



Magic Valley's Largest and Finest Department Store"

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New Living Cost Rise Poses
Question: Is Customer King?






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# PROOF 

THAT THE QUALITY '61 MERCURY METEOR IS A LOWPRICE CAR ONLY $\$ 254200$ dankerd lochay

THE 1961 mercury meteors are the better LOW-PRICE GARS!

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"We want Canadian Club for Christmas!" You'll hear it from all sides. And no wonder! Canadian Club is the world's most wanted giff whisky. Packaged for your holidaygiving-at no extra coss-jin a variety of colorfal, embossed foil wraps, complete with ribbons and bows. Imported in botilefrom Canada, it's "The Best In The House"in 87 lands.


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all Makes TV \& Radios. PHONE RE $3 \cdot 1037$

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Annual Draft Opens New.
Business at Major League
Winter Baseball Meeting
 With Untried Team

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Richfield Tigers to Open Season Dec. 2

## SPORTS

Bruins' Chances of Equalling Last Year's Record Are Slim

Colts Upset
By Rookies in
Last Quarter

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NOVEMBER 29

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DECEMBER 1

DECEMBER-1



Chargers Beat Oakland by 52-28 Score





KRIS KRINGLE'S

## ENTER NOW!

Free Theatre Tickets

##     <br> \section*{This Weeks Prizes}



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## gLen G. Jenkins

 CHEVROLET
## 6

## american grentes DIAMOND VALUES <br> ancon <br> MONEY DOW, <br> SCHUBACH <br> Jewclers <br> 

BE SURE oic your Chuckie lines NOW

Gift Guide and Chuckle Contest


TODAY'S WINNERS! Gourmer Gift from
Krangels Hordwara






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