

THE TWIN FALLS DAILY NEWS

VOL. 17, NO. 98. TWIN FALLS, IDAHO, TUESDAY MORNING, JULY 31, 1934 12 PAGES - 5 CENTS

WORKERS CONTROL  
TINDER FIRES  
NORTHWEST AREA

Uncle Sam's Greatly Augmented Fighting Forces Check Further Progress of Major Woodland Conflagrations

(By The Associated Press)  
SPOKANE, Wash., July 30.—Cheering news came from across the line in the dry timberland of the inland Pacific northwest tonight where hundreds of fires are eating through parched trees, fields and brush.

Although strong winds fanned flames in many sections, where lack of rain has made trees and brush highly inflammable, major fires were reported to be under control. Thousands of civilian conservation corps workers, called from their duties to fight the blazes, were sent to the front lines to make up the deficit of the army fighting the blazes, which dot western Idaho and northern Idaho and eastern Washington.

Lack of communication facilities prevented definite checks on most of the fires.

**Curfew Blame Hears**  
The Curfew line on the Colville zone in eastern Idaho, where control with 700 or more men fighting it, was the worst in the region. Three hundred men were sent to the zone, and as many more sent from here and other places. The extent was not known here tonight.

A fire in yellow pine near Newport, Wash., destroyed the main supply center for the entire zone. The fire broke out in the extreme northwest of the zone, but a "stand in" steam operated plant at Newport was started, and the fire was taking care of lighting demands for the area.

**Wind Complicates Matters**  
The blazes, which started yesterday, were under control until tonight when the brisk wind did what it had done in the past. It fanned the flames into the zone, and the fire was taking care of lighting demands for the area.

**Thousands Participate**  
SAN FRANCISCO, July 30 (AP).—The fire demon kept on eating his way through forests, grain fields, pasture and brushland tonight. The number of men fighting the flames was not known, but the fire was taking care of lighting demands for the area.

**Scientists Discuss Possibility of Another Stratosphere Venture As Probe of \$500,000 Flight Adjourns**  
By J. N. ALLISON  
(Associated Press Staff Writer)  
HOUSTON, Tex., July 30 (AP).—The stratosphere venture, which was to have taken place tonight, was adjourned until a later date. The venture was to have taken place tonight, but it was adjourned until a later date.

Nation's Labor Situation  
Improves As Hundreds Of Workers Return To Jobs

Pacific Coast and Great Lakes Strikes End While New Hopes for Peace at Minneapolis Are Revived By Federal Mediators' Efforts

(By The Associated Press)  
ST. LOUIS, Mo., July 30 (AP).—Strike news had a rosy tint yesterday with the word that at least two long standing disputes had been cleared up. The Pacific coast longshoremen's strike ended, and the men who walked out May 8 are going back to work today at all ports. The grievance will be arbitrated.

**STOCKYARDS STRIKE AROUSES NRA CHIEF**  
General Hugh S. Johnson's Personal Intervention Awaited  
By ROBERT M. YODER  
Associated Press Staff Writer  
CHICAGO, July 30 (AP).—General Hugh S. Johnson's personal intervention was awaited tonight as the strike which has locked up the big Chicago stockyards threatened to spread to "packingtown."

**INDUSTRIAL WAVE BROKEN BY STORM**  
Deluge Sweeps Boise; Forest Fire Reported Under Control  
BOISE, July 30 (AP).—A state-wide spell of torrid weather was broken in Boise just before 3 p. m. today by a rain and wind storm.

**MRS. DALL A WINS**  
Decree Granted In 10-minute Hearing Before Judge Judge  
MINNEAPOLIS, Nev., July 30 (AP).—Mrs. Anna Roosevelt Dall, only daughter of President and Mrs. Roosevelt, was a divorcee from Curtis B. Dall, New York broker, in a 10-minute hearing before District Judge Clark J. Gould here tonight.

**Law For Sterilization Of Habitual Criminal Nears Test In Oklahoma Court**  
McALESTER, Okla., July 30 (AP).—Oklahoma's state law for sterilization of habitual criminals was started today for a court test.

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Confessed Child  
Torturer Draws  
180-Day Sentence

LOS ANGELES, July 30 (AP).—Admitting having held the arm of her eight-year-old daughter over a gas flame as a warning to be obedient, Mrs. Connelia Avello was sentenced today to serve 180 days in the county jail for her part in the child's torture.

Ma' Ferguson's  
Candidate Behind  
In Texas Primary

DALLAS, Texas, July 30 (AP).—Two attorneys comparatively young in the turbulent Texas political arena were through tonight's election in Dallas to the race to succeed Governor Miriam "Ma" Ferguson.

Belgian Diplomat  
Claimed By Death

PAUL, May, Ambassador to United States, Succumbs After Operation  
WASHINGTON, July 30 (AP).—Paul May, Belgian ambassador to the United States, died early tonight at Emergency Hospital following an abdominal operation.

Would-Be Kidnaper  
Routed By Maid's  
Barrage Of Sticks

EUGENE, Ore., July 30 (AP).—The bravery of a maid, who routed a would-be kidnaper, police reported today.

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Federal Liquor  
Offenders  
Gain In Number

More Illegitimate Dealers  
And Other Violators Now  
Going to Prison Than In  
Last Days of Prohibition

By MELBOURNE CHRISTENSON  
Associated Press Staff Writer  
WASHINGTON, July 30.—More bootleggers and liquor law violators are going to federal prisons today than in the 16 months prior to repeal.

Officers Wounded In  
Battle With Convict

MUSKOGEE, Okla., July 30 (AP).—Patrolman Ed Henley, 45, was shot and probably fatally wounded and another patrolman, Officer, Henry Clay, 44, was seriously wounded in a gun battle here tonight with Charles Martin, escaped convict from the state prison at McAlester.

War Vet Denies  
Murdering Trio

DAVID DASOANO, Accused of Being 'Phantom Gunman', Claims Innocence  
STEUBENVILLE, Ohio, July 30 (AP).—Threatened by inquisitors, a 46-year-old veteran, David Dasoano, denied that he was the "phantom gunman" of a series of strange killings in a Steubenville, Ohio, slum.

Boy Suffering From  
Infantile Paralysis  
Has Fighting Chance

OAKLAND, Cal., July 30 (AP).—Despondent and cheerful after spending 92 helpless days in a mechanical respirator, Raymond—Rambro—17-year-old Steubenville boy, has a fighting chance, may yet conquer death and its infantile paralysis.

Absent Sheriff Sores—  
YAN HORN, Van Horn County  
Held In Jail For More Than  
A Month But Released Here  
Today

Through the press the Kansas farmer whose name police did not learn, read of the skunk's fate. Frost's and officials' predicament drove to town to make his hospitality available to the black and white animal.

Souvenir - Seeking Court To Be  
Barred From Dresser Services;  
Few More Than 100 Passes Issued

HOLLYWOOD, July 30 (AP).—A few more than 100 passes to the cemetery where final rites for Marie Dressler were held last night were being issued to intimate friends and the actress today.

Startling Testimony Given  
At Austrian Court Martial

Testifies  
Dollfuss' Statement While Dying From Assassin's Bullet Repeated By Former Vice Chancellor

By WADE WEINER  
(Associated Press Foreign Staff)  
VIENNA, July 30.—Startling testimony that Chancellor Engelbert Dollfuss, while dying from an assassin's bullet last Wednesday, asked that a man identified with his opponents—Dr. Anton Rintelen—be called on to bring peace to Austria was offered today by Emil Fey, former vice-chancellor, at the court martial of two men involved in Dollfuss' slaying.

British Leader Stresses  
Possibility of German  
Rearmament

LONDON, July 30 (AP).—The possibility of German rearmament in the air was emphasized in the House of Commons today by Stanley Baldwin, acting prime minister, in a strong plea for the British government to continue its program of air force expansion.

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Issued every morning except Monday, by The Twin Falls Daily News Publishing Co., Inc., Twin Falls, Idaho. Established 1904.

Daily edition entered as second class mail matter, April 8, 1912, at the postoffice at Twin Falls, Idaho under the act of March 3, 1879.

**SUBSCRIPTION RATES**  
By Carrier  
Payable in Advance

One Year	\$3.00
Six Months	\$1.75
Three Months	\$1.00
One Month	.50
By Mail	
One Year	\$4.50
Outside State of Idaho	\$6.00

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The News assumes no financial responsibility for errors in advertisements but in cases where the paper is at fault a correction of the error will be published without charge.

All notices required by law or by order of court of competent jurisdiction to be published weekly, will be published in the Wednesday issue of this paper pursuant to Section 45-108-1, C. S. 1923, as added thereto by Chapter 191, Session Laws of Idaho.

## MARIE DRESSLER

Few persons connected with the American stage in all history will be missed more than Marie Dressler. It is perhaps not too much to say that she was probably the best loved of American actresses of this or any other period.

Through sheer ability coupled with a long life of charitable, clean and useful living Marie Dressler had carved out for herself a place unique in the annals of her profession. Her work endeared her to thousands while her private life was of a character to command respect and admiration wherever she was known.

Born of more or less obscure parentage in a little town on the north shore of Lake Ontario Marie Dressler gave early evidence of marked histrionic ability. As a child she appeared in amateur concert work under the direction of her father, a teacher of violin and piano. The home-ties were broken at a comparatively early age and a career consisting of the usual round of vaudeville and stock, which lasted for years may be said to have reached its high point as far as the legitimate stage is concerned with her engagement with Webber and Fields in New York in the early years of the century. With the development of the moving picture industry her position for years failed to improve. In fact there were years when her talent was threatened with total eclipse.

But the heights to which she climbed under the banner of the legitimate were as nothing to the many successes scored during the past several years as a film star. As a comedienne she ranked high but her more serious work established the fact that her versatility was as remarkable as her genius.

As an artist her whole career radiated friendliness and a spirit of helpfulness towards the world at large. She gave of her best in both private and professional life, freely and unreservedly. Her friendly counsel and advice had helped many a weary and discouraged worker to a better outlook and improved prospects. To aid the less fortunate was a part of her nature.

Miss Dressler will be missed, within the profession and without. She brought to the films something of which the films stand badly in need and by her art she brightened and enriched lives of theatre goers in every country where her pictures were shown.

## AMERICAN HOMES

The "real property inventory" conducted by federal agents in sixty-four cities contains no big surprises, but various interesting facts.

About eight per cent of the housing units are found vacant, and sixteen per cent overcrowded. Thus the doubling-up problem might be solved, apparently, by the extra families going into the empty houses if employment and income improved enough to make it possible, and if all the surplus residents of crowded houses fitted and liked all the empty houses.

But even then there would not be enough housing. In normal times there were five to ten per cent of the homes vacant. And only when there is such an excess are people able to move around. Moreover, there are great numbers of houses occupied which are not fit to live in. Thus the need of much new building is obvious.

Of the houses reported, sixteen per cent need structural repairs and forty-four per cent need maintenance repairs. These are city houses. Country houses are probably more run-down. Perhaps fifty per cent of all homes need upkeep work done on them, and twenty

per cent need structural work, seventy per cent altogether requiring repairs. That calls for an immense amount of labor and materials.

One-fourth of the homes reported lack of baths and one-fifth lack indoor toilet facilities. It is worse in rural sections. Doubtless, at least one-third need bathrooms.

Altogether, the opportunity for an immense increase of activity in the building industry and allied industries is obvious.

## FRENCH PROPAGANDA

Americans read with decidedly mixed feelings that France is starting a publicity drive to win the friendship of the United States and that she will spend six million dollars on this propaganda.

It is the sort of thing Americans like to do. It is the method used in much of the super-advertising in this country. It is the tried and trusted means of putting over political candidates. The idea is commonly accepted that you can "sell" anything if you spend enough money on publicity—or propaganda.

In the case of France, we don't happen to like the idea. We think it would be more to the point if she would pay the six million on her war debt. That act would win her a lot of American-good-will.

The Nazis jump in to help Upton Sinclair win the California governorship, by banning his books from Germany.

The enormous salaries paid to Hollywood stars might be more serious if they weren't spent so freely.

If the leader of that general strike is so terribly disgusted the way San Francisco labor left him holding the bag he can go back to Australia.

"In the last analysis," says a business writer, "consumers fix prices." Certainly. But sometimes it takes a long time to get around to that last analysis.

"We should pay as we go," says a highly moral economist. Yes, we should, shouldn't we? Now let's start out tomorrow morning, government and state and city and business and family and all, and pay cash for everything.

## CONGRESSIONAL ELECTIONS

(Idaho Falls Post-Register)  
New deals and administration programs, brain trusts, NRA, AAA, CWA and a number of other alphabetical combinations, so far as the people of this country are concerned, depend very largely on the result of the congressional election this fall. The Democrats are in a position to retain their present power or even a good comfortable majority, the administration may be depended upon to continue to swing to the left, initiating new programs which call for heavy expenditures of money. If there should be a considerable change, President Roosevelt is quoted as very likely to "switch" and get more into the beaten trails and tracks taking that fact as something more than a hint from the voting population that he had gone far enough.

Judging from articles written by the chief executive, there are few people more sensitive to public opinion or who send up more trial political balloons than the President, which accounts for the withdrawal of many of the experiments which have been tried and which account for many of the names which have flashed brilliantly before the American public in comparatively recent months and now are out of the picture.

Postmaster "Jim" Farley, making a swing across the country is one of the balloons, figuratively speaking. The Idaho Falls postoffice and federal building was completed, accepted and paid for years ago but it would be good at that to have the "head man" pay a visit. The building can stand on inspection. General Jim is out on a political scouting mission, as a matter of course, helping Democratic candidates to build up their fences, which plan is all right. Political seers and prophets predict Republican gains in congress, that is to be expected. It often happens that way after a condition like that of two years ago.

## WEAKNESS OF THE NEW DEAL

(United States News)  
Apparently President Roosevelt regards the radio audience as consisting of a childlike people who need only to be told that things are fundamentally sound, or better than they were, and they will accept this as sufficient basis for an individual faith in the future of his administration. Who among those listening to the president's radio speech would wish to express dissent from the theme—an improved morale—or who would for a moment question that on the whole the American people feel better than they did four months ago? Yet with the utmost respect for the president's sincerity and earnestness and the charm of his remarkable radio personality, he is nevertheless to be expected in the eyes of those who most effectively ignore the weakness of America's position today and to put forward the arguments that have so often in the past lulled us into a sense of false security. The true liberal today dares to point out the weaknesses of the new deal and calls for their removal before it is too late.

## BREAKFAST FOOD

**PREPARATION**  
"Why are you studying all those foreign languages?" "I am expecting to move to New York to live."

**PREPARATION**  
Mother: "I hope you didn't take a second helping of cake at the party."  
Son: "No, Ma, I took two pieces the first time."

## FOR DIRECTION

Goiter (far off in the distance): "Say, caddy, why do you keep looking at your watch?"  
Caddy: "It isn't a watch, sir; it's a compass."

## FINAL FASH

Three terminally ill men: "Chick, how do you feel?"  
One of the three: "I feel like the croquet!"  
Friend: "It's the part that goes on to the table!"

## VAN BORING



## NATIONAL WHIRLIGIG

(NEWS BEHIND THE NEWS)  
(Copyright, McClure Newspaper Syndicate)

WASHINGTON  
By Ira Bennett

**AIRPLANES.** China is importing from the U. S. more than twenty million more airplanes and accessories as in 1932, and twice as many as last year's record shipments.

Last spring the Japanese government announced other government by asserting the right to supervise imports into China, or at least to object to imports of war material. Japan stated that China was building up an air base at Amoy which pointed like a dagger at Formosa. Training of Chinese airmen by Americans was criticized and it was strongly hinted that Japan would object to Chinese imports of airplanes from the United States.

The British government lined up against Japan's declaration. No official note of it was taken by the United States.

On May 12 the Whirligig said: "Airplanes and other munitions are going forward to China notwithstanding Japan's refusal to allow them to be shipped to the country. Editors in Japan on the same date this correspondent said: 'The State Department is waiting for Japan to make a test case on shipments of munitions—especially airplanes and parts from the United States, in which case there will be a showdown. Japan has not made good its threat to interfere with or object to this commerce. In 1932 the total value of airplanes and parts exported from the U. S. to China was only \$107,515. In 1933 these exports jumped to \$1,762,247. For the first five months of 1934 these exports amounted to \$350,438, while in the first five months of this year they jumped to \$1,178,735."

No rule of international law can be applied to the situation. With this American-Chinese commerce, perhaps the protest was merely for record. Japan uses Chinese munitions freely. American airplanes, Japanese towns, might do well over Hawaii.

**ARMS.** The Senate special committee investigating the munitions industry is trying to determine the extent of the arms trade. Experts of war material. Senators Nye and Borah are determined to reveal arms exports to all countries as well as the details of credits and financing. They contend that it is an un-American practice to provide the arms trade to the nations-makers are now engaged in propaganda calculated to raise fears of aggression and demands for protective arms—which the munitions concerns are prepared to furnish in any quantity at lowest market rates.

You may recall that at a recent meeting of disarmament delegates in Geneva informal approval was given to the American suggestion that all munitions-producing nations should adopt a program for strict supervision of arms exports. No agreement to put that into effect has been made. It seems probable that the Senate committee will make public the nature, value and quantities and destination of American munitions exports and the details of financing these exports. No other government has been so taking similar action. The result may be damaging to American manufacturers who are doing a substantial business under international law with countries not yet engaged in war.

The only public comment by munitions-makers thus far is a statement that their business is a necessity of national defense.

**JUGGLING.** Jim Farley has let himself in for a lot of razzing because of his telegram from the Pacific Department for the fiscal year ending June 30. G. C. F. Farley of the figures say that Farley's statisticians have done a piece of juggling worthy of the AAA.

**ELMER LOVES ELSIE!**  
ELMER LOVES ELSIE!  
ELMER LOVES ELSIE!

## A New Yorker at Large

By MARE BARBON

NEW YORK—One of the city's least known yet most curious structures is the International House, on 10th St. between 4th and 5th Aves. It is a day featuring Persian and Italian architecture.

Although in one of Manhattan's most fashionable districts it is a perfect setting for the young people of all nations. There are German medicine students, and the rolling Russian reminds them of their native Riga. Hanging gardens and tulip beds do much to make contentment in the steep rocky cliffs that tumble sheer from the Drive to the water's edge.

Sometimes at night the twinkling lights from ships on the river change the scene to a phantom Naples for young Italians, and there is a gristmill, reduced and curtailed deliveries in cities and on rural routes, a superficial "profit" is indicated. But at all at the expense of good postal service.

The Postoffice Department is the biggest enemy of the city's postal service. It is a long story of the postal service for postoffices. Farley does not count "this vast" outlay in his report to FDR. He even complains that \$50,000 additional expense for the upkeep of new buildings that have been handed to him as a gift.

A few weeks ago payoffs for the upkeep of new buildings that have been handed to him as a gift. The drawing of the campaign that FDR was imposed upon by the Farley telegram. It's possible that Farley himself was bamboozled by his statistical staff. He's stated for a roasting by Clyde Kelly and other House members who know more about the postal service than he does.

For political crisis which is certain to develop.

They say that when it does come everything will depend upon the army. If it is the army that is to be obedient to their leaders—your probably see a French variety of Fascism set up with little trouble. But if the enlisted personnel decide to follow their officers you'll see a different kind of Fascism. Fascists and communists are prepared to fight for their lives against Fascism.

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## Guiding Your Child

By ALICE CLARIBEA RICHMOND

"The baby smiled!" "No wonder! Not that baby!" The baby's first smile is generally just a source of argument. It seems to everyone an event of momentous importance as the first, deliberate expression of emotion on the child's part.

But for some reason the parent, after noting the first smile or two of the child, forget to keep on with the good work. Smiling is a habit quite as much as sucking or being cross before breakfast. It is just as easy to accustom the child to a pleasant as to an unpleasant response to the world about him. A more lovely and desirable member of society.

There are houses where scrupulous even amounting to melancholy is the rule. Father and mother wear expressions of anxiety or sadness even when the children are away and their faces in repose, and stamp the whole household with gloom. A child brought up in such a home where cannot be light-hearted and gay, as children should be.

No matter how hard life may seem, or what the problems that are facing them, they would do well to approach it like the baby in a smile of joy. There is a great burden with responsibility. Babies are very sensitive to emotional atmosphere and they will pick up the expressions of people about them as well as from a landscape.

Smiling is a habit. It is used to laughter and joy, the image of these outgoing emotions which stay in it later life. Feeling the friendliness of the world about him will probably continue to approach people in an outgoing manner.

Parents are right in the importance which they give the first smile; but they would do well if they remembered that the first smile is only a start and needs to become a habit of expression.

## ALBION STUDENTS TO PRESENT 'HAPPINESS'

ALBION, July 30.—The Delta Psi Omega summer school play, "Happiness," will be staged in the college auditorium at 8 p. m. Monday night, according to Miss Clara Grace Alexander, director.

The cast includes: Marguerite and Emory Starr, Thora Jones, Edith Miller, Leola Jones, Gloria Peterson, Blanche Henry and Ivan Dunsen. Bernice Dittler is student director.

## BAGS MOST ANIMALS

GOODING, July 30.—According to a report made by T. B. May, leader of predatory animal and rodent control work in Idaho, Sam Mallard of Gooding led a party of Idaho hunters of predatory animals for the year ending June 30. His catch for the year was 448 animals.

## EVERY OTHER DANCE WILL BE A REAL MOONLIGHT WALTZ

TONITE  
OPEN-AIR-RADIOLAND

## JOE-K SATS-

This ought to be a good time to go back to the farm, because there isn't seem to be any other class for which the candidate is planning so much relief. Eh, what! It will pay you to keep faith with the Good Times that are now here.

## KIDDIES 10c ROXY 25c

TUESDAY — ONE DAY ONLY!  
A BIG ROAD SHOW ATTRACTION

## SPRING EMBROIDERY

Shows  
1:30  
3:30  
5:30  
7:30  
9:30

## HAIR-TRIGGER ACTION! DYNAMITE THRILLS! EXTRA ADDED! HOT MONEY!

Unforgettable Uncle Kildarner brought to justice. "Machine Gun" Kelly, Harvey Bailey—See them all as a federal judge condemns them to prison for the rest of their lives. Complete connected story in detail. Authentic scenes that were filmed in 5 states.

"IT'S ALL IN FUN, AND WE NEVER RAISE OUR PRICES!"

## ORPHEUM

ENDS TODAY!  
"Shoot The Works"

Jack Oakie, Dorothy Dell, Ben Bernie and His Band

## IDAHO

10c—ENDS TODAY—25c  
"SHE LEARNED ABOUT SAILORS"

## Tomorrow!

ADULTS: Chas. Laughlin's First Return At...  
15c

## WED.-THUR. PRICES!

Trapped!  
In a Smoker  
Submarine  
With a Mad  
Man!  
CHARLES LAUGHLIN  
GARY COOPER  
"DEEVIL AND THE DEEP"

"Comedy" "A LITTLE SWIGS" "New"

## ELMER LOVES ELSIE!

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# Runyan Conquers Wood In Thrilling Extra-Hole Match

## Brilliant Putting Wins Pro Tourney For New Yorker

Contest Goes 38 Holes With Cheering Crowd of 4,000 Following Every Stroke; Wood's Drives Powerful

BUFFALO, N. Y., July 31 (AP)—Paul Runyan, the 135-pound winner of the 1934 PGA championship, today won the American professional golf championship Sunday when he defeated Craig Wood, Hollywood, N. Cal., 1 up, in a thrilling 38-hole match.

Although Wood's prodigious drives have him a decided advantage, it was the former Arkansas caddy's well-gauged putting that kept him in the lead, and won the championship on the second hole.

With Runyan leading by one hole and a gallery of 4,000 forming a horseshoe around the thirty-fifth green, Wood stuck a niblick about 10 inches from the cup. Runyan picked it up and holed it.

Drive 250 Yards While the gallery raved madly down the drive of the sixth fairway, Wood's drive of a 250-yard drive into the wind while Runyan's ball was 30 yards behind. Runyan hit a spoon over the end that landed 10 feet in front of the pin and added to the rout.

Wood hooked his niblick approach under the low boughs of a weeping willow tree 20 yards from the cup. He studied the situation for fully 10 minutes and played a pitch-and-run shot to within 10 feet of the cup. Runyan followed suit, being a foot farther.

Tom-like silence settled over the spectators as they watched the two players drop themselves on the terrace in front of the clubhouse. Runyan carefully examined every blade of grass in the path to the hole. Then he putted. The ball hit the back of the can and stayed down.

A tremendous cheer went up from the crowd. Apparently nervous and with the leaf squarely up to him, Wood bent his knees and then stepped up to the ball and dramatically dropped it to send them on extra holes.

Runyan Recovered Wood, out-of-control Runyan by 60 yards on the thirty-seventh and planted his No. 8 iron to the hole. Wood's first putt, a 10-foot putt, was a 10-foot putt. Runyan sliced his brassie second into the rough but recovered with a niblick four feet from the hole. Wood's first putt, a 10-foot putt, was a 10-foot putt.

With Wood still holding the honor, he drove first and hooked into the rough under another willow tree. Wood's second putt, a 10-foot putt, was a 10-foot putt. Runyan sliced his brassie second into the rough but recovered with a niblick four feet from the hole.

Reds Sign Gilthorpe Campbell, Rated Coast's Ace Backstop

LOS ANGELES, July 30 (AP)—Sale of W. Gilthorpe Campbell, star catcher of the Los Angeles team and rated as the best backstop in the Pacific coast league, to the Cincinnati Reds, delivery to be made at the close of the season, was announced today by David P. Fleming, president of the Angels.

Terms of the sale were not disclosed, but Fleming said the price was "right" and that Cincinnati had agreed to give the Angels two players acceptable to the local club.

A fine fielding catcher with a strong arm, Campbell has been one of the best left hand hitters on the Los Angeles team.

DUMB BELLS THAT HOUSE WAS BUILT IN 1768

WHY DID THE BUILDING GO DOWN IN 1768? THE ANSWER IS IN THE DUMB BELLS.

7-30 ON THE RADIO

## Burley And Hazelton Pace South Idaho League Teams

### Twin Falls Golf Luminaries Hand Visitors Beating

Country Club Players Trim Rupert and Buhl; Canyon Crest Downs Jerome, Burley; Gibbons' Score Lowest

Twin Falls Country club and Canyon Crest golf artists took their way to victory in two southern Idaho association matches played on the two Twin Falls courses Sunday. The Country club shotmakers took to their own course to down Rupert and Buhl teams while the Crestmen were defeating Jerome and Burley.

At Canyon Crest the home team scored 17 points to 11 for Jerome and 2 for Burley. The Country club team averaged 21 1/2 points to 8 1/2 for Clear Lake and 3 for Rupert.

Gibbons of Jerome was the low scorer of the day when he turned in a sparkling low card of 63 to walk through the field.

At the Country club Bob Denton of Twin Falls shot a 73 to tie for second and his team mate, Pete Wray, was second with a 74.

Scores and points of the Canyon Crest meet follow:

Team	Points
Gibbons, Jerome	73
Urbano, Jerome	73
York, Crest	73
Calder, Crest	73
Burley	73
Swan	73
Johnson	73
Williamson	73
Nelson	73
Reed	73
Campbell	73
Walker	73
Thorpe	73
Dunbar	73
Jellison	73
Demman	73
Stindler	73
Emerson	73
Solomon	73
Wilson	73
Kings	73
W. H. Harris	73
Black	73
Craig	73
W. H. Harris	73
Gills	73
Leitch	73

Scores and points of the Country club meet follow:

Team	Points
Calder, Rupert	78
Perry, Buhl	78
Winters, C. Club	78
Roper	78
Clinch	78
Dolan	78
Van Riper	78
Stindler	78
Calder	78
Gamble	78
Wallace	78
Borwick	78
Padgett	78
Green	78
Shields	78
Steele	78
Lewis	78
Bob Denton	73
Gibson	73
Leonard	73
Rice	73
At Smith	73
Collins	73
Moss	73
Wray	74

Rosenbloom Doped To Defeat Ramage

Maxie Rules 10 to 7 Favorite In Approaching Mix At Los Angeles

LOS ANGELES, July 30 (AP)—In a close-fought and a draw-in-the-end two previous meetings, Maxie Rosenbloom was doped a 10 to 7 favorite tonight to defeat the San Diego boxer in their ten round non-title light heavyweight bout here tomorrow night.

Based on the belief that he was the victim of bad decisions in his recent fights with Ramage, plus the fact that the world light heavyweight champion has a little bout coming up in New York in August which he wants to enhance with a victory.

Both fighters tapered off with light workouts today although warm weather had forced them to slow down on their training programs late last week. A near capacity crowd of 10,000 persons was predicted for the bout.

AMERICAN ASSOCIATION Louisville 11, Toledo 10. (Only games scheduled.)

## Both Clubs Maintain Untarnished Records

Team	Won	Lost	Pct.
Burley	2	1	.667
Rupert	2	1	.667
Deedo	2	1	.667
Wood	2	1	.667
Buhl	2	1	.667
Kimberly	2	1	.667

Burley and Hamilton today held undisputed first place in the two divisions of the Southern Idaho baseball circuit. Neither club has yet lost a game since the start of the season.

In the first division, Burley defeated Rupert 8 to 4 in a game played at the home of the latter club. In the second division, Burley defeated Hamilton 10 to 4 in a game played at the home of the latter club.

BURLEY 8, RUPERT 4

BURLEY, July 30 — Burley leaped to the top of the Southern Idaho baseball circuit today with a 8 to 4 victory over the invaders from Rupert.

Rupert was outplayed throughout the game, the Burleyans chalking up a total of seven errors and nine hits to three errors and 14 safes for the invaders. McGee, pitcher, hurled the entire game for Burley and Black held down the mound for Rupert.

McNeely, Burley second sacker, started with two three-baggers, a single and a sensational run-out catch, Griffin, Rupert shortstop, made a flashy one handed catch that deprived Burley of another run.

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## Lott and Stoen Overcome British In Four Set Tilt

U. S. Davis Cup Team Defeats Trophy Holders After Hard Fight; England Needs One Victory to Clinch Series

WIMBLEDON, Eng., July 30 (AP)—Lester "Little Rollo" Stoen completed his tennis campaign of vindication today, as he and George M. Lott, Jr., defeated George Patrick Hughes and Harold George Newcombe, 3-6, 6-0, 6-0, 6-3, 6-1 in the doubles match of the challenge round to keep alive America's faint hopes of regaining the Davis cup.

Stoen, the six-foot, five-inch California star whose careless play caused the U. S. team to lose the Wimbledon title to the British, 3-2, today won a four-set victory over the British pair.

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## Red Sox Swamp Senators 8 to 0; Browns Triumph

Wes Ferrell Allows Washington 10-Scattered Blows; Teammates Go on Scoring Rampage in 7th Frame

WASHINGTON, July 30 (AP)—Wes Ferrell shut out the Senators today to score his ninth victory although he was touched for ten hits while the Red Sox belted out five runs in the seventh and defeated the Senators 8 to 0.

Score by Innings: R H E  
Boston 0 0 0 0 0 0 8 0  
Washington 0 0 0 0 0 0 0 0  
Batteries—W. Ferrell and R. Ferrell; L. Crowder and Bolton.

Browns 4, White Sox 3  
ST. LOUIS, July 30 (AP)—The Browns rallied from a 3-0 deficit to score five runs in the seventh and defeated the White Sox 4 to 3 in the ninth.

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## 'Schoolboy' Rowe of Detroit Downs Chicago Sox to Equal 'Dizzy' Dean's Slab Record

Stars of Public Links Tee Off in Qualifying Round

'Scotty' Campbell, Canadian Amateur King, Breaks Par By One Stroke as Entries Warm Up for Coming Test

SOUTH PARK, PITTSBURGH, July 30 (AP)—The public links and the candlestick makers of amateur golf swung with a will at an onerous par today in the first qualifying round of one of the most hotly contested battles in the 13 years of national public links championship.

And while par went aglimmering for scores, Albert "Scotty" Campbell of Seattle, Canadian amateur champion, a department store worker, gave the best performers a real

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# NEW J. C. PENNEY STORE OPENS

## White Building To House Mammoth New J. C. Penney Store

New Fixtures And New Lighting Equipment To Play Big Part; Every Detail Worked Out For Customers' Comfort

A new white store is slated to open Wednesday morning in Twin Falls. It will be the home of Twin Falls' J. C. Penney company and is located at the corner of Main avenue and Second street south. The building has been completely cleaned and polished and beacon lights have been installed to make it the bright spot for Twin Falls bargain hunters.

The store has been completely equipped with new fixtures and modern coloring schemes have been carried out. Manager R. P. Robinson says that every detail has been worked out to give the customer the greatest ease and comfort.

This store is one of the few in the nation that had no merchandise to inventory which was received prior to 1933. This assures the customer of getting fresh merchandise and proves that the store has a ready turnover of all old goods, Robinson said.

Change Demanded  
The manager recently announced that the store would change location when it was found that the volume of business demanded such a change. In 1933 the Twin Falls store led the state in sales gains and it is rated as the fastest growing single unit of the Penney stores in Idaho. Robinson said last night that the Penney company owns the building in which the new store is located.

The store has a frontage of 50 feet on Main avenue and has a depth of 125 feet with a full size main selling floor and a 40 foot mezzanine. The basement selling room will be eighty feet deep.

Lighting Assured  
A series of windows completely cover the front and street sides of the building so that the store will be assured of being well lighted. At night the store is slated to be as bright as day as new electrical fixtures have been installed. Robinson says that customers will be able to choose merchandise knowing exactly what it will look like and that it will be undoubtedly the best lighted store in Idaho.

This store boasts the record of doing more business per square foot of selling space than any other store in the state. Robinson believes that this is possible because of the unfailing efforts of the store force to give unexcelled service to its patrons and because of the loyal patronage of the people of the Twin Falls tract. New departments have been added and the J. C. Penney company has displayed confidence in the tract by spending the money which was necessary in bringing the new store to the Magic City.

## Penney Pays Twin Falls Two Visits In 5 Year Period

The Twin Falls J. C. Penney store has the distinction of having had two visits by its founder, J. C. Penney, in the last five years. Penney first visited the local store in 1930, spending several days here looking over the country and observing the local store operations. He again visited the local store during the fall of 1933. He spent two days here meeting old acquaintances and giving helpful advice to the local store management.

An interesting remark to one of his old acquaintances was that the local Penney store had taken in more money on the Saturday that he was there than he had taken in during his entire first month's business in the first Penney store at Kemmerer, Wyoming.

Penney was very enthusiastic over the future of the Twin Falls store.

## HARRY TORRENS



IN CHARGE  
SHOE DEPARTMENT

## LESLIE STEARNS



IN CHARGE  
MEN'S CLOTHES

## Store Opening Broadcast Hourly

The grand opening of the Penney store will be broadcast hourly over the facilities of radio station KTFI to thousands of Southern Idaho listeners. Beginning at 8 a. m. the hourly broadcasts will feature the highlights of the opening.



J. C. PENNEY, FOUNDER OF THE COMPANY AND CHAIRMAN OF THE BOARD OF DIRECTORS (ABOVE); E. E. SAMS, PRESIDENT OF THE COMPANY (RIGHT); R. P. ROBINSON, MANAGER OF THE NEW STORE (LEFT); THE NEW STORE (BELOW).



## James Cash Penney Rose From Dry Goods Clerk To Eminence In Retail World By Hard Work

Try that question some time, on James Cash Penney about his phenomenal rise from a dry goods clerk at \$2.75 a month to the chairmanship of the board of the J. C. Penney company, which last year did a business of \$178,790,000. The answer will be a slow, negative shake of the head and a few terse words: "Hard work and saving."

It is the kind of an answer one should expect from one of the nation's greatest merchants. Success of the type Mr. Penney knows must of necessity have the kind of background Mr. Penney ascribes to it.

### Hard Work Chief Reason

"I know that it was not luck," he said recently. "I distinguish between luck and opportunity. But I realize that hard work alone is not enough to make a man successful. Many men have worked hard and conscientiously and still failed to achieve business success because they lacked vision, singleness of purpose and the co-operation of others."

"Trust in hard work," is an oft-repeated precept of Mr. Penney. "My whole life has been given to the selection and training of young men and women," he said. "I believe it is duty of older people to share experience with them. I wish I knew how to make them understand what I mean when I tell them to put their trust in hard work."

### Made \$25 In 11 Months

Mr. Penney's first job was as a salesman in a dry goods store in Hamilton, Missouri, where he was paid \$25 a month for a trial period of 11 months. The second year he was paid \$200. As the third year approached, his health failed and he was ordered west by his doctor.

In Denver the best job he could find paid him \$6 a week. Soon afterward he started his first independent business venture by opening a butcher shop in Longmont, Colorado. Because he refused to bribe the chef of the local hotel with a pint of whisky a week, he lost the hotel trade, and since the hotel furnished most of the business in the town he soon afterward lost the butcher shop.

### INSTALL CASH CARRIERS

J. L. Schalk, expert in installing cash carrier systems, is here installing the two cash carrier systems necessary to handle the enormous amount of business done by this store. Schalk's home is in San Francisco.

### BASEMENT FLOOR RE-COVERED

A new feature of Penney's basement is the new floor covering. "Master Floor" floor covering was installed by Cream and Butler furniture store of this city. The floor covering is pleasing to look at and comfortable to walk on.

### OPERATES 1400 STORES

The J. C. Penney company operates a total of 1400 stores, having established throughout the United States from the Atlantic to the Pacific. The total sales volume in 1933 was more than \$155,000,000.

### PLAN FACTOR IN SUCCESS

The famous "Golden Rule" policy, coupled with the profit sharing plan in which all store managers share in the profits of their individual units, is credited to J. C. Penney with being responsible for the success of this huge organization.

## Doors To Remain Open Until Nine

In order to accommodate throngs of shoppers expected to visit the new store on the opening day, the doors will remain open until 9 p. m. This will make it possible for those who work all day to attend the opening in the evening.

## Mayor Scheduled To Unlock Door At New Mercantile Opening

Store To Be Thrown Open For Business Promptly At 9 A. M. Wednesday; Key Presented By Robinson

Business history will be made in Twin Falls Wednesday as, with simple ceremonies, the huge new J. C. Penney company department store is thrown open for business. Promptly at 9 a. m. Mayor Duncan McD. Johnston will

unlock the front door with the key handed him by R. P. Robinson, general manager of the big store, and Twin Falls will be given a new major mercantile center.

The store, located in the building at Main avenue and Second street that formerly housed the Falk's Department store, and later, the Drive-In Market, is one of the largest in Idaho. Will Surprise Twin Falls

A fine faith in the business future of Twin Falls has been displayed by the J. C. Penney organization, which has concentrated for weeks upon giving Twin Falls one of the finest department stores in Idaho.

Penney's policy of "saying it with bargains" will be followed throughout the entire store, Robinson announced. "We expect to open the eyes of Twin Falls," he declared with a broad smile. "I believe that was a very agreeable surprise in store for the people."

The big building has been re-decorated from basement to roof, and the Penney officials are slated to give Twin Falls a store embodying all the latest developments to be found in the best merchandising establishments of the nation.

Store Well Arranged  
Twin Falls civilians Wednesday will discover, as they surge through the doors, a cheerful, efficient store which has been planned throughout by the Penney organization to serve the public with the greatest possible ease and convenience. Aisles are wide and departments are well arranged and well located. The lighting, ventilation and customer convenience incorporate the most modern features available.

The store arrangement is such that fixtures do not obstruct the daylight and the buildings walls contain many windows. It will not be necessary for customers to take goods to the doors to distinguish the colors, for natural light bathes every floor.

Previous to his employment by the Penney company, he was for three years in charge of a men's clothing store at Bend, Oregon.

During his stay in The Dallas store, he helped that store make consistent gains. He came to Twin Falls in the early part of 1932 as assistant manager. He has been one of the big factors in putting this store in the enviable position which it now holds.

Gould will have charge of the dry goods department and also the advertising department in the new store. He is 30 years old and has a wife and three children.

1000 Pennies To Be Given Kiddies  
Young visitors of the New J. C. Penney store at the formal opening Wednesday have not been forgotten. Souvenirs in the form of 1000 bright and shining new pennies will be given away to the first 1000 "kiddies" to visit the opening accompanied by their parents.

"Kiddies" are very important in our business and we always give them the same consideration that their elders receive," Robbie Robinson, manager of the store, stated.

Stearns assumed charge of the clothing department in the Twin Falls Penney store on July 1, 1933. Since Stearns joined the Twin Falls store, the men's department has grown by leaps and bounds.

Since coming here he has made a wide acquaintance and is popular with men and boys. Stearns is married.

## CLARENCE GOULD



ASSISTANT MANAGER  
OF THE BIG NEW STORE

## FRANK ROWE



IN CHARGE  
BARGAIN BASEMENT

## RIGHT HAND MAN AIDS IN SUCCESS

Clarence T. Gould To Be Assistant Manager of New Penney Store

Clarence T. Gould is assistant manager of the new Penney store. He associated himself with the J. C. Penney company in 1926 at The Dallas, Oregon.

Previous to his employment by the Penney company, he was for three years in charge of a men's clothing store at Bend, Oregon.

During his stay in The Dallas store, he helped that store make consistent gains. He came to Twin Falls in the early part of 1932 as assistant manager. He has been one of the big factors in putting this store in the enviable position which it now holds.

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# New and Larger Penneys - Opens Tomorrow

## With a 10 DAY BARGAIN CELEBRATION

DOORS OPEN From 9 A. M. to 9 P. M. . . follow the thrifty crowds and get your share of the big savings!



### 4 BIG REASONS WHY THIS NEW and LARGER PENNEY'S (at 202-04 Main St.) WILL SERVE YOU BETTER!

#### 1. Increased Floor Space

The new Penney Store at 202-204 Main street, offers you more space in which to shop conveniently and leisurely . . . more room for us to display our merchandise.

#### 2. Finer Variety of Merchandise

We've larger and more complete selections of all the famous lines of Penney merchandise that have proved so popular in Twin Falls . . . and new lines too! You'll have a wider choice of varieties, styles and sizes . . . and the same honest values, made possible by our common-sense store-keeping policy that eliminates extravagant shopping frills!

#### 3. The New Bargain Basement

A paradise for thrifty housekeepers! Kitchen-wear, floor-coverings, curtains and draperies, paint supplies and countless new lines of household necessities. The low cost of quality merchandise will amaze the bargain-hunters of Twin Falls . . . and better still, these are EVERY-DAY, YEAR 'ROUND values.

#### 4. The Four Point Policy

Our new and larger store in Twin Falls is another tribute to the soundness of these principles, laid down by our founder, Mr. J. C. Penney, over 32 years ago.

1. To stock dependable goods only.
2. To pass these goods along to the public at the lowest possible price.
3. To keep the store without extravagance, that the savings may be passed on to the consumer.
4. To deal fairly with co-workers in all matters.

Don't Miss This Opening Celebration  
"It Pays To Shop At PENNEY'S"



JUST UNPACKED FOR  
Grand Opening Special  
NEW FALL

**DRESSES**  
**\$4.98**

Some Jacket Types, Dainty Little Sleeve Effects, Stunning New Patterns.  
Other Dresses Up to \$14.75

JUST RECEIVED NEW FALL FELTS 98  
READY-TO-WEAR DEPT., MEZZANINE FLOOR



GRAND OPENING SPECIAL!  
300 YARDS PLAIN AND PRINTED

**Silk Crepe**

**49c YD.**

NEW FALL SHADES!

Here's another super-value, bought for our grand opening! You'll want yards and yards of these beautiful silks for your new fall dresses. It's the outstanding silk "buy" of the year. Come! Buy! Save!

DRY GOODS DEPT.



GRAND OPENING SPECIAL!  
A SURPRISE FOR THE LADIES

**RINGLESS CHIFFON**

**HOSE**

**79c**

A fitting special for our opening event! Beautiful pure silk (ringleless) chiffon hose at a sensational low price! The new fall shades to choose from and you can buy with the assurance that they will be entirely ring free. It's a chance to stock up at a real save! Sizes 8 1/2 to 10 1/2.

DRY GOODS DEPT.



BOUGHT TO FEATURE DURING OUR GREAT OPENING EVENT!  
NEW FALL "TOWN CLAD"

**100 SUITS**

Tailored of Dunbury Pure Worsteds

**\$19.75**

Here's The Clothing Value You've Waited For!

MEN! We've outdone everything that we have done in the past to bring to you the greatest suit value of all time! "Town Clad" are famous for their good style and fine tailoring! The built-in quality, the unusually fine fabrics, the skillful designing—are the keynotes of Town Clad's success! Take your choice from a wide range of new patterns—stripes, overalls, checks and lots of rich, solid colors!

MEN'S CLOTHING DEPT.



JUST UNPACKED  
NEW FALL  
NOVELTY

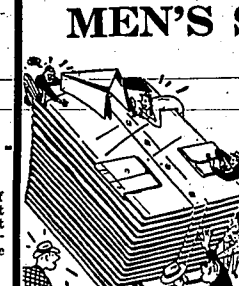
**FOOTWEAR**

**\$2.98**

PUMPS! TIES! STRAPS!  
BUY YOUR NEW FALL  
SHOES HERE NOW!

We've just unpacked dozens of pairs of smart new stylish fall shoes! Ultra smart for fall wear! It's footwear news that smart women will welcome! Come in during this grand opening and get your choice of the new styles.

SHOE DEPARTMENT



OPENING "KNOCK-OUT VALUE!"  
**MEN'S SHIRTS**

Solid Colors!

**Fancies!**

**63c**

Sounds almost impossible, buying a FADE-PROOF shirt at this price . . . but it's the truth! Vat-dyed plain color broadcloths, and vat-printed fancy percales . . . cut to our exacting specifications. Sizes 14-17.

MEN'S DEPT.

### Opening Specials!



LADY-LYKE FOUNDATIONS  
INNER BELT  
COMBINATION  
NEW STYLED

**\$1.98**

For stout and average figures! Back lace, inner belt, adjustable shoulder straps! \$2 to \$4! Value!

CORSET DEPARTMENT



Popular-priced  
**GIRDLE**

**98c**

Average figures are at their best in this 15-inch Rayon Stripe girdle! Elastic side panels are shaped to the figure, lined front panel, boned front and back sections.

CORSET DEPARTMENT



Three Little Banne Salin  
**Brassieres**

at a real "value" price!

**25c**

Take your choice of the plain rosebud trim— or double medallion Alencon lace trim! All pretty, comfortable, sturdy!

CORSET DEPARTMENT

INFANTS' SETS  
Coat, Hat,  
**\$1.98**

SILK—with embroidery, smocking, shirring. Pink, white, blue. 6 mos. to 2 yrs.

STORK'S NEST

Infant's Sacks! Hand-crocheted!

**79c**

Finest wool and combination yarns, some embroidered, in 6 mos. to 1 1/2 yrs.

STORK'S NEST

FINE COTTON VESTS  
are not often

**25c**

Medium-weight, knit cotton in Rubens, tie-side, or button-front styles. At 25c.

STORK'S NEST

BABY BOOTIES  
Dainty Knits!

**25c**

Medium length, in white and gray colors, dainty trim, ankle-tied with tassels!

STORK'S NEST

### Opening Specials!

INTRODUCING —  
The Way to Skin Beauty!  
**CORLON**  
Lotions, Creams, Powders!

**35c 50c 75c**

fine, quick-drying cleanser; a luxurious, easily absorbed tissue cream; a delicate, fluffy foundation; the stimulating lotions for face and hands; and the delicate, elegant powder!

TOILET GOODS DEPT.

Every Woman Loves It!

**120**

Smart Form-Fitting  
**SILK LINGERIE**

**98c**

You'll glory in it! Luxurious lace-trimming, or dainty tailoring . . . smooth, soft fit under new-season frock!

Finishes, panties, dance sets, bath, tea rose, 32-42 and 30-61.

DRY GOODS DEPT.

All Wool! Ready For Fall!

**450 YDS.**

Flannels & Crepes

34 inches wide! And only **\$1.49** each! Smooth, firm-textured flannel and supple wool crepe—standards of value and economy at this amazing money price! Complete range of new fall colors! Buy now, save!

DRY GOODS DEPT.

### Opening Specials!

Indian Design  
**BLANKETS**  
Bright Colors

**\$1.49** Each

DRY GOODS DEPT.

All Linen  
**LUNCHEON SETS**

1 Cloth, 4 Napkins

**79c** Set

DRY GOODS DEPT.

Men's Athletic  
**UNIONS**

**39c**

MEN'S DEPARTMENT

"Morede" —  
**RAZOR BLADES**

For A Smooth Shave!

**10** Blades for **25c**

MEN'S DEPARTMENT

Heavyweight  
Charbonize Rayon  
**SHORTS**

**49c** Each

MEN'S DEPARTMENT



**400**

**BOYS' SHIRTS**

Percale-Broadcloth-Chambray!

**49c**

BOYS' DEPARTMENT



Mothers! Here's a Bargain!  
**BOYS' & GIRLS' SHOES**

Boys' Bluchers! Girls' 1-strap!

**\$1.19**

Yes, only \$1.19! Sturdy, leather uppers in Little Teacher Stitchdown built with roomy toes for tender feet! They'll promote foot health . . . keep bones straight! Easy-bending 2-8.

SHOE DEPARTMENT



Streamlined creased vamp!  
**"Hyer" Quality OXFORDS**

Glove-like fit for young men!

**\$3.98**

Fine quality black calfskin from the smoothest part of the hide! Comfortable blucher toe! Sole leather counters! Flexible, perspiration-resisting insoles! They'll wear!

SHOE DEPARTMENT

### Opening Specials!

**360 Yds.**

**O. K. 27-Inch OILCLOTH**

Plain and Fancy

**25c** Yd.

BARGAIN BASEMENT

**270 Yds.**

**Rayon Damask DRAPERY**

**49c** Yd.

Beautiful 50-inch materials! New Shades!

BARGAIN BASEMENT

A Great Saving

Genuine Axminster Scatter

**RUGS**

**\$1.25** Each

BARGAIN BASEMENT

A REAL TREAT

"Old Virginia"

**DUTCH OVENS**

**29c** Each

BARGAIN BASEMENT

**300**

Big, Fluffy, Absorbent

**BATH TOWELS**

**19c**

DRY GOODS DEPARTMENT

**750 yds.**

Fast Color Dress

**PRINTS**

**10c** Yd.

BARGAIN BASEMENT

Men's Broadcloth

**SHORTS**

Full Cut—Fast Color

**25c** Each

MEN'S DEPARTMENT

### Opening Specials!

**CURTAINS**

Smart Fringed Panels at

**59c**

Long full panels of novelty marquisette in cream and taupe, with fringes to harmonize. Perfectly tailored to hang in soft, full folds, they'll transform your living room! 59c!

BARGAIN BASEMENT

NOW! You need these Good

**TERRY TOWELS**

Medium heavy weight! A Value!

**6 for 49c**

Summer's hard on towels—we all know that—so better stock your shelves with these good medium weight, medium size terry towels! White with different colored borders!

BARGAIN BASEMENT

A 49c winner! Fast-color

**WASH DRESSES**

In charming new prints!

**49c**

You'll be surprised that a 49c dress can be so good-looking! Scores of fresh patterns and colors, with crisp organdy trimming for a dressy touch! Cap or short sleeves, 14-52!

COTTON SHOP—BARGAIN BASEMENT

Men! A Big Penney Value!

**WORK SHIRTS**

Full Cut! Steel Buttons! Stay Put!

**39c**

Just look at the features in this shirt . . . You'll be amazed at how much 39c can buy! Interlined collar, extension neckband, 2 button-pockets, reinforced for wear.

BARGAIN BASEMENT

**2000 Yds.**

80 Square

**PRINTS**

**19c** yd.

It's a low price for good, fast-color percale, especially when it's the famous 8000 weave that gives so much satisfactory service! Small, medium and large patterns, suitable for dresses, aprons, drapes, spreads, 30 inch width.

DRY GOODS DEPT.

Tested Quality "OXHIDE"

**Overalls**

**89c**

Made to our own rigid specifications! Stronger—because they're triple-stitched! Highest standard 2-30 denim only! Full cut—extra yardage assures that 34-inch waist and reinforced 4 deep pockets! Pairs buckles! Boys' Sizes 10-14.

BARGAIN BASEMENT

Give Your Home A Refreshing Beauty Treatment With

**4 HOUR ENAMEL**

**89c** Qt.

Touch up those old spots in your home, the kitchen wall, the woodwork, or the furniture. 4 Hour Enamel does the trick, dries in a hurry, easy to apply, and you can choose from a number of pleasing colors. First Size Penney & Home Enamel—the BARGAIN BASEMENT

Twin Falls  
Idaho

**J. C. PENNEY CO. INC.**

Twin Falls  
Idaho

## J. C. PENNEY SAYS SERVICE ESSENTIAL

"Company Built on Foundation of Honor," According to Founder

Service, as defined by J. C. Penney, founder and chairman of the board of the J. C. Penney company, carries with it a clearly defined course of procedure.

Asked to give his definition of "Service," Penney stated: "Business deals with human beings and therefore must be human to render them the greatest service. I believe the largest and strongest businesses are like the finest people we know, for the same principles govern business that govern individuals."

"Ever since the beginning the J. C. Penney company has been a company of honor. It is at all remarkable, then, that the organization today has millions of friends and customers; that it is adding to their number daily; that the very name of J. C. Penney company has come into thousands of homes to stand for honesty, service, quality and economy."

"The vast and rapidly increasing army of our customers is evidence that we are serving the public faithfully and well."

## Company President Outlines Purposes

E. O. Sams, president of the J. C. Penney company, in a recent address summarized his conception of the company's purpose as follows:

- "1. To serve the public, as nearly as we can—to its entire satisfaction.
- "2. To expect for this service only a fair return and not all the profit the traffic will stand.
- "3. To do all in our power to pack the customer's dollar full of quality, value and satisfaction.
- "4. To continue to train ourselves and our associates so that the service we give will be more and more intelligently performed."

## PENNEY'S FIRST JOB PAID \$2.27-MONTHLY

The first job held by J. C. Penney, founder and chairman of the board of this J. C. Penney company, which opens its new department store here tomorrow, was that of a dry goods clerk with a stipend of \$2.27 per month. Today he is one of the foremost retail merchants of the world with an organization that constitutes the largest business of its kind on the globe.

## NEW VENTILATING SYSTEM INSTALLED

A new feature of Penney's enlarged bargain basement is the addition of latest type ventilating system, installed by direct metal work.

The system has suction outlets at various places in basement which draw off all stale air, leaving selling room cool and fresh.

Customers shopping in the bargain basement will find the temperature several degrees cooler than on the upper floor.

The ventilating system produces a steady intake of fresh, pure air.

## Bargain Basement OPENING SPECIAL! 600 pr. Full Fashioned SILK HOSE



**J. C. PENNEY CO.**

MRS. C. VERN YATES



## Twin Falls Woman Makes Alterations

Mrs. C. Vern Yates is in charge of the alteration and tailoring department in the new, enlarged J. C. Penney store. Mrs. Yates has been employed by the local Penney store since May 1 of this year. Previous to her connection with Penney's, Mrs. Yates was for some time associated with a local tailoring shop.

Mrs. Jean Stearns



## Mrs. Jean Stearns Heads Department

Mrs. Jean Stearns will have charge of the ladies' ready-to-wear and millinery section in the new J. C. Penney store building.

Mrs. Stearns became associated with the J. C. Penney store at Portland, Oregon, in 1927. She was employed in the Portland store where she gained a wide knowledge of ladies' wearing apparel.

Mrs. Stearns joined the local Penney store staff on July 1, 1934, and has been largely responsible for the increasing ready-to-wear and millinery business which this store maintains.

She is looking forward with a great deal of anticipation to the new ladies' ready-to-wear department in the larger quarters.

## NEW DEPARTMENTS TO BE FEATURED

Bargain Basement Houses Several New Supplies Of Merchandise

The enlarging of the old and addition of new departments will be a feature of the new J. C. Penney store Wednesday. The new bargain basement embraces most of the changes. A men's work clothes department, a dish and crockery department, a paint department, an electrical appliance department, a drapery, curtain rod and blind department, a floor covering department and a dry goods section will be open for business as the opening rush of people enters the store.

Another feature of the basement is a new cotton shop where women and girls will be able to purchase cotton frocks. An oilcloth shop has also been added.

On the main floor a boys' department has been added. It will be located at the rear of the men's clothing and next to the boys' shoes. Larger and more complete lines of boys' furnishings will be featured.

The men's department will be greatly enlarged and popularly priced and high grade clothing will be featured.

## Merchandising And Selling Policies Outlined By Store

The merchandising and selling policies of the Penney company follow a definite course outlined by one of the executives recently.

- They are:
- "1. Quality goods at as low prices as they can afford. There is a wide difference between "cheap" and low priced goods.
  - "2. Only new, perfect and dependable merchandise that will give long service and lasting satisfaction.
  - "3. The elimination of credit losses, bookkeeping costs, and delivery expense means lower prices.
  - "4. Rapid stock turn over. Small profits on large volume of sales result in stock being turned over many times a year.
  - "5. Truth in advertising. The company's policy forbids exaggeration and comparison of prices.
  - "6. The selling slogan: Pack the customer's dollar full of value and satisfaction."

HAD \$500 CAPITAL  
Five hundred dollars in cash was J. C. Penney's initial capital when he started his first store in Kemmerer, Wyoming, in 1902.

## COTTON SHOP BARGAIN BASEMENT GRAND OPENING SPECIAL 1800



**J. C. PENNEY CO.**

J. M. DOLAN



## Dartmouth Man Heads Construction

J. M. Dolan, coast construction representative, started in the construction department with the J. C. Penney company on October 3, 1933.

Dolan was known as a star athlete at Dartmouth. He was an extensive study of construction and engineering and was graduated from Dartmouth, receiving the degree of bachelor of science and civil engineer.

Dolan, who makes his headquarters in Los Angeles, is one of the most successful construction men in the J. C. Penney company.

## SALES INCREASE HUGE

The sales increase of the J. C. Penney company from its year of origin in 1902 through the year 1933 was from \$20,000 to \$135,272,000.

## BIG BUYING-POWER

The tremendous buying power of the J. C. Penney company, which often orders merchandise by the trainload, enables it to offer its customers the lowest possible prices, according to company executives.

## EMPLOYEES-ADVANCED

Advancement of its own employees when opportunities present themselves, instead of bringing in men from the "outside," has long been a policy of the J. C. Penney company.

## New Communication System Established In All Departments

The big new J. C. Penney store will be equipped with a modern inter-store communication system. A central switchboard has been placed in the office. Extension telephones have been placed in the dry goods, men's clothing, shoes, bargain basement departments as well as the stock room.

This system will make it possible to have inter-store communication between the departments as well as outside calls.

This system will greatly aid in the operation of the store and is another new service provided the store's customers. Manager R. P. Robinson has announced.

## Harry Torrens Heads New Shoe Division

Harry Torrens became associated with the J. C. Penney company at Twin Falls in 1929. Mr. Torrens is a graduate of Illinois Western State Teacher's college, Macon, Illinois. After finishing college, he taught two years in the mathematics department in the Twin Falls senior high school.

Torrens had charge of the Oakley Penney store for nine months, while it was under the supervision of the Twin Falls store. Torrens has built up a large shoe business in Twin Falls and looks forward to greatest success in the new, enlarged shoe department.

Torrens is married and has a son. He owns his own home in Twin Falls.

ARTHUR S. PATTON



## Arthur S. Patton Oversees Checking

Arthur S. Patton's job is an important and busy one. He has charge of unpacking and marking the great lots of merchandise necessary to replenish the stock of the new J. C. Penney department store.

He associated himself with the Penney company here in September, 1933. He is a graduate of Twin Falls high school.

Patton's job is to look after all incoming merchandise and the placing of reserve stock. It is also his responsibility to oversee all marking and pin-docking of the new merchandise.

## Penney District Headed by Brown

J. P. Brown, district manager for this district, of Penney basement stores, started with the Penney company in Denison, Texas, in 1920. He was later transferred as assistant manager to Brownwood, Texas. In 1928 he was made manager of the Penney store in Miami, Oklahoma. In 1929 Brown was made district manager at St. Louis, Missouri, and in 1930 served as district manager in Lincoln, Nebraska. In 1933 Brown was made area manager of all Penney basements with headquarters in New York.

He was graduated from the Texas A. and M. in College Station, Texas, and studied for the legal profession. He later derived into an extensive study of merchandising.

## Rowe Takes Charge Of Bargain Basement

Frank F. Rowe became associated with the Penney company at Oakland, California, in 1930. Previous to his employment with the Penney company Rowe was connected with one of the largest nation-wide chains of department stores. He had complete charge of the bargain basement at the Oakland store. During his supervision at the Oakland bargain basement the department made consistent gains and was greatly enlarged.

With the new and largest Penney store was opened at San Francisco, Rowe was transferred there and had complete charge of setting up the new bargain basement unit.

Rowe comes to the Twin Falls Penney store to take charge of the bargain basement with a broad knowledge of basement store operation.

GLEN BLAKLEY



## BLAKLEY SCHEDULED AS WINDOW TRIMMER

Glen Blakley comes to the new J. C. Penney store from the Portland, Oregon store. He is a window trimmer and card writer of much experience and is considered an authority in his line of work.

He will be responsible for window trimming and display in the new store.

## PENNEY'S for HOUSEWARES

## BARGAIN BASEMENT



Perfect Quality Dinnerware!  
**32 Pc. SETS**  
Complete Service for 6!  
**\$2.98**

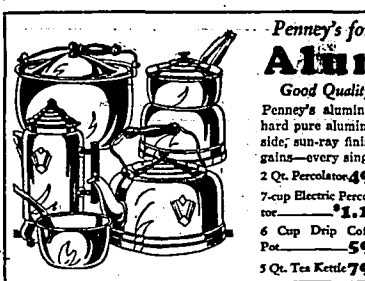
One of the biggest bargains in town at this sensational low price! Imagine buying a decorated set for only \$2.98! The design has a center floral decoration with dainty border embossing. Ivory color!

New Bridge Lamps  
Low priced  
**\$1.39**  
56 inches tall, with cast iron arm and base. Finished in black and gold.

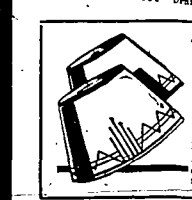
Silver-Plate SETS  
26 Pieces For  
**\$2.98**  
6 knives, 6 forks, 4 tablespoons, 4 teaspoons and sugar bowl and butter knife.

Step-on Garbage Can  
With Inner Pail  
**69¢**  
Metal finished in enamel. Blue green, ivory with contrast stripes. 6 1/2 qt.

LARGE DUST MOP  
With Handle  
**59¢**  
Extra large floor spread. Green yarn with copper-colored center. "A E K" brand!



Penney's for Great Values in Aluminum  
Good Quality at Bargain Prices!  
Penney's aluminum ware is made from hard pure aluminum, mirror-polished outside; sun-ray finished inside. They're bargains—every single piece!  
2 Qt. Percolator **49¢**  
7-cup Electric Percolator **\$1.19**  
6 Cup Drip Coffee Pot **59¢**  
5 Qt. Tea Kettle **79¢**  
1 1/2 Qt. Double Boiler **49¢**  
1 Qt. Lipped Sauce Pan **10¢**  
6 Qt. Correx Kettle **59¢**  
10 Qt. Dish Pan **69¢**



Decorated Parchment Paper Lamp Shades  
Medium Sizes! Low Priced at  
**25¢**  
Make your old lamps look like new with one of these colorful shades! Gaily decorated... made of good quality parchment... sizes to meet any size lamp. They're bargains!

Oh, Boy! You'll Want One of These!  
**72 Double SANDWICH TOASTER**  
**\$1.19** Ea.  
Bought Specially for Our Grand Opening!



Penney's Real Bargains In Enamelware  
Ivory with Green Trim!  
**39¢ ea.**  
Penney's low price makes this an opportunity you can't afford to miss. Fine double coated enamelware. 8 1/4 qt. dishpan, 4 1/2 qt. Windsor sauce pan, 6 qt. stock pot, 9 qt. dishpan, and 7 qt. preserving kettle!

**120 6-LB. ELECTRIC IRONS**  
**\$1 19 Ea.**  
Complete with Cord

**J. C. PENNEY Co. Inc.**