# NJ.S. Scientists Will Try Mother Plus 10 To Pilot Space Package Children Die in Into Orbit Around Moon Michigan Lake 

## Bloodmobile-Has Quota of 150

Pints of Blod in T.F. Monday

First Candidate-for
City Election Files

## Damage to Beans Is

Woman Chief
Of Postoffice In-Area-Dies
$=0$
U.S.Will Put

Package Into Moon Orbit Moon Orbit

Weather, Temperatures

Local Man to To Twin Falls News in Brief

## , ind


Magic Valley Hospitals

Blind and Deaf Girl Sent to Special School in Boston

 $\rightarrow$ Girl Attends Special School to Find



Elects Heads On Northside













 Jerre Cover Wins Award on Speech


 Retrent Robers, Donald Murphy



## 80 P1005




## light as a whisper



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 Massagic


Luster Finish Alligator




PENNETS

| Travels Reported By King Hill Area | ${ }_{\text {S }}^{\text {Scared }}$, | Cattle Increase In Central U.S. | Milner News |
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the is the stern arbiter that brings new brands to the fore over former favorites.
Each deserves the fate decreed to it
For, after the public has sufficient time to come pare, it is unerring in its judgments.
Steh is American enterprise at work, spuring excellence in all we make or buy.
So it is that in any given period, thero is always
ne product in every feld that stands apart from one product in every feld that stands apart from fllows.in pubjic esteen
It has batic excellence.
It may not be the higbest prixed.
Nor the most ostentatious.
or the ofgesst, heaviesh, most powerful
Nor-at first-the largest selling. But let the public have opportunity to form its
 Not competition, ño mitter kow strons Not innuendo, nor deprecation, nor outright allack

Not imitation, no matter how skitltus.

- Whether it be a television sech a packet of gum or nautomobile, the customer has but ope stnndard. That is the standard of that product's ueffuiness

Only so can basic excellence be measured. Let a product have the quality of greatest uxeful public consideration.
Therein lies the suceess of the Rambler car. Many have expressed nstonishment thant this car, he whole trend of Amenerice's Iargest industry.
It should not be surprising.
For, it has happenod ocuntess times before, in W.

We only would have felt supriso if, afler all our: tad boen suddenly repenled.
Bur-no-ilt still holds with historic fore.
Usefiberdst to thie user stands, as ever, as the one windird of basic croctuence.

And, in the automotive feld, Rembiter is that landard. It is not the longest, or heaviest, or most power fut car on the market-nor the sminilest, lightest, Tre ucaruhass in True usefulness in a motor car is seldom served
by cxcessive bulk or extreme smalloss excesive bilk or exteme smallacss. Rambler is far more cconomical than most cars
not as sparing on gasoline as a few, notably not as sparing on gasolint 1 fcw , notably There comes a poi
There comes a point when the extremes of econ-
omy can be attained only at tho sacrifice of usefu omy can be atia
Quite simply, Rambler is the best batanced combination of qualitits we know how to build into a motor car.

- American-sized room and com「ort, with com-- Americ casy handing and parking.
economy.
- Style and stamina and quality withoút compro-
- The most usefultess to the user in every characceristic of motarcar. The fact that Rambler's price falts in the lowes isposal of more people.
That is due to manufacturing efficiency in a plant that today turns out more cars than any other single factory in the industry.
It is not the result of building down to a price. Ramber's low price was merely a natural evolution after every consideration of basic excellence, ples a normal proit, bad besa nich
It might easily have been higher. It could not be lower without sacrifice of either quality or a profit. Rambler is unmatched by any car in the owner loyalty it possesses. Ask any owner.
It bolds its value longer; hass higher resale value, model for model, than any compctitor.
No other car, regardless of prices-matches all of Rambler's featurcs.
These features range ihrough Deep-Dip Rustw proofing " all-welded Single Unit Construction," individually adjustable Ailmner Recliming Seats, Deep coil spings, sysem. ing and ventilating sysicm
Seld whero it hans becomio thio worla's in lingest builder of Compact* ars.
We sincerely feennat 3nctrenterstve insitation: of Rambler is good.
It is good for our industry, which for too long
 has restricted freedom of cistomer choios to its It is good for the American motorist, who now It is good-for the country, whosoresourcerin pectaleum, highuyys nad-parking-spaco-are-not wilhout limits, somewher.
And it is good for $u s$ of American Motors, bshines through most clearly phenen there is a mens we for comparison
Yes, Rambler will be copicd. An original always can be copied, whether it bo the Mona Lisa or a new design in paper clips. But the originafity that produces an original
cannot be copied. Emerson said, It is as dificullt to appropriat he thoughts of others as it is to invent.
Come see what we have inrented)
You will fnd it in
We invito you to see it there and find America's new standard of basic excetience in a motor ca that is most wefur io you.


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