





# IMPORTANT FACTS ABOUT THE NEW FORD CAR

*Complete details of the new model  
will be available this FRIDAY  
in this city*

FRIDAY of this week will unquestionably be one of the most important days in the entire life of the automobile industry. On that day, complete details of the new Ford will be available in this city.

You will be surprised when you get the facts about the new Ford car, for you never have dreamed that such a really fine car could be produced at a low price. As Henry Ford himself says—

"The new Ford car embodies the best results of our experience in making 15,000,000 automobiles. We consider it our most important contribution thus far to the progress of the motor industry, to the prosperity of the country, and to the daily welfare of millions of people."

The new Ford car is distinctly a new and modern car, designed to meet new and modern conditions. It is more than a new automobile. It is the advanced expression of a wholly new idea in modern, economical transportation.

*An entirely new car  
in every respect*

The minute you see it—ride in it—you will realize that it is not a mere refinement of the former model T Ford, but a new car from radiator cap to rear axle! Many features of it are exclusive Ford developments. Some are wholly new in

*The new Ford car has exceptional beauty of line and color. It is, in every respect, a new and modern car, designed and created to meet modern conditions.*

automobile practice. There is nothing quite like it in quality and price.

The new Ford car has unusual beauty of line and color. . . . It has a 40-horsepower engine. . . . It will do 55 and 60 miles an hour with ease and has actually run 65 miles an hour on road tests. . . . It is quiet and smooth-running at all speeds. . . . It is remarkably quick on the get-away. . . . It has specially designed mechanical four-wheel brakes. . . . It has hydraulic shock absorbers. . . . It has a standard, selective gear shift. . . . It is quick and easy to handle in traffic and steady and sure on the open road. . . . It runs 20 to 30 miles on a gallon of gasoline, depending on your speed. . . . And it has the stamina and reliability that you need for mile-after-mile and year-after-year service.

*The new Ford car will sell at  
a surprisingly low price*

When you think of such features as these, you think instinctively of a car costing much more than the new Ford. The low price is as unusual as the appearance and performance of the car itself.

The low prices of the six body types are undoubtedly lower than you thought they would be when you first heard that Ford was making a new car. They are, in fact, lower than we thought they could possibly be when we started to make this car.

We determined to bring new comfort, beauty, speed, safety, economy and reliability within reach of everybody who drives a car, and then forced ourselves to find ways to make the low prices possible.

The new Ford car is the result of years of careful planning. Every part of it has been tested and retested in actual practice. There is no guessing as to whether it will be a successful model. It has to be. There



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is no way it can escape being so, for it is the sum total of all we have learned about motor car building in the lifetime of the Ford business.

*Some of the features of the  
new Ford car*

In this connection we call your particular attention to the new engine; the new pump, splash and gravity oil system; the multiple dry-disc clutch; the new pump and thermo-siphon cooling system; the new battery, coil and distributor ignition; the low center of gravity and minimum unsprung weight which combine with the hydraulic shock absorbers to make the new Ford such an easy-riding car; the irreversible steering gear, with the column and the housing of the steering gear mechanism welded into a single all-steel unit; the seamless, all-steel torque tube; the new one-piece, welded, steel-spoke wheels; the three-quarters-floating rear axle in a forged-steel housing of exceptional strength; the theft-proof coincidental lock; and the aluminum pistons which were selected after many tests because of their light weight and heat-conducting qualities.

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*Henry Ford*

Steel forgings are used throughout except, of course, for the engine castings. More steel forgings, in fact, are used in the new Ford than in almost any other car, regardless of price.

WE ARE able to sell this new Ford car at a low price because we have found new ways to give you greater value without a great increase in our own costs. Because we own our own ore mines, coal mines and timber lands and the source of most of our raw materials. Because we make virtually every part used in the new Ford car. Because it is the Ford policy to make a small profit on a large number of cars, rather than a large profit on a small number of cars.

*There is nothing like it in  
quality and price*

No other manufacturer can possibly duplicate the new Ford car at the Ford price because no other manufacturer does business the way we do. The public made this business possible. We believe we should share our profits with the public by continually giving greater and greater value for the money.

There are good and substantial reasons, therefore, why the new Ford car is the most unusual value ever offered in a low price car.

By all means, learn about the new Ford on Friday when it is officially announced in this city. You will know then that there is nothing quite like it anywhere in quality and price.

**FORD MOTOR COMPANY**  
Detroit, Michigan

TWIN FALLS DAILY TIMES
PHONES 3-4233
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DAILY BIBLE THOUGHT
MY GOD—Thou art my God, and I will praise Thee. Thou art my God, I will exalt Thee. O give thanks unto the Lord; for He is good: for His mercy endureth forever. Psalm 118: 28-29.

GOOD WORK, KEEP IT UP.
More power to California in the purchasing line in view of the statement here last night by Mr. E. F. MacDonough, trade commission member of the Los Angeles Chamber of Commerce before members of the local board.

GOOD WORK, KEEP IT UP.
The Times still insists, however, that Twin Falls should obtain more industries such as fruit processing and dehydrating plants, cementing factories, etc., in order that the vast waste products of this district and those for which the market is dull at times can be disposed of at a profit and with the resultant increase and diversification of revenue.

GOOD WORK, KEEP IT UP.
Senator Robertson, of Wisconsin, told the business men at last night's meeting that the state cannot hope to obtain a large number of factories unless taxes are reduced. He said that the budget plan for city, county and state government, as sponsored by the Finance Commission, would save a large sum toward reducing the tax burden.

GOOD WORK, KEEP IT UP.
In any event, action would seem to be the most important item and The Times would like to see a large amount of the necessary movement.

GOOD WORK, KEEP IT UP.
The business men at odds. It is reported, however, that some of them want to protect them. More proof that the former need business training—nobody ever heard of large corporations squabbling in Washington over the tariffs and other protections they desired.

GOOD WORK, KEEP IT UP.
Perhaps President Coolidge actually derived a thrill from having the "Hill" come to lunch, but it's a good job that the idea was Mrs. Condit's.

GOOD WORK, KEEP IT UP.
Mrs. E. J. Malone was a dinner guest at the home of Mrs. Fred Brown at 1014 Saturday evening.

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WOULD EXTEND TAXING SYSTEM
The Idaho Taxing System will be extended to include the tax on the sale of real estate, according to a bill introduced in the Idaho legislature.

at the THEATERS
The Idaho Theatre will present a new play, "The Last Days of Pompeii," starting next week.

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Club Offers Prizes On Sale of Seals
The Idaho Seal Club has announced a contest for the sale of seals, with prizes for the highest number of seals sold.

RHEUMATISM
May be relieved by rational treatment—it can not be rubbed away.

Are you one of those unfortunate who suffer with pains in your muscles and joints, commonly called rheumatism, making you miserable, and interfering with all kinds of working hours, ruining your sleep? You may have tried many things without relief. Why not try S.S.S. For more than 100 years it has been giving relief in thousands of cases, and is certified to in hundreds of letters of gratitude.

Sour Stomach
"Phillips Milk of Magnesia" Better than Soda

Instead of salt tablets take a little of "Phillips Milk of Magnesia" and you will find relief from indigestion, sour stomach, and other troubles.

HANSEN COMMUNITY NEWS
HANSEN FARMER LOSES HARNESS

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A harness was lost by a farmer in the Hansen community, and the loss was reported to the local authorities.

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PHONE 38 or 89 Make these classified columns your MARKET PLACE PHONE 38 or 89

Is There Anything You Want to Buy or Sell? Use a Twin Falls Times Want Ad-Call 38

Business Directory

MISCELLANEOUS. TYPENITERS. We sell 'em; RENT 'em; FIX 'em. All makes. Double and Royal Corona. IDAHO TYPEWRITERS. Local office, 218 Main St. No. 10. MILL WORK - CABINET WORK done to order. Plans and window glass. Modern Astoria Mill, 144 Third Avenue E. Phone 341. MODERN WOODMEN OF AMERICA meet at 10 P. O. Hall every 2nd and 4th Monday. PLUMBING AND HEATING. SEE US FOR HOT WATER COLES and heating troubles. Twin Falls Plumbing and Heating Works, 252 Second Ave. South. Phone 757. HOME PLUMBING & HEATING CO. New location, 188 Third Ave. E. Phone 253. TRANSFER. CROZIER TRANSFER COMPANY - Phone 244. Storage and crating. MCHOLS TRANSFER & STORAGE Co. Garbage hauled daily. Phone 206. WARNER TRANSFER & STORAGE Co. Storage and crating. Call telephone to California. Phone 142. SHOE REPAIRING. ROYAL SHOE REPAIRING, F. MEYER, Prop., 139 2nd St. E. IDAHO SHOE REPAIRING, JOH WAGNER, Prop., 218 Main North. TWIN FALLS SHOE REPAIRING - 132. Shoshone west. Phone 598. Service and quality guaranteed. CHIROPODIST. DR. E. C. WYATT, CHIROPODIST and electrician. Over Woolworth store. Phone 467. ATTORNEYS. O. C. HALL - OVER GLOBE BOOK Store. Phone 97; West 1258. James R. Bohwell - W. Orr Chapman Building. Rooms 6, 7, 8, 9, 10. SWEDELY & SWEDELY, ATTORNEYS. Idaho Power building. W. L. DUNN - LAW OFFICES, RMs. 3 and 4, Smith-Rice building. OPTICIANS. EYE SPECIALIST - DR. W. E. HESTER. 209 Main. Next door to Goldie Role. PIANO TUNING. PIANO TUNER - G. HULL, 15 YRS in Twin Falls with Claude Brown Music company. Phone 997 or 834W. MONEY TO LOAN. MONEY TO LOAN ON FARM AND city property. COMPANY and personal money. C. E. Potter, real estate. Twin Falls. FARM LOANS - E. J. ROE OR 20 YEAR loans at 4 1/2% interest. No commission. C. D. Thomas & Co., 128 Sbg. above W. LOANS - FARM AND CITY LOANS. Twin Falls Title and Abstract Co. LIVESTOCK AND POULTRY. STAR PACKING PLANT NOW REBUILT and operating; ready to do custom butchering and prepared to market for live stock. Phone 6831. FOR SALE - 40 HAMPSHIRE BOWERS to hunt in February. One mile southeast on sugar factory road. C. Landers. FOR SALE - GOOD - SEVEN YEAR old saddle horse, sound and gentle. Cheap. Washington Bar. EXTRA QUALITY REGISTERED Guernsey milk, also young Shetland pony. Vance Naylor, Hanson. FOR SALE - BROOD SOWS AND pigs. 1 mile N. and 1/2 east of Kimberly. I WANT TO HEAD 20 HORSES TO pasture. Phone 3473. Patrick Wynn. WANTED - HOOD AND SHEEP. Twin Falls Junk House. Phone 75. WANTED TO BUY - ALL KINDS OF cattle. Phone 6274. J. T. Ryan. WANTED - POULTRY - OF ALL kinds. J. A. Flynn. Phone 6274. FOR SALE - TWO FRESH COWS. Write "C. W." care Times. WANTED - POULTRY - ALL KINDS. Phone 105. Ed Vance. WANTED - POULTRY - H. C. HUNTER. Phone 624W. FOR SALE - BIRDS. Phone 1071. ROOMS TO RENT. REALTY HOTEL OVER REALTY theatre; the nicest small hotel in Twin Falls. Hot and cold water and bath. Attractive rates. Permanent guests. Transient 10¢ per night. Phone 1109. Hands Mad. Great Hunt. FOR RENT - A SMALL FURNISHED apartment. 425 Third Avenue. Phone 624W after 5 p. m. NICH SLEEPING ROOM AND GARAGE for rent. 410 Main Avenue.

FOR SALE - MISCELLANEOUS

EXCLUSIVE PRODUCTS. YOU CAN own exclusive products. Products of Fracis, spices, cereals, powders, lotions, olive oil, household drugs at 100 Jackson St. Phone 1472. H. Sorenson. HERDS FOR SALE BY H. J. RAUCH. good for all around. Many, heavy and liver troubles and all rheumatic and blood trouble. Sold at South Park Grocery, Pave Point Store and Lucas Bargain Store. FOR SALE - ONE DOZEN PHOTO-grams. 1 large photograph free with order during November. Appointments any time. Flower Photo Shop. FIRST CUTTING HAY FOR SALE - 1 1/2 miles south of South Park. Phone 5162. John Sommer. HATTERBINS FOR POUNDS. \$3.95-12. Others in proportion. H. O. Haven's Battery Co., Twin Falls. FOR SALE - WARDROOM TRUNK like new. C. D. Walworth, 132 2nd Avenue west. FOR SALE - HEAVY JUNKER. Ben H. Marshall, Hur-laud, Idaho. FOR SALE - FOUR PLATE GENERAL Electric range, real bargain. Phone 900. FOR SALE - KIMBALL, PIANO. Pioneer Photo Shop. Phone 155W. FOR RENT. FOR RENT - HOBBESBEEP (Burrhead) - 2 furnished for light housekeeping. Two and three rooms, close in and low rates. In city, the rest to be called later. crops will contract the hay if desired. Burke Bros., Jerome, Idaho. FOR RENT - 10 ACRES NORTHEAST of Jerome. 140 cash rent. Walter Hanlon, phone 486. FOR SALE - REAL ESTATE. FOR QUICK SALE. PRICES RIGHT. EASY MONEY. One of the best tracts of 20 acre dairy circles around Twin Falls. Good land. 1/2 mile south of South Park on the paved highway. 5 room house, hay and grain elevator, good barn and cow barn. Here house, also large store house with cement floor and good ceiling. Woven wire fence, electric lights, power, city water, telephone. No. 3812. Call at the ranch for information. K. N. Osborn, Rt. No. 1. FOR SALE - 10 ACRES \$150 PER acre on gravel road, good improvements or would rent for cash. Also 100-acre-for-sale - \$4000 - low balance easy; good improvements or would rent for cash. \$100. 2 houses and good improvements. Earl Murray, Sunton room. Phone 110. FOR SALE - 6 ROOM MODERN HUDSONS at 601 S. W. Hardwood floors, paved street, cement basement, laundry tubs and drain, tile, lawn and shade, garage. 26 1/2 ft. Johnson, or call 500. FOR SALE - NINE ROOM HOME close in, built by former lumberman of this city. Modern, hardwood floors. 75 foot lot with garage. Partly furnished. Telephone 223 for particulars. I HAVE ALL KINDS OF FARMS on North and south side tracts for sale. J. Shoren Stewart, licensed and bonded real estate dealer, Twin Falls, Idaho 6252. FURNISHED, HEATED, ALL MOD. and apartment house near city park. Good investment. Phone 3577. FOR SALE, 1200 - 3 LOTS ONE in berries, house and garage. 253 Ram-gate street. Phone 1203W. FOR SALE - DESIRABLE - SMALL - house - large lot; reasonable. Phone 4427. FOR SALE - DRY-PARK - GROC-ery store. Phone 3577.

MISCELLANEOUS

WE ARE IN A POSITION WHERE we can reduce your water meter charges at a reasonable price. 223 Ave. E. MATERNITY NURSE. PHONE 547 in day time or 1022W at night. SUBSCRIPTIONS FOR ADL, MAGAZINES. Order your gift subscriptions now. Guy Swaine, 623 Second Ave. West. Phone 323W. WANTED, MISCELLANEOUS. GUY WANTED - 1 MILE SOUTH and 1 west of South Park grocery. A. F. Shores. TWIN FALLS JUNK HOUSE - METALS, rubber, hides, pelts and furs. LADIES TAILORING AND DRESS-making. Phone 624W. Mrs. Cameron. FRUITS AND VEGETABLES. FOR SALE - NETTED GEM CULLS. 25c. Coonrod warehouse, Phone 121. FOR SALE - AUTOMOBILES. FORD CAR FOR SALE CHEAP; OR trade for good horse or cow. The Auction House, Phone 651. WANTED - TO RENT. WANTED TO RENT - 60 OR 80 acres. Have good equipment. Will give reference. One block 15 mile east Washington school. Phone 550H12.

Car Stealer Takes Sweeley's Machine

M. J. Sweeley, local attorney, had his Essex coach stolen from where it was parked in the 100 block on Second street north last night while he was attending a chamber of commerce dinner. He reported to police at 2:15 last night. He said today that he parked his machine about 12:15 p. m. and did not return to get it until about 5, when the dinner was over. The description of the car that he gave to police follows: 1925 model, Idaho license No. 20,671, factory No. 61,424, motor No. 246,410, trunk on the rear and two spare tires.

A Classified Ad Isn't a Telegram

"Write It the Way You Would Talk It" Will One of These Ads Attract More Prospects Than the Other? FOR SALE OR TRADE - Nashland auto, 1925 model, 5-passenger sedan; four good tires, good spare; all extras like spot light, bumper, heater, etc.; only driven 24,000 miles; always handled carefully; never wrecked; looks good. My son has come to live with me from Oregon and has a car better suited for our purposes and we don't need two so will consider any reasonable offer for cash or horses or farm machinery. What have you? Call me, phone XXX.

TWAS OUR ERROR

"The bird fall-plug, etc." The same adage applies in the newspaper business and when the Times first published an advertisement in which it was stated that the Idaho-Nevada electric company "will charge your radio battery for only 50 cents," instead of the use of the letter "n" instead of "t" reversed the whole meaning of things. The advertisement should have read that the Idaho-Nevada electric company "will charge your radio battery for only 50 cents."

"Tell a Complete Story the First Time"

USE THIS BLANK TO WRITE YOUR WANT-AD BRING OR MAIL IT TO THE TIMES

Form for Classified Advertisements. Includes fields for Under What Heading, Date to Start, Date to Stop, Name, Address, No. Words, Amount, and a grid for writing the ad.

The Times' Easy Reckoner Price Chart for Classified Advertisements

Table with columns for Number of Words, One Day, Three Days, Six Days, and One Month. Rows show prices for different ad sizes (A, B, C, D) and line lengths (1-12, 13-24, etc.).

WANTED - HOOD AND SHEEP. Twin Falls Junk House. Phone 75. WANTED TO BUY - ALL KINDS OF cattle. Phone 6274. J. T. Ryan. WANTED - POULTRY - OF ALL kinds. J. A. Flynn. Phone 6274. FOR SALE - TWO FRESH COWS. Write "C. W." care Times. WANTED - POULTRY - ALL KINDS. Phone 105. Ed Vance. WANTED - POULTRY - H. C. HUNTER. Phone 624W. FOR SALE - BIRDS. Phone 1071. ROOMS TO RENT. REALTY HOTEL OVER REALTY theatre; the nicest small hotel in Twin Falls. Hot and cold water and bath. Attractive rates. Permanent guests. Transient 10¢ per night. Phone 1109. Hands Mad. Great Hunt. FOR RENT - A SMALL FURNISHED apartment. 425 Third Avenue. Phone 624W after 5 p. m. NICH SLEEPING ROOM AND GARAGE for rent. 410 Main Avenue.

Moin 'n Pop. A cartoon illustration of a man writing a letter, with text bubbles and instructions for writing ads.

VERY OBSERVING. A cartoon illustration of a man looking at a price chart, with text bubbles and instructions for using the chart.

