

U. S. HALTS SELLING SCRAP IRON TO JAPAN

Idaho Times

A Regional Newspaper Serving

TWIN FALLS

Nine Irrigated Idaho Counties

Styles—Motors

The newest in autumn fashions and in motor modes for 1941 is outlined for you in today's special "fall opening" edition.

Weather Forecast

Fair tonight and Friday; moderate temperature. High yesterday 75, low 44; low this morning 45.

VOL. XXIII. NO. 241—5 CENTS.

Full 4-hour Lead Wire Telephone Service of the United Press

TWIN FALLS, IDAHO, THURSDAY, SEPTEMBER 26, 1940.

Member of Audit Bureau of Circulations

OFFICIAL CITY NEWSPAPER

AXIS FORMS 'NEW WORLD' POLICY

"Hollywood" Opening Set For Motor, Fashion Show

Autos, Models Go on Display Friday Night

The thrill of a Hollywood opening will greet downtown visitors Friday at 8 p. m. when the combined fall fashions and new 1941 car show gets underway on a specially constructed ramp near the intersection of Main and Shoshone streets.

Spotlights will flash from building tops to illuminate the new cars and also the living models displaying the latest in fall fashions, and a public address system will be used to explain to the spectators the high points of each car as well as the highlights of the clothes being worn by the models.

Model Car List
This afternoon Frank Cook, chairman of the committee in charge for the show's business of the Chamber of Commerce, sponsors of the event, announced the list of motor car firms which will furnish cars for the program and also the particular cars which will be occupied by models from each participating firm.

The list follows:
Ford carrying Finney models; Mercury carrying Alexander models; Lincoln-Zephyr carrying Idaho Department stores models; Buick carrying models from the Maglar shop, car furnished by Browning Motor company.

Chrysler carrying models of the Chrysler car, car furnished by the Chrysler Motor company.
Oldsmobile carrying Oldsmobile models, car furnished by Oldsmobile Motor company.
Plymouth carrying Plymouth models, car furnished by Oldsmobile Motor company.

Pontiac carrying C. C. Anderson company models, car furnished by Ned Detroit company.
Packard carrying Packard models, car furnished by the Packard Motor company.

The ramp on which the cars and models will be shown will be located on Main street directly between the Phillips National bank and the Twin Falls State Bank and Trust company.

The cars will be on display on the afternoon of Friday, Sept. 27, from 8 p. m. to 11 p. m. (Continued on Page 2, Column 3)

Kidnap Heroes Pay G-Men a Call in S. F.



After being escorted secretly with hundreds of identification men for two hours, Cecil Weitz, left, and Ella Wood, center at the capture of William Jakob Mullenbroich, leave FBI headquarters in San Francisco. Mullenbroich & Kasper of Marc de Tristan.

Garner Campaigns To Adjourn Session

WASHINGTON, Sept. 26 (UP)—Vice-President John N. Garner was reported today to be urging senators to vote for early adjournment of congress on ground the longer congress remains in session the more money it will spend and the more power it is apt to grant to President Roosevelt.

"What the hell do you want to stay here for?" the president was overheard asking one conservative Democrat. Garner returned only this morning from his Texas home, where he had been taking it easy for two months.

His friends said he immediately began "comparing all over the lot" for a quick adjournment of congress. An adjournment this week has been the goal of administration leaders, but delays on important bills and opposition to adjournment in the house left their plans up in the air when Garner returned.

Garner conferred with both Republican and Democratic senators—New Dealers and conservatives—and requested the President.

The prominent conservative said Garner was contending that those who argue congress ought to remain in session to keep a check on the president are working at cross purposes. Garner was quoted as saying:

"Everytime they touch the book they vote more appropriations and more power for the President. The only way to stop that is to get out of here."

Instead of remaining in continuous session or recessing until a definite date in mid-November, Garner was understood to be urging the senate and house speed up their work and adjourn late next week.

BRITISH PLANES BOMB AIRDROME, POWER STATIONS

LONDON, Sept. 26 (UP)—German royal air force squadrons bombed Tempelhof airdrome, two power stations, munitions factories and railroad lines in one of the most severe raids of the war against Berlin, the Kiel naval base and German-held targets along the French coast, the air ministry said today.

While British defenses were fighting Nazi raiders that bombed 30 districts in the London area and struck at widespread objectives in other parts of England, the royal air force was raiding the German capital, the ministry said.

Four separate attacks were made within an hour on the big Klingenberg power station in the heart of the industrial east end of Berlin.

The Klingenberg station supplies power to the largest factories in the Berlin area. The ministry said heavy bombs burst around the station and started a big fire that was but part of a chain of fires started by powerful bombers flying from Berlin to Dunkirk and Boulogne and other "invasion" bases along the coast.

Berlin's west power station, two miles south of Tegel lake, also was heavily damaged and a large fire started. The ministry said.

Saltvoss of explosive bombs were dropped on the Schoeneberg railway yards, three miles southwest of the center of the city as well as on the main railway junction near Charlottenburg, one of the chief residential districts of the German capital.

A "line of bombs" was laid across the northern half of Tempelhof airdrome, one of the biggest air bases in the world, and on railroad sidings, the ministry added.

One British bomber crashed over Berlin for 22 minutes under heavy anti-aircraft fire, finally found its target—an ammunition factory and Rudersdorf, 17 miles east of Berlin dropped some bombs and saw the break out of the city as well as flashes of bursting bombs hit the area, it was said.

German bombers bombed London briefly during the night and caused widespread damage. But effective anti-aircraft gun and searchlight fire kept the bombers high and got through, high above the city.

Many of them were forced in jetting back to bases between London and the Channel coast.

McCormack New Majority Leader
WASHINGTON, Sept. 26 (UP)—The floor of the House today was dominated by McCormack's nomination to majority leader.

Boston Gets Thrill as Legion Marches



Scores of thousands of usually staid Bostonians line the route of march as Legionnaires attend the annual convention of the American Legion in Boston, Mass.

All Nations Except Britain Are Banned From New Purchases

WASHINGTON, Sept. 26 (UP)—The United States today embargoed shipment to Japan of iron and steel scrap, an important war material, effective Oct. 16.

The ban also will affect all countries outside the western hemisphere, with sole exception of Great Britain.

But of the large number of countries technically affected, Japan is the only one that has been a consistent heavy purchaser of steel and iron scrap.

Italy's recently heavy trade was cut off by the British blockade.

President Roosevelt's announcement of the embargo said it was intended to conserve the scrap metal for this country's own defenses.

While House Secretary Stephen T. Early made it clear Mr. Roosevelt had been preoccupied with the far eastern crisis arising from Japan's action in French Indo-China and dispute over control of Shanghai in China.

The President has been vitally interested in consultation, mostly by telephone, with the secretary of state on the far eastern situation.

Embargo Feared
The embargo, long feared by the Japanese who had threatened complete retaliation if one was invoked, had been "fiddled" for some time, according to Mr. Roosevelt's secretary.

Japan, Russia, Spain Included In New Accord

By JOE ALEX MORRIS
United Press Foreign News Editor
British war power and American economic weight today were thrown against what axis sources insisted was a potential front of "new empires"—Germany, Italy, Spain, Russia and Japan.

U. S. moves in what may be the opening phase of a titanic world struggle for power and empire were confined to the economic sphere, but their effects may be far-reaching. British bombers and warships hammered at German and Italian objectives.

President Roosevelt imposed an embargo on shipment of U. S. iron and steel scrap, except to Great Britain and the western hemisphere. Officially the move was to "conserve" U. S. resources of this vital war material.

Actually, Washington made no secret the action was directed against Japan, which has been warring against the United States since last year (far-flung war machine, White House Secretary Stephen T. Early said, Mr. Roosevelt was devoting almost his full attention to the fighting (far eastern situation where Japan's move into French Indo-China has rocked the delicately balanced status quo).

The Washington action came only 24 hours after the United States had advanced to China another \$25,000,000 credit for carrying on the war against Japan.

Axis preoccupations with potentialities of the far eastern situation, however, were not the only reason for the embargo. British Mediterranean fleet operations were being stepped up with a view to the "peaceful" agreement signed by Vichy and Tokyo. Their arrival was heralded by the dropping of bombs which caused 15 native casualties.

The royal air force hammered away at both ends of the axis. In one of the most extended attacks of the war, Berlin was subjected to a five hour raid, longest of the war.

Bomb Fled Canal
Other bombing squadrons blasted the Baltic end of the Kiel canal and the British Mediterranean fleet opened up with a withering bombardment of 61st Infantry, farthest point of the Italian invasion.

British bombers swooped down on Tobruk, Italian base in Libya, for the second raid in two days. In fact, the British attacked Gura and Escalado in Kenya and Ada Galia, Metema and Magi in Ethiopia.

The axis reports of a world front of "new empires" came from Rome where they were linked with a conference in Berlin to be held tomorrow by Italian foreign minister, Count Galeazzo Ciano, and Adolf Hitler in Berlin.

Predict New Pact
Axis sources intimated diplomatic negotiations were going forward at high speed and "sensational" accord of world wide importance, can be expected shortly. Reports of Japanese demands for German territory toward an alliance of Japan with the axis and possible entry into the war against Britain were also mentioned.

Yanks Preserve Chance for Title
PHILADELPHIA, Sept. 26 (UP)—The New York Yankees preserved their mathematical chance for being crowned champions by defeating the Philadelphia Athletics 2 to 4 in the first game of a double-header today.

Oddities

DAMAGE
BOYTON — A superior court jury today was hearing a \$25,000 damage suit brought against Santa Claus by a nine-year-old boy. Acting through his father, Paul Pinkelstein, charged that five years ago a department store Santa Claus stepped on his foot and injured him severely.

FIGHTERS
COLDWATER — Allen Rafkin and Francis Dehann of Chicago captured top soldier's equipment and a canteen full of milk Wednesday and set out to join the Canadian army and go to Europe. They were caught hitch-hiking in Detroit. Allen is 11 and Francis 12.

BRITISH PILOTS BOMB NAZI SHIP

LONDON, Sept. 26 (UP)—The air ministry today reported royal air force bombers again dropped high explosives close to the German battleship Bismarck in the course of far-flung air attacks on Germany last night and early today.

The Bismarck, according to British reports, has been attacked at least three other times by RAF planes and was believed damaged. It was engaged with the British battleship Renown during the Norwegian campaign.

The ministry said, in the course of a raid on the strongly defended naval dockyard at Kiel where the British believe the Bismarck was taken for repairs as a result of damages suffered in previous attacks.

IDAHO'S PEA CROP REGISTERS SLUMP

BOISE, Sept. 26 (UP)—The agricultural marketing service today outlined the Idaho dry field pea crop to be 1,060,000 bushels, about 12,000 bushels less than the 1939 figure.

The agency noted that this year's crop was smaller despite the fact that increased acreage was planted. Dry weather and extreme heat in most areas of the state were blamed for injuring crops and cutting down the yield. Estimated yield per acre was 10.5 bushels.

LEGION CHOOSES NEW COMMANDER

BOHSTON, Sept. 26 (UP)—Milo J. Warner, executive director of the American Legion, today was elected national commander of the American Legion.

Warner served on many important state and national committees in 1934 at the Miami, Fla., convention of the Legion.

BOTT PROCLAIMS REGISTERING DAY

BOISE, Sept. 26 (UP)—Gov. C. A. Bott today proclaimed a registration day for the primary election.

The governor called upon all county commissioners to provide suitable and sufficient places of registration. He urged employers and governmental agencies of all kinds to give employees sufficient time in which to register.

Registration will start at 7 a. m. and close at 9 p. m.

Petain Government May Use Warships to Fight Blockade

By J. W. T. MANSON
United Press War Report
Britain's abandonment of the attack on Dakar because of the magnitude of local resistance against the Vichy government raised the question of whether the Petain government intends to use Dakar as a base for trying to break the British food blockade. This possibility must occupy attention of the British admiralty especially as a consequence of the safe conduct granted the six French warships from Toulon that passed Gibraltar into the Atlantic last week bound for Dakar.

The Vichy authorities announced the vessels were to escort food ships to French ports. Five of them now are suspended at Dakar, one of the cruisers having gone to Casablanca because of engine trouble. The French have been repairing at Dakar their new first-class battleship, Richelieu, and there are some other units of the French navy at the Breugel port.

GOP NOMINEE PROMISES INDIANS NEW FEDERAL DIRECTOR

WILLKIE TELLS SIOUX TRIBE HE PLANS ON SHIFT

By WILLIAM LAWRENCE
BOARD WILLKIE TRAINS EN...
Wendell L. Willkie, twin son of the late Wendell Willkie, told the Sioux Indian tribe...

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EMBARGO CLOSES SCRAP IRON SALE

(From Page One)
seven months of 1940, Commerce department figures showed, Of the 1,700,000 tons exported during that period, 25,300 tons went to Japan and 590,814 tons to Great Britain...

MAN, 39, DIES OF ACCIDENT HURTS

JEROME, Sept. 26 (Special) — Clark Melvin Stevens, 39, Hazelton, died at 3:45 a. m. today at the Twin Falls county general hospital from the effects of injuries sustained a week ago...

Mrs. Hollenbeck Dies at Rupert

RUPERT, Sept. 26 (Special) — Funeral services were being completed today for Mrs. Cynthia Hollenbeck, 80, resident of Idaho since 1904, who died Wednesday at her home after three months' illness complicated by a broken hip...

News of Record Marriage Licenses

NEPT. 26
John Harvey O'Leary, Jr., 35, and Louise Elise Freida Ruedel, 33, both of Caldwell.
NEPT. 25
Lowell Scastano, 25, and Frances Butler, 25, both of Burley.
James William Lister, 33, and Mary Draper, 24, both of Burley.

News in Brief

On Visit
Mr. A. S. Marvin has gone to Boise to visit friends.
Relative Here
Mrs. A. E. Edgar, Needles, Calif., is the guest of Mr. brother-in-law and sister, Mr. and Mrs. L. L. Thewless.
Leave for School
Ted Schwarzkopf, Bert Hayward and Elmer Hicks have gone to Portland to enter the University of Idaho, southern branch.

Elected to Fraternity
Laurier Bond, son of Dr. and Mrs. Wallace Bond, has been elected to Tau Kappa Epsilon fraternity at Whitman college, Walla Walla, Wash.
Bole Visitors
Mr. and Mrs. Frank Reueger, Boise, visited at the homes of Mrs. Effie Hilder Hinton and Mrs. Kathryn Reueger, today. They were also guests of friends at Kimberly.

Masons to Altion
Twin Falls Masonic lodge will attend a meeting of the Albion Masonic lodge Saturday night at Altion, when the master, Mason, will be conferred. Cars will leave the local Masonic temple at 8:30 p. m.
Auto Plied
Bob Adams, 120 Skitt avenue north, this morning reported to police that a set of rear wheel liners and also a set of General Motors roadlights had been stolen from his 1940 Chevrolet, which was parked on Seventh avenue north last night.

EXAMINER NAMED FOR AIR CADETS

Capt. Dean Howard Affleck, medical reserve, United States army, was named as official examiner for flying cadets enlisting from this area. It was announced this afternoon.
The appointment was made by Sgt. Frank Morris, officer in charge of the army recruiting station at the city hall after a conference with Col. Frank Butler, commander of the Idaho recruit district.

Autos, Models Go on Display Friday Night

(From Page One)
Bank and Trust building. After the cars have been driven on the ramp, and the clothes worn by the models have been displayed, some cars will be returned to the show.
Downtown windows will be unvelled, revealing the latest in automobiles for men, women and children, promptly at 7:30 p. m., the style show and automobile show to start just 30 minutes later.

Temperatures

Table with columns for location, min., max., prev. including Boise, Caldwell, Carey, Elgin, Hayden, Mars, Meridian, Newburg, Pocatello, Teton, Twin Falls, and various 'at' locations.

Advertisement for Cooked Food Sale, Ladies Auxiliary V. P. W., Independent Meat Market, SATURDAY, SEPT. 28

MASTERS FAVORS STRONG DEFENSE

Declaring that this nation must build a "superior type of armament" to meet the "three dangers" across the Atlantic if we are going to make our shores secure and our defense invulnerable, Ira H. Masters, president of the Twin Falls Masters club, spoke last night at the American Legion hall.

Light Stolen
Police today were notified by Gene Johnson, 528 Second avenue west, that a nickel plated spotlight had been stolen from his machine between 7:30 and 10:30 p. m. yesterday.

COUNTY AWAITING LAWMAKER BOOST

Order authorizing Twin Falls county to be represented by a representative instead of three is expected to be received tomorrow from Gov. C. A. Bottolfsen, County Auditor Harry C. Murgave said this afternoon. It was understood the governor sent out proclamations today to this county and to Ada, Canyon, Bonneville and Bonanza.

Boys' Club Picks Leaders of Units

Unit officers of the Boys' club for the ensuing year were announced today after an election held yesterday at Twin Falls high school. George Foot was named president of the senior boys, and Bob Pence was elected for secretary. Junior elected Glenn Terry as president and Ted Becker as secretary, and sophomores named Bill McDonald for president and Bob Norton, secretary.

Advertisement for Continuous From 1:15 P. M. UNCLE JOE-K's, Norge Air Conditioned, ROXY, 15c ALL DAY, Kiddies 10c Anytime, 2- FEATURES-2, BOTH NEW & THRILLING

Advertisement for Wildcat Bus, with FAT WAGON - CHARLES BAILEY, and ALSO, FAMOUS RESTAURANT, JAMES NEWELL, ODORITHA KING

Advertisement for Old Quaker, "YOU DON'T HAVE TO BE DRUNK TO ENJOY HIGH WHISKEY" Straight Bourbon Whiskey, No. 117, Pint Quasi

Seen Today

Metropolitan Item: Grasshopper sunning itself on sidewalk in front of downtown store. Large barrel packed with dirt and full of holes, completely covered with ever-bearing strawberries at home of Mrs. B. F. McPherson... Large doll, about nine feet tall and having immense bloomers, growing at city park... Reporter's auto getting denied fender as wrecker swings too closely in front of police station, to deposit car picked off street for overtime parking.

EMPTIED

Twin Falls high school and Junior high school building was emptied in two minutes flat in a surprise fire drill held yesterday morning at 10 a. m., according to Fire Chief L. Z. Bartlett.

Graveside Service For Murtough Babe

Graveside rites for the infant son of Mr. and Mrs. Lloyd Lanford, Murtough, who died at birth at the Twin Falls county general hospital early Wednesday morning, were held yesterday afternoon.

Rites for Infant

Funeral services for Janet Wickenhagen, six-months-old daughter of Mr. and Mrs. Ira Wickenhagen, were held at 10:30 a. m. today at the White mortuary chapel, Rev. G. L. Clark, Presbyterian minister, officiating.

PLAN MEMORIAL OROPINO, IDA.

move to memorialize the camping site of the Lewis and Clark expedition of 1805 was launched today by the Orofino chamber of commerce. A canoe party of the expedition spent two days at the site.

Utahn Fined and Must Pay Repair Of Damaged Car

A Salt Lake City man paid a fine of \$5.00 today as result of a minor auto crash early this morning, and must also finance repair of the machine into which he rammed.

LINCOLN ESTATE SET AT \$36,000

The widow of a prominent Twin Falls sheepman filed petition in probate court for administrative authority in his \$36,000 estate. The estate is that of the late Ivan O. Lincoln, who died Sept. 19 at Caribou hospital. Sode Springs, Petition was filed by Mrs. Zylphia Lincoln.

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GOOD NEWS TONIGHT!

Advertisement for 'GOOD NEWS TONIGHT!' featuring 'JOIN THE FUN, FOLKS! IT'S MAXWELL HOUSE COFFEE TIME AGAIN!' and 'TUNE IN on this rollicking half hour of music... fun... surprises! With Meredith Willson's Orchestra. Presented by Maxwell House Coffee—now, more than ever, good to the last drop!' KTFI 8:30 P. M.

Large advertisement for 'Announcing the big NEW FORD 1941 FORD' with stylized text and a large image of the car.

Large advertisement for Ford cars, featuring 'In some years, some cars take a big jump ahead. The Ford does that for 1941.' and 'New, slower-action springs give a slow, gentle, gliding movement. A newly designed stabilizer helps absorb road shocks, and maintains balance on sharp curves and in cross winds.' Includes image of a Ford car and the text 'Get the Facts and You'll Get a Ford!' and 'Union Motor Co. Jerome Motor Co. Twin Falls Jerome'.

TOWNSENDS TOLD TO BACK THOMAS

Not on record previously as backing any candidate in the Idaho senatorial race, state Townsends clubs were ordered by national headquarters today to support Sen. John Thomas, Republican appointee who seeks election over Glen Taylor, Democrat.

Orrin Scott, Townsend national representative for Idaho, announced receipt of the instructions from headquarters of the recovery movement.

"This means Townsend clubs of Idaho will begin work immediately for Senator Thomas," Mr. Scott said.

In the congressional race, the Townsends have endorsed a Democrat, Ira H. Masters.

The Townsend representative left here today for Shoshone and Hatley, and will be in Gooding and Hagerman tonight. After an address here last Sunday he went to eastern Idaho, then to Murghau, Kimberly and Jerome. He will head for Boise and southwestern Idaho next week.

BANKS READY TO AID IN DEFENSE

ATLANTIC CITY, N. J., Sept. 28 (AP)—S. Wood—Elmer and Louis velle, Ky., said today American banks are prepared to do their part should this nation be forced to challenge some foreign military power.

Woolsey, vice-president of the Louisville Trust company, addressed the closing sessions of the American Bankers association convention here.

The nation's banking resources, he said, may be called to serve on either side the physical and spiritual resources of young men who stand on guard and who, perhaps, they even make the supreme sacrifice.

THUNDER OF WAR

By United Press

HANOI, FRENCH INDO-CHINA—Japanese planes today dropped four bombs in the native quarters of Hanoi, port for Hanoi, causing 15 native casualties and 1,000 Japanese troops landed at the port in a "peaceful" procedure under terms of the Vichy-Tokyo accord granting military privileges to Japan in this French colony.

CAIRO—A British naval communiqué reported today British naval bombardments yesterday started huge fires and set off great explosions at the Italian advance base of Sidi Barrani.

ROME—Establishment of a "front of new empires" including Germany, Italy, Japan, Russia and Spain may be a principal topic for discussion in conferences at Rome starting tomorrow between Count Galeazzo Ciano, Italian foreign minister, and Adolph Hitler, it was reported today.

DOVER—A German long-range gun may be the first to make a "rained" fire on the Dover area today. The gun fired a shot every 10 minutes. Only one gun was in action and it appeared to observers on the Dover shore that the German gun crew was calibrating the range of their weapon.

ROME—Virginia Gayda, writing in the authoritative *Clio* of Italian today, said the United States and Britain, as well as France, should be aware that any "incalculable stand" regarding the Japanese occupation of French Indo-China would result in further Japanese expansion in all directions in east Asia.

LONDON—The admiralty reported today the submarine, *Tuna*, had destroyed a large enemy supply ship which was protected by two destroyers. The location and date of the action was not revealed.

OTTAWA, Ont.—The Canadian converted cruiser, *Prince Robert*, carried the attack on the merchantman, *Weser*, some miles out of Newfoundland, on the Mexican west coast, the navy minister announced today.

YOU CAN'T AFFORD TO MISS THIS SPECIAL USED CAR BARGAIN SALE THIS WEEK ONLY

We're holding prices down. They're priced to get 'em out. Always 100% Satisfaction or 100% refund. Buy now while we are clearing the decks for new cars.

- 37 Chevrolet Town Sedan\$396
- 37 Plymouth Deluxe Coach\$396
- 37 Lafayette Sedan\$406
- 37 DeSoto Deluxe Four Sedan\$476
- 37 V-8 Buicko Tudor Sedan\$426
- 37 V-8 Deluxe Coupe\$426
- 37 V-8 Tudor Sedan\$406
- 36 Chevrolet Master Sedan\$250
- 34 Chevrolet Master Sedan\$226
- 34 V-8 Deluxe Fordor\$226
- 34 Dodge Deluxe Sedan\$226

- #### TRUCK BARGAINS
- 39 V-8 Truck, low mileage\$606
 - 37 V-8 Ford Truck, low mileage\$796
 - 37 Dodge Truck, 168\$450
 - 37 V-8 Truck, 168\$450
 - 34 Dodge Truck\$176
 - 36 Dodge Pickup\$226
 - 38 V-8 Pickup, 4 speed\$426
 - 39 V-8 Pickup, 4 speed\$496

There's many others, all makes, all models, all bargains. See your Ford Dealer first and save \$50 or more.

ARRID

Mercury Lincoln Zephyr

Tells Clubmen About Americanism



Thomas A. Verdous, Portland, Ore., honorary president of the Portland Americanization council, outlined for Twin Falls Kiwanis and guests from other clubs today the reasons each citizen of the U. S. should "Thank God That I Am an American." That was topic of his address before the Kiwanis club at the Park Hotel. Guests were present from Rotary and Lions clubs and from the Buhl and Filer Kiwanis organizations. (Times Engraving)

Pomona Asks 2 Members of Game Unit Favoring Grange

Because the property of farmers bears the brunt of hunting season invasion by thousands of sportsmen, the Twin Falls county Pomona Grange has endorsed a request for two members of the state game board favorable to the Idaho Grange.

That was announced today by Eric Jones, Bull, master of the Pomona, correcting an erroneous report published Sunday.

At Least Two

The resolution, as approved at the Pomona session in Filer Saturday night, calls for "at least" two members of the game commission favoring farmers or men of other occupations who favor policies of the Idaho State Grange. Original motion—"toned down" at the Filer session—after considerable discussion—had called for placement of actual farmers on the board.

First report of the Pomona action stated the resolution favored "game propagation."

Action to invite the 1941 state Grange convention to Twin Falls was taken by the Pomona on one condition. The proviso, which apparently will meet no difficulty in fulfillment, was that the Twin Falls Chamber of Commerce extend cooperation.

Contact C. C. C.

Mr. Jones said today that E. L. Metz was named chairman of a committee to conduct the Chamber of Commerce. It was probable that the committee would meet with the C. C. C. directors today, or with chamber leaders the first of next week. Cooperation sought from the C. C. C. would entail no grant of funds but would consist chiefly of assistance in housing 1,000 delegates and probably of helping to provide autos for tours.

The Pomona meeting also passed a resolution in favor of widening the bridge over Deep creek on U. S. 30 west of Buhl. The narrow structure has caused frequent accidents.

The Grange agriculture committee, reporting on potato gradings, announced the stud growers' meetings have been arranged.

Chemurgy to Boise

After I. E. Stansell, Buhl, reported high interest in the chemurgy exhibit sponsored by Bull Grange at the county fair, it was voted to send the exhibit to Boise for the state Grange convention in October.

Mr. and Mrs. Jones are official delegates to the session, and Mr. and Mrs. Stansell were named as alternates.

Mrs. Alfred Gramer, Pomona lecturer, presented an entertainment program which included two vocal numbers by Elmo Farrar, Holmes.

Child Hurts Eye In Playtime Fall

A fall while playing at the home of her grandparents, Mr. and Mrs. H. Cooke, caused an eye injury to Sheryl Rae Elson, daughter of Virginia and Cloyd Elson.

After the child was taken to a doctor for examination, the eye was dressed and found to be extremely painful, but it was reported the injury will not affect the child's vision.

The first human to be in a balloon was J. P. Piastre de Rozier in France in 1783.

Town Hall Opening TONIGHT, 8 P. M.

H. S. Auditorium

Opening Attraction DON BATE

an authority on Japan and China will present "The Orient in Relation to the United States."

Other Monthly Attractions!

OCTOBER 22 James Shelby Thomas "New Frontiers for Smart People"

NOVEMBER 13 Edgar Lehmann "Return to Democracy"

DECEMBER 6 Major W. H. Drane-Lester The Top G-Man Under J. Edgar Hoover

JANUARY 27 Cornelius Vanderbilt, Jr. "The 12 Most Interesting People I Have Ever Interviewed"

FEBRUARY Date Not Set Mme. Marie Huson Accompanied by Leo Podolaky

MARCH and APRIL Dates and Attractions Not Yet Selected

SEASON TICKETS \$5.00

For Member Don't Miss the Opening Number Tonight!

KIDNAPER TAKEN TO NEW PRISON

REDWOOD, Calif., Sept. 28 (AP)—Under heavy guard, aullen Wilhelm Jakob Muhlbroch, 40-year-old German alien, was taken today in San Mateo county jail for a grand jury to indict him on charges of kidnaping three-year-old Marc de Tristano, Jr., for \$100,000 ransom.

Elaborate precautions had been taken to forestall mob violence. The federal bureau of investigation, which had held him since Sunday to determine if he were involved in the kidnaping and murder of four years ago and which finally had exonerated him in that case, turned him over to county authorities late last night.

He was spirited over back county roads in an automobile from San Francisco to Redwood City and secretly brought into jail.

The grand jury meets tomorrow to consider the case.

Muhlbroch had confessed he kidnaped the child last Friday from his nurse at Hillsborough, Under California law he will receive, if found guilty, mandatory life imprisonment without hope of parole.

STRIKE AGAINST BUS LINE ENDED

SAN FRANCISCO, Sept. 28 (AP)—Members of the Brotherhood of Railroad Trainmen ended a four and a half month strike against Pacific Greyhound lines in seven western states at midnight last night, but left unsettled the battle for jurisdiction that caused the walkout last May 15.

Picket lines were withdrawn from all Greyhound terminals and shops wherever they had been placed along the Pacific coast, as far east as Salt Lake City and El Paso, Tex.

The problem of whether the BRT of the street, Electric Railway and Motor Coach Employees of America (AEM) has jurisdiction over the employees now rests with the federal courts.

The brotherhood, an independent union calling the strike, filed a ruling of the national labor relations board that the BRT was the collective bargaining agent of the employees, according to the results of an election held Oct. 29, 1938.

Greyhound, however, maintained it had contract with the AEM union and announced it would live up to its terms until the courts ruled otherwise.

It was not known if the striking drivers would be rehired immediately.

Child Hurts Eye In Playtime Fall

Cactus spines make excellent phonograph needles.

Town Hall Opening TONIGHT, 8 P. M.

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Opening Attraction DON BATE

an authority on Japan and China will present "The Orient in Relation to the United States."

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JANUARY 27 Cornelius Vanderbilt, Jr. "The 12 Most Interesting People I Have Ever Interviewed"

FEBRUARY Date Not Set Mme. Marie Huson Accompanied by Leo Podolaky

MARCH and APRIL Dates and Attractions Not Yet Selected

SEASON TICKETS \$5.00 For Member Don't Miss the Opening Number Tonight!

Four Legislators Will Represent County in Boise

BOISE, Ida., Sept. 28 (AP)—In proclamations sent to Idaho county auditors today, Gov. C. A. Botteloffen authorized five counties to choose additional state legislators at the general election.

The governor decided that on the basis of preliminary 1940 census figures Ada county should elect five representatives, Twin Falls and Canyon counties four, Bonner three and Blaine two.

Botteloffen said that certifying of additional lawmakers did not necessitate the final equality of the question but merely expedited machinery for an ultimate decision.

Fund Assigned to Help Get South American Trade

WASHINGTON, Sept. 28 (AP)—President Roosevelt today signed the bill permitting the export-import bank to lend \$500,000,000 to assist development of trade with Latin America.

The bill would expand the borrowing power of the reconstruction finance corporation by \$1,500,000,000, of which \$500,000,000 would be used by the export-import bank and \$1,000,000,000 would be available for defense industry loans in this country.

KIMBERLY

C. M. Fisher and Elmer Laughlin made a business trip to Dillon, Mont., last Monday.

Many Kimberly residents are Mr.

and Mrs. Roy Lattin who have moved to Kimberly from Hansen. Mr. and Mrs. Frank Reberger, Boise, spent the week-end at the home of Mrs. Reberger's sister, Mrs.

Hugh Sanderson. They also called on Mrs. Effie Hinton and Miss Kathleen Povey, Twin Falls.

Mrs. C. P. Brown was a Sunday guest at the home of her niece, Mrs. Hugh Sanderson. Mr. and Mrs.

Ralph Banning and family called on Mr. and Mrs. Sanderson Sunday evening.

Visitors at the Alvin Brooks home are Billie Brooks and Chris Heber, Galina, Kan.

For 5 years TEN HIGH has won the vote at my parties

90 proof MICHAM WATER & SODA INC. PEORIA, ILL.

PERRIN O. SOMERS, theatrical producer, of 3925 Third Avenue, San Diego, California, whose hobby is miniature railroading.

"Folks around here really know good bourbon. I guess my friends have tried 'em all but they agree with me that money can't buy a richer, smoother bourbon than TEN HIGH!"

PINT QUART Code No. 144 Code No. 143

Walgreen

YOU'RE ALWAYS WELCOME AT WALGREEN'S DRUG STORES

VALUABLE COUPON 125 feet Roll Moist-Tax WAX PAPER With Coupon 13¢

VALUABLE COUPON CLIMAX CLEANER For Your WAX PAPER WITH COUPON 7¢

ATOL (ABDC) Capsules, 25's 59¢

DOANS PILLS 75c Size 42¢

NEW! PALMOLIVE 2:133

NEW! RINKLE PILLS Bottle of 100 8¢

NEW! DARB Y ALARM Smart-looking and Dependable! extra large moans any size to suit. Modern square case with non-slip base. In choice of colors. 98¢

NEW! NEAPOLITAN ICE CREAM Rich, Delicious, Flavorful! A layer of rich chocolate and strawberry ice cream. 40¢

NEW! Fun For All! Two-In-One Cork Saturated DART GAME With 3 Darts Reg. \$2 Value Now \$1

25c Tooth Powder

Formerly Schramm's Milk of Magnesia 11 Pint Bottle BAYER ASPIRIN 59¢ Bottle of 100 PALMOLIVE Beauty Soap KOILONS 50c Tooth Paste 39¢

10c Value CURL COMB 6¢

2 ounces Aromatic Cascara 17¢

1 lb. Roll Household COTTON 19¢

Carton 50 BOOK Matches 6¢

C'mon Fallst Kick Off! Regulation Size & Shape VARSITY FOOTBALL Guaranteed Valve-Type Bladder! 98¢

Full official size ball with rawhide laces, inflating and lacing needle.

Youth's Model Football HELMET or SHOULDER PADS 98¢

Helmet & Pads in assorted colors. Both well padded. Ready Football Pumps... 1.10

FREE 10c WILLIAMS' PINK PILLS with 50c Size AQUA VELA 39¢

TOEN, 50c Size MAND LOTION Hand Lotion, 3-oz., 19¢

MOOTH BALLS or Flakes Dolph 12-oz., 7¢

Box 440 KLEENEX Cleansing TISSUES 25¢

P. & G. Soap, 3 for 10¢

MOOTH SPRAY Dolph, Pint 79¢

SANOLINE Cleaner, 1-Lb. Jar 29¢

KPBOON SALT 5-Lb. Bag 15¢

New Design PLAYING CARDS 33¢

Colorful For All Occasions of Life, Soap.

Unbeatable POKER CHIPS 25¢

15x18 Inch CHAMOIS & WOOL SPONGE Both For 43¢

Ideal pair for all cleaning!

WHISK BROOM 19¢

For Use in Metal Polishing.

Durable Tylon RUBBER GLOVES Non-slip Finish Molded in Pockets, no seams to split. 19¢

G. E. Type D LIGHT BULBS 7-18-36 or 50 Watt Size Yes, Choice 10¢

Old English LIQUID NO-RUBBING FLOOR WAX Quart 69¢

Easy way to polish floors.

15c Scoot KITCHEN TOWELS 120 Swabs with 100 Pins. Deters of dirt in every home. Wash safe, absorbent.

60" Size ALKA-SELTZER TABLETS FOR ONLY .49¢

KOTEX NAPKINS Box 12, Reg. Jr., Super 20¢

BLEACH CREAM 50c Golden Peacock 39¢

LADY ESTHER 55c 4-Purpose Cream 39¢

FITCH SHAMPOO 2-5/8-Ounces .25¢

JUSTYAK Fluid For Cleaning 10-Oz. 17¢

HOLLY PAX Box of 10 20¢

10c KLEP Soap Powder 3-23

90c WILDDROOT Shampoo (LARGE SIZE) .29¢

FOR LATEST NEWS! Table Model AETNA RADIO Built-in phone. Ac-Orbt 8 95

Powerful, 5-tube model, with featured dynamic speaker. Random Check Your Radio Takes New Free WORLD SERIES Baseball Broadcast! Free Tube Testing Service!

Pot Shots with The Gentleman in the Third Row. Includes subscription rates and contact information for the publisher.

POT SHOTS WITH The Gentleman in the Third Row. A column of satirical commentary.

Babes, Model 1940 Plus

It's with no sense of irreverence that Pot Shots details for you constituents the best anecdote of the month. Maybe even of the year.

The Untainted Woman—Almost

Once there was a lady who didn't give a damn about the latest styles or how a frock should hang, and she didn't give a hoot about the newest thing in undies, or what the neighbor ladies wear to visit church on Sundays.

Who Is It Dept.

By now you're standing on your chest and asking: How, by thunder, there I was, a woman, such as this, ignoring fashion's plander...

SERIAL STORY THIS COULD BE YOUR STORY BY MARGUERITE GAHAGAN

All characters, organizations and incidents of this serial are entirely fictitious. VERA had a hold over her. Although Natalie believed he was beginning to love her for herself...

OUR COUNTRY

private habits to such an extent that the freedom of mind or soul in emigration would be beneficial. Within this area of habit there must be "control" for the public...

War Comes Home

So now it is here, the war they talked and wrote about while we read and listened, uncomprehending.

- Civilians (men, women and children).....10,400 Men of the fighting forces.....250

This is war in 1940, war carried to its cold, relentless logical conclusion. It is not the first time that women and children have been war's victims.

War has always been terrible. To take strong, clean young men, train them to kill, and send them out to kill or be killed—that has always been a standing reproach to all man's pretense to civilization.

Now it is the turn of the women and children, the unarmed householder standing on his doorstep. Such have suffered before, have been killed before...

Until the world returns to sufficient sanity to see clearly the utter futility of all this—until it has displaced the leaders who without turning a hair plunged the world into these ultimate horrors—until it organizes itself as to make peace a way of life, there is only one answer: Be strong!

We do not know whether any power plans to wage against the United States the new kind of war, in which the housewife preparing the evening meal is the "military" target of fuzzi-cheeked high school boys releasing 1000-pound bombs from \$250,000 bombers.

But we do know that the world being what it is, and war being what it has become, there is only one paramount American duty today: to build such military strength that no power or combination of powers will be tempted to try it. To this we can and must dedicate every thought and word and deed.

Nine Years

Recently three years of war in China were duly noted and the anniversary commented upon. But the Sino-Japanese war really dates back nine years. For it is nine years ago that the Japanese moved into Manchuria, first large-scale move in their determined drive to dominate East Asia.

Nine years of fighting and dying, with perhaps two million men moldering in the soil of old China! Yet the Chinese do not yield. Fighting an eternal rear-guard action, they have retreated and retreated until they have built virtually a new country in the deep interior of China.

There are signs that even this long, bitter struggle is coming nearer to an end. The trading of "space for time" by the Chinese must end some time, for the Chinese are running short of space, and the Japanese are running short of time.

Ready to Come Home

Every American citizen on the British Isles had a chance to clear out long before Nazi bombers began their destructive excursions over England.

They've earned enough now. Embassy officials in London report constant and feverish appeals from stranded Americans for safe passage to the United States. About all the embassy can say is, "We're sorry, we told you so, but there aren't any boats headed for home just now."

They have learned these Americans; that it isn't a Fourth of July fireworks display. They're not using dumplings over there to represent dead civilians as they do in the earlier practice days. The stranded American know a little bit about this new kind of war. Ask about it when and if they get home.

HISTORY OF Twin Falls City & County

As Gleaned from Files of The Times

16 YEARS AGO

Mrs. Charles Carey was holding a charming bridge party Friday afternoon at her home in the Colonial apartments. Mrs. E. F. Anbury, Mrs. H. C. Decker and Mrs. Mitchell also captured prizes.

27 YEARS AGO

Q. W. Tarr, who has been engaged in the automobile repair business in Twin Falls for several years, has just had a trip out to W. T. Seal and the firm name will now be Sharr and Seal.

CASTLEFORD

Miss Matiel Dalin, born Diego, Calif., and Mrs. Robert Lybard, Twin Falls, were guests Wednesday at the home of Mrs. Fred Wenger.

GOODING

Francis Swan left Wednesday for Lansing, Michigan, where he will be engaged in the construction of a steel truss bridge to cross the Snake river. Dr. J. J. Kinney arrived in the city Wednesday morning in his car.

ACEQUIA

Elizabeth Roberts will leave soon for Oregon, Utah, where she will be engaged in the Utah Agricultural college. It will be accompanied by her brother, David, who will be a member of the faculty.

HIGHLIGHTS FROM LATEST BOOKS

NORAH LOFT'S NEW NOVEL IS EXCELLENT "ESCAPE"

A weather-beaten jumble, some 200 years old in an English churchyard provided the inspiration for Nora's latest novel, "Escape."

"No warning, but a challenge to her own self," this excellent novel is her own. Her own novel, her own story.

TODAY'S PROFILE

Minnie Vautrin, American school teacher who was acclaimed "girl of the greatest heroisms of China," will return to Nanking next year to train educated Chinese women for leadership in the feminist movement that she has organized in the war.

Mrs. Vautrin, in Iowa City, Ia., for a while, said she had selected women in hand-crafts to fit them for the task of her own school in modern China when the war ends.

CEQUEIA

Elizabeth Roberts will leave soon for Oregon, Utah, where she will be engaged in the Utah Agricultural college. It will be accompanied by her brother, David, who will be a member of the faculty.

CASTLEFORD

Miss Matiel Dalin, born Diego, Calif., and Mrs. Robert Lybard, Twin Falls, were guests Wednesday at the home of Mrs. Fred Wenger.

CASTLEFORD

Among interesting situations is the one at Gooding, "something like a 1000 mile" and another 70,000 miles on Jan. 1, 1930.

CAREY

Miss Edith Baird and Miss Ghilley Dunlap, Twin Falls, spent the week-end at the home of Mrs. Anne and Mrs. James Baird.

Warren Briggs, son of Mr. and Mrs. William Briggs and Aaron York, Twin Falls, returned from the University of Idaho, Moscow, where he will attend the University of Idaho, Moscow, where he will attend the University of Idaho, Moscow, where he will attend the University of Idaho, Moscow.

About 30 high school students from Gooding are participating in a trip to Moscow and returned to Boise where they visited with Mrs. James Patterson and other relatives before returning to Carey Sunday night.

COLONIAL DAME

Honoring Mrs. Roxanne Phoenix, Boise, whose marriage to Oswald Phoenix, died in the line of duty in October, Mrs. Dale Thomas entertained at a dinner bridge occasion last week at her home.

Fourteen members and three guests, Mrs. Ed McMillan, Mrs. William Chisholm, Mrs. James B. Aberdeen, Wash., were present at the last meeting of the Ill-land Sewing Club last week at the home of Mrs. Melvin Lancaster. New president, Mrs. Mae Scheel, presided over the business session.

VERTICAL

1. 9 Pictured manufacturer 15 Her — was in 2. 10 Philadelphia 16 Her flag had 3. 11 red and 4. 12 White stripes 20 Baked 21 Thatched 22 A gallant's 23 song 24 25 26 27 28 29 30 31 32 To add to 33 34 35 36 37 38 39 40 41 42 To add to 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

3. 11 red and 4. 12 White stripes 20 Baked 21 Thatched 22 A gallant's 23 song 24 25 26 27 28 29 30 31 32 To add to 33 34 35 36 37 38 39 40 41 42 To add to 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

TAYLOR STUDIES HATCH MEASURE

BOISE, Sept. 25 (UP)—Attorney General W. Taylor today was investigating the extent to which the recently amended Hatch "clean politics" act affects state employees.

Taylor's study of the federal law, which bans state employees who are partially paid by the federal government from engaging in "pernicious political activities," was instituted on request of Gov. C. A. Bottolfsen.

Taylor's decision might prevent many state employees from taking an active part in the general election campaign, political observers believe.

Bottolfsen said he received an inquiry from the Republican state central committee raising the question in order that there may be no unintentional violation of this act by state employees. I would appreciate advice on what state departments are affected by the act, and if in some departments certain employees, because of the nature of their duties, are exempted from its provisions," the governor asked Taylor.

He said some employees in the departments of public welfare, public works, unemployment compensation, extension service and others receive part of their pay from the federal government. Some employees in those departments are paid exclusively by the state, while others receive part of their funds from the federal government.

The task of determining the amount of federal funds received by the employees is expected to take considerable time, but Bottolfsen asked the attorney for "definite information" as soon as possible to avoid complications before the election.

Jerome Prepares For District PTA

JEROME, Sept. 25 (Special)—Mrs. Charles E. Rowe, national P.T.A. field secretary, Chicago, Ill., Mrs. R. L. Brinard, warder, state Parent-Teacher association president; Mrs. John E. Hayes, national publicity chairman, Twin Falls, and Supt. H. Maine Shoun, Jerome, will address the district Parent-Teacher association meeting scheduled to get underway here Saturday morning, Sept. 28 at the Jerome high school auditorium.

Registration will begin at 9:30 a. m. All parents and teachers are invited.

There will be "Citizenship the American Way."

A publications exhibit will be on display.

Invocation will be offered by Rev. W. P. Willis, Presbyterian minister of Jerome. "Our Year Book" will be the subject of Mrs. Brinard's address. Mrs. Charles E. Rowe will also address the morning session.

"The School's Part in Training Citizens the American Way," will be discussed by Supt. Shoun.

At noon, luncheon will be served at the Jerome Methodist church and is open to the public.

At 1:30 p. m. sessions will resume at the high school auditorium. Mrs. William A. Peters will lead the singing.

Two-minute reports by the association's presidents will be given followed by "Who's Task?" an address by Mrs. Hayes. Mrs. Rowe will also speak during the afternoon session and a brief recreation activity will be directed by Miss Faustine Leach, instructor of girls' physical education of the local high school.

The question box period will be conducted by Mrs. Brinard and state chairmen.

The Jerome P.T.A. organization has announced the teachers' party which will be held at the Washington school recreation room, Monday evening, Sept. 30. All teachers and parents are invited.

CAMPUS ROMANCE EFFECTIVE STATE COLLEGE

Penn. (UP)—More than half of the campus romances at Pennsylvania state college have resulted in wedding bells, according to figures compiled by Dean of Women Charlotte E. Day. The survey was based on questionnaires sent to 1,752 regular session co-eds who were graduated between 1921 and 1935.

From the French come such American cookbook terms as blanch, boil, broil, braise, saute, grill, fry, saute, and scald.

Funny Business



"I won it at bridge—what do you suppose it's really for?"

The Public Forum

FINDS WILKIE ISN'T A POLITICIAN

Editor, Times: Senator Boyd's radio talk was helpful, but we don't see any need for the senator to work up such a lather about Mr. Wilkie's profanity, should it be known that Wilkie is not a politician, if he were he would use more flowery chats, sing gospel hymns and kiss babies, but he is young yet, he may learn. Sure, we don't like to see a man play poker, drink whiskey and chew tobacco, at least not before he is elected.

And in regard to this third term bunk and the crisis that goes with it, just wait, dear senator, we think that after Wilkie is defeated, the great crisis will about be over with, and we will have nothing but Hitler left. So why not borrow another billion dollars, and be patient and charitable?

But the third term is not all that stands against President Roosevelt. The New Deal has not solved the farm problem, and has nothing further to offer than the \$500,000,000 in subsidies. The New Deal has not solved the unemployment problem. Oh sure, Mr. Roosevelt has done a lot of good. Why shouldn't he? He has had two-thirds of congress with him, he has had seven years of time, he has had some \$10 billion of cash at his disposal, any one could have done as much. So there is nothing to crow over what was accomplished. And perhaps Mr. Wilkie as President, and a Republican congress with him, could do just as much good, without shattering a precedent.

And we should remember that when this tradition is once broken, it is broken forever. If we wish to change this tradition we should do so by law, and not by expedient. Why didn't the President ask congress for such a law?

D. E. BURKEY.

Presbyterians to Have Social Meet

JEROME, Sept. 25 (Special)—Rev. C. A. Hawley of the Hazelton-Eden Presbyterian parish, will be the guest speaker at the first of a series of a monthly social Sunday evenings, sponsored by the adult class of the Presbyterian Sunday school. The meeting will begin at 7 p. m. next Sunday at the home of Mrs. O. R. Peterson, teacher of the class.

All parents of children in the Sunday school, and other adults connected with the church are eligible for membership in this group. Because of the difficulty in planning for such a gathering, each member of the class is asked to bring sandwiches for the lunch. Mrs. C. Y. Williamson and Mrs. W. F. Willis are members of the committee in charge.

The Paris Co. Featuring COATS

Largest stock in town. **\$9.98**
Newest styles. Sport and dressy coats. Sizes 12 to 50. **\$29.50**

DRESSES
200 new fall dresses in all wanted materials and a wide range of sizes. **\$2.98** To **\$14.95**

HATS
All shapes, sizes and materials for your easy selection. **\$1.00** To **\$3.98**

FORT HALL WILL HAVE EYE CLINIC

POCATELLO, Sept. 25 (UP)—Joining in a nationwide drive to check the spread of trachoma, a highly infectious eye disease which has taken the sight of scores of Indians, a clinic for treatment has been opened at the Fort Hall Indian reservation here.

More than 50 Banuock and Shoshone Indians at the reservation have been treated since the clinic opened July 25. Dr. Herman W. Schweuer, clinic and health superintendent, said the clinic has operated at full capacity since the project was begun, he said.

Under regulations of the reservation school children with trachoma cannot attend public school unless treated. Several mothers have brought their children to the clinic and stayed with them for treatment.

The new way of treating trachoma does not cause any inconvenience to the person, as they simply take medicine by mouth several times a day," the doctor said. "In most cases this medicine works wonders. After the fourth day of treatment the eyes stop watering and the sunlight no longer hurts the eyes."

Every Indian on the reservation has been asked to have an examination before the clinic closes in October.

The clinic established here is one of many under the direction of the Indian office organized to eliminate the infectious eye disease.

CAA Contemplated At Albion School

ALBION, Sept. 25 (Special)—The possibility of a course in civil aeronautics, to be taught soon after Oct. 1, is being seriously considered for Albion Normal students. If class schedules can be arranged to fit in the extra course, it will go into effect.

Ten students will be allowed to take the CAA training. They will be selected by a committee from the list of applicants. Pete Hill, Boise, will be at Burley to give the flying lessons, and George P. Cronkrite, Albion, will instruct at the Normal school.

Join Town Hall, last chance tonight 8 p. m. —adv.

Funeral Services For Buhl Infant

BUHL, Sept. 25 (Special)—Funeral services for Jerry Kay McMurdie, son of Mr. and Mrs. J. R. McMurdie, Buhl, were conducted Monday afternoon at 2 o'clock from the L. D. S. church of which the child was a member. Bishop E. B. Johnson, J. N. Hunt, Bishop Purgator, Hagerman, Paul Hunt and James Allen, Hagerman, had charge of the services at the church.

Music was furnished by a mixed quartet composed of C. C. Stallings, William Hutchinson, Mrs. Grace Blaylock and Mrs. Blanche Cox. They sang "Jesus Lover of My Soul" and "Sometime We'll Understand," and Miss Dorothy Stoddard sang a solo number, "Your Little Rosebud Has Left You."

Besides his parents the baby is survived by two brothers, Wayne and Larry Lee; one sister, Nadine, and his grandparents, Mr. and Mrs. Joseph McMurdie, Buhl, and Mr. and Mrs. A. E. Boyce, Twin Falls.

Interment was made in the Buhl cemetery under the direction of the Albertson funeral home.

Common Sense About Constipation

A doctor would tell you that the best thing to do with constipation is get it of its cause. That way you don't have to endure it first and try to "cure" it afterward—you can avoid having it.

Chances are you won't have to look far for the cause if you eat the super-refined foods most people do. Most likely you don't get enough "bulk" and "bulk" doesn't mean a lot of food. It means a kind of food that isn't consumed in the body, but leaves a soft "bulky" mass in the intestines.

If this is what you lack, try cranberry Kellogg's All-Bran for breakfast. It contains just the "bulk" you need.

Establish Braniff, drink plenty of water, and "Join the Regulars." Made by Kellogg's in Battle Creek. If your condition is chronic, it is wise to consult a physician.

Promotion Sunday

JEROME, Sept. 25 (Special)—Promotion Sunday will be observed in the Presbyterian Sunday school this Sunday, Sept. 29 and new classes will meet with their teachers after a special worship service and dedication. The group entering the fourth grade this fall will be transferred to the adult department for those who began school this year.

FIREMEN START NAMPA MEETING

NAMPA, Ida., Sept. 25 (UP)—Visiting firemen from all parts of the state thronged Nampa today for the opening of the 28th annual Idaho state firemen's association convention.

Nearly a dozen nationally known speakers are on the program. Fire prevention and fire extinguishing will be the principal theme, Fire Chief Lessinger said.

In the earliest historic periods wheat growing was known as an old industry.

WE ARE CLOSING

Please Call for All Orders by SATURDAY, SEPT. 28

City Cleaners

Next to Phone Office
Phone 733 M. Byram, Mgr.



Announcing the New

MERCURY 8 FOR 1941

BEHIND the broad, masterful lines of the new Mercury 8 is written the most amazing success story in modern car history.

Introduced just two years ago, in a field crowded with well-established cars, the Mercury dared to challenge the recognized standards of value and performance with new ideas! And to date, it has won over 150,000 owner-friend!

The story of the Mercury's meteoric rise is its owners' story, written in the warmth of their enthusiasm. When they found the Mercury a big car in all the good things the word implies—and an economical car, they spread its praise far and wide. And so contagious was their enthusiasm that they made the new Mercury one of the most popular cars in its field!

The 1941 Mercury adds to the new ideas that have made this car a name for comfort, for easy handling that is a revelation. It is a new and livelier car, a thrillingly big car—inside and out. Body and doors sweep out over the running boards. Windshield and windows are wider and deeper. A new long wheelbase adds still more room.

You'll find the 1941 Mercury on display tomorrow. Give it the judgment of your experience—at any Mercury, Lincoln or Ford dealer's.

THE BIG CAR THAT STANDS ALONE IN ECONOMY

On Display Tomorrow

YOU'LL LIKE THESE ADVANTAGES!

- New Exterior Beauty. A long, low car. Wide body, insect streamlining. New bright colors.
- Big Powerful Engines. Only V-8 in its field. Brilliant performance. Amazing economy!
- Luxurious Interiors. Beautifully decorated in harmonizing colors. Wide seats. Resilient cushion pads of foam rubber.
- Kept of Control. Finger-Tip Gearshift. Valve-action clutch and hydraulic brakes. Newly-designed, perfected stabilizer.
- New Riding Comfort. Long, easy-action springs. Improved shock absorbers. Center-point balance. It rides like a dream.

You'll cheer for this fine old whiskey that's "CHEERFUL AS ITS NAME"

(Old Sunny Brook makes friends easily. There's a genial quality about it that you can't help liking... a mellowness and grand bourbon flavor that register an instant hit with even the most critical palate. Recently—have you tasted

OLD SUNNY BROOK BRAND

KENTUCKY STRAIGHT BOURBON WHISKEY

When buying Bourbon ask for Old Sunny Brook by name

This Whiskey is 4 YEARS OLD

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Union Motor Co. Jerome Motor Co.

Twin Falls Jerome



P.T.A. Units Combine To Honor Officials

Complete details for the joint meeting and program of the five local Parent-Teacher association groups Friday evening at 8 o'clock at the Twin Falls high school auditorium, were announced today by those in charge. Distinguished guest speakers will be Mrs. R. L. Brainard, warder, state president, and Mrs. Charles E. Roe, Chicago, third secretary, Presidents of Lincoln, Bickel, Washington, St. Edward's and Junior-Senior high school P.T.A. groups will be on the reception committee, and a Girls' league members will act as ushers, under the direction of Mrs. Rose M. North.

Mrs. R. A. Huff, Mrs. Ralph Smith and Mrs. Thomas Speedy will be in charge of the refreshments, and Mrs. Earl Johnson is chairman of the program.

Background music will be played by a string ensemble, directed by Mrs. Gerald Wallace. Community singing will be led by Mrs. Gerald Wallace, and Mrs. James Tomlin will conduct a recreation stunt. Mrs. Beck will sing a solo.

Mrs. H. H. Burkhardt, president of the P.T.A. council, will preside, introducing Mrs. A. Evans, secretary, and Mrs. E. J. Johnson, president of the Idaho Congress, and Supt. Homer M. Davis.

Mrs. John E. Hayes will be presented by Mr. Davis, and she will introduce Mrs. Brainard. Mrs. Roe will be introduced by Mrs. Brainard. Mrs. Ralph Smith will play a piano solo. Local and district presidents attending will then be introduced, and Mrs. Thomas Speedy's "God Bless America" will conclude the program.

A reception and refreshment hour will follow. The public is invited to attend.

Verna Sinema to Be President of Students' League

Announcement of results of election officers to the over 20 different units of Girls' league was made today.

Elections were held in home rooms during afternoon with members of the league voting.

Seniors named Verna Sinema as president, June Daniels as vice-president, Helen Brown, secretary, and Barbara Ravenscroft, treasurer. Dorothy Van Engelen was elected president of the junior high school, vice-president: Hilma Sweet, secretary, and Bonnie Brown, treasurer, while the sophomores elected: Pauline Robinson for president, Pauline Moyer for vice-president, Let Nant Barnes as secretary and Dorothy Carl as treasurer.

These newly elected officers with the league president and league treasurer constitute the executive council of the league. The next meeting of the council will be held tonight at the home of Mrs. Rose M. North, and will be held in the home of Mrs. Verna Sinema.

Five sponsors of the league will be present. They are Miss Helen Minckley, Miss Josephine Smith, Miss E. A. Dunagan, unit sponsors, Miss Madeline Garvin, O. A. sponsor, and Miss Georgia Dean.

Tri-C Presents Pledge Ribbons To 11 Neophytes

Eleven pledges received odd and even blue ribbons to Tri-C club last evening at the home of Miss E. A. Dunagan. Miss Helen Thomas making the presentation as president of the club.

The new girls were back-ground music played by Miss Patricia Smith. Miss Thomas read the club constitution.

The first initiation will be held Saturday and serious initiation next Sunday.

Mrs. Hugh Phillips and Mrs. Harriet Bennett, club sponsors, were present.

Pledges are Miss Barbara Heavenscroft, Miss Clara Wegener, Miss Marjorie Robertson, Miss Joan Parker, Miss Helen Tinker, Miss Delaine Holman, Miss Alice Goe, Miss Chulanna Wagner, Miss Let Nant Barnes, Miss June Daniels and Miss Leatrice Bell.

Reception Given For New Teachers

CASTLEFORD, Sept. 26 (Special) A public reception to meet the new school teachers and welcome back the returning teachers was given at the Methodist church Thursday evening.

All the teachers and members of the board and their wives were present.

Mrs. Alfred Kramer, program chairman, opened the meeting by giving the group the "Idaho" and "God Bless America".

Miss Roy Gray, as president of the ladies' aid society, gave the address of welcome and D. D. Gibbs, superintendent, responded and also introduced the faculty members.

Robert Lambing, Mrs. E. M. Baerger and Rev. G. M. Baerger of the Baptist church gave a short address. Mrs. E. J. O'Leary, chairman of the Methodist church, A. Helge, president of the school board, and Mrs. O'Leary, president of the school board, also gave addresses.

Miss O'Leary, employed by the Mountain States Telephone and Telegraph company, has been transferred to Coeur d'Alene, where they will make their home.

Men, Women! Old at 40, 50, 60! Get Pep

Foot Years Younger, Full at 40, 50, 60!

Dr. J. H. ...

Social Clubs-Lodges

She's Free Soul, Is This Famous Woman Aviatrix, Laura Ingalls

By JEAN DINKLACKER

I've heard about free souls—I think I met one yesterday. A woman who is the least scrupulous, mentally, philosophically, I've just about ever encountered. Her personality is electric, her conversation accelerated.

She's Laura Ingalls, intrepid aviatrix, the first American woman to make a solo flight to South America and back, flying 17,000 miles, without losing a thing, not even a bobby pin.

She doesn't wear any of those let's-her-hair-it's-an-equal mixture of gray and black—fly free at whatever length, with bangs across her forehead.

In Twin Falls Air Show With Tex Rankin, she will participate in a world championship airplane stunt contest at the air show this week-end at the Twin Falls municipal airport. The Saturday show will begin at 1 o'clock in the afternoon, the Sunday show at 2 o'clock.

First in her affectionate her Ryan S.T. low-wing motor, what has a speed of 160 miles an hour. She arrived at it yesterday from her home at Burbank, Calif.

"I've never had a motor let me down," she commented in discussing the highlights of her aviation career, which began on Long Island in 1929, when lessons were \$30 a week, instead of \$8 or \$10, today.

And as you talk with her, you feel she's the kind of person who would never "go back" to a friend, either. How did she manage that cross-continental non-stop solo flight from New York to Los Angeles in 18 hours in 1937? How does she achieve those heart-stirring acrobatic stunts in the air?

"Concentration. I have no rabbit's foot, or other good luck charms. I listen to my motor all the time. I believe flying is good for the mind—excellent mental exercise," she said.

Then she added, "The more you love doing a thing, the more you get out of it. And that's the importance of 'job success'!"

She said that she already had plans for a future flight.

I asked for details. She looked impatient.

"Never talk about the thing that is the most important to you. Something of the power of it goes out of it, when it's shared," she warned.

Mental Side-Slips Conversation with Miss Ingalls puts you through mental side-slips and barrel rolls as she talks about flying. Her philosophical questions, or dips low into practicalities.

"Women's opportunities in aviation can be as unlimited as your own. You have to endure the preparation, the rigors of discipline and the training," she believes Miss Ingalls.

"Practically every young girl dreams of becoming an airline hostess, but the dream doesn't go far enough. Imagine the possibilities of aviation as an advertising medium—clothes, food, cosmetics. Women also have the patience, the caution, and the conscientiousness to be good flight instructors," were just two of her most suggestive remarks.

Feminine Handicap Lack of training, not incapability, has kept women back in aviation, she really suggested, "The difference in the past also has been a handicap to women sincerely seeking careers in aviation. Women have to be twice as able as men to 'get places' in the profession, she has observed.

"There's not a man in aviation who can out-fly her, and as a mercurial this, slight-figured woman it's something, just according to those who have watched her handle her plane.

Urges Hangars Here She believes that those in charge of the Twin Falls municipal airport should concentrate on hangars, if there's any improvement to be made. "Think they can skip the runway for now."

"Food and flowers will help the airport, too. Have a place where people can eat, and some eye-appealing landscaping done. That would attract the public."

Plutarch can have his "Lives," I'll take an autobiography by Laura Ingalls. There's a girl who could write a book that would be worth spending a night at home to read.



Something new and something a lot different is in Twin Falls these days—Laura Ingalls, most famed of America's feminine fliers. Here's Miss Ingalls beside her plane as she arrived at the airport. She will perform in the air show Saturday and Sunday afternoons.

Daughters of Utah Pioneers to Confer

October convention of the Daughters of the Utah Pioneers will be held at the Hotel Utah junior ballroom Oct 6, with sessions at 10 o'clock in the morning and 2 o'clock in the afternoon, Mrs. Emma S. Luke announced today. Main accomplishments since the last convention will be highlighted so that plans made and carried out by one group might be inspirational to other groups.

All captains are requested to send delegations to the meeting. Contributions in Utah, December, January of Doreen. "Women's Military Posts of the West"; February, "Shops and Factories"; March, "Merchandising in Doreen"; April, "Mormon Colonization of the West"; May, "Some Mary Call T. Folklore."

The past few years' lessons have been taken from actual experiences of the pioneers, written by their descendants, have been compiled into a volume, "Heart Throbs of the West." In a copy of the book was presented to the Twin Falls public library by the county committee.

"Twin Falls" chapter, American War Mothers, will meet at 4 p. m. in the White mortuary to attend funeral services for Mrs. Mary Gillette.

Mr. Ben Dalbow says Hoyt's Compound Ended His Suffering From Indigestion, Gas, Bloating, Dizzy Spells and Pain in the Shoulder and Hip.

One of the latest Twin Falls residents to publicly praise Hoyt's Compound is Mr. Ben Dalbow, 870 Sixth Ave. W., who states: "All last winter I suffered from pain in my right shoulder and hip, and this pain was continuous. I used several kinds of liniment trying to get relief from this pain. I also had severe cases of indigestion and the gas and bloating at times would cause my heart to palpitate. At night, the gas and bloating would cause a pressure against my heart until I could not sleep. I was forced to take soda and get relief. I was subject to dizzy spells and spots would dance before my eyes. I also had bad headaches. "Now, since taking Hoyt's Compound, I can honestly say that Hoyt's Compound has changed my condition completely. I do not have



Thalia Club Has Founder's Party At Tomlin Home

Celebrating the 10th anniversary of the organization of the Thalia club, Mr. and Mrs. J. E. Tomlin, Mr. and Mrs. William Bruley and Mr. and Mrs. P. A. Cargill entertained last evening at the Tomlin home for club members and their husbands.

Mrs. Tomlin, Mrs. Bruley and Mrs. Cargill, manager members of the club, received gifts from other members of the group.

Pinocchio prizes went to Mr. and Mrs. Carl Weaver and Mr. and Mrs. D. P. Groves, and traveling prize went to Mrs. Morris Moore.

Flowers and pink carnations, the club flowers, centered the single table at which refreshments were served, and pink lapers formed the illumination.

Individual favors in keeping with the occasion were at each cover.

Twenty Pledges to MeT Membership

Twenty neophytes were welcomed by MeT club last evening at an acceptance party at the home of Miss George Benson, 154 Eighth avenue east. Miss Ruby Carlson presented them with pink and green pledge ribbons. Serious initiation took place Saturday at the home of Miss Mary Lou Gibb, 504 Blue Lakes boulevard, following mock initiation Saturday.

Miss Carlson read the club constitution; Miss Billie Kaufman, sergeant-at-arms, read the MeT poem; Miss Carolyn Gray explained the meaning of MeT and Mrs. Lionel T. Campbell and Mrs. Robert M. Reese, club sponsors, spoke briefly.

Pledges are Miss Norma Jean Dingel, Miss Virginia Benson, Miss Shirley Ann Greenleaf, Miss Betty Ann Thometz, Miss Shirley Ann Way, Miss Joan LeClair, Miss Ruthann Hayes, Miss Rosie Sabala, Miss Priscilla Dean, Miss Olive Wells, Miss Frances Schweickel, Miss Mary Call T. Folklore, Miss Eva Dunham, Miss Barbara A. Wasmann, Miss Dorothy Ann Neely, Miss Shirley Walker and Miss Elaine Ruge.

1st Anniversary Celebration for R. D. McKinneys

A surprise-dinner was arranged Monday evening in honor of Mr. and Mrs. R. D. McKinney at their home, marking their first wedding anniversary.

Mrs. O. H. Haakins and Mrs. Melvin Harrison were in charge of the arrangements for the party.

The so-called "paper anniversary" of the couple, the guests presented them with a shower of paper articles.

Pinocchio was played during the evening. Guests were Mr. and Mrs. O. H. Haakins, Lucille and Maxine Haakins, Mr. and Mrs. Melvin Harrison and Patricia Harrison, Mr. and Mrs. Melvin Haakins and Miss Betty Brawner.

Sewing Club Eyes Plans for Future

HANSEN, Sept. 26 (Special) — Friendship sewing club met Thursday at the home of Mrs. F. J. Morrison. Plans were made to attend in the West. In a copy of the book was presented to the Twin Falls public library by the county committee.

The program, Mrs. Della Hughes, Mrs. Ted Vaux, Mrs. Hella Dav and Mrs. H. Prior, received contributions from the members.

Mrs. W. Walker was a guest of the club. Mrs. Rachel Foster assisted the hostess with refreshments.

Young Voters of County Requested to Register

Rural-Urban council, in cooperation with a statewide project of the Idaho Congress of Parents and Teachers, is endeavoring to register all young men and women who will become of voting age before the general election Nov. 5.

A countywide celebration will be staged in Twin Falls late in October in honor of these young American citizens. Emphasis will be placed on citizenship responsibility, and certificates from Governor C. A. Bottolfsen will be presented to the honored participants.

Registration at the Twin Falls Chamber of Commerce will begin Monday, A. L. Swain, a member of the state board of education, will also accept registration.

This is for those who will be eligible to vote for the first time.

Mrs. Doris Stradley, Twin Falls county superintendent of schools, is also taking registrations at the courthouse.

Those who are unable to come to town, may make entries of registration to Mrs. Stradley.

Sponsors of the project are eager that the names of eligibles from the entire county, they said today.

as planned for the district meeting at Pocatello next Wednesday will be discussed.

Members of the Norsk club will meet for a pot-luck luncheon at 1 p. m. Friday at the home of Mrs. A. Rommelvedt, 419 Third avenue west.

Christmas club will meet at 8 p. m. Friday at the home of Mrs. Myrtle Alnoworth, 1448 Eighth ave east. Mrs. Ruby Matson will be hostess. A new plan was outlined, and new members and guests are invited.

KIDNEYS MUST REMOVE EXCESS ACIDS

Help 15 Miles of Kidney Tubes Flush Out Poisonous Waste

If you have an excess of acids in your blood, your 15 miles of kidney tubes may be overworked. Kidney tubes are working day and night to keep Nature rid of your system of excess acids and poisonous waste.

When disorder of kidney function permits poisonous acids to remain in your blood, it may cause nagging backache, rheumatic pains, leg cramps, loss of pep and energy, getting up at night, swelling, puffiness under the eyes, headache, and a general feeling of weariness with aching and burning sometimes.

Supreme Forest Woodmen circle will meet this evening at the Idaho Power company auditorium. All members as well as drill team members are requested to attend.

Save with Safety On Everyday Household Needs

Shop here where you have the variety of selection and the assurance that you are buying the best of Quality and at the lowest possible prices always.

VERY SPECIAL PRICES
On Stainless Steel Cooking Utensils

A wide variety of items to choose from at close-out prices.

SAUCE PANS	Now \$1.25	89c
Large Mixing BOWLS	\$3.35	\$2.50
Large SKILLETS with lids	\$4.25	\$2.75
Lge. Preserving KETTLES	\$6.85	\$4.48

32 Pce. DINNER SETS
Complete service for six special-priced at only **\$2.98**

Good Grade WATER TUMBLERS
2 for 5c

2 Slice ELECTRIC TOASTER
Sells Regularly for \$1.15 Now **89c**

ELECTRIC IRON
Standard size and weight, full nickel finish **98c**

Best Quality ELECTRIC WALL CLOCKS
Come in all the wanted colors **\$3.95**

HOUSEHOLD ITEMS YOU NEED DAY AFTER DAY

CHECK THIS LIST!

KRAUT CUTTERS	50c	65c	\$1.85
STONE JARS, 1/2 gal. to 20 gal. size			
Fibre DOOR			75c
MATS			
Galvanized WASH BOILERS			\$1.35
A full size silver WASH BOARD			49c
Nice folding IRONING BOARDS			98c
FOOD CHOPPERS			98c \$1.59
Decorated WASTE BASKETS			15c 25c
Pyrex PIE PLATE			20c

Diamond Hdwe.

RECLAMATIONISTS PROPOSE NEW SUGAR LEGISLATION

NAMPAN ATTACKS CURRENT METHOD OF ISLAND HELP

By LEROY MATTINGLY
GREAT FALLS, Mont., Sept. 26 (U.P.)—The National Reclamation association, its officers chosen at another year, today drove through the final day of the ninth annual convention.

Before adjournment tonight the association will adopt a legislative program, approve resolutions and select a 1941 convention site.

The convention turned its attention to the sugar industry today. The speakers proposed new legislation to permit expansion of sugar beet acreage in the west.

E. W. Rising, Nampa, Ida., vice-president of the National Beet Growers association, said under present laws less than 24 per cent of the consumers' sugar requirements in the United States is produced in the continental area, and at the lowest price in history.

Eastern opposition rising said opposition to increased sugar beet acreage came from consumers in eastern industrial areas, from organized labor and from sugar refiners. The sugar industry in insular possessions and from supporters of the "good neighbor" policy and reciprocal trade agreements.

Enactment of pending sugar legislation before adjournment of congress was promised in a message from Sen. Joseph C. O'Mahoney of Wyoming, which was read by Earle Reed, Omaha, Neb., Union Pacific agricultural agent.

Representing the National Beet Growers association in the sugar discussion was Harold Foggett, secretary, who declared that "for the last two years the sugar industry in the United States has been operating at retail price levels tragically low."

Wardens-Elected
Directors from the association's 17 member states last yesterday elected all officers. None was opposed.

D. B. Warden, Great Falls publicist, accepted elected to the sixth term as president. Ora Bundy, Ogden, Utah, president of the Ogden River Water Users association, was elected to the vice-presidency. Robert W. Sawyer, publisher of the Bend, Ore., Bulletin, retained as second vice-president. J. C. Ford, Spokane, Wash., once again will serve as treasurer and F. O. Hagle as secretary-manager. The three officers will preside at business meetings behind them, delegates tonight will attend the annual association banquet.

William Wallace, Salt Lake City will be principal speaker. Wallace replaces Sen. B. K. Wheeler of Montana on the program. Speakers will discuss the topic assigned Wheeler, "Reclamation and the West."

AROUND the WORLD

By United Press
ROME—Britain's Mediterranean fleet struck at Sid Barrani, eastmost point of Marzani Canal, destroying the Italian torpedo boat and cut the Suez canal; a British submarine sank an Italian torpedo boat in the Ionian sea and British planes for the first time in successive days raided Tobruk, major Italian supply base in Libya, general headquarters in a communique today.

HANGHAI—Chinese leaders, preparing to throw a powerful army against the Japanese in Indo-China, have ordered the immediate evacuation of all Chinese from the country, a Chinese news agency dispatch from Chungking reported today.

TOKYO—The foreign office announced today replacement of Eiji Amari, former foreign office spokesman, as Japanese ambassador to Italy. He will be succeeded by Zenshi Hanikiri.

WASHINGTON—The federal trade commission today charged the Eastman Kodak office spokesman, Rochester, N. Y., with establishing uniform prices for the retail distribution of two of its products—kodachrome and munsie—kodak film. Dealers refusing to comply with the price schedule are denied supplies of the product. It was alleged.

MONTEVIDEO—Argentine—An anti-Nazi campaign was extended today through this small South American republic. It cited evidence of anti-Nazi plotting, for which the foreign office has blamed the German embassy, President Gen. Alfredo Baldoni has signed a decree closing all public, soldiers and citizens to be on the alert and report immediately any signs of "propaganda" action which might endanger the national sovereignty or public order.

BERLIN—An army of "super-soldiers," trained secretly to lead an invasion of Great Britain, has been pooled along the English channel, the North sea and the Atlantic ready to strike when—and if—the invasion begins. It is given, semi-official sources asserted today.

SIANGHAI—Authoritative advices from Tokyo asserted today Italy was expected to adhere to a provisional alliance with Germany, and that Japan have reached agreement in principle. The reported agreement, as was projected yesterday, would become final in event of two-to-one United States and British cooperation.

More fine combed yarn is produced in Gaston county, N. C., than in any other county in the United States.

Men! Here's What You Will Have to Sign on "That Day"

1. NAME (Print)		ORDER NUMBER	
2. ADDRESS (Print)			
3. TELEPHONE			
4. AGE IN YEARS		5. PLACE OF BIRTH	
6. DATE OF BIRTH		7. COUNTRY OF CITIZENSHIP	
8. NAMES OF PERSON WHO WILL ALWAYS KNOW YOUR ADDRESS			
9. ADDRESS OF THAT PERSON			
10. EMPLOYER'S NAME			
11. PLACE OF EMPLOYMENT			

I AFFIRM THAT I HAVE VERIFIED ABOVE ANSWERS AND THAT THEY ARE TRUE.

REGISTRATION CARD
D. B. Form 1
Under the terms of the new conscription law, 16,500,000 men must register for selective service. Here's a copy of one side of the registration cards these men will sign Oct. 16 when they register for the draft. Below, the registrar's report.

REGISTRAR'S REPORT			
RACE	HEIGHT (Approx.)	WEIGHT (Approx.)	COMPLEXION
White			Light
Green			Dark
Oriental			Dark brown
Indian			Black
Philippine			Black

Other obvious physical characteristics that will aid in identification

I certify that my answers are true, that the person registered has read or has had read to him this card and that I have witnessed his signature or mark and that all of his answers are correct.

Signature of Registrar

Stamp of Local Board

Date of registration

Signature of Registrant

Signature of Registrar

Signature of Registrant

Signature of Registrar

Signature of Registrant

Signature of Registrar

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NAMES in the NEWS

By United Press
Secretary of the Interior Harold I. Ickes, Attorney General Robert H. Jackson, Mayor Fiorello H. LaGuardia of New York and Sen. Robert W. Norris, Ind., Neb., have been invited to testify before a senate judicial sub-committee that is considering a proposed constitutional amendment that would limit Presidents to one six-year term. All are staunch three-term supporters.

President Paul G. Hoffman of Studebaker corporation warned the nation must be ready to live as well as die for democracy or "we may lose our America whether or not any foreign aggressor sets foot on our shores."

Mrs. Franklin D. Roosevelt left night and early today participated in a New York newspaper guild meeting and heard a guild organizer denounce her husband as wishing to drag the United States into war.

Mrs. Roosevelt, a guild member, did not join the discussion.

Secretary of State Belle Reeves of Washington was advised by his late attorney general, Smith Troy, that because the Communist party advocates overthrow "of the government by force," it is not entitled to a place on the state's general election ballot. Troy held that Communists, if elected, would commit fraud when they swore to support the constitution.

Funerary services were conducted today for Grover Jones, 45, Hollywood scenic and magazine writer, who died Tuesday of internal ailments. State department spokesmen said they knew of no official plans to summon home U. S. Ambassador to Japan Joseph C. Grew for consultation.

George Pettit, University of California official, reported that leukemia, the dread blood disease, is being successfully treated with an orange juice cocktail, spiced with radio-active phosphorus developed in the university's 220-ton atom smasher.

Two Indian chiefs, Spotted Crow and Paul Middlebrook, were among the 45 persons invited to ride Wendell Wilkie's train through South Dakota. The Republicans are

making a strong bid for the Indian vote this year.

Sen. Elmer Thomas, D. Okla., believes that if the United States is going to spend billions of dollars to expand the army and navy for national defense it also should provide fair relief for civilians.

A congressional committee studying interstate migration toured the San Joaquin valley, scene of the climax to John Steinbeck's "Grapes of Wrath" to study at first hand the labor problems connected with the nomads from the dust bowl.

Maj. Gen. Edward Martin, adjutant general of Pennsylvania, disclosed that cavalry horses riding in trucks and fast armored scout cars have been combined in an experimental national guard reconnaissance unit.

Gold was found in Alaska as far back as 1891.

How To Hold FALSE TEETH More Firmly in Place

Do your false teeth annoy and embarrass you by slipping, dropping or wobbling? Buy a little PASTETITE on your plate. This new adhesive makes your false teeth more firmly and more comfortably. No more sticky, sticky taste or feeling. Do not sour. Check "paste" only (denture brand). Get PASTETITE today at any drug store.

LAST 3 DAYS

THURSDAY, FRIDAY, SATURDAY
SALE ENDS SATURDAY

ROOFING Asphalt and Felt \$1.00
MAIL BOX 77c
Save 15c 35 lb. roll. Covers 100 sq. ft.

Sears 54th Anniversary Sale

LUNCH KITS 98c
Save 31c 1 pt. filler black enameled case, name plate holder, extra cup, ventilating slots

COAL HOD 29c
Save 15c Black Japanned Heavy Blue Steel Size 14

OIL MOP 29c
Save 20c Outstanding Anniversary Value! Fine Quality Oil Mop in Can

PEB-TEX FOOTBALL 98c
Save Here Rubberized fabric, valve type bladder. Official size.

Fully Equipped ELGIN BICYCLES Sale Price \$26.95
53 Down, 4 Month Plus usual carrying charge

Pot Cleaner 7c Ea.
Easy to use. Cleans thoroughly and efficiently. Anniversary Special

Oral Shape ROASTER 98c
Save 51c 18 1/2" x 11" x 11" Save 20% in Anniversary

Food Chopper 79c
Save 51c Large size. Heavy tinned cast iron.

UNFINISHED CHAIR 59c
Save Here Good looking and well made. Handed and ready to stain or paint. Recommended Sears Master-Mix paint and varnish for a perfect finish.

Camp Fire Girls Will Knock This Saturday For First Do-Nut Orders
FALK'S Selling Agents for SEARS, ROEBUCK AND TWIN FALLS

EMERSON

Katherine Smart, youngest daughter of Mr. and Mrs. L. S. Smart left Friday for Los Angeles, Calif., where she will complete her senior year in high school.

Don Borup accompanied his brother, Philip, Pocatello, to Walla Walla, Wash., Saturday. From there he will go on to Moscow to enroll in the university.

Seth Corless left Monday for Moscow to attend school. He accompanied Mr. and Mrs. P. F. Hellem, Paul, who took their son for entrance in the university.

Thomas Morgan, St. Anthony, and C. B. Morgan, Pocatello, Utah, have been visiting their brother, J. F. Morgan and family.

H. V. Monour left Friday morning for Erie, to spend a few days visiting his son, James and family. Mr. and Mrs. R. E. Corless and Mrs. A. E. Corless attended the wedding of Velma Greenwell, daughter of Mr. and Mrs. Lee Greenwell, to John Coffin, Boise. The wedding took place at the L. D. S. church in Paul Sunday.

Mrs. Daniel Uscola is in the Cottage hospital in Burley, recuperating from a recent major operation. She is Mrs. C. C. Barlow, Mrs. Fred Scholde, Mrs. W. E. Nelson, Mrs. E. F. Van Hise, Mrs. Ed Molden, Mrs. Mrs. R. E. Corless, Mrs. M. Toone and Mrs. L. H. Peterson represented the Emerson Demonstration club at Rupert Friday afternoon at the county Achievement day held in conjunction with the Paul club and the Worthville club, Rupert. Mrs. Barlow gave a talk on the things she observed at the woman's camp this summer, and Seth Corless gave two musical selections on the program.

Spencer Toone left Monday for Moscow where he is a sophomore at the university.

ALBION
Donald Musser, Filer, and Al Harbinger, Kimberly, attended the reception at the Albion State Normal school Friday evening. DeBert Newby, Twin Falls, visited in Albion Sunday. Herbert Lanning, Castletown, visited at the Normal over the weekend in Paul.

W. A. meeting was held Monday night in the gym. A discussion was held on the sports to be taken up. They will be archery, tennis, badminton, fencing, hiking and folk social and tap dancing. Songs were sung and dancing was held at the end of the evening.

The El Epulus held their initial meeting Monday at the fireplace. The members enjoyed a variety of nutcracker show and 25 girls joined the organization. Officers were elected as follows: Verma Heun, Twin Falls, president; Elizabeth Pringle, Aberdeen, secretary-treasurer; Mary Jane Llanos, Burley, vice-president.

Mr. and Mrs. George Blates went to Salt Lake on business.

Donna Barclay, Boise, spent the week-end at the home of her mother, Mrs. Zoe Van Winkle.

Mr. and Mrs. Ed Necker, Cashmere, Wash., arrived Friday to visit Mrs. Necker's mother, Mrs. Mark Aukema. Mr. Necker returned to his home Tuesday, but Mrs. Necker will remain for two or three weeks. Mrs. Necker will be remembered as Jessie Aukema.

Join Town Hall, last chance tonight 8 p. m.

Cap'n Ahab Knew Rocking mellowed Whiskey!

FROM THE OCEAN CAME HIS INSPIRATION AND OURS!

LOOK FOR THE "ROCKER" ON THE LABEL!

MR. BOSTON ROCKING CHAIR WHISKEY

BRITISH INDIGNANT AT "BLUNDER" IN DAKAR ATTACK

PROBE ASKED ON MEN WHO URGED AFRICAN BATTLE

LONDON, Sept. 26 (UP)—The Dakar "blunder" touched off a burst of resentment among members of parliament, the press and public today with angry demands that persons responsible for what openly was called a "blunder" be summoned to account.

Parliament is in recess, but members were demanding they be called back to investigate reasons for failure of the expedition to the west African port led by Gen. Charles de Gaulle and accompanied by strong British naval forces.

Criticism centered not only on de Gaulle, but upon government aides who recommended the expedition in the enterprise which was felt here to have damaged both British prestige and the growing "Free French" movement.

Chief of these advisors was said to be Brig. Gen. E. L. Spears, liaison officer between de Gaulle and the British government. He was said in parliamentary circles to have been Prime Minister Winston Churchill's chief adviser in favor of the expedition.

Political circles were inclined not only to blame Gen. de Gaulle for a serious miscalculation but to question the advisability of maintaining him in full leadership of the Free France movement.

An official explanation of the withdrawal from Dakar, said it would have required a major battle to take the port, that Britain had no intention of fighting Frenchmen who had felt duty-bound to the Vichy government, and de Gaulle had been averse to shedding the blood of "free Frenchmen."

It said the expedition had been undertaken because de Gaulle believed that the majority of Senegalese population was ready to support the Free France movement, but de Gaulle had been miscalculated.

A Matter of Habit



Over in England, four-year-old Donald Farry got into the habit of taking over the S. B. Cameron, a steaming up New York harbor, he used on the ship's ventilators as an "air raid shelter." The young refugee is bound for Los Angeles, Calif.

GUARD FREEDOM, ROTARIANS TOLD

"Instead of cursing the age in which we live we should thank God we have been born into a day that offers such wide opportunity to serve," David S. Romney, district governor of Rotary clubs, told Twin Falls Rotarians Wednesday afternoon.

The Utah-Idaho Rotary chief, a resident of Ogden, visited the club as part of his official inspection trip. Tonight he goes to Buhl; Friday noon to Gooding; He visited Burley Tuesday evening.

Fight for Liberty

American Romney warned that Americans seem prone to set too little a value on the benefits of liberty. He urged that U. S. citizens "stand strongly" in upholding the freedom inherited from forefathers who fought for liberty.

He emphasized values of the Rotary aims to the individual and the community, since it offers members the chance to widen and develop themselves through community service, fellowship and social contact.

"Because Rotarians are asked to give themselves in service as well as to give the customary monetary contributions to worthy causes, they are a force in their communities."

Help Youth

Romney urged Rotarians to encourage educational trends which aim to give America's youth to earn its livelihood.

To club members who are employers, the district governor addressed the advice that they seek to make labor realize it is not fighting business but is itself a vital part of business.

Referring to war hysteria, he said: "In these trying times, we encounter a tendency to single out those who are foreign-born but whose loyalty to America and its ideals cannot be challenged. This is un-American."

Listed as visiting Rotarians were William Pales, Gooding; C. D. Borling, Buhl; and M. E. Toliver, Pocatello. Guests were Bill Kelly, Mr. and Mrs. Ed Friendland, Oakland, Calif., and Bill Carter, Moscow, now in Twin Falls in connection with the air show Saturday and Sunday afternoons.

Faces Tragedy



Managing a brave smile, although the war brought tragedy into her life, Mrs. A. L. Franks poses with her 18-month-old son, safe in Washington after escaping from England before German air raids struck with their full force. Her husband, an R. A. F. pilot, was killed in action.

BRITISH WARSHIPS QUIT DAKAR AREA

VICHY, France, Sept. 26 (UP)—British warships which last night abandoned attempts to capture Dakar today were steaming southward toward the Atlantic coast of Guinea, British west African colony, official dispatches from Dakar to the Vichy government said today.

Progress of the ships was reported by a French naval scouting plane. The Vichy government said the British ships of war had sailed away because of the resistance they met and not because Great Britain did not desire to attack a defended French position.

The Dakar dispatch said the British squadron ceased shelling Dakar after a torpedo had seriously damaged the British battleship Richelieu and a salvo from the French battleship Richelieu had damaged the British battleship Barham.

The Richelieu, in the Dakar harbor undergoing repairs, was described as intact.

A Vichy communique confirmed Madrid dispatches yesterday that in retaliation for the British shelling of Dakar the French air force for the second time Wednesday bombed Gibraltar. French bombs were said to have struck the Gibraltar arsenal, port warehouses and docks. It was shot down by British land batteries and fell into the sea. The crew was rescued.

The French claimed the outcome of the Dakar operations represented a loyalist French victory, and British explanation of withdrawal merely was an ailment.

New Deal's Thanksgiving Day Gains Advantage in 31 States

NEW YORK, Sept. 26 (UP)—The "New Deal" Thanksgiving date is gaining approval, a United Press survey indicated today.

Thirty-one of the 48 states whose governors have indicated their choice will observe the date picked by President Roosevelt—Nov. 21—as compared with 22 last year.

Fourteen states, eight fewer than last year, will observe the traditional date, Thursday.

The President advanced the date to lengthen the Christmas shopping period. The change, put in effect for the first time last year, met considerable opposition.

This year 10 of the 15 states returning to go along with the earlier date have Republican governors. They include the six New England states and Kansas, Iowa, Pennsylvania and South Dakota. The four others, with Democratic governors, are Nevada, North Carolina, Oklahoma and Tennessee.

Of the 31 conforming states seven have Republican governors.

The three states which have not yet decided between the two dates are Arkansas, Kentucky, which may observe both, and Wisconsin. The states which changed over to the earlier date are Alabama, Idaho, Arizona, Florida, Minnesota, Nebraska and New Mexico. In addition, Colorado, Mississippi and Texas decided to celebrate the new date only instead of both, as they did last year.

One state and Pennsylvania, changed back to the traditional date after having tried the new one last year.

The official religion of Iran is the Ithna-Ashariyah, which recognizes twelve spiritual successors of the prophet Mahomet.

GERMAN PLANES DO WIDE DAMAGE

BERLIN, Sept. 26 (UP)—German air force planes, ranging wide over the British Isles, have bombed a wharf at Plymouth harbor, barracks at Dunquerque, harbor works at Plymouth, Portland and Southampton and heavily damaged an aircraft carrier at Filton, the high command said today.

A communique said the air force also destroyed factories and warehouses at other southeast towns in "repeated raids" and that attacks "especially against London" resumed and continued to power plants, harbor works and warehouses on both sides of the Thames.

The high command said "the enemy continued acts of sabotage against the German civil population," bombing in areas of west and northwest Germany in which there were no military objectives.

The communique said the Filton aircraft factory was attacked by a single formation.

British attacks caused a number of deaths and injury to many civilians, the high command said. Several houses in Berlin were damaged. The British were reported to have lost 10 planes yesterday. German losses were six planes.

A German submarine was reported to have sunk four merchant ships, including a tanker, totaling 24,000 tons.

Jack Oakie, Master Stealer Of Scenes, Halted by Chaplin

By PAUL HARRISON (NEA Service)

HOLLYWOOD—Some whittlings from the studio benches.

Rugged Jack Oakie is appearing these days in 20th-Fox's "Tin Pan Allee" as supposed to be a 1916 ex-vaudeville turned ruffian comic "reptilian" and that, attacks last night, especially against London. The reason for the power plants, harbor works and warehouses on both sides of the Thames.

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When a light is flashed on the walking stick insect, it automatically freezes into immobility.

Four cars were involved in accidents recorded in Twin Falls yesterday afternoon, police records show today.

First mishap occurred at about 2:30 p. m. when cars operated by George W. Bohanan and Gertrude V. Horvok, both of Twin Falls, crashed at Sixth avenue north and Third street.

At 3:30 p. m. autos driven by Richard H. Diamond, Twin Falls, and Dale C. Graham, route two, crashed at Third avenue south and Shoshone street. Diamond was operating one and one-half ton truck. Damages were slight in both crashes.

4 Autos Involved In Crashes Here

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LIGHTNING KILLS LOCAL MAN'S KIN

Lightning struck five times within a radius of one-half of a mile over a two week period near Arimo, Ida., it was learned here today, and one bolt took the life of a brother of a local resident.

The man killed by the bolt last Saturday while working on his farm near Arimo was William Crump, brother of Franklin Crump, Twin Falls. Mr. Crump, his wife, daughters, Viola and Ella, and son, Eugene, returned today after attending the funeral services.

Members of the family said that they were told in Arimo that the five bolts of lightning killed, in addition to Mr. Crump's brother, two cows and two horses.

BOARD SITS; NO OBJECTORS

DECATUR, Ind. (UP)—The Adams county board of review, meeting to hear objections to tax assessments from residents of Decatur, were pleasantly surprised. Taxpayers of Decatur had apparently taken their assessments philosophically, and no objectors appeared.

GOOD BEAR HUNTING PAYS

ASHLAND, Me. (UP)—There's a bull market on bears in Ashland this season. The state pays a bounty of \$20 per bear, and enterprising trappers of the village have caught 26 to net a total of \$520. One bear weighed more than 400 pounds.

LEAVE WHEN YOU LIKE!

3 Buses a Day to
Kansas City \$21.75

Choose from 3 comfortable, convenient trips daily to Kansas City. More frequent service... better-timed departures... low, money-saving fares.

Chicago... \$26.75
Los Angeles... \$14.50
Vancouver, B. C... \$18.40

UNION PACIFIC STAGES

Union Pacific Bus Depot
211 Shoshone St. N.
Phone 2608

DECLO

F. E. Bonham and J. C. W. Bauer made a business trip to Ogden Saturday.

Mr. and Mrs. Leland Paxman and Miss Lavon Peirce, Salt Lake City, spent Sunday with their parents, Mr. and Mrs. Elmer Peirce and family.

Mr. and Mrs. George Whitesides were called to Declo Friday on account of the illness of Mrs. Whitesides' aunt, Mrs. Walter Calderwood, who is being treated at the Cottage hospital. Mr. and Mrs. Whitesides are from Idaho Falls.

Mrs. Robert Shuplot entertained the Neighborhood club at her country home Friday at a quilting.

Lowell Walker left Monday for Moscow where he will attend the university.

Mrs. Claude Vallett returned home Monday from Park City, where she had spent the week with her daughter, Mrs. Lyle Vallett Black. L. A. Gillett, Jr., has gone to Moscow where he will attend the University of Idaho this winter.

Mr. and Mrs. George D. Ward, Mr. and Mrs. Burdell Curtis went to Moscow Tuesday where they attended the temple excursion from the Burley state.

Mrs. Henry Dalke, Aberdeen, and Mrs. Don Miner, Seattle, Washington, visited last week with Mr. and Mrs. Wilkie. Mrs. Dalke is the wife of Mrs. Miner's brother, her sister.

Mr. Wilkie has gone to Moscow where he will attend the university this winter.

Leonard James visited relatives in Salt Lake City over the week-end. Mr. James is coach and high school teacher in the Declo school.

Mr. and Mrs. B. M. Mahoney and Mr. Stulla attended the Blankfort fair Saturday. Mr. Mahoney has been manager of the Cassia county fair here for the past several years.

Nathan Roberts went to Albion Sunday where he is attending the State Normal. Nathan spent the week-end with relatives.

Mr. and Mrs. Carl Allen and children left Saturday for Salt Lake. Mrs. Allen was with them by rail and went on to Cedar City, Utah, where she will visit relatives.

Mr. and Mrs. Thomas Sunday.

Carroll's Great Smoky Mountains camp is 5000 feet in altitude and is a beautiful place.

If all the Temples hadn't been on vacation at Palm Springs when "The Young People" went into rehearsal, Oakie never could have been in the cast. When Mrs. Temple saw the list of players she pointed to Oakie's name and said, "Get him out of this! I can't have that man in my baby's picture! I've heard terrible things about him—the way he talks and all."

However, Darryl Zanuck has been using Oakie for many years, and, incidentally, this was his last feature on Shilpie's abbreviated contract. So the plump actor, knowing nothing of the dispute, remained and behaved perfectly naturally. Whenever Miss Temple would drift over and begin twirling his lapel or leaning her head back against his shoulder and mutter, "Get away, you little brat!"

And Mama Temple would call anxiously, "Oh, look! Come here, darling."

This was something absolutely new to Shilpie, and after she had talked slowly about the matter for several days, the elder Temple decided the Golden Oakie really must have a good reason for being in the picture. So she began trying to coach her in scene-stealing methods, particularly to thwart another youngster who was trying to hog the camera. When he suggested a way to locate and throw the other girl off balance, Shilpie said, "I've used that trick for years."

Chaplin Had Him Icked

Oakie is the most expert as well as the most shameless attention-grabber on the screen, and nearly all players fear being eclipsed by him. But in "The Dictator," Charlie Chaplin had him licked. Since Chaplin is practically never in a bad mood, he knew Oakie wasn't surprised to find he couldn't get away with fly-catching or scenery-chewing antics.

But he did think his rival fool Chaplin in the sound department, making one day when they were watching the routine in the sound room and the star said, "Ah-ha, wise guy—do you think you can fool anyone with those strange vocal noises?" They made some retakes next day, and after that Oakie behaved as a supporting actor should.

Refresh yourself with a tall glass of COORS!

The mellowness of mountain sunshine... the clear brilliance of Rocky Mountain Spring water... are captured for your enjoyment in COORS' two fine beers. They're delightfully different... try them!

• COORS EXPORT LAGER
A Golden Vienna Beer

• COORS PILSENER
An Extra Pale Beer

COORS is not brewed down in a price. It never could be and still be COORS. Yet the price is less than you'd expect to pay for a domestic or imported beer of COORS' fine dry lager quality.

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BREWER OF FINE BEER
A Beverage of Moderate

Let's get acquainted! Drink COORS tomorrow! Today... tomorrow... tomorrow! His excellent

BREWED WITH PURE ROCKY MOUNTAIN SPRING WATER

MAGIC CITY FEED & FUEL CO.
Twin Falls, Idaho Phone 150

TWO MILLION AMERICAN WOMEN AGREE—

ELECTRIC COOKING IS FUN!

• Proof of the pudding is in the eating, and proof of the cooking is in the testimony of the feminine cooks... some 2,000,000 strong... that you can have fun cooking on a modern electric range. These two million women throughout the United States have found through experience that all forms of cooking are easier on an electric range, and among them are thousands in the Snake River Valley who know this modern cookery method is best by test. There is no guesswork or oven peaking with an electric range... the temperature of the oven is controlled accurately and automatically.

Yes, electric cooking is fun... fun because it is modern and carefree and because it gives many minutes of added leisure each day.

Electricity is Cheap!

Coors is brewed in Idaho Falls, Idaho. It is brewed in the most modern and sanitary of conditions. It is brewed in the most modern and sanitary of conditions. It is brewed in the most modern and sanitary of conditions.

IDAHO POWER
Electricity from the Snake River to the Little!

U. S. TO DEVELOP ITS MANGANESE

HELENA, Mont. (UP)—With the placing by the newly formed government-owned metal reserves corporation of a long-term order for 240,000 tons of concentrated manganese with the Anaconda Copper Mining Co. company, the first step has been taken toward making the United States self-sufficient in one of the most important strategic materials.

Although Butte alone is known to possess the largest supply of low grade pink manganese ore in the world, the United States in the past has been dependent almost entirely on foreign sources for this material because American deposits were not developed.

Manganese is vital to the production of steel and the use of it in the United States is so great that during peak years of steel production here as much as \$90,000,000 is used annually.

Large Imports in Past

In the past this has come largely from Russia, the African gold coast, Cuba and Brazil.

The program calls for making the United States self-sufficient in this mineral. New processes developed here since the World war make it possible to increase the concentrate to a 55 to 62 per cent content of manganese as against a 49 per cent content. The result is a concentrate which in the past has been one of the highest.

Under the new contract, the Anaconda company undertakes to deliver 80,000 ton annually. From this and other sources it is expected that eventually America will produce and refining companies will be producing the 600,000 to 900,000 tons annually that the American steel industry needs.

Production in Nine Months

The Anaconda company has nine months to get the mine to begin producing 80,000 tons annually. The \$1,500,000 nodulizing plant at the Washoe reduction works and to completion of the present copper concentrator into a manganese concentrator.

At that time it is expected that the company will be able to begin delivering the necessary to fulfill its first 80,000-ton annual output.

The Butte deposit, the largest in the world of pink manganese, is estimated to contain billions of tons of ore assaying 25 to 70 per cent manganese. The process for concentrating pink manganese was perfected here for the first time in the world near the mine last year by Carl J. Trueman, Butte mining engineer.

While the prospects of the metal reserves corporation eventually are to make the United States self-sufficient, nevertheless, in the present emergency the present copper concentrator into a manganese concentrator will be encouraged to increase their output.

BURLEY

Mr. and Mrs. Carl Burp are the parents of a baby daughter born Friday.

Mr. and Mrs. William Miller, Tremonton, Utah, visited this week with relatives.

Rev. Alvin L. Kleinfield, of the Christian church, is in Rupert this week, assisting with a church institute.

Mr. and Mrs. Murray Jensen and three daughters left Friday for Camp Murray, Wash., where they will spend a year. Mr. Jensen is first lieutenant with the Burley guard company.

Mr. and Mrs. Frank Ballard are the parents of a daughter, born Sept. 17. A boy was born Sept. 18 at the Cottage hospital to Mr. and Mrs. Edward Kraus.

Miss Bernice Hunt, deputy county treasurer, is enjoying a vacation trip to San Francisco.

Bert Huntington, who is employed as a draftsman in the navy department at Bremerton, Wash., is home for a vacation with his parents, Mr. and Mrs. George Huntington.

Mr. and Mrs. LeMar Craner left recently for Hartford, Conn., where they will make their home. Mr. Craner has been a prominent polo player in Burley for a number of years.

Miss Idonia Nuttall, public health nurse for Cassia county, was married last Wednesday in Salt Lake City to James W. Madson, Malad. After spending a week on a wedding tour, Mrs. Madson will resume her duties here.

Walter Matron Maud Griffiths, Mrs. Edw. Scholten, Mrs. S. H. Kuitert, Mrs. E. C. Crankell and Mrs. Zula Gregory, Rupert, attended the general grand chapter of the Order of Eastern Star in San Francisco last week.

FOUND

EASY WAY TO BUY THINGS YOU NEED FOR YOUR CAR OR HOME

Don't wait for things you need. If it's new tires for the car or a battery or a Mr. Molar needs a new mixer or a toaster or if you need a new radio—buy today. Pay weekly if you prefer. Use your credit and buy better quality.

CLOVER

Mr. and Mrs. Robert Probanco and daughter, Aime, left Sunday for Camp Murray, Wash., where he is stationed with the national guard.

Robert Kuhl, a local business man who recently joined the national guard and left Sunday with the 4888 Central Postal Directory, Camp Murray, Wash.

Orval Betke was surprised Sunday evening on his 20th birthday. Mrs. Betke, assisted by her daughter, Lela, served refreshments.

Lester and Chester Saenger and Raymond Miller arrived Friday from Bryan Grove, Kan. After visiting their relatives, the Ed Bloesha, they have secured employment at the P. Heidemian ranch near Kimberly.

Members of the Walthar league met Wednesday evening at the social hall, for their business and social gathering.

Henry "Grandpa" Jasper, sr., recently left for San Francisco, where he will remain indefinitely, at the home of his sister, Mrs. Julius Kuller.

Miss Joyce Miller left Tuesday for Moscow, to resume studies at the University of Idaho.

Mr. and Mrs. Melvin Oppiger moved Saturday from Burley to the vacant house on the Fred Oppiger ranch.

In early days a woman wore a ring in her husband's absence to show that he had designated his authority in her.

"Red Ryder" Artist-a Real Cowboy



No "stude" cowboy is Fred Harman, famous western artist with NEA service, who draws the western adventure strip "Red Ryder" for the Evening Times. Based in a wide and remote section of Colorado, Harman rides as well as draws horses. Here he is with his favorite horse, Thunder, for whom he named "Red Ryder's" mount, in front of the log-cabin stude which he built himself in the Rockies near Pagosa Springs, Colo.

CCC PROVES VALUABLE AID TO U. S. DEFENSES

BOISE, Sept. 26 (UP)—The United States will have a huge army trained for work in vital non-combatant service if war comes because of the civilian conservation corps program. John Bethel, Ada county supervisor of public welfare declared.

"The CCC boys have not been trained in the manual of arms, but they have learned other things that make them vital cogs in the system of national defense," Bethel said in regard to the corps work in reforestation and road building. "Now they are too valuable to be handing a gun and sent to the front lines."

Bethel said the CCC has formulated a wider program for aiding in national defense.

"Thousands of them have been trained in the operations and repairing of motors, and as modern warfare depends on mechanized units these some men will repair and keep in working order the machines of war," Bethel declared.

Under present plans the corps will modify its former program, in which CCC youths worked primarily in reforestation, forest improvement, soil erosion prevention, and flood control, and will turn toward developing youths to aid in helping industry and the national defense departments.

"CCC youths know army discipline, first aid, and through many specialized fields of training they have become welders, cooks, telephone men, photographers, radio men and even parachute jumpers. Their skills will be used by the army in the event of war, not as combatants but as men who can work behind the lines."

Three hundred jobs in the corps are available in Idaho during the month of October. Eligible applicants from the state are sent to one of four camps located in Idaho where work projects may center on training men for noncombatant service.

RUPERT

Mr. and Mrs. Walter Jensen, who have been guests of Mr. Jensen's brother, N. K. Jensen, and family left Monday for their home in Sunnyside, Calif.

William Lowry and daughter, Mrs. Evelyn Hoover, Davenport, Neb., and Mr. Lowry's daughter, Mrs. W. R. Sawyer, her husband and their son, Dean, of Twin Falls, were over Sunday guests of Mr. Lowry's daughter, Mrs. Florence Jackson, and family in Rupert.

Mr. and Mrs. Ona R. Roe left Sunday for their home in Pocatello after a visit here with Mrs. Roe's parents, Mr. and Mrs. Charles Giff, and Mr. Roe's sister, Mrs. Gilbert Hayden Rutledge, and family.

Mr. and Mrs. Everett Fennell and daughter, Miss Ruth Elizabeth Fennell, and son, Harlow Fennell, who were week-end guests of Mrs. Fennell's mother, Mrs. L. C. Hoopes, and family, and Mr. Fennell's sister, Mrs. C. Anderson, and family, left Monday for their home in Pocatello. Mrs. Frances Fennell, who has been a guest of her grandmother, Mrs. Hoopes, for the past month.

None Injured in North Side Wreck

JEROME, Sept. 26 (Special)—None of the occupants of two machines which collided here on highway 25 near Jerome last week, was injured, a report by Sheriff Lee S. Johnson, who investigated the accident, stated today.

Drivers of the two cars were Dave Cherry, Hazelton, and Jack Southwood, Eden resident. Occupants of the Cherry machine besides the driver were Lawrence Rice and Kenneth Donahue.

Cherry was arrested, however, on charges of driving a machine on the public highways without the proper driver's license.

There was a total of 1,103,885 privately owned trailers and semi-trailers registered in the United States at the end of 1939.

Occasional Chair SALE

ONLY \$4.95

9 A. M. Friday to 9 P. M. Saturday

50c DOWN — 50c A WEEK!

No Carrying Charge

No Telephone Orders — None Sold to Dealers

Tapestry Chairs \$3.95

Same as the above but covered in tapestry. A \$6.95 VALUE!

50c Down — 50c a Week

7-Piece PITCHER and GLASSES

Orange pitcher with 2 blue glasses, 2 green, and 2 yellow. 69c set

FRIDAY and SATURDAY ONLY

SWEET'S Furniture Store

261 Main Ave. E.

COLOR TO RULE AT HORSE SHOW

AUSTIN, Tex. (UP)—A Palomino show expected to have more than 250 of these colorful horses entered will be held Oct. 2, 3 and 4 at Abilene, Tex. Howard H. Cox of San Angelo, president of a Texas Palomino association, has announced.

A Palomino is not a particular breed of horse but a horse of particular coloring. It may be a thoroughbred, a saddlebred, a quarter horse or any type if the coloring is right. Last year at Fort Worth a Palomino shetland pony was exhibited.

Generally recognized specifications for Palomos are that the skin must be black; the mane and tail must be silver; the eyes must be dark. The animal's coat may be any shade of gold. Dark dappled gold seems to be considered best.

Popular With Stockmen

So popular have Palominos become among Texas stockmen that 200 were exhibited in an all-Palomino show last year. One hundred entered in a mid-summer show at Mineral Wells this year.

The program for the October show will be made up of the usual horse show events, but all the entries will be Palominos. There also will be a rodeo program with only Palominos used.

A three-gated number for men and women, a roping contest and a "ladies' flag contest" will be featured events.

The last event is one in which the cowgirls, all riding Palominos, line up on the arena, and the other end, each picking a small flag from a post. Flag in hand, they race back to the starting point.

Fast Breed Developed

Exciting dashes are expected in this race, for many of the Palomino bred in Texas are quarter horses. A quarter horse is one developed to have its best speed at a quarter of mile. Quarter horses are used extensively to supply the stables of polo players.

Although Palominos are comparatively new in Texas, they were famous in Spain before the discovery of America. Queen-Isabella is credited with having had the largest stable of Palominos. They were the result of breeding red Arabian stallions with flaxen mares and tails to dun mares. Modern breeders say best color results are obtained by sticking to the Arabian strain.

To heighten the color of the Palomino show, riders all will be required to wear yellow shirts and white smockers.

\$10,000 Job



Major General Allen Gullion, chief general advocate general of the army, is expected to be named by President Roosevelt to head the national draft board. The post carries a salary of \$10,000 a year.

INSPECTION WORK TOLD TO GRANGE

General functions of the perishable produce inspection service and an outline of what farmers could expect from this service, were told here last night by George C. Magers, district supervisor, while speaking at a session of the Twin Falls Grange.

Magers spoke at the T. O. C. P. hall and his talk also dealt with service objectives.

Announcement was also made at the meeting that the next regular session, Wednesday, Oct. 2, would be "booster night." Master John Feldhusen pointed out that the booth at the fair "took in" more than \$40 in prize money.

Serving as hosts and hostesses at last night's gathering were Mr. and Mrs. Frank Barton and Mr. and Mrs. Blaine Vosburg.

FLYING FISH OBLIGE

OAKLAND, Calif. (UP)—Mr. and Mrs. Charles Borden, who were two weeks overland when they arrived in the Hawaiian islands in their 17-foot boat in which they had sailed from here, have written there was no danger of a food shortage. Flying fish they wrote, constantly jumped out of the water into the boat and kept them amply supplied with food.

Britain's Caribbean islands are scattered along a 1,500-mile crescent.

Nervous Restless Girls!

Oranzy? Restless? Can't sleep? Tired easily? Because of female functional "disorders" causing monthly disturbances? Then try Lydia E. Pinkham's Compound is famous for helping such run-down, nervous conditions. Made especially for women. WRITE TRYING! An druggist.

FAMED GANGSTER GAINS FREEDOM

SAN FRANCISCO (UP)—"Dutch" Colson, member of the notorious Charles Schultz gang which netted \$1,000,000 from mail sacks at Toledo, O., in 1931, has been released from Alcatraz prison, the rock fortress in San Francisco bay, after 18 years' imprisonment.

His freedom was obtained on a habeas corpus writ and he became the fourth man ever to leave "the Rock" by that means.

His three predecessors all fared badly as a result of their freedom. Ray LaRocca died in a gun battle at Half Moon bay, not far from San Francisco; James McNeely, Jacksonville, Fla., mail robber, is back in prison, and Harold Brown, from Philadelphia, is in Alcatraz again.

If Colson disappeared when he went into Alcatraz, he also disappeared when he came out.

An unidentified man went over on the prison launch to meet him upon the exit, also a veiled woman, believed to be Colson's sister.

Colson ducked and dodged behind his hat, as photographers snapped him at the government pier. On long, springy legs, he sprinted down the pier, jumped into a car, and was driven away.

Colson had served 18 years out of a total of 55 on various counts of robbery and holdup.

However, he contended that all were included in the one offense, and Federal Judge Walsh agreed with him—only time off for good behavior, he was free and the government declined to contest his claim.

Just enough was seen of him as he jumped from the prison launch and dashed for his car, believed to be that of his sister, to show that he looked 20 years older than his 53 years. Prison life had left him gaunt, sallow-faced and with the usual police and U. S. Marshal's claim that he ever would be a terror again in American life.

THIS IS NEWSPAPER BOY WEEK



He's a friendly COLLECTOR

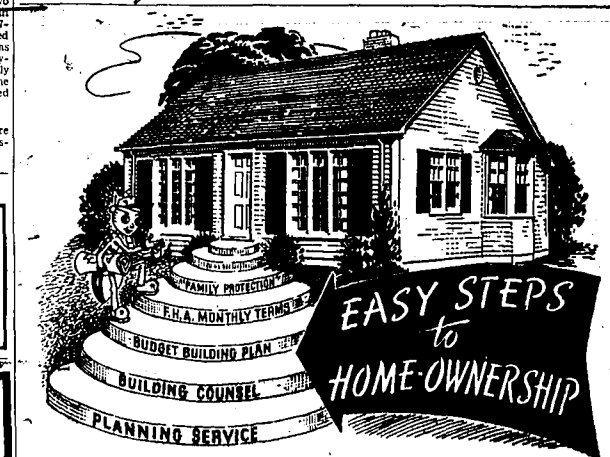
This week, an ambitious young business man of your community is in the public spotlight—your newspaper boy!

Take a few minutes to chat with him. You'll discover he's a real citizen in the making—a "Little Merchant" today who is likely to become a leader tomorrow.

Serving his route and collecting his bills is excellent training for him. He's in business for himself—buying his papers at wholesale, selling them at retail, and making the small difference as his profit. He's making good use of his earnings, too! Buying his clothes and school books, helping with family expenses, taking out insurance, saving to attend college, or building a healthy bank account. That's why it's important that he makes his profit each week.

Join with us this week in giving tribute to these loyal lads who render such a vital public service.

IDAHO EVENING TIMES & TWIN FALLS NEWS



EASY STEPS to HOME OWNERSHIP

HOW EASY is it to build and pay for your home today?

Here are the facts:

—In most cases, the building and planning services offered at Boise Payette Lumber Company make it easier to ARRANGE to build your own home than it is to locate a suitable house for rent!

—FHA Terms and Boise Payette's Budget Building Plan makes it as easy to pay for your home as it is to pay rent. In fact, you can actually pay for your own home with the money you are now wasting for rent!

Build NOW! ... Profit ALWAYS!

Study the fine home shown here: Think of the security and pride of ownership that would be yours if this home were yours; Picture yourself at breakfast in that snug, sunny dinette; think of the comfort that would be yours before that centrally located fireplace; Then, realize that this, or some other fine home, can EASILY BE YOURS when you start your building plans with a visit to—

BOISE PAYETTE LUMBER COMPANY

139 3rd Ave. So. Phone 261

ERVIN SCHREIBER, Mgr.

OTHER YARDS: Malad, Phone 161; Jerome, Phone 144; Madras, Phone 11; Coeur d'Alene, Phone 111.

—can you build with "Family Protection"? This wise, precautionary, optional feature provides that all further payments on your contract will be withheld in the event of death or permanent disability; that payments will be made for you in event of accident or illness.

BUILD YOUR HOME

TIGERS NEED ONE GAME TO CLINCH CROWN



Michigan Picked to Trip California; Washington Over Minnesota

Double Win Over White Sox Hits Indian, Yank Hope

NEW YORK, Sept. 26 (UP)—The unpredictable Detroit Tigers were knocking at the door today...

With a 2-game lead and only three games left to play, the Tigers are just around the corner from the pennant...

The Tigers showed the stuff they were made of yesterday, when they blew a 4-1 lead...

The champion Cincinnati Reds are being held by the Cards to two hits to win his 18th victory...

The Chicago Cubs continued their battle to get back into first division by taking a twin bill at the Pittsburgh Pirates...

Record Crowd Looms for Shoshone Tilt

SHOSHONE, Sept. 25.—As a result of the distribution of more than 1,000 football tickets...

Comiskey Gets Edge Over Ex-Champion

JEFFERSON CITY, N. J., Sept. 26 (UP)—On the chance they may get a look at the next heavyweight champion...

On the other hand, the Indians have been gradually building up a strong thing during the past three years...

On the debit side of the ledger, Pittsburgh, Hawaii, and Cleveland will be on the sidelines because of injuries...

LEADING BATTERS

Table with 2 columns: Player Name and Runs Scored. Includes names like St. Louis, Cleveland, Detroit.

Southern Cal Given Edge Over WSC Club

NEW YORK, Sept. 26 (UP)—We're taking time off from picking the American league pennant winner...

Ohio State over Pittsburgh—Pitt's gone too far back to be a serious contender this time...

Washington over Minnesota—This like the year when the Huskies live up to their name...

Missouri over St. Louis and Purdue over Butler—Does anyone care to take the short end of those?

Alabama over Tennessee—The Dixie team is a good bet for a tie—and it's being played tonight so get your money down early...

Utah Redskins Gun for Win Over Broncos

SALT LAKE CITY, Sept. 26 (UP)—The Utah Redskins football squad will engage Santa Clara university Saturday at San Francisco...

The Broncos, headed as one of the nation's leading eleven and later proven to onlooker's satisfaction...

The Utah Redskins will reach the expedition tomorrow, after a 360-mile trek in Reno, Nev. for the full term of their term...

Seattle Rainiers Take First Game Of Play-off

SEATTLE, Sept. 26 (UP)—Seattle's Rainiers are in triumphing the Los Angeles Angels in a 2-1 last night, when the Rainiers...

Backfield combination likely to start includes Tony Speyer, half-back; Joseph's high half-back; John Johnson, quarterback...

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An average Japanese agricultural worker derives his livelihood from 11 acres of land...

Cornell Rates as Top-Heavy Favorite to Retain Eastern Championship Grid Honors

Cornell is far and away the outstanding entry for eastern section football honors that has been visible in years...

At Cornell, Carl Swaney, the old mount-trapper, has the entire first-year line which played a tremendous part in the undefeated season...

Princeton looks like the best of the Big Three, with Dave Allerdice counted upon to engineer the season...

Dartmouth looks good up front but could use a couple more backs. The Green will not be a bright green this year...

Harvard will be strong enough to make trouble for anyone, but not enough to keep from dropping two or three games...

Yanks Suffer as Tigers Draw Near to Pennant

NEW YORK, Sept. 26 (UP)—There are few things more pathetic to watch than the suffering of big string men...

Boston College has plenty left in its college bowl squad and will stand a lot of beating...

Army and Navy are looking up, neither however can hope for much better than an even split...

College will be nobody's pushover but not a slumpper. New York University requires line strength...

Need Tiger Defeat With the Yankees' slim chance of winning the pennant dependent on somebody knocking off...

When the Tigers came up for their half of the ninth inning, with the score tied at 3-3, Bill had down his magazine and began dialing the White Sox pitcher...

When McCreary opened the inning with a single and Gehring sacrificed him to second, Bill and Joe went into a hasty conference...

With McCreary on second with the winning run, Greenberg was on first and Tyndy Yung, Dickey really went to work in an effort to contact the Sox pitcher...

Play your cards at Portland's newest hotel the Heathman Hotels.

Twin Falls BOWLING Commercial League

Table listing bowling scores for Commercial League and Twin Falls Bowlers. Includes names like Taylor, Colston, Hask, White, Atkins.

Table listing bowling scores for Twin Falls Lumber & Firestone. Includes names like Allan, Ken, Allan, O, Koster, Ricker, Mike.

Table listing bowling scores for Dober's Lumber & Firestone. Includes names like Feltz, Lilly, Gilson, Voica.

Table listing bowling scores for Huff, Peterson, Cobb, Higgins, Dumery, Carlson.

Home State Stars Reach Quarter-Finals

DEL MONTE, Calif., Sept. 25 (UP)—Betsy Jameson of San Antonio, Tex. went out to defend her national golf title today...

Miss Jameson was matched with Mrs. Greig Lufur of Los Angeles in today's play...

Miss Jameson moved out Mary Agnes Wall of Menominee, Wis. 1 up, then trounced Mary Moez Wagner of Portland, Ore. Pacific north...

Also on the sidelines were medalist Dorothy Traung of San Francisco, who held 2 and 1, before Georgia Taiter, 1928, who lost to Mrs. James Perrie of Pasadena, California...

When the "Tigers came up for their half of the ninth inning, with the score tied at 3-3, Bill had down his magazine and began dialing the White Sox pitcher...

BE SAFE WITH A DU PONT ANTI-FREEZE. ZEREX. Because... THE LAST PART OF THE WALL IN WALL STREET, NEW YORK, WAS REMOVED IN 1909.

Advertisement for 'Satisfy YOURSELF' featuring a woman's face and text: 'The first satisfying sip will tell you that here indeed is a truly great beer!'.

Advertisement for Du Pont Anti-Freeze featuring a can of Zerex and a person pouring it into a radiator. Text: 'BE SAFE WITH A DU PONT ANTI-FREEZE. ZEREX. Because... THE LAST PART OF THE WALL IN WALL STREET, NEW YORK, WAS REMOVED IN 1909.'

HEATHMAN HOTELS. The last part of the wall in Wall Street, New York, was removed in 1909.

MARKETS AND FINANCIAL

LIVESTOCK

Table with livestock prices including Denver, Chicago, Omaha, and Portland markets.

GRAIN IRREGULAR IN CHICAGO'S PIT

Table with grain prices for Chicago and other locations.

N. Y. STOCKS

Table with New York stock market prices.

PRICES FALL ON JAPAN SITUATION

Stock market shows a general decline due to the Japan situation.

TODAY'S BASEBALL

Table listing today's baseball games between National League and American League teams.

5-15 YEAR TERM GIVEN TO BANDIT

News report about a man sentenced to a 5-15 year term for a robbery.

CONTEST

Report on a contest or election held in the community.

LEGAL ADVERTISEMENTS

Legal notices and advertisements for various services.

DEFENSE POWNS STATE'S WITNESS

News story about a defense strategy used against the state's witness.

FARM LEADER TO SPEAK IN DAHO

Report that a farm leader will be speaking in Idaho.

EXPENSE FIGHT CONTINUES

Continuation of a political or social fight regarding expenses.

FEMINE KEGLES Perform Tonight

Advertisement for a performance by female kegles.

PROBE DENIED IN ROOSEVELT TRIP

News report denying a probe into Roosevelt's trip.

Pair Injured by Car-Truck Crash

Accident report involving a car and a truck.

Red Cross Gives Aid to Veterans

Report on Red Cross aid provided for veterans.

Parents Honored At M. E. Church

News about a church event honoring parents.

Seniors Entertain Acquies Freshmen

Report on a social event for seniors and freshmen.

ARMED MAN MURDERED

Report of an armed man being murdered.

ARMY REJECTS ONE YEAR ENLISTMENTS

News about the Army rejecting one-year enlistments.

WANTS PROTECTION

Report of a person wanting protection.

KEEP THE WHITE FLAG

Message or article about 'keeping the white flag'.

CHAMBER OF COMMERCE

News about the Chamber of Commerce.

MONUMENT

Report on a monument or memorial.

ATTENTION Stock Feeders

Advertisement for stock feeders.

ARMY REJECTS ONE YEAR ENLISTMENTS

Continuation of the Army enlistment report.

ARMED MAN MURDERED

Continuation of the armed man murder report.

ARMY REJECTS ONE YEAR ENLISTMENTS

Continuation of the Army enlistment report.

ARMED MAN MURDERED

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ARMY REJECTS ONE YEAR ENLISTMENTS

Continuation of the Army enlistment report.

Local Markets

Table of local market prices.

Butting Prices

Table of butting prices for various goods.

POTATOES

Table of potato prices.

CHICAGO POTATOES

Table of Chicago potato prices.

MINING STOCKS

Table of mining stock prices.

SALT LAKE

Table of Salt Lake prices.

LOCAL MARKETS

Table of local market prices.

Butting Prices

Table of butting prices.

Local Markets

Table of local market prices.

Perishable Shipping

Text regarding perishable shipping services.

Markets at a Glance

Table providing a quick overview of market prices.

Perishable Shipping

Additional text regarding perishable shipping.

Perishable Shipping

Text about shipping perishable goods.

Perishable Shipping

Text about shipping perishable goods.

Plans Made for Rupert Grange

Report on plans for the Rupert Grange.

Elsie Cornelson Weds L. Freeman

Wedding news for Elsie Cornelson and L. Freeman.

Parents Honored At M. E. Church

News about a church event honoring parents.

Seniors Entertain Acquies Freshmen

Report on a social event for seniors and freshmen.

Army Rejects One Year Enlistments

News about the Army rejecting one-year enlistments.

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Continuation of the armed man murder report.

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Continuation of the armed man murder report.

Real Estate Transfers advertisement.

Advertisement for a spider or insect.

Advertisement for a service or business.

Advertisement for a service or business.

Advertisement for a service or business.

Advertisement for a service or business.

Advertisement for a service or business.

Advertisement for a service or business.

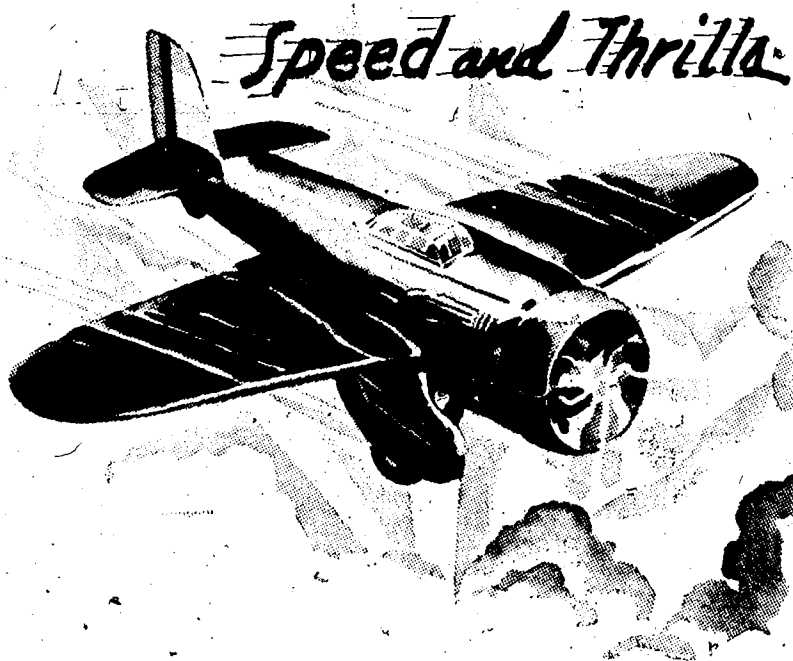
Advertisement for a service or business.

Advertisement for a service or business.

Advertisement for a service or business.

Advertisement for a service or business.

THIS SHOW IS SPONSORED
 BY THE TWIN FALLS
 CHAPTER
 of the
**IDAHO PILOTS
 ASSOCIATION**



Please Note: Shows Start
 Promptly at
3 P. M. Saturday
2 P. M. Sunday

Because the Twin Falls Chamber of Commerce and the Merchants' Bureau believe this project to be of civic nature for the betterment of our community, this advertisement is being placed in a spirit of civic cooperation.

for Thrills, Breath-Taking Speed, Dizzy Dives, and Mid-Air Acrobatics See the

MAMMOTH AIR SHOW

TWIN FALLS AIRPORT — SATURDAY, SUNDAY — SEPT. 28-29

—featuring—

TEX RANKIN

International Acrobatic Champion

10 DARING, THRILLING ACTS!

DOROTHY BARDEN LAURA INGALLS

*In a 10,000 foot delayed
 break-a-way parachute jump*

*World's Champion Woman
 Air-Acrobatic Pilot!*

BILL CARTER

*In a comic demonstration how
 NOT to fly a plane*

Airplane Dog Fight

*A realistic scene of modern
 air fighting and tactics*

FRANCES DIAS

*In a spectacular series of
 "dead-stick" acrobatics*

Radio Control Flight

*You solve this mystery of a
 radio controlled plane!*

Barring Injury All Artists Guaranteed to Appear!

All interest will focus on the Twin Falls Airport this week-end as Tex Rankin and his troupe of death-defying flyers appear in a mammoth air show. It's part of a city-wide campaign to bring greater interest to Twin Falls' potentially fine airport and the show is being sponsored by the Twin Falls Chapter of the Idaho Pilots Association with the fullest cooperation of the Twin Falls Chamber of Commerce and the Merchants' Bureau. Every detail has been arranged to give those who attend this show the greatest amount of entertainment. Special seating and ample parking room at the airport assures you of a first hand view of a great show. All roads within a radius of four miles of the port will be carefully checked to keep traffic from congesting. Make your plans now to attend the most spectacular show Magic Valley has ever witnessed. It's fast moving it's educational it's a "million-dollar" show from every standpoint.

4,500 SPECIALLY CONSTRUCTED **SEATS**

will be ready at the Airport

Come early — almost five thousand seats plus plenty of auto parking space permit a comfortable view of this great show. All roads will be patrolled for

safety's sake and to guard against traffic congestion. Drive directly to the Airport Saturday and Sunday — plan to be inside the airport grounds early!

COME EARLY—AVOID THE RUSH.

Adults 50¢ Plus Tax **Children 25¢**

Tickets On Sale All Roads Leading to Airport

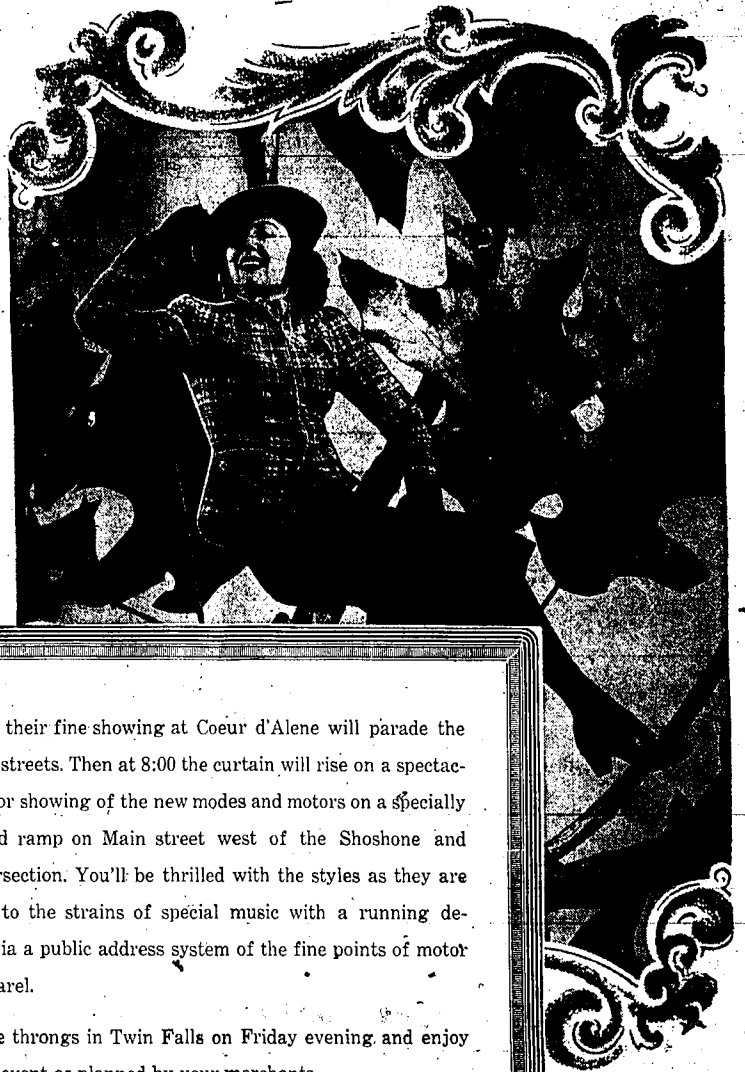
It's a Dizzy, Death-Defying Demonstration of Demoniactal Aeronautics That You and You Will Want to See

A Big Double Feature!

COMBINED FALL FASHION REVIEW AND AUTO SHOW

Presented by

TWIN FALLS MERCHANTS



It was bound to happen — Twin Falls' biggest gala celebration for Fall. Now it's ready — a double-featured presentation of both modes and motors for Fall, 1940. Beautiful apparel on living models by your Twin Falls ladies' and men's shops — and shown in the new automotive creations of the coming year through the cooperation of your auto dealers. It's a grand scoop for Magic Valley, this public viewing of all the new motors and apparel styles — you be the guests as these Twin Falls merchants play hosts in an event to mark the advent of fall.

You'll want to see everything, hear everything, so be on hand at 7:30 when the American Legion Junior Drum and Bugle Corps,

fresh from their fine showing at Coeur d'Alene will parade the downtown streets. Then at 8:00 the curtain will rise on a spectacular outdoor showing of the new modes and motors on a specially constructed ramp on Main street west of the Shoshone and Main intersection. You'll be thrilled with the styles as they are presented to the strains of special music with a running description via a public address system of the fine points of motor car or apparel.

So join the throngs in Twin Falls on Friday evening and enjoy this great event as planned by your merchants.

1941 SHOW



*See the
NEW
MODELS*

**FRIDAY,
SEPT. 27
7:30 P. M.**

**A BIG FREE
PRESENTATION
ON THE DOWN-
TOWN STREETS**

1940 LOOMS AS SIGNIFICANT U. S. FASHION PERIOD

Glimpse Back From Future Will Reveal U. S. Style Center

You'll be remembering 1940, in future times, as the "really important" year in American fashion history — as the year in which the U. S. A. became the style center of the world.

You'll remember it as the year when American designers came into their own, and demonstrated convincingly that night or day, the American way of life could be interpreted for America by her own artists and manufacturers.

You'll probably remember, too, the "French" look, the saleswoman said, "Isn't this JUST San Francisco all over?" and "Wouldn't you know it came from New York?" as though most of us hadn't been content with "Paris copies" all the time!

Black Still First
But the Paris-influence was upon the era, you will recall, at least, to the extent of color, for black was "first" and "high fashion" and all those words that stamp a style as "about right." There were lively color accents, however.

Soldier blue was a beguiling shade, flattering to hair and skin and eyes, especially favored by brides of the year 1940. And it was second leader in color favorites.

Red-called tomato juice, hypnotic, Oriental and plain flannel, the streaked across the fashion world, and was as liable to be the "sum of life plus a dream" in a corduroy jumper dress as in a sheath-like silk jersey evening gown.

New For The Present
But new settings to present tense and a preview look at the merchandise in local stores, such as will be displayed at the fall opening, and after.

Latest and most welcome news in shoes, is that at last there are being introduced lower heeled shoes, that are a happy medium between flats, brogues and crepes and the high-heeled spectator pumps.

The slip-in pumps of this season are striking, and fit into the average American woman's daily scheme of life better than about any footwear up to now.

In this bracket is the "loafer" slip-in pump styled with a moodish toe, a headed instep, a perfect complement to this season's tailored coat and sports wear.

This sort of shoe is particularly good with the new casual, but in some, some of which have saddle stitching to stamp them as "something good that will last and be in for years." Camel's hair coats shown in many colors, from wine blue and black to nutria. Zip-in blue coats are also popular and

Ladylike Suits
Posture suits are "ladylike," and a toss-up whether they are fur-lined or unfur-lined. Fur mantles this season are clever, and it is surprising how many striking effects are obtained by fur pockets or lapel details.

Two-piece dresses are seen in greater number than in the past several years, ranging from lightweight wool and jersey to luxuriant velvet.

There is every indication that the waistline is going lower and lower. Many of the new suits and dresses are minus belts, the eye-catching details being at the hips and knees. Long sleeves are conspicuously present. Unpressed pleats are new skirt details. Several coats

Pinafore Pair



Two pretty, although girl model interesting versions of the pinafore—two models in a complete fashion this fall. At left, Jo Parrish, of New York, wears a green wool jersey shirt with her long wool pinafore. At right, Josephine Tracy, Vancouver, wears a navy blue pinafore with a navy and white plaid pinafore. Both girls wear matching pumps of subdued black alligator calf.

LINE ARE FITTED FOR FUR FASHION

In spite of the fine lines that can be achieved in fitted fur coats, the swaggar is still the great favorite of the Twin Falls women. And in the swaggar, you will find two different lines—the very full coats that seem yards around, and the coats with a pencil line, not actually, but cut so that they hang straight in the front and straight in the back, and often accented by thrusting hands in the pockets and pushing the coat forward, leaving the line straight and straight. Pockets are important!

Select your swaggar for its individuality, and here are the things that make swaggars different this year. Yokes have great popularity, and there are infinite ways in which they are cut—as shirring is possible in most fur coats now, yokes can have the fur shirred right on, or it may be placed below. Yokes are usually in the back, contributing to good fit through the top part of the coat, with plenty of width below.

Swaggars may be shorter this year, between full length and jacket length. Nearly all lengths are good, but the shorter is better to the coat that covers your dress. Select the length that is most becoming to you. A slim skirt looks well beneath a full, medium length swaggar.

Bewildering Color Aid to Accessories

More than ever before, accessories will be an important part of the wardrobe this fall and winter. Twin Falls merchants do not disagree. Gloves are being shown in bewildering colors, stockings in startling new shades and handbags in brilliant reds and greens. Fashion is attempting to outline the ominous aspect of a chaotic world.

Smoking accessories, too, are conforming to this new mood. Leather covered lighters are being made for the first time in fall fashion shades. Colors run the gamut, from ebony black to luscious red. Emerald green, saddle brown, and cognac can create other startling color accents. Jewelry can also be found in Twin Falls stores in matching leathers and colors.

Out of Test Tube Comes—New Plastic Looks Like Glass, Is Flexible and Long-Wearing



Vinylite, the new plastic material, made from natural gas, salt, coke and water, is used to fashion these chic, high-throated fall pumps with open toe and shank. "Spartan" strips of vinylite fashion the bows.

NEW YORK—Newest material to come out of the chemist's test tube is vinylite, a flexible plastic, made from gas, salt, coke and water. It makes scuff-proof, perforation and water-proof, easy-to-clean and extremely long-wearing shoes that will appear in the American fashion scene for all. Transparent vinylite evening shoes look for all the world like Cinderella's glass slipper. Colored vinylite is used for both day and evening shoes in combination with kid, suede, reptile skin and other leathers.

Elasticity Assures Perfect Fitting
The new plastic will be particularly useful in children's shoes where scuffing is a real problem, and in high-throated shoes where the fit must be perfect and the shoe stay on without straps or ties. Elasticity of vinylite solves these problems. It stretches to fit the foot, but does not bind or grip. It holds its shape.

In addition, flexible vinylite will be used for belts and suspenders, luggage covers, linings for beverage cans and milk and medicine bottle caps, dentures and many other ways.

TUNICS OVER DRESS
Many smart dresses show tunics over a narrow skirt. This is the fashion for grown-ups. The narrow under-skirts subscribe to the fashion for a slimmer silhouette, and make a nice compromise.

"Good Ol' Days" Are Gone; New Rainwear Shows Style

Remember the days when a rainy day meant old clothes, huge umbrellas, dingy black rubbers? Well, they've gone forever. These days, rainwear is so attractive that in many cases it's worn in sunshine!

For example, there are combination topcoats in solid serges, poplins, tweeds and gabardines with plaid or contrasting linings. Interweaving, too, are the herringbones and gien plaids, some of which have matching pork-pie hats or detachable hoods which make umbrellas unnecessary and are smart in their own right. Many of the coats have slipper or fly fronts and full, loose linings. Another new feature is the new slittiness tailoring which guarantees coats watertight, even to the seams, for the life of the garment.

Mother and daughter can have identical rain coats, just as they have "Sunday" or play clothes alike. Miss or Mrs. South Idaho has a fashion at 10¢ feet for rainy weather, too. Dressy rubbers that tone in with your raincoat or ensemble, styled to look like shoes, are new and effective. Fashioned of suede-like fabric, completely waterproof, they insure an ankle trimness that is truly flattering. High-cut rubber boots in shiny or mottled finish are big news for rain or snow on campus.

The new reversible coats prove definitely that rainwear has come up in the fashion world. Beautifully tailored of smooth cover cloth, fine herringbones and grand tweeds, they all feature showerproof removable gabardine linings and are by far rainwear's most important contribution to the fashion world. Big patch pockets, little change pocket (copied from the men) slit backs, small club collars and stitched hemlines add more style news to these reversibles that are smart for rain or shine weather. In fact, many college and career girls buy them more for their sports coat side than from the rain-coat angle, although they do like the double-wearability feature. Another very important fact about these new reversibles is that for all their practicality and crisp good looks, they are popular priced for American purses.

Black Combines Fall Requirements

Year after year the advice is the same, to start the season with a good black dress. It probably will continue to be so, for no one has found a substitute. Nothing combines so neatly the requirements of September, October and the winter months. No other costume, however useful and smart, can replace one good black dress in the wardrobe of the average Twin Falls woman.

FALL BRINGS TO YOUR C. C. ANDERSON STORE The Smart New Things To Thrill Twin Falls Men and Women



ATTEND the big Fall Fashion Review and Auto Show Friday night in downtown Twin Falls... see the new fall clothes and the new 1941 automobiles on display... then come to your C. C. Anderson store where you'll find everything that's new in clothes for the entire family. For the women we have the famous Red Cross Shoes... Betty Winston Tailored Dresses... Rothmond Fur Coats... Dorothy Gray Toggles... Van Ranite Hose, Gloves and Liner... Airway Luggage and Velvet Step Shoes. For the men we are showing such national favorites as Clipper Craft Suits... Mallory Hats... Hickcock Accessories... Arrow Shirts and Ties... Wembley's Ties... Interwoven Socks... MacGregor Sports Wear and a host of other items that will dress men are looking for.

Fall Fashion Review and Auto Show
Friday, Sept. 27th, 7:30 P. M.
Down Town Twin Falls
SPONSORED BY
TWIN FALLS MERCHANTS BUREAU

SILHOUETTE HINNIER
The new fall silhouette as a whole is much slimmer than that of recent seasons, though skirts may still be flared. Such features as side fullness achieved by groups of pleats or gathers, lend variety to the pencil-line line in the many lovely garments in Twin Falls stores. Blouses, to the contrary, often are bloused.

The New Fall Styles for Men

ARE AT THE . . .

IDAHO DEPARTMENT STORE

NATIONALLY ADVERTISED QUALITIES! SOUTH CENTRAL IDAHO'S

Choice of the Nation's Two Leading Brands

STETSON OR DOBBS HATS

\$5

New and original fall stylings in popular shades. A complete selection. Your initials stamped in gold leaf free

POMONA HATS

\$2.98 \$3.45 and \$3.98

The utmost in style and value! Fine grade genuine fur felts - rich satin linings. Your initials stamped in gold leaf free



Arrow Shirts

\$2 and \$2.50

These smartly tailored-to-fit shirts come in subtle and crisp new patterns and colors that go specially well with the new fall suit colors.

Fruit-of-the-Loom Shirts

\$1.65

A big shirt value. Genuine Fruit-of-the-Loom fabrics in leading new fall patterns. Non-wrink collars.

Smartly Tailored! Low Priced! C. M. B.

Dress Shirts

98c

The best 98c dress shirt in town. Compare. Full cut, of fine sanforized shrank broadcloth. White! Plain colors! Patterns!



Boys' All Wool 4-Piece Suits

\$9.90

And Up



Coat, vest and two pair of pants. Cashmeres and worsteds. Zipper closings, pleated front trousers.

GIVE YOUR FEET A TREAT

Wear Interwoven

SOX

35¢ and 50¢ pair

New rich fall colorings in new and distinctive interwoven patterns. Double sole and heel for extra wear.

Other Men's Dress Sox 25c Pair



Men's Leather Jackets For Sportswear

\$6.90

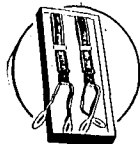
And Up

Suedes Capes Pony

Imported Goat Stock Distinctive styles. New rich colors.

Hickock Belts and Suspenders

\$1.00



Leather and the new popular live-glass.

Hickock Garters

25c 35c and 49c



Arrow, Beau Brummell and Wembleys Nor-East Ties

\$1.

A selection of nationally known style and quality ties. All new for fall, in colors and original patterns.

Other Ties at 49c

Glovers Fine Sleeping Pajamas

PAJAMAS

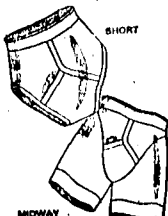
\$1.49 and up

Roomy, full cut, comfortable. In all over and coat styles in bright and subdued patterns.

Other sleeping pajamas 98c and up



Jockey Underwear



Cooper Jockey Shorts

SHORTS

50c

Men like the sleek fit, masculine support and modern stream lined style. In varied leg lengths with jockey contoured shirts to match.

FINEST and LARGEST SELECTION!

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

DRESS UP FOR FALL

A New Suit is Just the Thing You Need for Freshening Up

Choose Yours Here!

From the Nation's Best Known Brands

KUPPENHEIMER

\$35 And Up

GRIFFON

\$24.75 to \$35

VARSITY TOWN

\$24.75 And-Up

\$18.75 And Up

This fall, enjoy the thrill of being admired in a suit made by nationally known tailors - at the price of ordinary suits. Every one a masterpiece in its price range. Cut, stitched and tailored to bring out your best lines and best spirit. See these new styles in the latest colors.

A SMART COMPLETE LINE OF TOPCOATS

\$14.75 And Up

Style for the Men



Walter Craig models a Kuppenheimer three-button drapes model in green with a harmonizing tweed topcoat, a Stetson hat, Florsheim shoes and an Arrow shirt from the Idaho Department Store's men's department. (Times-News Photo-Engraving)

Friday and Saturday

THE MEN'S STORE PRESENTS AS ITS

FALL OPENING SPECIAL

74

Regular \$29.50 to \$35

GENUINE

GRIFFON SUITS

\$20.50

ALTERATIONS FREE

These Were Closed Out FOR CASH

at the factory in Baltimore by our own buyers and held back for this big style and value event.

All new 1940 styles for fall in double breasted and 3-button coat models.

Fine all wool fabrics in tweeds, worsteds, twills, worsted cashmeres in rich fall patterns and colorings.

A good range of sizes from 36 to 50 - Included are regulars, longs and stubs. A perfect fit guaranteed by our own tailors.



Visit Our New Daylight LUGGAGE DEPARTMENT

A complete line of all types of luggage for men and women. Names and initials stamped with gold leaf free.

Ask for
"Juanita"
 the soft, sentimental shade in
 NoMend
 STOCKINGS
 "Personal Lengths"
 \$1.15

New Fall Costume Jewelry 98¢

Plus, necklaces, clips in a wide assortment of styles to highlight your favorite outfits.

Boysish Type
 Sleeveless
Sweaters \$1.98
 Sizes 32 to 36"

Corduroy Jumper DRESSES
 Corduroy SKIRTS
 With Flannel Long Sleeve Blouse
\$7.90
 Junior Sizes

YOUNG FAITHFUL!

Stunning day-long classic that takes you to school, to business, shopping or to luncheons with equal ease. Slim pleated skirt...action back and flattering hi-lo neck with detachable white collar. Tailored of a luxury rayon fabric in new colors and black. Sizes 10 to 42.

\$14.75

Bright color knits, some with pockets. A favorite for all fall sportswear.

FREE Parking
 With a Purchase of \$1 or More.

Use the conveniently located parking lot back of the store. Parking charge paid with a purchase of \$1.00 or more at this store.

Elegance... in the Bag

All-Leather Hand Bags \$1.98 and \$2.98

Amazing, the effect a really "different" bag can create. Set the stage for your fall costumes with an elegant all-leather bag—in black, brown, green and other subtle colors.

Koret Exclusive
HAND BAGS \$10 and up

The finest leathers ever to go in handbags. Gold plated frames. The most expert of workmanship throughout!

Fall Twosome—Plaid or Plain!

Jackets at \$1.98 And Up

Skirts \$1.98 And Up

Two's excellent company... especially when you choose a new jacket and slim pleated skirt.

Solids and Plaid Skirts Plaid Jackets

DOBBS Sealaway

The lady loves a hat! Because it makes her younger and sexier...and because hatlines are headlines this fall! Fine fall...stunning fall colors...DOBBS...to your head.

THE IDAHO DEPARTMENT STORE
 The Fashion Center of South Central Idaho

Presents the New Things for Fall in Complete and Varied Assortments of Nationally Known Quality

The Ready-to-Wear Department Features
 Brilliant Collection of the

NEW FALL DRESSES \$14.75 and up

Other New Fall Dresses Priced as Low as \$5.00

Smartly Designed
COATS \$9.90 and up

Newest details in either dress or sport style in a wide assortment of fine wools, fabrics and colors. There is a style for you in this exciting group, whatever your preference and your purse. Come in today.

A Gay Assortment of
EVENING FROCKS \$7.90 and up

Rich Supple
FUR COATS \$49.75 And Up

In a Carefully Hand-Picked Group

These furs are superfine, designed and worked by master craftsmen. Styles are newest... values represent an opportunity we may possibly be unable to duplicate.

ALL ALTERATIONS FREE!

Two Piece SUITS \$7.90 And Up

New longer jacket suits in plaids! Rich fall colors.

A Smart Assortment Of Fall
BLOUSES 98¢ And Up

Cotton! Crepe! Satin! In white and colors. Dainty and girly tailored styles.

The New Fall Millinery 98¢ \$1.98 And Up

We'll just make you this prediction, you'll be your loveliest and most distinguished in these stunning styles. They're simple... they're fresh. Here's classic new hats inspired by American themes.

Brushed Rayon
Gowns and Pajamas \$1.98 and up

Fine quality soft brushed rayon in pastels.

Munsingwear Knit
Gowns and Pajamas \$1.98 and up

The newest style in original Munsing designs—high quality at moderate prices.

ECONOMY BASEMENT
 Growing in Popularity Every Day!
 Economy Basement Budget Dress Shop

NEW FALL DRESSES

\$1.98 \$2.98 \$3.98

Exceptionally well tailored, they've all the earmarks of more expensive dresses. Fashion news in their fabrics, too... rayons, spun rayon and wool combinations, rayon crepes, colorful plaids and stripes—and lots of solid colors.

ECONOMY BASEMENT
 The Town's Biggest Style Values in
WOMEN'S COATS

at
\$5.90 and \$8.90

Clear sport styles in tweeds and mixtures. Dressy styles. Lots of them feature big fur trim. Lined and interlined.

ECONOMY BASEMENT
SMART FALL HATS 89¢

New fall styles and colors with grosgrain, ribbon and feather trim.

The Main Floor Dry Goods Department Offers

A SPECIAL EVENT
 FRIDAY AND SATURDAY
120
Genuine Munsingwear
 Tricot Knit RAYON GOWNS

98¢

Slight irregulars and salesman's samples of \$1.98 garments.

Two bar Tricot knit, non-run fabrics, assorted patterns and colors.
 Regular and Extra Sizes

Casual Loveliness
HANSEN Costume GLOVES

For occasions when you'll wear a leather-back glove, here's an unusually graceful style with Imperia Madra Capatkin back and Hanflex rayon palm.

All Leather Gloves \$1.98 and \$2.98

Fine quality—cane or suede. Novelty trim! Plain tailored styles that will put an emphasis on every costume.

NATIONALLY ADVERTISED
KICKERNICK LINGERIE

Complete stocks in panties, gowns and pajamas.

Silk Milanese
PANTIES 59¢

Tailored or lace trim. Tricot knit, non-run fabrics. Tea Rose.

Be Your Own "American Designer"
 Shop Here For New Fall Fabrics

Colorful
NEW FALL WOOLENS \$1.29 And Up

34 inches wide. Bold colors, stripes and plaids. Dress weights, suitings and coatings.

Spun Rayon Novelty Crepes
49¢ Yard

30 inches wide. Washable. Florals, geometric, stripes, plaids, solid colors.

Cheneys Velvets
\$1.98 Yard

New Fall Novelty Weave Fabrics
98¢ Yard

Black and colors. Cravat reverses. Nationally famous quality.

ALL 30 inches wide in all the wanted fall shades.

Satin or Taffeta
SLIPS \$1.98

White! Tea Rose, dark shades in a wide assortment of styles.

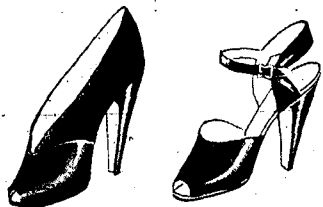
CAVALCADE OF Fall Shoe Fashions

X-RAY SHOE FITTING

... As featured in our Main Floor Shoe Department

PEEPS into Fall

Autumn Entree
In Smart Peacock Shoes



They're exciting! They're beautiful! They're by PEACOCK! Your perfect assurance of fall footwear that is really different and twice as lovely as ever before. From heel to toe each and every creation expresses beauty and originality.



IT'S ALWAYS FAIR AND WARMER in **Florsheim**

Winterweights

No matter what the mercury and barometer say, Florsheim Winterweights will keep your feet in a warm, dry, healthful climate from now till Spring. So—if you can't go South, go sensible.

Most Styles \$8.95 and \$10

Go to the Man who knows Shoes Best . . . Your Florsheim Dealer

FREEMAN

weather wise STYLES

THE NEW FREEMANS FOR FALL

ALL WE ASK—Come and see 'em—feel 'em in your hands and on your feet.
THEN—If you don't get all hepped up about these very handsome, husky Freemans, we won't say you're wrong, but we'll still know we're right.
BECAUSE—They're the most shoe for the money on the market.

\$5.00 to \$6.85



Johansen EXCLUSIVES MAKE THEIR Fall Debut

SWAGGER \$7.50

YEARN \$7.50

New Swagger (an step-in pump. A smart fall creation.

Plasticized suede featured in black and brown. New Pyramid heel.

Styled in the superb Johansen manner, they offer fresh inspiration for a smart fall wardrobe. Of exquisite materials with a new range of soft autumnal shades . . . they embody all of fashion's smartest trends.

All Flattery for Feminine Feet

* Flattering, youthful patterns for your every mood! Dashing, slenderizing lines... sleek, suave styles... tailored classics... stunning patterns, as chic as they are comfortable! You'll want several pairs of smart Vitality shoes for fall. Come in and see them today!

Complete range of \$6.75 A few styles with 1/2 and sizes \$6

Yolande

Vitality SHOES

VITALITY OPEN ROAD SHOES for Outdoor and Campus Wear \$5 and \$5.50 AS ADVERTISED IN LEADING MAGAZINES

Just New FALL STYLES

—At Low Prices \$2.98 to \$3.95

Ready for you to swing along in style

Lots and lots of different styles in sport oxfords and dress pumps and ties. You'll agree they put vim, vigor and PUNCH in your stride.

MODERN MISS The Smart Sport Shoes

\$3.95 and \$4.95

These fine sport shoes give you originality in style and superb quality at a moderate price.

A Complete Line of the Famous POLL-PARROT SHOES For Children

\$1.98 to \$2.98

Men Are Talking About . . . Our New Sheffield shoes with . . . CORDWAINER Hand Finish

This new line of fine footwear, announced in ESQUIRE, gives you the smartness, superb quality and distinguished looks that mark discriminating men.

\$5.00 to \$6.85

Styled by Wayenberg

FALL'S Exciting New Contour

DRAMATICALLY PORTRAYED IN THIS ELASTICIZED HAND-FASHIONED STEP-IN

Beautifully designed for foot flattery and costume allure, this stunning open toe step-in trimmed with falls on the quarter and toe.

\$4.95

Right in Style for Fall DR. LOCKE SHOES

for women—smart new styles in rich suedes. . . \$10.50 to \$11.50

MEN'S FASHION POINTERS GIVEN

In men's fashions, just as in the style regulations of the "weaker" sex, it's often the little things that count. Here are eight "right" and "wrong" emphasized by men's fashion authorities:

Collar of the jacket should be above the head—about half an inch of the short collar appears above it. This height gives proper slope to the collar. The hiked-up collar in back not only causes rather acute discomfort by scrapping against the neck but results in an unflattering neckline.

Avoid Low Arms
The high arm eye (technical name for the lower part of the armhole) permits you to move your arm without putting the jacket all out of place. Steer clear of the low arm eye that causes the sleeves to bind your arms when you raise them. It's the reason for your jacket being sagged out of position. "Properly cut sleeves are full at the top, or sleevehead, and taper to a narrow cuff. The converging lines conform to the broad shoulder and narrow middle of the jacket. Sleeves should be pressed to an oval shape, not with a sharp crease in front. Sleeves at the cuff look cumbersome, out-of-fashion.

Rules for Linen
The sleeves of the jacket should be short enough to allow at least a half-inch of the shirt cuff to show. The band of linen on the sleeve and the hand is one of the details that go to make up the desirable well-dressed man. Long sleeves do not look so well, are obviously less comfortable.

Puliness over the shoulder blade with breaks extending upward on the back from below the armhole gives ample room for free action. This extra fabric also causes the jacket to drape properly. A slight over the shoulder blades not only is less pleasing to the eye, but makes you feel as though you are in a strait jacket.

How's Your Waist?
High-waisted trousers are made so that the waistband comes at the natural waistline. With pleated fullness, the trousers drape over the hips and cause no tension. Low-waisted trousers resting on the hip bones make you feel conscious of them. Absence of pleats reduces the width, increases discomfort, incidentally, it's a convenience to have a pair of suspenders for every pair of trousers.

Proper length of trousers causes a slight break over the instep. Excessive droopiness. Excessively wide cuffs are also to be avoided. A practical guide for trousers is to have them about three-quarters the length of the shoe. These suggestions are listed in Esquire magazine.

MEDICAL GROUP TO AID DEFENSE

CHICAGO — This country's defense preparations must include a medical program as well as appropriations for increased armed forces, according to the Journal of the American Medical Association.

To facilitate the medical profession's part in the defense program, the Journal said, a committee of medical professionals has been created by the AMA to cooperate with the advisory committee on national defense, the army and navy medical corps and the public health service.

The committee is composed of 15 physicians practicing in various sections of the country and is headed by Dr. Irvin Adell, Louisville, Ky.

Ties of Striped Design in Favor

As to the smaller things for men, ties in stripes are regaining favor, and the small designs seem to be favored more than the big splashy effects, so recently worn. There will be more wool ties than ever, for the reason practical and smart. Ties are still hugely plaided in color, and wools are the most popular for winter wear. Colors and patterns are greatly outnumbered white, but there is no attempt now to match ties and handkerchiefs in things shown in Twin Falls store.

WRAP-AROUNDS
Wrap-around shirts in white emphasize the new summer lines. A wrap-around suit may have the wrap-around part bound in grosgrain for extra accent.

Men's Fall Clothes Show Neat—Not Gaudy—Color



OFFICE ACE—The popular plaid, this one a soft, blue Glen Urquhart. Solid color shirts and ties look best with boldly-patterned suits.

SPOTTED BY A STYLE SCOUT:
The boys who have been screaming for color in men's clothes seem to be having their way... slowly, but surely, this fall's suits and sports jackets have plenty... especially in plaids... these are for sport and business... but colors are intelligently chosen... are "neat" and "not gaudy" popular hues include green, brown, many blues, some red, some gray... materials long liked on the west coast, are racing east... single-breasted suits coats are making a comeback... all coats are longer... trousers are narrower... (war influence in conserving materials?)
Topsots continue last year's trend to slowness... for collegiates is a camel's hair shirtry with huge pockets... for "dressy" suits, dark fabrics as always, are best suit accessories to your suit... patterned silk takes plain accessories and vice-versa... for long shirt bellies: Keep an eye on all-over sweaters to finish strong in place of vests, for casual wear.

NECKLACES TOP FALL JEWELRY

Necklaces will be the most important jewelry worn during the forthcoming fall and winter, according to Charlotte, well-known stylist and designer who has recently come to this country from Paris.

The only radical change in the general fashion picture is in suits, which hold the center of interest," she explains. "The slim, silver silhouette with its side-saddle drapery or fullness concealed if it exists at all, is said and attracts attention below the waist. Bodies are for the most part unchanged, with the moderately-wide shoulders, the simple high or V-necklines and restrained fitting of the past few seasons.

"Therefore, to achieve the balance of interest necessary for smartness, necklaces must be worn to lift attention to the head, face, and shoulders."

"Pointless" Glove Newest for Style

The first type you see a pair of leather gloves without the usual "points" ("points" are those tuck-effects which run up the center of the back the plain expanse of leather may be quite a shock to you. Probably you'll wonder, too, if the absence of the points won't make your hands look larger. The answer to that is... it won't particularly, and even if it did, who'd care, because the "pointless" glove looks so new and smart. It's an idea quite a few American leather glove designers are playing with, so you won't have any trouble finding some to try on and see how they look on your own hands.

JET, JET, JET
Jet, jet, jet will be used to exquisite effect on evening, dresses and evening sweaters. Loveliest of the novelties, an evening shoulder shawl embroidered in jet.



SPORTS ACE—Plaid jacket, the bigger plaid, the better! Cover slacks preferred to flannel, solid-colored pullover with tie to match.

DRESSY ACE—Double-breasted dark suit. This is navy, with pin stripes narrower than last year. Note long coat, narrower trousers.

Pockets Featured In Fall Styles

Pockets are important on everything from evening gowns to fur coats in fall styles for Twin Falls women, and because of the new shirring and pleating, you'll find unusual pockets on fur coats. Big ones are smart, pouches are good, so again you have an opportunity to find something that is individual.

Collars and sleeves find new ways to be different. Every imaginable collar is good, though small types are best on awagers. Little standing bands vie with rolled-over effects, with novelties that button back, with tied ends, and so on. Sleeves have the skins swished or worked into the cut of the sleeve, or they are severely simple. Among new shapes are the bishop, balloon, paper bag, and others of the "unfitted" variety.

PUERTO RICAN FASHION BABY CLOTHES EXPERTLY

Under stress of necessity, Americans can do anything that anyone else can. Long known as masters in designing and making baby clothes, the French have had their industry ruined by the war. Americans have found right under their very noses people who can make baby clothes just as good as the French. These are the women of Puerto Rico. Uncle Sam's lovely tropical isle at the entrance of the Caribbean. The needswomen of the Puerto Rican women is world-famous and experts say their dresses, coats, hats, crib spreads, and pillow covers are on a par with the French products.

Fall hat styles offer profile hats; sweeping brims manipulated to flatter your profile. Inspired by Lillian Russell, they've carried through the spring and summer, and will again be worn this fall.

When a Woman's Spirits Need A Tonic—She Buys a New Hat

BY ALICIA HART
Don't anyone tell you it's silly to believe that a new hat or something new to wear is good for a woman's morale as well as her appearance.
There are two ways about it—the girl who feels that she looks pretty nice, thank you very much, is bound to take her daily duties in better stride than she does when she looks like a frump and knows it.
Getting the children off to school and washing the breakfast dishes seems more like fun than work to the woman who is wearing a new and stirring becoming house dress, inexpensive though it may be.
Tough to work an extra hour or two in the office doesn't seem as tough the day you are wearing a new dress and have a fresh wave in your hair.
Speaking of hair, if there is any knowing that your own hair looks pretty nice and otherwise badly groomed, I can't remember what it is. And the sight of chipped nail polish to the fact that you know your hair should have been washed yesterday and you'll have about as much self-confidence as a rabbit.
Yes, staying well-groomed day in and day out takes time and effort. But there's no use striking a high-minded pose and saying that such time and effort could be spent to much better advantage these days. The woman who is embarrassed about her appearance usually can't put her level best effort into anything she happens to be doing.
I think that the neat, becomingly-dressed stenographer turns out

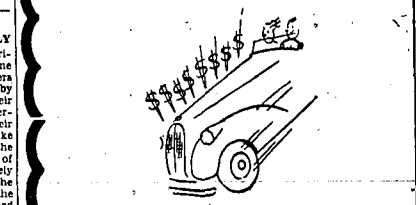
better looking letters, and turns them out more quickly than the oppressed, stringy-haired girl who has no confidence in herself.
I think the housewife does a better job of real home-making if she keeps herself, as well as her home, slye and span.
I think it's a great mistake for any woman to underestimate the importance of looking her best all of the time.

Huge Earrings Worn This Fall

Huge earrings, almost as big around as a quarter and with high settings that make them stand out conspicuously on the ear lobes, are made of simulated pearls or stones, surrounded with ribboline loops of enamel. Earrings that curl up the ear are made of silver, shaped like the treble clef on a sheet of music. Little silver of silver dangle from them.

Fun to Wear
Rings made of simulated stones as big as penny lollypops might be fun to wear.
The rings are very simple—made of one big stone in an open setting.

Wheat If Golden
And for suit lapels and full dresses, there are extravagantly large pieces of costume jewelry—yellow metal sheaves of wheat with several shades of pearls set thickly in the head; heavy Victorian pieces of pearls, gold and black enamel.



Huge Values Sparkplug the Rowles-Mack Fall Opening

Come and get it, Men... the greatest value a Twin Falls clothier ever offered.

It's yours this season because we know that even the most beautiful clothing a man ever wore can't get to first base unless the men who see it can afford to buy it.

Never has clothing, marked at \$40 to \$50... delivered the style that is in these first Fall suits at

\$24.50 & \$27.50

Hart Schaffner & Marx
Suits... \$35

Rowles-Mack

DOUBLE your happy hours in styl-EEZ



WEAR A PAIR AND REST A PAIR
To Double the Ease—Double the Looks—Double the Life of Your Shoes!

You'll get young-hearted style with a world of ease in beautiful Selby Styl-EEZ shoes. You'll get the only shoes in the world that have the "flexa-fit" innersole... the secret of the "walk without a wobble"... plus other hidden features to keep your feet pretty.

So, think twice before you buy. Don't pick style alone. Choose Styl-EEZ... a style with ease and double your happy hours. Come in today for two pairs of Styl-EEZ. Then wear a pair and rest a pair to double the life and looks of your shoes.

Most Styles **\$6.95**

SELBY... "The World's Greatest Name in Women's Shoes"



Hudson-Clark
TWIN FALLS ONLY
SHOE STORE

Fall Fashions of 1940 by Lettie Lee!



There's always something alluring about the unexpected and Lettie Lee brings the delightfully unexpected in these styles for fall, 1940.

We're completely prepared to present a full selection of these popular frocks as a keynote to this Fall Fashion Review!

\$19.95 and up

Iris C. HALE'S APPAREL
Rogerson Hotel Bldg.

WOOL LOOMS IN FULL FALL DRESS

This is the year when you will suddenly find yourself with a complete woolen wardrobe, from lingerie straight through to dinner and evening clothes. The quality and beauty of the new woolen fabrics is such that they fit perfectly into every type of costume.

The sheer woollens are used extensively for the first fall dresses, in both casual and afternoon types—grand for early street wear and later under a topcoat.

Wool for Evening
The colors are superb—soft blues, greens and "fur browns." These sheer woollens are definitely established in evening costumes, and Rene Montague, one of our outstanding American designers, reports a very fine acceptance of the woolen evening ensembles in her collection.

Broadcloth—a fabric which is tops in elegance and beauty is a smart revival. We have seen this used in fur trimmed dresses for formal afternoon, suits, coats and evening coats. Sally Victor used broadcloth for the bonnets in her Brian Young collection and it has been so well received that she is now using it extensively in other types of hats.

Pet This Season
Wool jersey is one of the pets of this season and is a definitely established fabric. It is a perfect fabric for negligees and housecoats and also appears in full-trousered pajama suits for lounging.

The coat dress looks new for fall, and we have seen it in plain woollens, gilet-effects and tweeds. Vera Maxwell has designed a handsome one in heather and blue mixture tweed which buttons up the front to a plain round neck. Another interesting fabric used in this collection is the woolen cloth generally seen in men's tuxedos which makes a black town suit, broadly trimmed. It is crisp and dull surfaced, making a particularly flattering texture.

Soft Wool Suits
In country suits we find the longer, looser jacket, like a man's, used in masculine type fabrics, but for town and more formal wear, plain woollens in beautiful colors, such as we find only in woolen fabrics, make softer suits, often fur trimmed.

Inspired by college girls are great capes of woolen, water-proofed to evening clothes—a practical and dramatic fashion. While lady bear cloth highly succeeded as a tennis coat has proceeded into winter in a hooded cape lined with red, also a double duty garment. While in woollens for winter is good news—and also appears in Canadian blanket coats, hooded and fur trimmed. In tweed jackets worn with deep rich colored woolen skirts.

Black Assists in Slimming Figure

In this season when we are slimming our lines so suddenly and abruptly, black is an added asset, for it takes off pounds that you may have allowed to implant themselves upon your unwitting figure. With swirling skirts, many women took care of waistlines but did not bother greatly with hips.

The day of reckoning has come, and if you are among that number, you must now slim your hips suddenly and severely. While the process goes on, wear black and you can achieve a slender effect which may not be ready here.

You may wear Scot kilts, if you go to college. They are fringed at the edge and held in front by a huge safety pin. Family plaids are best.

For Bridge or Luncheon



From the tip of her toes to the top of her head, Miss Mary Ellen Davis is ready for her bridge club's party or a downtown luncheon. Of black velvet, her dress is topped with a sheer yoke and a broad-ribbon of gleaming gel. Her off-the-face hat is of matching velvet and her shoes are black suede wedges. Greener pattern, with big patent bows. The black antelope suede bag is by Koret with a gold chain handle, and the Bagmo gloves are of English design. The chubby jacket of slank completes her costume from the Idaho Department store's women's department. (News-Times Photo and Engraving)

Sheer Drama Looms for New Fall Hat Showing

A farewell to frout-frout is shown in the new fall hats featured in Twin Falls stores for the fall opening.

In its place is sheer drama. Hats to be worn with an air. Hats pleasing and patriotic and imaginative. A good many of the women who wear them will look like stream-lined heroines of the history of the Americas. A trend which will probably start a rash of "name the person and the period" quiz games based on the bonnet seen in Twin Falls stores.

Influence of the War
Influence of the war is very rarely shown in obvious use of the military motif. Instead, the influence is subtler and deeper than that, and expressed in many ways. In addition to the American inspiration, there is the trend toward soberer colors, perhaps as an outward expression of soberer thinking. Monotones or two-tones in millinery allow for intriguing use of line and detail. Self-trimmed hats or hats trimmed in self-color. Big brims faced with one contrasting color. Small dark hats with a brilliant feather providing the single touch of color. The trend is toward hats that go to a girl's head and rest in her eye. Less chi-chi and more chic.

In General
There are rich, and wonderful new colors in felts and velvets, corduroy and broadcloths. Exhilarating new browns, often combined with

For a More Glamorous Autumn YOU

... at VAN ENGELEN—dedicated in introductory acclaim to the most alluring fashions that have come to grace the individuality of YOU... in many a FALL... collections reflecting the varied types for smart living today... reflecting them with feminine charm always... charm, glamour, the most insistent undertones in the entire symphony of autumn fashions... Vibrant, tantalizing, seductive, essentially feminine and beautiful!

For your very loveliest

Newest BAGS \$1.98 to \$3.98

Autumn GLOVES 98c and \$1.98

Fashioned SHOES \$3.95 to \$7.50

Costume JEWELRY 98c

Sheer Silk HOSE 79c to \$1.15

Nylon HOSIERY \$1.35

DRESSES

\$7.90 to \$12.50

In black or color, your new fall dress will be the most flattering you've ever worn. Flattering because this autumn style is so softly tailored... so brilliant in black or color. See the grand collection of street and "Don't dress for dinner" dresses in our Balcony Style Shop... for a more glamorous YOU!



Comfortable Outfits Featured In Wardrobe for Youngsters

NEW YORK—Little boys will love their fall and winter wardrobes this year. Comfortable, casual summer play outfits are available in heavier, winter fabrics. No youngster will feel like a stuffed shirt when he puts aside his shorts, knickerbockers and easy-fitting jackets in favor of school and dress-up suits.

He cannot go to school, to church and to parties in the same type of clothes he wore all summer all summer. The only difference in fabric. Even the cowboy motif is retained. Green-up looking felt hats have leather bands trimmed with brass studs and a brass buckle. Indian belts are shown with corduroy knickerbockers. Silke fasteners are used on the majority of jackets, making the "late for school" days a thing of the past.

COMBINATION CLOTHES ARE RELIABLE STANDBYS
Combination clothes, such as knit with tweeds, knit with corduroy, knit with gabardine, still are reliable standbys.

The best colors for fall are lustrous browns and auburn. Gray, too, is featured. Mittens—becoming more popular by the minute for men, women and children—are in boys' sizes, often done in flamboyant shades.

Always smart, and always liked by boys, are pullover sweaters. Some good-looking striped wool ones were shown with flannel shorts and white bloomers.

Included among the innovations is the "loafer jacket" copied from sports coats worn by men in California. This is done in cotton or in leather, with patch pockets and set in sleeves. It has its own shirt collar, and is worn over one of the bright-colored plaid cotton shirts.

A smart-tweed school suit which comes in brown, tan, gray or blue, includes a single-breasted and a double-breasted coat. A three-piece Aubrey suit in a warm shade of brown, consists of knickerbockers, a shirt and a jacket.

For very young boys, the suit with pants and a collarless jacket suit



This well-dressed school boy wears a diamond-patterned tweed jacket with plaid knickerbockers which have elastic bands at the knees. His hat, with colorful print pugger band, is an exact duplicate of Dad's saddle-finish telescope hat.

There's a cowboy touch that youngsters like about this felt hat. The leather band has brass studs and a brass buckle. The crown is pinched front, semi-telescope type.

Yes, College Men Really Wear Hats

In spite of rumors to the contrary, college men do wear hats, and few of them are ever seen off the campus without them. They still cling to the tradition that no gentleman ever equires a lady hair-headed.

Crowns are lower, brims wider, and of course many brims are predominant. College men wear heavy felt more than other men do, and now this year are brimmed with a wide upper binding. Bands are in contrasting color, too, rather than matching.

Laden With Precious FURS COATS of Autumn

Full length Fur Frocks, Fur Tights, Fur Jackets, Fur Capes, and Fur Scares are featured on this grand assortment of newest coats of the new season. Oracel, gracious coats that add the final flourish to your fall ensemble... For a more glamorous YOU!

\$24.50 to \$39.50

Van Engelen



the HOT makes the costume and YOU

Some you will be back on your head... pages with a... tulle... fashion... annual... with a...

\$28

STRIPES, LESS DRAPE FEATURE FALL WEAR FOR MEN

MALE MEMBERS OF FAMILY TO BE DECKED IN COLOR

Favorite suit patterns for fall so far as men are concerned will still be stripes and there's a definite trend toward less drape, less extreme shoulders and longer jackets, a survey of Twin Falls stores dealing in men's clothing showed.

The survey also showed that so many new, rich browns have been developed that any man can get a certain brown suit that looks good on him. Formerly, dealers say, brown shades were limited and only about one man in three could wear them becomingly.

Single breasted overcoat models are returning (or staying) in popularity with the tendency being toward "warmth without weight." The top-ranking single breasted model is the "box" coat. Set-in sleeves on these new style coats are more adaptable to drape suits.

This fall the survey of local stores showed, the accessories will be almost as important as the suits and overcoats which "men of fashion" in Twin Falls select.

Here Are Accessories

But let's take each accessory at a time. Here goes:

Shoes: Men's shoes will be big and roomy with black and brown predominating. For sport wear the crepe soles will be popular once more. At any rate heavy soles, whether it be leather or crepe, will be "the thing." The shoes will be built in order that the heavy wool socks, which are also in vogue, can be worn comfortably. Of course for "dress up" the regular shoes will still be popular in the near-pointed and near-square toes. The soles will be thinner than for sport wear but they will be just as durable.

Underwear: Knit fabrics will be the rage because, as women say, "they wash like silk hose and do not need to be ironed." The shorts will be skin tight and, for those men preferring them, the shorts will have abbreviated legs. Those with full length legs can also be obtained. Shirts will match in similar fabrics. Of course there will always be men desiring the "long heavies" and so these too will be available. (Note: They will not be red, however, only on request.)

Hats to Match

Hats: The hats, of course, will be purchased to match the suit or overcoat, but this year there's something new under the sun. Realizing that men get tired looking at the same hatband all fall and winter (although they'll never admit it) the manufacturers have hit upon an idea of having an assortment of hatbands which may be easily placed on any hat. Thus a man may have only one hat, but it will look like several — each time he wears a new and different colored band. As for the hats themselves, the colors will be light brown, medium brown, brown, grey, medium blue and light blue.

Socks: They'll be "sandy" again this year. Stripes and checks as well as "crusy" patterns will feature. Most popular will probably be the short ones with the elastic tops although those built for garters will be in good demand.

Ties: Ties too will be striped and checked with a few of solid colors mixed in for good measure. The supply is so covering the entire field that a man can name about any color he wishes and find it.

Pure White as Color

Shirts: Pure white will vie with those of various colors but the colored ones will probably be the most widely used. Stripes will still be "the thing," but here again the variety is so great that all a man has to do is "name it and find it."

Sport sweaters: Blue, green and brown will feature so far as the color is concerned. They'll come without arms and with arms; with buttons down the front and also the pull-over variety; with pockets and without pockets.

Mittens: These will be plaid and of "Scottish" type leaning toward the "loud" variety. They'll be wool and warm. Gloves may be purchased to match.

Yes, the men will be just as much in the fashion parade this year as will the women.

Boxing money to a total of \$200,000 was passed in the United States during 1939, according to the Secret Service.



Miss Marguerite "Mickey" Stone wears a soldier blue costume suit in light-weight wool, the 24-inch jacket of gray kid caracul distinguished by three-quarter sleeves. Unpressed pleats in the skirt and a tucking detail at the neck, are features of the dress. Her large brooch is of matching soldier blue. The ensemble is from the Mayfair.

They're New for Men



Tom Cartney, left, models a blue-gray donagel tweed three-button drape suit, styled with snug-fitting hips, and welt pockets. With it he wears a round-collar white oxford cloth shirt and a mohair knit tie. Paul Taber, Jr., right, wears a covert cloth coat in the new ractus shade, designed with wide shoulders, set-in-sleeves and fly-front. His hat is wove creel (teal) in chamels finish, a wide, snap-brim model with a welt edge. These outfits are from Hawley-Mack company.

Furs Presented in Variety Of Striking New Styles

Nature has provided us with just 33 many furs, but she failed to limit the number of people, their age, or the ways in which the furs may be designed . . . and the result this fall is something to exclaim about!

For the first time in years, the collars are small, neat, inconspicuous and planned so that the coat may close to the throat . . . or better still, sport a handsome clasp— which might be an aqua stone set in dull silver base and complemented by a single large button of similar design at the waistline. This particular clasp fastener is especially striking on a silvery grey model.

Favorite silhouette this season is straight as a rod and just as slim from a front view, and from the back, you'll find an easy swing. The fullness begins at the shoulders or from a yoke, a very important fashion point this year!

Well Tailored

Shoulders are an important part of the new silhouette. You'll find them square, flat and well tailored. The sleeves may be gathered into the shoulder, but they never give a bulky appearance. Loose, straight bell sleeves will be found on the majority of coats, but the full bishop sleeves look definitely new.

Large patch pockets, especially on sports furs, are a fashion note! Some of the dress coats are made with a front panel and pockets in from the side of the panel.

Fur coats this fall are short, or they're long. There's no stopping point between the two lengths!

They'll show either a low of your dress . . . or none at all.

And fur jackets are holding a leading position in the fashion picture, with the chubby jackets, between 22 and 24 inches in length, as the foremost jacket style. A boxy type, the chubbies are made in such furs as silver fox, blue fox and skunk.

Inexpensive jackets are made of mink mouton and of furanneo.

The New Length

The new length for jackets—rather a topeant than a jacket—is 32 to 35 inches. This type is particularly good for this year's slim, narrow skirts . . . and they cover the new longer jackets of suits. You'll find them in a variety of furs.

A fingertip jacket with hat and muff to match will delight the heart of many a college girl . . . and the full length tailored models will more than please the elderly woman, who, perhaps, is buying her first fur coat this season.

Perhaps you are one of the persons who do not want, or can not afford, an entire coat of fur . . . then the fur-trimmed coats, which are very feminine, flattering and lovely this season, are your best bet.

Twisted Treatment

Collars of long-haired furs are larger this season . . . flat, rounded or square in back, with double pouch and awl treatments in front. You'll find tuxedo revers very important among the lavish fur-trimmed coats.

Bodice placons of flat furs are draped and manipulated as though they were fabrics. Flat furs are also used in bands, in rippled revers, in interesting small collars, in bows or loops at the throat, and even in small cuffs and hem borders!

A dress coat with a side closing, either with buttons or self-lies, and bands of fur down the side look very new and very, very figure-flattering. Gaining in popularity this year is the fur-trimmed sports coat. Lynx, fox, wolf and racoon are outstanding furs found for this type of costume.

Expect to see cashmere jersey for all hours of the day. Newest when combined with satin or velvet. Another of the old-fashioned alliances brought up to date.

Sunn Valley New Fashion Center

America's newest fashion center is a picturesque village tucked away in the rugged fastness of Idaho's Sawtooth mountains. Sunn Valley is the famous year-round resort, which in four years has risen to an eminent place in the fashion world, not only for winter sports clothing, but for summer sports wear and evening dress, as well.

LATEST WHIMSY

Here's the latest whimsey of fashion . . . a pair of long, dark colored leather gloves with your bracelets and rings worn outside of them. With sparkling jewelry choose velvet American mocha or doekin gloves for the background. With dull silver or other quiet jewelry, have your gloves of that smart glass finished American leather . . . cape-skin. And mousquetaire style gloves are a good idea for this since they fit the arm more snugly than slip-ons.

Horse and buggy days may be gone, but \$500,000 worth of buggy whips annually are sold in the United States even today.



... and the new season brings new ideas in fall fashions . . . to keep you fully informed we are making a special showing this week . . . and are happy to

present the MAYFAIR FALL FASHIONS for 1940

Mayfair fashions are leading fashions and as we stocked our big store we kept in mind, too, the fact that price plays an important part in your urge to buy! The result is that we have gathered outstanding styles in quality lines in price brackets which make dressing up for fall a glorious adventure instead of a budget-breaking task. Here are typical Mayfair values:

COATS either trimmed or untrimmed with a distinct accent upon new fashion details. Look for the new side fastenings—the new blouse backs and the contrasting styling of the full or slim skirts. Doucles, needleraft, twills, tweeds, camelhair, fleece and covers are materials marked for popularity in 1940. An easy price range from \$10.95 to \$40.75 makes this selection exceptional.

SUITS ring the bell again in 1940 for high popularity. And our selection here is complete in dressmaker, tailored, and fur-trimmed and untrimmed costume suits as well as 3-piece suits. Materials of Honeycomb, tweeds and twills makes these right in step with fall. **\$12.95 to \$69.75.**

DRESSES Never before have we shown such a complete assortment of dresses. Because we have 1000, we have made every effort to make our selection Magic Valley's finest. Styles, materials, fashioning . . . it's all accounted for here and they're priced as reasonable from **\$5.95 to \$29.75.**

SPORTSWEAR Our Sportshuck has become headquarters for out-of-door and sports clothing for the ladies of this community. Selection is one reason—here are others: **Hweaters, \$1.98 to \$4.95. Slack Suits, \$2.98 to \$9.95. Sportshirts in crepe, satins and gaberdine, \$1.98 to \$7.95. Skirts, in corduroy, gaberdine and flannel, \$1.98 to \$3.95. Jackets in red and other fall colors in tweed, flannel and corduroy, \$3.98 to \$7.95.**

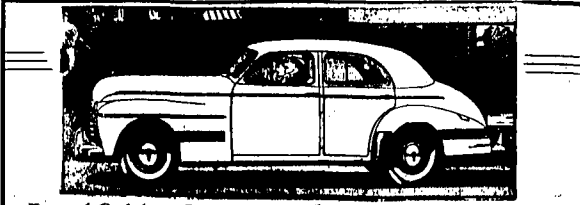
MILLINERY In either dress or sport styles with outstanding style names, such as Thornton and Ruth Heberling and others priced from **\$1.98 to \$9.95.**

And look, too, for these important ready-to-wear items outstanding in our store: **S & Z Slips, \$1.98 to \$2.98; Gotham Cold Slips and Theme Hosiery from 79¢ to \$1.35 and our large assortment of Blouses from \$1.98 to \$4.95.**



Twin Falls presents FALL FASHION REVUE . . . a spectacular demonstration combining Fall ready-to-wear fashions with the new models for 1941 in the automobile world. Friday, Sept. 27, 7:30 P. M.

THE MAYFAIR SHOP



In 1941, the car ahead is **OLDSMOBILE**

The 1941 Oldsmobiles are bigger—with longer wheelbase and wider tread. They're more powerful—with a new 100 H.P. engine in all sizes and the eight-cylinder 110 H.P. in all eights.

All models are available with the amazing Hydra-Matic Drive—No Clutch, No Shift. More than just a fluid coupling, even more than an automatic transmission. Oldsmobile's exclusive drive is a combination of both!

CHANEY MOTOR CO.
351 Main Avenue East Twin Falls, Idaho

TORPEDO STYLING MARKS PONTIACS

Torpedo styling and the deeper engineering changes which it manifests is back again in even more striking form in the 1941 Pontiacs, which may be seen in the show-rooms of Ned DeCoff, Twin Falls distributor, in the Lionel Dean building.

Appearance is not the only goal of torpedo styling, however, as a glance "beneath the body" shows hidden features of interest to every car buyer.

Pontiac's rigid bridge-type frames had to be redesigned to make a solid foundation for the bigger, wider torpedo bodies. The double-drop, four-way chiller construction was retained, but the frames were lengthened and widened and extra strength added to support the new bodies in accordance with the best proven construction principles.

Greater Comfort

This type of styling, by embracing the proven aspects of aero-dynamics, makes for an exceptionally easy-riding car through greater speed. The projective-type bodies provide more room, also.

The 1941 Pontiac has two chassis, one for the de luxe torpedo series with a wheelbase of 119 inches, the other for the streamliner and the custom torpedo line, with a wheelbase of 122 inches. In both chassis, the six and eight engines are interchangeable.

Embodying the Pontiac characteristics of stamina and long life are its numerous distinctive mechanical features. Shock absorbers, knee-action that levels out the roughest roads is offered, as are the front stabilizer bar and master true-arc safety steering to add to driving enjoyment. Then there is the quiet, economical L-head engine that gives long trouble-free service. Semi-automatic shift gear control and pedal control are other features. Those riding in the new models will find that hydraulic cushion rear levers duplex rear springing make long trips seem like short ones.

A new massive bumper forms an integral part of Pontiac's front end beauty. Gracefully rounded, this bumper extends to the fenders rather than a part on the car. A central incident space carries the front license plate.

Harmony of Line

Complete harmony of line is achieved throughout the car by complete encircling of door and window openings with a new chrome moulding. Headlamps, with set-in front fenders and concealed running boards are provided, except in the torpedo series, with the conventional type is optional.

Pontiac rear views are equally as modern and arresting as the front. The bumper extends to the rear, a massive bumper with a stone shield gives the appearance of being part of the car. A chrome moulding outlines the slanting rear window. Generous luggage space is provided in all models.

A feature of all Pontiacs for 1941 is the nicely balanced and convenient instrument panel. On the curly maple finish panel, all instruments and switches are grouped at the left directly ahead of the driver. The instrument and ignition key light switch has been moved to a convenient position above the instrument cluster. To the right is an electric clock, standard on Super-Streamliner and custom torpedo models, but offered as an accessory on all other models.

Wide Choices Offered

In the new de luxe torpedo series and eight, Pontiac offers a wide choice of body types for prospective buyers. Five handsome selections are offered—the four-door sedan, two-door sedan, business coupe, sedan coupe and convertible sedan coupe.

Performance of the de luxe torpedoes parallels their beauty and luxury, as higher top speed, greater power and faster getaway are notable advantages.

Finally, Pontiac is equipped with multi-seal self-energizing hydraulic brakes with new type long-life brake linings and new all-steel drums with nickel-alloy brake surface.

Two and one-half tons of good seasoned oak logs, regarded as a fuel, equal one ton of coal.



Bertha El Campbell presents Miss Georgia Burgess, left, in a popular thirteen-year-old university sport dress of black and white check wool with red corduroy jacket, red "any way" felt hat and patent leather football purse. With her is Miss Eva Reyes in a Rothmoor coat of dark green neoprene trimmed with beaver fur and featuring a large fur pocket. Her Gage hat is in brown and the Morris Man Reilly bag in the same shade. Brown shoes. (Times-News Photo and Engraving.)

Men Good Judges of Hats, Says Designer

BY MARIAN YOUNG

NEW YORK—The older woman who wants to appear smart and well-dressed should choose a hat which sets her off—not one which buries her own personality and appearance under an exaggerated amount of frill and extravagance.

This advice comes from Germaine Montabert, who specializes in designing hats for the discerning women of mature years.

"Men are absolutely right in the stand they have taken against wild and overdone hats," Madame Montabert goes on. "What is amusing and acceptable in a young thing often is simply ridiculous on her mother. Nine times out of ten, the hat her husband likes is the one that is really most becoming to the typical American matron."

Became a Specialist

Madame Montabert started specializing in designing hats for the fifty-year-old woman, because she felt at the time that this age group had been neglected, from the fashion point of view, in the popular worship of youth by Americans.

"Youth is wonderful, of course. But the real leaders of American life and fashion are mature women. So I continue to try to give these older leaders of social life and business the hats they are chic but not wacky, dignified but not dull—in other words, smart is the best sense of the word."

Madame Montabert points out that it is impossible to make a hard and fast list of do's and don'ts regarding hats for any age group. Naturally, each individual face must be suited. However, some of her generalities are interesting, and should be helpful.

"The woman with a full face needs a hat with width," Madame Montabert begins. "A woman who wears eye glasses can wear a hat with a veil only if the veil is placed so that the glasses do not get in its way—which is a hat trick in itself. Simple Models Always Good

"The thin women need a hat that will give her height and importance. A woman with a thin, pointed face never should wear too high crown or too close-fitting a hat. Turbans and hats with small feathery details are ideal for the thin-faced, however."

"Certain kinds of hats—tricornes, turbans and classic-brimmed models—can be designed to fit every type of face. These are reliable standards, any one of which, in the hands of a good designer, can be made to suit any face."

Madame Montabert's final words of wisdom on the subject of hats for the mature are:

"You should be able to wear any hat you buy with confidence for a long time. It's better to own one fine hat with character and backbone in which you feel exactly right than to get several little inexpensive numbers, not one of which really gives you confidence. You don't need a new and different looking hat every few weeks. Buy a good hat of fine lines and excellent material and wear it gladly for months."



To frame the face of the typical young American matron, Germaine Montabert has created this felt cloche, embellished with small felt flowers and finished with three felt loops at the back.

PLYMOUTH GIVE LUXURY, POWER

Officials of the Balch Motor company, DeSoto and Plymouth dealers, today said they took the "greatest pleasure" in offering to the motorist the 1941 Plymouth cars, featuring luxurious new interiors as well as many other innovations.

"Get more luxury this year," Manager Henry Balch said. "Get the amazing new comfort Plymouth now gives. To sink luxuriously into the big, deep cushions is a revelation in what low price can now buy. Run your hand over the soft, rich upholstery tells you that this is quality, new and better value for your money."

More Powerful

New high torque performance is announced in the 1941 Plymouth. Increased horsepower and speed are grouped at the left directly ahead of the driver. The instrument and ignition key light switch has been moved to a convenient position above the instrument cluster. To the right is an electric clock, standard on Super-Streamliner and custom torpedo models, but offered as an accessory on all other models.

Wide Choices Offered

In the new de luxe torpedo series and eight, Pontiac offers a wide choice of body types for prospective buyers. Five handsome selections are offered—the four-door sedan, two-door sedan, business coupe, sedan coupe and convertible sedan coupe.

Performance of the de luxe torpedoes parallels their beauty and luxury, as higher top speed, greater power and faster getaway are notable advantages.

Finally, Pontiac is equipped with multi-seal self-energizing hydraulic brakes with new type long-life brake linings and new all-steel drums with nickel-alloy brake surface.

Two and one-half tons of good seasoned oak logs, regarded as a fuel, equal one ton of coal.

New body sealing protects against drafts, officials of the Balch Motor company declare.

Long Motor Life

The official likewise declared that Plymouth gives the economies and long life benefits of superfinished four-ring light-weight aluminum pistons. Oil filter is on all models, and new tapered-face oil ring. Valved oil bath air cleaner. Also found are precision types, super-finished hydraulic brakes, and a new safety rim which helps to prevent tire "throwing" in the event of a blowout. The safety steel body is also featured at are other safety features that have won for Plymouth past awards for outstanding safety design.

"New value, performance, comfort, roominess, economy, long life and safety—all these great owner benefits make Plymouth the 'one' for 1941," one official of the Balch Motor company said.

These new Plymouth cars are now on display at the Balch Motor company and public inspection, at no obligation, is invited.

The DeSoto, larger of the two lines handled by the Balch concern, is said to be a "dream of luxury" this year. Full details, however, have not yet been received although it is known the 1941 line will offer remarkable advancements in comfort, riding ease and economical power.

A recently developed aid for invalids is a motorized chair, which is reported to be ready to operate. The chair is powered with a two-horsepower engine, runs 100 miles on a gallon of gas and travels 20 miles an hour.

Alaska first was known in central and southern Asia, and was introduced in the United States from Chile in 1854.

First Lady of Fashion



"Made-in-America" clothes form Mrs. Franklin D. Roosevelt's new fall and winter wardrobe. Here's her dinner gown of black velvet in the new straight silhouette. It has broad shoulders, with jewel-embroidered revers.



This is one of two hats just selected by Mrs. Roosevelt to wear with her new afternoon street suit. It is of wine-colored town felt, with six feather wings. She's pictured wearing it at the new American Crestlers' gallery of Arnold Constable, New York.

Lincoln-Zephyr Sedan Displayed



The 1941 Lincoln-Zephyr sedan, displayed now at the Union Motor company in Twin Falls, is pictured above. Aside from the Lincoln-Zephyr the Union Motor company also deals in Ford and Mercury cars.

MOTOR MAKERS DESCRIBE WORK

DETROIT—With the motor vehicle makers busy tackling manufacture of equipment for national defense, the Automobile Manufacturers association today called attention, in a special booklet, to the fact that the same fundamental requirements apply to mass-production of defense items and of cars and trucks.

The book, titled What It Takes, stresses "time, planning and specialization" as the key factors contributing to America's tremendous production capacity, and illustrates this theme in a step-by-step description of the work involved in automobile production.

Plants Specialized

Before a new car model can be placed on the assembly line and the daily flood of production can begin, often a year or more of intensive preliminary work must be engaged in, the book explains.

A foreword written by Alvan Macaulay, veteran automobile manufacturer and president of the association, points out that, in mass production, plants and equipment are specialized to single functions.

"Whatever the nature of the work," says Mr. Macaulay, "months of careful study, and engineering by into perfecting final blueprints for the new products. Only then can the needed tools and machinery be determined and ordered. Likewise, procurement and processing of materials, rearrangement or reconstruction of plant facilities, and establishment of production techniques all must wait completion of this earlier work."

Story of Manufacturing

"We believe clear understanding of these essentials will greatly aid attainment of the defense objectives and will strengthen national unity in this period."

Starting with experimental engineering work on engines and other

mechanical parts, What It Takes leads through development of body design, selection of new machinery, creation of dies for stamping metal parts, lineup of sources for parts and raw materials, and finally the annual rearrangement of plant facilities at "change-over" time. The minute attention to detail in all these stages, the story develops, is what make possible the start of new production after only two to six weeks of plant shut-down.

From that point on, an equally elaborate system of plant synchronization—careful scheduling and timing of production of more than 15,000 separate components of the car—make possible the one-minute rate of production on final assembly lines, an output which at the height of the season yields, from the industry as a whole, a daily output of 20,000 automobiles.

Forty-three of the mountains in North Carolina are more than 6,000 feet high.

FURS

The Most Important Part of Your Fall and Winter Wardrobe!

Visit Us for the Most Complete Selection of Luxurious Fur Coats in Magic Valley!

Rely Upon a Furrier Whose Business Is ONLY FURS for your Fur Coat!

WE CONCENTRATE ON FURS ONLY!

Have Your Present Fur Coat Remodeled or Repaired . . . Cleaned—Glazed THE FURRIERS METHOD by the ONLY FURRIER IN TWIN FALLS!

THE FUR SHOP

Phone 413 Next to Orpheum

AMERICA'S FIRST CHOICE FOR '41



AGAIN FOR '41 it's the brilliant new Studebaker that excel in gas saving, style and beauty. See three new Studebakers in three different price ranges all equalling or exceeding the gas saving displayed in this year's Gilmore-Yosemite Economy Sweepstakes.

Come in now and go for a trial drive. Ask one of the many Twin Falls Studebaker owners about durability and economy . . . then you'll be convinced of our claims for Studebaker in '41.

Twin Falls' Streets
FRIDAY — 7:30 P. M.
SEPTEMBER 27

New modes and motors for the coming season!

Then inspect the 1941 Studebaker in Detail at

TWIN FALLS MOTOR-McVEY'S

The "Red Skins" are here

Heep big new shoe color. Heep big new shoe for fall ROBLEE RED SKINS! Copper red, Indian red Warm as a campfire glow Smart as the New West in Hollywood!

\$5.00 to \$6.50

If you want to be first with the newest in shoes

BETTER SEE

Roblee SHOES FOR MRS.

Hudson-Clark

THREE FULLY ONLY SHOE STORE

Be Well Dressed In A ROTHMOOR SUIT OR COAT This Fall

Rothmoors are decidedly different. They are high grade but reasonable in price.

"UNIVERSITY FROCKS" Original designs in the teen age sizes.

"GRACEFUL LADY" Stylish dresses for the larger lady in out sizes

"JUDY JUNIORS" For the growing miss in sizes 9 - 11 - 13 and 15

"RO-LYNN" Smarter styles for children for less money

"MOJUD HOSIERY" For sheer loveliness in ladies' hosiery

BERTHA CAMPBELL'S STORE

131 Main Ave. East

New Automobiles Combine Economy, Style and Safety

Big, Streamlined Cars on Display For Fall Opening

Awaiting this year's fall opening throngs are 1941 automobiles engineered for speed, economy, and safety to please the most demanding, styled to delight the eye and equipped with vital safety features.

First to attract the observer as he or she approaches the new models in Twin Falls showrooms is the impression of massiveness which has been combined with subtle streamlining that is an integral part of the machines, rather than mere outward appearance. Supplanting the earlier trend toward narrow, forward-sweeping grille lines that add to the feeling of surge and power; while tapering bodies add the element of speed to that of power.

Lines Distinctive
Ornate lines that seem to reach out toward the bumper, carry out the general trend toward removing the impression that bumpers are separate pieces and that they are instead functional parts of the car. Likewise the running boards and fenders have been moulded into the body design so that they appear to be mere additions to the machine. Running boards continue to be narrow, while still providing assistance in entering and leaving the car.

Recessed headlights, by blending into fenders that appear to lean out ahead, do their share in giving new models a road-hungry appearance. The relatively new sealed-beam type of headlights, after proving their worth for a period of actual service, is now incorporated in the design of 1941 as a significant safety factor.

Enlarge Windshields
Realizing the truth of the old saying, "Never drive where you can't see," automotive engineers have added materially to the surface covered by windshields, so that a maximum of visibility is provided for the driver. As a sequel to this improvement, rear windows have also been increased materially in size to offer drivers a more accurate picture of what is behind him.

Continuing the trend toward safety is continued emphasis on more potent brakes to match the "stopability" of the "goability" provided by powerful motors. Introduced by one line is a wheel device that prevents loss of a tire in event of a blowout.

Improved body construction for new strength and sturdiness are a major feature of the latest models, while all-steel tops have been perfected to eliminate "drumming" which formerly occurred at high speeds.

Simplified driving by elimination of gear shifting is receiving emphasis in several 1941 models. In others gear shifting is accomplished by a flick of the finger, with shifting devices located high on steering posts. Emergency or parking brakes are built close to the driver for operation ease.

Instrument panels reflect the effort to achieve simplicity with completeness, for contents of dashboards are reduced to a minimum for two reasons — to eliminate confusion and to increase safety. They now present merely a smooth surface in tasteful and natural color blends, and operation devices are recessed or built flush with the surface to provide greatest possible protection for occupants.

Junior Deb's Fashion



This junior deb fashion in red and black, trimmed with black fox, from Eric G. Hale's Apparel shop, is modeled by Miss Pauline Athey. The red bows on her black suede shoes complement the felt bow on her black shirred, off-the-face hat and her black suede gloves and black suede Grayceline bag complete the costume.

(New-Times Photo-Engraving)

SIZE AND LUXURY MARK FORD LINE

Three well known and respected automobiles—Ford, Mercury and Lincoln-Zephyr for 1941—are on display now or will be by Friday at the showrooms of the Union Motor company in Twin Falls. It was pointed out this afternoon by Grant Padgett.

It would take a good sized book to tell of the new advantages, appointments and styles to be found in these three motor cars but briefly, each "tracks up" about as follows:

Lincoln-Zephyr: Marked improvements in road stability and riding ease stand out as performance highlights of the Lincoln cars for 1941 now on display at the Union Motor company. The new line offered in three freshly-styled series, gives added coverage of the fine car market, officials declare.

Further Advances

The popular, medium-sized Lincoln-Zephyr, which has continued to pace the field of modern motor car design ever since its introduction late in 1935, presents further advancements which are expected to add substantially to the more than 100,000 units now on the road. Lincoln-Zephyr body choices include four types—the sedan, coupe, club coupe and the convertible club coupe. All are available, on special order, with custom interior treatment which includes hardware and fittings of pale gold and several options in shadow-line upholstery.

High performance characteristics, of course, distinguish the entire Lincoln line, officials point out. All are powered with the 12-cylinder V-type Lincoln engine with reserves of power that promote sure and effortless driving.

Attractive Panels

The new instrument panels are of exceedingly attractive design. Speedometer and gauge groups are centered in front of the driver, with engine controls at either side.

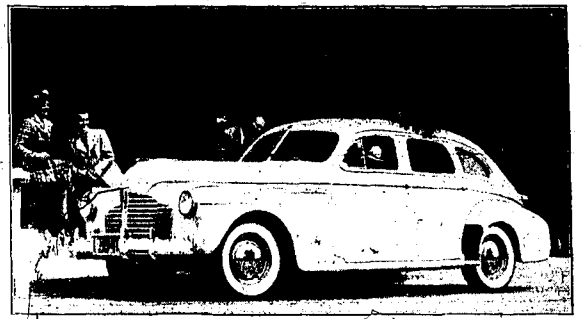
The two-spoke steering wheel carries a handy new horn ring. A new hood lock, controlled from the panel, prevents engine tampering when the car is locked.

At door interiors are provided with flush-style pushbutton inches which in the Lincoln Continentals are employed on the door exteriors as well, thus dispensing entirely with door handles.

Ford Larger

The 1941 Ford: Officials point out that the new V-8 engine adequately defines the 1941 Ford car. There is new massive beauty, new interior styling, new power throughout, new vision all around, new fast acceleration, new strong rigid frame,

Beauty, Power Mark 1941 Buick



Pictured above is the four-door sedan model of the popular priced series "49" line of the new 1941 Buicks, which have undergone complete transformation and now present a profile making a bold faired line from the front and clear down to the tail. Altogether there are 22 models in the new Buick line. The local Buick dealer is the Browning Auto company.

new longer wheelbase, new longer springs, new soft slower-action springs, new seat cushions and new rigid stabilizer.

In the new Ford the wheelbase has been increased to 114 inches, the springbase to 125 inches and the overall length to 194.34 inches in the sedan.

There will be a stir when motorists see how the Ford is big in head room, leg room, luggage capacity. It's hard to believe that a car so big and so beautiful could sell at the price of the new Ford.

The Fords go on display at the Union Motor place Sept. 27 and the public is invited to inspect the machines which will be shown.

New Ideas in Mercury

The 1941 Mercury: The Union Motor officials declare that new ideas won fame for Mercury cars of other years and add, the 1941 Mercury has still more new ideas.

The most outstanding feature of the Mercury, now on display here, is the fact that it combines all big car luxuries—size, power, comfort and performance—with extraordinary economy of operation. Owners, Mr. Padgett says, frequently report 20 miles per gallon of gasoline and better, in all kinds of driving.

The Mercury has the only V-8 engine in the lower medium priced field. New gear ratios in low and second gears give greater zip and get-away. The wheelbase is longer as is the springbase and the overall length. Big new tires are on each machine and luggage compart-

ments are concealed beneath smoothly sweeping rear deck with room for a family's luggage. The compartment is lighted and furnished with a floor mat.

There are six body types—the town sedan, the sedan, the sedan-coupe, the coupe, the coupe with auxiliary seats, the club convertible and the station wagon, the latter with seat arrangements for three, five, six or eight passengers.

Nearly three centuries later came the westward movement in the United States and these same routes, because they followed the same paths of least resistance—literally—became the Indian trails and paths made by the buffalo herds.

Nearly three centuries later came the westward movement in the United States and these same routes, because they followed the same paths of least resistance—literally—became the Indian trails and paths made by the buffalo herds.

Finally the steel bands of the railroads were laid down across the desert country of the southwest and when the builders came to the mountain ranges, they, too, found that the buffalo had found the easiest route. Highways and tracks now follow in many instances, the routes laid out by the bison, and traversed by the Indians, explorers, trappers and pioneers.

BRIGHT CHROMIUM
Chromium fittings will keep bright indefinitely if they are washed each day with soap and water, then rinsed and dried with a soft clean cloth. If other cleaning is necessary, go over them with a cloth saturated with crude oil, then wash and polish dry.

MIGHTY FOSSIL CALLED UNIQUE

DENVER—Colorado residents who constantly hear talk of drought and its resultant crop failures are looking these days at proof that this area was once extremely damp.

Of course, nobody remembers back that far, but there is a rather grisly testimonial at the Colorado Museum of Natural History that proves what science says.

For the last 10 months Philip Reinheimer, chief preparator of the museum, has been putting together the bones of the extinct Pleistocene, a monster that inhabited Colorado in the neighborhood of 100 million years ago.

The Pleistocene's respiratory apparatus indicates that it traveled exclusively under water, thereby furnishing proof that the state probably was "briny" then.

Approximately 5,000 persons went to the museum to attend the unveiling of the pre-historic tooth. The skeleton is 40 feet long and resembles very much a hogback mountain range which has the bottom cut out from under it. The bones weigh 1,400 pounds, Rein-

heimer said, and when adorned with muscles, fat and epidermis it probably tipped the beam at about three tons. Sixty-two of the 114 vertebrae are in the neck, indicating that the Pleistocene's fighter had a good view of its surroundings at all times.

Reinheimer, very proud of his newest construction, said the specimen was found in the flatlands of southeastern Colorado, "now one of the driest areas in the nation. The entire skeleton was in place and complete.

FIRST FALL SHOWING

Tru-Pointe

BY SELBY

STYLED IN *Elegant Simplicity*

Our new Fall Tru-Pointe Shoes have arrived. Never have we seen lovelier styles... all designed with elegant simplicity. New trims... new silhouettes... new materials and combinations. You'll love them, and you'll be grateful for their ingenious "Cradle Cup" heel that holds your foot in beautiful balance. Come in and see the new styles today.

\$8.95 to \$9.75

SEEK... "The World's Greatest Place in Women's Shoes"

Hudson-Clark

Three Great NEW LINCOLNS for 1941

WITH THE THRILLING NEW GLIDER RIDE

WANT YOU TO CONSIDER THIS personal invitation to view one of 1941's loveliest motor creations—the new Lincoln for 1941. They're on display in our showrooms now awaiting your inspection! It's truly a new and different kind of car!

Truly a new and different kind of car... with plenty of "get-up-and-go" in our popular body style.

LINCOLN ALSO PRESENTS FOR 1941 THE NEW LINCOLN CONTINENTAL CABRIOLET AND COUPE, AND THE NEW LINCOLN CUSTOM SEDAN AND LIMOUSINE

UNION MOTOR CO

OLDS PRESENTS SIX NEW SERIES

Presenting the widest variety ever offered in the 43-year history of the company, Oldsmobile this week launched its 1941 season with appearance of six new series—three sixes and three eights. Now on display at the Chaney Motor company, in its new location in the former Browning Auto company building on Main avenue east, are sleek, aristocratic Olds models.

According to O. E. Chaney, owner and manager, Oldsmobile's "clutch-hydraulic" drive, that eliminates clutch, clutch pedal and shifts gears automatically, is again optional, at extra cost, on all models, and due to enlarged production facilities, promises to gain in popularity for 1941. Increased room and comfort, greater engine power, striking new body designs and scores of detailed improvements all bear witness to the progress that carried 1940 sales to the highest mark in company history.

In the low-priced field, the special series replaces the '39 models. Wheelbase has been extended to 119 inches, and horsepower of the six-cylinder model upped to 100 from 85. New is the new eight-cylinder special series, 110 horsepower.

Cruiser Series

In the popular-price field, the '39 series of last year has for successor the dynamic cruiser series. Last year's custom eight cruiser, with front seat five feet wide, proved the most popular eight Oldsmobile ever built. This year, the custom cruisers appear with refinements, and with option of either eight or six-cylinders.

Because it relieves the driver of shifting gears and pressing a clutch, Oldsmobile's hydraulic drive continues as a point of public interest in 1941. It consists of a combination of liquid coupling and fully automatic transmission, and it simplifies driving to starting, steering and stopping.

Hydra-matic sales in 1940 were limited only by production, and a vast number of unfilled orders were carried over. Manufacturing facilities have been increased, however, so that last year's output of 25,000 may be multiplied several times in 1941.

Common to all 1941 Oldsmobiles is front end design resembling that of 1940, but which is rendered more effective by heavier chrome bars and grille work.

Contributing to appearance of the new Oldsmobile is the fender design, the "wing-type," found on all models. The fenders blend into the body itself. Bumpers have been made an integral part of the car design.

New Cars Bigger

The new cars are decisively bigger. The special series has been increased in over-all length six inches over the '39 series which preceded it. Not only has the dynamic cruiser series been brought up to equal the 125 inch wheelbase length of the custom cruisers, but interior dimensions have been increased over the '39 series of last year. The club sedan is 11 inches longer in interior dimensions than the 1940 club coupe which it re-

Style for the Men



Walter Craig models a Kuppenheimer three-button drap model in green with a harmonizing wired topcoat, a Stetson hat, Florsheim shoes and an Arrow shirt from the Idaho Department store's men's department. (Times-News Photo-Engraving)

places, and the front seat is 11 inches wider.

Doors are wider on the special and dynamic series, and all rear doors are hinged at the front. They are equipped with door checks that prevent them from closing when the car is parked on a slant.

An automatic switch on both front doors turns on the dome light when either door is opened, and turns it off when the door is closed.

A new dash design has a background of American walnut finish in the special series and Bayou wood in the other series. Attractive grouping of instrument dials has been attained, and horizontal bars of chrome conceal the radio installation. Upholstery provides a wide number of options in material and the type of spring construction employed in the seats affords maximum comfort.

All important mechanical improvements introduced by Oldsmobile in recent years are present in the 1941 models with varying refinements. The "rhythmic ride" with quad-poll springing and four-way stabilization, is improved by

adoption of parallel cylinder type shock absorbers at rear. Dual center-control steering is employed again for 1941. Gear shifting is made easy by the hand-shift lever beneath the wheel and classless synchro-mesh gear design in the transmission. Super-hydraulic brakes are provided.

Many Refinements

Oldsmobile quality is not "skin deep" as, for example, the tangle of wires sometimes found beneath dashboards has been replaced with a neat plug type connection. An insulator has been added to the carburetor which improves hot weather performance and prevents stalling. Dual horns have been moved in front of the radiator and directly behind the radiator grille where their sound is more audible ahead and less audible to passengers in the car. Firmer mounting for the gas tank has been achieved by attaching it to the under side of the body. A drain has been incorporated in the cylinder head to prevent water from accumulating around the spark plugs.

Attracting special interest is a

new heating and ventilating system developed by Oldsmobile and known as "condition-air." Air taken in through the cowl ventilator passes through special filters that remove dust and prevent moisture from entering. In winter, the incoming filtered fresh air is warmed to any desired degree by varying the volume of hot water in coils through which it passes. A fan forces the warmed air throughout the car and to special defroster vents.

Sealed beam safety headlamps, introduced last year for the first time, are again employed in 1941. A wide range of color options is presented for 1941—ambassador red, capri blue, celo blue, Miami sand, falcon gray, dusty gray, reinraw green, bengal brown and black. Two-tone color options are also available.

HAT OVER EAR

You'll like hats over your ears. Some come over just the tops of ears; others, usually turbans, come down right over the whole ear, and cover the back of the head as well.

Only plums that will dry without fermenting are used in making prunes.

Folsom on Staff For Union Motor

L. W. Folsom, Twin Falls, has joined the sales force of the Union Motor company here. It was announced today by Grant Fagdet, company owner.

Until recently, Mr. Folsom was field representative for the NYA with headquarters in Twin Falls. He held that position for three years and prior to that time for two years held a similar position at Nampa.

A former coach and athletic director, Folsom coached the 1938 swimming team for Twin Falls.

Black Still Leads Despite Gay Colors

Lines change, colors come and go. You base your wardrobe on brown, on green or navy. You still want a few black things, none the less, because they have a different atmosphere. A formality and dignity that no color has.

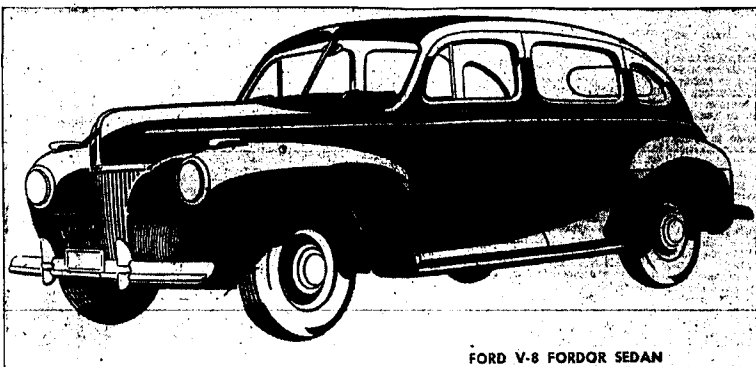
At least one dress, and accessories to go with it are necessary in black if you lead the life of a busy woman, especially in Twin Falls.

1941 Studebaker Champion Takes a Bow



Local motorists were given their first peek at the new 1941 Studebaker Champion two-door club sedan this week. The new edition of the car that has successfully crashed the lowest price field, is larger, has more room, boasts of a more powerful engine, and yet retains the economy of operation that made it a sweepstakes winner in the 1940 Oldsmobile-Yosemite economy run with an average of 29.19 miles per gallon. The design is by Raymond Loewy.

When You Know The Facts, You'll Want The Greatest Buy For '41— A Ford!



FORD V-8 FORDOR SEDAN

Look! Here's what's happened to The FORD For '41

You're accustomed to a steady growth in automobile value. You expect it, and count on it. But in some years, and in some cars, it takes a BIG leap forward. 1941 is such a year for Ford! The New Ford cars for 1941 represent the most remarkable advance in years. In 1941 your new car purchase can be based on hard, cold facts—and when you get the facts, you'll want a Ford. This year, more than ever, THE FACTS FAVOR THE FORD! Look! Here's what's happened to the FORD for 1941:

★ New Size

The wheelbase has been increased to 114 inches. The spring base has been increased to 125 inches. And the overall length increased to 194.24 inches.

★ Massive Beauty

Beautiful new lines with semi-concealed running boards. New three-piece front fenders streamlined in 1941's greatest style!

★ New Bodies

There's an entirely new massive appearance in 1941 Ford bodies. The overall width has been increased to almost 74 inches!

★ Wider Seats

And the new width has given you wider, roomier seats in your 1941 Ford. Now there's more than ample room for three passengers.

★ Bright New Interiors

Rich new color interiors make interiors bright and inviting. Striking new instrument panels in gray plastic and wood-grain finish.

★ A New "Boulevard" Ride

Fundamental changes in design gives a new "glide" to the Ford for 1941. The gliding, easy ride you'll experience is another tangible fact for Ford.

★ New Springs and Stabilizer

New springs blanket out shocks—slow down rough riding. Mechanical improvements mark Ford leader again in a new automotive year!

★ New Seating Comfort

Thick resilient rubberized pads added to the customary padding brings a new comfort to your 1941 Ford. You'll like the "floating edge" feature, too!

★ New Vision All Around

Ford's a safer car for '41, too! A big curved rear window gives ample vision with the total glass area nearly 6 square feet in Sedan!

★ New Faster Acceleration

And the famous Ford V-8 engine—outstanding in the field for its performance now gives faster get-away by new transmission ratios for first and second gears.

Check these and other Exclusive Features for Ford Facts

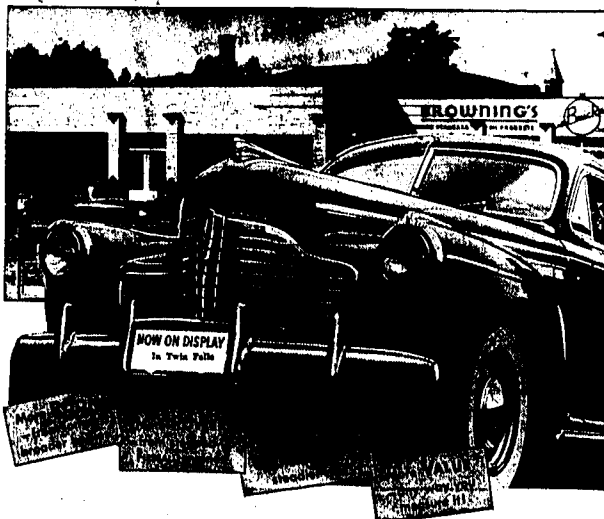
UNION MOTOR CO.

TWIN FALLS

Jerome Motor Co.

JEROME

It's the "FIRE-BALL" BUICK this year!



See this new Buick in its new Twin Falls home... Browning's

We feel that Buick for '41 is the Finest They've ever done. Buick has taken the greatest all-time car and steadily and carefully brought it forward to a perfection of action, ease, goodness beyond anything ever offered under the Buick name.

Ask especially about the microphone-balanced FIREBALL engines. FIREBALL is the 1941 furtherance of Buick's Dynaflex design and kinship of all the features that make Buick the sensation of the new automobile year.

MILES J. BROWNING Inc.

Twin Falls

BUICK TO OFFER FIVE NEW LINES

Five new lines of motor cars embodying such advanced features as compound carburetion, new aerodynamic bodies and engines developing 118, 123 and 165 horsepower, have been introduced in the 1941 model Buicks. It was announced this afternoon by officials of the Browning Auto company, local Buick dealers.

The new cars, officials pointed out, represent outstanding improvements. They have been completely restyled with an entire new design of bodies on the series 40 special, series 50 coupe and series 20 limited cars, and new modernized treatment of radiator grilles, hood and front end sheet metal.

Covers Price Range
The Buick for 1941 covers the price range from the lower medium price field, under \$1,000, to the deluxe passenger car field in the upper price brackets for which an entire new line of Buick series 90 limited cars has been developed this year, Browning officials point out.

Throughout the range, it was pointed out, the new models bear a distinctive style treatment which readily identifies them on the highway and which is symbolic of sturdy construction and the spirited performance of which the new cars are capable.

Among outstanding developments in the new models are the new Buick engines which have unusually high compression ratios making them available for the use of the new high octane fuels now developed for the commercial market. The engines in the "street" design, having dome shaped pistons and combustion chamber contour that compresses the fuel into the shape of a flattened ball, directly across the spark plug, providing maximum combustion efficiency without detonation or ping, Browning officials state.

At the same time, compound carburetion, involving the use of two carburetors per engine, with a resulting step-up in horsepower, yet a marked improvement in fuel economy, has been developed and used by Buick engineers for the 1941 cars.

Broader Range Body
In the new styling, Buick engineers and designers, in cooperation with General Motors stylists, have given broader range and greater utility to the "roadster" type body introduced by Buick last year. Unusually wide, with five feet of shoulder room in the front seats, the car has full streamlines from the graceful hood to the rear of the tapered tail. They take full advantage of the rear drop design, and a new, simplified aerodynamic streamlined back of unusual attractiveness.

The new cars are fleet looking and graceful, with smooth contour and scientific placing of windows and panels necessary to provide the utmost in both appearance and utility. Rear fenders have new long and sweeping styling and hug the body closely, appearing to be integral with the body structure. Direction signals of the automatic turn-off type are incorporated in the tail light and fender lamps, actuated by a lever control switch mounted under the steering wheel.

An important feature of the new Buick design is the one-piece hood which opens from either side, hinging from the opposite side. This construction lowers the hood line and eliminates the conventional "eye-bug" at the top of the hood. Hinges are designed as a part of the chrome hood trim, and are flush with that ornamental device.

Front Improvements
Improvements in the front suspension of all series have been made with a view to improving further riding qualities, ease of handling and safety of the new cars, as well as the life of the various parts. New ball bearing worn and nut type steering gears have been developed for the new models in this gear the ordinary thread is replaced by a continuous stream of steel balls which reduce wear and increase the mileage between adjustments.

According to Buick engineers, more than 100 new features and detailed changes are listed in the specifications of the new cars, representing a wide variety of improvements and refinements.

The new Buick line consists of 22 body types, including the new series 90 limited custom built bodies, among which are eight sedan models, three six-passenger sedans, five business and sport coupes, four convertible models and an estate wagon.

All 1941 Buicks, Browning officials here state, will be offered in wide selections of two-tone color combinations with light selections at no extra cost.

According to a survey recently made, more than half of the car mileage traveled by persons in representative 25 states is used on business.

For Town or Streetwear



The school house red pin corduroy with metallic trim, slipped up the front, matching red version of the best with black feather, black suede shoes trimmed in patent, black purse and red gloves are worn by Mrs. Betty Winterholler. Her companion at the right, Miss Betty Pumphrey is wearing a new green virgin wool dress trimmed with brown leather covered buttons and ornament, an off-the-face brown felt hat with brown leather accessories. Their costumes were selected from the ready-to-wear department of a New England store. (News-Times Photo-Engraving)

Car Makers Have Eye on The Ladies in '41 Models

"If this car matched the color of my dress, I'd buy it," said a woman in Twin Falls to a salesman at a local concern, pointing to a shiny new model in brown. Her dress was a deep red.

The salesman did some fast thinking, called a paint shop and sold the car. He was happy and so was the woman.

One hears about such happenings, but seldom thinks of them occurring in his own back yard. It's just one of the ways in which new automobiles are designed to meet the requirements of the woman purchaser.

Women Important
Although the mechanical side of an automobile is the important thing, manufacturers are more and more designing comfort and little conveniences into their models to attract the women—for more women are buying or having their say about buying the cars today.

Two-toned upholstery in a wide variety of colors is rapidly gaining popularity. The women like it because more often than not, that background does a beautiful job of "setting off" her costume.

In another model, a "louch of the button"—when you're inside the car—opens the car door as by magic. . . and a flick of the wrist moves a safety catch button to lock the door from the inside. When there are small children riding in the auto, locked doors mean no more worries about them accidentally opening the door and rolling out onto the pavement.

New Styles
Just as women have new styles, new colors, just about new "everything" in clothes every time the season changes, so the color, interior design and color, instrument panel and upholstery are the new automobiles is new.

Dorian blue, Paradise blue green, Spoke green, Rockingham tan, Lock-haven green, Cayuga blue, Madala maroon, Palladae gray and Harbor gray are a few of the new colors to be found in the automobile world this fall. Black remains to be almost the only color that has remained the same as last year!

"A steering wheel in Rosemont beige plastic or gray slim grain finish with casino blue skopie insert" . . . sound good to any fashionable woman! And add a new horn ring, rubber-cushioned seats that are chair-height, more visibility in front and behind, a dome light that automatically flashes on when the door is opened, doors that will stay open after they are open-

STUDEBAKER HAS 'SURPRISE FOR '41

The Studebaker Champion for 1941, often termed "America's smartest lowest priced car," is now on display at the showrooms of the Twin Falls Motor company, which recently opened in a new home in the 200 block of Main avenue west.

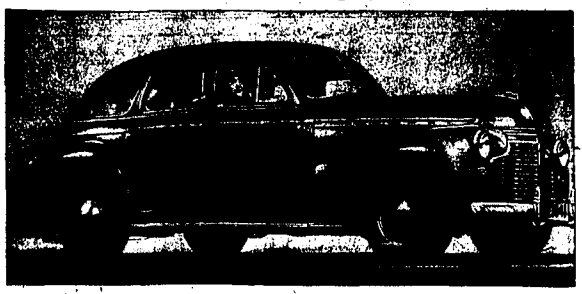
Tom Davis, owner and manager of the Twin Falls Motor company, said that "for style and size the big surprise in the lowest price field is the new 1941 Studebaker.

Bigger Cars
He pointed out that the new cars are longer, wider, lower and roomier. Few appointments are numerous. Doors shake tight instead of loose because of the unique rotary door latches that are standard equipment. Front seat ash tray receiver is conveniently situated in the instrument board within easy reach of the driver in all the 1941 models.

Front door ventilating vanes deflect rain and snow while the rear half of the front window is securely closed. Mr. Davis points out that you can quickly clear the car of smoke or stale air by partly opening three open-draft vanes. The rear decks are beautifully windstream-lined and smartly embellished with torpedo-shaped Studebaker medallion. A built-in gravel deflector stretches clear across the car under the broad rear deck.

Safety Increased
Low center of gravity and balanced design insure additional safety. The new Champion is eight and one-

New 1941 Chevrolet Displayed Here



Above is a picture of the new 1941 Chevrolet which is handled in Twin Falls by the Glen G. Jenkins Chevrolet company of Twin Falls. The new line is on display at the present time. The car shown above is the special de luxe sport sedan.

quarter inches wider from side to side than from top to bottom. In fact, Mr. Davis declares, this new Champion can be tilted to a 57 1/2 degree angle without upsetting.

Officials point out that the ride in a Champion is the most restful ever offered in a lower priced car. New advances in Studebaker's comfort engineering give the motorist a new kind of restful cradled, between the axles ride. Even invalids and elderly persons can travel for long distances without fatigue.

ments velvet-smooth, the local dealer points out. Sealed-beam headlights give 50 per cent more light at night than old-type headlights. The reflector stays permanently bright. To switch instantly defrosts beam for road-edge lighting when passing.

Larger Lines
In addition to the Studebaker Champion, the Twin Falls Motor company also handles the "big" President '41 and the Commander, the big '41.

As to the Commander and President models, both are being offered in slipstream body styles, a four-door sedan with a rear quarter

Well Portrayed
Although more than 80 portraits of Christopher Columbus are known, none was painted from life nor during the lifetime of the discoverer of the American continent.

TOWN MUSTERS "HOME GUARDS"

WAUWATOSA, Wis.—"Ten-ton!" The partly lawyer stiffest at the brick command, struggling to inhale a frontal accumulation of 50 years, while next to him a graying 75-year-old twitches in an effort to overcome an adolescent slouch.

Add to this spectacle 150 men of assorted ages, sizes and shapes, lined up by squads—dignity and business men with bald heads and bifocal glasses standing beside intent youngsters and the resulting picture might be titled "Monday Night at Wauwatosa City Park." The non-uniformed "soldiers" are members of the Wauwatosa Home Guard at their weekly drill.

The guard, patterned after the British home guard units, was the idea of C. L. Bonoy, Wauwatosa newspaper publisher. He organized it in August—not, however, in anticipation of an immediate hostile invasion of Wauwatosa or an imminent descent of parachute troops.

"The main idea," Bonoy explained, "was to give the younger fellows a chance for military training under capable leadership, pending enactment of a conscription law. But we also intended to establish a permanent defense unit with possible future connection with state or national military forces."

Cooperating with the guard are the American Legion, the Veterans of Foreign Wars and the Army and Navy Union.

Tokyo covers an area of about 300 square miles.

At the Fall Revue

NEW 1941 CHEVROLET

Eye It..Try It..And You'll Say It's
"FIRST BECAUSE IT'S FINEST!"

It's Magic Valley's FAVORITE

It's a SIZE sensation . . . a STYLE sensation . . . a DRIVE and RIDE sensation ★ Bigger in all major dimensions both inside and out . . . with 3" longer wheelbase and 3-couple roominess in all sedan models ★ With dashing new "Aristostyle" design and longer, larger, more luxurious Fisher Bodies that set the new style for the new year ★ With a mighty 90-h.p. Valve-in-Head "Victory" Engine that lifts performance and lowers costs ★ It's the new low-price leader by the builder of leaders...CHEVROLET...holder of first place in motor car sales for 9 out of the last 10 years.

The entire personnel invites you to Twin Falls' gala fall revue. See the finest and the newest . . . in clothing and in automobiles; After the show, come to the Chevrolet headquarters and inspect more closely the leading car of '41 . . . CHEVROLET!

**TRY IT!
BUY IT!**

. . . at . . .

GLEN G. JENKINS

313 MAIN AVENUE WEST

Plymouth Is Glamor Car of 1941

Here's the new Plymouth for 1941, termed a "glamor car" from stem to stern by local dealers who point out that numerous engineering refinements, improvements and luxury and driving ease are to be found in the 1941 car. Featured is the special six door four-door sedan. They are Plymouth dealers in Twin Falls. The Buick Motor Corp. handles the Plymouth and De Soto cars; the Newark Auto company the Plymouth and Chrysler cars, and the Magnet Auto company the Plymouth and Dodge cars.

FLUID DRIVE IS DODGE FEATURE

"If there were news of an automobile that would run without having any engine, it could not provoke much greater interest than the announcement made a few days ago that 1941 models of Dodge cars will be available with fluid drive." B. F. Magel, president and owner of the Magel Automobile company, Twin Falls, said here today in announcing the new Dodge line for 1941. The Magel company also handles Plymouth cars.

"Ever since the release of that information we have had a veritable deluge of inquiries regarding what the fluid drive is like, how it operates, why it is an improvement over the conventional drive and, of course, how soon the new models will be available for trial which, incidentally, is right now."

Hard to Explain
"Fluid drive is one of the things that is difficult to describe in words; one must experience it by seeing and feeling the obvious improvement it makes in the way the car handles and acts."

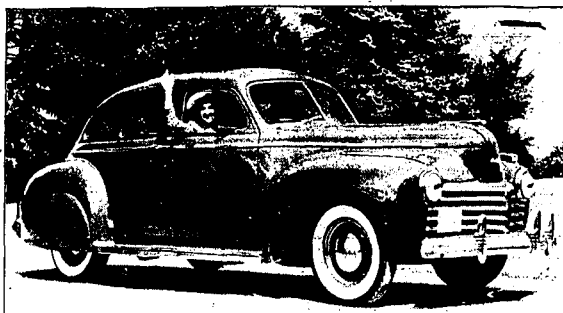
"Basically, the fluid drive is a drive through mechanism with no mechanical connection between the engine and the rear wheels. The oil does it better than could be done through any fixed coupling. Some of the things that can be done with the fluid drive are almost unnamable. One thing it makes driving almost unbelievably simple. It enables you to drive all day under average conditions without touching the gearshift or the clutch pedal. You start, stop, open start again—all in high. Think of what it means to drive a car with that kind of silky, smooth performance. And you slip out of soft mud and ease out of snow heaps where formerly it took a tow car to free you."

Good on Hills
"On hills you can slow the car down to a mile an hour without stalling the engine. Going downhill, the engine acts as an efficient brake through the fluid drive. With all of this there is nothing new to learn about operating the fluid drive Dodge. It is simply much less work at the wheel and at the controls."
"While the Dodge fluid drive is undoubtedly the most dramatic of the advances found in the new 1941 models, there are other improvements, so many of them as to make the cars one of the most interesting new-season offerings, even without the fluid drive," Magel said.

Other Features
Luxury of the 1941 Dodge is in reality far above the Dodge low price, Magel pointed out. The magnificent new instrument panel, sparkling like a star, accentuates the beauty and richness of Dodge interiors, he declared. The spacious driving compartment is wider and roomier in every way. The big, wider seat gives room aplenty for three with space to spare, and leg room has also been increased. The deep, rich upholstery is beautifully tailored.
A luggage compartment of even greater capacity than in former years is provided and is entirely concealed beneath the windstreamed contour of the rear ensemble. The lid is spring counter-balanced and opens and closes almost without effort.

BLACK AND BROWN
Outstanding accessory color for black is brown. (Why did we once think black and brown couldn't be combined?) A lively new brown, with gold overtones.
New York stores play up fall's bright brown with catchy names such as Benedictine and Indian Penny.
An Indianapolis store localizes the color by calling it sorghum brown.

Chrysler's 1941 Line Shows Advance



Here's the 1941 Chrysler Royal four-door sedan. Completely new bodies with additional roominess and a wide variety of upholstery trim are features, as is a new "Spiffire" engine and fluid drive.

American Designers Create New Problems of Beauty for Women

By MARIAN YOUNG
NEW YORK—American designers have answered the question that has been on the lips of the fashion-minded since that fateful day in June when it became evident that there would be no fall collections in Paris this year.

And, with all the pomp and splendor of French press previews and a setting for the first collections ever designed in America without Paris influence, they answered the question gloriously.

American designers can go it alone!
The first of New York's fall openings dispelled any doubt that American dressmakers can and will make the kind of excellent, wearable clothes which always have been the foundation of Paris collections. And that they will spice this foundation with new and clever ideas, an exciting note here, a dash of real inspiration there—just as the Paris couturiers did.

Silhouettes Are Slimmer
The silhouette of the hour is slimmer. Gone are billowing, swirling skirts of a season ago. This fall's day dresses have fullness—for walking comfort—but it is fullness restrained. Even skirts which really aren't slim at all manage to look it.

Skirts really are not shorter, but, because they are slimmer, they often seem to be. Somewhere around 17 inches from the floor, depending on the shape of the legs, is the approved length.
Black is THE color. "Black-with" (black with green, black with red or orange or light blue or an assortment of browns) is second in popularity. Every shade of blue is used. Indian colors are highlighted—reddish brown, scarlet, tomato-red.

Light colors are important. Sophie, outstanding designer at Saks Fifth Avenue, uses biscuit (a soft, honey beige), silver gray and stone blue a great deal.
In striking contrast are the strong colors, used lavishly by Wilson Polmar of Jay Thorpe and the designing staff at the style-setting Bergdorf Goodman establishment. Fuchsia, purple, orange, tomato-juice red lead the strong tones.

Sensation of the Jay Thorpe collection is "chickie pink," a deep, peppermint candy pink shade.
Match Day Clothes
Fur muffs and hats are prominent in the picture. It's smart to wear a fur hat and muff right now with fall dresses as well as later on with a winter coat.



Here's a wonderful example of American Designer Wilson Polmar's "preppish silhouette." Thin, revealing, shadow face-is used over fresh-pink chiffon for yoke and midriff section of a black velvet dress. Notice the tiny lace apron.

The twin line is new. In other words, except for length, your evening clothes can match exactly your day clothes. Notable example is Wilson Polmar's floor-length polo coat of natural camel's hair, shown with a day-length polo coat in identical material. Also Bergdorf's evening trench coat of gold kid.

Except for elaborately formal gowns for elegant occasions, evening gowns have the covered-up look. The "cover up" sometimes is nothing more than a wisp of chiffon or lace, but it is there.

Bullant's dinner jacket is Wilson Polmar's best child. Suggesting the hobbie skirt and resembling harem trousers, the Bullant's dinner dress is slit to the knees in front and shows a lace petticoat underneath. Silks, incidentally, on one side or both or in front, are widely used in Bergdorf's array of slim, sleek-like dinner dresses.

The "preppish silhouette" is a show-stopping business. It is most noteworthy in a black velvet evening gown with wide waistband, long sleeves and a yoke of sheer, revealing lace.

HEADBOARD SLIP COVERS
Plain-looking wooden beds can be given fashionable new faces with headboard slip covers. The principle of slip-covering is the same for headboards as for any other piece of furniture. Slipped over the top of the wood frame, it is fastened snugly at the back with a long slide fastener. Here's a tip—use the cording foot attachment to your sewing machine to stitch in the fastener. Measure the headboard carefully before cutting out the slip cover, or make a paper pattern. The cover should fit snugly, or it will look sloppy when on. Almost any material with sufficient body will do.

BAN THAT TAN!
Carol Bruce, young star of the Broadway musical hit, "Louissant Purchase," has the best looking tan on Broadway—but even she is busy these days getting rid of it so that she will look her best in new fall clothes. To lighten her skin, she uses this formula, which she passes on to you: "Take a glass of milk and mix it with a little lemon juice, a dessert spoonful of alcohol and a little alum. Bring to a boil and skim."
First discovered in 1789, uranium was not isolated until 1842. It is a white, heavy, and metallic element

SAFETY MARKS SLEEK HUDSONS

Sleek design, "symphonic" styling and power with safety and smooth handling are the distinguishing features of Hudson's 1941 contribution to the automotive world.

"Hudson is noted this year for its spacious baggage facilities, strong frame and powerful motor for cubic inch of displacement," said R. H. Pasley, owner of the State Motor company, distributor of Hudson motor cars, in commenting upon the new models. "It is also well known that the Hudson holds AAA records for speed and endurance, which makes an ideal combination with symphonic styling."

The term, symphonic styling, refers to the selection of interior color combinations that harmonize with exterior colors at no extra cost, a feature never before offered in any low priced car, according to Mr. Pasley.

Cars "Roomy"
Roominess of the Hudson makes it an ideal car for the family, the traveling man and for nearly every other purpose. In harmony with this trend, more luggage space than that built into the average sedan body is provided.

Coupled with the Hudson's ability to "get ahead in the world" is its equally potent ability to stop within a minimum of distance, as patented double-safety hydraulic brakes are one of its features. This consists of the extra protection of two braking systems, hydraulic and mechanical working from the same foot pedal, to eliminate any possibility of brake failure.

Another safety feature is patented auto-pulse front wheel control, which operates to keep wheels on their true course, even though a tire shows out. Closely related to this is true center-point steering. Independent front wheel coil spring adds to driving and riding comfort.

Transmission Silent
Also of interest to the driver is improved, self-aligning synchro-mesh transmission.

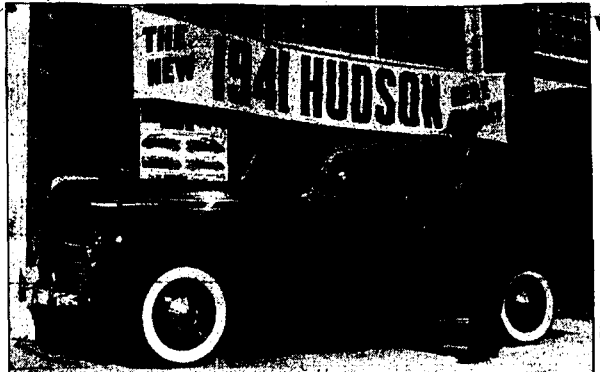
With Hudson's fluid-cushioned automatic clutch, the operator may drive all day without touching the clutch pedal. A simple movement of the handy wheel shift and a touch of your toe, and the car is underway.

An integral part of "symphonic" styling is the dashboard, which represents the near ultimate in simplicity. Dangerous knobs are replaced by panels and dashboard glass is reduced to a minimum.

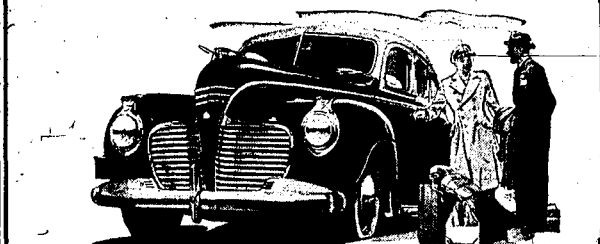
Hudsons are available in both sixes and eights and in a range of models, body designs and colors to meet every taste.
A practical touch for the practical man or woman is the protection against motor tampering or theft of parts by interior locking of the hood, so that it can be raised only after releasing of the lock from within the machine.

During the first half of 1940 the domestic demand of aviation gasoline averaged about 400,000 barrels monthly.

"Symphonic Styling" Hudson Feature



On display at the State Motor company in Twin Falls are the new 1941 Hudsons, featuring "symphonic styling" and a host of other improvements. Discussing new developments in the Hudson line here are R. H. Pasley, owner of the State Motor company, and Jack Keithly, sales manager, shown at the wheel. (New-Times Photo and Engraving)

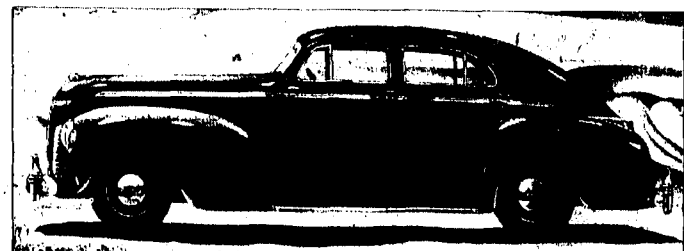


PLYMOUTH The "ONE" for '41
See It at The Fashion Review and Auto Show, Friday, Sept. 27, 7:30 p.m.

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DISPLAYED BY
BAISCH MOTOR CO.

MAGEL AUTOMOBILE CO.

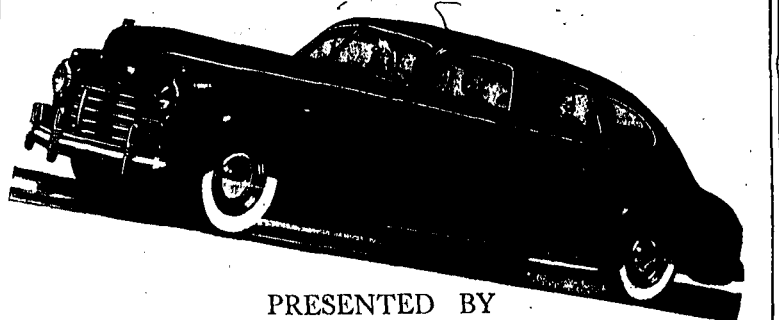


presents
The 1941 DODGE With Fluid Drive

We are proud of the 1941 Dodge . . . proud of the sleek new lines of the body . . . proud of the beautiful harmonizing appointments . . . and proud indeed, of the many new advanced engineering features . . . so we cordially invite you to attend the big Fall Fashion Review and Auto Show and see for yourself why we say, "See It and Drive It . . . Words Can't Describe It."

ON DISPLAY
At the Big Fall Fashion Review and Auto Show
TOMORROW NIGHT
On Main Street
Sponsored By
Twin Falls Merchants Bureau

for 1941 . . .
A NEW MORE BEAUTIFUL Chrysler



PRESENTED BY
BARNARD AUTO CO.

ON DISPLAY
IN OUR SHOWROOMS and
at the FALL FASHION REVIEW,
Friday, Sept. 27th — 7:30 P. M.

Attend The Auto Show and Fall Fashion Review
Friday, Sept. 27th, 7:30 P. M.

WE proudly present the new Chrysler for 1941 and cordially invite you to see it on display during the Fall Fashion Review and Auto Show! It's longer . . . it's lower . . . it's wider . . . and it's more beautiful than ever. Ask for a demonstration and know the thrill of Chrysler's Fluid Drive.

Jewels and Furs Glitter in Special 1940 Fall Opening

American Designers Score As Successors to French

Gold Ring Necklace on Blue



Billy Milgram's fashion opening featured this original hat with curls of artificial hair stuck through a slit in its top.

APARTMENT PIANO
Especially suitable for the small home or apartment are new spinet type pianos that are small in size, yet have the depth and range of a grand piano. The remarkable tone is achieved by their peculiar construction which provides longer string lengths, perpendicular tuning pins, direct blow action and greater sound board area. The cases are of the walnut or mahogany.

BY ALICE HART (NEA SERVICE)
No chic-conscious woman could look at the fashions displayed at the recent New York fall openings in New York without thinking about her face and figure. For instance, consider:
The new straighter silhouette which calls for a slim neckline.
The pompadour—varied to suit the individual, of course—but always taking the hair up and away from the face.
Plunging neckline and peep-show evening dresses, demanding white, smooth shoulders, a beautiful back and complete absence of hollows around collar bones.
Fur shoes, transparent shoes of vinylite, shoes which gleam in the dark—all beautiful, but all drawing attention to feet and ankles.
Spare The Hips, Spoil The Gown.
Fall's fashion picture, as shown in American designers' openings is an exciting one. But it puts the business of improving her looks right up to every woman.
You won't be flattered by new day and evening clothes, especially those with swathed hips and straighter skirts, if your hips measure more than you know very well it should or if there are bulges on your thighs.
Nobody wants you to strive for boyish fitness in the 1920 manner. But in order to look your best in their creations, designers apparently would like your curves to be subtle. The nipped-in-waist, rounded-hip line look of last fall is out.
Not more than six models who wore the glamorous clothes in last week's openings had their hair combed straight down. These half dozen exceptions to the rule were striving for the Irene Bordoni look—the straight-hanging effect with



HATTIE CARNegie's evening head-dress of ostrich is poised atop a suave fall coiffure. The hair is parted in the middle, swept upward all the way round, finished in a roll. The roll is loosened slightly on the left to soften the features and create a modified pompadour effect.

softly turned under ends and long, cut-square-across-the-forehead bangs.
All of the others, whether their hair was long, medium-long or short, had brushed it up and away from the face at temples and in front of ears. In most cases, the front section over the forehead had a pompadour-ish look about it.
Purple pink, a new color, and the creamy, pale beige tone—seemed nice on the suntuously modelled.
Bleached streak in New Concept.
It's new to have a bleached streak in your hair from one side of the forehead, through your pompadour roll to back of the head. This is supposed to resemble closely the kind of streaks the light-haired get after the hair has been exposed to bright sunlight all summer long.
Mind you, I'm not suggesting that you dash out and have your hair-dresser bleach a section of your hair. I'm only telling you that it's a new idea, and that I saw several be-pompadour models with light, bleached streaks in their hair at last week's openings.

JACKETS IMPORTANT
Advance, nega on autumn fashions indicates that there will be a preponderance of jacket dresses in the early fall collections. Even the evening dresses will have their own jackets. For example, one particularly lovely evening frock of turquoise jersey has a matching jacket beautifully embroidered with gold beads. Jackets will be nicely fitted to accept the current long torso silhouette.

A Mohammedan is allowed four wives.



Miss Velma Slom, modeling for J. C. Penney company, wears a slender blue Catalina crepe necklace dress, the gold jewel touch set off by a lack-spired bodice. The gold detail is repeated on her veiled hat and her accessories are in black. (Times-News Photo and Engraving)

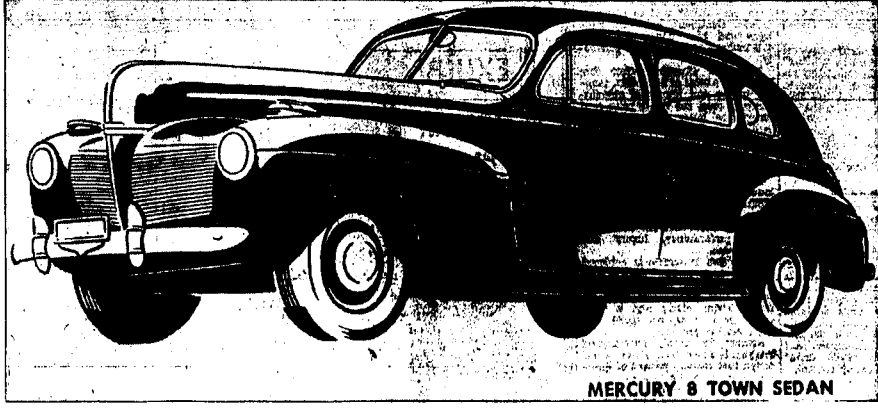
This pink slipper satin gown, from the fall collection of American designers Sophie Gimbel and Emmet Joyce, is broadened in a design inspired by rolls of movie film. Corset girdle and shoulder straps are of black velvet.



American designer Sophie Gimbel's dramatic gown, with black silk jersey bodice and skirt of pink slipper satin with velvet dots the size of your fist, stopped the show at Saks Fifth Avenue a fall opening.

NEW YORK—Sparkling jewels, precious furs, luxurious fabrics and a wealth of expensive, hand-made details are making Manhattan's fall fashion openings a splendid spectacle as well as a superior style showing.
Showing of fall designs by the famous Sophie Gimbel and Emmet Joyce won applause for the dramatic presentation itself as much as for the glamorous clothes.
As superbly cut, exquisitely finished and essentially wearable models were paraded before the white-tie-and-top-hat audience, it was evident to experienced fashion writers that here were the clothes of a truly great dress-maker—designer with more than adequate originality and talent to make New York retain its present place as fashion capital of the world.
A glittering emerald, as large as a walnut, dangled from a slender gold chain about a stunning blonde model's throat. Rubies were suspended from the back of a narrow belt on an afternoon dress. A huge emerald, flower-shaped lapel ornament had, for a center, a diamond that must have weighed twenty carats.
Albino Mink Coat
Over a slender, clinging dinner dress the only albino mink coat in the world was shown. It seems a thing breeder saved the albino pelts until he had 25, then sold them to Saks—\$5 for the swaggar coat, 3 for a pett little hat. The price of the coat is nine thousand dollars, in case you're interested.
Sophie Gimbel and Mr. Joyce are playing both ends against the middle on the question of silhouette. Fur evening, their collection strikes a fifty-fifty balance between the bamboo silhouette (slim with horizontal interest at shoulders and hips) and full-skirted grandeur.
Day skirts, with concealed fullness, look slim and are slightly shorter than those in other collections. Side drapery is featured on both day and evening dresses, made to resemble two-piece ones, are high-lighted.
Dinner skirts which are divided in front but not in back are sensational.
The waistline is lower. And the

The big car that stands alone in economy! 1941 MERCURY 8



MERCURY 8 TOWN SEDAN

Never before has a brand-new big car been so quickly accepted by American motorists—and never before has a big car offered all the luxuries of size, power, comfort and brilliant performance PLUS ECONOMY. New ideas have won the Mercury 8 its fame—and the new 1941 Mercury has still MORE NEW IDEAS. View this marvelously designed car today and you'll understand why it is marked for a higher-than-ever popularity. Its size, style, beauty, performance and ECONOMY is carried to greater perfection in the 1941 model offered now for your approval. See it—you'll agree with the more than 150,000 already enthusiastic owners that it's America's greatest big car!

Now on display at

UNION MOTOR CO.

TWIN FALLS

JEROME MOTOR CO.

JEROME

FALL FASHION REVIEW
of Modes and Motors for 1940-41

Visit downtown Twin Falls and see the spectacular showing of ladies' and men's apparel—and new automotive styles for the coming new season.

FRIDAY, SEPT. 21
7:30 P. M.

NEW LIPSTICKS
The new fall crop of makeup is now on display. Most exciting of all are the giant lipsticks. Several manufacturers are making double-ended varieties in a wide range of colors. You may choose a conservative case in plain gold or black with gold top. Or you may amuse yourself with a novelty case such as a red plastic candle-shaped one with a small cotton wand wick at the top of the case.
The British port of Liverpool has 85 miles of quays.

Platinum Fox Trims This

Side Draped Skirt Returns

Metal-Trimmed Velvet Frock

Styled at the Waldorf



Platinum fox trims the torso-length jacket of this powder brown costume suit from the Sweetbriar shop, worn by Miss Dorothy Coulton. Her off-the-face brette is of matching brown, as are her hat and gloves, and as contrast she wears juniper green shoes and carries a juniper green bag. (Times-News Photo and Engraving)

Miss Katherine Chandler models one of the Paris Shop's new side-draped black crepe dresses with rhinestone dagger trim. Her black bag is of antelope and her gloves of suede. Her hat is of the popular off-the-face style and a red fox chubby complements her costume. (News-Times Photo-Engraving)

Gold metallic eyelet detail "touches up" this two-piece black velvet frock, worn by Mrs. William Adams for the C. C. Anderson company. Her off-the-face turban is of matching black velvet, and with it she carries a black Northern seal coat and a black patent leather and kid purse. (Times-News Photo and Engraving)

These fur coats, modeled by Miss Vernis Richards, left, and Miss Marjorie Zuker, right, are style show models seen at the Waldorf-Astoria show in New York City this fall. Seen at the Fur Shop, Miss Richards' silver fox is in the popular 32-inch jacket length, collarless, with two rhinestone belts on a braided cord to fasten the pocket at the throat. Miss Zuker is modeling a Russian Kolinsky with yoke back, swag, built up collar and bellapeeces. (News-Times Photo-Engraving)

CHRYSLER SHOWS MANY FEATURES

Big, dynamic and distinguished by the fluid drive, 1941 Chrysler are now attracting the public eye in the Barnard Auto company show room in Twin Falls.

Augmenting the fluid drive feature, which eliminates gear shifting and provides breath-taking performance, are airflow lines, rich new colors and luxurious interiors to match appearance with mechanical excellence, according to W. H. Barnard, company owner and distributor of Chrysler and Plymouths.

Besides simplifying driving, the fluid drive is a real asset in heavy traffic or in hilly country where it eliminates the danger of stalled motors.

Most striking and readily apparent change for 1941 is the new "airflow" body, which has been completely redesigned, as have hood and fenders. Overall height of the car has been reduced 1 1/2 inches. Much of the additional roominess has been achieved where it counts most, below the window line. The body bells out at this point, so that on either front or rear seats three large adults may ride in comfort.

Power Stepped Up Mechanically the car has been improved by a number of new features and refinements. Horsepower has been stepped up by refinement in engine design and by use of a new type of multiple-jet carburetor, which both increases horsepower and promotes economy of operation. A new type of thin hubbit, main and crankshaft bearings achieved by Chrysler corporation engineers increases bearing life up to 500 percent. "Vacumatic" transmission used in conjunction with "fluid drive" provides automatic safety control.

Other mechanical betterments include: oil bath type air cleaner; new floating type oil screen on the oil suction pipe; thermostat and water elbow redesigned for quicker warm-up and better performance of car heater; transmission on eight-cylinder cars are equipped with trunion-type shift mechanism which prevents locking in gear and reduces effort required to cross over; pedal travel reduced; clutch housing ventilation improved by means of new screens and louvers; transmission shift lever controls control linkage redesigned giving smoother and easier operation and reducing noise and wear; rear spring leaves made with grooved cross section, decreasing stress and increasing life; transverse away bar added just ahead of the rear axle to reduce side-ways at the rear of the car; offset brake pedal eliminated with pedals moved 2 1/2 inches from car center; new master cylinder combined with pedal bracket gives more rigid construction and better brake action; new safety rim to reduce hazards from blowouts by keeping bead on the wheel.

Streamlined Lines Lines of the new airflow body are long and graceful. A wider radiator grille with six chrome bars stretches out to the hoodpins. The hood is longer and its lines blend harmoniously with the massive arched fenders and the lower gentle-curving top lines. The bumper is protected by three ornamental bumper guards. The windshield has been slanted back, combining beauty with utility. Its area has been increased to 676 square inches. This, combined with narrower corner posts, adds to visibility. Outstanding is the rear window, in which area has been increased 47 per cent, measuring 624 square inches. In describing the interior treatment of the 1941 line, Chrysler has adopted the expression, "Tailored to Your Taste," which is indicative of the large variety of upholstery and trim combinations. The instrument panel is of new design, fashioned of a handsome combination of plastic and metal. The speedometer and other instru-

ments are grouped in a panel directly in front of the driver's seat. A direction-signal is included as standard equipment on some models and optional on others. A lever mounted on the steering column operates flasher lights on the front fenders and tail lights to indicate the direction of a turn.

Doors on all models have checks to hold them open to maximum width and to prevent undesired slamming.

Two entirely new body styles are offered for 1941, a club coupe seating six passengers, available in all models except the Crown Imperial, and a town sedan that may be had throughout the line. The club coupe has a full-length rear seat, which has been added to give the passengers greater visibility, and legroom has been increased four inches over previous coupe models.

The town sedan, a car that lends itself particularly well to luxurious interior treatment, has very large front and rear doors measuring 49 1/2 inches and 37 inches respectively.

This year Chrysler offers four lines, with a total of 26 models. Differing in size and luxury of appointments to cover the whole price field except the lower brackets. Three models are designated respectively as the Royal, Windsor, New Yorker and Crown Imperial.

Engineering Advancements Offering "big car" comfort in the lower-priced brackets, the new Plymouth being shown at the Barnard Auto also combine numerous engineering advancements contributing to performance, luxury and driving ease.

Multitasking in traffic is achieved by new "high torque" engine performance, stepped up in power and torque. New powermatic shift reduces driving effort and a "roll-away" gear in second speed cuts down driving motions.

Number one safety contribution this year is a new "safety rim" wheel design that reduces hazard of blow-out or puncture by holding a flat tire securely on the rim.

Choice of 11 smart new colors at no extra cost and new two-tone color combinations are also provided. Harmonizing two-tone upholstery is also an attraction.

On the practical side, there is new hoodpin protection in which the distributor is sealed against moisture for quick starts in any weather.

"Meet the new Chevrolet for 1941 and you'll meet a motor car of truly thoroughly first-rate design and quality that we are confident you'll find it's one of the finest cars you've ever seen," officials of the Glen O. Jencks Chevrolet company of Twin Falls said today in announcing the new line.

The Chevrolet this year, officials point out, is the result of almost 10 solid years of Chevrolet leadership in motor car sales. The Chevrolet for 1941 is a much bigger car in all ways, with a longer wheelbase and greater overall length, with longer and wider Fisher bodies and with exceptionally comfortable interiors giving "three-coupe roominess" or ample space for six passengers in the sedan models.

Better Acceleration Because it now boasts a 90-horsepower, valve-in-head "victory" engine, and because it gives the motorist an extraordinary acceleration and hill-climbing ability together with even greater power and even greater economy, Chevrolet officials declare that it is the car for the thrifty motorist.

This new car has the Chevrolet original reputation for low maintenance and balanced styling front and rear and improved shock proof flooring.

Double interlocking hood catches with a handy lock release knob under the dash and a safety catch at the front insure that the hood can not be opened accidentally or by unauthorized persons. No draft venti-

lators are equipped with locks and protected by drip guards that prevent rain from entering the car.

Beauty and utility are efficiently combined in the instrument panel, handsomely finished in bright metal and plastics. Particularly effective is the large, circular speedometer dial. In the special de luxe model a clock symmetrically balances the speedometer.

Fully adjustable sun visors (one on the master—two on the special

may be swung to the side or moved lengthwise to cut off sun glare from any direction.

In the instrument panel is a small compartment for a special articulates. It is fitted with a lock, operated by the same key as that which is used for the rear luggage compartment. An added convenience in the special deluxe models is an electric light, with automatic switch, to illuminate the interior.

Gearsifting in the new Chevrolet is virtually effortless, because of Chevrolet's exclusive vacuum gearshift. Eighty per cent of the effort required to shift gears is supplied by a vacuum cylinder. Shifting is performed quickly and surely at the touch of a finger.

Officials of the company extend a cordial invitation to the motoring public to inspect the new cars now being shown.

There are 10,000 species of wasps.

To see the New FALL STYLES

An Invitation

EXHIBIT OF MODERN PAINTING

Alaska Curl Hudson Plush

Our Finest COATS \$24.75

A rare opportunity to get a truly individual coat at this popular price. These are the pick of the warm winter coats offered this season. Warm inner linings, beautiful satin linings and they will stand long, hard wear. These fine coats can be had for so little you can't afford to wait. Buy on the Lay-Away Plan if it's more convenient.

New York's Newest Fashions "Austell" DRESSES \$6.90

Choose your favorite from the carefully edited fashions we rooters from New York each week. See the becoming softer line, the clever fullness in skirts that hang straighter, the new sleeves that show off your jewelry. In black, green, blue or brown. Penney's styles are up-to-the-minute. If you want the latest at a price your budget can stand come to Penney's.

PENNEY'S J. C. PENNEY COMPANY, Incorporated

To see the New FALL STYLES

An Invitation

Now for Fall Penney's bring you the most style-rich, value-giving group of clothes you can find, in Suits and Overcoats, as well as all the other necessary accessories. Come in today—you'll save!

"Town-Clad" Men's Suits \$19.75

Suits that are easy to look at and easy to wear! Fabrics that merit top place in any man's wardrobe! Authentically styled and faultlessly tailored in the season's most favored models and patterns. Don't gamble on suit value. Come to Penney's for tested and approved merchandise that is priced the same to everyone!

Just Unpacked 60 Men's Warm Overcoats \$19.75

Highland Tweed! Granite Weave! Suede Finish!

You name the style and we'll have it. Handmade in detail in single breasted styles with set in or raglan sleeves. New fabrics that skillfully blend and far surpass the warmth of wool and silkness of mohair, yet give light weight warmth. Select today on Lay-Away!

Men's Two-Tone SWEATERS At Penney's \$2.98

Only— As new and smart as the season itself! And a warm companion all the time! In a completely new, handsome stitch with solid tone front and contrasting raglan sleeves and trim. The slipper front and breast pocket, and the button flap side pocket, accentuate the handsome design.

Men's Sport Oxfords \$2.98

These all leather shoes will give plenty of service. Every one packed full of value. Come in today and see for your self.

PENNEY'S J. C. PENNEY COMPANY, Incorporated

. READ . THE . TIMES . WANT . ADS .