
H
 News in Brief



##  <br> Seen Today MAN JAEED FOR 等    <br>     <br>  

## CONSISTENCY

## is a jewel in advertising

a a and the results these amall put rea-
ularly inserted ads bring is proof of
the business pudding I Each day in elther
or both the Idaho Evening Times. and
the Twin Falla News, these ads appear
to appeal to the thousands of readers.
Their cost is amall. . but becaune they
are in the papers EVERYDAY. they
do a big job for aetive buginess.

| $\begin{aligned} & \text { "BUSINESS CARD" } \\ & \text { RATES } \end{aligned}$ |
| :---: |
| Raten baned on cont per papar par month! |
| 1 inch .......................... 810.50 |
| 2 Inches .......................... 817.50 |
| 3 inches ........................ $\$ 25.00$ |
| 4 Inches .......................... 883.50 |

THESE SMALL ADS "PLUG" ACTIVE BUSINESSES EVERY DAY!


## \$ Money \$ <br>  <br> Jerome Brick Co.

or well defined advertiaing budget limitationa, conalder the "Buadness Card" plan ab an anawor
to your advertining problems. Copy changes aro allowed once asch weak for the duration of the month's run. Ask an advortising repro-
sentative of your daily newapapers...

## IDAHO EVINING

THE TWILYALLS NEWS

18


## 

 TELEPRONE 88



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## The Tragedy of Italy

Nothing is easier (or more despicable), than to kick administer a verbal kicking to the Italian people especialy now that their armies have taken aud Ethiopia. It 28 unjust, however, to use these failures as to allow it to reflect on Americans of Italian descent. It is the strutting, bombastic, truculent leadership that has fastened itself on Italy that must bear the blamen

TIll right when they were kicking Radetzky out of a a hundred years ago, and Garibaldi's redshirts azzini's legions were the admiration of the world
they made their gallant but hopeless resistance Ạustrians.
But they were fighiting to defend their country fighting for freedom. And that makes all the dif ference
People who like to bring up Caporetto forget the Piaye and the fact that Italy, almost knocked out, rose again and delivered a knockout hlow against the Aus-
zagain, Italian soldiers were throwing Austrian fand to die for that, and for the bright dream of om promised by their allies.
so brilliant Sent to the plagu forsaken wastes of Ethiopia to conquer \& savage land for no reason they could see, they were not impressive, they were not interested, Guadalajara was the result. And now in Albania, where they know they have no
eresalutely refused to go as "colonists," and in
iopia, where the young Neapolitans look at on
 gade socialist in a movie-doorman's uniform who right." Mazzini and Garibaldi spoke other, brighter

Men who served with the squad-mates of Italian origin in the World war know that such men wer good men; loyal companions and brave fighters. Bu they were fighting for a free land, their land, to kee
it free and to make their motherland free, not for mad imperfalist dream of vanished empire. They wil
oit again, if need be, and do it well.
Bravery is not alone in fighting and dying when
told. It is also in choosing a cause worth dying for For tyranny the Italians are loath to die Americans, including Americans of Italian descen understand.

Harder Decision to Come
The debate on the lend-lease bill has been long and
spirited, though not always to the point. But if that Ia a hard one to decide; it is nothing to the questio that is almost certain to come up in theseri Europe has anticipated the question Warned that any ahip carrying supplies to England will be torpedoed. And R. H. Cross, British minister Of ahipping, has started the ball rolling with assurance that British losses at sea are certain to increase tre-
mendously in early spring, and that it will thén be ap to the United States to keep supplies coming if th Dnglish continue to reelist.
Ionahips low tlonahlps toward the war, might as well be pointed which is almost as cortain to confront us as the pro varblal death and taxes.

## The Boy Grew Older

In ganeral, we are all famillar with the fact tha thre ime more older poople and fewer young peaple all riveroph dle.

Why, 24.76.4 yoars. Last year it was 28.9 yeare


POT SHOTS

The Gentleman in the Third Row



- serial story : DRAFTED FOR LOVE

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## In Washington



## McConqell-Pumphrey

## Nuptials Solemnized


 Edward, Catholic church, Father James Crady ofticiating
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 mira. Nellio outrom played Lohen-
grine wedimg march as a process-
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The brtho wha pownean in a
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shower bouquet of roses and sweet Yer zstior was frocked in pous-
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 peach-bued rubborn.
 and Mra,
brocherrin
Lecinnol




## Box Social for

## Brethren Guild


 for the prottiest.
Filer Golden Wedding Couple



## Lancasters Observe 50th Date of Wedding




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Junior-Seniör


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conducted.
Additional Social
Page Nine

Views in Versé, +2
Cupld is both aly and bold,

The 1 cen th his day of deys,

beiware of Cupld and his wile;
He employs fiery darta;
He usem tricks, he usertbilte.

Baptist Church : Surprise Dinner


Miss Gladys Overcash Hair Stylist

Facial Expert Wanicurist Has Accepped a Position with SPECIALTY Beauty Salon

## MORE PEP... MORE SPEED...MORE POWER

## New Scientific Machine Reveals

 ALL MOTOR OPERATIONSWe Cordially Invite You to Come in and See Our New Sun Motor Tester In Operation
MOTOR OF GLABS-II your car actually had a motor of glasa, the exact condition of all inner parth would not be aa clearly re-
vealed an they are by the marvelous naw machine we have installed.

## fREE MOTOR CHECK

A FACTORY ENGINEER will be here, at your garage, to operate tequipment and test your car FREE.

Monday Through Friday-February 17-21
Màke It a Point to Be Here-
Phone ó Come in for Appointment
Wouldn't you like to see the exact condition of your car?

youralfic can virmany bike thaovom the miral walli or yous own motor. weery conmotion, avery oparatian



N. SPORTS 菜

FRANK LEAHY TAKES OVER AS NOTRE DAME'S HEAD COACH

Defending Champ,
Gooding-Shoshone
Quintets Fāvored

Connie Mack Sees Stiff Race in American Loop; Athletics Tough


$$
\begin{aligned}
& \text { Jerome Loses } \\
& \text { To,Gooding } \\
& \text { Club, 33-25 }
\end{aligned}
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## Long-Term Contract

 Awarded Successful Boston Cöllège Chief
aima mater" by signing a long
sources said Notre Dame had matched the five year pact

Oakley Downs Buhl Indians

## By $38-28$ Score

Tight Filer Defense Trips Burley Bobcats



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Frel
Fairfield Splits
Two Games With
King Hill Teams
Boise Boxer Licks
Boise Boxer Licks Feather Champion Feather Champion

Defend Crown
Against Negro
Wife Asks Divorce
From Al SimmonsEden Grizalies
Win Twice
BOXING

MONDAY Feb.17-8P.M.

## Filer High School

Gooding H. S.
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$$




## Use your classified ads if you want quick and inexpensive resiu





## MARIAN MARTIN



