## o Grande Protests U.P. "Gate" Statement as Insult

HINGTON, March 2



Well Done, Son


Test Ballot on Draft Of 18-Year-Olds Set
.



## Battles on Teacher Colleges Stop State Legislature Wheels

## Marines Break Rear

## Guard of China Reds

| to the north. | ditar |
| :---: | :---: |
| Ther irithing leatierneck on | their |
|  |  |
| OTher misines in |  |
|  |  |
|  |  |
|  | Boise Yout |



nters for





 emphant thal
hers Night Is Id at Shoshone
 finit banquet ot the Cham-

 M. . where thrce tilms were
Moltz2
Sanber connaltice in charge Samber comnalitice in charge
$\qquad$

 In Solan Vote Attendance Pe Club


 dock, Ranbom, Schwond Mur-
Schwelbert. Thatcher, Wherty.
Totol,



# Yirs value <br> INNERSPRING 510 Coil MATTRESS 

Hundreds and Hundreds of Coils!


## Synchromatic Iron

 Guaranteed Five YearsMakes Ironing Easier
1495
It's America's fastest.selling iron . . at Sears low price. Unconditionally guäranteed five yearsl Amazing price. Uncondor-disc heat control; finger-lip dial knab; graceful, streamlined dasign, with extra lroning surfaco. Cool plastic handie, comfortable "wrist-rost"l A real buyl'

COMBINATION OFFER

Mattress \& Box.Springs
Reg. 99.95
$8^{88}$
14.00 DOWN 7.00 MONTH USE SEARS EABY TERMS

Eumbeds and hurdreds of fine, apyineat than you orer dramed posithe ate th the jow

 SAVE 11.07 coveripzs usure austaction for joun to


Harmony House Drop Leaf Extension Table $\underset{\substack{38 \times 26-\mathrm{in.} \text { Closed } \\ \text { Regular Price } 166.75}}{13988}$ Regular Price 156.75
This beautiful drop leaf table feotures a 5 -ply walnut or mahogany veneer top and opron over a solect-hartwood base. It extends to a full $88-\mathrm{ln}$. when ons leaf is added, With handsome hardwood lage. Buy it at Sears and sovial

E ONLY 88c


Hondy Egg Poacher





A NEW SET-UT, AT LAST!
Atter all these many years, Idaho, to all
appearances, Is golng to make n consclentious The old wheel horses in both parlics
move been fighting desperately all along to
continue using the highway department au continue using the highway depariment as
the maln clearing house trough whleh to
pay off thelr politicni debts finally fave bow-
ed to the wishes of the people. cortrol, the current seds mon of the of polititeal legis-
Inture has nuthorized a new eysteme under
which n three-man bord will admulnster the affalrs of our highway department.
Tils board, set up on a nor-political basis, whil have complete control over our stite
highavay system. It whll employ a cortifed
engineer tralned in hilghway sdministration engineer trained in highoay sdministration
to carry out the responsbilitles bo bullding
and maintalning an ciflelent syatem of stato In it also wilt have control over the sclection
of a competert secretary and other quallfied porsonnel to conduct the departmenils at
fairs on a business-like basis. Through such a set-up, long-term plan-
ning will become the pattern tor Idaho road
 than In building strasstantial highways, votes and
changing with every new administrition.
To hold the To hold their jobs hereatiter, employes
the state hlghway department will ha
reason to belleve thelr future is sceure long is they give efficlent service. .t will n
be a case of fearling dismissal with eve
ahange in political administration.
Thls in tselt siclency and stablity throughout the depar
ment, which otviousy is necessary to echle success in any lons-terme planning.
Ftrst of all, we should thank anl thoso state hilghway dopartment out of pot poltics
Had it not been for their unrelenting deterMon. ${ }^{\text {More recently }}$ Fe owe Gov. Len Jordan no
 cesstul conclusion. The present leglslature
Ilkewise in to be highly commended for faling
into Into lire with its approval of the new system.
Ony one nurde remalns to be surmounted.
To assure complete success of the new system, the - Jght men must be appointed on the
three-man board. They must be tn sympathy
with the change, capable, and conscientious with the change, capable, and consclentlous
in their desire to make the new set-up work. They must be fifen who have the time and
ood fudgment to get the system set up
properly; men who will frown on any and all properly; men who will fromn on any and ant
attempts by polticians to regaln control of
the reorgantzed department. There ls every reason to belleve governor he has given every indiction
up and up all down the une. prople of Idaho whil have geod reason to rejoice in anticipation of getung real roses
ior their money, not more "political fences."

DOGS AND PEOPLE DIE

い- - - $\qquad$ and doss have tor each other.
All this came to mind when we first saw With the caption "Brawnle is Dead." I
one of those pplttres that stop you cold. Th "George Alten Carter. 4-year-old San
Diego youngster, hold the body of his dog,
Brownie, aiter the pat was struck and killed Brownie, after the pet was struck and killed
by an auto which fafed to stap. The litie
boy sew the traseay ant ran to the dog, a brokn cocker spantel, about three years old.
They had been constant companions since
George was learning to walk and the dog George was learning to walk and the dog
would pull him back from danger by the seat
of his pants."
of his pants."
The picture showed the youngster in deep.
eat worrow, bending over the lleless body eot worrow, bending over the ilfeless body
of his joyal playmate R tragedy, he memory
of which will probably remain with this ittle boy as long as he lives.
Why must all this go on? Why must we
别 endure hee sorrows and hardships brought
on reckess and inconslderate drivers?
Wo, who do not even stop at klilng dors: We, who ilve in the state ptith the greatest
incresse in the country killing poope showit sob ourselves these questions.
$\qquad$

## To isten

 British forelgn oftice Lase sucthe sath parallelin Koren wes Re, you'd think he Ine, others stage a coremis sneak across un the coast at Wonsan, and statesmen prake They say the will get "bigger." How can it get biggerWon'tilght on the Chinese matniand?

TUCKER'S NATIONAI
WHIRLIGIG



HOW THINGS appear from Hank Scales Famous Vole PEGLER'S ANGLE But Achievement Thrill


## $=\mathrm{E}$ 




## 



Cattle'-Hogs-Sheep

IDAHO PACKING CO.

## min Hem <br> THEYCO UNDER OUN: Firesto

 Curved Barpury
## 

## Firesto

## PUBLIC SAL

MONDAY, MARCH ${ }^{-1}$
SALE STARTS 12:30 LUNCH ON

## TRACTOR MACHINERY

| 3 TRACTORS <br> Model Z Moline tractor, used 2 seasons with 18 -inch hang-on plow General hydraulic etacker with manure scoop <br> Moline tandem dise, t-foot Moline tumble plow <br> John Deere tractor buck rake <br> F-12 Tractor wilk hanf-an plow <br> John Decre plek-up field chopper <br> Ensilage blower complete with pipe <br> John Deere bean planter <br> John Deere dump rale <br> John Deere Model H Tractor; with bean and beet cullivalor | 3-section wood bar harrow <br> Moltre hammer mitil, nearif ut <br> 50 .foot drive beft <br> Oliver Superior 12 -hole grudit iti <br>  <br> Two 2 -section spring tooth tumy <br> Mormon seraper <br> Set tractor chains <br> Ofl Bath MeCormick-Deertar mot <br> MeCormick-Deering cream myut <br> 100 good raliroad thes <br> Lots of elllivator tools |
| :---: | :---: |
| CATTLE <br> Black cow, 3 years old, Jubl fresh Guernsey cow, 5 years old, heavy producer White cow, 3 years ofd, apringing Black Anzus bull, 8 months old Yearling Guernsey heifer Bull calf | HOGS <br> 4 Spotted Poland China bred Spatted Poland boar <br> Self-feddera, A-hog houses add <br> Mircollaneous articles too mention |

## GLEN A. BROWN, Own






## warce 2,1951

Tightly Bound Book

## F Okays

 Tew Types Jew TypesPrincipal Speaks At Assembly for Business College
 Right Witl Fe








 the Nurish at foree will
an fec flaters, probably
ints Prepare io Broadcasts

 A H1 HIllghts" will be
fuest sur it will feature If phyling her wollh. The and cunngram and Kay
kuck" will be the pro-

## END FUNERAL

## tate Transfers

 | rut |
| :---: |
| Compary |

Rra 11 Arcol 1. Tatr
it wid hing zentas, 1. Ho thilt onswat.


##  <br> ERE'S NO MYSTERY OUT THE MELODY

 otop $=\mathbf{x}$ nitery that each vita part is
working perfectly, and giving you top performance with the graatest economy. It ajeo
means that it has no doubt been tuned-up recently by the "specialists" at Wills, for they are masters at the art of making your car run at ith best.
WILLS Motor Co.

## Ferndale Axminster

A fine blend of carpet woolens and the new carpet rayon... one of the finest you can buy at ita regular price! Rich wine, blue or gray tone-on-tone designs $\ldots$ with a soft, resilient, Jong wearing pile!

lovely, luxurious, $100 \%$ wool pile!
Beauclaire Wilton

Only at Sears 16.95

Sensationally different, noted for its thick, embosted, multilevel pill and rich coloring
Sage Grean, Valley Rose, or Dawn Gray. Rose,


I Spring Selling of Beautiful Harmony House Broadloom!
Nith Any Furnishings-Fit Any Room! enwick Axminster dy Now at Only

You'll have to see and feel this beautiful carpeting to know how luxurious it really is. Up to the minute tropical leaf designs. $100 \%$ wool, new double chain weave. Available in 9 ft . or 12 ft . widths. Choose from our wide assortment of colors. Parchment beige, tuscan rose, sage green and dawn gray.

Blends Perfectly With Any Setting Frieze Broadloom

For This Quality Only 15.50

Rich, glowing colors . . . in the pebbly frieze so practical and smart! A careful blend of fine wool and carpet rayon for long wear with added luster. expertly made so pile retains its apringiness! Only at Sears.

Richly carved tone-on-tone design!
Carvex Wilton

$$
\underset{\text { Wool Pile }}{100 \%} \quad \perp \underset{\text { sq. }}{7 \mathrm{Yd}}
$$

Both durable and beautiful . . . with extra thick, uxurious pilel Tone-on-tone seroll dealga-does not show soil readily. Choose from many modern ecorator colora!

Luxurious in Color and Texture
Belair Axminster

Elegantly Carved 12.75
$100 \%$ wool imported carpet. Two helghts of pile woven closely into tough back for long year and lasting beauty. Tropical foliage patterns give contemporary styles. Available in $27^{\prime \prime}, 9 \mathrm{ft}$. or 12 ft . Fidthe. Comes in dawn gray, beige and sage green.

Our best multi-level loop pile carpet

## Covington Wilton

Thick 100\% Wool Pile 15.75

A member of the carpet aristocracy! So luxurions to: tured beanty i Modern leaf and floral motif. 4 colora

FROM LOOM . . . TO SEARS WOREROOM
. . . TO YOUR HOMEI Becaine we but carpeting in such lerge quapdatherice
wo are able to guarantee wide gilother of fresh stock . . . At yary yonther

408 MAIN AVE WEST PHONE 2860.

$\mathrm{q}, \mathrm{BARCH} 2,1881$ pman Act Aid Gains A Northwest

|  |  |  |
| :---: | :---: | :---: |
|  |  |  |
| , |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

MR. FARMER-LOOK!


PLACE YOUR ORDERS NOW-For these
New, Improved, Proven Type--
CONCRETE CHECK
POWER
FOR YOUR Tractor Engine alve and valve seat grind-
$\mathrm{g}, \mathrm{rings}$ installed, bearings adjusted or renewed.
Carburetors, ignition, genPreteme oder vork aurto
GEO. WOODS


## ONION GROWERS



FOR DEAD 8 USELESS ANIMALS
PHONE COLLECT Goodlng 47 Rupert 56
Twin Falls 814
IDAHO HIDE
\& TALLOW CO.

## AUCTION SALE

Located 1 mile west, $11 / 4$ north of Wendell on the Blise highway and $\% / 6$ west on the old
MONDAY, MARCH 5
Sale Starts: 12:30
Lunch on Grounds
MACHINERY

| TRACTORS <br> 1950 Ford tractor 1046 Ford tractor International Farmall tractor | TRUCKS <br> 1978 14/ top Ford iruck 1042 Pord plek-up <br>  |
| :---: | :---: |
| Trall plow <br> Hicis-on momex <br> Manure loadtt <br> Internatlonal beet and bean drill | COMBINE <br> A.O. Comblne with motor, hin sne moker |
|  | Bubber tred wayn <br> -Interpattenal Lx-bele rete trin |
| Dearborn cillirator | 4 Hection mood harrow |
| Ford hank-0n sernper | Martin alloher |
| Minsey Hurts twar alde rito |  |
|  | Cuso hemmarrali ${ }^{\text {a }}$ |
| 2-row spua plater (2-5zar) <br> 1-row eppad planter |  |


| BOAT \& MOTORS <br> 16-foot Bhell Lake bast with $\boldsymbol{\mu}$ ETtartude motor mid $\mathrm{S}-2$ Neptrama Boat traster |  |
| :---: | :---: |
| Blocl pionta <br> Corral polea <br> 7-men Epud cuting tablo <br> Gruect patich <br> Grimdor जith moter <br> Thy and dio met |  |
|  |  |
|  |  |
|  |  |
|  |  |

TERMS: CASH
JIM HILL, Owner

## AUCTION SALE

Three and one-half miles sooth and one mils west of Berger Store or 18 milles mothe

## MONDAY, MARCH 5

Sale Starts 10:00 A.M. . Lunch on Grounds


## TTENTION

FARMERS
GROW
FFLOWER
ilseod Crop for the
Nestern States

## trice crop. a aryler





le oill are Critically
tin tin ho Wer
World Today


LOBE
Phone 401


Bruins Whip Filer AsRupertDefeats Oakley in Tourney
左




Young Boxers
To Highlight
Card Tonight


|  |  |
| :---: | :---: |
| Title Crack |  |
| Awaits Winner |  |
| lay |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| , |  |
| and |  |
|  |  |
|  |  |
|  |  |
|  |  |
| ex numer |  |
|  |  |
| ate |  |
|  |  |
| Stan |  |
|  |  |
|  |  |
|  | Cal |
| Games Played for |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



## Heyburn Trips Kimberly in Class B Tourn

SPORTSHagerman, Shoshon Eliminated in Race



|  |  | Plan to Chang |
| :---: | :---: | :---: |
|  |  | Game Commis |
|  | U.S. Pours Out |  |
|  | Power in Games |  |
| atiole |  |  |
| tommer miverar alcerat | of tay muntead |  |
| ot |  |  |
|  |  | xbile |
| ot oferem | ${ }^{\text {a }}$ |  |
| Yorx nes | and | Sata |
|  |  | momer |
| Se. Ner York wrabriemar | Sme |  |
|  |  |  |
|  | And poid fult and finit | and pruce num |
| cille |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  | ment Mrach pr |  |

## FOLKS...

Due to the high influx in the cost of living, and prices "Sky-Rocketing"
ECONOMY AUTOMOTIVE SERVICE

 You'll save money, and always receive our usual efficient $\frac{4}{s}$ quality services. Genuine Ford parts are always used and labor guaranteed $100 \%$

## REMEMBER


WE WELCOME YOUR CREDIT
BUDGET TERMS ALWAYS AVAILABLEI

## bili ireland's

UNION MOTORS
Main at Third N. "The House of Sincere Service" Phonex


|  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Markets and Finance |  | Grange Flays Proposal for Lower Taxes |  |  |  |  |
| Stocks Livestock | Grain |  |  |  |  |  |
|  |  |  |  | 最 |  |  |
|  |  |  | Non－Suit－Rule | $\pm$ |  |  |
| 8 |  | 何 | Euds Case for Auto Payment |  |  |  |
|  |  |  |  |  | Nasmen |  |
| ， |  |  |  | $\xrightarrow{\text { HGGHVAY IISTRLCT }}$ |  | 边 |
|  | crucoso |  |  | BEAUTY Sibor |  | midtarata |
| \％ | 20x |  |  | 为 |  |  |
| $\pm 8$ y |  | 边 | c． | 边 |  |  |
|  |  |  |  |  |  |  |
| Th\％ |  |  |  |  |  |  |
| 2atyxtatim |  |  |  |  |  |  |
| Ste memme |  |  |  |  |  |  |
|  |  |  |  |  |  | $\xlongequal{\text { Brosinim }}$ |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  | In Red Cross |  |  |  | Sent sinct |
|  |  | Has Meetings | 边 |  |  |  |
|  |  |  |  |  |  |  |
| and |  |  |  |  |  |  |
|  | xaxeway |  |  |  | ： |  |
|  |  |  |  |  |  |  |
|  | WVGELT |  |  |  |  |  |
| － |  |  |  |  |  | $\operatorname{zig}_{2}^{2-2}$ |
|  | \％ |  |  |  | arm |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| $35+5+2$ | Butter and Eggs |  |  |  | APPLY AT APARTMENT 18 ． |  |
|  | cen ${ }_{\text {cis }}$ |  | Classified |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  | SPECAL |  | Aiflt min mb |  |
|  |  |  |  | 边 |  |  |
|  |  |  |  |  | 輷 |  |
|  | ， | WANTED！ |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Stock Av |  |  |  |  |  |  |
|  |  | Pricy imbeng |  |  |  |  |
|  | 5yitamim |  |  | H6LP |  |  |
|  |  |  |  |  | 䢒 |  |
|  |  |  |  |  | 边 |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  | $\frac{\text { Misc．For Rent }}{\text { a }}$ |  |
| ，mymen |  |  |  |  |  |  |
| max |  |  |  |  |  |  |
| Twin Falls Livestock Pric |  |  |  |  |  |  |
|  | TRASH |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  | \％ |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Twin Falls Már |  |  |  |  | Loans and Financing |  |
| ， |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  | AHO Find |  |
|  |  |  |  |  |  |  |
|  |  |  |  | 边 |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  | Wex |  |


|  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| OMES FOR SALE <br> anin | Phowe 38 |  |  |  |  |  |  |
|  |  |  |  |  | AUTOS For Sale | OS PoR SALE |  |
|  |  |  |  |  | $\square$ |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  | HAY, GRAIN AND FEED |  |  |  | $\begin{gathered} \text { CHEVROLET } \\ \mathrm{F}_{0} \end{gathered}$ | $\mid$ |
|  |  |  |  |  |  |  |  |
|  |  |  |  | $\mid$ |  | ${ }^{0}{ }_{\mathrm{R}_{\mathrm{D}}} \mathrm{~V}_{\mathrm{V}}$ | $\underset{\substack{\text { A-1 USED CARS } \\ \text { TO FIT }}}{ }$ |
|  |  |  |  |  | An | $\mathrm{V}_{8}$ |  |
|  |  |  |  |  |  | Sticter | To FIT aNYoNes NEEDS |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  | Stem |  |  |
|  |  |  |  | 隹 |  |  |  |
|  |  |  |  |  |  | ateme |  |
|  |  |  |  |  |  | (is) |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  | autos for sale | (ex mixy |  |  |
| 40 Acres |  | $\left.\right\|^{\text {onto }}$ |  | $\mid$ |  |  |  |
|  |  |  | $\underset{\text { Availa }}{\text { Now }}$ |  |  |  |  |
|  |  |  |  | $\frac{x}{40}$ |  |  | ChURCHMAN MOTORS, INC. <br>  (oren sumur) |
| HiTzeNS AGE |  |  | - |  |  |  |  |
|  |  |  | neltable to <br> Fuel Tant <br> on Tank <br> Seple Tan aleo <br> Millo <br> KRENGEL'S INC. |  |  |  <br> used cars |  |
|  |  |  |  |  |  |  |  <br> SPRING <br> IS JUST AROUND <br> THE CORNER <br> But Thers <br> In thenty of <br> Spting <br> In <br> THESE QUALITY <br> USEN CARS |
|  |  |  |  |  |  |  |  |
|  |  | $\frac{\overrightarrow{4 \pi}}{2=0}$ |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  | \% | BROWNING AUTO CO. ane ssd aven no. Confit |  |  |  |
|  |  |  | $1$ |  | Why Pay <br> Ceiling Prices See BARNARD AUTO and save |  | nus |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  | 边 |  |  |  |  |  |
| 80 ACrEs |  |  |  |  |  |  | 10 |
|  |  |  |  |  |  |  | conaserert |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  | cand |
|  |  |  |  |  |  |  |  |
|  | THEANSWERTo CLEANNGTHOSE FERD DITCHESandTHE ENDTO ALL THAT |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | SAVE \% SAVE \$ |  |
|  |  |  |  | nisis |  | $\begin{aligned} & \text { PRE-SPRING } \\ & \text { SALE } \end{aligned}$ |  |
|  | hard shovel work |  |  |  |  |  |  |
|  |  |  |  |  |  | onall |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  | pleasure for you | THESE <br> ANEPORTATION BUY\$ |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| maneme |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | \& truc |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  | w |
|  |  |  | ${ }^{3}$ |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

BLLL IRELAND'S




 <br> \section*{\section*{ <br> \section*{\section*{ <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> <br>  <br> <br> } <br> <br> }


URCHMAN



AY, MARCH 2,1951

Price Control
Duty Given to dent


Nelson Backs
Hell's Canyon
Power Claims

Plans Made


 and


 mat mhow in the bur
mants 1 Bt
This repor.

 that the regiomin offlce had sudt-
denty develoged exakeraikd power
product!on fisures . Nelson sald the prime power out
put or Hells canyon had been in
crea creaced by nuthorization ol the john
Dan; Prest zn milds. Llbsy nind The
Dniles dams




Hurt in Fall
 Carcy school Monday, She was taken
to the Holley hospltal for $X$-rass

 daughter of Mr. and Mrs. Frank
Staniord.

TRAILERS FARM WAGONS


## SOPER'S

TRAILER

## that Counts! <br> Itsthe Flavor

$-$ Coffee

## For Percolator or Pot

Schilling

## $\left.\begin{array}{c}\text { Vouknow } \\ \text { Skluank }\end{array}\right\}$ DATEID FIRFFSH every par! <br> LOOK FOR THIS DATE <br> it's your proof thiat Skylark is first-day fresh

HERE'S WHY WE DATE SKYLARK:

It's jour proof, jour guarainte that your loaf of Skylark was freshly baked for today. Most other brands do not carry this proof. Always buy Skylark, in the red and whire, candy-scriped whapper. You always know that Skylare is first-day fresh!
Each day's sale of Skylark is carefully estimated in advance. Then, Skylark's expert bakers mix all the fine ingrediencs, then pop the baking pans into the oven.

Finally, as cach toasy-brown loaf comes out, it is war wrapped and scaled with a special end senl.
This end seal carries the day, Monday, or Tuesday, and so on. Then the loveses are rushed to your Safeway Store, just in time for sale. If there should be any unsold dated bread at the end of the day, it is removed - never again sold as fresh breed. No guesswork with Skylark - you know it's first-day fresh!

