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Governor Roosevelt's Name Figures In Norris' Appeal At Independents' Conclave

Nebraska Senator Rejects President Hoover as "a Power Trust Man" and Gives Notice of Defects in Raskob's Platform After Setting Political Tongues to Wagging

(By The Associated Press)
WASHINGTON, March 12.—The conference of political independents focused its attention on the 122nd presidential race in its closing hours today with a demand by Senator Norris for the election of "progressive" candidates.

Rejecting President Hoover as a "power trust" man, the Nebraska Republican also gave notice to the Democrats that a candidate chosen on the platform offered by Chairman Raskob would not do.

Political tongues were set to wagging by the Nebraska declaration that "we need another Roosevelt in the White House," but he included no specific candidate and conceded liability of a third party to be successful a year hence.

When asked later if his reference to "another Roosevelt" meant Governor Roosevelt, New York, prominently mentioned Democratic candidate, Senator Norris, he said: "I never thought about it." "I guess they will think that," he added.

Norris has expressed friendliness to Roosevelt previously but then, and today he declined to commit himself on candidates.

Broadest Speech
The Norris speech, broadcast here by the Columbia radio system, opened the final discussion of the conference on public utilities.

Earlier in the day, under the leadership of "Senator" LaFollette, Republican, Wisconsin, the conference received proposals for a five-day week, establishment of an economic council, and creation of a federal commission on aids to unemployment.

LaFollette also leveled criticism at the Hoover administration and asserted the industrial, financial and political "monopoly" of the nation has broken down.

"Two days conference adjourned tonight, with committee appointed to carry on the work in a permanent organization. Immediate attention will be directed to the formation of a legislative program for the next congress in which the independents hold the balance of power."

Public utilities, health, unemployment, agriculture and the return to normalcy were the subjects of resolutions adopted by committee.

Senator LaFollette asserted that the "monopoly" of the nation has broken down, and that the "gilded generation" of the first two decades of the century is a "trust."

Norris speech provoked the first "demonstration" in conference. He pleaded for abolition of the electoral college for selection of presidents as the only way to make possible the election of an independent candidate.

"If that could happen," Norris said, "and the election of an independent candidate, the nation would be saved."

"Then we could sweep this country in the next election," he said, "and we could have a candidate as a candidate as much under the law."

(Continued on page 2, column 2)

TWO SISTERS PERISH IN OREGON FARMHOUSE FIRE
EUGENE, Ore., March 12.—Two sisters, one an invalid, burned to death in a fire that destroyed their farmhouse here last night.

Anna Baker, 62, the invalid, and her sister, Violet, 37, were in a room adjoining the kitchen when the fire broke out. Their mother was already in bed and it was impossible to attempt rescue. Baker and her sister escaped with slight burns.

The charred remains were found in the ruins of the house. The fire was said to have started from a defective stove.

FORMER CHANCELLOR OF GERMANY FIGHTS DEATH
BERLIN, March 12.—Former Chancellor Hermann Müller yesterday fought a desperate battle against death, but the struggle was in vain.

Dr. Müller was taken to a hospital last night, but he died in the morning.

BRITAIN'S PREMIER EXPECTS GANDHI TO TRAVEL TO LONDON

Baldwin Provides Sensation by Urging Party to Refrain from Impeding Labor or in Super-Human Task

(By The Associated Press)
LONDON, March 12.—The British prime minister, Stanley Baldwin, today probably will be the first to see the Indian leader, Mahatma Gandhi, who is expected to arrive in London tomorrow.

"I shall be glad to see him," Baldwin said in a statement. "He is a man of great courage and great ability."

The facts were brought out this afternoon and tonight during important debate on the Indian situation.

"The committee's report," Baldwin said, "is a very important one. It is a report which will be of great value to the government."

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Lingle Murder Witnesses Recount Details Of Fatal Gun Play Nine Months Ago

(By The Associated Press)
CHICAGO, March 12.—(By The Associated Press) "I saw the shooting," said a witness today in a courtroom packed with reporters, "and I saw the man who shot the other man."

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ENGINEER OF BOISE BEGINS LABORS ON GIANT HOVER DAM

Colorful Veteran Builder Quickly Starts Work on One of Biggest Construction Feats in History

(By The Associated Press)
BOISE, March 12.—(By The Associated Press) "I am a colorful veteran builder," said a man today in a courtroom packed with reporters, "and I am a colorful veteran builder."

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Idaho Legislators Approve Income Tax Bill And House Passes Measure On Power

Representative E. N. Pettygrove, Hansen, Raises Voice Against Proposed Levy on Electric Power But Majority Rules and End of Extraordinary Session Approaches

(By The Associated Press)
BOISE, March 12.—Idaho legislators today passed an income tax bill and a measure on power.

Representative E. N. Pettygrove, Hansen, raised his voice against the proposed levy on electric power, but the majority ruled in favor of the measure.

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MARINERS RECOUNT SAN DIEGO MURDER THRILLING EPISODE

Skipper Tells of Narrow Escape from Death at Midnight Off West Coast

(By The Associated Press)
SAN DIEGO, Cal., March 12.—(By The Associated Press) "I was a skipper of a fishing boat," said a man today in a courtroom packed with reporters, "and I was a skipper of a fishing boat."

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BOISE MAN LOSES LIFE NEAR BURLEY

Edward J. McGovern, District Manager of Automobile Association, Dies in Wreck

(By The Associated Press)
BURLEY, March 12.—(By The Associated Press) "I was a district manager of an automobile association," said a man today in a courtroom packed with reporters, "and I was a district manager of an automobile association."

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To The Hills Men! The Dam Won't Hold Much Longer



OKLAHOMA SOLONS BID FOR DIVORCE BUSINESS

OKLAHOMA CITY, March 12.—(By The Associated Press) "I am a solon," said a man today in a courtroom packed with reporters, "and I am a solon."

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GOTHAM PIONEERS RECALL BLIZZARD

Dignified and Elderly New Yorkers Gets Together For Strange Past-Time

(By The Associated Press)
NEW YORK, March 12.—(By The Associated Press) "I am a pioneer," said a man today in a courtroom packed with reporters, "and I am a pioneer."

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MAN DIES IN SMASH-UP

ELLENBURG, Wash., March 12.—(By The Associated Press) "I was a man," said a man today in a courtroom packed with reporters, "and I was a man."

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STORE OPENING IN NEW HOME MARKS BUSINESS ADVANCE

Stevens-Van Engelen Insti-
tution-Completes-Removal
to Newly Completed \$25,
000 Modern Structure

Stevens-Van Engelen store yesterday opened the doors of its newly completed \$25,000 home at 202 1/2 Main street, east of the old building, marking an event of some importance in Twin Falls business annals.

The opening followed hard on the heels of the store's recent move from its old quarters, which were located in the building of Stevens-Van Engelen store's new home.

One of Twin Falls' most imposing business blocks, the structure, 50 by 125 feet, with full concrete basement, has been designed and built with a single purpose—to fulfill the needs of the Stevens-Van Engelen store and its patrons. It embodies a number of novel features, notably illuminated metal canopy or awning extending across the full width of the building; and its art brick above large leaded glass panels above the entrance, in the front of the store.

General Effect Pleasing
In its arrangement, decoration and furnishings, the general effect of the main floor is one of plenty of room, plenty of light, and carefully thought for details to provide a pleasing store setting and atmosphere.

Overhead there are four big skylights and two more lighting fixtures. At the rear is one big balcony that is given over to the ready-to-wear and military departments. At the front another big balcony accommodates the office and central cashier's desk.

Along either side of the big room are shelves and counters and above, the men's department to the right, and the "ladies' room" department to the left, while down the center there is another double row of counters and showcases flanking shelves for the accommodation of shoes, underwear and infants' wear. The shoe department's quarters occupy the rear of the main floor.

Wide stairways in the corners at the rear of the main floor lead to the big cement-walled basement, which holds great possibilities for display and salesroom purposes. The foundation of the basement is a part of the building scheme.

Showcases, counters and other furniture and fixtures, throughout the store are new and chosen with view to harmonizing with the general pleasing effect.

Enlists All Hands

Moving of the store from its former quarters at 121 Main avenue east, has been in progress since last Monday. The whole personnel of nearly a dozen persons, including W. A. Van Engelen, manager; department heads and salespeople, has worked early and late at the task. The store has been kept open throughout the removal. One night the personnel of the store at their four o'clock came down and lent willing hands in the undertaking. A good deal of new merchandise had been delivered at the new building, but there was much to be moved.

There was demonstrated in this task an esprit de corps that is not the least of compensations in merchandising as in other professions.

Stevens-Van Engelen store in Twin Falls is just two years old. Since its establishment it has been under the management of W. A. Van Engelen, one of the success stories of the city in Twin Falls. Associated with Mr. Van Engelen in the store here are R. M. Palmer, assistant manager and head of the shoe department, and other department heads as follows:

R. T. Warner, men's department; Mrs. Bertha Tiltonson, women's ready-to-wear department; Mrs. Thelma Warner, piece goods and underwear; Mrs. Jessie Kruetz, hosiery; Mrs. Minnie Tate, infants' wear and underwear; W. H. Jackson has charge of displays, and yesterday completed his first window display for the store's new home, while a sign painter was finishing the lettering in the store name on the side of the brick canopy projecting over the sidewalk at the front of the building.

Play Builders Part
Construction of the new building was in direct charge of Alex McIntosh, president, for the J. W. Brennan company, Pocatello, general contractors.

In so far as possible Twin Falls labor has been employed, and most of the materials entering into the construction have been purchased locally.

Electrical installation was by the J. W. Brennan company. The sheet metal work by the Bruce Metal Works; plumbing and heating systems by the Home Plumbing Co. Heating equipment; glass and paint by the Twin Falls Glass and Paint company; automatic slates by Detweiler Coal company; and other materials were furnished by the Detweiler Coal company and the Palace Band and Grafton company.

BURLEY SHERIFF TURNS
OVER PAROLE VIOLATOR

BURLEY, March 12 (Special to The News)—James Warner Bingham, 25, alias Harold Moffitt, formerly of Cassia county, was taken to Michels Tuesday by Sheriff R. D. Pace and turned over to Deputy Warden J. J. Hopkins of Michels Island penitentiary. He was returned to Michels Island, Washington, to answer to technical violation of parole last August, having been picked up here by Sheriff Pace on information from the sheriff of Mexico state.

GIRL'S VOICE HELPS CHICAGO FOLKS BEAT BOSS TO OFFICE

CHICAGO, March 12 (UP)—Unusually early, dress, and their breakfast eggs and catch the 11:15 to the accompaniment of thirty through persistent time bulletins sent out on KVWA "musical" clock by Halcyon Martin.

Every five minutes from 7 to 9 o'clock each morning, announcements of the exact time punctuate the program of phonograph records.

Miss Martin has been the "clock" for two years, graduating from a series of talks on home decorating which developed from her writing of household hints for the Chicago Herald-Examiner.

Stationed in her real home, October 31 being her natal day, "I had no name for months," she said. "So they finally named me after my birthday. I got called Christina. Fourth of July and other things but my only stunner comes when I think of what would have happened if I had been born April 1."

Miss Martin, who studied for the stage and still takes singing lessons at studio houses after her "musical clock" hours are finished.



HALCYON MARTIN

EDEN SOCIETY CONVENES

EDEN, March 12 (Special to The News)—Rhyderick Ladies Aid society met Thursday at the home of Mrs. D. Bruce. Mrs. C. H. Meyerhoff was

re-elected president; Mrs. Emil Ehlers, re-elected secretary; Mrs. John Bruce, elected vice president.

Mrs. Alvin Lynch was elected a new member. Luncheon was served by the hosts.

The Oldest Established Plumbing & Heating Concern in Southern Idaho—Established 1911

The Plumbing and Heating, Stoker and Ventilating Fan
In this fine new store installed by

HOME PLUMBING AND HEATING CO.
J. A. CAMPBELL, Prop.

135 3rd Ave. East Twin Falls

CONGRATULATIONS TO STEVENS
VAN ENGELN CO.

WELCOME S. V. E. STORE

TO TWIN FALLS COMING BUSINESS SECTION

We congratulate them on their new home and wish them success

PARROTT FRUIT STORE

Next Door to S. V. E.

CASTLEFORD AUDIENCE ENJOYS CHURCH PLAY

CASTLEFORD, March 12 (Special to The News)—"Charlie's Uncle" comedy, was presented before a large audience in the auditorium of the Castleford high school Tuesday evening. The cast, coached by Mrs. E. H. Harding, included, Mrs. John

Drury, Mrs. Derral Phillips, Mrs. William Klayton, Miss Winifred Fryer, R. A. Gillette, Charles Meyer, Jack Harrison and Joe Clark. Proceeds of the play will be turned over to the finance committee of the Methodist church.

Best still cemetery, about burying ground to the Texas Panhandle, will be ferried for protection against accretion.

**We Congratulate The
S.V.E. Store**
on their new home and we wish
them continuous success...

J. E. WHITE
REAL ESTATE
100 Main Ave. East Phone 247

WE CONGRATULATE—
**The S.V.E. Store on Occupying
Their New Home**
AND
WE ARE PROUD
To have furnished the glass and paint and to have
taken part in making this building of outstanding distinction.

Twin Falls Glass & Paint Co.
134 SHOSHONE ST. E. PHONE 1620

Of Course—
**The Electrical Work in the
New S-V-E Store Was
Installed by the**
HOME PLUMBING AND HEATING CO.
J. A. CAMPBELL, Prop.
135 3rd Ave. East Twin Falls

**IDAHO-NEVADA
ELECTRIC CO.**
A. E. DICKEY, Mgr.

Here Are Some Other Modern Jobs
Installed by Us

WILEY DRUG	H. & M. CIGAR STORE
VARNEY'S	UNION MOTOR
COSTELLO BUILDING	SKAGGS NO. 7
SCHRAMM-JOHNSON'S	WOOLWORTH'S
BRUNSWICK CIGAR	(Under Construction)
STORE	

**THE STAMP
OF APPROVAL**

**FOR
IRON FIREMAN**

It gives us great pleasure to know that Iron Fireman will perform its duties as an integral part of the New S. V. E. Store Building, helping to make it one of the most distinctive buildings in Twin Falls.

Congratulations
to the
S-V-E STORE
On The Completion And
Opening Of Their
New Building
The Construction of This Most Modern
Building Is The Work of
J. W. BRENNAN CO.
General Contractors

WE CONGRATULATE
The Stevens-Van Engelen Company
ON THE COMPLETION OF THEIR BEAUTIFUL
NEW STORE
WELCOME
TO TWIN FALLS' FASTEST GROWING BUSINESS
SECTION

**SWEET'S
Furniture Store**

DETWEILER COAL CO.
FOR COAL THAT'S FINE BY THE TON
PHONE 809
"YOUR HEAT MERCHANT"



There's a New Swagger to

Spring COATS

\$24.50

Quantities of style and a way with them that marks them definitely as youthful-fashionists—such a jaunty swirl there, and a dapper flare here, and flirtatious bit of crepe to catch the eye! There isn't a smart woman who won't adore any one of these striking models. Of the new "rough" material and some smooth ones, some with fur, others without... but all irresistible!

Others \$9.75 to \$14.75

STYLE COSTS LESS AT THE S-V-E STORE



We Are Now Open for Business In Our New Store

We've been working to the utmost all week in order to get everything in order by Friday, March 13. All the new merchandise is now marked and in stock. THE NEW STORE was planned solely for your convenience, and for economy of operation. Less time will now be needed for you to make your purchases. However, we'll be pleased to have you stay as long as you like, and look things over.

AMPLE REST ROOMS have been provided for the ladies—on the rear balcony. They are for your convenience—Feel free to use them.

CHILDREN'S DAY SATURDAY — We'll have balloons and candy suckers for all the kiddies—young and old.

New Spring Hats Are Individual



They are just little wisps of hats... perky tricorne and bicornes... topes and berets... many with cunning feather trimmings. Pats, ribbons, salons... in all the new shades. You will be delighted to find such charming hats at only

\$4.98

MANY OTHERS PRICED AS LOW AS \$2.98

House Dresses

Off to do her marketing, or busy around her own nest home—housewives will find a dozen uses for these chic little wash dresses—trimly and sporty in every line. The brightest of flower prints and geometrical patterns, with colors that will tub and tub and never lose their charm. And styles to make you look as youthful as a young bride (in case you aren't already), and so smart that you'll hate to take them off—with flares, and piping, and embroidery, and appliques, and dozens of details. Prices amazingly low!

77c

New Printed Frocks For Spring

Captivating in every line with language in the fold of a draped skirt, with piquancy in the demure line of a collar, a full or a bow. You've never laid eyes on frocks so gay! Colors for every taste, bright or more subdued... and quite the loveliest prints imaginable in flowered or geometrical patterns.

\$9.75

Values to \$24.50, on last year's price basis, now featured at

\$14.75



Typical S-V-E Store Values Bath-Towels

Full size (20x40) inches. Heavy Terry bath towels. Colored borders. Your choice of 6 different shades.

Each **15c**

Bundle Sox

You'll want to buy them by the dozen—Tan and blue only. A value at, pair

5c

Printed Rayon Flat Crepe

Fast color rayon flat crepe. This is an A-B-C fabric and very dependable.

39c

Tennis Shoes

Good weight for school or play use.

Sizes 6 to 12

Pair **49c**

Sizes 2 1/2 to 10 (Men's and Boys)

59c

Women's Rayon Undies

You can't deny yourself the luxury of shoddy at this price. Extra sizes included.

49c

Everyday Prices on NOTIONS

Lingerie (lined, silk)	17c
Tarpaper (small size)	8c
Clafarine (large size)	69c
Hinds H. & Almond (med. size)	29c
Pebeco Tooth Paste for	33c
Pepesol, for	33c
Lingerie T. Paste, (reg. 25c size)	17c
Perman's, for	39c
Colgate's T. Paste	19c
Rias Tape	8c
Waxed (full pack) (500 count)	19c
J. P. Co's Thread	4c
Brass Pins (100 count)	4c
Safety Pins	4c
Hickory Carriers (dozen 6 to 12)	23c
Baby Carriers	10c
Darning Threads, cotton, mercerized, silk	4c

Men's Work Gloves Genuine Boss "Bigum"

The finest brand of cotton work gloves on the market. Our new low price.

2 Pair **25c**

Navy Wrist

Same quality as we formerly sold for 2 pair for 25c, now

3 Pair **25c**

Brown Fleece

Ever growing in popular favor. Exceptionally good for hard wear and warmth.

15c

Horsehide

Cut of good quality horsehide. A leader at

98c

NO-FADE SHIRTS The Pride of Every Man



Every one a Supreme Shirt Value

Pre-shrunk collars. Everyone's cut from new spring shirtings including broadcloths Madras, silk stripes, novelty weaves and many others. Feature values at **98c**

Others modestly priced at **\$1.45 and \$1.95**

Here's your opportunity to replenish your shirt supply... come early while there is a selection.

Tom Sawyer Shirts For Boys

Genuine "Tom Sawyer" Shirts. The kind every mother knows will wear the longest, and keep their color the best. They are tailored to fit the boy as only "Tom Sawyer" knows how to tailor them.

Sizes 6 to 14 **98c**

Signs of Spring



Buy Your Spring WARDROBE AT THESE THRIFTY PRICES

Low prices are certainly appealing here. But here's another thought: Buying your entire wardrobe or any part of it from our immense stocks, you're not only selecting those accessories that are not only individual within themselves but which also blend with each other. Come in! See the specials throughout the store.

Rayon and Silk Mixed Box, pair	39c
Cotton Shirts and Shorts, each	39c
Smart New Neckwear, Wool lined	69c
President Superfine	49c
Large size handkerchiefs	5c

SHEER CHIFFON HOSE

Our new shades to match your Spring frock. Hollywood, Dage-Rupe, Aspen and many others. Many have foot tops. They are sheer, lovely in appearance, and in a single durable. Slight imperfections, yet very difficult to tell from perfect. Absolutely no mends.

SPECIAL 79c

Sizes 8 1/2 to 14 1/2

In The Spring a Woman's Fancy Turns to PRINTS

You'll find them here in the most entrancing array

Silk Special

A special group of pure-dye, all silk prints... floral, modernistic and the new plaid designs... a wide range of colors, 40 inches wide.

THIS-WEEK-END The 98c

80 Square Percales

Vat dyes, delightful new spring patterns. Full 36-inch width.

yd. 19c

Standard Percales

Good grade percale. All new designs. Full width.

yd. 12 1/2c

Thread Special

Made by the J. P. Coats Co. Full 100-yard spools. 40, 50 and 60; only

5 Spools 10c

SAVE STEVENS-VAN ENGELN CO. STORES

MEN! Here's Where Shoe Value Begins

Homesteader	No. 198
The kind of shoe value that all men have sought for. An honest-to-goodness solid leather shoe. After your own heart. Double-sole soles. Acid and waterproof stock. Firm wall. It's a tremendous value at this low price. We hope we will have enough to go around.	This shoe has been named NUMBER 198. It is destined to become famous. We're proud to have such an outstanding shoe value. Come in and see No. 198 today. Sizes 6 to 11.
\$2.95	\$1.98

Men's O'ALLS

Finest 220 weight white back blue denim. Standard full cut throughout. The same identical o'ail you used to pay \$1.29 for. Our new low price

98c

Boys' O'ALLS

Same Quality as Above

Sizes 3 to 17

75c

Buck Ails

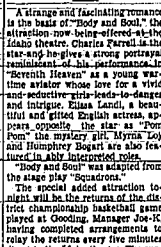
Perfect fitting, warranted not to rip. Wears like leather. All men's sizes now.

\$1.69

The Fastest Growing Department Store in Southern Idaho

Only one foot specialist in Twin

FOR SALE
Auto Door Glass . . .
windshields and window
glass. No charge for set-
ting
MOON'S
Paint and
Furniture Store

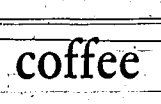


direct to the Idaho Theatre. The surrounding program consists of the

BEAN GARDEN ATTENTION
CERTIFIED GREEN
 BE
HEAVY PROFIT
5 YEARS SUCCESSFUL
 See them at **Harder**
 Harley or Phonon

Friday and Sa

combined with Hones
are all included with ea
Idaho Department Store
ft Shell
25c
Broken
No. 2 1/2
cans
Sent



Kraut	For C
-------	-------

35c	Large package.....
Apple	C
25c	Cel
2 squares	

2 Kellogg's

20c

35c	Makes V
-----	---------

Morning Milk, 4 for

2 for _____

Ve Oil	Vân C

t as a zeph yr. 1 lb.

roll	
15c	Cinna

15c	8 oz.
comb	Sw
15c	8 oz.

Times Daily

Department

THE UNIVERSITY OF CHICAGO

1. *Journal of the American Medical Association*, 1997; 277: 1033-1038.

SEMI-ANNUAL NINE CENT SALE

GOOD VALUES SALE BIG SAVINGS

SAVE LABOR, FUEL AND FOOD
by using this Aluminum

Vapo-Seal Cooker

Thousands of users of these famous
cookers tell how they prepare better
meals in less time and at a big sav-
ing. Now you can get this 10-quart
cooker for \$4.95.

And with it you buy a
10-quart aluminum dish
pan for only

9c

Glass Measure

Graduated
One Cup Size

9c

ALUMINUM Pie Plate

Regular size.

9c

Mouse Traps

The Best Kind
Five for

9c

Utility Brush

A Good Helper
For Dish Wash-
ing

9c

Plate Scraper

Should Be One
in Every Kitchen

9c

BREAD PAN

The Right Size
and Shape

9c

MATCH BOX

Holds Box of
Matches for
Kitchen

9c

CAN OPENER

A Real
Good One

9c

GALVANIZED LARGEST WASH TUB

The size 3 tub is al-
ways handy and now
you may buy one for
\$1.10 and get a

9c

KING WASH BOARD

For Only

9c

SATURDAY MORNING, MARCH 14th, BOOM! THIS BIG BARGAIN
EVENT STARTS IN ALL REED'S RITE-WAY STORES—IT'S AN OP-
PORTUNITY FOR YOU TO GET USEFUL HARDWARE AT MONEY-
SAVING PRICES. COME - LOOK - BUY - SAVE!

SPARKLING
CRYSTAL
TUMBLERS
Four patterns.
Your choice—
3 for 9c

9c

MILK PAN
A handy 6-quart pan.
How many? Each

9c

Files
9c Each

8-in. and 10-in. flat files
or saw files—1/2 and 3/4 in.

9c

MUFFIN PAN, 9c
Baker Tasty Muffins

9c

STOCK UP NOW!

CUPS AND SAUCERS
Buy 6 cups and 6 saucers for 9c
and get another whole
set for

9c

WONDERFUL
VALUE

During this sale only you can buy
this fine pocket knife for only
98c and get a Sharpening Stone

for 9c

Additional

EXTRA!

FOOD
CHOPPER
SPECIAL!

Yes, a real one that
cuts meats, vegeta-
bles, etc. All
complete

9c

(Limit one)

Extraordinary Value

COPPER
BOTTOM

LARGEST
Size 9

COPPER BOTTOM WASH BOILER

To each purchaser of one wash boiler
at the low price of \$1.08 we will
sell a 50-foot clothes
line for

9c

Regular 25c
PAINT BRUSH

9c

QUALITY
GOODS
AT RIGHT
PRICES

REED'S
RITE-WAY
STORES

"WHERE BARGAINS AWAIT YOU"

STORES IN THESE PROGRESSIVE CITIES:

Brigham

Dillon

Evanston

Helper

Burley

Ogden

Pocatello

Provo

Richfield

Rupert

Salt Lake

Twin Falls

Come to Your RITE-WAY STORE and Save By Spending

10-QUART PAIL
Sturdy, serviceable galv-
anized pail—
(Limit one)

9c

Beautiful New
Glassware

You will want a full set
when you see these pretty
tumblers, goblets, etc.

Priced at each

9c

Oh, Look! Pretty
METAL TRAY

In
Colors

9c

OVEN PAN

Sturdy, 24-in. steel
bake pan

9c

SANDPAPER

20 Sheets of
Assorted
Grits

9c

DUST PAN

A Household
Necessity

9c

NEST EGGS

FOUR
FOR

9c

Cake Turner

Choose the Style
You Like

9c

Potato Masher

The Better
Kind

9c

Big Package

Dina Fold
NAPKINS

9c

STRAINER

Many Kinds
and Sizes
Choice

9c

LADLE

The Cook's
Fridge

9c

Two-burner ELECTRIC STOVE

During this great sale you may buy this complete
guaranteed electric stove for only

\$3.99

and with it you get
this regular size alu-
minum tea kettle for
ONLY

9c

This \$2.50 Ironing Board
will not get wobbly be-
cause it is built WITH
OUT NAILS OR SCREWS
every joint is securely
riveted—Buy this Town
Talk board during this
sale for only

\$2.98

And You Get a
Good Ironing
Board Cover for
Only

9c

Oh, Look! Pretty
METAL TRAY

In
Colors

9c

OVEN PAN

Sturdy, 24-in. steel
bake pan

9c

SANDPAPER

20 Sheets of
Assorted
Grits

9c

DUST PAN

A Household
Necessity

9c

NEST EGGS

FOUR
FOR

9c

Cake Turner

Choose the Style
You Like

9c

Potato Masher

The Better
Kind

9c

Big Package

Dina Fold
NAPKINS

9c

STRAINER

Many Kinds
and Sizes
Choice

9c

LADLE

The Cook's
Fridge

9c

Two-burner ELECTRIC STOVE

During this great sale you may buy this complete
guaranteed electric stove for only

\$3.99

and with it you get
this regular size alu-
minum tea kettle for
ONLY

9c



Black Oxfords
With a martens that will ap-
peal to style-shatters and cost
a low price that all will like!

\$2.98



Moccasin-Type Toe
Priced for its smooth com-
fort. Brown silk, rubber sole.
best. Formerly \$2.79, now—

\$2.49

J. C. Penney Co. Inc.

DEPARTMENT STORE

VALUES THAT DEMONSTRATE

The Saving Power, Through the Buying Power of Our
1456 Department Stores



Black Drill Kid
Stylish in smart simplicity. The
trimming is of silk-lin and
black-out-sole make.

\$4.98

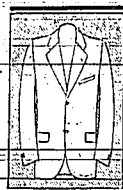


A New Tongue Pump
Black out sole with rubber cap
trimming and black goodyear
ribbed sole.

\$3.98

\$19.75

Greatest Suit Values in Years



Never before have
such values been
offered in Twin
Falls



FABRIC group—firm-finished worsteds-and-twist
effects in medium and dark shades, all-fashion-
able spring colorings . . . plain and fancy stripes.
Everything considered—Style, Quality, Workmanship
—these suits represent the outstanding values of the
day.

Record Savings!

Play Suits for Boys

69c



Not in years have thirty parents been able to see active
boy-measure-up "over-size" at this low price! In plain blue
and striped designs of enduring strength.

New Spring Arrivals

Boys' 4-Piece Suits

\$7.90

And every fine garment adheres to a high standard in fab-
ric, workmanship and style. Colossal savings are represented
values, guardians of the family purse—string-dream-about
but rarely realize!

PAINTERS' OVERALLS
98c

Made large and roomy
with plenty of pockets.

MEN'S SCOTTON UNIONS
69c
Made of fine cotton
grade cotton. Long legs
and sleeves. An ideal
spring garment.

A Welcome Spring Value!

Tailored Rayon Lingerie

49c

Formerly 79c!

Can you imagine finding just
finest lingerie and bloomers at
this low price! They're here, as
well as the classic-style
And well-cut vests . . . and
dainty chemises. You can buy
all you need for Spring . . . and
still save!



Spring's Smartest Value!



Rayon Shirts and Shorts

49c per Garment

Color combinations that are dif-
ferent . . . style that has with-
out a doubt . . . comfort without equal
... the best this price
has ever brought!

New Broadcloth Values

In Plain and Fancy Shirts for Men

98c

Firm, high-count fabrics in white and
solid-color colors and newest printed
stripe and figure effects. The lowest
price in years for such outstanding
quality!



One of the Best Values in Years!

Work Shirts of Chambray

49c

Wear this shirt-on-the-job and convince yourself that so
much has never bought so much wear. Roomy, neat, and
carefully made!



BOYS' SOX
3 pair **25c**
All sizes, plain colors

MEN'S FANCY RAYON SOX
25c

Men's Canvas Work Gloves
Heavy and Strong
2 pairs 25c

"Compass" Canvas Gloves

For the Hands of Efficient Workers

10c pair



Field Cotton Blankets
Outstanding value! Large size,
double-lined, attractive plaid.
May be used as sheet.
83c each

An Outstanding Value

LADIES' KID GLOVES

98c

Sold last year for **\$1.98**

These are exceptional values. Come in all
the desired spring shades and all sizes.
This value is only made possible through
the enormous buying power of 1456
stores.

Extra Special

IMPORTED FABRIC GLOVES

29c

Sold last year for **79c**
Imported washable fabric gloves. Smart-
ly trimmed with applique or embroidery
turn down cuffs, straight-cuffs or slip-
ons.

FREE! FREE! FREE!

Penconap Special

1 package 23c Face Tissue with 4 packages Penconap at
19c Each

Heavy Service Weight

Hosiery for Women

98c

These stockings present a not-to-be-overlooked value for the
woman who prefers the heavier weight hose. Made with a
para-elastic mercerized top, toe and heel, all-plaited heel.
The season's smart shades.



Leather Heel
Unusual to find leather heels on
hose at this low price! Patent,
black make extra fine.

\$3.98



Step-in Pump
By patent leather or dull black
kid. Low-cut.

\$2.98



for Spring
we sponsor
the scarf
the novelty cuff
the belted silhouette

COATS

Important fashions as-
sembled for you at an im-
portant low price! Every
coat in this group was
selected because it is an ex-
ceptional value . . . ac-
curately styled . . . fash-
ioned of one of the new crepe
woolens . . . skipper blue, black, tan or a new high shade.

\$14.75

Women's Semi-Sheer Hose

"Cradle" Foot

\$1.29 Pair

Ask for No. 447

From toe to top, with mercer-
ized reinforced heels, mercerized
backing in sole, heel and toe. Thigh-
ly knitted of extra quality silk, for
appearance and service. The new
cotton toe with elastic sole and
French heel. Washed shades.



Our No. 444
Silk-to-the-Top
Hose for Women
Formerly 98c
Now Low Price

79c Pair

Full-fashioned—with mercer-
ized reinforced heels, mercerized
backing in sole, heel and toe. Splendid val-
ue for everyday wear.

Women's Rayon and Silk Full-Fashioned Hose

Service Weight

79c

Ask for No. 445

Full-fashioned hose of finest
rayon and silk yarns; mercer-
ized top and sole. Splendid val-
ue for everyday wear.

WOOL BATS
\$1.19
2-pounds, size 72x90 in.
-pounds.

OIL CLOTH
25c Yard
48 inches wide, assorted
patterns.

Every Stockholder of the J. C. Penney Company Pays Taxes in Twin Falls County