corner may be attractively furnished with the skillful use of one of the new decorative screens. The screen makes a background against which a chair or love-seat may be placed. The love-seat should be placed parallel to one wall, yet be slant awkwardly across one corner.

BETTER home appliances for BETTER living

Nothing brings more joy in living than modern electric home conveniences. Electricity is cheap and does so much to eliminate the drudgery of house work. Why not give mother these small appliances that mean so much to her?

CHOOSE from this LIST

- General Electric FOOD MIXERS
- Westinghouse ROASTERS
- Shavemaster ELEC. SHAVER
- Telectron ELEC. CLOCKS
- General Electric IRONS
- Sillex COFFEE MAKERS
- Toastmaster ELEC. TOASTERS
- Thermador ELEC. HEATERS

PLAN

now for your Christmas buying. You'll save money by budgeting your Xmas expenses and buying them a few at a time... and remember you can buy these appliances on our Easy Budget Payment Plan or our Xmas Lay-Away Plan.



BUDGET AHEAD to Christmas!

The PRESENT with a future....

... that's home furnishings... an investment in the better appearance of your home is an investment in happiness for years to come. Plan your Christmas giving now and be sure that you include home furnishings among your gifts. Suggested is this two-piece living room suite... to be had in a variety of coverings and styles. Carefully and economically priced at

\$79.50

Up

HOOSIER FURNITURE CO.

For Furniture That Satisfies

Another "Investment Tip" for YEAR 'ROUND HAPPINESS

DINING ROOM SUITE

\$89.50

Up

Your dining room should reflect the air of hospitality that pervades the happy home. A new suite in the modern conservative design can accomplish that for you. Plan on one for Christmas.

HOOSIER FURNITURE CO.

For Furniture That Satisfies

INTERIORS NEED TASTEFUL CARE

Good taste is indispensable to the woman who is going to be her own interior decorator. It can be cultivated, contrary to the opinion of many persons. It should not be confused with personal preference or fancy. There are standards of artistic judgment higher than our own predilections, even though we have heard it said ever since we can remember that there is no disputing matters of taste.

There are very definite reasons why one piece of furniture is in good taste and another not, why one grouping of pieces is pleasing and another in very bad taste. We should understand these reasons and apply them to the selection of every piece of furniture and every decorative object that goes into our homes. Good taste will help us recognize beauty and when we have recognized it we will know more about how to create it in the rooms in which we spend our days. Good taste is often synonymous to good sense.

Three Yardsticks
Roughly outlined, there are three yardsticks by which we may measure the correctness of furnishings:

First: Suitability to use. In considering whether or not a certain piece of furniture, a rug, a wall paper or drapery material is beautiful, we should think of it first in the light of use. No matter how attractive the thing may be in itself, how much we may admire it or how greatly we may desire to own it, it cannot be really beautiful in our home unless it is suited to the use for which it was intended or to which we intend to put it. We must bear in mind what we are going to do with the furnishings and then decide whether or not they are well suited to that purpose.

The principle of beauty-suitability to use—is most easily illustrated with chairs. A deep, low, luxurious chair may be admirable for lounging, but it would not be suited to pulling up to a desk when we wanted to write a letter.

Suitability to Persons
Second: Suitability to persons. The piece of furniture must also be suited to the person who is to use it. The dining chair which makes possible the correct erect but relaxed posture for the adult is of no value as a dining chair for the 4-year-old. The chair which father finds exceedingly comfortable when he wants to settle down after dinner to perusing the evening paper may be considered thoroughly uncomfortable, because it is not suited to them, by other members of the family.

Third: Suitability to surroundings. No woman enjoys being in a room in which one chair seems to leap right off the floor and command attention because of its shape, its size or its color. This will not happen in a room where each piece of furniture is selected with regard to the other pieces. This is the third consideration in bringing beauty into the interior of the home—the furniture and furnishings—be suited to each other and to the permanent features of the room.

As for back as grammar school days, the art teacher tried to give her pupils an idea of the various colors and how they could be blended. Her first chart usually showed

The Right Furnishings Make Rooms Cheery



Here's a bedroom corner that shows you just how shopping in Twin Falls for the right type of furnishings can turn drab rooms into places of cheer. Furniture is in mellow brown walnut. The sparsely figured paper with cloud-blue ground and sprays of gold makes an ideal backdrop. Sheer, peach colored balise finished with ball fringe falls in ruffled cascades over the Venetian blinds. Notice the handsome flower painting, the ivy and fresh flowers here and there.

Color Notes for Winter Set By Mother Nature's Themes

Housewife No. 1—Mother Nature—will be consulted about appropriate color schemes for America's homes again this winter. Rusts, browns, tans, greens, reds, and blues will be the basic colors to be used, with accents of yellows and the lighter beige tints competing for their share of effect.

Before making radical changes in the room's surroundings, it is well to take a few minutes off for some serious concentration. What is the dominating item and color scheme in the room? It may be a rug, a sofa or a pair of upholstered chairs. With these as the center of interest, the other pieces of furniture should be built around them. Interesting and restful effects can be accomplished by having the nearby items of slight variation, employing the contrasting colors in other portions of the room.

Draperies Vital
Draperies, upholstery materials and the floor covering are the most important "color bearers" for the room. They have an opportunity subtly to display the room's dominating color, at the same time hinting of the other shades which have been distributed throughout the room.

Colorful draperies or upholstery materials can be set off effectively by plain walls and the rug. Lamps and vases placed at intervals throughout the room will not only give variety but help the housewife carry out her color scheme.

As far back as grammar school days, the art teacher tried to give her pupils an idea of the various colors and how they could be blended. Her first chart usually showed

quite and restful, but when shown in excess it tends to give the room an air of deadness and chill. The many shades of blue blend encouragingly with almost all other colors, save some of the greens.

For the important part it plays in illumination and life in the room, yellow is certainly not to be neglected. Orange, like red, is another color which when used discreetly is cheerful, but becomes irritating when used to excess. It is best when used for emphasis.

The encouraging factor about deciding upon the proper surroundings is the knowledge that every room has the rudiments of sound color scheme. By eliminating two or three, substituting one and enhancing another color, the desired effect can be attained.

Game Tables
A permanent game group is a part of the equipment of every well furnished living room. Gaming tables of period design are being widely copied and adapted to present day needs. Many new designs are being created in both the permanent and the folding game table.

The average whale has a commercial value of approximately \$1,000

Home-makers and interior decorators aren't content to let the situation rest there as were the youngsters in school. Home furnishers know that the many variations of these colors make the difference between an attractive and a drab home.

Each color has its particular message to convey, and these can be kept in mind to make the most of the color possibilities. For example, red suggests warmth and cheer, but it needs other shades to modify it and shouldn't be used in south rooms. Red is excellent in small doses for emphasis, but in larger areas its use is best exemplified by softer shades of rose or maroon.

Green reflects coolness and at the same time combines the life of yellow and the calmness of blue. It is a universal favorite because of its pleasing adaptability.

Blue Difficult Color
Blue is a difficult but delightful color, for when used cautiously it is

Cheerful Dignity Should Be Your Dining Room Note

Dining rooms should embody cheerfulness, dignity, and brightness. To many people the dining room means "just a table and chairs"; to the thoughtful housewife it means a chance to bring good cheer and hospitality into an otherwise drab and matter-of-fact room.

Cheerful Colors
If breakfast is to be served here, let's turn to more cheerful luminous colors. If the evening meal is served under artificial light, remember that this illumination tends to make most blues a bit sticky. Rose-colored shades can offset this effect to a degree.

Where the dining room is small, there isn't a great deal to do about the arrangement problem; there are, however, a few points to remember about the furnishings.

If the room is narrow, avoid choosing a heavy, massive-looking dining table. A smaller, rectangular type table with slender legs is much more suitable and avoids the risk of crowding. The smaller refectory type tables are space savers, too. In the medium-sized dining room, Heppelwhite, Duncan Phyfe and Sheraton designs seem in keeping, while the larger dining room can take the sturdy English weathered oak or massive Renaissance.

Buffet Is Focus
Greatest decorative interest usually centers around the buffet, with its candelsticks, coffee urn or other tasteful adornment. If a serving table is included it should be near the kitchen. Chairs not in use may be placed in two along the walls. The table should run lengthwise, but if need not be in the center of the room. In a large dining room, the table may look best near the windows, with the buffet and china balancing each other on opposite walls.

Select your dining suite to match your room, but bear in mind also that the dining room furnishings should bear some relationship to the living room, since the one room is usually visible from the other. Floor and wall tones of the two rooms should harmonize, but to avoid monotony there should be some variation of pattern. Where a mahogany or walnut dining suite is used, the Oriental or sheet-type American rug reflects the same characteristics as the highly polished furniture.

Man, at one time, could move his ears in any direction. Underneath the skin are seven muscles which were used for this purpose. The muscles, however, are useless now.

Florida Style



You see what happens to aged traditions when Florida goes to work on them? Halloween witches are straggly-haired, snarled old hags, in black coveralls—until they reach the balmy sands of Miami. Then they turn into something as bewitching as Marilyn Baker, above, comely Miami belle, who is shown presenting her idea of a witch as can really do some witching.

Boys Congregate For Annual Fete

GLENN'S FERRY, Oct. 31 (Special)—An invitation has been extended to all town boys to attend the Halloween party to be given at the school house Monday night. E. R. Riddford and Howard Bloom have charge of the program which will probably include boxing and wrestling matches, games, and reels of motion pictures. Refreshments will be served. About 80 boys are expected to attend this year. This type of entertainment has been provided for boys in an effort to keep them out of mischief on Halloween.

The midnight sun is not limited to the two polar areas; it can be seen south of the Arctic circle and north of the Antarctic circle.

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New York as well as Twin Falls people have accepted the newest in bedroom furniture, the triple waterfall design in Swedish Modern.

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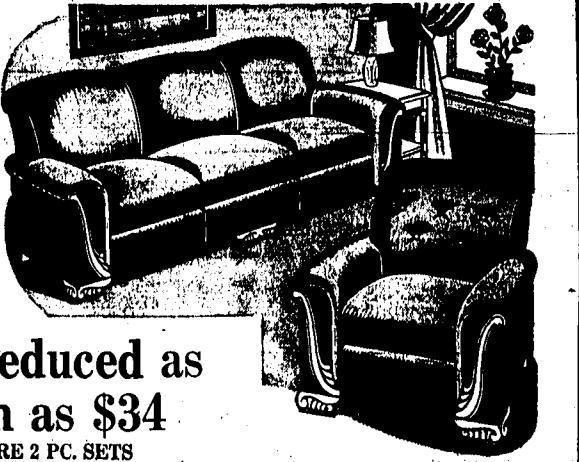
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Furniture Still Tends to 'Go Modern'

But Don't Imagine Nothing Else Goes Into Idaho's Homes

By O. A. KELKER

Furniture for 1939, according to a survey made of local dealers, will still lean toward the modern trend—but not so extreme as it possibly has leaned in the past.

But, just because modern will predominate, don't think for an instant that nothing else will find its way into the homes of the Magic Valley.

Perhaps the easiest way to describe the attractive new line of 1939 furniture is to describe a house. That is, in print, build a home of which any man or woman would be proud to not only build it but furnish it. To shorten time and space, however, let's say the house is constructed and now, also, it is furnished.

The next step, of course, is to "show it off" to your friends. So now that the friends are ready to go, and you are the guide, let's all take that trip.

Roocoos Here
The foyer is typical of the roocoos manner. The walls are gold paper, damask finish, whose design shows supporting lions of drapery. The floor is a rubber composition, simulating marble, in tones of brown and white.

The furniture heightens the elaborate effect. Against the major wall is placed a chalk-white console of plaster in shell and plume designs. It supports a pair of black armchairs. Hand painted venetian antique chairs are placed at the sides of the console. Over it hangs a venetian mirror lavishly embellished with blown glass scrolls and flowers.

Chinese Chippendale mahogany reproductions with Chinese accents in a contemporary setting is the theme of the living room. Carpeting of old gold mellow the modern semi-circle sofa upholstered in lacquer and red satin. Against one wall is a handsome breakfast nookcase. A modern touch is seen in the new colored photography. A brocaded frame a small mirror and also makes a floor vase. A mirror screen, to be seen in Twin Falls stores, is

Starch Will Protect Kitchen Wall Paints

Here is a kitchen tip for the housewife. Delicate tints of wall paint may be protected by applying a coat of starch. It should be prepared as for laundering, clear and smooth, and put on the wall—and woodwork, too, if desired—with brush or sponge. Clear and trans-

parent, it will not mar the beauty of the painted wall. At housecleaning time, it may be washed off and the dirt comes off with it, leaving the paint as fresh as when new. Another coat may then be applied and the wall is ready for another six months' use. It is reported that two-thirds of all the people killed in traffic in American cities are pedestrians.



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Humidity Can Cause Carpets to Expand
Humidity does things to rugs and carpets! Experiments show that wool pile floor coverings tend to increase in dimensions as the humidity of the atmosphere surrounding them increases.

Golden Rule C. C. Anderson & Co. A GOOD PLACE TO TRADE

Make Your Living Room Really Earn That Name

The living room should merit the title of "living" room, in the most comfortable sense of the word. It is the room where the entertaining of friends takes place... where they form their impressions of the family's tastes and choices of home furnishings.

More Important Than This... is the room and should be arranged so that each member of the family can have his favorite spot for relaxation. This does not mean that every room setting that it should be given the consideration that it deserves in money and thought.

Background Best
Because the walls and floors are the room's important backgrounds, it might be well to consider them first. The background is its principal function. The backgrounds should be kept uniform. Dark floors give the room a foundation of stability, and should be the darkest large areas in the room. Light floors produce a lighter foundation effect and do not fulfill their function of setting off the furniture and accessory items.

Walls Supplementary
Walls should be allowed to set off the furniture and floor coverings, but never attract attention away from them. The home-maker will find the room easier to furnish when the walls are of a neutral tone. Because they are the background, the predominant color of the room should never be used on the walls. If green is the principal room color, a greenish-gray, tan, ivory or neutral tint wall will be more effective.

The room doesn't necessarily have to have "three ring circus" atmosphere, but it is always a good idea to have several groups which may be used at one time. The reading group, for example, is always a popular after-dinner haunt. This group might include bookcases for background, a lounge chair, tall table and lamp, another chair if the lamp will give adequate light for two, a smoking cabinet, ash tray and a magazine rack.

Selecting the main item of the room is not difficult if the house has a fireplace. This fireplace, flanked by two chairs or love seats, will make an interesting centerpiece for the room's emphasis. To assure balance, a sofa or two chairs—arm and an occasional, with small table and lamp, might be placed just opposite the fireplace. For convenience, a safe or a coffee table would be a welcomed addition when placed immediately in front of the fireplace. If wall space permits, a table or two on either side can serve many purposes.

Windows Important
The room does not have a fire-dragon atmosphere, but the position of windows is of more importance. They can supply light and air, and they can also enjoy natural light beneath the window with curtains. It is possible to have a window with curtains on one side and a window on the other.

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