



personality. Personality is the spiritual dynamic.

"It is not the building of industries, the forwarding of business, the forwarding of society that is the development of character and the education of personality. By the same token I say to you, the important thing about the church, not its size, not its wealth, not its power, but the spirit of Christ has imprinted upon the hearts of its members. It is our mission to make the streets and highways and 'realms

of Twin Falls' pure for anything but the footsteps of Jesus Christ—back of life is His great personal ality."

**WILSON MAY MEET O'DOWD.**

**BOSTON**—Johnny Wilson, world millionaire champion, and Mike O'Dowd, from whom Wilson was defeated in a fight in New York on either March 17 or 21, it became known to-



THE one thing a Cadillac owner admires most in a car is its dependability. He knows that he can rely on it to do the same things, in the same way, whenever and wherever he lays upon it to do them.

AND AUTOMOBILE CO.

ature in life. Great  
historians are tell-

WANT TO KNOW  
FOOL-IN-TWIN FALLS,  
DR. GEO. YOUNG  
FIRST BAPTIST CHURCH  
SAT. EVENING at 7:30 P.  
Arthur L. Swim & Co.  
Farm Loans and Fire Insurance

We are prepared to make monthly payment  
residence property in Twin Falls and Piler. N

**Rich Blood-Will Keep**

into the trenches who

After a sleepless night, your  
 symptoms are unrelieved,  
 followed by a  
 feeling of energy, the  
 "waker-day" by  
 setting yourself on the  
 road.  
 You need a few  
 minutes of energy, the  
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## BIG ADDITION TO FACTORY

Dodge Engineers Prove Confidence  
In Future by \$500,000  
Expansion

Substantial evidence of Dodge's confidence in the future is to be found in their expenditure of \$500,000 on the expansion of their factory. The present program is the largest in their history. The total floor space will be about 100,000 square feet.

The present unit of the corporation owned by the Dodge family is a building of 80,000 square feet. The new construction building which has just been completed is a three-story building of 140,000 square feet. Another important addition is the new plant for the production of Dodge's new line of cars.

With the expansion of the factory, the Dodge family is confident of the future of the automobile industry. The Dodge family is confident of the future of the automobile industry. The Dodge family is confident of the future of the automobile industry.

## Buying Increase Shown in Eastern Automobile Market

Indications of increased demand for automobiles in the eastern states are shown in the latest figures from the Dodge family. The Dodge family is confident of the future of the automobile industry.

## Star Auto Co.

Spring center—All Auto's playtime

### OVER HAULING

Your engine should be overhauled once a year even if the car is running. We repeat any make of car.

**IGNITION**  
Battery and Auto Electrical repairing in our specialty. We are especially equipped for this work.

**CARBURETORS**  
Cleaned and adjusted. We measure you of satisfaction at a low price. We are especially equipped for this work.

**Star Auto Co.**  
WILLIAMER, The Auto Doctor  
328 Shoshone

Automobile Owners, Listen

# Don't Have a Grudge Against the Gas Man

If That Car Is Only Giving You 8 to 12 Miles Per Gallon  
Equip that car with a Stromberg Carburetor. You will get more miles to the gallon and the cost of putting on this new carburetor will soon be saved to you on the gallon of gas that you are now wasting.

A Stromberg Carburetor holds official economy records for virtually every make of machine.

## Stromberg Service Station

328 Shoshone

## CLEVELAND HAS MORALE INSTEAD OF "HOLD OUTS"

Speaker Has Justified Spirit To  
Team and Escapes Worries  
Of Other Managers

NEW YORK, Mar. 12.—After the first day of the world's series, the Cleveland Indians were full of morale. The team's manager, Fred Hunter, was confident of the team's ability to win the series.

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tournament at a writing table today. All officers were selected for another term.

**SAVIER TO YERGIN**  
The Yergin family is confident of the future of the automobile industry. The Yergin family is confident of the future of the automobile industry. The Yergin family is confident of the future of the automobile industry.

## Alleged Tire Thief Keeps Out of Court

A man charged with the theft of a tire from a car in the city of New York has been found guilty of the crime. The man was found guilty of the crime. The man was found guilty of the crime.

## BOARD ORDERED TO MAKE REPORT

Court School Writ of Mandamus  
to School Board When Petition is Presented

A writ of mandamus from the court ordering the members of the school board to make a report. The school board was ordered to make a report. The school board was ordered to make a report.

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# REO

## Do You Really—and Fully Appreciate Reo Values?

If you have ever owned or driven a Reo you do, of course. "Five hundred miles in a Reo forever spoils you for any other car." But we find that folk who do not know Reo quality and Reo performance intimately are unable to appreciate why Reo is "The Gold Standard of Values."

Most buyers compare Reo with other cars selling for about the same price. That's no comparison at all. It is, in fact, unfair to Reo.

Do you know of any other motor truck at anywhere near the price that will do the work of a Reo Speed wagon?

Compare a Reo, of any type, point for point, with the best car you know selling for \$1000—yes, \$2000—more.

Analyze—and more critically the better—technical points and mechanical details.

Note the careful discrimination of Reo engineers and the care and fineness of the making.

Hidden values—concealed excellence—these qualities that you learn to appreciate only after long and hard usage are Reo attributes.

Any Reo model will measure up with—and in many cases excel—other cars selling for twice the price.

Compare motor—the swiftness and silence of it; economy of upturn and operation; power. Ask Reo experts about its attributes and long life.

Compare transmission, axles, springs and all the mechanical details.

Then compare externally—especially quality of materials and fineness of finish.

Then ask yourself what more you can hope to require to compensate for the great difference in price.

Compare any Reo model with the best car you know of, same type, but selling for much higher price.

That's the only comparison that does full justice to Reo quality, Reo value. Name!—there's none stand higher than Reo.

Ownership of a car of this make is at the same time, a badge of social distinction, and an evidence of good taste and sound judgment.

The very word Reo is a synonym for quality—and any Reo car is its best representative. "The Gold Standard of Values."

**Idaho Auto & Supply Company**  
PHONE 210  
G. E. DUKE, Pres. R. D. STOVER, Vice Pres. E. W. ELSON, Sec. Treas.

**Mr. Auto Owner**  
Here is an opportunity to get your engine put in the best class shape in the city. Busy engineers will do it for you. We employ only the best of materials—men who are experts by masters of the profession. A full line of repairing and make of cars. If you are in need of a car, meet with your satisfaction.

YOU PAY FOR JUST WHAT YOU GET  
**L. S. THORP**  
328 Shoshone





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