

THE IDAHO CITIZEN

TWIN FALLS, TWIN FALLS COUNTY, IDAHO, TUESDAY, MARCH 29, 1927

TWICE A WEEK

COUNTY FAIR BOARD ELECTS NEW OFFICERS

Fair Fixes Dates for Annual Fair on Eiler Grounds; Re-appointment of Women's Executive Committee Recommended

The organization of the county fair board was effected at a meeting which was held in the secretary's office at the fair grounds on last Friday evening...

It was decided that the twelfth annual fair will be held during the four days beginning September 6...

Members of their new board, besides Carl J. Miller, president, and R. G. Wilson, vice president...

Local Students To Compete Here

According to information received from Superintendent H. R. Wolfe, the twelfth annual county athletic meet...

The Supreme Court decision unanimously that Texas' law forbidding negroes to vote at Democratic primaries is unconstitutional...

Twin Falls Daily Times Is Sold

The Twin Falls Daily Times has sold to E. T. Peterson, of Great Falls, G. H. Cross, of Moscow, Idaho, and Joe Strod of Spokane...

Incorporation of Dairy Stores Co.

Articles of incorporation were filed in the office of the county recorder on last Thursday of the Dairy Stores Co. corporation...

BRUINS ASSURED OF SIX PRAYERS

The Twin Falls Bruins have been assured of at least six players, including a player manager...

WE'RE NEVER SATISFIED

Cartoon strip by A. B. Chapin with six panels. Each panel features a character with a speech bubble expressing dissatisfaction with their current situation, such as 'I wish I had his job' or 'I wish I had his car'.

PLAYER-MANAGER CHOSEN FOR CLUB

President Moring of the Sacramento club wired local club officials on Friday evening that Bruce is to have a player manager position on the team...

Citizens Protest Dance Hall Permit

The board of county commissioners declined to issue a permit to Ray Vanderpool of Hildreth for the operation of a dance hall on his ranch on the outskirts of Hansen last Friday...

DEATH CALLS SON OF IDAHO COUPLE

Theodore Mai, son of Mr. and Mrs. Peter Mai of Hansen, died at the family home near Hansen last Friday...

Advertisement for 'THIS WORLD OF OURS' featuring a large illustration of a globe and text describing foreign and domestic news.

Asks One Million

A force of 6000 troops, bluejackets, and marines, together with a fleet of 21 vessels of various types and 3,000,000 rounds of ammunition...

Asks One Million

Eight hundred children in the Webster school at Salt Lake City, marched out in safety and without incident, when the roof of the building caught fire...

Peters Not Found By Sheriff's Office

The sheriff's office has returned to the district court here, the order for commitment of K. S. Peters to the state penitentiary, for unbelief...

Advertisement for 'Asks One Million' featuring a large illustration of a man in a suit and text describing a financial or insurance-related offer.

COOPERATIVE CO. PROVIDES DAIRY PRODUCTS PLANT

Mini-Cassia Cooperative Association Take Over Plant. Establish Cream Receiving Station.

The Mini-Cassia Cooperative Dairy-men's association, under the management of Lester Cronway...

The building is 40 feet wide and 100 feet in length, one half of which is two stories...

LARGE AUDIENCE ATTENDS OPENING OF TABERNACLE

Twin Falls Workers Practically Complete New Tabernacle. Use Carload of Lumber. Ladies Serve Dinner

The dedication services of the new tabernacle in which the union-revivalists are meeting, took place on last Sunday evening before a record audience...

About 100 workers used a carload of lumber in one day when they built the new tabernacle here on Thursday...

TWIN FALLS BOARD DEEFS DEFINITE ACTION

At a meeting of the Twin-Falls school trustees on Saturday evening the board discussed the question of whether the position of supervisor of grades should be retained...

CHEESE FACTORY IDEALLY LOCATED

The Rupert-Labs cheese factory building, now under construction about six miles north of Hansen...

COMMISSIONER KEEL IS MUCH IMPROVED

Hospital attendants report that the condition of J. S. Keel is very much improved. It is stated, Commissioner Keel has been seriously ill since his accident on the Blue Lakes road...

PENALTY DATE NEAR SAY CANAL OFFICIALS

It was announced by the officials of the Twin Falls Canal company that after April first a penalty will be added to the annual assessments...

IDAHO SHEEP BODY IN FINAL SESSION

The Idaho state sheep commission will meet tomorrow in the state capitol building for its final session...

Supreme Court Affirms Judgment

The supreme court of Idaho has affirmed judgment for the defendant on his counter claim in the case of Charles E. Jones against J. S. Peters...

JUDGE HANSEN HAS BIRTHDAY

Judge Lawrence Hansen, pioneer resident of Idaho, celebrated his eighty-third birthday on Sunday...

We Have with Us Today

Dr. H. W. Clousch of Twin Falls, is the pioneer physician of this city. He was born at Michigan City, Indiana, on the year 1877. He is a graduate of the University of Michigan at Ann Arbor...

BUHL BALL TEAM FORCED TO JOIN BRAVES IN DANCE

Lawton Girls Win National Title at Wichita; Buhl Girls Given Ovation; Join in Real Indian War Dance

The Buhl Rotary club has made the following proposal through M. M. 'Pat' Patterson, superintendent of schools, and A. F. McCarty, mayor of Buhl, who have been with the basketball team at Wichita, Kansas.

Expenses of the ten girls' teams will be guaranteed while in Buhl, \$5000 will be contributed toward traveling expenses and a \$1000 gold trophy cup will be presented to the winners of the 1928 title if the meet will be held in Buhl.

In the games played on the second evening of the tournament, Huntington, W. Va., lost to Lawton, Oklahoma, 33 to 19, Caldwell, Kansas, won over Cathedral, Kansas, 24 to 29 and Thomas, Oklahoma, trimmed Hanna, Wyoming, to the tune of 42 to 15.

On Friday evening, Cockerill, spooly team that shattered Buhl's chances for a try at the national championship, nosed out over Thomas, Oklahoma, one point, 27 to 26, and Lawton defeated Caldwell, 37 to 17.

The Buhl Indians are planning to see the tournament through and are enjoying themselves, with only one defeat to mar their trip, that of their pleiad in the first round.

In the final games played Saturday night, Lawton won the coveted title of national champions, by defeating Cockerill in a bitterly fought game, 27 to 23. The Lawton team was coached by a woman, Mrs. M. Hopkins. Lawton scored first with a long field goal before the game was a minute old. Cockerill came right back, each team missing easy goals. The second quarter saw Lawton forge ahead, slipping in basket after basket which Cockerill tried in vain to match. The half ended, 10 to 15 in favor of Lawton. Through the map, Lawton forward, proved a wizard, netting four field goals and seven free-throws for a total of 15 points.

The Buhl Indians attracted much attention in Wichita, although they were eliminated from the contest in the first round. They were immensely popular at the tournament. The splendid sportsmanship with which they accepted their defeat and cheered the other teams from the sidelines. Between the two semifinals on Friday night, a band of full blood braves from the Rose American Indian institute put on a war dance and the 400 spectators that packed the forum yelled as lustily for the "Indians" from Buhl, that they were forced to yield to popular demand and joined in the dance. They received an ovation.

We're Ready For You With a Complete Line of McCormick-Deering Chattahoochee Chilled Plows. These plows are "Built in Dixie," and sold wherever chilled plows are used. Sold by Ora McVey & Son Kimberly

Good equipment makes a good farmer better

SPECIAL SUMMER PRICES

Send for our special May and June prices. Already we are booking heavily for these dates. Book your orders early.

Custom Hatching

Received on Wednesdays. Reserve your trays, we will deliver. Our trays hold about 138 eggs and we set only even trays. \$5.00 per 100; \$4.00 per 100 \$22.50 per 500

Each Thursday Bargain Day. If you are looking for chick bargains see us on Thursdays. All odd lots and second days at much reduced prices.

HAYES HI-GRADE HATCHERY

Box 10, L.D. Store, Phone 78

THIS WORLD OF OURS

(Continued from page One)

Major H. O. D. Seagrave, the scientist "Flying Elephant" set a new world record for the Dayton Beach sands when he drove his car at 100 1/2 miles per hour.

The late Sergeant Major Jiggs Bullock, one of the United States marines will be replaced by an English bull, the gift of Gen. Tunney.

Idaho. Squaw Creek settlers will vote on \$50,000 bonds for irrigation system.

Idaho will spend \$15,000 on bridge across Snake between Elmore and Owyhee counties, and \$4,000 for another bridge between Washington county and Malheur county, Oregon.

Jackson Lake has 100,100 acres of water in storage and the American Falls reservoir contains 694,970 feet.

Idaho Falls National bank building is being remodelled to make room for the consolidation with the Anderson Brothers bank.

Idaho's mining industry enjoyed its most prosperous year in 1926, except for the war boom, according to Stewart Campbell, state mining inspector in his annual statement.

Caldwell—Important street work started for 1927. Municipal swimming pool in Memorial Park to cost about \$6,000.

Boise — Main street and several other streets in Boise will be reconstructed this year. Horseshoe Bend road to cost about \$24,000 with two \$45,000 bridges will be started.

Pico — Five thousand tons of ice

McCormick-Deering Machinery

No. 8

You can depend on what we tell you

"Safety First"

The more powerful, good plow to keep in mind in the operation of your farm machinery, but we are not referring to the matter of safety to life and limb. What we are thinking of is the life of your machines.

To get the maximum value from your machinery, repair it with genuine repairs, instead of the "fill-in" or counterfeit variety. For McCormick-Deering machines always buy genuine IHC repairs, which are always identified by the IHC name—Indestructible. These repairs are just as convenient to you generally, and almost always just as cheap. They are made from the master patterns and from the International Harvester Company's formulae for materials, which mean that these materials, whether iron, steel or other metals for alloys, are made according to the Harvester Company's specifications, as determined by tests in factory, field and laboratory.

Our machine will give 100 per cent service if it is part genuine and part imitation.

Good equipment makes a good farmer better

New Line of Motor Trucks

With this new addition to its truck line, the International line of trucks is today without doubt the most complete on the market. The McCormick-Deering's six-cylinder speed truck. We are using one of these trucks in our delivery service, and we find that it is the smoothest running truck we have ever used. We ask you to look it over, carefully any time that it happens to be at your place.

The 3-ton special delivery truck is a new addition, and it's a dandy.

If you are thinking of buying a motor truck, see us before buying. It will be worth your while.

We are sure of GENUINE IHC repairs.

Look for this trade mark on such parts



WILL PAY YOU.

have been harvested the past winter.

Teton Valley company will drill 4,000 feet of test well.

Preston — "News" plant sold to "Franklin County Tribune" and the two papers have been combined.

Mullan — A new orb shoot in the Gold Hunter mine shows 4 to 12 feet wide at the 1600 foot level.

Parmi — Local shippers have sent 1500 prime lambs to eastern markets.

Wesler — Forty thousand dollars has been appropriated to build a new bridge across the Snake River at Porter's Ferry.

American Falls — Work is nearing completion on the American Falls irrigation project.

Pocatello — Plans are under way for the construction of a wool warehouse here. National Bank of Idaho to erect new building corner Main and Center streets.

The Dryden group of mines shows rich vein in lead-silver ore.

Wendell — Graveling has begun on the Appleton highway.

Glenn Ferry — The state highway past here is to be rebuilt to avoid two rail crossings.

Naming — An illuminated fountain will be built in Lakeview park.

In the past twenty years the Fort-carridge has spent \$4,152,815 on Idaho roads.

Lewiston — A building to house a bank, hardware store and offices is being planned here. Drilling will be resumed soon in Tompamy and Swallow's Nest oil prospects.

"Little Prices Make Big Savings" MARKETERIA.

Scores in Gun Club Shoot Sunday

In the fourth shoot of the Twin Falls Rod & Gun club the following are the scores of the members of the club.

Table with columns: Name, Shot at, Broke

My husband is all figured out if I want him to go anywhere with me, but he never felt better in his life if the boys phone him the same night to go bowling.



WHAT DOES YOUR HUSBAND DO?

"Little Prices Make Big Savings" MARKETERIA.

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WORKMEN STOP WATER FLOW IN SNAKE RIVER

The gates of the dam at the American Falls reservoir were closed last week and the Snake River was dry for the second time in its history. The water was shut out of the channel to permit workmen to examine the underpinning of the wagon bridge below the dam.

SITE OF TRACK MEET

Action has been deferred on the selection of the place to hold the district track meet by the board of control. It is stated that the choice lies between Piler and Twin Falls.

Expect To Hatch Ostrich Eggs Here

The Hayes Hi-Grade Hatchery received three ostrich eggs from the Los Angeles Ostrich farm on Saturday, which were put into one of the 47000 egg capacity Smith incubators yesterday morning.

These eggs were purchased by Mr. Hayes at a cost of \$5.00 each and they weigh about 2 1/2 to 3 pounds each. It is expected that the Twin Falls fowl population will be increased by three new members on May 8, at it takes twice as long for ostrich eggs to hatch as those of the ordinary barn yard fowl.

The write-up has been promised one MARKETERIA.

of these birds in the event that all three eggs hatch, and in figuring on trading his bird to take the place of his fillover, an understanding that these eggs are not to be sold.

IDAHO WOMAN KILLED WHEN AUTO UPSETS

Mrs. W. F. J. Emery, of Nampa, was killed near Ontario, Oregon when the automobile in which she was riding overturned. Mrs. Emery is a sister of J. S. Hopkins of Twin Falls.

"Little Prices Make Big Savings" MARKETERIA.

Advertisement for Buick automobiles, featuring the slogan 'In your next motor car get the protection of the famous Sealed Chassis' and 'Buy a BUICK'. Includes Buick logo and 'Each Buick operating unit is sealed inside a dust-proof-water-tight housing to protect these vital parts from wear'.

McCormick-Deering Radio advertisement

You can depend on what we tell you

"Safety First"

The more powerful, good plow to keep in mind in the operation of your farm machinery, but we are not referring to the matter of safety to life and limb. What we are thinking of is the life of your machines.

To get the maximum value from your machinery, repair it with genuine repairs, instead of the "fill-in" or counterfeit variety. For McCormick-Deering machines always buy genuine IHC repairs, which are always identified by the IHC name—Indestructible. These repairs are just as convenient to you generally, and almost always just as cheap. They are made from the master patterns and from the International Harvester Company's formulae for materials, which mean that these materials, whether iron, steel or other metals for alloys, are made according to the Harvester Company's specifications, as determined by tests in factory, field and laboratory.

Our machine will give 100 per cent service if it is part genuine and part imitation.

Good equipment makes a good farmer better

New Line of Motor Trucks

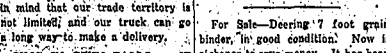
With this new addition to its truck line, the International line of trucks is today without doubt the most complete on the market. The McCormick-Deering's six-cylinder speed truck. We are using one of these trucks in our delivery service, and we find that it is the smoothest running truck we have ever used. We ask you to look it over, carefully any time that it happens to be at your place.

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WILL PAY YOU.

Advertisement for Moon's Paint Store, featuring the slogan 'REDECORATE' and 'We will cheerfully figure out for you what the paint will cost you if you tell us of the surfaces to be covered. And we will advise with you about the paint and its color.' Includes illustration of a man painting a house.

THE IDAHO CITIZEN

—and the Worst is Yet to Come

HERALD WEEKLY For Year, \$2.50

Successor to the Twin Falls-County Independent.
A semi-weekly newspaper published on Tuesday and Friday at each week.

Tom Bledsoe, Publisher at Twin Falls, Idaho
E. V. Burgdorf, Business Manager
The Idaho Citizen has the Exclusive rights in this community to all NEWS FEATURES AND ADVERTISING SERVICES OF THE PUBLISHERS AUTOCASTER SERVICE of New York City

Entered as second class mail matter at the postoffice at Twin Falls, Idaho, under the act of March 3, 1879

CITIZEN PUBLISHING CO., 283 Second Ave North, Twin Falls, Idaho, Publishers

PRODUCERS AND GRAFTERS

There are more than a half million people in Idaho and none of them have a right to live. Civilization and the present social order are made possible by the producers. The turmoil and misery in the world is caused by the grafters. The producers justify their existence; the grafters do not. Which class do you belong to?

The producers supply the world with food, clothing, shelter, religion, education, amusement and the other thousand things that fit into the scheme of life and happiness. The producer creates more than they consume.

The grafters consume more than they create. They are tax dodgers, buck passers, traitors and moral lepers and take their place in life along with the snakes, vipers and skunks. Which class do you belong to?

Every community has its producers and its grafters. Some folks graft by doing wrong. A lot of folks graft by doing nothing. Neither class has a right to live.

Every one who makes money is not necessarily a producer; he may be the worst kind of a grafter. On the other hand some of earth's greatest producers are financial failures. Lincoln regenerated a nation and was one of the world's greatest producers; but as a money maker he was a novice.

Napoleon was one of the outstanding warriors of all time but he was a colossal grafter and waded knee deep in the blood of the human slaughter pens created to satisfy his lust for power.

The Gulliver carpenter, the peer of all producers in the history of mankind, had no where to lay his head; yet he laid the foundation for the gigantic financial miracles in the material world with one hand and blazed the way to eternal life with the other.

The use of profanity indicates mental inferiority, while the habit of knocking denotes moral indigence. Both lack the intestinal stamina possessed by real he-men. Profanity is bad enough but knocking is worse.

A man can cuss and be at least a second class producer, but a knocker is invariably a grafter. Step to the mirror—look yourself level in the eye—and answer the question—"Is the man I am looking at a producer or a grafter?"

"WELCOME TO OUR CITY"

We take the first opportunity to extend the hand of welcome to the three gentlemen who have come to Twin Falls and purchased the Times.

These men are doubtless here to roll up their sleeves and get back to the program of the Twinland Empire. If they are accorded the same treatment at the hands of the reading and advertising public that was received by the Idaho Citizen when it entered the field eighteen months ago, they will have no cause for complaint.

We will gladly prove our genuine "western hospitality" by borrowing anything they may have to loan from time to time, a custom of newspapers ever since printer's ink was invented.

Burley Man Gets Change of Venue

County Attorney Tom Morris did not resist the motion for a change of venue filed by S. T. Lowe, attorney for Roy John T. Morris, charged with criminally libelling Sheriff Pace of Burley, when the matter came up before Judge Hugh A. Baker Saturday.

It is probable that the case will be tried in Jerome county early in April.

Burley Band To Enter Contest

The Burley high school band will enter the state wide band contest which will be conducted by Mark Freshman, local music supervisor and president of the music section

YOU insure your home against fire. That kind of a fire is a possibility.

But Have You insured your home FOR a fire?—and against Cold? That kind of a fire is a certainty if you don't.

ABERDEEN COAL, Guaranteed Coal

CALL TODAY

Warberg Transfer & Storage Co.

Heat insurance that INSURES



FROG POND JINGLES

MINT JULEP RANCH
Late Goodnight, Prop.
Importer & Distributor
of
Registered Bull Frogs

"A frog a day keeps the tears away"

Dear Andy:

That friend of mine named "Hammer" has had another dream, he spouts about the grief he has getting up to skin the cream. He says he wishes the chickens up by knocking on their door, and hollers at his dear, "Mamma, so the can't sleep no more. He says it's bunk to plant some seeds and think that they will grow, and says that "Wednesday Day" is the day to plow and hoe.

You know I wrote you some time back my Frog called "Jim". He wants to know if Andy will ever write a line or two about him.

Yours sleepily,
Late Goodnight,
Mint Julep Ranch

"Little Prices Make Big Savings" MARKETERIA.

Clay Chimney Trail

(Continued from page two)

going to do, Sir. Only you must learn to draw. I mustn't stay longer. Shall we go to the fire now? I am cold."

We walked almost without speaking, to the Hyrum Adams' fire. Daniel lifted his upper lip at me as we entered; his eyes never wandered from my face. I sat down by welcome. Accordingly, Laoid a civil "Good-evening" to Hyrum and his young wife. My Lady left for my own hall.

Friend Jenks joined me. "We were asleep" came on you, and so was he. He said that practice damn, how he did cramp! She was giving you pointers, oh!"

"You, she wanted amusement." Jenks rocked to and fro as we sat by the fire. "Hell! Well, if you get to kill him you got to kill him and do it proper. For if you don't kill him he'll kill you snuff you out like a—well, you saw that can, weren't it?"

"I don't want to kill him," I pleaded. "Why should I?"

Pedrick Piston Rings
Economical Pack Oil and Compression Rings
At the Same Price
SOLD BY "THE RING KING"

STEP-KEN
NEW AUTO AND TRUCK PARTS
Phone 33 Second Ave. N.

Make Hay While The Sun Shines

In the Sunshine of Youth save all you can Spare!

To keep Old Age from Trouble and Care

This advertisement is to impress you with the fact that the "hey-day" of youth does not last forever. That beyond, in the future, is your image in the garb of old age. You can not see it; but it is there! Irrevocably awaiting your inheritance of the passing years.

You can picture the image pleasantly and contentedly if you begin a SAVINGS ACCOUNT at this Bank, and make it a regular practice of your earning years to SAVE. Your account can be opened with as little as \$1.00. We cordially welcome you as a depositor.

Twin Falls National Bank

THE KILN IN THE NOOK

City gas conveniences with our city gas. A size and price for every need.

Ora McVey & Son
Kimberly

We Make—High Class Suits For Ladies and Men at Moderate Prices

SATISFACTION AND PERFECT FIT GUARANTEED

We also carry a complete line of high class Men's Shirts, Belts, Neckwear, Socks, Handkerchiefs, Garters, Union Suits, etc. The Brilliant Hose for Ladies is now complete in all the various colors and sizes

Bäbbel, Merchant Tailor
23 Years Experience
Next to Diabec Studio
Phone 227-J

So The Public May Know

BUTTERNUT BREAD is mixed, fermented, weighed, molded, baked and packed without being manipulated by human hands. The process is automatic which practically eliminates the danger of contamination. The flour is sifted just before it goes to the mixer, the water is measured in a closed tank which is filled from hot and cold water pipes. The various ingredients are taken from closed containers, and the yeast is kept on ice day and night, summer and winter. No mouldy yeast goes into BUTTERNUT Bread. Does all this perfect process and watchful care mean anything to you. We believe it does.

BUTTERNUT BREAD is made in a full weight pound loaf and sells at 10¢ per loaf. We also make BUTTERNUT TWINS (loaves) (8 pounds) for 25¢. Specially BUTTERNUT for a full weight pound of pound and half loaf.

MOTHER'S BREAD for those who prefer a very light, fluffy, soft loaf (the ordinary baker's loaf), we have our MOTHER'S BREAD—made with milk—the same dough as BUTTERNUT but baked by the ordinary process. It sells for 25¢. Specialty to MOTHERS when you buy 8 for 25¢. You then get BUTTERNUT Quality in the soft fluffy loaf.

AT ALL GROCERS

Free Coupon
ROYAL BAKERY

Try our bread today—if you are not satisfied with BUTTERNUT Bread, we will refund the price. This coupon is good for a loaf of BUTTERNUT Bread.

Wash for your own use. Do not use for anything else. Do not use for anything else. Do not use for anything else.

AMSTERDAM

W. N. Hollister... Sunday afternoon with the Pastor...

Tractor salesman... C. L. Kunkel and L. V. Dean were...

Ray T. Holmgren... Mrs. Yampa Budington and children...

Mr. and Mrs. John Farmer, Alice Rose and Miss Elizabeth Kunkel were...

Miss Helen White... Mr. and Mrs. John Farmer, Alice Rose...

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Buhl

Mr. Carl Johnson was invited Thursday evening to members of the Saturday Night bridge club...

Mr. Oscar Baker was hostess Friday to members of the highway association...

Delegates from the local Presbyterian church will be entertained at a dinner in Jerome Friday evening...

Mr. Ray Shockey, who spent the winter in Seattle, will visit with his parents, Mr. and Mrs. Luino Shockey...

The election of mayor and city council will take place April 11...

L. G. Doane of Gooding, filled the pulpit of the Nazarene church Sunday...

U. M. Van Patten, supt. of public schools, announces the following honor roll for the first six weeks...

The three Millard head the bill in a sentimental dance offering with musical interruptions...

BLUE & CO MORTUARY Phone 4000 Twin Falls

A Commercial-Wedding

Miss Theory and Mr. Practice

Are united in the proper union to give the student a working knowledge of how and why

When we send a Graduate to a Position, he is called upon to do things quickly and accurately

The Employer wants someone that knows—Someone with Experience

The best time to enter—Any Monday

Our Motto—"A Position for Every Graduate."

Gregg Business College

The School that Trains You Right

Gregg Building—225 Main West Twin Falls, Idaho M. S. HOOPER, Manager

Sans Chairman, Radio Board Meets

Although Admiral W. H. M. Bullard, U.S.N., retired, chairman of the newly created Radio Commission under the Department of Commerce...

Mr. Oscar Baker was hostess Friday to members of the highway association...

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Gregg Business College

The School that Trains You Right

Gregg Building—225 Main West Twin Falls, Idaho M. S. HOOPER, Manager

Husband and Wife

My wife plays baseball in the front yard and our 16-year-old son—Horace...

Getting rid of one trouble, we're sure to run into another, and we're never sure the latter than we're getting down—just as our prophetic friend said we would...

Mr. and Mrs. Tom Parks and family and Mr. and Mrs. V. Atkinson were Sunday afternoon callers at the Burks home...

Mr. and Mrs. T. Ward of Wendell, Mr. and Mrs. J. L. Ward, and Grandmother and Grandpa Griffith spent Wednesday evening visiting at the Bruce Howard home...

Mr. and Mrs. O. T. Anderson and son Leonard, spent Sunday evening at the L. L. Ward home...

Mr. and Mrs. Oscar Noh and sons, and Miss Ide, visited with relatives at Filer, Sunday, the latter taking the train here for Albion...

Mr. T. L. Ward and granddaughter Lyla Ray Ward, returned to Wendell Sunday after a two weeks visit at the L. L. Ward home...

Mr. and Mrs. H. O. Harrel were week end visitors in Twin Falls...

Mr. and Mrs. W. Shades visited the city Sunday afternoon...

Mr. and Mrs. Clarence Ward, and family, of Cattleford, visited at the L. L. Ward home Saturday night...

George Thompson was dining for Perry-Hansel...

Mr. and Mrs. E. W. Deany and daughter, and Mrs. Jones, her mother, spent Sunday at the Yates home...

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FAIRVIEW

Mr. Joe Purlick entertained with a surprise party Sunday night for her husband and sister-in-law, Mrs. Joe Adams. About twenty guests were present...

Miss Ide Noh was down from Albion for the week end...

Mr. and Mrs. Tom Parks and family and Mr. and Mrs. V. Atkinson were Sunday afternoon callers at the Burks home...

Mr. and Mrs. T. Ward of Wendell, Mr. and Mrs. J. L. Ward, and Grandmother and Grandpa Griffith spent Wednesday evening visiting at the Bruce Howard home...

Mr. and Mrs. O. T. Anderson and son Leonard, spent Sunday evening at the L. L. Ward home...

Mr. and Mrs. Oscar Noh and sons, and Miss Ide, visited with relatives at Filer, Sunday, the latter taking the train here for Albion...

Mr. T. L. Ward and granddaughter Lyla Ray Ward, returned to Wendell Sunday after a two weeks visit at the L. L. Ward home...

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Mr. and Mrs. Clarence Ward, and family, of Cattleford, visited at the L. L. Ward home Saturday night...

George Thompson was dining for Perry-Hansel...

Mr. and Mrs. E. W. Deany and daughter, and Mrs. Jones, her mother, spent Sunday at the Yates home...

Mr. and Mrs. John Farmer, Alice Rose and Miss Elizabeth Kunkel were...

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How Smart are You?

What is Your Average?

Testo-Ten

Dance, Skits and Music at Orpheum

A versatile troupe of vaudeville midgets in a program consisting of fast and lively steps, clever musicians, pleasing novelties, singers and laughable comedians all at the Orpheum theatre tomorrow, Wednesday...

The three Millard head the bill in a sentimental dance offering with musical interruptions, embellishing their vehicle with beautiful scenic effects, draperies and fetching gowns that delight the female audience and add much to this artistic dance skit—Bird & Young...

"Two Sops" present a funny oddity that is a combination of song, talk, and dancing and contains bits of vaudeville to suit the masses. LaGros & Anna offer "A Musical Divorcement," an artistic cycle of songs and...

BLUE & CO MORTUARY Phone 4000 Twin Falls

A Commercial-Wedding

Miss Theory and Mr. Practice

Are united in the proper union to give the student a working knowledge of how and why

When we send a Graduate to a Position, he is called upon to do things quickly and accurately

The Employer wants someone that knows—Someone with Experience

The best time to enter—Any Monday

Our Motto—"A Position for Every Graduate."

Gregg Business College

The School that Trains You Right

Gregg Building—225 Main West Twin Falls, Idaho M. S. HOOPER, Manager

The School that Trains You Right

Gregg Building—225 Main West Twin Falls, Idaho M. S. HOOPER, Manager

Wife plays baseball

My wife plays baseball in the front yard and our 16-year-old son—Horace...

Getting rid of one trouble, we're sure to run into another, and we're never sure the latter than we're getting down—just as our prophetic friend said we would...

Mr. and Mrs. Tom Parks and family and Mr. and Mrs. V. Atkinson were Sunday afternoon callers at the Burks home...

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Don't Let the Short Hay Crop Worry You

Make up for it by cutting a Full Supply of Ensilage

McCormick-Deering ENSILAGE CUTTERS

Ora McVey & Son Kimberly

I'll Put It in My Eye

He said he would put all the butter-fat in De Laval Separator skinned, from his skim-milk in his eye, but he had changed his mind.

One of our good friends who is interested in seeing that the cream separator users in his territory get 100% service, reported the following incident to us:

"I'm sure you're sure he was getting perfect work from his separator that he said, 'I'll put all the butter-fat in my eye'."

"I didn't believe him for that, but I knew if I could prove to him that a De Laval was the better machine, he would be just as likely to be better for it—and I had faith in De Laval, for I know what it will do."

De Laval Skimmed

So we went ahead and ran his skim-milk through the De Laval. After the test the subject of putting butter-fat in his eye, he came up, for as you'll surely have seen, the separator cream.

This was weighed out at the cream station and about 20c a day—enough to convince about 200 that he couldn't afford to lose in that way. The De Laval never left that farm, but the other machine did—and it was only three years old.

25% of Separator Waste

Our testers report about 25% of the cream separators in use are wasting butter-fat. It will save you to make sure that yours may not be doing so. We will gladly loan you a De Laval for such a test. Be sure to examine the De Laval "Rolling" bowl, the greatest separator improvement in 23 years. After seeing and trying the De Laval you will realize why there are almost as many of them in use as all other makes combined.

There is a new style of De Laval for every purpose, with hand, belt or electric drive, but little more than the cheapest and yet certainly the most economical in the long run. One can be built on more any farmer may desire. Buy a small amount down and use the separator with it for a few days. You will see how much you can save on old separators of any make. For low and highest separators no machine can compare with the De Laval. After seeing and trying a De Laval you can readily understand why it is the best.

Reynolds Bros. Company

The Best the Market Affords

The Best the Market Affords

The Best the Market Affords

The Best the Market Affords

Putting Real Speed Into The Haying. BEAN PLANTERS The Moline BP4 Bean Planter. A complete stock of Hardware and Tools at Fair Prices. Better Farming means Better Crops and Bigger Profits. REYNOLDS BROS. CO. "The Best the Market Affords"

Gregg Business College. "Miss Theory and Mr. Practice" and Mr. Practice. Are united in the proper union to give the student a working knowledge of how and why. When we send a Graduate to a Position, he is called upon to do things quickly and accurately. The Employer wants someone that knows—Someone with Experience. The best time to enter—Any Monday. Our Motto—"A Position for Every Graduate." Gregg Business College. The School that Trains You Right. Gregg Building—225 Main West Twin Falls, Idaho M. S. HOOPER, Manager.

CRIPPLED GLEANINGS

PRUNE FOUR-YEAR-OLD GRAPEVINES

It should not be very difficult to prune four-year-old vines, that they may conform to the single-stem Kaffee type of training. The fruit of the past season was borne directly on shoots that made all of their growth during the past summer. These shoots are now classed as canes. The former canes from which this season's crop was borne are now to be pruned for some years to support the fruit canes that arise from time to time. With the Kaffee type of training, the growth older than one year is almost completely cut away.

In pruning according to the Kaffee training, which are but the different names for the same system, the length of two or three buds, are much used. The ideal vine pruned and trained to the single-stem four-year-old Kaffee method should have one cane of the current season's growth arising from just below the level of the top wire, or near the head of the vine. One cane should be cut in the spring to the right along the top wire. While the other will be tied to the left. The amount and character of the cane growth made will be determined by the number of buds to be left on each cane. With especially vigorous vines 12 to 14 may be allowed on each. In addition to the two canes, from the head two or three other canes are pruned to two or three buds. These will turn shoots the coming season, which in turn become the fruiting canes to be utilized one year from the present time. After the two canes are chosen and the spurs provided all other cane growth is cut close to the ground. In the case of vines that are trained below the level of the lower wire, two or three canes are selected as above directed and spurs provided for, but the two canes to be cut in the spring to the lower wire are pruned two to four buds shorter than the canes at the upper wire. Thus the vines, after pruning will have four fruit canes, two near each wire level, and spurs at each level to provide fruit canes for 1928.

Prevent Pear Blight by Careful Winter Pruning

The dormant season, with an absence of active growing plants that affords suitable conditions for checking the destructive pear blight disease. The disease, which is caused by a fungus, is most common in the winter months, and later larval forms, there giving twice of affected trees their appearance of having been killed. The disease is caused by a bacterium and is the cause of much concern among fruit growers, especially during the growing season. It is in the winter months, only that effective control measures can be put into practice.

Since fire blight overwinters in dead twigs and limbs, killed mainly during the previous season's growth, the pruning out and destruction of affected parts during the winter months is one of the best sources of infection for the following year's growth. Despite considerable experimentation which has been done in connection with the control of fire blight, no method of protection with any material has been found, due to the manner in which the disease works beneath the surface of the bark, where it is not reached by spray materials.

Late Winter Right Time for Cutting the Scions

Scions for setting should be cut during the late winter, according to the New York State College of Agriculture at Ithaca. "Cut them while they are dormant," says Joseph Oakamp, the fruit man at the college, "pick them in moist sawdust, and store them in a cool cellar until they are to be used in the spring. The grafting should be done at about the time for applying the delayed dormant spray, when the buds are showing signs of swelling."

"Many orchards," declares Professor Oakamp, "contain old trees of undesirable or seedling fruit. If the trees are healthy and not too old, treated with care can be grafted on them to good advantage. If the stock of the original tree is suitable. For example, if it is not generally probable to top-work. Dues of Oldenburg or Alexander, as the first, does not give a healthy growth to the trees worked upon, it and the second blight badly. Careful selection of the scions to be grafted on to them, should be done from vigorous twigs of the preceding summer's growth. Water sprays may be used if they are to be used in the spring, as they are not so effective as the winter work is well maintained."

Get After Pruning

If the pruning has not been done, get after it. It should be out of the way before spring. Do not do it too heavily. We have noticed that there has not been so much growth on the peach trees this past season. Go over each one and see if it is necessary to cut a lot of unnecessary cutting. Cut out the apple trees and cut back the fall-bearing; but do not head them generally. (As the work is done get the pruning out of the orchard.)

EDEN

Miss Esther Barnes is home from Albion to spend the weekend with her parents, Mr. and Mrs. D. O. Barnes.

Mrs. Verna Blakeley and children from Twin Falls, spent the week end with relatives.

Mrs. Fignon was called to Dicky Byron Averlett by the death of her aged mother.

Mr. and Mrs. M. R. Beabout are the parents of a new baby boy born on Sunday, March 13th.

Byron Averlett and Floyd Edens are home from Pocatello to spend the week end with their parents. They are attending the "Idaho Tech" at Pocatello.

The Ladies Auxiliary unit of the American Legion gave the 2nd annual St. Patrick's dance at the Royal hall on Wednesday evening, with the Paramount orchestra from Jerome furnishing the music. This was one of the largest and most enjoyable dances of the season.

Frank Burkhalter, former Eden resident, but living at Genesee Falls, Minnesota, for the past three years, was shaking hands with Eden friends the past week. He is visiting at the home of his parents, Mr. and Mrs. A. C. Burkhalter, near Kimberly. The Burkhalters expect to move to the west as soon as school is out, but they are undecided just where they will be located.

Mr. Dave Fulton arrived on Wednesday from California, where he spent the winter. He will visit for sometime with his son, Frank Fulton and family.

Mr. and Mrs. E. H. Smith, Mrs. Gladys McKinley and Donna White went to Duxey on Friday evening to attend the declamatory contest. Don White represented the Eden high school in the oratorical division of the contest. Donald won second place in his division.

Mr. and Mrs. Clyde Gabbler, and Mrs. Frank Burkhalter, Chubb and Mrs. R. E. Leighton and Frank Burkhalter of Twin Falls, attended the Legion dance here on Wednesday evening.

The Misses Grannoy, Aberdeen and Noh went, Thursday evening to Jerome.

The Hilldale Grange met Friday evening at the home of Mr. and Mrs. Bruce Gerson. There were 12 members were taken in, Mr. and Mrs. A. E. Hirschler, and Miss Hazel Wilson. The lecturer, Mrs. Yak White, gave an interesting program. Refreshments were served by Mrs. Claude Woodward.

Members of the Christian Endeavor went to Twin Falls on Sunday evening and attended the service at the Baptist church. The service was given by Dr. J. H. Hilldale. Grange was represented by Mrs. Jas. White, W. Beabout and Earl Wright. They gave several original selections and a vocal solo by Mrs. White.

Interest Needs No Prodding. It Works Without Being Told.

Nothing interrupts the process of "piling up interest" on your SAVINGS DEPOSITS. It is the process inseparably linked with TIME.

The moment you make a deposit in our Savings Department, just that moment INTEREST GETS BUSY. It takes no holidays. IT'S ALWAYS ON THE JOB. Start a SAVINGS ACCOUNT at this bank today, and your money becomes an earning power independent of your personal efforts.

Bank of Kimberly

SMATTER POP



Mary Brian's Style Spring Fashion



A charming Spring ensemble costume for wear now and later. Foulid to the last degree, it is equally as becoming to the young matron as to the younger girl. The dress is of Apple Green crepe de chine. The coat of the same shade, is of Kaisha cloth.

IMPROVEMENTS AT THE STATE PRISON

Improvements at the state penitentiary will soon be started following conference between Governor Baldrige and Warden Wheeler. Over 400 prisoners are confined in the institution which was planned to take care of only half that number.

"Little Prices Make Big Savings" MARKETERIA.

The Citizen has no political axe to grind.

FOR SALE

MURESCO KALOMINE is the best wall tint made. It goes further and is easy to apply and does not show laps.

We have a carload in bulk—Buy what you need, bring back what you have left.

We will loan you a brush free.

MOON'S PAINT STORE

DON'T RENT A FARM

Because this place is cheaper than renting. 54 acres, clear of incumbrance. No better soil in Idaho. No better water rights with plenty of water. Place irrigates fine. About 35 acres in alfalfa. Located in Indian Cve, on Snake river. Bridge to be constructed across the river close to the ranch. The earliest potato and melon section in Idaho. Mild winters, sandy soil—no mud. Corn made 110 bushels per acre last year. Three mile river front pasture free. Hot artesian water and gas found at 1000 feet. Non-resident owner must sell this month to clear up estate. And the price? You won't believe it—\$58 per acre. This is a straight proposition—No catch to it, and the place should pay for itself easily in two years. Don't wait and be sorry—Hurry and buy it yourself. This only happens once in a lifetime.

DONALD PANCOAST,

P. O. Box 65, Hammett, Idaho

MEETING OF BLISS GRANGE

The Bliss Grange held an interesting meeting March 10. Five new members were given the first degree and obtained in the second degree.

The meeting program was as follows: Roll call, Idaho products; reading of State Lecturers monthly letter; reading The Testimonial Farmer by E. Sawyer; Irish jokes by E. Palmer and P. R. Lanchester; recitation, Arthur Butler; reading "Bits of St. Patrick"; Ruth Smith—A large story was told by H. Diga which caused much merriment.

Irish stunts were then played by members and a social time was enjoyed, while Mrs. E. Palmer and Mrs. L. Sawyer desired, tomato soup.

KIMBERLY GRANGE

The Kimberly Grange held its regular meeting on Tuesday night, March 28, at the Methodist church with seventy members present. The meeting opened with business session, after which a short program was given, two of the speakers being unable to be present to take part in the program at the lecture hour. A one act play was put on by Mr. and Mrs. L. C. Jones and Fred Beer of Twin Falls, which was greatly enjoyed by all present. Selections including the song "Idaho" At the social hour, delicious refreshments were served by Mr. and Mrs. Tremble, Mr. and Mrs. Grey, Mr. Wooten, after which all departed to their respective homes feeling that the grange meeting was a success.

Watch for the Kimberly Grange play to be put on some time in April. Plans are under way to organize a grange orchestra.

— Mrs. A. E. Gray, Lecturer

REMEMBER: The McCormick-Deering

Primrose-Cream Separator runs on friction-free ball bearings. You can tell the difference, once you turn the crank.

Ora McVey & Son Kimberly

Husband or Wife



When dressing, my husband puts his hat on first, then ties up the rest of his body. —D. McC.

Read The Citizen every week.

"Little Prices Make Big Savings" MARKETERIA.

Bean Planters
Bean Cultivators
Potato Cultivators

Ora McVey & Son
Kimberly

FARMERS—

Are your tractors and automobiles in readiness for the spring season. We are repair experts. Let us put the min A1 shape for ready for any rush or emergency.

W. A. GILL Kimberly

Declaration of Independence Comes From Cooperative Marketing

AGRICULTURE is a big two-sided business—just as important as any business on earth—being at the very foundation of all business.

FARMERS DON'T WANT any advantage over any other industry—they only ask for an even break—which on account of their own unorganized forces in the past they had never, been able to demand. They have no destructive frame of mind toward capital and big business as such—they only ask for fair prices for what they have to sell in comparison with the prices they have to pay for what they buy.

COOPERATIVE MARKETING of agricultural products is a proven success all over the world. In Twin Falls county the price of butter fat is from five to ten cents per pound higher than in localities that have no cooperative creameries.

LOYAL FARMERS appreciate this big step toward farm prosperity and are loyal to the various cooperative associations in their territory.

TWIN FALLS COUNTY COOPERATIVE DAIRYMEN'S ASSOCIATION

HARRY NELSON, Field Man

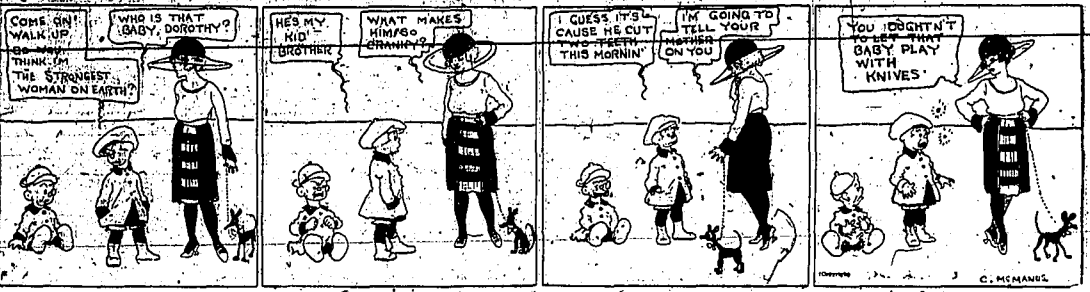
Phone 673 Twin Falls

THE ANTI PHYSICIST



By C. M. Payne

DOROTHY DARNIT



By Charles McManus

Wheatland Market

Table listing market prices for various goods such as Wheat, Bran, Corn, Eggs, Potatoes, Onions, Hay, Hops, Beans, and other commodities with their respective prices.

THIS WEEK

(Continued from page 7) This country has year imported more than \$50,000,000 worth of products from 1930 to 1932. This year 1933... (text continues with economic commentary on imports and exports).

About Your Health

Think You Should Know... PHYSICAL CULTURE... With millions of our people spending vast sums of their lives in office, business, school, or in the home, some sort of artificial exercise becomes necessary to even moderate health... (text discusses health benefits of physical culture).

Advertisement for 'Blatchford's Chick Mash' featuring an illustration of a chick and text describing the product as a feed for baby chicks.

CITIZEN WANT ADS

FOR SALE—Early Ohio seed potatoes... WANTED—Twin Falls County now open for steady hauls to our Ward's Reliable Remedies... (various classified ads for goods, services, and real estate).

BUSINESS PERSONALS

Attorneys: E. L. ASHTON, 1st Nat. Bank Bldg., Phone 222. J. H. BARNES, 123 Main North, Phone 181. (various legal and business notices).

NOTICE OF MEETING OF STOCK-HOLDERS OF THE FIVE AND ONE MINING COMPANY. NOTICE IS HEREBY GIVEN that the regular annual meeting of the stockholders of the Five and One Mining Company will be held at the office of the Company at Buhl, Idaho, on Saturday, the 22nd day of April, 1933, at the hour of 8 o'clock p. m. (text continues with meeting details).

Transfer: MENICHO'S TRANSFER COMPANY, 236 2nd Ave. South, Phone 200. Wholesale: QUICK SERVICE COMPANY, 260 Main Ave. South, Phone 720. (various business notices).

"A Thing Worth Doing is Worth Doing Right" Du Pont Semesan. You are going to treat your seed grain for Rail Smut and other diseases... (advertisement for agricultural products).

TONSILS—PILES REMOVED WITH ELECTRICITY NO MEDICINE NO KNIFE NO BLOOD NO HOSPITAL LESS MONEY DR. S. C. WYATT Over Woodworth Store Phone 467 (advertisement for medical services).

Dead or Alive? It's up to you! Baby chicks die because they're not fed right or cared for properly at the start... Blatchford's Chick Mash (advertisement for chick feed).

WILL FIGHT THE POTATO EPIDEMIC OF IDAHO, Moscow... The fight to keep the Colorado potato beetle out of the great south Idaho potato districts will be renewed this summer... (advertisement for pest control services).

MCCORMICK-DEERING REPAIRS Complete Stock Ora McVey & Son Kimberly (advertisement for machinery repairs).

Relieves Indigestion Very Quickly Men and women, over the world have been taking... (advertisement for a medicine for indigestion).

CASTLEFORD... (Advertisement for a local business or service in Castleford).

Mrs. F. L. Long and daughter went to Los Angeles, Friday, to visit her sister, who is ill... (Local news item).

Blatchford's Chick Mash... (Advertisement for chick feed, including an illustration of a chick).

FOR SALE—Glass, window glass, all sizes, being in your wash, we will set for you, or phone, and we will come and get it... (Advertisement for glass services).

FOR SALE—Glass, window glass, all sizes, being in your wash, we will set for you, or phone, and we will come and get it... (Advertisement for glass services).

FOR SALE—Glass, window glass, all sizes, being in your wash, we will set for you, or phone, and we will come and get it... (Advertisement for glass services).



MR. R. P. ROBINSON
 Manager of the J. C. Penney Company store in this city has been associated with the J. C. Penney Co. for about 10 years. He has spent most of his life in Oregon, being associated with the J. C. Penney Co., at The Dalles and Bend. In 1924 he opened and became manager of the J. C. Penney Company store at Crawfordville, Indiana. However, he desired to come west again and was overjoyed when the opportunity came to make Twin Falls his home. Mrs. Robinson and the children are here and all are well pleased with this country. Mr. Robinson is a member of Kiwanis club, and is an active worker in community affairs.

MR. EARL BICKFORD

Of our shoe department has lived in Twin Falls for eighteen years. He is a graduate of our local high school, and has many friends here. Mr. Bickford has been associated with the Golden Rule Co. for about two years and will be associated with the J. C. Penney Co. here.

MR. J. N. CLYDE

Of our men's furnishings department has spent most of his life in Idaho, and has lived in Twin Falls for the last 15 years. Mr. Clyde will be an associate of the J. C. Penney Co. here and will be glad to welcome his former friends and customers to this store.

MRS. BERTHA HALLORAN MINGO

Cashier for the J. C. Penney Co. has been with the Golden Rule since it was started four years ago. Mrs. Mingo comes from Charlestown, Prince Edward's Isle, Canada, where she was a graduate of the Union Commercial College. She has lived in Twin Falls for seven years and has a host of friends.

MRS. J. C. ARNHART

In charge of the domestic department has lived in Twin Falls for several years, and has been with the Golden Rule Co. Her former home is Billings, Missouri, where she first gained 47 goods experience. Her many friends will be glad to meet her at the new J. C. Penney Co.

MISS MARY THOMETZ

In charge of the place goods department, although born in Chicago has lived in Twin Falls for twenty years, having been with the Golden Rule for two years. Miss Thometz has a host of friends who will be glad to know of her decision to remain with the J. C. Penney Co.

MR. RALPH COOK

Had just recently arrived in Twin Falls from Kansas City, Missouri. He was manager of a Pullman and Curme shoe store there for several years, and will have charge of our shoe department here. This will be Mr. Cook's first western experience, and upon Mrs. Cook's arrival from Los Angeles, will be ready to make Twin Falls his home.

MRS. ZELLA RILES

Bookkeeper for the J. C. Penney Co. has been employed by the Golden Rule Merc. Co. for five years, three years at Oakley and the last two years at Twin Falls. Mrs. Riles was born in Idaho and is a graduate of the L. D. S. Business College of Salt Lake City.

Local People Head Departments In The New Local J. C. Penney Co. Store

Familiar faces greet customers at the new J. C. Penney Company Store. Nearly all the salespeople of the former Golden Rule Co. are employed by the new concern. All salespeople and the management eagerly look forward to welcoming all former customers of the Golden Rule to their new store, and are here to bring to the citizens of this community **BETTER VALUES and BETTER SERVICE.**



MR. H. D. PROCTOR
 Assistant manager of the J. C. Penney Co. store here, comes from La Grande, Oregon, where he has been employed by the J. C. Penney Co. for six years. Mr. Proctor was transferred to Twin Falls when the J. C. Penney Co. store was opened here, and is very enthusiastic over the Twin Falls tract.



MISS CRYSTAL KELLY
 Who has been with the Golden Rule for three years as head of the notion department will continue with the J. C. Penney Co. Miss Kelly is a graduate of the Business College of Boise, and has lived in Twin Falls for eleven years. Miss Kelly will be glad to renew acquaintances at the J. C. Penney Co.



MISS HAZEL WELLS
 Is truly an Idahoan, having been born in the "Gem State" at Oakley. She has lived in Twin Falls for three years and is a very popular member of the younger set. Miss Wells will be associated with the J. C. Penney Co. here.



MISS BLANCHE ADAMS
 Who will have charge of our hosiery department is from Des Moines, Iowa. Miss Adams is a thoroughly experienced hosiery saleslady, having had six years' experience the last two and a half with the Golden Rule Merc. Co. Miss Adams looks forward to meeting her friends.



MR. LAWRENCE T. MOORE
 Of the men's furnishings department has lived in Twin Falls for several years, having been connected with the former Golden Rule store ever since it was established. His many friends will be glad to know that he will continue to greet them at the J. C. Penney Co.



MR. EARL HOOKER
 Has been associated with the Golden Rule Co. as display manager. He has lived in Idaho for many years. Graduated from the Nelson School of Display in San Francisco, prior to coming here. Mr. Hooker intends to make Twin Falls his home for some time, and will be associated with the J. C. Penney Co. of this city.



MRS. BERTHA CAMPBELL
 In charge of our Ladies Ready-to-Wear Department has many friends in Twin Falls. She has lived here many years, and had charge of the former Golden Rule's Ready-to-Wear Department. Mrs. Campbell is looking forward to greeting her former friends and customers at the store.



MRS. LOUISE JONES
 Formerly with the J. C. Penney Co. of Jerome and for the last six months with the Golden Rule will continue with the J. C. Penney Co. here. Mrs. Jones anticipates meeting her many friends here again.



MISS BLANCHE SHUMWAY
 Who will be in the Ready-to-Wear department for the J. C. Penney Co., is a graduate of the Twin Falls high school, and has lived in Twin Falls for eleven years and for the last two years has been in the employ of the Golden Rule Merc. Co.



MR. RAY PUMPHREY
 Former home in the West Twin Falls, has been in charge of the men's clothing department for the Golden Rule Co. and will continue his work for the J. C. Penney Co.

Proof of Good Service In Growth

In commenting upon our Company's customer service, we said that the proof of good service is constant growth.

Every year during the quarter of a century the J. C. Penney Company has been serving the American public, its growth has been constant, each year its sales have been larger than the previous year.

In 1921, this business had grown to 312 stores with sales amounting to \$46,641,928. For a business still in its teens, its growth was a fair proof of the kind of service it had been giving.

However, from 1922 to 1926 both its number of stores and volume of sales more than doubled. In 1922, 341 stores had sales of \$49,055,729 while in 1926, 745 stores had sales of \$115,682,737. Could anything other than good service have earned such stupendous growth?

It has been the constant aim of this Company to serve not only well but better and better as time goes on. Its growth undoubtedly is directly attributable to the high standards of service maintained by all our stores.

OUR 25th YEAR

J.C. PENNEY CO.

OUR SILVER YEAR

Our 25th Or Silver Anniversary

CELEBRATING 25 YEARS OF BUILDING GOOD WILL BY GOLDEN RULE SERVICE. From One Store in 1902 to 773 Stores Now!

Lunch Kit And Vacuum Bottle

Combination set of Hot Vacuum Bottle and Lunch Kit at an unusually attractive price. Set, \$1.18

OUR 25th YEAR

J.C. PENNEY CO.

OUR SILVER YEAR

Our 25th Or Silver Anniversary

CELEBRATING 25 YEARS OF BUILDING GOOD WILL BY GOLDEN RULE SERVICE. From One Store in 1902 to 773 Stores Now!

Stationery

Another great value—gold-edge paper, envelopes, and stationery. Buy a supply now, box 23c

25th Anniversary

Men's Athletic

Union Suits

Best quality 72-80 napsook full cut, well trimmed. One of our exceptional values at the low price of

49c.

25th Anniversary

Men's Stylish

Semi-Conservative Suits

In dressy, three-button, single-breasted models and fashioned of excellent quality serges, worsteds and unfinished worsteds, in blues, browns, medium and light greys—smart mixtures and striped effects.

Every detail of tailoring and finish is up to our high standards of quality. One of our feature values at—

\$24.75

Savings in Footwear for the Whole Family

Crepe Marion

Dresses for Spring

A New Fabric

25th Anniversary

House Frocks

Charming Style!

Unexpectedly clever! You will not catch our employees if you have several of these attractive frocks—pleated, striped and percale—all sizes.

79c.

25th Anniversary

Coat Ways To Smartness

Tailored Lines—Collars of Fur—Novelty Fabrics

Variety—the keynote to the charm of coats this spring! Whether you need a sport or a dress coat—or whatever color you prefer—there is a garment to please you at one of our Anniversary Prices.

Sizes for Women, Misses and Junior Misses.

\$14.75

and

\$24.75

Inviting You To Our Party

April will be the twenty-fifth birthday of the founding of this Company. It will mark a century of achievement—of human happiness to great numbers of people through the United States.

It will witness a business born humbly in a small village and operated upon the broad principles of the Golden Rule, grown to a success thriving, building, serving—a National-wide institution of 773 Department Stores.

It is fitting that the occasion should be recognized by our stores throughout the country. Therefore, starting on Friday, April first, this Store will celebrate. A cordial invitation is extended to you to celebrate with us.

25th Anniversary

"Pay Day"

Work Shirts

With the Union Label. Big, roomy and well-made. In blue or grey. Coat style, cut full, one or two faced sleeves two reinforced, with poppers. All sizes, at

79c.

25th Anniversary

"Nation-Wide"

Work Suits

Union made, khaki or flannel, triple-stitched, "bar" tacked, cut full, seven pockets.

\$2.98

\$1.98

\$1.69

25th Anniversary

Knickers for Outdoor Women

Practical For All Kinds of Outings

Tweed, flannel and lined knickers—the ideal garments for outdoor sports. Buy them now and ready for the warm days ahead.

\$4.98

25th Anniversary

Honor Muslim

Dependable Quality

This muslim was first made over the years ago. It is made of the finest quality material and is guaranteed to last. It is a real "Union Label" product. It is made in the U.S.A. and is guaranteed to be the best.

12c

25th Anniversary

H.C.S. Gingham

Anniversary Sale

This gingham was first made over the years ago. It is made of the finest quality material and is guaranteed to last. It is a real "Union Label" product. It is made in the U.S.A. and is guaranteed to be the best.

16c

25th Anniversary

Our "Big Mac"

Work Shirts

Blue or grey chambray. Slim, Regular & Extra sizes.

69c.

25th Anniversary

Men's Overalls

"Pay Day"

Union Label. Jacket to match. Overall or Jacket.

\$1.15