

KIMBERLY PUPILS EARN HIGH GRADES

D. D. Gibbs—Superintendent, Reports Activities and Lists Honor Students

KIMBERLY, March 6—Special to the News—Activities and progress of the school were listed in the regular six-week report issued by D. D. Gibbs, superintendent.

A debate between the Oakley and Kimberly high school teams on the question, "Resolved, That China Should Be Admitted to the Union of the United States," is one of the outstanding events announced.

Mr. Gibbs reported that 220 pupils were present in the schools during the six-week period, although the total is lower than last year's.

The honor rolls:

A honor—Those having no grade less than A.

B honor—Those having no grade less than B.

C honor—John Stanley, Lyle Magnan, Carl Morris.

Fair—Ruby Kawa, Yvonne Morgan, Buster Stapp, Eddie Landland Gough, Nelly Mac Graw.

Fourth—B—Leonard Fisher, Nelly Olsen.

Fifth—A—June Fenley.

Eighth A—Margaret Fisher, Sophie Morris—Doris Larson.

B honors—Those having no grade less than B.

First—D—Robert Heideman, Herman Isom, Betty Iverson, Pauline Iverson, Mary Ruhnke.

First—E—Walter Quenzer, Orte McEver, Paul Watson, Earl Dougherty, Albert Boyer, Neil Clark, Ralph Johnson, W. J. Dougherty, Gladys Johnson, Ruth Johnson.

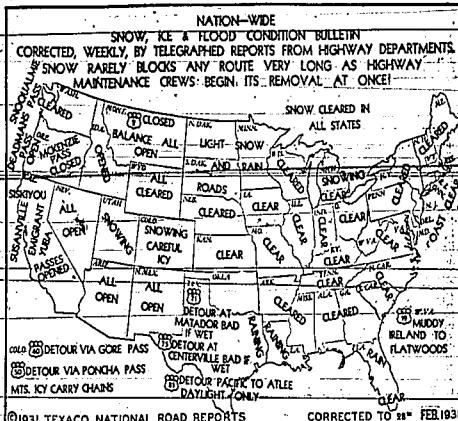
Second—D—Billy Cathelineau, Charles Bonnie Mae Donaldson.

Second A—Jesse Laing, Ervin Allard, W. H. Hill, Hilda Gleday Hopkins, Beatrice Vaquet.

Third—D—Richard Quenzer, Bertie Jane Conkin, Alfred Bennett, Ruth Clark, John Clark.

Third A—John Conoley, Raymond McKinster, Mary Atkinson, Billie Deppen, Bert Poole, W. W. Williams.

Fourth—B—Don Bowman, Earl McEwen, Naomi Doyen, Jim Fletcher, Agnes Murray, Dorothy



1931 TEXACO NATIONAL ROAD REPORTS CORRECTED TO 18th FEB 1931

Swarzinger.

Fourth A—Play Byram, Erwana

Huck, Mary Anne Courtney, June

Hillier, Ruth, Helen, Helen, Helen,

Dorothy.

Fifth B—Doris Dooley, Margaret

Dohert, Meril Glenn, Jeanette

Cole, Madeline Douglas, Velma

Shoop, Grace Tate, Audrey

Thompson, Gloria Wet.

Fifth C—Donald Shawmeyer, Will

Hanson, Lowell Depew, Madge

Smith, Ruth, Ruth, Ruth,

Sister.

Sixth A—Melvin Jones, Jack

Schmitz, Clinton Sudekuss, Doris

Bowman, Ada Elizabeth, Margaret

Young, Helen, Helen, Helen, Dorothy

Sister, Lois Laughlin, Lois North,

Nina Olsen, Vicki Olsen, Linda Nor-

man, Vicki Olsen, Linda Nor-

man was omitted last time.

Seventh A—Virginia Koch, Kathleen Brusahn,

Dean Byram, Raymond Jennings,

Dean Morrison, John Tok,

Elaine—A—Lorraine, Lorraine, Lois

Fletcher, Agnes Murray, Dorothy

Steph, Gerald Ridgeway,

Eighth B—Margaret Fisher, Dar-

lene Miller, Ruth Miller,

Fred—Uta, Monroe, Frances

Newkirk, Claudia North, Alice Ator-

ada Latham, Lee Schmidt, Ray-

mond, James Holman, John

Wiseacre.

Ninth C—Frances—Frances

Brailey, Fern

McKenzie, Verayne Dodson,

Shirley, Dorothy, Dorothy, Dorothy

Requa, Emma, Krieger, Laren Mac-

mill, George Turner, Margaret Shap-

ard, Fern Adkins.

Warranty deed: Pay Cost to Ernest

LaFever, Ernest, Block 2, Block 3,

Twin Falls.

Warranty deed: Ernest F. La

Twin Falls, Idaho company, Inc.

Block 2, Lot 18, Block 3, East

Lawn Sub, Twin Falls.

Warranty deed: Pay Cost to Clyde

F. Hansen, \$1, Lots 12-14, Block 1,

Idaho.

WICH VICTOR YOUNG?

KNOXVILLE, Tenn., (UPI)—Victor A.

Young, radio orchestra director for

NBC, and Victor A. Young, the center-

plant pianist, can't seem to prevent

confusion between their names.

Janesburg, Alaska, with 237 automo-

tive vehicles, leads the Territory in

automobile ownership. Patricians

is second, with 162, val-

ued at \$1,000.

Completion of a school building

program will be the full-time af-

fairness by Amatolists, experts expect

for the first-time-in two years.

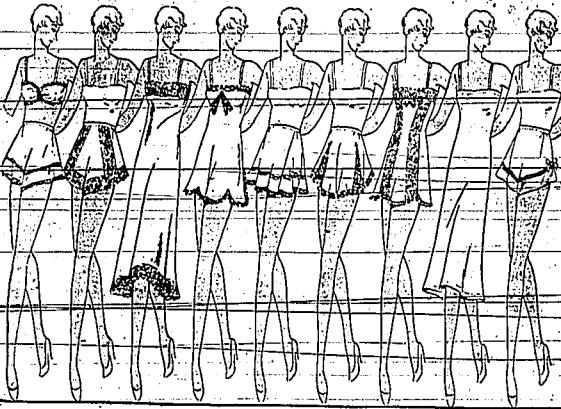
Now Again

Friday and Saturday
March 6th and 7th

Genuine French Crepe Silk Lingerie

Do not confuse these garments with ordinary crepe, these are the ALL SILK

FRENCH CREPE



98¢

A NEW YORK CITY SPECIAL

Chemise, Step-ins, Panties, Bloomers, and Dance Sets—Beautifully trimmed, high grade garments. Everything and everything and everything. You know what we would say if we wrote it out, but what is the use when we say your choice for 98¢. That tells the whole story. We all "pepped" up over them, perhaps you won't agree with us.

USE YOUR OWN JUDGMENT

The "Why" of our interesting Special Events. A splendid reserve of ready cash, buyers who "Know the Ropes" in New York City, direct buying from the mills and factories through our own jobbing house, that is what brings these wonderful specials to you for your financial benefit.

FRIDAY and SATURDAY

RESULT OF OUR SPECIALS LAST WEEK

996 yards of the special silks, and 108 men's suits were sold in the two days, and 197 of those special tams were sold Saturday afternoon. They did not arrive till Saturday noon. That is a good February two day record for a town the size of Twin Falls.

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

Also a Few Other Groups To Be Closed Out—Quantities Too Small To List—Come In and Look Them Over

RABBIT MEAT IN

CANS ON MARKET

Brook Packing company, together. The present plans call for a unit of the market which will not only be a great success, but will also prove attractive to motorists on the main two highways which border the site.

Rabbit Display

The buildings will be of fire-proof construction, with interior plan in black and white. The exterior will have a glass-enclosed display case of live rabbits, and a complete room for the general office and house.

Rabbit meat packed in tin cans is on the market in a number of Idaho towns, according to word received by members of Twin Falls County Rabbit Breeders' association.

The breeders are as yet interested because of possibilities suggested for advancement of the rabbit industry in this re-

RADIO TUBES WEAR "PANTS" THIS YEAR

NEW YORK, March 5 (UPI)—Radio tubes now have pants.

Just why they are called pants, no one knows, but that is the name given to the new form of filament insulation used in quick-heating tubes.

The new material, it is claimed, enables the tubes to reach work-

ing heat within a few seconds.

It does not diminish the qual-

ity or life of the tubes.

It prepares it in the form of a brownish, yellow powder, readily soluble in cold water, and suitable for antimony preparation.

The powder contains small quantities of antimony, and also of arsenic, a closely related element.

Other "obstacles" in "curing

antimony" is that the substance

which will kill the germs is likely to be almost equally poisonous to

humans.

But in this respect the antimony preparation is more satisfactory than, any now available.

It costs \$100 a pound, but it is

not too expensive.

Consequently, it is being used

in preference to other materials.

It is not a cure-all, however.

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Rail Officials Move To Merge Four Giant Systems In East

LAWYERS STUDY IN SECRET ON DETAILS OF CONSOLIDATIONS

Sponsors Estimate Savings Of \$100,000,000 Each Year in Operating Costs

CHIEFTAINS AGREE TO PLAN 'IN PRINCIPLE'

Decline in Concerns' Earnings Precipitates Action Aimed at Union

(By The Associated Press) WASHINGTON, March 5—Behind closed doors, railroad chieftains are wrestling with the knotty details of the plan for welding transportation lines of the East into four giant systems. Until every conflicting detail is worked out, the immense project—which would affect some 100,000,000 passengers a year, will not be presented to the Interstate Commerce Commission for consideration.

Chief among the heads of railroads have met at a table, holding differences to a strict "in-principle" to the proposal, said President J. C. Gandy, head of the Chesapeake and Ohio-Nickel Plate group, and preparation preceded culmination last December of consolidation plans.

Then came a crucial session and preparation preceded culmination last December of consolidation plans.

Chiefs have held a secret session of their own since the beginning of the year.

By so doing, railroad experts and congressional debaters alike have never ceased to lay it.

It is believed that the public interest will be rendered millions of dollars a year by the proposed merger.

When railroad earnings declined sharply last year, the need for retaining such savings put pressure on the consumption of the grand design.

Gaps in Terminal Plans

The powerful individuals most concerned in drafting the scheme left many gaps in their tentative framework of the proposed system, but they have the responsibility for closing every such gap.

In New England the probable existence of a fourth railroad service has been resolved with some question, but the consolidation planners have nevertheless suggested that the Boston and Albany be added in ownership between the Baltimore and Ohio and the Pennsylvania, while the Boston and Albany, with the Boston and Worcester, will be turned over to the Chesapeake and Ohio combination, and the New York Central will be merged with it with the Boston and Albany.

Details Must be Settled

Another knot in the arrangements is the demand of the Pennsylvania that its two railroads, the Erie and the State lines, Buffalo to Cleveland, thus duplicating a New York Central service now being rendered.

The New York Central, after that, the New York Central, given some portion of actual ownership of the Virginian, a coal road stretching from the Ohio River to the Ohio and Ohio dealers, and that various tracks arrangements and bridge connections will be made up to better connect the four great systems.

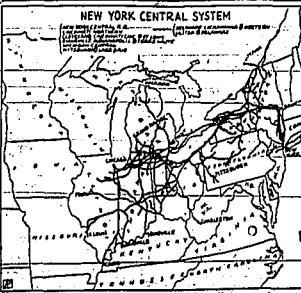
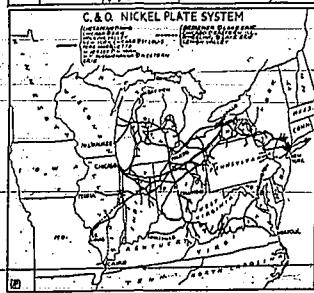
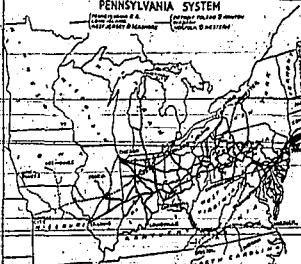
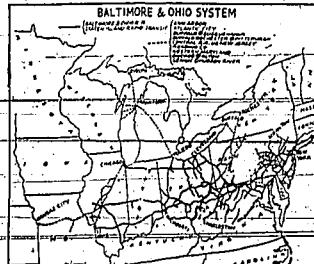
The lawyers involved in these matters to this time detail-in-approaching the commission.

Several barriers ahead

Now that the outlines of all the major groups are definitely, though not yet in development, it will not be very long before its realization.

The other barrier to its realization are still to be faced. There is the opposition, which may question some of the legality of the plan, the congressional opposition, which might muster strength enough to require the law which permits the merger to be repealed.

The congressional objection is based largely on the ground that the savings in transportation expenses resulting from the consolidation would all work to reduce the oppo-



Plans for the consolidation of transportation lines in the East propose four plant systems—the Baltimore and Ohio, Chesapeake and Ohio-Nickel Plate, Pennsylvania and New York Central. These maps show how the major lines, under the consolidation project, would be linked with various smaller railroads. Solid lines in each case indicate the present major systems, with the dotted lines showing additional tieups that would be created if the plans are passed.

AS IDAHO'S LEGISLATURE CLOSES CHIEF EXECUTIVE CALLS SPECIAL SESSION

(Continued from Page One)

mission.

The Senate completed legislative action on a bill appropriating \$25,000 to treat tubercular victims in cooperation with the counties and the city of Boise.

The House, meantime, approved a senate bill authorizing the city of Boise to issue bonds to the Snake River district water power company.

As the session was nearing an end, the last of the major tax measures, the state lottery bill, was withdrawn. The others were retained in committee by unanimous consent of the members.

The House, however, for a reconciliation of the statutes, was finally passed by the Senate and sent to the governor after first being defeated.

A bill fixing rates of 50 cents to 75 cents for passenger and express and 10 cents and tank wagon revenue devices was passed by the Senate on reconsideration after first having been rejected.

A bill was passed and sent to the governor authorizing sale part of North Idaho asylum grounds to the state.

The Senate, however, in passing a bill authorizing the state land board to take part of the Hot Springs water and electric power plant, defeated the amendment of a senator.

The Senate, however, with the exception of the bill authorizing the state land board to take part of the Hot Springs water and electric power plant, defeated the amendment of a senator.

The Senate indefinitely postponed the bill.

TAX CHARGES DROP IN CASSIA COUNTY.

State Levies, However, Increase 7½ Per Cent Over Previous Year's Total.

BURLEY, March 5 (Special to the News)—Although county tax decreased \$2,002 or nearly 18 per cent below 1930 state tax levies, the amount paid by Cassia County in taxes in 1930 was \$10,000 less than the annual financial report of B. F. Wilson, county auditor, forwarded Tuesday.

Wilson, who is 72 years old, and

has been in office since 1925, said

that he had no record of the

amount of taxes charged in 1930.

County expenses, general fund in-

creased over 1930 by reason

of \$216 for electric rates, \$1,000 for 1931 for feeding a larger number of county prisoners, while district main-

tenance increased \$200, mostly for

Actual cash receipts from all sour-

ces during the year were \$677,020.

SOCIETY AND CLUBS

Mrs. E. B. Williams

Phone 396

Complementing their daughter, Ann, son Frank, and little Mary, Carl, Helen, and George, all 10, are their parents, Mr. and Mrs. J. A. Prevey entertained with a dinner of sixteen covers Wednesday evening at their home in Twin Falls with Arlene, George, and Carolyn, guests holding tall pink and white candles.

A charmingly appointed banquet

was served Wednesday evening at

seven forty-five o'clock in the rec-

reation hall of the Latter Day

Saints at their home.

Mr. and Mrs. E. O. Ostrander and Mr. and Mrs. Eugene

Caledonia made delightful visit

and were present.

Other friends in addition to the

Preveys were Mr. and Mrs. J. D. O'Neil, Mrs. Fred and Mrs. E.

Ostrander and Mr. and Mrs. Eugene

Caledonia made delightful visit

and were present.

Little Miss Mary Orr celebrated

her fifth birthday yesterday night

with a dinner of sixteen covers in her neighborhood at her home on Shoshone Street. Upon the arrival of the great crowd from the vicinity

she took the group to the Junior

Country Club where a sumptuous

dinner was served.

The party consisted of Mrs. Peggy Cavasash, Vernie, Lou Brown, Alice and Alan Peasey, and

Wally Owen.

The Presbyterian Ladies' Aid So-

cieties of the First, Second, and

Third Presbyterian Churches on Park

Avenue, Assting hostesses were

Mrs. W. J. Young, Mrs. L. I. Ross,

Mrs. H. H. Johnson, Mrs. G. E. Schreiber,

and Mrs. E. O. Stiebler. Refreshments

were served at the close of the afternoon.

A regular meeting of the Metho-

distic Ladies' Aid Societies was held in the First Methodist Church on Park Avenue.

Mrs. William Baker conducted

devotions and Mrs. George

McCoy and the meeting opened with

a singing of "Jesus Loves Me."

Two hymns will be sung.

Mr. Glenn Schneider, accompanied by

Mrs. C. H. Simonsen, reading "The

Last Day of School," Miss Helen

Young Autoists See Most Of Nation Before Age To Begin School Studies



Motoring 250 miles a day, the year around, with their father, Gene Edmonds, 5 (left), and his baby brother, Charles, 18 months, Fort Worth, Texas, have already seen more of the United States than lots of grown-ups.

FORT WORTH, Tex., March 5—Nature, Liberty, the Alamo and many other world-famous places. He has seen them all. And he has seen them again. Charles has only seen a dozen or so commonwealths—but give him time.

Charles and Charles are sons of E. Edmonds, 40, advertising man, who covers his wife territory by automobile, taking his family along.

Charles' travels have taken him to Yellowstone park, the Grand Ca-

jon, without which the laws would continue to be more or less ineffective, the attorney.

JUNIOR HIGH SCHOOL
Helen Williams was elected presi-

dent of the student body of the junior high school, it was announced yesterday, following a canvass of the student body. Helen Williams, Lois Darling was elected vice president, Jeanette Wallace, secretary and Bob Amitha, treasurer. Members of the student council, at whom there is one from each room, are Mildred Colwell, Dorothy Miller, Lois Darling, Marjorie Blewett, Katherine Colwell, Vernon Middleton, Victor James Hodges.

Wegener, Leila Kirby, Kyle McMichael, Barbara Young, Lois Darling, Dick Powell, Rose Williams, Eddie Price, Bob Amitha, Emily Bennett, James Hodges.

BOOTH MERC. CO.

Phoenix HOSE SALE

Regular \$1.50
Quality

\$1.19

In The Basement SPRING PRINTS

19c

and
25c



All Bright, New and Colorful

And the prettiest of patterns. We think this is something superior at a less price. Compare it. Fine smooth cloths one has been paying higher prices for. Yard wide prints that wear and tub erisply and cheering.

Flat Crepe 89c Yd.

Take it in hand. Feel its texture and weight and be convinced of the unusual value. Comes in the spring colors.

Drapery Voile

Sun-Fast

'And o-o-oh, what beautiful patterns, and guaranteed sun-fast. You will want a room draped of each one. There's a color combination for each room, and they are so dainty in the bed rooms, so soft and drapery and how they do liven the cheerless room.

75c Yd.

ALL LEATHER HANDBAGS

\$1.98



Genuine leather in late shapes, nicely lined; firm clasps in black and shades of tan and brown.

Print Frocks

\$5.90

Surprising in their chic and quality of new spring prints that are used. Various colors, styles and patterns.

Sizes 14 to 20.

Silk Prints \$1.49 Yd.

We bought only the ones we thought were extra pretty patterns and a super quality, dark grounds and nice patterns.

CRETONNE

35c

And how bright and cheerful they look and how many clothes have been dyed too much more and those are all new patterns.

TOWELS

9c

Pure white huck towels—7x35 inches in a good weight. A limited quantity.

CHILD'S HOSE

10c

Black and brown in 2x2 lbs. A close out-of-2c quality.

MEN'S SOX

25c

Men's rayon socks in good patterns and colors.

HOSE

49c

Another shipment of that wonderful 4c special. Nice looking, fitting and wearing.

BLANKETS

89c

More of those dandy 7x9x35 inches in singles. Good weight and washable.

PAJAMAS \$1.49

Colorful prints in broadcloth and plisse crepe.

Attractive styles. Extra quality. Such as one has been buying much higher.

SPRING GLOVES \$1.00

New long length in quality fabrics. White and biscuit are best shades.

CONTRACT BRIDGE COVERS \$1.00

Every one likes contract best. Full score printed on leather covers.

WOMEN'S SUITS 29c and 39c

Warm weather weight of fine knit unions in pure white lace and cotton. It is advisable to supply one's needs now.

SUICIDE? MURDER?

MIRACLE?



PARALYZED from that horrific accident! Never to walk again—still burned with love for Olgie—my sweet, young wife, and yet I was unable to express that glow of happiness that I have for Olgie. I was given at each Quilting meeting during the Lenten season. A social hour followed and the hostess assisted by the girls who were visiting, who were visiting her mother, Mrs. Elmer Willis, and Mrs. E. R. Alman, served refreshments.

Miss Beulah Way entertained the H and M Bridge Club Thursday evening at her home on Third Avenue with a dinner of sixteen covers. The menu was transcribed with the exception of the effect of the work done by Mrs. Helen Wolfe—Saint Paul's Church. The girls were present.

Chair, Mrs. M. A. Brice gave a most interesting review of a chapter of the club's history—“Truth, Love and Service.”

What ails John? In that awful crisis, did he kill Olgie to save her from disgrace with Nelson? Or did he murder that sod—an act which would blacken him forever in the eyes of his wife—or society—or God?

Happily, I watched him play on his loving, innocent nature—hiding his true feelings—prayed for her—raged with jealousy—and dropped to the degree of despair.

What almighty miracle can have come to solve this pitiful tangle of hideous home destinies? You must rest for yourself BECAUSE I LOVED MY WIFE!

Property Values Soar In Big Oil Boom At Longview, Texas

DISCOVERY OF RICH FIELD TRANSFORMS VILLAGE INTO CITY

Population of Place Grows From 5000—Mark to 20,000 in Period of Two Months

SINCLAIR CALLS NEW PROJECT PHENOMENAL

One-Time Quiet Streets Ring With Blare of Traffic As Gushers Make Appearance

(By The Associated Press) LONGVIEW, Texas, March 5.—Less than two months ago this little city in East Texas lay doing in the center of an agricultural area.

Crop failures, business depression and the removal of railroad shops had conspired to discourage its inhabitants. The new census figure showed a loss of nearly 700, dropping the town to 5,000.

Today every hotel, every house in town is filled to overflowing. Population has grown to between 20,000 and 25,000, and it is expected to more than double. On every hand are excitement, enthusiasm, hustle and hurry.

Such a sudden transformation has been wrought by the opening of a new oil field. Field Harry Sinclair is quoted as describing it as "the biggest oil ever saw in the market."

Three days after finding a well, oil driller Ned Kilgore, 16 miles south of Longview, found a 10,000-barrel-a-day gusher at a depth of 4,000 feet on the farm of J. Matlock Crim.

On January 24, a second gusher on F. K. Lathrop's farm 20 miles to the northeast of the discovery well, came in with a 40,000-barrel flow.

Rush began.

Then the oil fever spread on earnest. Once quiet streets rang with the blare of traffic, automobiles lined up outside garages, filling stations, restaurants, movie houses.

The oil fever, which initially made accommodations at the center of things, crowded every town within a radius of 25 miles.

Local offices of telephone contractors was doubled; telephone installers trebled.

Gasoline has been taken over by the speculators. The newest hotel is starting a 64-room addition. Another newspaper has been launched. Several large office buildings—ad

planned.

Four pipe-lines are being built to the new field, and work is to start on one on Saturday.

The boom has brought its fantastic stories of quick riches and fortunes that rapidly have turned to dust.

Grimes, general store owner, sold the discovery well on his property for \$2,100,000 and that day received bills from every customer, amounting to \$100,000, and paid off his debts after a year of drought. P. K. Lathrop sold his holdings for \$260,000.

Hard Luck Too

A year ago a young newspaper man bought a lease on G-14 acres for \$1,000. Unable to sell it, he rented it to a local oil company for \$25 a month, and last December, only to see the buyers of the lease within a few weeks dispose of their holdings for \$100 an acre.

Active bidding for land as the Longview boom has brought

CONGRESSMAN SMITH ACCOMPLISHES HOPE

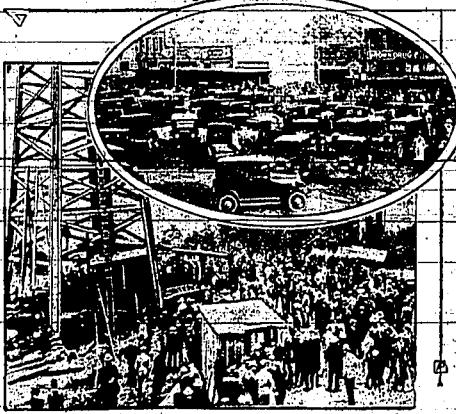
(Washington, March 5 (Special to The News)—The second congressional district of Idaho has been well in the writer of legislation and appropriation during the session of Congress just closed. In addition to the bill to extend the reorganization of the federal government, the federal budget at \$262,000 and the passage of a bill providing for the enlargement of the U.S. Mint at Denver, the sum of \$2,000,000, Blackfoot has been assured of a federal building and one is assured at Durley at a cost of \$100,000.

In addition congressmen's Adden Smith successfully led the fight in the house for an advance of \$5,000,000 for the construction of the federal treasury to be repaid at the rate of \$1,000,000 per year commencing July 1, 1931.

The concern that will ride up first to the west swing of the business cycle will be those who have invested heavily in stocks, and in the public mind through advertising during the present period.

For many months consumption of malt products has been increasing. People are going to need something they are now doing without.

They will naturally turn to the



The southwest's latest oil boom is at Longview, Texas, where the Lathrop well (below) has been sold for \$3,500,000. Above is a scene at Kilgore, Texas, where the current boom started. Hundreds of fortune-seekers have flocked to the territory in the hope of striking other new producers.

Babson Declares All Businesses Of Progressive Nature Will Give Attention To Advertising Budget

Statistician Terms Cutting of Sales Stimulation "A Penny-Wise and Pound-Foolish" Move

BABSON PARK, Florida, March 5—Businesses which know best, that is to say, the products which are kept alive through continued and aggressive advertising, are the ones which have been won over to the idea of advertising.

"Advertising is a valuable tool," says George E. Babson, president of the Babson Research Corporation, "but competition is the road of progress...and profits...To discard advertising would be like discarding the luxury and semi-luxury businesses like cosmetics, perfumes, household appliances, chewing gum, etc., which are the backbone of our trade."

Mr. Babson is quoted as saying that advertising is getting an undue proportion of the consumer's dollar, and that the advertising of these industries are past masters of the art of advertising whereas the older staple lines are only beginning to learn what advertising really means.

Financial Advertising—One by one former non-advertisers are falling in line. The chain stores, which have been slowest to accept the fact that they could compete with advertising—but with severe consequences—have now joined in.

Advertisers have been compelled to change their methods of advertising. Advertisers still remain the most important advertising force in the market.

Advertising has felt the effects of depression like other businesses. Newspaper linages last year totalled \$100,000,000, and that day sales were all large advertisers. The cost of advertising last year spent over \$100,000,000 in advertising.

Magnificent advertising was less severely affected, but also showed a drop.

It is, however, significant that the leaders in sales and companies which made the least sales in 1930 increased their advertising.

Businesses which have been most successful in recent years have been among industrial concerns from a sales and earnings standpoint.

Advertisers have been spending less for advertising, but advertising is still a good bond offering much revenue.

Advertisers in the financial areas—such as insurance, banking, and investment firms—have been gradually recovering from the influence of improvement in business sentiment.

Community Barbers—Not for 18 years have manufacturers

turers and retail stores had as much to offer in the way of real commodities as they did in 1930. Prices have fallen more than 16 per cent during the last year and now are at the lowest point since 1918. Consumers are buying more and the purchasing power of the dollar at wholesale is about \$1.20. Retail prices have been rising, but only slightly, and only to meet the needs of the increased number of consumers. Retail prices have been reduced from 10 to 14 percent, meaning that the purchasing power of

FOR SALE

Auto Door Glass . . . Windshields and window glass. No charge for setting.

MOON'S Paint and Furniture Store

Waldorf A Scott Tissue Regular Size Rolls

5 rolls 29c

SYRUP Amato Golden Corn Syrup

10 lb. pail 65c

WEEK-END Excursion Fares During 1931 Between points in Utah and Idaho

Old Dutch Cleanser Chases Dirt

Regular Size 14 oz. Can

Each 5c

SHINOLA Black, Brown, Ox-Blood, Tan

Not for 18 years have manufacturers

FULL 3 lbs.

BLUE RIBBON MALT EXTRACT

Blue Ribbon Malt America's Biggest Seller

Distributed by SIMPSON & CO.

the Tompkins' dollar is \$1.15 compared with \$1 a year ago. The public does not fully realize the bargains now being offered.

Advertisers have been a powerful factor in the marketing of goods in the past, and rightfully employed their influence will continue in the future. Nowhere else in the world has advertising been so effective as in the United States. I believe that fact alone has much to do with predominant position of American industry. It is one of the important causes why this

big more freely.

Advertising has been a powerful factor in the marketing of goods in the past, and rightfully employed their influence will continue in the future. Nowhere else in the world has advertising been so effective as in the United States. I believe that fact alone has much to do with predominant position of American industry. It is one of the important causes why this

country with only 5 per cent of the world's population and 5 per cent of the land area produces 47 per cent of the world's output as measured by value. Proper 41 per cent of the automobile, 20 per cent of the tobacco, 15 per cent of the cotton, 13 per cent of the motion pictures, 70 per cent of the life insurance, and similar large proportions of other goods and services. Advertising is responsible for the development of mass production because it has made possible mass distribution.

During the Babson chart now represents 20 years ago compared with 5 below it at this time.

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By the Babson chart now represents

Buhl And Oakley Lead In Class A Tournament In Twin Falls

**Bruins And Burley
Take Second Place
In Tourney Honors**

Eiler, Gooding, Kimberly
and Rupert Tie for Third
With One Loss Each and
No Victories in Series

STANDINGS IN CLASS A

Team Wins Lost Pct.

Bruins 16 10 .583

Burley 16 10 .583

Filer 16 10 .583

Gooding 16 10 .583

Rupert 16 10 .583

YESTERDAY'S GAMES

For 16, Filing 18

Twin Falls 23, Kimberly 27

Afternoon

Burley 23, Rupert 19

Evening

Oakley 23, Twin Falls 28

16, Burley 19

TODAY'S GAMES

At 16, Gooding vs Kimberly

Pifer vs Rupert

Twin Falls vs Buhl

Oakley vs Buhl

Winner of the Gooding-Kimberly game versus the winner of the Pifer-Rupert game.

LARGE CROWD ATTENDS

With nearly packed gymnasiums

during the morning and afternoon sessions, the basketball house

was the scene of a

good crowd, the

district basketball tournament

began here yesterday morning with the opening games.

As a result of yesterday's play

the schedule for today is as follows:

At 16, Gooding vs Kimberly

Pifer vs Rupert

Twin Falls vs Buhl

Oakley vs Buhl

Winner of the Gooding-Kimberly game versus the winner of the Pifer-Rupert game.

Huskies And Bears
Seek Championship

SEATTLE, March 5 (UPI)—University

of California will endeavor

with its basketball championship

in the hands of the Huskies

as it did last year.

The Huskies, who had a

21-15 advantage, but soon after

with Larson and Weaver out on

the second half, clawed back

to a 31-19 count at the close of

the game. The game was hard fought

and saw the Huskies come out

the first half on top, the Wild-

cats were severely handicapped

by their lack of scoring

hours with 6 points each.

Burley easily swamped Rupert in

the second afternoon game by a

23-10 score.

Burley held a 9-3 lead at

the half and never let up

in the third quarter clinched

the game with a 16-point

margin. Baker was high-point

man with 10 points to his credit while

Parikh and Eiler tied with 7.

SUPERVISOR OF WORK
ON HOOVER DAM
MAKES FINE RECORD

(Continued on Page 2, Col. 1.)

For 1921-22 was general super-

intendent of construction for the

Penobscot Dam, and when

the University of Michigan

graduated he became a

construction engineer.

In the fall of the same year he

joined the Corps of Engineers.

Last night's games were the thrilling

contests of the day. Oakley and

Buhl tied for the lead in the

fighting Burley boys presented a

very serious threat.

In the second game of the day,

Buhl boys had the trouble in

driving the Burley boys, the score

being 40, Buhl 14. Buhl looked

like a winner after the first few

DUMB-BELLS

REGULARS

BY RAYMOND

WILSON

WHICH DESSERT
DO YOU LIKE
BEST?

THE
SAHARA

PIZZA

CAKE

ICE CREAM

CHOCOLATE CHIP COOKIES

CAKES

<p

**Popular
TOILETRIES**

Now**at Lowest Prices!****TOOTH PASTE**

Colgate, large size 25¢

Pebco 25¢

Pensof 31¢

Ipana 29¢

Aywon 25¢

FACE POWDERS

Houbigant 49¢

Djer-Kin 49¢

Coty 79¢

Jone, large 69¢

Pompeian 39¢

**ANTISEPTIC
LOTIONS**

Aywon Mouth Wash 25¢

Penatox 25¢

Listerine 19¢

Bay Rum 25¢

**Better Rayon
Shirts and
Shorts****49¢ per
garment**

Similar Quality Cost 69¢.

Year '29.

The new girls' rayon shirts...the shirts...are...throughout...and both are in white or new Spring shades!

Improved Quality!

**Moleskin
Pants**At the Same
Low Price!**\$1.98****Felt Hats****\$1.98**

Here's the finest value in years

...in a felt hat that maps with

style and boasts quality to make

you marvel at its low price!