

Years' New Retail Store Opening Thursday Offers "Metropolitan" Facilities

After nearly a year of actual construction work, the new Sears, Roebuck and company store here will open its doors at 10 a. m. Thursday to offer Magic Valley residents facilities found in cities of less than 40,000 population. No estimates of the cost of the structure have been released, but hundreds of thousands of dollars were spent in building the structure, excavating through solid stone for a basement and actual building, moving houses, excavating through solid stone for a basement and actual building.

Hammond pointed out that the new Sears outlet was planned and constructed with the idea of serving the Magic Valley. He said the Sears management plans to serve people as far north as Stansbury, south to Wells, and east to American Falls and beyond.

The 35,000 square feet of floor space, the store will accommodate hundreds of customers at the same time. Total floor space is 50,000 square feet.

The store offers many merchandising features entirely by Magic Valley. From a prominent shopper entrance building, the store offers the most modern store and technical features.

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Contracts Are to Be Awarded For Atomic Plant as Soon as Exact Location Is Determined

WASHINGTON, March 23 (UP)—The atomic energy commission is expected to award contracts for the construction of its proposed new \$500,000,000 reactor plant in southeastern Idaho as soon as the exact site is decided. The commission announced late yesterday it had selected a 400,000-acre tract near Pocatello. However, surveying projects have not yet been completed and the exact locations have not been set. The construction work, the commission said, will require up to 6,000 workers. Commission officials said that, when completed, the new reactor testing station will compare in area with the Hanford plutonium production center on the Columbia river in Washington.

Opening of Huge Sears Store Scheduled Here for Thursday



Hammond pointed out that the new Sears outlet was planned and constructed with the idea of serving the Magic Valley.

The new plant, they said, will be used for both testing and constructing reactors. A reactor is a pile of fissionable material which is capable of generating atomic power.

The commission said the Idaho site includes the new proving grounds near Idaho Falls. The site is now being negotiated with the navy, it said, for transfer of the property. All but some 20,000 acres in the area is already government owned.

The commission said it would eventually the new atomic installation will employ about 2,000 persons, including scientists and technicians.

The federal government has earmarked \$100,000,000 for the construction of the reactor plant starting July 1. Those reactors will be built at existing locations. The new reactors will be built at new locations. The new reactors will be built at new locations.

State Leaders Are Happy on Area's Choice

BOISE, March 23 (UP)—State officials here expressed joy that the \$500,000,000 atom reactor plant had been located in Idaho—of a site near Pocatello.

Gov. C. A. Robins said "I think it is a fine recognition of what Idaho has done in the past few years as a result of the plant."

State Land Commissioner Edward J. Lewis said he was happy that the state, by bringing a large portion of the area, it hopes it will be permanent.

Gate City Set For Meetings Of Watermen

POCATELLO, March 23 (UP)—Pocatello is putting out the welcome mat for five western governors and numerous top state and national reclamation leaders.

The group will convene here to cooperate for a joint meeting of the Columbia basin inter-agency committee and the Idaho State Reclamation Association.

Arco Celebrates After News Is Heard On Selection of Area for Atomic Plant

ARCO, March 23 (UP)—This little town of 600 persons put on an appearance celebration last night after hearing that a half-billion dollar atom reactor testing station would be located 19 miles southeast of the village.

About 800 persons jammed streets and held a torchlight parade. Impromptu speeches highlighted a meeting in the community hall and a dance was held.

Lewis Given Rebuff; Boyd OK'd to Post

WASHINGTON, March 23 (UP)—Senate confirmation of James Boyd as director of the bureau of mines today put squarely up to John A. Lewis the question of whether the current mine holiday will end on schedule Monday.

Senate Battling on Rent Rule Change

WASHINGTON, March 23 (UP)—The senate administration forces today are battling on a rent rule change.

Senate Approves Johnson for Post

WASHINGTON, March 23 (UP)—The senate today unanimously approved the nomination of Louis A. Johnson to be secretary of defense.

House's Passage of Vets' Pension Plan Is Awaited

WASHINGTON, March 23 (UP)—The house is expected to pass a sharply deflated pension bill today.

Effect of Plant to Be 'Felt Farther Than Blast of 10 Atom Bombs'

By C. E. FLANDERS
POCATELLO, March 23 (UP)—The effect of the new atomic reactor plant will be felt farther than the blast of 10 atom bombs, according to a statement here today.

Ex-Editor Called In Trial of Reds

NEW YORK, March 23 (UP)—The government today called Louis J. Rosen, former managing editor of the communist Daily Worker, as a witness in the conspiracy trial of 11 top CP communists.

Armistice Okayed By Jews, Lebanon

BEirut, Lebanon, March 23 (UP)—Israeli and Lebanese armed forces today, giving Palestine its second major peace agreement in a month.

Winter Tries To Return to Magic Valley

Two days after the calendar appearance of spring, winter tried to stage a comeback in Magic Valley. Snow fell in nearly all parts of the area except the north and northwest sections. Precipitation was heaviest in the south and east sections.

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Conference on Family Topics Begins Today

A family life conference started at 2 p. m. today in Pocatello. The conference will be held at the Pocatello hotel.

Four Crashes Are Reported By Motorists

Four auto accidents were reported Tuesday and Wednesday to city police.

W. Brundage, veteran, caught a 1929 car driven by his wife on the intersection of 10th and 11th streets Tuesday evening with a car driven by Jess Rainbolt. The right rear door of the Buick was damaged, he told police.

Intersections Crash
An investigation by police investigated an accident at the intersection of Seventh street and Second street Sunday morning. A car driven by John E. Hahn, 320 Walnut street, and Anna B. Steen, 248 Third street, were involved.

Front Ends Damaged
A 1940 Buick driven by W. E. Hahn, 320 Walnut street, and a 1931 Buick driven by Loren L. Kimberly, 1511 1/2 Broadway, collided at the 100 block of South avenue Sunday. The front ends of both vehicles were damaged.

Collision at 7:15 p. m.
A collision at 7:15 p. m. Tuesday involving a Young's dairy truck driven by E. J. Hahn, 320 Walnut street, and a car driven by Albert Williams, 214 Second avenue east, caused considerable damage to both vehicles, according to police. The 100 block of Shoshone street was the scene of the accident.

Amnesia Victim Learns Husband Is "Right Man"

KEATTLE, March 23 (AP)—Although she does not remember her husband's name, a woman who was struck by a car four months ago said today her husband was "just the man." She was in a hospital in Keattle, Idaho, recovering from her injuries.

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It is the hope of many Magic Valley residents that the winter weather will return to normal soon. A strong wind was reported at Fairfield, but there was no rain or snow there. The weather in the Magic Valley area is expected to improve.

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A power outage was reported in the Magic Valley area. The outage was caused by a short circuit in the power lines. The power was restored after several hours.

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Twin Falls News in Brief

Meeting Tonight
The third and last reorganizational meeting of the city club will be held at 8 p. m. today in the Bickel auditorium.

Confined to Home
Mrs. A. J. Holbeck is confined to her home by a dislocated shoulder. It was reported Wednesday.

Marriage License
Marriage licenses were issued Tuesday at the office of the county clerk to Raymond Miller, Piler, and Alice McCall, Twin Falls, and Larry Sackett and Doris Jeanie Sackett, both Piler.

Return From California
Mrs. Alice May Twin Falls, and her sister, Mrs. Emma Northam, have returned from spending the winter in California and other California points. Mrs. Northam departed Tuesday for her home at Weiser.

Permit Sought
An application for a permit to re-model a 13 by 16 foot porch into a bedroom at a dwelling at 12 Second street was received by the city clerk at the office of the city clerk by Edith Cushman. Estimated cost of the project is \$100.

Births
A son was born Wednesday at the Twin Falls county hospital to Mrs. Alice Robert, Twin Falls. A daughter was born Tuesday to Mrs. Edith Cushman, Twin Falls, and a son was born Tuesday to Mr. and Mrs. Earl Virek, Twin Falls.

Minidoka's Scout Heads Set Plans
RUPERT, March 23 (AP)—About 200 district scout committee and scoutmasters attended the monthly meeting of the Minidoka Boy Scout district held at 8 p. m. Tuesday at the Bickel auditorium. The district executive led a discussion on advancement.

Hearing Held on Charge of Arson
BURLEY, March 23 (AP)—A hearing was held today in district court under \$200 bond at a preliminary hearing held Tuesday before Judge Henry Tucker. Thompson requested the hearing when he pleaded innocent Feb. 8.

Insurance Agents Continue Training
Pure and casualty insurance agents of Twin Falls and Magic Valley held a second meeting in an educational session Tuesday evening at the Roger's hotel. Wallace Tanner of the Paul Fire and Marine insurance company spoke.

China's Reds Hint Peace Talk Soon
HANKING, March 23 (AP)—The communist reds had here tonight said "peace negotiations will take place very soon."

Traffic Fines
W. C. McGinnis paid \$2 for temporary parking. Mrs. O. E. Carver paid \$2 for overtime parking in the postoffice area.

Local Order of Moose Regular Meeting
Friday, March 25
MOORE HALL, 21 MAIN WEST
Refreshments by the Kitchen
Refreshments by the Kitchen

Old Hermitage Kentucky Whiskey
A Blend
A Gentleman's Whiskey from Kentucky

Parents Expected Here for 3 Boys
Scheduled to arrive Wednesday in Twin Falls are three boys who were admitted to the hospital at the age of three months. The boys will return home with their parents this evening.

Woman Solon Hits Claims by Model
WASHINGTON, March 23 (AP)—Edith Rogers, 65-year-old congresswoman from Massachusetts, today charged that a former California model's claim that she was the mother of her child was unfounded.

Bids Opened
RUPERT, March 23—Four bids on component parts of the municipal swimming pool being built here were opened today. The bids were received by the city engineer. The bids are: concrete, \$1,200; steel, \$1,200; plumbing, \$1,200; and electrical, \$1,200.

Hospital Meetings
JEROME, March 23—Two reports were made today at the Jerome Memorial hospital. The reports were made by the hospital staff.

Peace? It Couldn't Occur Even With Gals Ruling
NEW YORK, March 23 (AP)—Professors says women are natural peacemakers and women who rule the world for the next thousand years, predicts there would be fewer wars.

County's Potato Growers Protest Cuts in Acreage
ELLENABURG, Wash., March 23 (AP)—Potato growers are protesting today for an increase of acreage discrimination in acreage reduction.

House Committee Takes Big Cut in Engineers Funds
WASHINGTON, March 23 (AP)—The House appropriations committee today recommended a deep cut in army engineers' funds for river and harbor and flood control work.

Stock OK Asked by Idaho Power
WASHINGTON, March 23 (AP)—Idaho Power company, Boise, has asked the federal government to issue authorization to issue \$4,000,000 in 20 year value common stock and \$10,000,000 in four per cent preferred stock with a par value of \$100 per share.

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Arco People Celebrate on Area Choice

Selection of Arco as site for the huge plant "is the greatest thing ever to happen" in the area. He predicted it would bring additional development to all of eastern Idaho. Bottelstein is a former newspaper publisher here.

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The plant will be built on some 40,000 acres of land, including the new proving grounds built in 1942. The new proving grounds include some 17,000 acres.

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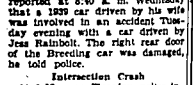
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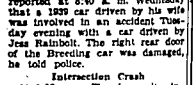
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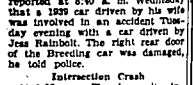
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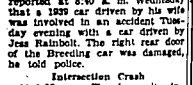
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P Fund Is Approved by House Group

House group approved the P Fund on March 23. The committee also approved which encourages Americanism in projects in the area. The bill is to be introduced in the Senate in the near future. The bill is to be introduced in the Senate in the near future. The bill is to be introduced in the Senate in the near future.

Manager Started Work on New Store's Opening Last-October



GENE HAMMOND

One of the busiest men in Twin Falls is Gene Hammond, manager of the new store. He has been in Twin Falls since last October preparing for the opening of the big store. A native of Pocatello, Idaho, Hammond, moved to Riverdale, Calif., and attended school there. After finishing junior college in Riverdale, he went into the theater business with Roy Hunt, a former resident of Twin Falls and owner of Hunt's Theaters, Inc. After working for 15 years with the three theaters owned by Hunt, Hammond received his first assignment with Sears and became display manager of a new store in San Bernardino. Later he was manager of sporting goods, draperies, domestics, boys' department, advertising, merchandising and sales promotion. His first job as assistant store manager was with the Sears store in Tucson, Ariz., in September, 1944. After three years with Sears he attained the Sears four-star honor rating which is given to employees who are outstanding in their jobs. He was placed on Sears' reserve group training program, open to all regular employees who are capable of being trained to hold key positions in the Sears organization. When the Sears store in Tucson became one of the leading stores in the west coast region, Hammond received recognition from H. W. Kingsley, retiring vice president of Sears in charge of west coast stores. Kingsley appointed Hammond manager of the new Twin Falls store. He came here from Tucson in October and has been supervising activities and preparations for the store opening. Hammond and his two children, Holly Gene and Bobby, reside at 1410 Ninth avenue. "If I could have chosen my own assignment, I would have picked early in this type of town," he said. "I like the friendliness of the people, and I am very much impressed with Twin Falls." Hammond is a member of the Kiwanis club and Chamber of Commerce.

State Leaders Are Happy on Area's Choice

(From Page One)

bring people to Idaho which will increase our population to more than 1,000,000 citizens. State Auditor N. V. Nielson said the desert land between Arco and Blackfoot "will be an ideal proving grounds. I'm surprised that the plan sent to Arco and not near Pocatello, which has better shipping facilities." In Washington, D. C., Rep John Sanborn, R. Ida., said, "This should give a powerful impetus to the immediate construction of the multiple-purpose Palisades dam" and to the proposed Mountain Home project. Arco, the county seat of Butte county, is served by a single track branch railroad line that runs from Blackfoot to Mackay. About 10,000 acres of farmland, of which 11,000 are irrigated, lie in the Big lost river valley.

SKIN IRRITATION?
QUICK RELIEF WITH MENTHOLATUM

SOOTHES, RELIEVES ITCHING, AND PROMOTES NORMAL HEALING

MENTHOLATUM

DRASTIC REDUCTIONS!

AT C. C. ANDERSON'S TEMPORARY LOCATION

WE MOVE INTO OUR NEW STORE IN A FEW DAYS WITH ALL NEW MERCHANDISE! ALL ODD LOTS, BROKEN SIZES AND SLIGHTLY SOILED ARTICLES MUST GO NOW! COME TO OUR FARM & HOME STORE AT 225 NORTH MAIN... YOU MAY FIND JUST WHAT YOU'RE LOOKING FOR... AT DRASTIC REDUCTIONS!

5 ONLY!
5-Pc.
DAVENO SETS
Reg. 139.00
119.00

INCLUDES DAVENO CHAIR, OTTOMAN, WITH 2 MATCHING PILLOWS

LOOK AT THESE VALUES!
Don't Wait... Get Your Share!

DOMESTICS TO GO!

Bro. & White CHECKED PERCALE, Reg. 27c. **17c**
54" WOOLENS, Reg. 1.99 **97c**
42" MOSSY CREPE, Reg. 1.98 **1.27**
50" RAYON SHANTUNG, Reg. 2.49 **1.27**
39" GABARDINES, Reg. 1.29 **97c**
40" RAYON SERGE, Reg. 1.79 **97c**
COTTON PRISCELLAS, Reg. 2.98 **2.27**
Lined and Unlined DRAPES, values to 7.49 **3.47**
Colored Cushion Dot PANELS, Reg. 1.49 **1.27**
18x30" BATH TOWELS, Reg. 69c **44c**
Colored WASH CLOTHS, Reg. 19c **15c**
54x54" LUNCHEON CLOTHS, values to 3.98 **2.47**

1 Group Ladies'
HANKIES
Values to 39c
17c
Figured and Floral Patterns

2 ONLY!
Platform
ROCKERS
Reg. 44.95
27.88

LIGHT TAPESTRY COVERING

HOUSEWARES TO GO!

BUTCHER KNIVES, Reg. 79c **25c**
JUICERS, Heavy glass, Reg. 20c **10c**
METAL CORERS, Reg. 69 **29c**
COFFEE PERCOLATORS, Reg. 1.35 **89c**
32 Pc. DISH SET, Reg. 9.95 **6.95**
2-Slice AUTOMATIC TOASTER, Reg. 19.95 **15.95**

1 Group LADIES' PANTIES, KNOT BERETS and BOOTIES, GIRLS' T-SHIRTS, CHILD'S SLIPS
Reduced—50%

Clash of Colors Avoided With Use Of Master Chart

Achieving color harmony among all the departments occupying 33,000 square feet of sales area in the new Sears, Roebuck and company store wasn't as difficult as such a task appears at first glance. A color guide prepared by the Sears display department in Chicago simplified the whole process. The exact shade of every color permissible in the decoration of the building is shown in the guide. No deviation was permitted. Manager Gene Hammond points out that every Sears store now under construction will have identical color schemes. The color guide used in decorating the Twin Falls store was prepared in 1948, the latest Sears guide available. Using the prepared guide, it was possible to give each department a different color scheme and avoid clashing combinations. Light pastel shades of blue, green, yellow and rose have been used with some sections on the second floor featuring in use of wall paper.

Conference Held

BRINGDALE, March 23—A ward conference was held here with speakers given by Nerval Baker, Burdell Curtis and Henry Riesel, members of the state presidency at Burley. Music was furnished by ward members. Several ward members also gave talks.

DRUGS "LOWER PRICES"

BEAUTY AIDS
Coty's Face POWDER
Wax Creamy Lipstick
EYES **\$1.00**

TWEED Cologne
With Finger **\$1.60**
Menther **\$1.50**

11.00 Size Yardley
FACE CREAMS
2 for **\$1.50**

MEN'S TOILETRIES

SHAVE LOTION
Old Spice **\$1.00**
Each **\$1.25 to \$4.00**

KING'S MEN
Shave and **\$1.00**
EYES AT \$4.00

SHAVE LOTION
Barley **\$1.25**
The Barley **\$4.98**
The Barley **46c**
The Barley **58c**

DRUGS
Glycerin and Pine **23c**
The Barley **12c**
The Barley **76c**
The Barley **\$4.98**
The Barley **46c**
The Barley **58c**

CUTICURA
Soap or Ointment, 25c value **18c**

DOLLS
Magic Skin **\$2.98**
\$6.00 value

BOBBIE PINS
Regular 10c **10c**

RAZORS
New Remington **\$23.50**
Rend - 40c value

PRESCRIPTIONS
When you tell your doctor to send you prescriptions to "The Doctor's" you'll save money. The Doctor's is a new pharmacy.

SPORTING GOODS

SOFT BALLS
Official Day & Night, 12-inch **\$1.89**

BASEBALLS
Fine Quality **\$1.50**
Official Size
BATS AT 49c & \$1.19

KITES
Regular 10c **5c**
Models, Now

MARBLES
Regular 12c Value **6c**

Merchandise at **SPECIAL PRICES**

LIPSTICKS
Louis Philippe Assorted Shades, \$1.00 Value
2 for only **\$1.00**

TOOTH PASTE
2c Size Peppermint
2 for **33c**

SHAMPOO
Lustrous Cream, 4oz Size
2 for **49c**

Prevent Tooth Decay With Ammident, the New
Tooth Powder
49c

DEODORANT
Onion Liquid, All Fragrances, Chanel No. 5, Tread, Shalimar
Now Only **\$1.00**

COMBS
Pocket Style Regular 10c **3c**

TROLLIGERS

1 Group Ladies' Cotton House DRESSES
Prints and Florals Broken Sizes
Values to 5.90
2.27

1 Group Ladies' SWEATERS
Navy, Red, Blue, Green and Brown Broken Sizes.
Reg. 3.98
1.77

1 Group Ladies' ANKLETS
Stripes & Plains Broken Sizes
Values to 49c
22c

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2.27

1 Group Ladies' SWEATERS
Navy, Red, Blue, Green

Warm Water Changed Plan To Cool Plant

At the start of construction of the new Sears, Roebuck and Co. store, a well-drilling plan was considered. It was expected that two wells in the building would be drilled to cool the structure. It was expected that the water would be used for cooling the building. However, it was found that the water was not available in the area. The plan was changed to use a cooling system which utilizes high refrigeration units rather than any similar setup.

The same outlets in the other half of the building are a furnace in a boiler room below the main floor. The furnace burns No. 4 fuel oil. Although there are two furnaces, the furnace and boiler plant use common ducts to heat or cool the building. In hot weather, the refrigeration system is used to cool the air and is piped to the top floor. The cooling coils and air conditioning units are located in the building. In hot weather, the refrigeration system is used to cool the air and is piped to the top floor. The cooling coils and air conditioning units are located in the building.

At All Cleared
The heating-cooling air in the heating-cooling coils before being heated. The indicator is operated in conjunction with the furnace. The efficiency of the plant and water material not immediately are stored in the second floor room.

Department Managers of New Sears Store



Paul Amernout, Asst. Mgr.; Carl Parrish, Men's Furnishings; Howard Wilson, Lighting; Wesley Swope, Hardware; William Robinson, Furniture; Mrs. Phoebe Wainwright, Women's Clothing; Paul Case, Building Materials; Mrs. Elizabeth Yoder, Notions; Luther Lewis, Fabrics; Robert Britz, Shoes; Mrs. Martha Schalk, Infant's Wear; Leonard Carlson, Toys; Mrs. Julia Brown, Foundations; William Russell, Drapery; Fred Phillips, Sporting Goods; Edward Swope, Merchandise; Shady Baker, Boy's Wear; Mrs. J. G. Henshaw; Dave Spahr, Plumbing, Heating; Wilbur Diller, Mrs. Wanda McCoy, Linen; Myra G. Damsell, With Hinesman, Photo Supplies; Mrs. W. H. Closter; Norman Milne, Credit Mgr.; Mel Jensen, Appliances.

Meeting to Plan Drive for Funds

Plans for the 1949 fund raising campaign for cancer control, which begins April 1, will be made at a luncheon for workers at 3 p. m. Saturday at the Regreen hotel.

Mrs. Lee Smith, county commander, will be in charge of the campaign. Workers for the campaign will be announced.

Mrs. Harry Elcock, educational chairman, will arrange a program on cancer control for any club or organization which will contact her. Last year Twin Falls county raised \$5,500 in the drive.

READ TIMES-NEWS WANT ADS.

Personnel Director Sent Here To Select Employees for Sears

One of the firm's expert directors, catalog order manager, and Mary of personnel was brought to Twin Falls to select 175 employees for the new Sears, Roebuck and Co. store, according to Manager Gene Hammond.

A large number of local residents applied for positions in the new store. Although some employees were transferred here from other stores in the Sears system, 90 per cent of the employees are residents of Twin Falls, Hammond said.

One of the "imported" employees is Paul Amernout, assistant manager, who was transferred here from the Sears store in Albany, Ore., where he was assistant manager for more than two years. He also had previous experience in the Sears chain while working with a display crew in the store at Seattle, Wash.

The auditor, Earl Christensen, came here from Logan, Utah. Norman McClinton, credit sales manager, was brought from Albany and Kenneth Sealey, merchandise controller, came from Salem, Ore. Local residents who have been employed for posts of an administrative nature are: Robert Johnson, head cashier, Lovell Nutting.

Opening Dates for Range Announced

SHOSHONE, March 23—Opening dates of ranges in Idaho districts No. 4 have been announced by Jack Keith, district manager.

Territory east of Malad river and south of Union Pacific mainline railroad will open Monday.

All other areas south of the baseline except Camas county open April 1.

Camas county, south of the baseline, opens April 15.

Opening dates on range north of the baseline will be announced later, Keith said.

Grange to Dance

CEGAR DRAW, March 23—The Cedar Draw Grange will meet at 8 p. m. Friday in regular session. The home economics committee has arranged a special pinocle party and square dancing. Four square dancers from Boise will be present to help teach the dances. Cookies and sandwiches are to be brought by the women.

RETURNS FROM UTAH
HEYBURN, March 23—Mrs. Emmet Moyle has returned from Provo, Utah, where she visited relatives.

U. S. Economy Study Advised For Ad Group

SALT LAKE CITY, March 23 (AP)—Advertising men must learn more about the national economy, a Boise, Ida., executive told the Salt Lake Advertising club today.

Gilbert L. Stanton, president of the Advertising Association of the West, told the club members that while advertising is now at a high level, business faces a buyers' market.

Stanton said that after World War I American business failed to solve the nation's economic problems. When production capacity expanded the nation was prosperous until other nations got on their feet. Then with competition, the United States found itself with surplus production.

The World War I problems still had not been solved by the end of the 1920's, Stanton said.

"At present, the United States is heading in a high period of business caused by an abnormally stimulated economy," and urged that business leaders "take steps now to prevent a depression."

Driver Fined \$30 Following Crash

BURLEY, March 23—Don Hansen, Pocatello, was fined \$30 and costs in police court after pleading guilty to a charge of reckless driving. He was arrested following a collision Monday afternoon on Overland street near the railroad crossing.

Hansen, driving a coupe, collided with a 1948 truck driven by Leroy Wilson. Burley, Hansen's injuries included a broken nose and bruising. Wilson was not injured. Arresting officers estimated the damage to the coupe at \$200 and that to the truck at \$100.

RETURN TO WILKINSON

PILER, March 23—Mr. and Mrs. E. M. Rayburn and son, Bob, and Mr. and Mrs. Tom Holman, both, have returned from a trip to Yuma, Ariz., and Los Angeles.

Everett M. Sweely
announces
The establishment of his office at
ROOM 9
BURKHOLDER BLDG.
TWIN FALLS, IDAHO
PHONE 670

True pre-war quality
Backed by vast reserves

Philadelphia
Blended Whisky

86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS
CONTINENTAL DISTILLING CORP., PHILA., PA.

... IF YOU WANT VALUES EVERY DAY

SHOP AT TURLEY'S IGA

In South Park

A Change is in Order...



Change to OIL-PLATING!

AMHH! ... Now's the time to drain out that tired old winter oil and change to easy-running summer-grade Conoco No. 8 Motor Oil — and an OIL-PLATED engine.

A BARGAIN!
... because Conoco No. 8 Motor Oil stands up under hard driving in summer heat. You'll need fewer quarts between drains.

GUARDS YOUR ENGINE!
... because another additive in No. 8 oil obstinately protects your engine against power-clogging sludge and carbon.

Oil-Plate today at your Conoco Mileage Merchants!

Copyright 1949, Continental Oil Company

SEARS ROEBUCK AND CO.

HEY KIDDIES

It's **FREE!**

NAME IT and WIN IT!

NOTHING TO BUY!

Yes, kiddies, it's just that easy... All you have to do to enter this contest is to write your name, address, age and the name you have selected for the pony, and the reason for the name chosen.

There is absolutely nothing to buy... nothing to do except select a name and register it here during these first three days of our grand opening.

NAMES WILL BE JUDGED AND ANNOUNCED SAT., APRIL 9th. Decision of the judges will be final... (in case of duplicate, winner will be decided by drawing).

REGISTER AT OUR STORE WED., THURS., FRI., MARCH 24-25-26. OPEN TO ALL KIDDIES AGE 5 to 11 years inclusive if accompanied by parents.

PONY and COMPLETE OUTFIT AS PICTURED HERE TO BE GIVEN AWAY!

DON'T WAIT.... NAME IT NOW!

"ASK ANY SALESPERSON FOR ENTRY BLANK"

"SEE THE PONY ON DISPLAY AT SEARS PARKING LOT"

Satisfaction guaranteed or your money back SEARS

403 MAIN AVENUE WEST PHONE 2560

Burley Team Is Acclaimed By Rotarians

BURLEY, March 23.—The Rotary club met Tuesday with the Burley basketball team as guests. ... The meeting of the club was held at the home of Mrs. M. E. Earl.

Letter to General Marshall Will Get Soldier to States

SANFORD, N.C., March 23.—A homecoming soldier on his way home to his wife and two small boys. ... The letter was written by a soldier in the 8888th Central Postal Directory.

Cut in Canadian Taxes Proposed

OTTAWA, March 23.—The government proposed a 25 per cent cut in Canadian taxes last night. ... The proposed cuts would affect income tax and other taxes.

Time Rule Faces Seattle's Council

SEATTLE, March 23.—The city council must decide soon whether to start daylight saving time April 30. ... The council will vote on the matter this week.

MAGIC THEATRE-KIMBERLY WED. & THUR.

Advertisement for MAGIC THEATRE featuring 'The Girl in the Red Dress' and 'The Girl in the Blue Dress'.

Twin Falls Radio Schedules

Table with radio station call letters (KLLX, KVMV, KTFI-AM-FM) and their respective broadcast schedules.

'Bandit Proof' Cashier's Cage Being Used in Sears Building

Comparable to precautionary measures taken by larger stores, the cashier's cage in the Sears Building is being used as a 'bandit proof' cage.

Armenians Take 'American Life' Items to Russia

The American way of life may be in vogue in some parts of the United States, but in the hands of Armenians it is being taken to Russia.

Man Jailed, Two Officers 'Nabbed'

LOAN ARCADE, March 23.—Mickey Cohen, Hollywood laborer, was jailed here today on suspicion of conspiracy to commit murder.

Joan of Arc BERGMAN

Advertisement for Joan of Arc BERGMAN featuring 'The Girl in the Red Dress' and 'The Girl in the Blue Dress'.

Reports Wind Up '49 Idaho ACA Sessions

BOISE, March 23.—About 300 county agricultural conservation committees were winding up their three-day conference today with reports of sub-committees.

Barkeeper Can't Get Enough Beer After Price Cuts

BEYRUT, March 23.—A neighborhood tavernkeeper said tonight he can get no beer because of price cuts.

Army Engineers Check Equipment For Flood Usage

WALLA WALLA, March 23.—The army engineers are getting their house in order to be ready for the floods they expect to meet.

Governor Vetoes 'Red Light' Okay

CARSON CITY, Nev., March 23.—Gov. Fred Hunter vetoed a bill to legalize red light districts in Nevada.

Hold Box Supper

PLMER, March 23.—A box supper sponsored by the Junior class of Plmer high school will be held on Friday in the high school gym.

Advertisement for ROXY THEATRE featuring 'The Pearl' and 'The Girl in the Red Dress'.

Departments Are Arranged Similar To Three Stores

Departments in the new Sears, Roebuck and company store have been grouped so as to provide the equivalent of three separate stores under the same roof.

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Advertisement for ROXY THEATRE featuring 'The Pearl' and 'The Girl in the Red Dress'.

Flood Control Grant Okayed In West Area

WASHINGTON, March 23.—The senate appropriations committee has recommended a \$17,500,000 grant for emergency flood control measures in the heavy winter snow in the west.

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Advertisement for ROXY THEATRE featuring 'The Pearl' and 'The Girl in the Red Dress'.

Father, 14, Gets Deluge of Gifts On His Birthday

PAW PAW, Mich., March 23.—Carl Harvey Blake, Jr., had some 14th birthday presents today. He got a truckload of presents.

Kept Enough Beer After Price Cuts

BEYRUT, March 23.—A neighborhood tavernkeeper said tonight he can get no beer because of price cuts.

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Advertisement for VAN HEELIN featuring 'The Girl in the Red Dress' and 'The Girl in the Blue Dress'.

17 Farmers Irrigation

MOSSON, March 23.—Seventeen Idaho farmers are to receive valuable continuing irrigation research to help them better irrigate their land.

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Advertisement for VAN HEELIN featuring 'The Girl in the Red Dress' and 'The Girl in the Blue Dress'.

Shooters From Four States To Enter Tournament Here

Rifle and pistol artists from four states are expected to compete here this week-end in the annual Idaho state championship small-bore rifle and pistol gallery tournament. The event is sponsored by the Idaho Rifle and Pistol Association and the Twin Falls Rifle and Pistol club. The rifle and pistol events will open Saturday at the local club's range north of town and will continue Sunday at the Idaho State Rifle and Pistol Association range in Twin Falls.

Registration for the tournament will begin at 10 a. m. Saturday at the range and first matches will start Sunday at 8 a. m. The event is open to members of the National Rifle Association and to teams from any NRA-affiliated club. Rifle and pistol teams will be allowed in the tournament. A special explanation team captain must designate members on squads firing in pistol competition not later than noon Sunday and not later than noon Monday for rifle teams. The field will be limited to 100 competitors in rifle events and to 120 competitors in the various rifle events.

Defending champions in the various rifle events are William Boyle, Logan, Utah, member of Boise, Idaho Club; Dave Miller, Logan, Idaho; and William Boyle, Logan, Idaho. In the pistol events, the defending champions are William Boyle, Logan, Idaho; and William Boyle, Logan, Idaho. In the pistol events, the defending champions are William Boyle, Logan, Idaho; and William Boyle, Logan, Idaho.

Schedule for the 22 caliber rifle events includes: Match 1, 30 shots on one target; match 2, national match course, 30 shots; match 3, buddy match, 20 shots; slow fire, 20 shots; two match 4, four-man team match; match 5, men's individual aggregate, scores of matches 1 and 2; match 6, five-man team match, and match 7, women's individual aggregate, scores of matches 1 and 2.

Schedule for the 22 caliber rifle events includes: Match 1, 30 shots; match 2, buddy match, 30 shots; match 3, buddy match, 30 shots; match 4, scores of two match 4, four-man team match; match 5, men's individual aggregate, scores of matches 1 and 2; match 6, five-man team match, and match 7, women's individual aggregate, scores of matches 1 and 2.

Title Showdown Date to Be Set Today for Fight

CHICAGO, March 23 (AP)—The date for the world heavyweight title fight between Jersey Joe Walcott and Rocky Graziano will be determined here today. Louis will hold a conference on the date with the promoters, Arthur M. Weitz and James D. Norris. Chicago's James Norris, who controls the Chicago stadium and Graziano's match 2, scores of two match 4, four-man team match; match 5, men's individual aggregate, scores of matches 1 and 2; match 6, five-man team match, and match 7, women's individual aggregate, scores of matches 1 and 2.

Bruin Boosters, Vandal's Coach Honor T. F. Team

Members of the 1948-49 Twin Falls high school team were honored at a banquet Tuesday night presented by the Bruin Boosters. The banquet was held at the Twin Falls hotel. The Bruin Boosters are a group of fans who support the school sports teams.

Idaho Falls Grid Coach Quits Post

Idaho Falls, March 23 (AP)—The Idaho Falls grid coach, Coach Ed Larson, has resigned his position. Larson has coached the Idaho Falls grid team for several years. His resignation is effective immediately.

Dodgers Worry About Pitcher

LOS ANGELES, March 23 (AP)—The Los Angeles Dodgers are worried about their pitcher, Don Newcombe. Newcombe has been having trouble with his arm lately, and the team is concerned about his ability to perform in the upcoming season.

Bowling Scores

Name	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	Total
W. J. ...	140	140	140	140	140	140	140	140	140	140	1400
J. ...	130	130	130	130	130	130	130	130	130	130	1300
C. ...	120	120	120	120	120	120	120	120	120	120	1200
M. ...	110	110	110	110	110	110	110	110	110	110	1100
T. ...	100	100	100	100	100	100	100	100	100	100	1000

Another Ball-Player Files Suit for Ban

NEW YORK, March 23 (AP)—Sal Maglie, New York Giants pitcher suspended for jumping to the Mexican league, is ready to slay a \$1,000 damages suit in organized baseball. Maglie is the fourth former major leaguer to turn to the courts in an attack against the national game as a violation of the "reserve clause."

Maglie was brought by Max Lerner and Fred Martin, former St. Louis Cardinals pitchers also suspended from organized baseball for five years for going over to the Mexican league in 1946. Maglie said Maglie, now operating a filling station here for \$33,333.33 and sees little damage under the anti-labor law if the court approves the motion.

Lerner and Martin seek a permanent injunction restraining baseball officials from keeping them on an ineligible list. They also want an order directing that they be permitted to sign contracts that do not contain the reserve clause. This would allow a player to sell out before he is sold, traded or otherwise released.

Maglie said the players said he would ask Conger to set aside his order of Monday extending until April 23 the deadline for filing an answer in the damage suit. Judge Conger has before him the case of the Philadelphia Phillies, an injunction permitting the players' immediate reinstatement in the major leagues and other first time performers to play in the major leagues.

Middlecoff Is Candidate for King of Golf

JACKSONVILLE, Fla., March 23 (AP)—Middlecoff is a candidate for a new star as a professional golfer. Middlecoff is a 23-year-old golfer who has been playing for several years. He is currently ranked among the top 100 in the world.

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Seals Option Six Players to Bees

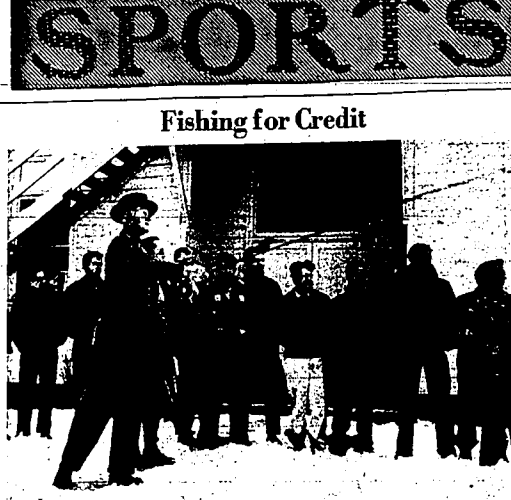
SALT LAKE CITY, March 23 (AP)—The Salt Lake City Bees have optioned six players from the Pacific Coast League. The players are: ...

Portland Plans Big Sports Arena

PORTLAND, March 23 (AP)—Construction of an indoor sports arena for about 10,000 people on city property was announced Tuesday by the city council. The arena is planned to be built on the site of the old city hall.

Middle Fork Big Game Census Set

BOISE, March 23 (AP)—The annual big game census for the middle fork of the Snake river is set for April 4. The census is conducted by the Idaho Department of Game and Fish.



Capt Milo Godfrey whips a fly out into the snow to show his Farragut college angling class just how to land a trout—and an "A" in the course. Capt. Godfrey demonstrates to the fishing scholars why he believes angling is more serene than back. (AP Photo)

Kentucky's Cagers Take Eastern NCAA Title by Whipping Illinois

NEW YORK, March 23 (AP)—Kentucky's powerful Wildcats breezed to their second straight eastern NCAA basketball title Tuesday night with an amazingly simple 76-47 conquest of Illinois. The Southeastern conference champions, who failed dismally in their first post-season tournament, took only a week ago, toyed with the outclassed Big Nine

kingdoms on Saturday. It was the first time this season the Kentucky club had flashed the form expected of it in New York. Kentucky topped the scores for both clubs with 77 points. The contest drew a crowd of 15,126 to Madison Square garden.

Kentucky will now play Oklahoma A and M in the east-west final at Seattle on Saturday. Illinois game played with the Wildcats through the first five minutes, but from then on it didn't have a chance. The Big Nine team never was able to penetrate the stone wall inner defenses thrown up by Kentucky.

Walt Keraulis picked up 14 points to lead the under-manned Illinois scoring punch. Kentucky applied most of the heat with spectacular behind-the-back passing and flashy floor work. There weren't little doubt that it could have added another 25 points under the hoop.

Phil's Pilot Sees Tougher National Race. CLEARWATER, Fla., March 23 (AP)—Eddie Sawyer seen 1948 as the year of the big 10' in the National Amateur Ales Gross of Kentucky topped the scores for both clubs with 77 points.

Phil's Pilot Sees Tougher National Race. CLEARWATER, Fla., March 23 (AP)—Eddie Sawyer seen 1948 as the year of the big 10' in the National Amateur Ales Gross of Kentucky topped the scores for both clubs with 77 points.

I. F., Boise Men Take Top Honors In Pin Tourney

POCATELLO, March 23 (AP)—Idaho Falls men took top honors in the annual I. F. Boise men's pin tournament. The tournament was held at the Pocatello hotel. Idaho Falls won the tournament with a score of 100-0.

Victorious Dons Cheered by Fans

SAN FRANCISCO, March 23 (AP)—The San Francisco Dons were cheered by fans as they won the national basketball team title. The Dons defeated the University of Oregon in the final game of the tournament.

Good Field Bags

Magic Field Processing Co. TWIN FALLS, IDAHO. PHONE 605. FOR SALE GOOD FIELD BAGS Magic Field Processing Co. TWIN FALLS, IDAHO. PHONE 605.

Skiers Practice For Resort Race

SUN VALLEY, March 23—Many of the top skiers in Canada, United States and France raced down the slopes Tuesday preparing for the Harriman race. The annual ski classic will be held here Saturday and Sunday.

Oregon State To Continue Coach Search

CORVALLIS, Ore., March 23 (AP)—Oregon State continued its search for a head football coach today. The school is still looking for a coach who can lead the team to a national championship. The search is expected to continue for several more weeks.

Drills to Continue. Oregon State continued its search for a head football coach today. The school is still looking for a coach who can lead the team to a national championship. The search is expected to continue for several more weeks.

Dodger infield Shines in Drill

BROOKLYN, March 23 (AP)—The Brooklyn Dodgers infield shined in a drill Tuesday night. The players were practicing for the upcoming season. The drill was held at the team's training facility.

Joe Louis Ends Exhibition Tour

ST. PAUL, Minn., March 23 (AP)—Retired heavyweight champion Joe Louis wound up his active ring career Tuesday night by losing through a six round exhibition with Hubert Hood, stocky 210-pounder from Chicago.

Purdue Gets Athletic Team

PULLMAN, Wash., March 23 (AP)—Purdue University will have a new athletic team starting on April 1. The team will be coached by a former professional athlete.

Sault KO's Blair

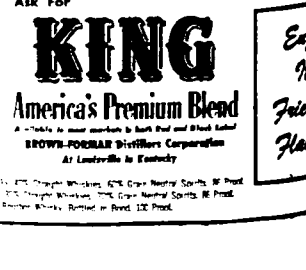
NALL LAKE CITY, March 23 (AP)—Keith Nuttall of Sault Ste. Marie, Mich., knocked out Jackie Blair of Hollywood in 23 seconds of the eighth round in their scheduled 10-round main event fight at the fairground coliseum Monday night.

Here Comes the KING from Kentucky

Here Comes the KING from Kentucky. The advertisement features a bottle of King Black Label Scotch Whisky. The text promotes the quality and flavor of the whisky, highlighting its long history and reputation.

Disstillers of Famous Bonded Old Forester Invite You To Try King...America's Premium Blend

Disstillers of Famous Bonded Old Forester Invite You To Try King...America's Premium Blend. The advertisement lists several reasons why King Scotch Whisky is a premium choice, including its smooth taste and long history.



Markets and Finance

Stocks at a Glance

Table with columns for stock names and prices, including General, American, and various utility stocks.

Table with columns for stock names and prices, including various industrial and utility stocks.

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Decree Filed in Woman's Estate

A decree of final distribution in the estate of Margaret Deen, who died Sept. 11, 1948, was filed today at the office of the county clerk.

Secretaries Get Help—Class for Bosses Started

MOSCOW, March 28 (AP)—Now you can learn about secretaries in college.

Officers Selected For Rotary Club

Officers to assume office in July were elected at the Tuesday luncheon meeting of the Rotary club.

Payment of \$125 Sought in Court

In a complaint filed Monday with J. O. Pumphrey, justice of the peace, H. O. Williams, doing business as the Williams Tractor company, seeks judgment of \$125.00 plus interest and costs of suit against Lonnie Smith.

Apology REDWOOD CITY, Calif.

March 28 (AP)—The elderly couple gave waitress Lenora Somers an eight-cent tip for serving their restaurant dinner.

MINNEAPOLIS MOLINE

CHICAGO, March 28 (AP)—Flour and wheat prices are steady today.

Real McCoy

SEATTLE, March 28 (AP)—For that long cold one this winter, get yourself some Mendocino.

WANTED DEADOR-ALIVE HORSES - MULES - COWS

Highest Price Paid For Prompt Pick-up Call Collect 834-77

PERCY GREENE TROUT FARM

287 Shoshone Blvd South FRONTO NE

CATTLE SALE Thursday, March 24

In addition to our regular run, we offer: 75 Good Quality WHITE FACE COWS 250 Good Quality WHITE FACE CALVES

BURLEY LIVESTOCK COMMISSION COMPANY BURLEY, IDAHO

READ TIMES-NEWS WANT ADS.

It's Firestone for the BEST VALUES



IN LAWN and GARDEN

FREE! Buy 25c Package BURPEE'S Super Oiled ZINNIA SEEDS NO PURCHASE NECESSARY GET YOURS TODAY!

Take the Work Out of Lawn Care!

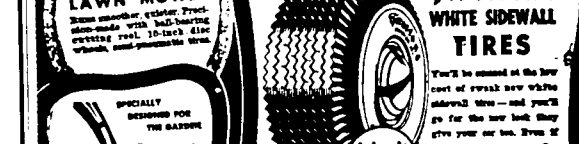


Firestone POWER MOWER 142.50

Firestone GARDEN HOSE

8 1/2' 50-ft. was \$28. Now — \$24. 8 1/2' 60-ft. was \$32. Now — \$28. 8 1/2' 75-ft. was \$36. Now — \$32. 8 1/2' 90-ft. was \$40. Now — \$36. 8 1/2' 105-ft. was \$44. Now — \$40.

Revolt Our LAWNITE SPREADER 50c A DAY



Firestone SPRING PAINT SPECIAL 1/4 OFF ON ALL PAINTS

FOR EXTRA SAFETY



CHANGE OVER TO Firestone WHITE SIDEWALL TIRES. You'll be second at the best cost of crack new white sidewall tires—and you'll go far the best they give you on the road. Even if your tires have many miles left in them—trade today and you'll get full advantage for the longest mileage.

Firestone 410 MAIN AVE. SOUTH PHONE 75

ANNUAL COMMUNITY FARM MACHINERY AND EQUIPMENT SALE

STARTING AT 10 A. M. FRIDAY, MARCH 25th

—AT— Williams Tractor Co. Machinery Lot —TWIN FALLS— A REAL OPPORTUNITY...

To Buy the Farm Tools and Machinery You Need—To Sell the Equipment You Don't Want—Be Sure to Attend.

HERE ARE BUT A FEW OF THE MANY, MANY ITEMS TO BE SOLD

VA CASE TRACTOR, 2 YEARS OLD, PERFECT CONDITION—OLIVER 60 TRACTOR 1944—REAR CUTTER NEW—KILLER 4 1/2 FOOT DISC—I.H.C. SIDE RAKE—RUBBER TIRE WAGON AND RACK—GRAIN DRILLS—HARROWS—PLOWS—MANTRE SPREADER—DISCS—ETC.

••• LUNCH ON GROUNDS BY BAPTIST LADIES ••• HOLLENBECK & HOLLENBECK AUCTIONEERS

Thursday! Friday! Saturday!

...three Final Days of our Great Pre-Easter SALE OF SUITS!

New Spring Styles in Men's All Wool SUITS

28^{.88} —EXTRA TROUSERS— 9^{.95}



... and every suit may be had with extra trousers!

Take advantage of this big pre-Easter Sale of Suits and save some real money! All-wool fabrics in Sharkskins - Gabardines - Herring-bones - and Flannels. Both single and double breasted styles in plain shades or new, smart patterns ... Real Buys ... don't miss it, but hurry, it ends Saturday night.

Remember...

- ★ Every Suit Is All-Wool!
- ★ Every Suit Is A New Spring 1949 Style!
- ★ Every Suit May Be Purchased with Extra Trousers!

SPECIAL!

MEN'S SOX IN BRIGHT STRIPES

• Slight irregulars of 49c values
These are slight irregulars but the flaws in most instances are small and will in no way impair from the usual long wear of these sox. Elastic tops with reinforced heel and toe. Sizes 10 to 12.
MEN'S STORE MAIN FLOOR

19c

SPECIAL!

BOYS' CHAMBRAY SHIRTS

• These are regular 1.89 values
Perfect partners for your son's most super-duper performance at work or play. Featuring fabrics of sturdy quality and fast color - The biggest buy for little boys. In sizes 2 to 12 - 12 1/2 to 14 1/2.
LAD AND LASSIE SHOP, DOWNSTAIRS

98c

SPECIAL!

BOYS' BRIGHT STRIPED SOX

• Slight irregulars of 39c Hose
A real money saving special. These boys' bright striped sox - in slight irregulars - elastic tops, reinforced heel and toe. Sizes 5 to 10.
LAD AND LASSIE SHOP, DOWNSTAIRS

15c

SPECIAL!

Men's WORK SHOES

• Slight irregulars of 3.00 values
Great quality tan leather oxford shoes with reinforced heel and toe. Elastic tops with reinforced heel and toe. Sizes 7 to 12.
Main Floor Shoe Department

3.00



SPECIAL!

300 pairs SHOES

for Infants - Children and Growing Girls

1/2 PRICE

made by

- Trimfoot
- Continental
- Star Brand
- Edwards
- Poll Parrot



Shoes - Oxford, Sandal and Mule styles. ... in sizes in key one style but most styles included in this group. A real opportunity to save on QUALITY children's shoes.

Infants to Size 5 1/2 in growing girls. Juvenile Shoe Dept., Downstairs

SPECIAL!

Acetate Rayon

PANTIES

- All first quality
- Regular 79c values

A special purchase of first quality Trikot knit panties in Hollywood Brief or Band Leg style. Colors of white, searose, maize, blue or green.

49¢

Sizes 5-6-7

... main floor ... Dry Goods Department

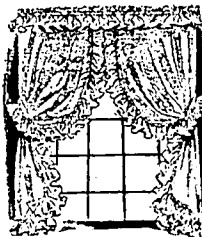


SPECIAL!

Ruffled Marquisette PRISILLA CURTAINS

- Regular 12.50 values
- Size 72 x 90

Window witchery in these creamy eggshell Priscilla Curtains. Shown crisp rayon marquisette with ruffles and matching tie backs.



7.95

NYLON PRISILLA CURTAINS

- Regular 21.50 values

Nylon Priscilla Curtains need little care. In the wash, dirt seems to slide right off the smooth Nylon threads. Imagine a ruffled curtain that needs just a touch of the iron. Nylon of course, is wonderful wearing, so you can expect years of lovely use from these curtains. Champagne color only. Size 70 x 90.

14.95

Bedding and Drapery Department ... downstairs store

SPECIAL!

One Group LADIES' HOUSE DRESSES

A beautiful assortment of crisp, fresh house dresses in new and clever Spring styles ... at a big saving too! All nicely made ... Choose from both checks and stripes.

1.95

... main floor ... Ready-to-Wear Department

SPECIAL!

One Group Ladies' PRINTED HOUSE COATS

Colorful, new Flower Print fabrics in full zipper styles. Outstanding values that you must see.

3.95

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SPECIAL!

One Group of Little Girls' BOBBY SOX

- Regular 49c values

Now is the time to replace Little Sister's Bobby Sox. Beautiful pastel shades of Blue, Maize, Pink and White - turn down cuff. Sizes 6 1/2 to 8 1/2. Regular 49c value.

25¢

Lad and Lassie Shop ... downstairs

SPECIAL!

CHILDREN'S COTTON SWEAT SHIRTS

Cotton Sweat Shirts - just the wrap your child needs for this weather. All white. Sizes 6 to 12.

79¢

Lad and Lassie Shop ... downstairs

SPECIAL!

CHILDREN'S ALL COTTON SWEATERS

All cotton sweaters in a new style. Fancy prints in soft colors of Maize, Blue and White. Sizes 6 to 16.

1.95

Lad and Lassie Shop ... downstairs

— FREE DELIVERY DAILY ... AT 4 P. M. —

IDAHO DEPARTMENT STORE

OF TWIN FALLS

"If it isn't right, bring it back"

Hughes Said Most Sought After "Date"

NEW YORK, March 23 (AP)—Who is the most sought after "date" a girl could have?

Take it from the Broadway red, it's Howard Hughes. He drives beautiful and glamorous girls around in his night club. He wears tuxedos and a hair cut and his clothes usually can stand a press. Many a girl has set for an hour in a restaurant with him without a word of conversation being exchanged.

Name Linked to Many

At one time or another his name has been linked with that of Billie Dove (one of the most beautiful of silent screen stars), Lillian Gish, Marjorie Main, Katherine Hepburn, Oliver Higgins, Nancy Carroll, Jim Coney, Patricia Wheeler, Mary Marlin, Wendy Barrie, Rochelle Hudson, Frances Drake, Linda Starnell, Ann Davison, Lana Turner and many more.

Hughes' unorthodox behavior often discussed in the night club and restaurants of the big street, does not even include the romantic approach. Usually, a girl catches his eye as she walks one of his associates to telephone her and asks for a date.

Not many "dats"

Scarcely a girl says no, but more often she is waiting at the appointed hour and she generally leaves because Hughes is likely to show up late, casually pass-

Progress! Lewiston, March 23 (AP)—

Two years ago colleagues were eating raw goldfish.

Ten years ago colleagues were eating raw goldfish.

Lewiston, March 23 (AP)—A federal housing official says 80 per cent of the houses now being built in the inland empire are classed as low cost homes.

Most of Housing In Area Termed Low Cost Homes

SPokane, March 23 (AP)—A federal housing official says 80 per cent of the houses now being built in the inland empire are classed as low cost homes.

Charles F. Freeman, assistant state director of the federal housing administration, said that "lower cost" homes are defined as those costing \$7,500 or less.

Freeman said the applications for more than 200 homes had been received and that four out of every five were in the "lower cost bracket." He said that his office is able to measure the building habits of the inland empire since it processes applications for most of the homes built in Washington east of the Cascade mountains.

ing off the tardiness as due to business.

If he likes a girl a lot, he may lend her one of his medium priced cars. Some day the current trend of his interest can be determined by looking at the car—much as Broadway could always tell playboy Tommy Mandville's girl friend of the moment by who was wearing his ermine wrap.

Hughes became a man-about-town after he was divorced from Ella Rice, Houston, Tex., debutante in 1939 after four years of marriage. He netted \$1,000,000 on her.

Experts Seek Key to Living In Cold Area

PASADENA, Calif., March 23 (AP)—Alaska may be a better ground for another war in science and technology to learn a secret from the Arctic animals.

The secret is: How do the animals stand the extreme cold?

The navy has given a contract to the California Institute of Technology to investigate the blood chemistry of Arctic animals. Out of the study, the navy hopes, may come some answers to how soldiers can live in the Arctic.

Prepares for Trip

One of Cal-Tech's scientists assigned to the job is Dr. Dan H. Campbell, a chemist, who already has made one trip to the Arctic and is preparing another for late in the summer.

He wants to learn how birds with their thin insulation can stand zero weather. He also wants to study the blood chemistry of hibernating animals.

A recent report from Alaska said the caribou, for instance, has little fat under the skin covering its back. The answer could be, according to Campbell, that there may be a zero weather or under the skin that gives the animal super insulation against cold.

Food May Be Source

Such a source may be the result of certain types of food the caribou eat.

Tech also has shown that the blood chemistry in hibernating animals, such as the squirrel, changes drastically during the season he sleeps. Hibernating animals, according to Campbell, cannot be studied, indefinitely, in captivity. They don't hibernate in captivity, he said.

From these Arctic studies may come a proper diet and a proper type of clothing for service men assigned in Alaska.

Scientists Find "Oldest" Scrolls In Ancient Cave

JERUSALEM, March 23 (AP)—A two-man scientific expedition to the Dead sea has returned here with what they said was evidence the Jerusalem scrolls are the oldest known manuscripts of the Old Testament.

The world first learned of the existence of the scrolls when Byrran scholars called them to the attention of the American school of Oriental Research in Jerusalem a year ago.

The first estimate of their age placed them in the first century before Christ.

Their monetary value has been conservatively estimated at more than \$1,000,000 but their worth to the Christian-Jewish world is incalculable.

Non-Paying Guest Found by Officers

SPRING VALLEY, N. Y., March 23 (AP)—A non-paying guest was flushed from his lodging place in a summer hotel where police said he furnished for weeks living on liquor and canned goods and chewing with vegetable soup.

Police identified the man as Robert Falloy, 49 of New York City, a former employee of the Diner hotel at nearby Clarkstown which has been closed since last fall.

REPRESENTATIVE UNIVERSITY OF IDAHO

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SEARS Grand Opening

ROEBUCK AND CO

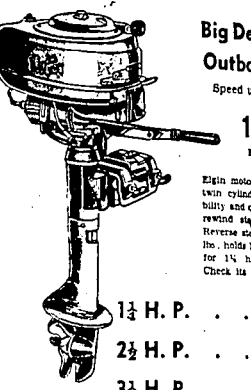


Serving All Magic Valley

LOOK FOR THE NAME J.B. Higgins

OUR OWN TRADE MARK

IN SPORTING GOODS!



Big Deluxe 6H Outboard Motor
Speed up to 18 M.P.H.
139.95
Easy Terms

Eighteen motor has aluminum twin cylinders for top speed, reliability and quick starting. Reverse stop, clutch, and 15-hr. 1 1/2 H.P. of fuel for 14 hours at full speed. Check its features!

GUNS! ★ GUNS ★ GUNS!	62.45
30.30 Winchester	62.45
32 Special Winchester	109.95
300 Savage	109.95
30.06 Winchester	63.50
.22 Automatic Remington	42.95
.22 Pump Winchester	69.95
35 Pump Remington (Mod. 141-A)	69.95

USE SEARS EASY PAYMENT PLAN

Red Ryder B. B. Guns 4.50 (Not sold to minors)

Daisy 1000 Shot . . . 3.50

57-PIECE SET OF SILVERWARE

INCLUDES ANTI-TARNISH CHEST ONLY 29.95

HARMONY-HOUSE AA+ Overlaid silverplate



Includes: Forks, Knives, Spoons, Teaspoons, Dessert spoons, Butter knives, Salad spoons, Sugar spoons, Coffee spoons, and a matching chest.

New Tower Bell Pen 49c

REDUCED TO 49c

Tower Wrist Watch Expansion Band 1.425

Chrome plated case with matching steel band. Best expansion band. Easy to read 2 tone white and gold color face. Non-mercury crystal.

Gilbert Alarm 2.29

Electric alarm. Features: Gold case band on open housing. Metal case. Best battery economy. Case dial. Detached bell alarm.


30-Hr. Alarm Clock 1.98

Luminous Hands

Dependable 30-hr. spring wound alarm clock. Hands reverse motion. Best battery economy. With alarm dial.

Royal Portable TYPEWRITER 89.50

5.00 Down 8.00 Per Mo.



See this new Royal portable typewriter. It's the most compact, most reliable, and most perfect.

REMEMBER TOO! PLENTY OF PARKING SPACE

NATIONAL CALL ALARM 179

POOL KITCHEN CLOCK 3.49

Anso Box Camera 5.18

Folding Cot 5.39

Main featured Center leg. Strong iron frame. On operation at home, the sturdy cot will give you comfortable service. White duck. Seen low price!

Sturdy Camp Stove 7.95

Compact Two-Way Burner. Low priced compact stove. Hand-carry. Welded steel wire handle shield. 16-quart cooking surface.

Compact Sleeping Bag Special Price NOW 17.95

Here's a real value for campers, hunters! 100% down for extra warmth, lightness. Full slide fastener. Folds up compactly.


USE SEARS EASY PAYMENT PLAN!

Baseball Shoes 5.95	Fielder's Glove 2.89	Tough Catcher Mitt 9.25	Baseball Bat 1.19
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A REAL 43.00 Value J. C. Higgins Standard Model BICYCLES 39.50

5.00 Down 6.00 Month

See Sears Easy Payment Plan



A regular J. C. Higgins model with rugged strength in every part. Welded tubular steel frame takes up bumps on rough roads, heavy loads. Its lighter weight makes pedaling easier, gives you greater speed. Equipped with coaster brakes for quick, dependable stops. Special saddle is really comfortable for hours of riding. Features for feature you won't find a bicycle to compare with. Men's and women's models.

Labor Expert Sees Shorter Work Period

WASHINGTON, March 23 (AP)—Ewan Clague, commissioner of labor statistics, says the country is headed this year for an average industrial work week, shorter than 40 hours.

He said the drop will come principally from the further elimination of overtime rather than union pressure for a scheduled work week of 30 or 35 hours. It takes a good deal of overtime to keep the average to maintain a 40-hour average, because many plants are working short weeks due to lack of business.

No Bad Effects
Clague said in an interview that the country can have the shorter week without serious unemployment or a great decline in income and purchasing power. He emphasized that he was talking about the average hours of work per week put in by manufacturing employees, irrespective of union agreements or negotiations.

But government labor officials said the decline in hours will undoubtedly influence union-management contract negotiations. The question is for how long with all groups of organized labor.

Laws Lead Way
The railroads and 17 non-operating brotherhoods have just negotiated a 40-hour week as no out in the workers' 48-hour pay, effective next Sept. 1. John L. Lewis has served notice to the United Mine Workers that he wants a 30- or 35-hour week in the new contract to start July 1. A permanent A.P.C. committee is studying the feasibility of a new drive for a 30-hour week.

Clague said his bureau will publish figures Friday showing the average work week in February was 38.4 hours. This is the lowest in consecutive months that it has fallen under 40 hours. The 1944 average was 40.1 hours.

Wartime Peak 44.3
The wartime peak was 44.3 hours in 1944. The maximum was 54.2 hours in 1941. "Most of the orders were only partly responsible for the shorter work week in February," Clague said. "The principal reason for the elimination of overtime hours," he said, "with prices leveling off below their peak, employers are cutting out the high cost premium pay hours. There is still considerable overtime in the average work week because to hit 38.4 there are many plants running more than a scheduled 40-hour week."

M-K's Contracts Set New Record

SAN FRANCISCO, March 23 (AP)—Morris-Knutson company reports its construction work reached a new peak of about \$28,000,000 in 1944. This exceeded even the war period high of \$23,000,000 in 1942. The company has offices in several cities, including Boise.

Consolidated net income was \$1,052,436 or \$1.02 a share. The company earned \$3,242,818 or \$4.43 a share in 1943.

Net income of the parent corporation alone was \$4,139,236, highest in the company's 37-year history. In 1943 it was \$3,200,894. The company started over into 1944 a total of \$73,236,000 of uncompleted domestic construction and \$41,840,000 of foreign contracts.

Oregonians Visit

ACQUIA, March 23.—Mr. and Mrs. Fred J. Stevens and daughter, Betty, and Mr. and Mrs. Bill Stevens, Millboro, Ore., are visiting at the Ed Dunn home and James Stevens home. In Paul, Mr. and Mrs. Fred Stevens, parents of Mrs. Dunn and James Stevens are here to look after their property and visit their new granddaughter, Kathryn Louise Dunn.

WILL MOVE TO FARM

BOISE, March 23.—Mr. and Mrs. Farley Barnson will move to their farm near Castleford this week, resigned recently from the Boise police force.

Horse for Three Cents Postage



Mike Hewitt, 11, Woodmere, N.Y., and Elie, a retired police horse, look over the copy of Mike's letter that brought them together. Mike wrote the New York City police department asking for a horse and promising to take proper care of it. After investigating, the police delivered Elie right to Mike's door in a van.

Collegiate Choir Sings at School

The College of Idaho choir from Caldwell, which is on its annual spring tour, gave a recital this week for Twin Falls high school students. The clinic is sponsored by the Community council in cooperation with the south central Idaho district health unit.

With Barbara Moore accompanying, the choir sang "Sing We and Chant It," Thomas Morley; "The Silver Swan," Orlando Gibbons; "Masons, Lovely Maidens," Orlando di Lasso; and "In These Delightful Pigeon Groves," Henry Purcell.

When called back for an encore they sang "The Wassail Song." Featured on the assembly program was Glennia Speer, who played "Marianne," by Saint-Saens, on her violin.

The two quartets, which sing in the regular performances, were unable to appear due to a limited amount of time.

Clinic Slated

MURTAUGH, March 23.—The annual pre-school clinic will be held Thursday at Murtaugh. A pediatrician and ear-eye-nose-throat specialist will examine the children. The clinic is sponsored by the Community council in cooperation with the south central Idaho district health unit.

SAVE NOW

on a rebuilt Maytag 99.95
All rebuilt to factory specifications with genuine Maytag parts. Fully guaranteed. Easy terms. Come to see, while there's a chance!

WILSON-BATES APPLIANCE
Jerome - Twin Falls - Burley

UTAHNS VISIT

BOISE, March 23.—Mrs. Conrad Southworth and children are here from Ogden, Utah, to visit her parents, Mr. and Mrs. D. C. Weaver.

SLASHED

The High Cost of Meals
Watch These Menus and Save (AMPLE FOR A FAMILY OF 4)

CHOW MEIN DINNER

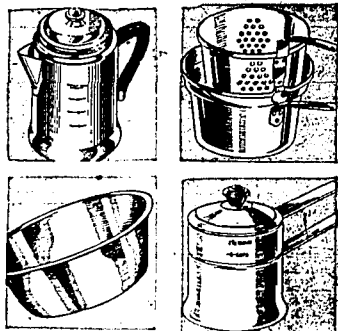
Chow Mein Vegetables, can
Salad: Green Onions, Celery, Radishes and Lettuce
Ballard Hot Biscuits, can
—ALL FOR \$1.00

MAGIC CITY MARKET

OPEN 3 DAYS A WEEK — HANDY PARKING
628 Main Ave. S. Ph. 981-W

SEARS ROEBUCK AND CO.
Grand Opening
SEARS
Serving All Magic Valley

Gleaming, durable Maid of Honor cookware — priced to save you money!



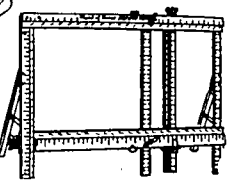
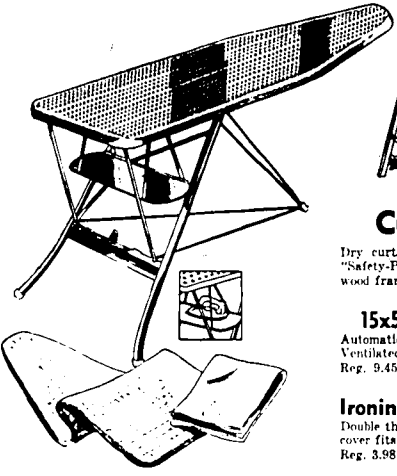
Aluminum Ware
Your Choice . . . 17
SAVE UP TO 40%!

- 6-cup percolator . . . Reg. 1.79
- French fryer . . . Reg. 1.99
- 1 1/2-qt. double boiler . . . Reg. 1.99
- 10-qt. dishpan . . . Reg. 1.99
- 3-pc. sauce pan set . . . Reg. 1.99 (Not illustrated)

LAUNDRY SUPPLIES AT THRIFTY PRICES



Zinc Surface Board
Economic Viability, Long Life
10, 12, 14, 16, 18, 20, 24, 30, 36, 42, 48, 54, 60, 72, 84, 96, 108, 120, 144, 168, 192, 216, 240, 270, 300, 324, 360, 396, 432, 468, 504, 540, 576, 612, 648, 684, 720, 756, 792, 828, 864, 900, 936, 972, 1008, 1044, 1080, 1116, 1152, 1188, 1224, 1260, 1296, 1332, 1368, 1404, 1440, 1476, 1512, 1548, 1584, 1620, 1656, 1692, 1728, 1764, 1800, 1836, 1872, 1908, 1944, 1980, 2016, 2052, 2088, 2124, 2160, 2196, 2232, 2268, 2304, 2340, 2376, 2412, 2448, 2484, 2520, 2556, 2592, 2628, 2664, 2700, 2736, 2772, 2808, 2844, 2880, 2916, 2952, 2988, 3024, 3060, 3096, 3132, 3168, 3204, 3240, 3276, 3312, 3348, 3384, 3420, 3456, 3492, 3528, 3564, 3600, 3636, 3672, 3708, 3744, 3780, 3816, 3852, 3888, 3924, 3960, 3996, 4032, 4068, 4104, 4140, 4176, 4212, 4248, 4284, 4320, 4356, 4392, 4428, 4464, 4500, 4536, 4572, 4608, 4644, 4680, 4716, 4752, 4788, 4824, 4860, 4896, 4932, 4968, 5004, 5040, 5076, 5112, 5148, 5184, 5220, 5256, 5292, 5328, 5364, 5400, 5436, 5472, 5508, 5544, 5580, 5616, 5652, 5688, 5724, 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37224, 37260, 37296, 37332, 37368, 37404, 37440, 37476, 37512, 37548, 37584, 37620, 37656, 37692, 37728, 37764, 37800, 37836, 37872, 37908, 37944, 37980, 38016, 38052, 38088, 38124, 38160, 38196, 38232, 38268, 38304, 38340, 38376, 38412, 38448, 38484, 38520, 38556, 38592, 38628, 38664, 38700, 38736, 38772, 38808, 38844, 38880, 38916, 38952, 38988, 39024, 39060, 39096, 39132, 39168, 39204, 39240, 39276, 39312, 39348, 39384, 39420, 39456, 39492, 39528, 39564, 39600, 39636, 39672, 39708, 39744, 39780, 39816, 39852, 39888, 39924, 39960, 40000



Curtain Stretcher

Dry curtains without worry to fingers or fabric. "Safety-Point" pins in solid 1 1/2-inch wood frame add protection. Reg. 5.29 — 4.99

15x54-in. Steel Troning Board

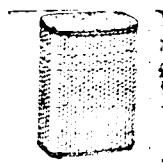
Automatic opening, closing, compactly folding board. Ventilated ironing surface. Reg. 9.45 — 7.99

Ironing Board Pad and Cover Set

Double thick waffle-weave pad with cotton drawing cover fits board up to 15x54-in. Reg. 3.98 — 2.77



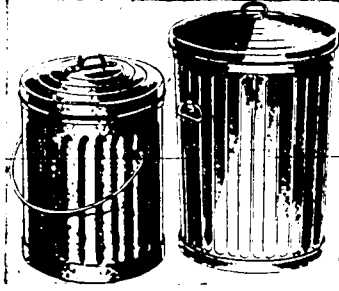
Sturdy Wash Tubs
New Wash Tub, 18" x 24" x 24" 2.29
17" or Corral, 18" x 24" x 24" 2.29



Upright Hamper
New Upright Hamper, 18" x 24" x 24" 6.99



Galvanized Pails
New Galvanized Pail, 18" x 24" x 24" 39c

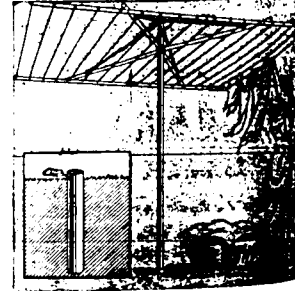


Galvanized Garbage Cans At Sears Saving Price

20-gallon Garbage Can 2.99

Extra strong, extra heavy galvanized steel that resists rusting. The strong conical sides and reinforced rim give you added wear. Easy to carry with side handles. Covers fit securely. Select several of them!

9-gallon Household Size Garbage Pail... 1.89



New, Improved Outdoor Aluminum Clothes Dryer

150-foot Drying Line! Reg. 14.99 — 17.49

Add those much needed feet to your drying system with a Maid of Honor aluminum clothes dryer. Each has a cotton clothesline is straight—no short inside lines. Action easily opens sturdy aluminum arms. 6-foot lines 6-feet above the ground. See it at Sears!

Congratulations

TO
Sears Roebuck & Co.

on the opening of their fine new store. It is indeed an outstanding landmark in the

Students Will Try for State Jobs in Tests

State mental system examinations for Twin Falls high school seniors will be given April 2 in the high school commercial department under the supervision of Edna Beasly, instructor.

Examinations will be for clerk-typist and stenographic positions. Applications must be in home offices before Friday.

Students participating in tests for clerk-typists are Janet Anderson, Bobby King, Jay Call, Lonnie Stevens, LaRae Miller and Mary Lou Dean.

Wood River Area Milk Meeting Set

SHOSHONE, March 23—The annual district meeting of the Wood River Milk company postponed from January because of bad weather, will be held at 8 p. m. Thursday at the Wood River Grange hall.

America's bakeries turn out more than \$100,000,000 worth of pies every year.

LEGAL ADVERTISEMENTS

NOTICE OF APPOINTMENT BY THE DISTRICT COURT OF THE ELEVENTH JUDICIAL DISTRICT OF IDAHO IN AND FOR THE COUNTY OF TWIN FALLS.

CLYTON SIMMONS, doing business as SIMMONS PLUMBING AND HEAT.

NOTICE IS HEREBY GIVEN, That a writ of attachment has been issued by the District Court of the Eleventh Judicial District of Idaho.

IN THE PROBATE COURT OF TWIN FALLS COUNTY, STATE OF IDAHO.

NOTICE TO CREDITORS IN THE PROBATE COURT OF TWIN FALLS COUNTY, STATE OF IDAHO.

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Death Among Souvenirs



If you have, among the war trophies in your home, any "unloaded" weapons, severely shells or other munitions, you'd be smart to get in touch with the army or navy—quick.

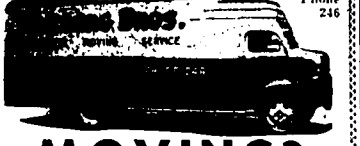
French Firm Denies Report of Shipments

PARIS, March 23 (AP)—A spokesman for the Ford Societe Anonyme, French subsidiary of the Ford Motor company, denied today that the subsidiary has sent Marshall plan goods to Poland.

Spry

MUHTAUGH, March 23—Spry as ever, T. L. Johnson, 86, has returned in time to give his personal supervision to spring exercises on his farm here. He has been on an extended trip to visit relatives at Victor, N. Y., and his 61-year-old brother at Welch, Ia.

MOVING?



OUR VANS OPERATE IN THESE STATES IDAHO - CALIFORNIA - MONTANA NEVADA - OREGON - UTAH and WASHINGTON.

INSURED VANS — Twin Falls Phone 246

CONGRATULATIONS SEARS

ON THE OPENING OF YOUR NEW STORE IN THIS VICINITY

YOUR OPENING WILL MARK A BIG STEP IN MERCHANDISING, AND WE FEEL IT TO BE A CREDIT TO OUR CITY.

We Are Proud to Have Been Selected to Install the

PLUMBING HEATING & VENTILATION

IN THEIR BEAUTIFUL BUILDING

DEWEILER'S

Grand Master of Lodge for Idaho Makes Visit Here

Albert J. Graf, Kellogg, grand master of the Idaho Odd Fellows lodge, paid his official visit to the Twin Falls Odd Fellows lodge Tuesday night.

Accompanying Graf were Walter J. Becker, Kellogg, grand patriarch of the grand encampment of Idaho, and Edgar E. Neave, Jerome, grand secretary of the grand encampment of Idaho.

Initiatory degree was conferred on Harold Valentine. Refreshments were served following the session.

The grand master and his party will visit the Gooding Odd Fellows lodge Thursday night and the Piler lodge Friday night.

COLLEGIANS VISIT

CASTLEFORD, March 23—Virginia Bishop, Don Williams and Irene Williams, students at Southern Idaho College of Education, Albion, spent the week-end with their parents, Mr. and Mrs. Frank Bishop and Mr. and Mrs. Harold Williams,

HOME FROM COLLEGE

JEROME, March 23—Mr. and Mrs. Everett Melton and daughter have been visiting his parents, Mr. and Mrs. Gustaf Melton and Mr. and Mrs. William Garrelle Melton, at a student at Utah State Agricultural College, Logan, Utah.

Ask About Plan Our Easy Plan

If you do not have your own accordion, you may use ours on a rental plan. Rental can later be applied on purchase price. Lessons at our store each week.

Stop In for Full Details

CLAUDE BROWN MUSIC COMPANY 143 Main East Phone 624

CAKES ROLLS PIES BREAD

Kitchen Craft

WORKS WONDERS WITH ANY RECIPE!

For your favorite cakes...for all your home baking

Guaranteed better baking results or your money back

At your Safeway Store

READ TIMES-NEWS WANT ADS



SONOTONE Hearing Service

EVERY FRIDAY 10 A.M. to 5 P.M.

SONOTONE THE HEARING CENTER

Sonotone of Twin Falls 126 1/2 Main Ave. S. Twin Falls, Idaho John C. Faught, Mgr. Phone 2581-M

at 10 A. M.

403 MAIN AVE. W.

to the first

1000 LADIES to visit our store

A beautiful GARDENIA To Each of You!

Cordially Invites You To Attend Our Grand Opening THURSDAY, MAR. 24

SEARS, ROEBUCK AND CO. RETAIL STORES Shop at Sears and Save

Dear Friends:

Twin Falls, Idaho March 22, 1949

It is with a great deal of pleasure and a pardonable glow of pride that we announce the grand opening of Twin Falls' finest, most modern department store...your new Sears, Roebuck and Co. retail store. We have spared no effort...no expense to make this magnificent store the most complete one-stop-shopping center in Magic Valley.

With this opening we assume the responsibility of using our new facilities to render better service...our plant is designed for the ultimate in comfortable, convenient shopping, with ample floor space and well stocked departments and offering values unequalled anywhere, price and quality considered.

Sears has modest confidence and unbounded enthusiasm in the future of Twin Falls! This has prompted the construction of this beautiful new store marking another milestone in the progress of our city.

To you, the residents of Twin Falls and Magic Valley, we extend a warm welcome and sincere invitation to visit your new Sears, Roebuck and Co. Store.

If, we are proud to present this brand new store to you. Plan now to come in and look around. See for yourselves that at Sears, you park free, shop easy and save more.

Cordially
Gene Hammond
Gene Hammond
Manager

for Your Shopping Convenience, We'll be OPEN THURSDAY and FRIDAY NIGHT TIL 9 P. M.

PLENTY OF FREE PARKING SPACE

Satisfaction guaranteed in your money back SEARS PHONE 2460

Crossword Puzzle

ACROSS 1. Antique 2. Take 3. Constitution 4. Mountains in Nevada 5. Seal 6. Backstage 7. King of the bees 8. Word of 9. Reorganization 10. Back of seat 11. Wash lightly 12. One alone 13. Biblical region 14. One alone 15. Entrance 16. Cold and 17. Theater box 18. Quarterly time 19. Blarney stone 20. Indian plant 21. Rootlet

Solution of Yesterday's Puzzle DOWN 1. Fracas 2. Jaws 3. Java cotton 4. Harbor 5. Clever 6. Fabric 7. Club 8. Indian 9. Philistine 10. Philistine 11. Philistine 12. Philistine 13. Philistine 14. Philistine 15. Philistine 16. Philistine 17. Philistine 18. Philistine 19. Philistine 20. Philistine 21. Philistine

OUT OUR WAY By WILLIAMS



SIDE GLANCES By GALBRAITH



Oh, please don't make a fuss, mother—just walk in and say, "Hi!" You here again? It might scare him away if he thought we were crazy about him!"

CARNIVAL By DICK TURNER



"Latest bulletin from Moscow outlines Florida's Varchon Plan at government expense—slapan in about off your mouth and see Siberia!"

BOARDING HOUSE - MAJOR HOOPLE



LIFE'S LIKE THAT By NEHER

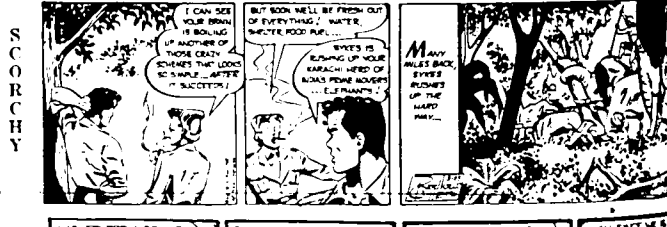
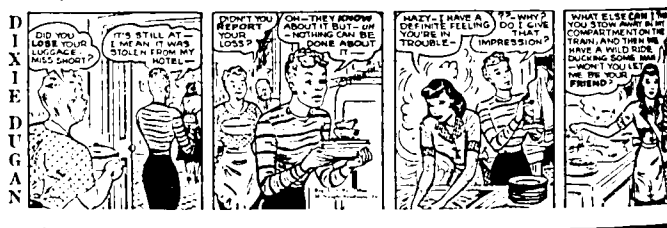
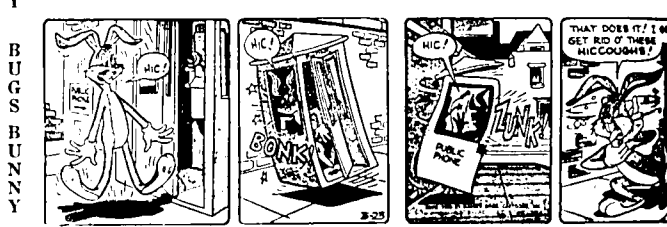
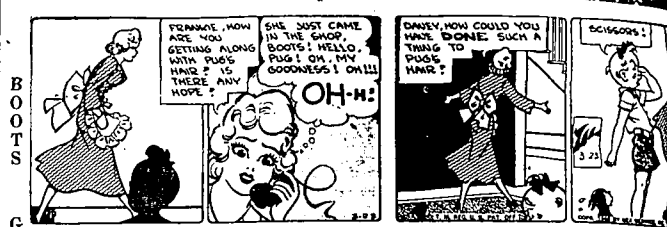
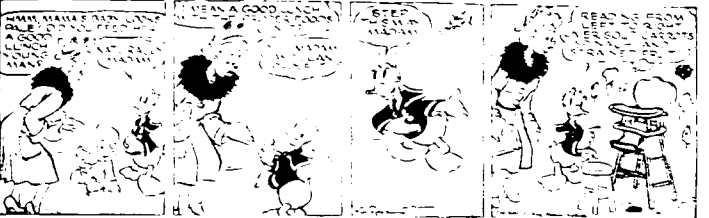


"It's nice of you to call, but to be honest about it, you don't have to thank us for the nice weather we've been having lately."

THE GUMPS



DONALD DUCK By WALT DISNEY



VIC FLINT WASHINGTON BOOTS GASOLINE ALLEY BUGS BUNNY DIXIE DUGAN SCORCHY LIL LARNER ALLEY OOP

PLANT A FULL SUGAR BEET ACREAGE IN 1949

Under the Sugar Act of 1948 beet growers in the United States are permitted to produce 1,800,000 tons of sugar annually. Last year the industry fell 25 per cent short of this quota.

In the coming year unless the sugar industry produces an amount of sugar which more closely approximates this quota, the possibility of securing the same quota when the Sugar Act is renewed becomes doubtful. In pre-war years this industry was producing very close to 1,800,000 tons annually and it will undoubtedly want to produce this amount again in the future. It is therefore essential that production be maintained as near this level as possible if the quota is to remain at this figure.

Moreover, sugar beet growers who do not maintain normal sugar beet acreages or increase them are jeopardizing their own proportionate share acreages for future years.

Beet grower associations and representatives have consistently worked to secure for the sugar industry a quota of 1,800,000 tons and have represented to the congress that such a level of production could be expected by the industry. We feel that you should support our efforts to achieve this goal.

The Sugar Act provides a most effective and feasible price support program for sugar beets and has the united backing of growers and processors alike. Acreage planted to beets that otherwise might have produced potatoes, beans or lettuce has a tendency to reduce the volume of these crops available to the market, and thus stabilizes and strengthens the price of these surplus crops.

The 1949 sugar beet contract of the Amalgamated Sugar Company has the full sanction and approval of this association and we urge all beet growers both old and new to plant all the sugar beet acreage possible that is consistent with your crop rotation program.

Jack D. Claiborn
SECRETARY

**IDAHO SUGAR BEET GROWERS
CO-OPERATIVE ASSOCIATION**

Grand Opening

TOMORROW 10 A. M. TO 9 P. M.
TWIN FALL'S NEWEST, MOST
COMPLETE DEPARTMENT STORE

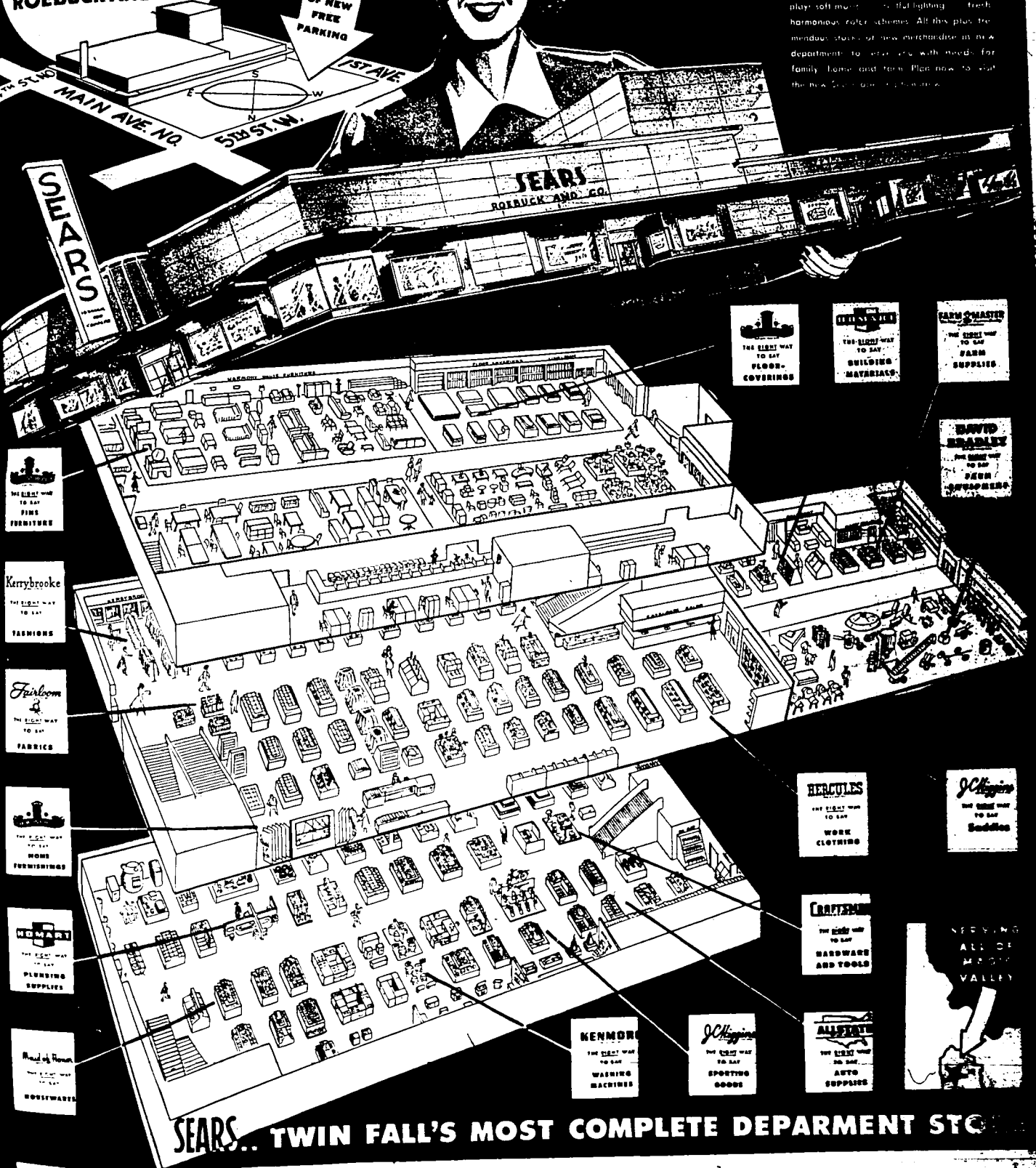
SEARS

ROEBUCK AND CO.

PLENTY OF NEW
FREE
PARKING



Tomorrow, the new Sears store will open for you here in Twin Falls. The new Sears store is a complete shopping center. It is a complete store containing everything you need for your home and play. Soft music, beautiful lighting, fresh harmonious color schemes. All this plus the merriest stock of new merchandise in new departments to give you with needs for family home and farm. Plan now to visit the new Sears store in Twin Falls.



SEARS
ROEBUCK AND CO.

THE BEST WAY TO BUY FINE FURNITURE

Kerrybrooke THE BEST WAY TO BUY FASHIONS

Fairbairn THE BEST WAY TO BUY FABRICS

THE BEST WAY TO BUY HOME FURNISHINGS

WENBURY THE BEST WAY TO BUY PLUMBING SUPPLIES

Wood of Home THE BEST WAY TO BUY HOUSEWARES

THE BEST WAY TO BUY FLOOR COVERINGS

THE BEST WAY TO BUY BUILDING MATERIALS

FARM CROSBY THE BEST WAY TO BUY FARM SUPPLIES

DAVID BRADLEY THE BEST WAY TO BUY FARM SUPPLIES

HERCULES THE BEST WAY TO BUY WORK CLOTHING

J. Higgins THE BEST WAY TO BUY Saddles

CRAFTSMAN THE BEST WAY TO BUY HARDWARE AND TOOLS

KENMORE THE BEST WAY TO BUY WASHING MACHINES

J. Higgins THE BEST WAY TO BUY SPORTING GOODS

ALLSTATE THE BEST WAY TO BUY AUTO SUPPLIES



SEARS... TWIN FALL'S MOST COMPLETE DEPARTMENT STORE



Grand Opening

SEARS



"Serving All Magic Valley"

PACKED WITH HUNDREDS OF GRAND OPENING SPECIALS...EXCITING MONEY-SAVING VALUES!



EASTER IS
APRIL 17



NEW EASTER

dresses

Values to 7.95

5⁰⁰

Yes, the identical dresses we regularly sell for as much as 7.95! It's your opportunity to save on smart 1- and 2-piece styles, dress types, casuals and tailored classics. Choose from a tremendous selection of fine rayons and crisp, top quality cottons. See the thrilling array of new spring colors. Sizes 8 to 20 and 38 to 44. Come early for best choice!

NEW EASTER

coats

Values to 24⁹⁵

16⁰⁰

- The latest fashion details
- Fine fabrics, popular colors

The catch of the season—at this price! All the newest in fashion—tapered shoulders, ingenious back details, novel cuffs and yokes, small collars. Featuring fine quality woolens and a gorgeous array of popular solid colors, navy and black. Sizes for misses and women included in the group. Take advantage of these savings on coats for Easter girl after.



CRISP COTTON

wash dresses

Values to **1⁸⁸**
to 2.98



A refreshing array of cotton dresses at a budget saving price. See the wraparound smiles, button front styles and side button closures. Check prints and stripes. Ruffles and embroidery bring 10 to 20.



EASTER hats

Values to 3.98
2⁵⁰

Exciting! Easter bonnets at a low price! Seven styles in different styles. Trimmed in lavish, home pretty flowers and firmly veiling. New spring colors. Choose yours now at low savings.

EASTER suits

Values to 21.95

14⁰⁰

- Spring colors in a variety of fabrics

Here's a great suit at savings! See classic, new, well-tailored and high-fashion details that make them look worth double more. Rounded shoulders, smart cut, crisp, novel pockets and more. See them in quality fabrics at 10 to 20 and 30 to 40.



SHOP 'TIL 9 THURSDAY and FRIDAY

"Satisfaction guaranteed or your money back" SEARS

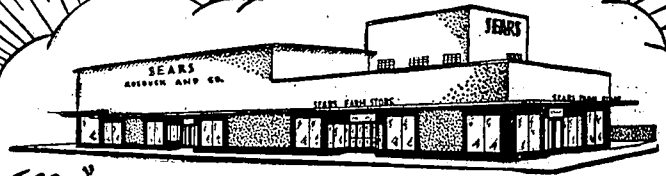
403 MAIN AVENUE WEST

PHONE



Grand Opening

SEARS



"Serving All Magic Valley"

These items on sale 3 DAYS ONLY - Thursday · Friday · Saturday

SHOP TILL 9 P. M. EVERY FRIDAY

"CANDY FOR THE KIDDIES"



A pocket-full of savings on these

TODDLERS' DRESSES

NOW ONLY **99c**

Cute as the little pies they're made for! Dozens of charming styles to choose from... an endless variety of embroidery, ruffles, bows, and appliques. You'll be amazed and pleased at the fine quality cotton fabrics... sure to wear well and stand up to tubbings. See the wonderful assortment of prints, plaids and plaids in a rainbow variety of prints, plaids and plaids. See the Sizes 1, 2 and 3.

girls' new budget-right spring

dresses

\$1.98

for "best" and "everyday" wear

As fresh and bright as spring itself. Widely drifting skirts and gay novelty stripes. Sturdy long-wearing, washable cotton. Beautifully priced too!



eyecatching stripes in girls' dresses

\$1.98

Wide, wide flare skirted dress topped by candy stripes and no-rac and ruffle trimmed yoke. Ass. colors. 8 to 14.

RECEIVING BLANKETS

Reg. 49c
NOW 3 for **1.33**

A special low price on this lightweight cotton blanket. Softly napped for extra comfort. Stitched edges. 28x34.

Crib Blankets

Medium weight sets of soft napped cotton. Stitched edges. 24x36. **1.39**

Training Pants

Reg. 38c
Good quality combed cotton with elastic all around waist. Double stretch. Size 1 to 4. **99c**

Rayon Pants

2 per **88c**

Cotton Anklets

Reg. 25c Pair
Five increased cotton anklets with elastic ends. Available in assorted colors. 4 to 6. **98c**



Suspenders Jeans

Sears Low Price **1.49**

Sturdy, Western style, blue denim. Double stitched for strength. Zipper front. Sealed. Size 3-8c.

Toddler Polo Shirt

Short or long sleeve shirt of knit cotton. Crew neck. Size 3-4. **59c**

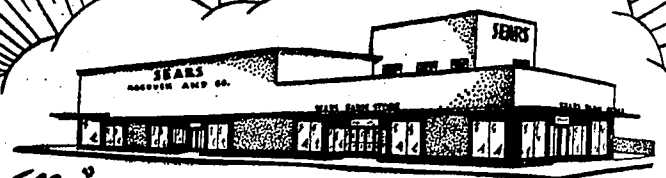
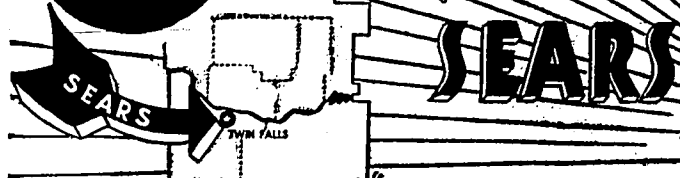
"Satisfaction guaranteed or your money back" SEARS

403 MAIN AVENUE WEST

PHONE 2200



Grand Opening



"Serving All Magic Valley"

HERE'S PROOF! Sears Gives You Better Quality For Less Money!



Craftsman Hatchets
Extra Thin Keen Steel Blade
Perfect Balance **1.88**
"Super-Tuff" steel head, properly heat-treated and hardened. Green steel sets. Finish. Hickory handle. 2 1/2 in. cut.



CRAFTSMAN 8-IN. TILTING ARBOR BENCH SAW

Regular 84.50 **76⁰⁰**



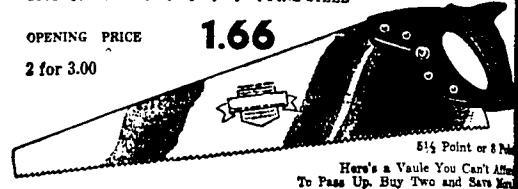
- A TILTING ARBOR SAW—not a tilting table saw! Gives you greater accuracy, more safety.
- One control adjusts depth and angle of cut!
- One device locks rip fence at both ends!
- Floating motor mount reduces vibration, wear!

Here it is! Sears great, new bench saw that's packed with "plus" features—yet is selling for less than others! Don't miss it! Come in now during this sale... see how it cuts to a depth of 2 1/2 inches; see the big 17x20 in. table and the 8-in. combination blade. Right then and there you'll order yours—and save!

SKEW-BACK HAND SAW

GOOD QUALITY FINE STEEL

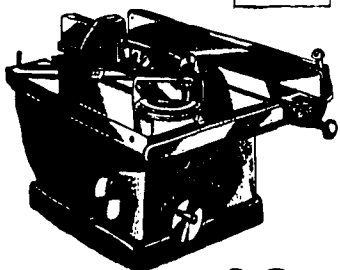
OPENING PRICE **1.66**
2 for 3.00



Here's a Value You Can't Afford To Pass Up. Buy Two and Save More!



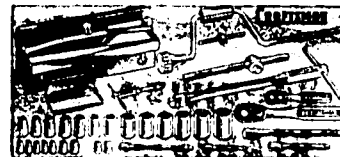
Quality Block Plane
"Super-Tuff" Hardened Steel
1.88
ONLY
1 1/2 in. tapered steel arbor set at 20° angle. Ready for gliding into lightweight carriage. Buy at Sears!



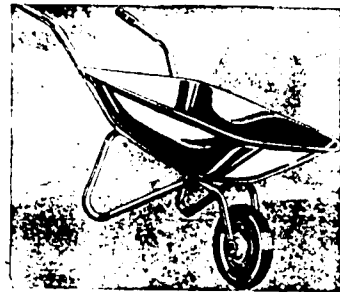
10-INCH Reg. 99.00 **89⁰⁰**



Steel Cultivator
Four Tempered Forged Steel Tines
Craftsman **1.88**
For stirring soil to flower beds, garden paths, etc. Straight lines of forged steel. Standard size hardened handle.



Craftsman Socket Set **24.99**
33 Super-Tuff Pieces
The ideal set for mechanics who need detachable socket wrenches for auto repairs or assembly work. 22 sockets cover a wide range of work from 7/16 to 1 1/2 inches. See it at Sears!



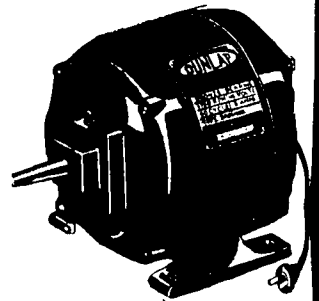
Aluminum Wheelbarrow With Steel Frame

Free Wheeling
Regular 15.95 **12.77**

Lightweight yet extremely strong. It's a real "work-horse" for this saving price! Shock-absorbing 10x2-in. semi-pneumatic rubber tires ride right over sand and soft ground. Sleeve steel wheel bearings. Rigid tubular steel frame with aluminum alloy tray. Rubber grips.

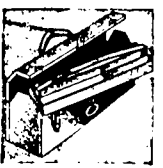


Craftsman Drill
Lightweight Electric-Hand Drill
At Only **14.95**
Die cast aluminum. Double motor. 1000 R.P.M. Saw handle, trigger switch.



DUNLAP
1/3 H.P. MOTOR
Reg. 12.95 **9.88**

Take advantage of this super-value on Electric Motors. 1750 R.P.M. A good motor at a remarkable low price. BUY NOW!



Hip-Roof Tool Box
Bat-Resisting Gray Finish
Craftsman **4.19**
Popular mechanics tool box. Heavy 2 1/2-gauge steel construction. Double metal latches, lock and hinges. 17 1/2 x 9 1/2.

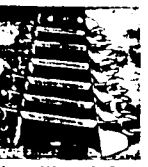


Steel Garden Spade
Dunlap—Built To Last!
Hardened Handle **1.88**
Strong, lightweight garden spade. One-piece steel blade and handle. 2 1/2 inch hardened handle. Dished blade.

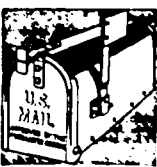
POWER TOOL DEMONSTRATION
DON'T MISS THIS! . . . See our famous power tools in ACTION! See for yourselves—then compare!



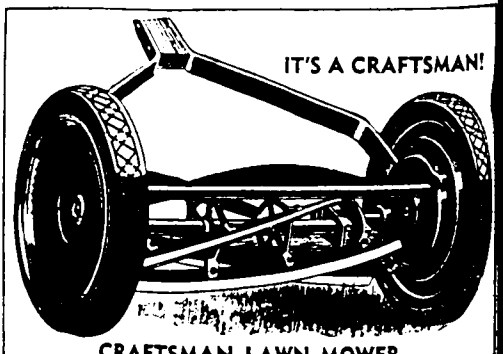
Garden Bow Rake
Craftsman **1.88**
Sturdy garden rake with long, hand-made forged steel bow and three steel tines. 12 inch handle. 2 1/2 in. head.



6-pc. Wrench Set
Dependable Light-weight Design
With Metal Taper . . . **3.89**
Six key sizes also available. One and one-half inch open end set. Set of 12 degrees angle. Handle 1 1/2 in.



Rural Mail Box
Wood. Not Required. No Tools
Needed to Assemble. . . . **1.89**
Available elsewhere for purchase. Approved by the U.S. Post Office. Color. Select your favorite at Sears!



IT'S A CRAFTSMAN!
CRAFTSMAN LAWN MOWER
EXTRA SHARP . . . EXTRA STRONG!
Priced to Save Reg. 19.95 **15.88**
Precision ball bearings to keep for smooth running and longer life. No scraping of blades. Semi-pneumatic tires assure protection of lawn. 16-inch wheels. 24-inch cut.

OPEN
THURSDAY and FRIDAY
'TIL 9
"FREE PARKING"

"Satisfaction guaranteed or your money back"

SEARS 403 MAIN AVENUE WEST
Phone 2560

★ GET A FREE YARD STICK! ★
STORE HOURS 9:30 to 5:30 Daily
To 9 P. M. Friday

DOORS OPEN 10:00 A. M. THURSDAY!

Plenty of Free Parking Space Open Thursday and Friday 'Til 9 P.M.

GET YOUR SHARE OF SPECIAL
GRAND OPENING VALUES!
HUNDREDS OF CUT PRICES
THAT SAVE YOU MONEY.



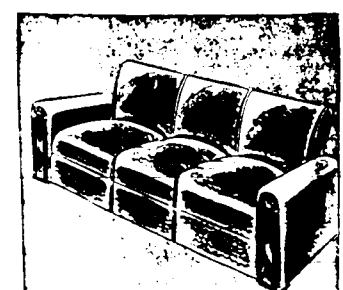
Harmony House 5-Pc. BEDROOM SUITE... SAVE 70.00

- Handsome Waterfall Style
- Rich Looking Veneers

Reg. ~~199.95~~ **129.88**

Picture this graceful Harmony House suite in your bedroom... think of the savings this special price means! Five well made pieces in walnut veneer polished to a high gloss. Includes panel bed, drop center vanity with round plate glass mirror, 6-drawer chest, single drawer night stand and upholstered vanity bench. See this fine value now at Sears!

20.00 DOWN, 10.50 MONTH
(Usual carrying charge)



Harmony House Daveno Reg. 89.95 . . . NOW **69.88**

It's a handsome, modern styled sofa by day and a full size bed by night... double duty that means greater value than ever at this low price! Extra strong frame reinforcement for long service. Spring filled seat and back softly... Upholstery covered in choice of 4 lovely colors.



2-Piece Daveno Suite Reg. 149.95 . . NOW **119.88**

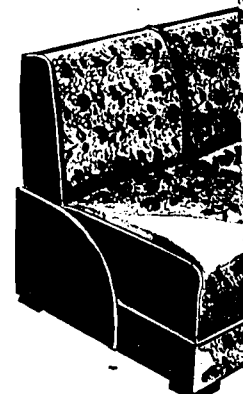
Here's another big furnishing value! Matching daveno and club style chair made to Harmony House specifications... sturdy frame resilient steel coil springs, careful tailoring throughout. Daveno is easy to make up into a full size bed. Covered in high quality velour, 3 colors.



GRAND OPENING THURSDAY!

FRESH STOCKS! Amazing Specials!

Join the SEARS



Harmony House Rocker NOW **39.88**

Investment in real comfort and lasting value makes it a buy! Harmony House construction features including coil smooth rocking action, extra strong long wearing frize in a choice of 6

Sturdy Full Size Hardwood CRIB

Decorated Full Panel Ends
Reg. ~~49.95~~ **32.88**

Use Sears Easy Payment Plan
Purchases Totalling \$20 or More

An exceptional buy for baby! This sturdy crib is well made of hardwood with full panel ends. Has resilient steel spring that adjusts to different heights. Smooth rolling casters. Nursery figures decorate the ends. Natural finish.



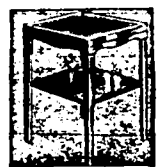
DINING TABLES Table Lamp Table

9.88
EACH

Give your home an added atmosphere of modern smartness and convenience. Choose these Harmony House styled tables now at practical savings. Streamlined, functional type design... close grained hardwood in striking bleached finish. Delicately tapered legs are wide spread for extra steadiness. Polished to a high luster. See them!

5-Pc. BEDR An Outstanding Value

Regular ~~129.95~~ NOW **7.88**



LAMP TABLE
Fine Harmony House Quality
Reg. 11.95 NOW **7.88**
The third piece of a charming ensemble. Fine quality construction. Gold leaf tooled leather top.

You don't see a buy like this very often at the opening event. A 5-piece suite that includes a bed, chest with 4 roomy drawers, mirror, 1-drawer night stand and up-

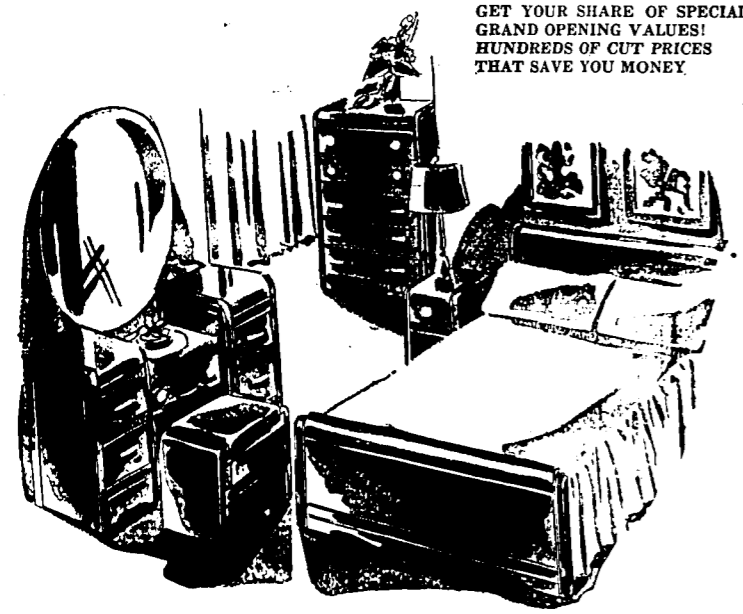
TAKE ADVANTAGE OF SEARS EASY PAYMENT PLAN!

Satisfaction guaranteed

LOW PRICES!

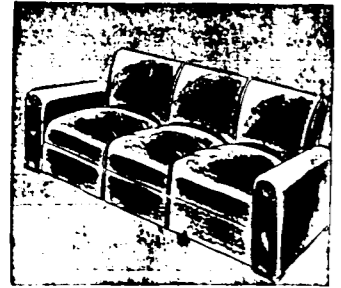
**DOORS OPEN
10:00 A.M. THURSDAY!**
Plenty of Free Parking Space
Open Thursday and Friday 'Til 9 P.M.

GET YOUR SHARE OF SPECIAL GRAND OPENING VALUES! HUNDREDS OF CUT PRICES THAT SAVE YOU MONEY.

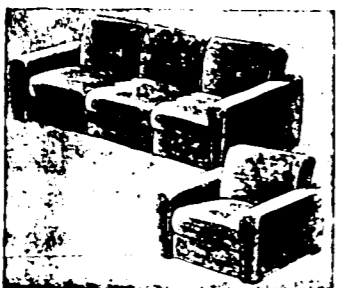


**Harmony House
5-Pc. BEDROOM SUITE...SAVE 70.00**
• Handsome Waterfall Style
• Rich Looking Veneers
Reg. 199.95 NOW 129.88
20.00 DOWN, 10.50 MONTH (Usual carrying charge)

Picture this graceful Harmony House suite in your bedroom... think of the savings this special price means! Five well made pieces in walnut veneer polished to a high gloss. Includes panel bed, drop center vanity with round plate glass mirror, 4-drawer chest, single drawer night stand and upholstered vanity bench. See this fine value now at Sears!



Harmony House Daveno
Reg. 89.95 . . . NOW **69.88**
It's a handsome, modern styled sofa by day and a full size bed by night... double duty that means greater value than ever at this low price! Extra strong frame reinforced for long service. Spring filled seat and back softy padded. Tapestry covered in choice of 4 lovely colors.



2-Piece Daveno Suite
Reg. 149.95 . . . NOW **119.88**
Here's another top furnishing... Matching day and club style sofa made in Boston. Heavy specifications. Sturdy frame... extra strong coil springs, careful tailoring... 4-drawer vanity with large square mirror... upholstered vanity bench. See it now!

TAKE ADVANTAGE OF SEARS EASY PAYMENT PLAN!



Join the Crowds at Your **GREAT NEW SEARS DEPARTMENT STORE**



Save 20.00! Choice of 4 Colors!
ARMLESS DAVENO
Regular 59.95 NOW **39.88**
6.00 DOWN, 5.00 MONTH (Usual carrying charge)

A special event like this rates something unusual in the way of value, and here it is! A genuine Harmony House Daveno in streamlined, modern styling... designed to give you the maximum in comfort, utility and service. Its versatility really doubles its value... use it as a sofa during the day and a full size bed at night. It's covered in handsome, long-wearing tapestry that comes in a choice of 4 colors. A value to be proud of!

Use Sears Easy Payment Plan on Purchases Totalling \$20 or More



5-Pc. BEDROOM SUITE
An Outstanding Value! Look at the Saving!

Regular 129.95 NOW **89.88**
13.50 DOWN, 8.00 MONTH (Usual carrying charge)

You don't need a big budget to get a big deal! Sears makes it possible for this great opening... this 5-piece bedroom suite is designed for bedroom beauty and long service. Streamlined styling... polished to a high gloss. Made up of... 4-drawer vanity with large square mirror... upholstered vanity bench. See it now!



7-Pc. DINING ROOM SUITE
Well Constructed! Fine Finish! Big Savings

Regular 129.95 NOW **89.88**
13.50 DOWN, 8.00 MONTH (Usual carrying charge)

You'll be proud to show off this fine suite for its beauty and the unusual value it represents. Big, family size extension table with... 6 chairs... well constructed at every point... designed to give your dining room graceful dignity. Choose it in walnut or bleached walnut finish. Compare... see what an exceptional value this really is!

Satisfaction guaranteed or your money back

**DOORS OPEN
10:00 A.M. THURSDAY!**
EXCITING VALUES! NEW ITEMS! FRESH STOCKS!
Save on Hundreds of Grand Opening Specials!



Smooth Platform Rocker
Reg. 49.95 . . . NOW **29.88**
EASY TERMS

You can't afford to pass up a value like this! For this little price you're getting a chair made to give years of relaxing comfort. Strong reinforced frame... resilient coil seat... padded arms. Smooth rocking action lets you rest in a natural position. Walnut finish arms and legs. Tapestry cover.



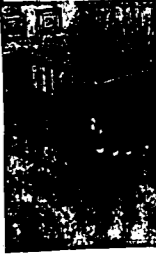
Harmony House Rocker
Reg. 64.95 . . . NOW **39.88**
EASY TERMS

Another fine investment in real comfort and lasting service. Sears low price makes it a buy! Harmony House styling and sturdy construction features including coil filled seat and back, smooth rocking action, extra strong frame. Covered in long wearing frizee in a choice of 6 modern colors.



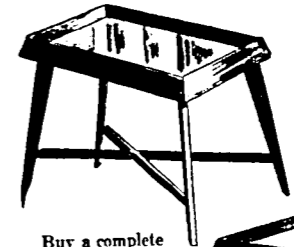
Honeysuckle Baby Carriage
5 Bow Hood, With Sun Visor
Reg. 34.95 NOW **24.88**
EASY TERMS

Now it's easy as walking to wheel baby down crowded sidewalks. New design includes swing action front wheels, extra spring support. Double action foot brake. Blue or gray color. Special low Grand Opening price!



Sturdy Full Size Hardwood CRIB
Decorated Full Panel Ends
Reg. 49.95 NOW **32.88**
EASY TERMS

An exceptional buy for baby! This sturdy crib is well made of hardwood with full panel ends. Has rubberized steel spring that adjusts to different heights. Smooth rolling casters. Worry-free decorate the mode. Natural finish.

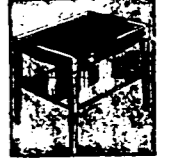
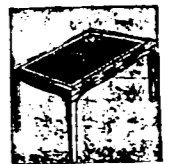
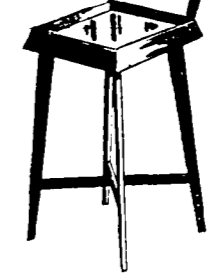


Buy a complete set at this reduced price!

Smart, Modern Group
MATCHING TABLES
End Table Cocktail Table Lamp Table

Reg. 12.95 **9.88** EACH

Give your home an added atmosphere of modern smartness and convenience. Choose these Harmony House styled tables now at practical savings. Streamlined, functional type design... close grained hardwood in striking bleached finish. Delicately tapered legs are wide spread for extra luster. Polished to a high luster. See them!



COCKTAIL TABLE
Dark Gleaming All Mahogany
Reg. 11.95 NOW **7.88**

END TABLE
Lustrous, Genuine Leather Top
Reg. 11.95 NOW **7.88**

LAMP TABLE
Fine Harmony Home Quality
Reg. 11.95 NOW **7.88**

A beautiful table with genuine leather top and gold leaf beveled Mahogany rubbed to a deep luster.

A special low price on the lovely end table. Gold leaf beveled leather top. All Mahogany frame.

The third piece of a charming matching set. Fine quality construction. Child proof locked leather top.

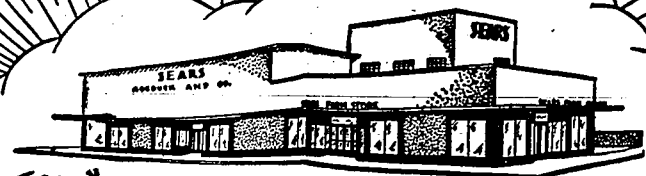
FURNISH YOUR HOME AT THESE SPECIAL LOW PRICES!

SEARS 430 MAIN AVENUE WEST - 2860
Store Hours: FRIDAY 9:30 TILL 9 P.M.



Grand Opening

SEARS



"Serving All Magic Valley"

Your Most Complete Store for Men's or Boy's Wear

Tough as they come and priced for savings

WESTERN STYLE blue denim jeans

Regular 1.79 **1.44**

Styled for Western boys! Featuring narrow cowboy-style legs with plenty of turn-up. Rugged 8-oz. denim is renowned for tough wear. Sanitized for lasting fit... won't shrink more than 1%. Seams are double-stitched with strong orange thread—copper rivets at pocket corners. Sizes 6 to 16.

STRIPED COTTON POLO SHIRT

Polo shirt in a wide full buttoned plique. Fine combed cotton knit. Short sleeves. 6-16. Regular 59c **2 for 97c**

All Wool Felt Rodeo Hat

Regular rodeo style hat of 100% wool felt. Factory blocked. Whipcord brim, white cord. S, M, L. Regular 1.69 **1.55**

Poplin Jacket

Smart Cosack Style

Regular 3.98 **3.66**

Boy's smartly styled jacket of sturdy woven poplin material... lightweight yet warmly wool resistant. Easy sliding up front. 2 roomy chest pockets. Sizes 8 to 16. Specially priced!



 Boy's Sweet Shirts Reg. 1.19 94c Another favorite in striped blue, yellow, red, brown, green, orange, round collar, long sleeves. Trim and heavy buttons on front. 6-8.	 Boy's Whipcord Pants Wear during summer with polo shirts, slacks, comfortable, strong, strongly pleated seams. 4 pockets. 6-16, styled between 6-16.	 Boy's Flannel Shirts Available in various flannel shirts. Sizes 8 to 16. 4-16.	 Boy's Ankle Socks Regular 50c 4 for 1.00 A big selection of ankle socks for boys and girls. Long leg styles. 4-16.
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Men's 100% Wool Whipcord Matched Sets

PANTS 11.88
Reg. 12.75

JACKET 13.88
Reg. 14.75

Favorites for their long wear, comfortable fit! 100% wool woven whipcord, treated to repel water. Zip front jacket has 2 flap pockets, adjustable waist. 34-44. Matching trousers with zip fly. Forest green color. 29 to 44.

CHAMBRAY SHIRTS
Crew neck, buttoned front. Regular 1.19 **1.22**

WESTERN JACKET
Neatly styled in softest blue denim. maximum durability. Size 34 to 44. Regular 2.99 **1.97**

PILGRIM SOCKS
Men's crew neck, 1/2 length. 4 for 1.00

MEN'S BAND TONS
Regular 2.49 **2.33**

MEN'S DRESS SHIRTS

Regular 2.49 **1.88**


Every one is true-blue Pilgrim quality . . . fine, firmly woven materials . . . handsome, comfortable styling that every man prefers . . . expertly sewn for lasting service. Dress shirts in white, plain colors and distinctive patterns. Sizes 14 to 17.

Sears lets go with both barrels to set off this mammoth 3-day carnival of special savings on men's dress shirts. It's a saving extravaganza to cheer up the saddest budget.



SHOP 'Til 9 P. M. Thursday and Friday

CANVAS GLOVES Regular 74c 5 for 74c	HARVEST SOX Regular 88c 4 for 88c	MEN'S SPORT SHIRTS Regular 2.98 2.44	MEN'S SWEAT SHIRT Regular 1.49 1.12
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 Men's Socks 4 for 1.22	 Men's Pilgrim Shorts 69c
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Rugged Hercules ARMY TWILL OUTFIT

SHIRT Reg. 2.79
PANTS Reg. 2.98
4.99 Set

Hercules army twills are made for grueling wear, repeated washings. Sanitized, washfast and sunfast. Full cut shirt with 2 flap pockets. 14 to 17. Tailored trousers with sturdy buttoned pockets. 29 to 44. Sun tan.

Gabardine Twill Jacket
Close woven gabardine resists wind and wear. 1 zipper front. Warmly lined. Size 36 to 44. Regular 14.99 **9.95**

Men's Tee Shirts
Value to 2.98 **1.48**
Short sleeves in stripes and multi-colors. Carded cotton novelty prints. Sizes: Small, medium and large.

NOW! PLENTY OF FREE PARKING



"Satisfaction guaranteed or your money back" SEARS

403 MAIN AVE. WEST—Phone 2852 — STORE HOURS — 10:30 to 5:30 Daily — Fridays to 9 P. M.

Futurity Colts To Be Sold at Event in July

Twelve futurity colts will be sold at the Magic Valley horse show July 21, 22 and 23 under the auspices of the Internation American Saddle Horse Breeders association. It was announced here following the association's annual meeting.

During the show, halter colts will be shown the first day, one-year-olds the second day and two-year-olds the third day.

Officers of the association were elected at the annual meeting. They are: Leland B. Pined, Salt Lake City, president; J. R. Myers, Blackfoot, first vice president; Elwood E. Ringham, Emmett, second vice president; and E. Duane Blumhagen, Emmett, secretary-treasurer.

Four directors are Melvin B. Hopkins, Blackfoot; W. Dale Hendricks, Blackfoot; J. Frank Henry, Kimberly; and Chet O. Wheatley, Logan, Utah.

Wins Scholarship



DELORIS LANCASTER

... who has been awarded the Carl Raymond Gray scholarship in Twin Falls county 4-H club work. She is a member at Filer high school. (Staff photo-enlarged)

Filer Girl Selected as Winner Of Scholarship for 4-H Work

FILER. March 23—Deloris Lancaster, daughter of Mr. and Mrs. J. H. Lancaster, route 2, has been selected as the Twin Falls county winner of the Carl Raymond Gray 4-H club scholarship of \$100, according to announcements from the Pacific railroad.

Myrna Campbell, daughter of Mr. and Mrs. Jack Campbell, route 3, Filer, was named alternate from the county.

Miss Lancaster won an award in January at Pocatello for a wool dress she made and modeled at the annual convention of the Idaho Wool Growers and auxiliary.

She has been active in club work for four years. She has completed five clothing and one canning projects and has held many offices in the Poplar Hill club, under the leadership of Mrs. Otto Hiltner, route 2.

Not only has she learned to be a good homemaker, but she has assisted others. As a junior leader in her club, she taught first year sewing to new members.

Better Work Said Atomic Age Need

HOUSTON, Tex., March 23 (AP)—When the atomic age comes, people may not have to work so hard but will have to work a whole lot better, Sumner T. Pike, member of the U. S. atomic energy commission, said.

The Washington official said that while atomic energy might reduce the quantitative burden on humans, the qualitative demand also can be expected.

He said the improved quality of work will not be limited to any particular field of endeavor. "It applies to politicians as much as to architects," he said.

Local Man Selected Head of Fraternity

UNIVERSITY OF IDAHO, Moscow, March 23—Arthur Beecher, Twin Falls, has been elected president of the Idaho chapter of Beta Theta Pi fraternity.

Among officers selected to assist him are Thomas Boyd, Twin Falls, home manager; Joseph Sarant, Kimberly, assistant secretary; Thomas O. Bucklin, Jr., Jerome, secretary-at-large; and Jerry Kaddis, Kimberly, rush chairman.

New initiates for the fraternity include Robert Parish, Filer, and Bucklin and Savage.

Heated Bed Will Aid TB Patients

SOUTHERN FURNITURE, March 23 (AP)—An electrically heated bed to relieve tuberculosis patients hospitalized by heavy blankets has been invented by Alvin F. Pelen, Homosassa, Fla.

He said it would relieve the suffering of those patients whose "blankets" under blankets. He has been approved by several doctors and has been patented, he said.

An electric unit controlled by a thermostat heats the bed.

FOR... 3 DAYS ONLY! YOU MAY CONSULT

MISS MORGAN... Sears Nationally Known Corsettiere... will be in our store 3 days only. She will assist you in any problems you may have. Take advantage of her expert advice. No obligation... of course.

MAY MORGAN



Charmode Hip-Proportioned Sizes! CORDTEX Tu-Way Control

girdles

Regularly 7.98
SALE PRICE **6.96**

- Special Sizes For 3 Basic Figure Types!
- Our Famous CORDTEX Top Eliminates Rolling of the Waist!

WTS AVERAGE HIP
Difference between your waist and hips is 18 to 19 inches. 14 1/2 to 16 inch long.



Hips in your waist or fashion decrease. Our famous patented "CORDTEX" top stops rolling over at the waist. Exact fit for your particular figure is assured because this style is made in straight, average and full hip figure sizes. Four sections of rayon and cotton Lane elastic of sides stretch two ways. Lightly boned rayon satin front. All sizes 26 to 34; also 36.



"A" Cap Sizes 26 to 34



WTS STRAIGHT HIP
Difference between your waist and hips is 16 to 18 inches. 14 to 16 inch long.



Famous Cordtex Numeral Type

Charmode Bras
REDUCED TO **1.56**

Featuring Sears own patented CORDTEX... the "Bamforth" heart for the lift of security that never lets you down. Scientifically designed never to become limp and soggy even when laundered repeatedly. Made of white rayon with or cotton broadcloth. Try this miracle worker now.



"C" Cap Sizes 22 to 28



Serving All Magic Valley
SHOP THURSDAY 'TIL 9 P.M.
80-SQUARE percales



Regular ~~44c~~ NOW **39c** yd.

Savings for several Special reduced price now on this favorite material for dresses, children's wear, aprons. Finely woven cotton. Print patterns in washed colors. 36-38.

3-DAY SPECIAL NEW SPRING COTTONS
Regular 68c
Yard **44c**

A big assortment of Batistes, Chambrays, Flannels, Crepes and Broadcloths. — Rayons — Florals — Plaids. Purchase your spring goods now.

NEW SPRING COTTONS
Regularly 39c yard. **26c**
Here's a real opening special in a colorful assortment of Spring cottons. 36" wide. Buy now and Save!



Rayon Gabardine
Regular 1.49 Now **1.09** yd.

Soft, supple rayon gabardine at a money-saving price. Out 32-34 for favorite suit and dress styles. Crease resistant light beige garments trim looking. Several solid colors. 66-inch wide.

Printed Seersucker
36" Wide. Beautiful new selection of printed spring fold Seersucker, checks, plaids, stripes, etc. A wonderfully soft wrinkle cotton fabric used for children's clothes, nightwear, housewear, etc. At the exceptionally regular low price of the SALE PRICE **59c**

Pinwale Corduroy
36" Wide in all new Spring shades — blue, tan, pink, yellow, green and red. Soft, herring rib has a luxurious slant. Ideal for sportswear or children's garments. Regular price **1.47** 1/2. SALE PRICE

Embassy Prints
41" Wide. Wide variety of new Spring prints in 44 to 50-inch long rayon crepe! Soft and slithering. Full bodied beauty in the slant of printed Embassy crepe. Lights or dark grounds in florals, bold prints or solid dyes. Reg. 1.38, SALE PRICE **89c**

"Satisfaction guaranteed or your money back" SEARS

403 Main Avenue West Phone 2360
Plenty of Parking Space
—STORE HOURS—
9:30 to 5:30 Daily — To P. M. 9:30 to 11:30

SEARS
ROEBUCK AND CO.

Grand Opening

SEARS



"Serving All Magic Valley"

KENMORE Automatic WASHER

30.00 DOWN
11.00 MONTH
(Usual carrying charge)

199.⁹⁵

A touch of the dial and Kenmore goes to work... does your complete washing without your attention. Clothes come out damp dry and so beautifully clean—thanks to Kenmore's 6-vane agitator action and 7 complete rinses. What's more any part of the washing cycle can be shortened, lengthened or repeated. For the finest value in automatic washers see a Kenmore today!

ONLY KENMORE GIVES YOU THIS THOROUGH WASHING ACTION



Smooth 6-vane agitator provides the most modern and thorough water washing action.



Hot spray rinses clean soap and suds from clothes while tub spins at high speed.



Wash partial laundry loads in any amount of water up to 10 1/2 gallons.



Deep power rinse is 90-degree water with agitator action thoroughly cleans clothes.

COLDSPOTS NOW

Reduced!

7.3 Cubic Foot

COLDSPOT Refrigerators

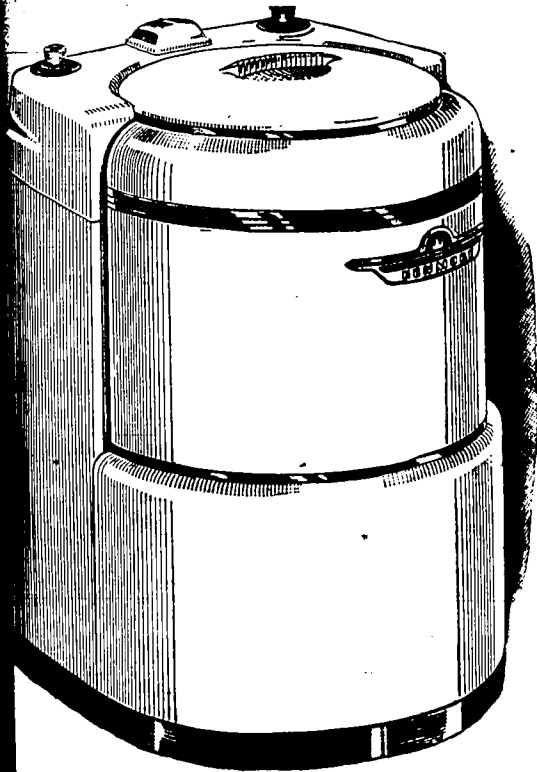
28.00 DOWN
11.00 MONTH
(Usual carrying charge)

184.⁹⁵

You get the full dimensions of the cabinet for storage space... a space saving feature that makes this Coldspot outstanding... Ideal for smaller kitchens. Has 18 sq. ft. of rust-resistant shelving. Freezer chest holds 22.4 lbs.



ALL OTHER MODELS ALSO REDUCED!



KENMORE

Electric Range

184.⁹⁵

28.00 DOWN, 11.00 MONTH
(Usual carrying charge)

- Robotimer for automatic cooking control
- Fast heating Infra-red top units

Enjoy more free time with this 40-in. Kenmore... set the Robotimer to start and shut off the oven at any time and you don't have to give it another thought! Has large size oven, fast heating, automatic cooker. Two storage drawers for meats. See it at Sears!



12.7 Cubic Foot

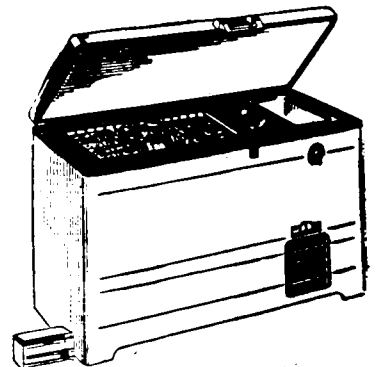
HOME FREEZER

28.00 DOWN
11.00 MONTH

329.⁹⁵

(Usual carrying charge)

Store fresh garden produce for year around use in this deluxe Coldspot Freezer. Holds 512 lbs. of assorted foods. Systematic plan for easy storage. Automatic cold control.



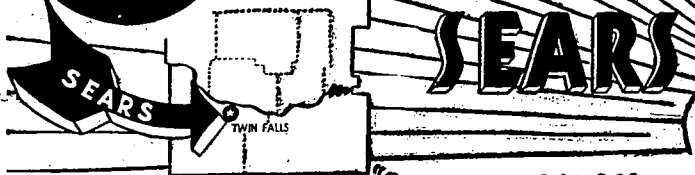
100% Satisfaction guaranteed or your money back! SEARS

403 MAIN AVENUE WEST
Phone 2860

STORE HOURS 9:30 to 5:30 Daily
To 9 P. M. Fridays



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"Serving All Magic Valley"

A DEMONSTRATION OF VALUES FOR EVERY MEMBER OF THE FAMILY — FOR EVERY NEED OF THE HOME!

ON SALE
3 DAYS ONLY

LACE-TRIMMED

Charmode

PASTEL COLORED

slips

OF PINE QUALITY
RAYON CREPE IN
NEW FLATTERING
Empire DESIGN

Regular ~~2.98~~

1.96
SIZES
32-40



Wide, non-binding
shoulder straps—
easily adjustable

Lovely Abscon-top
less of bustline
and hemline!

A dainty ribbon
bow in contrasting
color for per accent

The new Empire de-
sign delect the
waist... gently
gathered for looser
beauty!

Smooth-fitting
light—gracefully
draped skirt!

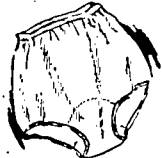
New length for
the new fashion!



Knit Rayon Briefs

Reg. 3.00
NOW **3 for 1.00**

Welcome savings on snug fitting
knit rayon briefs.
Band leg and elastic leg. Teal-
rose and white. Small, med.,
large.



Nylon Brief

ONLY **1.19**

Trim style pants in popular
nylon... so easy to launder
and needs no ironing. Plastic
leg and waist. Teal-rose, blue,
white. Sizes small, medium
and large.

SHOP EVERY
DEPARTMENT
For Hundreds
of
Similar Values!

ultra sheer beauty
to flatter your legs

FULL- FASHIONED nylons

Regular ~~1.59~~
1.00

8 Pair 8.00

Sheer leg slings to fit and flatter every
curve of your legs. Flimsy pieces of lace
lines in today's most popular shades.
Select several pairs for your new spring
wardrobe in full fashioner sizes 8 1/2 to
16 1/2.

Sears has a complete
selection of Royal Purple
nylons for daytime or
evening wear.



APRONS

ONLY **44c**
Assorted style aprons to
protect your dresses.
Gay and colorful con-
trasting binding.

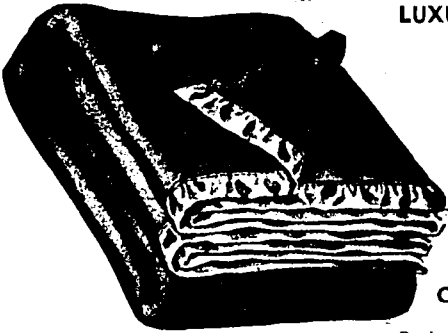


Royal Purple Anklets

Reg. 1.00
NOW **6 for 1.00**

Made of fine quality rubber
bottom with genuine shod
composition mid. Washable
on both sides. Sizes 8 to 12 1/2.
Reg. 1.00.

"Satisfaction guaranteed or your money back" SEARS



LUXURIOUS... THRIFTY

100% WOOL

BLANKET

REG. 9.90

Here's a real Blanket buy!
fluffy wool, 4-lb. weight with
ful 6-in. satin binding. Size
Assorted pastel colors.

COTTON SHEET BLANKET

Regular 1.98

NOW **1.19**

Snug, warm sheet blankets of long-fibered
Smooth, soft nap on both sides. Makes an ideal
for summer use. Overlock stitched ends.

USE
SEARS
EASY PAYMENT PLAN



Mattress Pad

Diamond stitched Quilting

Reg. 2.98

2.66

Washed muslin covering.
Fluffy with cotton filling. Easy
to wash quilts.

Full bed size, Reg. 2.98



Pillow Cases

Striped - Evening Quality

Reg. 4.00

6 for 2.77

All attractive values in firmly
woven cotton pillowcases. 42x-
36-in. also before hemming.
Block up now save!



HARMONY HOUSE SHEET

Good Grade Bleached Muslin

Reg. 3.50

1.99

Soft, finely finished sheet.
Type 128. Taped corners.
81x90-in. size



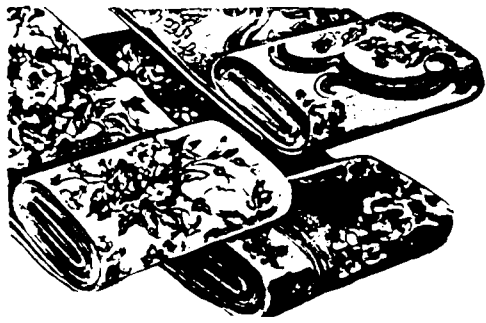
Bath Mat

Soft cotton chenille with
attractive floral pattern

Reg. 1.50

NOW

Soft cotton chenille with
attractive floral pattern



Drapery Fabrics Reduced

Regular 98c

NOW ONLY **87c**

Now you can buy the drapery fabrics you have
been longing to have for Spring redecoration. A
wide selection of colors and patterns to grace your
windows the year around.

PLENTY OF FREE
PARKING SPACE!

SHOP 'TIL 9
THURSDAY and FRIDAY

403 MAIN AVE. WEST—Phone 2-660

—STORE HOURS—

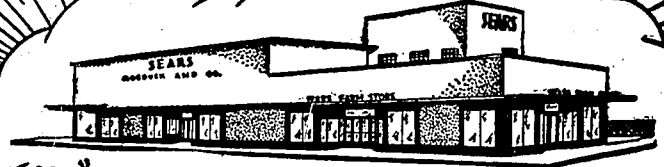
9:30 to 5:30 Daily, — Fridays to 9 P.M.



Grand Opening

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"Serving All Magic Valley"



It's Spring! Modernize Your Home Now!

NEW ROOF
\$14.00

HOMART

these prices in effect
3 DAYS ONLY

Thursday
Friday
Saturday

"Blown-In" ROCK WOOL

COMPLETE JOB

As Low As—
NOW ONLY 89.00

(Average 2430-sq. ceiling area 4 in. deep)

Insulate for amazing fuel savings... complete for year-around comfort. Seals Homart Rock Wool is blown in by experts using the latest equipment for a guaranteed satisfactory job. Price includes labor and material.

- Rock Wool Batls**
2.59
Best type of insulation for walls, ceilings, floors, etc. Covers 42 sq. ft.
- Roof Cement**
89¢ per gal.
Adhesive fiber roof cement stops leaks, seals cracks in metal, composition roofs.
- Rock Wool Pellets**
1.89 per 25 lb. bag
Insulate roof, insulate furnace, insulate attic. Bag covers 25 sq. ft. 2 1/2 in. deep.
- Concrete Mixer**
Capacity, 2 Cu. Ft.; New Gears
Made of Steel... 49.95
Use it to mix mortar, concrete, feed, fertilizer, plaster, mud and soil.
Capacity 2 Cu. Ft.; New Gears

A HOMART LIGHT FIXTURE FOR EVERY ROOM

A—THE "CONCORD" EARLY AMERICAN TYPE
A cheery fixture in early American style, for dining or living room. Hood finished in antique red. Brass plated front, chain. **Regular \$2.88 now 8.19**

B—KITCHEN FIXTURE WITH SHADE HOLDER
Compactly designed fixture has glass shade with outer glass top and edge of bottom. Complete with chrome-plated mounting. **BOTH FOR 1.89**

C—LIVING OR DINING ROOM SEMI-CEILING STYLE
A graceful fixture that provides plenty of light for the major rooms. 18-in. frosted glass shade, porcelain canopy. **now only 6.60**

D—MARINE STYLE PORCH FIXTURE
Antique copper outdoor light in delightful marine style. Has clear glass shade. Built to resist all weather. **14 1/2-in. high. Reduced to 3.44**

Shine in the Rain for Added Gain

Get a better looking, longer lasting roof because wooden shingles rot when wet to provide a flat base for the asphalt shingles. Homart roofing gives you the finest in shingle protection and colorful roof beauty. Homart installation is done by experts for your lasting satisfaction. Phone now. Phone number listed below.

90-lb. Roll Roofing
3.89

Plus water proofing. Roll covers 100 sq. ft. Red and green colors. Low priced roof.

Homart Roofing
3.39

Roll covers 100 sq. ft. Medium weight asphalt on felt. Red roof now of waterproof.

Concrete Mixer
Capacity, 2 Cu. Ft.; New Gears
Made of Steel... 49.95

Use it to mix mortar, concrete, feed, fertilizer, plaster, mud and soil.
Capacity 2 Cu. Ft.; New Gears

Ivory Duplex Plate
Two Removable Sections
Reg. 1.98 each **2 for 1.50**
Remove and use plates with these sections. Ivory, white, or light tan. Deeproot, easily cleaned. Sewal

Ivory Toggle Plate
Swarth, Attractive Pattern
Reg. 1.98 each **2 for 1.50**
Ivory plastic plates improve your room... Fresh looking, easy to keep clean. Fits any standard outfit.

All-Purpose Cooker
Regular \$3.98 **19.88**
Travels convenient, grills, roasts, hot cakes, bacon, eggs, whole meat. Fully automatic, removable griddle, grids. U. L. Approved. Save now!



HOMART DO-A-WALL MODERNIZATION PLAN—Inexpensive—Easy

Modernize your home economically with Homart. Do a wall plan using famous Homart. The plan shows how each package is installed. Each package is self-contained. There's no need for any special tools. There's no need for any special work. It's so easy to do a section it's surprising you need to do a section. It's so easy to do a section it's surprising you need to do a section.

Cabinet and Stove Wall As Shown 25.00	4x4-Foot Stove BACKGROUND 11.00	Breakfast Hook (Average Size) 30.00	Utility Room Wall Panel 21.00
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COMPLETE INSTALLATION FACILITIES AVAILABLE
Bring Your Specifications for **FREE ESTIMATE**

Save ON KENMORE APPLIANCES

Automatic Iron
Reg. 8.95 **now 7.88**

Electric Roaster
Reg. 29.95 **now 23.95**

1600-Watt Fan Heater
Blows Hot! Blows Cold! Reduced to **16.88**



Grand Opening

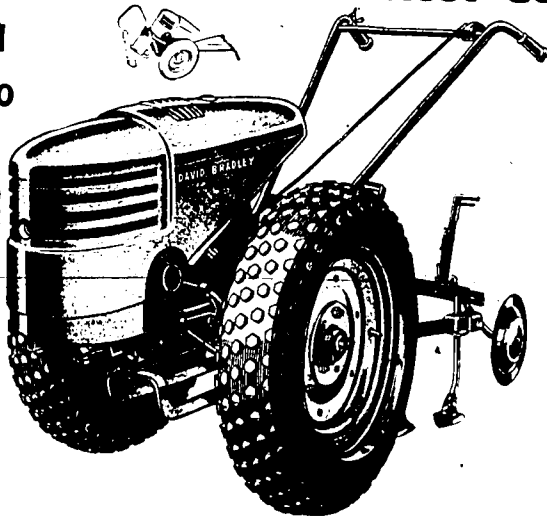
SEARS



"Serving All Magic Valley"

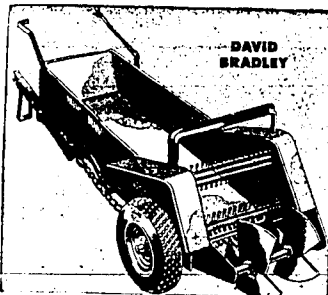
Across the Nation—Americas' Most Complete Farm Store

David Bradley GARDEN TRACTOR
 Reg. 198.50 **NOW 179.50**
 18.00 Down, 11.00 Mo.



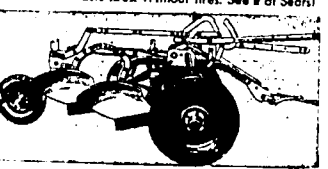
A little giant for strength, and to many uses you'll wonder how you ever got along without one! With quick-change attachments you can plow, cultivate, harrow, seed, power-spray, roll and mow lawns, and do many other operations. Modern streamlined hood houses powerful 1 1/2-H.P. Briggs and Stratton gas engine. Buy now at this special price!

- 4-Beam Cultivator, 4-in. sweeps, adjustable wheels 20.00
- Brick Pile, Terra 8-in. tarrow, 6-in. deep 30.00
- Drag Harrow, Diamond shaped teeth, 5 1/2 ft. span 18.50
- Narrow Packer, Carve and mow in 1 operation 32.75



David Bradley 2-Wheel Spreader Saves Money
 Holds 75 Bushels **335.00**

Designed to save you time and money; strongly constructed to give years of service. Runs smoothly on heavy duty roller bearings. Seasoned wood box with creosoted bottom. Interchangeable wheels accommodate 6.00x16 used auto tires. Without tires. See it at Sears!



Hi-Clearance Plow 258.00
 David Bradley 14 inch

Attes over the beam give exceptionally high trash clearance to medium high speed tractor plow. Quick-acting, high level lift works on 1/2 ton of power-wheat. Strong steel I-beams. Less tires.

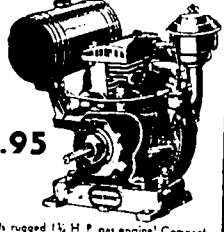


Folding Drag Harrow 30.00

David Bradley drag harrow for high speed tractor or team has wide range of uses. Sharp, quality steel teeth. Folding drawbar to go through 12 in. gate in one to four section sets.

OPENING SPECIAL!
 David Bradley GAS ENGINE

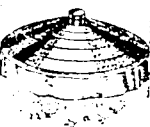
A **97.50 VALUE**



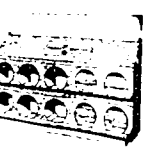
69.95

Save now on this rugged 1 1/2 H.P. gas engine! Compact, easily portable, ideal for many jobs about the farm—mow, sweep, pump and labor. Precision built by Briggs & Stratton to give long, economical service. Air-cooled.

USE YOUR CREDIT BUY ON SEARS EASY PAYMENT PLAN



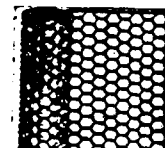
Electric Brooder
 10.50



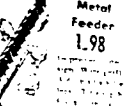
Steel Hen's Nest
 17.95



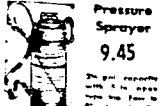
Poultry Fountain
 3.25



1-in. Chick Netting
 3.25



Metal Feeder
 1.98



Pressure Sprayer
 9.45

SHOP 'TIL 9 THURSDAY and FRIDAY

- Good Availability
- Early Maturity
- High Production
- FARM-MASTER



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 FAMOUS NEW HAMPSHIRE BREED

Reg. 18.90 **NOW 100 for 16.90**

Get your Farm Master chicks at a special Value Demonstration price. Each chick is furnished a big profit maker because of years of controlled breeding to develop high producing birds. New Hampshire are favorites for fast growers. They make good broilers and heavy pullets are good egg producers at an early age. Visit your flock at this special price! WHITE LEGHORN LOCK FEET



Electric Brooder
 39.45

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PLENTY OF FREE PARKING SPACE!

"Satisfaction guaranteed or your money back" SEARS

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