

Weather Forecast

For tonight and Tuesday; frost tonight. High yesterday 54, low 38; low this morning 36.

Idaho Times

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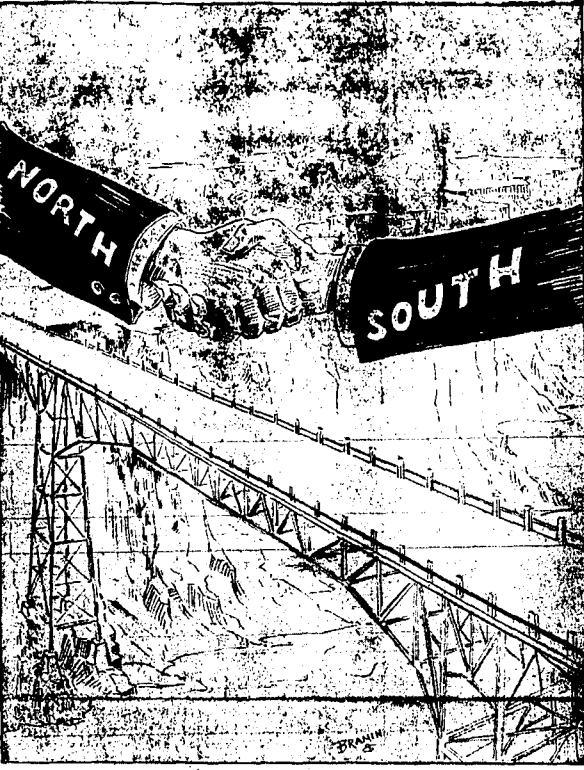
GERMANS, ALLIES LOCK IN TACTICAL BATTLE

Details Completed for Bridge Toll Removal Fete

Jerome, Twin Falls Leaders Confer for Final Arrangements

Details for the Tuesday celebration which will mark passing of the rim-to-rim bridge tolls and state acquisition of the Twin Falls-Jerome span were completed today after a conference between Jerome and Twin Falls committees in charge of the gala event.

Unity Theme of Bridge Celebration Tuesday



Great Day for Magic Valley

Another great achievement for Magic Valley will be celebrated tomorrow when the toll is formally removed from the Twin Falls-Jerome intercounty bridge.

NAZI FORECASTS DESTRUCTION OF BRITAIN'S FLEET

BERLIN, April 29 (UP)—Robert Ley, Nazi labor minister, asserted today the Norwegian coast has become the graveyard of the British grand fleet and that Germany would fight on to destroy Britain herself.

English Pursuit Planes Arrive to Fight off Nazis

STOCKHOLM, April 29 (UP)—Ten to twelve thousand allied troops are digging in on Namnos front, north of Trondheim, a neutral source reported today as frontier dispatches told of a battle between British and German troops at Hjerkinn on the vital Bombaa-Sjoerens railroad.

Deputy Resigns

WARREN W. LOWERY, chief deputy sheriff of Twin Falls county, submitted his resignation today to the board of commissioners.

LOWERY RESIGNS POST AS DEPUTY

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Heber J. Grant Returns to Utah

SALT LAKE CITY, April 29 (UP)—President Heber J. Grant of the Latter Day Saints church was back in Salt Lake City today from Los Angeles where he convalesced from a recent illness.

Rehabilitation Work Starts in Gooding Region in Wake of Destructive Tornado

GOODING, April 29 (Special)—Rehabilitation work started today in the Gooding region, four homes were completely blown away and four other residences were damaged.

HULL TERMED AS 'AVAILABLE' FOR PRESIDENT RACE

BY LYLE C. WILSON WASHINGTON, April 29 (UP)—Secretary of State Cordell Hull, while maintaining the position he is not a candidate, was said today by close friends to be wholly available for the Democratic presidential nomination and willing to take it.

SPAN APPROVED; TAYLOR OBJECTS

BOISE, April 29 (UP)—The state board of examiners approved a \$42,000 plan to purchase the Twin Falls-Jerome intercounty bridge today by a two-to-one vote, giving final official sanction before the toll is removed.

RAILROAD AGENT HURT BY CRASH

Three men were injured, one seriously, as a result of an automobile wreck Sunday at 8:30 p. m. at a point 200 yards east of Arletan maintenance.

DEWEY RESTS IN HOSPITAL ROOM

CHICAGO, April 29 (UP)—Thomas E. Dewey, Republican challenger to Wendell Willkie, was hospitalized today at the University of Chicago hospital.

ENGLAND DENIES GERMAN CLAIMS

LONDON, April 29 (UP)—Asserting three additional German supply ships had been torpedoed and sunk, the admiralty today issued a blanket denial of German claims of severe damage to British warships and supply ships in Scandinavia.

WORKER ADMITS SLAYING OF PAIR

DENVER, April 29 (UP)—A police detachment dug in a rain-soaked gully on the prairie southeast of Denver today in search for the slaying of two New Mexico men who were old-time workers and 23-year-old.

WORTH, PARKED AUTO, MURDERED

SALT LAKE CITY, April 29 (UP)—Sheriff Clark Young today ordered an autopsy performed on the body of Frank H. Lee, 35, Salt Lake City, who was shot to death early Sunday when he refused to turn over his money to a robber.

Late FLASHES

STOCKHOLM, April 29 (UP)—Norwegian military quarters said today that twin German merchant columns driving for the vital Bombaa-Sjoerens railroad have been stopped in the mountains, short of their objective, and that the allied position north of Trondheim has "vastly improved."

TORNADO LOSSES HIT 17 FAMILIES

GOODING, April 29 (Special)—In addition to the home damage, 18 other farm buildings, a barn and granary, were demolished by the terrific twister which swept down Friday afternoon.

Heber J. Grant Returns to Utah

SALT LAKE CITY, April 29 (UP)—President Heber J. Grant of the Latter Day Saints church was back in Salt Lake City today from Los Angeles where he convalesced from a recent illness.

NORWAY LEADER POINTS TO PLANNED GERMAN INVASION

NAZI CONSUL AT NARVIK BLAMED FOR SPY TACTICS

By PETER C. RHODES
STOCKHOLM, Sweden, April 29.—C. J. Hambro, president of the Norwegian parliament, says Norway has no irrefutable proof Germany planned its invasion and that, while Germany was making its German minister had received the Norwegian government's sympathy for Norway and eagerness to help her remain neutral.

In a bitter refutation of charges advanced by the allied nations, Hambro said Norway had received a disastrous proof Britain was totally unprepared even to meet a German invasion.

Hambro charges a big German whaler which entered Narvik harbor the night before the invasion, crowded with hidden German troops and war materials, flew the American flag and had American nationality marks painted on it.

Plans of the White Book
He disclosed Norway intended to issue a diplomatic white book to show the German invasion its invasion a month in advance.

Joachim von Ribbentrop, German foreign minister, in his charge statement of lies which he had intended, Hambro said.

Germany's justification of its act against its like kind of gangsters and blackmailers to which they have found that their victim has made a slight attempt to begin to about these people are conspiring against us."

Accuses Consul
He accused the German consul at Narvik, Dr. M. A. Nolda, a World War submarine commander, of having been the chief German spy charged with preparations for the invasion. Further, he asserted, Nolda had been German consul at Le Havre when the liner Paris was destroyed by a mysterious fire. Hambro said he personally had warned the Norwegian government to be most careful about permitting Nolda to serve as a German consul official in Norway.

Hambro, chairman of the Norwegian parliament's foreign affairs committee, was sent here at the start of the invasion to act as his government's special representative.

News in Brief

Townsend Club
Townsend club No. 4 will meet Tuesday at 8 p. m. in the probate court rooms.

Liquor Store Closes
Idaho state liquor dispensary in Twin Falls will close from 1 to 6 p. m. Tuesday. In common with other retail establishments of the city, for the bridge celebration.

Willa Son
Mrs. Vera C. O'Leary, junior high school principal, visited her son, Paul O'Leary, student at the College of Idaho, Caldwell, over the week-end.

Boaters Meet
Members of the Southern Idaho Boating club will hold a special meeting at the Gem Trailer company offices Tuesday at 8 p. m. It had been announced here today. A free luncheon will be served and members are urged to bring their wives and women friends.

To Build Homes
Application for permits to construct two \$2,000 homes, one at 203 and the other at 207 Polk street, had been made today with the city clerk by William Christensen, records show.

Return to Boise
Mr. and Mrs. J. J. Byer and family have returned to Boise after attending the 25th wedding anniversary celebration of Mrs. Byer's parents, Mr. and Mrs. H. R. Sweet, here yesterday.

Reported Still Missing
Sheriff's officers said today they have received no further report on Emanuel Willis, 24, reported missing from Filer, Jake Reina, his father-in-law, said Willis left Filer Thursday on his way to the general assembly of the Twin Falls-Jerome bridge celebration.

Presbyterians Here
Rev. and Mrs. J. M. Corneillon, Pendleton, Ore., who have been visiting at the home of Rev. and Mrs. G. L. Clark, left Sunday for Detroit, on their way to the general assembly of the Presbyterian church which meets in Rochester, N. Y., May 23. Rev. Corneillon filled the pulpit for Rev. Clark's church Saturday evening. Rev. and Mrs. Corneillon and Rev. and Mrs. G. L. Clark had dinner with Mrs. Emma Clouck. Rev. Corneillon has served more than 40 years as a missionary to the Umattila Indians.

Twister Victims BEGIN ON REPAIR
(From Page One)
back on the job." Charles Lang, census taker, who was also injured, showed improvement at Gooding hospital.

Owen Brown, Don Brown and Bill Stevens, who had a "like nothing imaginable" experience in the C. J. Brown residence one mile north of the Hines farm, spent most of Sunday answering questions about "flying through the air," but not with ease.

"They were in the barn when the tornado hit, each hurried into the house in a different direction. Mrs. Brown and her small children were in the house, which was badly twisted, but left standing."

Carpenters were busy Sunday putting up braces to support the house and keep it intact.

Ben Blakely was humbly grateful that he had moved his sheep pen to the range, just before the storm hit, under his wagon. The wind blew the wagon away and the hay toppled upon him. He was obliged to wriggle his way out of the hay, he told ranch visitors Sunday.

A constant stream of cars visited the storm area Sunday. From the time we started from Gooding we reached the Marvin Thompson place, three miles west, first ranch to be hit, we talked cars, 15 cars, Oakley, and three from Oregon and two from Nevada.

Seen Today
Four-H leaders of every age and description, from all southern Idaho counties, thronging into Legion hall for opening of the two-day instructional school. Couple of businessmen laying bets that J. W. Taylor would today against approval of bridge purchase by board of examiners (Seen Today note: J. W. did just that, but the deal was approved two to one). Local art work running wild in form of mistakes affixed to faces of movie stars on theater posters. . . . And indignant lady—one day ahead of time—very red-faced as she tells acquaintance on downtown street: "Amid that attendant at the bridge actually made me pay the toll!"

CATHOLICS ELECT TWIN FALLS MAN
SUN VALLEY, Ida., April 29 (AP)—Joseph Wagner, Twin Falls, today held the office of president of the Catholic men of southern Idaho deanery following a meeting in Sun Valley.

Wagner succeeds David Herrison of Jerome, Forbes Patterson, Twin Falls, was elected secretary.

Frank Betzig, Jerome, prosecutor, a Methodist, was the principal speaker. He praised liberality of Catholics and said it tended to decrease hypocrisy. He made a plea that all churches seek to revive the simple Christian way of living.

READ THE TIMES WANT ADS.

Local Red Cross To Aid Victims of Gooding Tornado
Twin Falls chapter, American Red Cross, will assist in rehabilitating the Gooding farm families whose farms were partly wrecked and whose normal patterns of life were disrupted by Friday's tornado. Cash contributions will be received by Wilton Peck, chapter treasurer.

at the Twin Falls Bank and Trust company or may be sent direct to Miss Olive Hughes, secretary of the Gooding chapter, American Red Cross. It was announced today.

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READ THE TIMES WANT ADS.

ORPHEUM
FUN RO-MANCE

BARBARA Stanwyck
FRED MacMurray
in **"REMEMBER THE NIGHT"**
with **BEULAH BONDI**
"A DOOR WILL OPEN"
Carey Wilson, Psyche Phenomena, Latest World News

G. T. PARKINSON, M. D.
Physician and Surgeon
561 5th Ave. N. E.
Office Ph. 720 Res. Ph. 584-W

TORNADO LOSSES HIT 17 FAMILIES

(From Page One)
boring ranches and in Gooding," the Red Cross executive said.

Officials here have allowed swift mobilization of Gooding's civic forces. Henry M. Baker, assistant manager of the Pacific Red Cross, and Mr. Stewart conferred with a community committee which is raising Red Cross funds in Gooding itself.

Mr. Stewart announced today that a fund of \$2,500 is needed to assist in rehabilitating the stricken families. This help will go toward repairing homes, helping replace livestock, furniture, etc.

The two injury victims of the tornado—Mrs. Hines and Charles Lang—are both "recovering satisfactorily," Stewart said.

All for Relief
"One hundred per cent of all relief funds donated by generous neighboring areas of southern Idaho," he announced, "will go into relief for the disaster victims. None of it will be spent on administrative costs."

Stewart said the Red Cross has found wide interest in the tornado, with communications being received from the Pacific coast and from various parts of the United States.

Funds for the twister victims may be contributed through the following: Red Cross representative said today:

Gooding — Herb Ormond, chairman of the special tornado relief committee, or other members of that group—Chester Mink, William Bryan, Oscar Edmelm, Ted Edelm, Mrs. Vera Cayhall, Mrs. Wayne Fluck, Rev. H. J. Reynolds, county Red Cross chairman.

Jerome—C. T. Hamilton, chairman, Wilton Peck, treasurer.

Twin Falls—Wilton Peck, treasurer.

Butte—Mrs. A. J. Finks, chairman, Edmond—Judith Howard Atkins, chairman.

Hurley—O. A. Hervet, chairman.

Rupert—Rev. Leslie Rolla, chairman.

Hatley—Mrs. Ed Andrea, chairman.

Glenns Ferry—Dr. Davis, chairman.

Patfield—Mrs. Margaret Clavel, chairman.

Madison Home—John Christensen, chairman, or Secretary Claville.

"We've learned plenty about USED CARS IN OUR FAMILY"

YOUTHS ACCEPTED FOR NAVY SERVICE
Three youths, residents of this section of Idaho, have been accepted for duty with the United States navy and have left Salt Lake City for San Diego, Calif., where they will take a two months training course before being assigned to fleet duty. It was announced by M. D. Davis, local Red Cross representative, at the postoffice building.

The youths are Willburn O. Bland, 20, 511 Second avenue west, Twin Falls; Paul J. Johnson, 22, Madison, and Albert J. Johnson, 22, route one, Jerome.

All will serve with the navy for a period of six years.

Prices Down—Values Up
1938 FORD V-8 TUDOR TOUR SEDAN
85 H. P. New finish, runs like a million. A ride will prove it's tops. Priced special at **\$525**

1938 CHEVROLET DeLUXE SEDAN
Original finish. Upholstering perfect, new tires. **\$550**

1937 DODGE DeLUXE FORDOR SEDAN
Has heater, low mileage. Finish, upholstery, like new. **\$525**

Real Savings, Easy Terms

31 CHEVROLET MASTER COUPE, excellent condition, owned locally at **\$395**

35 DODGE DeLUXE COUPE. Finish, three good, motor A-1, plenty of miles in this one. Special at **\$350**

36 PLYMOUTH COUPE, owned locally, new tires. Original finish. Very clean. Can't be beat in a Plymouth **\$350**

Plenty of Value

30 DODGE CANTON COUPE, heater, radio, overdrive. Run 15,000 miles. Original cost \$1500. Now **\$850**

36 V-8 TUDOR SEDAN, 85 HP, heater, radio, new finish. This is a honey at **\$350**

31 V-8 DeLUXE FORDOR TOUR SEDAN, 85 HP, heater, new tires. Owned locally. It's perfect **\$450**

38 CHEVROLET MASTER DeLUXE COUPE, heater, radio, like new **\$850**

Lots of "Cheapies"

36 CHEV. Coupe **\$65**

28 Cad Sedan **\$75**

30 Dodge Coupe **\$75**

36 DODGE PU **\$150**

34 V-8 Fordor Sedan **\$145**

34 Fordor Sedan **\$195**

31 V-8 Tudor **\$195**

38 Chev. Sedan **\$250**

36 Chev. Sedan **\$295**

36 Chev. Truck **\$295**

37 Chev. Truck **\$395**

36 V-8 Truck **\$395**

Union Motor Co.
FORD — MERCURY — LINCOLN-ZEPHYR
The Home of Honest Values

the Busiest Pair in town

Betty Mae and Beverly Crane

Smokers are buying 'em "two packs at a time" because Chesterfields are DEFINITELY Milder, Cooler-Smoking and Better-Tasting.

Chesterfields are made from the world's finest cigarette tobaccos and they're made right. In size, in shape, in the way they burn . . . everything about Chesterfield is just right for your smoking pleasure.

You get twice the pleasure watching the CRANE TWINS in the Broadway Revue Hit "Hallelujah!" because there are two of 'em... the busiest pair of dancing twins you ever saw.

Chesterfield
America's Busiest Cigarette

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BUSINESSMEN URGED TO FIGHT U. S. "REGULATION"

FEDERAL GROUP MAPS PLANS TO SLICE TAXATION

WASHINGTON, April 29 (AP)—Businessmen were told today at the annual meeting of the U. S. Chamber of Commerce to form defenses against "collectivism and super-regulation" or be threatened with complete loss of free enterprise and representative government.

Addressing the 1,600 members of the chamber's national council at opening session of the 77th annual meeting, Chairman John W. O'Leary of the executive committee said destruction of the existing economic and political system would relegate the United States to the position of European nations "which have lost their freedom and the onward march of their civilization."

He struck the keynote of the annual meeting which is expected to produce a campaign year "business defense" program.

Need Concentration

"We need to concentrate in a practical way in the days to come," he said, "on legislation which will result in:

"Economy in government — that our taxes may not kill the goose that lays the golden egg; that our budget may some day be balanced; improvement of our national defenses; that our nation may keep out of war by virtue of its strength; restoration of the team-work between employers and employees—that our productivity may increase and our national income and standard of living be advanced; employment—that jobs may be found for those who are able and willing to work, through freeing of enterprise and flow of capital."

The national council, composed of a representative from each of chamber's member organizations, acts as an advisory body to the chamber's board of directors. The first general session opens tomorrow.

Urges Domestic Thought

O'Leary observed that international affairs are taking much of the businessmen's attention, but, he continued:

"In our concern about the troubles abroad, it would be well if we should use our talents in stopping those within our own gates who are 'treating our sheep.' Our system of 'free' enterprise and representative government are too vital to risk their loss."

Asserting that the strategy of the foes of free enterprise is to attack one segment of business operation at a time, he admonished business elements to stop retreating each other and join in a coordinated defense of any sector.

Elks Pick Committeemen For Gala State Meeting

Selection of nearly 20 committeemen to handle the many-phased preparations for the Idaho state Elks convention in Twin Falls June 5-8 was announced here today by Carl Olib, general chairman, and Lawrence V. Groves, exalted ruler.

The committee list revealed for the first time the wide plans being charted to entertain more than 1,500 Idaho Elks at a three-day convention expected to exceed in gala atmosphere any gathering staged in Twin Falls for many years. Events for which plans have already been included include banquet, reception, grand ball, drum and bugle corps competition, trap shooting, parade, golf, tennis, bowling, Americanization, decorations and ladies' program.

Posters Get Out Soon

At Westley, Idaho, he is the advertising and publicity committee, said that impressive posters will go out soon to all Idaho Elks organizations. In addition to carrying convention information, they will display photos of leading scenic attractions in this entire area.

Executive committee of the host lodge includes Truman Greenhough, Dudley Driscoll, Stanley Phillips, O. P. Dural, Herman Deiss and F. C. Sheneberger.

State association committee is Mr. Dival, Lem Chapin, W. O. Heitman, and J. E. Heitman.

Convention committees include: Banquet—Howard Gervish, R. D. Thompson, George Hof, Ronald D. Thompson.

Band—Howard Gervish, R. D. Thompson, George Hof, Ronald D. Thompson.

2 DIE WHEN CAR GOES INTO CANAL

BOISE, April 29 (AP)—Searchers today dragged New York canal for the bodies of Lieut. Roy Rasmussen and his wife, Ruth, believed drowned when their automobile plunged into the irrigation ditch.

Sherriff's officers recovered the car, which skidded off a bridge six miles southwest of here, but found no trace of the bodies after a night-long search.

Rasmussen, 36, signal officer for the Boise CCC district, came here two weeks ago from the Brunau CCC camp. Previously he was stationed in Chicago, Ill. The tragedy occurred shortly after the couple had left their two children home and started out on a Sunday joy-ride in a new car.

Kimberly Leads Bands; Twin Falls Wins "A-B" Marching

Kimberly high school's snappy well uniformed band today had been declared "tops" among similar organizations in this district.

The organization, directed by Bert Christianson, Saturday night was selected by judges as the best "all-around" band at conclusion of the three-day music festival staged here. Presentation of a trophy, emblematic of the championship, was made during the "all-star" program which featured selected performers and which attracted some 2,000 persons to the high school gym.

Twin Falls Wins

The Twin Falls high school band, directed by Charles McConnell, was awarded the marching trophy for Class A and B bands combined while Kimberly captured a similar trophy for Class C and D bands combined.

Kimberly's record, which resulted in that band receiving the all-around trophy, came as a result of two firsts in competing: playing two firsts in sight reading and four firsts and one second in marching. Presentations during Saturday evening's program were made by Bernard Fitzgerald, director of band at the University of Idaho, Moscow, who served as one of the judges.

Plaques on which the rating of each band entered will be inscribed were presented to the various leaders by Edward Rogel, principal of the

Barefoot Statesmen

To abolish practices then prevailing, the Pennsylvania state legislature passed a resolution in 1794 reading: "Hereafter no member shall come into the chamber barefooted, nor eat his bread and cheese on the steps of the capitol."

HERE TODAY—Gone Tomorrow!



That's just the way your troubles will be if they concern your appearance! The ink spot on your suit, the beverage you spilled at lunch... if it's all removable, we'll take it out! Just call 850 for your...



PARISIAN, INC.

Train Cars Jump Track at Burnah

SHOSHONE, April 29 (Special)—Engine tender and three box cars of the Hill City branch train left the tracks near the siding at Burnah about 25 miles north of Shoshone Thursday morning.

No passengers were on the train and the crew, W. D. Dora, conductor, W. E. Baggs and E. W. Hall, brakemen, and Lee Hill, engineer, were uninjured. A wrecking crane came from Clatskanie, Ore., Thursday evening and spent until late in the night getting the cars back on the tracks.

Railroad officials are conducting an investigation and have not officially given a reason for the derailment. However, it has been reported that the tender came uncoupled from the engine, causing it and three following box cars to jump the track.

The army air corps has found in the wreckage of the train that 20 to 25 per cent of those applying for training in the pilot training program pass the physical examination.

C. C. ANDERSON CO. OPEN AN ACCOUNT

An EASY Deal Anniversary Suit Sale

HART, SCHAFFNER & MARX
STYLCRAFT And BURKLEIGH
Values Up to \$35.00

\$1688

Your chance of a lifetime to own a high class suit for this unusually low price. Styles and patterns are good.

Men's SOX
Irregulars of Reg. 50c Sox
4 pair \$1.00

Men's Dress SHIRTS
Plains and Fancies \$1.00 Values
2 for \$1.00

Ladies' Pure Silk HOSE
All New Shades
44¢ pair

Floor LAMPS
Anniversary Price
\$5.95

EASY PAY PLAN
\$1 DOWN
5 Months to Pay
Open An Account

STOP Before you buy!

See this Brand New 1940 **EASY WASHER and IRONER**

\$99.44

BOTH... The Washer and Ironer for only...

PAY \$5.00 DOWN... \$5.00 MONTHLY.

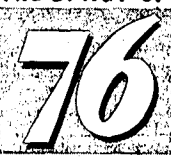
KINGSBURY STORE SHIFTS LOCATION

The Kingsbury Drug store will open at a new location, 117 Main avenue east, the middle of this week, it was announced here this afternoon.

Workers today were moving equipment from the old location, directly across the street at 116 Main avenue south.

At the new location, a complete prescription pharmacy will be maintained, with everything for sick room needs. In addition a complete line of Eastman Kodak products will be carried.

THE SPIRIT OF '76



by JOHN CLINTON

EDEN

Harry McGee, who is attending school at Albion State Normal school last week visited his aunt, Mrs. Margaret Mitchell, and daughter, Mrs. and Mrs. Orville Stephens and family, Dalton, Mo., are at the home of Mr. and Mrs. Otto Stephens. They expect to remain here for an indefinite time.

Mrs. William Tracy, Eureka, Utah, is visiting Mr. and Mrs. Harold Fisher. Mrs. Tracy is Mrs. Fisher's mother. Both Mrs. Tracy and Mrs. Fisher are spending this week at Lava Hot Springs.

A. M. Bisher, Boise, and Vine Everett, Meridian, arrived Tuesday for a short visit with friends and relatives.

Mrs. Jeannette Hugin returned Thursday afternoon from a winter's stay in Phoenix, Ariz.

Young people's classes of the I. O. O. F. church enjoyed a picnic dinner and swim at Ararat last week. They were accompanied by Mr. and Mrs. Carl George, Paul Okleberry, Howard Selway, Mrs. Raymond Henry and Mrs. Lester Juellian.

Like so many people I've always been able to take my opera or household, it was a relief when you'd call an occasion. If someone yelled "Carmen" real quick, I'd be sure not to think of a street car conductor than some nutty dame in a red dress singing on the stage in high C!

And then Union Oil Company started its brand-new "streamlined opera" INAC Red Network at 7:30 a.m. Monday nights, P.M. And now I am on schedule on week!

The Union Oil Program has the right idea. You don't have to sit through a lot of dull music and waiting for some tenor to crank out a familiar tune—on you can waltz on the way home!

Because in these "streamlined operas" they're not all that dull. The entire is all in English and you really get the story, by golly, it's pretty swell stuff.

Another thing that makes it good is the fact that they don't always have grand opera. In fact, many of the shows are Victor Herbert type things that you've whistled all your life and which sound like, too—like "No No Nanie."

To look, Mondays at 7:30 P.M. on the radio and tune in your nearest NBC station... get an ear full. If you don't like it, then write me a letter and I'll personally see it on the steps of the NBC Station in Hollywood! Remember, Union Oil Program—Monday's—7:30 P.M.

1940 BRINGS A NEW WAY OF IRONING

SAVE TO IRONING TIME
SAVE ALL IRONING LABOR
No instruction necessary

WITH THE NEW 1940 **EASY IRONER**

This EASY Deal
Limited to Duration of Our **44th Anniversary Sale**

Remember — No Down Payment on the New 1940 Kelvinator Refrigerators During Our Anniversary Sale... Prices as low as **\$114.75** for a 6 1/2 cu. ft., 1940 model.

SALE! WOMEN'S COATS

GROUP 1 Values to \$12.50 **\$8.88**

GROUP 2 Values to \$19.95 **\$13.88**

New Shipment of Ladies' SPUN RAYON Dresses \$1.66
ALL NEW STYLES

Red Cross Shoe Sale
Regular Values \$6.85 **\$4.86**

Not very often do you get the opportunity to buy Red Cross shoes at reduced prices. Come early for best selection.

PREPARE



As the Squirrel Does With Adequate Automobile Insurance Protection From LOCAL AGENTS

Twin Falls: Hubl JAY, E. L. MERRILL, Phone 82
Blair: E. L. LYNCH, Phone 84

UNION OIL COMPANY
JOHN A. BAISCH, JR.
DISTRIBUTOR

CHARGE IT AT **C. C. ANDERSON CO.**

Telephone 38... Fighting Fire With Fire... You can't fight a war against a totalitarian country without going totalitarian yourself...

POT SHOTS WITH The Gentleman in the Third Row... WE WONDERED, TOO! Dear Farmer Folks: Please ask Lucile Knight of the Twispes this one question for me...

Weed Official On the Spot... ARMS akimbo, Sherry surveyed the problem child of the Bond family...

WARREN W. LOWERY (Co-Chairman, Beard Vigilante)... Note: Pot Shots, always willing to scan both sides of the mirror even when his mind is made up...

TELEGRAMS... Noddy can browbeat Twin Falls about its baseball team... DOES TWIN FALLS HAVE A BALL TEAM?

Nothing Sacred... One by one, more man's last citadels have been falling... Ever since the turn of the century, women have been advancing farther and farther into the field of business...

THE LOVE TRIANGLE WITH SLIGHT VARIATION... CONCERNING THE late lamented tornado on the north side...

THE GENTLEMAN IN THE THIRD ROW... FAMOUS LAST LINE... Similar is the equally genuine astonishment in Germany and Italy when an American newspaper has printed something they do not like...

BET ON LOVE BY CHARLES B. FARMER... SERIAL STORY... CHAPTER II... "What's that light doing in my window?"

Sherry gasped... The outline of a man's head showed through the curtains... "You could have used the cross-town bus for a nickel. But go on—what have you to offer me?"

SHERRY broke off to answer the ringing of the phone in the next room... "Sherry! Instantly the girl was on guard—Paul Wharton, Listen, darling—"

Four Wards Hold Leadership Meet... WEDS. April 29 (Special)—Fifty M.I.A. officers, teachers and friends attended the leadership meeting held in Mrs. Della Williams Corling...

HISTORY OF Twin Falls City & County... 15 YEARS AGO... APRIL 29, 1925... Wilbur B. Hill from the first M. I. Boy Scouts...

You May Not Know That... THE geographic center of Idaho is about 100 miles southwest of Challis... 5 points and Freshmen a close fourth...

BRUCE CATTON IN WASHINGTON... By BRUCE CATTON... WASHINGTON, April 29—If the Japanese have at least eight battleships under construction...

ALL ABOUT BABIES... BY RICHARD ARTHUR BOLT, M.D., D.P.H. Secretary, Maternal and Child Health Section of American Public Health Association... Growth and development are often misunderstood...

COAT OF ARMS... HORIZONTAL... 1 Coat of arms of... 7 It occupies the Peninsula in Europe... 13 Liquid part of... 14 Mites... 16 Gibbon... 17 Father... 18 To grieve... 19 Fowl disease... 20 Wager... 21 Measuring... 22 Cupid... 23 Measure of... 24 Possessing... 25 Wide smile... 27 Three plus four... 28 Pic... 29 Crescent... 30 shaped figure... 31 Ozon...

CONGRESS SKEETICAL ABOUT WAR SCENARIOS... WAR FEVER... determine in many cases what glands are at fault... NEXT: Why children must have a well-balanced diet.



Dance Drama Thrills Fine Arts Audience

Poetry of motion was expressed by creative dance students of the Albion State Normal school this afternoon at the Bickel school auditorium before an audience of members of the Fine Arts department of the Twentieth Century club and their friends.

Mrs. Lloyd E. Oaks, retiring department chairman, presided, introducing Miss Buckley, who discussed the origin and development of the dance.

Interpretations by the students of Miss Irene Buckley, director of physical education for women, and foremost exponent of dancing as an art in Idaho.

Numbers were "Dances of India," "Pastoral Symphonies," "Negro Spirituals," "College Trends," "Reflexions," and "Willow Weepers."

Students who danced at the Bickel auditorium this afternoon were Janet Flanagan, Nancy Hume, Dorothy McHenry, Naomi Dunning, Gra Egbert, Murielugh; Clayton Nippen; Paul McCoy; Reupham; Max Voyce; Oakley.

Virginia Murchum, Willard Lovendige, Clara Mai, Alta Judd, Helen Anderson, Burely; Father Rau; Paul; Gladys Hogan, Soled Springs; Emma Le Corbridge, Boise; Eliza Jean Nielson, Helen Miller, Buhl.

Robert Vaden, Fairfield; LaGrande Larson, Blackfoot; Harold Hencky; Banner; Rhoda Thomas, Marsing; Donna Anderson, Rhoades; LaRue Duffee, Almo; Frank Woodie, Berkeley; Clark, Roberts; Don Shaw, Lorna Bruesch, Albion.

Director speaks Miss Buckley, who feeling for creative dancing is unusually fine, gave a vivid analysis of her subject, her own experiences lending vitality to her remarks.

She has studied in Chicago and New York under Marty Hill, Mary Vignam, Genea Heim, Doris Humphrey and Charles Wechsler, in addition to the University of Oregon and Columbia university. She has been associated with Albion State Normal school since 1922.

Retiring officers of the Twentieth Century club are Mrs. J. W. Newman, president; Mrs. E. O. Wallace, vice-president; Mrs. R. A. Sutcliffe, second vice-president; Mrs. H. C. Beck, recording secretary; Mrs. C. E. Fox, corresponding secretary; Mrs. William Middleton, treasurer; Mrs. R. J. Holmes, auditor.

Calendar Kimberly Road club will meet Wednesday afternoon at the home of Mrs. Dan Powell.

Sodalas Pinnacle club will meet Wednesday at 2 p. m. at the home of Mrs. Margaret McDougall, Third avenue north.

Country Women's club will meet Wednesday at 2 p. m. at the American Legion. Mother's day program will be presented by the church.

Moringside club will meet Wednesday at the home of Mrs. C. J. Davidson. Roll call responses will be current events.

Regular meeting American Legion auxiliary unit No. 7 will be held Wednesday at 8 p. m. at the American Legion. Memorial hall. Nominating begins for next year's officers will be cast. Members are requested to bring their year books.

Twin Falls first ward of the I. D. B. church will not hold primary Tuesday, April 30, on account of the celebration at the bridge, but all Trial Builders are asked to meet Thursday, May 2, at 4 p. m. in the recreation hall for drill practice.

BEDDING, MATTRESS Explicit say the best foundation for an unsurpassing mattress is either a coil spring with a platform top or a firm box spring.

Lemon Juice Recipe Checks Rheumatic Pain Quickly If you suffer from rheumatic, arthritis or neuritis pain, try this simple lemon-juice home recipe that thousands are using.

Mrs. Cryder Has Story Published

A short story "Easter Rhaphody," by Mrs. Elizabeth Cryder, Twin Falls, was published Sunday in the literary section of a Salt Lake City newspaper, under the editorship of Prof. L. A. Quisenberry.

One of the reasons for publishing the story, according to Prof. Quisenberry, was because of material contained in the manuscript.

Mrs. Cryder's first experience in writing was gained a number of years ago when she was editor and publisher of a newspaper in Long Creek, Ore.

GARDEN PROGRAM FOR LEND-A-HAND GARDENING was the subject presented by Mrs. Grace Collins, members of the Lend-a-Hand club last week at the home of Mrs. W. A. Poe.

Members of the Sweet family present knowledge honorees with a set of awards.

Mission Worker In China Region Feted at Party

Miss Celia Cowan, a missionary who is home on furlough, was guest of honor this afternoon at a charmingly arranged tea, sponsored by the Kimberly Methodist Missionary society.

Miss Cowan, a former resident of Homedale, is at present the only Methodist missionary woman in a foreign field.

52nd Anniversary Date Celebrated Mr. and Mrs. H. R. Sweet celebrated their 52nd wedding anniversary Sunday, entertaining members of their family at a dinner party.

Mr. and Mrs. J. J. Byer, son-in-law and daughter of the couple, and family, Boise, were out-of-town guests.

Also present were Mr. and Mrs. E. Sweet and family, Mrs. Flo Harrington, son, Gene; Mr. and Mrs. Dale Waken and son, Dale; Jr. and Mr. and Mrs. Albert Estling.

Members of the Sweet family present knowledge honorees with a set of awards.

CAMP FIRE GIRLS

Members of Bobolink group of Blue Birds met last week at the home of the stewardess, Mrs. Arthur Beckwith.

Members of the Women's Friendship class of the Methodist church attended a no-hostess luncheon last week at the home of Mrs. C. C. Jeilsson.

As of Jan. 1, 1940, 365 per cent of the total mileage flown in the United States was by private flying.

Zu Zim Club Moderne Has One Night Stand

Night life comes to the teen age set! They're to have a night club of their own—on Tuesday evening only.

Zu Zim are the "proprietors," and Sigma Delta Psi and Red Knights club members are invited to be guests, for the fun is "on the house."

Ted Malone Gives Boost to Poetry Of Blind Pupils

Poems of several students at the Idaho state school for the deaf and blind, reading, were read by Ted Malone over his poetry hour broadcast this morning.

Alice Beatty Is Honored at Party

Mr. and Mrs. E. Beatty entertained Friday evening at a buffet dinner at their home in honor of the birthday anniversary of their daughter, Miss Alice Beatty.

Members of the Sweet family present knowledge honorees with a set of awards.

Hollister Grads Feted at Banquet By Junior Class

Nautilus in honor of the annual dinner in theme of the Hollister high school graduates, arranged by the Junior class Saturday evening at the Park hotel, attended by 40 Junior and senior students and Junior and senior high school family members.

Two large pottery life preservers laden with tulips, and smaller preservers containing violets and lilacs, flanked by candelabra holding rods and gold tapers, formed the table decor.

Goiler and Moore Rites Announced

Mr. and Mrs. R. A. Goiler, Hagerman, announced the marriage of their daughter, Sara Moore, Twin Falls, to Kenneth Goiler, Hansen at an informal dinner one evening last week at the home of Mrs. James Kopp.

Members of the Sweet family present knowledge honorees with a set of awards.

FEMALE PAIN

Why suffer month after month? Try the relief that comes from the use of Pinkham's Vegetable Compound. It is the most reliable and most potent remedy for all the ailments of women.

O. E. S. Home Sought By Gem Past Matrons

An Eastern Star home for Idaho in the near future is the objective of the District Association of Past Matrons, which met Saturday afternoon at Piler, as guest of the Piler Past Matrons' club.

Mrs. Leonard Almquist, Buhl, was elected president, succeeding Mrs. Zella Chabrun, Albion. Mrs. Sally Fyle, Jerome, was elected vice-president, and Mrs. Guy Newman, Buhl, was named secretary-treasurer.

CROCUS CLUB HAS PLANT EXCHANGE Crocus club enjoyed a plant and bulb exchange last week at the home of Mrs. Bertha Gilchrist.

St. Edward's Catholic School Presents 'SNOW WHITE' H. S. Auditorium Tuesday, 8 P. M.

Advertisement for a 1940 Norge refrigerator. Features include 'OVERSIZE 6' CUBIC FEET OF SPACE', 'NEW 1940 NORGE OVERSIZE "6"', and a list of 12 features. Price is \$112.75. Includes the slogan 'LOOK! Only for this NEW 1940 NORGE OVERSIZE "6"'

Advertisement for CLAUDE BROWN MUSIC AND FURNITURE STORE. See Norge before you buy. Includes a list of features for the Norge refrigerator.

Advertisement for fishing tackle by Diamond Hardware Co. Features include 'WIN A PRIZE', 'Complete Fishing Outfits at Any Price You Care to Pay', 'The Finest Fishing Motor Made', and '6 Kinds of Sleeping Bags'. Includes a price list for various fishing equipment.

Let's Take a Jerome Jaunt Back in 1912!

The time is about A.D. 12. The year is about 1912. And you're going for an auto trip from Twin Falls to Jerome...

Governor of Nevada Congratulates Idaho

Congratulations from the state of Nevada to the people of Idaho at elimination of tolls from the Twin Falls-Jerome bridge were extended today through the Times and News by Nevada...

Praises Idaho



Gov. E. P. Carville of Nevada today congratulated Idaho for securing a free bridge on a main traffic artery.

those days, was about a stage driver and Anderson was responsible for it to negotiate the treacherous Blue Lake grade...

TOLL END CALLED AID TO HARMONY

Benefits from the removal of tolls from the Twin Falls-Jerome inter-county bridge will provide an object lesson in harmony to spur future cooperation for the benefit of the entire valley...

Sons, Daughters of Rotary Feted

BUHL, April 29 (Special)—The Buhi Rotary club entertained Thursday evening in the Mercer cafe with the annual daughters' and sons' banquet and children's program...

Ketchum CCC Camp Opens 1940 Season

KETCHUM, April 29 (Special)—Ketchum CCC camp has been opened for the season of 1940, the site being about five miles northwest of Ketchum, on Warm Springs creek...

World Hitch-Hiker May Win \$3,000

GREENVILLE, S. C.—O'Brien can hitch-hike just 3,000 more miles in four months he can collect a \$3,000 bet he made three years ago...

Asia's High and Low

In Asia, the earth's surface reaches its highest and lowest points. Mount Everest's snowy summit rises more than 29,000 feet above sea level...

There's Fun Aplenty in Tales of Pioneer Times

If you want real entertainment, and a lot of hearty laughs, edge yourself into a group of old-timers as they happen to be reminiscing about the good old days when the early settlers first started building what is now the Twin Falls country...

"But why don't they catch them, if that's the case, why don't they ship them out to market?" "Whereupon," the boys' sparked, "because there aren't enough people around here to eat them, and shipping 'em is impossible because we haven't any cold storage facilities..."

Ward Concludes Winter Program

WELLS, April 29 (Special)—Ward theme festival will be held in the Wells L.D.S. meeting house Tuesday, April 30, under the direction of the Community activity committee...

Premiere Tonight! THE TELEPHONE HOUR. A new musical program starring James Melton, Tenor; Franca White, Soprano; Donald Voorhes and the Bell Symphonic Orchestra and Chorus.

A GENUINE Hotpoint ELECTRIC RANGE. To Check Constipation Get at Its Cause! \$99.95 CASH PRICE. FEATURES—1940 Model. One Piece Top—5 Heat Hi-Speed Calrod Units—Full Size Automatic Two-Element Oven—Full Six Quart Thrift Cooker—All Porcelain Enamel—Utility Drawer. Convenient Terms—Now on Display. Only \$5.00 Down. Soden Electric. Elks Bldg.

Fish Story

One of these might properly be classified as a fish story. It has to do with a certain Captain Woods, who had come out to look the country over, possibly with the idea of investing some of his capital...

"How do you account for the fact that these fellows are hauling the rocks away?" he queried his obliging informant. "I'll tell you," was the quick reply. "The owner of that property happens to be in Chicago at present, and these fellows are stealing his rocks while he's away..."

FOR ONLY A FEW DOLLARS MORE-I GOT THE BEST LOOKING CAR ON THE ROAD!

OLDSMOBILE. ALL I DID WAS ADD JUST A LITTLE MORE MONEY TO THE PRICE OF ONE OF THE LOWEST PRICED CARS-AND BOY! LOOK WHAT I GOT! A STYLE SO MARVELOUS EVERYONE IS ENVIOUS! SIXTY DOLLAR 2-DOOR SEDAN \$853. Oldsmobile is the best looking car on the road!

Our Congratulations to citizens of both North and South sides of the mighty Snake River for their continued efforts to free Highway 98 of the barrier of a toll bridge. And our thanks to those public officials who have cooperated in bringing about a UNITED MAGIC VALLEY TWIN FALLS FEED and ICE A. M. SANDE - Proprietor

Roads Will Be in Good Condition For Fish Season in North Areas

KETCHUM, April 29 (Special)—With early trout fishing anticipated in the coming week, along one of the choice streams of Blaine county's many waterways, the devotees of the trout have been working about the road 10 miles or more along Warm Springs creek, northwest of Ketchum.

Many people throughout the state have, in recent summer months along that stream and have figured that an unopened slide may block the early spring trip; the worst one being the big slide near Frenchman's bend, eight miles up. Forestry officials and other factors identified with road clearance have recently voiced the statement that the warm springs road would be cleared of slides by the first of May, and dependence is being placed in the assertion.

Some property owners have wintered in the Warm Springs section throughout the winter, others are already moving in preparatory to the opening of the trout season and all are interested, as there are a good many votes in that section of the state.

Streams are filled to overflowing, but have given up about a foot of the excess during the past week, and there appears to be every evidence that the first day of the open season on trout fishing is moderately good water for this time of year, with fishing good. Trout fishing in this area of Idaho is to open May 1. A considerable part of the work done by the sportmen's associations, by and with the consent of the state game department, that 100,000 fingerling trout will be planted in each of the streams feeding into Wood river without delay. The streams are in prime condition and the influx of new blood will prove a decided benefit.

The creeks have been carrying off considerable water in the past two weeks, and on the lower hills most of the snow has melted. Rain has kept the water at above level for many days, but the showers are insignificant, and final runoff from the higher elevations will have to be depended upon to fill the streams until the latter part of next month. Another thing has been noticed for several days: Deer are coming

down from the hills by the hundreds. They appear along the roadsides, the hillsides, anywhere and everywhere, and during the night nearly every lawn and field is visited by dozens of the hungry animals, indicating a shortage of grain and hay on the hills. The animals are in fine feed and as tame as rabbits and feed within fifty feet without moving. A few deer have been seen, but the greater number of wildlife remains in the upper parts. Does and their fawns will shortly be appearing in the lower areas. In fact the numerous tracks indicate some of the animals may already be traveling. It has been a good season for them in every particular, and while there were a few inroads by cats and coyotes, the loss was not unusual. Roads, which are gradually clearing up and within a few days it will be possible to negotiate the usual routes by car. At the present time land slides and a few slowly melting snowdrifts are the only bar to free traffic, after which fishermen bound for the lake region, the Snake river, Warm Springs creek, Deer creek and many other favorite streams, will be abroad in waters.

SIDE GLANCES

By Galbraith



"Follows. I think we might as well begin taking a collection for Old Man Crabtree's busted windows before the season officially starts."

HOLD EVERYTHING

YOU NEED PERSONAL CARDS

Every person should have a supply of personal cards to use in business or on calls to friends. The Times & News printing department can design a card that will fit your demands: Stop at the office for an estimate. You'll find the prices reasonable on the finest type of work.

Times and News Printing Department



"Catching anything?"

Blaine County Prepares for Fishing Season

BELLEVUE, April 29 (Special)—Wrapping silk and rod varnish are the main topics of conversation wherever sportmen gather nowadays. With the opening of the trout season Wednesday, fishermen are putting their equipment in shape to hook that first big one.

The season opens for Blaine county fishermen in all streams except Silver creek May 1. Silver creek does not open until later. The season closes on Nov. 1 except in waters having special seasons.

Tom Miller, conservation officer for this area, points out that the fishing laws have been changed in several places this year. Among the revisions is the changing of the open season on perch to conform with the trout season. Magic reservoir and its outlet down to the second diversion dam, may be fished for perch only from May 1 to Nov. 1.

The use or possession of salmon seines and seines for use as bait or taking of fish is prohibited in Blaine county streams.

Streams that are closed for fishing in Blaine county include part of Alturas lake extending 1,000 feet from the inlet, and also the intake water in the late winter Alpine creek; Fish creek and all creeks north of the backwaters of Fish creek reservoir; Big Wood river closed from the mouth to the bridge above the swinging bridge downstream to where the river enters the reservoir.

Tributaries to the Big Wood river, located near Stanton crossing, south fork of Muldoon creek are closed.



Vandals Take on Webfeet After Loss to Huskies

EUGENE, Ore., April 29 (UP)—The University of Idaho baseball team arrived today to play Oregon University Webfoot nine after suffering a double defeat Saturday.

The Vandals lost a double-header opening its 1940 northern division Pacific Coast conference schedule to University of Washington Saturday.

Final scores were 16-5 and 6-3 in favor of the Huskies.



Oregon State Track Stars Win Over Vandals, 75 to 56

MOONSHAW, April 29 (UP)—The Oregon State track team triumphed in seconds and thirds Saturday to defeat University of Idaho 75 to 56 in a northern division Pacific Coast conference track and field meet.

Woodcock of Oregon State turned in the day's best individual performance, winning in the high jump and javelin toss—the former at a height of 6 feet 5 1/2 inches.

WESTERN INTERNATIONAL

First Game
Tacoma 17, Yakima 13

Second Game
Yakima 11, Tacoma 9

Spokane 9, Vancouver 8
Halem 10, Wenatchee 6

The first American speedometer was invented by J. W. Jones in 1891.



THE PAYOFF

by HARRY GRAYSON (NEA Sports Editor)

NEW YORK—Looks like Joe Louis never will run out of soft touches... The heavyweight champion worked out on the two Baers this summer and fall, which is all right with Mike Jacobs... Buddy Baer has only to get over Nathan Mann at Madison Square Garden, May 3... Maxie Adeltbert Baer must hurdle Tony Galento at the Garden, May 3... He'll get twisted an ankle... Louis will be in New York May 1 to start work on a motion picture, "The Sign of the Zamboni," a creepy thing which Smokey Joe has had on the Levinsky, Baers and Psychola... The shifts of the Chicago Cubs' new uniforms are merely vests, making the athletes appear, at first glance, like they were modeling unfinished coats.

The clause in the New York pari-mutuel law which prevents the distribution of free tickets has politicians moaning.

Vince DiMaggio Loses Out
Walter O. Briggs, owner of the Detroit Tigers, will lead a move to reduce the American league schedule from 154 to 140 games, with the season starting a week later and ending a week sooner... It's about time... There's no percentage in clubs coming north to throw snowballs and finishing in football weather.

So spring is here... Well, they're still asking the length of Cannon mountain, out of Franconia, N. H., and on Pico peak, out of Rutland, Vt. Archie Williams, Olympio 400-meter champion, is earning a pilot's license in the California division civil service... The St. Louis Browns are trying, anyway... Only three in the regular lineup were there a year ago—George McQuinn, Don Heffner and Harold Gilt... The Athletics' infield—Siebert, Benny McCoy, Bill Lillard and Kubie—is the youngest and most inexperienced in the majors... It averages less than 26.

Bud Ward is thinking of becoming a business man golfer after defeating the national amateur championship this summer... The Sportsman is one of two magazines who match the better professionals... The other is Swift World of Racine.

Survey Shows Fish Condition Of Rivers Poor

Fishing on the Big Wood and Little Wood river watersheds will be generally poor as the season opens. It was announced here this afternoon by directors of the Southern Idaho Fish and Game Commission who completed a survey in the areas Sunday.

Alphouse (fishing will probably be possible in some streams but generally poor this year) will not be attractive because of water conditions.

Following are general results of Sunday's survey:

Stanton's crossing on Big Wood river: Water high and roily. Average water temperature being taken at several points) 47 degrees. The Big Wood river at the Cottonwoods is completely dry.

Little Wood river, at the headwaters above Muldoon: Water temperature 40; water high and algalty roily and also slightly off color. Directors said this was the best water found but that mud and lack of adequate bridges makes the area practically inaccessible.

Muldoon creek: Water very high

Mac Heads for Louisville; Can't Make up Mind on Derby Choice

BY HENRY McLEMORE
ENROUTE TO LOUISVILLE, April 29 (UP)—Even if I didn't like the way Dil looked in the Wood Memorial on Saturday I wouldn't say so.

An honest-faced porter named (name) has his fingered in Arnold Hauger's derby hope is on this same train, and I am not the sort of fellow who comes to risk having 1,500 pounds of horse feed over his shoulder and then give him a few belts and rights with his fingers.

But this time it would be all right if Dil took a peek at my story, because he worked like a good thing in winning the Wood against a field that included an even dozen other derby eligibles.

He won it the way a good horse should win, meeting his woe in front and stayed there.

The fact that his time was ordinary—the old die mile and one



MARKETS AND FINANCE

By United Press

LIVESTOCK

DENVER LIVESTOCK DENVER-Cattle 2,500; steady to 14c higher...

CHICAGO LIVESTOCK

CHICAGO-Livestock 1,800; steady to 14c higher...

KANSAS CITY LIVESTOCK

KANSAS CITY-Livestock 1,500; steady to 14c higher...

PORTLAND LIVESTOCK

PORTLAND-Livestock 1,200; steady to 14c higher...

SAN FRANCISCO LIVESTOCK

SAN FRANCISCO-Livestock 1,000; steady to 14c higher...

LOS ANGELES LIVESTOCK

LOS ANGELES-Livestock 800; steady to 14c higher...

BOSTON-VERY LITTLE BUSINESS

BOSTON-VERY LITTLE BUSINESS was being transacted in the Boston wool market...

Local Markets

GRAIN: Soft wheat, 110-115; Hard wheat, 110-115...

Local Markets

BEANS: Green Northern No. 1, 22.50; Green Northern No. 2, 21.50...

WHEAT FUTURES

REGISTER CLIMB

CHICAGO, April 29 (U.P.)-Wheat futures rallied today in the face of precipitation...

GRAIN TABLE

Table with 4 columns: Wheat, Corn, Oats, Barley. Includes prices for various grades.

CASH GRAIN

Table with 4 columns: Wheat, Corn, Oats, Barley. Includes prices for cash transactions.

POTATOES

PORTLAND-Flaxseed 22.04; Potatoes: Russet Burbank, 2 cars 12.15...

FUTURE POTATO TRADES

May delivery: No sales; closing bid 12.00...

CHICAGO POTATOES

CHICAGO-Potatoes weather-chilled, temperature 22-24...

NEW STOCKS

NEW YORK, April 29 (U.P.)-The market closed firm...

STOCKS FIRM AS TRADE DECLINES

NEW YORK, April 29 (U.P.)-Stocks closed firm today but volume was the lightest...

Celebration Set For Jerome

JEROME, April 29 (Special)-Hundreds of Jerome citizens will participate in the celebration...

Prominent Bull Resident Passes

BUHL, April 29 (Special)-John Francis Carr, prominent resident of Buhl since 1907...

MISS DETWEILER SUCCEUMS HERE

Miss Kathryn E. Detweiler, Hansen, member of a pioneer southern Idaho family, and daughter of David P. Detweiler...

Startled Twin Falls Truckman Sees Big Twister Sail Horse Through Air

When you see a live horse sailing through the air on the turbulent wings of a tornado-it's time to rub your eyes...

Christiananson To Take Post Here

Following resignation of Charles McConnell, Twin Falls high school band instructor...

Second Concert Set For Tonight

Today at 8 p. m. the second concert of National Music week observation locally will be staged in the Methodist church...

Death Summons Jerome Pioneer

JEROME, April 29 (Special)-Bert Spencer, one of Jerome county's pioneer settlers, died at St. Valentine's hospital...

Wash Job And Complete Hyvis Cycle Lubrication

We use 7 different Hyvis lubricants to grease your car. COVEY'S

Wash Job And Complete Hyvis Cycle Lubrication

Wash Job And Complete Hyvis Cycle Lubrication. COVEY'S

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MAN ACCUSED OF WHITE SLAVERY

Charged with white slavery, Robert Milton Clarke, about 30, a resident of Nevada, was being held in the Boise jail...

Truck Man Wins Crash Judgment

Judgment for \$800 was awarded Saturday afternoon by a district court at-man jury in H. A. Drake against Idaho Power company...

Yellowstone's West Gate Opens May 7

Opening date for the Yellowstone park west entrance, the point originally named by Meritt Valley...

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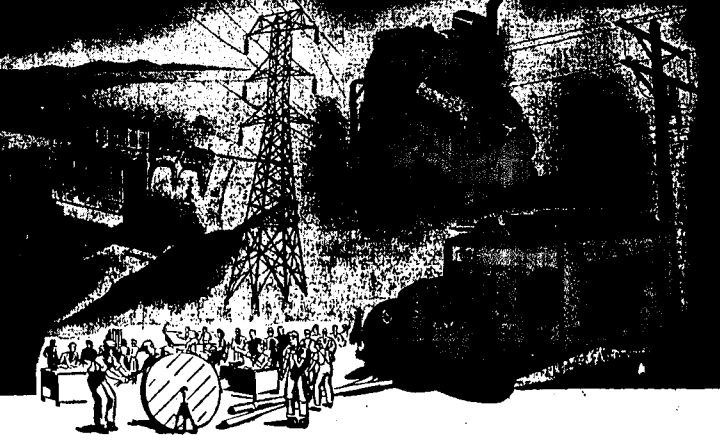
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Perishable Shipping

Courtesy Fred O. Farmer, Union Pacific Freight Agent, Twin Falls



Good Electric Service Doesn't Just Happen

A snap of the switch—and you have efficient light, heat or power. Simple, isn't it? But good electric service doesn't just happen! For 24 years we have been developing our service to you—24 years of constant improvement...

IDAHO POWER

Electricity... Does So MUCH... So LITTLE!

GOODING SENIORS TO GET DIPLOMAS

GOODING, April 29 (Special)—Commencement for Gooding high school graduates is scheduled for Thursday, May 16, with 74 students in the class. They are:

Frances Bishop, Ethel Borling, Meredith Bowler, Blanche Bray, Ella Marie Bryant, Marian Campbell, Winifred Carson, June Cox, Edith, Ruth, Vera, Finley, Dorothy France, Mary Fric, Lois Gardner, Bernadine Gehrig, Bette Graves, Roberta Harding, Marjorie Harmon, Wanda Hugula, Velma Hootenpile, Doris Hoyle, Marian Kilbourn, Mildred Jones, Marylyn Libbrecht, Edith Munk.

Oma Mounce, Caroline Ochener, Lucille Penland, Edith Perry, Virginia Perry, Mae Phillips, Audra Porter, Elmer Porter, Edna Potter, Edie Requist, Violet Rice, Annie Sarkinan, Delores Singer, Marilyn Thurston, Jean Waites, Betty Wenstrom, Elaine Witt.

Lloyd Adams, Paul Beer, Sherman Bach, Frank Berria, Blaine Bird, Lella Borling, Bill Boyer, Edwin Butler, George Curcio, Kenneth Colter, Dick Dixon, Fred Gehrig, Earnie Hanes, Lawrence Hutton, Myron Knight, Larry Maxey, Alan McCombs, George McCoy, Venoy Nelson, Howard Perry.

Dale Prince, Bob Redfern, Charles Smith, Lyman Smith, Frank Stone, Jerry Stone, Thomas Stewart, George Stinton, Francis Swan, Eugene Thompson, Charles Wright, Max Wenstrom and Jack Wright.

PAUL

Russel Widmer is able to be at work again, after piercing his leg with a sack needle while employed sewing sacks at the Simplot potato cellar.

Paul CCC camp will sponsor a public dance at the camp May 3. Public is invited and free transportation will be furnished from Rupert, Burley and Paul. Music will be furnished by the Critchfield orchestra.

Leo Olsen has purchased the building west of the Craven store building from the county for \$170 and is going to remodel it for a home. The building was formally owned by Henry Keck and was used as a storage room for his bee hives.

Allied forces of the different churches will hold a union meeting at the home of Mr. and Mrs. George Moser Wednesday afternoon, and it is announced that all churches should be represented.

Miss Frances Hardin, student at the University of Idaho, Moscow, was nominated as candidate in elections for the executive board of the Independent student party.

Dan Cobb has returned, after spending the winter in Oklahoma where he visited relatives and friends.

Mr. and Mrs. Edd Ashton sold their home in the east part of town Tuesday to Dave Niewert, Unity. The Ashtons will remain here until September, when they expect to leave.

Mrs. Alma Stewart received word from her son, Roy, who has been employed on the ranch of his uncle, Joe Griffith, Tuscarora, Nev., that he will for Sparks, Nev. where he will stay at the home of his brother-in-law and sister, Mr. and Mrs. Herman Watkins. He expects to remain in Sparks for the summer if he finds employment.

Drop Inn building west of the L. D. B. church was moved to the lot east of the Pep 86 service station and is now open for business at that place. Miss Effie Brown, who has been employed at Paul cafe for the past year, is working there.

Henry Payne, who left for Flint, Mich., returned last week.

A fast boxing race was held at Aquela high school gymnasium last week with Paul participating, coming in second with three wins, Match fighting to a draw, Olsen winning, Olltham winning a decision, Brown a draw and Harper winning.

SCREEN OFFERINGS

ORPHEUM
Now showing—"Remember the Night," Fred MacMurray-Barbara Stanwick.
Wed., Thurs—"House of Seven Gables," Nan Gray-Dick Poran.

IDAHO
Now showing—"Of Mice and Men," Burgess Meredith-Betty Field.
Wed., Thurs—"Hell's Angels," Jean Harlow Ben Lyon.

ROYX
Now showing—"Son of the Navy," James Dunn-Jean Parker.
Wed., Thurs—"Grandpa Goes to Town," Higgins family (Gleasons); "Curtain Call," Barbara Reed-John Archer.

BUHL

Mrs. Elizabeth B. Primeau, new Buhl recreation instructor coming here from Twin Falls to take the place of Mrs. Blanche Parent who resigned, has announced the schedules of adult and children's classes in recreation at the city hall. Mrs. Primeau emphasizes the fact that the classes are open to the public of all ages—anyone may attend who wishes. Complete information can be obtained from the recreation headquarters in the city hall or by seeing Mrs. Primeau. The following schedule has been posted: Adults, Monday, Tuesday, Wednesday, 1 to 3:30 p. m.; Thursday, 7:30 to 9:30 p. m.; Friday, 7:30 to 9:30 p. m.; Saturday, 10:30 to 12:30 p. m. Children, Monday, Tuesday and Wednesday from 4 to 5:30 p. m.

Mr. and Mrs. Howard Niccum and Mr. and Mrs. C. E. Niccum, Wendell, Wash., visited at the home of the Ralph Skinners last week.

One out of every four trucks registered is operated by a farmer.

Again—Magel's Set the PACE for Re-Newed Car VALUES

- 1938 FORD Dix 4-Dr. Rayon tires, perfect condition \$545
- 1937 CHEV. Dix 4-Dr. Htr, new paint \$475
- 1936 DODGE sedan Heater, new paint \$350
- 1933 PLYMOUTH 4-Door, new paint. Very clean \$185
- 1937 LINC-ZEPHYR Cpe. New paint, A-1 \$525
- 1937 FORD Dix 4 Dr. Motor reconditioned \$425
- 1937 DODGE Dix 4-Dr. Second, through \$545
- 1935 CHEV. Dix, 2-Door, New paint, Mechanically A-1 \$325
- 1937 DODGE Deluxe Coupe, 2-tone color, Like new \$545
- 1933 FORD Tudor Fair condition \$138

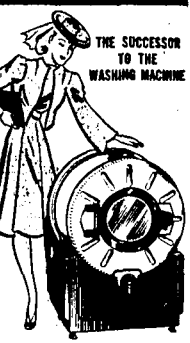
MAGEL Automobile Co.
Dodge Distributors Plymouth 129 3rd Ave. N.

'Pair of Twins'

As a singular noun, "twin" means "one of two brought forth at a birth." "Twin" is defined as "two young brought forth at one birth." A pair of twins should mean four offspring, but it does not. "Twins" and "a pair of twins," by popular usage, mean the same—merely two individuals.

At one time the American flag had 15 stripes.

CONFUCIUS SAY
WOMAN WHO USE BENDIX IS SAVING
WOMAN WHO DOESN'T USE BENDIX IS SLAVING



The Amazing Sensational

BENDIX HOME LAUNDRY

SOAKS • WASHES • RINSES DAMP-DRIES CLOTHES
Believe it or not—your hands need never touch water when you do your washing in a Bendix Home Laundry.
GREAT OFFER FOR LIMITED TIME!

Yes! We'll deliver a brand-new Bendix to your home for a free trial... at no obligation to you! See for yourself how the amazing BENDIX ends all washday drudgery.

SODEN ELECTRIC CO.
Elks Bldg.

ALL THIS WEEK AND NEXT— APRIL 29th to MAY 11th

THE IDAHO DEPT. STORE PRESENTS

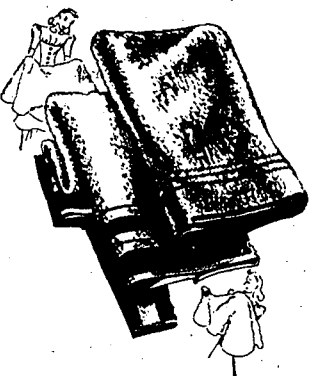
FREE Monogramming

Your name or initials embroidered in any color on anything purchased in the store... just as long as the retail value of the item is 15c or more.

A Wonderful Opportunity to Personalize Mothers Day and Graduation Gifts

Take advantage of this offer and use this free service on

- SHEETS — PILLOW CASES
- TOWELS — HANDKERCHIEFS
- LINGERIE — SLACKS
- MEN'S DRESS SHIRTS
- SPORT SHIRTS, TIES
- PAJAMAS
- AND MANY OTHER ITEMS



MONOGRAMMING SPECIAL!

300 HEAVY TURKISH TOWELS

A Regular 39c Value
All white with colored stripe borders. Size 22x44. Made of a fine extra absorbent yarn. Very closely woven.
Your Name or Initials Monogrammed free

25c

WOVEN COTTON SPREADS

\$2.98

Heavy cotton bed spreads—full bed size or twin bed size... Ideal for monogramming. All the wanted colors.

FREE MONOGRAMMING

BATH ROOM SETS

98c Up

Heavy chenille rug and seat covers to match Jacquard designs. All wanted colors.

FREE MONOGRAMMING

PEPPERELL RED LABEL SHEETS

63x99	69c	63x108	74c
72x99	74c	72x108	79c
81x99	79c	81x108	89c
42x36 Cases	19c	45x36 Cases	23c

FREE MONOGRAMMING

LADY PEPPERELL SHEETS

63x99	94c	63x108	98c
72x99	98c	72x108	\$1.05
81x99	\$1.00	81x108	\$1.15
42x36 Cases	24c	45x36	29c

FREE MONOGRAMMING

PEPPERELL COLORED SHEETS AND CASES

Just received a shipment of solid color sheets and cases. Pepperell Red Labeled quality.

81x108 Sheet	\$1.59	81x99 Sheet	\$1.49
12x36 Cases			39c

FREE MONOGRAMMING

CANNON TURKISH TOWELS

15c

Solid white towel with colored border—20x40—Good weight. Very absorbent—Assorted colored borders.

FREE MONOGRAMMING

CANNON PLAID TOWELS

25c

A check plaid towel with solid colored border—Assorted colors. Size 22x44.

FREE MONOGRAMMING

CANNON REVERSIBLE TOWELS

39c

Solid color on one side... The reverse side interwoven with white large block border—Real fine quality yarn. Size 20x40.

FREE MONOGRAMMING

NOVELTY TEXTURE TOWELS

Made by Cannon.
Bath Size 98c Guest Size 49c
Wash Cloth 19c
FREE MONOGRAMMING

NOVELTY BEACH TOWELS

98c

Get ready for the summer season with these colorful candy stripe towels. Size 48x68.
FREE MONOGRAMMING

THIS STORE WILL CLOSE 1 P. M.

TUESDAY, APRIL 30, for the

BIG FREE BRIDGE CELEBRATION

Be on hand for a spectacular celebration at the bridge as Gov. Bottorf, sen declares it " toll-free." Other entertainment!



MEALTIME MAGIC

YOU'LL BE A WIZARD AT COOKERY WITH THIS MAGIC CHEF RANGE

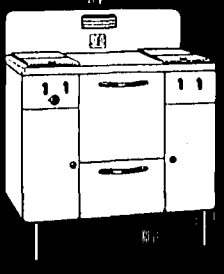
THERE'S nothing mysterious about it—simply that you can cook ordinary foods to such perfection on a Magic Chef that your family will surely think you've developed magical powers.

It seems like magic the way this range lights automatically, without matches... the Hi-Lo burners for top-stove cooking... the way the Red Wheel controls the oven heat just as you want it... the way things get done without fuss or trouble... the way it saves on food and fuel bills.

Convenient monthly terms. Other new 1940 Magic Chef models at new low prices. USE GAS, your quick, clean, economical servant.

LIQUID GAS AND APPLIANCE CO.
426 Main Avenue South

SAVE WITH A **Magic Chef** THE RED WHEEL GAS RANGE WITH THE LIFETIME BURNER GUARANTEE



And most magic of all is the great built-in waffle maker... waffle-maker can be used for an extra \$10.00.
New Magic Chef Model 5100... \$99.50

Ask to see the new super CP Magic Chef.

Here Are A Few Brief Facts

about the great independent store and institution of south central Idaho

THE IDAHO DEPARTMENT STORE

A brief survey of these facts will enable you to know us better and to more easily understand the unique position which this store has played in the business and community life of this area.



The Idaho Department Store building nears completion—1905. Completion of the structure and occupancy was accomplished even before street grades and boundaries were finished by the newly organized community.

1. The second Land Drawing for the opening of the Twin Falls Tract was in 1904. The Idaho Dept. Store Building was completed in July, 1906, and the store was opened.

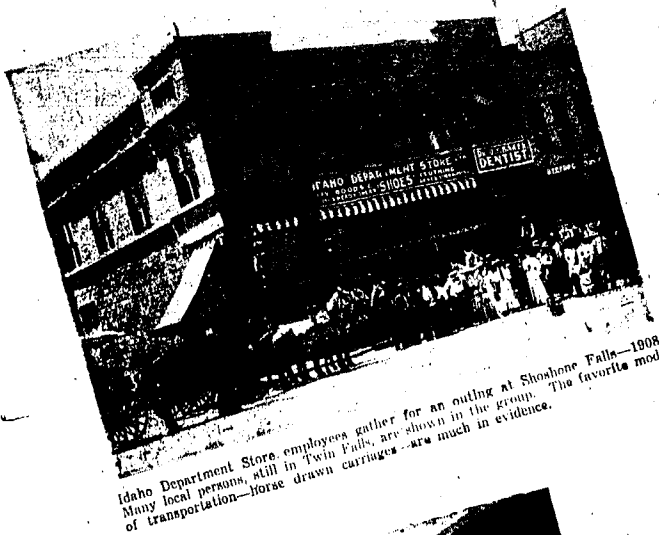
2. On Feb. 21st, 1907, Twin Falls county was formed. In Feb., 1908, R. C. Beach became one of the owners and assumed the management of the Idaho Department Store.

3. On June 16th, 1923, the American Falls Reservoir District was organized. This event and date marked a mile post in the progress of the Irrigated Tracts of South Central Idaho.

4. The first train from Twin Falls to Wells, Nevada, made the run in the fall of 1925. On Oct. First, 1927, was held the Dedication of the Twin Falls-Jerome Inter-county Bridge.

The Idaho Department Store as usual, witnessed this important occasion. By this time R. C. Beach was the sole owner and his son, K. C. Beach, had moved to Twin Falls and became connected with the store as manager.

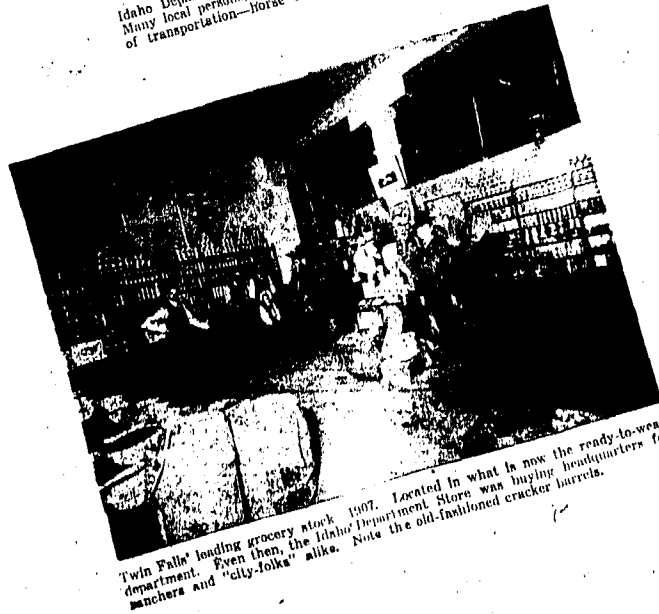
All during this period right up to this present historic date, the Idaho Department Store grew, and enlarged, and kept modern with the times, retaining all its old friends while ever striving to make new ones.



Idaho Department Store employees gather for an outing at Shoshone Falls—1908. Many local persons, still in Twin Falls, are shown in the group. The favorite mode of transportation—horse drawn carriages—are much in evidence.

and so today

The Idaho Department Store joins with every citizen of South-Central Idaho in rejoicing over the destruction of the last unnatural obstacle to the union and progress and co-operation of **ALL OUR PEOPLE!**



Twin Falls' leading grocery stock 1907. Located in what is now the ready-to-wear department. Even then, the Idaho Department Store was buying headquarters for ranchers and "city-folks" alike. Note the old-fashioned cracker barrels.



Oil lamps and hunting streamers made the Men's Department completely modern in 1907. This department occupied the space now used by the Dry Goods Department. J. T. Bainbridge, well known Twin Falls man, is pictured at the left by the counter.

The Modern Idaho Department Store

presents the people of Magic Valley outstanding
Merchandising Facilities and Service!

Today, as in the past, the Idaho Department Store presents the finest in merchandise, conveniences and shopping facilities for its customers. A long cry from the streets of knee-deep dust, oil lamps and cracker barrel

days, but the Idaho Department Store has kept pace with progress every step of the way. These efforts to fulfill the changing needs of our customers have been one of the prime motives in the life of our organization.

As It Should Be...

The freeing of the tolls removes the last barrier. And may the old sectional demarkations go with it! No longer the North Side and the South Side, but one glorious unit—the South Central Idaho irrigated paradise of prosperous farms, happy homes and progressive towns. The miracle spot of the West.

and so

THE IDAHO DEPARTMENT STORE

hails this history-making occasion—the uniting of the two garden spots of Idaho.

We Invite You

our neighbors on the other side of the bridge to visit us. Naturally we hope you will become a part of our large list of customers and friends. We are out to get more business just as in every store in the United States.

BUT...

there are many things your home town merchant can do for you just as well as the merchants in larger towns. Probably there are things he can do better. Things being equal we have always felt that your home town merchant deserves your support. We don't feel and have never felt that freeing the tolls on the Jerome-Twin Falls bridge will change this.

HOWEVER...

IT IS TRUE that the larger the town the more stores there are. Stocks of goods are bound to be larger and selections greater. And there is only one city in the whole world that doesn't have another city somewhere that is larger. That is the only service we in Twin Falls can really render our newly-made close neighbors to the north of us. If you can't find it in your home town, maybe you can find it in Twin Falls. If you can find it here you are saved considerable time and money by not having to go further away for it.



NEW LIGHTS SHOW NATURAL COLORS

No more running to the doors with a garment to see what the colors really are. The new daylight lights have been provided in many places throughout the store for your convenience.



CLEAN, COOL DRESSING ROOMS

are a most necessary and useful adjunct to our ready-to-wear department. Nothing has been overlooked to add to their attractiveness and convenience.



ICE WATER..ANYTIME..

The largest General Electric ice water fountain is provided for the comfort of our customers. During the hot weather it is a most popular spot.

In the modern fashion we are endeavoring to pictorialize the many features of our big store in these pages. All are actual photographs . . . most of them taken during the busy working and buying hours within our store.

Our MAIN FLOOR SHOE DEPT.



THE MAIN FLOOR SHOE DEPARTMENT

A large, exclusive department staffed by expert shoe fitters. Florshims, Dr. Locke's, Peacocks, Freemans, Chippewas, Star Brand's children's shoes, are just a few of the many nationally famous lines carried exclusively in this fine department.

ALL SHOES FITTED BY X-RAY

A free service in our main floor shoe department. Don't take chances with your feet. Here you can actually see right through the shoe to the bones of the feet. You can see how they are resting inside the shoe. This service is especially appreciated by mothers of young, growing children. Start their little feet right and you have solved two-thirds of their foot troubles for life.



Two New Panel Delivery Cars Insure Customers Within Twin Falls of the Best and Most Rapid of Delivery Service This applies not only to the many grocery purchases, but to articles bought anywhere in the store. Four deliveries are made daily. It adds greatly to your shopping convenience to be able to say, "Deliver it, please."



A Clean, Cool, Dustless
**GROCERY
DEPARTMENT**

Located in our big basement, removed and protected from the dust and dirt of the street. Dependable food products of quality are handled at prevailing prices. Our convenient phone and delivery service is widely used.



The Big Modern **DRY GOODS DEPARTMENT**

Where service is stressed every minute of the day around the clock. Such famous lines as Kayser Hose, Jantzen Swim Suits, Munsing-Underwear, Vanta Baby Things and dozens of other products protect you as to quality. As to price—we are never undersold and often undersell.



PERSONALIZE YOUR GIFTS

From the Dry Goods Dept.

A Kingsley gold stamping machine, the best and most expensive machine of its kind, is maintained in the department with a skilled operator the year around. Monograms or full names are electrically stamped on cards, stationery, playing cards, fountain pens, pencils, etc. There are six styles of type for you to choose from. The letters are in 22 karat gold leaf.



That Famous **DEPARTMENT for MEN**



Doing one of the largest businesses in the state of Idaho. Carrying the kind of clothes men like, giving them the service they like and taking a personal, human interest in every customer.

Featuring:

- Kuppenheimer Clothes
- Arrow Shirts
- Stetson and Dobbs Hats
- Munsing Underwear
- Interwoven Hose
- Crown Overalls
- Pendleton Shirts
- McGregor Sweaters
- Jantzen Swim Suits

And Lots of Other Top Lines.

**NEW
DRESSING
ROOMS.**

In the Men's Store

Finished in clean, cool looking highly polished knotty pine. The interiors are equipped with large mirrors, soft, luminous down lights and cool fans.



Modern, Daylight TAILOR SHOP

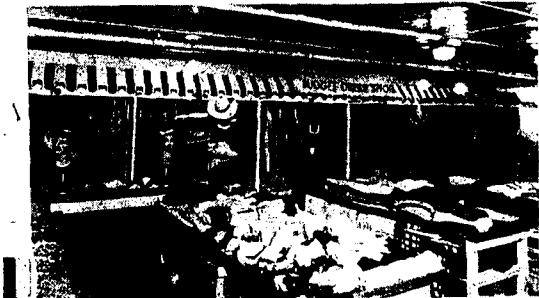
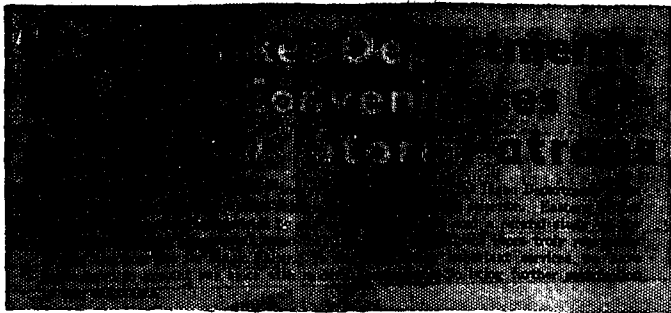
Light and clean and airy and modern to the nth degree is this tailor shop for men. By the polished, slender pupil of knotty pine you know at once that it's a part of our Men's Department. An expert tailor and his assistant are in constant attendance. All clothes are fitted immediately on the premises and promptly altered.

DON'T LOSE YOUR HAT

You can't when you have your initials electrically stamped in the band in gold leaf letters. This is done with the same model of a high priced machine now so popular in the better New York stores. This service is free.

The Idaho Dept. Store

If It Isn't Right, Bring It Back



**THE BUDGET
DRESS SHOP**

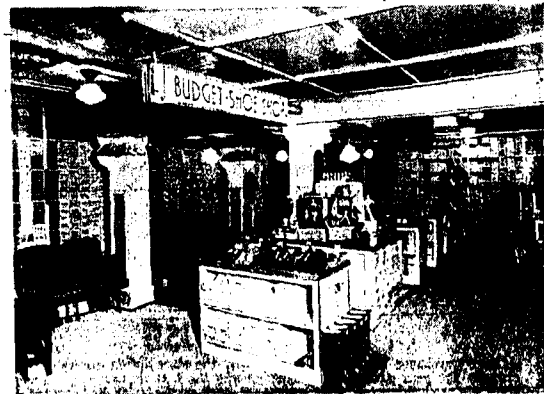
As Found in the Economy Basement

Featuring a constantly changing and ever new stock of dresses from New York at just three prices, \$1.98, \$2.98 and \$3.98. Hundreds of business girls, school-teachers and women from all over south central Idaho keep well dressed throughout the year on a small budget by using our Budget Dress Shop.

Ultra Modern Dressing Rooms in the Economy Basement

**BUDGET
DRESS SHOP**

Where nothing is overlooked which will add to your comfort including day-light lights, cool fans, chromium steel upholstered chairs and adequate ventilation.



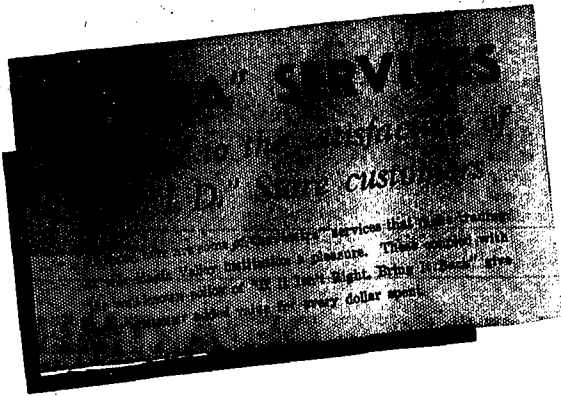
THE BUDGET SHOE SHOP
In Our Economy Basement

Featuring a large and well selected stock of popular priced shoes for men, women and children. The same type of comfortable, expensive shoe chairs that are in the main shoe department are provided here.



THE HOUSE FURNISHINGS DEPT.
An Annex of the Economy Basement

A small but quite complete little department specializing in selling the most wanted and popular small wares at money saving prices. This is just one more example of the completeness of this big store where so many different things can be found under one roof.



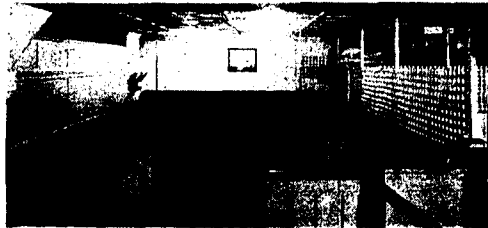
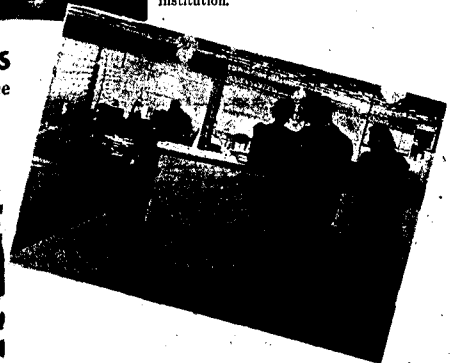
The Modern
DAYLIGHT OFFICE

The heart and life blood of this big store. It is here that plans and policies are formulated months ahead. One of the most modern merchandising and accounting systems in the state functions smoothly day in and day out. Here is the hub and center around which bustles and hums the busy, exciting business life of this institution.

CASHING CUSTOMERS CHECKS

A Customer Service Supplied by the Office

Hundreds of thousands of dollars in checks are cashed in this office every year by our customers. It is a community service of which we are justly proud and which is used extensively by people throughout South Central Idaho.



LARGE LOUNGING ROOMS

Ample provided with soft, upholstered chairs and long seats. Here you can meet your friends and visit, rest from shopping, bring the children and make yourself comfortable and at home generally.



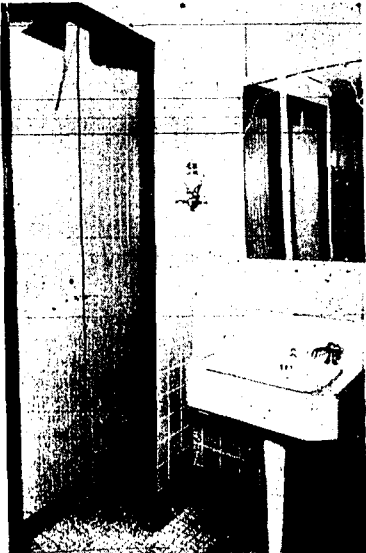
Our Free
BOY SCOUT LENDING LIBRARY

Available to All Scouts in the Snake River Area

A complete library of books on Scouting is maintained the year around. This library is constantly being added to upon suggestion and recommendation of the chief Scout executive with whom we work and cooperate very closely.

A DEPARTMENT DEVOTED EXCLUSIVELY TO BOYS

A separate location on the balcony by itself. Men and women to wait on you especially trained in boys work. A big stock of clothing and furnishings for boys only.



Public, Sanitary
REST ROOMS

Spotlessly clean and modern in every detail, these completely appointed rest rooms are especially appreciated by our out-of-town customers.



Interior Idaho Department Store

WAREHOUSE

A large warehouse 50x125 feet is owned by the store and is generally filled to capacity the year around. This explains why the I. D. Store almost always has what you are looking for. A big warehouse stock means fewer disappointed customers because of missing sizes, colors, etc.



YOUR WEIGHT FREE!

Our high priced Toledo no-springs, lowest weight automatic scales. This free I. D. Store service is enjoyed by hundreds as a regular habit.

PERSONALIZE YOUR LEATHER GIFTS

Here is a costly electric stamping machine provided for imprinting initials on luggage, billboards and other leather items. Several styles of type are provided, from which you can choose. The letters are all in gold leaf. An ideal touch to add to your gifts. The service is free.



WE RENEW OUR INVITATION

Once again, let us reiterate our invitation to you and near. We are anxious to please you and our store directly a better place to buy our merchandise. Merchandising policies and services all together to continue the success of our Department Store for another many years.

Your patronage of our store is a great privilege and your appreciation will be remembered.

The **IDAHO DEPARTMENT STORE**

"If It Isn't Right, Bring It Back"

SHEPHERD SIGHTS TRAVEL INCREASE

Addressing the throng assembled at exercise marking the dedication of the Twin Falls-Jerome inter-county bridge on Oct. 1, 1927, one of Jerome's outstanding citizens, R. F. Shepherd, president of the Idaho State Chamber of Commerce, pointed to wealth of natural resources within a radius of 400 miles, and declared:

"Here is a field of ample opportunity for ourselves and our children and a great field for all of us to work in."

Mr. Shepherd was asked for comment on the opening of the bridge as a toll-free span. He said:

"The purpose of the rim-to-rim bridge, making it free for all travel brings to mind the many past efforts to overcome the canyon barrier separating the great South and North Sides."

Recalls Efforts



R. F. Shepherd of Jerome, recalling early efforts to overcome the canyon barrier, sees highway as "one of the great arteries of our state" following removal of bridge tolls.

Valuable Jug Was Regarded As Just Clay

MERCED, Calif.—After carrying a curious, yet apparently worthless, clay jug around in the back of her car with other odds and ends, Mrs. O. L. Breeding of Mariposa county recently found it to be a valuable antique.

She now keeps it in a safely deposited box.

The jug was a wedding present to Mrs. Breeding from her husband, who found it 35 years ago in the snow-covered Sierra Nevada mountains.

A geologist, prompted by curiosity, made a study of the jug and declared it to be the only one of its kind in the country. Experts said it probably was made by Peruvian Indians and brought here by the Spaniards in 1807.

The vessel was exhibited in the museum of Fresno State college for 12 years but only with a question mark standing about a foot high, the gray, zig-zag shaped jug has, instead of an opening at the top, a glowing green decorated with a look nose and bug eyes. The face is etched with five small spots.

facts from those already established, all of which will better the general condition. It will unite all of the Twin Falls area. So let us move on, each helping the other, knowing that no community can prosper without benefiting its neighbor. In this way can our state take advantage of its wonderful natural resources from the development of which lies the opportunity our boys and girls are seeking.

The planet Pluto was discovered in 1930 through the Lowell observatory at Flagstaff, Ariz.

Magic Valley Firms See Big Saving in Toll-Free Twin Falls-Jerome Bridge

Approximately \$15,000 Expenditure Removed, Survey of Companies in Local Area Discloses

Savings approximating \$15,000 annually will be realized by firms operating from Twin Falls in serving customers of the Magic Valley with the removal of tolls from the Twin Falls-Jerome inter-county bridge, a survey of business houses revealed.

The \$15,000 estimate of total savings is comparatively low as eleven business houses, stage lines, transfer lines, cooperative organizations, commission companies and wholesalers interviewed on the extent of their expenditures on tolls during a 12-month period revealed that \$6,250 had been debited to span tariffs.

One of the principal benefactors from the removal of tolls will be the Jerome Cooperative creamery. Often in directors' meetings the subject of tolls has come up for discussion and farmers on the board have bemoaned the fact that \$500 each year was paid for the right to haul cream and produce between Twin Falls and Jerome county plants.

Removes Burden
Roy E. Smith, Jerome, manager of the Jerome Cooperative creamery in this section, said that "removal of tolls removes a burden from us." A saving was also noted by M. M. Daniels, manager of the Twin Falls Livestock Commission company for cattlemen.

"Our firm handles about 20,000 head of cattle each year," he explained.

"Of that number, about 7,000 head come by truck over the rim-to-rim span. On the basis of 17 head to a truck and 75 cents toll per truckload, it would cost \$225 annually to bring the stock to market," Daniels pointed out.

Livestock coming to Twin Falls from Fairfield, Hill City, Mackay, Carey, Wendell, Jerome and Gooding.

Truckline managers, pointing to the tolls, said that "we are practically over a barrel in using the

UTAH PIONEERS TRADED INDIANS

SALT LAKE CITY, Utah — Mrs. Anthony B. Lund, Salt Lake county recorder, revealed that historical records of the Daughters of Utah Pioneers show there was trading in Indian and Mexican in the early days here, although slave trade never was legal in Utah.

Early Mormon settlers had a humanitarian motive in buying young Indians, Mrs. Lund said.

Indian parents sometimes killed their offspring when their families became too large, so the settlers arranged to trade livestock for a young boy or girl to save the children from death.

While searching records for real estate information an employe of a local abstract firm also came across a copy of a bill of sale for a Negro boy in a book containing transactions for the year 1859.

Records here also show that two Negroes accompanied Brigham Young's pioneer company into the Salt Lake valley in 1847, but they were not slaves.

The 5,500 plating establishments in the United States and Canada consumed more than 6,000 tons of nickel for nickel plating during 1928.

\$250 in tolls during the 12-month period just past.

Globe Seed and Feed company added \$300 to the toll totals and the Intermountain Seed and Fuel company contributed another \$150.

During heavy trucking of the wool season the Ralph Pink company forfeited \$125 in tolls and in the coal business the Hye-Avant Coal company contributed another \$100.

All of the tolling isn't on the pany paid out more than \$100, south side of the span, however. Businessmen in Jerome, Gooding, Shoshone and north through the Sawtooth country cities will find equal relief from the tolls.

AN "AD" WITHOUT A SIGNATURE



written from the woman's angle



we're for progress, too!

Heralding progress isn't just a man's job ... we're for progress, too ... many of us have shopped through the old-fashioned packing box age to the age of modern displays and well decorated shops...through the sketchy selections of one to the wide assortments of the other ... certainly we appreciate progress ... whether it's the stupendous stride attained by a community in celebrating the lifting of the tolls from an important bridge or whether it's effort put forth by one shop to serve its customers better ... that's why "among us girls" we say that the Mayfair Shop is to be commended for its ability to recognize what we want and to give us the most convenience in shopping for it ... because the stock of the Mayfair is large ... because their prices are "right" ... and because their store always has that inviting appearance, we say the Mayfair is a progressive shop!

Progress TAKES A BIG STEP FORWARD

CONGRATULATIONS Southern Idaho on the biggest step the State has even taken. A step that will bring closer together the relationship between the "North and South" ... side of Snake river. We are looking forward to more friendly cooperation in Southern Idaho and many trips to the other side without the added expense of a toll.

Thanks For The FREE BRIDGE Conn Instruments have progressed since 1888

Conn is the largest band instrument factory in the world. 850 people employed. 20 of this number are working in the research department every day. Like the automobile, the airplane, the mighty battleship, research plays an important part. Today the Conn factories are turning out the finest band instruments known to man.

Did you ever see a genuine Strad Violin? You have noticed Gibson guitars, or other high priced instruments. Baldwin or Steinway pianos. You don't find any ginger bread or fancy trimmings, on such instruments. No! And you won't find it on CONN.

Dumas-Warner MUSIC CO.

"The Exclusive Music Store"

The PIONEER SPIRIT

The indomitable will to move forward and progress is as much of the West as the West itself. Without that spirit the West would never have been won. And just when it seems every new means for progress has been exhausted, new pioneers in a new age uncover new opportunities.

Another Milestone

In the acquisition by the state of the Twin Falls-Jerome County Bridge, Magic Valley finds another important milestone in its history—a milestone which has been placed by those who have unceasingly worked to remove this barrier between two great communities. While this action was accomplished in what we term a modern age, the preliminary work, the planning and the plain hard work had every earmark of old time pioneering.

New Opportunity

And with the passing of the tolls from the bridge, Magic Valley finds itself with a new opportunity to become one of the outstanding territories of the West. No longer will motorists and travelers shy from our scenic wonders, our spots of interest and our fertile fields because of the handicap of a toll bridge to make travel and social activity a burden. United, now, Magic Valley can go ahead to the ultimate prosperity of all!

CLOS BOOK STORE

Which has served Magic Valley for 27 years

Northwestern Firms' Toll Rate Schedule Won Span Franchise

A. E. Kliss of Buhl Recalls Meeting And Decision

Proposed schedule of toll rates on the Twin Falls-Jerome intercounty bridge was the issue that decided which of two rival firms would receive a franchise to construct the famed rrin-to-rim span, it was recalled by A. E. Kliss of Buhl in an interview yesterday.

Mr. Kliss was chairman of the Twin Falls county board of commissioners when that organization met with the Jerome county commissioners toward the franchise.

He has been as close to the situation since that time, serving as a member of Governor C. A. Bottolfsen's Idaho state toll bridge committee that recently negotiated successfully for purchase of the span and removed tolls.

Prominent Roles



A. E. Kliss of Buhl has played prominent roles in both the building of the Twin Falls-Jerome intercounty bridge and in removal of the tolls. He was chairman of the Twin Falls county board of commissioners when the franchise was granted and recently served as a member of Gov. C. A. Bottolfsen's five-man Idaho toll bridge commission that successfully negotiated for purchase of the span.

Original Bridge Franchise Gave Bikes Free Passage

Records Show 'Any Persons Going to or from A Funeral or School' Exempt From Payment of Tolls

The bicycle had a break when the tolls were collected on the Twin Falls-Jerome bridge.

A survey of the original franchise, as preserved in the records of the structure, shows that bicycles could be ridden across the structure without charge. The one who pedaled the bicycle paid five cents for the crossing but the bicycle went "toll free."

Horses had to pay. "Lucky" and their owners had to pay for their "walk" across the structure.

The schedule of toll collections shows that a one-horse wagon and driver could cross for a fee of 25 cents but if the wagon had two horses attached (evidently either in front or rear) the charge was 40 cents. Each additional horse above the number of two cost the owner 10 cents more.

In the matter of trucks the charge was 50 cents for two tons or fraction thereof with another 25 cents added for each ton over that amount.

Cattle and horses, per head, were assessed 10 cents each. Of course, that is the owner was assessed. Sheep and hogs were walked across

The franchise further stated as follows:

50 Year Period

"That said franchise shall continue and be in full force and effect for a period of fifty (50) years from and after the date upon which it is granted by the said boards of county commissioners of said Jerome county and Twin Falls county, unless sooner terminated under the provisions herein, and the grantee's right to collect tolls and all other of his rights thereunder, shall immediately cease."

Provision was made in the original franchise for the counties of Twin Falls and Jerome to purchase the structure if they saw fit to do so. This clause follows:

"That said bridge may, at the option of said counties of Jerome and Twin Falls, be purchased and taken over at any time after the completion thereof, upon payment to the owner or owners of the franchise, in lawful money of the United States of America, the reasonable value of the entire structure, equipment and appurtenances at the time of the purchase, provided that the said option shall be exercised by a resolution passed by the said boards of county commissioners of the said counties of Jerome and Twin Falls, and payment made before possession is given."

These Were Signers

The original franchise was signed by the following individuals: Board of county commissioners of Jerome county, Jno. P. McIntyre, chairman; E. C. King and Howard Bodenhamer.

Board of county commissioners of Twin Falls county: A. E. Kliss, chairman; Ivan G. Lincoln and W. F. Breckon.

Attests were given by C. A. Varnum, clerk of the board of county commissioners for Jerome county and C. C. Siggins, clerk of the board for Twin Falls county. The entire franchise together with 40 signatures thereon as notarized by Charles A. North, Twin Falls.

The original franchise was entered into on Dec. 21, 1925 while an amended franchise was made and signed on July 16, 1926.

Girls Defy Death to Explore Huge Bridge

"Four Twin Falls young women, such dangerous circumstances. They remained cool and collected while climbing around in dizzy heights on the highest bridge in the world."

The motion pictures taken at that time were broadcast throughout the United States and other countries by the International Newsreel service and Hearst's Pictorial News service.

Metro-Goldwyn-Mayer News produced by the International Newsreel also covered this event.

W. F. Breckon and Ivan G. Lincoln were other members of the Twin Falls board of commissioners. Kliss recalled. "We met to decide the franchise matter at Jerome. Members of that board were John P. McIntyre, chairman; H. C. King and Howard Bodenhamer.

"Dr. D. B. Stelman of New York with Frank R. Dravo of Pittsburgh offered one proposal to build the span. R. M. Murray, builder of the Hansen bridge, was backed by the Puget Sound Bridge and Dredging company of Seattle and the Union Bridge company of Portland in the other application for the franchise.

"We met the night of December 31, 1925, for a hearing on the franchise. The two boards heard the alternate proposals. Several hours went by as the two factions explained the type of bridge they intended to build plans for turning the bridge over to the counties after a specified number of years and other terms.

Lowest Rate

"Then came the question of the toll rate. Murray's toll rate schedule was considerably lower than the one proposed by the Pittsburgh contractor.

"Suddenly, just before midnight, the easterners declared that they would not consider constructing the span if it entailed placing tolls at a lower rate.

"They withdrew and the Seattle-Puget Sound construction firm was awarded the franchise," Kliss said.

Mr. Kliss, who has been interested in farming in Twin Falls county since he came here in 1910, recalled that a far different attitude prevailed in 1925 and 1927 in regard to toll bridges.

"I didn't have the WPA, the PWA and other government lending and spending agencies at that time," he said.

"There was never any doubt but what a bridge across the canyon, as near Twin Falls as possible, was needed.

"But neither the state nor the county had the money to pay for one.

HIGHWAY MARKERS TO BE PLACED ON U. S. 93

Long an "orphan" as far as official highway route signs were concerned, the road leading to the rrin-to-rim bridge on both sides of the river will see U. S. 93 markers "properly placed" immediately, according to word here today from R. R. Flint, Idaho director of highways.

Mr. Flint said that placement of the signs awaited only the formal conclusion of the bridge purchase by the state.

Not This Year

Although south Idahoans, and especially those in the Twin Falls district, look for improvement of the route leading to the bridge now that the toll is removed, Mr. Flint informed the Times and News that such action cannot come this year.

"Definitive plans of the road leading to the bridge, other than maintenance," he said, "must not be anticipated immediately as all federal funds have been allocated for this season."

When improvement of the road does come, however, it was indicated that the work will be a thorough job. Mr. Flint said that since he himself "is not very familiar with the condition of this section," he

"When private money was offered to construct the span, we took advantage of the opportunity and gladly accepted the fact that users must pay tolls.

"Toll bridges were more common at that time, and people didn't object. We were mighty glad to have the bridge under any arrangement.

"The company had a right to charge tolls on the bridge for 50 years, before it became the property of Twin Falls and Jerome counties, but all hoped that tolls wouldn't exist that long," Kliss related.

"It wasn't many years later until we heard grumblings on the radio and conversations were heard urging the state to purchase the bridge," he added.

Investigated Thoroughly

The Idaho toll bridge commission, with Governor Bottolfsen, Mr. Kliss, C. O. Hagan, Wayne Hill, Caldwell, and S. L. Thorpe, Jerome, investigated the matter thoroughly in an attempt to save the taxpayers money and reach an equitable price to the state and the bridge owners," Mr. Kliss said.

They found the bridge company and its president, Mr. Bruce C. Shortz of Seattle, most agreeable in all matters concerning purchase, Kliss said.

"Tolls were removed for the best interest of the people of Idaho. As a private citizen, who used the bridge many times, I know that all motorists and businessmen welcome the removal of the tax," he concluded.

First Mortgage Loans

SWIM Investment Co.

Twin Falls

For 30 years, our preferred territory for farm loans has been Jerome and Twin Falls Counties, under the Northside and Southside canals. These loans have proven very satisfactory, both to the borrowers and lenders.

The opening of the big bridge will bring these two counties closer together to their mutual profit. It ranks as one of the big events in Southern Idaho's history. All honor to citizens of both counties who have labored long to make this a toll-free bridge, and to those state officials, including Governor Bottolfsen, whose cooperation was so essential to the final consummation!

Preserve GREAT EVENTS with Photographs

Whether it's the opening of the Intercounty Bridge or a picnic with your friends! Be on hand with your camera to snap festivities!

All great events in your life — your trips — should be preserved with photographs! Great moments in the life of your children, your family. You'll thank your foresight in having a picture taken!

Film—Developing
Printing—Portraits

YOUNG'S STUDIO

TWIN FALLS

Another Step FORWARD for SOUTHERN IDAHO

We sincerely congratulate the State of Idaho, the bridge company and the bridge committee on the removal of the tolls from the Jerome-Twin Falls Inter-County bridge. The first progressive step was realized in November 1926 when actual construction started on what was then the highest bridge of its kind in the world. Now comes another step forward for southern Idaho . . . the purchase of the bridge by the State and the removal of the tolls.

Barnard Auto Co.

Chrysler Twin Falls, Phone 164 Plymouth

PROGRESS PROGRESS PROGRESS

For years it was that deep wide gorge with the Snake river at the bottom . . . then it was ferries . . . then it was the toll bridge to keep the neighboring North and South sides apart. BUT NOW our hate are off to the progressive administration that has finally removed the last barrier to free travel between these two rich communities that should be as one. Here's the best wishes to a greater Magic Valley united by a

FREE BRIDGE

Krengel's Hardware for

- General Hardware
- Heavy Hardware and Mill Supplies
- Builders' Hardware
- Paints and Supplies
- Plumbing Supplies
- Pipe and Pipe Fittings
- Welding Supplies
- Metal Roofing and Sheet Iron
- Bar Iron and Steel
- Hardwood Lumber
- Wire Fencing and Rails
- Patriotic Horse Feeds and Equipment

Krengel's Shop for

- Machine Work
- Electric Welding
- Acetylene Welding
- Blacksmithing
- Manufacturing
- General Repair Work
- Bolters and Tanks
- Ornamental Iron Work

PLANES SPEED UP TRAVEL IN IDAHO

Where Idaho's first settlers took weeks to cross the southern part of the state, some making their own trails as they lumbered over rough terrain in the covered wagon, modern air travelers of today gain the same distance in minutes.

Planes came to Idaho with the rest of the nation. An occasional barnstorming ship, crude and cumbersome, visited the state soon after the machines became practical to fly.

After the war, when plane production had been rapidly increased, the barnstormers grew more numerous, visiting fairs, celebrations, and festivals. Venturesome Idahoans would pay high prices to risk their necks in these pioneer air contraptions. More spectators would come to look, to marvel, to wonder what the world would think of next, but for flying, why "I'll stick to good old earth."

Aviation's Pioneers

By 1920, fear of planes was gradually waning. The early barnstormers were the real pioneers of the air industry. They sent their bulky winged crates through all kinds of contortions in the clouds to show neck craning thousands what a plane could do. Daredevil stunting, life rickling, wing walking, parachute jumping and other spectacular feats, became a part of the show every time a plane came to town.

Those were the days before regular airports. The pilot picked out what looked like a smooth pasture and set his ship down.

Although Idahoans "look" to aviation with the more courageous learning to fly their own planes, the state did not really become accustomed to the roar of the air motor until after the introduction of airmail flights. That came in April, 1925, when the Varney line, headed by Walter T. Varney, started a mail run between Elko, Nev., and Pasco, Wash., stopping in Boise.

Leon D. Cuddeback, chief pilot of the line, carried the first mail through from Pasco to Elko, April 8, 1925. But another pilot, Frank Rose, ran into a storm near Elko and was finally forced down near Jordan Valley, Ore. He was missing for more than 24 hours, causing grave anxiety among his associates. With the service barely inaugurated, Varney received an extension of time to better equip his ships and equipment for the mail run.

Repairs and improvements were made in the service. The Varney ships at that time carried only mail, George Buck and Joseph Taff with Cuddeback and Rose were among the first pilots on the Elko-Boise-Pasco run.

Passenger Service

Then came passenger planes. The Varney lines inaugurated this service in September, 1925, with new ships. They were small cabin planes, capable of carrying three or four passengers, with the pilot riding in an open cockpit atop the plane. The route was changed from Salt Lake, to Boise, through Pendleton and on to Portland and Seattle. Within the last decade, the United Air Lines acquired the Varney franchise and started into the passenger business on a big scale with introduction of 10-passenger Boeing transports in May, 1932. The crew was enlarged, to pilot, co-pilot and stewardess. Always before, there had been but the single pilot.

Air passenger traffic increased. There were other improvements designed to add safety to air travel—radio beams, blind flying instruments, emergency landing fields, double-motored ships capable of flying on a single motor, up-to-the-minute weather reports.

Sleeper Planes

Plane sizes grew as well as comfort and convenience for the passenger. It was just this spring that sleeper planes started flying the Idaho run—high, mammoth, gliding after birds, capable of carrying 14 as sleepers, 21 on the day run.

In the meantime, private flying among Idahoans gained a strong cloud hold. The aeronautics division of the state department of public works was established in 1929 for the purpose of bringing constructive state co-operation to aviation development.

Flying schools are being operated at Boise, Porterville, Idaho Falls, Lewiston, Twin Falls and Coeur d'Alene. Today there are 80 air ports and landing fields in the state, 2228 miles of designated air.

Another Step in Progress—Airport Development



Pushing steadily toward the time when big United Airlines' Mainliners, with passenger and airmail service, will make Twin Falls a stopping point, Twin Falls now has most of the preliminary work completed in airport improvement. This aerial view gives an idea of the runway and sagbrush clearing work which has been carried out. Before the task began, under city auspices, the airport was safe only for smaller planes and even those often had bumpy rides in landing and taking off. Completion of the work contains three modern runways capable of handling the large Mainliners.

Weather Bureau Adopts New Code

By EDDY GILMORE

WASHINGTON — If your local weather man is all wet a couple of times this summer, be patient; it isn't the heat or the humidity—he's just learning a new way to talk.

For nearly 50 years the government's weather forecasters have been talking at sea, gazing at gauges, measuring gauges, and sending messages to headquarters like: "Retrospect Medbury guerrillas suspect Lulla cursing command."

Other weather men knew that this meant:

In Galveston, Tex., the temperature was 78, the wind from the south, dew point 70, and no rain for the last 24 hours.

Beginning July 1, that's all over. The same message will read: "5087; 20881 08774221 6701."

It's all very clear—to meteorologists.

"Sit down for several hours," Edgar Calvert, chief of the weather bureau's forecast division, said today, "and we'll tell you about it."

The new code is part of a plan

for more comprehensive and faster forecasts. The old code was adequate, but officials feel it didn't go into enough detail, such as the new number system will make possible. And teletypes will carry the reports over the country every six hours instead of twice daily as before.

The man responsible for the big change is the new weather bureau chief, Francis W. Reichelderfer—098 454.

Colors Protective

Birds are made inconspicuous by protective coloration, so that they may escape their enemies and approach their prey. Recognition colors are marks of identification between birds of a kind.

DRIVERS TO BLAME

A Pennsylvania professor, on completing a five-year study of automobile accidents, concludes that at

least 65 per cent of all traffic accidents can be blamed on the drivers.

TOWNS TAKE LITTLE ROOM

England and Wales have a combined area of 88,240 square miles; the towns within their borders cover an aggregate area of 6510 square miles.

The pneumatic tire was invented in 1840.

Idaho Reservoirs Hold Total Water for Cross-Nation Ditch

If all the water in Idaho reservoirs were poured into one stream, which, of course, would be a very sorry thing for irrigation—it would fill a canal from New York City to San Francisco 100 feet wide and 100 feet deep. That statement is an authority of the Idaho Encyclopedia, which catalogues 85 dams and reservoirs.

The earth excavated for these dams and their canal systems would build a five-foot wall along the canal from New York to San Francisco and there would be enough left over to put a peak on Table Rock.

Dimensions of the dams are as follows: American Falls, one mile long, 100 feet high; Arrowrock, 1100 feet long, 83 feet high; Barton, 700 feet long, 25 feet high; Blackfoot, 250 feet long, 40 feet high; Boulder lake, 400 feet long, six feet high; Blue Creek, 978 feet long, 28 feet high.

Mack Canyon

Black Canyon, 1040 feet long, 183 feet high; Carey, three earth dams, 18, 12, and 14 feet high; Cedar Creek, 400 feet long, 80 feet high; Crane Creek, 65 feet high; Deadwood, 700 feet long, 180 feet high; Deer Flat, two earth dams with maximum height of 72.5 feet, crest of 4000 feet; Dry Creek, 240 feet long, 83 feet high; Murtaugh Dry Creek, earth-filled dam, 25 feet high; Fish Creek, 1800 feet long, 105 feet high; Foreman, 35 feet high; Fraser, small earth dam; Fromm, earth dam, 18 feet high; Goose Creek, 1120 feet long, 145 feet high; Goose Lake, 100 feet long, 18 feet high; Granite Lake, 735 feet long, 10 feet high.

Grays Lake, 1200 feet long, 12 feet high; Henry's Lake, 400 feet long, 25 feet high; Hubbard, 634 feet long, 50 feet high; Juniper, earth dam 400 feet long, 20 feet high; Little Blue, 1182 feet long, 34 feet high; Little Carma, 2000 feet long, 50 feet high; Little Payette, rock-filled dam to raise Little Payette lake 15 feet; Long Tom, 300 feet long, 85 feet high; Lost Valley, 30 feet high; Louis Lake, 200 feet long, 20 feet high; Mackay, 1200 feet long, 75 feet high; Magio, 700 feet long, 18 feet high; Maher, 300 feet long, 18 feet high.

Milner Dam

Milner, raises Snake river 50 feet diversion; Minidoka, 4700 feet long, 50 feet high; Moore's Lake, 830 feet long, 17 feet high; Mountain Home, earth and rock dam, 25 feet high on Natlomanas creek; Orchard, 50 feet high; Padlock, 300 feet long, 88 feet high; Payette Lake, low dam at Lardo to increase lake storage by 25,000 acre feet; Payne Creek, 250 feet long, 25 feet high; Pleasant Valley, 10 feet high; Riddle, 879 feet long, 18 feet high; Rubert, 28 feet high; Salmon Falls, 450 feet long, 220 feet high; Scrappy, 280 feet long, 15 feet high; Sinker Creek, earth dam 90 feet high; Slack, 750 feet long, 20 feet high; Soldier Meadows, 530 feet long, 57 feet high; Star Ranch, 300 feet long, 24 feet high; Sunbeam, 300 feet long, 30 feet high; Wilson, masonry dam, earth filled, 35 feet high; C. Ben Ross, 1200 feet long, 60 feet high.

CATALOGS PRESERVED

The British Museum has specimens of Chinese catalogs and pamphlets made more than 1500 years ago and still in an excellent state of preservation.

LONG-NECKED RIVAL

The African gerenuk has little difficulty in reaching the leaves of trees high above the heads of all animals except the giraffe.

President Rutherford B. Hayes was a posthumous child.

REMEMBER THE OLD HAIRPIN TURN?

Not so long ago the old Blue Lakes Grade held its terrors for every motorist. Even in those days, the J. E. White agency was providing adequate and safe insurance for Idaho drivers. If you remember the Hairpin Turn you remember the J. E. White agency. Now, with a FREE bridge, Idaho moves another step forward!

Welcome FREE BRIDGE

We would like to thank the officials of the State of Idaho and all others who took part in securing it.

Marketeria

333 SHO. N.

J. E. WHITE AGENCY

• REAL ESTATE
• LOANS
INSURANCE

FOR THE PAUSE THAT REFRESHES

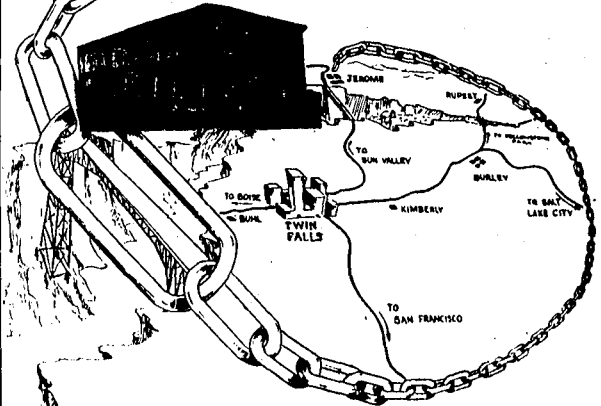
COCA COLA

Congratulates all those who had a part in bringing about removal of the toll from the Twin Falls-Jerome Intercounty bridge.

It's a great achievement for Magic Valley.

TWIN FALLS COCA COLA BOTTLING COMPANY

A VITAL LINK...



THE destinies and interests of every Idaho community are linked together with interlocking relationships. Every obstacle that suppresses or hinders traffic between towns, communities or counties must, eventually, be removed. Every step toward this ultimate goal is a step of progress.

THE Fidelity National Bank of Twin Falls views the removal of toll charges on the Twin Falls-Jerome bridge as a definite forward stride... here is a vital link with a significance that extends far beyond the borders of The State of Idaho.

FIDELITY NATIONAL BANK OF TWIN FALLS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

The FREE BRIDGE makes Idaho a better PLACE to live

Let a Lennox Aireflo oil burning heater make a better WAY to live.

We are grateful for the FREE BRIDGE and would like to thank the officials of Idaho and all others who made the FREE BRIDGE possible.

We look forward to a more United Southern Idaho and closer communication as well as better cooperation in the future.

BRIZEE METAL WORKS

BRIDGE ERECTED AFTER YEARS OF PIONEER DREAMS

Early-Day Leaders Favored River Span Near Shoshone Falls

Story of Sacrifices and Effort, Disappointment and Realization Lies Behind Big Structure

The shadow of time has dulled the significance of the Twin Falls-Jerome rim-to-rim bridge which in the fall of 1927 was heralded as "bringing into intimate trade and social relationship the people of two great divisions of the Twin Falls country, making for unity of effort and purpose that promises much for the accelerated permanent development of this region."

Thirteen years the tolls which were first accepted good naturally became an economic barrier. The span shortened the distance from Twin Falls to Jerome and was the natural route for transporting all goods, but tolls mounted into a menace in establishing continuous service.

Now the tolls have been removed and the bridge is destined to fully be a servant of the people.

History of Pioneer Dreams. A wonderful story of pioneer dreams, sacrifices and effort, disappointment and realization, lies behind the historic structure—once the world's highest bridge.

Location of the bridge was selected in 1920 by R. M. Murray, later chief engineer for the Union Bridge company of Portland, who then was employed as supervising engineer in the construction of the Hansen bridge, 12 miles east of Twin Falls and the first rim-to-rim bridge to be built across Snake river canyon.

Outside of the present bridge, it was the only one to span the chasm from Milner, where the river enters the gorge, to the Hagerman valley, a distance of more than 100 miles. The location was a little removed from the site favored by earlier advocates of a continuous rim-to-rim bridge in this vicinity.

They mostly agreed that the location should be at Shoshone falls, a little above the brink of the great cataract where the canyon narrows. A story persists that George D. Auld, deceased, who called here in the early days to establish this region's first hydro-electric power plant, used to lead friends out to the site at Shoshone falls that he, as a builder, had selected as a site for the bridge.

Applied to Commissioners. The price quikens in January, 1914, when C. O. Longley and 200 other petitioners, made application to the county commissioners for \$10,000 to be expended in conjunction with the state and Lincoln county in construction of a rim-to-rim bridge above Shoshone falls.

The commissioners called for a hearing and 125 persons appeared and went on record as unanimously in favor of a tax levy for this purpose. Subsequently the commissioners adopted a resolution which necessarily existed for construction of this and two other bridges across the Snake river and approved an ordinance for the purpose of raising a general road fund for the Shoshone falls bridge contingent upon satisfactory action being taken in cooperation with the state.

The World was halted the project for a time, but it was revived in 1919 when R. M. Murray, who had completed the Hansen bridge, began a series of investigations concerning the proposed construction of a rim-to-rim bridge across Snake river canyon somewhere in the vicinity of Twin Falls, Idaho.

Award Franchise. Just before the clock indicated a new year, the boards awarded the franchise to the westerner. During negotiations John P. McInyre, K. C. King and Howard Drehman were the Jerome board of county commissioners with O. A. Varnum as clerk.

Estimated Cost and Revenue. When the report was made, the toll and cost were set at factors in the construction. Murray suggested a cantilever type bridge, estimated the cost and figured possible revenue.

Declaring that his report was submitted "in firm belief that such a project is a profitable venture from the investor's viewpoint," Murray proposed formation of a corporation in which local capital would play a large part.

Murray drew the following conclusions: "On account of the present tedious and somewhat dangerous means of crossing the river in this vicinity, a rim-to-rim bridge would be of almost incalculable value. It would reduce considerably the time required to cross, compared with present conditions, and would reduce distance and expense of travel across the river, to say nothing of the increased safety by use of such a structure. (Crossings was made by ferries).

"It may be said that suggestion of building such a structure has been received very favorably by all with whom the matter has been discussed. The Hansen bridge, completed last July, (1919) doubtless has helped much toward the appreciation of a structure for direct and quick transit," Murray's report concluded.

Slight Revival Bridge Plans. Plans for a local corporation fell through. Murray was called by a party of the nation to carry on his life work of designing and constructing bridges, but he returned at

Home of the News in Early Days



Weekly editions were published for two or three years at this location on Main avenue south. Later the plant was moved to quarters now occupied by Twin Falls Floral company.

of the franchise holders on the ground. While Murray was submitting his plans for the structure to acid tests in drafting rooms and laboratories, the Twin Falls-Jerome Intercounty Bridge company was formed.

Contract Awarded. Contract for construction was awarded to the Puget Sound Bridge and Dredging company and the work was placed in charge of L. O. Murray, veteran bridge builder, as superintendent.

Contract for construction was awarded to the Puget Sound Bridge and Dredging company and the work was placed in charge of L. O. Murray, veteran bridge builder, as superintendent.

Work on the project was started September 11, 1926, with construction of a road four miles long from the north bridgehead to a gravel road running from Jerome south.

Drilling commenced in the lava rock walls preparatory to blasting for the concrete anchorages. A staffway was constructed extending from the rimrocks to the bottom of the canyon and toolhouse built.

Three thousand barrels of cement went into construction of foundations at the foot of the canyon on which the bases of the two great

On August 26, 1927, without formalities, the last of the massive steel girders were pushed out and locked into position. The final gap was closed. That night workmen crossed the borders from the north to the south side of the canyon.

On September 1, 1927, the first automobile crossed the bridge. James S. Keel, "Twin Falls and Jerome citizen," was the driver. He had placed a series of "bells" on when the first automobile would cross. He won.

Motion picture cameramen were present to record Keel's crossing and the news reels of the nation carried pictures of Keel's drive across the "highest bridge in the world."

Seven hundred automobiles crossed the bridge during the first 24-hour period it was open. Two hundred persons paid pedestrian's tolls to walk out on the span and view the scenic grandeur which unfolded from the magnificent point of view offered by the structure.

The great bridge, after years of dreams and disappointments was a reality.

Quite often calls came to the police station from the toll takers telling of a successful evasion of the toll, and occasionally police were able to overhail the offender and bring him to account. The culprit generally was dismissed without formalities of appearance before a magistrate, when he changed his mind about wanting to evade the toll and proffered payment.

All sorts of dodges were employed to ease the crossing—without payment of tolls.

A considerable number of the

Toll Evader Faced Iron Nut Barrage

A generous supply of heavy iron nuts was for a long time an important part of the equipment of the toll taker at the Twin Falls-Jerome bridge. They were hefty nuts like those used to tie railroad rails together, and they were placed within easy reach of the toll taker as he sat at his station at the south end of the bridge.

There was just one use for these nuts. They were to be hurled by the toll taker at cars driven by motorists who attempted to speed past without payment of the toll.

There is no record that a toll taker ever hit a car with one of these nuts, but, at least, the hurling of them would go a long way toward relieving the feelings of an outraged faithful agent of the bridge company.

Reported to Police. Quite often calls came to the police station from the toll takers telling of a successful evasion of the toll, and occasionally police were able to overhail the offender and bring him to account. The culprit generally was dismissed without formalities of appearance before a magistrate, when he changed his mind about wanting to evade the toll and proffered payment.

All sorts of dodges were employed to ease the crossing—without payment of tolls.

A considerable number of the

bridge's patrons were persons who left their cars at the end of the bridge and paid a nickel apiece to walk on out over the span for a view of the canyon. In the estimation of many it was well worth the price.

Read the Time News Want Ads.

Advertisement for GREAT News Southern IDAHO HOOSIER FURNITURE CO. "FURNITURE THAT SATISFIES"

NORTH SIDE ... SOUTH SIDE

the same opportunities await the residents of both banks of the mighty Snake

Now Magic Valley can unite in one concentrated move! With the removal of the toll from the Intercounty Bridge, a new milestone will be set in the fame of Magic Valley and its popularity.

Livestock Growers... Buyers... Attention!

In Twin Falls is one of the finest opportunities to buy or sell your livestock! Our huge arena will accommodate over 900 persons.

Advertisement for TWIN FALLS LIVESTOCK COMMISSION, Sale Every Wednesday Every Week In The Year

Advertisement for United WE STAND BLUE ARROW CAFE

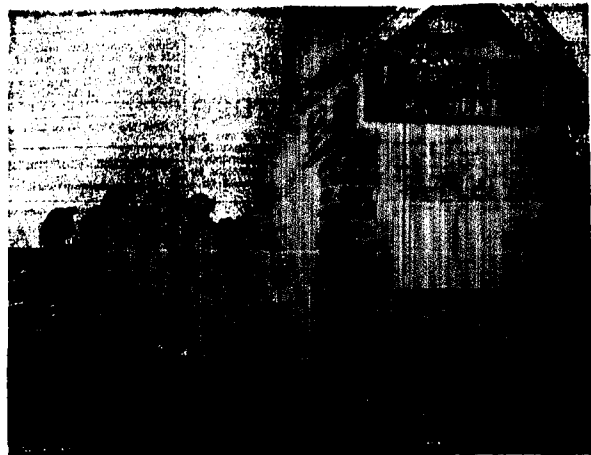
Advertisement for Peavey-Taber Co. Home of Peavey-Taber Company established in 1908 as agents for Hartford Insurance Company

Advertisement for Landmark in the history of the Twin Falls Tract

PREVENT FIRES, FORESTERS URGE

Idaho abounds with timber land. The forests provide a playground... A carefully tossed match or cigar can destroy all this.

They Won't Have to Stop at Tollhouse Any More!



This carload of youthful feminine beauty is having a good time on the Twin Falls-Jerome Intercounty bridge, knowing that the toll has been removed.

Toll Roads, Bridges Hurt Idaho Settlement in Middle-Eighties

Second guessers could probably look back upon highway development in Idaho and find that the state of Idaho at the outset was dilatory in efforts to set up roads for general public convenience.

1883. This bill consisted of 14 sections. It began by defining public highways, authorized the subdivision of the counties into districts and provided for the election of county road supervisors and indicated their duties and powers.

On top of that, and quite naturally, the far-sighted could easily have been stopped in their efforts at systematic road building by the state because of the obstruction of county timber and rivers, and the many mountains, timber and rivers.

When you are on a camping trip, carry a shovel, ax and water bucket, foresters advise. You may be able to stop that fire that otherwise would rage over thousands of valuable timbered acres.

Heavy Tolls Allowed. Now, back in 1864, the second territorial session of the legislature met at Lewiston and among other things, granted to Almonzo Leland and a party of friends, the exclusive right and privilege to maintain a toll road from Elk City, Nez Perce county, along the practicable route eastward to the western line of Montana territory.

Trappers Made Trails. The first trails into Idaho's wilderness were made by the trappers who followed the trails of the Indians and thus found the lower mountain passes, and the richest land, where there was an abundance of water.

Highways Advanced. Idaho's first territorial legislature attempted to bring about what Idaho knows today—public highways. County commissioners were many, for many of the travelers found themselves without funds to pay.

Apparently in those days there was a great bus and trolley, and the toll road operators, while there were many, for many of the travelers found themselves without funds to pay.

Highways Advanced. Idaho's first territorial legislature attempted to bring about what Idaho knows today—public highways. County commissioners were many, for many of the travelers found themselves without funds to pay.

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IDAHO—1864

Stage stations of 1864 were not comfortable, beautiful ones. One station was designated as "Hotel de Starvation" — one thousand miles from hay and grain, seventy miles from water, and only twelve inches from hell!

Palouse, Coeur d'Alene and Spokane, who annoy and frequently commit degradations upon the property of others, to forget and send some into dinner.

Ada county holds the distinction of being the first reference in the session laws to mutual interest of territory and county in road construction.

In 1881 a county road was defined as one not less than 60 feet wide, and in Idaho County, 80 feet wide, and there is not any wagon road by which men or munitions could be transported, except by a circuitous route.

Gold Brings Travelers. Other explorers and missionaries followed, but it was not until 1860 that transportation became important to Idaho.

A toll of one dollar per animal was charged, and an early pioneer reports that the trails "were so bad that no matter which one you took, the other wished you had taken the other."

Prospecting parties headed south, and soon the news went over the country that rich placer mines had been found in the Boise basin.

By this time, tolls had reached apparently a new high in costs, and apparently complaints against toll roads were increasing.

The legislature, however, ignored his plea, and tolls were substituted for taxes.

The situation apparently was becoming so objectionable that in order to provide a free north and south highway without undertaking construction itself, the territory appealed to congress.

Because lack of lead. The memorial stated that "through the country lying between Port Hope and the Spokane river there are numerous settlements of farmers, stock raisers and miners of the precious metals; that over the entire route there are wandering bands of renegade Indians from the tribes of the Bennecks, Shoshones, Nez Perce,

From The Rogerson. Congratulations. All those public spirited citizens and every state official who took an active part in bringing to reality a toll-free bridge deserve commendation and a vote of thanks from every true Idaho citizen.

When in Twin Falls, remember the air conditioned comfort of the Rogerson Hotel and Coffee Shop make them GOOD places to rest and eat.

ROGERSON HOTEL AND COFFEE SHOP

Fairs and Athletic Events Get Stimulus From Toll Removal

One phase of intercounty bridge toll removal not usually emphasized is that attendance at Jerome and southside athletic events and county fairs will be given a powerful stimulus.

Recent Evidence. Evidence in 1938 along the same line is furnished by the bridge company's toll-free concession for the Craig T. Bracken benefit baseball game.

They'll See Both Now. As a result, they have usually continued their attendance to one of the two fairs in this immediate vicinity.

Hurrah FOR THE FREE BRIDGE!

and thanks a million to the Chamber of Commerce and all others who took part in making it possible.

CRESS & BRULEY Furniture Co.

NOTICE THRESHERMEN

We have always enjoyed excellent relationships with northside threshermen. Now, with the opening of the Jerome-Twin Falls bridge we will be better able to serve you than ever before.

FOR REPAIRS... SEE US

W. Montooth & Son 325 Sho. So., Twin Falls — Phone 378-W

The Electric Bakery, HOME OF Betty Anne Bread

CONGRATULATES THE STATE OF IDAHO, AND COMMENDS THOSE INDIVIDUALS WHO MADE THE FREE BRIDGE A REALITY!

Bridges are built to serve the transportation and travel field — their value is gauged by public need and usage.

Your Home Owned Bakery ELECTRIC BAKERY 240 Main Ave. S. Phone 980

UNION OIL CO. compliments MAGIC VALLEY on a great Stride Forward toward a great, new future

Because we already recognize the fine prosperity which exists in Magic Valley, we herald the removal of the tolls from the Jerome-Twin Falls bridge as a definite step toward an even brighter future.

Go! with UNION "76" in '40

John A. Baloch Distributor Twin Falls, Idaho

SKIN-FOR-WRITING

Finding paypurs hard to procure. Zumeus II, king of Pergampus, in the second century B. C., introduced the use of sheep and cattle skins for writing purposes.

Resort Chief

Idaho's first territorial legislature attempted to bring about what Idaho knows today—public highways.



Congratulations

We would like to take this opportunity to thank the officials of the state of Idaho and all others who took part in securing a free bridge.

Tarr Writing Co.

From The Rogerson. Congratulations

All those public spirited citizens and every state official who took an active part in bringing to reality a toll-free bridge deserve commendation and a vote of thanks from every true Idaho citizen.

When in Twin Falls, remember the air conditioned comfort of the Rogerson Hotel and Coffee Shop make them GOOD places to rest and eat.

HIGHWAY GROUP BOOSTS TRAVEL

Devoted to boosting the vital north-south travel artery that annually means millions of dollars in the line of south central Idaho merchants, the International Four States Highway association, U. S. 89, has mapped even more extensive plans than in the past to lure tourists into Idaho, California, Montana and Nevada, according to word from Harland E. Wells, Whitefish, Mont., president of the organization.

The association this year is pushing with redoubled vigor its efforts to show tourists—by literature, by publicity and by trips with promotional programs of travel agencies—that the four states route offers scenic attractions unsurpassed anywhere.

Executive staff of the association is as follows:

Harland E. Wells, Whitefish, Mont., president; Juneau H. Smith, Boise, Ida., first vice-president; Col. Ed Fletcher, San Diego, Calif., second vice-president; James C. Cashman, Las Vegas, Nev., treasurer; Robert Hays, El Centro, Calif., national secretary; C. D. Baker, Las Vegas, Nev., assistant to president; R. S. Toffenre, Twin Falls, Ida., assistant to president; F. T. Cook, Westmontland, Canada, secretary to president; Walter McLeod, Missoula, Mont., assistant to president; J. J. Lopez, Mexicali, Baja, Calif., national director for Mexico.

Biere A. Ragdale, Desert Center, Calif., traveling director; L. A. Campbell, Missoula, Mont., director Montana information; A. D. Kelley, Challis, Idaho, director Challis-Clayton sector; Frank A. Gilman, Needles, Calif., director of publicity; James W. Pauls, Missoula, Mont., Montana publicity director; Randall Henderson, El Centro, Calif., director of desert travel and research; A. G.

Boosts Highway



Harland E. Wells of Whitefish, Mont., president of the International Four States Highway Association and leader of a campaign for increased tourist travel over U. S. 89.

Fulmer, Riverside, Calif., director of surveys; Niland - Blythe sector; Stuart C. Hawley, Texaco National Road Reports, New York City, director of travel and route information; B. M. Graham, Brawley, Calif., director of construction; Niland - Blythe sector; O. V. Blackburn, Los Angeles, Calif., cartographer.

Hal T. Orney, Missoula, Mont., secretary for Montana; Clark L. Hides, Jerome, Idaho, secretary for Idaho; George Doyle, Ely, Nev., secretary for Nevada; Thomas B. Dempsey, Whitefish, Mont., assistant secretary; Roy L. Shoup, Salmon, Idaho, assistant secretary; Oliver Goeman, Las Vegas, Nev., assistant secretary; George Krueger, Brawley, Calif., assistant secretary; O. H. Detweiler, Twin Falls, Idaho, assistant secretary; Roger Gratton, Kalkpelt, Mont., assistant secretary; Pablo Landeros Lorito, Mexicali, Baja, Calif., assistant secretary; Charles E. Nico, Brawley, Calif., assistant national secretary.

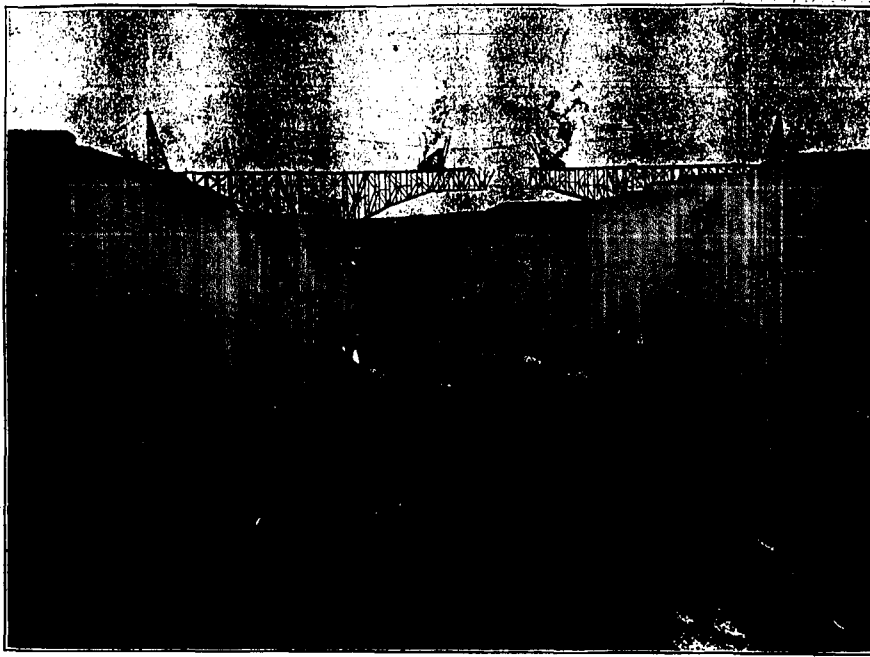
In addition to these members of the executive staff, the board of directors includes those for Idaho: F. W. Bellamy, Salmon; A. D. Kelley, Challis-Clayton sector; Halley M. Gridley, Challis; Mrs. Agnes Frakes, Stanley; W. Pat Rogers, Sun Valley; Charles Brown, Oakley; Kenneth Allen (now transferred to Salt Lake City); for Hailley: Lambert N. Erpelting, Shoshone; A. W. Thurgood; D. A. L'Hirson, Jerome; H. F. Falon, Twin Falls.

A FREE BRIDGE for free people

We wish to thank the State of Idaho and all those who were influential in securing the purchase of the Rim-To-Rim Bridge. It is a progressive step which will pay for itself many times over!

MOON'S Paint & Furniture Store

As the Great Bridge Nears Completion



This view of the Twin Falls-Jerome Intercounty bridge was photographed just 10 days before the floor was laid so that the first car could be driven across the span in September, 1927. Huge steam hoists shown far out over the structure were used to lift great steel girders and beams into place as fabrication of the mighty span proceeded apace.

Service and Income First In Bridge Site Selection

Report Made in 1920 Listed Advantages of Blue Lakes Location; Shoshone Falls Mentioned for Scenery

Service and income nosed out the scenic angle when construction of the Twin Falls-Jerome bridge was first contemplated, or at least when it neared the stage which lies between the "dream" and the "reality."

This is revealed in a report made by R. M. Murray, Spokane, Wash., who was given the franchise to build and operate the structure. The report was made in February of 1920, some years before construction got out of the blueprint stage and actually got underway.

In the report Mr. Murray wrote: "Taking all governing factors into consideration it is apparent that the best location for the proposed structure is as indicated herein."

"This point is approximately 1,600 feet east of where Blue Lakes boulevard, if prolonged, would intersect the canyon. Here, the width of the canyon is about equal to the length of the structure proposed, viz. 1,350 feet.

"From this point west, to a point beyond Rock creek outlet, the canyon is wider and in some places much wider. Eastward from the bridge site the canyon is wider—slightly in some places—until one reaches a point about one-half mile below Shoshone falls.

Suspension Type
"The only type of practical structure here (Shoshone falls) would be a suspension bridge; and to keep the cost within reasonable limits it would have to be designed for lighter loads than the ones used in computations and estimate of cost on the cantilever bridge for Blue Lakes site. The length of span required for suspension bridge here would be 1,185 feet.

"At first it was thought that a bridge just below Shoshone falls would be a choice location especially on account of the scenic feature. However, further consideration leads to the Blue Lakes site as being more desirable from the stand-

point of service and income. "Shoshone falls site is relatively near the Hansen bridge, and more over the scenery at this site might become disappointing during times when the water stage of river is at a low mark."

"Regarding the proposed income from the bridge Mr. Murray, in his report, said: "The income to be expected from a project of this character is quite difficult to estimate closely.

"On Tourist Route
"By reason of the structure being located as proposed on a direct line of travel between the thickly populated sections on opposite sides of the river, on an important line of tourist travel, and considering the immense advantage to freight traffic across the canyon, it is certainly safe to predict that the structure would not an income up to the limit set by law for toll bridges, viz. 10 per cent on the investment annually.

"After the Hansen bridge was completed, the commissioners placed a guard upon the bridge for a few months. A record of passing automobiles was kept, which showed that the number of cars passing over the bridge, per week was in excess of one thousand.

"The prevailing opinion of men with whom this matter has been discussed is that the automobile traffic across the contemplated bridge would reach a figure of about three times that across the Hansen bridge. This would mean an estimated number of cars to the extent of 150,000 a year, aside from other classes of traffic, crossing the bridge.

Estimated 75 Cents
"Toll charge for each car may be estimated at 75 cents. Assuming, conservatively the annual passage of 100,000 cars at 75 cents each, the income from this source would amount to \$75,000.

Regarding the maintenance of the structure the report reads: "With proper maintenance of the structure, it will last and be serviceable indefinitely, as designed.

"The steel work should receive one coat of paint every five years at an estimated cost of \$5,000 or \$1,000 per year for this item.

"The floor, while of planks with an asphaltic covering, would be good for from five to 10 years. To renew the floor and wearing surface would entail an estimated expense of about \$1,700 per annum."

In the conclusion of the report the following is found: "The building of structure under consideration would be thoroughly

Worthy Rowboat Used for Bridge

A worthy rowboat that was used to transport men across the Snake river during early construction work on the Twin Falls-Jerome Intercounty bridge, and which was also used to lay the great steel cable, one of the first steps in preceding construction work, has reached its end.

A. J. Peavey, who now owns the boat, said that the 12-year-old craft now leaks badly, and probably will be chopped up for standing wood this summer.

The one-time rowboat was a dignified craft in later years. An inboard motor was installed, deck and cabin constructed and it became a valuable addition to vacation equipment.

The boat, first used on Dierke's lake, where it hauled 13 men, is now at Pettit lakes.

It was built of two-inch planks, and weighed about 800 pounds after deck and superstructure were added.

practicable and, at the same time, an important piece of work. The structure would be of extensive fame as a highway bridge on account of its length and height above the bottom of the canyon.

"Scenic features of interest to tourists and others are of considerable importance here.

"From the proposed bridge at elevation planned, an excellent view of canyon may be obtained in either direction for several miles."

The expression "easy as a lion" refers to the wild, weird cry of a goose whose ordinary note is melodious and far-carrying.

BRIDGE ADMIRER BY WAR LEADER

Among Twin Falls distinguished guests taken for a view of the canyon and the Twin Falls-Jerome bridge since its completion nearly 10 years ago was General Robert Lee Bullard, commander of a division of American troops overseas during the World war.

General Bullard came to Idaho to take part in dedication of the Memorial armory at the University of Idaho at Moscow in the summer of 1931, and visited Twin Falls on his way back to his home in the east. He was a guest here of American Legion members at a luncheon and then was taken to see the high bridge.

The general admired the structure and the view, then fell into an anti-

Stamp Successful
MELBOURNE, Australia—An excellent has been the "have to travel" scheme, first launched in Victoria, that it has now been adopted in every state in Australia. Under the scheme, travel stamps for trips in Australia and overseas are sold for \$1.20. They are good for travel on all the rail, sea, air and road services.

SECRETARIES TRAINED
CLEVELAND, O.—The Ohio institute for medical assistants—the second school in the country to train girls as combination doctors' helpers and secretaries—is a newcomer to Cleveland's long list of schools and colleges. It has classrooms in a downtown office building.

World war veterans who inquired concerning certain army inventories in a World war campaign. Picking up a stick, the general traced lines in the gravel at the south end of the bridge to illustrate his remarks on the subject.

Some months later, General Bullard was struck with serious illness. A Twin Falls Legionnaire wired him a message of cheer and hope for his early recovery, and to assist in identification of the source of the message, the sender noted parenthetically, "The town by the high bridge."

The general recovered and replied to the message, "I remember," he said.

Hudson bay is not a bay, but an inland sea.



Progress should not be measured in terms of steel and brick . . . nor in terms of possession or affluence. The only real measure of progress is the progress of the happiness and welfare of a whole community . . . a whole state . . . a whole nation. And today we are celebrating a step which means progress because it will reflect itself in the welfare of not just one small community but a whole group of them!

HOME
Lumber & Coal Co.
Paint Headquarters

Greetings
to our now closer
Northside Neighbors

The acquisition by the state of the much discussed Intercounty Bridge marks a new step in the progress of two great communities, communities which, heretofore, have been separated by the natural barrier of the Snake river and the man-made barrier of a toll-ridden bridge. With the removal of the tolls, both communities will prosper, and, in fact, a new prosperity for all Idaho, can only result.

We Appreciate the Opportunity to Serve Our Customers
Easier, More Quickly With the
TOLL-FREE BRIDGE

Among the lines you'll find featured in our store are these outstanding products. Endorsed through wide use by the farmers and other consumers in Magic Valley:

- International Trucks
- Studebaker Automobiles
- Farmer's Hardware
- Harness
- Firestone Tires
- McCormick-Deering Farm Machines

The Self Manufacturing Co.
Serves the Entire Irrigated Northwest

THERE IS PROBABLY A REPRESENTATIVE OF THE SELF COMPANY IN YOUR TOWN

THESE ARE THE FAMOUS SELF TOOLS AND ATTACHMENTS WHICH HAVE MADE FARM HISTORY

Tractor and Horse Drawn 4-Row Bonn Cutters
Self Steel Press Corrugator
Self Alfalfa Corrugator
Self Mulcher and Weeder
Cyclone Weeder
Phosphate Broadcaster
Fertilizer Side Dressers; Both Tractor and Horse Drawn
4-Row Beet Cultivator
Self Compact Discs for Beets and Onions

Self Manufacturing Co.
Twin Falls, Idaho

McVEY'S
HARDWARE & IMPLEMENT
McCormick-Deering Farm Machinery-International Trucks

FREE BRIDGE REMOVES BARRIER TO HIGHWAY DEVELOPMENT

4-States Group Sights Gains in Lifting of Tolls

'Sooner or Later Our State Will Be Recognized as a Playground Second to None,' Declare Members

Fact that the Twin Falls-Jerome toll bridge was a "thorn" in the side of highway and other development in this section as long as the toll remained is borne out in data prepared by the local members of the Four States Highway organization, long urging a "free" highway from Mexico to Canada through Twin Falls.

In analyzing the proposal of removing the toll from the bridge, the organization's members pointed out, "you will recognize that it has an important bearing upon the future development of the state generally. You will recognize, too, that it is designed to remove one of the outstanding barriers standing in the way of this development."

In a statement recently issued the members said: "During recent years much has been done to encourage tourist travel in Idaho and sooner or later our state will be recognized as a playground second to none in the United States."

"The Union Pacific railroad company's development in the Ketchum country with its Sun Valley lodge and Challenger Inn is but an indication of what is to come."

"In that connection it must be borne in mind that U. S. highway 93 is the artery that will feed this region with the tourist traffic we are seeking for Idaho. Stretching from Mexico to Canada, and going as it does right through the heart of Idaho's scenicland, all Idaho must understand what the proper development of this highway means to the entire state."

"Recognizing all this the government is willing and eager to lend its assistance in the improvement of highway 93 and there is but one remaining obstacle to such federal aid — the inter-county toll bridge north of Twin Falls. So long as this remains a toll bridge the government has indicated it will continue its hands-off policy. As a result a stretch of the highway, approximately 20 miles in length which leads to and from the bridge is not even designated highway 93 and the government takes no part in maintaining it. Consequently this stretch of road is being subjected to much just criticism as a result."

"Briefly the reasons in favor of having the state take over this toll bridge and making it toll free are:

1.—The Four States Highway association, recognizing the potentialities of California, Nevada, Idaho and Montana as a vacationist's paradise, is clamoring for proper development of U. S. 93 from Mexico to Canada and insisting that this toll bridge in Idaho be done away with to permit federal aid on this highway.

2.—Because of this toll bridge federal designation of U. S. highway 93 now ends where it intercepts highway 30 from the south. It is not until it reaches a designated federal highway unit until it reaches a point near the airport east of Jerome. For this intervening stretch of road, nearly 20 miles in length, no federal funds are available because of the government's policy regarding toll bridges.

3.—Hotels erected by the Union Pacific at Sun Valley already have brought national and world recognition to Idaho as a resort state. These hotels are operated summer and winter and consequently much of the traffic to this region will be by automobile, particularly from California and the Pacific coast states. For this reason, if no other, Idaho should do everything possible to improve U. S. 93, the route over which most of this traffic will come.

4.—Not only will the government go ahead with development of 93 if this toll bridge is removed, but it already has promised a 100 percent grant for a 40-foot hard-surfaced highway linking U. S. 30 from the east with U. S. 93 just east of Twin Falls. If and when the toll is removed.

5.—To facilitate transportation of Idaho commodities to the west coast markets it is also important that this toll be removed so that U. S. 93 can be properly developed as a fast, all-weather trunk highway. For this reason farmers and shippers in Idaho generally will endorse removal of this particular barrier.

From all these reasons it can be readily seen that this proposal is in no sense one of local or regional importance alone, but a measure that directly benefits all Idaho.

Moreover, it must be borne in mind that this toll bridge is one of the only ones in the state of Idaho, while at the same time the state owns and maintains some more than 400 bridges of 20 feet or more. That this toll bridge seems only unfair that any one district should be handicapped by such a toll bridge, particularly when it stands in the way of developing a cross-country federal highway that goes through the very heart of our state. Moreover, it is unfair to expect local taxing units to stand the expense of maintaining roads to and from the bridge because of the fact that federal aid is denied in such instances.

Selfish Reasons
It is easy to understand what this criticism means has been in connection with a proposal for the state taking over this bridge. Only for individual selfish reasons could there be any criticism among these

AMERICAN FALLS RESERVOIR HUGE

American falls dam, located on the Snake river at American Falls, was built to create a reservoir for storing surplus winter and flood run-off from 16,000 square miles of drainage area ranging in altitude from 4,500 to 10,400 feet. Water so conserved is used to supplement the irrigation supply for about 800,000 acres of undeveloped lands within the Snake river valley, located both above and below the reservoir. To furnish water for the irrigation of 80,000 acres within the recently constructed Gooding division near Shoshone and to permit in the future development of a large body of irrigable lands in the Minidoka north side pumping extension near Rupert.

The reservoir created by the construction of the dam is 28 miles long and has a maximum width of 13 miles. It covers an area of 58,200 acres and has a capacity of 1,700,000 acre feet.

It was necessary to move about three-fourths of the city of American Falls including the business district, to relocate two miles of the main line of the Oregon Short Line, its depot, industrial track and facilities; to relocate several miles of highway and construct new highway bridges; to acquire about 60,000 acres of rural lands, about half of which was in the Fort Hall Indian reservation and occupied by Indians; and to purchase a large part of the American Falls property of the Idaho Power company, including more than 100 town lots, several thousand acres of farm lands, two small power plants and a large part of their power rights.

The total cost of the right-of-way and improvements exceeded the cost of the dam by about 81 percent. The dam is located about 500 feet above the Idaho Power dam, which was built on the brink of the falls several years earlier. It is about 520 feet long and is divided into six sections. The dam was built by the Utah Construction company under a contract awarded Jan. 23, 1925. The work was completed in 1927, and storage of water was begun in May, 1928, the reservoir being filled for the first time in June, 1927. The total cost of the reservoir is estimated at \$7,355,315.

Idaho Farms Income Tops 80 Millions

Farming in Idaho in dollars and cents means an average annual income to the state of approximately \$80,803,000, the total derived from crops, livestock and livestock products. This figure represents preliminary 10-year estimates of cash income compiled by the federal crop report-

ing service with the explanation that "although we are not satisfied that some of the figures are entirely accurate, it represents a basis for general estimates." What harvest returns Idaho farmers approximately \$12,291,000 each year. Other cash income estimates, an average of sales from 1926 to 1937, show the following: Potatoes, \$9,131,000; hay, \$6,162,000; beans, \$4,238,000; all fruits, \$2,928,000; beets, \$2,836,000; clover and alfalfa seed, \$2,141,000; all truck crops, \$2,640,000; milk, \$12,842,000; cattle, \$7,446,000; sheep, \$7,285,000; wool, \$4,152,000; hogs, \$3,914,000; chickens and eggs, \$3,397,000.

... widespread investigation of why it costs so much to build a house. The materials, distributed from Washington, are more expensive here than in other parts of the country. For many years, architects, the government and building material companies that appears to be a newcomer to the price which was \$1

... companies which to have Kaiser But Comptroller G that his office will no is saving is only a s tuction industry is a ter costs can be re tracting and labo department's in slight reduction i Aiding business a Prosperity of a for

Read The very day the U. S. tatics about the statu es run it on the fina e it. In some cities the "numbers" operators you have never seen the- ment expenses and

HO! for the Idaho GOLD REGIONS

AT LEAST THAT Lower Above

I am informed that there was a lady who did not come

Department of justice

... I will dispatch on or about APRIL 1st, a large MULE TRAIN from NEBRASKA CITY, N. T. for BAINOOCK and VIRGINIA CITIES, Idaho, going through in about 45 days, gaining nearly 40 days over the great spring emigration.

I have been in the business 15 years, have crossed the plains twenty-two times, and party myself that I understand the wants of emigrants as well as any, and can take a party through with as great speed, safety and comfort as any man in the west. All danger from Indians will be avoided by going in my train as there are 150 men going with me. All well armed.

I can take ONE HUNDRED PASSENGERS, and 300,000 pounds of FREIGHT. For TERMS, etc., call or address me at the ADAMS HOUSE, Chicago, Illinois, where I remain till the 30th inst; after that date, to Nebraska City, N. T.

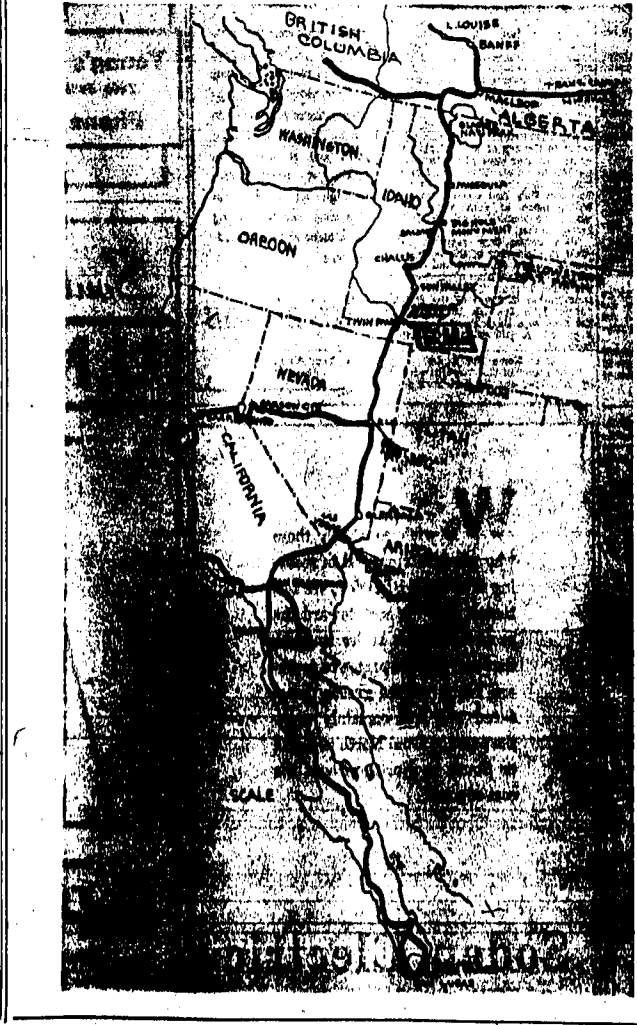
Refer to G. LEFVRE, 167 So. Water St., Chicago; E. M. DUNN, Pacific House, St. Joseph. Mo.; A. & P. BYRAM, Atchison, Kansas.

D. D. WHITE

Passengers will rendezvous on March 21st, at Nebraska City, so as to be ready to start at once.

... "Well, it's young me and while still I happened though I'd like, he'd suggest two with

... HISTORY OF BRIT



The above is an advertisement which a Mr. D. D. White ran some years ago in Chicago ... an early factor in western development. Today, "About 45 days" is entirely too slow nor is it necessary to take along 150 armed men.

Today Idaho steps forward with increased vigor, with open highways making more accessible a region of Gold in Natural resources and scenic beauty. Only a few days to Canada on the north, or Mexico on the south.

We congratulate those whose vision and tireless efforts have made possible a state-owned, FREE BRIDGE, another step forward in the completion of an International Highway connecting the Canadian Rockies, world-famed resorts, National Parks, Southern California, and Mexico. More folks are going to know and like IDAHO.

Van Engelen

Twin Falls' Livestock Marketing Volume Increases

Camera Scans Thriving Young Twin Falls Industry



A pictorial visit to Twin Falls' livestock market, reading counter-clockwise, shows Hollenbeck Sales livestock pavilion on a busy Saturday; Twin Falls Commission company sales yards with pavilion and business offices in background; four fat steers at Slight's Auction yards; action in the auction ring at Hollenbeck Sales as Proprietor W. J. Hollenbeck (dark shirt) manages the ring. Lloyd Bean (standing) calls the prices, and Carl Hollenbeck acts as clerk; and a consignment of whitefaces entering the chute for loading at the Twin Falls Commission company. (Times-News Photos and Engravings)

All Canada Knits For Men in Navy

HALIFAX, N. S.—From boy seaman to chief petty officer, ratings of the Royal Canadian Navy are distinguishable these days by their excellent woolen scarves and well-knit sweaters.

All Canada has been knitting for the navy as a glance at a naval store indicates. A shipwright enters and passes along the loaded shelves. He hands an identification card to a Leading Victualers' assistant.

Starting at one end of a long counter, the shipwright's first issue is a Balclutha helmet and scarf. His next move brings him to the gloves and mittens section where he collects his choice. Next it's a heavy sleeveless sweater and finally two pairs of socks. If he wishes, he may have wristlets.

By this time, the pleased "shipper" has an armful so he starts for the lot, is handed back his card and departs.

Many grateful comments are heard daily at the naval barracks concerning knitted articles received from organizations across the Dominion.

THOUSANDS VIEW FEDERAL PROJECT

CHARLESTON, S. C.—The federal government's second southern venture in flood control, navigation and hydro-electric power production—the Santee-Cooper project—is attracting sight-seers to the picturesque Carolina low country.

Already, despite a chill early spring, as many as 3,000 persons a day have viewed various phases of the construction which, when completed next year, will provide a navigable channel from Charleston to Columbia and reclaim thousands of acres of rich bottomland.

The chief spot of interest to tourists is the giant powerhouse and its going up near Mondak's Corner. The powerhouse will be able to generate 700,000,000 kilowatt hours a year enough to supply commercial and residential users in a broad reach with cheap electricity.

The navigation lock will be one of the biggest, single lift units in the world. The forms are ready for pouring to make the draft tub which will carry the water as it courses in the Santee river through the powerhouse to the lakes.

The dam site and spillway are approximately 20 miles away. At this point, the broad flow of the Santee river will be diverted into the Cooper to provide the power reservoir and the channel to Charleston. Diversion of part of the stream will reclaim land that now is under water for most of the year.

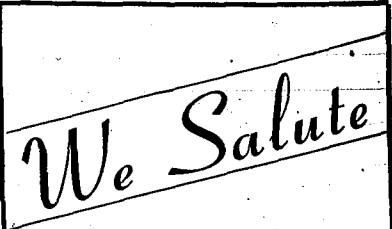
Project officials, who expect 100,000 visitors this year, announced that a road connecting the powerhouse and dam will be completed soon as well as a reviewing stand and other accommodations for visitors.

The Santee-Cooper project, which will cost an estimated \$54,000,000 in public works funds, is second only to the Tennessee Valley authority among the government's undertakings in the south.



on part of the ring manager is the practice of certain buyers of signaling that they accept a given figure and submit their bid with the raising of an eyebrow or movement of a finger. Knowing which buyers are interested in certain stock, the manager may concentrate upon them and catch these almost imperceptible signals used by the buyers so that others will not take advantage of their knowledge of stock.

This is stock run through at the rate of better than an animal a minute—Mr. Hollenbeck as auctioneer once sold 120 head of cattle in 80 minutes. And so also does the song of the auctioneer strike a new note of progress for Twin Falls as another young industry in the youthful city continues to gain strength and stature.



For unselfish enterprise, for untiring effort in bringing to a proper consummation the state purchase of one of the worst barriers to a travel-free, progressive, united Ingle Valley, we praise to all those men — and women — who have lent their energies to the abolition of tolls from our inter-county bridge.

WE SALUTE
the Twin Falls
CHAMBER
of
COMMERCE
and its
Bridge Committee

WE SALUTE
Idaho State
OFFICIALS

WE SALUTE
the
Idaho State
BRIDGE
Commission

and the scores of our North Idaho friends in state and community positions who have also realized that our southern Idaho is better united than divided!

SWIM
Investment Co.
Twin Falls

Sales Companies Serve Large and Prosperous Area

By JOHN BROSNAN

City of surprises, Twin Falls the Magic City has again plucked from the hat of potential wealth an industry with a destiny—livestock marketing.

Like other seemingly airtight accomplishments of the youthful municipality which sprang from sagebrush beginnings but 35 years ago, livestock marketing development may be traced to the firm foundation of geographical location, for Twin Falls is located in the heart of a rich Idaho range and feeding area of which it is the natural center of stock trading activities.

Headed by definite additions to the city's economic structure, these markets play an important role in perpetuating a colorful western atmosphere. Each Saturday afternoon finds the four acres at Hollenbeck Sales alive with people, while the air is vibrant with the call of stock calling in the corral. Cars occupy nearly every available parking space.

On Wednesday the Twin Falls Commission company in the scene of intense activity. The third concern of this nature is the Slight's Auction yards.

By visiting these yards on sales days, glimpses of their colorful side may be obtained, while to talk with their owners and operators is to realize the true scope and future promise of operations.

M. M. Daniels and F. C. Erwin are owners and operators of the Twin Falls Commission company and Twin Falls Stockyards which have experienced remarkable growth since establishment two and one-half years ago.

Owner and operator of Hollenbeck Sales is W. J. Hollenbeck, who entered business in Twin Falls 14 years ago. George H. Slight, who is owner of the Slight's Auction yards, has been in business for 15 years here.

Model was the building of Hollenbeck Sales back in 1920 when "Bill" Hollenbeck and the late Don Bolinger opened their auction, which consisted largely of furniture and similar articles. Later livestock was added, but during this period, and subsequently when operations were transferred to the old sales grounds on Second avenue south,

750 head of cattle have been handled there in one afternoon. Under a projected expansion program, corral facilities at Hollenbeck Sales will be doubled this summer at an estimated cost of \$2,500, according to the proprietor.

Stock which makes this increase in facilities necessary is drawn from a wide territory bounded roughly by the slender Basin country on the north, American Falls on the east, Mountain Home on the west and into Nevada below Wells in the south. Arrival of stock usually starts in the middle of the week and continues through the time that the auction is in progress.

On Wednesday the Twin Falls Commission company ground is the scene of activity as loads of bowling ballers, cases and steers and other stock roll in from scattered points. Within the span of two and one-half years, the commission company has attained remarkable proportions. Though it pass from 25,000 to 50,000 head of cattle annually, besides sheep, hogs and horses, a gross amount of sales yearly runs into such figures as \$1,000,000 and \$1,500,000.

400-Mile Territory
Showing extent of the region from which Twin Falls draws in the fact that cattle sold at the commission company come from the ranges and feeders of Nevada, Oregon, Utah, Idaho and Montana—a distance range of about 400 miles from Twin Falls. Cattle go direct to markets of packing houses in California, Iowa, Colorado, Utah, to feed yards in Idaho and the ranges. Choice stock for developing dairy herds is often packed up at these sales also.

Definitely inter-related and potential parallel growth are the livestock markets and feeding operations of cattle, hogs and sheep which, in the past three years on the Twin Falls tract, have increased an estimated 50 per cent.

"Three opening of the commission company market here, a steady increase in volume of operations, has occurred, and development opportunities are still great," commented Mr. Daniels.

Large Number Sold
With big truck and trailer "outfits" rolling in from all points of the compass with their crates of cattle and other livestock and with rail shipments pouring stock into the corral, sales range from 500 to 1,200 head according to the owner. Pen room in the sales yards total 40,000 square feet, and an additional 50,000 square feet of space is available in the railroad yards utilized for feeding stock in transit to west coast markets. The sales ring accommodates 1,000 people, and the auction method of sales is employed.

The Twin Falls Commission company, the proprietors point out, is a bonded market under supervision of the federal government for protection of shippers and producers.

Operations of Mr. Slight at the Slight's yards, located one-half mile south of the end of 24th avenue, consist of feeding, handling of horses and conducting sales when conditions warrant. The yards cover 10 acres located along a picturesque portion of Rock creek. A specialized in dairy cows, Mr. Slight has more recently entered the beef field. Conducted at the yards last February was a horse sale which attracted considerable attention.

Showmanship
The visitor to the livestock sales ring on auction day in Twin Falls will find that neither efficiency, variety nor showmanship is lacking.

As a typical example, a stop at the Hollenbeck Sales on a busy Saturday will find Bill Hollenbeck moving consistently about the ring to check on bidding and to keep stock moving so that prospective buyers may view animals in all positions.

As a revealing just of the range enters the ring, the manager, Mr. Hollenbeck, will exclaim, "Hello, four-fifty," to set the basis for livestock bidding. Then the auctioneer picks up his words with "I've got \$4.50, do I hear \$4.75?" When this is forthcoming from a bidder, a sharp "yip" comes from the ring manager and the auctioneer continues "Now five, now five, now five, now 10, now 10, now 10," and a "sidd" ends bidding on that animal which is started from the ring to be followed by another on the opposite side of the arena.

Calling for an almost sixth sense

WE ADD OUR CONGRATULATIONS

to the scores of others in this public spirited citizens of Magic Valley and the officials of our state who have worked to make a greater, more united Magic Valley! Let's move ahead together.

CONSUMERS MARKET
in Twin Falls

EXTRA SPECIAL

... is the occasion of the lifting of the tolls from the Inter-county bridge... and so we doff our hat to state, county and public spirited citizens who made this progressive step possible.

Drop in when you're over
SCOTT'S LUNCH
TWIN FALLS

Idaho Projects Set High Mark For Irrigation

The history of irrigation in Idaho is inseparably linked with the settlement, growth and development of the territory and state. Water is Idaho's greatest resource and no other one factor has contributed so much to the growth and progress of the state as the development of our irrigation resources. Today, Idaho has irrigated area of any state in the union, but it has the largest contiguous irrigated area in the United States. If not in the world. More than one-half of the population of the state depends upon irrigation for its livelihood.

The first settlement in what is now Idaho was made by the Rev. John and Eliza Spaulding and a few followers, who came as missionaries to the Nez Percé Indians in the fall of 1836. They established a mission near the mouth of Lapwai creek, a tributary of Clearwater river coming into the main stream from the south some 10 or 12 miles above the present city of Lewiston. During the fall and winter of that year the first constructed residence and other necessary buildings and established a church and a school for the education of the Indians. The next spring they cleared a considerable acreage of land and planted grain and vegetables, and constructed a ditch from Lapwai creek to irrigate their crops. The mission was prosperous for some years, but later Indian trouble developed and it was abandoned. There is nothing left to mark the location of the mission except a state memorial park.

The next settlement was at Fort Lemhi in the Salmon river valley, in what is now Lemhi county, near the present site of Salmon City. These settlers began farming under irrigation in 1854, confining their efforts to the cultivation of small tracts of land, and raising barely enough grain and vegetables for their own consumption. This settlement encountered Indian troubles and after four years it was broken up and the group returned to Utah.

The first permanent settlement in Idaho came shortly afterward in the spring of 1860, when another Utah colony located just over the Utah line at Franklin, Owyhee (now Franklin) county, and engaged in farming under irrigation. Because these settlers remained, it is customary to date the beginnings of irrigation in the state from the Franklin settlement. In 1890 the legislature provided these early pioneers by setting apart the fifteenth day of June as a legal holiday, which is observed in Franklin with fitting ceremonies each year. A monument in honor of the pioneers has been erected at Franklin. During the next decade, ex-Governor McConnell introduced irrigation into the Payette valley in the Jernamian county, near Horse shoe Bend, and raised vegetables to supply the mines of Boise basin. About the same time farming settlements were established in the Boise and Weiser valleys, and in the vicinity of the city of Lewiston.

A strong impetus was given farming when it became known in the early 80's, that the Oregon Short Line railroad would be built through southern Idaho, and many settled along the bottom lands of the valley in this part of the state so that they might share in the benefits and advantages which would come from the building of the railroad.

It was, of course, Brigham Young whose keen pioneer vision first recognized both the possibility, and the necessity of irrigation in the arid west. He started those under his leadership to digging ditches and canals to bring the water of the streams upon the lands. Those of his followers who came up to Idaho followed his precepts both as to religious and secular matters and constructed ditches to bring water to their crops for irrigation. The pioneer settlers of Franklin built a canal nearly four miles long to turn the waters of Maple creek onto their farms.

Mormons Cooperate
Naturally, the first land settled on by the prospective farmers to flock into the territory was irrigated land or land lying along the small streams from which water could be easily and cheaply diverted and used for irrigation. However, as more people came in, so more settlers took up land, it, of course, became more and more difficult and expensive to put the water on the land. To meet this situation, the cooperation system developed by the Mormon people of Utah was adopted which resulted in neighbors joining together in cooperative organizations to construct ditches for their common use, apportioning the water as acquired among themselves, and sharing the expenses of construction, maintenance and repairs.

Railway Stimulates Growth
The advent of the railroad so stimulated immigration and the demand for farm land that it became necessary to settle the bench lands. These higher lands were just as fertile and productive as the lower lands, but the cost of building irrigation canals was beyond the financial resources of individual settlers or companies and cooperation were organized to supply water to such lands. These companies or corporations constructed the necessary works to put the water upon the lands, either charging an annual rental fee for the use of the water or selling water rights.

This system did not prove satisfactory, however, and friction developed in many cases between ditch-owning corporations and their farmer customers. In 1883 the state legislature, at its third session, passed the irrigation district law, which provided that the owners of land susceptible of irrigation from the same source might organize themselves into an irrigation district and construct or acquire by purchase or otherwise the necessary works and facilities to irrigate their lands, and, through a board of di-

rectors elected by the land owners, supervise and direct the distribution and use of the water and the conduct of the business of the district. The irrigation district law, with numerous amendments and modifications remains in effect and has, in the main, operated satisfactorily.

To further stimulate the settlement of arid lands of the west, in 1894 congress passed what is known as the Carey act. Under provisions of the Carey act each arid state of the west and northwest was entitled to select and have withdrawn from the public domain not to exceed one million acres of arid lands, provided provisions were made for its irrigation and reclamation.

After the Carey act had been in effect for a few years it was discovered that in many sections of the arid west the cost of irrigation and reclamation of large tracts of land was beyond the reach of private enterprise; wherefore, in 1902, congress passed the law commonly known as "the U. S. reclamation act," which provides for the construction by the United States of such irrigating systems as may be designated by the secretary of the interior, the money advanced to be repaid by the lands affected in annual payments extending over a term of years.

One of the two outstanding and most successful projects constructed under the Carey act is the original Twin Falls project, now commonly referred to as the Gowrie slide project, constructed in 1904 and 1905, including a little over 200,000 acres of highly cultivated and productive land. The cost of construction of this project, including the Milner dam, was approximately \$5,000,000. The present population of the project is approximately 30,000.

The Twin Falls North Side project, diverting water from the Milner dam to irrigate about 170,000 acres of land on the north side of the river in Jerome and Gooding counties, was constructed during the years 1907 and 1908 at a cost of something like \$3,500,000, including its pro rata cost of the Milner dam. The present population of the project is estimated at 20,000.

Two extensive projects in Idaho were made possible by the reclamation act via the Minidoka project in the southeastern part of the state, constructed in 1904-1905, and the Boise project in Boise valley, constructed in 1913-1915.

Minidoka Thrives
The development of the Minidoka project involved at a rock-filled dam about 85 feet high across Snake river, near Minidoka, Idaho, together with a main canal and distribution system to irrigate by gravity approximately 68,000 acres of land on both sides of the river below the dam, and pumping plants and distributing system to irrigate about 48,000 acres of the south side of the river by pumping. The pumping plant consists of three lifts of about 30 feet each, and requires about 10,000 horsepower to operate the pumps. Power for operation of the pumps is generated at the Minidoka dam, by using for this purpose water required for irrigation farther down the river.

The cost of developing this project to date has been about \$5,000,000. Since the project has been in operation a considerable acreage of land has become water-logged and damaged by over-irrigation and lack of drainage, and an expenditure of something like \$25,000 has been necessary to relieve conditions.

Thorns and villages have sprung up all over the project and where only a barren desert, inhabited only by coyotes, jack rabbits, horned toads, and rattlesnakes, we now find highly cultivated farms with comfortable homes having all the luxuries and conveniences of modern farm life covering the entire acre of the project. The present population of the North Side tract is approximately 4,500, with assessed valuation of about five million dollars. The population of the South Side tract is estimated at 8,000, with an assessed valuation of something like four million.

The Boise project was designated to furnish water for irrigation of about 165,000 acres of arid land and to supplement the deficient water supply of about 70,000 acres already in cultivation. The early development of this project was the construction of the Arrowrock dam across Boise river about 26 miles above Boise; the construction of the Deer Flat reservoir dam west of Nampa and south of Caldwell; the enlargement of the New York canal and the construction of many miles of lateral ditches to convey the water from the main canal to the lands. The total cost of the project was about 12 millions.

As in the case of the Minidoka project, drainage developed on the Boise, and a considerable outlay has been necessary to relieve these conditions.

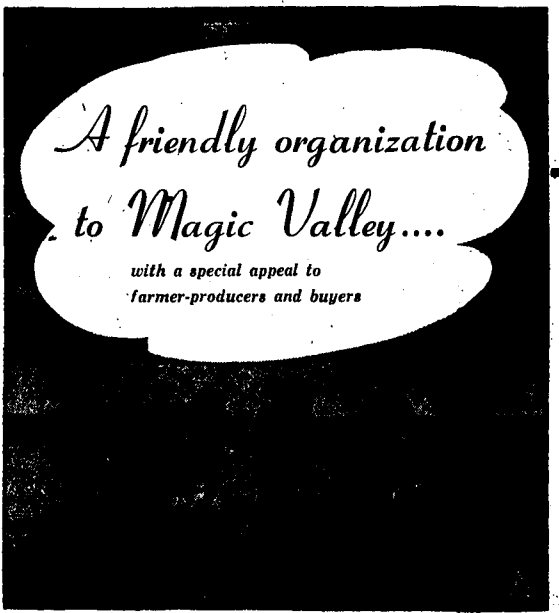
At the time it was constructed, Arrowrock dam was the highest concrete dam in the United States. It is a colossal structure, rising nearly 300 feet from the lowest point of its foundation below the river bed to its crest. It is 1,100 feet long on its crest, weighs a million tons, and stores a capacity of 280,000 acre feet.

Deer Flat reservoir is formed by construction of two earthen dams known as the upper and lower embankments, 70 and 40 feet high

Expedition Hunts Long Lost City Of Monkey God

NEW BEDFORD, Mass.—Theodore A. Morse, traveler, writer and ethnologist, will head the third Honduras expedition which leaves soon to find the "Lost City of the Monkey God." The expedition also plans to study Indian tribes, explore the archaeological sites of the ancient Cholan sites and chart the upper reaches of the Wampu river, which has

not yet been explored by white men. Discovery of the "lost city" was expected to throw considerable light on the people who inhabited the country 1,000 years ago. Stories of the existence of the city were partly confirmed in 1923 by Capt. R. Stuart Murray, an explorer. He said that natives confirmed rumors of the presence of a "great ruin, overrun by dense jungle." Murray also indicated that traces of ancient Cholan culture are believed to exist there. There are 37,851 Buddhist temples in Thailand, formerly Siam.



It has long been a policy of your Safeway Store to bring what is possible to the consumption of Idaho Farm Products. Through special events and promotions of these products, the Idaho farmer has been materially benefitted. And the buyer has not been forgotten, either—for each day finds fine Idaho products as well as other products produced solely in other communities—on sale at the most reasonable price in your Safeway Store. It's the sort of service we wish to render as a real part of the Magic Valley community. We greet the acquisition of the inter-county bridge as a chance to make new friends and to become better acquainted with our already loyal friends in "north side" communities!

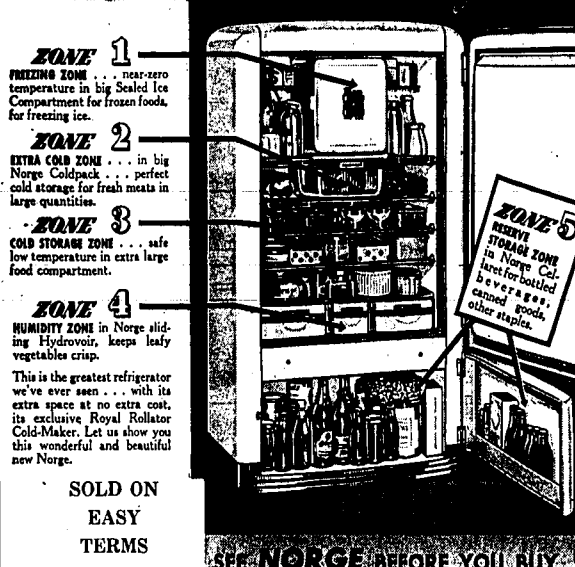
Let's all meet on the "TOLL-FREE" BRIDGE TUESDAY, APRIL 30

It's going to be a great day for southern Idaho when the tolls are removed from the inter-county bridge. Join the throngs who will celebrate the occasion with a memorable celebration. And our hats are off to the state officials and the citizens of both south and north sides who have made this important step finally possible.

SAFEWAY

11 YEARS of PROGRESS with NORGE

It was more than 10 years ago that we sold our first Norge Refrigerator. We have been selling Norges ever since because we sincerely believe that the Norge is the best refrigerator on the market today. Our past 10 years as a Norge dealer has seen a never ending march of progressive steps made by the Norge Company in their constant aim to give the world the best in modern refrigeration . . . and we believe that dollar for dollar the Norge pictured below does just that.



NEW 1940 119.95 NORGES and up

NOW

We Bring to Magic Valley A New FURNITURE Store

A brand new store that is filled to the brim with new and modern furniture. Furniture that will lend dignity and charm to any home . . . and furniture that is constructed to give years of enjoyable service. We cordially invite you to come in and visit, to shop and look around and we especially want you to come to see our store as a convenient place to meet your friends. After 11 years of successful business as one of Twin Falls' pioneer appliance stores it was only natural that we would expand . . . BUT . . . along with our expansion we have not lost sight of the fact that we are primarily a MURDO store. We can still show you the finest line of pianos to be had today.

Furniture Sold on Terms!

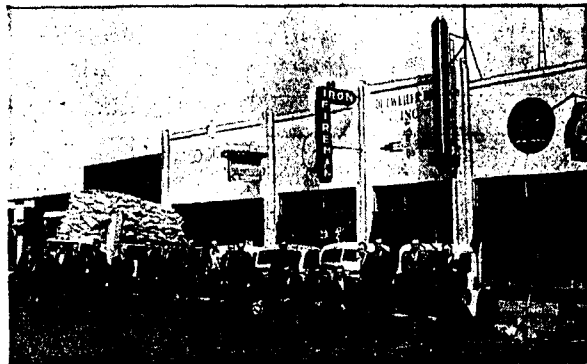
Claude Brown Music and Furniture Store

"The NEW Store In The Same OLD Location"



At the left the Twin Falls-Jerome Intercounty bridge completed in 1923 at a total cost of slightly more than \$1,000,000.00. This bridge, spanning the mighty Snake River canyon, at the time of its completion was the highest bridge of its kind in the world. This bridge, when toll-free, will unite two of the richest sections of southern Idaho and will remove the only toll barrier on U. S. highway No. 98, a U. S. highway extending north and south the length of the land.

At the right the modern home of Detweiler's, Inc., pioneer dealers and distributors of America's leading makes of home conveniences. Completely modern, large and well lighted showrooms make appliance shopping a pleasure here. In these showrooms can be found those necessary conveniences that do so much to make a "home" of your house. In the picture is shown a part of more than 30 local men employed by Detweiler's, Inc. Men who are especially trained to handle your buying, installation, and service needs.



PROGRESSING with Southern Idaho

Detweiler's—the largest concern of its kind in the eight counties of Magic Valley, and operating a large service organization throughout this district—naturally appreciates the removal of tolls from the Twin Falls - Jerome intercounty bridge. Like many other businesses, our company will be benefitted greatly by being relieved of this burden.

But we are even more appreciative of the opportunity that has been afforded us since 1923 of growing and progressing with south central Idaho—a growth and progress that have manifested themselves sufficiently to overcome obstacles even as big as the toll bridge.

Ours has been an enjoyable service, for in providing the people of south central Idaho with modern home conveniences, we feel that we have not only added to their pleasure, but have contributed to the general progress of this community as well.

Such an achievement as being high dealers in the United States in 1939 for the number of Iron Fireman Heatmakers sold during that year is an indication of the progress we have made and shared with one of the most progressive communities in the country.

Our slogan, "Everything to Make Living More Pleasant," embodies the spirit of service as well as salesmanship, and we shall earnestly strive in the years to come to keep pace with southern Idaho's continued progress, and to give service wholly in keeping with that privilege.

SERVING SOUTHERN IDAHO WITH

FRIGIDAIRE

Refrigerators Ranges
Water Heaters
Commercial Refrigeration

GENERAL ELECTRIC

Home Laundry Equipment
Radios Small Appliances
Ranges Water Heaters

ATTIC-WOOL

Insulation for Greater
Heating Efficiency

MODERN TIN WORK

A Complete, Modern Tin Shop
Capable of Turning Out All
Types of Tin Work.

AIR-CONDITIONING

Shasta Air Conditioning for
Domestic and Commercial Uses.

AMERICAN RADIATOR

Steam and Hot Water Heating Plants

IRON FIREMAN

Automatic Stokers
Unit Heatmakers
Self-Firing Furnaces

PERMUTIT

Water Softening Equipment for
Farm and City Home.

STANDARD-SANITARY

Plumbing Fixtures for Domestic
or Commercial Installations.

SUNBEAM

The Ideal Warm-Air Furnace
With Attached Air Conditioning.

TYLER FOOD STORE EQUIPMENT

The Modern Cases for
Modern Stores.

DETWEILER'S

"Everything to Make Living More Pleasant"

Located at 144 Second Ave. North, Twin Falls

Phone 809

SPAN CHRISTENED BY MRS. PERRINE

On the warm first October day in 1927, Mrs. E. B. Perrine, wife of the "father of the Twin Falls country," dashed a bottle of sweet cider against the gigantic rim-to-rim span and christened it the Twin Falls-Jerome bridge.

The christening came immediately after Governor H. C. Baldridge had cut a strand of white ribbon indicating that the span was formally opened for traffic.

"Dear People:—This magnificent achievement in engineering marks the union of two great irrigation projects. As I stand on the deck in view of the Blue Lakes ranch at this time of my life, I think of the wonders I have witnessed in the development of the desert. I appreciate the distinction of having a part in the dedication of this important avenue of traffic. In conformity to the wishes of my dear friends and neighbors assembled here, I christen this the Twin Falls-Jerome bridge."

TOURIST TRAVEL BUSINESS GAINS

SAN FRANCISCO, Calif.—Importance of tourist travel as a leading national business is again emphasized by a current survey of information requests received by state, territorial and regional exhibitors at the Golden Gate International exposition. Many exhibitors have reported to the United States travel bureau, San Francisco office, that questions on the recreational and scenic resources of their respective areas outnumbered other queries almost 10 to one.

While exposition visitors from distant points, as well as neighboring regions, in many cases may be interested in finding new homes or making investments, some of their first questions are immediately associated with recreational opportunities ranging from the seashore to the high mountains. There has recently been a large increase in out of state visitors as reflected in information questions received by the U. S. travel bureau branch office in the Blaine-Cascade-Wonderland building on Treasure Island. Of general interest are growing indications that visitors arriving at the exposition have planned their trips in leisurely fashion, affording opportunities to visit many of the recreational and scenic areas of the west.

This trend in part is attributed to troubled conditions abroad, encouraging prospective world travelers to spend the same amount of time seeing the wonders of the United States. The interest center about such areas as the national parks, forests and monuments which include some of the most spectacular scenic prospective world travelers to spend the same amount of time seeing the wonders of the United States. The interest center about such areas as the national parks, forests and monuments which include some of the most spectacular scenic prospective world travelers to spend the same amount of time seeing the wonders of the United States.

80,000 Feet Of Film Used For Monarchs

OTTAWA, Ont.—There were 80,000 feet of motion picture film taken of King George and Queen Elizabeth on their recent 110,000-mile tour of Canada and the United States. The pictures were made by a post of motion picture and news photographers under the direction of the head of the government motion picture bureau here.

Progress TAKES A BIG STEP FORWARD
We join the people of southern Idaho in expressing our thanks and appreciation for the free bridge. It is remarkable to see the strides of progress that the State of Idaho has made in the past few years. We are proud of Idaho and are truly glad we live here.
FACTORY RADIO SERVICE
"Idaho's Best Equipped Shop"
430 Main North Phone 244

A Favored Resort of the Early Day Settlers



One of the smaller houses on the Blue Lakes Ranch, center of early day hospitality and the scene of many picnics during hot summer days during most of the formative years of the Twin Falls country.

Perrine's Search for Railroad Bridge Site Led to Big Project

'Father of Twin Falls Country' Envisioned Irrigated Empire While Exploring Area for O. S. L. in 1895

Search for the site of a railroad bridge that never was built in again Shunke river canyon led directly to the development of the west irrigated region that is the Twin Falls country. The record is that the "father of the Twin Falls country," E. B. Perrine, was commissioned to the Oregon Short Line in 1895 to look up a bridge site between Lincoln and Cascade counties. The Short Line, a part of the Union Pacific system, was concerned because the Southern Pacific was drawing much of the business from Cascade county, which then included what is now Twin Falls.

camper ventured into the bottom of this paradise. This did not bluff Perrine in the least but soon he had his wagon in pieces and lumber dangling on a rope over the cliff, ready to build a home. After working a while he found that everything would grow, but he could not sell, as the market was too far distant, and for several years he had to go back to the mines to work and get another advance.

Then, during vacations in the mines, he started at Boshone in the hotel, livery and other kinds of business. In order to get his produce out of the canyon from the ranch he built a most remarkable road up both walls of the canyon. Cost of the road-building, he told an inquiring reporter of the period, was "just days' work." It was feared from other sources that the building of the road on the north side of the canyon required three years' work, before a team could be taken over it, and the cost probably was several thousand dollars. On the south side the work of blasting away the rock at one point on the road required two winters' work.

These roads still hang on the sides of the cliffs in a way that when first traveling thru feels as if graybacks were parading up and down his spinal column. Perrine was not daunted by the apparently insurmountable difficulties that confronted him and that road stands today with a parallel in the state as the achievement of one man who had practically no means to work with.

Ferry Replaced by Bridge
A ferry that Perrine installed at Blue Lakes was operated for several years and then was replaced by a steel bridge. Fruit that Perrine raised on the Blue Lakes ranch was exhibited at the World's fair at St. Louis where it was awarded blue ribbons, and that record was influential in persuading the first settlers of the Twin Falls country to east their fortunes here.

Thanks FOR THE FREE BRIDGE
Let's celebrate the greatest bit of progress Idaho has made for several years. May we thank the officials of the State of Idaho for this—
FREE BRIDGE
Buchanan's MIX SHOP
The United States turkey crop this year is expected to be about 27 per cent smaller than last year.

Toll Collector Tells Of Strange Sights

Baby Carried Across Bridge and Handed To Waiting-Party at 5-Cent Rate

Babies will no longer have to be carried across the Twin Falls-Jerome intercounty bridge — they can now, that the toll is off, ride in "peace" so to speak. This was revealed today in an interview with G. D. Johnson, who started collecting tolls for the bridge company the first day the bridge was opened back on Sept. 15, 1927 and has been at the job ever since, being the only bridge attendant now in service who has served continuously since the company opened the structure.

Curious Things
Johnson said that during those 12 years he has seen many curious things around the bridge as well as passing across it. But perhaps the most curious was the practice of some individuals carrying articles across the bridge on foot — at a charge of five cents—rather than drive their cars across and pay the full toll. When this step was resorted to the "walker" was met at the other side of the structure by someone else and the package in that manner was transferred from Twin Falls to Jerome counties or the other way around.

But the most peculiar case in the recollection of Mr. Johnson is the time a baby was carried across the bridge, handed to a waiting party on the other side, and thus continued his journey. Johnson said during the interview that he had seen all types of things carried across the bridge in this manner—from a pair of glasses to heavy packages approximating the weight of freight.

But all who crossed the structure didn't pay the toll, Mr. Johnson admitted. He added unfortunately "The company helped out the nation, so to speak, by permitting much WPA and other governmental traffic to cross the bridge free," the attendant said. "In addition to that I have personally allowed many individuals to cross without paying the five cents if they were walking. Some of these persons didn't even have soles in the bottom of their shoes let alone money in their pockets so I did just what any human would do; I let them walk across for nothing."
For 10 years and six months Johnson worked the night shift, starting in at 10 p. m. and quitting at 8 a. m. At the time of this interview he was going to work at 8 a. m. and was on duty until 3 p. m.—day in and day out. During his long term of service

Let's Celebrate
the greatest bit of progress Idaho has made for several years. May we thank the officials of the State of Idaho for this—
FREE BRIDGE
Buchanan's MIX SHOP
Our regular \$42.50 Sleeping Beauty mattress will be marked at
2 for \$43.50
Our \$29.50 Lady Joan will sell
2 for \$30.50
The extra special \$25.50 mattresses will sell
2 for \$24.50
\$8.50 Value Cotton Mattress
2 for \$9.50
These Prices Are Cash and Carry
On major articles we have a "Haul Your Own" discount. Come prepared to take back what you buy and we'll pay you "to take it"—or else we'll deliver.
Harry Musgrave's Mdse. Mart
We Chisel For Cash
By the way, we are going to throw our regular prices out and make special ones for the bridge opening.

WILLIAMS TRACTOR
WE CELEBRATE
a new era for Magic Valley
NOW Magic Valley faces the opportunities offered by a united community with the removal of the tolls from the bridge the last barrier has been down. A barrier which halted the progress that should come to the rich lands of Magic Valley. We, as a firm anxious to deal with the farmers of this territory, welcome the chance to extend our service to outlying communities.
Those lines have made our service outstanding:
Full Line of Case Machinery and Tractors
NEW IDEA SPREADERS, HAY LOADERS, RAKES
Let's all pull together for a greater Magic Valley
We are also agents for GMC Trucks
Williams Tractor Co.
Twin Falls, Idaho

regulation started for a free bridge. "After the drive started to rid the bridge of the toll," Johnson pointed out, "many persons became downright hostile to myself and the other attendants. We took it, though, and said nothing back except we have to take the bitter with the sweet."
City of Autos
PASADENA, Calif. — Latest statistics indicate this city probably has more automobiles in proportion to its population than any other city of the United States. There are 28,300 cars, or almost one for every two people. The national average is about one for every 10 persons.

Thanks FOR THE FREE BRIDGE
We are proud of Idaho for the great strides of progress they have made in the past few years.
HUNT'S BARBER & BEAUTY SHOP
Rogerson Hotel—Phone 272

Harry Musgrave and His Gang Say: WELCOME NORTH SIDERS
You come over and see us sometime, and we will return your visit. We really believe the removal of the toll will help to build a bigger and better community here in Magic Valley.
OUT-OF-TOWNER'S NOOK
We have set aside a space in the front of our store which we call our "Out-of-Towner's Nook." A comfortable living room suite and a swinging chair are there especially for you. Out-of-Towner people to lounge upon. Feel free to accept our "Southern Idaho Hospitality"—in a friendly store where friendly clerks make friendly folks feel at home.
HOW'S THIS?
Get your \$1 More Mattress Special
Try your neighbor to go in with you if you only need one, and take advantage of this unusual special. It's just another of Harry's ways of advertising.

Our regular \$42.50 Sleeping Beauty mattress will be marked at
2 for \$43.50
Our \$29.50 Lady Joan will sell
2 for \$30.50
The extra special \$25.50 mattresses will sell
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Harry Musgrave's Mdse. Mart
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Leader in Move to Lift Tolls Reviews Legislative Efforts

Dan Cavanagh Tells Of Early Move For Free Bridge

By DAN J. CAVANAGH
In the early session of the legislature, it was my privilege to introduce a bill which was the first direct effort to free the Twin Falls inter-county bridge from tolls and make it publicly owned property. This bill provided for earning more 1/2-cent per gallon of the 5-cent motor fuel tax for the purpose of buying existing toll bridges and ferries and for general bridge construction.

Due to an active lobby of business men of towns on both sides of the river who feared their private business would be affected, together with a reluctance on the part of a great many of the legislators to set a precedent for tapping the road fund in any manner, the bill was defeated. Their position is well taken as there has been a tendency on the part of many states to divert motor fuel taxes to other purposes than road building and in Idaho only the road user in a motor vehicle pays the tax. At the next general election the voters of Idaho will have an opportunity to pass upon a constitutional amendment to prohibit the diversion of any part of the state highway fund which will, if passed, confine expenditures from this revenue to roads and bridge purposes exclusively. Already about 10 states have taken this precaution against raids on highway funds.

Taxes Proposed
In this same session the administration was at its wit's end to find about two million dollars annually to provide funds for matching federal allotments for relief purposes and about eight of ten nuisance taxes were proposed, all of which failed of passage. The sales tax, after once being defeated in this session, was finally passed in an extraordinary session to raise all funds for relief and to reduce levy in school taxes. One of the measures to provide relief funds and introduced by me at this time levied an excise tax of 1/4 mills on all motor fuels, to be paid by the motorist, who could use these tax receipts to obtain a direct offset on income tax. This bill was prompted by the fact that few, if any, of the larger oil companies pay any income tax in this state, although some smaller companies who are incorporated in Idaho buy from the larger companies and make returns. This bill passed the house and was defeated in the senate, due to active opposition of oil company lobbyists.

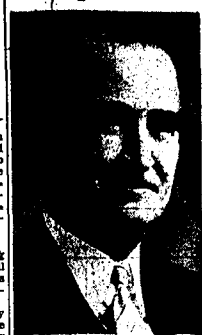
Measure Defeated
In the 24th session in 1927, I again introduced a measure and incorporated within it the above method to raise funds to buy the toll bridge at Twin Falls and also an enabling act that would permit the state to acquire the bridge by condemnation or otherwise. In the 1928 session after the franchise was granted for construction of the bridge, the act that provided a method for acquiring a toll bridge was repeated and it was necessary to put this back in the statutes and broaden the act to meet present requirements as actually necessary to provide a new source of revenue and also as it would appear, from a legislative standpoint, it was very commendable and necessary legislation, particularly as companies who are taking possibly 50 million dollars from the state should be made to pay their income tax on profits acquired here. It looked like this was the answer to the prayer for a free bridge. However, the opponents of the free bridge combined with the active opposition of the oil companies and after a hard fight the revenue measure was defeated in the senate, although they passed the enabling act. The house passed both measures by a large majority.

Bill Introduced Again
In the 25th and last session, the same revenue producing measure was again introduced which also provided a commission appointed by the governor with powers to acquire the bridge. The house passed the bill by a scant majority but the vote in the senate was nearly unanimous, only six senators opposing. It took three sessions of the legislature for the merits of this measure to finally percolate through their craniums.

Since this bill became law there have been many criticisms aimed at it. One is that there has been \$100,000 lost to the general fund and diverted into the toll bridge fund. The fact is that possibly less than \$10,000 has ever been paid as income tax from oil companies and this amount almost exclusively, if not entirely, by local Idaho companies. The larger oil companies make no secret that they pay no income tax in Idaho. In order to compel them to pay a tax on the profits they make in Idaho, it becomes necessary for the legislature to be not only a law making body, but also to become a law enforcing body.

To Be Paid at Source
It was intended that this excise tax was to be paid at the source and the measure was a means to compel the payment of income tax also; it permitted an offset on income tax. Some oil companies have had the temerity to attempt to pass this 1/4 mill tax on to the consumer. It would appear that income tax cannot be passed on and must be paid by the one who makes the profit; also that such collection could be prevented by resort to injunction since the intent is plain and is not denied. Again, the oil companies must pay this excise tax at the source and the oil refiners are given a receipt for such payments which receipts can be attached to their income report each year and a full deduction to the amount of the excise tax taken as payment on income tax. If the consumer must pay he should get the full income tax and not the oil companies who never paid and never intend to pay unless brought into line by stronger measures than

Free Span Pioneer



DAN J. CAVANAGH... Twin Falls contractor as a member of the Idaho house of representatives in two sessions sponsored and urged legislation for state purchase of the Twin Falls-Jerome inter-county bridge and removal of tolls.

(Editor's note — Sponsor of the first legislative proposal for removal of Twin Falls-Jerome inter-county bridge tolls, Dan J. Cavanagh of Twin Falls was prominently identified with this movement as a member of the house of representatives in the 23rd and 24th sessions of the Idaho legislature. He was not a member of the 25th session when he passed the toll-removal bill. In the following article he was requested to trace the early history of legislative action for toll removal, and to comment on the importance of that achievement.)

Thomas Jefferson's wife died in 1798 before he became President.

RESORT MANAGER LAUDS SPAN DEAL

Union Pacific's two million dollar sport playground — which has brought thousands of visitors to Idaho — congratulated south central Idaho today for a free bridge which will bring thousands more.

The congratulations came from Sun Valley through W. P. "Pat" Rogers, general manager of the nationally-famed resort.

"Sun Valley congratulates southern Idaho on successful culmination of a long effort to remove a serious traffic barrier," Mr. Rogers' message said.

Neighbors
"Sun Valley has fostered from the first the feeling of neighborliness between itself and southern Idaho. Relationship between the two sections has been mutually gratifying and removal of the toll from the Twin Falls-Jerome inter-county bridge should foster an even greater neighborliness."

Mr. Rogers said that although the Union Pacific carries the bulk of Sun Valley patrons who come from out-of-state, the toll-free international highway (U.S. 20) should mean a "decided increase" in motor visitors not only to southern Idaho and to Sun Valley but to picturesque Idaho mountain country further north.

Will Participate
"We will be more than glad to assure Twin Falls of our participation in any celebration which may be conducted at formal opening of the bridge," the Sun Valley general manager said.

BRITISH TRADE LEADS
Great Britain exceeds the United States in imports, but not in exports. Great Britain ranks first in value of re-exports and imports combined, with the United States second.

One of Magic Valley's Leading Home Industries

CONGRATULATES

The State of Idaho

on the acquisition of the Inter-county Bridge

Operating elevators and bean warehouses at the following points on both the North and South sides of the Snake River Canyon: Buhl, Peavey, Filer, Curry, Twin Falls, Amsterdam, Hollister, Berger, Kimberly, Hansen, Murtaugh, Jerome, Eden, Hazelton, Gooding, Richfield—we are able to offer a tremendous elevator and warehouse capacity.

This is evidenced in the following figures, of interest to every Magic Valley grower:

- Total ELEVATOR CAPACITY, 1,050,000 bushels of wheat; total BEAN WAREHOUSE CAPACITY, 400,000 bags; total FLOUR MILLING CAPACITY, 600 barrels daily; total FEED GRINDING CAPACITY, 350,000 pounds daily; total BEAN CLEANING CAPACITY, 500,000 pounds daily; total GRASS SEED CLEANING capacity, 100,000 pounds daily.

In over 30 years of operation of these plants in most of these communities, our work has been of the highest character; and the service to the growers of Magic Valley has been maintained at the highest standard during this period. We sincerely solicit a continuation of your very valuable business which has been mutually enjoyed in the past. And to the consumer public of Idaho we recommend as superior our products which are manufactured from the best of your own raw products.

These
QUALITY PRODUCTS
are milled at home in
MAGIC VALLEY

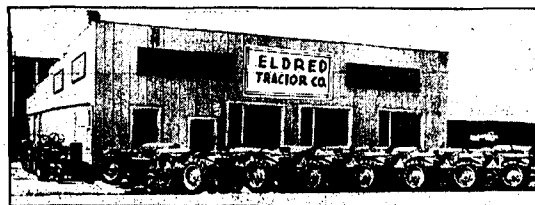
- PIKES PEAK CAKE FLOUR
- PIKES PEAK PANCAKE FLOUR
- TWIN-IDA self-rising flour
- PIKES PEAK FAMILY FLOUR
- IDAHOME HARD WHEAT
- IDAHOME FLOUR
- SHONEMIST
- CEREAL CREAM
- WHOLE WHEAT • GRAHAM

To growers and consumers of Idaho, we give a heartfelt thanks for a lifetime of your generous patronage.

Let's move forward with greater south Idaho

TWIN FALLS FLOUR MILLS OF SOUTHERN IDAHO

Built Especially to serve the implement needs of Magic Valley farmers!



View of our newly constructed implement house showing a portion of our complete implement stock.

There's a tractor in this line that will just fill your needs for farm power... and your savings begin with the first cost of the smooth-powered A-C Tractor to continue year after year in savings on fuel and upkeep.

In this new building, too, you'll find a real service department to keep your A-C machines up to par mechanically.

NOW--2 sizes of the ALL-CROP HARVESTER



The advantages of a one-man once-over harvest can now be YOURS--no matter what your acreage! Once over the field this modern, mechanical way and your crop is safely in the bin. You

ELDRED Tractor Co.

AUTHORIZED SALES AND SERVICE

ALLIS-CHALMERS

Since this bill became law there have been many criticisms aimed at it. One is that there has been \$100,000 lost to the general fund and diverted into the toll bridge fund. The fact is that possibly less than \$10,000 has ever been paid as income tax from oil companies and this amount almost exclusively, if not entirely, by local Idaho companies. The larger oil companies make no secret that they pay no income tax in Idaho. In order to compel them to pay a tax on the profits they make in Idaho, it becomes necessary for the legislature to be not only a law making body, but also to become a law enforcing body.

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KEEL WINS ON BRIDGE WAGERS

James S. Keel, prominent in Twin Falls and Jerome, spends most of his time these days on the north side.

But when he hears that the tolls have been removed from the Twin Falls-Jerome intercounty bridge, he probably declines on a trip to the south side just to refresh memories.

Soon after the announcements in 1927 that construction was slated on the rim-to-rim span, Mr. Keel laid a large number of wagers that he would drive an automobile across the span on or before Sept. 1, 1927.

Many Takers
It was a bold bet and many were the takers. On Aug. 26, the last piece of steel was swung into place and the chasm of the Snake River canyon had been spanned.

On several occasions, friends recall, Mr. Keel mopped beads of perspiration from his brow. The Sept. 1 deadline on his bet was nearing. But he didn't stand idly by. Instead he enlisted the active cooperation of the builders and on Sept. 1, 1927, with the cameras recording the event, Mr. Keel piloted the first automobile across the span, south-to-north and return, and collected all wagers.

Improvised approaches were constructed with planks over which the car was piloted onto the floor of the span. The car moved slowly across the bridge as cameramen demanded frequent halts and workmen had to move obstructions that littered the deck of the span.

Loose planks were placed on the steel beams in the center of the span 100 feet above the river, and they rattled under the moving wheels of the car.

First Passengers
In the first and not showing any sign of nervousness, were Mr. Keel, the driver; R. M. Murray, the engineer and designer; Charles C. Fisher, president of the construction company; Bruce O. Short, president of the firm owning the bridge; and L. Hodgins, Twin Falls attorney for the construction company and Carl E. Lind, chairman of the Twin Falls Chamber of Commerce, needs committee.

One accident on the trip. O. G. Murray, superintendent of construction, had been riding on the running board, and he started across the span. He was slipping off his instructions to workmen, tipped on a piece of pipe and rained his ankle.

COLLEGE OFFERS COURSES AT FAIR

SAN FRANCISCO—Modern exhibitions have become of such education that Dean Walter Homan of San Francisco state college has decided to hold seven courses of the college's summer session at the golden gate international exposition.

The session will last for six weeks. The first course at the exposition will be that of the direction of Walter Murray. He will conduct classes in painting, including the masterpieces from the most famous European galleries, with the pictures before the students. His courses also will include architecture, sculpture and interior decoration, all based on the latest simplifications of these arts as developed at the exposition.

Classes in music will study the works of world famous conductors heard at the exposition, under the direction of Dr. William Knuth. Another course will be held in motion picture appreciation, for which arrangements are being made by Dean Homan, Lester Meyer and Dr. Elias Arsen of the college faculty. Hollywood studios have been asked to send experts to participate in the course. They will explain problems of the movie industry and give illustrated lectures on the details included in this course will be a vivid preview of a new motion picture.

The course in social science will be taught by Mrs. Bertha Monroe under the heading of social adjustment, which will be a study of the lives of people from the countries represented at the fair. The course in history will be conducted by the construction of Treasure Island itself, its buildings and exhibits and many of the exhibits that have been installed there. Students registering for the course of six weeks will receive the same scholastic credits that would be awarded for the same work carried on in the classroom.

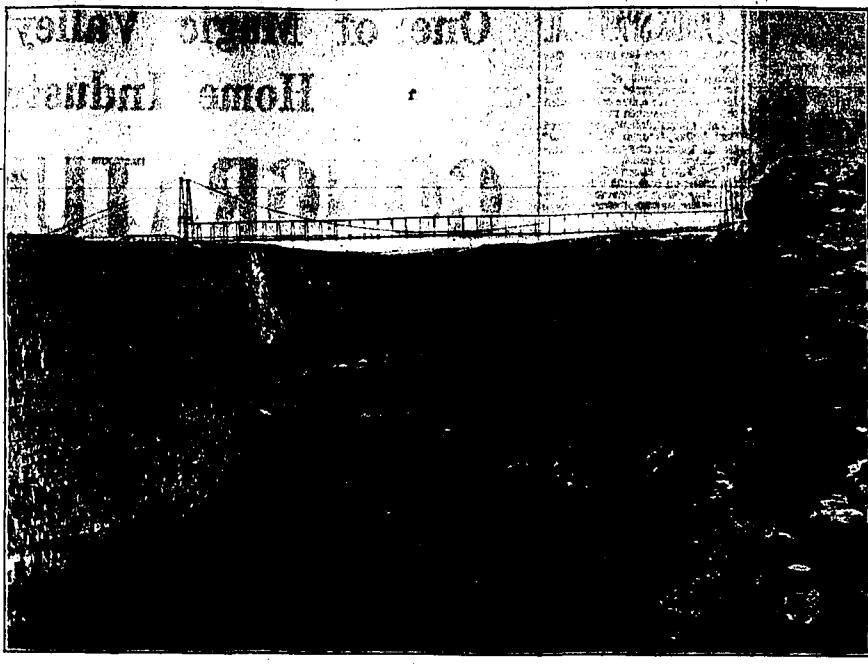
TIME SAVED And MONEY EARNED

The Ostrander Lumber Company literally helped to build Twin Falls, having been one of the first sources of building materials for the early settlers. In those early days the Snake River canyon was a dangerous and difficult barrier between the north and south. Today, with the removal of tolls on the intercounty bridge, that barrier ceases to exist. The Ostrander Lumber Company congratulates Idaho for this progressive move.

Ostrander Lumber Co.

Address 726 Sho. St. W. Phone 44

Suspension Bridge Spanning Snake River Canyon Near Hansen



This structure, built in 1919 by Twin Falls county and the Hilldale highway district, was the first to span Snake river canyon from rim to rim. It was located and designed by E. M. Murray, engineer, who supervised its construction, and who later located and designed the Twin Falls-Jerome intercounty bridge.

Tolls Turned Big Part of Traffic to Hansen Bridge, Count of Vehicles Reveals

An Idaho highway planning survey including actual traffic count at the rim-to-rim and the Hansen bridges on Oct. 1, 2 and 3, 1927, showed that the Hansen bridge was carrying three vehicles to every one which crossed the Twin Falls-Jerome span.

The report was made primarily to determine the number of cars crossing the two structures but principally the number of cars crossing the Hansen bridge which would have driven across the rim-to-rim structure had the toll been removed at that time and the bridge been free.

The results were interesting. Aside from showing that during the three-day period 772 hours in all there were 3,742 vehicles traveling across the Hansen bridge and 1,208 across the Twin Falls-Jerome structure, it was disclosed that on Friday, Oct. 1, 1927, no less than 25 percent of the vehicles crossing the Hansen bridge could have more conveniently crossed the Twin Falls bridge had it been free of tolls. In other words 25 per cent of the drivers were taking the "long way around" because they "didn't like the idea of paying a toll."

Blinded Toll
Likewise on Oct. 2, 1927, the survey disclosed that of the motorists stopped at the Hansen bridge and asked the question, "would you have driven over the bridge had there been no toll charge?" no less than 21 per cent declared they would have. On the following day, Oct. 3, 1927, the report showed that 20 per cent of the drivers were traveling by way of the Hansen bridge because they disliked the toll feature of the other structure.

During this three-day period check, it was shown that 24 per cent of the traffic of the Hansen bridge was headed for Jerome or Twin Falls, depending on whether traveling north or south and that they would have preferred to travel the rim-to-rim structure had it been toll free. In addition, 26 per cent could have more conveniently used the toll bridge route but were traveling to avoid the toll.

The report states:

"Of the 3,742 vehicles crossing the Hansen bridge during the 72 hours of counting, 639 were stopped and the drivers interrogated as to the origin and destination of their trip to determine whether or not they would have used the toll bridge in case it had been a free bridge. Of these 639 vehicles it was found that 162, or 25.3 per cent, would have used the toll bridge route.

"While the count was being made the interrogation of drivers was conducted each day from 8 a.m. to 4 p.m., on the assumption that this period of the day would most accurately cover the essential regular business travel as distinguished from irregular pleasure travel.

"The traffic count for the year May, 1926, to May, 1927, at the automatic electric counter on U. S. 30 one mile east of Twin Falls indicates that on Oct. 1, 1926, the traffic volume was as high as it was at any time during the year and that Oct. 1, 1927 exceeded the 1926 traffic for Oct. 1, 2 and 3 by 100 cars. The total for the three days in 1927 was 10,188 cars or 2,366 cars per day.

Maximum Traffic
"The above is indicated in order to show that the counts made at the bridges on Oct. 1, 2 and 3 were made when traffic was at the maximum for the year and apparently for 1927 also, and in order to indicate the relationship between traffic on the through routes that move across the bridges in question."

"Thus this actual report on the traffic count at the two bridges, with the question as to whether or not the users of the Hansen bridge would have gone for the rim-to-rim way had the toll been lifted proved conclusively that the people wanted a free bridge and would use it if it were free.

Aerial photographs, taken prior to the building of the Hansen farm lands for mapping purposes, saw lines across dozens of negatives and through them were recorded. Clear examination disclosed they were ruts that had been made by wagon trails 70 years before.

SPORTS FAN PAYS \$23.80 IN TOLLS

If there's any sporting event going on across the Snake river canyon, a Twin Falls man is sure to be in attendance.

He estimates that his tolls from June 1, 1926, to May 1, 1929, on the Twin Falls-Jerome intercounty bridge, for recreation purposes only, amounted to \$23.80.

Recalling his trips to the north side and Sun Valley during the year past, he said in an interview that "I traveled about 17 times over the toll bridge and probably 25 times over the Hansen bridge."

"During an average month, I'll go to the north side for some event about three or four times," the man stated. "I'd travel by way of the Twin Falls-Jerome bridge all the time if it wasn't for the tolls."

He remembered paying the tolls on the following occasions during the past year, when the purpose was for recreation only:

- Once to attend the American Legion boxing card at Hatley about July 4.
- Twice to attend the Sun Valley rodeo.
- Four times to fish.
- Once to see the University of Idaho, Southern Branch-Chaffey Junior college football game.
- Once to attend the pistol match which Sheriff E. E. Prater won.
- Once to see a skit meet at Sun Valley.
- Three times to hunt pheasants.
- Twice on family picnic trips.
- Once to play golf at Sun Valley.
- Once to attend the Ketchikan winter carnival.

Trips when he used the Hansen bridge included fishing and pleasant hunting expeditions, to attend political meetings, to attend north side fairs, business trips and other occasions.

REGION'S FIRST SPAN AT MILNER

Before ever the waters were turned from Snake river gorge to transform a barren, desert waste into a flourishing agricultural region there were crossings in the canyon of the river between Milner and Hagerman.

There were ferries at Shoshone Falls, Blue Lakes, Clear Lakes and Owsley's.

Almost as soon as engineers, early in 1922, began surveys for the huge diversion dam at Milner where the river enters the canyon, work was started on a wagon bridge to span the stream at that point.

This span played an important part in construction of the dam and irrigation system and was used by hundreds of settlers in freighting equipment and supplies from the now almost forgotten railroad station on the Union Pacific main line at Kimama.

With the exception of the ferry at Shoshone Falls which now has been streamlined and equipped with electric power, all of those old time ferries have been replaced by bridges, all of them spanning the river near the water and reached by grades down the canyon walls.

One of the first of these bridges

thanks FOR THE FREE BRIDGE
And congratulations to the officials of the State of Idaho and all others who helped remove the toll from the bridge.
Bungalow GROCERY

The shortest distance between two points—is over the FREE BRIDGE!

Go to the Johnson Motor Co. today and investigate these ten big reasons why Nash is gaining in popularity by leaps and bounds.

1. Smart new beauty.
2. "Weather Eye" conditioned Air.
3. Genuine "Patquepurr" ride.
4. More Power on Less Gas.
5. Record breaking economy.
6. Greater safety for you, family.
7. More driving pleasure.
8. Over-all economy.
9. Honest service policy.
10. More for your money.

To the officials of the State of Idaho and all others who helped to secure the FREE BRIDGE for Southern Idaho, may we extend our most sincere thanks and gratitude.

Johnson Motor Co.

207 Shoshone Street South Twin Falls

Free Bridge Boosts Idaho Tourist Trade

Visitors Spend Huge Sum Each Year in Gem State

Removal of tolls from the rim-to-rim bridge will prove a major boost to Idaho tourist traffic.

Just how many dollars will that traffic bring into the state? The Conoco Travel Bureau offers some figures of vital importance to Twin Falls, Jerome, Sun Valley and other "south central" communities along major traffic arteries. Here's what the bureau predicts:

Number of expected tourists into Idaho this year—\$72,180.
Estimate expenditures these tourists will make with Idaho merchants, hoteliers, restaurant owners, tourist camps and others—\$29,271,288.
That's a very big meion indeed. And toll removal, because the in-

tercounty span has heretofore proved a barrier to tourists who see "toll bridges" on these maps as they plan their next day's travel, will mean that a substantial share of the millions will come to south central Idaho.

How Big, California?

SACRAMENTO, Calif.—What is the population of California? That vexing problem has been asked so many times that the California Taxpayers' association decided to check up on school enrollments, birth rates and whatnot, and make as close an estimate as possible. The answer—6,480,000 for the beginning of 1926.

Visitors to Luther's city of Wittenburg in Germany today may see the famous statues that he called on the church door in 1517. The present doors are of metal and the text of his protest is deeply inscribed in the metal.

IDAHO

Makes a better place to live

For 11 years—ever since the Jerome-Twin Falls bridge first opened to traffic—we have been serving Idaho business men. We have watched each town and community force ahead through the progressive efforts of these same business men. Now, with the opening of the bridge to free traffic we believe another step of progress has been taken. We believe that Idaho town will enjoy a greater prosperity, and that Idaho will continue to be a BETTER PLACE TO LIVE!

Hayden Transfer and Truck Line

169 WALL ST. Phone 703 TWIN FALLS

Twin Falls' pioneer firm

...hails Idaho's most progressive step!

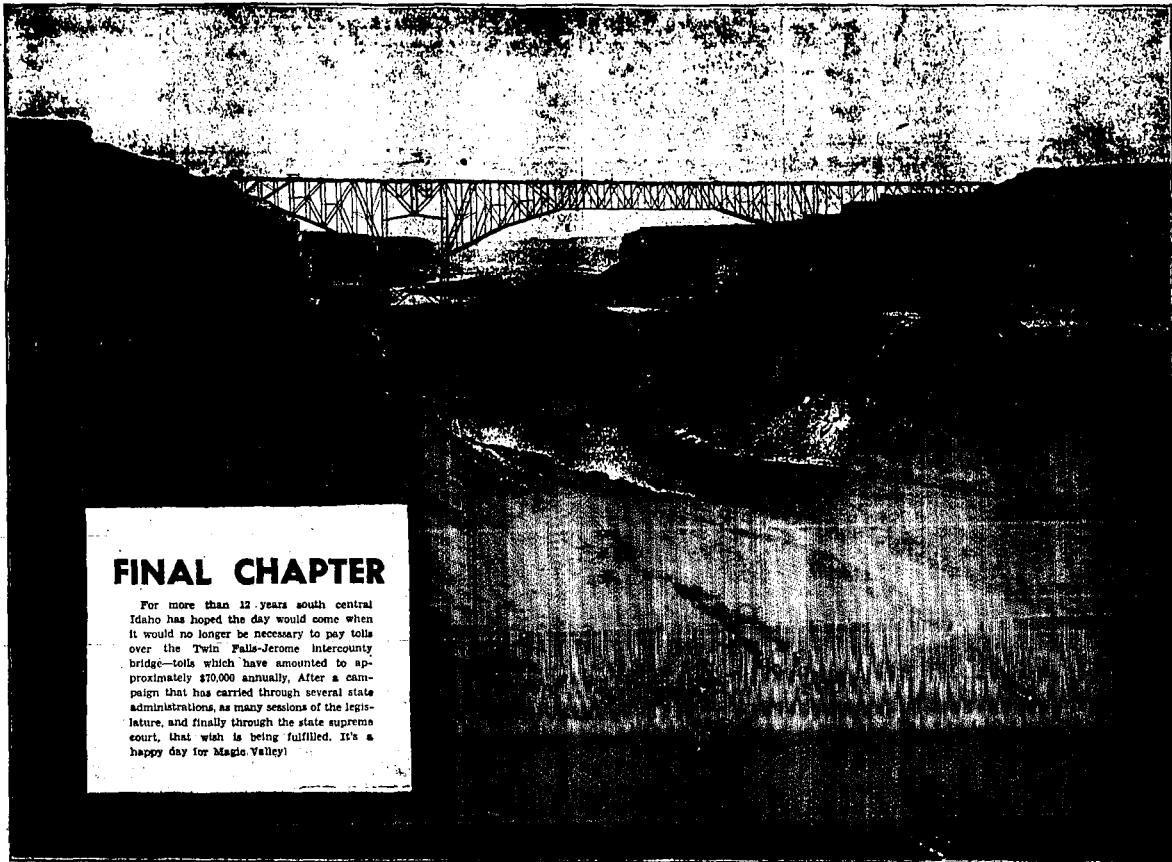
In the 35 years which we have served the people of Magic Valley we have seen a lot of water pour down the Snake. Some of it has flowed under the "high" bridge . . . and even with the tolls on it, it seemed a great advantage to the people of our communities.

But with the toll off, the bridge becomes more of an asset to Magic Valley and we, glad to see progress in any form in Magic Valley, want to herald the Free bridge as a distinct step forward.

We know the people of this territory—we have served them extensively—and we know that with such advantages they can make great strides in community development. We look forward to the finest relationships with our Northside neighbors.

We've served you well in the past . . . and this is our pledge to continue the same high class service in the future

CONSOLIDATED WAGON & MACHINE CO.



FINAL CHAPTER

For more than 12 years south central Idaho has hoped the day would come when it would no longer be necessary to pay tolls over the Twin Falls-Jerome intercounty bridge—tolls which have amounted to approximately \$70,000 annually. After a campaign that has carried through several state administrations, as many sessions of the legislature, and finally through the state supreme court, that wish is being fulfilled. It's a happy day for Magic Valley!

FREE!

Another Milestone
in the Progress of
"Magic Valley"

Removal of the toll from the Twin Falls-Jerome intercounty bridge which has served as a barrier between friendly people living on the north and south sides of Snake river canyon in south central Idaho marks another important milestone in the progress of Magic Valley.

No more will these people be divided, and their closer relationship can only result in greater progress for this section of the state as a whole.

More than that, it removes one of the few remaining obstacles on U. S. 93 which feeds this section of the state with an increasing flow of profitable traffic.

Now the last vestige of that almost insurmountable

barrier which first confronted the pioneers when they came upon the Snake river canyon has been removed.

Ferries and precipitous canyon roads were the first step in overcoming the chasm's yawning defiance.

The Twin Falls-Jerome intercounty bridge came next, but its toll still remained as a barrier between the north and south sides.

Now, instead of being an obstacle of any kind, the bridge becomes a connecting link, as free and convenient as any other bridge or highway in Idaho.

It's the fulfillment of a dream which south central Idaho has had for years — another milestone in the progress of Magic Valley!

Fertile Land Brings Idaho Lead in Crops Production

Pioneers were lured to Idaho in a search for gold. Many didn't find that gold, but made another important discovery that keeps the state flourishing today. They found that riches other than the precious metal variety grew in the Idaho soil.

Thus farming gained a start in the Gem state and today Idaho takes a back seat to none in the agriculture field. Idaho's prolific soil all last year led the nation in the average yield per acre of wheat, beans, onions and sugar beets. The state was second in per acre yield of potatoes and field peas and third high in hay yields.

Practically every crop grown in the United States in the same latitude can be successfully raised in Idaho.

Wheat tops the acreage parade in Idaho with vast fields of this grain covering northern Idaho. Farmers harvested an average of 26 bushels to the acre in 1932 for the best yield in the United States and a total production of 29,848,000 bushels. Wheat covered 1,149,000 acres of Idaho's acreage, valued at 700,000 acres of winter wheat and 449,000 acres of spring wheat.

Hay for Livestock

Wheat has long been the leading acreage crop in Idaho, even in 1917 when about a half million acres were sown primarily to the bread grain, and the average quantity produced was about 20 bushels to the acre. Wheat is the chief crop of southeastern dry farming districts as well as the north.

In production of hay, Idaho was the second state in the union in 1917. It has since slipped in total production, but remains third high in yield with 217 tons per acre, topped only by California and Arizona. In 1932, Idaho farmers harvested 1,110,000 acres of hay for 2,400,000 tons. The leading forage crops are alfalfa, timothy, red clover and orchard grass, alfalfa alone making more than half the total crop.

The adaptability of the state's soil to hay crops has been largely instrumental in making Idaho a great dairying and livestock center, contributing millions of dollars each year to the state's income.

The Famous Idaho Potato grows in the famed Idaho potatoes constitutes an interesting chapter in the state's agricultural development. Quality of Idaho potatoes are second to none and command a premium on the nation's markets. Idaho bakers have long been famous for the use of swank eastern restaurants and hotels.

Potatoes constitute one of Idaho's leading field crops and are grown throughout southern Idaho. Last year, farmers harvested potatoes from 115,000 acres, less than the previous year, but well above the 10-year average of 107,000 acres. Production was 28,150,000 bushels in 1932, a high in the nation although many states planted much larger acreages. The high production was accounted for by the yield of 250 bushels to the acre, exceeded only by 280 bushels to the acre in California.

Among past achievements in the potato growing field was the accomplishment of W. B. Gilmore of Payette, who produced 500 bushels to the acre in 1910. Not satisfied, he broke the American record in 1913 by raising 753 1/2 bushels of marketable spuds on a measured acre.

Bingham, Bonneville and Twin Falls counties produced over one million bushels as far back as 1913 and some other counties were not far behind. From the Idaho Falls district, huge carload shipments go to eastern markets each year.

Beets for Sugar Since 1905, sugar beets have been one of the important crops of Idaho but it was not until 1920 that Idaho finally reached the top in per acre yields. Idaho grew 16.8 short tons per acre in 1932 compared with a national average of 12.6 tons.

Despite the curb of sugar quotas imposed by the national administration, Idaho's sugar beet industry has been expanding. There were 73,000 acres harvested in 1932, compared to a 10-year average of 45,000 acres, for a total production of 1,122,000 short tons. Idaho in the beet has averaged only 494,000 short tons annually.

The great Snake river valley is apparently the natural home of the sugar beet, especially that portion extending from Twin Falls to St. Anthony. The industry was threatened with white fly infestation several years ago, but a di-

WIFE DISLORGES THROAT MARBLE

WAVERLY, MARCH—A ride in a police car proved just as effective treatment for 13-month-old Richard Quilman as a trip to a hospital. A marble had lodged in the child's throat and a police car was called to take him to a hospital where it could be removed. After bounding over rough roads for three miles, Richard swallowed the marble and he was sent home "cured."

LEGENDS INSPIRE TREASURE HUNTS

DENVER—Pieces of eight, mites, and a couple of doubloons there's treasure hidden in a thousand places, if you believe legends, and many a nugget's still to be had. So if spring gives you an urge to go treasure-hunting, grab your spade. Chances are you'll only get some good, clean exercise, as thousands of others have, but there's always the possibility of hitting it rich.

Every year an organized party sets out from Phoenix, Ariz., for one of the richest—and bloodiest—of reputed treasure troves—the Lost Dutchman mine.

In Superstition Mountain its objective is Superstition mountain, a jumble of pinnacles and canyons in the desert 36 miles east of Phoenix. Among the rocks and cacti is an immensely rich gold deposit once worked by "the Dutchman," white-bearded Jacob Waltz.

Waltz died about the turn of the century, confessing half a dozen murders, but leaving no intelligible directions to the mine.

The annual search is conducted by "The Dons club" of Phoenix. Scores of persons take part in it. Because so many persons have perished of thirst while hunting the Lost Dutchman, the mass prospecting through a trailless wilderness to Weaver's Needle, a giant monolith supposed to mark the approximate location of the gold, is carefully supervised.

Virtually Annihilated Antiquarians trace discovery of the mine to a fugitive Mexican in the 1840s. The information reached Miguel Peralta, a Sonora rancher, who sent three successive pack trains to work the rich vein.

The last said to number several hundred men—was trapped by Apaches and virtually annihilated. The story now enters the authenticated stage, much of the information coming from the confession made by Waltz to a reputable citizen of Phoenix, the late Richard Holmes.

In the 1890s Waltz lost his way in Superstition's fastnesses and found three Mexicans, possibly survivors of the massacre, in possession of the lode. Its identity is established by the fact Peralta called it the Mina Sombrero (hat mine), an ob-

vious reference to the nearby low-lying rock now known as Weaver's Needle.

Waltz told Holmes he shot all three Mexicans in the back, took possession and for many years lived as affluently as he wished.

Persons who tried to follow him were eluded or ambushed, and his story was officially substantiated by one examination. Two soldiers actually reached the mine, he related; he killed them and buried them with the Mexicans in his "private graveyard."

But No Map The old miner gave Holmes a rough map and some sketchy instructions mentioning "a palo verde tree with a pointing arm." Holmes spent 28 years looking for the mine, and failed.

Of a number of persons who have died in search of the Lost Dutchman, the most celebrated was 86-year-old Adolf Hult, of Wagonston, D. O. He had a map believed dated to Peralta. In the summer of 1911 he ventured into Superstition's blizzards head.

The search for him and the finding of his body attracted nationwide attention. There was a bullet hole in his skull and the map was missing.

Seals Can't "Walk"

Sea lions progress on land in a waddling walk, with the hind flippers serving as legs. The hind seals, which have no external ears, are unable to move in this manner. Their hind flippers are grown solidly to the tail and are directed permanently backward.

Between 1908 and 1937 the Jewish immigration to the United States totaled 1,113,688.

HUDSON-CLARK

Twin Falls' leading shoe store matches Magic Valley progress with

- A NEW STORE
- INCREASED STOCK
- TRAINED PERSONNEL

and a SINCERE DESIRE to SERVE YOU!

We hail Magic Valley's most progressive move and congratulate those who made the state acquisition of the toll-bridge possible. But we also point with pardonable pride to our most progressive move—a brand new store for our Magic Valley patrons. Starting in 1932, we have grown with our friends until today we present a store that is complete in every detail, stocked high with all types,

styles and sizes of your favorite shoes and with a trained force of salesmen and women to serve you. We're proud of our new business home—but we want you to know that the same friendly, honest desire to serve everyone has been brought right along from the old place. Look for us—we're conveniently located between Jim Troinger's Drug Store and the Diamond Hardware Co.



we've put the accent on

WELL KNOWN BRANDS for all THE FAMILY

BUSTER BROWN Shoes \$2.98 to \$3.98
For children. Both boys and girls. Shoes that are made right, and fit right, that make your children walk as nature intended.

ROBLEE SHOES \$5.00 to \$6.50
The new name in Men's shoes. A reputation in the Men's dress world. They look and wear like a dollar more the pair. Nationally advertised at:

ROBIN HOOD Shoes 98c to \$2.98
For children, of all ages. They're super flexible, made of finest materials over plus-fit lasts.

JOLLY STRIDES \$4.00
for men. Walk like you ride on air, with cushion insole. Hi-styled and quality workmanship.

AIR STEP SHOES \$6.00
For women. The shoe with the MAOIG INSOLE, makes style shoes comfortable. As advertised in Good Housekeeping magazine.

BEDFORD SQUARES \$2.98
for men. Quality and style, made for style conscious men and younger men.

ARCH PRESERVERS \$8.75 to \$10.50
by Selby. Orthopedic shoes for women. Aids to foot health, and foot corrective types.

BROWN BILT SHOES \$1.98 to \$3.98
for women and growing girls. In style shoes, sport oxfords, OXFETTE, HARRIOLA BROWN, PERSONALITY. And many other famous makes, in the popular price field.

Styl-EEZ by SELBY \$6.95 to \$7.95
A top-flight shoe for women who care. Stylized in the best manner, sold in the popular brackets.

SMITH SMART Shoes \$8.75 to \$12.50
for men. Long a favorite in the high quality shoes. Simple, but the smartest stylized.

Shoe Repair in Connection

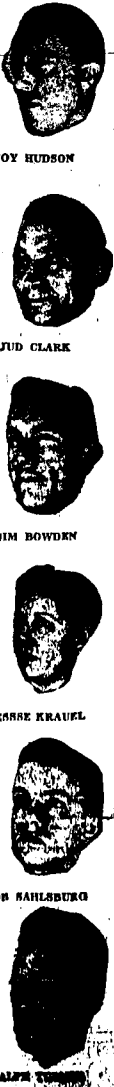
In the basement of our new home is a most complete shoe repair department—managed and operated by Ralph Turner. He assures you guaranteed, satisfactory work at prices that are outstanding for their reasonableness.

An Air-Conditioned Store

We're not going high hat—but we do believe a comfortable place to shop is the right of every customer. That's the reason you'll find our store air-conditioned with Frigidair, the most satisfactory of air-conditioning systems.

Hudson-Clark

From one of Idaho's smallest to one of Idaho's Largest!



WE WELCOME

"A Toll-Free 93"

Because we realize the mutual benefits to be had by both the north and the south side . . . because we know that now many motorists will enjoy our beautiful north country . . . and because we know what a toll-free 93 means to southern Idaho generally we welcome the removal of tolls from the Interstate bridge.

GILMORE'S SUPER SERVICE MARKET ON SHOSHONE STREET NORTH Across From the U. P. Stage Depot

COST OF BUILDING NEW BRIDGE ESTIMATED AT \$752,504

State Avoids Costly Construction Job by Purchasing Big Span Engineers Submit Conservative Figures on High Price of Replacing 12-Year-Old Structure

If the state of Idaho, instead of purchasing the Twin Falls-Jerome inter-county bridge, had decided to build a new one beside the present structure a conservative estimate of the cost would be \$752,504.81.

Although the present structure is 12 years old, it is far from "aged" as bridges go and should have approximately 75 years of good service before it.

Pack Strings Were Idaho's First Convoy

Good old horse power is still the shortest distance between a given point and the best fishing stream in rugged Idaho.

Estimated Estimate The estimate, in detail, follows: Clearing site rock excavation, 2,300 cu. yds. at \$1.50-\$43,200.

Concrete footing and abutments, 232 cu. yds. at \$2.00-\$464,000. Lumber in deck and handrail, 230 MFBM at \$5.50-\$1,265,000.

Asphalt surface bridge deck, 36,400 sq. ft. at \$2.00-\$728,000. Structural steel, 5,749,000 lbs. at \$0.35-\$2,012,650.

Steel reinforcement, 1,000 lbs. at \$2.00-\$2,000. Total house, lump sum, \$700. Electric lighting system, lump sum, \$2,000.

Common excavation, north, 16,400 cu. yds. at \$2.50-\$41,000. Rock excavation, north, 1,000 cu. yds. at \$3.50-\$3,500.

Traveled surface, north, 4,200 cu. yds. at \$1.50-\$6,300. Lump sum contract, \$11,276. Lump sum contract, south side, \$114.

Estimate of the cost of replacing the bridge also points out that the present value of the bridge is figured on the basis of the 1938 report of the value of the structure for 120 months; the elapsed time since completion of the structure.

There are many different opinions as to the proper method of figuring the value of a bridge structure. For the purpose of this estimate, we make the following assumptions:

Life of toll house and residence, 30 years; life of asphalt surface, 10 years; life of balance of structure, 75 years.

The same nationally known engineering company likewise estimated the original cost of the bridge as follows:

OBJECTION TO '93 ROUTE REMOVED

Serious objection on the part of local and other travel to use of U. S. highway route 93 will be removed with lifting of the toll from the Twin Falls-Jerome inter-county bridge.

In the Idaho state legislature of a year ago, a series of successful moves started what resulted a year and a half later in the removal of tolls from the Twin Falls-Jerome inter-county bridge.

Disappointments, bickerings, delays and the tremendous effort and work of conscientious lawmakers in securing removal of the tax are omitted as the landmarks of progress in the long struggle are noted.

Two-way states, Montana and Wyoming, have no roads exceeding 100 feet in width. Improved highways exceeding two-lane widths, total 11,070 miles, in the United States.

Chronological Review Of Legislative Work To Obtain Free Span

Thorp, Jerome businessman; Oliver W. Hagg, Boise attorney; A. E. Kline, Buhl, farmer and Wayne H. Caldwell, businessman, selected by governor to assist him on bridge commission.

April 10—Looking toward purchase of the bridge, Governor Bostelmann called together the first meeting of his commission to study the law and discuss physical features of the span and tolls.

May 4—Owners of the Twin Falls-Jerome inter-county toll bridge rejected an offer by the state commission to purchase the span for \$425,000.

May 5—Bruce C. Shortt, president of the private concern owning the toll bridge, placed a price tag of \$442,000 on the rim-to-rim bridge. The state toll bridge commission took his offer under advisement for 30 days to investigate possibilities of securing federal assistance and sale of treasury notes.

May 8—Twin Falls bridge committee hopes for removal of tolls by July 1.

June 8—The Idaho toll bridge commission voted to purchase the inter-county bridge for \$452,000 with growing assurance that \$228,000 in federal funds on a 50-50 matching basis would be obtained to reduce the state's share of the cost to \$152,000.

June 11—Mrs. Myrtle P. Ething, state treasurer, offers for sale Idaho treasury notes at par on June 23 to provide funds to buy the toll bridge for \$442,000. Notes will be retired at the rate of \$50,000 annually.

March 11—Governor C. A. Bostelmann signs legislative act. Verily, the Idaho state legislature of a year ago, a series of successful moves started what resulted a year and a half later in the removal of tolls from the Twin Falls-Jerome inter-county bridge.

February 28—Idaho senate passed by a vote of 38 to 7 the house-approved bill that would permit the governor to name a bridge commission to negotiate for purchase by the state of the Twin Falls-Jerome inter-county bridge.

February 3—Representative Ralph E. Leighton of Twin Falls county, introduced a bill to create a bridge commission to negotiate for purchase by the state of the Twin Falls-Jerome inter-county bridge.

February 28—Idaho senate passed by a vote of 38 to 7 the house-approved bill that would permit the governor to name a bridge commission to negotiate for purchase by the state of the Twin Falls-Jerome inter-county bridge.

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240,000 Cross Bridge in Year, Records Show

During the past five years an average of over 240,000 persons has crossed the Twin Falls-Jerome bridge annually, according to records of the bridge company disclosed by Bruce C. Shortt of Seattle, its president.

During the same five-year period, the records showed an average of 23,714 automobiles, 23,674 trucks and 3,223 buses and stages have annually crossed the bridge, in addition to a large number of crossings by tractors, motorcycles and livestock.

The bridge has been open 34 hours a day ever since its completion in September, 1927.

After a day-long hearing, the Idaho toll bridge commission found that charges of a "steal" and "graft" in the \$425,000 purchase price for the bridge as asserted by H. H. Masters, former secretary of state, were unfounded.

June 23—The Spokane and Eastern Trust company of Spokane, Wash., purchased state treasury notes of \$442,000, which will provide funds to buy the Twin Falls-Jerome inter-county bridge and remove tolls. The Spokane firm offered a \$250 premium and interest rate of one and one-fourth per cent per annum.

June 30, 1929—Bond attorneys asked distribution of the bridge law to make sure purchase of the securities by their clients would be legal.

Thereafter, suit to test the law was filed on behalf of Floyd W. Lyons, Twin Falls; District Judge Charles E. Wineland, Boise, upheld the demurrer by the state, sending the matter to the supreme court. Briefs were printed late in 1933 and submitted to the court. Two hearings were held.

March 31, 1940—Supreme court affirms Judge Wineland's action in upholding the demurrer, declaring the 1933 bridge act constitutional and said "wisdom and necessity" of buying toll bridges is a legislative and not a judicial matter.

That cleared the way for the final negotiations in purchase of the bridge.

July 1, 1940—After a day-long hearing, the Idaho toll bridge commission found that charges of a "steal" and "graft" in the \$425,000 purchase price for the bridge as asserted by H. H. Masters, former secretary of state, were unfounded.

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Naturally

We thank all those who made a greater Magic Valley possible. Naturally, too, you think of us when you want quality shoe repairing by an expert craftsman.

IDAHO SHOE SHOP Opposite the Postoffice JOE WAGNER, Prop.

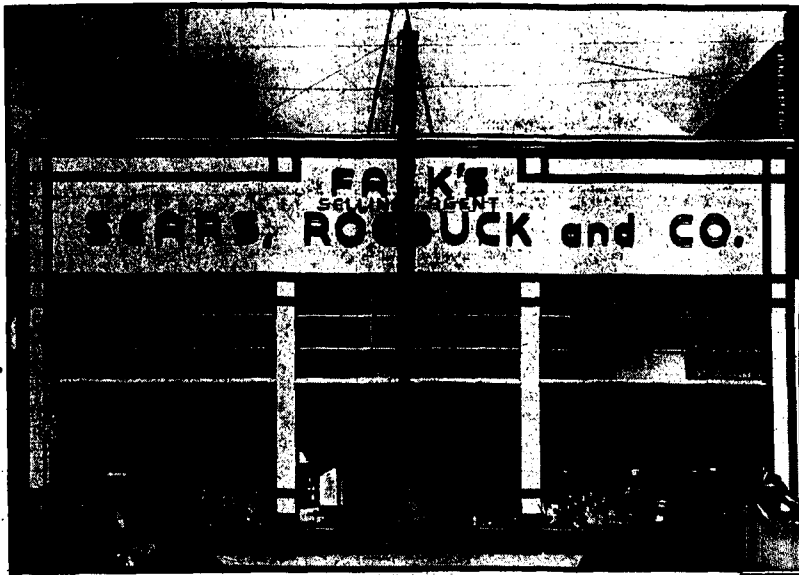
Travel a Toll-Free Highway 93 In a Trouble-Free Car. North of Twin Falls to Canada and South of Twin Falls to Mexico stretches U. S. highway No. 93, a highway whose entire length is now free of toll bridges...

IT'S BARNARD'S QUALITY SERVICE for IT'S U. S. NO. 93 MOTORING PLEASURE. Features Flying A gasoline and Kelly-Springfield tires. Front-end service, complete modern shop, painting and body shop, wheel and chassis alignment, day and night tow service, day and night storage, reconditioned used cars, clean and modern rest rooms.

Toll House Urged As Excellent Gift To Little Folks. Dumping the toll house into the canyon, that was proposed soon after construction of purchase of the Twin Falls-Jerome bridge as a feature of the celebration of the tolls lifting, brought from one friend of little folks a protest and a suggestion.

Barnard Auto Co. Located at 2nd St. and 2nd Ave. East Twin Falls—Phone 164

SHOP at SEARS and SAVE!



"Sears" used to be the name of a small town railroad station agent up in Minnesota

TODAY, IT'S THE "BUY" WORD OF A NATION!

Can you remember....

when people went around with their arms in splints, because their automobiles "kicked" them? ... when trick flyers waited until the wind went down before they'd go up? ... and when you had to wind your watch with a key—if you could find the key?

A few people don't even yet understand how Sears can and do give you such high quality, and still charge you so little money for it. The answer is—we were not satisfied to sit back and let the world go by us. We went ahead. Our merchandise is of the highest quality obtainable; our prices are lower than most—why? We place orders for merchandise up to six months before we need it, in this way keeping the factories going during their slack seasons—and keeping their men working during their ordinarily slack season. We order in larger quantities, carload lots, etc., cutting transportation costs, order direct from the factory thus cutting handling costs, and who is the winner? Can you keep a secret? You—the consumer.

Our Twin Falls Store....

has a very large payroll for the size of the store, we have a very happy personnel, higher paid than most people holding similar jobs, this money is spent on their homes and on their families here in Twin Falls and surrounding towns. Come in and be waited on by a happy, well trained, courteous group of employees and Save With Safety at Sears.

CONGRATULATIONS

Our entire personnel join the hundreds of south central Idaho people in extending hearty congratulations to the state officials and the chambers of commerce who were so influential in the purchase of the intercounty bridge. We are glad that now with a toll-free bridge the way is open for a united effort toward greater progress for Magic Valley.



Front Row, Left to Right: Earl Johnson, Bill McArthur, Helen Schodde, Ruth Davis, Ann Van Hoosen, Richard Olson, William Lytle. Back Row, left to right: Dave Johnson, Ward McDonald, Phil Johanson, Grant Thomas, manager, Oliver Leiphardt, Lyle Schmidt.

Here are some tips on Sears Saving from our personnel:

<p>Grant Thomas Manager You may save with safety at Sears.</p>	<p>Phil Johanson Asst. Manager We have the highest quality at lowest prices.</p>	<p>Miss Helen Schodde Audit Clerk Visit our catalog order desk—we have a choice of 50,000 items to pick from.</p>
<p>Miss Ruth Davis Credit Department Use our easy payment plan on purchases of \$10.00 or more.</p>	<p>A. C. Adamson Plumbing and Heating A complete line for any home at a saving.</p>	<p>Dean Halladay Farm Accessories Fencing and farm supplies at a saving.</p>
<p>Dave Johnson Our hardware department is a complete line of quality hardware.</p>	<p>Earl Johnson Our sporting goods line is very complete. Fishing, baseball, tennis, bicycles and hunting.</p>	<p>William Lytle The finest line of tires in the country, and a large assortment of auto accessories. Complete line of paint.</p>
<p>Miss Ann Van Hoosen Our houseware department because of the demand is growing larger every day.</p>	<p>Grant Madsen Appliance Salesman Why pay \$50.00 more. Buy a Coldspot.</p>	<p>Richard Olson Appliance Salesman Trucker Our line of washers, electric ranges and refrigerators is unbeatable.</p>
<p>Ward McDonald Furniture and Rugs A complete line to fit the best homes and anyone's purse.</p>	<p>Oliver Leiphardt Shoe Repair Guaranteed shoe repairs at a great saving.</p>	<p>Don Kirkman We deliver any purchase over \$5.00.</p>
<p>Bill McArthur Retailing Our light fixture line is complete, and electrical accessories the lowest prices.</p>	<p>Lyle Schmidt Receiving Clerk The merchandise goes out as fast as it comes in—no off carry overs.</p>	<p>Alfred Partin Serviceman We guarantee our service.</p>
<p>Russell Vosberg Appliance Salesman Kronmora Vacuum Cleaners and Sewing Machines are as good as any—have at Sears.</p>	<p>The following members of our personnel were not present when the above photo was taken: Dean Halladay, A. C. Adamson, Don Kirkman, Alfred Partin, Russell Vosberg and Grant Madsen.</p>	

233
Main Ave. E.
Twin Falls,
Idaho

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Authorized
Selling
Agents
For

SEARS, ROEBUCK and CO.

Phone
1640

TWIN FALLS, PIONEER'S DREAM, NOW "MAGIC CITY"

Amazing Growth Justifies Visions Of I. B. Perrine

The city of Twin Falls was born as the result of a dream. That dream was had by I. B. Perrine who visioned the city and the surrounding irrigated lands as they are at the present time.

When he had that vision there was nothing but rock and sagebrush in this section of what is now a part of the Magic Valley. When Perrine and his associates succeeded in getting the water to the parched desert, Twin Falls was born and so rapid was the growth that the name of "The Magic City" was also coined.

Records show that the village of Twin Falls was incorporated by the commissioners of Cassia county (of which this section was then a part) on April 13, 1900. First trustees of the community were Paul S. A. Bickel, Robert M. McCollum, F. D. Bradley, E. T. Hamilton, still a practicing attorney, and F. A. Beckhoff. The day following the formation of the village the trustees met and took the oath of office.

First Session
The first session of the board was held April 24, 1900 "at the school house," which at that time was the center of all activity in the community. Presiding at the first session, Trustee Bickel said:

"We have found it necessary to provide immediately for the erection of a jail, and arrangements have been made by which the jail is being erected."

One of the first acts of the body was to pass 15 ordinances—one of which called for an annual license fee of \$1.00 for "driving license."

It was in that same year that provision was made to provide the new town city with electricity. The trustees, on Oct. 5, 1900, gave to "Ira B. Perrine, his heirs and assigns," a 50-year franchise to construct, maintain and operate an electric light, heat and power works "in the village of Twin Falls."

Funds Sparse
Funds were few and far between in the beginning, as evidenced by the fact that the city clerk, in 1906, a resolution was passed whereby the city clerk was to receive the largest salary \$25 a month for all the details work he was required to do.

Receipts for the first year of operation of the village amounted to \$16,949.49 and of this amount almost half—or \$8,000—came from saloon licenses.

On July 28, 1906 the city officials saw the need for fire protection and so, without hesitation, a total of \$220 was expended for the purchase of two hose cars at \$110 each.

The swiftly growing village became the "city of Twin Falls" on March 18, 1907. At that time a petition signed by three-fifths of the qualified voters was presented, requesting that the village contained 1,100 occupants, and requesting that the village be organized as a city of the second class. The board members adopted the necessary resolution and the "village of Twin Falls" became the "city of Twin Falls."

The new city was immediately divided into two wards and the designation of two wards extant to the present day.

Voight First Mayor
First mayor of the new "city" was Fred A. Voight. Other officers, voted in at the election held on April 2, 1907 at which time only 120 votes were cast, included Stuart H. Taylor, clerk; J. M. Maxwell, treasurer, and P. E. Deane, J. D. Pliginsk, A. McMaster and E. W. Davis, councilmen.

W. A. Babcock was the first city attorney and S. Ryan the first overseer of streets.

Progress was coming apace in the new city, as evidenced by the ordinance passed on July 6, 1908 which provided that the maximum speed of automobiles through the city be set at eight miles an hour.

Nidewalks Arrive
Then, too, local citizens at that time were getting somewhat tired of walking on wooden sidewalks, where they were obtainable, and the growing muddy streets which sometimes resulted in entire wagons being stuck. On Nov. 4, 1908 a special election was called to be held on Dec. 15 of that same year and bonds totaling \$10,000 were voted to

Time-Saving Route Across Free Bridge Cuts Travel Costs

All the cars that have traveled by way of the Hansen bridge to avoid payment of toll at the Twin Falls-Jerome intercounty span were laid end-to-end—and, well, let's not go into that; but it might be interesting to consider in the same general vein just how much of a saving in time, gasoline and mileage may be accomplished with coming of a free bridge.

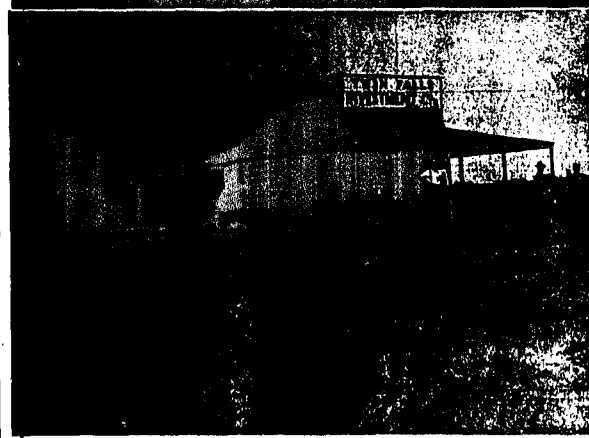
For purposes of comparison, the drive from Twin Falls to Jerome by the rim-to-rim bridge route is 14 miles; while that from Twin Falls to Jerome by the Hansen link is about 28 miles.

A survey shows that, over a typical three-day period, 3742 vehicles passed over the bridge, which would indicate that on an average day more than 1000 cars would cross the Hansen link.

Proceeding on this basis, it could be said that on typical days automobiles taking the circuitous route to Hansen, rather than the more convenient but costly toll bridge road, have multiplied about 250, as a check-up indicates that about 25 per cent of the motorists chose the longer way because of the toll.

These 250 automobiles, by using the shorter distance, would travel 3500 miles on one-way trips from Jerome to Twin Falls or vice versa; while

Progress in Rise of a Thriving Community



Progress has been the watchword in Twin Falls for 36 years... and in that space of time the Magic City has sprung up from a waste of sagebrush and dual. Top photo shows Main avenue looking east from Second street north and west toward the "four corners." Middle photo, the same view on Main avenue in 1906, with the Perrine hotel still under construction and little else in sight except at the east end of town. Bottom photo, the first building in Twin Falls, the office of the Twin Falls Investment company in 1903. Shown on the picture of the structure are Mrs. R. M. McCollum, R. M. McCollum, Ed. Strong and J. E. Hayes. The old-time pictures are from the collection accumulated at the city hall by W. H. Eldridge, city clerk.

drivers' pockets. Although this is much less than that which would be spent if toll were paid, there is also a time element to consider. In these days when efficiency is the byword, lost time means lost money in many cases.

Driving at a moderate speed, the average driver would probably traverse the shorter stretch in less than half an hour, while well over 48 minutes would be consumed on the 28-mile journey. Returning to the estimate of 200 motorists in convenience daily, 12,000 minutes would be used for the longer trip as compared to about half that number or 6,000 by the bridge to be made toll free.

Such are only a few of the considerations which make it apparent that Mr. and Mrs. A. (Average) Motorist, have much to gain by removal of the toll on the intercounty link.

Increased speeds, heavier loads and larger volumes of travel today will wear away and throw off the highway approximately three-fourths of an inch of surfacing a year. Stabilization of crushed rock or gravel surfacing by construction of oil mats largely prevents this yearly loss.

Even when constructed under ideal conditions, oil mats are slightly porous and tend to develop minute cracks during the curing period. These conditions will permit water

to enter the oil mat and become trapped beneath the surface. Freezing of the water in cold weather results in frost holes.

Reflection Causes General Fire Alarm
KEENE, N. H.—The fire department answered a general alarm, but found only an optical illusion and an embarrassed postwoman, Fred J. Bergeron.

Bergeron thought he saw smoke and flames pouring from a second-story window in a business district block. Investigation showed that the illusion was caused by reflection of a nearby red advertising sign and steam escaping from a room where workmen were removing wallpaper.

2,000 MILES OF HIGHWAYS OILED
Approximately 2,000 miles of Idaho state highways have been oiled since their construction was inaugurated in 1921. Developed in answer to a growing and inherent demand for hard-surfaced roads, the state oiling program has proved to be a matter of economy in many ways, according to officials of the department.

As a result of the oiling program, savings have accrued to motorists in the form of increased tire mileage, decreased wear and tear on motor and body, lower cost per mile and safer travel.

It has also been found that the

WE MOVE!
No We'll Appreciate a Toll-Free Bridge

... And we know every resident of Magic Valley will benefit from this major step forward in speeding up travel.

Remember us the next time you want a moving or transferring job well done, heavy hauling, too.

FORD TRANSFER
736 Fourth Avenue West Phone 227

Free Bridge Benefits Gem State, Declares Company Spokesman

Spokesman for the Twin Falls-Jerome Intercounty Bridge company which built and has since operated the giant toll bridge spanning Snake river canyon between Twin Falls and Jerome, Bruce C. Shorts of Seattle, said in a statement for the Bridge Edition:

"We fully understand the desire of the citizens of Idaho, and particularly those of Twin Falls and Jerome counties, to eliminate from the highway system of the state the only toll bridge in the state.

"For several years the Twin Falls Chamber of Commerce and the business men of Twin Falls have exerted every effort, and given liberally of their time to bring about the acquisition by the state of our toll bridge property, and to open the same for public use as a part of the highway system, free from tolls or other charges.

"We feel certain that the state

ful to the thoughtful of customers who have done business with us, and we wish to publicly express our appreciation of their services."

Hope Stirs Optimism
PASADENA, Calif.—Man has not yet reached his evolutionary peak and his evolution is still on the upward trend, according to Dr. John C. Merritt, president of the California Institute of Technology, who is doing research work at the California Institute of Technology. "Civilization need not destroy us," he declares.

Edmundson's Strawberries
As you drive north on Blue Lake Blvd., to cross the toll-free bridge, which for Edmundson's Strawberry Band where those fine MARSHALL STRAWBERRIES are grown 1/4 Mile North of Washington



BORN 30 YEARS TOO SOON

With apologies to artist J. R. Williams

That's right — born thirty years too soon — to know the conveniences of a modern age. The modern age is best marked in Magic Valley by the removal of the last barrier to toll-free travel. Now the great length of Highway 93 is a free thoroughfare to neighbors north and south. Be glad YOU weren't born thirty years too soon. Celebrate with Magic Valley!

Magic Valley Pioneers didn't know the convenience of BUDGET BUYING

It's a Firestone institution — born of the willingness of our organization to work with you to make your buying easier! Now by this plan you can purchase with easy payments these important products.

- FIRESTONE TIRES and TUBES
- FIRESTONE EXTRA POWER BATTERIES
- FIRESTONE HOME AND CAR RADIOS
- FIRESTONE BICYCLES and WHEEL TOYS
- Complete Lawn and Gardening Equipment and scores of other daily needs

Ask About Firestone BUDGET BUYING

on these auto services:

- MOTOR TUNE-UPS
- WHEEL ALIGNING
- BRAKE RELINING
- CHASSIS ALIGNING

Small weekly payments will buy these services — and the merchandise mentioned above. An inquiry in our office will bring you full details.

Prepare for Spring with the modern service of

Firestone AUTO SUPPLY SERVICE

410 Main South Twin Falls

Jerome Mayor Sees Cooperation, Trade Gains in Free Span

'Both the North and South Sides, as Well as The State as a Whole, Will Benefit,' Zug Declares

Jerome looks for increase in mutual cooperation between north and south sides "for the general good," now that the state has acquired the rim-to-rim bridge and tolls will become a thing of the past, Mayor L. M. Zug of Jerome told the Times and News today.

Mayor Zug, a retired veteran theater operator for 20 years and a former student of south central Idaho progress, said that Jerome as a whole wants to "get better acquainted" with south side friends and wants the south side to do the same with its fellow-citizens across the river.

He said that Jerome looks for even better business with the tolls removed, and pointed to increased tourist traffic as a source of cash revenue for merchants on both sides of the Snake.

The mayor's statement: "The people of Jerome are glad to see the removal of the tolls on the high bridge, and feel that both the north and south sides, as well as the state as a whole, will benefit by this forward step.

"We want to get better acquainted with our friends on the south side, and want them to come visit us. At the same time, we expect to come over to your business, as well as friends in Twin Falls often and work together for the general good of southern Idaho. Removal of the tolls will be a good thing for all of us.

"Speaking in a business way, we expect a greater trade than ever, not only from our own folks but from tourist traffic, new business enterprises and a healthier condition in general."

Sees Benefits



Mayor L. M. Zug, Jerome, forecast today that toll removal will benefit both north and south sides and will mean working together for mutual progress.

STATE HAS 140,000 COWS
AMHERST, Mass. — Massachusetts has 140,000 dairy cows, the largest number since 1928, reports a survey.

Ellsworth W. Bell, Massachusetts State College farm economist, Bell says, however, that "horses are being replaced by motor power at a very rapid rate" and their number in the state decreased from 24,000 to 23,000 in the past year.

Workers Efficient

Efficiency experts say that happy staffs do more and better work than those working under bullying or nagging supervisors. Nearly half of the working time of unhappy staffs is wasted, they claim.

SHERLOCK BURGLER

SYDNEY, Australia — Sherlock Holmes' house has been burgled three times in a week, and in each case goods were stolen. Not the great detective of fiction but a humble vegetable-grower who lives at Cardiff, New South Wales.

TINGWALLS

North Side's Outstanding Dept. Stores

welcomes this opportunity to serve a

UNITED MAGIC VALLEY

We welcome the removal of this last Barrier to the free unhampered mingling of the North and South Sides of this wonderful valley.

We believe this event will make possible a finer and better cooperation between the various communities in our beloved valley, to the betterment and continued growth of all.

In the work of making a better and more prosperous Southern Idaho, we are sure the four fine Northside communities in which our stores are established will always do their full part.

TINGWALLS

JEROME WENDELL GOODING HAGERMAN

We, Too

Express our gratitude for the removal of tolls from THE TWIN FALLS-JEROME INTERCOUNTY BRIDGE
MILLER CLINIC
DR. E. J. MILLER L. D. SCHMIDT
Osteopathic Physician Laboratory Technician
412 Main Ave. North — Phone 1977

A Toll-Free Bridge Is A Big Step In Magic Valley's Progress

Our business is traveling, so we realize that this step means a lot in speeding up the development of Highway 93. Our organization pledges to take advantage of this progress to give Magic Valley a better motor freight service.

Conyes Freight Lines

In Jerome, it's

WOOD'S CAFE

for the finest food

Featuring Sizzling Fancy Branded Steaks

Enjoy a toll-free trip to and from Jerome! You'll find a warm welcome in this hub city of Magic Valley... and the best of food awaits you here!

Come Over Often

Located in North Side Inn, Jerome



Thanks for the Bridge

Thanks, also, to all our customers who helped make the cycle business a success with modern methods in a modern building.

Harley-Davidson Motorcycle Dealer

BLASIUS CYCLERY

461 Main Ave. E. Phone 181

Twin Falls Lumber Co.

WELCOMES A

Toll-Free Bridge

Removal of the tolls is a big step forward in the progress of Magic Valley. When you visit Twin Falls over the Free Bridge or if you live in Twin Falls, we want to help you with your building problems. Let us place our architectural and estimating service at your disposal.

• Home Designs • Building Material • Interior Designs • Pittsburgh Paints • Remodeling Designs • Builders' Hardware.

SEE OUR NEW HOMES BEFORE YOU BUILD OR BUY

Truck Lane

WATER POWER IN IDAHO ABUNDANT

Water rushing over falls, rushing down river beds toward the sea—a powerful, gigantic, irresistible force which man has learned to harness.

Nature provided Idaho with an abundance of water power. Idahoans take part of that force from the rivers to cook meals, light homes, run machines and perform various other difficult and sundry tasks. Man's ingenuity permits conversion of that power into electrical energy.

The hydro-electric industry in the Gem state has grown into one of huge enterprises as well as an outstanding marvel.

Power development in the state has contributed perhaps as much as any other industrial field to the growth and advancement of Idaho. High tension transmission lines strung across the state from strategically located power plants. Distribution wires network the cities and farming communities, branching many miles into sparsely populated rural areas.

Idahoans use their electricity. The force generated by water flowing through a turbine is sometimes carried great distances into remote regions to run heavy mining machinery or make the wheels go around in a lumber mill. Farmers milk with electricity, besides lighting their homes and running their pumps. Uses of electricity are manifold, both in the industrial and domestic field.

Engineers have estimated Idaho's maximum potential water horsepower, susceptible of electric development, at about 2,647,930. Of this total, only about 301,460 horsepower is now developed by present plants. These are Idaho planning board figures.

Three major power companies are

WE CELEBRATE

removal of the toll by extending a cordial invitation to all South Side golfers to use our course

FREE!

Saturday and Sunday following the bridge celebration, May 4 and 5.

Come on Over, Fellows. We Shall Be Happy to Have You!

JEROME COUNTRY CLUB

Located 4 Miles North of the Bridge

BRIDGE OPENING SPECIALS

We're celebrating with the rest of Magic Valley on the opening of the toll-free, inter-county bridge—and here's your chance to travel the length of south-central Idaho without tolls in a better used car!

TODAY and the BALANCE of this WEEK

Each day we will offer one late model used car or truck \$25 to \$50 below market value.

We invite you to shop our lot and see these red hot specials. "And remember, we never set back a speedometer!"

NEW DODGE & PLYMOUTH CARS & TRUCKS where you can make a real trade. Low rates, long terms.

EXPERT MECHANICAL SERVICE

THORPE MOTOR Co.

200 West Main JEROME Phone 15

HOWDY NORTHSIDERS!

TWIN FALLS MOTOR GREETES YOU ACROSS A TOLL-FREE BRIDGE

Here's Proof of Studebaker's Supremacy
Studebaker wins first, Second and Third Place in this Official Economy Test... No other car ever did this before!

Studebaker Champion	29.19	Miles Per Gallon
Studebaker Commander	24.72	Miles Per Gallon
Studebaker President	23.40	Miles Per Gallon

We invite you to visit us on your first trip across the Toll-Free bridge. This year, you can confidently invest your new car money in any one of Studebaker's three great cars and be sure that you are getting an up-to-the-minute automobile. Come in and take a revealing trial drive in a Studebaker.

TWIN FALLS MOTOR

251 Main Ave. W. Phone 86 Twin Falls

Wendell Official

WENDELL CENTER OF FINE FARMS



Located in Gooding county, Wendell has an estimated population of 400 persons. The community is located on the Union Pacific railroad and is 13 miles south of Gooding, the county seat.

Tributary to the community are 20,000 acres of fine irrigated land. In the town are found up-to-date commercial establishments and various other business enterprises. A bank is located there as is a hotel.

Six churches are located at Wendell, including the Methodist, Episcopal, Presbyterian, Baptist and Latter Day Saints.

Many fine homes are located in the area and an electric light and water system is maintained.

A weekly newspaper, the Irrigator, is published there.

Stages run to Bull, Twin Falls, Piler and Gooding daily.

R. D. BRADSHAW

Wendell honey producer and mayor of that community. His son is president of the Chamber of Commerce.

(Times-News Photo and Engraving)

President



D. B. BRADSHAW

Youthful president of the Wendell Chamber of Commerce. His father, R. D. Bradshaw, is mayor of that community.

(Times-News Photo and Engraving)

ARCO SEES FREE SPAN AS BENEFIT

Arco, gateway to Craters of the Moon, sees a mutually profitable flow of traffic on both sides of Snake river as result of the elimination of the rim-to-rim bridge toll.

What's more, Arco invites south-ern Idaho to follow the bridge celebration by participating in the annual opening of Craters of the Moon.

Civic Leader's View

That was the message sent to Magic Valley by way of the Times-News bridge and progress edition by Byron J. Sherman, president of the Arco Civic club. Mr. Sherman's message said:

"There is no question but what the elimination of the toll on the rim-to-rim bridge will increase the traffic between Arco and Twin Falls. Besides being Civic club president for the fun of it, I operate a service station for the profit of it, and I have been in a position to observe the whims of traffic. A great many times people bound for Twin Falls, missed it rather than pay the toll."

Better Business

"There is no question in my mind but what the same thing has occurred on your side of the river, and I am certain that we will all

enjoy better business now that the bridge belongs to the state.

"Undoubtedly there are a great number of people in your community who will visit us oftener now. We hope so, and we extend a hearty invitation for all of you to attend the opening of the Craters of the Moon on May 26. All details of the program have not been worked out yet, but we will send you that information in-time for publication before May 20."

COST OF BRIDGE UPKEEP SMALL

Maintenance of the Twin Falls-Jerome bridge will not be a heavy burden on the state highway fund, according to Bruce C. Shortz of Seattle, president of the corporation which built the bridge nearly 13 years ago and operated it until it was taken over by the state. He said:

"The steel structure can be maintained in perfect condition if painted every 20 years, with occasional spot painting as inspection may require."

"The wear of the traffic across

the bridge is borne by the asphalt surface on top of the bridge floor. Renewal of this asphalt every four or five years, at an approximate cost of \$2,000, is all that is required to keep the bridge in condition."

We're Happy, Too!

We salute those who gave us the free bridge. All of south Idaho will be cheering Tuesday when the first car crosses the bridge—toll-free!

FRIEDMAN BAG CO.
Twin Falls
Phone 433

Camping too Much Trouble, Says Indian

PITTSBURGH — Kenneth Talchier, 19, full-blooded descendant of the Seneca and Cayuga tribes, never saw a peace pipe, wouldn't camp out because "it's too much trouble" and admits he saw his first Indian ceremonial dance a few weeks ago.

Kenneth, with his sister, Car-

nelle, 18, resides on the north side here.

"Just because we're Indians," Kenneth declared, "people expect us to live out-of-doors in tents, speak the Indian language and do an Indian war dance every now and then."

"Camping is too much trouble, and although my parents speak Indian, I've never learned."

Kenneth and his sister vacation annually with their relatives in houses and wear American clothes.

But, he explains, "even on the reservation, the Indians live in houses, and wear American clothes."

Kenneth, who bears the tribal name given to his grandfather, because of his height, is an outstanding local athlete.

Nome, Alaska, is situated farther west than are the Hawaiian islands.

"BE APPRECIATIVE"

To all those who made it possible, to have the toll removed from the Twin Falls-Jerome bridge.

Also be appreciative, to have the fine high grade stock of ladies' and children's wearing apparel to choose from and that you will find in this store. Shop here for better things.

Always the new things first.

Bertha Campbell's Store

131 Main East

Use the Toll-Free Bridge

Now that the bridge is free—enjoy the travel possibilities offered by a shorter Jerome-Twin Falls route.

See us for boats and boat motors to make your summer trips more fun. Our Trailer Houses need no advertising. They speak for themselves. Come and see them. They are sold on terms.

Gem Trailer Co. MANUFACTURERS

Gem Trailer Bldg. Twin Falls

Unexcelled in PROGRESS

Is Our United Magic Valley

and unexcelled

in QUALITY

Are Our

EX-CEL MEATS

... we take this opportunity to evidence our gratification in the state acquisition of the Inter-County Bridge to the end that Highway "93" will be a travel-free connection between two great empires—a united Magic Valley! For celebration fests we suggest EX-CEL MEATS—the finest, grandest meats you can buy!

Produced and Packed

By

IDAHO PACKING CO. TWIN FALLS, IDAHO

For the

ADVANCEMENT

of our

MAGIC VALLEY

For the advancement of all the communities of Magic Valley . . . for the advancement of a feeling of unity in Magic Valley . . . for the additional revenue which will accrue to our communities . . . for these things Magic Valley can be thankful in removing the toll from the inter-county bridge!

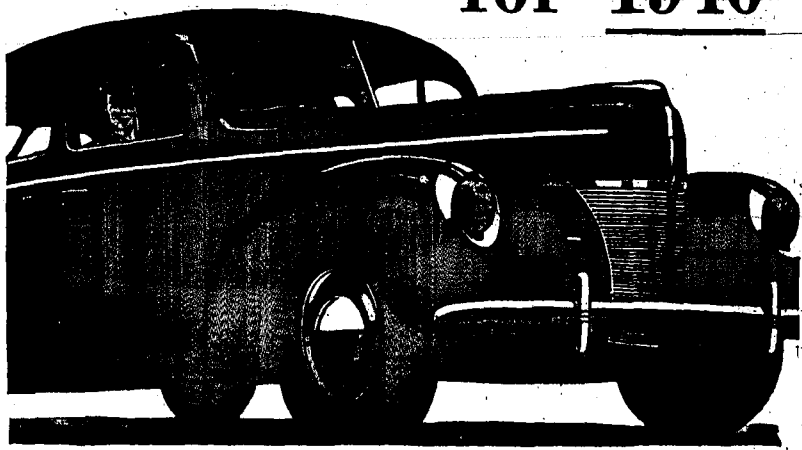
Our Offices For

Your Convenience In

Twin Falls, Jerome, Gooding, Shoshone, Wendell, Hilday and Ketchum

Troy-National

LAUNDERERS AND DRY CLEANERS



Over the Hills (with a real motoring economy in every mile) on a Toll Free "93"

with America's most popular car

FORD for 1940

NOW . . . set your course for Jerome—just a few minutes away on a toll-free drive! Sun Valley! Just an hour and a half away via the now free bridge! Say! There's a combination hard to beat—a travel-free "93" leading to all the scenic, recreational spots of Magic Valley and the 1940 FORD! Smoothly, swiftly the miles will roll away under flowing power of your V-8 engine. Every mile is a pleasant mile in your 1940 FORD because it's been engineered to motoring perfection. Roomy? You bet—take the whole family

along! Economical? Certainly! Travel to Sun Valley for little more than the toll used to be. Anyway you figure, the 1940 FORD can give you more motoring smiles on your trips in Magic Valley than any other car. It's the car America is buying and the car that's the favorite in Magic Valley. Make your plans now to travel in Magic Valley with the perfect performance of a 1940 FORD. And of course, in any instance, you'll find that it will pay to let us service your car in our modern shop.

OUR SINCERE CONGRATULATIONS to those who by their efforts have brought about this new unity in Magic Valley. There can be no other outcome than a greater prosperity for EVERY community in this great empire! We join with north and south side residents in our appreciation.

UNION MOTOR

Ford, Mercury, Lincoln-Zephyr

Bridge Deal Termed Actual Idaho Profit By U. S. Road Funds

By E. L. (VERN) THORPE (former member of the Governor's Bridge Commission) The history of the Jerome-Twin Falls inter-county bridge is quite well known to most people in this Snake River valley, yet there are many details not generally known to the public as to how it was acquired by the state of Idaho.

Additional amount of \$500,000 for construction purposes on roads. Then one more item. The amount to be paid to the state highway fund by the bridge company for repairs, \$2,500 will or can be matched with funds in the amount of \$4,800 or a total of \$7,300 additional. A recap of these figures shows as follows: Direct purchase matching funds available \$200,000 Immediate surplus from levy income available 175,000 6-year surplus indicated on present income 500,000 Direct payment from company, matched funds 8,000 Total funds available including matched funds from federal government and available during life of bonds or next 5 years \$1,285,500

of secondary roads or farm to market roads, much to demand and out of the question without these funds. In view of all the benefits to be gained under the purchase it seems that the acquisition of the bridge and the removal of the toll charges is only about half the total benefit to the public of the state of Idaho. The commission feels that they have fulfilled their assignment and will be happy indeed to see the little toll house in the middle of the bridge tossed into the deep canyon.

Gasoline Price Low in Mexico MEXICO, D. F.—Gasoline in Mexico is now the cheapest in the world. In most parts of the republic it retails for 10 centavos a liter which is equivalent to 72 centavos a gallon—or 12 cents of United States currency. This includes the tax.

MAY IMPROVE GEYSER ROAD GARDINER, Mont.—Officials of the Tri-State Yellowstone Park C.A.V. association have inaugurated a campaign for a year-round open road from Gardiner through the northwest end of Yellowstone National Park to West Yellowstone with a spur to Old Faithful Geyser. About 30 miles of road is now closed during part of the year because of heavy snows.



BRAZIL FUTURE RUBBER SOURCE RIO DE JANEIRO — Henry Ford will spend approximately \$100,000,000 in further efforts to cultivate rubber successfully in Brazil on a grand scale, reliable commercial sources report. Production is expected to begin in 1945 or 1947. Ford already has expended \$2,000,000 in 19 years without shipping a kilo of crude rubber from the great plantations of the first 'Portlandia' at Alto Tapajós, state of Para. He now has created another 'Portlandia' at Belterra and Boavista, also in the state of Para, extreme north of the country, where seeds for 2,000,000 trees already have been planted. The young trees are said to be in splendid condition. Three kilos (2,204 pounds) per year per tree is the average yield. On this basis, Ford should be able to export about 12,000 tons annually if the experiments at Belterra and Boavista are successful. Complacent authorities believe that if the new government program to boost production is successful, Brazil can meet the prices of the Oriental bushes.

Just a Few Words in a Small Space... but it is sufficient to express our sincere thanks to all who played a part in the removal of the toll from the Twin Falls-Jerome Inter-county Bridge!

MORE FOR YOUR MONEY See THIS SENSATIONAL MODEL 240 The matter of depreciation was a vital one to the commission. This also was ruled out in the contract. However, Mr. Shortis was prevailed upon to recognize depreciation as an expense of the bridge and properly chargeable as cost of running the bridge. The original contract, still in force, delivered to the state only the bridge proper. Toll house and a modern residence with the adjacent acreage tract were not included. The cost of this property being approximately \$12,000, according to the company.

Sweet's Furniture Store \$79.95 \$10.00 Down—Balance on Government Terms. Every feature of this big, full-capacity A-C-Washer will give you approval. Only A-C-Washers can give you all. Why be satisfied with less? In your home on your own clothes. See for yourself how much WHITER your laundry will wash and color brighten. It washes soled clothes. Compare it with other washers selling for many dollars more.

SWEET'S FURNITURE STORE

Complete stock of fine silverware. Try this set for every day use. A 26 piece set of Solid Nickel silver ware consisting of 6 stainless steel knives, 6 forks, 6 teaspoons, 6 serving spoons, butter knife, sugar shell. A real bargain at \$2.98.

SHOP AT OUR FINE CHINA DEPARTMENT The finest China Shop in the Northwest, with a complete stock of China and Glassware Priced to Meet the Requirements of Every Family.

Complete service for 8-In-Roger and Bros. silverware—a beautiful pattern. Regular \$8.60 value, now only \$3.98.

See our splendid assortment of genuine Henckels' skinning knives, butcher knives, pocket knives, cook's knives and shears—Henckels—finest made in the world.

Welcome Northside Residents The Diamond Hardware Store's relationships with folks throughout the Snake River Valley, and especially with those of the North Side, have been founded upon Solid Service and Honest Merchandise.

Advertisement for Diamond Hardware Co. listing various household items and their prices, including lawn mowers, blenders, and tools.

State Purchase REMOVES TOLLS

on Inter-County Bridge!

Tuesday is the BIG day! It's the start of a new Economical era for all travellers across the Snake river! And Penney's shows its enthusiasm with a day of unparalleled savings! READ THIS AD—see what we mean by "super values!" These items are just a few of the store-wide savings waiting for YOU and our neighbors north of the river!

CELEBRATION VALUES



Sensational Purchases!

CURTAINS FOR EVERY NEED!

180 PRISCILLA CURTAINS Child size	98c
78 CRISS CROSS CURTAINS Beautiful new styles	\$1.98
147 PRISCILLA CURTAINS Full size, large selection	59c
100 RAYON PANELS Unusual value	79c
87 RAYON PANELS Really smart curtains	98c

Just Unpacked! NEW DRAPERY Crash and Homespun

280 Yards to sell for	29c
340 Yards to sell for	59c
170 Yards to sell for	79c

Beautiful Rayon Drapery

250 Yards to sell for	49c
180 Yards to sell for	59c
200 Yards to sell for	98c
New Hammered Satin, yard	\$1.19
180 Yards to sell for	29c
120 Yards to sell for	33c
260 Yards to sell for	49c

Values That'll Be Town Talk!

SPECIAL:

Work Socks

The ideal work sock.
Pair 5c

SAVE!

Work Socks

Plain color cotton
Pair 10c

MEN'S

UNIONS

Rimmed waist, short
sleeve, long leg 44c

MEN'S

Ox Hide Overalls

Manufactured!
Pair 79c

WORK

Straw Hats

25c

Jean Shirts

Herringbone weave, for wear
and good appearance 79c

SAVE!

Work Shirts

A super value, so
stock up! 39c

Work Gloves

A special at this low
price, TWO PAIR 15c

CELEBRATION VALUES

Purchased Specially for This Event!



250 Brand New Dresses

Go on Sale

100 for Only

\$1.33

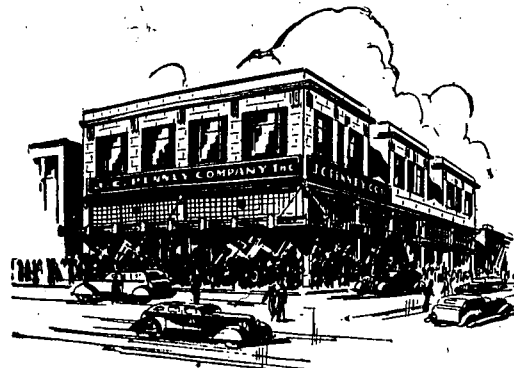
150 for Only

\$1.98

Be here when the doors open! You'll never regret it! This is the outstanding dress selection of the season and at the unusually low prices you can have several!

PENNEY'S SCORE AGAIN!
YOU SAVE!

THE J. C. PENNEY CO. CONGRATULATES THE OFFICIALS WHO HAVE UNITED SOUTHERN IDAHO



Above is your Twin Falls J. C. Penney Store where merchandising history has been made by a never-ending series of progressive steps which have been dictated to us by you, our customers.

The Opening of the Bridge Benefits All!

The J. C. Penney Co. of Twin Falls believes that the lifting of tolls on the Twin Falls-Jerome bridge will benefit the entire state of Idaho. It will undoubtedly encourage a greater stream of traffic on highway 93; it will more closely unite the North and South Empires of the Snake river valley; it will stimulate an interchange of business relationships throughout.

Just One Grand Saving After Another! Don't Miss A Single One Of Them!

WITH SPECIAL FEATURE NIGHT LIGHT

7 Way LAMP

\$5.00

No excuse for eye strain when—for so little—you can own this lamp with controlled lighting.

It's your night light shows through plastic insert in base!

Penney's White Goods Best By Test

New Shipment
Cannon TOWELS

200 For 10c
600 For 15c
400 For 25c

Don't miss these super values! They're heavier and more absorbent than ever!

Fast Color
Hometown PRINTS

15c

Here's news for women who sew! The quality of this fine print has been greatly improved at no additional cost! All new designs.

FAMOUS FROM COAST TO COAST

Nation Wide SHEETS

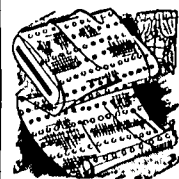
81-99 Only 79c
72-108 Only 84c

Smooth, firmly woven of sturdy cotton! They'll stand up under lots of good hard wear!

CELEBRATION VALUES

MEN LOOK!
Fishing BOOTS

Ankle fit, light weight. Only \$4.98



A Value Assortment!

Marquissettes and Nets

5c Yd.

Stock Up! Save!

Arbor

Cretonne

10c Yd.

A wonderful new collection!

In Many Colorful Patterns and Priced Amazingly low!

FRONT PAGE BARGAINS

More For Your Money at Penney's

SHOES

for all your family

Values That Will Make You STOP LOOK BUY!

Newest Thing Afoot!
Wedge-heel

Summer Sandals

\$2.49

The newest revolutionary change in shoe design... and smart as a whip!

Black horizontal stripes decorative... the white wedge heel.



Girls' White T-Strap Pumps

\$1.98

Delicately white leather pumps with airy soles and perforations that young girls love for summer.

Especially designed to flatter the young lady of 10 or 12 with a long foot.

Leather soles and rubber top heels. Sizes 1 to 8. Narrow widths.



Saddle Oxfords

In Smart Brown and White

\$1.98

One of our most popular styles in this famous line of summer footwear.

Shiny all leather, saddle-stitch construction that gives longer and harder wear. White glove-leather with brown saddle and back.



Ideal Gift for Brides! Embroidered Pillow Cases

49c Pr.

And inexpensive, too! Brides and housewives will like the personal touch to those pillow cases—"His and Hers," "Mr. and Mrs." or "Sweet" in dainty embroidery.

Special Ladies' PAJAMAS

Washable Crepe that is cool and easily washed! No ironing necessary!

63c

SPECIAL!

Work Shoes

Leather sole, rubber heel! Save! \$1.98

MEN'S AND BOYS'

Work Oxfords

Mockasin toe. Just the thing for hard wear! Only \$1.98

Rubber Boots

Special for irrigation! Save! \$1.98

OIL TANNED!

Logger Boots

Double sole, arch support \$5.90

ANKLE FITTING

BOOT

Unusually comfortable! \$2.98

MEN'S

Work Jumpers

Short upper style summer! \$1.29