

TWIN FALLS DAILY TIMES

OFFICIAL NEWSPAPER OF TWIN FALLS COUNTY.

The Times has more readers in this city than any other publication.

Published Every Evening Except Sunday by the Times Publishing Company, Twin Falls, Idaho.

L. H. MARTENS, Editor-Publisher.



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SUBSCRIPTION RATES

Daily, one year	\$6.00
Daily, six months	3.00
Daily, one month60

The improved financial condition of the county is reflected in returns for taxes paid as compiled by County Treasurer Emma L. Warren.

It is a decided compliment but a deserved one that paid to the Twin Falls tract and its irrigation system to have Texas send a committee here to study its methods. The Twin Falls tract is the greatest irrigated tract on earth and its success is unbounded.

Twin Falls is fortunate in having a park suitable for holding union meetings during "the good old summer time." The meeting Sunday night, addressed by Rev. C. E. Poundis of Boise, was a decided success. Next Sunday there will be a Congregational meeting in attendance.

BOOSTS FOR ADVERTISING

In his address last evening before the annual convention of Associated Advertising Clubs of the World Frank H. Sisson, vice president of the Guarantee Trust company of New York had this to say in the concluding part of his remarks:

Advertising has marched far along the path of public service since the crying of wares at the fairs of the middle ages. The transition from the purely vocal sales effort to the use of the printed word to attract buyers, which followed the invention of the printing art started the trend towards responsibility through the broader reach and the longer life which attended this form of expression.

The earliest newspaper advertising appeared in England about the middle of the seventeenth century, and dealt with offerings of new books and medicines. The first record of other merchandise advertising was of "a new commodity called tea, an excellent and by all physicians approved China drink." Since that date advertising has continuously served an ever-increasing public, bringing to hand many important additions to the comfort and convenience of life and raising both the standards of living and the methods and practices of business.

England's great economist Adam Smith, began his famous treatise on "The Wealth of Nations" with the statement that the prosperity of a nation is measured by the happiness of its people. In facilitating distribution, in stimulating production, in spreading information, in creating higher standards of business and life, advertising is adding to the happiness and prosperity of the people it serves.

The real advertising man thinks beyond the visible returns of any advertisement to the purpose it serves, to the people it reaches. It teaches them what to eat and what to wear, how to be healthy, how to prosper, how to have and how to spend, how to play and how to work, how to enrich their lives. This implies a responsibility which cannot be taken lightly. The task should be approached seriously, even reverently with a sense of commercial honor that does not yield to the appeal of opportunism. It is largely the result of this attitude towards advertising and its expression that our standards commonly exact more rigid conformity to the principles of business ethics than to the requirements of personal ethics.

Let us who are gathered here not forget that advertising may not only render great public service as a factor of business standards, but also exercise a vital influence on public thought... Its vision and its leadership are needed in bringing understanding and conviction to a day of doubt and error. Economic and social failacies crowd upon us; industrial problems rise on every side. Only through understanding can they be solved, and understanding can be created only through publicity. Legislative action rises out of public opinion; public opinion is based upon current information and popular interest or prejudice... These can be most effectively through such judicious medium as advertising commands.

In meeting them you are serving not only the good citizenship and social progress, but business advantage, which can be secured only in an established social order based upon sound economic thinking.

If the way could be paved before action by information and understanding, how much fewer would be our sins of economic and political corruption and不懂。 If a new and progressive idea seeking acceptance, or an old and sound idea seeking support, could be presented to the commanding public with the same strength to appeal that a new commodity commands, how much greater chance of prevailing it might enjoy. Even as advertising reached and stirred our souls to sacrifice during the World war, so it may now guide our minds to moderate judgment and rational acts, for the appeal of advertising can be made both to the feelings and the reason; and response and conviction measure the strength of its appeal.

The nations of the world and the people thereof must be taught that they cannot be content "to live and let live"; they must live and help live if they themselves are to enjoy the fullness of life. In our modern world there can be no such thing as isolation. No nation can live unto itself... The body economic consists of many members. Except where health and cooperation among them all there cannot be complete harmony in that body, nor can it function normally.

DAILY RADIO PROGRAM

Announced by United Press, WEDNESDAY, JULY 16.

Wednesday's Best Features—
WAL, NEW YORK—See-Saw Ball
KODA, PITTMANVILLE—Dinner and
KAN, CHICAGO—Veterinarian
KNOX, ANGELUS—Irene
KODA, PITTMANVILLE—See-Saw
KAN, CHICAGO—See-Saw

Eastern Standard Time—

WEA, AXIA, IOWA—192.
KODA, PITTMANVILLE—See-Saw
KAN, CHICAGO—Children's
Program, Children's Broadcast
KODA, PITTMANVILLE—See-Saw
KAN, CHICAGO—See-Saw
KWD, NEW YORK—125.
KODA, PITTMANVILLE—See-Saw
KAN, CHICAGO—See-Saw
KNOX, ANGELUS—See-Saw
KODA, PITTMANVILLE—See-Saw

West Coast Standard Time—

WEA, AXIA, IOWA—192.
KODA, PITTMANVILLE—See-Saw
KAN, CHICAGO—See-Saw
KWD, NEW YORK—125.
KWD, NEW YORK—125.
KWD, NEW YORK—125.

Mid-Western Standard Time—

KWD, NEW YORK—125.
KWD, NEW YORK—125.
KWD, NEW YORK—125.

Mid-Western Standard Time—

WEA, AXIA, IOWA—192.
KWD, NEW YORK—125.
KWD, NEW YORK—125.

Mid-Western Standard Time—

WEA, AXIA, IOWA—192.
KWD, NEW YORK—125.
KWD, NEW YORK—125.

Mid-Western Standard Time—

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Oldest English Will

"They were so old, the English family now ledger in the Durham library, is the will of a chandler, who bequeathed candle to various churches and some apocryphal ones that were often lit high to the guttered ends."

The oldest family that used to sing in the neighborhood still had a white will in a yacht now has a successor that washes his silver lining in the washboard and dries him in the radiator overnight.—Houston Post.

The new Summer breakfast

QUICK QUAKER—cooks in 3 to 5 minutes.

Quicker than toast. No hot kithens. No Summer cooking. No over-heating foods.

HERE'S rich deliciousness to entice that Summer appetite—a new Quaker Oats.

A light meal change from too heating foods.

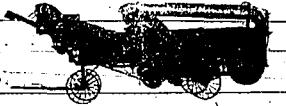
You cook it while the coffee is being made. No bother, no hot kitchen, no frying pans to clean.

Feeds you well. Keeps up fulling Summer vitality. So delicious, so flavorful it makes hot day breakfasts a delight.

Ask your grocer for Quick Quaker.

Standard full size and weight packages—
Medium: 1/4 pounds; Large: 3 pounds, 7 oz.

THE GREYHOUND BEAN THRESHING MACHINE

Large Capacity—Light Weight
Strongly Constructed—Easy Running

This Bean Thresher is without equal today. Bucked by a strong company who are prepared to give the best of service to all patrons. Request catalog, in stock at this branch. Come in and see the Bean Thresher, also the Household Clover and Alfalfa Hailers.

Birdsell Manufacturing Company

GEORGE H. ACKLEY, Twin-Falls-Branch Manager,
717 N. Main Street, Twin Falls, Idaho.

Joe-K Says:

An unmarried man is a good deal like a piece of real estate—he may be worth a whole lot of money, but he isn't of any particular use except to build on.

Idaho THEATREPRICES:
Matinees 10c, 30c
Eve 10c, 30c, 40cTONITE, TOMORROW—MATINEE AND NITE
AND THURSDAY NIGHT ONLYPRINCE OMEWAH
Crystal Seer
THE MAN WHO TELLS ALL

Prince Omeha, a Cymric company appearing at night only with the exception of "Wednesday" afternoon at 2 p.m., when he is present.

Never felt like working, and when I would try to do any work I'd end up on my back. I'd drag around all day long. At times I would be up on my hands and knees, and when I saw Lydia E. Pinkham's Vegetable Compound, I had to buy it.

I had different ways I wanted to go, for women's troubles, and my doctor thought it would help me, so I had helped her to look for the Vegetable Compound, and it brought her success. I was in good shape before I became a mother again. I believe it helps at all times.

When I saw Lydia E. Pinkham's Vegetable Compound, I had to buy it.

Everyone who uses it has done well, and I am sure it will bring you the same good results.

ALL SEATS FOR LADIES ONLY MATINEE NO. 1
USUAL GOOD PICTURE PROGRAM
TODAY ONLYSTARTING TOMORROW
presentDOROTHY DALTON
The Moral Sinner
The MARRIAGE CIRCLE
RALPH INCELADIES ONLY MATINEE
ALL QUESTIONS ANSWERED FREE, ASK HIM ANYTHING—NO ONE KNOWS WHAT YOU ASK.

EVERY LADY ATTENDING THIS MATINEE WILL POSITIVELY HAVE AN INDIVIDUAL PRIVATE QUESTION ANSWERED FREE.

ALL SEATS FOR LADIES ONLY MATINEE NO. 1
USUAL GOOD PICTURE PROGRAM
TODAY ONLYTHE MARRIAGE CIRCLE
RALPH INCE

