FINAK EDITION-

## IS., Russia, 10 Other Nations Sign Treaty to Keep South Pole Free

## Wheat Raisers Told to <br> Help Find Solutions to Problems of Industry

Plane Crash Kills 24; One IsStill Alive

City's Water Rate Is
Cut for Large Users



## ower Firm Pleas Denied

 In Top Court
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## Suspended Sentence

Given Tipsy Drivers

U.S. Judge Fines Smaller Than
Was Expected

## Mishan Victims' Conditions Said Good at Hospital

## Good at Hospital

## NEWS BULLETINS



Family Gets Together in United States















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Burley Holds Fete At Nursing Home









New Vicarage Is Dedicated at Rite


 Tho Ven. Rev, Mr. Johnson had
the responsibility for the local church when to was the pricesi-In.
churse of the Trinty Memorlai
 nilhed by Mrit. Darieno Micholis
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- Dlaperme Bladice.

Gem State Oil Co .



Boyle Suggests Exercises to - 12 Tables Noted Prepare You for Christmas For Open Pairs

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FIRST AMERICAN CAR TO REALLIY TRIMM:PRIGES!


This is no "amall change" price reduction. Mercury really knocks the stuffing out of last year's prices-with big reductions on every model! The popular Merciry Monterey 2 -door Sedan, for example, is priced more than $\$ 135$ below last year . . . and it's still Amarica's best-built carl It has the strongest frame and the leading V-8 engine. The gmooth:
est ride, too, with exclusive hoadTuned wheels. Now de luxe interiors in every model_and at-no_extra cost Come see all the 30 big reasonis why the best-built car is also your best buy. Do it nowl

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only
one brand
Kas this
5.Star
mark of
quality..


332 year old originali Scotch. flavor, ; now in 5 s. a haidsong
 THEISEN MOTORS, INC.
 It's the the nation turned back the
spread and took a good dook at featherbed.
ding. Charges and denlals are andung through the aifr tiko goose-down in a p plling
flght. But wre dont, In fact, know how much and what is tis ultimato effect on the na We do know that featherbedding is wde
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nust bis hired to watch while truckers unoad an electric motor-bec
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Why Wouldn't a Yentherbeding atudy b oundations that analyze contemporar thea rood one for the Rockefeller Brother orly on the subject of maximum, producnity a apecon a aum days ago. -no moro than required please-and do

## MORE PEOPLE, LESS ROOM

 These days our ears are ringing, winh
In fact, the
Thals country's standard of Hping is high n some ways it: 15 already hedged about more serioualy, our capacity to produce mor go barreling along, ahead of the population
rise. For quite a long white wo have been
pling away at our uving conditions. Itelded apace, Step and apartiments we've ones and you'll see the differentes Anyone
who thinks it doosn't mater doesn't know hrunten four walls, or the nolse that bullds owered celilngss
craded off space an more people have pled nore our commundties and we've all bough When you can afford to buy a fancy autotandard of yving has gone up. But when fancy cars, sind eating gasoline fumes whlle The.taxpa rou pay. to bulld the roads and your IIving gatandards. And lately we'vo been Thi ruperirpads wo bulld to cure conges for super-superroads, and so on.
Try fotting down all the ways you pay out more of lens directly relate- to the ich ar Fe'havd many milllons more people on hand
han we did a few decades ago. It'll be than we did
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$\therefore$ And it will probably go on expanding. Th tara out moro and more goods with les But qhere'z only so much lling space on

## int trio - btimplin crop. Poots have plenty

TUCKER'S NATIONAL WHIRLIGIG


## POT SHOTS [ix



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## VIEWS OF OTHERS 

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## You Start Fast with Sixty-Six Gasoline

Sixty-Six is now "Wintar-Blended" with extra amounts of fast firing Hi-test componannts to bring out the bast performance quallities of your car.

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## Plenty of Help From Outside



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## SEGO and chocolate pieces make these FUDGE-DELTCIOUS CANDTES

with little or no cooking.
M-m-m, homemade chocolate candies-smooth and creamy as only double-rich SEGO Milk can make them. And no wonder - SEGO has twice the golden cream of ordinary milk, twice the richness to blend your candies perfectly, even in recipes that take no cooking. Holidays are near:. keep your candy jar filled with homemade candies at their fudge-delicious best!



Burley Slates New Traffic Lights＇Soon＇





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## If You NEED CASH

OFF SEASON PROPER
GUNS－OUTBOARD MOTORS SMALL BOATS－GOLF CLUBS－ FISHING TACKLE－LUGGAGE

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Ghairman for GOP Talks to Women＇sClub

Bline Pencil Goes Tke＇Plans to To Mrs．Isenburg Ask Help in

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Reunion Is Held By Area Family

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 Church Bazaar



## Marian Martin

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## Rites Discussed


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SHOE


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## PAGE EIGHT

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We are proud of the immense growth and progress of our organization during the first half year of operation. We owe it all to you, the citizens of Magic Valley. Thank you! Oniy by your continued patronage can we continue to grow. In appreciation of your confidence in us we offer you the finest of merchandise; the best service, the easiest of budget terms and the lowest possible prices during this "half year sale." During the months to come we will continue to offer the newest of the new in all lines of merchandise at a price to meet every budget, so. that we may continue to be Magic Valley's largest furniture and appliance store.


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Report on Visits



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# Idle Syracuse Maintains Big Lead in National Grid Poll; Rebels Are Second 

Syracuse's unbeaten and untied powerhouse continues to hold jits position as the No
1 major college football team in the country. Although ldia last week, the Orange


NFL Opens Bid War With Majors Pay Out New Grid Loop by Getting $\$ 340,000$ for 14 Billy Cannon, George Izo


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LIFE'S LIKE THAT
By NEHER

"It worked last year!"
THE STORY OF MARTHA WAYNE


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SIDE GLANCES
By GALBRATTH
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"I'm trying to work up a mad spell, Gwen. It seems
too bad to put cracked plates in the trash can without amashing them!":rr plates in the trash can without

"By George it was tougi getting my gear into the
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little' rascal!"

BY WALT DISNEY


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## Kris Kringle Jingle




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| auto accessories FOR CHRISTXAS! |
| Hubcaps - Murrors - Cus- Lon Floor Mati - Beat |
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## Magsle Valley's Hearduarters for Norina Marine Supplies <br> $$
\begin{aligned} & \text { WHY NOT FOR } \\ & \text { CHRISTMAS? } \end{aligned}
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harrel thorne

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Why Millions Are Now Saying:
"My Next Car Will Be a RAMBLER"
THE YEAR OF THE BIG TURN IS HERE, BUT..

## rambler's Oililinalit STILL HAS NOT BEEN COPIED

$\mathrm{T}^{\text {yus }}$ is tho year that will go down in auto 1 motwoulistory ashe great tuming pointtho BiG TURN. For newer before has tho
catirice industry been fored to tum in th tracks by the suceass of a new and dificerent concopt the Rambler compact car concept It's the year of tho BIG TURN in which an imitation of tho compuct Rambler.
The year of the BIG TURN in which the majorty of car makes have turned awny from copied Rambier's modem, aircranl-type Single Unit Construction


The year of the BIG TURN when one of the biggest manufacturent dropped a big car and, in its place, will introduce !n scoond
This BIG TURN mado the bligest autoto H g car nales? What would it meain to Rambler? Magurines, newspapers, independent research organizations rubled thousands of interviewers to dealer makrooms and auto thows to question prospoctive car buyers. Theso rescarchers found that instead of weakening Rambier's popularity, the newcomers had strengthened it. At auto shows whero peopla could sce all nakkes side by side, tho vote for Rambler whs overwhelming, A ode auto show, a survey showed Rambler firt in buying preferenceabmong ail cans of oll
sizes. At another, Rambler was second only toAmerica'sthrgestselling automobile. Everywhere, millions nre now saying: "My next car will be a Rambler."
Why has the introdection of the Imltatore slyrocketed demand for Rambiers?
Because car buyers have found that the worth of the original has not becn equaled by and literature have never been equaled. by the copies and imitations.
Bociusse, while the othern were copying

## How Rambler's Basic Excellence Brings You Balanced, Qualities of Usefulness

The 1960 Rambita has been buill to meet the - Smant modern ityling Ideally baiknod
 moss tueriul to the urer:

- Hishert quality ideally bylanced with low ext prices.
- Ftro performanco Ideally talhanced with top colion owny, proved by 10 years and 25
- Brt car conitort idally balancod with
- Grater stregigth ideally balanoed with
- Plus exclustive "Depp-Dig" Rusprooling "ahaslowdlp"-or no dipat all., wrorid" widest chotoo of compure miodele AR

 and muny oolhet exclusiva luxtry featurea


Ramblers of two, five or ten yeurs 489 Rambler cnade giant: neviv atrides far 196 Imilatorn even Nurther bechind
Becanse Rambler has the possenger roon for aix big men, the entrance and edt room the others lack.
Becarse Rambier'a ressilo value is oficially bighest of any low-prieed car.
Becasse Rambiter was built to fill a genulla need for a fine quality, sensibly sized, ecoweic rushed out to mect competition.
Because, atithough they approximately cop iod Rambicr's slice, the others could not oopy Ramber's basic excellence.
Because Rambler ofters not just one of compact cars, including 16 stalion wropors
Because only Rambler gives you the Ber of Both; big car room and comfort plus suall car cconomy and handling case.
Visit your Rambler dealer and weo tho cu that "called the BIG TURN" and made th whole ind ustry head in a new dircecion, boy
fore you buy any car, large or small, se ibe proof that Rambler's orifinillty stlil has not been suocesshully copied- that only a Ramble can equal a Rambler.


IT'S RAMBLER FOR '60-The New Standard of Basic Excellend


[^0]:    DONALD DUCK

