





[illegible]

UNIVERSITY OF IDAHO  
 Vocation, Sept. 10 - Thirty-three  
 The Idaho youth-code-a-race was  
 the 26th annual event at the  
 national sororities at the  
 university campus.

Pledging Alpha Chi Omega  
 and Alpha Gamma Omega  
 were Terry Abernethy, Twin  
 Falls, and Kathy Hilek, Boise.

Alpha Gamma Delta - Linda  
 Gaudin, Pocatello; and  
 Ruper; Linda Underwood,  
 Twin Falls, and Bonnie Herzog  
 and Diane Squires, both  
 Pocatello.

Alpha Phi - Kathleen - Billings  
 ton, Donna Gibson, Wilma Green  
 and Margaret E. Plier; Karen  
 Johnson, Edna; Judy Love,  
 and Ann Thompson, Murtaugh.

Delta Gamma - Betty Benson and  
 Marilyn Parker, both Boise.

Delta Gamma - Lou Benoit,  
 Pocatello; Ellen-Glowacki-Burley,  
 Barbara J. Grey, Gooding, and  
 Leagale Snyder, Twin Falls.

Delta Epsilon - Mary Ann  
 Baly, Buhl, and Marie Parks,  
 Rupert.

Kappa Kappa Gamma - Terry  
 Lyle, Outter, Nina Maren Jen  
 dia, Shirley Ann Moore and  
 Jaca Ky Smith, all Twin Falls.

Phi Beta Kappa - Patricia  
 H. Norby, Rupert.

Alpha Phi - Patricia Cobb

MOSCOW, Sept. 19 (AP)—West German Ambassador Herta and Paul Krögel has said goodbye to Moscow because of an unauthorized 14-day stay in the city with Premier Nikita Khrushchev almost a year ago.

The conversation proved a political liability to the ambassador, so he fled to a Soviet news conference to tell the world between West Germany and Russia. He said he had published accusations back home that Krögel was planning a "defect."

The ambassador's conversation with Khrushchev occurred last November. But the politician is fighting—that swirled around Krögel during his stay here actually came to a head early this year.

On one side stood former West German Foreign Minister Heinrichrich von Brentano, who firmly believed his country's future lay entirely with the West. He was extremely skeptical of any Soviet intentions.

Overnight parking bonds were posted at Twin Falls police headquarters by the following, according to the deck sergeant's receipt book:

Mrs. Sam Garmire, Jim Johnson, Harold Christoffersen, Knut Johnson, Mrs. Adelle Stoddard, James Johnson, Adolph Pautler, Jerry Jensen, Mrs. John Raip, Harris Moving company, Mrs. John Johnson, Delores Pitman, Mrs. C. Sweeney, Mrs. John Balse, Betty Donetti, Frank Rowley, E. Ponder and John Stagner. Also, Ronald Cohen, David Shurtleff, Ronald Johnson, Fred Ottene, Ralph Wilson, Jennie Johnson, Mrs. Hazel Lapp, CoeGriff outfit, advertising company, Roger Erickson, Mrs. Helen Novis, Spencer Mrs. M. M. Askes, Kathleen Prentice, Mathewson, Mrs. Edgar, R. Bestrom, Bob Cord, Mrs. Rodney Tegan, Larry Hall, W. L. McCoy and P. C. Pahr.

See us for  
**TIRES**  
  
**MAGEL TIRE**  
COMPANY



**CARTOONING PRESIDENTIAL TRIP** is this work by Jim Herryman of the Washington Evening Star. He expresses a thought on President Kennedy's trip to look over space installations in various parts of the country. A Democratic donkey applauds the chief executive and says: "First in space, first in peace... first in November." (AP wirephoto)

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Kenney said he was not a member of the U. S. senate race in Massachusetts. He said he was a member of the U. S. senate race in Massachusetts. He said he was a member of the U. S. senate race in Massachusetts.



*Luxurious  
and  
Liveable*

**ELKIRT (fabric)  
Verticals**

Over 200 color combinations.

So up-to-the-minute... and so practical! Kirsch Traverse Verticals draw open and shut — quietly and smoothly — like draperies. They rotate like Venetian blinds — for perfect light control. And the louvers are Plastic Lume... available in a richer variety of colors, finishes and textures than you ever imagined. Call us now — get a free estimate.

Over 200 color combinations

**Ramsey's** Complete window decorating

426 Main South 733-1979

By OVID A. MARTIN  
WASHINGTON, Sept. 19 (U. S. P. —) Congressional approval of the compromise farm bill would make little immediate change in the price of wheat, but the principal impact would be on the wheat portion of the legislation.

It authorizes payments to farmers who voluntarily reduced acreages of 1952 crop. The bill also provided that wheat but this would not keep them from taking advantage of the payment offer.

Those who have planted their full wheat allotments could get the payments by agreeing to fall to plow up acreages equivalent to at least 20 per cent of their 1952 wheat allotment. The bill, however, will not permit a farmer to make a decision a step later than the 1952 crop year. He is permitted to do so to comply with their allotments. Some farmers plant more than their allotment and would not be eligible for the payment. At least, favorable disposition to the

Radio Peking said rain has been scanty since July in the region of the Chinese communist capital. During August, it said, there has been no rain at all.

—A Lebanese military court has imposed 25 death sentences in the trial of army officers and politicians for attempting to overthrow the government last New Year's Eve.


Weekdays  
 8 am to 9 pm  
 Sundays  
 11 am to 2 pm

**PHARMACY**  
 144 Main Avenue South  
**Convenient Parking**

**COSMETIC SPECIALS**  
Reg. 2.00 Desert Flower  
**Hand Lotion 1.00**  
Reg. 2.00 Tussy Midnite  
Reg. 2.00 Tussy Toss

**KODAK SIGNET**


Complete  
Now **24.95**



**POWDER**  
**67¢**

**VITAMIN SPECIALS!**  
Vitamin "C" 100 mg. size **2 for 98c**  
Bottle of 100

by Pfizer. 1.67

**Cleoresil** 

flesh tinted film  
of medication.  
*Greaseless,  
Non-staining* **98¢**

**TAMPAX...  
Three Sizes**

So much a

Regular  
**TAMPAX**



Protect Your Hands' Beauty  
**BLUETTES**



Fabric lining, no-slip finish. Pair. **98**

**PEN**  
Sleek two tone  
**GIANT** **1.05**

100

## Student Squabble

JACKSON, Miss., Sept. 19.—A  
Concept of court threats and  
mounting political pressure  
caught the state college board  
and the state's older ladies in the  
University of Mississippi desegregation crisis.

Board members handed Tuesday  
affairs of the state colleges in  
committee meetings on the eve  
of a regular board session  
Thursday.

Chairman, Meredith A. Mc-

## Independence for Angola Pushed

UNITED NATIONS, N. Y.,  
Sept. 19.—A 17-nation U. N.  
committee overrode U. S. objec-  
tions Tuesday to support an  
African-Asian communist resolution  
calling for the "immediate inde-  
pendence of Angola from Por-  
tugal."

The vote was 12-3. Italy ab-  
stained. Britain and Australia

As the showdown neared, the justice department won federal court permission at Hattiesburg to launch contempt of court ac-

—The Texas Republican state convention adopted a resolution Tuesday urging Sen. Barry Goldwater, R., Ariz., to seek the presidency in 1964.

**FREE Delivery**

For children 3 to 12  
**AYTINAL JR.**

**Prescription PRICES.**  
has the policy

**all purpose  
FILM**

**199 ALL PURPOSE FILM**



**COLGATE** **Schick**

Makes teeth harder  
for better decay  
prevention.

Economy **40¢**

**BLADES**  
15  
Custom **98¢**  
Blades



**Isterin**

**Stop Bad**

Reg. 69c

Kills Germs on Contact  
**LISTERINE**  
Toothbrush

REG. \$5.95

\* Precision accuracy  
 \* Magnifying lens  
 Pink,  
 Yellow,

398

100











# Solon Asks Probe Into Utah Primary

**SALT LAKE CITY, Sept. 19.**—Sen. Wallace F. Bennett has asked that the Utah primary election be investigated to determine if there was any irregularity in the primary election campaign which the Republican senatorial candidate did not make public these things at the time because he did not want them to be a factor in the campaign. He said Mayor J. Bracken Lee "obviously was not responsible for the irregularities in the campaign."

Bennett said that three days before the primary he received several phone calls at his home from people who did not know him but who left their names and addresses.

The calls said unnamed literature was being distributed accusing Bennett of immoral and disgraceful conduct. Some of the callers suggested that supporters of Lee were probably responsible.

Bennett said he tried to call back these people, but the names were fictitious, and no such persons were found.

Bennett said, "Thus it appears that someone was trying to get me and Mayor Lee involved in a controversy about smear tactics."

**Talk at Filer**  
Sept. 19 — Wallace F. Bennett and Kenneth Pickett were guest speakers at the Sunday evening sacrament meeting of the Filer LDS church. Bishop James Page presided at the meeting.

Jack Frederickson, church arranger, was announcing that the budget dinner will be held at 7:30 p.m. Saturday at the church house.

# YOUR BIRTHDAY and HOROSCOPE

**WEDNESDAY, Sept. 19—Born today, showmanship and energy are twin cornerstones of your character, and any career which would take you before the public would suit you. On the other hand, you have an excellent head for business and are not only capable of but take great pleasure in first handling and then realizing the practical possibilities of new ideas. A planner and an executive at heart, it takes a very early start with an extremely alert mind to keep up with you.**

Though politics or the theater may claim you and though business and finance may hold fascination for you, it is most likely that—outside of home and family affairs—literature in some form will give you the greatest joy. You are one who needs the mental release of reading while, at the same time, you would greatly benefit from the personal satisfaction of writing.

**STAGIUS (Sept. 19—20)—**Little sex, you will probably be swamped with admirers. Strive to strike a balance between reason, wit, emotion, sense and non-sense, word and play; and you will be less apt to fall off the deep end in matters of romance. Remember that your greatest need in marriage is not for fun but for undivided loyalty and mature devotion.

Among those born on this date are: Mike Waller, Finnish author; Blanche Thurston, Metropolitan opera star; Bergen Evans, scholar, author and lecturer.

To find what is in store for you tomorrow, select your birthday and read the corresponding paragraph. Let your birthday star be your daily guide.

**Thursday, Sept. 20**  
**VIRGO (Sept. 20—21)—**Meet up with friends and enjoy the shared plans of old friends and work toward their fulfillment.

**LIBRA (Sept. 21—22)—**



**Take advantage of family opinion, not on your side, to act quickly toward some long-sought goal.**

**SCORPIO (Oct. 24—Nov. 22)—**Reported day if you desire regard minor disagreements and go for broke on the major issue!

**SAGITTARIUS (Nov. 23—Dec. 21)—**Romantic attractions, though appealing, need to be carefully considered before action is taken!

**CAPRICORN (Dec. 22—Jan. 19)—**Balance on-the-job achievement with social achievements this evening. Watch your popularity.

**AQUARIUS (Jan. 21—Feb. 19)—**Release from burdens caused by others may be gained better through medical than merely financial aid.

**PISCES (Feb. 20—March 20)—**Look over friends and foes alike. You may have them reversed as far as business is concerned.

**ARIES (March 21—April 20)—**All non-essentials to one side as you concentrate on matters of importance to your immediate future.

**Taurus (April 21—May 21)—**Be prepared to grasp an opportunity for professional advancement where you least expect it today.

**GEMINI (May 22—June 21)—**Give vent to your creative instincts, especially you women. Experiment—seriously—in your home.

**CANCER (June 22—July 21)—**Financial breaks overflow into business. The time may well be ripe for contemplating expansion.

**LEO (July 22—Aug. 23)—**"Screw your courage to the attacking pin!" today. A day of gain if you combine wisdom and daring.

USE TIMES-NEWS WANT ADS FOR FAST SELLING RESULTS.

# Idaho Political Wars Jump In Tempo; Taxes Attacked

**By The Associated Press**

Democratic gubernatorial nominee Vernon K. Smith, who has been consistently critical of a tax increase, attacked the Republican candidate today in a radio broadcast.

Meanwhile, his gambling proposal came under fire from Gov. Robert E. Smiley, a Republican senatorial candidate and the president of Idaho College of Business.

Smith said the tax increase "has almost reached a point of helplessness in our federal government spending programs and tax increase schemes."

"With only four votes in the national congress," said Smith, "our progress against over-inflating federal waste and over-increasing federal tax increases becomes severely doubtful."

"We can't start practicing some economy in our state spending and over-increasing a new industry which will increase personal income and wealth in our state that we will at least have something left over for ourselves after the payment of taxes."

Smith referred to a "vibrant" tax increase after the payment of taxes, which he claims would re-employed committees "to make use of the knowledge of many persons."

John T. Hawley of Boise, Republican state treasurer, said he opposes gambling and called on Sen. Frank Church, D., Idaho, to say that he is either for or against Smith.

Hawley is the third Republican congressional candidate to call on Democratic opponents to give their views on gambling within the last few days. The others were State Rep. Orval Hansen, candidate for representative in the second district, and Edwin Schwabert, congressional candidate in the first district.

Marion Calver, secretary of the Elmer Hawley Senatorial committee, today accused Sen. Church of using his franking privilege in an effort to influence voters.

"Mr. Church badly uses his franking privilege to send pamphlets to a variety of subjects aimed to win votes," said Calver. "His latest list of bulletins is directed at the farmer, home and garden and other voting markets."

Details of former President Eisenhower's visit to Boise Oct. 1-2 were announced by John W. Jenkins, chairman of the arrangement committee.

He said Eisenhower will arrive at 10:30 a.m. be chartered plane, will ride in a parade from the airport to the Hotel Boise, where he will conduct a brief news conference.

"After lunch with friends and dignitaries he will meet with party members in the senate chamber at 4 p.m. He will speak shortly afterward from a platform on the Capitol steps. After the speech he will leave for the airport."

Rep. Grace Flood, D., Idaho, leaving a four-year senate term, said Idahoans "can be justly proud" of ten young Idaho people participating in the peace conference.

Kim Larsen, Nevada, president of the Young Democratic club of Idaho, charged Republican "disrespecting the facts of many necessary and important legislative programs such as Medicare and Bonneville power."

He presented a charter to a newly-formed club in Gen. county.

**SPANISH RELIEF**  
PALENCIA, Spain, Sept. 19 (AP)—Gen. Francisco Franco has inaugurated a \$40-million-dollar program to help the people of the Republic, chairman of the arrangement committee.

He said Eisenhower will arrive at 10:30 a.m. be chartered plane, will ride in a parade from the airport to the Hotel Boise, where he will conduct a brief news conference.

**Last Session Is Held at Church**  
FILER, Sept. 19.—The final orientation meeting of the Filer Lutheran Mission church was held Sunday evening with the Rev. Carl Lasser in charge.

A special meeting, has been planned for Sunday, Sept. 30, at the Seventh-day Adventist church in Filer, At this time (tentative) officers for the new church will be elected, and other details pertaining to organization will be discussed.

Interested people are urged to attend, stated the Rev. Mr. Lasser.

**ACCEPTS POSITION**  
FILER, Sept. 19.—Wesley Anderson, son of Dr. and Mrs. L. A. Anderson, has accepted a position as assistant pastor of the First Baptist church at Anna, Idaho. He will also be in charge of the church at Coeur d'Alene, a home for Christian boys attending the university.

## ANNUAL sale

### FAMILY FALL FESTIVAL

# days

**ONE GROUP**  
Fall's finest fashion shades in high and illusion heels by Vogue and Fantasy.  
Reg. values to 14.95...**NOW \$8.88**

**ONE GROUP**  
Ladies' stacked heel and wedge heel casuals in all the latest Fall colors!  
Reg. values to 8.95...**NOW \$4.97**

**COMBINATION OFFER!**  
Idea for school wardrobe. Reg. 6.95. Sturdy little flats and black or white tapered toe canvas shoes by U.S. Kids or Dags.  
Look! Save!  
Many styles and colors to choose  
4 Pairs for \$9.99

**FOR GIRLS...**  
Storybook girls' shoes in black nylon velvet, outer calf or red calf. Built-in arch and soft cushion-crepe sole.  
Reg. values to 7.95...**NOW \$3.97**

**FOR BOYS...**  
Famous Acrobat and Storybook shoes in black or brown shadow tones or plain black. The ideal school shoe!  
Reg. values to 7.95...**NOW \$3.97**

**HURRY! Sale Ends Saturday**

**COUNTRY Clobber**

## TATE'S - Twin Falls and Jerome

# ANNIVERSARY Sale

We invite you to visit us during this great ANNIVERSARY SALE! NEVER BEFORE SUCH SAVINGS! THIS IS TRULY THE...

### "BUYING OPPORTUNITY OF A LIFETIME"

This is our way of saying THANKS for your Patronage and Friendship!

### BEDROOM SETS

6 Drawer DRESSER and BOOKCASE BED. Plastic tops. Regular 129.95. **ANNIVERSARY PRICE 89.88**

9 Drawer large 66" DRESSER and BOOKCASE BED. Plastic tops; 2 finishes. **Reg. 179.95. Anniversary Price 119.88**

12 Drawer DRESSER and BOOKCASE BED in hardwood maple. 20-year guarantee. Regular 398.50. **Anniversary Price 289.88**

### RECLINERS

CHOICE OF COMBINATION or ALL PLASTIC. Regular 59.95. **Anniversary Price 39.88**

Deluxe PILLOW BACK RECLINERS. Choice of all supported plastic or all nylon fabrics. Regular 159.95. **Anniversary Price 99.88**

Choice of "ROCKERS" or RECLINERS. Matched sets, all plastic or combination. Reg. 99.95. **Anniversary Price 66.88**

### THROW RUGS

27"x54" **ANNIVERSARY PRICE values to 20.00 3.98**

9x12 RUGS **ANNIVERSARY PRICE ALL WOOL 49.88 Others 39.88-59.88**

### 20% OFF

ON ALL

Mirrors  
Lamps  
Wall Racks  
Pictures  
Hassocks  
Occ. Tables

### LINOLEUM RUGS 5.88

Save over 3.00 now—Regular 8.95—9x12

### LIVING ROOM SETS

2-PC. DAVENPORT and CHAIR. Beautiful nylon covers. Reg. 239.95. **ANNIVERSARY PRICE 129.95**

7-PC. LIVING ROOM ENSEMBLE. Sofa, rocker, 2 step tables, coffee table, 2 matching lamps. Beautiful concord plastic cover. Wood arms, finished in Maple nut. Regular 279.95. **ANNIVERSARY PRICE—All 7 pieces 229.88**

2-PC. DAVENPORT and CHAIR. Beautiful green nylon. **ONE ONLY. Regular 349.95. ANNIVERSARY PRICE 199.95**

2-PC. DAVENPORT and CHAIR. Choice of nylon covers. Regular 289.95—**ANNIVERSARY PRICE 179.88**

### DINETTES

9 PC. RANCH HOUSE DINETTE. Extra large table; 42x60; with two 12" leaves, opens to 84"—8 upholstered padded chairs. **Regular 199.95. ANNIVERSARY PRICE 139.88**

5-PC. DINETTE (30x48) Extension table and 4 padded chairs. Golden plate legs. Regular 99.95. **ANNIVERSARY PRICE 49.88**

8-PC. DINETTE—36x48 TABLE extends to 60"—with extra matching 36x24 utility table—6 deluxe chairs. Regular 129.95. **ANNIVERSARY PRICE 89.88**

### FREE

Gifts for Ladies  
**FREE**  
Gifts for Men  
**FREE**  
Balloons for the Kiddies

### 1962 Smooth-Top SERTA-LUX MATTRESSES

YOUR CHOICE OF INNERSPRING OR FOAM

Choose either 100% Mini-thane® foam or standard innerspring mattress with freshening air vents and easy-turn handles. Both models offer smooth-top comfort.

**\$39.75** ONLY EACH Full or twin size. Matching box spring, same price.

### CARPET 3 ROLLS ONLY

Your CHOICE OF ALL WOOL or ALL NYLON

Reg. 9.95 sq. yd. Your Choice **6.88** Sq. Yd.

Anniversary Price

### TATE Furniture

FREE DELIVERY - Park Easy - EASY TERMS

Jerome - EA 4-2831 141 WEST MAIN OPEN FRIDAY EVENINGS

Twin Falls - 733-2772 1320 KIMBERLY ROAD OPEN FRIDAY EVENINGS.

SHOP THE ENTIRE STORE FOR MANY OTHER UNADVERTISED VALUES - DON'T MISS THIS OPPORTUNITY TO SAVE

SHOP THE ENTIRE STORE FOR MANY OTHER UNADVERTISED VALUES - DON'T MISS THIS OPPORTUNITY TO SAVE

# The principles of good advertising never change

Advertising is something you do when you cannot send a personal salesman.

And the principles of effective person-to-person selling haven't changed basically since the first man who built a better mouse trap extolled its virtues to his neighbors. Selling by means of advertising (which is really selling to the thousands rather than to one person at a time) still operates according to these same rules which have long been the basis of effective mass-selling.

Surprising as it may seem to those who think of advertising as "a Johnny come lately," these principles were known and were in use half a century ago as you will see when you read this talk given before the Springfield Ad Men's Club on November 7, 1907.

Good advertising is a salesman talking to hundreds of customers at once.

The public is cautious, sometimes suspicious; this is why most advertisers find their task burdensome.

The problem of dealing with human nature is the most difficult of all problems. Silver tongues are needed in exploiting one's wares if golden results are to be expected.

To create a demand is the need of the hour with every business man.

Definite policies must be pursued and the persuasive touch in advertising discovered.

To find the psychological moment for the exploitation of new wares causes concern.

The day has passed when any old thing will do. One must be fertile in ideas.

The coining of new phrases is essential; to study is imperative; nonsense must be avoided and common sense must prevail; percentages must be calculated; conditions not overstated.

To back up religiously everything of his that appears in cold type is every advertiser's duty.

Extravagance in statement is the mother of suspicion.

Make the do-so of your advertisement just a little better than the say-so.

Pyrotechnical advertising loses its value with the dying out of the flare.

It is bad policy to get the best of a man. He'll get back at you some way—some day—dead sure.

The real object of advertising is to inform, not to deceive.

The philosophy of the grafter when he says:

"Let us then be up and doing,  
With a bluff for any man;  
And if you can't do everybody,  
Do as many as you can"

must be eliminated.

The question of the How, the Why, the What and the When is a stern proposition to the advertiser.

What is needed in the advertising business is a repair shop for the renovation of old ideas.

To succeed one must possess the ability to transform doubt into certainty.

A good advertisement is the thing that makes a lot of people want to get their first.

Bargain counter people must still be reckoned with.

The cleverest ad-writer is he who can write a line that will make people think a column.

The best advertisement is one that makes a definite proposition.

The shorter the advertisement, the more genius is required to produce it.

Simplicity is essential.

The expert formerly wrote this way—"An exquisite and delightful apparel conception for juvenile wear." Now he puts it—"A pretty little coat for the baby."

The printed page cannot appeal directly to any of the senses except the eye, but the argument may be of such a nature that the reader's senses are appealed to indirectly through his imagination.

The nervous system which does not respond to sound or to any other of the sensible qualities is a defective nervous system. Advertisements are sometimes spoken of as the nervous system of the business world.

That advertisement of musical instruments which contains nothing to awaken images of sound is a defective advertisement.

That advertisement of foods which contains nothing to awaken images of taste is a defective advertisement.

The survival of the fittest seems to be a law of advertising as it is of everything else that develops. Traditionally, the practical business man scoffs at theory. If ever there was ground to expect sarcastic and pessimistic prophecies from the hard headed business man, it was when it was proposed to establish advertising on a theoretical basis deduced from psychology. Such adverse criticism has, however, been the exception.

The American business man is not afraid of theories. He wants them, and the more the better. The advertisement writer is really a psychologist, since he seeks to influence the human mind.

Human nature is a great factor in advertising success and he who writes advertisements without reference to it is apt

to find that he has reckoned without his host.

If we are to find and to express the psychological laws upon which the art of advertising is based, we shall have made a distinct advance, for we shall have added the science to the art of advertising.

The mere mention of psychological terms, habit, self, conception, discrimination, association, memory, imagination, perception, reason, emotion, instinct and will, should create a flood of new thought that should appeal to every thoughtful consumer of advertising space. The up-to-date business man should leave off groping in the dark and come out into the open.

Just how extensively an article will sell, depends upon just how good or bad the copy is—that is, how explicit or convincing it is.

Let me say a few words about good copy.

## Good Copy

**FIRST.** There must be a definite motive or purpose. Be specific as to your central idea. A well defined idea to which the wording lends itself harmoniously and effectually and which convinces, while it attracts and charms.

**SECOND.** Your copy must be full of life. Action begets action. Good things happen when Energy gets chummy with Enterprise.

*Good copy is the poetry of advertising. It is taking a plain fact and making it plainer and more impressive by the art of the language. It is a song which lures and educates and prompts to action.*

**THIRD.** Take the position of the prospective buyer. Would you be influenced by your own advertisement? A wise plan after writing the ad, is to step out of your position into that of the position of the purchaser and see if you have made clear every point that would tend to influence you to buy the goods.

**FOURTH.** Vary your copy so as to reach different types of people. To make a successful bid for the patronage of the public, the whole social order should be studied and carefully considered.

*To stoop to the use of second rate copy and to buy cheap designs to fill expensively paid-for space, will ultimately show in decreased profits leaving in the minds of the readers a question as to the quality of your goods.*

**FIFTH.** Know all you can about the goods you advertise, their manufacture and uses. The man who is most conversant with the details of the manufacture and use of the article can best tell others about it. You must believe in the merits of your own goods.

**SIXTH.** Study the idea of leadership, of leading and influencing others.

*It is growing more difficult to strike a new line of expression because advertising has grown to such enormous proportions and has drawn into its surface so many varied talents, that to hit upon something new can almost be considered a discovery.*

**SEVENTH.** Read the classics for new ideas and improved forms for expression—Shakespeare, Emerson and the Prophets of the Old Testament. The writings of David in the Psalms indicate that he was a past grand master of expressive word weaving. He was especially effective in the direct command and in the harmonious reiteration of an idea. You would do well to note how he could start the interest and work towards the climax.

**EIGHTH.** Feature your advertisement to suit the times and seasons.

**NINTH.** Study your prospective buyers, first, with the idea of reaching a possible need; second, with the intention of supplying it in a superior manner.

**TENTH.** Always keep before you the question, "Will it bring results?" That should be both the first and the last question in judging good copy. You may have burned the night oil, written and re-edited and given to the sharp teeth of the type your masterpiece, and then left out the very necessary feature that makes for results.

Finally, your copy should be ready 24 hours before the enterprising newspaper men call for it.

Reflection frequently uncovers a multitude of errors.

"The Philosophy of Advertising"—a paper read before the Springfield Ad Men's Club by Henry N. Hansen, Secretary of the Springfield Young Men's Christian Association. Reprinted from the Springfield Illinois Journal—Nov. 7, 1907.





ADAM STEVENSON, left, U. S. ambassador to the United States, appears with Sen. Gordon Allott, Colorado, and Sen. Earl Cerr, right, Tennessee, as they awaited opening of the 37th United Nations general assembly in New York. Both senators are members of the United Nations delegation. (AP wire photo)



**Off to school now...But what about college?**

When your children are ready for college, will you have the money for them? There is no better way to be sure you will, than to start an educational savings account now with us. Hundreds of area residents have watched it work for them... start your child's education fund now, where savings are **INSURED**!

**ALL SAVINGS RECEIVED BY THE 20TH, EARN FROM THE 1ST!**

**FIRST FEDERAL SAVINGS**  
AND LOAN ASSOCIATION  
OF TWIN FALLS

233 SECOND STREET NORTH • BURLEY BRANCH: OVERLAND SHOPPING CENTER

## Week-End Program in T. F. Scheduled by Area Scouts

Boy Scouts will celebrate Promotional Day this week-end. Delmer (Bing) Byington, activities chairman for southside district, Snake River Scout Council, reports.

Scoutmasters are urged to place their awards immediately with the Scout office. All Cub Scouts and the public are invited.

Packs, troops and posts will assemble by 10 a.m. Saturday at city park in front of the library for a parade which starts at 10:30 a.m. Parade route will be from Second street east to Main street, Main street to Fifth street, Fifth street west to Second street west, Second street west to Shoshone street and Shoshone

street to Sixth Avenue east. Parade directors are Arrie Green, parade marshal, Robert R. Dierks and Collins Tisdale.

All units are requested to carry a banner designating their unit name and sponsoring organization. The Twin Falls high school pep band, directed by Del Glaugher, will lead the march, assisted by city police cars.

Packs and troops will set up booths in downtown Twin Falls with a number of troops returning to their camping areas at Hannan park to show Scouting skills in action.

**USE TIMES-NEWS WANT ADS FOR BEST SELLING RESULTS**

Wednesday, Sept. 19, 1962  
Twin Falls Times-News 9

## Good Years

WIESBADEN, Germany, Sept. 18 (AP)—The West German federal statistics office said today German couples married 35 years seldom seek divorce.

The office said 15 per cent of German couples were wed 35 years ago. Only seven-tenths of one per cent of them—statistically speaking—were seeking divorce, the office explained.

**OPEN TILL 9 P.M. — MON.-FRI.; SAT. TILL 6 P.M.**

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- 8 Lifetime Transistors
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Lightweight...only 2½ lbs. Visible level fill to avoid spilling. Comfortable handle. Fabric dial. Button nooks.

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**WHITEWALL or BLACKWALL**

We Have The Tires To Fit Your Bike

**TWO-GALLON GAS CAN**

Only **69¢**

Large capacity, holds two U.S. gallons. It's vented for fast, easy pouring. Complete with self-storing, 8-inch flexible spout.

**"Miss Traveler" Utility Bag**

**2.49**

- Ideal for shopping, traveling and many other uses.
- Handsome vinyl in ivory or black with antique car design.

**Just Say "Charge It" ... Take Months to Pay!**

**Firestone NYLONNAIRE**

★ Four plies of Safety-Fortified NYLON

★ Huffy 7-rib, non-skid tread design

★ Speedway-Proved for Turnpike Safety

★ AND... for the first time in a tire selling at these prices... Firestone Supra-T-X... the longest-wearing rubber that others imitate, but never match!

**15-MONTH Road Hazard Guarantee**  
Honored in all 50 states and Canada

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Plus tax and recyclable tire off your car **6.70-15**

**Black Tubed-Type**

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LODGE ARE HAPPY after receiving primary returns putting him in front of U. S. Rep. Lawrence Curtis in their race for the Republican nomination for U. S. senate. George Cabot Lodge is the son of former senator, Henry Cabot Lodge. (AP wirephoto)



VICTORY SMILES spread across the faces of Edward M. (Ted) Kennedy and his wife while talking to workers after being informed that state Atty. Gen. Edward J. McCormack, Jr., conceded the Massachusetts Democratic nomination for U. S. senate. (AP wirephoto)

## Hagerman Eyes Sidewalk Riding

**HAGERMAN, Sept. 19**—The subject of school boys riding their motorcycles, motor scooters and bicycles on the sidewalks and crosswalks in town was discussed at a special meeting of the village board. This presents a hazard to the pedestrians and since it is illegal, those continuing to do so will be prosecuted, it was decided.

It was noted that Dana Gilmore, marshal, is making an effort to get the dangerousness south of the village graded and leveled into ravines to provide more dumping area. Since vandals have destroyed signs designating dumping areas, more signs will be erected.


Ward was received from the highway department that the

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existing pipeline on Main street has no replacement value and will have to be replaced at the expense of the village, when construction on the highway through town is done.

**KITTY "SHARK"**  
NEPTUNE, N. J., Sept. 18.—A "shark" in the Shark river that residents shot at with every weapon available had been found dead on a mud flat. Police said it was a sunfish, weighing 38 to 400 pounds.

**OIL TREATED UTAH STOKER SLACK**  
\$15 per ton Delivered  
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4'x8'x 1/4"	\$2.40 SHEET

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**BUILDERS SUPPLY**

Burley-Twin Falls  
Jerome

## News of Record

**Twin Falls Justice Court**  
A bill for \$71.99 was filed by Mrs. Helen E. Kennedy against the Bertie Poultry company, asking damages for the death of her husband, Earl F. Kennedy, and injury to herself as a result of an auto collision July 14 on highway 78 near Jerome. Marriage licenses were issued to B. Gene Weaver, Twin Falls, and Mary Ellen Carlson, Hammett; Kenneth Elmer Meyer and Arlene Mae Stogdole, both Pocatello; Cliff and Richard E. Benetti, Idaho Falls, and Linda Rae Hamilton, Twin Falls.

**CASSIA COUNTY**  
Barley Field Court  
Paul Helt, Hamilton, 125 for drunkenness and Clifford A. Brown, Burley, 55 for driving too close.

**Justice Court**  
James D. Gillman, Burley, 57 for costs, malicious display of force.

**County Clerk's Office**  
Marriage licenses were issued to Jerry Thomas Teague and Helen Frances Oliver, both Burley; Lefroy Gene Slater and

## Richfield School Has New Trustee

**RICHFIELD, Sept. 18**—Halph Tuley, Jr., was sworn in as Richfield school board trustee at the September meeting Monday evening. Riley was appointed to fill the unexpired term of Thomas Vaughn, from some 5, who moved out of the district.

Members approved reimbursement for four elementary school teachers for teachers' scholarship training. Mrs. Harold Williams, Mrs. Clarence Lemmon, and Mrs. W. E. Flavel were each allowed \$150 and Mrs. L. E. Browning \$80.

Mrs. W. T. Flavel was given a salary increase of \$350 per year. She is assistant principal at the elementary school.

V. R. Treasley, Twin Falls, representative of the Twin Falls Equipment company, met with the board regarding the purchase of a new school bus for \$5,000 delivered.

**HAWAIIAN DROUGHT**  
HONOLULU, Sept. 19 AP — A drought is ruining the 1962 and 1963 sugar crops on Hawaii Island, 200 miles southeast of Honolulu. Sugar planters estimate 1962 losses at more than 25 million dollars.

**COLONIAL CONCRETE**

COSTS NO MORE Than Ordinary Concrete

**MINIDOKA COUNTY**  
Rupert Police Judge  
Elton Honeycutt, transit, was sentenced to 20 days in jail on a charge of petit larceny in connection with the theft of some tools from a business house in Rupert.

Also charged in the same action was Granville Francis. He pleaded innocent and bond was set at \$50. In lieu of the bond, Francis is being held in the Minidoka County jail.

**ELMORE COUNTY**  
Knox Hill Justice Court  
Fined for overweight loads were Dexter Libby, Boise, 417; Wesley B. Carden, Burley, and James E. Eberhart, Rupert, both 400.


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Riviera convertibles answer your space, size, style and fabric problems with 8 sizes, 85 styles, 3,000 fabrics.

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**HURRY!**

Through McNeil's Studio of Nampa we offer you one 16" x 20" lifesize photograph of your child (age limits 2 weeks to 6 years). Groups 1.00 additional per child. Older child in group O. K.

**APPROXIMATELY THE SIZE OF THIS NEWSPAPER THIS BEAUTIFUL 25.00 PHOTOGRAPH FOR ONLY 1.89**

HOURS: 10 a.m. 'til 5 p.m. — Come early, avoid waiting! Fridays til 9 p.m.

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**SPECIAL 229.00**

**FULL SIZE SETA PLUS INSTANT BED**

**SPECIAL 249.00**

**KINGSTON SETA PLUS INSTANT BED**

**SPECIAL 279.00**

**LONG DAY SETA PLUS INSTANT BED**



### Teachers Feted At Lincoln Tea By PTA Board

Teachers at Lincoln school were honored at a welcome tea at the school by members of the Lincoln school PTA executive board. Mrs. Roy Loefer, hospitality chairman, was in charge.

Mrs. Pierce Roen, president, welcomed the teachers. Thanks for the tea was "An apple for the teacher." Mrs. Norval Wildman and Mrs. David Marsh served the refreshments.

### Marion Martin Pattern



9450 WAIST  
24"-30"

**ONE-YARD WONDER**  
It's true! One yard—64-inch fabric is all you need for this smart skirt. Extra-easy—no side seams. Jiffy-cut tissue in one piece.

Printed pattern 9450: Misses' waist sizes 24, 26, 28, 30. Each skirt 1 yard 6-inch—jiffy-cut-in-one piece.

Fifty cents in coins for this pattern—add 10 cents for each pattern for first-class mail. Send to: Marion Martin, c/o Times-News Pattern Dept., 222 West 10th St., New York 11, N.Y. Print plainly name, address with zone, size and style number.

First time ever! Glamorous movie star's wardrobe plus 110 exclusive styles to sew in our new fall-winter pattern catalog. Send 5c.



SHARON FIFE

### Sharon Fife Is Engaged to Wed Garn Johnson

Jerome, Sept. 19.—Mr. and Mrs. W. D. Fife announce the engagement of their daughter, Sharon, to Garn F. Johnson, son of H. A. Johnson and the late Mrs. Johnson, all of Jerome. The bride-elect is a 1960 graduate of Jerome high school. She attended Brigham Young University and is employed in Wendell by Dr. Richard Hesterman and Dr. Maurice E. Scheel.

Johnson is a 1958 graduate of Jerome high school. He served two years in the armed forces in Germany and served two years in the Alaska-Canadian mission for the LDS church.

The couple plans to be married at the Logan LDS church.

### PATIENT VISITED

HANSEN, Sept. 19.—The Rev. and Mrs. Mervyn Eshay visited Orville Allen, who is in the LDS hospital, Salt Lake City. Connie Allen, accompanied the Eshays. Allen will be hospitalized for the next two weeks after back surgery.

### Food for Americans

By GAYNOR MADDOX

**GOURMET CASEROLE**  
For something new and delectable to serve with fowl, try barley as a palate-tempting accompaniment. It is believed to be the first grain utilized by man. Here it unexpectedly combines with fresh mushrooms, onions and green pepper in a gourmet casserole.

Barley-Mushroom Casserole (Makes 6 servings)

1 teaspoon salt  
1 cup quick barley  
1 1/2 cups boiling water  
1/2 cup chopped onion  
1/2 cup chopped green pepper  
1 lb. fresh mushrooms, sliced  
1/2 cup butter or margarine  
1 Dash pepper  
1/4 teaspoon sage

### Social Events

**DIETRICH**—Friendship circle will meet at 2 p. m. Thursday at the home of Mrs. Ben Lauer. Mrs. Art Thiel is co-hostess.

**SHOSHONE**—Baptist Church Mission society will meet at 8 p. m. Thursday at the home of Mrs. Paul Baneroff. Mrs. Arnold Kennedy will be in charge of the program.

**EMANON** club will meet at the home of Mrs. K. M. Donahue at 8 p. m. Friday instead of at the Knoll Community center. Roll call will be answered by "My first day at school."

**PILER**—Piler Star Social club will meet Thursday at the home of Mrs. Raymond Reichert. All members are urged to attend.

**Camp 220-Ar-22**, Daughters of Utah Pioneers, will meet at 2 p. m. Thursday with Mrs. Charles Ford, 429 Fourth avenue north. Mrs. George Ruthhart will give the lesson. Members are urged to attend for the first lesson of the year.

### Dinner Fetes Family Visit

**RICHFIELD**, Sept. 19.—Mr. and Mrs. Rex Huttington and son, Rex Huttington, jr., were honored guests at a dinner party at the home of Mr. and Mrs. Donald Walker. Mr. and Mrs. S. J. Piper, Mr. and Mrs. Theo. B. Brush and Mr. and Mrs. Ernest Walker were co-hostesses. Mr. and Mrs. Edward Ellsworth, Richfield, were guests at the dinner. The Huttingtons are visiting his parents, Mr. and Mrs. M. H. Huttington, former Richfield residents now residing in Haerlem. The Huttingtons are en route to their former home in California, after residing two years in Salinas, Kans. Huttington, a retired naval air force officer, is a notable base engineer.

### Miss Trosper Is Married in Baptist Rite

**GOODENO**, Sept. 19.—Deanna Trosper, daughter of Mr. and Mrs. Cecil Trosper, Goodeno, and Donald L. Lister, son of Mr. and Mrs. Wayne Loefer, Spokane, were united in marriage at the First Baptist church Sept. 14.

Officiating at the double ring ceremony was the Rev. Paul Winkler, Richfield.

Flowery bouquets of pink and white lilies and tapers in branched candelabras formed the setting for the ceremony.

The bride, given in marriage by her father, wore a wedding gown in traditional style of all-organza over satin. It featured a rounded neckline with applied flowers, fitted bodice and long sleeves. The dropped waistline formed a V in front over a full skirt trimmed with applied flowers.

A queen's crown of aced pearls held her shoulder-length illusion veil, and she carried a bouquet of white roses and shattered pink carnations with satin ribbon streamers knotted with tiny tulle.

The bride carried a handkerchief which her sister had carried at her wedding.

Mrs. Ervin Wimmer, Salt Lake City, was matron of honor for the bride. Her gown was made of rose crystalline and featured a rounded neckline, bouffant skirt, and bow at the front waistline. She carried a bouquet of white carnations.

Mrs. Ray Glibson, Salt Lake City, and Carman Maestas, Spokane, were bridesmaids. They wore dresses designed like that of the matron of honor in pale pink. Each attendant carried a bouquet of pink carnations.

Candelabras were Mrs. Charles Moe and Joan Astorga, both Spokane, were dressed in white gowns with pink bows at the waistline, designed like the matron's.

Douglas Morris was flower girl and wore a white dress with a pink sash. She carried a white basket filled with pink flower petals.

Charles Moe, Spokane, brother of the bridegroom, and Charles Kelling, Spokane, were ushers.

Mrs. Raife Lucke and "I Love Thee" and "The Lord's Prayer," accompanied by Mrs. Allen Osborne, organist.

Mrs. Moe chose a toast-brown



MR. AND MRS. DONALD L. LISTER (Jordan photo)

lace sheath drove for her son's wedding and wore a corsage of pink roses.

The bride's mother wore a light blue silk dress with a lace jacket and a corsage of pink roses.

A reception was held after the ceremony at the JOOE Hall. Mrs. Diane Lemke, Spokane, had charge of the guest book, and Alice Scanlon, Shirley Wright, and Patty Astorga arranged the gifts.

Mrs. Charles Wimmer and Mrs. Forest Wright served the wedding cake. The cake had four tiers, each decorated with pink touches, and was topped with white.

Mrs. Ed. Marshall, Fairfield, served coffee and Mrs. Bob Bryant served punch.

Assisting with the reception were Mrs. Harold Gentry, Mrs. Andy Robinson, Mrs. Lee Hayes, and Mrs. Harry Dedrick.

For a wedding trip to the West

### WSSC Meetings In Valley Area Are Reported

**PRILEK**, Sept. 19.—Dorothy Dougherty presented the devotional service and program at the meeting of the Women's Society of Christian Service at the Methodist church, during "Prayer" as her topic. She told of the school of missions she attended at Caldwell.

Mrs. Earl Lillie, Mrs. Orville Sackett and Beale Wyrup reported in the seminar at Murtough Sept. 12.

A fellowship dinner is slated at 7 p. m. Sept. 18. Mrs. Clifford Thomas and Mrs. E. E. Peck were in charge of the coffee hour.

The October meeting will be a 1:30 p. m. desert luncheon at the home of Mrs. Earl L. Hue.

### HANSEN—Mrs. Hugh Hansen

son led the study on "Missions" at the Women's Society of Christian Service meeting held at the Community Methodist church.

Mrs. Sanderson, Mrs. W. C. Klutke, Mrs. Mervyn Eshay and Mrs. Earl Barnes reported on the seminar at Murtough.

Prayer was discussed for the annual churchwide bazaar which will be held Nov. 14. The WSSC will serve lunch for members of the district executive board which will convene in November.

Mrs. Klutke was the hostess.

**WENDELL**—Missions in the modern world was the program topic for the meeting of the Women's Society of Christian Service held at the Methodist church. Mrs. E. A. Branch gave the devotional service.

Mrs. Hugh Caldwell was program chairman assisted by Mrs. Henry J. Barton, Mrs. Cornelia Wirth, Mrs. J. Freeman and Mrs. Branch.

Mrs. Barton gave a review of the district seminar on "Missions" held at Murtough. Others from the Wendell area who attended the seminar were Mrs. Caldwell, Mrs. Branch, Mrs. Faebe Eaton, Mrs. Bertha Feggenbaum and Mrs. Eugene Byers.

Mrs. Branch, who is a delegate to the school of missions held in Caldwell, reported on a resolution opposing local option gambling. She presented a resolution opposing gambling for consideration by WSSC. The resolution was "Whereas we, the members of the Woman's Society of Christian Service of Wendell believe gambling is unbecomingly in Idaho, economically to our state and morally, undeniably corrupting, we hereby resolve to oppose the gambling and urge action taken on the resolution supported it unanimously."

Hostesses for the meeting were Mrs. Lyle Lower and Mrs. L. McHugh.



BRENDA SUE MCCOY (Percy photo)

### Brenda Sue McCoy Is Engaged to Thurlow Young

**HAILEY**, Sept. 19.—Mrs. W. D. Martindale, Hailey, and Alvin McCoy, Ketchikan, announce the engagement of their daughter, Brenda Sue McCoy, to Thurlow Young, son of Mr. and Mrs. Keith Young, Hailey.

Mrs. McCoy and Young are graduates of Hailey high school. Miss McCoy attends Twin Falls Business college and Young attends the College of Idaho, Caldwell.

No wedding date has been set.

### SKATING PARTY HELD

**HANSEN**, Sept. 19.—Members of the Junior Woodman lodge and the "Volunteer Skating Party" held a skating party at the Twin Falls. They were accompanied by Mrs. Norville Reynolds, director, and Mrs. Brie Sackett.

Members of the Woman's Society of Christian Service of Wendell believe gambling is unbecomingly in Idaho, economically to our state and morally, undeniably corrupting, we hereby resolve to oppose the gambling and urge action taken on the resolution supported it unanimously."

Hostesses for the meeting were Mrs. Lyle Lower and Mrs. L. McHugh.

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#### 100 Count Paper Plates

Big 10 inch white paper plates. Keep some handy around the house.

Reg. 1.00 ..... **77c**

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Chrome legs, colorful polka dot plastic seat. Strong plastic tray. 2 only.

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#### BED PILLOWS

Great savings now on big down-filled pillows. 5% new duck down, 95% crushed duck feathers.

6.98 value each

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#### UNDERDRESSED SEX CANARIES

Beautiful young birds.

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#### LADIES' FLANNEL SLEEPWEAR

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Regular 2.99 ..... **1.93**

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**4 pkgs. 1.00**

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You get 1 covered casserole, 1 pie plate, 4 custard dishes.

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Colorful printed plastic. Completely washable. Size 36x87. Reg. 1.49 ..... **97c**

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Fine Quality  
A blend of 50% cotton, 45% rayon.  
5% wool in two sizes, 72x84 and 74x80.

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Tues. Wed. Thurs. Sat.  
9:30 A.M. to 9:30 P.M.

# Miss Frazier Is Married to Robert Barlow

**BOISE, Sept. 19**—Lucille Frazier, daughter of Mr. and Mrs. F. F. Frazier, Jerome, was wed to Robert Barlow, Christian church at the First Christian church at 1000 N. Myrtle, Boise, Sept. 19. The bride is the sister of Mr. and Mrs. Richard Scott, 347 N. Myrtle, Boise. The bride's father, Mr. F. F. Frazier, is a well-known businessman in Jerome. The bride, escorted by her father, was accompanied by three young men, all of whom were in the wedding party. The bride wore a white gown with a full skirt and a full train. The groom wore a tuxedo. The ceremony was performed by Rev. J. H. Smith, pastor of the First Christian church. The bride and groom were surrounded by a large number of guests. The reception was held at the home of the bride's parents. The bride and groom were accompanied by their parents and other relatives. The wedding party consisted of the bride, groom, bridesmaids, groomsmen, and flower girls. The bride and groom were married at 2 o'clock. The ceremony was a simple one. The bride and groom were surrounded by a large number of guests. The reception was held at the home of the bride's parents. The bride and groom were accompanied by their parents and other relatives. The wedding party consisted of the bride, groom, bridesmaids, groomsmen, and flower girls. The bride and groom were married at 2 o'clock. The ceremony was a simple one.



MR. AND MRS. ROBERT BARLOW (David photo)

# Wedding Fete Honors Couple in Hazelton

**HAZELTON, Sept. 19**—Mr. and Mrs. Grant E. Muir were honored at a wedding reception Sept. 7 at the Hazelton Y.O.C.F. hall. The bride is the former Bertha Gail Bowlin, daughter of Mr. and Mrs. Clarence Bowlin, and Muir is the son of Mr. and Mrs. Leland Muir, Twin Falls. At the reception the bride wore a white brocade sheath dress with white fur cuffs. Her bouquet was made of white feathered chrysanthemums centered with a bronze orchid, and she held a white Bible. Background piano music was played by Mrs. Paul Snyder, Hazelton. The reception table was covered with a white silk-organza cloth with corner-trim of orange satin ruffles. Orange and white tapers in crystal candleholders were at each end of the table. A white four-tiered wedding cake—centered—the table. It was placed on a mirror encircled with white awan columns and orange roses and silver leaves decorated each layer. The cake was topped with a miniature bride and groom. The room was decorated with baskets of orange and white gladioli. The cake was served by the bride's sisters, Mrs. Jim Kirkpatrick, Rupert, and Mrs. Lonnie Burke, Salt Lake City. Mrs. Gerard Baker, Hazelton, presided at the coffee service. Punch was poured by Mrs. Virgil Bowlin. The gift table was attended by Mrs. Rhoda Bowlin and Mrs. Oscar Bowlin, Hazelton, aunts of the bride, Mrs. George Bryan, Twin Falls, and Mrs. Robert Burke, Hazelton. Mrs. Ronnie Richards, Twin Falls, registered guests. The bride's mother wore a light blue sheath dress with white gifts were arranged by Irene Davis, Twin Adams and Marilyn Bolch. The bride's table was covered with a lace cloth over mint-green and centered with a three-tiered wedding cake decorated with white awans. The cake was topped with a miniature bride and groom. The base of the cake was surrounded by greenery. Mrs. Howard Frazier, American Falls, sister-in-law of the bride, and her attendant, Mrs. Mary Carl Peterson, Boise, and Mrs. Richard Scott, Jay Em, Wyo., both sisters of the bride, poured coffee. The bride changed to a brown linen and white eyelet embroidered dress for traveling. She wore the white organza train over her bouquet. The bride is a 1931 graduate of Jerome high school and was an employee of the Mountain States Telephone company, Boise. Barlow is a graduate of Weber high school and has served in the Air Force the last five years. He is stationed at Mountain Home Air Force Base. Mr. and Mrs. Barlow reside at 317 North 14th street, Boise. On Oct. 31 they leave for Tokyo, Japan, for a tour of duty. Guests were from Wyoming, Utah, Oregon, Mountain Home, Boise and American Falls.

# This Year's Theme Given at Shoshone MIA

**SHOSHONE, Sept. 19**—The 1952-53 MIA theme was presented in at the weekly MIA meeting held at the LDS church. Mrs. Ben Gomm was in charge of the presentation, during which the theme taken from the doctrine and commandments was quoted as "Thou shalt love the Lord thy God with all thy heart, with all thy mind, mind and strength and in the name of Jesus Christ thou shalt serve Him." She used a flannel presentation of pictures depicting the theme. "Oh, How Lovely was the Morning," played on the organ by Karen Dille. Others participating in the presentation included Louise Larson, Leon Cope, Barbara Thomas, Lloyd Knowles, John Larson, Becky Johnston, Jonathan Mabbutt, Carol Malira, Mrs. Larry Sturgeon and Vern R. Thomas. There will be a "let's sing" opening assembly program at MIA next Wednesday and practice will begin on the program for honor night for MIA gifts, to be held Sept. 26.



MRS. GRANT E. MUIR (Ambrose photo)

# Rose Knopp Is Engaged to Wed Rodney Sligar

**BUHL, Sept. 19**—Mr. and Mrs. George Knopp, Buhl, announced the engagement of their daughter Rose to Rodney Sligar, son of Mr. and Mrs. Loren Sligar, Castleford. The bride-elect is a 1952 graduate of Buhl high school and is employed at Sav-Mor Drug in Buhl. Sligar is a 1952 graduate of Castleford high school, is engaged in farming with his father near Castleford. The couple plans an Oct. 14 wedding. TRY TIMES-NEWS WANT ADS FOR FAST SELLING RESULTS



ROSE KNOPP

Wednesday, Sept. 19, 1952  
Twin Falls Times-News 13

# Couples Attend Wedding Rite

**RICHFIELD, Sept. 19**—Mr. and Mrs. James Brown and daughter, Mrs. Dwayne Shiron, and Mrs. Joe Gilles attended the wedding of Karen Marie Gough and Steven House at the Idaho Falls LDS church. House is the son of Mr. and Mrs. Charles House, former Richfield residents who now live in Idaho Falls.

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THIRD THURSDAY  
**REMNANT DAYS**  
TERRIFIC VALUES ON A BIG GROUP OF FABRICS OF EVERY DESCRIPTION! ALL FIRST QUALITY! SAVE NOW!  
Prices Greatly Reduced  
THURS. - FRI. - SAT.

**Film Processing**  
Best and Fastest Service  
Color, Black & White  
Camera Center

**SEARS**  
ROEBUCK AND CO.

**YOU GET ALL 3 FOR ONE LOW PRICE**

1. 100% Wool Pile Carpeting
2. Heavy Sponge Rubber Padding
3. Expert Wall-to-Wall Installation

**Winter Warm-ups**  
IN WATERPROOF NYLON

"Nor-Pole" Water Proof Nylon breathes, and will stand hard, rough wear. Comes in sizes 2-3-4-5

No. 708 Girls' snow suit, with braid trimmed two-tone jacket, attached hood. Pile facing edge, zipper closing, tab at neck. Ski pants... Colors of Royal-Red Green-Red.

**Only 10.95**

No. 616 Girls' Sno Suits, pile lined, attached hood, fur edge, Pixie style... zipper closing midriff band has eskimo braid, elastic insets... downhills style slacks. Colors of Blue-Royal-Red or Green-Red.

**Only 12.95**

These are just two of the many lovely new winter styles we have for the younger set here at...

**VanEngelens**

**Textured Long-Wearing All Wool Pile Carpets**

Reg. 8.95  
**NOW ONLY... 8.09** Sq. Yd.

Includes complete installation. Resilient loop pile hides footprints. Choose Spice Beige, Shell Brown, Beige or Gold Tweed or Candy Stripe. 9' and 12-foot widths.

**Durable Loop Pile Carpet in 100% Wool Pile**

Reg. 13.25  
**NOW ONLY... 10.90** Sq. Yd.

Choose from Beige, Green, Mocha, Blue, Gold or Nugget. Low price includes installation. Easy to clean.

**Extra Heavy All Wool Pile Carpeting**

Reg. 13.50  
**NOW ONLY... 12.40** Sq. Yd.

Thick cushiony pile, woven into a rich needle point effect. Hides dirt and soil. Your choice of colors. Mohl proofed. Price includes complete installation over heavy sponge rubber pad.

**SAMPLE SAVINGS—Completely Installed with Heavy Sponge Rubber Padding**

Size	Reg.	Sale	Save
9'x12'	107.40	97.08	10.32
9'x15'	134.25	121.35	12.90
12'x18'	214.80	194.16	20.64
12'x22'6"	268.50	242.70	25.80

Savings Grow With Room Size

**SAMPLE SAVINGS—Completely Installed with Heavy Sponge Rubber Padding**

Size	Reg.	Sale	Save
15'x12'	270.00	248.00	22.00
12'x18'	324.00	297.60	26.40
12'x22'6"	405.00	372.00	33.00
15'x24'	540.00	496.00	44.00

No Money Down On Sears Easy Payment Plan

**SAMPLE SAVINGS—Completely Installed with Heavy Sponge Rubber Padding**

Size	Reg.	Sale	Save
9'x12'	159.00	130.80	28.20
12'x15'	265.00	218.00	47.00
12'x18'	318.00	261.60	56.40
12'x24'	424.00	348.80	75.20

Buy Now and Save

Shop at Home... call Sears for a Carpet Consultant to call at your home with samples. There's no obligation to buy.

Let Sears Arrange Professional Installation. All Sears carpeting is "Satisfaction guaranteed or your money back."

**Mail This Coupon to Sears**  
and a carpet consultant will call at your home with samples.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ PHONE \_\_\_\_\_

Shop at Sears and Save **SEARS** 403 MAIN AVE. WEST PHONE 733-0821 FREE-PARKING

**STORE HOURS**  
MON. - FRI. 9:30 a.m. to 9 p.m. TUES., WED., THURS., SAT. 9:30 a.m. to 5:30 p.m.









IN THE TRAINER is Walter M. Schirra, the next astronaut to orbit the Earth in the Project Mercury program. He is running through a simulated flight for his upcoming six-orbit flight on Sept. 28. (AP wirephoto)

## Battle of Clans, Famed Names Highlights Voting

BOSTON, Sept. 19 (AP)—November's congressional and state elections appear destined to go down in political history as the battle of highly advertised names.

Massachusetts and New York added some well-known names to the nomination lists already studied by starry-eyed billings such as those of former Vice President Richard M. Nixon, Robert F. Kennedy, and auto maker George Romney.

Massachusetts voters decided to pit Edward M. Kennedy, 30, brother of the President, against George Cabot Lodge, 35, son of a former ambassador and senator, for a two-year senate term.

That's the remainder of the tenure President Kennedy surrendered in 1960 when he moved a part in the Massachusetts general election campaign, along with President Kennedy's New York Democratic came up in their campaign with a four-embossed name from the glittering political days of the late Franklin D. Roosevelt as their nominee for governor. The name is Morgenstern—Robert M. Morgenstern.

Morgenstern, 41, son of former Treasury Secretary Henry Morgenthau, could hardly expect that his name would be as well-known as that of his Republican opponent, Gov. Nelson A. Rockefeller.

Possibly to make up for this, the Democrats nominated James B. Donovan, the prisoner-exchange negotiating man, as their candidate for the U.S. senate.

GOOD BUSINESS

SAN FRANCISCO, Sept. 19 (AP)—One of the students enrolled in a literature course at San Francisco State college is named James Joyce.

## Two Hostage Guards Leap To Freedom

MONTREAL, Sept. 19 (AP)—Two guards in the mental care wing of Bordeaux jail jumped to freedom today after being held hostage for eight hours by seven prisoners.

The guards, identified as Robert and Chabot and Gaston Monnier, were overpowered at knife-point last night and taken to the fourth floor of the prison's mental care wing.

Prison governor Albert Tanguay ordered fire nets and tear gas stretched along the building's base. As the inmates were diverted by guards on the ground, the two hostages jumped. They were unhurt, but were in shock.

## Crash Probed

BAIGONG, South Viet Nam, Sept. 19 (AP)—A U.S. Army helicopter that crashed Tuesday morning four Americans is believed to have been shot down by communist guerrillas, officials here said today.

The crash occurred in a heavily forested mountain area, about 10 miles north of here, near a point where the South Vietnamese Cambodian and Laotian frontiers meet.

SHOOT-SHOT

New (not reclaimed) shot  
Chilled, 25 lb. bags 22¢ & 1¢ limited time  
Need Used Guns—We Trade—4¢ apiece, guaranteed... 75¢  
Back Issues... 75¢  
"Linda's" Greatest Outdoors Story  
Want 5 Points Sporting Store  
Open every day—every one

DINNER SPEAKERS

NEW YORK, Sept. 19 (AP)—Vice President Lyndon B. Johnson will be a principal speaker at the \$100-a-plate dinner of the Alfred E. Smith Memorial foundation Oct. 5, along with Gov. Nelson A. Rockefeller and Mayor Robert F. Wagner.

# FANTASTIC SAVINGS AT BARTON JEWELERS B-I-G

# MOVING

I am moving my store to the Lynwood Shopping Center. Needless to say a move of this type costs money and in order to pay the cost of making this move I am forced to liquidate my entire stock of present merchandise at unbelievable low prices. So hurry, my loss is your gain.

DICK BARTON

## SAVE! MEN'S RINGS

Elks and Masonic Reduced 1/3 Prices start...  
Men's Ruby, Sapphire and Onyx Rings... 1/3 OFF

BOYS' and MEN'S Sterling Silver Rings. Your Choice... 5.00

## LOOK!

Ladies' Genuine BLACK STAR SAPPHIRE and DIAMOND RING Was 225.00—NOW 125.00  
MAN'S DIAMOND RING Was 300.00—NOW 150.00  
MAN'S DIAMOND ONYX RING Was 79.50—NOW 45.00

## Men's & Ladies' WATCH BANDS

1 Group Values to 14.95 Your Choice 2.99

## WATCHES REDUCED

1/4\* 1/3\* UP TO OVER \$50.00 \$50.00

\* With Trade-In. Regardless of condition.

# SALE

## DIAMONDS REDUCED 1/3

3 Pc. Sets (Including Men's Ring) in 14K white or yellow gold. Starting from 39.50

## SPECIAL!

All Ladies' COSTUME JEWELRY 1/2 PRICE!

## SLASHED!

LADIES' and GIRLS' BIRTHSTONE RINGS  
1 Group Values to 14.95 7.50  
1 Group Values to 12.95 5.00  
Assorted Children's Rings 3.00  
ALL 10K GOLD

## REDUCED!

1 DIAMOND WATCH 1 ct. Total Weight Was 695.00—Now 410.00  
2 DIAMOND WATCHES Were 295.00—Now 150.00

## New SYLVANIA portable STEREO

Travels as easily as luggage!

JUST RIGHT FOR SCHOOL OR HOME!

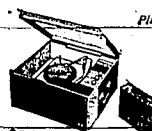
FREE \$4.98 ALBUM OF YOUR CHOICE WITH EACH STEREO



MODEL 45P25 \$79.95

15 LB. PORTABLE!

Lightweight SYLVANIA stereo has rich, true stereo sound. Dual 5" speakers. Individual volume controls. Variable tone control. Four-speed automatic record changer, sapphire styl. Handsome case in two-tone brown or two-tone gray.



Plays monaural or stereo records

SYLVANIA Portable Stereo with dual 5" full-range speakers. Extension sound enclosure plays through cabinet grille when not in use as a remote speaker. Four-speed automatic record changer, four watt output. Dual sapphire tipped styl. Handsome two-tone brown or two-tone gray luggage-type case. 45 RPM spindle.

\$99.95 MODEL 45P26

## WARNER MUSIC COMPANY

131 Shoshone St. N. 733-7083

# BARTON'S JEWELRY

115 Main Ave. East

Twin Falls

## Dodge Dart For 1963 Has Nine Models

The 1963 Dodge Dart will be at the Magic Valley Dodge dealer's showroom Oct. 2. Nine Dart models will be available to the buyer. The Dart is available in two series — the "170" and the "270" series. The Dart is available in two series — the "170" and the "270" series. The Dart is available in two series — the "170" and the "270" series.

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## Lessons Held

KING TITLES, Sept. 18—A lesson in Christian faith and life was conducted by the Rev. R. I. Barnes at the United Presbyterian church here Sunday evening.

A series of leader training sessions are being held under the general topic of "The church with a different topic each week. At the conclusion of the course, the study classes will begin Oct. 1 with Mrs. Barnes and Mrs. John Miller as teachers. This course is sponsored by the United Presbyterian Women's group.

USE TIMES-NEWS WANT ADS



THREE-MAN CREW walks from B52 bomber at Edwards air force base, Calif., after setting a new international loaded-plane altitude record of 85,320.4 feet. The air force announced the new record Tuesday and said the flight was made last Friday by, left to right, Charles H. Haines, 27, civilian flight engineer, Colorado City, Tex.; Maj. Fitzhugh L. Fulton, 37, the pilot, Tullahoma, Ala.; and Capt. William R. Payne, 36, navigator, Trent, Tex. (U.S. air force photo via AP wirephoto)

## Services for Church Held At Hagerman

HAGERMAN, Sept. 18—Howard Carlson was in charge of the church school worship at the Reorganized LDS church, with Dana Gilmore giving the invocation.

Mrs. Edwin Davis read a poem. The theme was led by Howard Carlson.

Carlson conducted the church services. The invocation was led by Hale Glauner. Win Condit gave the sermon on "Weighted in the Scales." Mrs. Howard Carlson was accompanist. Carlson gave the benediction.

In the evening, the annual business meeting was conducted by District President Lyle Gilmore, with officers elected for the church year.

Hale Glauner was voted by acclamation as pastor. He chose Elder Lyle Gilmore, Elder Steven Winger and Elder Howard Carlson as counselors. They were approved by the congregation.

The church school director elected was Howard Carlson, with

Laure Lemmon as church school

secretary.

The women's department leader

elected was Mrs. John Donahue.

Edwin Davis was elected

adult leader. Mr. and Mrs. Dana

Gilmore were elected Zion's

league leaders and Mrs. Lyle Gil-

more junior league leader. How-

ard Carlson was elected treas-

urer.

Other officers are William

Ullman, auditor; Mrs. Devin

Davis, branch secretary; and a

church statistician; Mrs. Hale

Glauner, publicity; and Mrs.

Howard Carlson, musician.

Mrs. Roy Vreeland was named

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historian and Dana Gilmore, so-

llector and book steward.

Glauner thanked the past of-

ficers for the work done in the

past year and stated a budget

meeting will be held after this

month.

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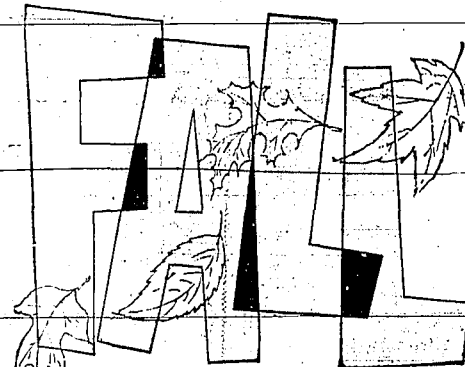
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## See the Special



## Fashion Section

You'll welcome the crisp, clean lines . . . the gay, bright look of Fall Fashions for '62. Go through the pages leisurely . . . decide on the looks you like . . . then make this Fall the time to add excitement to your fashion picture. You'll see the happy signs of autumn everywhere you look . . . savor its full flavor in fascinating displays of everything you'll need (from fashions to home furnishings and fun-fare) to make this Fall your very best ever!

Don't miss the special Fashion Section,  
SUNDAY, SEPTEMBER 23 in the

Times-News

## Magnavox

BIG PICTURES will bring you  
far more TV enjoyment

Only the Magna-vision "330" gives you the fully automatic TV-Pictures twice  
as big as 19 inch sets—Far greater enjoyment and for only pennies a day.

The clearest most beautiful pictures you've ever  
seen! Videomatic-fully automatic TV—makes  
all the adjustments electronically, continu-  
ously, perfectly, to give you the best pictures

day or night. All you do is select your favorite  
program. Videomatic does the rest. Special  
sepia filter eliminates glare and reflections  
that cause eyestrain.



Balanced speakers center the sound in the pic-  
ture. In dark walnut finish. Traditional, model 316.

\$279.50

GREATEST DEPENDABILITY—So trouble-free that only Magnavox  
guarantees SERVICE and all parts for one year, the picture tube for  
three years.

FACTORY  
Radio TV Center

420 MAIN AVE. S.

733-2233



## Geography Quiz

### Answer to Previous Puzzle

- 

WITH BOTH THE  
REPUBLICANS  
AND THE  
MULTIARMEN  
VANISHED INTO  
THE JUNGLE,  
THE SPECIAL  
FORCES TEAM  
IS ALONE  
AT THE MINE  
EXCEPT FOR

THAT RUSSIAN COLONEL WHO WAS LEVELING  
ALL RIGHT, THESE ARE RED CHINESE  
AND THEY'LL TRY TO KEEP  
US OUT OF THAT SHAFT  
UNTIL THEIR FARA-  
TROOPS GET TO  
HERE!

# KRENGEL'S

## Fall True Value Sale

FREE STORESIDE PARKING!

10 BIG DAYS!

**Free!**

**PRIZES!**

LOOK for the Number on the Floor

Throughout our store... we will have 30 numbers posted on the floor. Every hour on the hour a number will be called and if you are standing on that number you will receive a valuable prize. We will give away a \$50.00 gift certificate for toys on Friday and another one on Saturday. Other prizes up to ten dollars in value. Total of 20 prizes in all. No purchase necessary.

**2-\$50.00 Certificates for Toys**

**FRIDAY & SATURDAY ONLY**

**BIGGEST SAVINGS EVER!**

**Free!**



**Win A RAMBLER**

During West Bend's True Value DAYS!


**Nothing to buy... simply fill out an entry blank at KRENGEL'S.**

The West Bend Company and the True Value Stores are giving away, FREE, a 1963 RAMBLER AMERICAN 2-door Sedan. Subject to all applicable federal, state and local laws. Open to anyone over 18 except those whose participation is prohibited. Complete rules posted at KRENGEL'S.

**FAMOUS BRANDS**

**Free!**

TO EVERYONE Starting at 10:00 A.M. FRIDAY September 21



**COLD CIDER and SCHROEDER'S POP CORN**

Popped by Mr. Schroeder and topped with salt and golden butter.

You don't have to belong to any club, sign any applications or get a membership card to take advantage of Krengel's TERRIFIC SAVINGS! Just come in and the savings will be there. If your time is worth money you will ALWAYS SAVE by shopping at Krengel's where you will find most anything from hardware to gourmet foods. Start now by shopping at KRENGEL'S, Idaho's only one-stop hard goods shopping center.

DOOR BUSTER!

**WORK GLOVES**

Golden brown flannel. Double thickness, rubberized for longer wear. Warm and durable. Our most popular glove.

Reg. 65¢ pair. Limit 3 pair per customer.

**3 FOR 1.00**

DOOR BUSTER!

**PAINT BRUSHES**

Assorted sizes 1" to 3." Handy for many household painting needs. Pure bristles. Limit 3 per customer. Limited to stock on hand.

**99¢ ea**

DOOR BUSTER!

**20 gallon GARBAGE CAN**

Galvanized with corrugated sides. Seamless cover, drop side handles. Buy now at this low price.

**2.29**

DOOR BUSTER!

**Plastic Storm Windows**

2-plastic windows 36" x 72" each. Complete with nails and strips.

**2 FOR 2.27¢**

DOOR BUSTER!

**Garment Bag**

Clear Storage with swirl quilted top, 29" zipper.

**99¢**

DOOR BUSTER!

**FLASHLIGHT**

American made, chrome steel. Standard size. A real buy for this first quality flashlight.

**49¢**

DOOR BUSTER!

**Enameled ROASTER**

Blue stone enamel wear. For 4 lb. fowl or 7 lb. roast.

**68¢**

DOOR BUSTER!

**FURNACE FILTERS**

First quality dustop filters by Owens. Corning fiberglass. Most popular sizes.

**44¢ and up**

DOOR BUSTER!

**TOILET SEAT**

All wood construction with clean long lasting white baked enamel finish. Non-corrosive hinges.

**2.88**

DOOR BUSTER!

**COOKIE SHEET**

Extra large size 15 1/2" x 12". Turned ends for easy handling. Thick aluminum for long wear. Regular \$1.69 value. Made by West Bend.

**99¢**

DOOR BUSTER!

**Caulking Compound**

First quality cartridge fits most guns. Flow control stops waste. Grey or white color.

**29¢**

DOOR BUSTER!

**LEAF RAKE**

Smooth 4 foot handle, wide tines for clog free raking.

**74¢**

**HURRY - SALE STARTS THURSDAY AT 9:00 A.M. - 10 BIG DAYS!**

SEE THE FOLLOWING 3 PAGES IN THIS SECTION FOR MORE TREMENDOUS SAVINGS!





# KRENGEL'S FALL TRUE VALUE

# Sale

**AMES  
DELUXE**

**LAWN  
RAKE**

**2.99**

**OUR BEST RAKE**

Pineal rake made, 26 closely spaced tempered steel tines for a cleaner 24" sweep. Spring steel coil brace absorbs shock, distributes load. Chrome socket, retainer bar and coil brace. Reg. \$3.95.



**COCOA DOOR MAT**

Save 81¢  
**\$1.99**  
Reg. \$2.80 offer. Made of best India Coe Yarn... withstands wear. Size 14" x 24"



**PAINT ROLLER & TRAY SET**

REG. \$1.25  
Makes painting easier.  
**74c**

*Safe, Speed Cooking with the new Economy Model*



**PRESSURE PAN**

For economical, carless cooking... a whole scrumptious meal in minutes. Unbreakable pressure control never needs adjusting. Tine shut on handle. Self-sealing gasket.

**Only \$7.77** with 1 qt. recipe book.

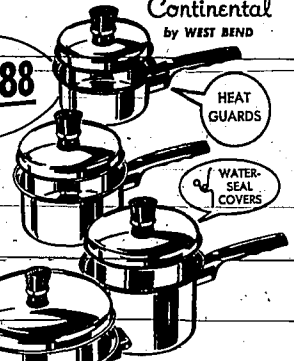
You'll enjoy the quick-cleaning gleam of  
**STAINLESS STEEL**

cookware

Continental  
by WEST BEND

**10 PC. SET \$19.88**

- 1 QT. SAUCE PAN with COVER
- 3 QT. SAUCE PAN with COVER
- 3 QT. SAUCE PAN with COVER
- 10 1/2-INCH SKILLET with COVER
- 2 1/2-QT. DUTCH OVEN & COVER



HEAT GUARDS

WATER-SEAL COVERS

You'll enjoy the sparkling-good looks of Continental, and the way it keeps those good looks over the years. Continental is tarnish-free stainless steel, the metal-with-builtin beauty. See Continental today!

CLIP THIS COUPON



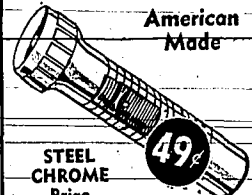
**ENAMELED ROASTER**

Regular 96¢ value. Blue-stone enamelware. For 4 pound fowl or 7-pound roast.  
**66¢**  
WITH COUPON

CLIP THIS COUPON

**FLASHLIGHT**

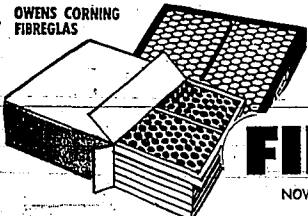
American Made



**STEEL CHROME**  
Price with Coupon  
**49¢**

**KRENGEL'S COLD WEATHER SPECIALS**

OWENS CORNING FIBREGLAS



**DUSTOP FURNACE FILTERS**

NOW WITH BACTERIA FIGHTING HEXACHLOROPHENE

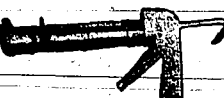
**44¢**

All other 1" Filters... **69¢**  
All 2" Filters... **99¢**

**Plastic Storm Window Kit**

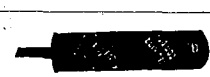
Reg. 2 for 39¢

**2 FOR 27¢**



**CAULKING GUN**

Metal construction. Easy to load. Easy to use.  
**99¢**  
SAVE NOW



**Refill Cartridge**

"Flow-Control" to stop waste. White or grey.  
**29¢**  
SAVE NOW

**TOILET SEAT**

BRIGHT WHITE COLOR  
Corrosion Resistant Hinges

AN OUTSTANDING VALUE

**2.99**



**BIGGEST VALUES IN TOWN!**  
**10 BIG DAYS!**

**National PUSH BROOM**



A compact size push broom, durable Polymers filling—for all-around outdoor maintenance.  
**\$1.29**

New cedar **76 sponge mop**



**21 INCH TOOL BOX \$4.98**



Reg. \$7.75! All metal construction with easy grip handle.

TRUE VALUE **DUST MOP \$1.69**



Smartly styled—top quality cotton-pile—gets into hard-to-reach corners also \$3.95

**GARBAGE CAN**

Made from Galvanized sheets  
**20 Gallon**

tight fitting lid, Corrugated sides,



**2.29**

**11 QUART**

**PAIL**



Handy household helper. Made of clean plastic in popular kitchen colors.

**ONLY... 49¢**

CLIP THIS COUPON

**WORK GLOVES**



Golden brown flannel. Double thickness, rubberized for longer wear. Warm and durable. Our most popular glove. Reg. 49¢ pair. Unit 3 pair per customer.  
**Only 3 PAIR \$1**  
With Coupon

CLIP THIS COUPON

**CLEAR STORAGE Garment BAG**



With swirl quilted top, 28" zipper. Non-tear electronic grommets. Sides of clear... see-thru plastic.

Additional Bags—\$1.29 with Coupon

**99¢**

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ONE ACRE CLOSE IN, 2 bedrooms  
modern, tile floor, large garden,  
oaks, beech.

VACATION CHARM, 8 Rooms nee  
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120 ACRES, Newberry two bedroom  
home, finished with tile floors,  
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Garden and fruit with great view.  
Call \$19,500 down will handle.

120 ACRES, good ————— \$19,500  
81 ACRES of feed lot for  
cattle, 1000 ft. frontage  
on highway, 1000 ft. deep.

82 ACRES, with 16+ share  
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120 ACRES, 124 cultivated, 2  
room modern home. Very good riding  
water. Excellent soil. 2  
miles from town. Mountain View  
Country Club.

123 ACRES, 16 cultivated, 1  
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water. Exceptionally good soil.  
New modern home, excellent fire  
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900 ACRES, 23 cultivated, 12  
large perfect. Excellent improvement  
possible. 2 miles from town.  
for good Twin Falls. Improvements  
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up.

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