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(6) Starts TODAY Cont shows trom $1+80$ (3) :


Victory is on the Horizon
With victory on the horizon, now more than ever we must inite in working for, sacrificing for, fighting for and praying for the name which means everything to us, the name iwhich is the beacon light of universal freedom-the greatest name in the world-the United States of America.





## GRIDIRON EXPERTS NAME IRISH TOP U．S．ELEVEN

## Notre Dame Draws 53．First Place

 Votes，Wolverines Ranked Second


Joe Gordon，Goat of 1942 Series， Hero of 1943 Classic＇s First Game

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By Malcolm Taylor
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# YOUR TWIN FALLS MERCHANT 

 offers his aid in helping you keep inflation, high-cost-of-living out of our American way of living!
##  <br>  <br> 

\# I charge no more than top legal prices

* I sell no rationed goods without collecting ration stamps
trade with security where this eniblem is displàyed

These merchants in Twin Falls display the community pledge emblem... look for it . . . he's helping YOU!


MERCHANTS: You are invited to join in this patriotic, Amcrican movemenk full de

# groceryman, hardware dealer, LADIES' WEAR MERCHANT, DEPARTMENT STORES, SPECIALTY SHOPS 

offer: this pledge of fair dealing . . . and Americanism!

nOW MORE than ever, fair dealing, respect for price ceilings and regulations regarding rationing is more important than ever. Your Twin Falls merchants believe that they should play their part in a patriotic manner and herewith pledge themselves to: Charge no more than top legal prices; sell no rationced, goods tuithout collecting ration stamps.

By such a simple but sincere pledge chiseling, blackmarkets and profitecring will go out the window like Mussolini and the rest of his black vanguard.

So, upon the door windows of those merchants who believe in this American way of living will be posted the pledge which you see depicted above. It is a signal, when properly countersigned by the owner of the establishment, that his store is a bulwark of the home-front, guaranteeing to do its part against inflation and high prices. Naturally, some prices are going to be higher; but you'll find Twin Falls merchants who display this emblem willde sure
that the highest price they charge for any item is entirely legal. On the other hand, you'll find many prices in Twin Falls below the ceiling price level . . . evidence again of the merchañts' endeavor to play fair and keep inflation and high prices out of the picture for the American family.

If you want to participate in this American program, be sure that your merchant lives up to his pledge-and make a pledge yourself that you will not pay more than legal top prices or receive rationed merchandise without giving up the proper ration stamps. You'll have an opportunity to make a formal pledge before this program is completely underway. In the meantime, we only want to point out that these Twin Falls merchants believe in fair piay and are leagued against the scores of "round-about" practices which can abound where ceiling prices and rationing is concerned. This is a distinct effort to help win the war-and we are proud that as a group, we can take this forward step toward properly doing our share!

## We're working with OPA against

 inflation . . . watch your chance to help!