## 4-BILLIONS BOOST IN DEFENSE TAX

Times and Neres 'Hospitality Girl' Will Tell Magic Valley Features to Tourists

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Giant Mistress of Skies Spreads Her Wings



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Exemption Mark Lowering Asked; Levies Increased

Reds Claim German Offensives
In Russian Areas Fail to Gain romatwomo



## GOVERNMENT URGED TO COMMANDEER SHIPBUILDING YARDS





How Economic War Hits Japan.



Defense Workers' Insignia




Dismissal Given

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Improvement of U.S. 30
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Burley Auxiliary
Elects Delegates





Burley Girl, 19, Makes Soló Flight After Dad's Teaching


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## THERE'S ALWAYS SOMETHING NEK

 AND ATTRACTIVE FOR THE BUYERS OF FORD... Wexhblt division days for on one dollar
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# Here's Startling News! 

## A RUNNING MATE FOR THE FORD V-8

## A 90 H.P. 6-Cylinder AFORD

Now the 90 H. P., 6-Cylinder Ford is available in Trucks, Commerciaits and Passenger Cars for inmediate delivery!

We have delivered 50 Ford 6 -Cylinder Cars and Trucks in the last 90 days. Here's something new in power development that the motoring public has been awaiting and expecting for the last three years. It's yours today!

## The 6-cylinder Ford is now on display at the

## Union Motor Co. Jerome Motor Co.



## pending, But No 'Spree

The vast sums of money which have been poured into the defense program are beginning to circulate.
The makings of the kind of a "silk-shirt spending spree" like that which swept across the country i World war days and directly afterward are all pre
ent. But there is a difference, and that difference Il to the good.
The America that comes into this period of "wa prosperity" is a different A merica from the one whic entered that of 1916-1920. We have been chastened many have had a hard struggle for 10 years; we do will go on forever

This thought, down in the mind of almost ever American, has tempered the potential "spending spree" thus far. For many weeks after employment reflect the advanced purchasing power, even in towns Where its presence was obvious. One reason is that many, many people had obligations which they wanted to clear up before they did anything directly for themselves. Money orders went streaming out of defense clear the decks of debt and obligation while they could; start even

- Now those who have a finger on the business pulse say that money from fattened pay envelopes is begin-
ning to flow into direct retail trade. Faced with the ning to flow into direct retall trade. Faced with the realization at any price, even the expected higher prices, people are buying. But they are buying
carefully, than they did in that other They are buying things they really need, things that will last. Dealers report large cash sales.

There is no reason at all why people, especially people who have been in pinched circumstances during long wanted. There is no reason, in the midst of our great food surpluses, why the
food so long denied to so many.
When that has been done, there is always the de may put surplus purchasing. power, thus supporting avoid undue price rises due to excess bidding for 10 stricted amounts of goods, and at the same time piling up a backlog for their own security again

The Tranquil Conscience
There is nothing like a tranquil conscienc Fourteen months ago, Benito Mussolini spoke from the Palacio Venczia, declaring war on prostrate the plutocratic und reactionary democracies of the
west... our conscience is absolutely tranguil.. solemnly declare that Italy does not intend to drag Let Switzerland, Yugoslavia, Turkey, Egypt, and rece take note or these words of mine..."
Well, 14 months have passed. Italy has atacked Greece and occupied it by grace of Adol Aliter. It the German conqueror and passed on to Italy in lieu of the lost African empire. And now word comes that
Italian boys are being sent into the shambles in Russia to fight that eminent "plutocratic and reactionary deExtending Hospital Care

##  selves and familics when they need it by paying regu-y-nino states now recognize such plaus by law as essentially "insurance." In severa plans operate under gencral laws. <br> There is nothing more "socialistle" about wheh plans than there is about insurance. In each, a voluntary mon rack, Hospitals are protected against a too-great burden of free care or unpaid bills. It is well worth lamily to be assured that a suddien hospital bill will not wipe.put the savings of years. <br> ala data, pointe out that all this has boen alace 1984 , when New York enacted the

distace

Pot SHOTS


## - SERIAL STORY

## LESSONS IN LOVE



##  <br> 

## Schools Plan for Trustee Election

## HISTORY <br> Of Twin Falls City \& County



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## Hagerman Resigns


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Throng，in Spirit of Reverence，
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Dinner Party Fetes Harry Benoit，Jr．



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Series of Courtesies
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# SPORTS 

## BROOKLYN MOVES BACK INTO LEAGUE LEAD

Dodgers Down
Braves; Yanks Defeated Again


## Reiser Takes

National Loop Batting Lead



Fly Fishing Reported at Best in Wood River Area


## $\mathrm{S}^{2} \mathrm{~F}$

Cowboys Rained out-But C. of C. Ticket Sales Register Gains






## Boise Gain

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Tourney

Pocatello and Boise Stars Participating


Mayor to Shoot First Ball in Times-News Hole-in-One Tourney

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BOX SCORE
Old Mike Ryba, 36, Stars for Red Sox
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Yellowstone Park Stocks Fish Streams

- Clark Asked to Intercede in Baseball Row


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Firing Opens In Kimberly Tennis Meet


## MARKETS AND FINANCE <br> By United Press

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## Doggerel Days




## RENTING APARTMENTS IS EASY, JUST USE THE CLASSIFIED WAY

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HERE'S a brand new personality for Twin Falls and Magic Valley . . . the Twin Falls Times and News Hospitality Girl... she combines all the smartness and vivacity we've learned to associate. with the modern young woman . . . and she's Twin Falls' and Magic Valley's "ambassador at large" with a job of selling the scenic attractions which abound in our communities to the vast touring public.

Starting Monday . . . and continuing through our present tourist season . . . you'll see her on the streets of Twin Falls ... in our business houses, hotels and restaurants, intent on her job of meeting and greeting our visitors. Herself long a resident of Magic Valley, Harriet Duvall Denton as the Hospitality Girl will typify the spirit of good fellowship, helpfulness and service which must necessarily go hand in hand with any effort to attract and hold the tourist at our doors. We hope, too, that she will awaken in the minds of many of our own citizens the fact that we DO have many grand and interesting scenic attractions to offer as a real oommodity to the tourist!

In case you, as a resident of Magic Valley, have forgotten, our south-central Idaho is a veritable wonderland to those" who pass through it . . . sometimes we overlook those natural wonders because we have lived among them so long! But scores and scores of everyday sights in Maric Valley are those things which tourists seek and appreciate.

So with this two-fold job, the Twin Falls Times and News Hospitality Girl, trimly clad in her smart uniform, will be on hand to lend a hand to a public project which can mean much to us!

Because your daily newspapers have long felt the need for a concerted effort in this matter of tourist appeal and hail the Chamber's present effort as praiseworthy, we are glad to add our enthusiasm to the program in the person of Harriet Duvall Denton... the Hospitality Girl?


THIS IS A PUBLIC SERVICE SPONSORED BY YOUR DAILY NEWSPAPERS in cooperation with the twin falls chamber of commerce for the good of magic valley

