

LOOKOUTS WATCH FOR SEIZED 'CITY OF FLINT'

Onion Growers, Dealers Confer Market Plan

Producers and dealers of the Twin Falls section to meet with officials of the United States department of agriculture to discuss the proposed marketing plan for regulating the handling of onions grown in the counties of the state of Idaho and in the state of Oregon.

The secretary would have the recommendation made by the administrative committee and from information submitted by the committee, or from other available information, to limit the shipment of any variety or varieties of onions to particular grades or sizes or combinations thereof would tend to effectuate the declared policy of the act, he shall so limit the shipment of such onions during the specified period or periods. The secretary shall immediately notify the committee of the issuance of such regulations, and the committee shall promptly give adequate notice thereof to handlers and producers.

Bankers, senior marketing specialists, U.S.D.A. Washington, D.C., B. J. Tolson, associate marketing specialist, U.S.D.A. Washington, D.C., E. J. Shaw, associate agricultural economist, U.S.D.A. Washington, D.C., O. C. Youngstrom, extension economist and marketing specialist, U.S.D.A. Washington, D.C., and at Boise, D. J. Bollinger, U.S.D.A. representative.

The session here, a follow-up of a similar session at Nampa, started at 9:30 a. m. and officials said that the discussion would probably continue until at least 6 p. m. tonight. Testimony of the growers and shippers, as to their opinions of the proposed agreement and answers to questions being given under oath and a short-handled answer was taken down all questions and answers.

The purpose of the hearing, officials explained this morning at the American Legion hall, is to receive evidence with respect to production and marketing conditions relating to onions grown in the area. A second purpose of the session here is to receive evidence as to specific provisions of the marketing agreement and order should contain.

Submitted to Growers Upon the basis of this evidence the agreement will be rewritten and submitted to growers and shippers for their approval. E. B. Craig, senior attorney, office of the secretary of agriculture, Washington, D. C., said this morning that the actual vote will probably come in two or three weeks following the submission of the agreement, and as yet there is no indication as to whether the agreement will be approved.

Administrative Committee One clause in the agreement, as it now stands, provides for an administrative committee of 10 members, six of them growers and four dealers, to represent this section of the country. Should the agreement be adopted, the secretary of agriculture could take up action in certain phases of it until members of this executive committee had agreed him to do so. Three members will represent the Twin Falls section. In each case an alternate will also be named.

Older Ex-Governor In America Succumb CARSON CITY, Nev., Oct. 30 (AP)—Howell Keyes Colcord, 100, oldest American citizen of a state in Nevada, who served as governor of Nevada from 1891 to 1893, died today.

HOUSE PREPARES TO START STUDY ON NEUTRAL BILL

WASHINGTON, Oct. 30 (AP)—The house today prepared for consideration of the neutrality bill tomorrow, agreed unanimously to give the rules committee until midnight to file a rule providing that the bill be sent to conference.

The death of Rep. Chester C. Bolton, R., O., had complicated the situation. The house wished to adjourn out of respect to Bolton under house rules could not begin the neutrality debate tomorrow unless the rules were filed today. Granting of a unanimous consent request by Majority Leader Sam Rayburn, D., Tex., removed that complication.

Offer Bill Support The nine-man Oklahoma Democratic house delegation, at a meeting just before the house convened, agreed unanimously to support the administration bill, members said. When the house later voted on the arms embargo issue three members voted against the administration, and four in favor of repeal of the arms embargo.

Rep. Bruce Barton, R., N. Y., one of the seven house Republicans who voted to repeal the embargo last night, suggested in a radio address last night that the conferees drop the repeal section of the pending bill, because such action now may lead to a repeal of the embargo. Barton said, would help peace in Europe.

Kimberly School Closes SCHOOLS KIMBERLY, Oct. 30 (Special)—Kimberly school board, meeting in special session this morning, voted to close the schools for the remainder of this week, "not because of any health menace, but because of the loss of the school bus."

Planes Attack BRITISH FLOTILLA LONDON, Oct. 30 (AP)—A British destroyer flotilla fought two German bombing planes today, the admiralty announced. The fighting was south of Dover, about 10 miles from the coast, and the German bombers were shot down.

Five Small Boys Meet Death in Dynamite Blast O'Connell, 12, and Valentin Herrero, 12, all of them, children in Rock Springs, probably were so disappointed when they failed to find dynamite in the mine that they decided to blow up the mine themselves.

Killed in Hunting Accident



Lover of the outdoors and a major factor in Sun Valley's far-flung publicity drive, Gene Van Guilder (above on one of his favorite mounts) was dead today as result of a duck hunting accident Sunday near Thousand Springs park on Snake river. (Evening Times Engraving)

Gun Accident Fatal To Gene Van Guilder

BUHL, Oct. 30 (Special)—Victim of a shotgun accident in the out-of-doors at loved, Gene Van Guilder, 34-year-old director of public relations for Sun Valley, was dead today. Van Guilder died 25 minutes after he was shot in the back of the head by a 12-gauge shotgun discharge from the weapon of one of his closest friends, Dave Berner, athletics director at Sun Valley. The two, with Lloyd Arnold, Sun Valley photographer, were in a canoe duck hunting on the edge of Snake river.

There will be no inquest, Dr. James W. Creed, county coroner, announced this afternoon. Van Guilder, sportsman, friend of many famous characters and a former New York writer and artist himself, stood up in the canoe, to shoot at ducks, according to the coroner. The boat of duck hunting was overturned by the right shoulder, piercing the chest.

Berner was using a double-barreled gun, and had fired one barrel just before the accident. The next instant he was lying on his back, pierced by the second barrel. Berner was lying on his back, pierced by the second barrel. Berner was lying on his back, pierced by the second barrel.

Brothers Start Distance Flight MIAMI, Fla., Oct. 30 (AP)—Two Peruvian brothers roared over Cuba and the Caribbean sea today on the longest non-stop flight ever attempted between North and South America. They left New York yesterday on a 4,100-mile flight to Lima, Peru.

Russian Agent RUNS U.S. UNION, WITNESS CLAIMS

WASHINGTON, Oct. 30 (AP)—William C. McCullough, self-identified former Communist, told the Dies committee today that a "direct agent of the Soviet Union" named George Mink is the power behind the scenes among west coast mining workers.

McCullough added, "I understand" McCullough added, "he's working on military and naval lines." The witness identified Mink as a direct Soviet agent, brother-in-law of the head of the Communist International and a Communist leader among marine workers in the United States since 1922.

McCullough told how Mink had out-ripped officials of the Communist party here ever since his arrival, and as a direct Soviet agent, had "given orders" to American party leaders.

McCullough testified that Mink had been in the United States since 1922. He said Mink had been in the United States since 1922. He said Mink had been in the United States since 1922. He said Mink had been in the United States since 1922.

Hitler to Visit NAZI GARRISONS BERLIN, Oct. 30 (AP)—Adolf Hitler was believed likely today to inspect Nazi garrisons in the Berlin district of the city, according to his military leaders.

Hitler was expected to visit the garrisons in the Berlin district of the city, according to his military leaders. Hitler was expected to visit the garrisons in the Berlin district of the city, according to his military leaders.

Submarine Sinks BRITISH STEAMER LONDON, Oct. 30 (AP)—A German submarine sank the British steamer Malabar, 7,770 tons, in the Atlantic yesterday, it was announced today. Five men in the engine room were killed. Seventy survivors were landed at a port in western Europe.

GERMANS READY FOR ANYTHING AFTER 2 MONTHS' WAIT

PEOPLE BACK OF LINES DISTRUST AIM OF ENGLAND

(Editor's note: Following is the first of several uncorroborated dispatches describing conditions among the German people after two months of European war and their attitude toward continuing the war.)

By FREDERICK C. OCHSNER, BERLIN, Oct. 29 (U.P.).—The end of the first two months of war finds the German people stolidly ready for anything. They expect a long, hard pull. All would welcome peace but few any longer believe there is hope of an early end to the war. They so far are putting up with more inconvenience than actual hardship and there is a certain amount of grumbling and criticism, some of it surprisingly in the open. But Nazi propaganda has met considerable response. Distrust of England is not what it was at the beginning of the World war. But more and more Germans are re-estimating England's "intentions" in central European affairs and many have come to feel if the reich loses this war the new peace terms will make the Versailles treaty read like a bed-time lullaby.

Broad Impression. That, in brief, is the broad impression given a neutral observer after two months of the strangest war of modern times.

Germans are trying to live as normally as possible in the present phase of warfare. Outside of the actual military zones, the outward signs of war are relatively few. But over all the nation there hangs a vivid realization of the war.

Street life in Berlin, at least in the daylight hours, is matter-of-fact—almost normal. The difference in outward things can be seen only by careful observation. For instance, the leaves are falling now in the Tiergarten, but only women and old men are sweeping them up whereas young men used to do the job.

There are far fewer automobiles on the streets. Gasoline is rigidly rationed for those excepted from the general ban.

Taxis are rare and to be used only when no other form of conveyance is available. It is the same thing for women to bicycle now.

Opera, Theaters Filled. But the opera and theaters are filled—even more than before the war. Supper and dancing places are patronized about as usual. In restaurants there is no warm food served between 3 p. m. and 6 p. m. and shops close for three hours every afternoon.

Retail stocks are scarce, but most of the queues in the street to purchase limited supplies have disappeared. Many articles are absent from the shelves of shops and stores, however, and literally hundreds of others can be purchased only with special permits which are distributed sparingly upon special applications.

There are many other signs of the war, too. Some school houses near the center of Berlin fly the Red Cross flag. There are hospital beds where school benches used to be. Big resort hotels have been turned into military hospitals.

The new chancellor, where youthful blackbirds goose-step in the guard, is a spot for idle spectators. They see the generals and the statesmen going and coming, but they seldom see Adolf Hitler.

Polish Campaign Forgotten. The long lines of dusty trucks and ambulances that sped through the streets after the Polish campaign are gone. Except for families of the dead, few people speak much about the Polish warfare.

Food always is a foremost thought, but authorities repeatedly reassure the people that there is no danger of another period such as the British blockade brought in the World war. Still there is a strict rationing of food and that sometimes has caused apprehension among the people despite the official reassurance.

The average German is still puzzled about the new tie-up with Soviet Russia's Communists, who had been denounced for years. He also is wondering why Italy has not raised herself at Germany's side with sword in hand.

Auxiliary Opens Welfare Benefit

"Will you buy our war?" asked members of the American Legion auxiliary, as they turned into "telephone salariness" today. Because of the increased demand for food and clothing for children who come under the jurisdiction of the child welfare department of the auxiliary, the group has found it necessary to augment the child welfare fund.

Persons listed in the telephone directory will be solicited for their cooperation in a merchandise benefit. Mrs. Earl Johnson, president of the auxiliary, announced today.

An airliner must pass more than 200 tests before it can be put into transport service.

REAL FOOD VALUE

At A Real Bargain Price

20¢

For Gallons For Quarts For Pints

CASH AND CARRY

YOUNG'S DAIRY

TRUCK LANE

Where's That Draft Coming From?



Like Mary's little lamb, Marvin Comstock of Cleveland is endowed with a spirit of adventure. Suffering from a slight touch of insomnia the other night, he strode out the door and down the street for a nightcap turn around the block, without his parent's knowledge or consent. Half an hour later he was picked up in this condition by adults who had more qualms about the cool night air than did Marvin.

BICYCLE CLUB TO SEE ARMY PLANE

Although a "bicycle hike" for members of the local bicycle safety club was scheduled to be held next Sunday at 9 a. m., Floyd Bicknell, chairman of the Veterans of Foreign Wars committee in charge of the club, said this afternoon that it will in all probability be staged the following Sunday, Nov. 12.

Reason for the contemplated change, Bicknell said, is the fact that a large U. S. army bomber will be at the local airport that day, arriving at about 11:30 a. m. and remaining the rest of the day. Next Sunday's hike was to be staged from the city to the landing field and Bicknell expressed the opinion that by postponing the trip one week it would be "well worth the while of the youngsters in that they can then inspect one of the largest airplanes built."

Bicknell said that he would call a special meeting of the club this week and at that time the hike date would probably be changed to Nov. 12. All local cyclists, whether members of the club or not, are asked to join in the trek.

The back seat driver promotes safety, says George Saunders, Colorado secretary of state, because he keeps the driver conscious of the hazards ahead.

Gigantic STOCK REDUCING SALE

Continues!

MANY BARGAINS LEFT!

1940 7-Tube Console RADIOS

While They Last **\$49.95**

1940 Table Model RADIOS

While They Last **\$12.95**

You would never expect to buy such radios at prices like these. Beautiful console type cabinets. Big 7 tube radios offering amazing reception and some of those compact but efficient table models that are so handy for your summer cabin or small apartment.

CLAUDE BROWN MUSIC CO.

Twin Falls

SOUTHERN IDAHO MOOSE ASSEMBLE

District meeting of the Moose Legion, second degree, was held in Jerome yesterday afternoon. Great North Moose Duke Cheney presided.

Twin Falls, Clemons Perry, Pocatello and Buhl were represented. Refreshments were served by the women's auxiliary.

Next meeting will be held in Twin Falls Dec. 10, those who attended from Twin Falls were Harry Wallace and H. C. Erickson.

Moose lodge at Buhl entertained Al J. Bortoni, P.F.D. and regional director, Spokane, at a reception Saturday evening in the Odd Fellows hall there.

Those who attended the Buhl Moose meeting from the local lodge were Mr. and Mrs. Harry Wallace, Mr. and Mrs. C. G. Woolley and H. C. Erickson. Several members from Jerome were also present.

CAT HIKES 10 MILES
SPOKANE, Wash. (U.P.)—The Persian cat of Arthur L. Jordan, police identification officer, disappeared from the Jordan's ranch near Medical Lake, 10 miles from Spokane. Two weeks later it appeared on the back porch of the Jordan's home here.

Beauty of Church Topic for L. D. S.

All interested persons today were invited to attend a special session at the L.D.S. tabernacle in Twin Falls Wednesday at 7:30 p. m. at which time Irvin T. Nelson, church landscape architect, will speak and also show colored films dealing with church remodeling.

Announcement of time of the special session was made here this afternoon by Jesse W. Richins, stake president. It said that members of the bishopric as well as presidents of all Relief societies were especially urged to attend but that any interested person was welcome.

The church is now encouraging a campaign to improve and beautify chapels and homes. The films which Mr. Nelson will show will deal with church building changes and the improvements which have resulted.

Wife Blames WPA
OAKLAND, Calif. (U.P.)—The WPA eventually may become an established grounds for divorce. Mrs. Helen Spinkie has brought suit for a decree, alleging that her husband has developed a "WPA mentality," causing him to believe the government would support him for the rest of his life.

WHEAT SURPLUS UNDER '38 LEVEL
BOISE, Oct. 30 (U.P.)—Wheat stocks in Idaho grain elevators, warehouses and mills on Oct. 1 totaled 12,000,000 bushels compared to 15,500,000 bushels last year, the federal marketing service reported today.

The stores of wheat were the lowest since 1928 and farm stocks also went down from 17,800,000 bushels on Oct. 1 of 1928 to 12,400,000 on the same date of this year.

ONION STORAGE

Dry... Frost Proof... Well Ventilated... Insured!

J. J. Winterholer
Phone 1111 203 5th Ave. S.

READ THE TIMES WANT ADS.

WHITE MORTUARY

announces the opening of a new home at 136 4th Ave. E. Twin Falls



The completion of our new building at 136 4th Avenue East brings to realization a goal which we set for ourselves many years ago... a goal which required that someday we have Idaho's finest and most completely modern mortuary.

The location of our new mortuary was chosen after careful consideration. Here in a quiet, restful neighborhood, facing a spacious, tree-shaded park, and offering more than adequate facilities for parking, The White Mortuary now more than ever before can offer the reassurance and peace of mind that only modern appointments coupled with unvarying professional skill can give.



HUGH H. PHILLIPS, honored mortician, has been associated with this organization since 1917.



MRS. ELIA M. WHITE, who founded the White Mortuary in 1917 and who continues today as its owner and manager.



CLIFFORD M. SHAFFER, the newest member of the staff, is a licensed apprentice embalmer.



This view of our chapel reflects the quiet dignity which prevails throughout an entire White service. Here is comfortable seating for more than 100 persons. Through capacity for more than 100 persons. Through the doorway to the left is the family room; the archway at the right opens upon the music room.

The architecture, floor plan and all facilities of the new White Mortuary were planned and thought out to serve their distinct and respective purposes. Not only do these modern arrangements make possible a higher degree of professionalism, but they permit a quicker and clearer understanding by the layman of the mortician's problems. Service costs are more easily understood and the class of service desired is a matter of simple and easy selection.

Air conditioning, ultra modern lighting and softly toned interior decorating add to the comfort and beauty of our new home.

We are proud to present Twin Falls with this up-to-date institution and Mr. W. L. Penmaster, Twin Falls contractor, can also well be proud of his part in creating an outstanding building.

You Are Cordially Invited

To better acquaint you with an institution which defies ordinary description, we cordially invite you to visit us during our formal opening on Friday and Saturday, November 3rd and 4th. Visiting hours will be from 9 A. M. to 9 P. M.

White Mortuary
Since 1927

TELEPHONE 38

Full Leased Wire Service United Press Association. Full NEA Feature Service.

Published Six Days a Week at 130 Second Street West, Twin Falls, Idaho, by IDAHO TIMES PUBLISHING COMPANY.

Entered as Second Class Matter in the Twin Falls Post Office, April 11, 1919. Under Act of Congress March 3, 1879.

By Carrier Paragale in Advance:
 Within Idaho and Elko County, Nevada
 1 month, \$2.00; 3 months, \$5.00; 6 months, \$8.25; 1 year, \$15.00.
 Outside Idaho
 1 month, \$2.50; 3 months, \$6.50; 6 months, \$9.75; 1 year, \$16.50.

All notices required by law or by order of court of competent jurisdiction to be published weekly, will be published in the Thursday issue of this paper pursuant to Section 4610 of I. C. 1932, as added thereto by Chapter 141, 1933 Session Laws of Idaho.

NATIONAL REPRESENTATIVES
 Mills Tower, 220 Bush Street, San Francisco, Calif.

POT SHOTS

WITH

The Gentleman in the Third Row



Hero of the Month

We give you, as hero of the month, Mr. Maximilian B. Miller, the Evetines advertising agent whose latest victory was in the Match Play tournament with Pat Williams.

Now, however, Maximilian emerges as The Hero of the Evetines Advertising Dept. Fire.

No less.

This morning came a sudden blizzard of smoke, steam and flames and a great deal of commotion on the mezzanine (balcony, to you) floor of the Times-News building.

"Fire!" shouts somebody.

A dozen men rush upstairs. All ready to form a bucket brigade.

There weren't any buckets around but the boys were willing to be helpful.

But such primitive measures were not needed.

For there, engulfed in smoke and only a couple of feet away from the leaping flames, stood Mr. Miller.

Squinting chemicals on the fire bucket-splashed from a fire extinguisher.

We didn't notice but we think Mr. Hero was smoking his invariable pipe as he conquered the flames.

We—think—Mr. Hero.

He conquered 'em, too. By the time anybody thought of the fire department, Mr. Hero had the situation under control.

Damage: Charred hair, a pile of old newspapers wrecked, some woodwork burned.

We—think—Mr. Hero.

Ferry better come over and sign up. Our Hero before competitive offers start.

We—think—Mr. Hero.

What with the fire, it proves we got a pretty hot advertising department up on that mezzanine floor.

KIDS WOULD SOON SNIPE
ANY CHRISTMAS BAN:

Dear Mr. Editor:

As the beginning to wonder where the American Legion has been hiding out in southern Idaho the past few weeks. Several towns in this community have declared their intention of practically no observance of Christmas day this year, and yet there seem to have been no objections.

First Mr. Roosevelt changes Thanksgiving, now business men are being asked to observe Christmas. The public should sponsor a movement to ban Christmas.

I, Z. Repeated

ZIPPERS

The zipper is ingenious. And helpful. It's used from north to south. Perhaps we should invent it.

Zipper on the mouth:—Jasmine Belle

TRA LEEVES SITUATION IS A POKA ON THE SNOOT:

Dear Mr. Editor:

The complaint kind and understand. I find the kind which hollers at every little thing which crops up to add to the troubles of life, and that kind is the worst. I was a bit hollering all the time like some people are and that is very bad on the vocal cords.

It seems to me that is something lacking in these poor little instructions as to what we are supposed to do with the lever from the trees which are falling into the trees. The leaves are falling into the trees. The leaves are falling into the trees. The leaves are falling into the trees.

If we pile the leaves on the sidewalk, it is a good idea to pile them up. I don't want to pile them up. I don't want to pile them up. I don't want to pile them up.

WELL, IT'S BETTER THAN A REAL LAUGHING!

Dear Mr. Editor:

Something in which a lot of guys climb into millions to do some practical of numerous white-duploma play the old game of "one hit fight" but you got it on the first. And nobody as yet, the first. And nobody as yet, the first.

Ho Hum Dept.

"Man Finds Somebody Shot His Tree"—United Press.

Probably a rather tired of raking the leaves that blew over.

FAMOUS LAST LINE

"... Oh, how I've been here that way over since his wife shot more ducks than he did."

THE GENTLEMAN IN THE THIRD ROW

JOAN OF ARKANSAS

BY JERRY BRONDFIELD

Copyright, 1939, NEA Service, Inc.

YESTERDAY Webber made it in not only in the first place, but also in the second place. He was attracted to Keith. Dan breaks a bone in his hand and is taken to the hospital. Keith is taken to the hospital. Keith is taken to the hospital.

CHAPTER XVI

It was a couple of minutes before Dan came to the phone. During that time he wondered what she was going to say to him. Then his voice at the other end of the wire.

"Hello!"

"Hello, Dan, this is Joan Johnson."

She paused to try to figure his reaction. She was positive he was surprised almost to the point of being shocked because he didn't answer immediately.

"Well, have you lost your tongue or aren't the Webbers and the Johnsons speaking these days?" she inquired somewhat impatiently.

"Oh, hello," his voice came back. "I just wasn't prepared to hear your voice." And then in a more brusque tone: "Anything in a more brusque tone?"

"Truth of the matter is," she confessed, "I was calling Keith. But he wasn't in, so I thought I'd ask how your hand was. We heard about it over the radio."

"Oh—nice of you. Guess I'll head up in good shape. Ought to be okay for the Pitt game."

Silence for a moment. "Anything else?" he concluded, solicitously.

"No—nothing. Just tell Keith I called, will you. It won't be necessary for me to call back, though. And then she hung up."

LATE that night she decided she was going to call him. She needed him to reassure her. She would leave tomorrow.

He conquered 'em, too. By the time anybody thought of the fire department, Mr. Hero had the situation under control.

Damage: Charred hair, a pile of old newspapers wrecked, some woodwork burned.

We—think—Mr. Hero.

Ferry better come over and sign up. Our Hero before competitive offers start.

We—think—Mr. Hero.

What with the fire, it proves we got a pretty hot advertising department up on that mezzanine floor.

"Thanks, Papa. That really helps." Then she frowned. "Keith seems so well until I start thinking about his irresponsibility. Just the other day you were going to have an awful time getting down to earth once his foot-locks were over." She clasped her hands and said: "Papa, he's got to do with all this!"

"He's nothing at all like Dan." "But Dan? Who's he? What's he got to do with all this?"

She glanced up, startled that she had involuntarily slipped into a sort of reverie.

"Oh, Dan. He's Keith's roommate. She told him all about Webber—and how they didn't get along so well. How he seemed to resent her, so."

J. G. shifted the cigar in his mouth and looked down at his daughter somewhat sharply. "Well, this is interesting. Tell me more about this boy. Can't imagine how the other fellow got into it. Must be off-center. Must be, eh?"

Off-center, as he put it, was the thing Dan Webber was, she informed him. "He's just a too damned level-headed. He has a reason for everything he does. He's just a too serious about things, he scares me!"

J. G.'s voice boomed: "Too serious, hey? According to you, anyone who looks where he's going is too serious. Knowing you, I can discount that 70 per cent. What's this young man doing besides playing football?"

"Ceramic engineering. Can you imagine that?"

"Oh, what's that? Ceramic engineering? Say, now, there isn't a thing just about that. Getting into the business, the pottery. Just bought the controlling shares in the biggest pottery plant in the Midwest. Big industry. Got strong, too."

Her eyes opened in surprise. "You bought a pottery plant? Well, of all things! What next are you going to do? Then turning on him swiftly:

"Did you say it was the biggest in the Midwest? Dad, tell me—what's the name of the company?"

"Don't know much about it. My attorneys handled most of the details of course. Known as the 'Pottery Products, Inc.'—Acme Pottery. Why do you ask?"

She stared at him wide-eyed. "You're kidding me, aren't you? You've got a job that has promised Dan Webber a job after he graduates."

(To Be Continued)

TEACHERS WILL RETURN IN 1940

The Institute of the South Central Idaho Education Association for 1939 was history today but come 1940 and the annual sessions will again be held in Twin Falls.

Teachers and educators attending the two-day meetings here Friday and Saturday voted to return to Twin Falls for the 1940 session. The Institute next year will be in all probability held in the latter part of October, at practically the same dates as the one just completed.

Music Fete Here

Decision was also made to hold the south central district's annual music festival in Twin Falls, the event being held this year at Buhl. The event will probably come in April, 1940, and will attract some 2,000 participants from 28 or more schools.

Assurance that the merchants' bureau of the Chamber of Commerce, cooperating with the Junior Chamber of Commerce, would sponsor next year's musical event in Twin Falls was given by the music educators by Robert H. Warner, president of the Junior Chamber, and also representative of the senior group. Both organizations joined in the invitation to have the contest staged here next year.

It was also announced that the facilities of the Twin Falls school system and also the Lincoln hotel would be available.

Christianism Elected

Succumbing Elmer F. Buhl, as president of the Music Educators' association is Bert Christianson, Kimberly. Elected vice-president was Charles McConnel, Twin Falls. While Lloyd Thompson, Wendell, was selected secretary-treasurer.

Among educators attending the two-day sessions at Buhl, the president of the South Central Idaho Education Association Saturday afternoon, as announced in the Evening Times, was W. T. Tate, Gooding, while Lillian Scott, Jerome, was elected secretary-treasurer.

Fridley Old-Timer

The new president was the "old timer" among educators attending the two-day sessions. At the present time he is superintendent of schools at Paul.

For 31 years he has been a superintendent. He first held such a post in 1908 at Neenah Rapids, Kan. In 1910 he headed the Heyburn school system.

In addition to his duties as superintendent, he finds time to develop the athletic program in the Class B board of control for high school athletics in this district.

America Should Keep on Building

If conditions ever called for a long view of things, they call for it today. The future always depends in some degree on the present; but today, in an especially emphatic manner, the future of the United States and its people depends on decisions that are made now.

It is the good fortune of this people that the possibility of making decisions still exists. Most of the peoples of Europe had come to a point where they had no choice. Their decisions in 1939 were the almost automatic result of the positions into which they had gradually been driven during the past 10 years.

But there are still choices open to the United States. They should be made with the longest possible vision into the future. Certain things may be foreseen. One is that the European war, no matter how terrible or how destructive, will not go on forever. Some day it will stop, whether that cessation is an armistice or a genuine peace. What then?

First, the United States does not want to find itself with an economy closely geared to supplying Europe's wartime deficiencies. That would mean an immediate and disastrous business slump, the shock of which the country is ill-equipped to stand.

Second, the European nations which have been at war will make a desperate and immediate drive to regain such foreign trade as has been lost. Machinery geared for war will be switched to make goods for export, which may be practically dumped.

That is why it is good news to hear from Secretary Hull that, despite the war, he is continuing in an orderly manner to try to expand the reciprocal trade agreements just as he was doing before war broke out. Every such agreement concluded means a stable basis on which to stand, war or no war—a meagre and a technique of carrying over into peace times such expanded but mutually profitable trade relations as have matured in wartime.

Third, whatever happens, America will have resources to face it in exact proportion to the extent to which this "breathing spell" enables us to build up our domestic economy.

We must build while others destroy. No matter what efforts are made to expand foreign trade, we must not forget our own market, which is 10 times as great. Price rises, not made absolutely necessary by changing conditions, should be resisted, in order to let that domestic market expand to the full, make work for more men and cut unemployment and government deficits.

By such measures should the course be set—by trying to build slowly on a broad, solid foundation, instead of setting up a towering scaffolding on rickety foundations of temporary war prosperity. To build as solidly for the future is the only course that promises any possible gain from the present chaotic situation.

Heroes Fall

A man can remain a public hero only so long as he steers a wide path around controversial issues. The moment he wriggles a toe in the sea of politics he becomes a champion of one faction, deadly foe of the other.

Colonel Lindbergh and Gene Tunney are contemporary examples. Both men rose to fame at about the same time. Both were held up as sterling examples of American boyhood. Both married heiresses, and both lived in Europe for a time.

Few persons failed to respect them, one as a pioneer of oceanic air travel, the other as a hero of the prize fight ring. The achievements of both men were universally acclaimed.

And then Lindbergh accepted a medal, criticized air forces, made two speeches on neutrality. Tunney countered with a talk criticizing the "flying colonel." Sides quickly fell into line. Both men have lost their ratings as national heroes and have instead become partisan clowns.

Those Days Are Gone

Do you remember when Britain's greatest empirical problem was whether the Duchess of Windsor was to be accorded the title of Her Royal Highness?

It was not so long ago; and yet, today the former Wallis Simpson, whose husband refused to return to England until the Duchess was officially recognized as H.R.H., is working side by side with Britons and French of high standing. While the Duke of Windsor is occupied in a military capacity, his wife serves in war relief work.

Once the problems they propounded shook the British cabinet, and sent the Windsors into voluntary exile. Today, almost without public notice, they serve the country they once fled.

HISTORY Of Twin Falls City & County

15 YEARS AGO

OCT. 26, 1924

The Morningstar club met Wednesday afternoon at the home of Mrs. Albert Putter to make popcorn balls for the Halloween celebration to be given Friday evening for the children of the city by the Twentieth Century club.

Mrs. D. D. Alvord left yesterday for Moscow where she will spend a week visiting her daughter. Miss Mae Alvord, who is attending the University of Idaho.

Capt. Everett M. Swales last evening spoke to a large meeting of voters at Murting, using the amendment regarding control of light and power which was adopted by the legislature of the Republic committee.

27 YEARS AGO

OCT. 30, 1913

Australia is being seriously planned capital in a federal district, and comes to this country for them. The world's largest, adopted in 1900 by the legislature, provided for a new capital city, separate and distinct from any of the present cities of the several colonies. The site is selected within ten years. Early last year the members finally selected a locality in the federal district of some nine hundred square miles which the parliament had cut out of New South Wales. A competition was then formulated under the auspices of the department of home affairs, and invitations and information data sent to all parts of the world. The contest, which was held in London, was won by Chicago. The ground plans of the capital city of the future, four miles square, smaller scale plans and sectional cuts.

You May Not Know That—

By H. L. CHAFF

A century and a quarter ago David Thompson, the anthropologist, trader, explorer, and explorer, mapped the Columbia basin so accurately that his observations and observations have been equaled only by modern engineers.

White-winged doves, victims of peace, were thought to be headed for extinction only a few years ago. Now they are on the increase and in one Texas county last fall 1,000 hunters bagged 100 of them the first week of the open season.

The Family Doctor

Last of a series of five articles on hearing.

By DR. MORRIS FISHER

Editor, Journal of the American Medical Association, and of Hygiene, the Health Magazine.

Before the specialist in ear diseases can advise anyone regarding hearing devices, he should make a thorough examination of the patient's auditory defects.

One of the most common causes of hearing loss is due to the accumulation of wax in the ear canal. This wax is a natural secretion of the ear and is usually removed by the ear itself. However, if it accumulates in the ear canal, it can cause hearing loss. The doctor should examine the ear and remove the wax if necessary.

HIGHLIGHTS FROM LATEST BOOKS

DEBUNKER URGES NEUTRAL COURSE

"The Deadly Parallel" by C. Hartley Grattan (Stackpole): Is a vivid picture of the present-day European war. Grattan, author 10 years ago of one of the first "debunking" books about America and the world war, says that the parallels in our course now and then. But he believes non-participation is possible if intelligence can be applied. He is a proponent of the "neutrality" of the United States.

Neutrality will not be easy to maintain. The first World War gave us a deep understanding of the difficulties. The pace of developments in the second will be much faster than in the first.

In all predictions the time factor is the hardest to calculate, but even in Europe make it plain that the war is already taking the shape it had assumed last time after three years of fighting. Since we have forces all nations to defend their positions, it is difficult to see how it is possible to be neutral. It is difficult to see how it is possible to be neutral.

LAUNDERS AND CLEANERS MERGE

The Idaho Laundry Owners and the Idaho Dry Cleaners' associations were one unit today, following action taken Saturday as the latter group included annual business meeting. The convention of the laundry-cleaning unit was held Friday evening.

Heading the new organization as president is Walter Bringer, Boise. Other officers are Leonard Smith, Portland, first vice-president; Clarence King, Gooding, second vice-president; and Arthur Briggs, Pocatello, one year director. Boise was selected as the 1940 convention city.

Grange to Open Idaho Convention

IDAHO FALLS, Id., Oct. 30 (AP)—The Idaho Grange will open tomorrow the 31st annual Idaho convention with State Master E. Taylor presiding.

Regional trade treaties, irrigation needs, farm prices, livestock marketing and cooperatives will be principal topics of discussion, Taylor said.

MASONIC LEADER

BOISE, Oct. 30 (AP)—Charles W. Merr, Boise, was elected a marshal of the camp of the supreme council of Scottish Rite Masons of the southern jurisdiction, a national convention held here today, and only to 33rd degree Masons, he was informed today.

GOD OF STRIFE

HORIZONTAL Answer in Previous Puzzle

1. Pictured Roman god of 9. Threefold. 10. Bones. 11. Fumes. 12. Appointed. 13. His chief. 14. occur in March. 15. Witty retorts. 16. Inaugurate. 17. Kind of. 18. 22. Of course. 19. 23. To ride full speed. 20. 24. 30. Mohammedan. 31. 32. Mohammed. 33. 33. Part in a drama. 34. 34. 35. Part in a drama. 36. 36. Part in a drama. 37. 37. Part in a drama. 38. 38. Part in a drama. 39. 39. Part in a drama. 40. 40. Part in a drama. 41. 41. Part in a drama. 42. 42. Part in a drama. 43. 43. Part in a drama. 44. 44. Part in a drama. 45. 45. Part in a drama. 46. 46. Part in a drama. 47. 47. Part in a drama. 48. 48. Part in a drama. 49. 49. Part in a drama. 50. 50. Part in a drama. 51. 51. Part in a drama. 52. 52. Part in a drama. 53. 53. Part in a drama. 54. 54. Part in a drama. 55. 55. Part in a drama. 56. 56. Part in a drama. 57. 57. Part in a drama. 58. 58. Part in a drama. 59. 59. Part in a drama. 60. 60. Part in a drama. 61. 61. Part in a drama. 62. 62. Part in a drama. 63. 63. 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MeT and Tri-C Fete Neophytes at Dance

Committees of the MeT and Tri-C clubs are completing plans for the annual pledge dance Wednesday evening, Nov. 1, at Radioland.

The two clubs are combining in honoring this year's neophytes. The dance will be informal and guests will begin arriving at 8:30 o'clock.

MeT Honorees

A sprightly number will be presented during intermission, and the pledges of both clubs will be introduced.

Patrons of the evening will be Mr. and Mrs. A. G. Gilbert and Mr. and Mrs. Lionel T. Campbell, representing the MeT club, and Mr. and Mrs. Harry Smith and Dr. and Mrs. Charles B. Byrner, representing the Tri-C club.

MeT Honorees

MeT honorees will be Miss Margaret DeWolfe, Miss Bonnie Brown, Miss Grace Bruley, Miss Betty Jean Summers, Miss Epsy Jane Harris, and Miss Genevieve Bonoli. Officers of the club are Miss Jane Douglas, president; Miss Joyce Miller, secretary; Miss Frances Thompson, sergeant-at-arms; Miss Mary Frances Bates.

Tri-C Pledges

Tri-C will honor Miss Mary Alice Buchanan, Miss Joan Bonoli, Miss Virginia Campbell, Miss Mary Coughlin, Miss Lucille Thomas, Miss Beth Gray, Miss Julia Ann Ryan, Miss Mary Jane Shearer, Miss Gwendolyn Helfrecht, Miss Irma Lee Skinner, Miss Owen Davis, Miss Alice Frazier, Miss Janet Pinks, Miss Barbara Randall, Miss Doris Ann Sherwood, Miss Alice Harrell, Miss Dorothy Van Engelen, Miss Hilma Sweet, Miss Norma Dickey, Miss Jane Kloppenburg, Miss Phyllis Greenwood, Miss Barbara Butler and Miss Margaret Chevalier.

Business Girls

Name Miss Lopez

New President

Miss Irene Lopez, Twin Falls, was elected president of next year's annual fall conference of younger business women of the inland Empire, comprising five western states. Election took place at this year's conference Saturday in Boise.

Miss Lopez is serving her second term as president of Beta Gamma, local business girls' branch of the Y. W. C. A.

Other members of the local club who presented a stunt at the banquet following the business sessions, were Miss Charlotte Ruhlthal, Miss Florence Grigg, Miss Helen Groves, Miss Evelyn Guest, Miss Helen Ganga.

Calendar

Townsend club No. 1 will meet Tuesday at 8 p. m. at the city hall.

American Legion auxiliary will meet Wednesday, Nov. 1, at the Legion Memorial hall at 8 p. m.

Morningside club will meet at the home of Mrs. Blanche Widenor Wednesday afternoon.

Socials Pinocchio club will meet at the home of Mrs. J. M. Leinen Wednesday afternoon.

Country Woman's club will meet at 8 p. m. Wednesday at the home of Mrs. Lulu Cain.

An executive meeting of St. Edwards' Parent-Teacher association will be held at 8 p. m. today at the home of Mrs. George Seidel.

Officials of the Junior Latawah club of Hansen announce that the silver tea has been postponed until a later date.

Chapter A.O.P.E.O. Sisterhood will entertain at a B. I. L. party Tuesday, Oct. 31, at 8 p. m. at the home of Mr. and Mrs. Edward Cooper, 131 Seventh avenue north.

Drum and bugle corps of the sons and daughters of the American Legion and auxiliary will meet at the Legion Memorial hall Wednesday at 7 p. m.

Time to think of CHRISTMAS!

The early bird is the wise bird in Christmas gift selection. Make buying easier, less burdensome with these purchase plans.

TERMS - CREDIT

LAY-AWAY

BUDGET BUYING

Make your selection now and arrange an easy payment plan. Select from a complete, full stock of watches, rings, diamonds and gift items!

Kugler's

STERLING PATTERNS

Order now!

Insport our GIFT STOCK

Order

STERLING PATTERNS

now!

Kugler's

STERLING PATTERNS

Order now!

Kugler's

STERLING PATTERNS

Order now!

Official of Y. W. C. A.



Miss Elaine Kinyon, Castelford, who succeeds Mrs. Helen Handerson as secretary of the Young Women's Christian association. She assumes her duties Wednesday, Nov. 1. Miss Kinyon attended the College of Idaho, Caldwell, and was graduated from Albion State Normal school at Albion. She has also attended summer sessions at the University of Utah, Salt Lake City, and the University of Oregon, Eugene. For the past three years she has taught at Filer. She will act as adviser to the Girl Reserves, Junior Y. W. C. A. girls and Beta Gamma, younger business girls' organization of the Y. W. C. A. in connection with her secretarial duties. She will be in the Y. W. C. A. office from 11 o'clock in the morning to 5 o'clock in the afternoon. Her office will also be a "clearing house" for women who are seeking jobs in their homes, and for girls who are seeking work. (Times Photo and Engraving)

Newcomer Honored at Charming Reception

Mrs. L. L. Breckenridge entertained at a smartly appointed reception Saturday afternoon in honor of her daughter-in-law, Mrs. John H. Breckenridge, who recently joined the ranks of the younger married set of Twin Falls, following her marriage in Vermont.

One hundred and fifty guests called at the Breckenridge home, 137 Seventh avenue north, between the hours of 2 and 5 o'clock.

Yellow and bronze chrysanthemums in an antique Norwegian bowl of heavy brass, formed a striking centerpiece in the room. Yellow and red chrysanthemums in varying size formed the decor for the living and dining rooms.

Mrs. T. O. Bacon and Mrs. Ed. Cooper presided during the first hour. Miss Sue Glen Bunch and Miss Louise Kregel during the second hour, and Mrs. A. J. Peavey and Mrs. F. F. McAttee during the third hour.

Assisting in the dining room and in receiving the guests were Mrs. Guy M. Shearer, Mrs. William Duncanson, Mrs. T. P. Warner, Mrs. E. M. Sawyer, Mrs. Wilbur S. Hill, Mrs. J. F. Johnston, Mrs. S. H. Graves and Mrs. W. L. McFarland.

Mr. Gordon Day, Mrs. Frank Haynes, Mrs. Edward Rogel, Miss Violet Adams and Miss Eleanor Hollingsworth.

RECENTLY MARRIED

COUPLE VISIT HERE

Mr. and Mrs. John Roland Armstrong, Sun Valley, are the house guests of Mrs. Armstrong's parents, Mr. and Mrs. Ray Blythe.

Mr. and Mrs. Armstrong were recently married at Sun Valley. They have been visiting Mrs. Suse Armstrong, mother of Mr. Armstrong, at Pocatello.

They will return Nov. 9 to Sun Valley.

Gravel roads are said to be the hardest on automobile tires.

CHRISTMAS SPECIAL

Hollywood lighting and new backgrounds together with the exclusive Medford-Barrows mounts make our portraits more distinctive. Special offer to those who call at our Studio during November.

Appointments Evenings and Sundays.

Small Deposit

FLOWER PHOTO SHOP

Fidelity Bank Bldg., on Shoshone St.

IT COSTS LOTS MORE TO MAKE IT RIGHT

THAT'S WHY IT TASTES SO MILD AND LIGHT

IT'S G&W

THERE'S NEWS IN WHISKEY!

Am the news is "PRE-MELLOWING" - a special (and extra) distilling step that makes every drop of G&W Private Stock milder. You'll notice the difference in your very first taste. The authority is all there - smooth and mellow as only scientific Barrow-cool can make it. NO AFTER-TASTE in this quality blend. Plus a mildness that will give you an entirely new appreciation of whiskey enjoyment. For G&W is light... mild... so mild it's EASY ON YOUR BREATH. Yee, here is blending perfection - G&W Private Stock.

Gooderham & Worts, Ltd., Detroit, Michigan. Established 1852

77% grain neutral spirits, 90 proof

G&W

THE Milder BLEND

WITH THAT

\$13,000,000 FLAVOR!

G&W

THE Milder BLEND

WITH THAT

\$13,000,000 FLAVOR!

October's Famous Are Praised at Gathering

February shouldn't have all the credit for producing presidential material, T. J. Lloyd told the Octoberites who assembled yesterday at the home of Mr. and Mrs. W. L. Goodman.

"Witness the fact that John Q. Adams and Theodore Roosevelt are only two of the famous men who have brought glory to October as a birth month," Mr. Lloyd pointed proudly. He listed a number of famous persons who celebrate their natal anniversaries during the 10th month of the year, and told of their "characteristics in common."

A. L. Bonell was elected president of the Octoberites. W. L. Goodman was named as vice-president, and Mrs. Goodman as secretary.

Anyone who has a birthday in October is eligible to attend the annual event, officers emphasized today.

A no-host dinner is always a feature of the day; a worthwhile program is presented, and the remainder of the afternoon spent socially.

Next year's gathering of the Octoberites will take place in one of the buildings at the Twin Falls county fairgrounds to accommodate the crowd expected to attend.

Families of persons having birthdays in October are invited to join them in the celebration which will be held the first Sunday in October next year.

IDAHO COWS WIN HONORS AT SHOW

NEW YORK, N. Y., Oct. 30 (Special) - Idaho was well represented in the National Dairy show, Oct. 21 to 25, at the Golden Gate International exposition, San Francisco, by the entries of several Jersey breeders four of which had animals placed among the prize winners.

H. G. Myers of Boise, had entries which were in the money in five different classes placing 10th for dairy herd, 12th for three best-dressed cows and on get-of-sire and 15th for junior and senior yearling heifers.

R. D. Williams of Boise, had two entries in the money, placing 12th in the junior get-of-sire class and 14th in the senior yearling heifer class.

Class E. W. Wilson's entry, a blonde Jeanne from his herd at Blackfoot, stood 12th in the highly competitive 4-year-old cow class.

The 12th class Jersey Bull-dog, a dog entered an association owned herd, Lindell Royal Ober, that placed eighth in the aged bull class.

In the class for dairy herds comprised of eight animals from one herd, the fourth, winning a premium of \$240.

Spot Cash

Quick Turnover

Smaller Profits

Enable us to sell quality furniture for less

Harry Musgrave

FILL OUT this COUPON

if you want to know more about the use of

GAS in your home

LIQUID GAS & APPLIANCE CO.

426 MAIN AVE. S. TWIN FALLS, IDAHO.

I am interested in the use of gas in my home for these purposes: (check) HOT WATER HEATING, EITHER RADIANT, BOILER, OR HOT WATER HEATING. (check) REFRIGERATION. Please furnish me with information without obligation and at no cost.

NAME _____

ADDRESS _____

COOK, HEAT REFRIGERATE with

GOLDENE GAS

A Natural, Dry Gas for Your Home

Remember that GOLDENE GAS is as easily adapted to "large" dimension jobs as to household ones. We have just completed installation of a 650-gallon hydro gas underground system at Claud Pratt's. This installation will take care of all cabins - heating and cooking in cabins, hot water for all bathrooms will be handled economically through this system.

Fajen Auto Court has also installed a 1,000-gallon hydro gas system and 22 space heaters, 13 stoves and three large hot water heaters. Mr. Fajen reports absolute satisfaction with their operation.

Write, phone or visit us today!

LIQUID GAS and APPLIANCE CO.

426 Main Ave. So. Phone 500

Rapt Throng Thrills to Cossack Choir Artistry

By STELLA LOFF WOOD

Evening Times Music Critic

Southern Idaho music lovers today still voiced their enthusiastic approval of the inspiring performance of the Don Cossack choir under the superb direction of Nicholas Kostroff at the high school auditorium Saturday evening.

The choir, clad in tunics appropriate to the mood of each group of songs, presented a vast-colored mass of uninitiated range. For almost two hours an audience of about 500 sat rapt before the artistry of the group in a recital performance unique in the musical history of Twin Falls.

Tonal Artistry

The first group of six songs was of a reverent nature and of the old tonality of many Russian songs. More often than not they were in the minor and often with a complete absence of a tonic. True to the reputation of Russian church music being of the most beautiful in the world, this part of the program was really exalted - not only in itself, but in its sincere rendition.

The choir was a mighty and plant instrument under the hands of the dynamic director, capable of producing the utmost extremes of pitch (upholding the belief that the deepest bass voices in the world to date are found in Russia) and a massed tone of either magnificent volume or an unbelievably clear, whispered pianissimo. Although the intonation of the group was impeccable, the choir could not help displaying it as a minor defect in the face of the uniquely dramatic effects constantly holding the interest.

Marvel of Voice

The organ-like humming of the group was singularly beautiful and thoroughly instrumental in character - produced partly by alternate breathing of the singers forming an unbroken accompaniment for the soloists. Staccatos, sudden pianissimos, diminuendos showing wonderful control and skill, were common.

At the first snuffle

Quick use this specialized medicine for the throat where most colds start. Helps prevent colds developing.

VICKS VA-TRO-NOL

Idaho Bean & Elevator Co.

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COAL

Many homes and business houses are taking advantage of our quality coals. If you are not a user, then we ask that you compare our prices, quality and service with any other coal you have been using and see what a handsome saving you can make in ordering your coal from us.

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11 TEAMS STILL IN RACE FOR GRID CROWN

USC Meets Oregon State in Top Western Contest

By HARRY FERGUSON
NEW YORK, Oct. 30 (U.P.)—Eleven teams came out of the mid-season scramble today with a chance for the national football championship.

Some have been tied but none has been beaten. As they move into November and the tough games ahead, this is about the way they rate:

1. Tennessee, 2. Michigan, 3. Notre Dame, 4. Texas A. & M., 5. Southern California, 6. Tulane, 7. Oklahoma, 8. Nebraska, 9. Cornell, 10. Oregon State, 11. North Carolina.

There is a general idea around that Tennessee and Michigan are the pick of the country, but probably any of the 11 teams would be a good money bet against any other. That theory will be tested this Saturday when Southern California meets Oregon State at Portland.

That game probably will decide the western representative for the Rose bowl. Southern California has defeated Washington State, Illinois and California and has tied Oregon. Oregon State has defeated Stanford, Idaho, Portland, Washington and Washington State.

Of the remaining top 11 teams only Tennessee and Texas A. & M. have trouble ahead this Saturday. Tennessee meets a powerful, resourceful Louisiana State team and Texas A. & M. goes against an Arkansas team that is better than its record. Other games involving the ranking teams are:

Notre Dame-Army, Michigan-Illinois, Oklahoma-Iowa State, Nebraska-Minnesota, Columbia-South Carolina, North Carolina-North Carolina State, Tulane has an open date.

Among the teams that have tested defeat there are some good ones scheduled for the week-end. Here they are by sections:

South—Alabama-Kentucky, Baylor-South Carolina, Georgia Tech-Duke, Southern Methodist-Texas.

East—Detroit-Villanova, Fordham-Rice, Pennsylvania-Navv, Princeton-Harvard, Syracuse-Michigan State, Temple-Pittsburgh, Yale-Dartmouth.

Midwest-Upside
Midwest-Kansas-Kansas State, Minnesota-Northwestern, Ohio State-Indiana, Purdue-Iowa.

Far West—Oregon-Washington State, Stanford-Santa Clara, UCLA-California, Utah-Colo., Utah State-Washington, Montana, Colorado State-Wyoming.

Going back to Saturday, here were some of the highlights:

Biggest upset—Cornell's 23-14 victory over Ohio State.

Player of the day—Jim Lelanec of North Carolina who led the way to the 30-6 victory over Pennsylvania. He figured in every point scored by his team, throwing three touchdowns and scoring one himself. He held the ball for a field goal and for all the conversions that his team made.

Armstrong Makes Title Defense At Denver Tonight
Lucky team—Notre Dame, which won another one by one point, when it defeated Carnegie Tech, 10-9, in five games. Notre Dame has scored only 61 points to its opponents' 68, but is still unbeaten and untied.

Portland Club Upsets Mighty St. Mary's
SAN FRANCISCO, Oct. 30 (U.P.)—In one of the biggest coast upsets of the year, little Portland club defeated the once-mighty St. Mary's Gladiators, 14 to 12, before a slim 4,000 crowd Sunday.

The Oregon squad lost a 63-0 encounter to St. Mary's five years ago, and apparently still carried the saddle sore, for the Pilots sailed into the Gladiators as if St. Mary's was just another con-club team.

The Pilots scored the first touchdown on a pass, Frank Maloney to Larry Blount, in the second period. Joe Emsley kicked the goal that later proved the margin. Then St. Mary's had its innings, and Whitley Smith scored on a 10-yard run after a forward pass and a lateral to Smith had gained 30 yards. Nick Kautzberger's try for goal was wide.

Early in the fourth period, the Gladiators went out in front on Jack Guthrie's drive over guard, but Portland came back with a display of power that would have started a riot.

With Blount carrying the freight, they marched 73 yards in seven. Emsley carried the ball 10 times for 63 yards in that inspiring march, and the added thrust to injury by also kicking the goal.

Coch Edward P. (Skip) Madison of St. Mary's expressed himself in no uncertain terms over what he termed incompetent officiating on the part of headlinesman Ralph Coleman. Madison said Coleman's excessive whistling gave the men such a bad case of jitters they never could launch an intensive touchdown drive.

BACON BRINGS HOME TROUT
SPOKANE, Wash., Oct. 30 (U.P.)—Homer Campbell, a small book with a piece of bacon and a trout, is a piece of good luck. He is a member of the Idaho Fish Commission and has been successful in catching a trout in every one of his 100 attempts.

Vandals Drill After 13-0 Montana Loss

MOSCOW, Ida., Oct. 30 (U.P.)—Coach Ted Bank of the University of Idaho put his Vandals through a stiff drill today, looking out rough spots responsible for their 13-0 defeat Saturday at the hands of the University of Montana.

The defeat was the fourth in as many weeks for the Vandals.

The Grizzlies took to the air for their first touchdown late in the second period after a march down the field from their own 40-yard line. Halfback Swardhouth stood calmly on the Idaho 15-yard line and passed to Gustafson in the end zone for the first Montana tally.

An intercepted pass and a 60-yard run brought Montana a second touchdown in the closing minutes of the game when Nugent went over standing up.

The Vandals showed much improvement over performances of past weeks when they bowed to Utah and Gonzaga. The Idaho team made 15 first downs to Montana's 10 but was unable to keep the ball when within scoring distance.

Utah Score First
Utah made its score in the first period of the Denver battle when they scored. Chuck Turner and Tom Pace carried the ball 63 yards on a sustained drive to the Denver four. Then Al Turner plunged over from the one-foot line and Swardhouth's kick conversation was good.

In the second period it looked like the Redskins, defending circuit titleholders, would put the game—and incidentally—the 1939 title—in the bag when Ray Geary, Utah tackle, "stuffed" the ball from a surprised Denver back and scattered 59 yards across the goal line. But the play was called back—and Utah penalized—when the referees declared another member of the Tribe was guilty of clipping.

Last Threat
The penalty took the fire out of the Utes and they never threatened seriously afterwards.

The Pioneer touchdown came in the fourth period on a 30-yard dash by George Hall and a 20-yard pass to Cecil Scheffel, substitute guard. Mark Duncan came into the game to tie the score with a conversion.

The tie left both Denver and Utah technically knotted at the top of the heap with no deficits in conference play. Both have three more games to play but should come out on top in each.

Major Stars Lose To Minor Outfit
SAN FRANCISCO, Oct. 30 (U.P.)—A major league all-star baseball team which included Joe DiMaggio, Joe Cronin and Ernie Lombardi took a 6-2 beating from a minor league outfit yesterday in a charity game for the Calhoun Youth organization.

The minor nine included Dom DiMaggio, Joe's brother.

California-UCLA Contest Plays Big Part in Rose Bowl Hopes This Saturday

By DON CASWELL
SAN FRANCISCO, Oct. 30 (U.P.)—Fratricidal warfare breaks out in Los Angeles next Saturday when California's well-cuffed Bears tackle their "little brother Bruins" of UCLA, who already are communing with the Rose bowl spirits, while the Southern California Trojans, thundering as of old, visit Portland and tackle the undefeated, untied Oregon State Beavers.

These two encounters stand out in the west.

Stanford, sole owner of the Pacific Coast conference door mat, is host to Santa Clara, which proved it is dangerous to whip underdogs, by trouncing Purdie.

Oregon, defeated by the Bruins Saturday, encounters Washington State in another conference fracas at Eugene, while Washington, victor over Stanford, entertains another victim, Montana, at Seattle.

Arizona Loses
Arizona's Wildcat met Centenary in Tucson. The Wildcats lost Saturday to Marquette, 13 to 6. St. Mary's entertains Dayton University Sunday.

Southern California showed all the omph of a movie starlet in trouncing the Bears 26 to 0 Saturday, although Troy didn't get its judgment rolling until the third period because of the stiff California defense. The Trojan legs remained undefeated, though tied, in conference competition.

UCLA's Bruins, led by the "Gold Dust Twins," Kenny Washington and Jackie Robinson, removed Oregon from the undefeated ranks through a potent 18 to 6 victory.

The Bruins will be red-hot favorites, though probably at not more than 3-2 odds, to beat the Bears Saturday.

Brands Edge Purdue
Santa Clara's 13 to 6 win over Purdue—no pushover in any league—was decisive, and bodes ill for Stanford, Michigan State, the Bruins and Loyola during the balance of the season. Oregon State's 13 to 6 win over Washington State was expected, while Washington showed smart football in beating Stanford 8 to 5. Idaho dropped a 13 to 9 game to Montana.

SOUTHWEST
Texas A. & M., Baylor 6, Texas Christian 21, Centenary 0, Oklahoma 18, Oklahoma A & M 0, DePaul 14, Tulsa 7.

EAST
Army 46, Uraline 6, Clemson 15, Navy 7, Holy Cross 27, Colgate 7, New York University 14, Georgia 13, Dartmouth 16, Harvard 9, Fordham 27, Pittsburgh 13, North Carolina 19, Penn 6, Penn State 6, Syracuse 6, Princeton 26, Brown 11, Notre Dame 14, Carnegie Tech 6, Columbia 26, V. M. I. 7, Villanova 7, Arkansas 9, Boston College 26, Mt. Anselm 9, Rutgers 29, Lehigh 6, Georgetown 7, George Washington 10, Wesleyan 19, Amherst 14, Rhode Island 7, Northeastern 6, New Hampshire 22, Vermont 7, Lafayette 40, Gettysburg 9.

SOUTH
Georgia Tech 7, Auburn 6, Tennessee 17, Mercer 6, Alabama 7, Mississippi State 0, Tulane 18, Mississippi 6, Duke 6, Wake Forest 6, Washington and Lee 6, Virginia Tech 6, Louisiana State 12, Vanderbilt 6, Richmond 16, The Citadel 6, Virginia 26, William and Mary 6, Florida 14, Maryland 0.

FOOTBALL SCORES
FAR WEST
Washington 8, Stanford 5, University of California at Los Angeles 18, Oregon 6, Santa Clara 13, Purdue 6, Oregon State 15, Washington State 6, Montana 15, Idaho 0, Nevada 3, California Aggies 6, Marquette 13, Arizona 6, Colorado State 6, Utah State 6, Colorado 27, Wyoming 7, Colorado Mines 56, Colorado College 7.

MIDWEST
Michigan 27, Yale 7, Cornell 22, Ohio State 14, Northwestern 18, Illinois 9, Iowa 16, Wisconsin 13, Marquette 13, Arizona 6, Washburn 8, Georgetown, Ky. 7, Missouri 21, Iowa State 6, Washington U. 6, Butler 8, DePaul 14, Lawrence Tech 9, Iowa State Teachers 18, Coe 6, Cornell 11, 25, Grinnell 0, Nebraska 23, Kansas State 9, Creighton 41, Loyola, La. 13, Michigan State 13, Ill. Wca. 7, Toledo 6, West Mich. Teachers 0, Carlson 16, 61, Olaf 6, John Carroll 19, Case 9, Ohio University 14, Dayton 9, Swarthmore 12, Oberlin 12, Ohio Wesleyan 9, Miami (O.) 2, University of Kentucky 21, Xavier 0, N. Dakota 18, N. Dakota State 6, S. Dakota 21, S. Dakota State 7, Dakota 16, 14, 7.

TEXAS
Texas A. & M. 20, Baylor 6, Texas Christian 21, Centenary 0, Oklahoma 18, Oklahoma A & M 0, DePaul 14, Tulsa 7.

ARMY
Army 46, Uraline 6, Clemson 15, Navy 7, Holy Cross 27, Colgate 7, New York University 14, Georgia 13, Dartmouth 16, Harvard 9, Fordham 27, Pittsburgh 13, North Carolina 19, Penn 6, Penn State 6, Syracuse 6, Princeton 26, Brown 11, Notre Dame 14, Carnegie Tech 6, Columbia 26, V. M. I. 7, Villanova 7, Arkansas 9, Boston College 26, Mt. Anselm 9, Rutgers 29, Lehigh 6, Georgetown 7, George Washington 10, Wesleyan 19, Amherst 14, Rhode Island 7, Northeastern 6, New Hampshire 22, Vermont 7, Lafayette 40, Gettysburg 9.

SOUTH
Georgia Tech 7, Auburn 6, Tennessee 17, Mercer 6, Alabama 7, Mississippi State 0, Tulane 18, Mississippi 6, Duke 6, Wake Forest 6, Washington and Lee 6, Virginia Tech 6, Louisiana State 12, Vanderbilt 6, Richmond 16, The Citadel 6, Virginia 26, William and Mary 6, Florida 14, Maryland 0.

Giants Remain Only Unbeaten Pro Grid Club

NEW YORK, Oct. 30 (U.P.)—The New York Giants, a remarkable string of "money ball players" who put out only enough to win, were the only undefeated team in the National football league today.

Blowing victory just as thin as possible, the Giants triumphed over the Brooklyn Dodgers, 7-6, yesterday and gained undisputed possession of the eastern division lead and extended their record of no defeats through 19 straight games. The only

other unbeaten team, the Washington Redskins, hit the dust out in Milwaukee where the Green Bay Packers rolled up a 24-14 victory.

Biggest surprise was Detroit's 10-0 conquest of the Chicago Bears, practically eliminating the Purple city eleven from the championship race. The Packers and Lions remain tied for the western division lead, each with five victories and one defeat. In the other Sunday game the Pittsburgh Pirates battled the Cleveland Rams to a 14-14 deadlock.

For the third straight Sunday the pro league exceeded the 100,000 mark in attendance, drawing 106,622 paid customers to the four games.

READ THE TIMES WANT ADS.

OUR USED CARS ARE ALWAYS RE-CONDITIONED AND PRICED TO SELL

1937 CHEVROLET SPORT SEDAN, low mileage, heater	\$500
1937 CHEVROLET DELUXE COUPE, radio, heater, defroster	\$500
1936 DODGE 4 DOOR SEDAN, trunk, radio, heater	\$435
1934 DODGE COUPE, motor reconditioned, heater	\$275
1934 CHEVROLET MASTER COACH, motor reconditioned	\$295
1931 CHRYSLER 4 DOOR SEDAN, good condition	\$150
1935 FORD SPORT COUPE, six wire wheels	\$70
1929 FORD TUDOR SEDAN, fair condition	\$65
1930 CHEVROLET 4 DOOR, Sedan	\$100
1929 CHEVROLET COUPE, fair condition	\$65
1936 CHEVROLET 1/4 TON TRUCK, long W. B. 10-1/2 tires	\$400
1934 FORD 1/4 TON TRUCK, long W. B. 10-1/2 tires	\$250
1929 FORD 1/4 TON PICKUP, fair condition	\$75

1939 CHEVROLET TOWN SEDAN, tan finish, low mileage, DeLuxe heater, defroster **\$750**

Glen G. Jenkins

NEWS!

OVER 5,000 MILES FOR A GOOD YARN

"THIS SURI topcoat came from South America. The Suri is a rare animal developed after generations of selective breeding. Its hair is very light, soft, silky, and has an insulative quality which protects the animal in the cold, high altitude. That is why the Suri topcoat is so warm-feeling and weather-resistant."

An entirely new and different topcoat has been developed. It weighs less than a suit. It looks great and feels better!

KUPPENHEIMER

*Suri Topcoats

When a topcoat comes along that weighs less than a suit—that's news! Yes, the Kuppenheimer Suri topcoat is so light, you won't know you have it on. But it's weather-resistant and warm-feeling. And it's so lustrous, so colorful, so soft and fur-like, few men can resist it. This is an exclusive Kuppenheimer development!

● An investment in good appearance \$40

IDAHO DEPARTMENT STORE

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A FAR GREATER VALUE THAN EVER BEFORE!

• Warranted exactly the same "expensive" whiskey that formerly cost far more!

THE PAUL JONES WARRANTY

Paul Jones has long been one of America's best-known "expensive whiskeys"—sold for years at a much higher price. We warrant that today—over 60 years later—Paul Jones is the same, identical whiskey in every respect... still DRY (not sweet)... still ALL white keys!

A blend of straight whiskeys—50 proof
Produced in Distilleries, Inc., Louisville & Baltimore

DRY—and man, what a day!

Paul Jones
A Gentleman's Whiskey Since 1865

ARMSTRONG'S WHISKY
The light, first world championship affair in Colorado since 1916, found Hammer's Frank the due to a previous win over Pacho in Havana.

MARKETS AND FINANCE

By United Press

LIVESTOCK

DENVER LIVESTOCK
DENVER—Cattle: 19,000; strong to 10c lower; beef steers \$9 to \$10.45; feeders and stockers \$8 to \$10.50. Sheep: 10,000; strong to 10c lower; lambs \$10 to \$11.50. Hogs: 10,000; strong to 10c lower; pigs \$10 to \$11.50. Poultry: 10,000; strong to 10c lower; chickens \$10 to \$11.50. Eggs: 10,000; strong to 10c lower; \$10 to \$11.50.

GRAIN UNCERTAIN IN CHICAGO'S PIT

CHICAGO, Oct. 30 (UP)—Wheat (flour) in a narrow range around previous close. Corn, soybeans and other grains in late trading. Wheat, with prices developing an upward trend in late trading. Wheat, with prices developing an upward trend in late trading.

N. Y. STOCKS

NEW YORK, Oct. 30 (UP)—The market closed irregular. Alcoa, 41 1/2; American Chemical, 41 1/2; American Radiator, 41 1/2; American Telephone, 41 1/2; American Tobacco, 41 1/2; Anaconda Copper, 41 1/2; Alcoa, 41 1/2; American Chemical, 41 1/2; American Radiator, 41 1/2; American Telephone, 41 1/2; American Tobacco, 41 1/2; Anaconda Copper, 41 1/2.

STOCKS ERATIC IN DOLL TRADING

NEW YORK, Oct. 30 (UP)—Stocks moved irregularly in a narrow range in a dull session today. Wall street was waiting for some indication of the extent of European news.

New Disney Film, "Pinocchio," Cost \$1,500,000 for Production

By PAUL HARRISON (USA Service)

HOLLYWOOD—Somehow between the sharply critical deliberation of Walt Disney and the impatience of distributors who want to begin collecting on a second full-length animated feature, skips an unconcerned Pinocchio—the puppet who was brought to life by the Blue Fairy.

His future is assured now, his destiny drawn on hundreds of thousands of sheets of celluloid. His friends are all about him, too—Geppetto, the woodcarver; Figaro, the kitten; Jiminy Cricket, and a goldfish named Cleo. And even the monster, the whale; Stromboli, the puppet master; the ruffian cat, Gideon; the sly fox, J. Worthington Foulfellow.

Of course there's no telling when Disney, the perfectionist, may reject or revise something. But considering the fact that he already has scrapped a total of five months' work on the picture, it is not surprising that Disney now has just about what he wants.

The job that remains is one of multitudinous details—sound, special effects of animation, and transition scenes. "Pinocchio" probably will be released in Feb. 15. It will be a little more than \$1,500,000.

Occasionally the big mouse-and-duck man in a burly suit, who declares that his organization is geared to the production of an animated feature every six or eight months. But it doesn't work out that way.

Pinocchio and Pals Star in New Cartoon Feature



Pinocchio, wooden puppet who was brought to life, is subject of second full length Walt Disney feature, to be released in February. Shown left to right are Figaro, the kitten cat; Cleo the goldfish; Jiminy Cricket, the puppet's conscience; and Pinocchio. Picture follows many adventures of cartoon McCarthy after Blue Fairy (and 1,100 Disney workers) give him powers of animation.

GOLDEN LIVESTOCK

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OMAHA LIVESTOCK

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CASH GRAIN

CHICAGO CASH GRAIN
Wheat: 10,000; strong to 10c lower; \$10 to \$11.50. Corn: 10,000; strong to 10c lower; \$10 to \$11.50. Soybeans: 10,000; strong to 10c lower; \$10 to \$11.50. Other grains: 10,000; strong to 10c lower; \$10 to \$11.50.

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Farms, Homes, Used Cars and Furniture at Lower Prices in the Want Ads

WANT AD RATES

For Publication in Both Times and News
RATES PER LINE PER DAY:
 Six days, per line per day . . . 15c
 Three days, per line per day . . . 25c
 One day, per line . . . 35c
 35 1/3 Discount For Cash
 Cash discount allowed if advertisement is paid for within seven days of first insertion.
 No classified ad taken for less than 50c, including discount.
 Line of classified advertising computed on basis of five medium-length words per line.
 IN TWIN FALLS
 PHONE 38 or 32 FOR ADTAKER
 IN JEROME
 Leave Ads at K & W Root, Beer
 IN RUPERT
 Leave Ads at Residence of
 Mrs. Ida Wheeler, 713 B. St.
COMPLETE COVERAGE AT ONE COST
BOX NUMBERS
 The TIMES and NEWS wish to make it clear to their readers that "boxed ads" (ads containing a box number in care of the two papers) are strictly confidential and no information can be given concerning the advertiser. Anyone wishing to answer a classified ad carrying a TIMES-NEWS box number should write to the box number or bring it to the TIMES-NEWS office. There is no extra charge for box numbers.

GOOD THINGS TO EAT

SEA foods at Public Market.
 APPLES, 25c, you pick. Ph. 0284R3.
 SWEET CORN 15c gal. Public Mkt.
 CIDER, H. T. Blake Ph. 0280R3.
 DELICIOUS—Romes, Winter Bananas, E. L. Wonscott, Ph. 0492-J3.
GOOD WINTER APPLES
 P. E. Meuli, 1 mi. S. & W. of S. Park. Plenty of taste carrots by sack or ton. Also onions. Bring cont. 305 Pine St.
 WINTER Bananas, Jonathan Apples, 10c to 50c 1 mi. N. & E. Wash. school.
 WINTER Bananas apples are now ready at J. E. Schaefer's ranch, 4 mi. W. of S. Park. Ph. 0282-R3.
 DELICIOUS—Romes, Stayman and Red Romes. Ranges. Prices. Bring containers. Kenyon Green.
 APPLES—Romes, Jonathan, Red, Golden Del. 3 mi. S. Kimberly. O. S. Sarlin.
 KRAUT cabbage, collards, 50c per 100 lbs. 1 mi. S. of E. of E. Main. Kay's Gardens.
 REAL, Guernsey milk, 200 gal. cream, 30c qt. Scribner's, 1 mi. E. on Ellis.
 DELICIOUS apples, 3 bushels, 10c, 10c, 10c. Twin Falls, 10c, 10c, 10c. Greenhouse.

BATH AND MASSAGE

RELAXATION, 350 Main St. 1330-J.
 MALLORY, 114 Main St. Ph. 116-R.

CHIROPRACTOR

ALMA Hardin, 130 Main St. 1062.

LOST AND FOUND

HEREFORD bull picked up. Owner may have by paying for ad and feed bill. O. K. Klotz, 2 mi. S. 1/4 E. east end Idaho. Phone 1014.

BEAUTY SHOPS

64-50 waves 4 price, shampoo and finger wave 50c. Idaho Barber & Beauty Shop, Ph. 424. Air-Cond.

SITUATIONS WANTED

LICENSED driver wants work. Write Box 14, News-Times.

BEAUTY ARTS ACADEMY

Oil Permanents as low as \$1.00. Beauty School, 100 Main St. Ph. 100. 135 Main West.

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The Want Ad REAL ESTATE SECTION

Contains Magic Valley's Best Buys in FARM and CITY PROPERTY

It Pays to Check This Section First Before You Buy

PHONE 38 or 32 — ASK FOR ADTAKER

FEMALE HELP WANTED

GIRL over 25, telephone exp. Give phone No. Box 25, News-Times.

HELP WANTED—MALE

BOY with light car or bicycle for delivery work. Give phone No. Box 21, News-Times.

SALESWOMEN

NEW kind of work for women over 25. Demonstrate lovely new Fall Fashion Frocks at home. No canvases. Earn to \$15 weekly. Your own dresses free. Fashion Frocks, Dept. S-8805, Cincinnati, O.

HELP WANTED—MALE AND FEMALE

300 WEEKLY — Grow Mushrooms, cash, shed. We buy 35c lb. World's largest company FREE BOOK. Mushrooms, 2019 2nd St. Idaho, Wash.

BUSINESS OPPORTUNITIES

SERVICE station for sale. Lge. gal., 1600 ft. 242 Shoshone E. T. P. \$1,600. WILL buy one of the best paying service stations in Twin Falls. J. E. Roberts, Realtor.

UNFURNISHED APARTMENTS

MOD. 2 and 3 rms. Ph. 2034.

FURNISHED APARTMENTS

3 RMS., \$18, 435 3rd Ave. N.

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FARMS-AND-ACREAGES FOR RENT

N. side farm house, Box 22, Times.

FARM IMPLEMENTS

CHEAP FOR CASH! 8-in. Internat'l feed grinder, good as new. S. W. Meeker, Richfield.

LIVESTOCK FOR SALE

12 BUCKS, Damman, 0286J1.

POULTRY

FULLETS for sale, Ph. 0286-R3.

HAY, GRAIN, FEED

100 A. sheep pasture and hay 1/2 mi. E. Hansen P. O. A. F. Holmquist.

LIVESTOCK—POULTRY WANTED

HIGHEST prices paid for your fat chickens, turkeys, independent meat company.

BIRDS, DOGS, RABBITS

DOG and 4 pups free. 304 S. Wash.

WANTED TO BUY

OR RENT, 772 2nd St. S. DEER, chair, filing cabinet, Ph. 538.

LET'S SWAP

WANTED to trade note and mortgage for milk cows, chickens, feeder pigs or calves. Box 17 Times.

FOR SALE OR TRADE

NEW 4-rm. house and lot in S. Park for late mod. car. 240 Main St. 378 Tyler.

MISCELLANEOUS FOR SALE

MTR. boat and duck boat. 1005-W. 14x16 chicken coop, \$35, 405 4th W.

HOUSEHOLD FURNISHINGS

O. E. range, good cond. 450 2nd N. ROYAL Oak range, 100, 1231 5th E.

HOUSEHOLD FURNISHINGS

Beautiful used "Vernors" with copper water coil. HARRY MUSGRAVE.

HOUSEHOLD FURNISHINGS

We have just received a new shipment of bed covers, \$3.50 up. Large assortment of covers.

AUTOS FOR SALE

2-30 mod. Chev. sedans, other light cars. H. S. Dewitt, 4 mi. N. 5th Ph. 77.

GOOD USED CARS

38 Olds sedan, 1935, 4735 38 Chrysler 8 cpe, radio, air, 475 38 Ford pickup, 1935, 265

"HOTEL HUDSON"

on display at State Motor Co., 130 2nd Ave. N. Saves time and money for travelers. A full-sized, DOUBLE BED made up in the car without disturbing the front seat. Standard equipment on all 1940 sedans.

STUDEBAKER CERTIFIED USED CARS

1940 Studebaker are selling as fast as we can get them. We have 15 GUARANTEED USED CARS and TRUCKS that must be moved! We will not be undersold. MAKE US AN OFFER.

TWIN FALLS MOTOR

Twins Falls, Idaho. Phone 607.

TRUCKS AND TRAILERS

NEW trailer truck \$165, 537 Ash. 1/2 ton International truck, 3,000 miles. Phone 584.

RADIO AND MUSIC

HOLTON's best, 600 crystal, used 100, 607.00. Holton 440 c. 1935, 607.00. Holton 440 c. 1935, 607.00.

BURLEY

Burley merchants will close during the morning on Armistice day, planning to open their stores at 10 p. m. The Annual Burley-Tupelo football game will be held at 10 p. m.

Trailers

Trailers for rent, 261 Fourth West. Trailer House, Gen. Trailer Co.

Typewriters

Sales, rentals and service. Phone 60. UNDERWOOD SALES & SERVICE 123 Main E. Phone 47.

Underholster

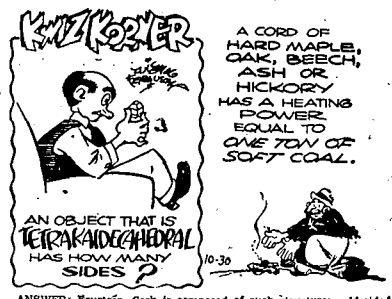
Repairing, refinishing, etc. 604 S. Burley Park. 120 2nd St. E. Ph. 120.

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THIS CURIOUS WORLD

By William Ferguson



ANSWER: Fourteen. Cork is composed of such structures—14-sided cells—in its natural state.

MISCELLANEOUS FOR SALE

PETERS and REMINGTON Shotgun shells for all guns. Low prices. KRENGEL'S HDW.

RESTAURANT EQUIPMENT, CHEAP

Must sell acct. ill health. Write Gertrude Worthington, Oakley.

WINCHESTER 12 ga. automatic shotgun. Good condition. \$25

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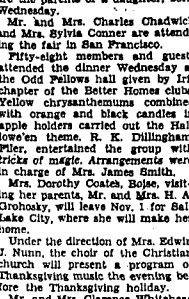
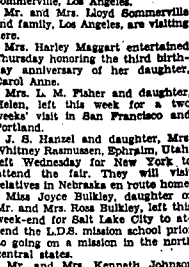
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U. S. MAPS SHARP PROTEST AGAINST SOVIET ACTIONS

STATE LEADERS GET NO ANSWER ON SHIP'S CREW

By Lyle C. Wilson
WASHINGTON, Oct. 30 (UP)—A sharp protest to the Soviet Union against its disposition of the United States merchant ship City of Flint appeared to be feasible today on charges that Russia had violated at least the spirit of pledges given when it was recognized diplomatically in 1933.

There are several methods by which the United States could approach the Soviet Union phase of the City of Flint controversy, including recall of Ambassador Laurence A. Steinhardt, but this was believed unlikely.

Less drastic but emphatic would be a stiff note of protest against Soviet Union procedure which might be based on general international law provisions as well as on the understanding between the two governments when Washington recognized Moscow.

No Knowledge
The vessel was taken by a German commerce raider three weeks ago today en route to a British port with cargo aboard alleged by the Nazis to have been contraband. A week-end state department summation of the case revealed Steinhardt and his aide still had no first hand knowledge of the City of Flint or her American crew.

Charges that the Soviet Union had illegally restored the vessel to the Nazi prize crew in the neutral port of Murmansk and had withheld adequate cooperation from the American embassy throughout were fortified by the department with an inferential complaint of duplicity in assigning a cause for the ship entering Murmansk at a time when the ship first entered the Russian port of Leningrad was given as the reason. Later, it was said "damaged machinery" was the cause.

1935 Protest
Administration indignation recalls state department resentment in August 1935 when a protest was made to Moscow charging violation of the recognition pledge against interfering with the United States system of government.

That pledge was made in one of a series of exchanges on Nov. 16, 1935, when a protest was made to the United States by the Soviet Union for foreign affairs. United States recognized the Soviet Union followed these exchanges. Scarcely noted at the time among them was an exchange relating to the rights of United States citizens in the Soviet Union under which the state department may be able to protect now because Steinhardt has been unable to get in touch with the American crew of the City of Flint. In the exchange, Litvinov, Soviet foreign minister, said that the citizens of any other country, President Roosevelt accepted as a model the terms of the then-existing Soviet Union convention with Germany. It provided:

1. Consulate would be informed of arrest of a foreign national within 72 to 108 hours, depending on the area of seizure. Murmansk probably would warrant the lesser time.
2. In places of detention of all kinds "consular requests to visit foreign nationals under arrest" shall be granted without delay.

ENDURANCE TEST ENDED BY FLIERS

LONG BEACH, Calif., Oct. 30 (UP)—Lloyd Schlupp and Wes Carroll, who stayed aloft in a tiny airplane for 728 hours to claim three world endurance flight records, returned their acquaintance with a bed to today.

They had subsisted on less than 50,000 calories a day for 30 days in the cramped cockpit of their 50 horsepower plane—but compensation enough were the records they claimed.

They bunched before a crowd of 50,000 at Marine stadium yesterday. The crew carried their food from the plane. Although nearly exhausted, they were jubilant in a modest manner and minimized their feat by good-naturedly laughing they could have "stayed up another two weeks or more."

WINTER SETTLES OVER WAR AREA

PARIS, Oct. 30 (UP)—Winter settled over the war front today. Snow flurries swept the Saar valley and began piling up in drifts in the Vosges mountains near the Swiss border.

Fliers reported sub-zero temperatures aloft.

Fighting was reported at a minimum through a week-end blitzard.

Most of the activity during the past 24 hours was centered north of the Saar and east of Saarbrücken where French artillery drove off German snipers from advanced positions. French patrols operated in the Biele sector despite heavy rain yesterday and the weather was clearing today but cold.

On the Italian frontier, snow had closed all the Alpine passes.

At London the air ministry reported that British fliers, on reconnaissance trip over southern Germany last Friday, had encountered 30 below zero temperatures that six inches of ice had formed on the wings.

READ THE TIMES WANT ADS.

Tasteful, Home-Like Waiting Room



Indicative of the atmosphere marking the new home of the White mortuary throughout is this reception room. The new structure will be formally opened with a public reception Friday and Saturday. Dedication exercises will be held Friday evening.

Dedication, Open House Will Be Held at Mortuary Edifice

With interior furnished and arranged in a manner rivaling the attractive exterior, the new home of White mortuary will be dedicated with public exercises at 8 p. m. Open house will be held both Friday and Saturday.

Rev. G. L. Clark, Presbyterian pastor who will represent the Twin Falls Ministerial association, will speak briefly at the short dedication ceremony.

12-Year Goal
Completion of the impressive new structure, facing city park on Fourth avenue east between the Methodist and L. D. S. churches, marks culmination of a 12-year goal by Mrs. Ella M. White, head of the mortuary organization. Mrs. White said that objective of herself and her associates has been "to provide facilities that will be adequate for every need, and at once beautiful and home-like."

The building occupies a space 60 feet by 48, and is faced with seven shades blended and pressed brick. The entranceway, with broad, low steps and wrought-iron railings, leads to the attractive reception room. Adjoining is the chapel, with church pews for seating of 150.

Additional seating for 100 can be provided in other rooms opening to the chapel.

Offices and two resting rooms are also on the first floor. On the second floor, above a four-car garage, is a five-room apartment occupied by Mr. and Mrs. Hugh U. Phillips. Mr. Phillips came here two years ago from Los Angeles, where he had been occupied for eight years as embalmer and funeral director. Mrs. Phillips, formerly Miss Frances White, is a licensed funeral director.

Another member of the staff is Clifford R. Shaffer, graduate of the St. Louis College of Mortuary Science. Mrs. White and her endive staff are licensed under Idaho provisions for funeral directors and morticians.

Impressive Finish
Phillips mahogany "finish" is used in the reception room and chapel. Mr. White said today, other rooms have stained fir of harmonizing shade.

In the basement of the \$20,000 structure are the casket display quarters, the preparation room, storage facilities and the heating and air-conditioning plants.

The building was erected by W. L. Peasler, Twin Falls contractor. Mr. Peasler and members of the mortuary staff collaborated in drawing of the plans. Work of construction began last April 11.

The mortuary concern was established in Twin Falls 12 years ago at Shoshone street and Second avenue southeast, associated with Mrs. White in the venture were her sisters, Miss Kathryn Bryson, Twin Falls, and Miss Lillian Bryson, Los Angeles, and her father, the late J. A. Bryson.

Probe Opens In Escape of Winnie Judd
PHOENIX, Ariz., Oct. 30 (UP)—Gov. Robert T. Jones, obviously annoyed by his state's failure to apprehend William Ruth Judd, "tiger woman" murderer, abandoned vacation plans and returned here today to assume personal charge of the search.

He left San Francisco, northernmost point of his interrupted "Oregon vacation trip" last night and said he would press an investigation into complaints that Arizona insane asylum which made her escape possible.

His two appeals for her to surrender and his promises in words make no reprisals against her if she returned had gone unheeded.

After a week-end hunt of development Sheriff Leon Jordan said he couldn't think of anything else to do, but wait-and-see.

He said it looked through the 34-year-old blond who killed two of her girl friends here eight years ago, chopped up their bodies and shipped them in Los Angeles in two trunks and a hat box, had given "the forces of law and order the slip."

She walked out of the asylum last Tuesday night and vanished, as if into Arizona's thin air.

Today many special guards were posted throughout the island as a safeguard against possible vandalism.

PHILADELPHIA (UP)—Harry Berlinger, former devotion champion from the University of Pennsylvania, is racing new athletic honors. The heavy right arm that heaved the shot, discus and javelin recently won the state Fish and Game association's pig casting 100 with a record of 181 feet, 1-3 inch.

Cigarette Profit
TOWSON, Md. (UP)—Keweenaw state where charities were once illegal, now collects an average of \$150,000 a month in taxes on them.

IDAHO RATE HEAD TO FIGHT BOOSTS
BOISE, Oct. 30 (UP)—Two interstate commerce commission cases involving \$200,000 in savings to Idaho shippers and consumers will take J. G. Bruce, public utilities commission rate expert, to Washington and Chicago, he announced today.

He will argue before the I. C. C. in Washington, D. C., on a proposal of railroads to increase from 88 to 100 per cent of live livestock the rate for shipment of feed or livestock, which would add \$60,000 to the burden of Idaho shippers.

He also will appear before an I. C. C. hearing in Detroit involving proposed reduction in automobile shipment rates of 81 per 100 pounds or an average of 20 below zero temperatures that six inches of ice had formed on the wings.

That would amount to a saving of approximately \$100,000 a year to Idaho car buyers. There were 8,000 new cars shipped into Idaho last year.

NAMES in the NEWS

By United Press
Utah Sen. William H. King proposes that Italy follow Pope Pius' example by calling a world peace conference to end the war and seek general demobilization.

President Aurelio Narvaez of Ecuador reportedly plans to resign before his government's financial difficulties.

After a trip to the front, Premier Daladier reports the morale of the French troops to be "excellent."

Premier Benito Mussolini celebrated the Fascist New Year's day—marking beginning of the 18th year of the party's regime—by inaugurating the new town of Ponzia on the reclaimed Pontine marshes.

Duke Albrecht of Wuertemberg, 73, commander of one of Germany's armies in World War I, died in Stuttgart.

Harvey W. Deuell, 48, managing editor of the New York Daily News and one of the highest paid newspaper executives in the country, died of a heart attack.

The duke of Windsor, as an inspector general of the British army, toured French forces along the Moselle and Rhine river fronts.

The month-old marriage in Austin, Texas, of Frederick S. Moody, Jr., former husband of Helen Wills, and Anna LaMarre, dancer, known professionally as Ann Diklat, was revealed today.

Pennsylvania's new executioner, Frank Lee Wilson, performed his second execution within a week when he put two Negroes to death for the slaying of a storekeeper.

Mrs. Pearl Durkin, the country's first woman to be charged with first degree murder for slaying three of her six children with an axe in Albany, N. Y., was found guilty.

Two Negroes—Maggie Joseph Kwanaka from Uganda and Mrs. Januclia Andratina from Madagascar—were among 12 missionary babies consecrated by Pope Pius, marking the first time in Vatican history a pontiff has consecrated a number of their race.

PENALTY
BOISE, Oct. 30 (UP)—Three teen age boys who were caught letting air out of automobile tires were given what police thought was adequate punishment for the prank today. They had to put the air back in the tires with a hand pump.

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Money to Loan
on farms and modern city dwellings
LOW INTEREST RATES
LIBERAL REPAYMENT PRIVILEGES
See Me First!
LEM A. CHAPIN

Royal Re-Luster Cleaning
assures
Fine Appearance!
Royal Cleaners

PHONE 279
122 Shoshone South

GERMANY LOSES IN CLAIM COURT

WASHINGTON, Oct. 30 (UP)—The German-American mixed claims commission, acting over the "emphatic" protest of the German government, today announced awards of \$50,000,000 to claimants for damages suffered in the Black Tom and Kingsland, N. J., explosions just prior to the United States entry into the World war.

This action was taken at a brief meeting tonight with the German government, through a note to Secretary of State Cordell Hull, sought to quash the proceedings.

Supreme Court Justice Owen J. Roberts, the umpire during the negotiations, approved the awards, involving 153 American and Canadian claimants, which amounted to \$1,157,227.01 plus interest at 5 per cent over a 20 year period.

The claimants charged the explosions were caused by German sabotage of American-made munition stores at those big depots.

The Lehigh Valley railroad received the largest amount of any of the awards—\$9,900,322.

BRITISH PLANES ROUT NAZI CRAFT

LONDON, Oct. 30 (UP)—Nazi aircraft were driven back from England again today after air raid alarms had sounded in London—by error—and in towns along the east coast. Observers believed at least one German plane may have been forced down at sea by royal air force fighters.

"Enemy aircraft were observed off the northeast coast of England this morning," the air ministry announced.

"British fighters went up to investigate, whereupon the enemy made off in an easterly direction before contact was made."

The ministry announced that an air raid warning in the east Kent district in the south, was due to an unidentified aircraft flying off the Essex coast in a southerly direction. British fighters went up to investigate.

The air alarms extended from the southern tip of England to the Fifth day—marking beginning of the 18th year of the party's regime—by inaugurating the new town of Ponzia on the reclaimed Pontine marshes.

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AROUND THE WORLD

With United Press
HULL, England—The steam trawler St. Nidan was reported to have been sunk today while returning from fishing grounds. The crew of 15 was saved. It was believed the sinking was due to enemy action.

TOKYO—A week of air raid drills ended with five killed and 75 injured in traffic accidents. Collisions between darkened street cars, trains and automobiles caused most of the casualties.

GRIMSBY, England—The Grimsby trawler Lynx, 250 tons, was sunk by enemy action in the North sea today. Ten members of the crew landed in Scotland.

STOCKHOLM—Two Swedish army planes collided in the air, crashed and burned today. One pilot was killed.

BRUSSELS, Belgium—Negotiations for revision of the reciprocal trade treaty with the United States will start in the latter part of December or early in January.

PARIS—The French motion picture industry, paralyzed by mobilization when war started, is returning to normal today. Actors, directors, writers and technicians were being released from the army. Among these were Charles Boyer.

SHANGHAI—The Dornel news agency reported today that a Japanese patrol had attacked three Canadian Catholic missionaries with gunfire, wounded two of them, one seriously, in Suchow province. The Japanese patrol thought the Canadians were guerrillas.

LONDON—Authoritative sources reported that German submarines had destroyed 21,000 tons of British shipping in the last week, compared with 19,500 tons of German shipping captured by the British navy.

SEATTLE—The waterfront of Bellingham was still tied up today despite a ruling of Federal Arbitrator Van C. Griffin that longshoremen of the International Longshoremen's and Warehousemen's union must load the steamer Point Ancha. The defiance threatened to jeopardize contract negotiations up and down the coast.

MOVE SHORT BUT SIGNIFICANT
WEST COLLEGE CORNER, Ind. (UP)—Indiana has a new newspaper today, the College Corner News. But the News moved only three doors from its former office in Ohio. For years it was published at College Corner, O.

The Biggest RADIO VALUE We've Ever Offered!

LOOK at these features

- * Nine Tubes
- * 2-Band Selectivity
- * Television Connection
- * Push Pull Power
- * Electric Flash Tuning
- * Tone Control
- * Bass Control
- * Iron Core Solis
- * Superbass Speaker
- * The LABYRINTH

Only \$119.50

NEW No. 430-M Stromberg-Carlson LABYRINTH RADIO

SODEN ELECTRIC
Elks Bldg. Twin Falls

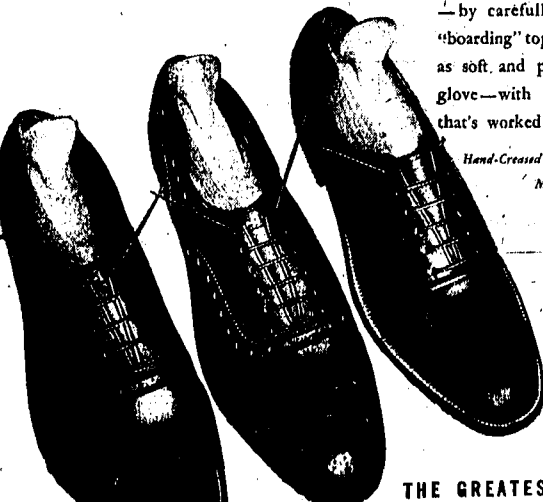
There is nothing finer than a Stromberg-Carlson

FLORSHEIM

GREATEST Luxury Leather BY HAND-CREASING FINE CALFSKIN

If it's possible to make fine leather even finer, Florsheim has done it—by carefully hand-creasing, or "boarding" top-grade calfskin 'til it's as soft and pliable as a woman's glove—with a rich custom finish—that's worked in—not printed on!

Hand-Created Styles, '10
Most Regular Styles, \$8.75



THE GREATEST FLORSHEIM VALUE

IN 47 YEARS

IDAHO DEPARTMENT STORE

TWIN FALLS AUTOMOBILE DEALERS

present
TO MAGIC VALLEY MOTORISTS

1940 MODELS

**. safety . beauty and
utility are offered
for 1940.**

Never before has such an outstanding array of smart motor cars been presented to the buying public. Always an object of high interest, the "new" models this year surpass those of other years in every detail. Not only is beauty accentuated, but engineering has been directed to new safety features, greater ease of operation and higher efficiency. Whether you now own a car or not, promise yourself to view the 1940 models as soon as possible.

These dealers represented in these pages are proud of their respective products for the coming year. They join in extending the motoring public of Magic Valley an opportunity to learn more about the 1940 models.

BAISCH MOTOR CO.
BARNARD AUTO CO.
MILES J. BROWNING, Inc.
CHANEY MOTOR CO.
GLEN JENKINS
MAGEL AUTOMOBILE CO.
SCHWARTZ AUTO CO.
STATE MOTOR
UNION MOTOR
WILLIAMS TRACTOR



NOW ON DISPLAY AT YOUR DEALER'S

1940 AUTOS OFFER PARADE OF BEAUTY AND POWER

Economy Feature Of Sleek Models Now on Display

Graceful lines, easy riding features, powerful smooth-running motors, economy and beauty with a capital "B" are watchwords for the new 1940 automobiles now on display by Twin Falls dealers.

All the new cars have their own particular advantages, depending on the uses and desires of the purchasers, but even at that any of the new models would be a credit — and a joy — to the most particular person imaginable. All the past years of engineering achievement are found in the modern automobile. Luxuries, which a few years ago had to be purchased at high extra cost by the individual owner, now are standard equipment on today's car—the best equipped machine in the history of motoring.

For Magic Valley women's taste the appointments of the interiors are breathtaking. This, also, is true of the outside appointments and finish. Under the hood is the "heart" of the machine—motors which "sell" the male purchaser with their smooth power and economy, and the sacrifice of speed or quick pickup.

To see the 1940 cars on display in Twin Falls is to appreciate them. Dealers are now displaying the latest models and the following brief summaries of each of the popular makes shows in "thumb-nail" style the qualities of each:

Beauty and Value
BUICK—The 1940 Buick, dealers say, is a "story of beauty, comfort and value."

The engine is described as the mighty heart of the quiet-running Buick. It is called the Microphased Dynaflex in-line-head straight-eight. It is said to be more than 100 per cent more efficient than the compression gets more out of every drop of fuel. It is the only engine that has been balanced after assembly to smooth its "velocity to velvet."

One great feature of the machine is that it is equipped with genuine safety glass. This finer glass, it is pointed out, is made of accurately ground and highly polished, plate glass. It contains, they point out, a remarkable new plastic interlayer which, although smashed with an object will cause the glass to cling to it and not shatter.

The car is available in more than a dozen models.

Style Leader
FORD—Ford dealers declare that the design of the De Luxe Ford V-8 establishes this model as more than ever as the style leader in its price class.

They also point out that the low-erected Ford V-8, with a character of its own, is definitely modern in every detail of design.

Dealers point out 22 new features for 1940 on and in the De Luxe car. They add that the 35-horsepower engine has long been famous for smoothness, economy, flashing acceleration and performance.

The Ford V-8, like the De Luxe, has advanced in value all along the line with a great number of important new features. Two engines are available, the 35 and the 60.

Chevrolet
CHEVROLET—New "royal clipper" steering is one of the many improvements makers of Chevrolet have made this year. The car itself, they say, is bigger inside and out with new full vision bodies by Fisher.

Other features of this year's model include the exclusive vacuum-power shift, knee-action riding system, air-vent valve in headlight, perfect hydraulic brakes, all-alloy synchro-mesh transmission, large 100-cu-in. clutch, new sealed beam headlights with separate parking lights, improved shockproof steering and new crystal-clear safety plate glass.

The three chassis models for 1940 are the special de luxe, the master de luxe and the master 85. All are available in the various body styles.

Lower Construction
PONTIAC—You step through wide doors into four doors as much as four inches lower than through you settle back on plush cushions comforted to your body. You want so smoothly that you scarcely know when the car glides into action.

This dealer declares that real beauty is the keynote of Pontiac comfort.

Pontiacs are available in four lines of cars, four price ranges, seventeen closed and open models. Pontiac has completed its line with an entirely new car—the Torpedo Eight—three seating capacity, command of a new field, and giving the buyer his choice of everything from low price to luxury, dealer declare.

Dealers also point out that improvements in all divisions are noted in both the stars and the rights, now on display.

Smart New Beauty
MERCURY—A sharp point out that the new Mercury for 1940 fills more than its first year promise. There is smart new beauty in its streamlined styling, a new ultra-modern refrigerator that adds luxury and comfort to the ride, and the amazing economy that has brought unsolicited praise from so many Mercury owners.

An easy-acting finger-tip gear-shift on the steering column, new controlled all-weather ventilation, sealed beam headlights, and a perfect version of the "Levelized Ride" are among the important new features of this car.

Five body types are available, including the sedan, the town-car, the sedan, the coupe, the convertible, the sedan and the club convertible. Choice of eight colors is given.

Packard
PACKARD—"Ask the man who owns one" has long identified the Packard automobile, dealers say, as the car for 1940, these same

National Auto Show Points for Safety in Sleek New 1940 Cars



With emphasis on better vision as a safety precaution, windows have been designed to give greater visibility.

NEW YORK — Milady's tastes, safety with a big "B" comfort, chromium, grace and economy are the watchwords of the 1940 models shown at the National Automobile show in Grand Central Palace.

With streamlining and wind-streaming commonplaces in the American automotive lexicon, the auto industry faced the problem of "riding the lily" in this year's glittering exhibition of 1940 models. But despite that hazard, it has scored with new achievements in beauty and design.

By-pleasing as the new models are, however, high points of customer interest in the 1940 cars are expected to be two safety developments. Sealed Beam headlights and a new crystal-clear laminated glass — and the revolutionary elimination of the clutch by one car manufacturer.

Farewell to Clutch
This sensational engineering development is confidently expected to be incorporated generally in automobile design within a few years.

Long a nightmare of the industry's engineers, the clutch has cost manufacturers millions of dollars in the past 25 years in experimenting aimed at perfecting it. Now, clutch and clutch pedal are scrapped in favor of a completely automatic hydraulic transmission complemented by a fluid drive coupling between crank shaft and drive shaft.

By thus streamlining the clutch out of the picture, cars can be automatically shifted back and forth through four gears under all conditions of traffic, speed or grade by merely using the brake and accelerator.

Light Problem
The whole auto industry got together on the Sealed Beam headlights and after three years of cooperative research feels certain it has taken a big step toward elimination of the evil of "glare" in night driving.

The equipment is standard on virtually every 1940 car.

The new headlights are a complete unit with lens, bulb and reflector sealed in one piece, thus insuring standardized headlighting. It is impossible to change the relationships between bulbs, lens and reflector as established at the factory because no internal adjustments are possible.

If a bulb burns out or any part of the lighting unit fails, a complete new unit is plugged in just like a bulb. Because the headlight is sealed, no dust or moisture can enter to cut lighting efficiency. A dual filament lamp provides a "country beam" for powerful long-distance lighting, and a "traffic beam" that avoids glare for approaching auto.

A corollary of this invention is the safety feature of the new laminated glass that eliminates the high degree of vision distortion common in sheet glass. It is predicted, also, that back-seat driving — often caused by distorted vision — will suffer a setback.

Woman Appeal
The manufacturers have aimed at feminine approval with such things as concealed bumpers to eliminate hazards to bumping and stresses. There are recessed handles to protect clothing and safety catches on back doors to prevent jamming from opening doors and tumbling out.

Ventilation and air conditioning, the upholstery and other appointments, all have a pleasingly feminine touch.

Re-organization of city plans with due regard for traffic movement and provision of off-street parking facilities could be financed out of savings, students of the subject believe. It is estimated that commercial interests in New York City are losing a million dollars a day due to traffic delays and the time lost which they entail.

The beautiful finish stays beautiful because of a special paint coating which safeguards against cracking and peeling.

It has a safety steel body. The Plymouth's body floats on rubber.

John R. Cobb, English speed king and holder of the world's land speed record of 208.85 miles per hour in 1929, is shown in the new 1940 Hudson. Cobb's record of 208.85 miles per hour was set in the new Hudson on the Bonneville Salt Flats near Salt Lake City, Utah. Cobb was timed by the same equipment and under the official supervision of the Contest Board of the American Automobile Association. Cobb complimented Hudson engineers on the steering ease, roadability and safety of the new Hudson.

STATE MOTOR CO.
130 2ND AVE. NORTH TWIN FALLS



The "clutchless" 1940 Oldsmobile is equipped with the exclusive "Hydra-Matic Drive." All gear-shifting is automatic.

Typical of the flaring radiator grille, and headlights buried in fenders of 1940 models is this front view of a Chrysler Royal.

Freight gains on auto shipments.

BY JAMES S. MARVIN
General Traffic Manager
Automobile Manufacturers Association

One out of every seven carloads of revenue freight handled by the railroads is due to the manufacture and use of automobiles. In 1938, out of 21,674,429 carloads of all kinds of traffic, 2,985,108 carloads consisted of gasoline, cars, trucks, parts, tires, and other factory supplies and road building materials.

During the past decade, while the total car loadings of all kinds of freight moved by the railroads declined more than 42 per cent, the proportion of that total represented by automobile freight increased. In 1929, it was 10.0 per cent and in 1938, it was 14.6 per cent of the total.

Cars Scarce in Ethiopia, Liberia
Of all the countries on the face of the globe today only two have as few cars per person as America did in 1920.

Only one car for every 12,000 inhabitants is operated in Ethiopia, the wild and bushy country where Haile Selassie used to reign, and Liberia, the land of rubber and plantations. In 1930, when the automobile was so expensive that only the wealthy could afford to drive, the same ratio of motor cars per capita prevailed in America. The United States today has one automobile for every four persons, the highest ratio in the world. New Zealand ranks next with one vehicle to every nine, France has one to 17.

Well aware of woman's influence on the sale of cars, manufacturers have not neglected features appealing to the feminine taste. And so practical are these features, as well as decorative, the male will find it difficult to sneer.

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130 2ND AVE. NORTH TWIN FALLS

DIAMOND . T
The dynamite truck value so low that it leaves no sound reason for choosing any other. No other truck built anywhere, at any price can come near matching its tried and proven special features. Engine, gears, frame, body, everything about it is designed especially for truck service.

—And the 100,000 mile or one-year guarantee is revolutionary. Ask the Schwartz Auto Co. to explain it to you.

Displayed and on Sale at
159 Second Ave. North Twin Falls

The Auto Industry

(For Year Ending September, 1939)

By OSCAR P. PEARSON,
Chief Statistician, Automobile Manufacturers' Association

PRODUCTION AND VALUE	
Car and truck factory sales, U. S. and Canada	\$5,897,000
Passenger cars	2,892,000
Motor trucks	695,000
Percentage increase over 1938, Motor Vehicles	33%
Wholesale value of cars, U. S. and Canada	\$1,778,101,000
Wholesale value of trucks, U. S. and Canada	\$448,234,000
Wholesale value of cars and trucks combined	\$2,226,335,000
Wholesale value of parts, accessories and tires for replacement, and service equipment	\$1,243,238,000
Motor vehicles, accessories, service equipment and replacement parts and tires	\$3,469,573,000

REGISTRATION	
Motor vehicles registered in U. S.	29,425,000
Motor cars	22,215,000
Motor trucks	7,210,000
World registration of motor vehicles	43,000,000
Per cent of World's automobiles in U. S.	68%

TAXES	
Total motor vehicle user taxes	\$1,601,000,000
Gasoline taxes, federal, state and municipal	\$1,021,000,000
Percentage motor user taxes to all taxes from all sources, federal, state and local	11.4%

EMPLOYMENT	
Employment in auto, auto body and parts factories	380,000
Weekly payroll, wages	\$1,796,000

AUTOMOBILE'S RELATION TO OTHER BUSINESS
Automotive industry is the largest purchaser of gasoline, rubber, steel, malleable iron, mohair, lubricating oil, plate glass, nickel and lead.

Railroad carloads of automotive freight shipped	\$400,000
Rubber used by automotive industry	80%
Steel used by automotive industry	16%
Lumber, hardwood, used by automotive industry	3%
Copper used by automotive industry	12%
Lead used by automotive industry	40%
Zinc used by automotive industry	11%
Tin used by automotive industry	10%
Aluminum used by automotive industry	11%
Nickel used by automotive industry	29%
Gasoline consumption by motor industry	80%
Gasoline used by motor vehicles (gallons)	20,550,000,000
Gasoline used by motor vehicles, retail value including taxes	\$4,000,000,000

MOTOR TRUCKS AND BUSES	
Motor trucks in use	4,210,000
Total special motor truck taxes	\$420,200,000
Fleets of 8 or more trucks, number of operators	25,038
Trucks operated by fleets of 8 or more	834,332
Number of truck drivers	3,550,000
Motor buses produced	18,000
Motor buses in use	134,000

FOREIGN SALES	
Number of American motor vehicles sold outside United States (U. S. exports and output in Canadian plants owned by U. S. firms)	474,000
Per cent of production sold outside U. S.	12%
Value of motor vehicles, parts and tires exported from U. S. and Canada	\$312,100,000

MOTOR VEHICLE RETAIL BUSINESS	
Total car and truck dealers	41,638
Total repair shops	88,929
Total retail outlets, duplications eliminated	95,063
Wholesalers	6,063
Retail gasoline outlets	59,000

DeSoto for 1940

More passengers are carried by motor buses in New York City than by the surface railways. The bus load was 570 million passengers in 1937; that of the surface railways, 540 million, according to New York City's "Panorama," a Federal writer's project. Taxicabs carried 90 million passengers in that year, according to this source.

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It's Romantic Story of Progress—Auto Chronology

Big and Powerful Mercury for 1940



Files of old trade journals, correspondence, books and some documents, sources dated back more than 40 years, have yielded the following notes which trace the history of automobile development in an interesting way:

1889
Charles E. Duryea built the first gasoline motor vehicle in this country—a one-cylinder "Buggy-suit."

1892
The Apperson Brothers built an automobile designed by Elwood Haynes.

1894
Henry Ford made his first car. Charles B. King drove a four-cylinder automobile in Detroit. This was the first car to appear on the streets of that city.

1895
A Duryea car won the Times-Herald race in Chicago, travelling 52 1/2 miles at an average speed of 7 1/2 miles an hour.

George B. Selden's application for a patent on a gasoline propelled vehicle was granted.

1896
Alexander Winton built his first car—a single cylinder vehicle featuring a carburetor, governor and electric igniter.

America's first automobile track races were held at Narragansett Park, Rhode Island.

The Olds Motor Works was the first automobile company organized in Michigan.

1898
The automobile became an article of commerce. Alexander Winton made the first automobile sale.

William E. Metzger was the first independent automobile dealer. Aluminum was first used in the construction of an automobile by Elwood Haynes.

The first valve-in-head, air-cooled automobile engine was built by John Wilkinson.

Electric taxicabs were introduced in New York.

1899
J. W. Packard built the first Packard car, and International Harvester began production on an "Auto Bug".

Rollin White invented the automobile flasher bolt for steamers. Jeannette A. Beilan, drove an automobile at the rate of sixty miles an hour.

The United States Post Office experimented with motor vehicle delivery.

The Automobile Club of America was organized.

Alexander Winton drove from Cleveland to New York in 47 hours, 31 minutes.

The Studebaker Manufacturing company, a wagon and carriage concern organized in 1858, began building bodies for electric vehicles.

1900
The National Automobile Manufacturers association was organized. The first automobile show was held in Madison Square Garden, New York City, sponsored by the Automobile Club of America.

Packard pioneered wheel instead of tiller for steering. The "Saturday Evening Post" carried its first automobile advertisement.

Alexander Winton drove in the Compton-Bentley race in Paris, the first American to compete in a foreign automobile contest.

A motor driven ambulance was introduced in New York City.

1901
Packard patented an automatic spark advance.

The first American speedometer was invented by J. W. Jones. Autocar introduced shaft drive for motor vehicles.

Roy D. Chapin drove an Oldsmobile from Detroit to New York in one week.

1902
The American Automobile association was organized and took charge of racing.

Studebaker began to make electric runabouts and trucks.

1903
The Ford Motor company was organized. Ford was sued as an infringer of the Selden patent.

A single-cylinder Packard was driven from San Francisco to New York in 61 days.

The Buick company was organized and built a car with a valve-in-head engine.

Other mechanical improvements of the year included sliding transmission, mechanically operated intake valves, shock absorbers and T-head cylinders.

E. R. Thomas substituted steel for wood body panels.

B. A. Gramm introduced the power take-off.

The first bus was introduced by Mack.

A powered steel frame was introduced by the Peerless Motor Car Co.

1904
Mechanical developments during this year included sleeve-valve engine, demountable rims, gear headlight.

The Society of Automotive Engineers was organized.

The design of the Packard created the so-called original "lifter" line in design.

The first school for automobile mechanics was opened by the Detroit YMCA.

1905
The first Children's Tour, sponsored by the American Automobile association, was won by a Pierce-Arrow.

Mechanical developments included power tire pumps, radiator fans, Goodyear universal rims, Weed tire chains, and Gabriel tubular horns.

The American Motor Car Manufacturers association was organized.

Automobiles were first sold on the installment plan.

Side entrance luggage supplies, side entrance bodies.

Minnesota automobile dealers attempted to set up a plan for regulating used car prices.

A white steamer was the only automobile permitted in President Roosevelt's inaugural parade.

Pierce-Arrow had the first cast aluminum body.

1906
The first automobile standard, on screw threads, was put into effect.

Mechanical developments included

of magnetite ignition. Packard: storage batteries as standard factory equipment; Buick; and front bumpers.

1907
Mechanical improvements for 1907 included nickel-plated trim, Oldsmobile; sliding gear transmission, Buick.

Glencoe, Illinois, built humps across its streets to discourage speeding.

1908
Stewart speedometers, silent timing gear chains, motor driven horns, baked enamel finish, helical bevel gears, left-hand steering, vanadium steel were the mechanical improvements for the year.

Ford Motor company introduced the Model T.

Pierce-Arrow won the Olden tour for the fourth time.

Cadillac was the first American company to win the award given by the Royal Automobile Club of London, England, for the greatest contribution to the advancement of the industry. Its contribution was the interchangeability of automobile parts through standardization.

Johannesen gauge blocks for precision manufacture were first used by Cadillac.

General Motors company incorporated.

Ford popularized the left hand drive automobile, a detachable cylinder head.

A Thomas filer won the New York to Paris race.

1909
Mechanical innovations included, "one-man top," multiple disc clutches, transmissions in unit with the motor, Humble.

The Selden patent claims were sustained in a U. S. district court. The Indianapolis speedway was organized.

1910
A four-cylinder Reo won the silver cup for achieving a perfect score in the James Gordon Bennett reliability contest.

American La-France Fire Engine company, having made five engines for three-quarters of a century produced its first motor driven vehicle.

Peerless adopted electric lighting. The Owen, designed by Ralph Owen, had an electric horn.

1911
The Selden patent, previously sustained in a U. S. district court, was declared by the U. S. court of appeals to be "valid, but not infringed" by Ford and other manufacturers.

Cadillac introduced an electric starter developed by C. E. Kettering. "Four-door" bodies became general.

A Reo ran from New York to San Francisco in ten days, fifteen hours, and thirteen minutes, clipping nearly four days from the previous record.

The first Indianapolis speedway race was won by Harrold in a Marmon.

A Packard truck travelled from coast to coast in forty-six days. It's a romantic story of progress—just the American automobile industry.

1912
Cadillac adopted electric starting, lighting and ignition.

Traffic lines were painted on the streets of Redlands, California.

First car built bearing the Studebaker name plate.

Other mechanical improvements of the year included sliding transmission, mechanically operated intake valves, shock absorbers and T-head cylinders.

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1906
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Mechanical developments included

The first Nash had a six-cylinder valve-in-head engine.

The automobile industry was put on a war basis following the entry of the United States into the World War. Some automobile plants were devoted entirely to war work, manufacturing helmets, Liberty engines, Eagle boats, tractors and gun carriages. Passenger car production was curtailed as a result.

Studebaker developed and adopted the internal manifold hot chamber.

A built-in automatic radiator shutter was introduced on the Chrysler.

1918
Patriotic motorists contributed gasless Sundays to the national war effort.

The National Automobile Dealers Association was organized.

Ralph De Palma set a world's speed record of 104.8 miles per hour in a Packard 905.

Studebaker discontinued carriage-making to devote entire attention to automobiles.

A six dollar a day minimum wage scale was established by the Ford Motor Co.

With the return of peace, the industry was hard pressed to meet demand for cars.

1919
Altemich chassis ignition. Packard adopted the Lanchester vibration damper.

General Motors Research corporation was organized with Charles P. Kettering in charge.

Trucks rendered great service during railroad strike.

1921
The success of the Essex coach indicated a landslide to closed cars.

Duesenberg was the first American car with four-wheel brakes.

Studebaker developed nickel-molybdenum steel for commercial use.

The Hudson had an adjustable front seat.

Radiators and lamps were being nickel plated.

The Cadillac had thermostatic control of carburetion.

1922
The Rickenbacker Motor company was launched—named for Captain Eddie Rickenbacker, World War ace.

An air cleaner was introduced on the first automobile manufactured by the new company.

George B. Selden died.

Oldsmobile set a record of sixty-seven miles per hour for fifteen hours.

Balloon tires were introduced.

Elwood Haynes received the John Scott medal for his work in stainless steel, stainless, and chrome iron.

1923
The Chrysler six introduced featuring hydraulic brakes, oil filters and a number of other improvements.

The Dodge had an all-steel closed body.

"Cannon Ball" Baker drove an Oldsmobile, with gears locked in high, from New York to Los Angeles in twelve and a half days.

The millitary Buick came off the assembly line.

The 1924 Oakland was the first car to be finished in lacquer.

Four wheel brakes were adopted by a number of manufacturers.

1924
Edith gasoline was put on the market.

The Chrysler car was introduced.

There was one automobile to every seven persons in the country.

The U. S. Post Office department had a fleet of over 5,000 trucks.

Ford put out ten millionth car.

Reo motor bus made a transcontinental trip.

Balloon tires became standard equipment.

Humble brought out a straight eight.

The Winston company discontinued the manufacture of cars to go into the diesel engine business.

1925
Grunkens ventilation was introduced by Cadillac.

General Motors introduced a one-ton truck, the first to have four wheel brakes.

Over 120 electric railways were operating motor buses.

Ralph Mulford drove a Chandler 1,000 miles in the midnight run.

"Cannon Ball" Baker drove a Buick, carrying 100 passengers, from New York to San Francisco in five days, seventeen and a half hours.

The Hudson had a steel body.

Purd Motor T discontinued after 10 years during which 10,000,000 units were produced.

Packard adopted bypass gears.

The diaphragm fuel pump adopted by Pontiac.

1927
A vacuum pump booster was adopted on Mack trucks.

A Studebaker made a record run

of 25,000 miles in less than a millimetre time.

Ford went out of production for six months to make preparations for the production of the Model A.

An electric drive with no gear shift was developed by E. M. Prazer.

Lockheed introduced an internal hydraulic brake system.

1928
Mechanical developments of the year included shatter-proof glass for the Ford Model A.

General Motors adopted the Chrysler V-16 was introduced.

The Reo announced a silent second gear.

Auto radios were introduced.

Ford raised his minimum wage scale to seven dollars a day.

House trailers were produced commercially, providing a new mode of transportation.

Motor vehicle factory sales reached an all-time high of \$221,045,000.

1929
Pontiac introduced tin plated pistons and pressed steel axle housing.

Police cars were being equipped with radios to combat crime.

1930
Studebaker used helical gears in the transmission.

"Winging Power" was used on the Plymouth, the first of the flexible engine mountings.

A transcontinental freight run was conducted by the Southern California Freight Line, Inc., using a refrigerated trailer. It delivered 31 tons of fresh California fruit to New York in 17 hours running time.

Oldsmobile adopted the synchronous transmission.

The radiator grill on the Pontiac was made of pressed steel.

1931
This year saw the introduction of Stutz, vacuum operated clutch, and low pressure tires.

Graham started a style with full-filled fenders.

Pierce-Arrow adopted hydraulic valve lifters.

A direct engine car made a successful trip, using crude oil.

Ford introduced the V-8.

1932
Mechanical developments of the year included power brakes, accelerator pedal used for starting engine, body ventilation, and aluminum cylinder heads adopted on several cars.

A Pierce-Arrow, driven by Ab Jenkins, established a record by covering 2,000 miles in slightly over twenty-five and a half hours.

Valve inserts were used on some cars.

1934
This year saw a greater trend toward streamlining. Independent wheel suspension was a feature on several cars.

Chrysler introduced the Airflow design with automatic transmission overdrive.

Reo had the gear shift on the dashboard.

Radio controls were built into the instrument panels of several cars.

1935
Hudson introduced remote control gear shift.

Black featured the "Sunshine Roof".

Steering column gear shift became popular.

Motor Wages High

Wages of automobile factory workers in August averaged \$32.20 per worker for 37 hours work, in the plants of members of the Automobile Manufacturers association.

Despite shorter working hours, the automobile worker's purchasing power has increased 27 per cent since 1918. Average annual earnings are 50 per cent greater than national averages.

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1934<

Museum Songs Recall Early Days of Auto

WASHINGTON—Modern automobiles are stealing the show all over the country, but in the battered hearts of their ancient sisters in the national museum there must have been a song too.

It would be a gay song, a song of romance, adventure and the lure of the open road, however rough; of love and fun in a "horseless carriage" of a generation ago when boys and girls were "mooning."

The words and music of automobile songs hit dating back to 1890 have been gathered by the Smithsonian Institution and placed in the museum room that is the "old folk's home" for relics of a bygone automobile age.

Remember Happier Days

Old-timers who gathered to hear the music and words sung through tears as if the songs recalled to memory happier days. The old cars, humble compared with the new stream-lined, 120-horsepower modern models, stood silent but forever alert.

The music included "Take A Little Ride With Me," "Come Along Miss Josephine," "The Gay Chauffeur," "Off to the Fair," "In My New Automobile," "Automobile Boys and Girls," "My Automobile" and "The Motor Girl."

Humorous Songs

Then there were the more humorous songs. "He'd Have to Get Out and Get Under a Horse" Made a Little Out of "Lizzie," "Mother Whittney's Little Jitney Car," "Without a Horse," and "Whoo! Nelly!"

Perhaps best remembered were the words to "He'd Have to Get Out and Get Under a Horse," justifying to cuddle his queen, but every mile he'd have to get out and get under, get out and get under, then he'd get back at the wheel. A dozen times they'd start to hug and kiss, and then the darned old motor would mis-

Factories Seek Foreign Market

By B. C. BUDD

Vice-President and General Manager, Packard Motors Export Corporation, Member, Export Committee, Automobile Manufacturers Association.

With European markets virtually eliminated as sales outlets, American car manufacturers are looking to markets on other continents to absorb a major part of their normal production. Export sales of cars already have a strong foothold in every one of the world's markets, their position undoubtedly will be strengthened by the more prosperous conditions which will follow.

In Latin America, logically enough, becomes the most promising outlet. These countries are natural sources of sugar, coffee, beef, hides, rubber, petroleum, copper and minerals, and the prices of these materials have already strengthened materially. In some cases motor car sales in Latin America have been handicapped by exchange restrictions which under more favorable conditions may be eliminated.

South Africa Strong

South Africa, today America's most important outlet for motor vehicles, is another bright spot on the automotive horizon. The exchange fluctuation that saw the sterling drop from \$4.86 to about \$4 is not as adverse as it sounds, for the South African pound was lowered by increasing the value of the Union's pound currency. As a consequence, the price of cars in terms of gold has not increased, and with renewed activity in the Rand the demand for American cars should continue unabated.

Almost all countries are witnessing steady growth in the use of motor transportation, with the result that today more than 42 million vehicles are in operation over the world's highways—a new record in automotive history. American vehicles have played a prominent part in this motorization of the world, 25 of the passenger cars produced by all manufacturing nations during the past decade, more than 75 per cent were American; of the commercial cars more than 80 per cent.

See Employment Aid

To encourage increased sales of American products, restrictions upon the movement of goods both ways should be held to a minimum. Such a development, even partly realized, would certainly have far-reaching and beneficial effects upon employment in the United States. Sales abroad are being stimulated by the government's program of reciprocal trade agreements. Increased purchases of motor vehicles are in evidence in practically every one of the twenty countries with which the United States has signed agreements. Expanding markets abroad for American agriculture and industrial products are also adding to buying power here, thus contributing to heavier domestic demand for cars and trucks.

The year to date has been quite satisfactory. It will take time to get the complete results of the new conditions, but we are gradually becoming accustomed to the changed state of affairs and we fully expect motor exports for the full calendar year 1939 to compare favorably with last year's figure of 326,000 units.

Distances Change

How modern living conditions have changed the distribution of city populations is illustrated by New York, where, 35 years ago 95 per cent of the population lived within four miles of city hall, and only eight percent lived 10 to 12 miles away. By 1930 more than 26 per cent of the people lived 8 to 12 miles from the city center and only 22 per cent lived within the four-mile circle.

Motor truck use is mostly in short hauls. More than a third of trips are under five miles and 80 per cent under 10 miles.

DODGE FEATURES STYLE, COMFORT

While the announcement of the 1940 Dodge passenger car models features a multitude of style, comfort and operating innovations, the most outstanding achievement in the new series of Dodge luxury liners at Mopar Automobile company is described as a new and revolutionary performance element called "full-floating ride."

The basic principle underlying the "full-floating ride" of the 1940 Dodge is a newly conceived system of weight distribution, by which the company's engineers have created a scientific basis for the practical advantages of which are further realized through an unusual body layout.

New, Different, Attractive

An outward examination of the 1940 Dodge shows the car as a fresh, original-style creation of a newness so thorough that not a single 1939 body is said to have been salvaged for 1940 production. Every line of the new car—from the air-cleaving v-shaped radiator grille, past the streamlined hood, the pillared windshield, arched roof, intriguingly molded fender contours on to the unbroken roundness of rear quarters and back—spells newness, difference and attraction.

Notable among the many advances distinguishing the newest Dodge are longer wheelbase of 119½ inches, a lower, stiffer chassis frame with large front cross members, individually adjustable front springs combined with four air-line-type double-acting shock absorbers; improved steering layout including larger, stronger tie rods; improved gear-shifting mechanism; rubber-insulated steering gear mounting and direct steering with individual shock absorbers; a further improved all-steel safety body construction presenting many new features—and interior appointments making for still greater comfort and riding and driving ease. Worthy of special mention is the fact that the new Dodge wheelbase from 117 to 119½ inches is accomplished without increase in the over-all, bumper-to-bumper length of the new cars.

Improved Car Doors

A body improvement sure of universal approval is presented by the new Dodge doors. These doors are full-width and straight-sided instead of being cut out around the wheel housing as in the case of the new chassis frame brings the body of the 1940 Dodge closer to the ground, the power now given the chassis of having the car with or without running boards. When running boards are specified, they are not attached to the chassis, but are being provided so that dirt snow or ice do not collect at the ends.

TRUCK OWNERS STRESS SAFETY

The spotlight was focused this year on the 3,000,000 motor trucks operated by agricultural and industrial concerns in practically every line of business. Hearings were held throughout the country by the interstate commerce commission for the purpose of determining whether there is need for interstate commerce commission jurisdiction of privately owned motor trucks.

Hundreds of witnesses representing farmer owners of motor trucks, as well as those representing packers, dairies, bakers, brewers and other industries, presented evidence at hearings in 12 cities. Their testimony on accident prevention indicated the rapid rates at which motor truck owners have made through their voluntary contributions to increase safety on the highways.

Data presented, representing a large cross section of industrial and agricultural owners of motor trucks, was presented to show that in addition to the available record of safety that had been achieved, there has been a definite trend on the part of the states to bring their statutes and regulations in conformity with the recommendations of the national conference on street and highway safety so far as uniformity could be made attainable in regulations of highway traffic in particular areas.

Automobile and body manufacturers cut up 1,000,000 in upholstery fabric last year for trimming closed cars. The average for cars of all types is more than 14 yards per car.

From 1936 to 1939 total production of motor vehicles in the U. S. and Canada totaled 7,000,000 units.

STATE FARM MUTUAL AUTOMOBILE INSURANCE COMPANY

Complete coverage at low cost

Legal reserve NONASSESSABLE protection

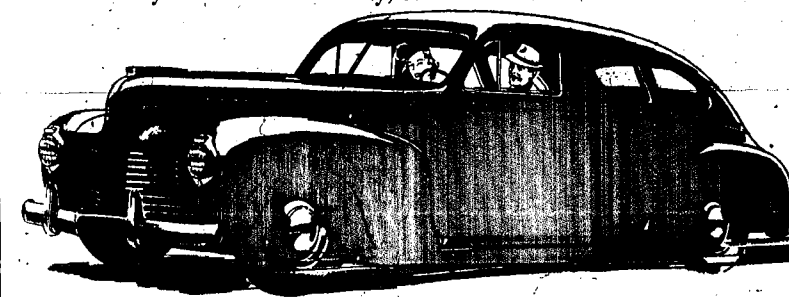
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LOU HELLER

District Agent Phone 306

"A million or more by '39"

Chrysler Combines Beauty, Sturdiness in New Models



GIANT INCREASE FOR AUTO SALES

By OSCAR P. PEARSON

Chief Statistician, Automobile Manufacturers Association

Factory sales of passenger cars and trucks during the twelve months ending Sept. 30, 1939, totaled 3,387,000 units. This figure represents the output of plants in the United States and Canada. It is 33 per cent greater than the corresponding total for the previous year.

For general purposes the September fiscal year may be taken as the industry's annual model year.

Of the total cut-out, 2,992,000 units were passenger cars and 395,000, or 19 per cent, were trucks.

The wholesale value of cars and trucks combined was \$2,244,475,000, of which \$1,778,151,000 represented passenger cars and \$466,324,000 was the value of trucks.

If to the aggregate wholesale value of motor vehicles produced in the United States and the neighboring Dominion there be added \$1,243,230,000, representing the wholesale value of parts, accessories and tires for replacement, and service equipment, the grand total value of products manufactured by the industry in the twelve months becomes \$3,487,711,000, reckoned at wholesale value.

Total U. S. Vehicles

There is now an estimated total of 29,423,000 motor vehicles registered in the United States, of which 23,215,000 are passenger cars and 6,208,000 are trucks.

Owners of these vehicles were assessed in taxes during the twelve months just closed, the staggering figure of \$400,000,000. This is greater by \$72,000,000 than the total for the last calendar year, and is an all time high.

During the depression following 1929, motor vehicle user taxes have nearly doubled. In that year the total assessed was \$225,000,000, motor vehicles were then registered, the average tax was \$32.10 per car. On the face of the latest figures, the average has advanced to \$54.37 per car.

In many states taxes on passenger cars are \$40 to \$70 a year. Trucks in some instances pay as high as \$200 a year in assorted taxes, while the latest annual total for all special motor vehicle taxes is \$400,000,000. That is roughly \$100 a car.

Gasoline taxes, including federal, state and municipal, account for \$1,022,000,000 of the last twelve months total.

Motor user taxes as a whole represent 11.4 per cent of taxes from all sources, federal, state and local.

Employment Aids Sales

Employment was stimulated by the better demand for cars and trucks in the period that has just closed. Average employment in automobiles, automobile body and parts plants was 380,000, compared with 337,000 during the previous year.

Wages, in terms of the weekly pay of the employed, increased 10 per cent from \$11,700,000 in 1938 to \$12,870,000 in the year before.

The total number of American motor vehicles sold outside the United States in the twelve months ending with September was 474,000, including U. S. exports and re-exports to Canadian plants operated by U. S. companies. The value of motor vehicles, parts and tires exported from the U. S. and Canada was \$212,100,000.

World registration of motor vehicles in 1939 computed at 43,000,000 units. Sixty per cent of that total is within the United States which has two cars for every three families and one truck for every seven families.

FUEL USE RISES

Seen in the light of a progressive trend toward better fuel economy, steadily increasing consumption of motor fuels is an indication of the growing use of cars and trucks by their owners. The average fuel consumption of the vehicle at present is estimated at 7.41 gallons per year, which is 16 per cent above the 6.10 gallons-per-vehicle-per-year average of 10 years ago, and 42 per cent above the 5.07 gallon average of 20 years ago.

South American countries, in which 85 to 90 per cent of the cars in use are of American origin, absorbed 37,500 cars and trucks last year, representing 20 per cent of the total number of American type motor vehicles in use below the equator to more than 55,000.

No "Baldies" for Winter!



Factory Coordination Reduces Truck Cost

DETROIT (Special)—A bright yellow truck body dangles along an overhead conveyor, pausing an instant, and a group of hands reach upward to guide it lightly onto a truck chassis.

That body is built specifically to hold loads of yellow corn to market. Close behind comes a bakery truck, followed by an ice delivery job, and a vehicle ordered by a department store. Each time a cluster of hands shoots up to meet the body, while a different chassis slides into position on the factory assembly line. Not only do the truck bodies differ, but so do the wheelbases and gears and engines, and a hundred other details.

Here in the motor truck plant, is one of the most remarkable jobs of factory coordination found anywhere—so that the "handshake" vehicles to order on a mass production basis.

For transporting milk to cities, dragging lumber out of forests, restoring communication service after storms and for countless other vital functions, America is depending more and more on an efficient truck operation.

Through employing the economies of mass production, truck manufacturers are turning out vehicles which serve the special needs of all branches of agriculture, business and industry.

More variations are found in trucks than in any other type of vehicle, according to the use to which the owner will put them. Trucks must have four wheels or six wheels; must be able to carry as little as a half-ton or more than 10 tons; must use tires varying in width from 5½ inches to 10½ inches; must carry 6 or 12 or 24 volt electrical system. And the motor may be up to 30, depending on whether high compression or low, suited for economy or speed, will be used for light duty or for pulling great loads.

Truck builders have assumed the job of giving the owner a vehicle most suited for his purposes, whether he hauls cement or ice, whether he operates in the mountains or the plains, whether he uses the truck for cross-country treks or house-to-house stops.

A decade ago, 12 of the existing truck manufacturers announced specifications for 71 different models. Today, the same dozen manufacturers work on specifications for four times as many models.

With intricate care in grouping orders and routing materials, the manufacturers have been able to give fleet owners special trucks at standard prices. To accomplish this, factory operations must be synchronized in advance, down to second, so that the "handshake" trucks go right down the production line, blemished by the vehicles ordered by the butcher and baker, and the correct specifications to the vehicle for which they are intended.

Nearly a half million trucks were built by American manufacturers in the first eight months of this year, which was an increase of more than one-third over the similar period of 1938. So well have the truck builders done their job that three trucks can be bought today for what it cost to buy one in the early days of the industry.

Motor trucks alone pay enough each year in special taxes to span the country three times with concrete roads. The motor truck tax bill in 1938 amounted to \$410,220,000.

The buyer who picked out a car at the first automobile show saw it six times as much per pound as his machine as today's buyer pays for a modern car, and it cost him 10 times as much to operate.

GMC FEATURES NEW STYLE PLUS ECONOMY AND POWER FOR '40

OUTPULPS ANY TRUCK

HALF-TON GMC PRICES STACK UP WITH THE LOWEST

Check the astonishing facts on General Motors Truck power and gas economy. Check them against the whole field and you'll find that no other truck gives so much for so little.

• OUTPULPS ANY ½-TON

• SAVES MORE GAS

• SHOCK CASE

• HOIST BODIES

• 4 SHOCK ABSORBERS

WILLIAMS TRACTOR CO.

Harley Williams, Prop.

164 Third Ave. South Twin Falls

Union Adopts Slow-Down To Hamper Auto Makers

DETROIT (Special)—A new technique has developed on the part of the C. I. O. labor union, makers in an effort to enforce union wishes.

Since Chrysler was forced to close its Detroit plant, the labor union "slow-down" has replaced the "sit-down" of two years ago.

The Chrysler company has charged that the United Automobile Workers (C. I. O.) ordered its men in the Dodge plant to slow down production in order to force the company to yield to certain demands, and to make a show of force on the eve of the start of negotiations for a new contract. The old one expired Sept. 30.

Union Denies Charge

The union, of course, denies the charge. It insists that the slow-down was carried by the union as a result of the company's failure to comply with a new model.

Employers generally use the slow-down as a new labor tactic to circumvent the necessity of calling a strike. By slowing down production, unions must file a notice of intention to strike five days before the strike can be called.

During the normal amount of work, employees on strike encounter difficulty in getting unemployment benefits. If a slowdown forces the management to close a plant, because operation is no longer possible, the worker can attempt to show that he is not jobless through no fault of his own. He will be more likely to obtain relief.

It Can Be an Art

Some workers are so adept in the art of slowing down that foremen cannot detect them.

"I have many times stood and watched a man in my department for a long period of time," a Dodge factory foreman explained Wednesday. "I know he is pulling a slow-down on me because he isn't turning out the normal amount of work. But I can't catch him loafing."

For instance, I have a man named Joe who puts on moldings. The molding is held by several screws. When I noticed that he wasn't turning out the normal amount of work I watched him. He was just putting in the last screw when I stopped him. His screwdriver apparently slipped off the head of the screw and gouged the molding so badly he had to replace it.

Nearly as I could see anything he turned on me and said it was my fault because it made him nervous to have me watching him."

Dodge employees gathered in

groups in restaurants and beer gardens near the plant, joked at the labor squabbling. They thought their leaders denied the very existence of such tactics.

But fastidious inspectors, one must be familiar with production-line operations.

Workmen occupy both sides of the line, while the line conveyor. Each man has his own job to do on the part as it moves along the conveyor. At the end of the line the part is inspected. If a part fails to pass inspection it is pulled off for repair. It cannot progress further until it passes inspection.

Key Men Shut Down Line

Sabotage can shut down the entire system. Because of the progressive nature of the work only a few key men are necessary to shut down the line. By not completing a particular part of the work assigned to him, one man can easily reduce the output of several employees who follow him on the line.

In machine operations one man was faced with a spot on a car body with a grinding wheel. The next drill hole, the third threads them, said so on.

The efficiency of each man depends on the efficiency of his neighbor. Slowing down one operation automatically slows down the others by slightly decreasing the pressure on the operating lever on a drill press, its operator can cut daily production from 100 units to 75 without appearing to do so deliberately.

Following Operations Halted

Output of all machine operations following are therefore also cut to 75 units. The same rule holds everywhere. Last Friday, for example, says the company, men in a spray-painting department allowed each other to stop the paint from being applied. The resulting jam forced shutdown of the conveyor line.

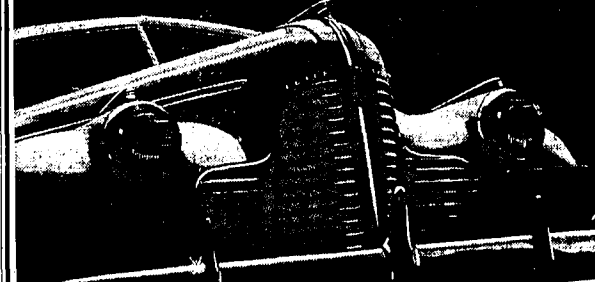
A like situation occurred, the company says, when the men allowed every other chassis to pass without working on it. A few minutes of this and production was hopelessly unbalanced.

As a result of the refusal of the men to work, lines have to be stopped so that the ultimate result of the slowdown strike is the same as that of the sit-down strike. Only the term and the tactics have been changed.

The highway system of the United States far surpasses that of any other country. It is largely paid for by the motor vehicle owners.

We proudly Present to Magic Valley Motorists

BUICK THE GOOD WORD FOR 1940



... and 4 Great New Low Priced PONTIACS

17 MODELS IN 4 DIFFERENT PRICE RANGES

The Special Six The Torpedo Eight

The De Luxe Six

The De Luxe Eight

THEY TIE—CARB—and you will see the most value for your money in every price range. We know that for various reasons many people prefer cheaper cars and some want the qualities, available only in higher priced cars...

so we have the car to suit your taste and pocketbook, and yet it's always a car that we're proud to stake our reputation on.

MILES J. BROWNING, INC.

Buick Pontiac

BUICK LINE SETS NEW HIGH MARKS

The new series of automobiles for 1940, on wheelbases ranging from 121 to 140 inches and affording extended market coverage from just above the lowest price field, are shown in the lowest being shown in Twin Falls by the Browning Auto company.

With production going forward at an accelerated pace and stocks of cars already in the hands of dealers, public

BROWNING introduction of the new models is taking place on a nationwide basis through special displays in the showrooms of more than 2,800 dealers and distributors. Featuring the Buick line for 1940 are the complete series of cars of ultra modern styling and new standards of quality and performance in the lower and medium price fields. They are the series 50 Super and the series 70 Roadmaster, constructed on entirely new chassis of 121 and 126-inch wheelbase, respectively.

Completing the Buick group for next year are the popular series 40 Special, on a 121-inch wheelbase; the series 60 Century, on a 126-inch wheelbase, and the series 80 and 90 Limiteds, on 133-inch and 140-inch wheelbases, respectively.

New Style Peaks
Throughout the model range the 1940 Buicks have been stepped up to new heights of style, quality and performance. Bold and artistic treatment in front end styling has provided a distinctive Buick hood representing pronounced change and improvement over previous years. Underneath the attractive exterior are chassis held to the sturdiest ever produced by this manufacturer, and, at the same time, the most advanced.

The series 40 and 50 cars are powered by valve-in-head straight eight engines of 248 cu. in. displacement developing 107 horsepower at 3400 R.P.M. Engines of identical design, but with 320.2 cu. in. displacement and developing 141 horsepower at 3600 R.P.M., are used in the series 67, 70, 80 and 90 cars.

Many New Features
Outstanding structural and design features, including such important items as improved torque tube drive; independent front wheel suspension; Buick rear spring suspension, ride stabilization; front and rear power hydraulic brakes; and improved lighting and electrical equipment, are incorporated in the cars. In addition, more than 70 new features representing details of change and improvement are listed in the engineering description of the models.

The 1940 cars have improved front and rear direction signals, foamex rubber seat cushions, engine turned instrument panels, sealed beam safety headlights, and new frames, new engine mountings, new carburetion, addition of oil filters on all engines, better direct steering linkage, improved handbrake gear control, marked improvement in shock absorber equipment, new safety free rotating rear door handles, windshield wiper boosters, an improved system of tie change, and a host of other refinements making them as complete and luxuriously equipped automobiles.

For 1940, all Buick engines are balanced after assembly by an exclusive electrical process to within a fraction of an inch-ounce, claimed to be the finest engine balance tolerance in the industry. As a result, the engines, which in addition are cradled in rubber mountings having a 40 per cent increase in cushioning capacity, deliver their power virtually without trace of vibration.

**U. S. CAR MAKERS
OPPOSED TO WAR**

NEW YORK (Special) — The Automobile Manufacturers Association by action of its directors declared itself unreservedly opposed to participation by the United States in the present European war, the resolution also stated the belief that the preservation of the country's approach, of religious belief and of opportunity is the most important task facing all Americans today.

The text of the resolution follows: "The Automobile Manufacturers Association by action of its directors declares itself unreservedly opposed to participation by the United States in the present European war."

"Pious business sense, as well as the desire for peace which all citizens of this country share, demand that the preservation of the country's approach, of religious belief and of opportunity is the most important task facing all Americans today."

"On the one hand, when our country intervened in a quarrel among the nations of Europe, the results were the death and disablement of hundreds of thousands of our fellow Americans, a staggering burden of debt, taxation and unemployment, and economic depression from which our people have not, even yet, recovered."

"Entry of this great states into the present European war, later inevitably brought to our people further devastating losses and endangers, if not destroys our democratic way of life, with its freedom of speech, of religious belief and of opportunity."

"We believe preservation of this freedom is the most important task facing all Americans today."

"During the first eight months of this year, 507,000 motor truck units were produced, an increase of 35 per cent over the corresponding period last year."

Lincoln-Zephyr Styled Like the Wind



WIDE CHOICE FOR STURDY HUDSONS

Hudson for 1940 offers a varied line including three different motors, three different wheelbases in addition to the two "country club" models featuring the ultimate in motor car performance on a 126-inch wheelbase, according to A. Ray Lowry, manager of State Motor company, Hudson master dealers in the Twin Falls area.

Each of the lines has overdrive and airframe cushions available. Approximately half the models have these two advancements as standard equipment.

The 1940 Lines
The 1940 Hudsons offer three series:
The 40, which is a 113-inch wheelbase model, with 92 horsepower, overdrive and dual equipment, airframe cushions, delivered in Twin Falls for \$389.50.

The 40 de luxe, Mr. Lowry said, is also 113-inch wheelbase, with 92 horsepower, but featuring de luxe equipment throughout.

The 41, which offers 118-horsepower, 107 horsepower motor, de luxe equipment. The 43 is the luxurious country club model in this series.

Mighty Motor
The 44, which is the Hudson providing a mighty 126-horsepower motor, 24 pounds of weight per horsepower. This is the model, which holds all stock car speed records. Wheelbase is 119 inches and 126 inches on the country club model in this series.

Mr. Lowry said that this line of cars holds at the present time 122 AAA records.

And as an example of what the sturdy Hudson actually does in performance, checked by official timers, Lowry recalled that John R. Cobb, London fur broker whose special machine set a 368.88 m.p.h. record in a new Class C closed-wheel car, the Utah Salt Flats, followed that by driving a stock Hudson eight sedan.

He averaged 93.8 miles per hour in two directions over the mile course, timed by American Automobile association contest board observers.

War-Time Economy May Bring Month Shutdown at Studios

HOLLYWOOD.—Short takes: Talkies are dying over that cozy conversation with Wayne Morris and so is Morris.

"Thimbles loves books, too. In fact, she has made an impressive start on a valuable library which I expect to have ready to go when the royal court leaves all over the world."

"The top floor, I should explain, just one big playground for the two of us. We have a number of intimate little touches sprinkled here and there—towers in our new building and so on."

"The boys office is preparing to slash it itself. Numerous distant relatives have been dropped from picture company payrolls, but one which employs him working in Europe."

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License Bureau Lures Outsiders

Cupid in Twin Falls county is luring out-of-staters these days, according to books of the county recorder.

And Oregon, which now has strict provisions for marriage licenses, has led the way here in the past two days.

Four licenses were granted from Friday morning to Saturday noon. Of the eight persons who went away to the four licenses, five came from outside Idaho. Three of them were from Oregon.

The score on the 24-hour check-up: Eight individuals concerned; two from Tyro, Kan., one from Gresham, Ore., one from Albany, Ore., and one from Bend, Ore.

Autos Safer
MONTGOMERY, Ala. — It's far safer to go for an automobile ride than stay at home in Alabama's capital city. Statistics of the state department of health disclose there were 21 deaths caused by home accidents in Montgomery last year, as against 12 ascribed to motor vehicle accidents.

See U. S.
GLACIER NATIONAL PARK, Mont. — Canadian's apparently have adopted a new slogan: "See the United States first." The Dominion of Canada was second in the number of automobile tourists who visited the park this year. Montana headed the list with 11,110 automobile tourists.

It is estimated that total taxes levied on motor vehicle users totaled \$1,601,000.00 in the year ending Sept. 30, 1939.

Both man and livestock appreciate the advantages of running water in farm buildings, especially on cold winter days. Many farmers have found that water buckets for cows will increase milk production enough to pay for the water system in the year.

In the course of 30 years the expansion of one of the older automobile manufacturing companies created employment for double the number of workers, while increasing the average annual income per worker from \$1,900 to \$3,000. In the same interval average annual sales volume increased nine times over, due to improved manufacturing techniques.

NEW YORK—Americans who spend hundreds of millions of dollars annually for the correction of visual defects have been provided with eye-ease motor for 1940.

An outstanding feature of many of the more than 1,800 cars on display at Grand Central palace is the extensive use of high-test safety plate glass, hailed by scientists as one of the paramount achievements of the year in light-saving and safety on the highway.

Demonstrations of the new glass have been arranged to indicate the health and comfort advantages of the new product, which has been made standard equipment all around on many makes of cars.

Tests Show Greater Resistance
These exhibits include steel ball dropping tests which show the greater resistance to penetration and shattering of high-test safety plate over previous types of safety glass and standard plate glass.

The new glass is made by combining two important scientific developments which represent six years of research work—fabrication of precision polished plate glass less than one-thirty inch thick, and a new synthetic material called polyvinyl acetate resin.

Polyvinyl, unlike most plastics, remains elastic and pliable at all temperatures. Its strength is such that it can be used for women's hose, other clothing and even flapping lines. Fibers of polyvinyl are sandwiched between thin layers of plate glass in the manufacture of high-test. The assembled sandwich is subjected to high pressure with intense heat, rendering the plastic invisible and causing it to adhere to the glass permanently.

Automobile parts, accessories and tires for replacement, and service equipment produced in the U. S. and Canada in the 12 months ending September 30, had a wholesale value of \$1,243,286,000.

Only one manufacturer attained what was considered big volume in 1939. That was Oldsmobile, which produced 400 cars in that year.

Tulips in War Zone
COLUMBIA, S. C.—A. J. Ashby, gardener of the statehouse lawn on Capitol Hill, is over his head in tulips caused by the European war. He has received word that the order of 30,000 tulip bulbs for the White House, New York, from Holland, to Ashby's opinion, the bulbs would have been a fit prize for any submarine.

Preliminary estimates indicate that the average motor vehicle in the U. S. will have consumed 721 gallons of gasoline during 1939.

FARMERS' VALUE GMC TRANSPORTS

On gas alone, the new GMC trucks save owners 16 to 40 per cent, officials of the Williams tractor company said yesterday in presenting the 1940 line of heavy and light transports.

"Farmers are quick to see GMC's extra value," officials of the company said yesterday.

The price are comparable to, or only slightly higher in some instances, than those of the three lowest priced trucks on the market.

"Yet GMC's long lasting chassis coupled with big, spacious bodies gives you more truck for your money," said Harry Williams, local dealer.

Mr. Williams pointed out the following features of the 1940 model trucks:

1—Seven all new valve-in-head engines.

2—Ten Diesels, three and one-half ton ranges and up.

3—New appearance, created by General Motors styling division.

4—New light-duty cab with V-type windshield.

5—New bodies, bigger, sturdier, and improved in construction.

6—New models in the one and one-half to eight ton range.

7—Synchro-mesh shifting on heavy-duty GMC's.

8—Outstanding farm trucks from one-half ton and up.

9—Power-pak pistons, an exclusive development, have a scientifically shaped head which squeezes and compresses gas before firing.

Mr. Williams added that "GMC's light-duty models serve every trade and still ride and drive like passenger cars although carrying bulky loads with ease."

Cabs are stylish and comfortable with a new dash board and parking lights on the fenders in the 1940 models.

Tinker roller bearings are used exclusively on the rear ends.

**IMPROVED GLASS
AIDS MOTORISTS**

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Demonstrations of the new glass have been arranged to indicate the health and comfort advantages of the new product, which has been made standard equipment all around on many makes of cars.

PONTIAC EXPANDS FINE CAR SWEEP

Expanding its lines to cover the widest market in its history Pontiac enters the 1940 season with 17 body models on four separate chassis, announces Miles J. Browning, Pontiac dealer.

Its bid for the volume market is being made with a larger low-priced Special Six. Restyled Deluxe Sixes and Deluxe Eights take care of that volume market, just above the Special Six. Newest departure from previous years, however, is Pontiac's definite swing toward a still more exacting and discriminating field of buyers with a stunning new luxury eight, called the Torpedo Eight.

The Silver Streak, which six years ago earned for Pontiac the accolade of The Most Beautiful Thing on Wheels, remains the identifying mark. Added lustre has been given radiators, grilles, hoods, bumpers, fenders, running boards and headlamps. Much thought also

was given to enhancing the attractiveness of the dash and instrument panels.

Detailed specifications and engineering tests reveal the improvements in performance and car handling throughout as well as pointing out the increased room, added comforts and many new safety features.

AIR VIEW of the world's largest industrial development—the Ford River Rouge Plant, Dearborn, Michigan.
Below: The new Ford V-8 Fordor Sedan.

STYLING
The new Ford V-8 Fordor Sedan is shown in a side profile view, highlighting its sleek design and large size.

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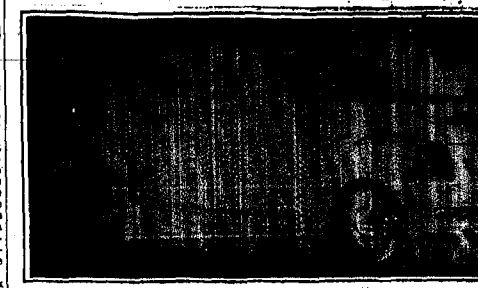
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Sleek New Ford V-8 on Display Here



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THERE'S "MAGIC"

Ford cars have always been built to give good service . . . and long service at low cost . . . but for 1940 they represent a far better buy than ever before. They're roomier, quieter, more comfortable cars. They're soundly engineered and they include 22 important improvements. See the Ford for '40.

in the number

22

for

FORD

in

'40

order now for

immediate

delivery!

Now On Display!

22 Important FORD Improvements

- | | |
|--|--|
| FOR COMFORT | FOR STYLE |
| 1. More room inside | 12. New exterior beauty |
| 2. New Controlled Ventilation | 13. New interior luxury |
| 3. New torsion bar ride-stabilizer | 14. New instrument panel |
| 4. Improved spring suspension | FOR SILENCE |
| 5. Self-sealing shock absorbers | 15. Improved soundproofing |
| 6. Two-way adjustable driver's seat | 16. "Easy-shift" transmission |
| 7. New-type resilient front seat backs | 17. Curved disc wheels |
| 8. New "Pin-the-Edge" seat cushions | 18. Improved drums for big Ford hydraulic brakes |
| FOR CONVENIENCE | FOR SAFETY |
| 9. New Finger-Tip Gear-shift | 19. Sealed-Beam Headlamps |
| 10. Engine more accessible | 20. Dual windshield wipers at base of windshield |
| 11. Two-spoke steering wheel | 21. Larger battery and generator |
| On 80-hp models only | 22. Battery Condition Indicator on all models |

UNION MOTOR CO.
Your FORD Dealer

1940 CHEVROLET OFFERS ADVANCE

"A fine product," says Glen Jenkins, Jr., Chevrolet dealer. "Always attracts the interest of buyers. Fairly priced and built with excellent service facilities, the fine product becomes more than merely attractive to prospective purchasers—it becomes a bargain!"

The new 1940 Chevrolet is the best car the company has ever offered. It is longer and wider. It is larger than the models displayed by the industry a few years ago priced at \$1200.

New beauty has been added in the sweeping lines and modern oval styling of the body. It looks alone the car is a bargain at its price and all dealers are salesmen who have seen it have shown more enthusiasm at first sight than for any previous model. They say it is what the customer wants in styling, for it incorporates the expressed desires of owners. The entire chassis and moving parts section of the new car have been redesigned and improved for better riding qualities, easier operation, safety, performance and economy.

LUXURY MARKS NEW PLYMOUTH

Completely new from bumper to bumper—much larger, more powerful and more luxurious in every respect than the 1939 Plymouth. "Road king" and "deluxe" models are on display in Twin Falls at the Magel, Balch and Barnard automobile showrooms.

The 1940 designs wipe out all previous concepts of car size and motorizing luxury possible for vehicles in the lowest price class.

Greater "eye appeal," as well as larger size, is evident at once in the new Plymouth body styles shown by the three local dealers.

In appearance, added richness is gained by the fresh chrome treatment of grille and cat-walk louvers. Luxury keynotes the style of new, massive fenders and the larger body which, by actual measurement, contains 12 cubic feet more space inside.

More "automobile" for the 1940 motor dollar is apparent in every line. The new Plymouth is built on a bigger, 117-inch wheelbase—but considerably more important as an index of increased size, the new car's total exterior surface is 17 square feet greater than before.

Running Boards Optional. Matching this wholesale increase in car size, the new Plymouth presents for 1940 a new "luxury ride" gained through complete redistribution of weight; wider vision through new safety glass that also reduces eye-fatigue; new "Road King" headlights that give 50 to 60 per cent more road light; improved steering post gearshift now standard on the low-priced "Road King" as well as deluxe; big, economical floating power engine with vital parts now superintended for greater smoothness and longer life; new design transmission and clutch for quicker, easier shifting; reminder safety signals on all instruments, and a score of other improvements in below-the-surface ruggedness, driving comfort and safety in addition to the bigger, wider, sound-proofed bodies and longer wheelbase.

But low on this year's longer, heavier frame is a bigger body—much wider and longer as well as bolder than before—that now flares outward at the bottom instead of curving in at the base. All body styles this year for the first time come with or without running boards. These are replaced, if so desired, by smart fender guards and a chrome decorated moulding between the doors to emphasize the bottom flure.

New "Unit" Design. Body lines flow in continuous curves to include the new fenders, hood and radiator shell—all now essentially part of the new "unit" design—and end at the back in a beautiful new streamlined rear deck that slopes back at 45 degrees. The new streamlined rear end completely by contours this year's larger trunk, which is lighted at night by hood "windows" at the back of the trunk tail lamps.

For 1940, the whole front end is completely new although it bears Plymouth's unmistakable identity. This year's grille is more nearly a solid section in body color, broken only by a bright metal center strip and three decorative louvers at either side, high and close to the chromium belt.

Owners of new cars are apt to drive them an average of 15,000 miles a year, according to preliminary studies in the files of the public roads administration, but tend to diminish as cars grow older, reaching half that figure between the seventh and eighth years of car life. The average for all cars is 8,500 miles per year.

For every man employed in automobile manufacture 40 years ago 150 men are employed today more than double the average weekly wage paid in 1900.

Here's 1940 Chevrolet Master De Luxe



These Sagacious Auto Makers Kept an Eye on Women's Comfort in New Cars

American automobile manufacturers are convinced that a composed woman driver is a safe driver, and with that in mind have reduced to a minimum any factor that might irritate her, survey of Twin Falls auto displays will show you.

They are paying more attention to the type of upholstery used, particularly in the door models, since so many women have complained of getting shocks when they wear their fur coats while driving in the winter.

Cause Jitters. Getting into and out of cars causes shorts and the "sparky" rattle and a driver is jittery before she even gets started.

That's why broadcloth and whipcord upholstery are rapidly replacing other types, according to one Twin Falls dealer, who declared that the designing engineers practically guarantee these types to be "shock proof," no matter how fast one slides under the steering wheel getting into or out of a car. They aren't as harsh on perishable furs, either.

No shocks, no slams—no excuse for "nerves." But even better than that is the elimination of knobs from the instrument board compartments. Simply push a button and the clock door comes down, revealing an ample storage or "catch-all" space.

Just touch the ash tray at any place along the bottom of the reserved section, and the same thing happens.

Much easier to operate in gloved hands than pulling and tugging at knobs. And easier on the disposition, too.

Naturally, the instrument panel directly in front of the steering wheel and in direct range of vision, which enables her to "see everything at once," is another advantage, and the finger tip control must have been designed purposely for the woman driver. This is now an almost universal feature of cars.

The ventilating system on most cars is now practically perfect, the front wings on this year's models being designed so that the wind is deflected backward, and hats and hair—blown—unfuffled.

Safety on the highway seems to be one of the principal concerns of automobile manufacturers. That's the reason for the "safety light" speedometer found in several cars, with a bend on the speed indicator which glows green up to 30 miles per hour; amber from 30 to 50, and red beyond 50, to keep the driver mindful of the speed the car is traveling.

More spirited than ever is the hardware. In one car shown locally it is blue, matching the deep blue panel board which contrasts with the light blue-gray interior and upholstery, tranquillizing and decorative at the same time.

A new sense of sureness, particularly appreciated by women drivers, is the new "easy pressure" clutch action featured in one line of cars, the foot pressure remaining practically constant as the pedal is depressed.

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PACKARD UPHOLDS FAMED TRADITION

With attractive price ranges and a wealth of beauty and a sturdy power, Packard offers four lines for 1940—one series of six-cylinder cars and three of eight cylinders.

"Ask the man who owns one," holds true with even greater force than formerly, according to O. A. Schwartz, head of the Schwartz Auto company, Packard dealer in Twin Falls.

Mr. Schwartz said that beauty of design, almost unlimited power, and mechanical leadership which has always characterized Packard has resulted in a demand for the new models exceeding even the expectations of the factory executives.

"In the last two months," he said, "deliveries of Packard cars to purchasers reached a total of twice that for the same two months last year. That this demand for new cars is steadily growing is shown clearly by the fact that unfilled orders are increasing. After two months' operations on new models this year Packard unfilled orders are more than twice those at the end of two months' operation on new models last year."

The public is responding to 1940 cars with the finest buying enthusiasm it has shown in a long time. Often the new model announcement period has been one of shopping, of waiting to "look them all over." That hasn't been true this year. At least it hasn't in Packard's case. Cars was one of the first of the new cars to be announced. Sales started leaping at once. They have continued mounting in steadily increasing numbers ever since. Our factories have not been able to turn out cars in anywhere nearly great enough volume to meet demand.

"Packard's position could, with utter truth, be called brilliant."

METER READER NEVER MILED. ESCONDIDO, Calif. — Jack Neely, Escandido water meter reader, will argue with anyone who says his job is boring. First, Neely broke up the home life of a family of black, widow and the next day a three-day rattlesnake contest his right to read a meter. The snake struck and missed. Neely and a club didn't.

In the year 1900, when the first automobile show was held in the old Madison Square Garden in New York, there were only 8,000 automobiles known to be in existence in the U. S. Thirty-nine makes of cars were exhibited at the show.

women of the Padung tribe in Peking village, Burma. These dusky ladies wear wire necklaces which weigh as much as five pounds.

Other subjects that would have delighted any photographer were the teak-wood elephants in the Shan States who performed a la Hollywood for Armand Denis, and the energetic "leg-rowers" of the Shan States who paddle their dug-out canoes by wrapping one leg around the oar and row while standing erect.

The photographic equipment was barely packed and the party tumbled about their rafts when the monks arrived and started hurling rocks at the raftsmen, who fled frantically down the stream to safety.

Other photographic subjects less temperamental, but as interesting, were the "long neck" or "giraffe"

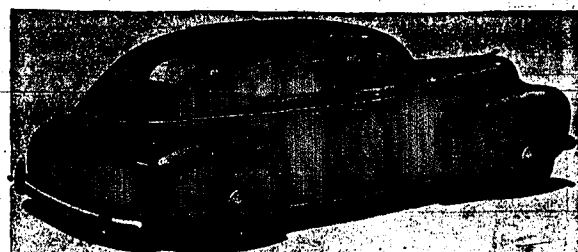
A typical example of the trials and tribulations encountered on such a photographic venture was recalled by Denis during a stage of his travels through Burma and the Shan States to China in his 1930 U. S. automobiles and one-ton truck. The incident occurred when they tried to take river-side photographs of ruined pagodas in the Lap Sing valley near Mongwe, Southern Shan States, and narrowly escaped the vengeance of a mob of monks.

Within a few minutes the precipitate walls of the valley were swarming with orange-robed fanatics evidently incensed at the presence of non-believers, or at the profanation of holy ground by their boots. Cameraman Leifoy Phelps continued cranking until the last safe moment.

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Unusual View of 1940 Luxury Dodge



Motorist Trades Pig and Dollar For 1922 Model

CHARLESTON, W. Va. — The state automobile bureau returned Robert Rucker's application for a change of title and he came in today to find out why.

"You didn't tell what you paid for the car," explained Clerk James Leeber.

"I traded a pig and a dollar to boot," answered Rucker.

"How much was the pig worth?" "I guess about 50 cents. I raised it myself."

"Let's make it a dollar," decided

Burglar

ST. LOUIS — While Orville Litzinger slept peacefully in his suburban Brentwood home, a burglar slipped from his pajama coat pocket \$19 which Litzinger had placed there for safe keeping. Mrs. Litzinger awoke when she heard a door slam and found the burglar also had taken money from her purse and food from the refrigerator.

Production during the year 1900 was 4,192 cars.

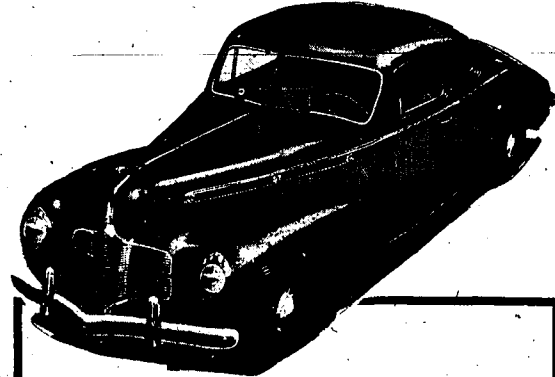
WAGE TOTAL HIGH

From the beginning of the automobile industry in 1900 up to the end of 1937, 84 billions of dollars had been paid out in wages to workers. Of this huge flood of wages, 14 billions went to automobile factory employees, 7 billions to workers in the tributary industries, such as steel, rubber and petroleum industries. Thirteen billions were paid out in wages in the road building industry. Fifty billions more went to chauffeurs, truck drivers, automobile repairmen, service station employees, and the like. Industry's benefits are thus seen to be widely distributed.

Production during the year 1900 was 4,192 cars.

DODGE and MAGEL'S

Do Their Best



Dodge has done so well in manufacturing good motor cars and trucks for the past 26 years that the very word **DEPENDABILITY** was coined by Dodge and is intimately connected with Dodge cars and trucks.

The Magel Automobile Company is one of the oldest dealers west of the Mississippi and has served Dodge buyers faithfully for many years and it is with the greatest pride we present **DODGE** for 1940.

But We're Handicapped

We have only three or four cars to show. We can't make immediate delivery on ALL models of the new Dodges to customers who want them now! This is true first, because Twin Falls buyers bought up the 1940 models as fast as they arrived and second, because circumstances at the Dodge factory over which we have no control have temporarily cut off deliveries.

Dodge and Magel's are doing their best to serve local buyers with the finest cars in **DODGE** history. We appreciate the loyalty of Dodge buyers who have placed orders with us for delivery when possible. We are taking orders for new Dodges and we know that deliveries will soon be resumed. While temporary labor disturbances make our displays inadequate and delivery dates uncertain, **DODGE** values were never greater and our desire to serve you never more sincere.

We are not saying "wait for us" but we are saying it will pay you to investigate Dodge values for 1940.

Headquarters For

DODGE Cars—Trucks

PLYMOUTH Cars

MAGEL AUTOMOBILE COMPANY

DODGE

Distributors

PLYMOUTH

EYE it, TRY it, BUY it!

That's Chevrolet's CHALLENGE To The Automotive World in 1940



THE 1940 CHEVROLET MASTER AS SPORT SEDAN

NEW LOW PRICES—

Chevrolet's new low prices are not just a left handed claim of greater value, BUT ACTUAL PRICE REDUCTIONS. These prices are just one more reason why you should EYE, TRY, BUY Chevrolet.

\$5000 per car

REDUCTIONS IN PRICE FROM THE 1939 LEVELS ACTUALLY RANGE FROM

ON DISPLAY AT

GLEN G. JENKINS

CHEVROLET

TWIN FALLS

DE SOTO LARGER, PRICES REDUCED

With Detroit delivered prices reduced as much as \$48 despite increased size, roominess, horse-power and wheelbase, De Soto's completely revised 1940 models are making a strong bid for attention of Twin Falls motorists.

Harry Balch, of the Balch Motor company, said:

All De Sotos this year include as standard equipment an 18-inch steering wheel with horn ring, dual side windows, dual windshield wipers, dual tail lamps, dual shock absorbers, chrome belt moulding, gravel deflector between rear bumper and bumper guards, spare tire, tube and wheel and steel metal painted to match body color.

Visitors to the De Soto exhibit will see evidence of a 12-million-dollar beauty treatment, for that is what Chrysler corporation reports having spent for new looks and dies for its 1940 models. They will also see 122 1/2-inch wheelbases under a lower, sturdier frame; 100 horsepower engines that step up performance; increased head, leg and elbow room; larger windows; and comfortable sofa-width seats measuring a full 51 inches across the cushions.

However, one of the biggest 1940 De Soto features comes in the form of a new high standard for automobile riding comfort. This is a new item which obviously must be personally experienced and arrangements can be made at the De Soto company for a road test of this feature.

If show crowds concur in the judgment of those who previewed the new models during their recent debut at dealers' showrooms, De Soto's 1940 beauty will get a big boost. From its forward-leaning chrome-edged nose to the sleek outward flare at the bottom of its rear body panel, there isn't a line or contour in the 1940 De Soto that's been carried over from 1939.

Key cases with pin point flash lights, thermostatically controlled heaters, jacks made especially for the women, latex cushion seats, vacuum cup coat hangers—and even a completely outfitted makeup kit in a utility box in the front of the car—include in the wide and varied kinds of accessories to be found by the modern motorist when he starts to outfit his automobile in the newest manner.

Among the newest in the accessory line are the makeup kits and flat tire jacks for women.

Many can't have a makeup kit in just any car, but the car can have one if she wants it, but, however, local dealers report they're all the rage in eastern markets, but haven't yet reached this territory in such abundance.

The kits are complete with mirror and containers for all the necessary creams and lotions.

Here's a new idea that might not be called accessories, but the latest one comes almost in that class. Especially if the head of the house wants one in his auto that the little woman can easily operate.

Simple in design, the secret of this popularity with the fair sex lies in the fact that the injured tire on the car may be repaired without crawling under the car to do so. It is placed on the outside of the wheel, a guard is slipped beneath the axle, the jack is removed and all work is done on the outside of the wheel.

Latest improvement in the car radio field is the one-button control known by several names, including Motorola and Monomote tuning.

Addition of the thermostat to the heater solves the problem of driving great distances with the heater on, and nearly suffocating the while. Made on the same principle as the furnace thermostat, they enable the driver to set the register for whatever heat he desires.

And even nice, reliable addition of the air-conditioning equipment to the heater, to get fresh air, glow through the heater, instead of re-heated air that has been in the car since the door or window was last opened.

Steering wheel covers, lined with latex, and covered with moiré, add greatly to keep hands warm in winter time, and dry in summer time. The latex inside keeps them from slipping too.

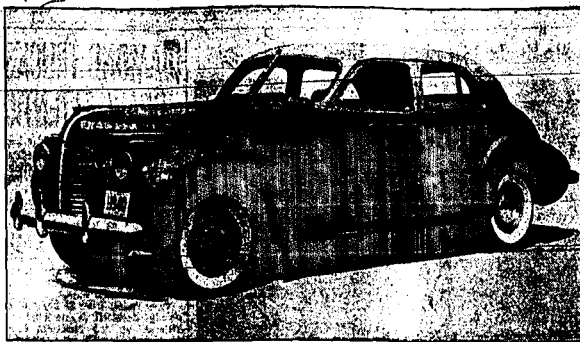
Plug for Thieves. Not to forget the new invention has designed an outlet plug to which an electric razor may be attached and a shave procured all the time. "All the comforts of home" in your auto will come by a realization.

Auto thermometers, compasses, clocks, and no auto alarm clock—yet—valuable nitro, grille guards, door mirrors, first aid kits, gear shift knobs of all sizes and descriptions, fancy auto robes, baby seats, that fit over the back of the driver's seat, musical horns, two-toned horns, glowing wheel back-up lights, head-up lights, fender light guides, defroster attachments for the heaters—there's no need to possibilities when the modern auto owner starts outfitting his car in accessories.

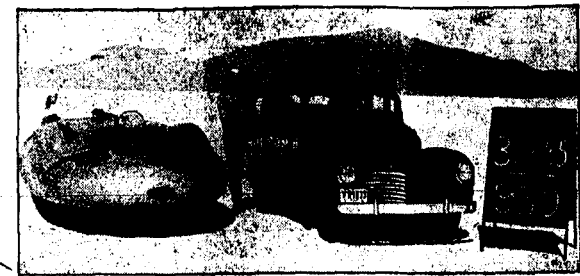
More than a quarter of a century of evolution is back of the average car at the national automobile show in New York. The oldest make of car on view dates back to 43 years.

There are now 39,435,000 motor vehicles registered in the United States.

Buick Roadmaster Performance Leader



As John Cobb Set Record in Hudson



NEW GLASS AIDS IN AUTO SAFETY

PITTSBURGH—Safety glass so flexible that it can be rolled up like a carpet even when broken in a thousand places is a new industrial marvel introduced here by five American concerns.

Designed to be standard equipment for 80 to 85 per cent of 1940 auto models appearing this fall, the new glass is the result of nearly a decade of research at a combined cost of \$6,000,000 to the concerns involved.

The new type safety glass bounces and bends before breaking and does not shatter into razor-sharp splinters upon sudden impact. It is produced by sandwiching sheets of "vinyl" (vinyl acetate plastic) between layers of glass.

Resistant to Cold. According to Dr. H. Sherer, technical adviser to the motor industry, the recently developed product is stronger than ordinary safety glass and will stand up much better in cold weather. Even at average temperatures, he said, the new glass is two and one-half times as effective as the old.

Regarding the history of the outstanding technical developments in American industrial history, the light-tensile safety glass has brought recognition to its five sponsoring companies from the Franklin Institute of Philadelphia for "laudable cooperation."

The concerns are the Pittsburgh Plate Glass Co., the Corning Glass Co., Owens-Illinois Glass Co., E. I. du Pont de Nemours & Co., Inc., and Monsanto Chemical Co.

Wide Use Indicated. Overturning the brittleness of safety glass at low temperatures, the new product is expected to reduce dangers of injury from accidents on city streets and roads. That it also has other valuable properties desired for use in automobiles, trucks, airplanes, gas tanks and almost any other product, using glass.

It combines rubber-like elasticity with high tensile strength, retains its clarity despite long exposure to moisture and sunlight, and is more expensive than ordinary glass. It may even become cheaper with large scale production.

Automobile Shorts. The first year in which more horseless vehicles were produced in this country than vehicles designed to be drawn by horses was 1916.

Among other materials consumed in automobile manufacture, how fat and bones are equivalent to the yield of 30,000 animals, having a value of \$405,000, were absorbed last year.

Fashion note from the first automobile show: "Pronounced by Newport and Handouters. Onrigger of the future." Today's verdicts are given by Main street.

U. S. and Canadian production of passenger cars during the 12 months ending with September 1939, totaled 3,962,000 units valued wholesale at \$1,770,151,000.

Commercial vehicles to the number of 988,000, worth \$446,224,000, were manufactured by U. S. and Canadian factories in the 12 months ending with September.

The automobile industry is this week commemorating the fortieth anniversary of the national automobile show, which is the oldest industrial exposition in the country having a continuous existence.

Terse Tid-Bits

One London report has it that Hitler might abdicate. And what Goering said that would precipitate. —Greenwich (N. C.) Daily News.

Bergdoll is one man who didn't profit by staying out of drafts. —Greenwich (N. C.) Observer.

Revised, to fit a streamlined and reckless age. The hand that rocks the boat rules the world. —Thomson (Ga.) Times.

The fellow who called them easy payments doesn't know much about adjectives. —Dallas Morning News.

As light as some politicians' heads are, it's a mystery to us to how they can keep an ear to the ground. —St. Louis Star-Times.

One-fourth of the citizens of the United States pay no taxes, an authority notes, and one-fifth is in the employ of the government. That still leaves eleven-twentieths who speaks respectfully to policemen. —Christian Science Monitor.

There isn't much indication of anything, for anything, whatever feelings may be about the war. —Philadelphia Bulletin.

"The modern girl is a spineless creature," declares an editor. He hasn't visited the beaches in some years, evidently. —Washington Post.

Texas producers and sold nearly 2,000 boxes of grapefruit last year. No little squirrel, that business. —Cincinnati Enquirer.

No one need be schooled in music to appreciate the beauty of a certain note—the sound of the quilling whistle. —Wilkes-Barre Record.

But how can they save the country now when it has already had about all the saving it can stand? —Dayton Journal.

If you never say college men are silly incompetents nobody will suspect you missed a college education. —San Francisco Chronicle.

If Russian influence counts for anything, the Baltic has now become the red sea. —Greensboro (N. C.) Daily News.

A stitch in time also saves embarrassment. —Manchester (N. H.) Union.

"Give us a policy that provides full and complete coverage and cuts out all the unnecessary costs."

Phone Representatives Today

See Jay Today

LOCAL AGENTS

TWIN FALLS

NEW CHRYSLERS LOW, GRACEFUL

In addition to the commanding beauty that comes from increased length, the new 1940 Chrysler displays a sweeping symmetry of line that is destined to set a fresh style pattern, says W. H. Barnard of the Chrysler Auto company, Chrysler distributor. Hood lines are flowing. Lower, straighter, top line and a lower frame give the cars a longer low-slung appearance that is impressively graceful.

The radiator grille with its horizontal rustles steel mouldings sweeps across the front in a raised, yet smartly styled fashion. Massive fenders add materially to the beauty of the front. They extend back to the cowl where they appear to flow into the body lines.

Headlights, mounted in the front fenders, are framed with chrome. A wide, curved chrome bumper bar with sturdy guards contributes to the massive low-slung appearance. Hoods on the 1940 Chryslers are longer. Slept lines of the chrome side louvers accentuate this racy appearance. The louvre grills are formed of two sections of stream-lined bars. The front section of the louvre pulls outward to form the handle for releasing the hood.

Body lines at the sides conform to the front styling. Top lines are concerned. Newly assigned door handles curve toward the rear body panel and blend with the styling. Redesigned rear end lines are a crowning achievement in styling. The streamlined rear panel flows downward gracefully, then sweeps outward in a smart curve. This new design contributes to the long, low, racy appearance of the 1940 Chrysler. The rear window in sedan models is curved to blend with the body curves and its divider strip has been eliminated. Rear fenders are more and follow the same general styling as those in front except that they are narrower.

Forty years ago it cost 30 cents a mile to run an automobile, whereas a modern car can be run for less than 3 cents a mile.

Great News for Buyers of Low Priced Cars

\$925 and up

IN TWIN FALLS FOR AN...

CHANEY

See Jay Today

LOCAL AGENTS

TWIN FALLS

See Jay Today

LOCAL AGENTS

TWIN FALLS

See Jay Today

LOCAL AGENTS

LINCOLN-ZEPHYR POWER BOOSTED

Continuing the style leadership established when it was introduced four years ago, the Lincoln Zephyr V-12 for 1940 is presented by the Union Motor company as a newly designed car, embodying many advanced features.

The fundamental characteristic of its construction—the unit-body-and-frame—which sets it apart from other cars, is retained. But the structure has been completely redesigned and improved to provide added comfort, safety and driving pleasure.

The new car is larger, more beautiful and more powerful. The bodies are entirely new, substantially longer and wider. Interiors are more roomy all around and seats are wider than formerly. A new finger-up gearshift on the steering post below the wheel provides substantially more passenger room in the front.

Windows Wider, Deeper. The Lincoln-Zephyr always has been noted for permitting good driving vision but the 1940 car has 22 per cent more glass area. The windshield, unbroken by a middle support, is deeper and has 105 square inches additional glass area. Windows are substantially wider and deeper. The large rear window is of one-piece tempered glass curved to the body lines.

Engine power has been increased but amazing economy is retained. Many improvements designed to give increased comfort, safety and economy include a new controlled ventilation system and sealed-headlamp headlamps. The latter afford 80 per cent better vision in night driving and reduce eye fatigue.

The front appearance is markedly changed by a new grille and grille ornament, and a new grille and grille ornament. The low grille design was pioneered two years ago by the Lincoln-Zephyr and is completely restyled. A new instrument panel has dials and gauges grouped in a new design. A new compartment is at the right. Seats are chair-height, deeply cushioned with soft edges for comfort. A wide, curved chrome bumper bar with sturdy guards contributes to the massive low-slung appearance.

Hoods on the 1940 Chryslers are longer. Slept lines of the chrome side louvers accentuate this racy appearance. The louvre grills are formed of two sections of stream-lined bars. The front section of the louvre pulls outward to form the handle for releasing the hood.

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See Jay Today

LOCAL AGENTS

TWIN FALLS

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See Jay Today

LOCAL AGENTS

TWIN FALLS

See Jay Today

LOCAL AGENTS

TWIN FALLS

See Jay Today

LOCAL AGENTS

Olds Aristocratic in Every Line



Electric Eye Safeguards Auto Factory Workers

DETROIT (Special)—That tireless automatic device, the "electric eye," which the main-in-the-street knows as a luxury gadget for swinging open doors in a novel manner, serves a number of useful purposes in motor plants.

A tiny metallic retina that "sees" a ray of light with super-sensitivity, the electric eye ranks as one of the star performers in automobile plants. It prevents injuries, eliminates costly damages, and does a variety of other jobs beyond human limitations.

Ever alert and vigilant, the electric eye holds back the mighty rays of a hydraulic press when a workman comes within close range, thus making mishap impossible.

In placing or removing fenders from a press, for example, the work-

man's arms, shoulders, chest and ankles all break the light rays, thus preventing the rays from flashing onto photo-electric cells. With this circuit broken, the control relays which operate the presses are blocked. Even if the mighty downstroke of the press has begun, any movement that shades the light rays as little as 10 per cent brings the powerful press to an instantaneous stop.

Such precautions have contributed to the automobile industry's outstanding safety record. Injuries are so few in motor plants that the average automobile worker is deemed to be twice as safe on the job as when he leaves the factory and goes home.

Working with uncanny accuracy, the electric eye is applied to welding machines, controlling the amount of

heat generated in the welding process. In assembling spark plugs, for example, excessive heat during welding causes the insulation material to melt and blow-out, with molten metal flying all over. Because of the heat control effected by the electric eye, losses due to scrapped plugs have declined from as high as 25 per cent down to 2 per cent and less.

Another economy job it performs is in connection with punch press operations. Should the press be set in motion with no material in place to be punched, expensive dies would be ruined. A photo-electric relay prevents operation unless material is in place. Such precautions keep down operation costs.

During approximately the same period, nearly Nassau county, which consists mainly of suburban communities, grew in population 46 per cent. These changes are attributed principally to low-cost transportation and fluid traffic.

SUCCESS STORY OF THE YEAR

The New

MERCURY 8

Clark Gable in Pheasant Business

HOLLYWOOD, Oct. 28.—When Clark Gable started raising ring-billed and Merganser pheasants on his Encino ranch, he thought it was a hobby.

Now, with the state's help, he finds it's a business.

First, he was informed the fish and game commission required him to obtain a license. He did.

Now he learns he must keep a record of each bird and give it a number. He does it, and he gives it to a friend.

And each egg, even if he loses one at a hecker.

Of four automobile companies only two remain as car manufacturers since the time of the first New York show cars. They are the Oldsmobile and the Packard companies.

A third, the Autocar, is now making a highway truck. The Baker, which was a fourth at the first show, is manufacturing an industrial truck.

"Automobiles are constructed principally of metal, yet the automobile industry used over 200,000,000 board feet of lumber last year in the manufacture and shipment of cars, trucks and trailers.



In a single year the Mercury 8 has captured motor-minded America with performance so brilliant it must be experienced to be believed.

The new Mercury 8 for 1940 more than fulfills its first-year promise. There is smart new beauty in its streamlined styling... a score of ultra-modern refinements that add luxury, comfort and even greater quiet to the thrilling Mercury Ride... and

again the big V-type, 8-cylinder engine offers an amazing economy that has been praised by so many Mercury owners.

An easy-acting Finger-Tip Gear-shift on the steering column, new controlled All-Weather Ventilation, Sealed-Beam Headlamps and an improved version of the Levelized Ride are among the important new features of this remarkable car.

Hights of the New Mercury 8 for 1940

Finger-Tip Gearshift on steering column. Engine—smooth, power, quick, straight stop. Controlled Ventilation—full, supremely efficient. New brake drums for owners report up to 20 quicker operation. New Blue and Silver Tone Interiors—eight beautiful body colors.

Lamps—for greater comfort and safety in night driving. New Sealed-Beam Headlamps—bright beautiful body colors.

Union Motor Co.

ADDED "USER VALUE" FEATURES 1940 DISPLAY OF AUTOS

Prices Remain Down Despite Better Cars

By ALVIN MACAULEY
(President, Automobile Manufacturers' association and Chairman of Packard Motor Car Company)

NEW YORK CITY (Special) — Competitive enterprise in the automobile industry again yields dividends to the American public in the 1940 models now on the market. Emphatically, two things stand out this season: Every company has built more user-value into its products, and prices have remained down. On many cars buyers will find a lower price tag than last year.

A look over the new models will show that the makers have undertaken a wide variety of improvements over last year's cars. All new cars show refinements for convenience, comfort and safety. Through-out will be found construction and finish planned to give still greater durability and service.

Above all, evidence will be found that inventiveness and challenging experimentation for basic improvements has not ceased. On the contrary, no one can say in looking over these cars that the future of progress is limited.

Lighting Superior
Along with the competitive strides made, the industry this year presents a fine product of cooperation undertaken in the public interest. Car lighting standards far superior to those obtainable under many state laws in the past are incorporated in the sealed-beam lighting system. The new headlight, offered on virtually all cars, is the product of three years' research in which all motor companies' engineers participated, along with the responsible authorities of the states.

The 1940 National Automobile show opening is a landmark attesting, as perhaps no other single event can, the state this country has in keeping open opportunity for exercise of initiative and competition.

The automobile industry today looks ahead from four decades of progress—progress achieved through constantly accelerated competition for the customer's favor.

No Let-Up
With the rest of the world now locked in a grave struggle, with the future of freedom for individual men and enterprises dimmed in many lands, the record of competition's benefits in the motor industry of this country is overwhelmingly significant.

For 40 years concerns now in this industry have had to spend millions upon millions annually for engineering, for research into improved products and for methods for more and better machinery, to keep its place in the race. This struggle for markets has prevented any let-up in this expenditure for research, and has forced rapid introduction of every improvement tested in the laboratory. It has compelled steadily closer figuring on manufacturing costs and production methods.

Price Way Down
Comparisons with 40 years ago are made meaningless by the revolutionary change in the vehicle, but virtually every one of the manufacturers in business today is selling cars at prices which are less than one-third the cost of the nearest comparable vehicles produced only 20 years ago.

While the public has thus been given the greatest dividend of free enterprise and competition in the motor industry, automobile labor also has shared in remarkable degree. The hourly wages of workers in automobile manufacturing plants today average about 25 cents an hour, far above the wage paid in comparable plants anywhere else in the world. At the same time, despite the extraordinary reduction in price and the production economies made necessary to reach these, the industry requires more workers for every 100 cars built today than it did 10 or 20 years ago. Not a cent of the saving to the public has been taken out of labor's dividends from automotive production.

Profit Margin Reduced
Not regulation or compulsion by any superior authority, but the competitive process, has steadily reduced the profit margin per car to a point possible only because of the through increased value to the public, the market for motor vehicles has been greatly broadened.

The American motor industry has established the automobile standard for the entire world. Entrance of its products into foreign markets has contributed to the opening up of all lands, and actually set the competitive pace for the producers of all countries.

Today a major war rages abroad. The men in this industry have no divided thoughts on war; their one idea is to strive for peace and to

MERCURY SHOWS POWERFUL CARS

After achieving an amazing first-year record, the Mercury eight "now presents a smoother, finer more powerful motor car for 1940." Grant O. Padgett, manager of Union Motor Company, pointed out today.

The 1940 Mercury is a car of striking beauty, with gracefully flaring chromium radiator grilles, beautifully molded hood and smoothly streamlined body and rear deck.

Interior styling treatment is in colorful blue and silver tone. There are many engineering improvements including a finger-tip gear-shift on the steering column, new headlamps and a new torsion bar ride-stabilizer which helps to control side sway and enables the car to take corners or negotiate rough roads on an even keel.

New Body Type
A new convertible sedan appears among the five body types. Other types are the town sedan (four doors), sedan (two doors), sedan-coupe and club convertible. The first four are six-passenger cars. The Club Convertible seats five. Its top raises and lowers automatically. There is a choice of eight attractive body colors.

The instrument panel in blue and silver tone, provides the key for the car's interior styling.

A new controlled all-weather ventilation system permits draftless circulation of air. The "flying wing" front section of window glass may be swung outward. The rear half, together with its metal support bar, can be lowered, permitting better vision and unobstructed arm signals.

Fatigue Lessened
Two features lessen the fatigue of driving. The use of polished plate safety glass gives clear vision of the road without eye-tiring distortion.

The new Sealed-Beam headlamps afford 10 per cent improvement in night driving vision. Improved hydraulic brakes permit quick, straight stops. The driver's comfort is also enhanced by the front seat construction which permits adjustment to the correct position for restful riding.

The new Mercury, effectively insulated from road bumps, provides extraordinary riding comfort.

SHOW SALES UP BUICK SALES
NEW YORK (Special)—Sales of Buick motor cars at the National automobile show in Grand Central Palace and at the General Motors presentation in the Waldorf-Astoria hotel are outrunning last year by two to one. W. F. Huittner, general sales manager, announced today.

keep war away from American shores.

The experience of the past has clearly demonstrated that the destiny of an industry such as this one lies in the enrichment of the lives of people, not in destruction.

Boom conditions based on manufacture of war implements have proven equally as ruinous to industry as to the welfare of the average man. Inflation of earnings through war conditions, whether those of a corporation or of labor, are immediately offset by inflation of prices and by onerous taxation, and are followed by inevitable reaction. We have not finished paying for the last war nor forgotten the trail of bankruptcy and unemployment of the early thirties.

While the conflict raging abroad will necessarily have unfavorable repercussions on some automotive foreign markets, our industry in 1940 is prepared to serve a healthy demand at home and in normal foreign markets, with sustained employment for American workers, and with its engineering and research departments still at work, as always, to improve the motor vehicle for the American people.

1940 OLDSMOBILE BIGGER, BETTER

Three new Oldsmobile series for 1940—two sixes and an eight—with marked changes in styling, and impressive increases in wheelbase length and overall dimensions, are attracting attention at the Chaney Motor salesrooms. Bigger and better throughout in body and chassis alike, the new Oldsmobiles reveal

striking advances in comfort, safety, power and beauty. Headlining all features of the 1940 Oldsmobile offerings is the introduction of a feature called Hydra-Matic drive—a combination of liquid flywheel and fully automatic transmission, which reduces driving to its simplest, easiest terms.

The conventional clutch assembly is entirely eliminated. There are no clutch parts to wear out and replace. The clutch pedal itself is gone, leaving no work for the left foot to do. To start the car you simply step on the starter, move a valve-actuating lever into forward position, and then step on the accelerator.

Changes from low, through second and third, and into fourth, or cruising gear, are entirely automatic. Great, incidentally, always in motion—so that there can be no clashing of gears or chipping of gear teeth. This means also that the engine serves as a brake on down grades.

To stop the car the driver simply steps on the brake. With no clutch to press and no gears to shift, there's nothing for the driver to do but steer, "step on &," and stop. The feature is available at an extra cost in all three series of cars.

Oldsmobile's series "80," introduced so successfully last year in the low-price field, this year appears with an overall length increased to 197½ inches, and an engine stepped up to 25 horsepower. An entirely new body has been designed to take full advantage of the greater wheelbase length. It is a body of a type heretofore associated only with cars of much higher price, and reveals quality in every line. Seals are so wide that three passengers may ride with comfort on either front or rear seat.

In the popular priced field, Olds again offers the six cylinder "70" series, biggest selling car last year in the Oldsmobile line. It is equipped with an improved luxurious observation-type body, distinguished for wide, deep windshield and windows, and narrow body pillars that provide maximum vision for the passengers, and likewise add grace and distinction to the outward appearance of the car. Overall length of the "70" series is increased to 189½ inches.

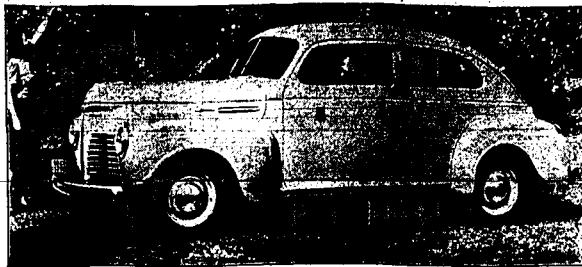
It is in the medium priced eight cylinder Oldsmobile, christened this year the "Custom 8 Cruiser," that the most spectacular change in the Oldsmobile line for 1940 appears. Here, on a wheelbase increased to 124 inches and an overall length increased to 210½ inches, is a body of a type new to American highways. Because floors are so low that running boards are no longer needed, Oldsmobile engineers have incorporated the width the running boards customarily require into the body itself. Needless to say, it creates an interior that is spacious far beyond any previous motor car design. Front seat, width in the Custom 8 Cruiser is 60 inches, 10 inches actually 10 inches greater than was considered adequate in many cars not so long ago.

Yet despite this amazing body room, there is not the slightest suggestion of bulkiness in the design, but rather a smooth and graceful streamlining that sweeps back from the high hood and radiator to almost horizontal lines of the extremely large luggage compartment.

For every dollar's worth of valuable goods created by the automobile industry in the year 1939, more than \$93 worth of value was created in the twelve months ending September 1939. This included, in addition to complete cars and trucks, parts, accessories and tires for replacement, as well as service equipment.

Forty years ago 8,000 automobiles were registered in the United States. Today total registrations number 29,425,000 cars and trucks.

Plymouth Re-Styled in Smart Lines



DIAMOND TRUCKS DRAW ATTENTION

Diamond-T trucks are the key to lower truck costs, the Schwartz-Auto company announced yesterday in introducing the 1940 line of super-strength motor carriers.

The trucks carry the Diamond-T warranty, which protects owners for four times as long or 20 times as far as the standard warranty of the motor truck industry, the motor company announced.

The reasons for this guarantee are more important than the guarantee itself, the dealer said.

They result from 35 years of continuous devotion to one ideal of excellence by the founders of this company.

Diamond-T super-service engines are built for longer life.

Its stabilized block of hard electric turbine alloy iron wears enormously longer than common "gray" iron. Its massive seven-bearing counterbalanced crankshaft vastly reduces bearing loads.

Electric-hardened journals are almost wear-proof. Cadmium-nickel instead of babbit—withstanding 100 degrees more heat.

In addition, engine heat is safely controlled by full-depth cooling.

And in every model, the units employed in Diamond-T trucks provide enormous extra capacity.

The dealers declared that "you pay no premium for this extra quality" nor for the guarantee.

"The Diamond-T super-service trucks are low in price as well as lowest in final cost," officials of the Schwartz Motor company said when interviewed yesterday.

BARNARD AUTO CO.

Presents

2 Great Cars for 1940

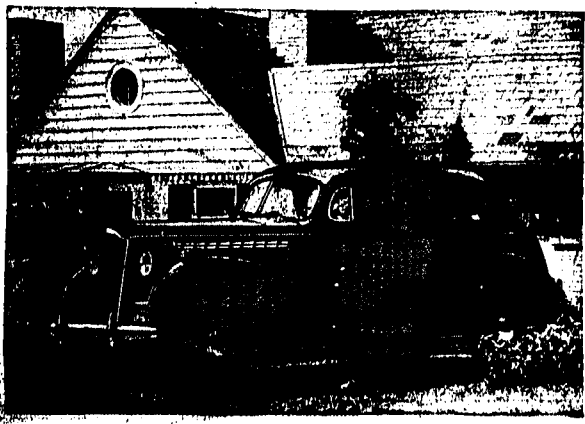
PLYMOUTH

Completely new from bumper to bumper is this 1940 Plymouth, presenting a new concept of size and luxury obtainable for cars of the lowest price field. All passengers sit farther forward for a new kind of luxury ride gained by redistributing weight. It has the big "floating power" engine with vital parts Superfinished for greater smoothness and longer life.

CHRYSLER

It's Racier, It's Bigger and It's Better. That's Chrysler for 1940. New styling in exterior designing and interior appointments make this truly the "Beautiful New Chrysler" for 1940. It's smart to buy Chrysler. Individual and distinctive styling give you that pride of ownership and Chrysler's carefully engineered engine gives you that power plus economy.

Luxurious Packard at Moderate Price



On Display
IN OUR SHOWROOM

