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TWIN FALLS, IDAHO, IUESDAY, OCTOBER $1,1840$.

## 特 X X

## AXIS, BRITAIN BID FOR U. S., SOVIET AID

 NEW BRITISH FIGHTER PLANES TURN BACK GERMANS








hent melimmore says




Willkie Gets Cheers, Catcalls in Michigan


dRIVE AN R \& USED CAR From the Union Motor Co, aye
rat langer run fou jour main SPECIALS
 31 Chevrolet Town Serin -... 1238

 21 Lafayette sedan ..... .12919 Truck Bargains




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READ that that y

## "In YOUR

 Opinion"Thus, unless you want to be the bind $p$ Hottentot, and as thoughtless of tomor around you. Which means, of course, must have nowspapers-rand good ones, Germany's newspapers or Russia's dildn't help you much. Porhisps, by constant pro ganda;
they might teacb/you to forget your ide for free* dom and to (ffego your dignity and co, pretence


## Read, for instance, these few sentences from

 Adolph Hitler's "Main Kampf"propaganda has always so be directed more and mora to "ards the feeling, and only to a certain extent to
uncalled reason. All propaganda has to po popular and hat to adage its spiritual level to the perception of the fem incellige
to direct itself.
need a certain rime before they an ready even to notice a thing, and they will lend their memories only
Now turn through the newspaper you are read ing. Notice the news. See how carefully it is put together to give you a quick and accurate picture of what actually happened everywhere. Look at the respectful way me merchants curers ak for your patronage. Can you imagine an American advertiser commanding you or threatening you if you refused to like hie wares?
为

Can you imagine your newspaper editor witting down to you, treating you like an animal, to be trained by the thousandfold repetition of the moot simple ideas"?
In your opinion, ien't your role as a free citizen, armed with accurate new n and truthful! fact about values, a rather desirable tole?
Wrac year opinion' then cowmen. If you and enough of your neigh bort want some other gyatem, you can have it. And if you like our present baystom, it's rally up to you to preserve it

2 Yaw man know mi s motion at money me nt whet







## Fankederin

TELEPHONE 38


## Readers Have to Be Smart

 Geograph
## ew years. There was a time when boundaries could b

 enough for the seventh grade class to memorize them Maps could be drawn in the confident belief that they were when the map-maker tacked on the last island. That time is no more.Yet the sverage newspaper reader today is expected be reasonably well informed if the stories he reads daily on the front page are to make sense. He is ex
pected to know where to find the places talked abou in cable dispatches and what they were called whe he first studied about them.
Once upon a time, places like Dakar, Bugbug and
Dong Dang were just exotic or barbaric places you were likely to read about in travel magazines or novel nce in a while. Nobod
What's happening there these days is very real. Al the weird places of legend and travelog are jumping French-English and the French colonials was Free out of a fairy tale. The jockeying between the French and Japanese in Indo-China for Far Eastern power No one can understand the significance of skirmishes between Italian and British in eastern and northern Africs unless one has a pretty good idea and the Suez Canal are. These are no longer places you see in technicolor film and promptly forget about they re place

Yes, the man with the newspaper in his hands is ex pected to be a pretty smart egg. He must
The gratifying thing is that he has. Most readers do know where places are-do understand why certain taking the trouble to find out If they didn't, much of today's news would be poin less-the whole picture of world upheaval as it unfolds day after day in the daily can; the rest is being taken care of by the readers.

## Battle Against Truth

Some indication of the enormity of the task which the British are attempting in their censorship may be
gleaned from a small dispatch from Bermuda. That gleaned from a small dispatch from Bermuda. That
resort had been somewhat deserted because of the war until recently, when a new batch of 200 censors a
rivd, bringing the total in Hamilton to more than 320 rivd, bringing the total in Hamilton to more than
Now the leading hotels are filled-with censors. It's their task to peruse every bit of mail which carried on the clipper planes stopping there, amounting to hundreds of bags weekly. such great oddls do American reporters battle to teil in Sussex and in Kent

Blood for Britain
The blood of more than 3,600 Americans has been
diven to aid the English forces in the battle of Britain given to aid the English forces in the battle of Britain. of blood each to be sent to British hospitals, where it will be u
civilians.
It's a generous, American project. Also, it's an amazing one-possible only through great forward fiven, the red and white corpuscles are whirled out of it, it anen mixed with a saline solution and put on ice last war.

- Iyplcally American, too, is the list of donors. Ger witure that could be found only in the American m And
anidentified donor summed it up this way: iffico it thin way is a lot easier on us than it would


## Pot

SHOTS

The Gentleman in the Third Row


We Lecture You Ne Lecture You

THIS COULD BE YOUR STORY

| by Marguerite gahagan |  |  |
| :---: | :---: | :---: |
| ad incidents of this serial are tirely Inettious. | so scrlours" She pushed him away. "We haven't time to be silly-and emotional. <br> "Wo have to much-ito much | ut detense is prethy impor- <br> right now, Nick, tsn't the 1 <br> , shouldn't we forfet other |
| Han | In common," she insisted. "I I the wark, and the election. | problems and be soldiers out unitorm?" |
|  | me about that, I haven't |  |
|  | chance to really talk to | to?" Niek took her face bel |
|  |  |  |
|  | it would make thls date |  |
| NTCK KNOWS T00 much |  | Sua Mary tried to zmith. "Why, Nick. I can rad. You taught ma to read the newspapers, don't you |
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| asn't untll that bitter |  |  |
|  |  | ned to |
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| Joe was no fool sho knew now | ding | aken in by this the datly papers |
| that he realized where she had | ed me | "Yio," he sald slowly, still star- |
| heard rumblings of strike thr | me to atop being |  |
| She knew how disturbed. | and ztupld- |  |
| troubled and puzzled he mus | he | It's that Joe. He works at smithson, doem't he? You see him, |
| But now th |  | 促 |
| at the plant-just as Nick hud |  | She zwallow |
| foretold-she was more insistent |  |  |
| T |  | es |
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| she wondered if she could |  |  |
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| since her eyes had been opcned; | elec | Nick fumble |
| now that she had broken away |  |  |
| from |  |  |
| that the knew her true |  |  |
| Joe. And yet she fell she | mifler is governor again and | goling there?". . . - |
| find the | up a stir batue, but | like a game, Sue Mary |
| Women the |  | thought, cach trying to maneu- |
|  | Hon campaign. May | ver the other into an admission. |
| probiem, she told hetselt. | that ho's playing a liftle private |  |
| tainly thers is enough real Amer- | business of his own. Why, then | busy. But Vera can tell you that. "She's making good there, lsn't |
| Icanism In m | wo |  |
| cestors to now. Even | respected-and cap | "Yes, Sue Mary sald, "Every- |
| now. | the papers nay no." Sue M | ons son. |
| nericma, but |  | Nick blew out a cloud of |
| jess bunch of boys and girls like |  |  |
| H. |  |  |
| his to do-still. I will have |  |  |
|  | \% | could |
|  | Mary aald casually. "there was a | ambitiona, but I wouldt't know. He thinks Vera's all right. Sht |
| IT was even harder then the had | riot at the Smithson, fuctor | knows him prety welli. Sha |
|  |  | he |
| loy | CK laurhed. "A strike? | with him a dew times. In fact |
| "You're sweet. You're lovely. | But it hasn't really | they were to go to the Bird Ca |
| ou're aot Hike other zirls Not | $\int_{\text {-1 }}$-y bet the war-mongera are |  |
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| ou care ior ma | stop | Ll |
| he asked, seriously. "There isn't | schedule. |  |
| anyone elve, is there? That fol- | on |  |
| low-that one you used to zo with | wo | Prays Yor, but wo could go and |
| he demanded, holding her | tha |  |
|  |  | Be Continu |


| - BRUCE CATTION IN WASHINGTON | - HIGHLIGHTS FROM LATEST BOOKS |  |
| :---: | :---: | :---: |

## PROFILE

PIONEER SHADOW STAR

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## OUR COUNTRY



# 240 Persons Are Necessary to Produce Apd Deliver The Times and News 

 We Picture Here the 64 People Who Are Employed Full Time-52 Weeks a Year

FULL TIME EMPLOYES OF THE TIMES AND NEWS (Con tinued,


76 of the 95 Required to Deliver Times-News to Magic Valley Ho mes



## BRADDOCK MAY APPEAR IN EXHIBITION HERE

Former Champion Asks Twin Falls Stop on Tourfinuery

Mac Settles Everything: Here's Reason Reds Are 'Sure Things'


## $\boldsymbol{J}=-2$ <br> 




## Cincinnati Team Riddled by Injuries For First Battle

CINCINNATI, Oct. 1 (U.P) -Held together by adhesive
tape and reeking of arnica, the Cincinnati Reds woke up today to find themselves underdogs at 2 to 3 for the world
series opening tomorrow against the Detroit Tigers series opening tomorrow against the Detroit Tigers.
The Reds' sick fist is terrific and ululess medical science can
bring about a miracle Manager Bill McKechnie will field a bring about a miracle Manager Bill McKechnie will field a
team that includes a 40 -year-
old catgher, $a$ light-hitting




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Ohio State's Octagonal Threat


Ripple Lives up to Reputation As Whipper-Upper With Reds





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Complete planing mill work．See Business \＆Professional Directory

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Skeleton--Grim Evidence of Murder In Legendary Mine--Pays 'Visit' Here 1


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Withmel. tons of
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KENEDYS HOME



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Well Done








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READ THE TIMM WANT AD日.

## IDAHO DEPT. STORE

"IF IT ISN'T RIGHT BRING IT BACK"


INION O12 COMPAM JOHN A. BAIBCH, AR.


JUST RECEIVED! A New Group of
SHEER WOOLEN DRESSES $\$ 790$ These new high shade sheer wools feature
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binations of binations of colors.


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## MIRBO

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