FINAL EDITION

| Russia Launches |
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| Space Ship With |
| U.S. Hopes for |
| -Two Dogs Inside |
| Aatest Capsule |

Powers Is Given 10-Year "Deprivation of Liberty" Sentence; Talks to Family





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GET THE AUTO INSURANCE PROTECTION YOU NEED NOW，AND PAYAS YOU DRIVR
 Allstate＇s Easy Payment Plan and money－saving low yates make it easy for you to badget your aato insarance premium Ne need for you to lay out heary cash for auto Plan lets you buy the musuranos protection you noed now．．．and make tho payments over a period of months．
ble to walke substers low raten，you may be unce simply－by switching to Allstato． But savings isp＇t your only advantage with Allotate：Wharever you drive，help in alwayi as tled＂on the spot．＂
Wouldn＇t you be wine to gat all the facts about Allostata＇s－broad protection aid money－sevin hy ．not stop in or call today？

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Reappraisal for
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FORD OWNERS SPECIAL

Here＇s What You Get：
－Genuine Ford＂ALUMINIZED＂Muffler
－EXPERT Installotion
－More Power Or＇Less Gas With the Muffle
a regular
18．70 VALUE

TWIN FALLS

## Gooin even lower during ．．． at be Goodyer Stign

## GOODY゙EAR TRACTOR TIRE TRADING DAYS！

Our special allowances for your old tractor fires mean bigger savings if you
TRADE NOW！ 3．7）SURE－GRIP REAR TRACTOR TIRE
Your old tires will never be worth mort，And every
day you wait，theyll be worth less！So right now＇s tho time to tuke advantage of our big nilo－hight tration old timawnting tires and apply it to a 8 et of huty new 3－T Surc－Grips．Trade now，while your old tired

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Pay when you harvast
WORN LUGS SPIN AWAY YOUR PROFITS！


Top Trade for FROMTS，tool TRIPLE－RB

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FRIDAY, AUGUST 19, 1960

Gooding Fair Booth Noted At Hagerman
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Record Breakers Meet

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Filer Kiwanians
Hear Speech on
N.Y. Agriculture

## HOT ASPHALT

The Very best for DRIVE WAYS - PARKINGS PARKING LOTS - PATIOS Free Estimates, . Guaranteed Work
MAGIC VALLEY ASPHALT PAVING CO.

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TIMES-NEWS, TWIN FALLS, IDAHO

Gooding County Fair Results

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\$500,000,000.00 Search For Rare Coins

## ITES $\substack{\text { ITAK } \\ \text { PRICE }}$



Mercury prices start $31 \cdot 66^{*}$ below del luxe V.8's with low-price names...NOW-greater savings than at any other time in the year. We'll talk prices on every'Go Mercury instoch:

## COME IM AND GET OUR DEAU

 MERRURY minidand

Wendell Swim Class Ends at Gooding Pool







History of Decade of Negotiation


Merchants Back Lincoln＇s Fair



Pervous，too？600，000 Mink Raiser Is

## People Are Bitten Each Year




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William H．Woodson，M．D．
Announces Relocation of His Office
676 Shoup Avenue West， Twin Falls

Practice Limited to Fractures and Orthopedic Surgery HOURS BY APPOINTMENT
－Speakers Slated





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## Pontiaes

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Five New Denanco end ouditio

## 1959 Cadillae

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CARLESONAS Poithe－Cridile

Let us help you plan that

## FIREPLACE

## for your Home

Whether New or a Remodeling Job

STONE ．．TILE．
 BRICK ．．．BLOCKS， ROCK，etc．
Let us furnish you the matertals or a complete job


Up to 60 Montiot to Pay
BUILDERS SUPPLY Stwinfana Jorome：

Work Day at T．F．Fair Set
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## MOTOR SERVICE

all kinds and make cars TUNE－UPS Checked on Dynamometer； ESGINE REBUILDING，we can save you

McRILL AUTO REPAIR RE 3－4845

## ENROLL NOW！

TWIN FALLS BUSINESS COLLEGE FALL－TERM BEGINS SEPT． 6

Twin Falls Business College maintains a free job placement service for all students．Good positions are waiting for those who are trained．

## YOUR ENTERTANTMENT GUDDE <br> $\checkmark$ Check Here for where to eat？$\checkmark$ where to GO？ $\checkmark$ WHAT TO DO？

## ＂The FUN SPOT NORTH of the BORDER＂

－HOSPITALITY TIME NIGHTLY－

10 P．M．to 1 A．M．
－
－MUSIC BY－
Ralph＂Banjo＂Mayer
and Blanche Reed
KAY＇s sCARIET LOUNGE

AND RICE BOWL
CHECK THESE COLUMNS
EACH WEEK for MORE FUN！

| Voit Thu <br> ＂HOFBRAU＂ <br> Next to the Pizza Oven <br> Now Serving DARK GERMAN BEER ON TAP <br>  PIZZA OVEN 170 Blue Lakes RE 3－9881 OKCN im DALE： OEEN 1： 4 Gumat <br> Whateto cofl！ <br> Whtoreto <br> Whatiodol |
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CLUB－CAFE


EVERY NIGMT Sabra McCane Piano Bar COVE
Serving your foworite：
MIXED DRINK！
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Friday Night


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SEARS SHARPENS

## OWERS

Call RE 3-0821
orbring mower to Sears Service Dept. KIFREE PICKUP Ond DELIVERY

## VARIETY SHOW STARTING August 19 -4 BIG SHOWS IN ONE-



With her famous Marimba Playing and Novelty Act

## THE WINSTON TRIO

Hear their Golden Voices hlend in Harmony

| FRIDAY NIGHT SEAFOOD |
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| BUFFET <br> All You Can Eat......... |



TED SMITH


Poet of Comedy -- He'll keep you loughing all night!

HAVE ENTERTAINMENT UNLIMITED AT-

## CACTUS PETE'S

"The Fun Spot South of the Border"



TIMES－NEWS，TWIN FALLS，IDAHO
United in Double Ring Ceremony

Open House to Honor Jerome
Couple Sunday
Jxbonr



Sociol Calendar



 cin Business Women Join T．F．Group



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## Christian Women Schedule Retreat






## Club Meets  

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Care of Your Children


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## ACCREDITED

## Private School

 Enroll NowFOR FALL TER
School Opens Augugt 30th Kindergarten－Pring

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Braves' Burdette Pitches First No-Hitter of Career
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 Brundage Favored to Stay Olympic Chief





## mericans Figure to Have Monopoly in hotput Event at Rome Olympic Games

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Ike Signs Autographs for Ballplayers SPORTS


Pirates Change Tune, Get Pennant Fever



Kuenn Powers Cleveland to 8-6 Win 0ver Chicago


## SPECIALS!

## PISTOLS

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"You don't have to llaten to a lot of yackety yack an'
helll row all dey without complaining!"


SIDE GLANCES By GALBRATTH

"For every 10 minutes Herb spends working on the
fence, he spends half an hour admiring itl"
CARNIVAL By DICK TURNER

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THE STORY OF MARTHA WAYNE





MARKETS AND FINANCE
Jet Hurries . New Spending Ideas Blamed
Cancer Cure ${ }^{\circ}$
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# ATTENTION 

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# Tooth Paste Brand Wins Dental Group's Approval 



## peicussions in a dentrifice mar. <br> ket where sales exced $\$ 300$ <br> Muhber believes topleal appli-

 million a year.Thie endorsement is a personal vielory for a 38 -year-old blochemist. Joseph. C. Muhter.
who began working wilh stanenous tlouride.as a substitute for sodium fiouride when a sophomore dental student at Indian Universily.
Although the conscrvaltive ADA contloued to decllne aeceptance orlisted ta hls re Muhler perisited less deler. mined Envestigator might have become discourated.
Muhber has assikned his palent to the Indiana
Procter \& Gamble. headed by Noil McElroy, former setretary of Defense, has paid al. most $\$ 100,000$ - in roygllies ! the foundation
Under unive
Huhler is not allowed to parteipata in royalties but a uni. versity spokesman sald ho had been taksin care of with a subtentiat increase in salary that
puts him in "top level ranks." He also has been awarded special tille as research professor of basic sciences, a new laboratory and the freedom to work on his chosen projects.
Muhler believes even greate advances in atannous fluorido lis ahead.
In an intervict with. ahe Observer-Chicago Newn Serv. Yee, bo predicted that stas nous fluortde applled only
ance to the teet by by dey. once to the iceth by the dea.
int la matter. of seconds, la. int in matter. of seconds, la 3end of many mander protection
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cation by the dentist will be. much more important than the
toothpaste and that fluoridated toothpaste and that nuoridate
water supplies are still the best watce supplies are sid of dental decay prevention,
The ADA. in its announcement to the dental protession also stressed that stannous
Iluoride tooth paste is an aid but not a cure-all and does not substitute for community fluori-

## dation. <br> But the decay reduction er

ited to Crest is marked.
In one test group using the
dentifice "under normal canditions in their homes." there was a 23 .per cent reduction. as compared with. brushing
done with other cleaners. done with other cleaners.
la another groug, where
there was suyerviston of there was supervition of
bruabhing ouce dally, the reducllon was 34 per cent.
Under an ideal selting. where brushing was supervised three imes a day, there was a 57
per cent reduction, a ligure ranking fivorably with 60 per cent reduction in community water studies and 60 per cent in Mutherr' topical 'method. It was only recognizing Crest and that the acceptance does nol apply to any other stannous fourlde denilifice that may be on the market or might come on later:

## Crest made news

## because it's effective

## against cavities-

## Dentists Make IIIstory

## Brand Of Toothpaste Recognized As Decay Preventive Agent

Stannous Fluoride Used In Product By RAY BryNER The American Dental As-
sociation made history today. Sociation made history today. paste as an effective decay Preventive agent.
This had never been done This had never been done for years had rejected claims of many dentrifice manufact? urers, such as "a clean tooth never decays". The unique destinction of being recognized, by the ADA
goes to "Crest", manufact. goes to Prest", manufact. Cincinmati.
"Crast", the ADA council on dental therapeutics reported in todey's issue of the Journal of the American Dental Associa-
tion, 'has been shown to be tion, 'has been shown to be an
effective anti-caries (decay effective anti-caries (decay
preventive) dentifrice that can preventive) dentirrice that can
be of significant value when used-in a conscientiously applied program of oral hygiene and regular professional care;
Crest dentrifice may also be Crest dentrifice may also be
of value as a supplement to of value as a suppleme pubne, health procedures."
The councll emphasized
gredient in the toothpaste-
stannous
thuoride, a compound stannous thuoride, a
of tin and fluorine.
Back of the council's decisack of the counci's decistudies. There were seven test groups, each matched by "con-

| trols." |
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One group used the dentifriçe
under normal conditions it their home." They experienced a 23 per cent reduction in Redence of tooth deca Reduction In Decay
Members of the second brushed their teeth once a day under supervision, with a 34 per cent reduction. In a third
group, with supervised brushing three times daily, there was a $\$ 7$ per cent xeduction in decay.
The council said these experi ences emphasized the need for frequent use of the dentifrice, aral hy with a program of "good mum benefits. "Good oral hymum benefits. "Good oral hy-
giene" would include proper use of the toothbrush, regular attention from a dentist and avoidance of excessive con sumption of candy, sweetened
soft drinks and other sources soft drinks and other sources
of sugar, which cause teeth to

Three mpihods of recognizes benefits from tuorides - Fluoridation of co munity water supplies. - Systematic appicication of tist to the surface of children's teeth.

## ${ }^{*}$ Stannous fluoride denti-

 frice.Fluoridation, the ADA council stated, is by far the most desirable method of proventing
decay; from the standpoint of cost, effectiveness and convenience.
Preliminary studies by the council suggest that a combinaon of all three methods may alone.
Fluorine, in iluorine rompounds, is a 'trace clement' truction of adequate conthat lack tluorine are more usceptible to decay than teeth amount.
Not all decay, however, is believed due to flunrine deficiency. Also the use of rlu-
oridation decreases in effec tiveness as children grow to ward maturily.

## not because it's a cure-all

The more you read the clippings above, the more you realize that now you can do something about toolh decay with a toothpaste.
"Dentifrice found to prevent decay . . . won recognition from the American Dental Association ... neverdone Fefore." These are some of the words the nation's press used this month to tell the news of the American Dental Association's recognition of Crest• às effective against cavities.

[^0]statement: "Crest has been shown to be an effective anti-decay dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care.'

Rules for dental healch still apply And that of course, means the complete dental program your dentist has always recommended for dental health:

1. You still should brush regularly. Afer each meal is hest.
2. You still should brush right. Away from the gums. And makesure you brush every tooth--especially the back ones.
3. You still should watch those treats between 'meals. Between'meal treats can be overdone. Be sure to follow your dentist's advice.
4. You sillshoüldsseeyour dentist twicea year. Give him a chance to spot trouble early and stop it before it gets headway.

Don't expect miracles-do expect feuser cavities As the American Dental Association says, "Crest has been shown to be effective". (when you use it right and use it regularly). So team it up with the right kind of dental program and start reducing your, family's cavities now.

> Why is Crest different from other toothpastes? The answer is simple. Thie thing that makes Creat different is Fhooristan"- an exclusive stannous fluorido formula.
> Stannous fluoride, you know, is a decay-fighter dentiate themselves use to prevent cavities. With Crest, you put the same Auoride on your eeeth at home, too, every lime you brush.
> The eflectivéness of this fluoride in Crest has been pioved by years of tests. Tests in which Creat had to prove its apporiority over regular toothpaste- And did in teat after test.


[^0]:    Effective against cavilies but not a cure-all But, effective as this stannous fluoride toothpaste has proved to be, there's a lot more to good dental healith than justs sfueezing Crest on youir toothbrush.
    The real key is not the use of Crest alone. But the use of Crest as part of a dental program.
    The American Dental Assocition spelled this out in their official

