

COUNTRY CLUBS HOLD PICNIC

Tight Organizations Enjoy Afternoon at Waters

PROGRAM GIVEN BY MEMBERS OF VARIOUS CLUBS

Three Hundred Thirty Club Members Participate in First of Annual Picnics

On last Tuesday the members of eight of the country clubs, their families and friends, united in a picnic at Waters Grove. Picnic dinners were served about one o'clock, followed by a program which consisted of the following by members who represented the various clubs: Mrs. M. K. Inside club, "The Model Club"; Addison Avenue Kensington club, reading, Miss Genevieve Riley; Country Women's club, "The Country Women's Heat Rooms"; Mrs. J. E. White; Kimberly Road club, vocal solo, Mrs. Strobeck; Unity club, "A Progressive Goin'"; Wayside club, Mrs. W. Wilson; Response by Mrs. Porterfield, of the Kimberly club; Kimberly Road Club, "Gossip Overheard by Telephone"; speech by J. A. Waters; Blue Lakes Boulevard club, reading by Miss Grace Berger; reading by Miss Mae Eckert; bottle race by Morning-side club, etc. race by Wayside club. The picnic was in the nature of a road club, was in charge of the program.

Price, secretary of the Kimberly of a union of clubs and given by the Kimberly Road club, in inviting some other clubs. Unity, Matriculate Mothers' Society, Blue Lakes Boulevard, Wayside, Country Women's club, Addison Avenue Kensington club. Every minute was kept busy by the members who took part in the picnic. At noon a lunch of good things was spread out under the trees, followed by a program and ice cream.

COMING TO THE LAVERING

The Colonial Players With Mr. Ralph Chouler.

Two nights, commencing Wednesday, July 28th, the patrons of the Lavering Theatre will be offered a rare treat in seeing the Colonial Players with Mr. Ralph Chouler in two new plays. The opening night's offering will be "Fin-Feathers," a great play of metropolitan life, by Eugene Walter, with "The East Way." The second night's offering will be "Cousin Kate," last season's New York success, in connection with the performance, the audience will be treated to a novelty. Motion pictures in the morning will be shown each night from the state scenes and the audience will be shown just how all trick plays are made.

The company this season is composed of such well known artists as Mr. Ralph Chouler, Mr. H. P. Erickson, Mr. Elmer Planklin, Mr. Eugene Spafford, Miss Donna Vickroy, Miss Alice Courville, Miss Edna Stinson, and Miss Stets at Retail Drug store.

NARROW ESCAPE FROM DEATH

W. L. Barton, of Burley, Attacked by Intoxicated Hog Wednesday.

W. L. Barton, who is well known in this city had a narrow escape from serious injury, or death, Wednesday afternoon at Burley, when he was attacked by an infuriated hog. It seems that Mr. Barton was in the pen with another man looking at some small pigs. The man having purchased one of the pigs had caught it and was in the act of taking it out of the pen. Mr. Barton, knowing that the sow was vicious, was standing between the animal and the man with the pig. The sow started for Mr. Barton, knocking him down. Before the other man could see to him, he was heavily bitten and torn by the vicious brute. A doctor was hastily summoned and Mr. Barton was removed to his home. It is said that he will soon be able to get out again unless complications set in.

CHICKENS COST MONEY

Deputy Game Warden Joe Fitzsimons is in the city Wednesday on the trail of a man who had been out chicken hunting before the season opened. The deputy was able to find the man and took him before Justice W. J. Smith, where he pleaded guilty to shooting two sage hens on the fourth of July. The judge assessed the cost at \$25 to catch the Twin Falls man. It seems it is better to live up to the game laws in this county as the deputy is hot on the trail of all offenders.

FRIENDLY NOTE WILL BE SENT

President and Cabinet Agree on Latest Draft to Berlin.

Washington—President Wilson and his cabinet decided Tuesday on the general principle of the note to be sent to Germany within a few days, renouncing the efforts to secure for American citizens protection of their rights on the high seas. The president read to his official family, members for the first time in a month, a draft answering the German government's note of July 8, which failed to grant the demands of the United States growing out of the sinking of the Lusitania. The draft was complete in form. On its character and purposes there was unanimous agreement and Secretary Lansing was in work Tuesday night putting in more precise language the ideas set forth. Members of the cabinet generally preserved secrecy regarding the precise content of the communication, and the president cautioned against detailed speculation in advance of the publication of the document. It is understood that the note is cabled abroad before the actual text is received in Berlin.

Not an Ultimatum. Such information as was obtainable concerning the nature of the new note was chiefly of a negative character. Cabinet officers made it clear that it would not be an ultimatum or make any threats as to the future prospects of the United States. So far as the time they pointed out that it probably would have an air of finality, curtailing the field of discussion and negotiation and placing squarely on Germany the responsibility for any actions that might subsequently endanger the friendly relations of the two countries. The communication will be couched in friendly terms, although it will follow the spirit of firmness that has characterized previous notes.

What Do People Want? Tuesday's conference was devoted largely to a discussion of what the American people really wanted the Washington government to say and do in the present crisis. Some of the cabinet officers could judge by their examination of public expressions, the nation had voiced an insistent desire for peace. The communication will be couched in friendly terms, but that course he followed which would maintain peace.

On Germany's next reply and the crystallization of public opinion there after will depend to a large extent on the information received from officials, whose the action of the United States would be concerning future violations of American rights. The Orduna Case. Secretary Lansing stated Tuesday that the case of what occurred in the encounter between the British liner Orduna and a German submarine had reached the state department and that the investigation has been instituted through the treasury department and a report is expected within a few days, but the dispatch of the liner to Germany has not been delayed. It was officially stated, on account of the Orduna case. A statement received from William O. Bradley, former director of the industrial relations commission, who was on board the Orduna, was referred to by Secretary Lansing as giving only a general impression of what occurred in the encounter between the British liner and the German submarine. He had no information on the Orduna case and did not see Secretary Lansing.

RECORD SHIPMENT OF HOSIERY

Hood & Cahaban Golden Rule Stores Make Mammoth Purchase.

The biggest purchase by any retailer in the United States is the record established this year by the Hood & Cahaban Golden Rule stores in buying hosiery for the month of stores here in the West. Two full carloads of 7000 dozen pairs of ladies, men's and children's hose is the mammoth order. The information was given in the past together with buyers from the stores. The Twin Falls store is represented by Miss Julia Hood, who is in charge of the purchase and who has the information of the big purchase to the store here. American manufacturers depend on the quality of their goods, the best and most lasting colors but the war has shut out the supply. The small quantity remains in the hands of the manufacturers and they are exhausted. While on a buying tour in the East, Mr. Cahaban noted the situation and placed the record-breaking order. The Golden Rule stores and their customers might be protected against the present and future rises in prices, owing to the war situation. Mr. Cahaban also placed orders for large quantities of other staple merchandise lines, which require the use of imported dye.

CITY COUNCIL HAS SESSION

Important Matter Brought Up For Discussion.

LIBRARY MATTERS TABLED FOR PRESENT

Finance Committee Reports on Six Hundred Dollars Appropriation for Band.

The City Council held its regular session Monday evening and took up a number of matters which have been hanging fire for some time. Chief among these matters was the report of the finance committee on the approval of a site for Carnegie library selected by the library board. No definite action was taken, but from the opinions expressed in public and private, the site selected is not approved by the finance committee, who deem that the cheaper site will do as well. The matter was tabled for the time being. The Twin Falls band was recommended for a six hundred dollar appropriation, instead of the eight thousand as the report of the finance committee, consisting of Councilmen Brackeen, Bobber and Smith. A resolution by Councilman Parrott making the amount eight hundred dollars for lack of a second. The Twin Falls Times was made the official paper of the city upon resolution duly passed and made a part of the proceedings. Considerable discussion was brought out concerning the conditions of the city dumping grounds, where all kinds of refuse and rubbish has been dumped and left unburned. A new ordinance was passed adding a penalty for leaving unburied carcasses on the dump. The ordinance repealing the license charge on post holes was passed and probably a new license law will be fixed somewhat lower than the one repealed.

ROUNDING UP OFFENDERS

City Police and Sheriff's Office Busy the Last Few Days.

For the last few days the sheriff's office and the city police have been looking after several parties who have been thought to have been violating the local option law. As a result one man has been arrested and confined in the county jail. It will have his hearing in a few days. It is the intention of the city police and the sheriff's office to stop the sale of liquor in the city and county.

Talks on Advertising

By NELS DARLING

Advertising pays—if it is the right kind. The best medium for the retail merchant is the local newspaper, but many of you give the matter little or no attention. Advertising with some merchants is a side issue, a donation to the paper; considered as a liability instead of a great big asset. I know that some of you fellows will spend two hours and a half trying to sell a twenty dollar bill of goods, and the other hand will give a registered ten minutes to writing a mighty good ad. that costs you five dollars. Be honest, you are just a tired and no negligent man to make this five do some work. For this amount you can talk forcibly to a couple of thousand people in a way that will attract them and make them know that you are selling the goods they want at the right prices. Any merchant who can talk his goods to a customer can learn to write advertisements with the pulling power. Bear this in mind—your advertisements should always do these three things: First—attract attention; second—hold attention and create interest; third—leave an impression that will last for some time. An advertisement about one article that is well described and priced is worth more than an advertisement about a dozen things touched upon in a lot of generalities. Most people of the community know what line of business you are in if you have been in town six months. Do not waste space and money telling them what they already know. If you handle shoes, tell them what kind, what you claim for them, what advantages they have over other shoes, and the selling price. Do not crowd your space. Make your advertisements talk—tell something the people will be interested in knowing.

3RD ANNUAL INSTITUTE

Gathering in Twin Falls, This Year Will Be Important

TWO MORE COUNTIES ADDED TO NUMBER PARTICIPATING

Four Hundred Teachers Expected to Listen to Some of the Foremost Educators.

The third annual teachers' joint institute will be held in Twin Falls during the week beginning Monday, September sixth. This institute will be larger than either of the two preceding ones. This is because the association forming this institute has been made larger by the addition of two counties. In addition to Twin Falls, Cassia and Minidoka counties, Lincoln and Gooding counties will be members of the association. The county superintendents of these five counties: Miss Bertha Noel, of Twin Falls; Miss Stella Cook, of Lincoln; Miss Mae Lewis, of Cassia; Miss Myrtle Journey, of Gooding; and Mrs. Ida Sullivan, of Minidoka; met in Twin Falls before the close of the last school year and decided to co-operate in the teachers' institute to be held here in September. They selected Superintendent H. G. Blue as the conductor of the institute. The institute will be attended by

UNDERGOES MINOR OPERATION

J. A. Shireale Under Knife Wednesday Morning.

Manager J. A. Shireale of the Idaho Department Store was operated upon Wednesday morning of this week for a serious minor operation at the Twin Falls hospital and was the same evening taken to his home on Seventh avenue east where he will rest while getting over the result of the operation, which was highly successful.

BALL GAME SUNDAY

Report Will try Contusions With Locals Sunday Afternoon.

On Sunday afternoon, commencing promptly at three o'clock, there will be what is looked for to be one of the fastest ball games of the season. The Tupper team will be here to try conclusions with the locals. The latter team has been playing some fast ball this season and the local fans are looking for more than their money's worth in good, clean ball.

CONDEMNNS PEST HOUSE

County Board Censured by State Inspector White.

Chairman, Board of County Commissioners, Twin Falls, Idaho.

Dear Sir:—While making an inspection of the Twin Falls Dump Grounds, a few days ago, I was advised that the two frame sheds located on this ground were used by the County as a pest house in isolating contagious and infectious diseases. I think you will agree with me that these buildings are not only unfit for such use but that the location is undesirable. In my judgment, it is nothing short of inhuman, to subject an American for a man of body of men to compel by force of law or otherwise the confinement of some unfortunate person afflicted with a contagious disease in such an unwholesome place as I found at the time of my inspection. A strong, healthy man could not live there ten days without suffering tortures of a living hell, and it is horrible to think of some poor, afflicted person being confined there and, in addition to his physical sufferings, subjected to the moral disgrace of being sent to a dump ground to recover his health or await the Grim Reaper, why by the very nature of the conditions existing at this place must have millions of representatives not fifty feet from the door. This letter is to give you notice that I will use every means at my command to prevent a further use of this location as a quarantine station and I would suggest that immediate steps be taken to remove the place that is suitable to a civilized community. Very truly yours, J. K. WHITE.

PIONEER DAY CELEBRATION

Burley Making Bids for Crowd at Celebration This Year.

One of the biggest and best "Pioneer Day" celebrations ever put on in Idaho will take place in Burley, Saturday, July 24. Everything from the pulpit of "49" to the 1916 model car will be shown in the big parade at 10 a. m. An excellent "Pioneer Day" program has been arranged, with speaking, music and sports. Three good horse races, with purses ranging from \$25 to \$200 will be pulled off. Prices of admission are as follows: Ladies, 50c; men, 75c. The contest, with plenty of Novada and Idaho cowpunchers to take part. Burley has five new grounds with a good half acre of land, a school building which will seat 2,000 people. With her new hotel she is well prepared to take care of a crowd as any city in the state. For further information rates are given by the Short Line. Ad.

"THE CASTLE RANCH"

A Story of Two Continents at the Orpheum.

For the last three nights of this week, the management of the Orpheum has laid out an show that is up to the usual Orpheum standard. "The Castle Ranch," a story of two continents, is a two-act comedy-drama showing how a crafty land shark played a losing game. Fatty Arbuckle will be seen in an up-to-date Keystone comedy, with his "Maggie Pants." "The Mutual Weekly" is always of interest, showing as it does the happenings of the entire world. Gordon and Egin will be seen in your favorite comedy, singing and dancing. The entertainment will be a good one from start to finish.

MEETING OF MOOSE

F. Kohlenberg, National Director to Address the Local Order.

On Monday evening of next week the local lodge of the Loyal Order of Moose will hold their regular meeting. The lodge will be addressed by F. Kohlenberg, national director of the order, who will by that time have returned from the supreme national convention in San Diego. The same evening a class of fifty will be initiated into the local camp.

BOOTH GOES EAST

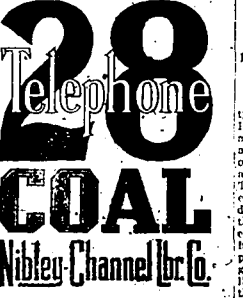
Manager of Mercantile Company Optimistic.

C. E. Booth, of the Booth Mercantile company, left Wednesday morning for Chicago and New York, where he will spend three weeks making purchases for the fall stock of the big daylight store. Every year Mr. Booth goes to the big markets to get new ideas on the changing fashions and to purchase those progressive styles electric lights, the latest dresses and costumes for the ladies. Mr. Booth, before leaving, stated to the Times, that in his opinion the coming fall was going to be the very best in the history of his store and that in making his purchases that he would endeavor to give the ladies here the best and largest selection ever shown in the history of the store.

OUTING OF REBEKAH LODGE

Primrose Lodge Visits Home of H. C. Parker Last Tuesday Evening.

Last Tuesday evening about seventy-five members of Primrose Rebekah Lodge, boarded the big auto truck and more than a half dozen private cars and went to the country home of Mr. and Mrs. H. C. Parker, where a very pleasant evening was spent. The house was brilliantly lighted with electric lights, the fine lawn gaily decorated with Japanese lanterns and the long tables spread with white linen and decorated with flowers, which indicated that the hosts were not surprised. The evening was spent with games and other amusements and delightful refreshments were served at the close of the evening.



THE TWIN FALLS TIMES

Published Twice-A-Week, Tuesdays and Fridays, in the Gault-Johansen building, Main Street.

WILLIUR S. HILL, Editor and Publisher

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TEL. 88

DEMAND THIS LABEL



On All of Your Printed Matter, It Represents Good Workmanship, Good Wages and Good Conditions.

If I spend my Dollars out of Twin Falls and you spend your Dollars out of Twin Falls, and all the People spend their Dollars out of Twin Falls, WHAT IN THE THUNDER WILL BECOME OF TWIN FALLS?

THINK ABOUT IT

Twin Falls Commercial Club

MONEY FOOLISHLY SPENT

The condition of many stretches of state highway all over this state leads to a grave question whether road work done during the hot summer months is worth while. At present many of the county roads are a mass of dust and are really less passable than prior to the road work. Tearing up the road bed after the springs rains have fallen in most cases results in forming bad chuck holes and ruts that almost destroy the value of the road later when the rain fall comes. The ruts catch the rain and hold it making just as bad mud holes where the chuck holes were in the dry season. This is true of so many of the roads that have been plowed up and rounded in the past month that it looks as though permanent road work must be started in the late fall or early spring in order to get one hundred cents on the dollar. The Times can point to a number of roads worked this month and the latter part of June that have never hardened or packed and are rapidly getting worse as to dust. Nothing but a good heavy downpour will help them and at that more money will have to be spent to put them in shape than would be necessary if that work had been done in the proper season.

COUNTY MONEY FOR POLITICAL PURPOSES

The Times has charged that since the control of the county funds has been in the hands of the Democrats, that party has utilized to an extravagant extent those funds to build up the party machine or rather the clique of the party which has attempted to dominate in the past few and a half years. In a series of incidents it will be the purpose of this paper to show that the county commissioners of last term of which Commissioner Carlson was a member, did at various times use such funds in a way that added nothing of value to the taxpayers, while putting the money into the pockets of political adherents. Through the mouthpiece of the board, the good faith of this paper has been questioned. The Times is willing to leave these accounts to the credit of the public.

The state law requires that the results of the official ballot at the general election be printed in at least two newspaper or other four papers of the county. The intent of the law being the dissemination of a certain knowledge of the candidates to the voters. The publication of these accounts expensive and most

county boards content themselves with publication in the minimum number, two papers, one of each political faith. The county board of last year fully complied, according to the testimony of the clerk and members of the board, on two papers, one Republican and one Democratic. However, when the time came for the publication of the ballot, strange to say, the ballot was printed in four papers, three Democratic and one Republican, mark the disparity of the division. In other words, four hundred dollars of county money (the taxpayers' money) went as pap to two extra Democratic papers to help build up the fences of the Democratic county clique in control. Two papers were enough and has been the number utilized by other boards in this county. Commissioner Carlson states that he is desirous of economy in public office, yet failed in this case to make a saving of four hundred dollars of your money and mine. If the idea of the expenditure was education of the public, then he should have picked two papers of each party having the largest circulation. There is only one conclusion that any person of reason can get from the above action, a desire on the part of this man to aid his party at the expense of the public funds.

Furthermore there is no record of any protest on the part of the economical Mr. Carlson over the payment of the accounts. Four hundred dollars is not a great sum, but it is four hundred dollars of public funds used for a political purpose rather than to enhance the public welfare.

DISORGANIZATION IN FRANCE AND ENGLAND

Outspoken criticism is not popular in France today, and the authorities have suppressed the Paris Guerre Sociale, the organ of the brilliant Socialist editor, Mr. Gustave Hervé, for frankly stating that "the Allies have failed since the Marne." This failure Mr. Hervé attributes to a lack of organization in both France and England, which, he says, must be speedily remedied unless disaster is to follow. He considers that the people are awake to the danger and that only "It would be deceiving the government and the chief command to allow them to believe that either the part of the nation which is fighting in the trenches or the other which lives in anguish and in hope is full of admiration or ecstasy over the military results obtained since last September, that is, since the great day of enthusiasm which followed the battle of the Marne."

He then proceeds to ask a number of pointed questions and calls for greater frankness on the part of the authorities:

"Every one has an impression that although our military affairs may not be going very badly, they are not going very well, and that there is something in the huge machinery that is not working properly. What is it? "Is there a scarcity of munitions that prevents great results? Are there not enough to carry on a violent offensive for several days in succession? Do the English lack these things? If that is so, let the defensive be maintained until a sufficient stock is obtained, but do not, even under the pretext of lending a hand from afar to the Russians, let hundreds of thousands of men be killed in affairs which it is impossible to push through and which can only be continued a few days from want of munitions. Let the nation and the army be told once for all that the offensive will only be taken when the English and we have a full supply of munitions and not before."

Nor is the disorganization confined to the extreme radical press, for Senator Humbert, writing in the Paris Morning Freiheit, says:

"Victory is no longer the gamble of a heroic dash of a hold-still-or-never maneuver; it is the mathematical result of hard work and organization. What will triumph is not the France, admirable of course, that knows how to suffer and to die, but the France, admirable of course, that knows how to produce to



The Creed of A Dodge Brothers Salesman

BELIEVE in Dodge Brothers Motor Car because into its making have gone the finest thoughts of those two Master Men whose name it bears.

I believe in this car because I know that beneath the lustre of a matchless exterior is the expression of honesty and integrity in material form.

I know that bound up in every polished gearing are those qualities which manifest themselves in all great achievements. In offering Dodge Brothers Motor Car I know that I am selling a machine that is made of iron and steel character---a vehicle that must and does symbolize and maintain a priceless reputation built on honor.

My faith is not alone a faith in a car---it is a faith in the ideals of men, for I know that back of these mighty factories their thought is ever master. I believe, with Berton Brables, that---

- "Back of the motors' humming, Back of the belts that sing, Back of the hammers' drumming, Back of the cranes that swing, There are the eyes which scan them, Watching thru stress and strain; There are the Minds which plan them-- Back of the brawn, the Brain."

And so I stand, inspired with the blazing truth that I am selling thru honest effort something not only built by man, but built of men to be sold to men by MAN.

---GEORGE HARRISON PHELPS

Carload Due Here Next Monday

Lind Automobile Company

Distributors for Southern Idaho Twin Falls

Palace Cafe advertisement with text: "Don't Forget Every Wednesday and Sunday 6 to 8 p. m. our special 'Eveing Soupre' with music by Alfonte Sisters 'For You to Enjoy.' Bring your Friends and dine well for little money." Includes "Palace Cafe" logo at the bottom.

ment, to work, the France that has ever marched at the head of all progressive, and along with them the fortunes of the co-owners and the comrades, the people turn into madonnas and enemies. They become fighters in the cause of the country and bitter hostile to the government that rule them.

"Every Frenchman today... has a sacred place to fill. We must get army against army, industry against industry, trade against trade, finance against finance, and science against science, that is the war we must uphold against Germany."

"The National Register ought to be begun at once. It will not immediately meet our deficiencies or solve our problems. It is with munitions and with the cost of food and fire that we are principally concerned. But the National Register, which could be have been made long ago, and which is presented by the opposition of the..."

turns. It is not so long since the words militarism and organization made every Briton laugh. Day after day the newspapers, both Tory and Liberal, poured hatred upon these two expressions because they were 'Frusian' inventions which must be eradicated as being the greatest danger to the freedom of Europe. And now? Militarism and organization have become the twin anchors of salvation, the only means by which old England, now falling to pieces, can be fastened together again. This is the course of ideas that it is high time to initiate the hated 'Frusian' inventions to which Germany owes her successes from which the Ministry of Munitions has arisen. From this, too, comes the demand for the hated military compulsion which was Germany's proudly called universal service. Literary Digest.

## Householder, How Much Cash

Have you paid out in the last twelvemonth for rent, bills and sundries? For how much of it do you hold receipts? What proportion can you account for now?

As you know, currency payments leave no record behind. They are the device of the careless individual. They invite loss and dispute. Much better, is it not, to be a Twin Falls Bank & Trust Company depositor and use the reliable pay-by-check system? personal accounts invited.

## TWIN FALLS BANK & TRUST CO.

TWIN FALLS, IDAHO

## MEET ME AT FAIRFIELD THURSDAY, JULY 29, '15

"The Day of Opportunity"

Address by United States Senator James H. Brady

Agricultural Institute

SOMETHING FOR EVERY HOUR OF THE DAY

OPENING OF THE FAIRFIELD TOWNSITE  
the Biggest Little City in Southern Idaho.

HALF FARE RAILROAD RATES

### AUTOMOBILE OFF GREAT CLIFF

Moving Picture Actor Pulls a Real Scene Rehearsed for Dummy.

The camera men were set. The director was at the station. He about 11:30 "Cried away" to the men at the cameras and wigwagged for the action to proceed.

Far off across the sun-illumined stretch the camera caught the movement of a racing motor car. The whirling wheels threw up great belching spurts of white road dust that floated like steam in the clear California air. The rear of the motor grew louder as the car came nearer and nearer; the little moving picture corps stationed on a knoll commanding both plateau and sea.

"Cummings is driving like a lunatic today," James Jaccard, the director, observed to the camera man at his elbow, who rolled with a nod as he proceeded with the steady turn that was whirling the picture of the speeder into film record. They were making the "great away" scene in "The Diamond From the Sky," the new picturized romantic novel.

"Hold!" Jaccard shouted, as the car shot past in a blur of motion. A few rolls on the road winding about the top of the cliff took a sharp turn just where the great towering wall of the cliff jutted out into the sea. Below the big rollers of the deep water were booming ominously against the rocks.

The rehearsed plan of the picture was to substitute a dummy for James Cummings, appearing as the hero Arthur Stanley of the film novel, and send the car over the cliff for the picture for the wild drop.

"Hold! Stop! That's enough." The terror-frenzied director's command brought no reply.

Cummings cut speed on. While the director shouted and gesticulated futile warnings, the camera man continued to grind away, recording the picture.

The automobile motor, a hundred feet from the edge of the cliff, roared with a new fury as Cummings threw in the accelerator. There was a flash of fire from the power pent exhaust and the motor, whirling at the wheel, went over the cliff.

A mighty boom from below told the paralyzed group at the cameras when the motor struck the sea.

But this is not an ordinary scene. As the camera men and director rushed to the edge of the cliff they saw Cummings bob up nearly a hundred yards off shore and start swimming in with long, powerful strokes that assured his safety. Director Jaccard was himself again in an instant.

"Get that. It's great stuff," shouted the director at the camera man.

A few minutes later Cummings was clinging to dry clothes in the tonneau of the director's car.

"Why in blazes did you do it?" Jaccard demanded. "You know we rehearsed it with a dummy."

"Yep. But the brakes jammed so tight I'd make it a good one," responded Cummings. "What're you kicking about? Wasn't it good stuff. That is the moving picture life at Santa Barbara."

### IN THE PROBATE COURT

County of Twin Falls, State of Idaho.

Order to show cause why order of sale of real estate should not be made. In the matter of the estate of Edward C. Frieble, deceased.

Edw. C. Frieble, administrator of the estate of Edward C. Frieble, deceased, having filed his petition bore praying for an order of sale of part of the real estate of said decedent, for the purposes therein set forth.

IT IS THEREFORE ORDERED by the judge of the said court, that all persons interested in the estate of said decedent appear before the said Probate Court on Thursday, the 12th day of August, 1915, at 10 o'clock in the forenoon of said day, in the Court Room of said Probate Court at the city of Twin Falls, in said county of Twin Falls, to show cause why an order should not be granted to the said administrator to sell so much of the real estate of the said decedent Edward C. Frieble as shall be necessary.

And that a copy of this order be published at least once a week for not less than four successive weeks in the Twin Falls Times, a newspaper printed and published in said Twin Falls County, Idaho, and that said publication be completed at least five days prior to said 12th day of August, 1915.

Dated July 12th, 1915.  
J. M. SHANK,  
Judge of Probate.  
July 12-20-23-30 Aug. 6

ORDINANCE NO. 153.  
An Ordinance Repealing Section Thirteen of Ordinance No. Seventy-one of the City of Twin Falls.

Be it ordained by the Mayor and City Council of the City of Twin Falls, Idaho:

Section 1. That Section thirteen of Ordinance No. seventy-one of the City of Twin Falls, said Ordinance providing for the payment of licenses to the City of Twin Falls, be and the same is hereby repealed.

Passed by the Council of the City of Twin Falls, this 19th day of July, 1915.

EVERETT M. SWEELEY, Mayor  
Attest: REESE M. WILLIAMS, City Clerk.

NOTICE TO CREDITORS  
Estate of George Isaacs, deceased. NOTICE is hereby given by the undersigned administrator of the estate of George Isaacs, deceased, to all persons having claims against the said deceased, to exhibit them with the necessary vouchers, within ten months after the first publication of this notice, to the said creditors, in the county of Twin Falls, state of Idaho, this being the first place fixed for the transaction of the business of said estate.

Dated July 16, 1915.  
FRANK W. KUKA,  
Administrator.

### NOTICE OF SHERIFF'S SALE

Notice of Sheriff's Sale on Foreclosure of Mortgage, and Order of Sale.

Bank of Hollister, a corporation, plaintiff, vs. E. G. McKenna, Edith McKenna and C. D. Blankenship, defendants. UNDER AND BY VIRTUE of an order of sale and decree of foreclosure, issued out of the District Court of the Fourth Judicial District, State of Idaho, in and for the County of Twin Falls, on the 13th day of July, 1915, in the above entitled action, wherein the Bank of Hollister, a corporation, the above named plaintiffs, obtained a decree against E. G. McKenna, Edith McKenna and C. D. Blankenship, defendants on the 13th day of July, 1915, which said decree was on the 13th day of July, 1915, recorded in Judgment Book 3 of said Court, at page 549. I am commanded to sell all that certain lot, less or parcel of land situated in the County of Twin Falls, State of Idaho, and bounded and described as follows, to-wit:

Lot eleven (11) Block Seventy (70) of Hollister Township, Twin Falls County, Idaho, together with all and singular the tenements, hereditaments and appurtenances thereto in any way belonging or in any way appertaining.

NOTICE IS HEREBY GIVEN, That on the 10th day of August, 1915, at 10 o'clock a. m. of that day, in front of the Court House door in the City of Twin Falls, County of Twin Falls, Idaho, I will in obedience to said order of sale and decree of foreclosure, sell the above described property, or so much thereof as may be necessary to satisfy plaintiff's decree with interest thereon and costs, to the highest bidder for cash, lawful money of the United States.

FRANK M. KENDALL, Sheriff.  
By W. G. THOMPSON, Deputy.

Dated July 11, A. D. 1915.  
July 16-23-30.

### SUMMONS

In the District Court of the Fourth Judicial District of the State of Idaho, in and for the County of Twin Falls.

Mary L. Brower, plaintiff, vs. George W. Brower, defendant.

THE STATE OF IDAHO SENDS GREETINGS to George W. Brower, defendant.

YOU ARE HEREBY SUMMONED AND Required to appear in an action brought against you by the above-named plaintiff in the said District Court, and to answer the complaint of the said plaintiff, filed therein, within twenty (20) days (exclusive of the day of service) after the service on you of this summons, if served, within this Judicial District, or if served elsewhere within forty (40) days. That the said action is brought for the purpose of dissolving the bonds of matrimony heretofore and now existing between yourself and the said plaintiff, upon the ground that you have failed, for a period of more than one year last past, to provide the plaintiff with the common necessities of life.

And you are hereby notified that if you fail to appear and answer said complaint as above required, the said plaintiff will apply to the court for the relief demanded in her complaint on file in the said cause.

Attest my hand and the seal of the district court of the Fourth Judicial District of the state of Idaho, in and for the county of Twin Falls, this twentieth day of June, 1915.

E. J. FINCH, Clerk.  
By H. H. COGGINS, Deputy.

E. V. Larson, attorney for the plaintiff, Twin Falls, Idaho.  
July 2-9-16-23-30 Aug. 6

### ORDINANCE NO. 150.

An Ordinance requiring the Obtaining of a Permit to Bury or Deposit the Carcass of any Animal in or Upon City Dump Ground and Providing for the Adoption by the City Council of Said City of Reasonable Rules and Regulations for the Maintenance and Use of Said Dump Grounds and Fixing a Penalty for the Violation of This Ordinance or the Rules Adopted by the Council for the Use Thereof, and Repealing Ordinance Number 137 of Said City.

Be it ordained by the Mayor and City Council of said City of Twin Falls:

Section 1. It shall be unlawful for any person to deposit upon or bury in the City Dump Grounds of the City of Twin Falls, said City, any animal, without first obtaining from said city a permit therefore to be issued by the City Clerk of said City permitting the burial thereof and such rules and regulations as may be adopted by the City Council of said City.

Section 2. A notice or notice-in-printing or written shall be posted in a conspicuous place or places upon said Dump Grounds of all rules and regulations which may be adopted by the Council from time to time for the use of said grounds.

Section 3. Any person who shall violate this ordinance or any rule or regulation adopted by the City Council for the use of said Dump Ground shall be guilty of a misdemeanor and upon conviction thereof shall be fined not less than five dollars and not more than twenty-five dollars for each offense.

Section 4. Ordinance number 137 of said City of Twin Falls is hereby repealed.

Passed by the City Council of the City of Twin Falls this 19th day of July, A. D. 1915.

Approved: July 19th, 1915.  
EVERETT M. SWEELEY, Mayor.  
Attest: REESE M. WILLIAMS, City Clerk.

### NOTICE

All responsibility is hereby refused for any debts, either private or public, incurred by my wife, Elsa Frieble, unless my signed order authorizes such indebtedness.

I. H. FRIEDHEIM,  
July 20-27 Aug. 2-9

LECTURES BY COLONEL BAIN  
These books are received and may be had at the Presbyterian church study.



## FOR SALE

600 Thoroughbred Hampshire Ewes. Ranging from one to four years-old. Also 200 Hampshire ewe lambs.

John Curran

Home Ranch

Hagerman Idaho

## Summer Excursions

East  
VIA

## Union Pacific System

Very low rates to Denver, Colorado Springs, Kansas City, St. Louis, Memphis, Omaha, Chicago, Minneapolis, St. Paul, and many other points from local points on the Oregon Short Line.

SALE DATES: May 15, 19, 22, 26, 29; June 2, 5, 9, 12, 16, 19, 23, 26, 30; July 7, 14, 21, 28; August 4, 11, 18, 25; September 1, 8, 15. LIMIT, October 31, 1915.

STOP-OVERS; DIVERSE ROUTES.

Consult any O. S. L. Agent for rates and further details.

Remember the  
Union Pacific  
System is the  
Direct Route  
to all points east  
Through Cars

## Sheep for Sale

40,000 Breeding Ewes for Sale. Price \$4.75 Delivered in Twin Falls

Will contract lambs, next years delivery, same price as ewes, if desired. Will find bank to finance farmers with perfect security.

A. D. Watkins, J. E. Gray  
Buhl, Idaho, R. F. D. No. 2

F. F. BRACKEN, President. DR. C. R. SCOTT, Vice President.  
URBAN TRACEY, Cashier.

## The Idaho State Bank

Of Twin Falls, Idaho

CAPITAL \$50,000

INTEREST PAID ON TIME DEPOSITS

DIRECTORS  
DAVID BROWN, C. FAHRNEY  
F. F. BRACKEN, F. C. SMITH, C. R. SCOTT, URBAN TRACEY  
JAMES McMILLAN

### THE FIRST NATIONAL BANK

Invites you to see its officers when you have any financial questions to decide. We are the oldest bank on the tract. Our experience is at your disposal.

FIRST NATIONAL BANK OF TWIN FALLS.

## Removal Notice

THE BRIZEE SHEET METAL COMPANY

Has moved its offices and factory from the Brizee building on 2nd Street East to

302 Main Avenue South

## TWIN FALLS CAFE

KOTO BROS., Props.

Best Service and Popular Prices

Try Our Big 25c Dinner

PRIVATE DINING ROOM FOR LADIES

OPEN DAY AND NIGHT - PHONE 238

TOILET & BATH 10¢

KIRK'S  
LAW ROSE  
SOAP

DELIGHTFULLY REFRESHING

# No End to the Good Things Booth's Big Clearance Sale Goes Merrily On

The most successful sale we ever held--Saturday was the biggest day we ever had at this season--but you know clearance with us is a real bargain event.

**Dress Gingham 7 1-2c Yard**  
10c and 12 1-2c Gingham in rust colors, a good weight cloth.

**Parasols \$1.00**  
We are going to offer a special lot white and colors, including pongees, at the very special price... \$1.00

**50c Handkerchiefs 35c**  
A clearance price on a good dress. It must go.

**45-in. Embroidered Voile 49c**  
Pure linen, cottage hand embroidered and Swiss Alpine.

**Big Shoe Event 49c**  
Starting Saturday Till Closed Out

15 pair ladies oxfords and pumps, patent and vici kid, \$3.50 and \$4.00 shoes, to close out... 49c Pair  
**\$3.50 and \$4 Tan Oxfords \$2.00 Pair**

No better shoes made--moderate styles--shoes fit for better or second wear.  
**\$4 White Nubuck Pumps and Oxfords \$2.50**  
Really worth \$4.00 pair, neat, dressy and cool, remarkable value at... \$2.50

**Hats 98c and \$1.98**  
For these remarkable prices we will clean up summer millinery in trimmed hats that are worth three to five times the price. You'll tire of the old one, get a new one for a little money.

**Dress Goods 10c Yard**  
...ing but made of ratine, tissues in plaids in a lot of colors, sold at a high as 75c yard, to close out only, per yard... 10c

## Every Pump and Oxford in the Big High Grade Stock Reduced

Beginning Saturday, we will offer reductions on lines we have never cut a cent. Every woman can dress her feet well for a little money.

This Big Clearance Sale is made to sell goods--Items that have not been on sale will be added at big reductions. Its business with us and its good business for you to come and see.

# BOOTH MERCANTILE COMPANY

### 3RD ANNUAL INSTITUTE

(Continued from Page 1)

approximately four hundred teachers. It will be the largest gathering of kind Twin Falls has ever entertained. Plans are practically completed for the work of the institute, which, it is believed, will be one of the best sectional teachers meetings ever held in the state of Idaho. The institute will be organized into eight departments. These departments will provide for the teachers who are interested in school administration and supervision; secondary education; elementary education; primary education; rural education; penmanship; music and art. The department of elementary education will provide for the teachers of the intermediate and primary grades of the elementary school. In addition to the department of elementary education, there will be held several lectures to which the public is invited. These open lectures will be given in the morning afternoon and evening. Superintendent Bine states that the following lecturers and instructors have been selected for work in the institute:

Dr. Ira W. Howarth, of the department of education of the University of California. Dr. Howarth has made splendid contributions to the field of education and is admirably equipped in every way for his work as an institute lecturer. In addition to providing the greater part of the open lectures, Dr. Howarth will have charge of the department of school administration and supervision.

Dr. Alfred L. Hall, of the Curry Memorial School of Education of the University of Virginia. Dr. Hall, who is one of the foremost leaders in the progressive movement of secondary education, has recently made some contributions to the literature obtaining in his field that have attracted wide attention. He will have charge of the department of secondary education and will also give one or two open lectures.

Dr. Charles A. McSherry, of the George Peckley College for Teachers, Nashville, Tenn. Dr. McSherry has been for years one of the most noted authorities in the field of secondary education. His years of work in the state normal school of DeKalb, Ill., attest this fact. Without doubt, Dr. McSherry has contributed more to the literature of elementary education than any of his contemporaries. Practically every teacher in America is familiar with many of Dr. McSherry's educational and pedagogical texts, normal school and college for the training of teachers and have for years read and re-read his many fine books. He will have charge of the department of elementary education and will also give one or two open lectures.

Professor John C. Werner, faculty of the Kansas State Agricultural College of Manhattan, Kansas. Professor Werner is a member of the state normal school of the state of Kansas and has accepted the duty of rural education in the normal school of Idaho. His work in the Kansas State agricultural college shows that he is an

instructor of unusual ability. In addition to one or two open lectures, Professor Werner will lecture in the department of rural education.

Mrs. Gudrun Thorne-Thomson, of the elementary school of education of the University of Chicago. Mrs. Thorne-Thomson will have charge of the department of primary education.

Professor F. F. Von Court, of the A. N. Palmer Company, Cedar Rapids, Iowa, will direct the work in Penmanship. Mr. Von Court is one of the noted members of the Palmer company, who is teaching during the present summer in the Palmer school of Penmanship at the Panama exposition.

Mr. Walter will be one of the Stronger factors in the institute.

Miss Alice S. Wain, supervisor of music in the public schools of Great Falls, Montana, will have charge of the department of music. Mrs. Wain has had considerable experience in the music problems obtaining in primary, intermediate and grammar grades of the elementary schools.

Professor S. E. Smith, of the State Normal and Industrial school of Aberdeen, South Dakota, will have charge of the department of public school and department of education lectures and instruction in this department he will have a splendid exhibit of pictures representing about three hundred subjects in connection with the drawing lessons. Professor Smith will give study talks on these pictures. He will also devote some time to construction work as it applies to elementary education.

The Twin Falls Commercial club, through Secretary McMillan, is handling the work of the institute. The entertainment of the four hundred teachers who will be in attendance at this institute, both Secretary McMillan and Superintendent Bine feel that the coming institute is going to be one of the most attractive affairs of an educational and entertaining nature ever held in this section of the country. Arrangements will be made with the Twin Falls Railway company for excursion trips to Shoshone falls for the benefit of the visiting teachers and lecturers.

organization. Medical fittings, regular corset fittings, special lectures on salesmanship, advertising, "travelers", illustrations, etc., were features of the week. In addition to the state delegates were entertained with many sight-seeing excursions, enjoying special privileges at the Panama-Pacific International Exposition.

Miss Buzzard speaks enthusiastically of the exposition and expressed the wish that everyone might see its beauties.

White and gold were chosen as the colors for the Gossard Convention, and the slogan adopted, "Work for the Love of Your Work." Miss Buzzard finds herself busily engaged since her return telling her friends of the remarkable things she saw during her stay in "The Jewel City"--Ady.

of the old radiators and piping can be used, thus cutting down the cost of the new system.

The cost of the toilets in the building has always been insupportable owing to improper drainage. These will be fixed up with sanitary plumbing and new space added to both sides. It is a wonder that the state board of health has not condemned the unsanitary conditions prevalent there.

Back is to give place to a room fitted up in the big auditorium, which will care for about one hundred and fifty, while the room now occupied by the boiler and coal rooms will be utilized for housing the children. If necessary, the board is planning the purchase of a modern portable school house, such as Pocatello is successfully using.

The entire cost of the improvements

perment value that will cut down much expensive re-publication at a later date.

Copies of the logs can be had at all of the garages in the city and almost anywhere in the important towns and cities of Idaho and Utah.

The work which has been under the able direction of Messrs. Mickelwait, Spencer, Smith and Swim, is of benefit to every automobilist of the county and the auto owners are urged to turn their names in to Secretary Geo. H. Smith and pay two dollars for membership. The association can do an immense amount of good if it has the solid backing of all automobilists.

A new 1915 Hupomobile touring car for sale at a bargain. F. A. Nelson, Phone No. 7. June 22 ft

**FOR SALE**  
Light driving team, buggy, single harness, tent, Jersey cow and household furniture, Inquire, Geo. H. Smith, 519 2nd avenue west. July 20 ft

A new 1915 Hupomobile touring car for sale at a bargain. F. A. Nelson, Phone No. 7. July 22 ft

**WANTED**  
WANTED--To rent small house, furnished preferred, with barn. State price and location to "J", care Times. July 23 ft

**LOST**--Shepherd pup, three months old, black and tan color, answers to the name of "Colonel." Reward for return to Polts Motor Car Company, Twin Falls. July 23-27 pd.

**Automobile wanted**--Light roadster in good order. R. P. Logan, phone 110. July 13 ft

**WANTED**--Woman for general house work. Phone 805-B. July 6 ft

**WANTED**--To buy second hand furniture. Hoosier Furniture store. July 16-20

**WANTED**--To purchase return trip ticket east. This side Missouri river. See Times. July 16-20-23 pd.

**PARTNER WANTED**--In good paying real estate and automobile business. Been in real estate here seven years and have always done good business. Have Ford agency and have sold 5 cars since March, 1914. Business too big for me to handle alone. Partner must have cash to take interest in real estate holdings. This will bear close investigation. E. P. Ripley, Filer, Idaho. June 8 ft

**WANTED**--Position on ranch by day, or work in town by the day. "C", care Times. July 21-27 pd.

**LOST**--Gold bracelet, officer engraving. Leave at this office. Reward. July 23 pd

**LOST**--A white crogetiger Sat. between depot and 1st National bank. Leave at Times office. July 20 pd

**FOR TRADE**  
**WANT FARM ON TWIN FALLS TRACT**  
Will exchange 33 acres improved dairy farm on Pinedale Sound, near Bullhead, Washington, modern buildings, with or without stock, for 40 to 50 acres without buildings. Will trade modern barnyard in Bullhead, Washington, on part payment. Write for full particulars, Miller & Hawkins, Billingsham, Washington. July 23-27

When the time comes, buying chance in years is one of the best. Get the news in the "Daily Bulletin" For Sale ads.

A repetition of your want ad may bring a better offer for that second-hand article.

## MONEY TO LOAN

ON

### Farm Lands and Twin Falls Residence Property

## SWIM & ALDRICH

Bank & Trust Building

**SCHOOL NEEDS IMPROVEMENTS**  
Conditions at Bickel School Demand Remedy.

The board of trustees of the Independent School District are contemplating some much needed improvements in the Bickel school that will cut out the use of the three-room shack used for the past two years and increase the sanitation and ventilation of the building to a marked degree. A great amount of trouble has occurred each year over the impossibility of properly heating and ventilating the building, owing to the antiquated plant installed in the early days. The boiler is now worn out and dangerous and must be replaced. The board is figuring the putting in of a modern heating plant that will care for the building for all time, placed outside in a separate boiler room. This plant will be installed on an inexpensive ventilating system. Most

will be approximately five thousand dollars, but every item seems absolutely necessary.

**LOG OF STATE HIGHWAYS**  
Complete Guide for Tourist in Hands of Printer.

The Times is completing this week in its job department a forty page booklet and road log of the state highways and important roads leading into this city. The logging of the roads has been carefully done by individuals auto owners under the direction of the Twin Falls County Automobile association, which is paying for publication of the book. Every road east and west out of this city and north and south, both going and coming through Twin Falls has been logged so accurately that little chance can occur of the tourist getting off the road. Now that the highways have been designated, the log will have a

**Classified Advertisements.**  
ALL ADVERTISING UNDER THIS HEAD CASH IN ADVANCE

**FOR RENT**  
FOR RENT--Furnished or unfurnished apartments. Blue Lakes Bottling Works. Mar. 2 ft

**FOR SALE**  
Household goods at private sale. 222 Third avenue north. Blue dining table, six chairs, three rockers, leather upholstered, bureau, beds, child's crib, carpets, heater, range, electric wash, fruit jars, etc. July 23 pd

**FOR SALE**--Child's enamel bed, high chair, iron bed, springs and mattress, small range (new), Studebaker buggy and light, double harness, 139 5th avenue east. Phone 547. July 16-20 pd

**A SNAP**  
Light team, harness and fruit wagon. Call 538 8th avenue east. July 16-20 pd

**FOR SALE**--New and second hand furniture at the Hoosier Furniture store. July 16-20

Plans for sale, good as new, at a bargain. Call at 244 5th avenue north. July 16 ft

**FOR SALE**--An Overland roadster. Inquire Western Auto Company. July 9 ft

**GOOD USED CAR BARGAINS**  
A Maxwell 25, 1914, and a Chalmers, both in good running condition. Johnson Auto Sales Co., 142 Second Ave. north.

A new 1915 Hupomobile touring car for sale at a bargain. F. A. Nelson, Phone No. 7. June 22 ft

**FOR SALE**--A few good span of mares, harness, wagon, farm machinery and tools. E. E. Brown, 202 8th avenue north. Phone 591. June 25 ft

**30 ACRES AT A SNAP** if you have some money. All under cultivation. Lays fine. 10 miles southwest of Boise. 2 1-2 miles from Coaldorf. What is the use of paying \$150 per acre when you can get a ranch that will raise just as much for \$30 the acre. Address: Box 2, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. July 13-16-20-25-27-30







### The Rich Chew

You want your chew to have the luscious richness of ripe fruit.

SPEAR HEAD has it.

You want to taste that fruity flavor long as the chew lasts.

SPEAR HEAD holds it.

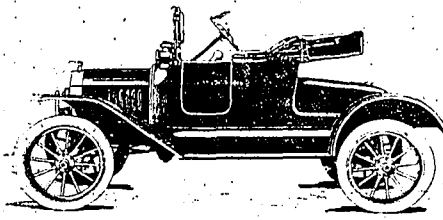
# SPEAR HEAD PLUG TOBACCO

is made of the most richly flavored red Burley.

In only a very small part of the annual Burley crop have the natural juices reached that perfect richness required for SPEAR HEAD.

Try SPEAR HEAD—the most delicious of all chewing tobaccos.

THE AMERICAN TOBACCO CO.



In city or country, for business or pleasure, under all conditions, the mechanical perfection, strength, light weight and simplicity of the Ford car make it the people's utility. And they average only about two cents a ride to operate and maintain.

During the unforeseen, every retail buyer of a new Ford car between August 1914, and August 1915, will receive from \$40 to \$60 as a share of the Ford Motor Company's profits.

Touring Car \$490; Runabout \$440; Town Car \$890; Coupelet \$750; Sedan \$975, f. o. b. Detroit, with all other equipment.

WESTERN AUTO CO Twin Falls

## L. F. Roberts Auto Transfer

Prompt Deliveries to All Parts of the City

Phone 275

## Something New in Twin Falls

The City Pharmacy recently purchased a supply of the best Eczema remedy in the world. Ask them to tell you about Dry Zensal for the crusty, scaly skin, and Moist Zensal for all watery eruptions.

### ETAH PIONEER DAY

Excursion Via Oregon Short Line. Tickets on sale between head points in Twin Falls and Idaho east of here, from July 21 and 24, until July 26th. See any O. S. L. Agent for further details. July 15-16-20-22

## WHAT NEWSPAPER ADVERTISING HAS DONE FOR MY BUSINESS

By Geo. M. Brown, President, General Roofing Manufacturing Co.

One of the best proofs that advertising has helped our business and has made us known, lies in the fact that I am invited to talk to this big advertising organization. We were so little known when we began advertising, and have become so well known everywhere that there is no one in the minds of any of our organization that advertising is doing all for us that we could expect it to do. A further proof of this is the fact that our most successful year in the history of our company, in spite of the general business depression, and so far this year we are proud of the fact that our sales in 1914 in every way. In some ways we are very much ahead.

In order that you may fully understand the position in some of these matters, it will be advisable to give a short outline of our early experiences before we began to advertise. We began by selling goods with no salesmen or dealers. There was a real demand for some such product, and it was wanted at a reasonable price. Similar products had been slightly introduced, but always at very high prices, and by building mills which could turn out a substantial volume and do all the work of manufacturing from start to finish, we were able to offer goods of good quality at lower prices. The demand kept growing and the jobbing trade began to sit up and take notice, and we soon got to the selling of the bulk of our business through jobbing channels. We looked upon the jobber as a necessary part of modern up-to-date, economical business. We thought he could give service, distribution and a credit which were necessary for the most up-to-date results. In the beginning we were successful in this because of the better hazards which was offered, but competitors in our lines found that by sending clever talkers, men who were better informed in our specialties, to the dealer or large consuming trade, they could outsell our jobbers' salesmen who had hundreds of thousands of dollars to sell with, and were not well informed on our specialties, etc.

We realized that we must give something to the selling class, and that goods when shipped from our mills to the jobber or dealer were not really sold. We learned that people want to know what they are getting, and we found that they know something about what they are buying, and in cases they do not have this information a very clever talker will get the order, with a few favorable promises. We found that an ordinary presentation would get with the very best proposition. We had the mill facilities and the organization to carry on a large business, so we decided on a plan of general advertising. We adopted a coined word—"CERTAIN-TEED," as our trade mark and began to tell the story of what we were doing on a roll of roofing, or roll of building paper, or insulation paper.

We wanted the buying public to know that it meant responsibility and guaranteed satisfaction when goods carried this label. We have always claimed that the man is not living who can tell the life of a piece of roofing by looking at it and making a chemical analysis, but the manufacturer who knows what he puts in it and who then stands behind the goods is not the man who is not living. It is backed by ample responsibility in offering something which the public can afford to buy. The public cannot afford to guess, such has been our general condition and general plan of improvement.

We began by advertising in farm papers principally, but later extended to various papers, and finally entered into the general newspaper field for our big campaign.

In traveling this road we, of course, met with many ups and downs, unexpected experiences. We found, for instance, that we spent over \$10,000 in one year for papers and booklets, etc., and never drew a figure, although after we got them they were not wanted. While such inquiries may be made as to the matter, however, or as to the effectiveness of advertising, we do not suit our goods. There was no way to learn that what was good for one line of business might be very bad for another and because our country had made a big success along one line of procedure did not at all signify that such methods would be good for CERTAIN-TEED Roofing. In short, we began to study the situation properly, and to put every man from those in the back to those in the front, making observation, offering suggestions and ideas, etc. We found that out of 100,000 people, or 20,000 heads of families, there are a great many who never buy roofing. We found that among those who buy the purchasing is not infrequently outside of some contractor or builder, and among the actual buyers the average is probably not more than three or four purchases a lifetime. We realized that we could not have a salesman, and neither could our jobbers have salesmen at these few points at remote points, and it was proper time to get the order, and reasoned exactly the opposite way from what we did before. Investigation, at which early time we concluded that advertising would not be good for our line, because all we think was only good for something that could be sold every day, like chewing gum, for instance.

We found that many publications have wonderfully clever representatives who could come in and make us believe that we should have his publication, his treatment, large sales, in cases where if the publications were all spread out before us we would probably overlook his. This is only called attention to the fact that salesmen are just as necessary as would not sell the goods, and all in the way that men, organization and advertising together could do it. We believe that the influence by word of mouth, well-paid talkers, etc., will require a newspaper, and will investigate men of our own work, and

talked with men on trains and in street cars. If a man owned property and was a roofing buyer he was a live subject for us—what did he read? What carried the strongest influence? What he read? We began by sending our advertisement in the file hours in the evening at home or on vacations or at some other time? As a matter of fact, we had no idea when he really could remember having read something and where and when he formed his early impressions. The more we thought about it, the more we had commenced using more than one hundred big newspapers, and while we believe there are many who do not believe that advertising is seldom entirely thrown away, and while we might advertise some other lines in some different way, we believe that the satisfactory publication for our purpose for the principal part of our campaign. We find that business men who are interested in the subject, the advertising is generally closely associated with reading matter, and if put in the proper way, will be read, when there is an interest in the subject being advertised. The advertisements are not buried in a big lot of advertising. These ideas have kept us from using the Sunday newspapers, which are so full of advertising, and in the department stage and automobile advertisement an ordinary sized advertisement on other products becomes valuable a roofing advertisement. The rate values of Sunday papers—they are good for many lines, but not the best for ours.

By using the daily paper instead of the medium of national circulation, we can tell a story to the community. If we desire to talk of agriculture in an agricultural community, we can do so. If we desire to talk to the manufacturer of New England we can do so, or we can talk to any field, very effectively, and not exert as much pressure as others, because of any varying conditions. It is in our power to adopt such a plan. Advertising in a medium which is not a circulation does not permit this flexibility. The newspaper does permit a perfect adjustment as may be required by varying conditions. The medium of national circulation has other advantages even for us, and we are using a lot of them. Were we to advertise in a newspaper, or among the people of that community might assume that CERTAIN-TEED Roofing was sold only in that community and that the manufacturer was only a small concern doing business in the limited field. When those people see CERTAIN-TEED Roofing advertised in national weeklies and monthlies, they are told that the manufacturer is big, and that the manufacturer of this roofing is large enough to cover the entire country.

Because of our expressed flexibility, we now use a large use of daily and weekly newspapers, we claim the right to criticize where criticism should lead to progress. Some of the newspapers follow methods that are not in our own lines of business to be anticipated. For instance, if we required a contract from a buyer that he would purchase a certain quantity of goods, or stay with us for his purchases over a certain period, or tried to tie him up in any way to get our very best property, we could not build business. In fact, the business we have already built would soon disappear. In our own line we give any man who buys a quantity who buys a thousand cars, or some less than carload shipments we charge our jobbers just enough advertising to cover the actual extent of handling of such shipments, and we charge 2 per cent advance. Now, some of the newspapers submit combinations of rates and combinations that ought to bluff any business from coming to them. They will tell you how they only want a chance to show you, but they are very careful to charge about fourteen times as much as they ought to if you come with them, and then drop out because they have been reported upon as not satisfactory. We say to you, we are in the line of business, "Put our goods in stock, try them out. If they don't sell at a profit we will then off your hands at exact cost to you—we will not take a single penny that you have paid to us." This method builds confidence. The man takes hold of the goods, finds what he wants, and his business grows. We wish a lot of newspapers would be just as willing to let us in terms of their goods, they could probably do it just as successfully.

We find that many newspapers are without influence in the communities, at least among the class of people who would own buildings and buy roofing. Advertising in such papers does not do us any business at all, and we have had cases where it even led to having discredit. We have had people tell us that if we used such papers, they would not want to buy in a community is no guide to the paper's influence or advertising value. When we have had a newspaper which never did any business, and people who did not know it was a roofing people who are seeking to tear down and destroy everything that is in their way, and they are seeking to tear down business property, and

### No such thing as "rubber roofing"

A lot of manufacturers call their roofing "Rubber Roofing," "Rubberine," "Rubberoid," "Rubberbit" and "Rubber-that." The life is all out of rubber if exposed to the daylight for six months. It would be silly to put rubber in roofing, and rubber costs more per pound than roofing sells for. There is no such thing as "Rubber Roofing" of any kind. There is no rubber in

# Certain-teed Roofing



It is made of the very best Roofing Felt thoroughly saturated in our proprietary compound and created by a harder grade of asphalt which keeps the saturated material—the life of the Roofing—from drying out quickly. We have found from long experience in every part of the world and under all kinds of conditions that these are the materials that give the best and the longest service on the roof.

Certain-teed Roofing is guaranteed 5, 10 or 15 years according to whether the thickness is 1/2, 3/4 or 1 1/2 respectively, and if the roof fails to make good you have a reasonable guarantee to full replacement. Because of the product which is guaranteed to you in any way. Your local dealer will quote you reasonable prices on our goods.

General Roofing Manufacturing Company  
New York City Chicago Philadelphia St. Louis Boston Cleveland Pittsburgh Detroit Cincinnati  
San Francisco Minneapolis Kansas City Seattle Atlanta Houston London Hamburg Szeo

## Fresh Peach Ice Cream

### Special Fresh Raspberry Jellies

# 25c per Pound

## VARNEY'S

139 Main West Phone 656

even decent homes, how can we expect to build business by using such publications? We have also found that the publication that carries the most advertising with disgusting illustrations, or that tells disgusting stories of his and aches, is not a desirable paper for our line. A paper that is willing to print advertising without regard to its truthfulness, is bad for us. For instance, if we ran our advertisement through a paper that was so dishonest in which they offer a ridiculous guarantee of 25 years and up, and where they are in reality selling as cheap a product as they can buy, we cannot expect to get a square deal. The responsibility behind such a guarantee would generally be represented by no more than a cheap desk, and such consumers in the past have failed, owing everybody that would give them credit, and leaving all their guarantees unsecured. Where papers have opened up their columns to advertisers, and they have allowed their readers to be imposed upon—they have permitted failure to secure business in sufficient volume to have an influence in the market. The cost of advertising is large, in fact, it is tremendous, but it will take a chance of selling such a fair and give him a credit that is not warranted by his standing. Then, when failure comes, as it always has done, the legitimate advertiser has been hurt; the influence of the paper in the community has been hurt. The mere fact that the goods have been advertised in a paper does not carry the proper influence, and certainly the paper that accepted the business and started the bull roofing is the principal offender and should receive our encouragement from a legitimate advertiser who must put responsibility behind his advertising, and who is in the game to stay.

is kept out of the pockets of the publications themselves. The papers, therefore, are not real sufferers, and should get in line on these lines, just as we find it necessary to adopt uniformity in manufacturing. I conclude, we regard the newspapers as having the greatest influence in advertising, as we believe it has in various other fields today. We believe that its influence can be increased as I suggested before. We believe that advertising is the up-to-date modern method of selling goods—just as the wonderful, modern machinery beats the old, made-by-hand method, and with the big future ahead for newspaper advertising, we hope to see every improvement possible to the end that we and other manufacturers may receive the greatest possible aid in having the qualities of our products better known, and in having the consumer, who needs such products and uses them to better advantage than anything else, know all about them. We seek to develop the business to the point of the greatest efficiency in selling. The cost of advertising is large, in fact, it is tremendous, but the work that it can do more than offsets this cost when it is working at its best. We expect to be bigger and bigger users of the newspapers in future advertising, as a matter of good business for us, and in order to lower selling costs by building volumes, so that the consumer will continually get more for his money. We think the manager in every big business should understand the big value of advertising and then if he has the courage and the finances to play the game, the final development of business will be along the lines of educational, truthful advertising in each line of business—high standards will have to be met and it will have to be met and it will work for our best future progress and help us to lead in the world's business.

Red, white or yellow onion sets, 10c qt., 2 for 25c at Binkert's Cash Grocery, 224 Main avenue south—Adv. April 30.

## Want a Meal---

A good, clean, appetizing meal that will make you feel content and happy if you have never eaten at our cafeteria, come. You see the food before you buy, you choose what you want, and your meal fits your appetite, your purse—or both. The "cafeteria habit" is the cheapest and the best, come and see if you do not agree with us.

## THOMPSON'S CAFETERIA

112 Shaw St. South, Twin Falls.

# EAT

at

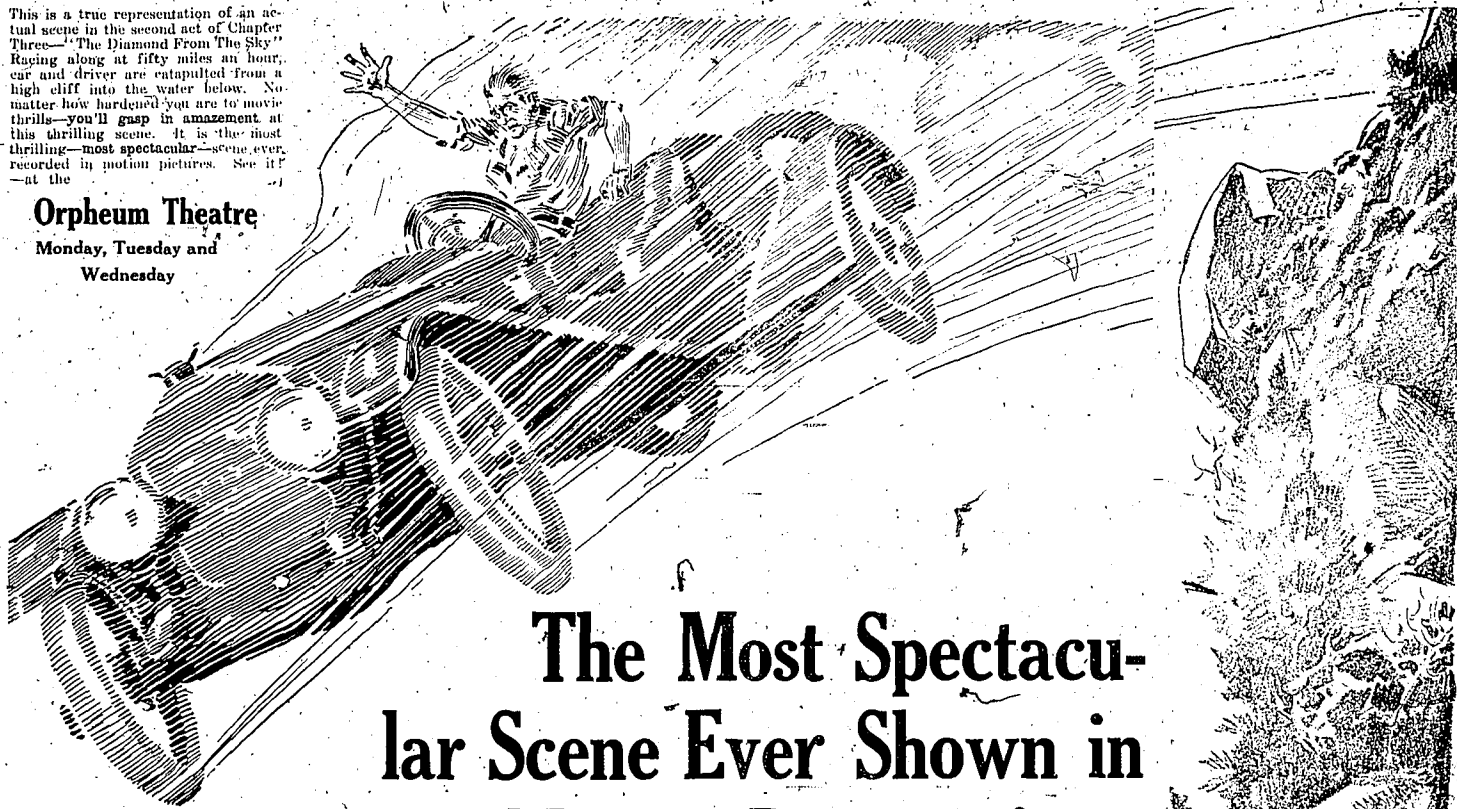
# NOON LUNCH

at

## Herbst & Rambo's

This is a true representation of an actual scene in the second act of Chapter Three—"The Diamond From The Sky." Racing along at fifty miles an hour, car and driver are catapulted from a high cliff into the water below. No matter how hardened you are to movie thrills—you'll gasp in amazement at this thrilling scene. It is the most thrilling—most spectacular—scene ever recorded in motion pictures. See it!—at the

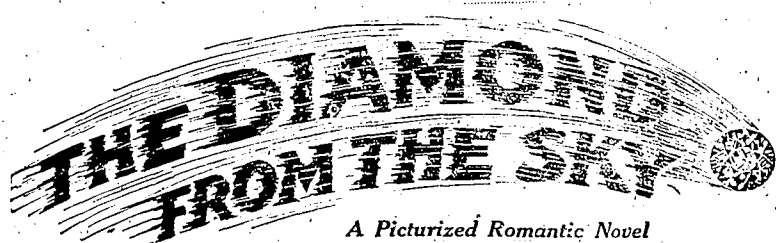
**Orpheum Theatre**  
Monday, Tuesday and  
Wednesday



# The Most Spectacular Scene Ever Shown in Motion Pictures!

A MISTY DAY; A STEEP CLIFF; DEEP WATER BELOW; A HIGH-POWERED MOTOR CAR; A FRENZIED DRIVER BEING PURSUED; A race for life; fifty miles an hour; an accident—and then—the most sensational scene ever caught by a motion picture camera—a genuine, true scene that absolutely surpasses any feat of daring ever presented in motion pictures. This is shown in Chapter Three of "The Diamond From The Sky," the American Film Mfg. Co.'s great continued photoplay. Irving Cummings, hero of the story, makes this leap from the cliff. You see it all portrayed as vividly as it took place. It's got aeroplane loop-the-loops, parachute drops and all that sort of thing beat a mile for thrills.

You Can See It In



A Picturized Romantic Novel  
By Roy L. McCardell

**The Silent Witness**  
Chapter 3 Starts Monday

TWO CHAPTERS OF THIS REMARKABLE PHOTOPLAY novel have already been shown. They are now appearing at the theatres everywhere. The third chapter starts the rounds of the theatres Monday. Don't miss it! If you are interested in seeing a beautiful love story—intense action, logical thrills, deep suspense—then go see "The Diamond From The Sky." You can read the novelized version of this great play—written by Roy L. McCardell—in this newspaper.

**\$10,000.00 For a Suggestion!**

DON'T FORGET THAT \$10,000 IS OFFERED FOR A sequel to this photoplay story. This offer is open to everyone—men, women and children. Only a suggestion is wanted—not more than 1,000 words. No literary ability is needed. Scenario form is not necessary. The \$10,000.00 prize is offered simply for an idea. See the photoplay and read the story. Then write your suggestion. \$10,000.00 will be paid to the person who submits the most acceptable suggestion. It costs nothing to try.

**ORPHEUM THEATRE**

Monday, Tuesday and Wednesday

Don't Fail to Read the Story of "The Diamond from the Sky" IN THIS NEWSPAPER











# OVER 1,500,000 PEOPLE

in the United States receive CHIROPRACTIC spinal adjustments daily. No other health method is meeting more favor at the hands of the public than the science of Chiropractic. In twenty years the science has made itself generally known all over the United States as a drugless healing method of great benefit to the individual.

## The Palmer School of Chiropractic

Davenport, Iowa, has one of the largest clinics in the world, handling over 1,200 patients daily.

CHIROPRACTIC is not the same, or anything like OSTEOPATHY. If anyone disagrees with the foregoing statement let him answer for the theory of INNATE intelligence, which is a basic principle of Chiropractic unknown to any other science.

YOUR Case may not be hopeless, though you have been advised that an operation is necessary. Chiropractic has saved many grateful patients from the operating table—possibly it can do the same for you.

THE CAUSE OF ALL DISEASE IS IN THE SPINAL COLUMN, THEREFORE IT IS UNNECESSARY FOR YOU TO TELL YOUR AILMENTS. A CHIROPRACTOR CAN EASILY FIND THE CAUSE AND TELL YOU. CONSULTATION AND SPINAL ANALYSIS FREE.

MEMBER  
IDATIO CHIROPRACTIC ASSN.

### L. A. UPTON, D. C.

MEMBER  
UNIVERSAL CHIROPRACTIC ASSN.

NO KNIFE

GRADUATE OF THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA  
Office Hours: 9 to 11 a. m., 2 to 5 p. m. Phone 151. In Booth Building, over City Pharmacy, Twin Falls, Idaho

NO DRUGS

## Lavering Theatre

Wednesday and Thursday, July 28-29

## Colonial Players

WITH

### Mr. Ralph Cloninger

2 NEW PLAYS 2

EUGENE WALTERS  
Great Success

MR. BERT DAVIE'S  
English Comedy

Fine Feathers

Cousin Kate

### EXTRA! EXTRA!

See how motion pictures are made. All truck pictures explained. Actual scenes each night.

Prices 35c and 50c Seats at Skeels-Wiley Drug Store

## The Twin Falls Bakery

Home Grown Wheat

### HOME GROWN WHEAT

The practical experience of 20 years, pure ingredients, good workmanship, courteous salesmen and a sanitary Store and Shop is the stone of our Success.

### Twin Falls Bakery

E. R. NIBBS

122 Shoshone St. West.

## Stettler Meat Market

If you are hungry and want good meat you will find Stettler's meat hard to beat.

All kinds of fresh and cured meats.—Fish and oysters in season.

G. STETTLER, Proprietor

### THREAT TO WELFARE OF STATE

#### Senator Borah Urges use of Ballot to Prevent Public Corruption.

"State pride is an indispensable part of the building of a great state as self-respect in the formation and upbuilding of private character," declared Senator William E. Borah in opening his address at the Parma-Roswell farmer's picnic last Tuesday.

"It is the moral and intellectual flavor without which our state can never attain unto that individuality among other states of the Union which every good citizen covets for the commonwealth in which he has come to make his home and rear his family and among whose people he has cast his lot. We ought to cultivate it in every conceivable way. As the individual builds his home and puts his personal character into the architecture and grounds, its furnishings and its library, distinguishing it thus from that of all his neighbors, so a people for good or bad write their character and purposes inevitably into the institutions and laws of a state and thus give it their character by which she is to be judged among all the sisterhood of states. Who does not want to give the name of Idaho to her people a significance all its own, a mark of distinction and an individuality which shall be hers and hers alone?"

"To this splendidly answered state has come from the beginning an exceptional class of people. Her citizenship is of the best strain of the whole country. Her pioneers, men and women of heroic mold—men who can pay the tribute to which they are justly entitled. Their followers from Massachusetts and Ohio and Illinois and Wisconsin and Kansas and Iowa and other great commonwealths an industrious, frugal, sober, home-loving, law-respecting people. I was gratified beyond measure in running over the statistics gathered by our census bureau to find how far up Idaho stands in all the qualities of civic and dependable citizenship. In literacy it is among the very first, peculiar and distinct. We have nothing more to do than to accentuate it in order that they may have commonwealth worthy to rank among the greatest in the Union."

"But my friends, there is another side to this picture and at the risk of being misunderstood, I am going to be equally frank with you in regard to it. A man may be good to his family and his neighbors, but if he is an envelope those who go out in the desert and waste places to raise homes and build communities, he may meet at the cost of great denial both as to himself and his family the obligations of debt, he may be sober, law-abiding and upright in all the transactions among men and yet not meet in full measure the responsibilities of citizenship."

"Idaho has lately suffered shame and humiliation by reason of the betrayal of some of those in whom the people had reposed their confidence. It is a nauseating affair—this cold, cowardly deliberate bartering of the state's honor. The actual taking of the public funds is bad enough, but the loss of the money takers, should it be lost, is altogether the least of the consequences of such evils. Corruption in public office is not to be measured in its evil consequences by the direct loss occurring—such things impair the reputation and standing of the state in every financial center in the United States. It reduces the value of every farm, of every horse and cow, of every state and municipal bond and warren. It increases our taxes and lessens our values. Such things are not only deplorable from a moral standpoint but they are also bad as a mere question of business. Men engaged in legitimate business, capital seeking legitimate investments, railroads and corporate enterprise looking for extensions and for ways in which to invest, turn aside if they can from that state where incompetence and venality prevail in the public service."

"Now my friends, there is only one remedy for this situation. The passage of some statute will not avail. There are some things the citizen must do of his own initiative and no form of legislation can take the place of it. The spasmodic display of a righteous indignation will not suffice. The effort of a few public spirited men can accomplish nothing perma-

nent or decisive. The remedy lies in the aroused and determined effort of a whole people—the voters."

"Some people in the state urge that we repeal the primary law—claiming that we can do better without it, and that under the old system things were much better. I do not assail the motives of those who are contented. I know some of our best men think that way—doubt not at all their sincerity. But speaking for myself I am unalterable and unconvincingly opposed to its repeal or its emasculation. I am not willing to take the weapons of political warfare out of the hands of the people at the very time when we are applying to the people for action and are getting ready for war. So far as I am concerned, I prefer to have the power with the people and rely upon the necessity of its use and to faithfully make the use rather than to take away the power and rely upon the sinister, selfish interest of politicians meeting in caucus behind closed doors and through the manipulation of managers to protect the rights and interests of the people. A people who have not the energy, the initiative, the patriotism to select their candidates are equally unworthy and unfit to elect them and there is just as much argument to repeal the law for election as the law for selection."

### ORCHARDISTS SHOULD AID

#### Fruit This Year Should be Shipped to Various Exhibitions and Shows.

Two years ago at Spokane National Exposition, the public was invited to purchase the excellent apples on exhibition and mail them to eastern friends who might not otherwise have an opportunity to see and taste the superior apples grown in the Pacific States. The orchardists of our state were invited to mail the apples. The postoffice provided a clerk, stationed in a booth in the exposition building. Apples were mailed, were advertised. Mail sacks were filled and a great many apples went out by parcels post to people who would not otherwise have had an opportunity

to see and test the quality of apples grown in the Northwest. A great deal of excellent advertising was secured in this way.

The carload of apples gathered from the Idaho orchards last year and sent down to San Francisco and placed in cold storage served an excellent purpose in keeping the horticultural interests of Idaho before the public. Boxes of apples were brought out from cold storage from time to time as fresh fruit as needed and the tables have been kept filled with an attractive display.

Competitive awards and newspaper advertising resulting therefrom, will be made on the fruit grown in the year 1915. It is now up to us as orchardists in the state to maintain a fresh attractive exhibit until December. Peaches, summer apples and other summer fruits, should grace the tables during the month of August. With the advent of September late peaches, prunes, plums, and autumn apples can be shown to excellent advantage. The orchardists of the state should contribute the fruit, transportation charges legitimately belong to the state exposition fund. With the advent of October a carload of our best winter apples should be given down. These apples should be given away at the Idaho building in cartons provided by the state and to all who will pay the postage on these apples to be forwarded by parcels post. By going one step farther than the Spokane people did, namely, our

best apples free to all who will pay parcels post thereon, we ought to be able to give away a great many apples. About sixty thousand of our best apples would comprise a carload, and these sent out by parcels post would reach a very large number of people who can not attend the exposition.

E. F. STEPHENS.

### BATTERY CHARGING PLANT

I wish to announce to the automobile public that I have purchased from the Shoshone Power company their entire battery charging equipment and have also purchased the latest modern equipment, especially designed for the locating of trouble in auto-electrical equipment. The above together with many years experience with such appliances places me in position to offer you service along this line, second to none. Storage batteries charged and all electrical equipment overhauled and repaired. Trouble located in the shortest possible time by modern methods.

GEO. M. HOWE,  
Telephone 15. 225 Main Ave. East  
July 19-27 Aug. 3

Don't forget the dance at Shoshone falls. New pavilion, every Tuesday and Saturday. June 22 to

"When the house you own" to be living in now is vacated unexpectedly, and is for rent, you'll get the news through the classified columns.

## Hog Raisers! Watch This Space

and learn how to feed your Hogs to compete with low prices

Also to Keep Them in a Healthy and Thrifty Condition

# The First Car 1916 Studebakers Has Arrived

The last word of refinement in motor building is spoken in the new Studebaker.

We want you to see these cars now for they will convince you of the high standard of quality used in the make-up of a good car.

We are now ready to show you and demonstrate the most wonderful value ever offered

Think of a 7 passenger 6 cylinder 50 H. P. 127 inch wheel base car for \$1050.00.

A 7 passenger 4 cylinder 40 H. P. 112 inch wheel base car for \$885.00. Prices F. O. B. factory.

There are over thirty orders with deposits filed in our office for the delivery of these cars now. So insist that your order is placed now.

Cars on display at corner of 3rd Ave. and 2nd St. East.

## Folts Motor Car Company

V. L. Bunnell, Mgr. Phone 218 Twin Falls