


# IDAHO'S SECOND MARKET 


..."m * 102,196 CONSUMERS
with

## \$193,147,000 SPENDABLE INCOME

 and Retail Sales Totaling$\$ 10310$

Jwin Falls is the "sales capital" of Idaho's famed Magle Valley, comprising eight counties of south-central Idaho, embracing 11,460 square miles. Magic Valley is Idaho's second largest market in population and retail sales. The region is one of America's largest, richest, most productive agnicultural empires. Magic Valley is a 20 th Century man-made miracle, with irrigation having transformed a vast plain of sagebrush into rich farm land. Gross farm income in Magic Valley exceeds $\$ 100,000,000.00$ annually, with an almost limitless variety of food crops, grain and fresh fruit. Livestock (cattle and sheep) average 700,000 head marketed annually. Yndustrial activity, involving the processing of foodstuffe grown in Magic Valley, has over a score ofeperators in Twin Falls alone.

The prosperity of the region, evidenced in Its $\$ 193,147,000$ buying income is most readily influenced by the selling power of Magic Valley's most influential advertising'medium, The Times-News with an audited circulation of 20,653 dily. It's read by 8 out of every 4 families in Twin Falls county, and 6 out of 10 families in the entire 8 counties of Magic Valley. The Times-News is. a "must" in Idaho for both local and national advertisers.

## These Figures Tell The Story:

## TWIN FALLS - ÁND THE MAGIC VALLEY COMPRISE IDAHO'S SECOND MARKET

Comparison of Twin Folls, Idaho Folls and Pocatello markets clearly shows the Twin Falls Times-News affords greotest coverage of the largest market at lowest cost!

Here is a comparative stotistical story on three Idaho markets and their local daily newspapers: the counties in which they circulate, the populations and families within those counties, the newspoper's respective circulations and per cent of family coveroge in each county, together with totol retail sales in tach newspaper's area of influence.


## TWIN FALLS CHAMBER OF COMMERCE <br> 160 Second Avenue North Twin Falls, Idaho

Dear Friends:
 weat tin these United Btates.











Wm. Grange, Secretary, Mgr.
Sincereb, $\mathrm{Carl} \mathrm{Berg}_{\text {massourr }}$


Burley Officers Prepare for Student Council Workshop



Future Program Reported by PTA

250 Student Aides in Magic Valley to Attend Workshop


Honor Paid for Mrs. Ida Mallory


Dhe rematnder of the PTA meet-
the tor the year were nanoumeed

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Services Set
ForL. Carter
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Visits Son




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Arth
Vital Vital Facts Explained Free Destriptive Book




 Chit trok in yur wryour



HULL'S FRESH TURKEYS


Buy Your Fresh Thanksgiving
Turkeys Where They Are Grown!

TOMS
lb. 45 c
HENS
lb. 47e
томs, delivered

## HULI'S TURKEY FARM

1/4 Mile South of Curry - Highway 93

For Delivery: Phone RE 3-3159 - RE 3-1931

 Invoation was flyen by Mrs
Hecen Hertry.




RELD TTMESNEWS WANT ADS lato whderwent surgeryd


## Ravzo

 OF THE NEW YORK LOOKWhat a potency there is in this Deep, dark, no shine the amartest dark star this side of the moon. It's a new. fashion way of handiling black calf, very Pallzzio, very big eity, 24.95 the pe sensation. 24.95 the pair MATCHING HANDEXGS
"Magic Valley's Only Exclusive Ladies Shoe Salon'
paifersons 0 , $H 0,0$ g
Se tering Jewerry Company


Ask Any Salesmon for Details About This Amazing-Offer!

Last Saturday's Winners:

1. C. Taysoń, Twin Falls, 26.63 2. G. Lyda, Twin Fälls, 13.96. 3. A. Mink, Gooding, 5.44

## HALF PRICE SALE!

MONDAY ONLY! Popular TOYS for All Ages - - REDUCED 50\% NOW!


15-In. Baby Doll with Rooted Hair

Reg: 3.99, Sale 1. 2 ? Moet Ruthle madi entiroly of inyl with yur chooce of mmart \$1 HOLDS YOUR TOYS LAYAWAY NOWI

Magic Valley's Finest, Most Complete Toy Dept.


Mattel's Now "Shootin" Shelf" Winchester Rifle Actunny tres ithern
 See the Many Other HALF PRIC



## ONE RACK <br> SKIRTS ,icum $5 . .8 .88$

## Annual Pre-Thanksgiving

SALEI
Our onee-a-year evont to giva
our customera fontastic valuas our cuatomera fontasife, voluras and tha holiday seaton jurt We aro bursting ot the scoms with growth and need
room for holiday merchandise room for holiday merchandise
ariving doily. FINAL CLEARANCE!


Hecutiful Ono-of-a-kind Originals
Bocutiful Ono-of-a-kind Origlinals

OUR BETTER DRESSES Values
$\begin{aligned} & \text { Yo } 39.95 \\ & \text { cosuols } \\ & \text { cond } \\ & \text { and or-Five }\end{aligned}$

T-SHIRTS \& BLOUSES Formerly to 7.95
OUT THEY GO at .........

## CAR COATS

 $1 / 3$ offCAPRI PANTS

$1 / 2$ PRICE bargain table $A$ whole rable crommed full of ftemt ielected ot raindom from throughout
the atore. the atere.

## values

 GALOREThroughout the stare Now is the Hme to buy WINTER WARDDR of tramendous taringet
All Salen Finall: No Exchangeri ar Rofündu No Loyaymint or Charge Plearei:
DRESSES


## LAYAWAY

Now for
GGREEN CHRISTMAS

Major Part of Gold, Money PAGESEY


tagGed for savings! Ladies' CAR COATS


Internationale


Capri style, ell-wool, fully - Ilined pants in ${ }_{\text {smart, mult - color- }}^{\text {ed }}$ ed strives. Sizes 8 ed strip
to 18.

LADIES' ROBES -
Winter style quilta in nylons and cottons. Colorful patterns.
Sizes 10 to

MATERNITY SEPARATES -



MEN'S SWEATERS -

6.95 н 25.00


BOYS' WHITE SHIRTS BOYS' TIES -

Wash 'n wear combed cotton hrondeloth.
Dura-slay collar, convertible cuffs. May be worn with or without cuff links. Also
short-sleecte modelts. $1.98 \mathbf{2 . 9 8}$ Sizes 6 to 18
come in and see our wide variety of bows,
four-in-hand and con-



## CURLEE CLOTHES


FREE 60 to s 65



Ladies' WINTER SLEEPWEAR -
Choose from gowns or pajamas in cotion flannoles, challuse brushed ryyonis.

Ladies' WINTER UNDERWEAR -

Ladies' GLOVES -
Winter weight kantes to Nylons - Wools - and Blends. Fits all 98 c
Girls' PAJAMAS and GOWNS -


THE


## TIMES-NEWS PUBLIC FORUM-VOICE 0F THE READER

FarmerHopes Democrats Will


\author{

| 100F, Rebekahs Offer Thanks on Suceessful Mee | Writer Cites Need for Stop Signs at City Intersections |
| :---: | :---: |

Man Appreciates
Coverage Given
Gnithole League
Writer Says She's Proud of Farmers Holding City Job; Farmers Holding tity Jobs






Thanks Given for Success of Tryouts by Dilettante Group




Mirs. Loulse meyea



PERRY'S TV Guaranteed service on PHONE RE 3 -1037

## Management Truinees

## Wanted for

Executive training program to develop future mea
ง.. Пешвегrцсо.
Gene:ol merchondise variety department stores
hroughour the nation, with a new and enlorged
100 -store expansion progrom in the next three SOME ADVANTAGES YOU RECEIVE-
 Mrodera workloy candillons, beatllts.
 * Job-5eculty - Rediferient with penton


ar
MR. R. O. CORN- Phone REdwood 3-4621
So. Moin st, twin falis,

## Foxy Buyers are getting the bargains!

## BE FOXY - BUY NOW

 DURING YOUR DEALER'S SPECIAL SALE OF -

## Flameless Electric Clothes Dryers

For a quick change in the work routine at your home, make a quick trip to your favorita elactricil dealar's now!

It's as revolutionary as the automatic washor. You'll fed an immodita lifting of wash-day problemz whon you got your now alactric dryar . Not just becesse it eases the load, but because you wash and dry at your convenience, without concern for time of day or kind of weathar.

And now's the time for foxy buyars to buy thair dryent -

- Bacnuse your dealer is cooparating with an area-wide promotion to provide the best values ever in a apecial yaar-and dryar event. Whatever your farorife brand, you'll find a bargain waiting for you. Select your dryer now. You can have it installed and in use in just a day of two. You'll wonder why you waited. co long.


IDAHO POWER COMPANY IN COOPERATION-WITH

## Snake River Valley

 Electrical Association





FAMILY SIZE MINCE MEAT
 49ㄷ.


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by Don Oakley and John Lone Judge Grauts Five Divorces For Gooding aooinion , No, 1 - Five dia




 cos, Bkiles and
Mrs. Brete
Harve Thon
enjoy the wonderful magic of

## Magnavox Stereo

 ... the finest your money can buy!

AMAZING STEREOPHONIC HIGH FIDELITY PERFORMANCE . . ALL IN-ONE BEAUTIFUL COMPACT CABINET . . COMPLETE WITH FM/AM RADIO
Enioy oll the thrilling dimensional roalism of aterco combined with the tonal purity of Magnovox high fidelity. Powerful stereo amplifiert. Four Megnavox high fiddity apeakers with two cision automatic rocord changer with atoreo diamand Mogravox pis



VERSATILE 6-SPEAKER STEREO PHONOGRAPH SYSTEM IN IDENTICAL CABINETS
Tha CONCERTO-ene of many beculfful Magnavox thyles for those who prefor space separated systems. Can be placed side-by-ride, fool three poakers in each sound channe!, including two $12^{2}$ bass. Two-chomel stereo amplifior. Exclusive Magnavox precision changer with $\$ / 900$ Mahogany, oak or ciemy finithos.
plus:


STEREOPHONIC DIAMOND PICK-UP
playe both the new stereo discs as well as your prosent LP's.

NE STERE RECDRD LIGRAAY Three albums of over 30 selections of thrilling new dimensional sound

Come in-Prote to vourself hat Magnator Storeo is truly the finestand gour best buyt Priced from only $\$ 79.80$

OPEN FRI.TTLGP.M. - CONVENIENT TRMES

"Qually Electronic Service for Over 28 Years" 420 Moin Aver. So, -

Campaign for Funds Starts For 8 Towns

 and


 Town Sets Rites On Thanksgiving

 Salvation Army Sets Special Thanksgiving Meal for'Needy

Miss Wilcox Wins Concert Held




Legal Aspects of Interstate Highway Case Are Discussed


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As Little As


CLAUDE BROWN'S
MUSIC
 FURNITURE









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Whilam Nour tay, Mr. and Joht Bjer.
are coushis.

YEAR - ROUND GIFT CLASSICS-POPULAR-JAZZCOMIC and CHILDREN'S

## GIVE RECORDS

The "Sure" Gift
They are always a welcome oddition to any RECORD LIBRARY

## SPECIAL

on DOT stere ond Menaumal $10 \%$ off
includen Such Artists as:
WELK
OEBY SMITH PAT BOONE Moc WISEMAN CHOOSE WHILE STOCKS ARE COMPLETE

OTHER GIFT SUGGESTIONS:
Complete Operos ... Mantovani-for Good Listening Tunes. Cliburn on Tchalkowsky's Concerto . . . Show

We Also Hove Carrying Cosers, Dlamond Needles and. Phonograph Stand
 Toddlers
Teens and Misses

1 to 3x, white, ptak or blue .... 2.29 HDIE:
LADIES' SIZES
2.50
2.50

Colora: Sapphirc, St. Blue, Black, Amber, Red, St, Green
For Sports - Lounging - Dancingl Mom, Sia and Baby, too, all adore theso terrilic log fashions, So free and easy . . . so anus and cozy for lazy living.

## Van Engelens

Whether busy or leisurely, you'll be more relazed in these smart nem John C. Roberts aloees. Your feet feel free and easy because the new leathers are light and soft. And you feel assared, dresedause Wou know you're handsomely. many styles in the latest leathers and colors. All sizes and widtha,

Vanwhge?



R mys, NovEMBER 20, 1960 Beehive Theme Meenived by MIA Groups in Almo
 and


 Ant an crowned her meter




legion Groups Observe Day at Dinner Meeting




Hit she nay can geom-




District Leader

Present Program for Idaho Veterinary Medical Auxiliary





## Celebrate Days

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Couple Marries In Maine Ritual





## 

An clegant collection of pumps . . . excitingly ornamented or beautifully unadorned. You'll love every s step in these beautiful, completely feminine and completely comfortable pumps.

## holiday shoes... by Life Stride, $D_{\text {e Piso }}$ $D_{\text {cb and }}$ Johansen <br>  




Snap-Up these Terrific Bargains While They Last!

Jut Say:
"CHARGE IT",



Miss Werner and
Burgener Wed in
Rupert Services Ruprrs. Nov. 18 -Nuplina mas. Wuth MeNim






manerider escorted by her the

Open House Set
By. T . F. Couple
On Anniversory Observe Golden Anniversary


Primary Groups Pair Entertains

## Social Calendar

















Marian Martin Pattern
家

## Honored at Fete



## 

## Outline Work at <br> Hagerman Mee






${ }^{t h e}$ PARIS

## CAR COATS

by Valor

Only at ROPER'S con you get such beautiful sportwear for the ladies, and teen-age girls.

## WOOL FLEECE CAR COAT <br> With Orlon Pile Convartible Collar-Hood

 $50 \%$ Wool, $50 \%$ reprocened woot sholl, rick-rack trim, quilted ocetate Inter: rack trim, quilted ocetote inter:
lining ond lining. Antelope and
loden colori. ...........................

## COTTON POPLIN

## With Lay-Back Hood

$100 \%$ orlon oerylic pils lining, knlt trim


## Corduroy Goal Coul

With wool knit squaro convartible collar. Floating

 Other Valor Car Coots ............. 10.98 to 25.95 $\pm$ ROPER'S

Ladies' Sportwear Dept. DOwnstarg in Twn phis and gomiry

Ours Alone! prety gits they diearm of : lace, embroidery and flowing bow ties. In pink, blue, beige.

## '14.95

by EvelynPearson ies, In pink, blue, beige.

## BOTROM置



Core of Your Children by angelo patri
 mim-

| Magic Valley Christian | Huskies Battle | Kansas Spoils Missouri's |
| :--- | :--- | :--- |
| 0pens Basketball Season | To Nip WSU 8-7, |  |
| Dreams of No. 1 Rating, |  |  |
| With 68-57 Win Over Hill | Save Bow1 Hopes Loop Title and Bowl Bid |  |

Stahley Questions Safety Ruling in Idaho's 22-20 Defeat by San Jose State

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## Sports



## Here Tonight



Utah Topples Previously Unbeaten Utags

Hawkeyes Take 28-0 Victory to Point Irish Toward Poorest Year
Top Woman Bowler Sets Exhilition
mar Heels Get Late Score to Upset Duke

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|  | City Adult Loop to Form | Badge |
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## TRAP SHOOT

Every SUNDAY-Starts $10 \mathrm{a} . \mathrm{m}$. FILER, IDAHO
Shoot For Turkeys, Hams, Bacons

## Auction Sale!

 TUESDAY November 22LuNCH ON GROUNDS

## 43 Head $\begin{aligned} & \text { HOLSTEINDAIRYCOWS } \\ & \text { Complete Dispersal Sale }\end{aligned} 4$ Yead

## SPECIAL

Feeder and Stock Calf SALE!

MONDAY, NOV. 21
Sale Starts 12:00
Several bunches Already Consigned Good White Face Colves

SHOSHONE SALE YARDS<br>Shoshone, Idaho

Consisting of:


- Milling timo-5:00 A.M. and 5:0
- Complete data on each cow will be
- given day of sale. If the weather is undesirabla the If the weather is undesirable the
aale can be held in a large loofing on grounds.


MILKING EQUPMENT
8 can T-33 refrigerator milk cooler. $\left.\right|^{8}$ unit stering DeLaval milker with 40 gallon hot water heater, Columbia. Conde pump complete for 15 coms, also extra pulator and bucketri
SILAGE-HAY-STRAW
"Approximantely 100 tons of all 8 eut- Approximately 200 ton of good eoser tings of hay, mostly firgt cuttinge if
Approximately 900 bales of good cleaf
sold before dato of sale). atraw.

No Junk Wagan<br>TERMS: CASH Day of Salle<br>RALPH SMALLEY, OwHI<br>

Yes Kiddies! Santa will arrive at LYNWOOD SHOPPING CENTER FRIDAY AT 11:00 and will stay all day FRIDAY \& SATURDAY at his own Specially- Built House in Santa's Lame, in the Lynwood shopping center.

Santa hor anked that wo invite all kiddiaz to Bring "Mommy" ond "Doddy" ond
come vilt fim this weak-end, so you may tell "Old Santa" juit whot you want
for Clbristmas.
BE HERE AT 11:OD AMI. FRIDAY AND SEE SANTA ARRIVE ON TIIE BIG CITY FIRE TRUCK . . . He is bringing over $\$ 400.00$ worth of FREE CANDY AND TOYS TO GIVE AWAY, and will be assisted by the LYNWOOD MERCHANTS, who have planned a Wonderful time for all.

OVER 100 TOYS TO BE GIVEN AWAY BY. SANTA during the two days, Friday ind Stlurday, from 11:00 A.M. to $9: 00$ P.M. TRICYCLESS
. . DOLL BUGGIES . . . GAMES .. BOOKS AND OTHERS.
6 FRII PRIZES EVERY HOUR. $\because$. Hara's how tha winner of each prixe will be de-
lermined... Thare will be 6 alarm elock! in Sonta't House, tet to ring avery
When one of the alarm clocks rings, the CHILD SITTING ON SANTA'S LAP AT THAT TIME WILL RECEIVE THE PRIZE ALLOCATED AND POSTED AS THE NEXT PRIZE TO BE GIVEN.
COME ...SEE SANTA. . Tell him what you want for Christmas ... GET FREE TREATS . . MAYBE WIN A PRIZE.


Turkey Is Center of Attraction for Thanksgiving Day, First Ohserved in 1621 at P'lymont Colony




## Science

 StudiesMystery

Sun Valley Hospital Offers Modern Facilities on Primitive Area Edge


Swashbuckler Was "Eden Snake" to Early Pilgrims



Two Editors of Outdoor Magazine Hunt BirdsHere


 Outdoor Magazine Editors Visit Magic Valley to Hunt Pheasant

 R, rom hivilim mry the mre whitr
S.


## $\mathcal{L}$ ifein MAGIC VALLEY



Cheap，Well－Printed Books Are Paper Bullets in Red War Against Freedom
AS YOUR MINISTER SEES IT

The Holiday Seczon＂




 Idaho's Bountiful Wildlife Harvest

Places Accent on Thanksgiving Day


 and





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Thewbernus MON. - TUES. - WED.
DOORBUSTER
 HOLDS 25 POUNDS 1.99 ib. mirro alimininum



ENAMELED ROASTERS
 1.88

Rogulor. 2.29


Develop your skills and yourself! BE A NancuTaylor SECRETARY





## ENAMELED

ROASTER

MAGIC VALLEY PORTRAIT Glen G. Jenkins Continues to Enjoy Active Living Long After Retirement
 WINTER TERM STARTS DEC. 5 COMPLETE NancyTlaylor Finishing, Courso Now Exclusivaly of
Twin Falls Businéss Coillege Tdobot' only Rafienally Acrerdited Bulauc Callean:"


Coscade Pint 8 Patferns
from which
to choose
Reg. 36.50



Autumn Fantosy

10 YEAR OPEN STOCK GUARANTEE Mail ordars filled samo day recoivad!

## flouds Sewely



1
Magic Valley FARM NEWS

Route 2, Henten, Phona Gartield 3.5910

Total Farm Production Expenses for 1961 Expected to Change Only Little


3 Wendell Youths Win Top Honors at National FFA Meat Grading Contest
 Beangrowers Slate Meet On Marketing Problems

Will Never Reach Market


Start now feeding Banner Mineral and Chemical
Compound in your Salt



## G10:3 SEED \& <br> TRUCK LANE-TWIN FELLS

OUR VACUUM Feed Service


GRINDS and MIXES Your Own GRAIN with CONCENTRATES and MOLASSES | Hfant therm |
| :---: |
| You Wmat in | Save money on cost of feed ... save trips to

the nilif. . Less work for you $\ldots$. makes fresher mixed feeds.

NO DUST . . . NO MUSS . . . NO FUSS

ON THE FARM SERYICE . . From
will sell the following at auction, Iocated $11 / 2$ miles South of Berger, Idnho (on
dighway 93 South of Twin Falls) and 2 Miles West, knowa as the J . E. Pierce

## WEDNESDAY, NOV. 23

SALE TIME: 12:00 Noon - LUNCH ON PREMISES By Loyal Nelghbors cilut
FARM FOR SALE (Nor of auction) bome, good out bullaingei. a very nite tarm. If inlerestec, contact dem state reaity


| -DAIRY CATTLE- |  |
| :---: | :---: |
| neckie-Molstein Sprimger Cow, will treshen February 13 with 2nd ce!! | Holsteln C fresh Febr |
| Mazie-Hatstin Sprineer Cow, will trtshen | BETTY $\rightarrow$ Holseln Cow, milicing with 2nd wit, |
|  | LITTLE REEE Holsteln Cow, milking with sea |
| December 20 with 2nd calt | calt, with be fresh Jnauary ${ }^{31}$ |
| TRUCKETT - Hotrteln Springer Cow, will | will be freah January 4 |
| Kes-Hosteln Springer Heiler, will fresh- | SPOTTE - Guerriey Co |
| mber 21 with jst calt | GADE-Holsteln Cow, miling with ard ewt, |
| JUDY - Holsteln Springer Heiter, will freshen February 5 with ist | LIRT te frehh March ${ }^{20}$ |
| BEAUTY- | cali, will be tresh Mnreh 7 |
| - been fresh 50 days | SANDIE-Hotiein Cout miling atiblat att |
| JODtE-Holstein Cow. milking will | Marciemelibseln Cow, muking/ath ond at |
| bigoer min Hosteh | JANET-Hostelm Cow. midelng with 2md |
| been tresh 60 diss | (Camene Valeny |
| OLL -Hoisteln Cow, milizing with bih calf, | DOC-Holstein COw muking rith 5th aly |
| Iresh endays |  |
| mogeie-fiolsteln Cow, milking with 2 nd calt, been fresh 60 days | SUSSIE-Guctrisey Cow, militing with th |
| Pbgase-hoisteln Cow. midxt | Note: Complele production records and breat - |
| deen fresh so days (Caci | dates will be ejven sale day. All cous at |
| PUD - Hobsteln Cow, miking with 3rd | RS suits. 774 |
| LAEESY Ireshistech Cow, milking with 3rd calt. | cone's herd. |
| ${ }^{\text {h }}$ go dors |  |
| Foll $Y$-Holstern cow, milking with 7th calf, | Y |
| nosie-Red Hosietm | Holiteln Heliers ranging in are froer 18 ut |
| calt, bete freh so days, mikng xith sat | 17 months old. All aro gunantet |
| ENOBSIE--Holitelt Cow milikng, will be fresh | O Holsteln Hefier Calves, from tirret io dist |
| in 90 days wilh 3rd calt | manths old |
|  | 4 Holsteln Heiter Calyes, artuletal breeding 0 Holsteln sleors |
| FARM EQ | IG |
|  | Farm Master 3-Ualt Militing Machlog, capotat |
| Cs, independent power takeoff, exect- | 2 David Bradily 8 -Can mut Coolers, b |
| lent condition | en-Galion |
| Past Hiteh 3-Po.nt Hilch Adnpter |  |
| Dic ic-nch 2 -why Tumble plow on rubber |  |
| mic 7 -foot Mover, quile tach. practically new |  |
| Mejer's 9 -foot hay Conditloner. PTO driven | Approximntely 250 Eales of Btraw |
| Jofn Detro ${ }^{\text {-tbar Slde Dellvery Raka }}$ |  |
| Weatern 20-foct Ray Elevator wilh Rygbs and Stratton motor (new) | line to be sold. hardily any mplseileneryn- |
| ${ }^{3}$-foot Doome and fand Nozio | Catte and Machlsery. Bet you woderdy |
| S. Uection Wood harrow with foldlag drawber | November 23 |
| Tandem Dise |  |
| Whan thd Frack, 4-whecied on rubber | $20-\mathrm{Inch}$ Johnson Rotury Litm mo |
| Hendy Peed Carter Bor with quick tach meteh | Shovels - Rakes - Boes, Other Artikle. |


Sale Managed by MESSERSMITH AUCTION SERVICE
We Furnish Chuck Wagon
LeROY WHITE, Owner
AUCTIONEER; Johin Wert, Wendell;
CLERK: J. W. Meoramith of

Pushbutton Feed Mixer; Complete Records Building Are Modern Facilities in Arca Feedlots


 First Custom Feedlot in Magic Valley
Plans to Fatten 10,000 Head Annually













## Beet Yields Hit 32 Tons Per Acre on

Fields Prepared During Fall of 1959








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panles to exhbit interect in valley






 The Fleldis men aro no souch
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cxhbbloci the cxhbliwe the the
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show at og den.
 New Agronomist Is Employed by Bean Warehouse


artingiley.



 Selow in tons. Erneal Btaucr, are the crog.




 Lta shall lit and hirrow ed tha ground Then hit corrugated, enity irrigation.

## YOUR FREIGTIT

IS IN
GOOD HANDS

when you specify
UNION PACIFIC


15



Sun Valley Hospital Providing Latest
Equipment on Edge of Primitive Area




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Fousing Unit Is
YBke




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为 Springfield PTA






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Historical Lewis and Clark Country To Be Featured in Slide Show Tuesday





Swashbuckling, High-Living Man Was
Serpent in "Eden" of Pilgrim Fathers aren wiane. ind net









Dairymen...Cattlemen!
Now is the time to build those Dairy Barns, Feed Lots
 READY MIXED CONCRETE SUMMER SAND \&




## Drar friends and customers,




It avo wo pigrims groat sats.



 the winter with uens-inder close

 ENLISTS NA AR FORCE


## STOCK RANCHES \& ROW-CROP FARMS

240 acre dairy farm
230 acres irrigated. Nice home, Grade A barn, $\$ 56,000$ with $\$ 10,000$ dow ersey cattle and machinery als

HEISS INVESTMENT COMPANY
AUCTION SALE
We are selling the following to sette an eniate and dissolve partnership, lotated

## WEDNESDAY, NOV. 23

Sale Starts: 12:30 Lanch on Grounds
37 - HOLSTEIN'S - 37

Now . . . during the off, or tlack season Hore them ..cody for your next jobb.

## DO IT NOW!

POTATO HARVESTERS LOADERS, etc.


TERMS: CASH
Helen Eichelberger and S. Honiteril




## 

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## T.F. Woman Finds Painting Good Way "To Occupy Time While Husband Fishes

## 



## Buhl Reports

Honor Pupils

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Heavy Selling Forces Grain Future Down

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AIRPORT
TRAINEES
Industrial NurseApdy in Person
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ORE-IDAPotato ProductsBURLEY, TDAHOHELP WANTED-MALE
Ocean Floor
Ocean Floor
Under Study
Under Study
PERS









                    














     







New Fireproof Kitchen Is Featured in
Clubhouse Being Built at Blue Lakes

 Hal Lists Queries Needing

ThoughtBefore Answering










MOOLVORTMS


