

Senator Borah And Idaho's Chief Executive Take Part In Dedication Of Memorial

Guests Through Flag-Draped Streets Lined With Applauding Throgs, Colors Fly, Bands Blare and Legionnaires Formally Open New Community Center

THROUGH flag-lined streets with an applauding throng crowding the sidewalks for many blocks, eastern Idaho veterans of the war, with their honored guests, and many of their friends marched with colors flying and bands playing yesterday afternoon in a parade that was one of the outstanding events in connection with the dedication of Twain-Falls American Legion Memorial building.

This building, of which speakers, including United States Senator William E. Borah and Governor C. Ben Ross, lavished praise, was yesterday in general measure the community center that its builders designed it to be. All day long interested visitors were made welcome there, as members of a reception committee plotted their through the big hall and the various halls and proudly pointed out its well-

equipped kitchen, heating and ventilating plant and other features. And until late last night the Legion and Auxiliary entertained for a gathering of friends at a dance in the big new assembly hall. The lady herself is planning the broad space in front of the Memorial building's main entrance on Third avenue east, the grounds

Idaho Senator Expresses
Apprehension Over Out-

Unless France accepts without reservations United States Senator William E. Borah, Idaho, chairman sen-

The moratorium was suggested with one exception, that all people

With no other purpose than to relieve the present situation and permit the people of Europe to emerge from an economic morass, an aftermath of the World war and second in serenity to the war itself," the senator said. "It is a splendid step in the right direction. The replies have been rather discouraging.

post commander read the brief, significant period of the Legion's dedication ritual. Governor Ross with a few sentences voiced his appreciation of the occasion; a number of other honored visitors were named and then R. P. Parry, master of ceremonies, introduced Senator Bor-

"Sincerely hope," Senator Borah continued, "France will reconsider and say heartily and determinedly, 'We will accept the president's proposition without any reservations at all. Then if during the year Europe gathers itself together and drastically reduces the crushing burdens which have been placed upon the civilized world. And Senator Borah held out to the nations of the world the declaration of American principles, in the preamble to the American Legion's constitution."

Expresses Sympathy
The senator expressed sympathy with the masses in Europe, but little with their leaders. "I doubt whether they learned the lessons of the great war," he said.

Today struggling under a burden of armament the greatest in its history and 70 per cent greater than in 1914, and questioning whether "the people

(Continued on Page 4, Col. 3)

NEARS CONCLUSION

Introduction of Testimony of Two Medical Experts Occupies Entire Session

NEWPORT, R. I., June 23 (AP)—The trial of Elliott R. Hathaway for murder of Verna Russell appeared near conclusion tonight as chief Defense Counsel George Hurley indicated he intended to close the defense tomorrow.

The entire session today was devoted to introduction of testimony of

of medical experts in support of the defense contention that the pretty student nurse choked to death on a fragment of artificial tooth, and that he was not strangled by Hathaway. Dr. Thomas A. Gonzalez, acting chief medical examiner of New York City, ended his testimony by saying that, although there were no physical evidences of any

Dr. Francis P. McCarthy, Boston pathologist and specialist in diseases of the skin, gave as his opinion that the death was due to spasmia resulting from manual strangulation.

One fragment of artificial tooth which lodged in the air passage and set up an irritation. A fragment of an artificial dental bridge was found near the entrance of Verna Russell's nostril when her body was exhumed about a month after death.

The state contends the girl was smothered by Hathaway.

Cross-examination of Dr. McCarthy by E. W. Day assistant to Attorney General Benjamin McManey, prosecutor, indicated the state may attempt to show the dental evidence was not disclosed until after death. The defense to date has offered no explanation of dislodgement

The defendant's parents, State representative and Mrs. Louis Hathaway, and his twin brother, Alden, are expected to testify tomorrow as the last witnesses in his defense.

CASTLEFORD AND BUHL PAIR WEBS

Miss Malinda Shurtz Becomes Bride of Lauritz Hasselhoff at Ceremony

BUHL, June 25 (Special to The News).—At one of the most charming weddings of the spring season, Miss Malinda Shurtz, daughter of Dr. and Mrs. R. E. Shurtz, Buhl, became the bride at 10 A. M. Wednesday of Lauritz Hasselhoff, Castleford.

The bride, gowned in powder blue chiffon and carrying an arm bouquet of white rose buds, entered the living room on the arm of her father to the strains of the wedding march. She was escorted to the altar by her father, who was officiating. The young couple, unattended, stood before a large window backed with white and blue drapery. Rev. C. W. Hickey, pastor of the Presbyterian church, read the impressive and beautiful ring ceremony.

Immediately following the ceremony, the guests, numbering 24, were seated at small tables in the rose garden for a two-course wedding breakfast. Pink and white was charmingly carried out in the color scheme. One small table held the bride's cake, a three-tiered white cake, the groom's cake and the big wedding cake tied in silver, orange and pink to be presented to the guests. The bride's cake, decorated in miniature bells and orange blossoms was baked with pastel-tinted sweet peas.

The young couple left after the breakfast by motor for a wedding trip to Salt Lake City. Mrs. Hasselhoff's traveling costume was a tan ensemble with accessories to match.

Mrs. Hasselhoff, a graduate of the Boise high school, was also a graduate of Lexington Normal and a member of Gamma Phi Beta sorority. For several years she was a teacher in the Boise schools and taught last year in the Castleford high school.

Mr. Hasselhoff, a native of Denmark, was educated in that country. They will make their home on a farm near Castleford.

Mrs. Hasselhoff was honored with the title of "Miss Buhl" during the first given by Mrs. L. A. Johnson, was given by a group of the business women and members of the Legion Auxiliary. The guests were seated at two long tables for the evening's entertainment of booklet making and during the evening, little Richard Jeppesen, Twin Falls, nephew of the bride, drew in a tiny wagon draped in pink and tied with ivory ribbons.

The dairy two-course luncheon carried out a pink and white color scheme. Twenty-five guests were present.

Miss Geraldine Shierley gave the wedding shower. The bride's wedding gown was a white tulle affair, and for a group of Castleford and Buhl friends of the bride, little Janice Webber brought in a deer poem on the wedding written by Miss Dorothy Cunningham and presented a green-and-white basket of gifts to the bride. Miss Shurtz was presented with Mr. Hasselhoff's wedding shoes and required to wear them during the evening. Twenty-five guests were served dairy refreshments at midnight.

JEROME COUNTY HEARS GRASSHOPPER WARNING

JEROME, June 25 (Special to The News).—A large number of farmers in Jerome county have been on the lookout for an infestation of grasshoppers during the growing season this year. Reports have been coming in from various places in the county, and surrounding counties, of quite serious damage being done by grasshoppers. Thomas E. Speedy, Jerome county agent, stated today that there are only one or two places in Jerome county that have made

FINEST CHOCOLATE CREAMS ARE DIPPED ONE AT A TIME

For a Similar Reason Hills Bros. Roast Their Coffee a Few Pounds at a Time

Candy makers agree that when creams are dipped one at a time in the chocolate, the coating is applied much more evenly than when dipped in big batches.

According to the results achieved by Hills Bros., this same principle holds true in roasting coffee. By roasting a few pounds at a time in a continuous process, instead of large batches, a uniform roast is certain.

This process originated, and patented by Hills Bros., is called "Continuous Roasting." It is the most appropriate word because during the entire roasting process there is automatic regulation of the flow of coffee through the roasters—also the temperature. Every berry of the rare blend is roasted to a degree that insures perfection. No other coffee has the delicious flavor of Hills Bros. Coffee. Freshness is always guaranteed. Hills Bros. Coffee because it is packed in vacuum cans. By this method, air, which destroys the flavor of coffee, is kept out and kept out of the can. Ordinary cans, when opened, let in the air and keep the coffee from being as fresh. Ask for Hills Bros. Coffee by name and look for the Arab—the trade-mark—on the can. Sold everywhere by grocers.

Hills Bros. Coffee, Inc., Portland, Oregon. ©1931

The Weather

FORECAST FOR TODAY AND TOMORROW—Unsettled; showers in North Idaho; slightly cooler.

Maximum temperature in the Twin Falls vicinity was 72 degrees in the 24-hour period preceding 7 P. M. yesterday, according to the report of D. B. Chynoweth, government weather observer here. Minimum for the same period was 48 degrees. The day was clear and the barometer registered 29.32 inches at 3 P. M.

OAKLEY FOLKS GATHER FOR SOCIAL MEETINGS

OAKLEY, June 25 (Special to The News).—Oakley folks enjoyed a variety of social activities during the last week.

Tuesday night the people of Bain gave a dinner for Mr. and Mrs. John Martin, Jr., who were recently married in the Salt Lake City temple. Many Oakley residents also attended. The evening was spent playing games and dancing. Refreshments were served.

The Stagoli Girls of the Oakley First ward enjoyed a winter and summer social Tuesday evening at the home of their teacher, Miss Mabelle Baker. Girls present were: Barbara Simmons, Alice Harper, Loretta Butler, May Babbot, Arithella Butler and Margaret Barker.

The women of Oakley were invited to attend the closing social service of the Relief society at the Oakley First ward Tuesday at 2 P. M.

Mrs. Mabel Beckett taught the lesson and showed how a sense of humor, properly used, can influence human behavior.

The boy scouts of the Oakley First ward enjoyed a party at the First ward meeting house Tuesday evening. Twenty-two boys enjoyed the evening of games. Refreshments were served.

such a report of grasshoppers in large numbers, but the remainder of the farmers in the county should be on the alert for such an infestation, and report the same to the county agent's office as soon as noted so that some organized action may be taken, and the grasshoppers controlled before they get to such numbers as to cause serious damage to the crops, Speedy explained.

Grasshoppers are easily poisoned, and as the infestations are reported in the entire community where they are located should poison, rather than individual farmers; and with a little co-operation of farmers in these communities making demonstrations can be held where everyone can secure his supply of bait at one time so that the grasshoppers may be poisoned systematically.

Phone 573-J

YOUNG'S DAIRY

Pasteurized Milk and Cream
"THE DAIRY OF SAFE MILK"

Our entire milk supply comes from two of the cleanest and finest equipped dairy farms on the Twin Falls tract

YOUR INSPECTION INVITED

CASTLEFORD EPWORTH LEAGUE PLANS EVENT

CASTLEFORD, June 25 (Special to The News).—Young people of the Castleford Epworth League will present a concert program at the Methodist church Friday at 8:30 P. M. to raise funds for attendance at the annual Epworth League institute to be held the last of the month at Ketchikan.

"A One Night Chautauqua" will combine seven clever programs in one. The first number is "The Tivoli Waltz" in costume with a variety group of male numbers. Marie Sentien, Dale Reese, Leo Sentien and Nina Syme with Victor Chaper at the piano will compose the cast.

"Help Yourself" a bit of comedy in one act, will include Eddie Clement, Dale Reese, Mildred Ward and Edgar Gager in the cast.

"Prima Donna" Marion Tully and her Joy Club, the third number, will include Ruth Heidel, Ruby Heidel, Elaine Kington, Doris Ward and Ruth Shaver as accompanist.

"Noon Time in Dixie Land of Long Ago" with Miss Eva Brown, a native of Alabama as the lead, promises to be a popular number. Miss Brown will be assisted by Eileen Abshire, Ed

WORK STARTS ON ROAD FROM BURLEY TO DECLO

BURLEY, June 25 (Special to The News).—Construction work has started on the new Burley-Declo stretch of highway on the federal aid highway known as the Burley-Declo bridge. William Davison has taken advantage of the three-day delay from rainy work or moving their equipment into camp.

Frank L. Coffey has been awarded about three miles, and W. P. Croft has over two miles, from Declo to the intersection in the Coterrell neighborhood.

Work on this stretch of highway is to be completed by September 1.

RUPERT GRANGERS PLAN FOR ACQUA GATHERING

RUPERT, June 25 (Special to The News).—Warren Hollinger, lecturer of Pomona College, announced here today the next program will be presented by Rupert Grange, July 2 when the card will be taken to Acqua Grange. All Grangers are invited to attend.

"Pasteurization saves lives, and prevents sickness. It does not injure the quality of milk in any way and does not diminish its nutritive value. Pasteurization is the cheapest form of life insurance that the customer can take out."

Phone 573-J

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Our entire milk supply comes from two of the cleanest and finest equipped dairy farms on the Twin Falls tract

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Mr. PRALL, Manager of the Dept. of "DR. HARVEY" Laboratory Chief, examining (in Ward's technical laboratory) Riverside tire sent in by MR. RALSTON.



36,000 MILES Here's an endurance record that speaks for itself. RIVERSIDE Quality Cord has covered better than 36,000 miles, as an expression of his satisfaction with RIVERSIDE service. Over

all kinds of roads, and in all kinds of weather, this sturdy RIVERSIDE clicked off mileage. Twenty thousand, fifty thousand, seventy-five thousand miles—and still going strong! And at last, after his RIVERSIDE Cord had covered better than 36,000 miles, Mr. Ralston sent it back to Ward's as an example of his satisfaction with RIVERSIDE service. Over

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WARD'S RIVERSIDES are Turning in Amazing Mileage Records All Over America! 42,000, 68,000, 86,000 MILES!

AFTER all, you buy a tire for just one thing—and that's MILEAGE. And you do get A MILEAGE when you buy a Riverside. Note the tire above that covered 86,000 miles. And Mr. C. A. Puarria of Portland, Ore., writes us about four Riversides that have covered 42,000 miles and are still in use. Mr. R. H. Easter of Elma, Washington, reports a Riverside in use every day on a school bus covered 68,000 miles. These three examples are but typical of the scores of letters and reports we are constantly receiving on Riverside performance. These three testimonials came to us unsolicited—they were not bought at a price!

No wonder jealous tire makers and dealers are becoming alarmed over the tremendous swing of tire buyers to Riversides. The most unfair and bitter tactics ever known in the tire industry are being used today to fight Ward's Riversides. Advertising has appeared all over the country in which mail order tires are referred to as "mongrels." Unfair comparison charts are being published and displayed by competitors. Second line tires are being offered under nationally known tire names at the same prices as first quality Riversides—BUT THEY CAN'T BEAT RIVERSIDE PERFORMANCE, AND THAT'S WHAT COUNTS, and that's what the customer wants.

We'll Match Riversides ... on the Road ... Against Any Tire Made and We'll Beat it in Price!

Riverside tires are one of the best known in America. They have been sold for 19 years. They are made by one of the largest tire companies in the world. They are built to the most rigid specifications known. They are the finest quality it is possible to produce. They are backed by a guarantee that is without limit as to time or mileage. AND THEY SELL FOR LESS THAN ANY FIRST QUALITY NATIONALLY ADVERTISED TIRE ON THE MARKET! These sound like sensational claims. But they're FACTS. Montgomery Ward & Co., one of the largest merchandising institutions in the world, now in its 59th year in business, stands back of every claim made in its advertisements. Note this—the nationally advertised tires offered you at the same prices as Riversides are NOT the first quality tires of the manufacturers who make them—but their second quality tires—put on the market to meet Riverside prices. So, always compare qualities as well as prices. The table at the right lists some of the best known first quality tires that DO compare with Riversides in quality—YOU COMPARE THE PRICES!

COMPARE

Here are some leading makes of tires that are similar in quality to our 4-ply Riversides, and the published list prices:

SIZE	WARD'S RIVERSIDE (4-ply)	Goodyear (4-ply)	Firestone (4-ply)	Continental (4-ply)
28x4.40/21	\$4.98	\$7.25	\$6.99	\$6.99
30x4.50/21	5.49	8.25	7.99	7.99
32x4.75/19	6.88	8.53	8.25	8.25
34x5.00/19	7.00	9.18	8.75	8.75
36x5.50/19	7.10	9.40	8.99	8.99
38x5.50/18	7.90	10.35	9.99	9.99
31x5.25/21	8.58	11.40	10.99	10.99
33x5.50/19	8.80	12.00	11.49	11.49
35x5.50/20	9.00	12.50	11.99	11.99

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28x4.40/21	\$7.18	\$10.10	\$9.99	\$9.99
30x4.50/21	7.48	10.80	10.49	10.49
32x4.75/19	8.30	11.16	11.16	11.16
34x5.00/19	8.90	12.25	11.99	11.99
36x5.50/19	9.10	13.20	12.49	12.49
38x5.50/18	9.80	13.50	13.20	13.20
31x5.25/21	10.28	14.78	14.78	14.78
33x5.50/19	10.98	15.20	15.20	15.20
35x5.50/20	11.10	16.10	16.10	16.10

to be in line of low prices, we are not to be in line of quality. We are in line of quality, and the published list prices:

Free Mounting Service at

WARD'S ALWAYS SELLS FOR LESS

147 Main Ave. West Phone 235

Cinderella Shop

Sale of New SUMMER DRESSES

For the Fourth of July and Vacation Wear

FIVE OUTSTANDING GROUPS

\$4.95, \$6.95, \$9.95

\$11.95, \$13.95

Washable silk crepes ... glorious pastels ... short sleeves ... sleeveless ... with jackets.

Silk jacket frocks ... new prints ... pastels ... matching jackets ... contrasting jackets.

Beautiful Shantung ... plaid of printed. Many with jackets to match or contrast.

Newest details ... Faggotting ... pleats ... Capelate ... embroidery ... lace.

Plenty of white-in every price range.

MILLINERY

A special group of spring and summer hats ... bakus ... panamaque and rough straw. Every color and head-size.

AT 1/2 PRICE

MONTGOMERY WARD & Co.

Elks Bldg. Phone 29 Twin Falls, Idaho

Babson Declares Press Greatest Factor in Economic Development And Urges Support of Newspapers

Statistician Cites Papers' Efforts to Raise Living Standards and Prepare Markets for Mass Production

By ROGER W. BABSON
TWIN FALLS, June 25.—I know of no business that does so much good and is still so little appreciated as the newspaper business. We are all inclined to take our newspapers for granted—to pay two or three cents, get a dollar's worth of news and information, and forget entirely the personal, social, and economic service rendered. The newspaper is the mechanic and the consumer, all owe a debt to the press which makes their living standards and prepares their minds for mass production.

Not only the large city dailies, but the small country papers as well as the weeklies, are performing a function absolutely indispensable to the growth of the country. Hence, in these times of hard business, when many concerns are being forced to curtail advertising, I want to make a personal appeal for every one to get behind his own newspaper and boost it.

By doing so you will not only insure the continued life and service of an old and valued friend, but you will also contribute strongly toward the recovery of business. In your own town, advertising is the greatest problem facing business today is that of distribution.

The newspaper is better equipped than any other agency to aid in selling this product, because the newspaper is closer to the consumer. The most interesting thing to the newspaper is people. The thoughts, motives, actions, and habits of human beings are the constant study of newspaper men. Who is better equipped than the newspaper to advise business on what the consumers really want?

Will Rogers once remarked saying: "All I know is what I read in the newspaper." It is the true picture of the state of mind of most of us. Therefore, Mr. Business Men, when we know about your product is largely what we read about it in the press. Whether we buy your goods or not, we will discuss your product whether we know about it.

Advertising by radio and later on by television will grow, but until the radio becomes a fairer of news as well as a dispenser of entertainment, it can never hold the same counter interest that the newspaper holds. The desire to know what other people are doing and saying, and the happenings of the day, is a more fundamental human desire than that of entertainment.

Mass production would have been virtually impossible without the preparation of mass consuming markets by the newspaper. Not only through the power of national and local advertising, but also through the news columns it has made possible the selling of these new comforts and conveniences which science has contributed to our market-haunted standard of living.

Newspaper prepares the market. Did you ever stop to think that every new invention and new product is covered as news in the newspaper long before it comes into the stores to be sold at retail? Reams and reams of news written in the newspapers about the radio before the first commercial set was ever made. The market was prepared by news. People's curiosity and interest were aroused. All the merchant had to do was to advertise the merits of his particular radio, not to sell the idea, but to sell the product.

In general, changing styles of fashions in men's and women's clothing are news items before they are advertising items. The public first gets the idea of what clothes it shall buy from the news, and when it shall buy them later in the ads.

The aviation industry was ushered into a market thoroughly prepared by several years of news stories dealing with aviation exploits. The papers spent at least \$5,000,000 in covering Colonel Lindbergh's flight, which, as we all know, marked the real beginning of the growth in aviation. Without the early news stories of the automobile, mass interest and mass buying of motor cars would have been delayed many years.

All the great industries of the last 50 years have been launched upon a market already prepared by the newspapers. Hence, the medium of the news and editorial columns: Paid advertising, however, always has been, and always will be, absolutely essential to the continued interest and to the further development of these markets.

Creative Advertising
I look to see the development of a new type of advertising, which I would call better name, may be called "creative advertising." Remembering always that people are interested primarily in news, products, and merchants are going to use their sales appeal more closely with

THE STATE WE LIVE IN

By Byron DeBorch

GENERAL ASHLEY
The story of Idaho during its "dark ages" from 1800 to 1890 is made up, as from local history is said to be, of blizzards, rather than of the record of great events. In many instances our districts were deeply affected by the sufferings of men who were actually in Idaho very little if at all.

William Ashley came from Virginia to Idaho in 1892, and entered for some years in the fur business on the eastern slope. In 1892 he formed the Rocky Mountain Fur Company, his principal partner being Andrew Henry, a former associate of Manuel Lisa.

Among the 100 men who responded to his first newspaper advertisement in St. Louis, was a lad who later acquired undying fame, Jim Bridger. The outfit equipped two steamers, and with the necessary license to trade with the Indians, started up the Big Smoky. A few miles out of the steamer sank with a loss of \$10,000. Undaunted, Ashley went on to the Yellowstone, where Ashley left and returned to St. Louis for another party.

His second 100 included Dave Jackson, William Guletty, and the boy Jed Smith. They started up to join the previous year's party who were under the command of Andrew Henry, but just before reaching them Ashley was attacked by Indians. His men were divided between shore and the boats, and he was defeated with the loss of 12 killed and 10 wounded.

He asked for volunteers to carry on the fight with Henry on an upper trip. Young Jed Smith responded, taking a French-Canadian, with him, making a successful trip through dreadful danger and hardship.

During the next three or four reputable news will no longer accept untruthful or misleading verbiage. Merchants and manufacturers should cooperate with the papers to keep the tone of their publicity on a high plane of truthfulness and dependability.

Business by the Babsonchart now stands at 28 per cent below normal compared with 10 per cent below normal at this time a year ago. (Copyright, 1931, Publishers' Financial Bureau.)

years Ashley's men trapped much of the fur and southern Idaho. In 1892 he sold out to Jackson, Smith and Sublette, his supplies brought cost plus 150 per cent, payment to be made within five years in cash or in beaver skins at about \$10 each.

Ashley returned to St. Louis, the trip taking 70 days. He was a wealthy man, served as lieutenant governor of Missouri and several terms in Congress, dying of pneumonia in 1918.

Ashley deserves a prominent place in our history. His company was the first American outfit to make a survey of trapping west of the Rockies, in fact almost the only one. He took a four-pounder cannon to St. Lake City, the first "wildcat" to cross the mountains. He made popular the idea of the "rendezvous" to take the place of posts. One of his men, Jim Bridger, was the discoverer of the Great Salt Lake.

10 GREENLAND GLACIERS YIELD HALF OF ICEBERGS

WASHINGTON, June 25 (AP).—Ten glaciers on the west coast of Greenland supply half the icebergs that annually menace north Atlantic shipping, says Lieutenant-Commander Edward H. Smith, an expert of the United States Coast Guard. The bergs are ice masses that have torn from the glaciers as they move down into the fjords, long narrow bays that deeply indent the Greenland shore.

"The fjords became choked with icebergs," Commander Smith says, "and a favorable wind or high water marks all the bergs moving out to sea with a thundering noise so loud it is impossible for two persons to converse in the vicinity."

Normally you'd pay much more... and you'd think them bargains, too! But Penney's price, value for value, is always substantially less.

Dress Up For The Fourth! SAVE AT PENNEY'S

They Defy the Sun!

Swiss Yeddo "Solar" Straws

\$1.98

You're scarcely aware it's on your head... this airy sailor, braided from the lightest straw procurable. For sheer comfort and engaging appearance, it's an unbeatable price!



Polka Dot and Solid Color

Silk Ties

79c

New Broadcloth Values in Plain and Fancy Shirts for Men

98c

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



Black Calf

"Bronx" shown here, a "best seller" in its own right... it's typical of the smartness, comfort and style you find in all J. C. Penney shoes at

\$3.98

NEVER BEFORE SUCH VALUES

MEN'S All-Wool Worsted SUITS \$19.75

Here is a lot of real clothing value for the money. There is a big selection of fabrics from which to choose, including worsteds in the newer color-tops of spring.

EXTRA PANTS \$4.98

Comparable Quality Would Have Cost \$5.00 More a Year Ago

J. C. Penney Co. Inc.
DEPARTMENT STORE
Twin Falls, Idaho

Be Smart, PAY LESS! SILK DRESSES

New Styles... Splendid Materials



\$4.98

Jacket Dresses, Sleeveless Sports Dresses... Fully Afternoon Dresses

The loveliest materials... plain or printed chiffon, for crepe and novelty sports silk... and in colors that are emphatically 1931! You'll recognize the style, and materials as definitely unusual as PENNEY'S low price!

The Watteau Brim by "Austelle"

\$1.98

A charming, contradictory fashion... up on one side and down on the other. In straw or straw braid and a new bright shade this fashion is particularly smart. Thriftily priced, too.

New Low Price SOISETTE PRINTS

22c yd.

New colorful soisette prints at this exceptionally low price... Ideal for summer dresses. Comes in a wide variety of colors and patterns. 32 inches wide.

Outstanding Value! Full-Fashioned Semi-Service

Stockings

Ask for No. 444 at

79c Pair Year ago, 98c

Sheer enough to be smart... heavy enough to be serviceable! Full-fashioned, with pure silk leg, mercerized top and sole. Smart shades for Spring wear.

"Crescent" Rayon Bloomers, Chemises, Vests, Panties and Step-ins

49c Each

Our own brand... of fine gauge rayon... styled exactly, and accurately... in every way made to our own specifications of high quality... and outstanding at this price. Every garment with a touch of trimmings.



BARGAINS AT DIAMOND HARDWARE CO.

New Gillette Razor Blades 3.50c packs for \$1.00	22 Winchester Cartridges 3 boxes for 39c	Ice Cream Freezers as low as 80c
Tennis Balls \$2.00 Tennis Rackets for only \$1.25 \$5.50 Tennis Rackets for only \$3.98	League Balls \$1.25 Baseballs \$1.75 Ball Caps 60c Ball Stocking \$1.25	Green Measuring Cup, graduated, only 7c Large size Green Glass Lemon Squeezer 10c
Complete set 4 clubs and bag, only \$4.98	Baseball Shoes \$4.00 Thermos Jugs Gallon Size \$1.48	5 large bars Crystal White Soap only 14c 3 cans Old Dutch Cleanser, only 19c
GOLF BALLS Kroffitt, Dunlop and other Golf Balls, each 25c	Nice Hammocks, reduced to \$4.35	Another Big Tumbler Shipment 6 Clear Glass Water Tumblers for 14c
Salmon Spears 50c to \$1.65	Auto Ice Freezer No crank to turn. Makes delicious ice cream \$4.15	Nice size Green Enamel Bird Cages, only \$1.58
PUTTER NOLICK Bargains in Golf Clubs \$7.00 "Stroke Saver" Putters \$7.00 "Stroke Saver" Clubs \$7.00 "Stroke Saver" Chippers \$4.98	Auto Ice Freezer No crank to turn. Makes delicious ice cream \$4.15	Sanitary Kitchen Garbage Can, only 87c
Auto-matic Electric Iron \$3.95 Hot and Cold Electric Iron \$3.48	Cherry Stoners, special, for only \$1.35	ENAMEL WARE BARGAINS Very attractive IVORY Enamel Ware, all LARGE pieces 12-qt. Ivory Pails 98c 7-qt. Ivory Tea Kettles 98c 8-qt. Ivory Covered Pots 98c 2-qt. Ivory Coffee Pots for only 98c 17-qt. Ivory Dish Tans 98c All these pieces usually sell for \$1.25 to \$1.75

OREGON TRAIL
COFFEE
Quality
Flavor
Aroma
FRESH

JULY CLEARANCE

Men's and Boys' Athletic Unions
Fine quality pure white union suit for comfort, double attached and bar tacked at point of strain which assures service. Wide elastic band at back which will not break while bending. Our regular 50c seller.
EXTRA SPECIAL SUIT 29c

Men's Dress Shoes
Men's Black or Tan shoes, blucher or bat cut, all leather soles and Goodyear welts, novelty attached. A cracker of a value. Regular \$3.95 seller.
JULY CLEARANCE, PAIR \$3.39

Skyrocket Values Men's Dress Sox
Plain and Fancy Rayon Men's plain and fancy Rayon hose. Some fancy and novelty patterns. All new for spring. Regular 25c value.
JULY CLEARANCE PAIR 13c

Ladies' Lingerie Non-Run
Lovely Lingerie: panties, teddies, in non-run Rayon; novelty trims in colors of blue, pink, green, yellow. Would sell regular for 75c. Extra special for
JULY CLEARANCE EACH 23c

Men's and Boys' Blue and Gray Chambray Work Shirts
Our blue and gray Chambray Work Shirts are outstanding values. Well made of best fabrics. Full cut. Two breast pockets. Triple stitched, and will give excellent service. Sizes 14 1/2 to 17.
EXTRA SPECIAL EACH 29c

Men's All Wool Dress Caps
Men's All Wool Dress Caps; all this season's new colors and styles. Made with the new flexible waterproof visors and leather sweatbands and silk linings. This is an outstanding value at this year's new low price.
JULY CLEARANCE PAIR 39c
Regular \$1.25 Value

Berkshire Bemberg Hose
Ladies, here's your opportunity to secure the only Berkshire Bemberg hose. In service weight, full fashioned, all this season's newest shades. Extra special for
JULY CLEARANCE PAIR 59c

Men's Fine Silk Neckwear
Men, here's a bargain! One special lot of All Silk ties, wear in flowing ends in all this season's beautiful patterns. When you see them you will buy them by the dozen lots. Extra special.
JULY CLEARANCE EACH 39c

Men's Novelty Rayon Athletic Union Suits
One special lot of the famous Tropic novelty Rayon Union Suits. Made with two buttons on shoulder, big full cut garment, well tailored and reinforced for service; in colors of pink and blue. Regular \$1.25 value.
EXTRA SPECIAL SUIT 98c

Men's Dress Shirts
This special assortment of Men's fine Dress Shirts is of imported broadcloths and novelty madras. Made up with 7-button front box plaid, cool style and all pre-shrunk collars. In a variety of patterns to choose from. Sizes 14 to 17.
EXTRA SPECIAL \$1.15 EACH
Regular \$1.25 to \$2.25 Values

Boys' Outing Shoes
Boys' Outing Shoes; good grade dark tan leather, made with sturdy sole and combination Wexflex soles; good and sturdy build; will stand hard wear for best of outing wear. Regular \$1.25 value.
JULY CLEARANCE, PAIR \$1.39

Men's Dress Oxfords
Men's Black Calfskin Oxfords, plain or modified Brogue toe, leather or composition soles, blucher cut or bats. An exceptional value and priced very low at their \$2.95 regular value.
JULY CLEARANCE, PAIR \$2.45

Sale Starts Saturday, June 27th

SALE THAT'S A CRACKER

Prices Shot Down

Here are Sensational Values in a Sensational Sale. The greatest wearing apparel bargains of the year! We're clearing our floors of every garment to make room for new fall shipments. Prices have been blown to bits in order to move every item in stock. We must sell. Buy now! Save an everything. Hundreds of items marked down. Stock your present needs now at these exceptionally thrifty prices. COME! BUY! SAVE!!
"Where Good Clothes Cost Less"

129 Men's Suits

Placed in Three Groups for Quick Clearance



GROUP NO. 1
22 Suits
Values Up To \$22.50
July Clearance
\$6.89

GROUP NO. 2
68 Suits
Values Up To \$27.50
July Clearance
\$12.89

GROUP NO. 3
39 Suits
This is the Cream of Our Stock. \$30 and \$32.50 Suits
\$16.89

SKYROCKET VALUES!

163 DRESSES

Should Be Carried Out of Our Store With a **BANG**
If the Prices Mean Anything Considering Quality

Be On Time

All this Season's Dresses. Not an Old One in Stock, are Placed in Two Groups for Our July Clearance Sale.

GROUP NO. 1
Values Up To \$7.95
Clearance Sale Price
\$4.39

GROUP NO. 2
Values Up To \$10.95
Clearance Sale Price
\$5.89



Prices Dynamited on Men's Work Sox
Special selling of Men's Work Sox in colors of brown, black and gray. Made of good quality yarns, carefully selected, and will give service. An un-uncle value.
JULY CLEARANCE PAIR 5c

Men's Cotton Work Sox
Men's super quality Work Sox are the product of America's best-known manufacturers. They are made of the finest materials obtainable and by the most skilled workmen. They are serviceable and economical. Fit your feet and pocketbook.
EXTRA SPECIAL PAIR 8c

PRICES SMASHED ON Ladies' Rayon Hose
One special lot ladies' superior quality silk and Rayon Hose, silk-to-top, in colors of pink, green, yellow, and red. All good, seasonable colors. Sizes 9 and 9 1/2 only. Regular 60c seller.
JULY CLEARANCE PAIR 19c

NOW BUY Men's Wolverine Work Gloves
At These Exploded Prices Men's Wolverine Horseshoe Work Gloves, nationally advertised. Made of real horsehide palm, twill back, with reinforced finger tips, with cowhide.
JULY CLEARANCE PAIR 29c

DOWN SHOOT PRICES ON Men's Shirts and Shorts
Men's White Athletic Shirts of fine combed yarn, with rayon trim.
Men's Shorts of novelty laced and fancy trim.
Priced low for
JULY CLEARANCE 33c EACH

Men's Horseshoe Driving Gloves
One special lot of Horseshoe Driving Gloves. Plain back snap wrist and will stay soft. Just the gloves for driving car. "Tough" Work. Priced very low.
JULY CLEARANCE 83c PAIR

Men's Cotton Lisle Union Suits
No. 5001—Men's fine Cotton Lisle Union Suits in extra colors of short sleeves only; good full cut and well made; cool and comfortable.
EXTRA SPECIAL SUIT 57c
Regular 60c seller

VALUES THAT SOAR! Men's Broadcloth Dress Shirts
3000s—Men's fine Broadcloth Dress Shirts in a variety of assortment of colors to choose from. In this season's newest and choicest patterns. Sizes 14 to 17. Regular \$1.25 value.
JULY CLEARANCE EACH 69c

PRICES CRACKED ON High-Grade Men's Dress Caps
Men, here's a buy. These high-grade Caps are the season's very newest; one-piece top, made with flexible rubber vlers. In colors of tan, brown, gray; imported and domestic fabrics, and all have flexible calfskin sweatbands. Regular \$1.95 seller.
JULY CLEARANCE EACH 79c

Ladies' Shoes
This is your chance to stock up on time the opening day and get your share of the exceptional values. Up to date—this season's styles. We want our shelves clear for the Fall stock which will arrive in due time. You can buy high grade shoes now at \$1.99, \$2.25 and the best in stock, values up to \$3.95 for \$2.19.

Men's Heavy Duty Work Shoes
Men's Heavy Duty Work Shoes in black color, made in pack or cap toe style and some have rain heels and paracord composition soles.
EXTRA SPECIAL \$1.98 PAIR
Regular \$2.95 Value

Men's Slipover Sweaters
Men's 100% all wool Slipover Sweaters, in colors of black, royal blue, tan. Made with celtic pockets. Just the garment for sport or outing wear. Regular \$3.50 value.
JULY CLEARANCE, EACH \$2.19

NEW YORK STORE

Men's Dress Straw Hats
At Great Savings!
One special lot of Men's Imported Italian Tricolor Straw Hats. In colors of tan, gray, trimmed with novelty bands and sun beam style. At these exploded prices special for
JULY CLEARANCE 79c EACH

FOURTH OF JULY PROGRAMS CARRY MANY CONTESTS

Free Entertainments for All Include Baseball, Boxing, Bucking and Other Sporting Events

Complete program for the Fourth of July celebration was issued yesterday by the Twin Falls Chamber of Commerce setting forth the entire festival features, all of which are free to the general public.

There will be cash prizes for all events except the boy and girl race in which an automobile will be given to the boy who wins. Three contests will open at 7:30 A. M. The baseball game, 10 to 10, which starts from and ends at the intersection of Main avenue and the Shoshone street, the afternoon's first contest, the afternoon's first contest, the afternoon's first contest, the afternoon's first contest.

There will be a picnic lunch in the park at noon during which hour the Twin Falls Municipal band will give a concert. At 1 P. M. there will be a parade in the city park with an address by a speaker whose name is not yet announced.

Old fiddlers will compete in the park immediately after the patriotic exercises, and at the close of this contest there will be a series of athletic contests including climbing the greatest pole, women's ball driving race, a fat man's race, a horse race free for all, and a boys pig dating contest. At 2:30 P. M. there will be a buckaroo contest at the ball park.

The boy and dog race at the city park on Shoshone street will be held at 2 P. M. Any boy 12 years old and under with dog on rope may enter. Immediately after this contest, which closes at 7:30 P. M. there will be four buckaroo bouts on the courthouse lawn. The program will close with fireworks at 9 P. M.

IDAHO LEGION ADJUTANT SPEAKS TO KIWANIS

Similarity between many objectives of the American Legion and the Kiwanis club, was pointed out yesterday at the noon luncheon of the Twin Falls Kiwanis club at the Regency hotel by Lester F. Albert, adjutant of the Idaho Legion. Adjutant Albert pointed out the attention given by both organizations to the physical and the improvement of the healthful sport.

He spoke in favor of adequate measures of national defense, but declared that the American Legion is opposed to war. Mr. Albert was introduced by Secretary M. J. Buckley, former governor of the Utah-Idaho Kiwanis district.

KIMBERLY GIRL PLANS TO ENTER CHURCH WORK

KIMBERLY, June 25 (Special to The News)—Miss Helen Hillis, daughter of Mr. and Mrs. Herbert Hillis, a graduate of Kimberly high school in 1929 and a student at the Pacific Northwest University at Portland, Oregon, will be ordained into the Christian ministry at morning services at the local Christian church Sunday.

Rev. J. E. Slomp, Twin Falls, former pastor of the Kimberly and Bulli Christian churches, will be in charge of the ceremony. Rev. Slomp was pastor in Kimberly when Miss Hillis joined the church several years ago.

Miss Hillis has just completed her second year at the Eugene Bible university, who took a post graduate course one year following her high school graduation, worked one year at secretarial duties here, then took up her work in Oregon, where she will be graduated next year.

Rev. M. J. Reynolds, present pastor of the local Christian church, will assist in the service. The ceremony is open to the public.

Anna Davis, famous big league pitcher of the Gay Nineties, is a children's farmer and amateur fly-casting expert at Auburn, Washington.



FLY-TOX Every Fly You See Dies Kill 40,000 Yearly

How can "Tox" avoid the death of every fly? Think of this! It's a powerful, sticky, and sticky substance, in fact, to your flies, open, spray every fly with it, or prevent them from coming back. It's the most powerful insect destroyer you can buy.

Laboratory-Tested—Super Strength

FLY-TOX

Cheapest to Use—Takes Less to Kill Flies, Mosquitoes, Roaches, Bed Bugs, Ants, Moths

Willie Willis CONTRACT GOES TO TWIN FALLS FIRM



W. H. Burkholder Announces Ernest Willis Company As Contractors to Build New Home for Concern

Seventy thousand dollars will be expended in the construction of the new modern two-story brick bungalow and pines building to be erected by the Burkholder Furniture company at the corner of Shoshone street and Second avenue east, it was announced yesterday by W. H. Burkholder, who stated that contract for construction had been awarded the Ernest Willis company; the contract for electric installation to the American Electric company. Both companies are of Twin Falls. Plans for the building, which will be 30

by 120 feet in dimensions were drafted by Burton E. Morse of this city. The Burkholder Furniture company will occupy the entire first floor and basement and a section on the second story. The office on the second story will have a Shoshone street and Second avenue.

The new building will be a handsome structure of smooth, golden buff brick, with full glass windows. A metal Marquise will extend in front to the street curbing. An electric lift elevator will extend to the second floor. The entire structure will be steam heated, the amusement added.

In addition to floor space referred to the company will occupy a full mezzanine floor, containing more space than is now occupied at the present site at the corner of Shoshone street and Second avenue west, it is announced. The business in the new home will be along the same general lines as that conducted at the present quarters, but on a much larger scale. It is stated.

Mr. Burkholder says that he has been in Twin Falls for the last 18 years, being connected with the Burkholder Furniture company for seven years, since which time he has been proprietor of the Burkholder Furniture company. A study

of the city and its surrounding factors into consideration of this section has convinced him that it has a great future, and this has led to his determination to erect this fine modern building.

A number of years ago, another firm partially excavated a basement at the site on which the new building will be constructed, with a view of building a business block, but did not complete the enterprise planned.

here. The body is at the White quarry where it will remain for several days, after which it will be taken to Claremont, California, by Mr. Lambing and Mrs. Lambing's daughter, Mrs. F. H. Lambing, Claremont, where services will be held and interment will take place, following arrival of Mrs. C. C. Gill, daughter of Mrs. Barnett, San Francisco, who is on her way home from Washington.

Mrs. Lambing was born October 15, 1883, in Henry county, Iowa. She married W. W. Hough in 1900. In 1920 Mr. Hough died in Haller, April 1922. She married Mr. Lambing, Twin Falls, whose first wife was Mrs. Lambing's daughter, Mrs. F. H. Lambing, who died in 1920.

May 10, 1920, she was stricken with apoplexy, or edema, from which she later apparently practically recovered. For more than 10 years she had suffered from "suppurative" Bright's disease, to development of which her later illness are believed to have resulted.

Mrs. Barnett, who is the wife of the Santa Fe railroad agent at Claremont, arrived Wednesday. After she was stricken Sunday night.

Mrs. Lambing was a member of the Twin Falls First Presbyterian church for nine years. She was a professed Christian from the age of 12 years onward. She was a member of the Eastern Star and a past officer in the Eastern Star lodges in Nampa and in Claremont.

Besides her daughter, Mrs. Barnett had three grandchildren, Mrs. G. H. Lambing, Mrs. F. H. Lambing, and one brother, David Young, Amarillo, Texas, where he is engaged in business, and five sisters, Mrs. Olive Nixon, Galatin, Idaho; Montana; Mrs. Mary Nicholas, Washington, Iowa; Mrs. Ada Smith, Old, Iowa; Mrs. Lou Nicholas, Pasadena, Mrs. Laura Fenton, Pasadena.

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700,000 BUILDING CONTRACT GOES TO TWIN FALLS FIRM

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DEATH BECKONS TO MRS. W. M. LAMBING

Prominent Member of Twin Falls First Presbyterian Church Answers Summons

Mrs. Clara-Jeanette Lambing, wife of William M. Lambing, died at her home at 651 Second avenue north last evening at 4 o'clock, of pneumonia, resulting from an attack of influenza pectoris, with which she was stricken at 7:45 P. M. Sunday.

Mrs. Lambing was born October 15, 1883, in Henry county, Iowa. She married W. W. Hough in 1900. In 1920 Mr. Hough died in Haller, April 1922. She married Mr. Lambing, Twin Falls, whose first wife was Mrs. Lambing's daughter, Mrs. F. H. Lambing, who died in 1920.

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FRIDAY AND SATURDAY VALUES

Our Clearance and Anniversary Sale continues with money-saving values. Greater savings are within reach when you shop here. Our prices are adjusted to the lower price levels—but our qualities and service are just what it has always been—namely, the finest to be had. Friday and Saturday's values will prove this.

SNOWDRIFT
For Better Cakes and Biscuits
2 lb. can 49c

CALIFORNIA PEACHES
No. 10 Cans
49c

WESSON OIL
For the Better Salad Dressings
Quart can 49c

Delicious Salted Soda Wafers, 2 lb. box 27c

TWIN PEAKS SOLID PACK TOMATOES
No. 2 1/2 Cans
2 for 25c

FLORIDA GRAPE FRUIT
No. 2 Cans
2 for 35c

PIERCE'S PORK AND BEANS
In Tomato Sauce
16 oz. cans
3 for 20c

CALIFORNIA PEACHES
In Syrup
No. 2 1/2 Cans
19c

Fresh Whole Wheat or Plain Fig Bars, 2 lbs. for 25c

WHOLE SLICE PINEAPPLE
In Syrup
No. 2 1/2 Cans 19c

CUDAHY PURITAN SOUPS
10 oz. Cans
2 for 15c

"GIRALDA" GREEN OLIVES
Quart Jar 47c

ROGERS EMPIRE PEANUT BUTTER
2 lb. jar 40c

Gold Bar Tomato Sauce Spanish Style, 2 for 15c

OVAL CAN SARDINES
16 oz. Cans 29c

VAN CAMPS TOMATO CATSUP
Pint bottles 19c

Finest Quality Durum Spaghetti or Macaroni
Double Quick Cooking
2 lb. bag 23c

NATURAL BROWN RICE
3 lbs. for 25c

Chase and Sanborn's Famous "Seal Brand" Coffee 39c

BEST FOOD SALAD DRESSING
Full Quarts 39c

TEA PARTY BREAD AND BUTTER STYLE PICKLES
14 oz. jar 15c

BOOTH MERC. CO. CLEARANCE SALE

Prices have been drastically revised. Quality remains. On this clearance sale-prices which were revised to meet new conditions have been further drastically revised in all lines to offer the community an opportunity to supply their needs now at unprecedented prices.

TUB FROCKS
\$1.95
Printed Summer Batiste

SILK FROCKS
\$14.75
And what charm. The sweetest styles from famous designers. And the loveliest heavy pure silk. Jockey styles—prints and plain silks in pastel combinations and afternoon frocks of printed chiffon.

SILK FROCKS
\$2.98
Tub silk sleeveless frocks, tailored styles of shantung and marquis silks.

PRINTS
16c yd.
Smooth, fine, tub fast prints 36 inches wide in the prettiest of the new season's prints.

CHILDREN'S TUB FROCKS
\$1.49
Dainty and crisp new prints on fine cloths. Styled after mother's modes. Just what little and mother adore. Reduced from higher prices.

MADERIA NAPKINS
\$1.95
Hand embroidered in Maderia on fine pure linen in most exquisite patterns.

LINEN CLOTHS
69c
Wonderfully fine tubbing pure linen. Tub fast colored border. An excellent luncheon cloth.

DAMASK CLOTHS
\$1.95
50x50-inch
Of heavy linen damask with heavy colored band border and line squares in the center. Sizeable, practical, cheery.

WHITE GOODS
1/2 PRICE
A season of white makes these doubly attractive. Bathtubs, lawns and fancies that make into charming cool summer frocks.

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DISTRICT CONVENTIONS CHOOSE NEW OFFICIALS

During brief sessions of the convention of Fourth district organizations of the American Legion and American Legion Auxiliary held in connection with dedication of Twin Falls Memorial building yesterday, both organizations elected their officers for the coming year.

Terry Prater, Twin Falls post commander, was elected to succeed H. P. Parsons, Butte, as commander of the American Legion district. Rose Rouna, Butte, was elected post commander. Ray D. Ague, Twin Falls, adjutant, and W. H. Deweller, Hamilton, member of the Idaho department committee on budgets and dues.

The Auxiliary district organization elected Mrs. Gene Day, Kimberly, as president to succeed Mrs. Harry B. B. Parsons, Twin Falls. Mrs. M. A. Kelley, Hamilton, was elected vice president. Mrs. Bernice McKillip, Kimberly, secretary, and Miss Mildred Scholer, Rupert, historian.

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The Auxiliary district organization elected

VAN ENGELLEN'S OBSERVE THE 4th

By Offering You These Outstanding Groups of Merchandise

OUTSTANDING GROUP NO. 2

New All-Wool

BATHING
SUITS

\$1.98
TO
\$3.98

One and two-piece types—in monotone and the smart two and three-color effects. They have the new sunbacks, of course. You have never seen smarter styles—you'll find just the suit to take away with you on your vacation. Dramatic price reductions make them unusual values indeed.

Men's
SHIRTS

It's worth shouting about, men! See these shirts sure. Fancy patterns, solid colors, men. The group is so full of value that you can't afford to miss it.

Excellent Fabrics - Guaranteed Tubfast.

98c

Kiddies'
WASH SUITS
BOY'S SUITS

You must see them to appreciate what values they really are. All made for long hard wear. Sleeveless, short sleeves and sun suits. Compare. Your conclusions are sure to tell you "Stock Up."

49c

OUTSTANDING GROUP NO. 4

Men's Summer U'Wear

Including Rayon Shirts and Shorts, Fine Nainsook Unions, Knit Athletic Unions and All Boys' U'Wear



Your Choice

49c

We believe that actions speak louder than words — that the best way we can make a joyous 4th of July celebration for you is by GIVING Superior Values on summer wearing apparel. Determined that all should have reason to celebrate, we are offering quality merchandise at prices that none can afford to overlook.

This 4th Event has been organized according to the established S-V-E policy of selling many articles at small profit rather than a few at a large profit WHICH means greater savings for you.

OUTSTANDING GROUP NO. 1

Job Lot

MEN'S FINE SUITS

Picked up at a fraction of their worth—we are able to offer you these fine suits in time for the 4th of July, at tremendous savings.

We're mighty proud to be able to offer you these suits which were tailored to sell up to \$29.50 for such a low price as \$9.90.

You'll say "It's a Scoop" when you see them. There's a good selection of colors and patterns too. Fairly good size range to pick from. NO ALTERATIONS INCLUDED.



\$9.90

MEN'S
HOLEPROOF
AUTO GARTS

The new self-supporting sock by Holeproof. No garters needed — and they're going over BIG with the men. Holeproof's nationally advertised price is 55c. Our price is only

45c

MEN'S SHAVE
DEAL

Consists of a full 16 oz. bottle of triple distilled Witch Hazel 35c tube of Ever-Ready Shaving Cream, Ever-Ready Razor and two blades, all for only

45c

BOYS' DRESS
OXFORDS

Boys' all leather shoes, full lined. This is an excellent lightweight dress oxford for boys. Sizes 2½ to 6.

\$1.98

LADIES' HAND
BAGS

New, smart black and white pig grain purses—that are so very smart for all summer costumes. Many new and attractive styles. Special for the 4th at

98c

MEN'S TIES

Men's ties for the 4th. Every one can afford one now. Same tie you bought for 95c a year ago.

49c

MEN'S AND
BOYS' WORK
SHOES

We've said it before yet it bears repeating once again "This is the best work shoe value in Idaho." Now stocked in boys' sizes with "no-mark" soles. Sizes 2½ to 6, as well as all men's sizes.

\$1.98

VACATION
SPECIAL
MODESS

Consists of two large carlons Modess regularly selling for 45c each and one Modess compact travel package of six—Special at

79c

LADIES' RAYON
UNDIES

Delightful new summer garments—just in time for the 4th and the warm weather. At this price you can afford to stock up for the entire summer.

29c

LADIES' RAYON
HOSE

Fine quality rayon hosiery, specially treated and woven for long service. Especially good selection of colors for warm weather. A whole page wouldn't do justice to describe these values so come in and see them for yourself.

49c

Cinderella Polish 39c
Belle Mode 19c
Polish 15c
Large Polisher 15c
All 10c
Pastels 8c

OUTSTANDING GROUP NO. 3

Final Reduction

Women's Coats



Formerly to \$24.50
NOW

\$15.50

Formerly to \$17.50
NOW

\$10.50

They are copies of the smartest French styles. Some show the new scarf neckline. There are many of the popular polo coats included. Skipper blues, browns, greens, blacks and high shades are included. This is the greatest sale of coats you have ever attended. Come early!

Obey That Impulse — Come Early

DAINTY SUMMER

SHOES

In Blonde and White

Style-wise women will rush to get such marvelous fashions at such a low price so BE HERE EARLY.

\$2.98

OUTSTANDING GROUP NO. 5

SUMMER DRESSES

At an ordinary time you'd have to pay \$14.75 to \$19.50 for such dresses. We wish we had a whole page to tell you about these models, and even that wouldn't be enough.



Many Values to
\$14.75, Now

\$11.90

Values to \$9.75,
Now

\$5.90

Values to \$5.90,
Now

\$3.98



Palmolive or Lux
Soap
Standard Bar
5c Bar
Limit 5 bars

SVE
STEVENS-VAN ENGELLEN CO
STORES

Hind's Honey and
Almond Cream
Regular \$1.00 Size
63c

Roll Mattress
Waterproof outside
cover — "poncho"
style. Double bed
size. **\$4.95**

Eastern Success Heads Helen Hicks Toward Best Year

Long Island Girl Wins Twice in Bid For Championship

Hewlett's Powerful Machine Welder Passes Two Milestones in March Toward National Championship

By ROBERT J. CAVANARO

(Associated Press Sports Writer)

Hewlett's heavy-hitting Helen Hicks appears to be marching to her greatest year of golf glory.

The mighty machine welder, pointing to the National championship, has already passed two important milestones, the Metropolitan and Women's Eastern tournaments, winning each of them.

Now that Miss Helen Hicks has announced her retirement from competitive golf, she will appear to the call of her name in Buffalo next fall, only one obstacle remains in Miss Hicks' path.

"Hicks'" outstanding nemesis has been Miss Margaret O'Neil, Bloomfield, England, New Jersey, who has won the 35-year-old Long Island title three times, and Hicks has hailed her Jersey rival.

Good Fortune

Fortunately, perhaps for Miss Hicks, she was in Europe when the British and Eastern championships were held. In 1929 the husky Helen finished second to Miss O'Neil in the Eastern championship, and in the same year lost to New Jersey's leading woman player in the Metropolitan event by a score of 4 to 3 to play.

Also in 1929, after capturing the medal in the qualifying round of the National, she was again defeated by Miss O'Neil in her first round match.

That same year Miss Hicks won the Canadian open championship, but was relieved of the title in 1930 by Miss O'Neil, her opponent in the final.

Based on exhibitions she has given in tournaments this year, Miss Hicks appears to be better than it has ever been in the seven years she has been playing the British machine.

Her form is especially effective. Probably one of the reasons she has such fine results is that she doesn't try to prove, playing each shot as if it were the last.

Miss Hicks' driving was one of the incidental features of the Metropolitan championship. Her machine, accurate and swing were productive of long tee shots that made many a fine hole in the gallery blink.



HELEN HICKS

Winner of the Metropolitan and the Women's Eastern tournaments, Helen Hicks, 25-year-old Hewlett, Long Island, girl, appears headed for her greatest year. Miss Hicks is one of the hardest hitters among the feminine golfers.

Yankees Triumph On British Court

Sharpshooters Continue Firing on Two Important Fronts in Great Britain

LONDON, June 25 (AP)—There was no play in men's singles in the Wimbledon tennis championships today but the firing continued on two fronts: men and women sharpshooters from the United States advancing in the men's doubles and women's singles.

Great Britain's newly acquired acrobatic champion, paired when they placed seven men in the last 16 in the singles; suffered several shocks.

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Canzoneri Wins On Points From Herman Perlick

Lightweight and Junior-Weight Champion Hands Michigan Batter Beating In Non-Titular Contest

(By The Associated Press)

NEW HAVEN, Conn., June 25.—Tony Canzoneri, world's lightweight and junior weight champion, tonight won a declaration over Herman Perlick, a 10-round non-title fight, Canzoneri weighed 134 and Perlick 140.

Perlick finished the fight groggy from the terrific beating he took in the ninth and tenth. Throughout the early part of the fight he showed the weakening effects of a stiff right to the heart he took in the first.

In the second, his eye started to close, while the fifth his left eye also showed bruise from the champion's left.

Perlick's aggressive

In spite of Canzoneri's tricky left and hard right, Perlick was the aggressor throughout a large part of the fight, but his opponent was too experienced and fast for him. In the sixth, Perlick's only knock, Canzoneri was crowded against the ropes and took a series of rights and lefts.

In the seventh and eighth, however, Perlick fought aggressively but Canzoneri's overness won those rounds for him.

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In the seventh and eighth, however, Perlick fought aggressively but Canzoneri's overness won those rounds for him.

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Ohio State Shares Yale's Honors on Collegiate Course

CHICAGO, June 25 (AP)—Ohio State shared honors which had been Yale as the national intercollegiate golf tournament advanced today to the third round, and the Western conference matched it in performance of the East's "Big Three."

Two Buckeyes and two Bull Dogs won their way into the 36-hole matches of the quarter-finals tomorrow. They were Johnny Florio and Robert Keiper, Ohio State, and Sidney W. Hayes, Jr., and T. J. Ascock, Jr., Yale.

They were accompanied by James (Scotty) Repton, Illinois, William Reimond, Notre Dame, Jess Reimond, Tulane, and George T. Dunlap, Jr., Princeton, the defending champion.

Of all the eight who won through the qualifying competition of two 18-hole rounds under the scoring system, Repton faced the hardest fight. Repton stood three down to Harry Eickelberger, Los Angeles, and Stanford University, at the seventh tee, but pulled himself together to win the twelfth, the thirteenth with a foot put, the fifteenth and eighteenth, taking the match one up.

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Men's Store
**GENUINE PENDELTON ZEPHYR
 WEIGHT BLAZERS, \$1.98**
 Sold for \$3.98 Special
 A regular \$5.00 value but closed out so that they
 could be sold for \$3.98. Now we are closing out
 the balance of them. They are light in weight and
 good looking. Just the thing for
 outdoor trips and golf **\$1.98**

Idaho Department Store

"Hit isn't Right, bring it Back"

Men's Store
**SAMPSON WOOD FRAME SUIT
 CASES, 79c**
 A Regular 98c Value
 Size 23x13x6. Heavy hardware, reinforced cor-
 ners and a reinforced frame noted all over the
 country for its strength.
 On sale for **79c**

Friday and Saturday Will Be Red Letter Days in the History of the 1931 Summer Clearance Sale at the IDAHO DEPARTMENT STORE

In Addition to the Store-Wide Reduction of Money Saving Size on Practically Everything in This Huge Stock, We Offer for This Week
 THREE OUTSTANDING SALES SPECIALS — COMPARE!

**LADIES! YOU CAN'T
 AFFORD TO PASS UP OUR
 1/2 PRICE TABLE**



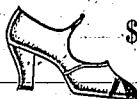
Approximately 200 pair of fine high quality
 shoes, such as, Peacock, Queen, Quality, Pedigo,
 Lakes, Walkers, etc. Good styles, but sizes
 broken.

1/2 PRICE

Main Floor Shoe Dept.

**PEACOCK SHOES IN ALL
 THE NEWEST STYLES
 AND MATERIALS**

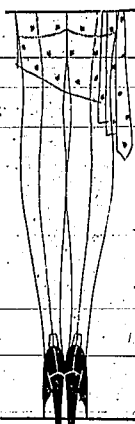
Values to \$10.00



\$7.50

Peacock shoes need no introduction to those
 who love adorable footwear. Everyone, may now
 enjoy the "fashionable" style and supreme
 comfort that Peacock shoes afford at the clear-
 ance sale price of, **\$7.50**

Dry Goods Dept.
**Twin Falls Finest
 and Largest Silk
 Hose Stock
 Reduced for the
 Sale 10%.**



To prices that already rep-
 resent the best values in
 town we now subtract the
 sales discount. No matter
 what hose you buy you are
 automatically given your
 10%.

98c Hose	for	88c
\$1.29 Hose	for	\$1.16
\$1.49 Hose	for	\$1.34
\$1.98 Hose	for	\$1.78

Dry Goods Dept.
**A New Assortment of Punjab
 Prints Just Arrived
 They Take the Sale Price, 23c**

Punjab prints stand alone among Twin Falls
 women for quality of material and originality
 of design. They are always bringing out new
 prints way in advance of other lines. Here are
 their mid-summer **23c**

Dry Goods Dept.
**One
 Large Clean-Up
 Assortment
 All Odds and Ends
 Rayon Underwear
 49c**

Values 98c to \$1.25
 Finest Quality Slips
 Chemises
 Bloomers
 Children's Pajamas



The quality in this lot is ex-
 ceptional. Many of them are the re-
 maining pieces from our big spe-
 cial 6 weeks ago of Van Heile
 Underwear.
 Your choice **49c**

Dry Goods Dept.
**A New Shipment of
 Kickernick
 Bloomers Take the
 Sale Discount, 98c**

All Less 10%
 Kickernicks are probably the most
 and most comfortable bloom-
 ers made. We feature these in
 regular and out sizes. Colors of
 flesh and peach **98c**

LESS 10%

Dry Goods
**ALL WOMEN'S AND
 CHILDREN'S BATHING
 SUITS LESS 25%**

This includes every
 Bradley suit in the house
 as well as other lines.
 Here is What These Sav-
 ings Mean to You

\$1.49 Suits	for	\$1.12
\$1.98 Suits	for	\$1.48
\$2.98 Suits	for	\$2.23
\$3.98 Suits	for	\$2.98
\$4.98 Suits	for	\$3.73



Dry Goods Dept.
**ONE LARGE LINEN
 ASSORTMENT
 LESS 20%**

Everything Remaining from Our Linen.
 Special of Two Weeks Ago

Dresser Scarfs
 Vanity Sets
 Chair Back-Sets
 Dollies
 Lunch Sets
 Napkins
 Lunch Cloths
 Pillow Cases
 Towels

Regular Leader Values 49c to \$3.98
ALL LESS 20%

**Sale of
 Princess-Peggy
 WASH
 FROCKS
 88c**

Regular \$1.00 Leaders

Featuring new individuality in sum-
 mer dresses.

Exclusive Styling.

Straight lines, silhouettes, sporty
 tennis and golf frocks.
 Sizes for Misses 14 to 20. Women's
 sizes 36 to 44. Stylish slacks 44 to
 50.

Another Dress If Yours
 Fades

88c



**CLEARANCE SALE SPECIAL
 IN THE
 ECONOMY BASEMENT
 MEN'S FINE MUSLIN AND BROADCLOTH
 NIGHT SHIRTS**

49c to 79c

Regular 98c to \$1.25
 Fine gowns made by our regular manufacturer of sleepwear. They are full
 cut and are made from sturdy fabrics of **49c to 79c**
 fine quality. All regular sizes

Men's Store
**EVERY STRAW HAT IN
 STOCK
 1/2 PRICE**



Twin Falls Finest Straw Hat
 Stocks
 Body hats and sailors, imported
 hats and domestic. Regular values
 up to \$8.00. Come in and take your
 pick at **1/2 PRICE**

Men's Store
**TOPKIS UNIONSUITS,
 40c**

Sold as a Leader at 49c



One wonderful
 sales value.
 Sizes from 36
 to 54. Cool and
 "ood looking,
 to suit fits
 better than
 Topkis. They
 are regular 76c
 this season.

40c

Men's Store
**DON'T FAIL TO TAKE
 ADVANTAGE OF THE
 CLOTHING SALE**



**HART SCHAFFNER &
 MARX
 I. D. \$35.00
 SUPERWEAR SUITS
 ANDOVER \$22.50
 SUITS**

All Reduced

1/2 - 1/3 - 1/4

Every suit in the store reduced
 this way. Nothing is excepted.

Economy Basement
**ONE FINE NEW LOT
 WOMEN'S STRAP PUMPS,
 \$2.49**

Regular \$2.98 and \$3.49
 These were closed out especially for this sale
 from our regular manufacturer of women's
 shoes. This factory is discontinuing all of
 their lower end lines, and we
 closed out all we could **\$2.49**

EVERY SHOE IN THE ECONOMY BASEMENT

LESS 10%

Men's Work Shoes

Boys' Work Shoes

Men's Dress Shoes

Boys' Dress Shoes

Women's Fine Shoes

Children's Shoes and Oxfords

Sport Oxfords

ALL LESS 10%

NOTICE

There is No Reduction on Tennis Shoes, Men's and Boys' Scout Shoes,
 Rubber Boots

FLORSHEIM SHOES

\$9.00 Grades **\$7.95**

\$10.00 Grades **\$8.95**

The first time in the history
 of the Florsheim shoes that
 these may be bought as low
 as \$7.95. Remember these
 prices include all the latest
 summer styles. Will you take
 advantage of these prices?



\$9.00

grades **\$7.95**

\$10.00

grades **\$8.95**

Men's Store

**BOYS' BLUE
 DENIM WHOOPEE
 PANTS ON SALE
 FOR 64c**

Regular 79c Values

Sizes from 6 to 14. Colored
 elastic waist band and wide
 bottoms with red
 inserts **64c**