



# Babson Declares Advertising Can Speed Up Recovery from Economic Depression in Borders of Union

## Bay State Statistician Advises Business Men To Cut Unnecessary Frills but Maintain Publicity Appropriations Despite Present Recession

By ROGER W. BABSON  
BOSTON PARK, Feb. 24.—Well directed advertising can do more than any other factor to hasten economic recovery in the United States, 1930 offers the advertising business both a challenge and an opportunity. The challenge is two-fold: first to the business man who advertises, and second to the advertising man who prepares and directs his campaign. Business men must have the courage to maintain their advertising appropriations in the face of the present business recession. The time to advertise is when sales are hard-coming to the general practice of advertising chiefly when business is good and the chance to cut out all unnecessary frills and to make his copy direct and brief results. The business man has the right to expect that his advertising brings in some definite orders as well as build good will. Those who manage advertising must bear in mind also they must cut out all waste and extravagance, and make every dollar count.

### Institutional Advertising

Of course, some forms of institutional advertising cannot bring immediate results, and this, of course, does not mean that they should be discontinued—in general, however, advertising should pay as it goes.

Advertising Will Help  
In 1927 we spent about \$2,000,000,000 on various kinds of advertising. This seems like a huge sum. Some critics call it an economic waste. They say it adds to the price which the consumer pays. However, when we consider that this \$2,000,000,000, worth moving about \$40,000,000,000 worth of goods to the consumer, the pro-

portion does not seem huge. Moreover, had it not been for advertising our consumption would never have reached anything like a total of \$40,000,000,000. This \$2,000,000,000 also includes a large volume of financial advertising which was essential to the flotation of \$1,000,000,000 of new securities—the proceeds of which have mostly gone into the building up of industrial and public utility plants and equipment.

### Advertising About 3 Per Cent

Estimates place the cost of advertising at 3 per cent of the cost of goods which people consume. As a matter of fact advertising has reduced prices rather than increased them. It has done this by making possible mass production and mass distribution. You cannot have one without the other. Machinery brought up mass production, but only through advertising have we achieved mass distribution. Standardized package goods could never have been marketed and hence never reached on the present wide scale had it not been for advertising. The reduction in costs resulting from large scale production of standardized articles is passed along to the consumer in the form of lower prices. Hence, instead of being a factor in increasing the cost of living, advertising has been one of the most potent factors in reducing it. At the present time when there is considerable unemployment, it is, of course, essential that living costs be kept at as low a level as is consistent with reasonable profits. Efficient adver-

ising will greatly help to do this.

### Creating New Industries

We hear much today about the machine-made unemployed. This is a real problem. Labor-saving machinery has thrown many men out of work. Yet no one will deny that such machinery is necessary, and will in the long run restore the lost-of-work. In the readjustment period, however, when three men are waiting the streets looking for jobs, the crying need is for new industries in which they can be employed. Advertising has been largely responsible for the growth of our new industries, including radio, new foods, rayon, cellulose products and many others. It will continue to develop new industries, and also to promote new uses for the products of existing industries. All this means additional employment for those who are deprived of their jobs either by business depression or by the introduction of labor-saving machinery and methods. Hence by assisting employment, advertising gives vital impetus to business progress.

### Financial Advertising

Only within recent years have banks, insurance companies, investment bankers, and other financial institutions entered the advertising field on a large scale. 1929 saw more of this type than ever before. I expect this sort of advertising to grow rapidly for two very good reasons. First the reputation of these houses have waked up to the fact that they must present their story of sound investment and also the public will continue to be the easy prey of fraudulent stock promoters, get-rich-quick schemes, and other bogus financiers who take away something like \$500,000,000 from the public every year. By teaching thrift and sound investment practices, the reputable banks and brokers are doing much to educate the public and to frustrate the activities of financial frauds. Furthermore, the large number of consolidations of banks during the past year will make necessary a large volume of financial advertising to establish their new position in the public mind. The increased number of new investments companies means competitive conditions in this field, which will also necessitate intensive advertising. I look for more emphasis upon the fundamentals of investment and less on the speculations of speculation. Insurance advertising should show a marked increase this year. Leaders of the insurance business have now awakened to the necessity of telling their story to the public in a way which the public will read and understand, through the newspapers and magazines.

### Faith in Advertising

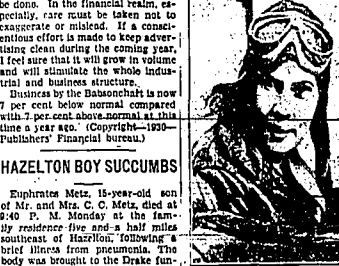
I have said that advertising is a powerful influence for economic welfare and progress. This must be qualified to read "truthful" advertising. Truthfulness is the foundation upon which advertisers must build if it is to survive and if it is to perform a beneficial public function. Dishonesty in advertising destroys confidence, not only in the firm which employs it, but also in advertising as a whole. Hence, dishonest or exaggerated advertising harms business, the advertiser, the paper,

## Screen Stars Get License



LOWELL SHERMAN and Helene Costello, screen stars, have taken out a marriage license in Los Angeles. It was Sherman's third and Miss Costello's second.—(AP) Photo.

## Young Flier



DORIS SHALIT, 17-year-old Quincy, Massachusetts, high school girl, is well on her way to a pilot's license.—(AP) Photo.

## FLASH!

8 TO 10 P. M.  
K G I Q TONIGHT

IDAHO RURALS  
Seed potatoes, 1 year from Ashton grown, certified seed. Phone 5073.  
adv.  
Dunkley Bart? Ph. Dr. Foster, 840 Adv.

## INJURIES FATAL TO MOTORCYCLE RIDER

### Verd T. Sorenson Loses Gallant Fight for Life Against Weighty Odds

Verd T. Sorenson, 24, automobile mechanic, died in the county general hospital here at 8:30 P. M. Monday from injuries received last March 14, when a motorcycle ran away with him and crashed against an automobile in the vicinity of the Schwartz Auto Repair shop, 220 Shoshone street east, where he was employed. The accident occurred when the throttle stuck and the machine that he was testing got out of control, bounding him against the handle bars and over the standing car into which the motorcycle crashed.

An operation was performed at the hospital and until last Saturday he appeared to be making steady progress on the way to recovery. Then his condition took a turn for the worse and he became gradually weaker until death closed last evening.

Mr. Sorenson had been employed in the Schwartz establishment for about a year and a half. He came here about two years ago from his former home at Paris, Idaho, and was for a time in the employment of C. A. Robinson, road contractor. He is survived by his widow and also by his mother who was summoned last week from her home at Paris and was with him when the end came.

Otto Rohner, Paris, father of Mrs. Sorenson will arrive today, he said last evening when word of Mr. Sorenson's death was telephoned to him. Mr. Rohner and his wife, Walter Rohner, were here last week, and returned to their home believing that Mr. Sorenson was on the way to recovery.

The body of Mr. Sorenson rests now at the Drake funeral parlors.

Sheldrakes, salt-water ducks common in western Europe, nest in sand dunes in chambers made by themselves or by rabbits, with each nest chamber covered by a movable lid of soil.

Steno-baths, Dr. Foster, 840 Adv.

## Red Cross Memorial Dedicated



A MEMORIAL RED CROSS chapter house of white marble was dedicated by President Hoover in Los Angeles. President and Mrs. Hoover are shown during the ceremonies.—(AP) Photo.

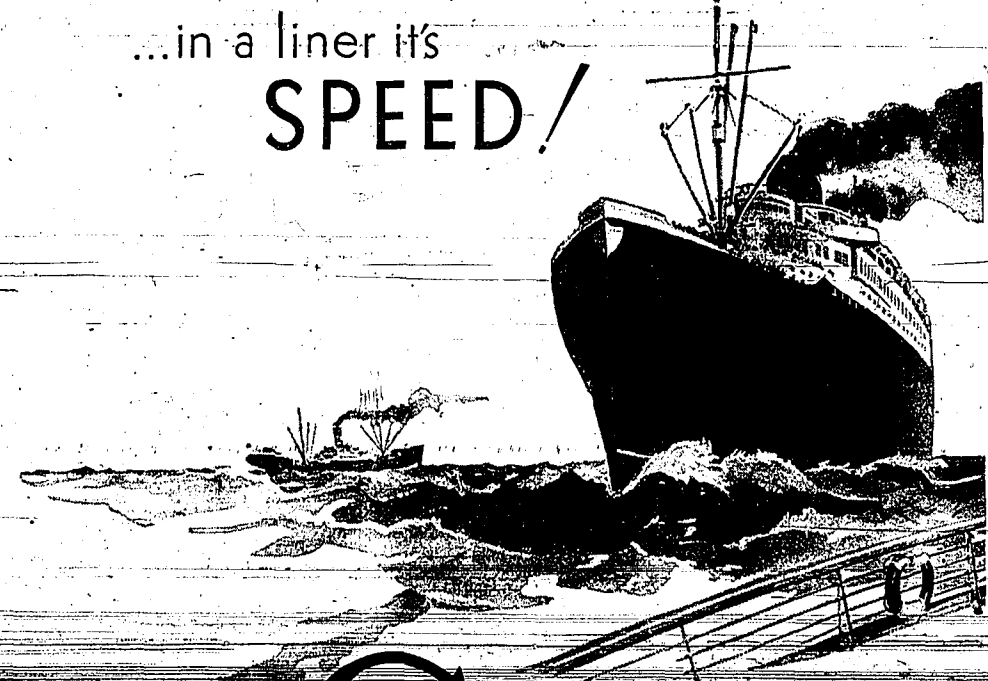
The moon's release from the jaws of a mythical demon was anxiously watched and prayed for by thousands of people throughout India during a recent eclipse.

Arches built? Ph. 840. Dr. Foster, Adv.



## No More Gas In Stomach and Bowels

Why wait for RECEPTION? GET PROGRAMS IN 7 SECONDS WITH ARCTURUS Quick Acting RADIO TUBES



...in a liner it's SPEED!

in a cigarette it's TASTE!

It is a competitive age—and for most things, an age of speed. But good cigarettes are not made that way. Unhurried ripening of leaf, thorough ageing, painstaking and uniform blending and cross-blending—this is the standard Chesterfield method. And Chesterfield's popularity proves the formula right. What smokers want most, Chesterfield gives in fullest measure—mild-smoothness, savory fragrance, deeply satisfying richness and character.

"TASTE above everything"

# Chesterfield

SUCH POPULARITY MUST BE DESERVED

MILD, yet... and yet THEY SATISFY

# Twin Falls Youth Rides To Fame in Agua Caliente Handicap By Riding Victorian To World's Record For \$98,400 Stake

## Victor Finishes Mile in 2:03 1-5 On Mexican Track

George Ellis, 20, Triumphs Before Throng of 25,000 Persons In Race Classic at New \$2,000,000 Plant

Alexander Pantages, Alto Carrolo Stables, Los Angeles, Wins Second in Spectacular Competition

(By The Associated Press)

**A**GUA CALIENTE, Lower California, Mexico, March 24.—Victorian, sparting the silks of the Warm atables, Lexington, Kentucky, with George Ellis, 20, Twin Falls, Idaho, up Sunday won the Agua Caliente handicap, with its all-time largest purse of \$98,400. The victor finished the mile and one-quarter two lengths ahead of the second horse in 2:03 1-5, a new track record. The old record was 2:07 3-5.

Alexander Pantages of the Alto Carrolo stable, Los Angeles, was second, and the Rancocas stable's Donny finished third.

By highway, rail and air the thrill seekers crossed the border Saturday and Sunday, with the latter at a standstill. The usual closing time of P. M. for the international border was extended to midnight in an effort to allow the crowds to get back into the United States.

**ECKNER TRIUMPHS WITH TRANS-OCEAN AERIAL LINE PLANS**  
(Continued from Page One)  
pushed forward. The signing of the contracts marks the first active cooperation between the air and water lines in establishing regular mail and passenger service. Under the plan plans of United aircraft will carry passengers from points inland to the Atlantic coast, where they will embark on airplanes.

**HERRERA TRIUMPHS BY POINTS OVER GROGAN**

OMAHA, Neb., March 24 (AP)—Following 10 rounds of mediocre maul-

## Victorian With Ellis Uj



VICTORIAN WITH GEORGE Ellis, Twin Falls, Idaho, up who won the Agua Caliente handicap Sunday by setting a world's record.—(AP) Photo.

## Troy Laundry and Hashers Triumph

Troy Laundry bowlers won from the Times five, 230 to 228, in the Commercial league, and Texaco pincers defeated the Grill cake aggregation, 233 to 226, in the City league. In contests at the Cox and Stone alleys here last night, beginning one of the final week of tournament play.

## Trapshooters Turn In Winning Scores

Shooting in the cold with a high wind sweeping the grounds last Sunday, Twin Falls trapshooters turned in their best score of the season in a telegraph shoot to win two out of three of the day's events.—Eugene Bowers fired at the traps during the day. The three high guns who composed Twin Falls team in the competitive event, and the scores they made, were John DeKlois, 25; Alvin Harbort, 24; E. L. Patrick, 23, making a total of 72 out of a possible 75. With that score, Twin Falls defeated LaGrande, 71, and Nyssa-Parma, 71, and lost to Pocatello Trap, 72.

Name	Shot at	Broke
John DeKlois	100	87
Alvin Harbort	100	87
E. L. Patrick	100	87
George W. Certain	75	64
Ernest White	50	40
A. Miller	75	62
Albert Thompson	50	32
J. H. Patrick	25	11
Martin	25	11

**70,000 Young Fish Go to Eagle Ponds**  
BOISE, March 24 (AP)—About 70,000 fish to be reared and distributed in Ada and Canyon county vicinity will be brought from Haysport hatchery to the rearing ponds at Eagle Lake, near the Idaho fish and game department.

**FLASH! 8 TO 10 P. M. KGIQ TONIGHT**

**FLASH! LISTEN IN TONIGHT**  
8 TO 10 P. M. KGIQ  
8 to 10 P. M.

## Risiko Pounds Way To Decision Over Victorio Campolo

Poetic Justice Rides With Rubbery Spoiler of Many Fine Heavyweight's Plans But 10,263 Fans Object

BY EDWARD J. NEIL (Associated Press Sports Writer)  
**M**ADISON SQUARE GARDEN, New York, March 24.—Poetic justice rode with tough old Johnny Risiko tonight and the rubbery spoiler of many fine heavyweight's plans gained for himself a 10-round decision over mountainous Victorio Campolo, manna mauler from the Argentine.

Risiko won a verdict that popular consent should have been his three weeks ago when the strongest assortment of all the heavyweights met for the first time on the ill-fated Scott card at Miami—just as the crowd in the Southland believed that night against the official verdict of "draw," so did 10,263 of the fans at Madison square garden last night when Risiko, who had been favored to the big battle pit for the return contest against "ARAT" of the decision to Risiko tonight.

**TROY LAUNDRY**  
Bailey 235  
Magrue 197 171 144 480  
N. O. Johnson 150 143 162 401  
Cottonman 148 124 166 448  
Cubit 150 162 165 488  
811 771 772 2359

**GILLIE CLUB**  
Bean 150 150 174 338  
Dumny 130 130 130 390  
Kiefer 150 120 150 420  
Berch 188 131 126 415  
Witman 153 200 162 518  
701 771 728 2206

**TEXACO**  
Emerick 158 148 174 308  
Cox, Jr. 154 143 146 423  
Ostrandner 130 146 128 400  
McCracken 165 180 197 542  
107 791 773 2363

**NOTICE OF ANNUAL MEETING TWIN FALLS COUNTRY CLUB**  
Notice is hereby given of the annual membership meeting of the Twin Falls Country Club, to be held at the Rogerston Hotel on the evening of Monday, March 31, 1930, at 6:30 for the purpose of electing three directors and other business that may come before the meeting.

**FLASH! 8 TO 10 P. M. KGIQ TONIGHT**  
8 to 10 P. M.



## Bagshaw, Former Coach of Huskies, Takes State Post

OLYMPIA, Wash., March 24 (AP)—Erick W. Bagshaw, former University of Washington football coach, was announced today as the new superintendent of transportation in the state department of public works by Fred K. Baker, director of the department.

## Adrian Elton Wins Over Reno Fighter

SALT LAKE CITY, March 24 (AP)—Adrian Elton, 12, Santsquinn, Utah, outpointed Eddie Spencer, 12, Reno, Nevada, in a stop 10-round midget bout tonight. Elton, a southern, whittled Spencer in every round but did most of his effective work in the seventh and eighth.

## Leaders at Naval Conference Cling To Hope For Pact

LONDON, March 24 (AP)—There were strong indications here tonight that the Japanese government next Thursday would accept the tentative agreement of Japanese and American delegates to the London naval conference providing that Japan's total naval tonnage shall be a maximum of 20 per cent of the American total. The American quota is expected to be the same as the British.

## Boxing

**TROY LAUNDRY GARAGE TWIN FALLS TONIGHT AT 8 O'CLOCK**  
MAIN EVENT—10 ROUNDS  
Willard Norton vs. Buddy Washington  
6-ROUND SEMI-FINAL  
Mickey McCafferty vs. Art Palmer  
4-ROUND PRELIMINARY  
Jimmie Ducey vs. Swede Nelson  
Curtain-Raiser—Battle Royal  
Admission—General Admission, \$1.50; Ringside Seats, \$2.00; Children, 50¢

## Wichita Tourney For Girl Teams Gets Under Way

WICHITA, Kas., March 24 (AP)—Top heavy scores and favorites running generally true to form launched the fourth annual National Amateur Athletic union girls' basketball tournament here tonight.

## Whitney's Entry In Grand National Drops From List

LONDON, March 24 (AP)—The unexpected scratch of John Whitney's Easter Hero from the Grand National today left only five American owned horses to face the starter Friday and turned the grueling four-mile test into a complete race.

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## PIXONS FOR LUNCH

Although both landed scores of sea ducks, neither was ever in danger of a knockout.

## Back Stop Ace



LUKE SEWELL who has averaged around 125 games a season for the Cleveland Indians the last four years caught his third leading-catcher in 1929—67. Photo.

## Official Bans Aid For Seattle Miss

Amateur Association Rules City Cannot Send 16-Year-Old Mermaid to College

SEATTLE, March 24 (AP)—Seattle can give Miss Helene Madison, 16-year-old amateur, who brought glory to the Northwest by smashing numerous records at Miami, a week end's multi-city tour with watch and a life membership in the Washington Athletic club, but Seattle cannot send her to college.

**ATTITUDE FAVORABLE**  
TOKYO, March 24 (AP)—There were strong indications here tonight that the Japanese government next Thursday would accept the tentative agreement of Japanese and American delegates to the London naval conference providing that Japan's total naval tonnage shall be a maximum of 20 per cent of the American total. The American quota is expected to be the same as the British.

**SPRAY TIME IS HERE**  
So are the Brass Angel spray rods, none so good. C. C. Fargo has them. Phone 408.

**Steam and electric baths, woman and man attendants, Ph. Dr. Foster, 310. Adv.**



**McELWAIN'S**  
"The Dependable Shoe House"

**FRIENDLY FIVE SHOES**  
It is the Diplomat, one of the smartest Friendly Five Shoes that have become tremendously popular everywhere. The upper is of smooth calfskin with plain toe, to which the smart saddle of finest Norwegian Grain Calfskin adds a pleasing contrast. The Diplomat is built over a combination last and sells for five dollars. . . . A smart shoe—one that you will like. We have it in black and in tan.

**WALLIS Certified TRACTORS are here!**  
See their many advanced features!  
752 North Main Avenue TWIN FALLS  
**GEORGE C. WOODS** Massey-Harris Dealer

TWIN FALLS-DAILY NEWS

Subscription rates: One Year \$2.00, Six Months \$1.25, Three Months \$0.75. Published at the postoffice at Twin Falls, Idaho, under the act of March 3, 1879.

The Open Window. This must be a California name of the Open Window. But I think readers in other states will be interested for the reason that more and more, as the years pass and men grow, one half of the world is interested in knowing how the other half lives.

THE STATE WE LIVE IN

By Byron DeFoebsch. INVASION OF SOUTH IDAHO. The Salmon river divides North from South Idaho.

PROSPERITY TOMORROW MORNING

"Prosperity," says a volunteer economist, "is people spending money. The spending isn't merely a result. It is also a cause, and the principal cause."

AT THE HOTELS

ROBERSON—N. Alexander, John Archabal, John Archabal, Jr., Joe Hooding, John Archabal, Jr., E. J. Hooding, John Archabal, Jr., E. J. Hooding, John Archabal, Jr., E. J. Hooding.

CHILD WELFARE TOPIC FOR BICKEL ASSEMBLY

Mrs. H. W. Chouhok is to speak on child welfare and a number of the state are to appear at the Bickel Parent-Teacher association to be held in the Bickel school auditorium at 10 o'clock tomorrow.

Why Folks Stay Fat

Not always because of overeating, but because a gland is weak that gland secretes the hormone which makes the body fat.

Dizzy

Start through bowel action! Dizzy is a new medicine for dizziness, headache, and other ailments.

HUMAN MACHES

We would think ways to the creation. And maybe, my dear, we would respect the other race.

Dr. Merrill Merikow, an American professor of anthropology, refers us to folk lore.

THE CREATOR MIMED UP SOME DOUGH AND SHAPED THIRTY LITTLE FIGURES, ALL ALIKE, AND PUT THEM IN THE OVEN TO BAKE.

Ohio Bank Robbers Captured.

TWO HOURS AFTER they held up the Junction City Banking company, Junction City, Ohio, and escaped with more than \$5000, four youthful bandits were captured after a gun battle with Perry county officers.

The Open Window

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THEATRE'S

"RED HOT RHYTHM," IDAHO THEATRE TELLS SHOWS AT ORPHEUM OF TALKIES' PROGRESS

Appearing on the Orpheum theatre program is "The Public for the First Time in Red Hot Rhythm," a feature which was written by the well known team, Walter O'Keefe and Bobby Dolan.

IDAHO THEATRE TELLS SHOWS AT ORPHEUM OF TALKIES' PROGRESS

The communication which brings these matters to mind is an announcement that the Idaho theatre is celebrating its third anniversary of speech on the screen, has arranged to hold a "Fagan Progress" during the four weeks from March 30 to April 25 inclusive.

IDAHO A PUBLIX THEATRE

SOON... A SURPRISE... A THRILL... A DELIGHT... MANY OF THEM!... FOUR WEEKS OF THEM!... THE PAGEANT OF PROGRESS!

Richard Arlen loves NANCY CARROLL NOW!

'DANGEROUS PARADISE' SHE runs his arms for safety and wins his heart. A thrilling romance of dangerous adventure!

with WARNER OLAND ADDED FEATURES-TROUBLES FOR TWO Educational-Comedy 2 Vitaphone Acts

THE HOME OF PARAMOUNT PICTURES

TWIN FALLS BOY WINS ORATORICAL DIVISION CONTEST

Gerald Wallace Event Victor; Burley, Jerome and Buhl Furnish Other Leaders in District Declamations

College Queen

PATRICIA MARSH, Pittsburg, was designated the most beautiful and most popular co-ed on the campus of Baker university.



PATRICIA MARSH, Pittsburg, was designated the most beautiful and most popular co-ed on the campus of Baker university.

ORPHEUM THEATRE

A Double Feature Program The King Driggs Celebrated Family of Entertainers

Featuring YVONNE The Wonder Child MUSIC - MIRTH SONGS DANCES Including Driggs Dance Review of Talented Twin Falls Girls 45 Minute Stage Show

ON THE SCREEN - ALSO SHOWING STARRING ALAN HALE AND BIG CAST

All Music All Sound All Dialogue Red Hot Rhythm

The Musical Comedy of Tin Pan Alley in Color Scenes Melody, Chorus and Dancing

Comedy - One of the Noted Hugh Will Saturday Evening Post Wild Cat Stories

Matinee 10c - 30c - 40c; Evening: Children 10c and 20c Adults 40c and 50c Matinee Pictures Start 2 o'clock; Stage Show 3:15; Evening Pictures Start 7:15; Stage Show 9 o'clock and Pictures Repeat Again After the Stage Show

EDUCATOR SUGGESTS TOUR FOR TEACHERS

W. D. Vincent, Commissioner of Education, Gives Advice to Idaho Instructors

SUNNYSIDE SOCIAL CLUB HOLDS SESSION IN BUHL

BUHL, March 24.—Mrs. Jack Campbell was hostess to members of the Sunnyside Social club at the last regular meeting. Roll call was answered with Irish jokes. After a short business session the meeting was turned over to Mrs. Martin Foster, chairman of the program committee.

MEN STUDENTS AT BRIGHAM YOUNG SCHOOL TAKE INTEREST IN COOKING

PROVO, March 23.—Men students at Brigham Young university are becoming kitchen conscious. Just why, no one seems to know. Few profess an intention of becoming professional chefs.

SARGON BUILT HIM UP SIXTEEN POUNDS

"Sargon increased his weight 16 pounds, gave me new strength and energy and I feel better than I have in years." I suffered so much with indigestion that my weight

W. D. Vincent, Commissioner of Education, Gives Advice to Idaho Instructors

BUHL, March 24.—Mrs. Jack Campbell was hostess to members of the Sunnyside Social club at the last regular meeting.

Home From Boise—Miss Helen Scherup has returned after a short visit in Boise.



HUGH WILSON dropped from 190 to 130 lbs., precisely lived on a liquid diet, but this didn't seem to help me. My liver was in bad shape and constipation became chronic with me.

JUST KIDS



ACTIONS SPEAK LOUDER THAN WORDS



ACTIONS SPEAK LOUDER THAN WORDS



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ATTORNEYS HONOR DEAN MASTERSON AT BURLEY

BURLEY, March 24.—(Special to The News)—Attorneys S. T. Low, G. P. Horvick, representing the Cassia county bar, and Judge Hugh A. Baker, H. V. Creason, C. D. Phibbs and Joseph Blanton of the Minidoka county bar, attended the dinner given at the Caledonian hotel at Burley Saturday evening at 6:30 P. M.

ANNOUNCEMENTS

The Lincoln Parent-Teacher Association will meet Wednesday at 7:30 P. M. in the Lincoln school building. Burton E. Morse will give a talk on his trip to South America. A musical program is planned. The public is invited.

BREVITIES

Home From Boise—Miss Helen Scherup has returned after a short visit in Boise. Villa in Wyoming—Mrs. M. R. Hjalsted left yesterday for Sheridan, Wyoming, to visit there.

NEW TRAIN SUPPLANTS "GALLOPING GOOSE"

Sunday, without previous notice, the motor car, popularly, or unpopularity, known as the "Galloping Goose," was displaced by a more modern motor car, M-C, on train 195 and 196 on the Oregon Short Line railroad between Minidoka and Buhl.

HIGH SCHOOL NEWS

Cast of characters besides the chorus for the "The Merry Wives of Windsor," which appears in the high school auditorium Thursday and Friday nights under the direction of City Ceasare Drake are as follows: "Clotilda," Juliette Hayden; "Philo Thompson," Irene Hansen; "John Clifford," Pete Johnson; "Mark Owen," Wladimir; "Duke Wilson," HUGH WILSON.

LEGAL ADVERTISEMENTS

NOTICE OF APPLICATION FOR FARDON Notice is hereby given, that I, Robert Francis White, having been convicted of embezzlement in the District Court of the Eleventh Judicial District of the State of Idaho, in and for Twin Falls County, and thereupon and on the 30th day of July, 1929, by said Court, sentenced to serve a term not less than one (1) year nor more than (1) years in the Idaho Penitentiary of the State of Idaho, will make application to the Honorable Board of Pardons of the State of Idaho, at its next regular meeting for a pardon.

CORRUGATORS

Two and three row machines. They will corrugate anything. Special shovels for hilling potatoes and cultivated crops, also thinning alfalfa seeds. The lightest draft machine on the market. You will do less shoveling if you use this machine.

KRENGEL'S HARDWARE Electrical Supplies 210-220 Second Twin Falls, Idaho

No Substitute For Tanlac

For Quick Relief of Stomach, Liver, Kidney and "Rheumatic" Troubles—Two of the Most Remarkable Endorsements Ever Given A Medicine

TANLAC WITHOUT EQUAL SAYS NURSE IN 21 DAYS KIDNEY, BLADDER, STOMACH TROUBLES END

FLASH! 8 TO 10 P. M. KGI TONIGHT

Some red ink is valued with the proffered bodies of thousands of tiny insects.

Again this week Our special Frigidaire Hydrator demonstration will be continued all this week. Desserts and salads served. Free recipe books. Stop in today. Open evenings until 10 o'clock.



What you expect you get with Budweiser Barley-Malt Syrup

Dr. Hill Office Hours 8:30 to 8:30 Evenings 7 to 8:30 Phone 1112 Electro Therapy CHIROPRACTIC



Actual photograph of neck of well-to-do lady before being placed in the Hydrator. The magic action of the Hydrator has restored the color to its original state—fresh, crisp, delicate.





BEARS RETREAT ON MART FOR STOCKS President Hoover's National Business Survey Conference Influences Operators

NEW YORK, March 24 (AP)—Stocks: Strong; United States 3 1/2 years 104 1/2... President Hoover's National Business Survey Conference Influences Operators

By CLAUDE A. JACGER (Associate Press Financial Writer) NEW YORK, March 24—Encouraged by the report of President Hoover's national business survey conference...

GOVERNMENT BONDS NEW YORK, March 24 (AP)—United States government bonds... Treasury 4 1/4 101.20

United States Steel resumed its 90 day market leadership with a gain of 4 3/4 points...

Twain Falls Markets... Light boaters 110.25... Heavy brass 3 1/2 101.00

SUBSCRIBERS ARE URGED NOT TO ACCEPT AS FINAL THE QUOTATIONS... THE FIGURES GIVEN ARE THOSE SUPPLIED TO THE NEWS EACH DAY BY MEMBERS OF THE LINES QUOTE THE GREAT MAIN CASH BUYERS

Table with columns for Light boaters, Heavy brass, Dishes, etc. and their respective prices.

Table with columns for Wheat and Mill Feed, Potatoes, Beans, etc. and their respective prices.

Stock Market Averages... NEW YORK, March 24 (AP)—Stock market averages, (Copyright, 1930, Standard Statistics Company)

ing continued progress at control, reversed the movement in the oils, several recovered and new highs were made... On the whole, the advance was highly selective...

NEW YORK, March 24 (AP)—Commodities were irregular, wheat leading, but rallied to close slightly higher...

and under several leads still un sold, some without bids; odd lots... and under several leads still un sold, some without bids...

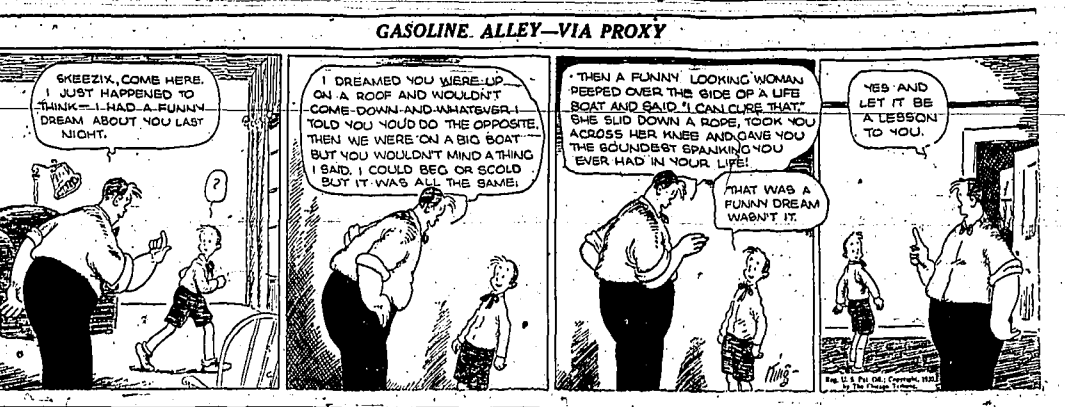
LOS ANGELES LIVESTOCK LOS ANGELES, March 24 (AP)—(U S D A)—Hogs: Receipts 20,000; steady...

CHICAGO CASH MARKET CHICAGO, March 24 (AP)—Wheat: Receipts 1,000,000; steady...

PORTLAND LIVESTOCK PORTLAND, March 24 (AP)—(U S D A)—Hogs: Receipts 10,000; steady...

CHICAGO LIVESTOCK CHICAGO, March 24 (AP)—(U S D A)—Hogs: Receipts 1,000,000; steady...

NEW YORK STOCK MARKET CLOSING BID... All Chem & Dye 220 1/2... Am Can 147 1/2



NEW YORK STOCK MARKET CLOSING BID... All Chem & Dye 220 1/2... Am Can 147 1/2

WHEAT QUOTATIONS AMOUNT IN CHICAGO... Prices of Grain Rebound at Lively Rate After Suffering Early Declines... By JOHN P. DOUGHER (Associated Press Market Editor)

TOLEDO GRAIN... PORTLAND HAY AND GRAIN... MINNEAPOLIS FLOUR... DENVER SHEEP... BOSTON WOOL... POTATO MARKETS... CHICAGO CASH MARKET... CHICAGO LIVESTOCK... OMAHA LIVESTOCK... KANSAS CITY GRAIN... CHEST COLDS AND COUGHS... WICKS... OVER 2 MILLION AMERS USED YEARLY

Proceedings of the Board of County Commissioners... Flower Polo Shop, photography 923... American Electric Co. 170.83

Twain Falls, Idaho, March 15, 1930... The Board met at this time, pursuant to a recess hereafter taken, all members present... The Board met at this time, pursuant to a recess hereafter taken, all members present...



THE STRANGE DISAPPEARANCE OF MARY YOUNG

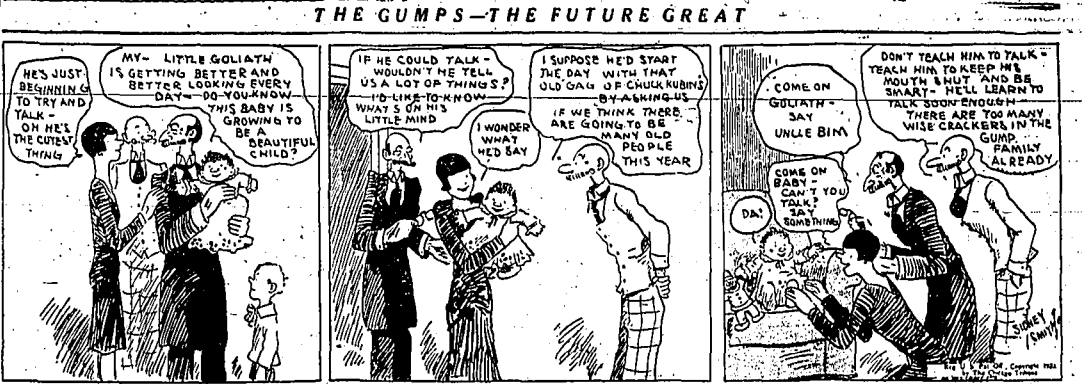
By MILTON M. PROPPER

He made the rounds of the ticket windows next. Only four sold long distance fares and Pullman tickets after midnight, the rest closing much earlier. Rankin was thankful for the time he had to spend in his quarters. His quarters were of a necessity, vague, though he set the time to which Rogers might have purchased his fare between midnight and 1:30. The result was a complete and definite blank. Even with these certain bounds, he could gain no information. The officials would have been only too glad to aid him. Indeed, they did their best to help what they could. Their recollections were unproductive. Rogers was worried. It was a means of distraction, also every traveler carried a bag. All three trunks were popular and crowded. On the first train, Rankin, a business man, and the Bar Harbor being filled with late vacationists. All the agents felt that if Rankin's quarry had left his purchasing till the last moment, he would have been unable to procure a berth.

He tried the gates here. Rankin was laughed at for his pains. The gates at track No. 2, from which the Louisville Special had left on Sunday, felt it was ridiculous that the inquirer should expect him to reach some single person in a bag, when crowds of people all carrying black bags rushed through the gates. Rankin, however, did not give up. They passed barely long enough to have their tickets punched, and he was too tired to study the faces of the hundreds. Rankin passed on to canvass the guards, who it appeared, had little to do but watch. This, too, did not seem to be a promising line. None of them recalled carrying the bag of any man, but he did not give up. He went to the lounge about, waiting for a train. Gordon appeared to be right when he said that Rogers had been approved. It was not until he tried the last guard that he got any success. The

Proceedings of the Board of County Commissioners

- Cluda, F. L., extra work, Health Unit 75.72
Southern Idaho Laboratories, 396.67
Western Union, telegrams 1.34
Min Gates Tel. Co. service 81.94
City Water Department, water 18.46
Austin, Margaret, cash ex- 23.19
American Elec. Co. electrical appliances 16.78
White Star Laundry, laundry month of February 350.00
Cramer Transfer, freight, 64.93
Blue Grocery & Mkt., Groceries, Isolation Hop 126.40
System Coal Co. coal, Hart- 22.82
Retailer's Laundry, laundry 70.12
Clos Book Store, supplies, Health Unit & Hoop 8.88
The Tailors Co., office, 41.78
Wells, Kyle M., recharging battery 1.75
Dalton's Plumbing Co., plumbing repairs, 10.67
Idaho Department Store, 86.85
Albert Pick-Barth Co., dishes 37.28
Southern Idaho Wholesale 196.18
Simpson & Co. produce 220.00
Kinney Wholesale Co., 30.18
Eldridge Clothing Co., clothing, Ind 15.50
Lierman, Emily, gross 7.80
Jerome Cooperative Creamery, produce 108.55
Jones, Mrs. R. H., egg & butter 67.80
Troy, J. A. & Co., coffee & tea 45.38
Mack, Henry, onions 37.81
Kris, M. O., dressed chicken 264.50
Ind Meat Market, meat 45.26
Western Bottling Works, 70.86
Cannon, D. E., milk 42.78
Mock Train, repairing main 1.50
Uphigh Drug Co., drugs 288.72
Trotter's Pharmacy, 10.20
Metcalf & Co., surgical sup- 68.72
Heidrich Co., surgical sup- 28.90
Red Cross, surgical supplies 44.22
Wright, E. H., surgical sup- 25.82
Spokane Surg. Supply Co., 14.84
Parker, D. C., supplies 80.48
Barnes, W. W., medical 24.82
Wagon & Carriage Co., 29.70
Lafayette Co., drugs 7.47
Standard Soap Co., soap 45.08
Metcalf & Co., repair on build- 23.50
Parker, M. G., repair- ing radio 10.75
Balladay Edwa. Co., supplies 1.87
Wagner, Stuart R., ins. prem- 2.24
Coville, Harry B., ins. prem- 2.24
Wagner, Stuart R., ins. prem- 184.48



Want Ads-Bargains-Opportunities

ONE CENT PER WORD PER INSERTION
All Want Ads. and active and they get the buyer. Phone 23

For Rent—Furnished
BEDROOM—PHONE 1306L. FURNISHED ROOMS—PHONE 1011W

For Sale—Seeds
WE HAVE THEM—THOSE FINE CROWNED BY DUNN—BROTHERS

Situations Wanted
LAUNDRY—PHONE 1306R. WOMAN WANTS WORK BY HOUR PHONE 975V.

Professional
ATTORNEYS
SHAD HOUGH, Rooms 4 and 5 at Bank and Trust Building, Phone 810

Wanted—Miscellaneous
WANTED—POLITRY H O HUNTS. Phone 827

Wanted—Miscellaneous
WANTED—OLASH—SHOW—CASE. White Box 58, care News.

Wanted—Miscellaneous
WANTED—PASSAGE BY AUTO. Mobile to Phoenix, 11 Needs. Call J. B. Whitley at Perrine Hotel.

For Sale—Real Estate
FOR SALE—TWO 40 ACRES HOMES. or cash rent. Phone 5173. Patrick Wynn.

Business
PLUMBING
DONE PLUMBING & HEATING. Co.—Show Room and Shop, 3 Third east. Phone 223

REGULAR JANUARY SESSION
The Board met at this time, pursuant to a recess hereofore taken, all members and the Clerk present.

FOR SALE—MAY, RANCHO EL TIO. Phone 5815

FOR SALE—HEAVY HARNESS. Three miles west of South Park.

FOR SALE—LIVESTOCK
WANTED—OLD HORSES. PHONE 1110W

MUSIC TEACHER
ALBETH E. FRANKS—Accredited violin teacher. Phone 81272

REGULAR JANUARY SESSION
The Board met at this time, pursuant to a recess hereofore taken, all members and the Clerk present.

FOR SALE—LEASE AND FIXTURES. 235 Main ave. north, big room, low rent.

FOR SALE—LIVESTOCK
WANTED—OLD DRIPPED AND dead horses and cows R. Newberry, phone 1812

FOR SALE—POULTRY
SCOTTING HENS FOR SALE. PHONE 88012

FOR SALE OR TRADE—1930 Packard Sedan—Write Box 9 Co. News

REGULAR JANUARY SESSION
The Board met at this time, pursuant to a recess hereofore taken, all members and the Clerk present.

FOR SALE—MIDDLE-AGED WOMAN to do general housework for two on farm—J. M. Robinson, Kimberly, Idaho, phone 3782.

FOR SALE—PAIR GOOD MARES, 3 span extra good mares, priced low for sale. Mrs. O. M. Egan, Kimberly, Idaho, phone 3782.

FOR SALE—STATE ACCREDITED florists. Phone 9783.

FOR SALE—3-YEAR-OLD TERBER. 20 Acres. Phone 8117.

REGULAR JANUARY SESSION
The Board met at this time, pursuant to a recess hereofore taken, all members and the Clerk present.

FOR SALE—AUTOMOBILES
FOR SALE—OLYMPIA 1928. 7 passenger, good motor, good mechanical condition for good party of average. Phone 1604.

FOR SALE—FURNITURE
FOR SALE—FURNITURE. Full range in excellent condition. Call for list. Phone 8148.

FOR SALE—FARM
FOR SALE—FARM. 20 Acres. Phone 8117.

FOR SALE—FARM
FOR SALE—FARM. 20 Acres. Phone 8117.

GASOLINE CLAIMS MAJOR VENTURE AT CITY COUNCIL

Supreme Court's Decision in Continental Oil Case Leads to Renewal of Application by Competitor

Gasoline, in its relation to Twin Falls zoning and building regulations...

City council's decision supporting the Continental company's contentions was handed down last Saturday.

Continental has filed a motion for leave to amend its application...

At the same time Fred Foss, Jr., obtained for the Firestone Tire and Rubber company...

Application for permit to construct the big new service station also was presented and granted last evening.

Including this application, council and building inspector last evening approved seven building projects...

Union Mobil Spreads Out Through the Ernest Wolfe company, obtained permit to erect a structure...

May 13, 1928, the city council, including this application, council and building inspector last evening approved seven building projects...

City of Twin Falls received official sanction to build a frame structure, 30 by 60 feet, to cost \$500...

Dr. J. C. Tindley, of the city of Twin Falls, received official sanction to build a frame structure...

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Willie Wilkins by Robert Quillen



LAST SUMMONS COMES TO MRS. ANNA RALSTON

Mrs. Anna D. P. Ralston, 77, widow of late Dr. J. C. Ralston and a resident of Twin Falls for 20 years...

PATRICK GETS AWARD ON DIRECTED VERDICT

A directed verdict awarding judgment to David Patrick for \$1892.25 from his son-in-law, Conrad Smith...

LAST RITES ARRANGED FOR PIONEER SETTLER

A final tribute will be paid to Mrs. Voss Hill, a pioneer settler, at funeral services to be held in the Methodist Episcopal church...

DENTIST BECOMES GUARD

Dr. O. W. Burgess, of Twin Falls, Idaho, has been appointed guardian of the property of Mrs. Lida Voss George...

THE MUSIC YOU WANT WHEN YOU WANT IT

Victor Records - The Music You Want When You Want It

PASSENGER IN CAR DEMANDS DAMAGES

Robert Ludwig, 69, Presents Claim for \$5825 From H. J. Rouch at Trial in Court

Robert Ludwig, 69, former La 5002, Oregon butcher, claiming \$5825 damages from Henry J. Rouch, Twin Falls, for injuries alleged to have been received while riding with Rouch in an automobile here last September 19.

WATER DAY SAINTS HOLD MEETING HERE

Various phases of organization and operation of Sunday school work were discussed at the Sunday school convocation of the Latter Day Saints church...

Ulah Educator Speaks On Sunday School Work and On Church Organization

Various phases of organization and operation of Sunday school work were discussed at the Sunday school convocation of the Latter Day Saints church...

FUNERAL ARRANGED FOR MRS. EMERY MEUNIER

Solemn funeral services for Mrs. Emery Meunier, wife of Emory Meunier, resident of Twin Falls since 1905, will be held in St. Edwards' Catholic church here at 9 A. M. Wednesday.

HAZELTON YOUNG MAN DENIES GRAVE CHARGE

In probate court here yesterday, Hazel Thompson, 19, Hazelton, pleaded not guilty to a charge of harboring a commission of a statutory offense...

PARENT-TEACHER GROUP AT HIGH SCHOOL ELECTS

The Parent-Teacher association of the Twin Falls high school elected officers at a meeting held last evening at 8 o'clock.

TRIBUTE AT LAST RITES

A final tribute was paid at funeral services in the White chapel here Monday afternoon for Charles Smeck...

Committee Offers Old Desert Stage As Gift to City

Twin Falls city council has taken interest in the offer to donate to the city of the old Desert Stage building, a landmark of the early days in Idaho...

RED CROSS FUNDS GO FOR RELIEF

A budget providing for expenditure of approximately \$1700 and purchase the treasury of Twin Falls Red Cross chapter was adopted by the chapter's directors at a meeting in the probate courtrooms here last evening.

MINISTER MAKES PLEA FOR PEACE OF WORLD

W. J. Young, minister of the Christian church here, made a plea for peace at the Sunday school convocation of the Latter Day Saints church...

RED KNIGHTS DONATE PLAYGROUND FOUNTAIN

The Red Knights, an organization of Twin Falls high school boys, have donated to place a drinking fountain at Harrison field, Twin Falls...

SUN-TAN SPORT OXFORDS DE LUXE MODEL, \$2.98

Black Patent Saddle Pumps, \$2.98. Another perforated model of distinction...

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Idaho Department Store 'If it isn't Right bring it Back'

It Will Pay You to Visit The New Style Shoe Dept. In The Economy Basement

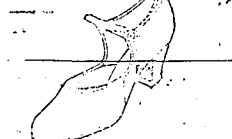
New ranges have been added. A gap has been filled in. Shoe style that rivals anything in town is now being shown. The top price for women's shoes is \$3.98. You can now be in style with the times any time and never go over \$3.98. Take advantage of this service—lots of others are.

The New Perforation Dress Sandal Pump In Blonde Kid, \$2.98



A de luxe model in the Cuban heel and strap buckle design. Leather covered heels. Perforation all-over design are very smart \$3.98

Women's New Sun-Tan Pumps, \$3.98



The new made-to-measure low price. Kid leather heel, top of Cuban or Spanish h. of combination trim. A trim style for spring 1930 \$3.98

Black Patent Saddle Pumps, \$2.98

Another perforated model of distinction. Tan red leather Cuban heel and strap laces. A beauty \$3.98

Black Patent Saddle Heel Pumps, \$2.98

A good looking and service model. Full kid leather heel, top of Cuban or Spanish h. of combination trim. A trim style for spring 1930 \$3.98

Dr. French's One Strap Buckle Comfort Pump, \$2.98

A special shoe with us for comfort and wear. Now made with us in every pair. Modern low rubber heel \$2.98

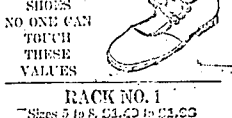
Women's New Sun-Tan Kid One Strap Comfort Pump, \$1.79

A special shoe with us for comfort and wear. Now made with us in every pair. Modern low rubber heel \$1.79

Dr. French's Approved Arch The Oxforde, \$3.49

We know of no better shoe support shoe anywhere for the money. Full kid lined. Excellent kid outer leather. New fancy stile cut outs \$3.49

TRY THE ECONOMY 4 GOOD FUNNIES IN CHILDREN'S SHOES. NO ONE CAN TOUCH THESE VALUES



Sun-Tan Sport Oxforde De Luxe Model, \$2.98

Smart shoes which the new season. These are excellent. Rubber sport shoes. Crowned toe, blacker lace style. Full kid lined \$2.98

Some outlandish values on this race. High and low priced. All well-known brands. Lowest and best at a fraction of the retail value. \$1.49 to \$2.98

Some outlandish values on this race. High and low priced. All well-known brands. Lowest and best at a fraction of the retail value. \$1.49 to \$2.98

Fancy Inlay Patent One Strap Pumps, \$2.98

Attractive pumps that will be had in either low or military heels. L. D. low priced shoes wear long and well \$2.98

Infants' Leathers 50% OFF

A superior proof of superior value giving in the Economy Basement. Sizes 1 to 3. 29c

Pony's Genuine Yearly Well Dress Shoes and Oxforde, \$2.98

You would look hard and long to beat these values. Buster Browns, Endicotts and Star Dancers. \$2.98. Sizes 1 to 6. Samples, Jobs and short lots

Warney's CAKES AND PIES SAVE THE HOUSEWIFE MANY SIGNS Cor. 3rd No. and Shoshone Drive In Pineapple Sherbet

THE MUSIC YOU WANT WHEN YOU WANT IT Victor Records 'Blue Cryin' For the Carolines' by Johnny Marvin Victor Record No. 22482

Attractive pumps that will be had in either low or military heels. L. D. low priced shoes wear long and well \$2.98