Here's 1940 Version of Idaho Exhibit at World's Fair



Governor Raps Federal Dominance Over State's Reclamation Activities

| Gov. C. A Bottolfsecn todiy told reclamationists here for <br>  The governor Was spiaker fat the noon luncheon held at <br>  addresess to re retam to Boise, and $\qquad$ |  | WAR GAMESSST INWESTSTATE |
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 German Steamroller Only 90 Miles From Paris but Advance Is Slowed Down



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## Ye Editor <br> Dash It! <br> will not be COWED!


$T$ HE FIRST ADVERTISEMENT which appeared in a newapaper had 1 to be "sold" to the editor. History records that a Londoner, whose
cow had strayed. away, had the orignal bright idea of placing a notice, cow had strayed. away, had the original bright idea of placing a notice,
offering a reward for the animal's return, in a London newspaper. Ye editor, however, didn't respond to the proposal. Probably, he exploded, "Gadzooks, man, what, and have:a Holostein meandering among the chaste columns of this periodical, dedicated as it is to the pursult of truth, beauty and penthouse murders? Egad, sirrahl A thousand times no. And do not ingist! Ye editor, dash it, will not be cowed!" But ye editor, perhaps, was behind in his-bar bill at the Purple Mouse, and so, in consideration of a slight cash reimbursement at last consented.

The first newspaper advertiser got results, however, and
the editor, no doubt, got more credit at the Purple Mouse, so it soon became general to use newspapers for this purpose. Such ads as Books for Sale,", announcements of
meetings, and personals began to appenr, and were grouped logether, so as not to offend the gentle reader, And thus, the beginning of "clasififed add.
Today, however, Want Ads are a recognized publlic service, highly organized to serve most efficiently and effeche absent cow lived in Twin Falls or vicinity during 1040 he could have phoned an Adtaker of the Times and News The Adtaker would have courteously accepted his : notice helping him word his message for maximum results and minimum cost. And he would have known that several hours afterward his advertisement would be read in more thin 16,000 homes.

READ TIMES - NEWS WANT ADS FOR PROFIT. USE THEM FOR RESULTS

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TELPRifione 88







## Untangled＇Entanglements

 Lots of people are worrying about whether Amer going to get us into that war．The idea is that if American business．revival gets to depending too heavily on war business，if too close ties are rivetedbetween American producers and European consum． ers on one side in the war，maybe this will lead the United States into joining that side．
This isn＇t so simple．In the first place，during the war of 1914－1918，the big money was made while the United States was neiutral，not after it declared war．
Fuither，almost all responsible business leaders in the Fuither，almost all responsible business leaders in the country have steadfastly declared that they do not
want the United States to get involved in the war want the United States to get involved in the war．
Business pressure in $1940-1941$ is not likely to－lead Business pressure in 1940
in this direction，therefore．
in this direction，therefore．
But even more important is the fact that there IS no war boom．

This war is different．Instead of frantically scram ling for any and all kinds of raw and manufactured goods at any prices，the alies are playing their cards
very close to the vest．＇They are buying nothing in the United States that can possibly be bought within the empire or from countries they consider real or poten tia allies．They are conserving th
Nevertheless，the spectacular sales of airplanes and similar war supplies have persuaded many people that e are having a war boom． looked at．
Against profitable airplane and finished war goods trade must be set off a monthly loss to American farm－ ers，excepting only the cotton growers，of $\$ 10,000,000$ of farm exports fairly level，but the export of other ix months of war．Tobacco sales abroad dropped almost 70 per cent；wheat， 72 per cent；fruits， 38 Dep cent
Department of agriculture experts expect even the Czechoslovakia，the Scandinavian countries，Holland， and Belgium have been cut off from our trade．The
whole Mediterranean may soon be closed．Civilian consumption has been cut in all countries．We have gained a war trade，but lost much of our normal peace trade．
Whether war has been a boom－stimulator in the past is a question．Today it is not．War only inter－ rupts，curtails，and ruins normal intercourse between A＂war boom＂going to get us into the war？Show us the boom first．

Dead David Harum
David Harum is dead．So are his times and his age． When David and his kind traded horses，those were he days of reedom．It was up to the buyer to the horse turned up spavined and lame the day atter the sale，the buyer was stung．But the horse did not kill him，nor did it kill anybody else． ars ar Rohe，．x．，has found that second－han chool student bent from second－hand horses． illed him．Within a matter of hours，the It council；according to the American Municipal associa ion，had passed an ordinance forbidding sale of cars mechanically sound
Infringement on freedom？Of course．But in In a thousand ways we see this principle ways， In a thousand ways we see this principle acting Trained Men Needed
It is a good sign that job opportunities for college
graduates this spring are more numerous than a
year ago．
In its annual spring survey，covering 154 colleges
and universities，the Northwestern National Life In－
surance company has found that calls for graduates
are more numerous than a year ago，and that in turn
topped 1988. Most of the colleges report certain place－
ments of 75 por cent and above，and many are confi－
dent of 100 per cent，
The demand for trained engincers in the war indus－
tries accounts for some of this increase，no doubt．But
the fact that young men who have specifically trained
for places in industry are getting them is encouraging，
for it removes just that many from the all－too－long
lines of ambitious young men who have been facing a
future without clear opportunity．That is the one
thing，ultimgtely，that the nation cannot stand．
The Prosident will soon begin his safnri into the
west，with Eleanor probably going along to act as a
guide．

## POT

 SHOTS The Gentleman inthe Third Row
Con MEMO－SEE PAGE＇10，COLUMM
SIX，EVETMMES，PRIDAY






## Pot shots Not No．1－Notatuon








Blitzkrieg to Defend Potatoes


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| HISTORY Of Twin Falls City $\mathcal{E}$ County <br> As aleaned from Files of The IImes | －LOVE，COURTSHIP AND MARRIAGE |  |
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| $\begin{gathered} 15 \text { YEARS AGO } \\ \text { MAY } 18, \text {, 192s } \\ \text { Mrra, JJames Munn has returned } \\ \text { from Chlcaso. } \end{gathered}$ |  |  |
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| Mr．and Mra．George Baich are back from a trip to pocatello．Mr． Balch is manager of the W．F． wright and sona score． |  |  |
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| Mrs，Effie Rlherd Hinton，Twin Trails，grtaduate of the oonservatory of Rusting relatives in salt＇Lute city． will broadcast soveral of her own conding to a tolegram recelved last avening by H．It Dinkelacker of theAmerican Emeotrio company， American meilectrio company． |  |  |
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# Nin Social-Clubs-Lodges 

Dunning Music Teachers of 4


Variety Program



## SPORTS



## Trapshooters Prepare for State Tourney

Passeau Allows Only
2 Scratch Singles;
Dodgers Trip Cards

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## DIAMOND DUST

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IDAHO EVENING TIMES, TWIN FALLS,IDAHO

# There Is a Want Ad Reader to Match the Want of Every Want Ad User! 



CONGRESS WHIPS EMERGENCY DEFENSE ACT INTO SHAPE


