

VOL. 63, NO. 346

TWIN

of Nine Irrigated Idaho Counties

TEN CENTS

Highway Closed By Storm

Snow, rain, strong winds and colder temperatures combined across Magic Valley Tuesday night and Wednesday to remind residents throughout the area that spring has arrived on the calendar. Ground blizzard conditions in Cassia county have forced closure of Highway 305 from the town of Burley, about 30 miles east of Burley, on into Utah. State police report that two large trucks have overturned, blocking traffic.

A 14-year-old Marquette boy was seriously injured Wednesday morning when the pickup truck in which he was riding overturned on Highway 30 just west of Marquette during a ground blizzard.

Five inches of new snow fell Tuesday night and Wednesday morning at Galena Lodge, north of Ketchum, bringing the snow total to 16 inches.

Forest service officials at Halley reported 11 inches of new snow have fallen on top of Baldy Mountain, with 17 inches of precipitation, and four inches at Ketchum. This brings depths to 68 inches on Baldy Mountain, 52 at the Roundhouse and 15 on the valley floor.

Oldtimers in the Halley area say they never have seen such large snowfalls which "floated down, real quiet like" Tuesday afternoon. Later in the evening after a lull in the storm, heavier snowfall began and continued throughout the night.

Three inches were reported in Halley Wednesday morning and the trees were covered with wet snow, making it look like winter again. Residents were picking up the wind blowing, picking up snow Wednesday morning in the Oakley area and Highway 27 from Burley to Oakley was reported closed. Officers were sending additional help to the area. Patrolman Charles Feugh in the traffic dump in the Malta area. Justice Bayes, 34, Route 1, Murtaugh, injured in Marquette accident, is reported in fair condition at Magic Valley Memorial Hospital, Twin Falls, with head and neck injuries.

Deputy Sheriff Charles Johnson said the Marquette boy seen STORM page 2, col. 6.

British Jets Fire Rockets Into Tanker

LAND'S END, England (AP) — British jets fired rockets into the supertanker Torrey Canyon again today, setting her shattered hull ablaze and covering the area with a huge plume of smoke.

The wreckage had been bombed by British jets on Tuesday. A huge slick of oil that poured out of the wrecked ship was still moving. Navy planes and the French coast.

As the light continued to see the tanker and the oil, thousands of troops and civilian volunteers battled pollution along the beaches of Cornwall.

All along the south coast of England local authorities set up emergency committees to deal with the oil, which threatens their lucrative summer vacation business.



IDAHO'S MOTHER OF THE YEAR for 1967 is Mrs. Christina Petersen, prominent Twin Falls businesswoman and mother of three grown sons and a daughter. She was selected Monday night by a panel of judges in Boise and will represent the state in the national contest later this spring. Mrs. Petersen operates a local western apparel store. (Times-News photo)

Gooding To Host State Fiddlers Meet

GOODING — Annual state old-time fiddlers contest will be held in Gooding Saturday, according to Charles R. Sams, Patron-in-Chief of the event, sponsored by the Gooding Merchants' Bureau.

This annual state contest, which has grown tremendously in popularity since its inception several years ago, will feature afternoon and evening sessions at the Frann Junior High School.

The afternoon session, which is an elimination contest, will begin at 2 p.m., and the final contest will be held beginning at 8 p.m. Tickets to the event are good for both sessions.

In addition to each contestant, there will be variety and specialty numbers, including various trick fiddlers, Sams said.

Each contestant will play a variety of selections. Judging will be done by a panel of judges from all the entries, which usually number between 50 and 60. Finalists will be selected by the judges. They will perform during the evening for the final judging.

Various cash and certificate prizes will be awarded to the winners, and the top fiddler will compete in the national contest to be held in Weiser, later this year.

Proceeds from this popular event have been used in the past for various civic projects, including the purchase of a scoreboard for the high school athletic field. Proceeds from the contest this year will also be earmarked for civic improvement.

Garrison's Probe Back In Courtrooms

NEW ORLEANS, La. (AP) — Dist. Atty. Jim Garrison's John F. Kennedy assassination conspiracy probe is moving back into courtrooms, here and in Nebraska. Attorney Steve Plotkin was scheduled to appear today before Criminal Dist. Judge Edward Haggerty to seek dismissal of Garrison's warrant for the arrest of Gordon Novel as a material witness here. In Omaha, Nebraska, Lillie Mae McManis—known as "Ma" — is scheduled to appear today to waive extradition after her arrest as a material witness in Garrison's case.

NFO Pickets Still March At 2 Plants

NFO milk pickets continued to march in the snow Wednesday at the Kraft plant at Rupert and at another was called off because of the weather. The plant refused to honor the picket line, according to NFO officials. Pickets at the Idaho Dairyman, Inc., plant at Jerome, closed their march after one day. Love Spencer, county NFO president, said the halt was called because employees entered the plant and continued working.

Workers at the Kraft plant at Rupert are having a hard time getting recognition of the fact that the dairy farmer is the sole support of these union workers. We have, however, made good gains," he noted, "with the consuming public, which seems to recognize the dairy farmers' needs."

Pickets still were appearing at the Kraft plant at Rupert and the Pet, Inc., plant at Bull. A representative of the Teamsters Union was in Rupert Tuesday.

Dan Walton, Rupert president, said the official stopped in Rupert while on his way to Washington, D.C., on other business, but the official expected the Rupert situation would come under discussion during the Washington meeting.

Workers at the Kraft plant at Rupert, too, were ignoring the picket lines and appearing for work. The Pet, Inc., plant at Bull, now has a workable agreement with a Magic Valley milk processor which is being put into effect now. He said the processor, the terms of the agreement or state how large an operation was involved.

The NFO and its sympathizers have been attempting to raise milk prices paid to the farmer. See NFO page 2, col. 5.

any increase, for middle Tennessee farmers would be contingent on a price boost for farmers in the Louisville, Ky., milk marketing area, where the NFO has not yet begun negotiations.

Major Television, Radio Networks Are Struck By Federation Of Artists

NEW YORK (AP) — The American Federation of Television and Radio Artists struck the major television and radio networks today, but supervisory personnel kept the networks on the air by taking over news shows. Other affected programs were replaced by reruns.

In the first national strike in the 30-year history of the 18,000 member federation, picket lines were set up at the headquarters of the Columbia Broadcasting System, the National Broadcasting Co. and the Mutual Broadcasting System and at advertising agencies in Chicago, Los Angeles, Washington and at advertising agencies.

Independent stations were not affected. News, action, singer, dancers and announcers who are members of AFTRA went on strike in the dispute between network and 100 local newsmen. Two of the broadcast scheduled for today are being held. All are on-the-air personnel, doing actual broadcasts as well as news anchoring.

In New York, ABC issued a statement which said, in part: "We are sorry that the public's adherence as closely as possible to the broadcast schedule, including the reporting of news, through the use of supervisory personnel."

Independent stations were not expected to take over all news shows including those with Chevrolet returns, commercial leaders Jennings and Walter Cronkite. The dispute centers around the return of the broadcast stations in New York, Chicago and Los Angeles who are seeking a higher base rate and a return of their commercial fees on sponsored programs on which they appear.

Two of the big news shows to be affected by the strike were the NBC Today show and the CBS morning news with Joseph Papp from 7:05 a.m. till 7 a.m. in both cases, supervisory personnel took over the shows.

High unions, those of NBC's staff and those of the RCA Building in New York City, are expected to join the strike. "I came down to picket in a hat," he said.

That said Tuesday in New York City that he had not been categorically turned down by North Vietnam. Diplomats here took this as a sign that the United States had made a new appeal to the North Vietnamese government for reconsideration of its position.

That said again Tuesday night in New York, "Once the bombing of North Vietnam is stopped, we will be ready to talk in a matter of a few weeks."

He said that any unilateral cessation of bombing implies that the bombing must be linked with any reciprocity on the part of North Vietnam. He said he did not consider North Vietnam's demand for a cessation of bombing as meaning a halt must "last two years, or 10 years — that is unrealistic."

House Acts On Law To Regulate Savings Units

BOISE (AP) — The House completed today a new law intended to provide better regulation of savings and loan associations. The bill, previously passed by the Senate, which gives the state commissioner of finance increased authority to regulate savings and loan institutions.

The commissioner could require all existing state-chartered associations to acquire deposit insurance and list that new organizations not begin operations until they had such insurance.

Closed last July was the Idaho Savings and Loan Association, which had share accounts totaling \$20 million but lacked deposit insurance.

Resolving the long red carpet in the House was a measure increasing the state tax on gasoline from six to seven cents a gallon to raise revenues to match some \$14 million in federal highway construction funds.

Peace Try Collapse Brings Fresh Vows

WASHINGTON (AP) — Apparent collapse of another Vietnamese peace effort has brought fresh promises from President Johnson and Secretary of State Dean Rusk that they will persist in trying to move the war to the conference table.

But Washington officials view the prospects for success as growing constantly more gloomy. At the same time, however, administration leaders reportedly believe ahead of Hanoi in the battle for world opinion as a result of Hanoi's spurning peace proposals from Johnson and U.N. Secretary-General U Thant.

In a guarded reference to this diplomatic and propaganda side of the conflict, Rusk said in a conference Tuesday: "If Hanoi supposes that somehow international opinion will come to their rescue, surely they must know that when they rebuff the United States, they are helping to bring them support in other parts of the world."

At the White House, Johnson said that his plan had not been that the United States had given a "positive" definitive reply to Hanoi's proposal for a point peace plan advanced by Thant March 4.

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Water Quality Hearing Set In Twin Falls

One of six public hearings to propose water quality standards on interstate streams through Idaho will open at 10 a.m. Thursday in the Twin Falls City Hall. The Department of Health officials have announced.

The hearing is being held to receive testimony pertaining to proposed water quality standards along the main stream of Snake River from American Falls to the mouth of the Springs region near Hazelton, and on Goose Creek, the two main interstate streams in South Central Idaho.

Herb Derrick, Twin Falls city manager, said the hearing will be of special interest to any citizen.

See HEARING page 2, col. 4.

Mrs. Burdett Hurt In Fall

SHOSHONE — Mrs. Myrtle Burdett, 78, former mayor of Shoshone and hospitalized Tuesday, when she fell in a Twin Falls store and broke her pelvis.

She was taken to the hospital, Jerome, reported Mrs. Burdett in family doctor condition for a fall Tuesday, according to her husband, Frank Burdett, to attend a committee meeting at the Idaho Savings and Loan Association.

Mrs. Burdett is a coordinator of the Twin Falls area, active in efforts to reinstate the state company since its closure last July.

RETURN HOME — Mrs. John F. Kennedy and her two children returned home Tuesday, cutting short a vacation in Acapulco.

Purpose of Tuesday night's meeting was two-fold, Quick said.

"We want to call to the public's attention in a dramatic way the importance of the school public school appropriation which was sold to the people to 'save our schools.' What it really amounts to is that we've been sold down the river."

The other objective, Quick said, is to ask the Idaho Education Association to request of the National Education Association a teacher sanction to be imposed on those for the coming school year.

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Industry Edition

Today's issue of the Times-News contains the annual Magic Valley Industry Edition.

This special edition explains the many types of industry throughout Magic Valley and Idaho. Most of the stories are comprehensive.

The industries in Magic Valley range from a one-man operation to a firm or industry which employs hundreds of workers.

Most of the industries in this special edition are geared to agriculture because Magic Valley is an agricultural area. Extra copies of this special edition are available at the Times-News business office for 10 cents a copy. The Times-News will mail one copy of this year's Times-News containing the special edition to anyone in the United States for 30 cents.

major developments since the NFO, attempting to boost the farm price of milk by 2 cents a quart, went into a 25-day action 14 days ago. Farmers now receive 8 to 10 cents a quart.

The agreement calls for the NFO to stop picketing dairies and receiving stations and for the dairies to supply milk to the Nashville market.

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per hundredweight higher than in the Louisville area, as a major NFO victory.

Tennesseans Awaiting Deliveries To End Milk Drought

NASHVILLE, Tenn. (AP) — More than a million middle Tennesseeans are awaiting a resumption of milk deliveries as an agreement Tuesday night to end picketing at processing plants.

The accord is expected to end by Thursday a milk drought that has its roots in a 25-day strike by the National Farmers Organization and Nashville Milk Processors Inc., the marketing agency which channels milk to processors, agreed to the settlement after six hours of negotiations.

The action was one of the few

any increase, for middle Tennessee farmers would be contingent on a price boost for farmers in the Louisville, Ky., milk marketing area, where the NFO has not yet begun negotiations.

Jersey Farms Milk Service and Anthony Pure Milk Co. announced that they would start rolling Thursday.

At Purity Dairies, a non-union plant, NFO picketing continued Tuesday. Company officials said it was uncertain when deliveries would resume.

supply slowed to a trickle last Friday when Teamsters Union and Meatesters Union members at Seattle, Jerry Farm and Anthony began honoring NFO picket lines.

Fourth major dairy, purity, shut down Saturday when rocks were hurled at the plant. A day earlier, a snapper bullet had shattered a Purity truck windshield.

Herschel J. NFO chairman in middle Tennessee, described the agreement, which keeps Nashville prices 30 cents

per hundredweight higher than in the Louisville area, as a major NFO victory.

The agreement was described as "fair" by Alfred T. MacFarland, an attorney for the marketing agency.

Another agreement, signed Sunday with eight Minnesota cooperatives, also made any price increase dependent on rates in adjacent marketing areas.

adequate state budget for the State Board of Education, House Minority Leader Darrell M. Sessions, R-Boise, where they planned to make a protest appearance before the legislature.

Labor Department Threatens To Crack Down On Apprenticeships

By NEIL GILBRIDE

WASHINGTON (AP) — The Labor Department, charging racial discrimination, has threatened a crackdown on apprenticeship programs of some 200 unions — including the 11-million-year AFL-CIO Plumbers Union training program.

The specific threat against the Plumbers' Union program is the largest in the nation with some 25,000 apprentices a year — came in a previously unpublished memorandum from Assistant Secretary of Labor Stanley H. Ruttenberg.

He called for possible action

to decertify the union's apprentices from federal projects in a memo to Administrator Hugh C. Murphy of the Labor Department's Bureau of Apprenticeship Training.

"We must move immediately to decertify apprenticeship programs where there has been no progress in filing proof of non-discrimination," wrote Ruttenberg. He demanded "strong measures" to show Secretary of Labor W. Willard Wirtz "that we have an affirmative, active compliance program."

Ruttenberg said he discussed the matter with Wirtz before issuing the order.

Plumbers Union President Peter J. Schoemann accused federal officials of trying to take control of organized labor's apprenticeship programs. He ordered his local unions to disregard government compliance orders until checking with him.

"This whole campaign has about as much relationship to racial discrimination as putting a man in the moon," Schoemann said of the Labor Department's threat.

Schoemann said the plumbers usually include a high school diploma and a mechanical aptitude test.

Schoemann said the union had

certification would be limited to non-use of apprentices on federal projects. The government would prohibit the paying of apprentice rates—ranging from 40 per cent to 80 per cent of journeymen's rates—on its jobs.

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PLANNING A SURVEY which will be undertaken in the Twin Falls-Cassia-Jerome county area to determine the needs of the poverty stricken and underprivileged are C. E. (Edd) Bossard, right, and A. W. Morgan, Mr. Bossard is president and Mr. Morgan director of the newly formed Southcentral Community Action Agency. (Times-News photo)

Organization Of 3-County Community Action Agency Is Completed In Area

Formation of a South Central Community Action Agency became official this week when C. E. (Edd) Bossard was elected president of the group.

A. W. Morgan, Twin Falls, was appointed director of the organization, which has a goal of solving poverty in the area, under local control and supervision with the use of federal funds available through the Office of Economic Opportunity.

The committee is made up of nine members, three each from Twin Falls, Cassia and Jerome Counties. Other officers of the group include Eric H. Moore, superintendent of Cassia County Joint School District, vice president, and William A. Lipscomb, superintendent of Jerome Joint School District, secretary-treasurer.

The southcentral committee is the outgrowth, Mr. Bossard said, of the Twin Falls County Committee for the underprivileged which was formed a year ago. That organization was sponsored by the Twin Falls Hire the Handicapped Committee.

Since OEO funds have been cut since that time, it has been necessary to broaden the population base so that a director for the organization could be justified.

Mr. Morgan's job as director will be to conduct a survey determining projects which might be undertaken to fill their needs.

Mr. Morgan said these OEO projects will be designed to help people help themselves so they can support themselves. Each county will operate and develop its own programs dealing with poverty, with the southcentral unit providing administrative facilities and manpower for surveys and the channel for applying for OEO funds.

The new director has been an educator for 40 years. From 1941-51 he was superintendent of schools in Twin Falls, and recently returned here. He was instrumental in developing an OEO program in Alaska where he was a superintendent of schools.

Mr. Morgan said that OEO programs now in existence in the area, such as the Headstart program, seemed to be filling a need and superintendents are applying for funding for the program for next year.

Mr. Bossard said that each community-action group is made up to represent three different organizations and those from public agencies.

Older People Have Chance To Serve In Peace Corps

WASHINGTON (AP) — The public may think of Peace Corps as a job for young college-age idealists. But there is opportunity to serve — at pretty fair wages — in men and women with management know-how.

Dr. Stephen Dachli, chairman of a department at the University of Kentucky's College of Dentistry, will be going to South America July 1 to help direct the Peace Corps program in Colombia.

Dr. Dachli is one of 10 persons — chosen from 5,500 applicants — who'll be replacing Peace Corps staff personnel overseas in the next six months at salaries up to \$22,000 a year.

One of the reasons they're changing jobs is Margaret M. Conroy, an attractive 39-year-old former New Yorker who has been the Peace Corps' chief talent scout since Dec. 6.

"Things have really been hectic during these past few months," she said in an interview. "We've received 1,500 applications for jobs from people around the world. We've had to have about 4,000 applications from returning volunteers."

Miss Conroy, whose official title is director of the Peace Corps talent search, heads a staff of 11, including 4 interviewers.

Their job: Recruit people with the ability to administer Peace Corps programs.

Staff members serve as foreign service officers under a 30-month contract. Although a second 30-month term is possible, staff members by design do not have career tenure as do civil service employees.

Salaries start at \$7,500 and depend on the person and his experience, not necessarily the job.

Miss Conroy says her staff is well advanced in filling the 70

vacancies for overseas jobs which will begin opening July 1. There also will be 24 openings in Washington.

Miss Conroy said she has made 20 recurring changes since taking over.

Interviewers have gone to major cities to talk with interested applicants. Previously, all interviewing was done in Washington.

One recruiter concentrates only on women and minority groups such as Negroes and Mexican-Americans.

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9:05 am THE JOE PINE SHOW
9:30 am FRATELLO
10:25 am SOCIAL CLUB
1:00 pm HOLLY HOUFBURG
1:05 pm JOAN KELLY
4:00 pm LARRY BARKWICK
6:00 pm JUNEAU SHINN SPORTS
6:05 pm SCOTLIE ON SPORTS
6:25 pm ONLY
8:00 pm THE JOE PINE SHOW
7:30 pm SHOCK WILKIE
9:00 pm FLATTER PARTY
9:00 pm JERRY ADAMSON
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REMEMBER PENNEYS OPEN 'TIL 9 P.M. MONDAYS & FRIDAYS

NATIONAL WHIRLIGIG

By ANDREW TULLY

A compilation of the 1967-68 Yearbook of the Idaho State Bar Association, published by the Idaho State Bar Association, 1000 N. Main St., Boise, Idaho, 83725. Published by the Idaho State Bar Association, 1000 N. Main St., Boise, Idaho, 83725. Published by the Idaho State Bar Association, 1000 N. Main St., Boise, Idaho, 83725.

Subscription rates: Three months, \$1.00; six months, \$1.75; one year, \$3.00. Single copies, 50c. Payment in advance. All orders subject to change without notice. Payment in advance. All orders subject to change without notice.

WASHINGTON—A medium of sanity—some say—is the Corps, that section of the anti-poverty program which to date has made headlines mostly for the wrong reasons. It is among its enrollees and the disaffection of local police departments that the Corps is maintaining some semblance of law and order in the neighborhood of the camps.

The Corps is a new job Corps directive in effect has told camp directors and other assigned employees to encourage campers to stop sinking to the level of the lowest delinquent and try to raise him to their own standards. Clearly, some bureaucrats are doing a superb job of maintaining some semblance of law and order in the neighborhood of the camps.

EXAMPLES—The directive was prompted by what might be called application of the New Psychology to operation of Job Corps camps. Staff members have been instructed to communicate with their charges by wearing dirty T-shirts and sprinkling their conversations with obscenities and other naughty language.

DISCIPLINE HERE TO STAY—One of the premises of these nuts is advanced by some thing called the Inner City Studies Center, which is spending a quarter of a million claims in the area of the inner city. According to this outfit, young hoodlums find discipline most unattractive in the inner city.

BROOKED NO DIRT—Nor did the good Sister Mary rest in the peace she earned, so much for dirty shirts or grimy necks. The kid who showed up in such a state had his neck scrubbed in the house of the good Sister Mary.

I suspect the Job Corps and the educational system as a whole are overret with counselors. The development of public attitudes toward Communism and the Soviets.

THESE JERKS ARE DANGEROUS
The juvenile jerks who caused \$200 worth of damage to the golf course at Pocatello were more than a nuisance. They are dangerous.

THE YOUNGER GENERATION TODAY isn't "going to hell in a handbasket," as the old saying goes. It is no different than it ever has been, basically. It's just that there are so many more youngsters now.

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What's The Idea, Asking Angels To File Flight Reports?



Poor Man's Plato

By HAL BOYLE

NEW YORK (AP)—Things a form of life in the universe. There is, of course, nothing at all with which to sustain this view. The average of the figures of the Declaration of Independence was 44.6 years.

It is estimated that between 10 and 11 million women in the world—half of them in the United States—now live under control.

Washington Viewpoint

By BRUCE BLOSSAT

of the NLF, and the key role played in it by Hanoi-controlled Reds. If the NLF were truly representative of the South, it would be a vehicle for the anti-Saigon regimes of the rebels, one would expect to find its membership at peak level when the late Premier Diem was in power.

Now Communists of southern origin buck heavily in NLF top councils. They have often fought among themselves, differed with Hanoi-oriented members who prove their independence of Hanoi's control.

It is long since established that Hanoi's control by workable means is dedicated to Hanoi's real objectives against Saigon. The NLF and Viet Cong are Hanoi's tools.

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The Art Buchwald Column

WASHINGTON — If anyone has any doubts that the country has more than one way to refer to the fur that was raised last week in the newspapers, imagine a young man in a tweed jacket and a bow tie.

"I call this dress 'Parisian.' It can either be worn to cocktails or to a small party. I've designed a handbag that is designed in that, is shaped like a machine gun.

"I call this 'Dawn Over Manhattan.' It's a beautiful dress. It's a beautiful dress. It's a beautiful dress. It's a beautiful dress. It's a beautiful dress.

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A Welcome End

Now that the annual Easter observance is a thing of the past it might be well to speculate for a moment or two on a practice which has caused us no amount of concern during the years.

This concern stems from the practice of thrusting baby rabbits into the hands of baby humans.

We admit there is nothing so delightful to a child than a soft chick or a tiny bundle of fur. But it is right there where we draw the line. Such a gift is not practical.

Some older children are capable of caring for such pets. Youngsters can, literally, love them to death.

Actually, the charm of a live Easter bunny or a chick with a dye-job is very short lived. The bunnies have the habit of becoming fully grown rabbits and the chicks turn into big chickens.

If either the rabbit or the chick runs long enough to grow up—which we doubt—they do not make the world's greatest pet.

If something of a live nature must be given—or offered for sale—on Easter, why not a puppy? A two-month-old pup is much more able to survive the trials and tribulations of a child than the "chick" or rabbit.

It gave us a good feeling to read a story the other day in the Lewiston (Idaho) Tribune. In that community two merchants decided not to offer chicks and rabbits in a business promotion.

The editor of the Tribune was high in his praise of the action taken by Montgomery Ward and Co. and Pay Less Drug Store. We join with a slap on the back of the manager who decided to end this custom which, for some unknown reason, persists.

We hope the decision of the two Lewiston merchants catches on and that this practice of not offering these trendy baby chicks as Easter gifts will spread to our section of Idaho.

SCOUTING APATHY
Several weeks ago the Snake River Area Council of Boy Scouts of America, started what they call a Camp Development Fund drive to raise money to expand the council's camping activities.

Generally speaking, a cause with the merit of this one has seldom met such widespread apathy. People just can't seem to attach much urgency to a program that is being run by the Boy Scouts of America.

It's a pretty good bet that there weren't any Boy Scouts or former Boy Scouts involved in the campaign when somebody chopped up a couple of greens at the municipal golf course.

It's a pretty good bet that there weren't any Boy Scouts or former Boy Scouts involved in the campaign when somebody chopped up a couple of greens at the municipal golf course.

Views Of Others

THE TREATY RATIFIED
Ratification of the consular treaty with the Soviet Union is a victory for common sense. Though the event is not as earth-shaking as the diaphanous opponents of the treaty, which may come to pass, which this vote will be regarded as something of a landmark.

Habitat change slowly, fixed ideas are difficult to change. For 20 years the American public has been conditioned to the intellectual habits of a cold war psychology based upon implacable hostility of the Soviet Union.

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Breezin' Around

The Spectorator

Dear Spectorator: The SKID MARKS you refer to in your column are still "peeling off" from the downtown intersections. If you don't see them personally you can see the marks of the successful getaways.

MR. SPECTATOR SAYS:
If you worry about what other people think of you, ask yourself whether you think of other people.

EDITORIAL NOTE: This is the second of a series of columns by Mr. Spectorator.

WASHINGTON (NEA)—When it runs to the prospect of negotiation over the war in Vietnam, many of the people who support the Viet Cong and National Liberation Front must be an imposing array of myths to support the notion that the NLF is broadly representative of rebellious South Vietnamese.

Some who urge this course have actually created a "heaven" mightily to foster major misconceptions about the NLF.

Here are a few, but only a few, of the key myths which are regularly employed to back up the argument that the NLF should be treated as the authentic voice of indigenous southern rebels.

Now Communists of southern origin buck heavily in NLF top councils. They have often fought among themselves, differed with Hanoi-oriented members who prove their independence of Hanoi's control.

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Interpreting The News

By JAMES MARLOW

WASHINGTON (AP)—Just Each time he lost by seven votes. His amendment would let the people in a state decide whether they wanted to apportion one seat to each congressional district.

Thirty-two state legislatures have asked Congress to call a constitutional convention on the one-man-one-vote decision of the Supreme Court.

This would be the first such convention since 1787 if those other two states and Congress agreed. There's doubt if a few states will stand firm.

In 1964 the court held that districts in both houses of state legislatures must be "substantially" equal in population. Only a few states have asked for a convention to change the rest to get in line.

Under the court's thinking, state legislatures have been entitled to in proportion to the population. This became known as the one-man-one-vote decision.

It encountered furious objections which, although one state after another has reappointed its legislature, haven't dissipated the opposition. Sen. Everett M. Dirksen of Illinois, a Republican, tried twice, in 1965 and 1966, to get the Senate to pass a constitutional amendment undoing the court's ruling.

While Dirksen and others have labored for such state action, they have plenty of opponents in existence and were asked for a convention were illegally apportioned when they did the asking. In most cases since then, he said, the courts have ordered them to reapportion themselves and "in most cases they have complied."

He said for Congress to heed the petitions of 28 illegally apportioned legislatures would be a "major step toward a referendum to determine whether or not the states should have two votes."

Here Proxmire was offering one reason for Congress to ignore the petitions. He said that the Constitution is unlimited in its questions and objections raised. Congress tried to vote approval of the court's ruling. He said that the Constitution is unlimited in its questions and objections raised.

Q—A year ago my right leg was amputated, but I still feel pain in that leg. Is there any cure for this?
A—Although your leg is still there, the nerves that carried the pain are still in your brain, although severed, are still with you. That accounts for your experiencing the pain. The phantom pains, in some persons, these pains clear up in a few months and in others they may persist for years. The most common but most victims get relief by a narrowing or spasm of the coronary artery. (In a truism.)

Q—What are the symptoms of angina pectoris? Is it serious?
A—Angina pectoris is caused by a narrowing or spasm of the coronary artery. (In a truism.)

The Doctor Says

By WAYNE G. BRANDSTADT, M. D.

Q—What is the disease that causes a shortage of white blood corpuscles? Is it related to leukemia?
A—Leukopenia (a laboratory finding, not a disease) is a shortage of white blood cells. It is seen in typhoid, influenza, measles and malaria. Most often it is caused by an infection which causes an increase in the number of white blood cells.

Q—What are the symptoms of leukemia?
A—Leukemia is a disease of the blood in which there is an overproduction of white blood cells. It is a cancer of the blood.

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Legislative Log

By The Associated Press

Introduced in Senate SB343 (Judiciary and Rules) — Increasing salaries of Paymaster Commissioners from \$2,000 to \$2,400 per year.

SB344 (Judiciary and Rules) — Increasing minimum wage to \$1.15 per hour Feb. 1, 1968, and to \$1.25 Feb. 1, 1969.

SB345 (Finance) — Appropriating \$6,000 from general fund for expenses of Idaho Judicial Council.

SB346 (Finance) — Appropriating \$38,000 from general fund for advertising, constitutional amendments and printing session laws.

SB347 (Finance) — Appropriating \$40,000 from general fund to State Board of Health for Air Pollution Control Commission.

SB348 (Finance) — Appropriating \$140,000 from general fund to permanent building fund for constructing mental health and mental retardation child development centers at Lewiston, Idaho Falls and Twin Falls.

SB349 (Finance) — Appropriating \$65,000 from park fund for Idaho Youth Conservation Project.

SB350 (Judiciary and Rules) — Making \$750 annual liquor license fee apply in all cities of more than 3,000 population.

SB351 (Judiciary and Rules) — Increasing salaries of court reporters from \$7,800 to \$9,000, 31-1.

HB354 (State Affairs) — Requiring reimbursement to county for advertising a cemetery district by the annexing city. 31-1.

HB401 (State Affairs) — Deleting present law provisions calling for suspension of a driver's license for habitual violation of traffic laws.

HB405 (State Affairs) — Provides for transfer of pupils from home school district to public facilities by court order. 27-0.

SB344 (Judiciary and Rules) — Increasing minimum wage to \$1.15 per hour Feb. 1, 1968, and to \$1.25 Feb. 1, 1969, 31-0.

— Authorizing dependents of workman receiving disability benefits to receive benefits after his death. 25-4.

HB121 (25-4) — Permitting a student from outside a junior college district to attend any junior college in the state with the county of residence paying part of the tuition. 28-0.

Introduced in House HB119 (Revenue and Taxation) — Imposing a tax on one-fourth of a gallon privilege tax on aircraft engine and jet or turbine fuel.

HB185 (Ways and Means) — Asking president of Congress to direct secretary of Agriculture to bring to Congress legislation to parity between wholesale and retail prices of milk.

HB120 (Appropriations) — Appropriating \$565,655 from general fund to state tax commission.

HB121 (Appropriations) — Appropriating \$530,000 from general fund to Western Interstate Commission for Higher Education.

HB122 (Appropriations) — Appropriating \$503,297 from general fund to State Board of Land Commission.

HB123 (Ways and Means) — Settling salary of mines inspector at \$12,500 for coming biennium.

HB124 (Appropriations) — Appropriating \$22,733 from general fund to State Board of Land Commissioners for purchase of two postage meters.

HB125 (Appropriations) — Appropriating \$100,900 from general fund to Legislative Council and \$200,000 from dedicated funds to Legislative Council for Western Interstate Commission on Highway.

Passed by House SB294 (State Affairs) — Revises membership of Legislative Council and provides that members shall receive \$25 a day while attending meetings. 45-0.

HB126 (Appropriations) — Appropriating \$24,000 from general fund as supplemental appropriation to Department of Health for nurses salaries. 57-0.

SJR 8 (Judiciary and Rules) — Amending constitution to provide that all holders of voting stock have right to vote for directors in person or by proxy. 54-0.

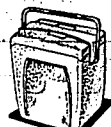
SB322 (State Affairs) — Integrates Boise College into state system of higher education by Jan. 1, 1969. 40-27.

SB283 (Judiciary and Rules) — Allows State Board of Corrections to appoint warden of penitentiary. 44-0.

SB291 (Judiciary and Rules) — Increases salaries of Supreme Court justices from \$17,500 to \$20,000 a year and salaries of district judges from \$14,000 to \$16,000 a year. 40-21.



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ONE GALLON PICNIC JUG only \$1.27
10 QUART ICE CHEST only 88c
30 QUART ICE CHEST With Easy Carry Handle \$1.49

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AND IN SUNDAY NEWSPAPERS

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HURRY! SALE STARTS THURS. MAR. 30 thru SAT. APRIL 8

REXALL GLYCERIN SUPPOSITORIES

- 88¢ VITAMIN B-12, Rexall Tablets, 5 mcg. 100's 2 for .99
1.18 FURF-HX LOTHION, Rexall, 2 oz. Ointment, 14¢
1.30 ANTIHISTAMINE, Rexall Tablets, 50's 2 for 1.40
29¢ BICARBONIC ACID SOLUTION, Rexall, 4 oz. 2 for .99
29¢ COUGH DROPS, Rexall Aspirin, 2 oz. 2 for .30
1.19 CASABA FLUID EXTRACT, Rexall Aromatic, 4 oz. 2 for 1.20
49¢ COLD SORE OINTMENT, Rexall, 1/2 oz. 2 for .50
1.39 DISINFECTANT, No. 6 Pine Oil, Rexall, pint 2 for 1.40
85¢ EPSON SALT, MEDICAL, Rexall, 2 lb. 58¢
1.09 EYE LOTION, Rexall Eye, 8 oz. 2 for 1.10
90¢ GLYCERIN, Rexall, 3 oz. 2 for .81
1.20 HYGIENIC POWDER, Rexall, 6 oz. 2 for 1.20
87¢ INSECT KILLER SPRAY, Rexall, 7 oz. aerosol 2 for .88
85¢ MILK OF MAGNESIA, Rexall Tablets, 85's 2 for .70
79¢ MINERAL OIL, Rexall, Pint 2 for .80
35¢ MINERAL OIL, Rexall, Pint, 11 oz. aerosol 2 for .78
88¢ ROOM DEODORANT, Rexall Air Freshener, 11 oz. aerosol 2 for .99

REXALL NASOTRICIN NASAL SPRAY



Helps clear stuffy nose, in squeeze bottle. 1/2 oz. REG. 1.19 2 for 1.20

REXALL GER-RITE TABLETS Fortify the diet with Iron and Red Vitamin B-12. 80's REG. 4.98 2 for 4.99

RAIN WAVE Oscillating LAWN SPRINKLER \$199

REXALL ALCO-REX RUBBING ALCOHOL

REXALL RUBBING ALCOHOL

REXALL TRIPLE ACTION COUGH SYRUP

REXALL VITAMIN C (Ascorbic Acid) Fruit Flavored Chewable 100 MG. 2 350 inc. \$3.20

REXALL TRI-SALVE Ointment 3 antibiotics. 1/2 oz. TUB. REG. 98¢ 2 for 99¢

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1c Sale of RUBBER GOODS

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REXALL BOXED WRITING PAPER

REXALL SACCHARIN TABLETS

1c Sale KLENZO TOOTH BRUSHES

REXALL TOILETRIES & COSMETICS AT SALE PRICES!

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REXALL MOTH CRYSTALS

DUSTING POWDERS

REXALL COLOGNE, Spring Lily, 4 oz. 2 for 1.51

REXALL MEN'S SUNGLASSES

REXALL LEATHER BILLFOLDS

ELECTRIC COMB \$366

REXALL CARA NOME FACE CREAMS

REXALL HAIR BRUSHES

REXALL SUPER SPECIALS Not 2 for 1 plus a penny, but "Wow! What Buys!"

Grid of Rexall products and prices including Aspirin, Blue Oral Mouthwash, Monacet APC Tablets, Vitamins, Mouthwash, Klenzo Mouthwash, Cara Nome Hand Lotion, Minute Man Vitamins, Emerge Shampoo, Redi-Spray Deodorant, Brite Hair Set, Redi-Shave Sheave Cream, Cool Blue Deodorant, Brite Conditioning Shampoo, Buffed Aspirin, Toothpaste, Timed Action Cold Capsules, Hand Cream, Cool Blue Deodorant, Fast Perm Permanents.

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FOR THE BEST IN TROPHIES, PLAQUES, RIBBONS Complete in Stock Selection Olson's

10 TRANSISTOR G.E. PORTABLE RADIO With Case Batteries Earphones... \$9.99 LADIES' SUNBEAM SHAVER \$6.99

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50-PC. SET Stainless Steel FLATWARE \$7.99 16-Pc. Melmac Dinnerware Set NOW ONLY \$5.99

Save Now on Family Needs! Men's, Ladies' & Kids' SUNGLASSES NOW 2 for 40c to 2 for 2.99

MELTAMINS JR. 300 mg. multi-vitamins for children 60's Reg. 3.75 2 for 3.30

LOLIE BUBBLE BATH \$2.66

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BOXED STATIONERY \$2.99c

WHITE ENVELOPES \$2.26c

ELECTRIC HEAT PAD \$5.96

POLYUMINOL \$2.390

PANOVITE \$2.99

FLASHLIGHT \$2.70c

HYDROGEN PEROXIDE \$2.50c

GARDEN HOSE \$2.49

GARBAGE CANS \$1.99

Save Now on Family Needs! SUNGLASSES \$2.99

Idaho News

WONT WAIVE EXTRADITION
COEUR D'ALENE, Idaho (AP)—Amos Tollie, 34, charged with unlawful flight to avoid confinement for manslaughter, refused Tuesday to waive extradition.

Tollie, arrested last Thursday by FBI agents at Walla Walla, Idaho, was the last of 14 convicts to be recaptured following a mass escape from a Blackfoot prison road gang in 1953. He had been sentenced to 17 to 20 years in prison for manslaughter in the shooting death of a man.

Tollie, appearing in Justice Court, had his \$10,000 bond continued but he refused to waive extradition.

LOW BIDDER
BOISE (AP)—J. F. Koren Construction, Inc., of Lewiston, was the apparent low of three bidders Tuesday for annual contracts of 13 miles of U.S. Highway 2 from Moyie to Montana in Boundary County, at \$23,254.

BILL PASSES
BOISE (AP)—Idaho may join several other western states in a switch to reflectorized vehicle license plates issued every five years as a bill passed Tuesday in joint session.

Rep. William Roberts, R-Buhl, said the plates would cost motorists an additional \$1 every five years to cover the cost of having the plates reflectorized.

During the four years between changes, tabs will be issued to keep the plates current.

BUS SERVICE ENDS
BOISE (AP)—Idaho's capital city will have to do without bus service after Saturday, according to an announcement by the Boise Bus Co.

Boise Mayor Jay S. Amyx said a bond election later this week will determine the city operation of the bus line.

PROCLAIMS DAY
BOISE (AP)—Gov. Don W. Samuelson proclaimed Wednesday, March 29, as Knights of Columbus day.

The group has more than 2,500 Idaho members, the proclamation said.

FRAUDULET FORESEEN
BOISE (AP)—Clearing way for the "Big Freeze" which brought rain and snow, could bring "damaging" cold to the western Idaho's fruit crop, the U.S. weather bureau said Wednesday.

Meteorologist Harold Harvey, stated that temperatures as low as 18 degrees below zero are in wind in windy sections low temperatures are not expected to fall.

Harvey said apricots now are in full bloom in most fruit growing areas and temperatures below 23 degrees could cause damage. Peaches are beginning to show color and would be damaged below 25 degrees.

MAN SENTENCED
BLACKFOOT, Idaho (AP)—Ramon Gonzalez, 24, of Aberdeen, Idaho, was sentenced Tuesday to life imprisonment for the shooting death of a Blackfoot man Nov. 20.

Sixth District Court Judge Paul Granger pronounced the sentence and set a hearing for a new trial April 10 on a motion of defense attorney Richard A. Black.

A jury found Gonzalez guilty last Saturday of first degree murder in the death of a man, Gonzalez, 20, in front of a Blackfoot tavern. The shot was fired from a passing car.

BOND APPROVED
FORT HALL (AP)—Thirty-five Tuesday approved by bond issue to aid in financing a \$475,000 project to provide this community with sewer and water service.

The project now hinges on approval of \$300,000 worth of federal grants. Officials of Fort Hall water and sewer district felt that the bond issue had been approved and that federal grants will receive speedy approval.

The \$75,000 from the bond issue will meet the needs for payments that the community pay 20 percent of the cost. About 50 percent of the money is expected to come from the economic development administration. The federal water pollution control administration will furnish the other 30 percent.

Legislative Log

SB200 (State Affairs)—Allows for...
SB59 (Business)—Removes...
SB231 (Judiciary and Rules)—Providing regulations for non-profit corporations issuing capital...
SB312 (State Affairs)—Requiring two-thirds vote of commission...
SB197 (State Affairs)—Creates a legislative budget and fiscal commission...
HB333 (Appropriations)—Appropriates \$178,338 from general fund...
HB408 (Appropriations)—Appropriates \$150,000 from general fund...
HB414 (Appropriations)—Appropriates \$178,338 from general fund...
HB414 (Appropriations)—Appropriates \$150,000 from general fund...
HB414 (Appropriations)—Appropriates \$178,338 from general fund...
HB414 (Appropriations)—Appropriates \$150,000 from general fund...

WELCOMING Vice President and Mrs. Hubert Humphrey to the Netherlands-In-Between-Lane and U.S. ambassador to the Netherlands. (AP) Wirephoto by cable from The Hague

Birth Rate Continues To Decline
WASHINGTON (AP)—The nation's birth rate continued to decline during last January but not as rapidly as during the first months of 1956, the Public Health Service reported today.

The January rate was 17.7 babies per 1,000 population, down from 18.2 in December and 19.1 in January 1956. There were an estimated 250,000 babies born in January, down from 320,000 a year earlier.

26 States Go To Court Arguing That Federal Law Threatens State System

By DAN HARRICK
BALTIMORE, Md. (AP)—Twenty-six states went to court today with arguments that a federal law threatens to end the federal-state system and could lead to federal control of police departments.

The case raises a question as to the United States: Where does federal authority end and state's rights begin?

Valley Traffic Courts
Fined by Twin Falls Justices of the Peace Reed P. Maughan for speeding were Rita C. Myster, 19, Eden and Mike D. Turner, 21, Buhl, both 215; Joseph P. Wolford, 27, 306 Locust St.; Robin K. Himes, 16, Piler; and Peggy Ann Felton, 16, 214 Crestwood Drive, all 45; Margarette M. Rasmusen, 40, Idaho Falls, and Robert C. Triplick, 35, Kennewick, Wash., both 32; and Nell H. Larson, 19, Hansen, and Wendell E. Finton, 19, Buhl, both 48.

Judge Shaub Addresses Valley PTA
HAZELTON—A \$8 per cent increase in juvenile delinquency in the last 5 years is shown by national statistics, Mrs. Roy Shaub, probate judge at Twin Falls, told the Valley PTA members Monday evening.

The national statistics showed that the increase is greater among the girls. One of the things we can do for prevention of juvenile delinquency is to be aware of the facts and to catch them," she said. "Take a look at your self too, that's a good place to start," she added.

She mentioned that lack of family unity in the home is a big factor in causing a child to become delinquent.

Mrs. Shaub told the group how delinquents finally come to the attention of the juvenile authorities and what they do with them afterward.

The nominating committee presented a list of nominees for the election to be held April 2. They include Mrs. R. C. Stepp for president; Mrs. Clark McClain, first vice president; Mrs. Harold Grant, treasurer; and Mrs. Phillip Cochran, secretary.

Refreshments were served by Mrs. Carley Larkin and Mrs. Milton Cunningham.

Indian Election Will Be Probed
NEW DELHI, India (AP)—Prime Minister Jawahar Nehru told the Indian Parliament today the government will investigate the charges that the United States used its big stock of Indian rupees to influence India's general election.

Socialists and Communists have claimed the U.S. embassy deployed vast sums of rupees against the free party, but the government says the U.S. helped the ruling Congress party in the election.

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JEWELER
(Orpheum Building)



United States and of the Netherlands "share a common heritage." —Between-Lane—U.S. ambassador to the Netherlands. (AP) Wirephoto by cable from The Hague

26 States Go To Court Arguing That Federal Law Threatens State System

By DAN HARRICK
BALTIMORE, Md. (AP)—Twenty-six states went to court today with arguments that a federal law threatens to end the federal-state system and could lead to federal control of police departments.

The case raises a question as to the United States: Where does federal authority end and state's rights begin?

Maryland and the other states fear that a federal law that would allow the state to move the file—are at risk. One of the things we can do for prevention of juvenile delinquency is to be aware of the facts and to catch them," she said. "Take a look at your self too, that's a good place to start," she added.

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Too Small
VELBERT, Germany (AP)—Norman Mears' hospitality was large but the registry office where he was married was a little too small.

So the 29 friends and relatives—the St. Paul—Minn.—business executive had a flow over for the ceremony had to wait outside.

It cost \$42, 42-year-old Mears about \$20,000 to bring the guests over for his wedding to 37-year-old Heila Lux, a teacher of English.

Club Will Buy Tape Recorder
Members of the Club No. 753, Toastmasters International, would like to purchase a tape recorder during a meeting Monday night at Kay's Supper Club.

Store Halts Sale Of Kennedy Book
PITTSBURGH, Pa. (AP)—Kaufmann's department store, which began selling William F. Buckley's "Death of a President" Monday, halted sale of the book today after the official publication date of April 7.

A store spokesman said the action was taken in response to a telegram from publisher Harper & Row noting the official publication date.

The spokesman reported sales had been "just fair."

Best Picture of the Year
THE SOUND OF MUSIC
ORPHEUM
NOW PLAYING NIGHTLY AT 8 P.M. MATINEES AT 4 P.M. WED., SAT., SUN. 8TH BIG WEEK

NOW - MOTOR-VU

First there was man... woman... and beast... THIS IS THE WAY IT WAS

20
ONE NIGHT AT THE MOTEL
YEARS B.C.
PLUS
THE DAWNING OF CIVILIZATION
COME SEE WITH ME
COLOR BY DE LUXE

B.C. 7:30
S.P. 9:20
ADULT 1.25; CHILD FREE
JRS: 80c STUDENT 1.05

Ex-Wendell Woman Dies
WENDELL—Word was received by Mrs. Cora Frith and Myrtle Toole, Wendell, of the death of their sister, Mrs. Hannah Watson, 74, New Plymouth, former resident, Mrs. Watson died in a Fayette nursing home after a lengthy illness.

She was born Oct. 2, 1882, in Winsor, Colo., and lived in Fayette during her school days. On March 12, 1910, she was married to LeRoy Watson in Wendell. New Plymouth had been her home since 1925.

Survivors include her husband, New Plymouth; four sons, one brother, five sisters and six grandchildren.

Services were conducted at 1:30 p.m. Wednesday at New Plymouth Shafter Memory chapel. Last rites were held at Park View Cemetery in New Plymouth.

GRANGE TO MEET
WENDELL—Wendell Grange No. 82 will observe "Operation Forward" with an open meeting at 8:30 p.m. Tuesday at the hall on West Main Street.

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Soprano To Close Season For Mini-Cassia Concerts

BURLEY — Dorothy Warenauskjold, lyrical soprano, will close the season of Mini-Cassia Community Concerts at the Burley High School Auditorium, sponsored by Mini-Cassia Community Concerts.

In concert and opera, and as soloist with major orchestras, Dorothy Warenauskjold features the salutes of the many thousands who hear her annually. Her acceptance of music with a good taste, her enchanting beauty and stage manner make her one of the most sought after sopranos in America today.

In more than a dozen leading roles, Miss Warenauskjold has been acclaimed for her portrayals with the major opera companies across North America. She has won additional laurels under such eminent conductors as Montoux, Metropoulos, Sevilsky, Lesondar and Mikulud. The latter chose her for the American premiere of his third symphony.

Equally at home on the recital stage (and she considers herself primarily a concert artist), her interpretations of the most "make-over" constantly in demand in this field as well.

But whatever the medium, she has been successful in her Mini-Cassia Community Concert appearances. It is noted.

Shipyard officials announced the May 27 christening date Tuesday and noted it was the latest President John F. Kennedy's 50th birthday. Major vessels traditionally are launched at the shipyard on Saturday.



DOROTHY WARENAUSKJOLD

Christening Of Carrier Planned

NEWPORT NEWS, Va. (AP)—Two days before the May 29 birthday that would have been the late President John F. Kennedy's 50th, an aircraft carrier will be christened in his name at Newport News Shipbuilding, and Dry Dock Co.

Shipyard officials announced the May 27 christening date Tuesday and noted it was the latest President John F. Kennedy's 50th birthday. Major vessels traditionally are launched at the shipyard on Saturday.

LAUGHTER, L'AMOUR, THE MONKEY BUSINESS.



WALT DISNEY'S MONKEYS GO HOME!

Open 6:30 - 10:00
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April 1
HAROLD JOHNSON QUARTET SALS
Advertisements: March 30 & 31
Auctioneers: Warr, Eilers, Wall and Messersmith

April 1
HARRY AND HIS OLSON
Advertisements: March 29 and 30
Auctioneers: Grand Western Public Sales

April 1
H I FARMS, INC.
Advertisements: March 29 and 30
Auctioneers: Gaylord Phillips, Orville Jensen

April 6
DALLAS BURCH and RALPH STORY
Advertisements: April 4 and 5
Auctioneers: Warr, Eilers, Wall and Messersmith

April 7
TOM KUWANA
Advertisements: April 5 & 6
Auctioneers: Warr, Eilers, Wall and Messersmith

Brother Wins Toss Of Coin, Loses Life

MEMPHIS, Tenn., (AP) — Walter K. Singleton and his brother both wanted to go to Vietnam but agreed only one would go.

Walter won a coin toss and eventually wound up in Vietnam — where he died.

Mr. Singleton said he received word Tuesday her son, a 22-year-old Marine sergeant, had died of a gunshot wound Friday in combat.

Mrs. Singleton said Walter had considered himself lucky when he won the coin toss with his brother, Bobby Joe Singleton, now stationed on Okinawa.

The sons decided that for their family's sake, only one should go to the fighting in Vietnam.



TWIN FALLS HIGH SCHOOL senior Harold Nussbaum was presented with a \$100 U.S. Savings bond by Soroptimist Club President Mrs. Morris Vavod during a Tuesday night dinner meeting. Young Nussbaum was selected as local recipient of the Soroptimist Foundation Citizenship Award and will be eligible to compete in the Rocky Mountain Region. (Times-News photo)

Harold Nussbaum Is Given Local Soroptimist Award

In this field over the years. In addition he is a National Merit Scholar and National Honor Society semi-finalist, Senate Youth program state finalist, Gem Boys State delegate and chairman of the House Senate State Affairs Committee.

Helene Brown and Greta Higgins were in charge of the program and table decorations. The citizenship awards committee was Mrs. U. M. Terry and Mrs. Norman Carlington.

Young Nussbaum is senior class president and lieutenant governor of Kiwanis Key Club. He has been a member of the student council and the school's Law and Order Society. He will be valedictorian of his graduating class and is orchestra president, National Honor Society president and church group president.

Of prime interest to young Nussbaum is the field of music, and he had accomplished much

sored Secondary Science training program at the University of Washington.

Besides carrying a full load of school and community activities, he works 15 hours a week in a local department store.

Speaker at the event was Ray Baker, one of the judges for the award. He spoke on the ideas and aims the applicants had for the home, community and citizenship.

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Podiatrist — Foot Specialist
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All-Around

WASHINGTON (AP) — A play-acting man with top job experience with the executive and judicial branches of government, Arthur J. Goldberg insists he is not trying to complete the triangle by entering the legislative branch.

Now ambassador to the United Nations, Goldberg was secretary of labor in the New Frontier days and later was a member of the Supreme Court.

Now there are reports that he would like to go to the Senate. To get there, he would have to win the Democratic nomination in New York and unseat Republican Sen. Jacob K. Javits in 1968.

State Unit OK's Abortion Bill

CARSON CITY, Nev. (AP) — A bill to allow therapeutic abortions in Nevada passed the Assembly Tuesday in a 30-5 landslide and went to the Senate.

Four of the five assemblymen voting "no" are members of the Roman Catholic Church, which strenuously opposes the measure on grounds it would legalize murder.

JOB CORPS VIEWED
WASHINGTON (AP) — The Job Corps says of nearly 65,000 young men and women exposed to its training since it began operations in January, 1967, 7 out of 10 are now engaged in some productive activity.

Burley Sets Bridge Tournament

BURLEY — The American Contract Bridge League will hold a tournament Friday, Saturday and Sunday at the Burley Elk Lodge Hall. The tournament is open to the public.

Bridge players from Utah, Idaho, Northern Nevada and Eastern Oregon are expected to attend. The event is sponsored by the Twin Falls unit which includes bridge clubs from Twin Falls, Jerome, Hazelton, Rupert and Burley.

The first play will begin at 1:30 p.m. Friday for individual championships. At 8 p.m. Master pairs (with 20 full master points) and Ace of Spade Pairs (under 20 master points) events, are scheduled.

At 1:30 p.m. Saturday Teams of Four are slated and at 8 p.m. will be Team of Four and King of Club Pairs.

Sunday's play will begin at 12:30 p.m. with open Pairs Championship and Queen of Hearts Pairs. At 6:30 p.m. will be the open pairs championship.

Bridge games have been arranged for all types of bridge players, with trophies awarded to all winners in the events.

A smorgasbord will be served Saturday evening between sessions and brunch will be served Sunday morning. Coffee will be served throughout the tournament and snacks during every session.

Courtesy parking stickers will be extended to all visiting players during their stay in Burley. An entry fee of \$2 will be charged for each session.

The American Contract Bridge League has over 200,000 members in all 50 states, Canada, Mexico and Bermuda. There are also affiliated clubs located in overseas areas where there are concentrations of United States citizens, such as military installations, embassies and American oil companies.

The American Contract Bridge League is a member of the World Bridge Federation. This federation covers 41 countries.

American Contract Bridge League was incorporated in 1927 as a non-profit organization.

Each year the member clubs hold special bridge games with all proceeds going to medical research. In the 15-year period ending June, 1966, more than \$200,000 has been contributed to carefully selected beneficiaries.

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Also a large selection of standard wheel including economy \$79.00 up.

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ALL-PURPOSE LEATHER LOTION, packaged in aerosol, \$1.00, \$2.50, \$4.00, \$10.00.

See how your "fragrance wardrobe" includes ENGLISH LEATHER... it's the one you'll reach for again and again.

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Chiffon & Georgette Rimpy rayon sheers, 45" and in lovely shades; actual values to 1.59 a yard! 88¢	DACRON® POLYESTER and COTTON POPLIN 45" — New Summer colors, 65% Dacron® Polyester and 35% cotton, Reg. 1.59 1 19
SHANTUNG Newest fashion shades in our reg. 1.99 shantung with a rich silky look! 1 25	54" WOOL FLANNEL Excellent quality, reg. 2.99, in new pastels and darker shades, 100% wool! 2 39

Rayon "LINEN LOOK" Crisp linen weaves worth to 1.99! Many colors in our grand selection. 77¢	SUITINGS Handsome blends in solids and prints with the new "surface interest" textures; val. to 1.99! 99¢	Cotton DOUBLE KNITS High fashion, and wider 54" or 60" width! Wide selection; val. to 3.99! 1 99
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DACRON® POLYESTER and COTTON DOTTED SWISS Permanent-dye 65% Dacron® 35% cotton blends now — 88¢	TAFFETA BROCADE Tone-on-tone included! All acetate in attractive floral weave, reg. 1.49. 99¢
36" JUTE BURLAP Soft decorator shades, and soft finish! Reg. 79¢. 49¢	SHEATH LININGS Light, strong acetate, 45" and over 40 colors! Reg. 79¢, now. 57¢

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CHIEF TALENT SCOUT for the Peace Corps, Margaret M. Conroy, poses in her Washington office. She is one of the reasons why older men and women with needed experience are serving with the Peace Corps at fairly high wages. (AP Wirephoto)

Local Attorney's Mother; 75, Is VISTA Volunteer

You are only as old as you feel. . . . for Mrs. Clara Schwartz age in actual years must have no meaning. Mrs. Schwartz, who is 75 years old (or young), is now working with VISTA (Volunteers In Service to America) at the Phyllis Wheatley Association, Cleveland, Ohio.

She left Twin Falls in January after completing a six-week training program at the Jane Addams Training Center in Chicago. Mrs. Schwartz was one of 31 who ultimately graduated from the course after much screening and elimination. Her son, Fred A. Schwartz, a local attorney, said that his mother just got tired of sitting around her apartment with nothing to do and since she is "filled with ambition" decided to see if there wasn't something she could do for someone else.

Laird Noh Is New Head Of Toastmasters

Laird Noh was elected president of Twin Falls Toastmasters Club No. 149 Tuesday evening when the club met at Kay's Supper Club.

Other officers elected are Harry LeMoine, educational vice president; Michael Hagilton, administrative vice president; Jack Swisher, secretary; and Charles Manners, treasurer. Harald Gerber was winner in the club's runoff contest in preparation of the Area 3 speech contest to be held April 15 at the American Legion Hall. His speech was entitled, "Buddy, Can You Spare The Time?"

Harry LeMoine was runner-up with his speech, "Opportunity," and Charles Manners was third with his speech, "Coercer, the World's Most Popular Sport."

William Claborn was toastmaster for the evening and was in charge of table topics. Les Crowley was timer and Rudy Astrenbrener was grammarian.

Royal Sletten was chief evaluator. Individual evaluators were Donald Murphy, Joseph Ryan and Harry Turner. Joseph Ryan gave a report on Ladies' night, to be held Tuesday evening at the American Legion Hall. Joe Ryan was inducted into the club by R. Alan Smith, administrative vice president.

HOPES TO USE ROUTE MOSCOW (AP) — The Soviet government hopes to open the Arctic shipping route between Europe and Asia to other nations, Merchant Marine Minister Vitaly G. Bakoyev told a news conference. He mentioned no date.

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Defense Department Denies Statement In Book

BY GEORGE ESPER
NEW YORK (AP) — The Defense Department denies statements in William Manchester's book that President Johnson had not been advised on procedures for ordering nuclear retaliation in the event of an attack following the assassination of President John F. Kennedy.

Security officials in the Kennedy administration also denied that Johnson had not been briefed. The U.S. atomic attack code was carried in a football-shaped tin that lay in the presidential jet, which took Johnson and the body of Kennedy back to Washington from Dallas Nov. 22, 1963.

Kennedy officials said that at the late president's insistence Johnson had been familiarized thoroughly on the contents of the satchel. Manchester says in the book, "The Death of a President": "The difficulty was that Johnson had no idea of what was in the bag. He knew that it existed, but he hadn't been briefed about the contents, and if the thunder-bolt of all-out war struck that afternoon, the country's strategic arsenal could be applied until he had been led through Tax Shepard's primers for the first time."

Capt. Tazewell Shepard was a military aide to President Kennedy. Manchester also writes: "Had Russia attacked across the DEW line, the greatest military establishment in the history of the world might easily have been misbehaved during the 15 fateful minutes of the time-and-perhaps-evening-afterward, when second-strike capacity became a factor."

Manchester also says there was a slowdown in commercial telephone service because of the great load of calls in the hours immediately following the assassination. He says phones in the Senate and House offices, the White House and the Signal Corps had been paralyzed temporarily. According to Manchester's account, Sen. Edward M. Kennedy roamed the streets in Washington, trying the phones of strangers, until he got systems.

through to then-Atty. Gen. Robert F. Kennedy, to learn if their brother was dead. He became obvious that in a national emergency this (telephone service) would be the first link to snap," Manchester writes.

Regarding the passages on the slowdown in commercial telephone service, the Defense Department said: "Governmental communications, military and civil, were fully operational at all times and were far in excess of any requirement arising out of any security emergency. Those secure communications operate independently of commercial systems."

A spokesman for the Chesapeake and Potomac Telephone Co. in Washington said that due to the unusually heavy traffic after the assassination, "if you picked up the phone you might have to wait a few seconds to get a dial tone."

The Defense Department also took issue with a passage in the book which says that fears of an international plot to overthrow the United States government prompted Secretary of Defense Robert S. McNamara to alert every American military base around the world the moment he heard Kennedy had been shot in Dallas.

"By every readable signal, the situation was very red," Manchester says. On this passage, the Defense Department said: "The Joint Staff did not order alert; he normally would transmit any change in the state of alert of the armed forces following the assassination of President Kennedy. Much of the contents of the Joint book, which went on sale in the Pittsburgh prematurely, remained in effect. Although there was no official change in state of alert, some commands did on their own initiative take special precautions. SAC (Strategic Air Command) was one which

lightened up for a few hours before relaxing." A Pentagon spokesman said that if McNamara ordered an alert, such an order through the Joint Staff.

That they should be especially on the alert. Routine posture remained in effect. Although there was no official change in state of alert, some commands did on their own initiative take special precautions. SAC (Strategic Air Command) was one which

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While you're here!

Ask to see the new **REMINGTON 300 SELECTRO** shaver!

It's the shaver that lets you dial a perfect shave every time. Four dial positions adjust 3 super-thin, sharp shaving heads for any combination of beard and skin. Two additional dial positions, adjust for full-sized sideburn trimmer and for instant cleaning.

SELECTRO IS ELECTRONIC! Trademark of Sanyo Radio Corporation

SAVAMOR
137 Main Ave. W. — Twin Falls, Idaho announces:
REMINGTON® Electric Shaver Clinic MARCH 31st and APRIL 1st Starting at 10 a.m.

Remington factory representative will be here to give expert advice and service on:

TUNE-UP COMPLETE OVERHAUL

- Clean and lubricate entire shaver
- New cutter springs
- New hair stoppers and dust covers
- New oscillator installed when required

Just \$222 \$888 (includes cordless models)

FREE bottle of shaving lotion with tune-up or overhaul — \$1.00 value.

While you're here!

Ask to see the new **REMINGTON 300 SELECTRO** shaver!

It's the shaver that lets you dial a perfect shave every time. Four dial positions adjust 3 super-thin, sharp shaving heads for any combination of beard and skin. Two additional dial positions, adjust for full-sized sideburn trimmer and for instant cleaning.

SELECTRO IS ELECTRONIC! Trademark of Sanyo Radio Corporation

De Gaulle Launches Submarine

CHERBOURG, France (AP) — President Charles de Gaulle's eyes sparkled with pride today as he pushed a button to launch the first French nuclear-powered submarine.

The 7,500-ton Redoutable slid down the ways at the Charlevoix Naval Arsenal and splashed into the gray waters of the channel port.

De Gaulle lifted his hands in applause and the crowd of about 500 on the honor platform followed his example. The sub will be ready for sea tests by the end of 1968 and is to become operational in 1970. Present plans call for a fleet of three nuclear-powered subs by 1975, each equipped with 16 Polaris-type missiles armed with atomic or hydrogen warheads.

"Hot Spots" Outlined In Western Area

WASHINGTON (AP) — "Hot spots" areas of known geothermal energy in five western states — have been outlined on maps for the first time. Secretaries of the Interior Stewart L. Udall announced Tuesday.

Geothermal areas on federal lands total 2.68 million acres, 833,000 acres in California, 140,000 in New Mexico, 38,000 in Nevada, 16,000 in Montana and 16,000 in Idaho.

Udall said the areas were outlined to show those with "current potential value for geothermal resources." The areas have been withdrawn from "availability for sale or entry."

The secretary said the geological survey prepared the maps to show where exploration for geothermal energy will be promising.

Additional lands in Arizona, Arkansas, California, Colorado, Nevada, Oregon, South Dakota, Utah, Washington and Wyoming have been classified as "potentially valuable" for geothermal resources.

The interest at this time is in areas with abnormally high geothermal resources is for generation of electric power through release of natural steam and its channeling through turbine generators.

SUPPER SET

HAGERMAN — American Legion will serve a pancake supper from 5 to 8 p.m. Saturday at the Legion Hall. Proceeds will be used to finance delegates to Boys' State.



A SHATTERED TREE is an effective frame for American infantrymen landing near the northern edge of War Zone C in Vietnam as troops of the U. S. 1st Infantry Division move

one phase of Operation Junction City to an area near the Cambodian border. Their landing zone was pummeled by repeated artillery and air strikes. (AP wirephoto)

Mrs. Bennett Will Direct Area PTA

MURTAUGH — Mrs. LaVerne Bennett was elected president of the Murtaugh PTA at a meeting held Monday night at the high school.

Others elected are Mrs. Warren Fowler, first vice president; Mrs. Robert C. Peterson, secretary; Mrs. Percy Christensen, third; DeVon Andersen, fourth; Mrs. Robert Alfred, treasurer.

The nominating committee was composed of Mrs. DeVon Andersen, Mrs. Robert Howard and LaVerne Bennett.

Ray Thomson, Idaho State patrolman, spoke on safety and showed a film.

The room count was won by Mrs. L. Shearer's third grade. Refreshments were served by seventh grade room mothers.

Catholics Urged To Lighten Modern Adult Atmosphere

By GEORGE W. CORNELL, AP Religion Writer

ATLANTIC CITY, N.J. (AP) — Roman Catholic educators preoccupied with the young were urged today to cast some of their light into the atmosphere of modern adults.

In a bafflingly dehumanizing age, people need "an opportunity to learn to live," said

Jane Wolford, executive director of the Institute for Continuing Education, a pioneering project set up by the Catholic Archdiocese of Detroit.

"Man must be awakened to his personhood," Mrs. Wolford said. She said this work among persons beyond ordinary school age should rate a "high priority" for Catholicism's vast educational enterprise.

At the 6th annual convention of the National Catholic Education Association, she proposed that the association's Commission on Adults be made a full-fledged department to guide the undertaking on a nationwide basis.

Declaring that past "exclusive emphasis on children and youth" had "created an educational island where the adult has the status of beachcomber," she said it was up to religious educators to broaden their work.

"Man is working overtime at USE TIMES-NEWS WANT ADS

FINEST UTAH SLACK
Water Washed-Oil Treated
\$17.00 per ton delivered.
Intermountain Fuel Co.
733-6621 — Twin Falls

Daisies do tell by Kayser loungewear

"Fresh as a daisy" and younger than Spring-time! This lovely shift and robe by Kayser. Solid color bands and hand detailed daisy for that extra touch. Back zipper closing.

Sizes: P-S-M-L
Also available in Junior sizes.

Size 10-1 \$8.00
\$7.00

Vans
VAN BROTHERS

DEPARTMENT STORE
• LYNWOOD

FIRST SECURITY BANKAMERICARD

SPRING FINERY IN HALF SIZES

No. 1789
Two-piece bonded Acetate jersey suit dress; overpluse top has secure "horadine" collar with bow trim, button front, short sleeves. Matching slim skirt.

Sizes 14½ to 24½ - \$10.95

Vans
VAN BROTHERS

DEPARTMENT STORE

FIRST SECURITY BANKAMERICARD

• LYNWOOD
Ample Free Parking!

Television Schedule

Wednesday, March 29

PROMISING SPECIALS
8 p.m. 7-Circus, hosted by Roy Rogers and Dale Evans. This performance of the Ringling Bros. and Barnum and Bailey Circus was filmed in Greensboro, N. C. Features Bengal tigers, Konyak chimps, aerial ballerinas, trampolinists and many others.
8:30 p.m. 7-Something Special, starring Abba Laine, Jose Greco and singers Sandler and Young. Billed as an exciting musical self-portrait.

BEST BETS FOR MOVIES
8 p.m. 3, 11—These Thousand Hills* (1958) Corn and cat butts will find the standard Western cliches in this psychological study of a wealthy cattle baron who turns greedy after building a powerful empire from dust. Stars Don Murray, Richard Egan and Lee Remick.

Key to Stations

25L KUTV-TV Salt Lake
25 KBOU-TV Boise
3 KID-TV Idaho Falls
4 KPCK-TV Salt Lake
5 KSL-TV Salt Lake
7B KTVB-TV Boise
8 KIFI-TV Idaho Falls
11 KMVT-TV Twin Falls
(c) Telecast in color

8:30 25L—News c
25—News, Spis., Wthr.
3—Lost in Space
4—Cheyenne
5—News, Weather, Spis.
7B—News, Weather, Spis.
11—Lost in Space

9:00 25L—News, Weather, Spis.
5—Death Valley Days c
7B—Circus
2B—Daktari c
3—Beverly Hillsbillies c
4—Batman c
5—Beverly Hillsbillies c
8—Virginian c
11—Beverly Hillsbillies c

7:00 2B—Green Acres c
3—Green Acres c
4—Monroes c
7B—Green Acres
7B—Time Tunnel c
11—Green Acres c
11—Gomer Pyle c
5—Gomer Pyle
11—Gomer Pyle

8:00 2B—Movie: "Jesse James"
25L—1 Spy c
2B—Danny Kaye

7B—1 Spy c
3—Movie: "These Thousand Hills"
5—Movie: "Playgirl"
8—1 Spy c
11—Movie: "These Thousand Hills"
9:00 25L—Something Special
2B—Virginian
5—Bob Hope c
7B—Bob Hope c
9:30 5—To Tell the Truth
10:00 25L—News, Sports, Weather
3—News, Sports, Weather
4—News, Sports, Weather
5—News, Spis., Weather
7B—News, Sports, Weather
11—News, Sports, Weather
10:20 4—Movie: "The Oklahoma Woman"
10:30 25L—Johnny Carson c
2B—News, Spis., Weather
5—Combat
7B—Johnny Carson c
8—Johnny Carson c
11—Combat

10:40 5—Movie: "Crime Wave"
10:55 2B—Movie: "Machiste in King Solomon's Mines"
11:45 4—Route 66
12:00 25L—Movie: "Chase a Crooked Shadow"

FOUND DEAD
ASPEN, Colo. (AP) — Frederick F. Fisher, well-known musician and entertainer who was the leader for a number of years of a comic band, was found dead in his home Monday.

Kansas City Citizens Faction Wins

KANSAS CITY, Mo. (AP) — An election of mayor and city council overshadowed until almost election eve by the threat of a walkout by the city's fire fighters, ended in victory for 10 of 13 candidates endorsed by the ruling Citizens Association faction.

Mayor Ilus W. Davis headed the victors with an almost 2-0-1 lead over Rex Bone, Independent candidate.

The fire fighters union, which has been engaged in a wage and hour dispute with the city, had urged its members to vote for the defeat of Davis and other members of the Citizens Association.

The fire fighters planned walkout dissolved Monday under a temporary court restraining order. A short time later Missouri Gov. Warren Hearnes ordered the State Medication Board into the dispute.

OBSERVES BIRTHDAY
BUDAPEST, Hungary (AP) — Jozsef Cardinal Mindszenty observed his 75th birthday in the U. S. Embassy today, but an embassy spokesman declined to speculate whether he would comply with a papal request that bishops reaching that age offer to resign.

Crystal-Clear Refined Water

From Every Tap in your Home. We will test your water FREE

MIRACLE Water Service
Corner Blue Lakes and 2nd Ave. E.
733-1027

WOOLWORTH'S Timely Specials

Beautiful wall-to-wall nylon... BATH CARPETING 7.99

Adds instant beauty to your bath! Easy-to-install carpeting complete with lid cover. In a choice of favorite colors.

Colorful 5 piece... TANK SET 2.99

80% cotton, 20% viscose, 1-piece backed mat, contoured mat, tank cover, tank top, lid cover. Your favorite bath colors.

WASTE BINS DURABLE PLASTIC SWINGING TOP 3.19

Washable plastic in blue or sand colors. Attractive enough for any room. Just right for the patio.

ROOM-SIZE RUG 16.99

Long-wearing beauty with cushiony latex backing for greater comfort underfoot. Slip-resistant. Choice of decorator colors.

Woolworth's
YOUR MONEY'S WORTH MORE AT
Woolworth's

OPEN 9:30 - 5:30 DAILY
FRIDAYS 'TIL 9 P.M.

IT'S A NATIONWIDE FRIGIDAIRE 3 DAY SALES BLITZ

THURSDAY, FRIDAY, SATURDAY

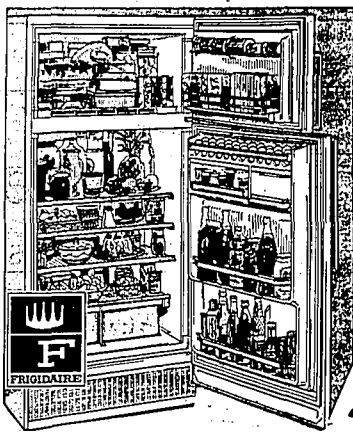
AS THE LARGEST FRIGIDAIRE DEALER IN IDAHO... our 3 day sale quota is huge!... to assure success, we purchased the remaining stock of 1966 models of Frigidaire appliances from their Boise warehouse.

YOU PAY NO MONEY 'TIL JULY 1967

We are offering these 1966 models at prices BELOW OUR REGULAR 1966 COST PRICES. Here is an opportunity to purchase a NEW Frigidaire appliance for less than ordinary makes... less than ever offered in Magic Valley. Selections of models and colors are the big-

gest ever... we have over 180 Frigidaire appliances on our sales floor and in our track-side warehouse. The illustrations in this advertisement are examples awaiting your inspection. You will be surprised at the low prices on every appliance.

FREE DELIVERY-INSTALLATION & WARRANTY TO ANY PART OF MAGIC VALLEY.



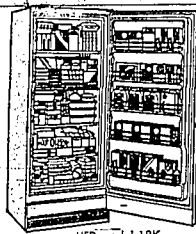
Completely FROST PROOF! no frost EVER - EVEN IN THE FREEZER

1966 price \$449.95
SALE PRICE

268.00

MODEL FDA 143TK (NEMA STANDARD)
14.3 cu. ft.

Model FDA 13TK - nearly 14 cu. ft. Similar to illustration above with cyclomatic system. Reg. \$349.95. \$228.00
Select from many other models at similar savings.



UFD model 18K

BIGGER! FRIGIDAIRE FOOD FREEZER IN 623 LB. "SUPERMARKET" SIZE!

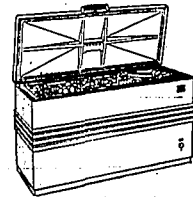
Looks right at home in the kitchen! Holds a supermarket supply of foods! Five full-width shelves - 3 Fast-Freeze. Built-in door lock, automatic interior light.

Regular \$349.95... **\$248.00**

OTHER MODELS - NOT ILLUSTRATED

UFD 14K (14 cu. ft.) reg. \$279.95... \$198

OTHER MODELS REDUCED ACCORDINGLY



CF23K 23.8 cu. ft. (NEMA Standard)

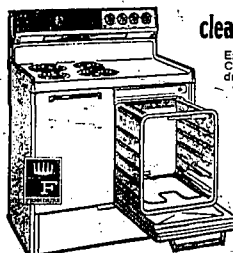
BIGGEST! FRIGIDAIRE FREEZER WITH ROOM FOR UP TO 798 POUNDS!

Farm family favorite! Biggest food freezer Frigidaire makes. Safety signal light. Automatic interior light. Counter-balanced lid. Two Slide-Aside Storage Baskets.

Regular Price \$399.95... **\$268.00**

UFD 20K (20 cu. ft.) reg. \$399.95... \$288

NOW! AN OVEN YOU CAN



clean standing up!

Exclusive Frigidaire Pull'n Clean oven slides out like a drawer for stand-up cleaning!

1966 price \$369.95

\$238

double oven model... \$298.00

LOOK! from dirty to clean - automatically.

Frigidaire Electric Clean oven cleans itself - oven racks too - automatically. Remarkable work saver.

1966 price \$399.95...

\$287

Similar model without electric clean... \$198.00



INSTANT BUILT-IN BEAUTY -

Flair by FRIGIDAIRE

Transform your kitchen... Flair installs in minutes on (optional) base cabinet.

1966 price \$439.95

\$287

double oven models reduced accordingly.



SINCE THE INTRODUCTION... IN 1955 OF THE TWO NEW REVOLUTIONARY FEATURES... Frigidaire has had the largest sales gains of any laundry manufacturer.

These 2 features are: 1 - the new Jet Action agitator; 2 - the new rolleromatic mechanism - no belts, no pulleys, no gears, no oil. Only Frigidaire gives you the 5 year warranty on the electric motor and water pump in addition to the mechanical. ONLY CAINS GIVES YOU A 2 YEAR FREE SERVICE POLICY.

Frigidaire Dyes with the famous Flowing Heat principle to match every model washer - quality reduced for this 3 day selling event.



\$188

our reg. price \$249.95

Model W11, white only

Now! 2-speed Frigidaire Jet Action Washer at a low budget price!

- Two different agitation and spin speeds for multi-fabric washing!
- Small Load setting helps you save water when you have just a few items to wash!
- Deep Action Agitator for new deep cleaning. Jet-action mechanism for new dependability!



\$218

our reg. price \$299.95



\$198

our reg. price \$269.95

This Frigidaire Jet Action Washer handles no-iron fabrics beautifully!

- Durable Press Care helps new wonder fabrics stay smooth, without ironing!
- Two speeds - including Gentle speed for delicate fabrics!
- Deep Action Agitator, Jet-Away Rinse, Jet-simple mechanism!
- Jet-fast spin cuts drying time, saves heavy linting!

Look! Only 4% freezer - 96% refrigerator!

NEW! low priced automatic ice maker refrigerator!



Frigidaire Mini-Freezer Refrigerator has 13.0 cubic feet for fresh food, ideal mate for separate freezer.

Model FDM 14 K 1966 Price \$419.95... **\$298.00**



FRIGIDAIRE Ice Maker fills, freezes, releases and stores 202 cubes in the door.

1966 Price \$499.95... **\$328.00**

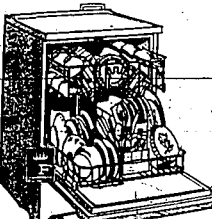
FRIGIDAIRE "RIDEAIRE"



accessory... makes your new Frigidaire refrigerator float on air - so you can pull it from the wall with two fingers. A \$19.95 value.

FREE

with most models during this 3 day sale.



Save \$61.95

YOUR FRIGIDAIRE DEALER FOR OVER 21 YEARS!

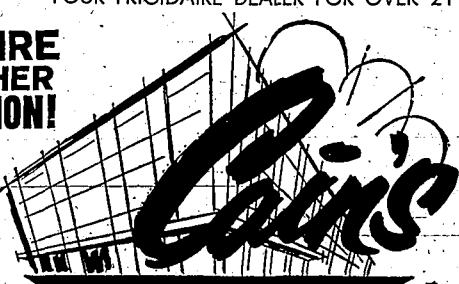
FRIGIDAIRE DISHWASHER PRICE REDUCTION!

1966 price \$299.95

Now **\$238**

powerful supercharge washing action - 14 table setting capacity... 4 automatic cycles.

Select from 6 Other Models Starting at... \$158.00



USED Appliances our specialty... see our large selection... every item thoroughly reconditioned tested and guaranteed.

IF WE CAN'T SERVICE IT - WE WON'T SELL IT.

TRADE-INS REQUIRED WITH SOME ITEMS

Women's Section



Dear Abby

BY ARNOLD VAN BUREN
DEAR ABBY: My boy friend moves closer. I can't escape him. Don't tell me to quit going to dances with him because he is really perfect. I mean, he is really QUALIFIED. But he has one habit that drives me out of my mind. When we dance he sings along with the music. If he doesn't know the lyrics, he hums. It wouldn't be so bad if he could carry a tune, but he swears by his tone deaf. Whenever he puts his head next to mine and my whole skull vibrates while he sings.
 If I move my head away, he

moves closer. I can't escape him. Don't tell me to quit going to dances with him because he is really perfect. I mean, he is really QUALIFIED. But he has one habit that drives me out of my mind. When we dance he sings along with the music. If he doesn't know the lyrics, he hums. It wouldn't be so bad if he could carry a tune, but he swears by his tone deaf. Whenever he puts his head next to mine and my whole skull vibrates while he sings.
 If I move my head away, he

DEAR ELLEN: Borrow one of those "horse collars" from a friend who has already collected on her windshield wipers and wear it while dancing with your thrush. That will keep his head away from yours. And if he's able to keep up a running conversation he won't have time to sing.

DEAR ABBY: How can I tactfully "hitchhike" a neighbor who asks my 10-year-old daughter questions that are none of his business? She has asked, "Where did your parents go last Saturday night when you had a sister?"

Also, "Your mother has a new earring. Did your daddy strike an oil well?" She's invited to the Anderson wedding? I never see a girl's neighbor, as she is employed. I don't want to make a special trip to her home. Would it be all right if I approached her 10-year-old daughter who plays with mine, and in a subtle way tell her I'd appreciate it if her mother didn't ask my child so many personal questions?

DEAR NEIGHBOR: Don't send any "subtle" messages via a 10-year-old. Instruct YOUR child to tell the inquiring neighbor respectfully, but emphatically, that if she wants to know anything about Mother's "inventions" or Daddy's "oil wells," she should ask THEM.

DEAR ABBY: I have lived in the United States for five years now and have many American friends. Whenever my husband and I are invited to someone's home for dinner, I always take a small gift as a token of appreciation, which is a custom of the "old country."
 These same friends who come to us for dinner time after time, come empty-handed. Please understand, I do not NEED the little presents they may be bringing, but I should think that after having received so many from me on similar occasions, they might have learned and reciprocated.

DEAR O. O.: I think your "old country" custom is charming and would like to see it become part of OUR culture. But Americans are no less friendly or thoughtful because their traditions are not yours. So don't

be misled.
CONFIDENTIAL TO W.W.F.: If you have time to sit around and look for four-leaf clovers, you need more than luck.
 How has the world been treating you? Unload your problems on Dear Abby, Box 6700, Los Angeles, Cal. 90039. For a personal, unpublished reply, enclose a self-addressed, stamped envelope.

Don't Americans do this? Or am I the one who is wrong? O. O.

DEAR O. O.: I think your "old country" custom is charming and would like to see it become part of OUR culture. But Americans are no less friendly or thoughtful because their traditions are not yours. So don't

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Exotic Names For Beef Can Confuse Buyer

SHOSHONE — Mrs. Mary Lou Ruby, County Home Demonstrator Agent, announces "exotic names for cuts of beef can confuse shoppers."
 For example, she listed such non-standard names as rotisserie roast, California steak, western steak, his and hers steak, treasure steak, horseshoe roast and butterfly steak. They may be delicious but they do not let the average customer know where the cuts come from so she can cook them the right way.

Federal meat grades, on the other hand, provide consistent quality guides, and standard names for cuts are reliable indicators of the portion of the carcass from which the meat came.

Three federal grades are common. They are U.S. Prime, top grade, with abundant fat within the lean; U.S. Good, the most popular grade, for a majority, tender, juicy with flavor but with less fat than Prime, and Good, the thrifty grade. It is of high quality, but less tender than the other two. Most cooking is generally advocated.

Cuts from different parts of the carcass vary in tenderness and should be cooked differently. For best results, the home agent points out. Most cuts from the rib and loin of prime, choice and good grades may be oven-roasted, broiled or pan fried. Tender cuts such as flank, plate and brisket need long, slow cooking, with moist heat to make them tender.

Grade and cut are the essential information. Special terms such as tender top-quality, western fed and supreme beef are not a part of the nationally recognized nomenclature.

Visit To Area Bethel Slated
HAGERMAN — Plans were made to visit the Jerome Bethel International O r d e r of Job's Daughters, April 12 when Mrs. Margaret Jobe, grand guardian, makes her official visit, by members of Hagerman Job's Daughters, April 12 when Mrs. Sandra Wingard, honoree queen, gave a report on the slave labor day. Peggy Hendrickson gave the librarian's report, "Friends."

Hostesses were Marie Slane, Chris Slane and Bonnie Lenker. The next meeting is April 12.

Mrs. Gold Will Direct Rupert Jay-C-Ettes

RUPERT — Mrs. Jay-C-Ettes have elected Mrs. Desail Gold, president; Mrs. Gary Mal, vice president; Mrs. Ted Gibbs, secretary; Mrs. Rod Thomas, treasurer; Mrs. Larry Maier, and Mrs. Dave Teeter, directors.
 Mrs. Dave Van Houten, the retiring president, presided at the dinner meeting was held at the home of Mrs. Mal, Mrs. Van Houten conducting.

The installation banquet is set for 7:30 p.m. Wednesday at the Dixie Inn in Rupert, and will be a joint affair with the Jay-C-Ettes. Mrs. Rex Hamilton is chairman of arrangements, with Mrs. Teeter as co-chairman.

For the state convention which is set for April 20 and 21 at Coeur d'Alene, members voted to help make campaign material for Burley Jaycee Ed John who is a candidate for state Jaycee president. He will be honored at a travel trophy and fund raising party April 1 at Twin Falls.

Mrs. Maier donated two vests which she made to the club, for the use of all members.

Mrs. Van Houten and Mrs. Gold were commended for 100 per cent attendance during the past year, and members voted to establish an award for 100 percenters for the 1967-68 year, beginning April 1.

Mrs. Gold, who is chairman of activities for geriatric patients at the "Mimimoka" Memorial Hospital, reported 43 birthday gifts were delivered to the patients during the year.

Annual reports included those of the president and the treasurer, Mrs. Hamilton.

At the last meeting of the group, Mrs. Max Vaughn, Mrs. Dave Teeter, Mrs. Floyd Gale and Mrs. Rod Thomas, were installed as new members, with Mrs. Van Houten as the installing officer.

Special guests were Mrs. John Howard and Mrs. Phillip Felt, both of Twin Falls, with Mrs. Marie Maricle hosting the dinner meeting.

Mrs. Maier and Mrs. Thomas attended the winter board meeting last month at Mountain arrangements.

Magic Valley Favorites

MRS. ADELNE WEIGT
 409 E. Ave. D, Jerome

Spanish Cabbage
 1 tablespoon shortening in a skillet or large pan of tender. Add 1 small head cabbage; chopped 1 onion, size of an egg 1 green pepper, chopped 1 can tomato soup 1 tablespoon salt.
 Put all ingredients in a pan or skillet. Cook until tender. Take off of stove and add one cup sweet cream. Delicious served over hamburger or as a side dish.

Altrusa Week Set In April
 Altrusa International was organized in 1917 and is celebrating its 50th year, growing in service in the fields of educational service, vocational service and international relations.

Egon H. Kroll, chairman of the Twin Falls Board of Commissioners, has proclaimed the week of April 9 through April 15 as Altrusa Week and asks the citizens of Twin Falls to honor Altrusa International, Incorporated, and the Twin Falls Altrusa Club for its significant contributions to civic betterment.

The Altrusa Club of Twin Falls was founded in 1937 to carry out the purposes of Altrusa International and has engaged in innumerable worthwhile projects.

WEDDING PLANNED
JEROME — Mrs. Olive F. Bartlett will be married to John W. McCullough in 8 p.m., April 17 at the Jerome Nazarene Church.

Home, and reported on these activities.

The Jay-C-Ettes have purchased copies of "The Cautious Criminal," a booklet published by the Crime Prevention Bureau of Los Angeles, for distribution to all first graders in county schools.

Mrs. Gold and Mrs. Van Houten presented a membership program, from material compiled by Mrs. Bill Mecker, Twin Falls.

After the meeting, Mrs. Gibbs was honored with a baby shower, with the hospitality chairman, Mrs. Mal, in charge of arrangements.

Marian Martin Pattern



9102 SIZES 12½-24½ by Marian Martin

JEAN LINES
 A-line jumper dress most to slim, trim the shorter, fuller figure. Note long, square neckline—blouse beneath.

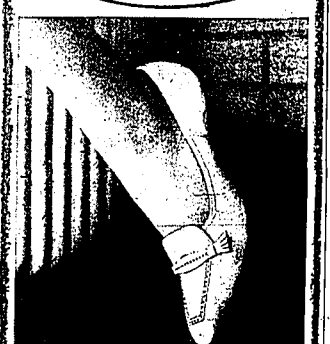
Printed Pattern 9102: Half Sizes 12½, 14½, 16½, 18½, 20½, 22½, 24½. Size 16½ jumper 2½ yds.; 45 in.; blouse 1½ yards 35-inch.

Fifty cents in coins for each pattern—add 15 cents for each pattern for first-class mailing and special handling. Send to Marian Martin, Times-News, 235 Pattern Dept., 222 West 16th St., New York, N.Y. 10011. Print name, address with zip, size and style number.

Everything new — 115 most-wanted fashions, fabrics, accessories in new Spring-Summer Pattern Catalog. All sizes! Clip coupon in Catalog—choose one pattern free. Send 50 cents now.

If you plant it or feed it — **GLOBE SEED** will have it!

Red Cross Shoes



IMPECCABLE TAILORING stocked to take all your spring suit-life activities in its easy slide. Fashion-wise squared off toe, high rising top front. Wise about making your steps soft and flexible, too... with Red Cross Shoes' famous cushioned fit. SUITOR \$15

Williams SHOES
 DOWNTOWN TWIN FALLS



Everybody and his brother needs milk with breakfast

"You know that milk is nature's vitality drink, don't you? Sure you do. You know that it's the only mealtime beverage that gives you lasting vitality. And you know that it helps balance your meals because it supplies you with vitamins and protein and minerals that you need every day.
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 That's why everybody—every last jolly, biddy buddy—needs milk with breakfast, lunch and dinner. So for goodness sake, buy extra milk. And drink it with every meal."
 George Sobel
 George Sobel said all these nice things about milk for the American dairy association

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"GET GOING" DEALS TOO GOOD TO MISS!



PLACING A WREATH at the grave of John F. Kennedy in nearby Arlington National Cemetery is Prime Minister Mohammad Hashim Majzoub of Afghanistan. It was the first wreath laying ceremony by a prominent foreign visitor since the body of the former President was transferred to the new site two weeks ago. With the prime minister is Army Maj. Gen. Curtis J. Herrick, commander of the Military District of Washington. (AP wire-photo)

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18-INCH TWIN BLADE ELECTRIC LAWN MOWER

SAVE TIME FOUR WAYS!

1. STARTS INSTANTLY, JUST FLIP THE SWITCH.
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SUPREME DELUXE ROTARY MOWER

TA217 21" 3 1/2 H.P., Easy lift starter and primer. Easy oil filler and dip stick. Gas Gauge, cast alum alloy deck, 8" ball bearing wheels, white sidewalls, individual height adjusters, Safety Handle with control panel.

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T207 20" 3 H.P. B & S Engine

Easy spin recoil starter, full baffles, safety blade adapter, 7" steel wheels, T handle, B & S engine.

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Automotive differential for their turning radius and maximum maneuverability, B & S engine. Forward, neutral and reverse transmission. 2 automatic safety brakes on blade and drive. Recoil starter, 12" pneumatic rear tires, 10" front tires.

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16" cut at a low, low price. Precision built and ready for smooth, trouble-free performance. 21.95 Deluxe... **\$24.95**

No Money Down
 All Mowers serviced and ready to run.

Valley Traffic Courts

Robert J. Hanigan, Payette, was fined \$15 by Bliss justice of the peace, Mrs. Ruth Parsons, for speeding. Also fined by Mrs. Parsons were Michael D. Stevens, 14, Bliss, \$10, failure to report an accident, and Thomas Grimsand, 28, Seattle, Wash., \$10 for following another vehicle too closely.

Joe Bingham, 18, Declo, was fined \$5 by Heyburn Police Judge Roy Skinner for driving without a license on his person. Dwight L. Cranney, 18, Heyburn, was fined \$10 by Judge Skinner for speeding. David L. Stimpelman, 25, Route 2, Paul, was fined \$10 by Paul Police Judge U. U. Locander for failure to yield the right of way.

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ON **KTFI** 1270 KC

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Starting Promptly at 12 o'clock Noon.

Lunch on grounds by Great Western Chuck Wagon

Located 3 miles North of Gooding, Idaho, on Fairfield Highway at Olson Corner.

26 HEAD HOLSTEIN DAIRY CATTLE

TAG NO. 26—Holstein cow, 4 yrs. old, milking
 TAG NO. 23—Holstein cow, 6 yrs. old, 8 gallon cow when fresh, milking 7 gal. milk
 TAG NO. 3—Holstein cow, 6 yrs. old, milking 7 gal day now
 TAG NO. 1—Holstein cow, 5 yrs. old, milking 7 gal day now
 TAG NO. 4—Holstein heifer, 2 years, old heavy, milking
 TAG NO. 18—Holstein cow, 5 yrs. old, milking 8 gallons now
 TAG NO. 7—Holstein cow, 5 yrs. old, heavy milking
 TAG NO. 12—Holstein cow, 5 yrs. old, milking
 TAG NO. 17—Holstein cow, 4 yrs. old, has been fresh 60 days, giving 7 gallons
 TAG NO. 16—Holstein cow, 4 yrs. old, milking, on 8 gallon cow
 TAG NO. 8—Holstein cow, 3 yrs. old, milking with fat first calf
 7 Holstein heifers from 1 yr. to 2 yrs. old calf-head vaccinated. Some are open and some are bred. All ABS heifers.

BREEDING, DATES AND PRODUCTION RECORDS GIVEN ON ALL COWS DAY OF SALE. ALL COWS AND HEIFERS CAULCOC VACCINATED AND ALL COWS CARRYING THE BREEDING SERVICE OF ABS BULLS.

2 White Holstein calves, heifer and steer, 2 months old
 2 Angus heifers, 3 months old
 4 Angus steers, 3 months old

LOADING CHUTE AT RANCH

MILKING EQUIPMENT

1 Condo 2 unit milking machine with pipe and stall rack, 1 extra Condo pump for parts
 12—top milk cans—1 cow penholder bucket, strainers and some veterinary supplies, 2-wheel milk cart.

FEED

Approximately 15 tons baled hay
 300 bushel 3 way mixed grain
 200 bales of straw

MACHINERY

FORD 650 TRACTOR with adjustable wheels, Self been cutter for Ford tractor.
 METER 2-HOUR DITCHER, heavy duty type, new the past season.
 Ford 6 1/2 motor DEARBORN MANURE LOADER, heavy duty type. Dearborn rotorator
 JOHN DEERE 16-hole GRASS DRILL on rubber with grass seeder and equipment with power lift. A 2000 unit
 FORD 3-ROW CORNCRATER
 John Deere tractor type MANURE SPREADER rubber
 Ford 6 ft. tandem disc with 3-point hitch
 CASE CHARIOT TYPE SIDE RAKE with dual rubber tires. LIVE NEW
 3-SECTION CASE STEEL HARROW with folding draw bar.
 SPINNING SPARK CULTIVATOR with 3-point hook-up - GOOD LAND LEVELER
 20-1/2 SHOG BARRD HAY LOADER WITH LOADER
 Ford Fresno, 6 ft. with 3-point hitch
 FORD HAY BALEER with motor, in good condition - heavy steel
 MASSEY-FERGUSON 3-point CULTIVATOR for beet and beans, 3 bar type, new last season, complete equipped with oil tools.
 4 row bean planter with 3-point hitch.
 4 wheel rubber tired wagon with rack
 JOHN DEERE SIDE RAKE - 2 section steel harrow narrow
 275 GAL GAS TANK with METAL STAND
 Baled hay slip 2 horse drawn cultivator
 GOOD 3-COW STOCK TRAILER
 2 sets harness and collars - 2 ENG-cultivator fence.
 Set of rope blocks
 Shovel, forks, log chains, bolts and some shop tools, 1 set of markers, oval stock watering tank, baled hay fork, IHC 2-row spool planter, 10' long level-bed speed-digger, Horton single wing disker, 10x12 brooder house on skids, 10-foot dump rake, 1 square serving table, Ford tractor-jack, some 10 ft. ponies, some milled ties, large pile of soap, iron, some furniture.

CHICKENS

1 dozen mixed laying hens

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Krengel's

DOWNTOWN LYNWOOD

Dog Packs Prey On Snowbound Herds Of Elk, Deer In Ketchum Area

BY ANN DAILY
Times-News Staff Writer
The dogs have forgotten what they kill.

Ketchum, Idaho, as townspeople and Game Conservationist Ray Lyon find the mutilated carcasses, uneaten for the most part where the dogs have left them.

In Lake Creek Canyon, the toll on game has been the result of a wild dog pack, which is joined by dogs from the town.



ONE OF THE WILD PACK, this dog was killed as he molested deer in a canyon near Ketchum. Many town dogs have joined the wild pack which is being blamed for bringing down a full-grown bull and three elk. The pack has become so strong that recently they brought down a seven-year bull elk weighing approximately 800 pounds. (Times-News photo)



TWO YOUNG DEER, with no visible marks or wounds, were killed by dogs near Ketchum recently. The deer died of exhaustion after being chased through deep drifts of snow. The dogs were believed to have been owned by Ketchum residents who released them for morning runs. (Times-News photo)

Several members of the pack, which are estimated to contain some nine dogs, are completely wild, killing for food. Scavenging during the summer months to stay alive.

These dogs, released for "runs" in the early morning hours, join the packs, and make their "sporting kills" often between 8 and 10 a.m. These are the same dogs that play with children all day, eat probably more than adequate meals, and in front of hearth fires in the evening. Just good, all-around pets.

These dogs betray their pet status by hunting in the daylight hours. Used to sleeping the same hours as their owners, these dogs hunt with light, unlike the true wild dog, who will kill for food during the night.

The deer killers are of many different breeds. The wild dogs in Lake Creek Canyon are mixed breeds or mongrels, but the town dogs are mostly purebreds such as setters, labradors, bird dogs, spaniels and some sheep dogs.

One of the remarkable aspects of the problem has been the lack of reports of deer-chasing by hunters and Green sheepherders. Two breeds so ably equipped with the speed and strength needed to bring down deer.

Smaller breeds of lap dogs are often sighted with the pack, but more than willing to keep around on the helpless animals once they flounder.

The packs, as cunning as they are strong and swift, run the deer down from the slopes into the deep snow-clogged valleys. In the deeper snow the dogs are able to run lightly on top of the crust, while the deer are heavy enough to break through into the sometimes three-foot drifts, must plunge to move across. The outcome of the race is easily predicted.

Sometimes the deer will die of exhaustion from trying to escape, and other times they will bleed to death from wounds inflicted by the fangs of the dogs. So strong is the pack and so easy is it for them to kill, that in recent weeks the wild pack in Lake Creek Canyon brought down and partially ate a bull elk weighing an estimated 800 pounds.

The elk, for the most part more intelligent and stronger than the deer, have escaped much of the destruction by the dogs. Besides the bull elk, a cow and calf elk have been killed recently. The deer, which will stand and stare at the approach of a dog, are killed in greater numbers.

How have the townspeople reacted to the slaughter? Up until recent weeks, most villagers have refused to accept stories of the dog packs. Two recent incidents have brought awareness of the deer and elk killing home to many people in Ketchum.

On two separate nights, deer were brought down near homes in Warm Springs Canyon. A doe was found dead on the doorstep of one home, and another deer was found still alive, but mutilated, a few feet from another home.

Sentiment toward the problem seems to be in three different directions. A large number of residents still refuse to accept the fact that the packs are a problem. The general feeling of this group is, "It can't possibly be good old Tippy, he'd never hurt any."

Another faction, perhaps to be sympathized with, are those with dogs they suspect of deer-killing, and who are trying their best to protect their dogs and keep them chained.

The third group, made up of an undetermined number of sportsmen, have taken the problem to heart and have chased an unknown number of dogs seen molesting the deer. Dogs disappear, and nobody says much.

YEARLING FAWN, feeding on the early spring grass near a home in Warm Springs canyon, west of Ketchum, is easy prey for the packs of wild dogs that have been killing deer there recently. The dogs, owned by residents, kill in the early morning hours, but do not, for the most part, eat their kill. (Times-News photo)

An understandable problem has arisen with the disposal of the dogs. Conservationist Lyon, as a state officer, protects the deer by hunting the packs, and interested sportsmen often help control the deer-killing.

The wild dogs present no problem, they belong to no one. But the town dogs, often costly purebreds, are in another category. They are someone's property, and that someone is usually offended if a person kills his dog.

As the weeks wear on, Conservationist Lyon disposes of the carcasses of deer, tracks the wild packs by snow machine and urges villagers to keep their dogs chained and penned for the next few weeks.

Reports continue to come in of the molestation of deer. On Sunday three unidentified sportsmen, traveling by snow machine, found a cow elk cornered by three dogs in an abandoned cellar in Lake Creek Canyon. The elk got away.

Conservationist Lyon explained that the problem may partially solve itself in just a few weeks. Warm weather is haring the south sides of most slopes and will continue to uncover browse food for deer and elk farther back into the mountains. As the slopes are bare, the deer and elk will move farther away from the populated areas such as Warm Springs Canyon, and will feed on higher and lonelier places.

As for the town dogs, the taste of wild blood will fade during the summer months, but as the deer return in the fall, the instinct of the predator will awaken with it, and good old Tippy will probably run with the pack again next year unless his owner gets as smart as he is.

One jarring note to the deer-killing has been the appearance of human scavengers. Nearly all of the elk and deer killed by dogs near Ketchum have been robbed of their antlers, and in the case of elk, the ivory-tush too, by trophy seekers. Some trophy!

Fort Lauderdale's Civic, Economic Leaders Defend College Visitors

FORT LAUDERDALE, Fla. (AP) — Civic and economic leaders agreed today the city had a swinging Easter as a playground for vacationing college students, but wouldn't go along with a prosecutor who called the frolicers "despicable and unwelcome in the future."

City Commissioner Allen Forbes said statements Monday by State Atty. Roger H. Harper showed "an unfortunate attitude."

Harper told a Hollywood civic club that Fort Lauderdale ought to end its annual "college cruise" invasion. The time has come, to place this despicable class of tourists on notice it is no longer welcome in Broward County.

He suggested police and court crackdowns and community ostracism for those who come next year, and notice to all colleges that the students no longer are welcome.

About 30,000 young people thronged Fort Lauderdale beaches and streets over the weekend. Close to 500 were arrested between Thursday and Sunday, mostly for offenses related to drinking and disturbing the peace. Several delivery trucks were looted, a courtroom raided for souvenirs, and police officers roughed up.

Forbes said, "It's unfortunate there always are a few bad apples in the barrel." But, he said, less than one per cent of the visitors did enough to incur arrest "and this is amazing considering the potential electricity atmosphere we had here." He said the throngs also included "our future leaders." It's all a part of being young.

Police said many of those arrested were not visiting college plans, but youngsters from Fort Lauderdale and neighboring south Florida cities.

City Commissioner James Leavitt said, "We should invite them back next year and tell them we're going to enforce law and order."

Fred Temple, who operates two motels, said, "They were both full mostly of college students. This year was the best bunch we ever had. They did less damage and caused less trouble."

"Of course there's always a certain group of undesirable doxies of 300 court cases of our own area."

Meanwhile Municipal Judge Stephen Booher was cleaning up doxies of 300 court cases stemming from the tumult. Most of the defendants pleaded guilty. Those who didn't had to post \$500 bond for June appearance.

News Of Record
BLAINE COUNTY
State Police Blotter
Robert Franklin Burks, 20, Sun Valley, was not injured when his 1969 Rambler overturned and was demolished in a one-car accident at 3 a.m. Sunday 24 miles north of Shoshone on Highway 83. State Patrolman Ron Eggleston said Mr. Burks "drifted" he went to sleep and lost control of the car.

Iron And Steel Mills Planned

MADRID — Iron and steel mills are scheduled to be built in the near future in Andalusia, where none at present exist today devoted to this type of industry, in spite of the abundant but barely exploited iron ore deposits.

At present, Spain's greatest iron and steel concentrations are in the north, where the steel works of Aviles and Baracaldo are located.

USE TIMES-NEWS WANT ADS FOR FAST SELLING RESULTS

CERTIFIED "PRE-FROST" RUSSET Seed Potatoes

Double "O" Idaho & California clean stock ready. Eligible for recertification. Raised east of Fort Hall - 4700 foot elevation in Buckskin Basin (Isolated) by Clair Kracaw & Sons.

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DUCO SATIN SHEEN ENAMEL

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NOW YOU CAN BUY IT AT YOUR NEAREST KING STORE WHERE PRICES ARE LOWER EVERY DAY

<p>Du Pont Lucite® Wall Paint</p> <p>QUARTS \$1.76</p> <p>GALLONS \$5.94</p> <p>The clean, easy, quick way to paint! "LUCITE" doesn't drip, run, or spatter like ordinary paints. Covers more... better than before! Dries in half an hour. Washes clean from hands and brushes with water.</p>	<p>Du Pont Duco® Satin Sheen Enamel</p> <p>QUARTS \$2.32</p> <p>GALLONS \$7.87</p> <p>Perfect for woodwork, bathroom and kitchen walls—where there's moisture or hard wear. "DUCO" flows on smoothly, dries quickly to a rich, semi-gloss finish—Beautiful—the ideal complement for "LUCITE" Wall Paint.</p>
<p>5 ft. Wooden STEP LADDER</p> <p>3.99</p> <p>KING'S LOW PRICE</p>	<p>9 INCH PAINT PAN & ROLLER</p> <p>Your Choice..... 57¢</p>

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KING'S

VARIETY DEPARTMENT STORES

Valeck To Take Over As Illinois Head Grid Coach

CHAMPAIGN, Ill. (AP) — Jim Valeck, South Carolina assistant coach and Illinois football captain in '48, will be named the Illinois head football coach to succeed resigned Pete Elliott, The Associated Press learned Tuesday. The university is planning a news conference Wednesday to make an official announcement and also to name a head basketball coach to replace Harry Combes. He is expected to be Harv Schmidt, '37 Illinois basketball captain.

Combes and Elliott were forced to resign in the recent Illinois-alush fund recruiting scandal.

Valeck, 40, who played end on the Illinois '47 Rose Bowl championship team, was interviewed by the Illinois Athletic Association's board of directors Monday night. He remained in Champaign Tuesday night, an spokesman said, adding that since Valeck is staying in the city you can draw your own conclusions if he will attend Wednesday's news conference.

Meanwhile, in Evanston, Ill., Northwestern basketball coach Al McGuire told The Associated Press that "I am remaining at Northwestern and am very happy here."

Agate had been prominently mentioned as a top candidate for the Illinois job.

Schmidt, who was named the most valuable player on the Illinois 1957 cage team, has been serving as assistant basketball coach at New Mexico university.

Reached at a Champaign motel, Valeck told The Associated Press, "at the moment, I don't know what the situation is. I'm waiting word from Illinois officials."

Valeck said he was familiar with high school football prospects in this area because of an assistant coach both at Army and South Carolina, he received prep offers from Illinois-Wisconsin-Indiana area.

It was learned that Schmidt, captain of the 1957 Illinois basketball team, was interviewed by the Illinois Athletic Association's board of directors Monday.

Schmidt served as a high school basketball coach at Dayton, Ohio, in '49 and '50, and in '52-'53, compiling a 29-3 record. He shifted to Moline, Ill. High School for the 1953-1954 season and had a 12-1 record.

"There are a lot of procedures for selection of a new coach," the spokesman said, "and the naming may be done in a matter of hours and certainly not more than a day."

Valeck is the man, his selection must be recommended to Dr. David D. Henry, school president, who has the approval of the Illinois Board of Trustees.

Valeck, now offensive backfield coach at South Carolina under Head Coach Paul Dietzel, has the backing of Gene Vance, who Saturday officially takes over as athletic director at scandal-hit Illinois.

Valeck and Vance were fellow football and basketball coaches respectively at LaSalle-Peru (Ill.) High School in the mid-1950s. Vance was a member of Illinois' famed White Kid basketball team of the 1940s.

Urgency marks replacement of Elliott, since Saturday is mailing date of Big Ten football tickets and the final recruiting picture already has been clouded by the scandal.

Chrysler Ends Boycott Of Atlanta 500

ATLANTA, Ga. (AP) — A spokesman for Atlanta International Raceway says Chrysler Corp. is dropping its threat to back a proposed boycott of Sunday's \$15,000 Atlanta 500.

The spokesman said Monday that Chrysler-backed cars would compete in the Atlanta race. "This ends speculation of a possible pullout by Chrysler entries," the spokesman said.

In a separate statement, Monday Chrysler said that cars of Plymouth and Dodge decided today to compete in the Atlanta 500 race Sunday without protest.

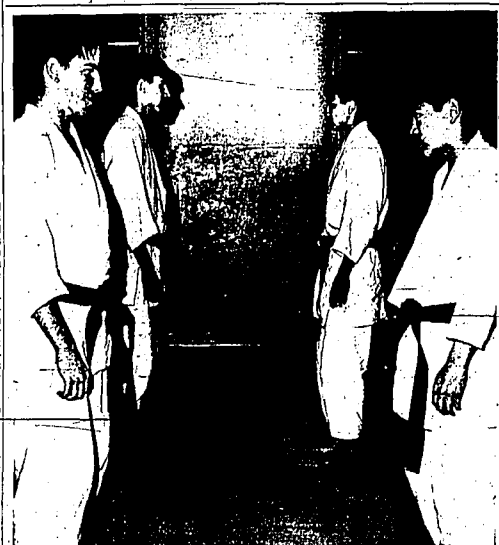
"This decision was made today when NASCAR officials agreed that after the Atlanta race is run they will reconsider their position on earlier protests concerning NASCAR race regulations and interpretations."

Some Chrysler-backed drivers and car owners had threatened to boycott the Atlanta 500 and other big stock car events the rest of the season in a dispute involving a new intake manifold and cylinder head system which Ford Motor Co. cars are using on their high performance engines.

Chrysler contended the new Ford parts were illegal because they do not meet the minimum performance requirements listed in NASCAR's 1957 rules, which state that 500 units be manufactured and available through dealers and parts outlets.

The executive manager of NASCAR, Lin Kuehler, said earlier that the new Ford manifold and exhaust systems are simply an improvement over those formerly in use, and that they are generally available for sale as required by the rules.

SPORTS



LINING UP in a practice session are, from left, John Brennan, Dave Johnson, Mike Koto and Dave Matsuka. The four Twin Falls YMCA Club members will compete in the National High School Tournament Saturday and Sunday at Fresno, Calif. (Times-News photo)

Easy Game

BOISE (AP) — Mrs. Charlotte Eller accomplished in her first golf game Tuesday what most divot devotees have failed to do in many years of pasture plow — she shot a hole-in-one.

Playing her first golf game, the Boise woman knocked in the ace on the 185-yard, par 3 11th hole at Plantation Golf Club, after she had to coax to take up the game in the first place.

T. F. Judo Players To Vie In Meet

Four members of the Twin Falls YMCA Judo Club, along with instructor Guy Matsuka, will leave Thursday for the National High School Judo Tournament in Fresno, Calif.

Mike Koto and Dave Johnson will compete in the 150-pound and under class while John Brennan will go in at 135 and Dave Matsuka will be in the 120-pound class.

The tourney will run Saturday with an All-Star team being picked Sunday to play the Japan All-Stars later this year.

According to Matsuka, this is the only tournament on a national level for high school players. Next year it will be held in Minnesota and the year after, possibly in Salt Lake City.

If the meet does come to Salt Lake City in 1969, the local club will be able to enter more competitors.

Hull, Mikita Wrap Up Titles

By The Associated Press

NEW YORK (AP) — With Bobby Hull and Stan Mikita having the goal and scoring championship of the National Hockey League wrapped up, the only questions remaining are can they break the all-time records in those departments?

Gretel Can't Beat Aussie Challenger

SYDNEY, Australia (AP) — Modifications were being made Tuesday on Gretel in an attempt to break through Dame Pattie's domination in Australia's American Cup trials.

A new skipper, Gordon Inge, took over Gretel in Tuesday's test but Dame Pattie won again and now leads 4-1 in the series between the 12-meter yachts for the right to represent Australia against the United States for the Cup off Newport, R.I., in September.

The Royal Sydney Yacht Squadron granted a delay to Gretel after Tuesday's race so more ballast could be added, rollers installed on the shrouds to speed handling of the genoa and the sail area reduced.

The trials will be resumed Thursday and now are expected to continue another four days with the addition of an eighth race around the 24.3-mile course off Sydney.

Boosters Meet

The Brain Boosters will meet at 7 a.m. Thursday in the Elks Building to discuss an upcoming track meet.

The Bruins will be at Meville Friday to test Bule and Capital. The baseball program also will be discussed.

Three-Year Dove Study Set For West

BOISE (AP) — The western dove technical committee met Tuesday and a three-year program was outlined to determine how early Mourning Doves fly south after their summer nesting.

State bird supervisor Elwood Biegan said the new program would try to determine when Doves fly south and at what rate. He said the birds were usually all gone from Idaho by the first part of September.

About 85 per cent of the Mourning Doves wintering south of Idaho are in Arizona, California, New Mexico, Texas and Nevada, he said, and the rest winter in Mexico.

The seven states in the Dove flyway will participate by banding and releasing birds to determine migration distribution and a new mortality of the small game birds.

The committee is responsible to the Pacific Flyway Council, which is made up of directors of Western Game Departments.

Quick Action Saves Horses

LAUREL, Md. (AP) — A Laurel Race Course official credits a track guard and nearby fire companies with quick action in preventing the spread of a barn fire which killed four horses.

"It was one of the few fires I've seen that was stopped about halfway through a barn," Frank J. Brady, Laurel general manager, said Tuesday.

"Two horses were burned to death in the Monday night blaze and two others were so badly burned they had to be destroyed. But 22 other thoroughbreds were led to safety."

Brady said a track guard turned in the alarm after spotting the fire. Five volunteer fire companies brought the blaze under control in less than an hour.

Wood Added To Georgia Staff

ATHENS, Ga. (AP) — Dick Wood, a veteran of seven years in professional football, was named assistant freshman football coach at the University of Georgia Tuesday.

Wood, 31, played under Georgia Coach Vince Dooley when Dooley was an assistant with Auburn's undefeated team of 1955.

Basketball Rule Changes Aimed At Stalling, Prevent Dunking

LOUISVILLE, Ky. (AP) — The National Basketball Committee Tuesday made a direct attack on stalling tactics in collegiate and high-school basketball by strengthening an old rule to "have as much action as possible. There has been a rule to prevent stalling and a lack of action for about 10 years now," said Clifford Fagan, secretary of the basketball rulemakers. "We have now revised this rule to make it more strict and to reduce the possibility of abuse."

Under the old rule, the team that was behind had the responsibility of forcing the action. If an offensive team did not advance forward with the ball after 30 seconds, it was given a warning and if no action resulted after another five seconds, a technical foul was called.

"This is still true," Fagan said. "Only under the new ruling, a team is warned after 10 seconds. If no action results after another five seconds, then a technical foul is called."

"The rules committee over-weighingly approved this rule," Fagan said. "The committee feels that it is for the good of the game and should provide much more action."

In another move, the committee passed a rule that prohibits "dunking" the basketball. The penalty will be loss of possession.

"The purpose of this rule is to equalize the offense and defense and to give each team similar privileges under the basket," Fagan said.

Edward S. Steitz, the incoming rules interpreter for the committee, said the rule was made because there is a danger for the dunk shot and because of an increased number of injuries reported from dunking.

Taylor May Be Phillie First Sacker

CLEARWATER, Fla. (AP) — If the National League season started Wednesday, Tony Taylor would be at first base for the Philadelphia Phillies.

Manager Gene Mauch has decided upon the 31-year-old second baseman and baserunner as the replacement for the injured Bill White.

White, who hit .316 with 22 home runs and 103 RBI last season, while winning the Golden Glove as the league's top fielding first baseman, won't be able to play regularly until mid-May or June.

The 33-year-old White tore an Achilles tendon while playing paddle ball in the off season and is recovering from delicate surgery. He retrained the ankle in training camp when he tried to do too much too soon.

Mauch says the doctor has assured him White will be available for pinch hitting duties when the season opens. Asked how White could lose, the manager quipped, "If he hits them far enough he can get there."

Taylor has won the first base job over the veteran Jim Gentile, and outfielder John Briggs. Gentile has shown nothing so far in spring camp. Briggs is needed in left field.

"White, who hit the first time Taylor has been called upon to substitute for a star. Last season he played 24 games at third base while he won the first base job over the veteran Jim Gentile, and outfielder John Briggs. Gentile has shown nothing so far in spring camp. Briggs is needed in left field."

Transplanting

Transplanting thousands of Steadhead smelts from the Niagara Spring Hatchery to the Pashmaler river holding ponds began Tuesday and will continue for 15 straight days.

C. R. (Bob) Quider, manager of the Idaho Power-Idaho Fish and Game Department plant, noted 29,000 fish were moved Tuesday.

Overall, some 6 million fish must be transplanted from now through May.

Scores

Exhibition baseball

San Francisco 4, Chicago (N) 1

New York (A) 4, New York (N) 4

St. Louis 3, Los Angeles 4

New York (N) 9, Philadelphia 7

Washington 5, Baltimore 2

Philadelphia 4, New York (A) 4

Philadelphia 4, New York (A) 4

Philadelphia 4, New York (A) 4

Philadelphia 4, New York (A) 4

Eastern Semifinal Playoffs

Boston 10, New York 10, Boston won best-of-seven series, 3-1.

National AAU quarterfinals

Phillips 62, Spokane 62

Denver 70, New York 70

Atlanta 60, Chicago 60, San Francisco 60

Enjoy "RED WING" Comfort

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• VELVA RETAN UPPER
• 10 EYE TIE
• SIZES TO 14

Regular \$26.95

\$18.90

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Sit on a pair. Take a step. Walk in them. Notice the fit. Feel the comfort. Know the pleasure of fine footwear.

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• "Sweat-Proof" flexible split leather insole
• Resonance cork sole and heel
• Hicel molded counter

Sizes to 14

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Having rented my farm, I will sell the following articles at public auction on the Burley farm located 500 South and 650 West of Burley, Idaho, or go 4 miles South of Burley then 4 miles West, 1 mile South and 2 1/2 miles West.

SALE TIME: 12:30 NO LUNCH

SATURDAY, APRIL 1

3 - TRACTORS - 3

1955 John Deere 4020 Tractor with Cab
1954 John Deere 4020 Tractor with Cab and front wheel

1953 John Deere 3010 Tractor with heat houser

5 - TRUCKS - 5

1966 Dodge D-500 10 wheel Truck with 8,603 actual miles and 5 spd., 2 spd. axle.
1966 Dodge 1/2 ton pickup Truck
1951 Diamond T 2 ton Truck with 5 spd., 2 spd axle 17 ft. Box and Grain Bed
2 Lockwood 15 ft. Potato Beds
Curl 15 ft. Potato Bed
1954 Dodge 3/4 ton heavy duty Pick-Up Truck
1964 Chevrolet 2 ton Truck with big ax, 4 spd., 2 spd. axle - 45,640 miles, 14 foot Grain bed.
1955 Fisco 16 ft. Grain and stock Bed
1955 Curl 18 ft. Potato Bed
Lockwood 14 ft. Potato Bed

NOTE: These tractors and trucks are in first class condition with extra good rubber and they are ready to go to work. This machinery is all in first class condition.

POTATO EQUIPMENT

1955 Lockwood Mark 6 Potato Harvester - like new
1966 Lockwood 4 row Potato Planter
1966 Lockwood Planter, loader, conveyor
Baldwin Piler
Potato Roller
1965 John Deere No. 416 4 row Potato Planter
Lockwood Seed Dipper
1965 Spudnik Loader and Piler
1965 Somo Seed Cutter
Potato Sorting Table

GROUND WORKING and PLANTING EQUIPMENT

1966 John Deere 20 hole Grain Drill with 6 in. holes and attachment - like new
1964 John Deere 3 bottom Plow
1964 John Deere No. 12 Ditcher
John Deere Angle Section Blade
1966 Krangel 4 Section Harrow
John Deere Solid Bar 6 row Cultivator - 3 point Corrugator
1965 John Deere F845 4 Bottom Plow
1965 John Deere No. 930 Lamin Plane
John Deere 4AF Cultivator
1964 John Deere Disk-10 Foot, hydraulic control
John Deere Flipper
2 Section Wood Harrow
Bean Ticker

MISCELLANEOUS

3 Rams - 2 wags
75 plastic and Canvas Dams
Lots of Cultivator tools and Corrugators
1000 ft. Plastic Hose
2000 Siphon Tubes - 3/4 in., 1 in., 2 in.
Briggs and Stratton 4 hp., 4 cycle pump
Lots of new balls, nuts and washers
2 Tars for bulk beds
Wheel Weights
2 Tool Bars - 12 ft. and 14 ft.
Chain for seed cutter
Briggs and Stratton 3 hp. motor
Bolt Rack
4 Salmenders

TERMS: CASH DAY OF SALE

OWNER: Hi Fi Farms Inc.

AUCTIONEERS: Gaylord Phillips Orvil Sears Bill Estes

CLERK: Jess Slaughter

CSI Given Tentative Date With Finnish Olympic Team In T.F. Next Year

By LARRY HOVEY
Times-News Sports Editor

College of Southern Idaho will probably host Finland's Olympic team next December and big Ples Vann was the toast of the Denver press media in the first day of the National AAU tournament. Those two items seem to top the Golden Eagles first invasion into national competition but the two-day stay at Denver left one with dozens of impressions. The Finland-CSI (thing) is a verbal okay on it.

Sports FROM ALL ANGLES

By LARRY HOVEY
Times-News Sports Editor

Coach Ples Vann, who had Denver harkened with his post-effort in the first round of the national AAU basketball tournament in Denver, rather typifies the frustration endured by College of Southern Idaho basketball players who attended the meet.

There are some people in the area who should be told the facts of the next summer's national AAU basketball tournament in Denver, rather typifies the frustration endured by College of Southern Idaho basketball players who attended the meet.

When CSI coach Eddie Sutton suggested picking up some help in the form of help in the regional tournament, it was in most areas as a logical answer to bolster Colorado's experience and, two athletes aren't usually as prone to the envy and pettiness of the world as playing games.

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Boxers Swap Banter, Sign For Match

NEW YORK (AP) — A confident Nino Benvenuti and an irritable Emile Griffith traded banter and half-smiles, threatened to come to blows Tuesday as they signed for a world middleweight boxing title fight in Madison Square Garden April 17.

Challenger Benvenuti, of Trieste, Italy, drew an angry reaction from Griffith when he walked up behind Griffith and tapped him on the shoulder to his attention.

"I'll hit you to hitting me before the fight," Griffith said, and he was smiling, his hands raised in a mock-serious fighting pose.

Boxers posed for pictures afterwards with the usual incidents of fainted punches but no more raised voices.

The 15-rounder will be Griffith's third title defense. He won the crown from Dick Tiger on April 1956, and outpointed Joey Archer in his two previous defenses. He has a career record of 52 victories and seven losses.

Benvenuti, the European middleweight champion, will be the United States title holder in world title. It will be the 25-year-old Italian's first fight in the United States. He has lost only once in 70 pro bouts.

The fight will be televised nationally in color with the New York City area blacked out.

Walking around the Denver Hilton, tournament headquarters, CSI coach Eddie Sutton said he had a few rim-bangers that could have improved that. Vann did most of his work inside in the first half and in the second game what could best be described as the work of a forward, gunning for the long jumpers and driving inside at times.

In Sunday's game we were disappointed in the caliber of play by four teams. CSI appeared capable of doing all of them with consummate ease. This started some grumbling about the answer to bolster Colorado's experience and, two athletes aren't usually as prone to the envy and pettiness of the world as playing games.

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IT'S ALL OVER for the College of Southern Idaho basketball team and forward Don Deuel following a season that began Nov. 23 and ended Sunday at the national AAU tournament. Deuel shows how a basketball player winds up a season after an 18-hour bus ride. The club was welcomed back to Twin Falls by city, school, Chamber of Commerce and Eagle Boosters Tuesday morning. It posted a 33-4 record, winning the AAU regional championship. (Times-News photo)

THE TIMES-NEWS SPORTS

Gogolak Frets Over Grid Future In Wake Of Aggravation Of Back Injury

FT. DIX, N.J. (AP) — Place-kicker and a number of times in a field dispensary for complaints about back trouble last week of basic training when the mishap occurred.

"We do not feel that this particular fall has caused any appreciable aggravation of his back problem, Albrecht said. However, he added: "This progress to this date has not progressed as we hoped it would."

Gogolak was injured in a fall down a flight of stairs two weeks ago in a barracks for recruits at this sprawling Army post.

"I couldn't get up, I had a bad back before, I lay there for several minutes," he recalled from his hospital bed at Walter Army Hospital. "Finally an ambulance came."

He said he was given some pills and injections and was assigned to complete bed rest for the first week.

"I was very light for about five days, I could just about move around," he said.

He started walking two days ago, leaving his bed only for short periods.

He said he was "very concerned" about his football career but did not decline. The hospital diagnosed the injury as a lumbar sacral sprain, a sprain in the lower back.

Col. Lawrence S. Albrecht, administrator of the hospital, said Gogolak, 24, had been examined on six different occasions in the base's orthopedic clinic.

Special Fish Openings Set For April 1

BOISE — Many lowland lakes, reservoirs, canals and some streams have special fishing seasons that start April 1 in all regions of the state, the Idaho Fish and Game Department reminded anglers today, and most waters already have been stocked this year with catchable sized trout.

James C. Simpson, chief of fisheries management, said the early opening waters are too numerous to list, but their names can be found for each of the six geographical fishing areas in the state. They are grouped together under special seasons and exceptions to the general regulations for each of the areas in the printed seasons and regulations for 1957.

Simpson said that catchable-sized trout six inches or more in length are being planted by the Department's hatcheries to be opened this year on April 1. They were hatched from eggs during the fall and winter of 1955.

"These fish will be from 13-18 months old when released into the streams and rivers," Simpson explains. "They grow somewhat faster in some hatcheries than in others, depending on water temperatures and other factors that contribute to growth. Fish culture conditions at the Department Hatchery in southern Idaho are the best in the state."

Russell Gets Pass To Play

NEW YORK (AP) — Casie Russell will be in the lineup for the New York Knickerbockers in their key National Basketball Association playoff game against the Boston Celtics Tuesday night, after speeding to New York from Ft. Dix, N.J., on a one-day pass.

He arrived at Madison Square Garden 40 minutes before game time.

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Giants Drop Cubs 4-1 In Exhibition

By The Associated Press

Willie McCovey drove in three runs and Mike McCormick pitched well for seven innings Tuesday as the San Francisco Giants beat the Chicago Cubs 4-1 in an exhibition baseball game.

It was Chicago's ninth defeat in 10 games, while the Giants won 12-6 in exhibition play. McCormick, bidding for a spot in the Giants' starting rotation, allowed just four hits.

Rusty Staub's triple touched off a three-run inning for Houston and the Astros went on to beat Pittsburgh 4-2. Jim Pugh, runner homered for the Pirates off Bob Belinsky.

Bob Gibson went seven innings and gave up six hits as St. Louis beat Los Angeles 3-1. Orlando Cepeda homered for the Cards and Julian Javier and Curt Flood both had three hits.

The New York Mets scored twice in the 10th inning off reliever Rubin Gomez, trying for a comeback and beat Philadelphia 9-7. Gene Mauch, Phillies manager, was thrown out of the game for using a heating pad in incident in which Bob Shaw of the Mets hit Clay Dalrymple's helmet.

Jim Cosser drove in three runs with a homer and a single as Kansas City beat the New York Yankees 5-4. Bill Robinson drove in all the New York runs with a three-run homer and a double as Washington beat Baltimore 5-2 in a game called after eight innings because of darkness.

Jay Johnstone's bases-loaded single with two outs in the fifth inning drove in two runs and led the Cardinals to a 3-1 victory over Cleveland.

Detroit and Atlanta were rained out as were Cincinnati and Milwaukee at Boston and Chicago.

Norman Kimball, general manager and Northwest scout for the Eskimos, said the former Oregon State quarterback, now a law student at the University of Southern California, was signed to a one-year contract with a "substantial bonus."

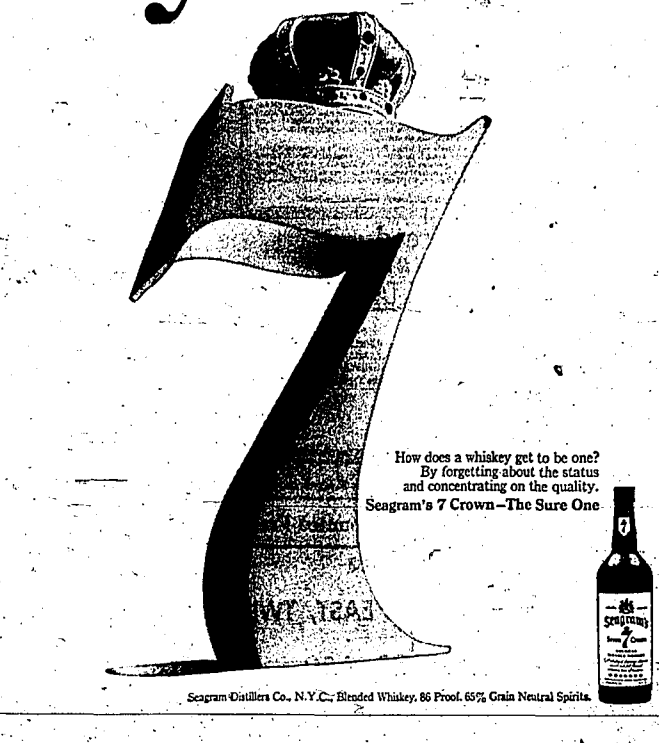
Baker Signs With Canadian Squad

CORVALLIS, Ore. (AP) — Jerry Baker, the 1955 Heisman Trophy winner who was released last year by the Los Angeles Rams, signed a contract Tuesday with the Edmonton, Alta., Eskimos of the Canadian Football League.

Norman Kimball, general manager and Northwest scout for the Eskimos, said the former Oregon State quarterback, now a law student at the University of Southern California, was signed to a one-year contract with a "substantial bonus."

Baker will report to Edmonton in June.

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Everybody, Except Enemy, Wants Piece Of Beehive Bomb Invention

By TOM TIEDE
KONTUM, Vietnam — (NEA) — It happened without warning. There were some shots and explosions. And in a dreadful instant the American camp was being overrun by dozens of suicidal enemy soldiers.

The GIs were stunned. It could have been a disaster. But, fortunately, it wasn't. As it happened, the U. S. unit, an artillery battery from the 101st Airborne, was prepared. At a prearranged signal, the crew of a 105mm howitzer leveled their tube directly at the onrushing terrorists.

The gun fired once. Its report was almost ridiculously weak. It sounded more like a popping fire than the boom of an artillery piece.

But its effect was devastating. What was a wall of ranting enemy became a silent sea of writhing bodies. Guerrilla troops grabbed at their faces and fell like rocks. Others gaped open mouthed, groped helplessly with their hands, and dropped in lifeless heaps.

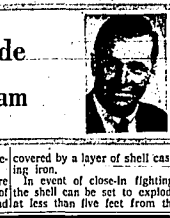
Shocked and confused, those guerrillas who survived turned and ran for the jungle in stark terror. Their attack was hope-

lessly mutilated. They never knew what hit them. And what did hit them? U. S. technology did.

In this case, the beehive bomb.

The beehive, more officially classified, three-foot-long artillery shell which can kill with such eerie efficiency that it may well strangle the most fearsome strategem in Oriental warfare—the human wave assault.

The shell is simple enough, actually. A bit larger than a normal 105 round, but no more than 165 round, but no more expensive to make, its payload



Tom Tiede
In Vietnam

consists of over 8,000 three-gram, inch-long darts.

The darts, or flechettes, are uniformly packed in a row of separate containers

guntube. After blast, the 8,000 darts are hurled in a cone-shaped direction with the velocity of rifle shots.

The darts, stabilized with fins hit head first. But on impact with flesh they usually tumble. One flechette can shatter a large bone. A half dozen will tear a chunk of body completely away.

Quite plainly, the results are grotesque. Those close to the gunpoint can be shredded beyond recognition. And, in usage here, enemy troops have been killed 200 meters from the ground zero.

"It's a God-awful weapon," says one artillery captain. It is indeed, even in tests the shell is terrifying. In a recent 101st experimentation, the 546 was aimed at scores of empty ammunition boxes, all of which were hit with such frightful force that most weren't even knocked over... just demolished.

In a statewide trial, a beehive was shot at a football field packed with several hundred balloons... all of which, throughout the entire field, popped as if they were one.

Despite this awesome power,

though, the beehive is still only a small factor in a war which expends thousands of artillery rounds daily.

But the demand for the beehive is growing. And, too, is the demand for its diversification. As of now, the shell is designated as a defensive weapon.

Infantrymen who've seen it, envision darts in their hand grenades. And others feel that flechette-filled antipersonnel mines are a natural.

In fact, everybody wants a piece of the invention.

Except the enemy, of course.

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• 3-1/2 H.P. 4-cycle Briggs & Stratton engine, Easy-Spin recoil starter, handle control
• Rear underdeck bottle, 4 height adjustments, 8" wheels. 2XC3622

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Nylon Hose

- Shear and lag flattening!
- Lovely No-Balge should!
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Rugged Performance
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- Full 24-month guarantee against tread wearout!
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- Thousands of road gripping edges bite deep!
- 4-ply 100% nylon cord body and Poly-BD tread!

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7.75x15 (6.70x15) Blackwall Tube Type Plus 1.00 Federal Excise Tax and Trade-In Tire

8.15x15 (7.10x15) Blackwall Tube Type Plus 1.50 Federal Excise Tax and Trade-In Tire

8.45x15 (7.60x15) Blackwall Tube Type Plus 2.22 Federal Excise Tax and Trade-In Tire

Other popular sizes & whitewalls at low W.A. prices!

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(Except Davis Luxury Premium Sentry)

LIFETIME GUARANTEE AGAINST FAILURE! Every Davis and Wizard passenger car tire is guaranteed for the life of the original tread against failure resulting from road wear or damage in normal use and handling. If the tire wears out or fails before the end of the original tread life, we will replace it free of charge or replace it with a new tire of equal or better quality, at our option, based on current exchange rates. Nail and air repair is not included.

TREADWEAR GUARANTEE: Every Davis and Wizard Passenger tire is guaranteed against tread wear for the number of months stated. If the original tread wears out before the period stated, we will replace it with a new tire of equal or better quality, at our option, based on current exchange rates. A dollar allowance. Allowance on all tires: 12 months, \$1.20; 18 months, \$1.80; 24 months, \$2.40; 30 months, \$3.00; 36 months, \$3.60; 42 months, \$4.20; 48 months, \$4.80; 54 months, \$5.40; 60 months, \$6.00.

Other passenger tires do not apply to Davis Passenger car tires used on trucks.

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a retread tire so good it has a
NEW TIRE GUARANTEE!

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Plus 40¢ Federal Excise Tax, and Trade-In Tire

6.70x15 (7.75x15) Blackwall Tube Type 9.95
Plus 40¢ Federal Excise Tax, and Trade-In Tire

8.00x14 (8.25x14) Black Tubeless 9.95
Plus 40¢ Federal Excise Tax, and Trade-In Tire

6.50x16 (6.75x16) Black Tubeless 8.95
Plus 50¢ Federal Excise Tax, and Trade-In Tire

Other popular sizes & whitewalls at low W.A. prices!

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WASH BRUSH
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Pacification Plan Gaining In Vietnam

SAIGON (AP) — Slowly a program to pacify the countryside is gaining a foothold in Vietnam, with blacked government teams fighting toe to toe with the Viet Cong for allegiance of the peasants.

Ironically, the man who developed the program that finally is dealing with the underlying problems of winning over the countryside may be on the way out, a casualty of political feuds and maneuvering.

And the program itself may be in danger from gathering pressures for quick and spectacular progress in a field where American and Vietnamese at the working level believe the first results may not be fully confirmed until late this year.

A U.S. official charged with overseeing the American aid effort in one of South Vietnam's 45 provinces says "I've been in and out of Vietnam since the late 1950s. I've seen pacification programs come and go, and probably still ought to be a cynic. But I'm not this time. This time I think we've got it."

By "it" he refers to the program of revolutionary development, the overhaul of an overly ambitious, underthought-out campaign begun in 1966.

The new version is commanded by Maj. Gen. Nguyen Duc Thang, a tough, burly northerner who spends 20 days a month in contested hamlets with members of his 53-man cadre teams. He plans to sprinkle 2,000 Viet Cong defectors through their ranks nationwide on the assumption the ex-Communists should know a great deal about organizing villagers.

These teams are trying to sell

BERRY'S WORLD



... And tell the Joint Chiefs, "Well done"—on the cost reduction program!

District VFW Meet Slated For Burley

BURLEY — Mrs. Ekanora Krueger, Wallace, president of the Veterans of Foreign War auxiliary of Idaho, will attend a district meeting at the Burley VFW hall April 3.

Members from Glens Ferry, Coaling, Shoshone, Buhl, Twin Falls, Rupert and Burley are expected to attend. Mrs. Krueger has been chosen one of the outstanding presidents of the month in the National Auxiliary bulletin.

She attended the midwinter conference held in Washington, D.C., in January, according to Robert A. Messenger, Jerome. During this conference, \$17,522.26 was donated to the Cancer Aid and Research Fund by auxiliaries throughout the nation.

The auxiliaries of the Department of Idaho contributed \$313 to this fund with Mrs. Krueger making the presentation. She will discuss this and other organization projects during the district meeting.

will quit his post-43 revolutionary development minister in September when the new government takes over. American officials, impressed by his performance, are arguing against this.

In the past, pacification has included a program so big it could not be run smoothly in a war-torn country and could not be defended by regular troops assigned to other duties. Also, Thang is beset by a host of critics among Vietnamese military and politicians. He says he

the needs of the people.

"Ten Most Influential Automobiles" Are Listed By Auto Magazine Editor

LOS ANGELES (UPI) — Remember the 1934 Chrysler Model B, the 1931 Reo-Royale and the 1934 DeSoto Allflow? These are some of the cars that Donald MacDonald, editor of Motor Trend magazine, calls the "ten most influential cars" of the first half of the 20th century.

MacDonald said his selections were not governed by popularity, or by "pretty form or unusual mechanisms," but by the influence and impact on subsequent generations of cars.

The popular Ford Model T did not make the list, even though its sales topped 15 million. MacDonald said the Model T design had "no direct influence on any other car manufacturer."

Here are the cars, listed in chronological order with MacDonald's comments: 1907 Rolls-Royce Silver Ghost: "The automobile that gave the 1907 a goal of consistent quality that has never been matched... a legacy of perfectionism that becomes lost in the American classic and the most treasured by collectors." The

1924 Chrysler Model B: This low-priced car was introduced with the first high-compression engine designed for production. It was one of the three cars of its day to feature four-wheel hydraulic brakes.

1927 LaSalle: "The first time a production car was professionally 'styled' all the way from radiator to tail light... basic principles evolved in the creation of the first LaSalle standard operating procedures in all of Detroit's styling studios."

1931 Reo-Royale: The first to be shaped by wind tunnel experiments and "more graceful" even than the custom-bodied Packards, Lincolns and Pierces of the era."

1934 DeSoto Allflow: A pioneer in design, but a dismal failure in public sales. Its most important legacy was a negative one: "Engineers and stylists leaped from it that what they think the public should have, is not necessarily a marketable commodity."

1938 Cord Model 810: "An American classic and the most treasured by collectors." The

front wheel drive "put the bloom on the styling, since the car could be lowered to a point still not reached by many of today's models."

1939 Lincoln Continental: "From the standpoint of the drawing board, no car had more influence on contemporary U.S. styling... the whole industry kept returning to what it loosely termed 'continental styling'."

1946 Citroën: A car that "epitomizes the tasteful school of Italian design that emerged after World War II and which ultimately became the model for the automobile industry of every Western country except Germany."

1950 Nash Rambler: The early pioneer in the compact field. "Slow to catch on, its eventual financial success... opened the compact era."

PLANES FIRED ON WASHINGTON (AP) — U. S. planes were fired on twice last year by Communist freighters in North Vietnam's Haiphong harbor, says the Pentagon.

Job Corps' Statistics Are Reported

By MARTHA COLE
WASHINGTON (AP) — Statistics of the Job Corps showed Tuesday it has a 70 per cent efficiency rating on its job — getting school dropouts off the dole.

The figures: As of the end of February, 61,878 young men and women had been in the Job Corps for varying lengths of time, some only for a week or two, since it began in January 1966.

Of the total, 45,415, or some 70 per cent, were doing something. Some 76 per cent of these had a job, 6 per cent had returned to school, and 18 per cent had joined the military services.

Some 33,000 now are enrolled in 115 Job Corps centers. They are 16 to 22 years of age, are free to leave when they wish but may stay as long as two years. Most of them finish a skill training program in about nine months.

APRIL is SLACKS MONTH at ROPER'S

RESTON "MILANO TWIST"
100% wool hard finish worsteds with Reston Rest-o-sep® permanent crease treatment. Choose from 7 colors.
Regular \$13.95
NOW \$11.88 OR 2 pair for \$23

RESTON "RAEFORD BARATHEA"
One of America's finest two-ply hard finish worsted fabrics with Rest-o-sep® permanent crease finish. Eight popular colors from which to choose.
Regular \$18.95
NOW \$16.88 OR 2 pair for \$32

RESTON "REGAL QUALITY"
Imported hard finish and solid heavy duty 100% wool Worcester worsteds. Six color choices.
Some extra Leatherneck suit trousers.
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REGULAR and SLIM MODELS, SIZES 29 to 42.

Greatest selections of top quality PERMANENT PRESS FARAH FARA-PRESS® SLACKS
BEST VALUES AT... \$7 - \$8 - \$9 - \$10
Complete line of Farah Boys' Slacks, too!

EXPERT PROMPT FREE Alterations

Hundreds of other fine slacks by Reston, Champion, Kingsridge, Hart Schaffner & Marx, Pendleton, Sears-Roebuck, and hand-tailored Italian imports.

"YOU JUST CAN'T BEAT all-electric living"

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ONTARIO, OREGON

"Last year we modernized with electric heat, modern wiring, plenty of outlets and total electric convenience. Our home has never been so comfortable! Since we both teach school, the work-saving electrical helpers are doubly appreciated. For comfort and convenience, you just can't beat all-electric living."

Make a clean break with the past!

Modernize your home with flameless electric heat and total electric living! Enjoy the economy of Idaho Power's low, "All-Electric" rate.

New, low cost, simple interest loans are available now for electric heat modernizing—payments on your regular electric bill.

You can get full information and planning assistance at your local Idaho Power Company office.

IDAHO POWER
Electricity Does So MUCH... Costs So LITTLE

SHOP OUR TREMENDOUS SELECTIONS OF NEW... **SPORT COATS**

MANCHESTER SPORT COATS in fine all wool, wool/Dacron, and wool/Oriol blends. Smart new contemporary styles and traditional natural shoulder models... \$29.95 and \$35

HENDRIX SQUARE SPORT COATS in wool and all wool worsteds, wool/Dacron and wool/Oriol blends. Smart new patterns, Glen Plaid, herringbone, stripes, plaids—and overcoats... \$35, \$39.95 and \$45

CAMPUS TOGS by Louis Goldsmith in the season's best looking new Herringbones and solids... \$39.95 and \$45

DOZENS OF OTHER HANDSOME TOP QUALITY TAILORED SPORT COATS BY KINGSRIDGE... \$45, \$65, \$65, \$75

AND HART SCHAFFNER & MARX... \$65, \$75

See a big selection of Bob Hope's favorite slacks in the 1968 Banbury Blazer in fine Fortinmann wool and Dacron herringbone.

Use Your Convenient Roper's Charge Account OF **ROPER'S** FIRST SECURITY BANK/AMERICAN CARD *write-in to*

TWIN FALLS — BURLEY — RUPERT — BUHL
If it's from ROPER'S... It's RIGHT!

BRIDGE

By Jacoby

LIGHTNER CUE DEFEATS SLAM
 Look at the bidding in today's hand. You may wonder about West's raise to two hearts and North's jump to four spades. You will probably decide that West and North just liked to bid. You will agree with East's

its inventor, Theodore A. Lightner of New York. The theory is that there are many times when you want your partner to make an unusual lead against an opponent's slam bid and few times when you expect to beat the slam on simple defense. Hence, the Lightner convention is that when your opponents have bid a slam that they obviously expect to make, a double calls for an unusual lead.

In this case the unusual lead is clearly a diamond. A club lead would also be unusual but East could have invited a club by bidding clubs at some stage. Therefore West knows that his partner is using the first diamond trick. He leads the diamond. East ruffs and lays down the ace of hearts.

This particular slam double was rather "dangerous." East was sure of the first trick, but he had to worry about his heart trick. North and South did not have many hearts between them. However, East wanted a profit and he decided that if either opponent was void of hearts they might have gone to a grand slam.

CARD SENSE
 Q—The bidding has been: West North East South
 1 ♠ 1 ♠ 2 ♠ 3 ♠
 Pass 3 ♠ Pass 3 ♠
 Pass 4 ♠ Pass 4 ♠
 You South, hold: ♠Q73 ♥K654K4 ♠A Q J 2
 What do you do now?
 A—Four spades. Your partner's club bid has started your ruff to slam possibilities. If West clubtrumps or do East trump support now.

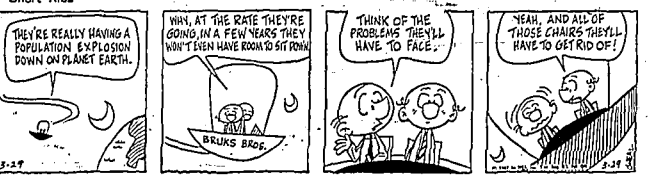
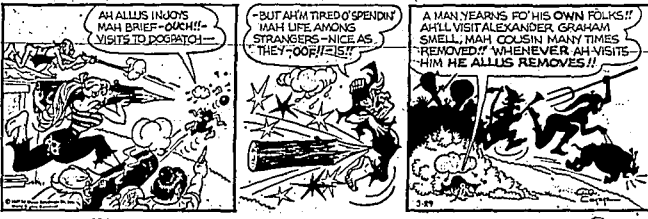
TODAY'S QUESTION
 Your partner continues to bid five diamonds. What do you do now?
 Answer Next Issue

NORTH (D) 23
 ♠A Q 9 5
 ♥A J 10 7 6 5
 ♦7 6
 ♣K J 10

EAST
 ♠7 6
 ♥10 9 8 7 3
 ♦A K Q 8 5 4
 ♣A 10 9 8 5 4

SOUTH
 ♠K J 8 4 3 2
 ♥2
 ♦K Q 2
 ♣A 8 4

West North East South
 2 ♠ 1 ♠ 2 ♠ 3 ♠
 Pass 3 ♠ Pass 3 ♠
 Pass 4 ♠ Pass 4 ♠
 Pass Pass Pass Pass
 Opening lead—♦3



Young America's
Date-Line
 By
 ELE AND WALT DULANEY

Sensible Steadies Are Friends First

In general steady-dating in high school is a limiting, dangerous business. But there are exceptional couples who make it work, who grow up with their commitment to each other. Case in point: Honolulu seniors Rick Puhl and Patty Chote.

Their romance started with a gular delivery in the seventh grade. Rick was on an errand for teacher and spotted Patty. "But, we were young," says Patty. "At three summers ago they joined the same swim team, and launched a steady commitment that's endured ever since. ("But we've had our fights!")

Outwardly theirs is a classic teaming of looks and prestige: football hero, class president, Puhl co-starring with cheer-leader, model Chote. But as they probe their mutual affection, it's obvious that there's more involved.

Said Rick, "The one thing that's held Patty and me together through these years is that we've been good friends. Sure, I'm proud when we're out and some guy will say, 'That's a great girl.' But I'd like Patty if she were a boy, we get along together. The key word is that relationship is companionship; we're pals."

SHARE MANY INTERESTS
 Their mutual enthusiasms are many: sports, student government work, coaching small children, and parties and dancing. The same activities apply to both: straight-forward, poised, direct. We're pretty thick-skinned. I guess," said Rick "and added, "not insensitive; we just don't get all emotional about things."

Since familiarity breeds familiarity, the great problem for long-term steadies is usually sex. We asked about this, Rick said openly, "Before I started dating Patty I knew she was not a real hot number. I was just out for kicks." Patty cut in, "It wouldn't take me out!"

Rick again, "It doesn't bother me if she doesn't interest me that much, that's lost with a capital M. "We've talked about it. What's your problem? Big or of course. At first, we talked small send it to Ele and Walt DulaneY, Address them at T 7600 n big hit. At a movie some-age Date-Line, in care of this thing will come up, and we'll newspaper.

Major Hoops

IT'S LUCKY FOR HIS NIRS THAT SCOTTY PLAYED IT FOR LAUGHS, HE SAYS. THE OLD-TIMER ALTHOUGHT THE SCOTTY WAS THE BIG-MASTER IS WELL NAMED IT CREATES MORE SMOG THAN A FIRE AT THE DUMP!

LISTEN TO WHAT SCOTTY WROTE ABOUT THE MAJOR'S LATEST BRAN: "THE OLD-TIMER ALTHOUGHT THE SCOTTY WAS THE BIG-MASTER IS WELL NAMED IT CREATES MORE SMOG THAN A FIRE AT THE DUMP!"

MUSIC WITH THAT SPECIAL AIR 9:30-5



Out Our Way

SNAP IT UP MISS AMERICA! I'VE MADE TIME FOR THREE BATHS ALREADY! WHAT'RE YOU DOING WASHING OUT A FEW THINGS?

COOL IT BUSTER! I'LL BE BACK IN TEN MINUTES! GET WHEN I'M GOOD!

COVE OH-CUT STALLING! PUT ON YOUR RACE STRAIGHTEN OUT YOUR MOOD, AND OPEN UP!

HEY, I THOUGHT YOU HAD A LONG AND WIDE SOAKA STAY IN BED!

THAT'S WHAT I'VE COME BACK WHEN THERE'S A CEASE-FIRE AND THE TROOPS HAVE LEFT THE AREA!

WHY MOTHERS GET GRAY

STAR GAZER

By CLAY R. FOLLAN

According to the Stars, To develop message for Thursday, read words corresponding to numbers of your Zodiac birth sign.

1. I	2. I	3. I	4. I	5. I	6. I	7. I	8. I	9. I	10. I	11. I	12. I
13. I	14. I	15. I	16. I	17. I	18. I	19. I	20. I	21. I	22. I	23. I	24. I
25. I	26. I	27. I	28. I	29. I	30. I	31. I	32. I	33. I	34. I	35. I	36. I
37. I	38. I	39. I	40. I	41. I	42. I	43. I	44. I	45. I	46. I	47. I	48. I
49. I	50. I	51. I	52. I	53. I	54. I	55. I	56. I	57. I	58. I	59. I	60. I

Female of Species

ACROSS 35 Queen of field (4)

DOWN 10 Down (4)

11 Down (4)

12 Down (4)

13 Down (4)

14 Down (4)

15 Down (4)

16 Down (4)

17 Down (4)

18 Down (4)

19 Down (4)

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Critics Say Johnson Wants To Make Social Security Into Welfare Program

By EDMOND LEBRETON
WASHINGTON (AP) — Critics of President Johnson's proposed massive overhaul of the Social Security system claim he wants to turn it into a welfare program.

The administration discounts any such aim, but it's certain that questions raised by critics before the House Ways and Means Committee will concern the panel in closed session next week as it works over the legislation.

Both parties favor some increase in benefits, but liberal Democrats are eyeing a higher level than many conservatives simply stated that more than one-third of Social Security beneficiaries have so little income, including their benefits, that they must live below the poverty level. Thus, any increase in Social Security would alleviate poverty.

So far as financing is concerned, Johnson's proposals are strictly in the social insurance tradition. The Social Security Administration has studied the possibility of using some general revenues to help finance a parting from the principle that Social Security benefits are paid

Kennedy's Plans To Back Johnson May Test His Skill

By JACK BELL
WASHINGTON (AP) — Sen. Robert F. Kennedy's announced intention to campaign for President Johnson in 1968 is beginning to shape up as a major test of political skill for the New Yorker.

Kennedy confirmed Monday what he has been saying for a long time — he will not challenge Johnson for the Democratic presidential nomination next year.

The senator made it known through an aide that he would file the necessary sworn disclaimer of presidential intentions in Oregon, Nebraska or struck a city power pole.

Burley Police Court Lena M. Garner, 44, Route 2, Paul, requested a trial before Judge Roland E. Willis on a speeding charge. Garner was charged with speeding 51 miles per hour in a 35 miles per hour zone in a radar check. Mr. Garner appeared without counsel for the court trial. After hearing the case Judge Willis declared Garner guilty as charged, and fined him \$15.

any other state where his name might be entered in a presidential primary.

This could change, of course, if something took Johnson out as a candidate for re-election.

But the action points Kennedy toward the necessity of campaigning vigorously to elect an individual with whom he has personal and political differences not likely to be reconciled in the months that lie ahead.

Kennedy obviously wants to carve out a position within the party that will set him apart from the Johnson administration — but not too far apart.

Some of his friends think Kennedy may have gone a little too far in this direction with his February White House spat with the President and his subsequent reiterated criticism of Johnson for not stopping the bombing of North Vietnam in the absence of any sign this would bring peace talks.

An embarrassment of publicity riches has put the senator in a position where anti-Johnson Democrats, primarily the party's liberals and youthful Vietnam protesters, have embraced him as their leader.

To hold this following intact as a nucleus for a probable bid for the 1972 presidential nomination, Kennedy cannot afford to compromise with Johnson or even soften his war position materially.

He must be for Johnson as "an outstanding president," as Kennedy himself has classified the chief executive, but against some of his most important policies.

This will present a king-size dilemma for the senator if he campaigns side by side with Johnson through New York or undertakes individual speeches for the 1968 ticket in other states.

Politicians agreed, however, that Kennedy will have to dig in vigorously for Johnson. Otherwise, if the President were defeated the senator would be blamed for the loss and if Johnson won without his help Kennedy's political standing would slump.

March 29-30, 1967
Twin Falls Times-News 23
USE TIMES-NEWS WANT ADS FOR FAST SELLING RESULTS

But the recommendations sent to Congress stick to use of an increased payroll tax on employees and employers — and not on any charitable basis determined by need.

Johnson may have contributed to the uneasiness expressed by some witnesses when he submitted a budget message discussing Social Security in the general context of plans to aid the poor.

Officials insisted that didn't imply the administration was weakening the traditional concept of the program as social insurance rather than welfare.

They said the budget message simply stated that more than one-third of Social Security beneficiaries have so little income, including their benefits, that they must live below the poverty level. Thus, any increase in Social Security would alleviate poverty.

So far as financing is concerned, Johnson's proposals are strictly in the social insurance tradition. The Social Security Administration has studied the possibility of using some general revenues to help finance a parting from the principle that Social Security benefits are paid

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- GALLON SIZE - Can be used on all types of natural redwood, tone to shingles, siding, fence and redwood furniture. . . Reg. \$1.79

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- Cleans Like a Brush
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Your Choice **3 FOR 88¢**

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ANACIN 99¢
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FAST PAIN RELIEF OF HEADACHE - COLDS Body Ache or Neuralgia

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The Clear Hair Dressing

- KING SIZE

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1 pint, 6 oz. size

SUNBEAM No. PK SPRINKLER \$3.33
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- Automatic Revolving
- 5 Year Guarantee On All Sunron Parts

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- Set of two woods No. 1 and 3 Reg. \$17.97

GOLF IRONS \$21.88

- Set of five irons 3-5-7-9 and putter Reg. \$27.97

MEN'S — "BILLY MAXWELL"

GOLF WOODS \$19.88

- Set of Three Woods #1, 3, and 4 Reg. \$25.97

GOLF IRONS \$36.88

- Set of Eight Irons #2, 3, 4, 5, 6, 7 and 8 Reg. \$45.97

OLD PAL — METAL NO. SW5111 **TACKLE BOX** \$1.19

- With Plastic tray Regular \$1.49

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1/2 lb. spool
4 lb. to 20 lb. test
YOUR CHOICE

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100% Rayon Pile - Washable
DURABLE, SKID RESISTANT

Two Sizes Your Choice
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Playtex Living Gloves 97¢
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- Waterproof
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GARDEN HOSE SPECIAL 100% VINYL

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5/8" x 50 ft. \$2.29
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SAVE BIG at Buttreys SAVE BIG at Buttreys SAVE BIG at Buttreys SAVE BIG at Buttreys

Industries Throughout Magic Valley, Both Large And Small, Help

Additions Are Installed By Burley Firm

BURLEY — A new bulk cement storage plant is being built just west of the main plant of Valley Concrete Co. The new addition will handle a railroad car load of cement one time, an equal amount of sand and gravel, and will be electrically controlled. Also being installed is a new bell and spicket pipe machine. The new machine was manufactured in Denmark and is being installed by Pedershaab Inc., Dallas, Tex. The improved pipe may be used under high pressure and high pressure systems, according to Morris E. Baker, plant manager.

The Valley Concrete Co. was started by the partnership of Dec Pace and Walter A. Eager in the spring of 1959 at Burley when they purchased about five acres of the old Frank Schoedde Ranch. The land was leveled and on Aug. 10 the plant building was started. The plant opened for business and started pouring concrete Pipe Jan. 27, 1961, at its present location west of Burley on Highway 30.

For the first year of operation all pipe was made in three-foot lengths and were tongue and groove pipe. A rib on one end of the pipe for fitting to another. In February, 1962, a hydraulic machine and mixer were installed. Then the plant made bell and spicket pipe in four-foot lengths. During 1963, pipes and rings were purchased for making tongue and groove pipe. After the pipe is formed inside the jacket—the jacket, is removed and the green wet concrete pipes are placed in the steam kiln. At night the thick wooden doors of the kiln are closed and the pipes are cured by steam pressure. The Burley plant has two steam kilns which are 16 by 64 feet.

Also at the plant are head-gages, open and slab checks for irrigation ditches, covers for manholes, concrete septic tanks and fireplaces. The first plant manager was Wayne Archer and the present plant manager is Morris E. Baker. Joe L. Weldon is office manager. An average of 10 men are employed per day during a year.

The partnership of Pace and Eager ended when Pace purchased Eager's portion in the spring of 1965. Morgan bought into the business. Plants operating under the name of P and E Concrete Co. in Twin Falls, according to owner under the same ownership.

Repairing Of Antiques Is Sideline

Antique repair and restoring is a sideline of the Magic Glass and Paint Inc., 608 Washington St. N. and 509 Main Ave. S., Twin Falls, according to owner Craig Graybill.

The antique sideline was begun in 1957. Since then it has grown into a small business of its own. It has afforded Mr. Graybill with many interesting experiences with antiques.

Among the antiques that pass through his shop are a Governor Winthrop type desk, an antique table with brass claws holding glass balls, an antique rosewood side board, and old sewing rockers.

Most of the antiques restored by Mr. Graybill are from Idaho, although some have come from as far away as California.

LOANS BY SBA NOTED WASHINGTON — About \$70 million in loans were granted to small business by the Small Business Administration during 1965. Long-term loans were in most of a n a d, with disaster loans ranking second, according to the National Federation of Independent Business.



PAUSING AFTER rounding up cattle at the Valley Livestock Commission Co., Rupert, are from left, Wendell Cutler, yard foreman; Farley May, livestock dealer; Wayne May, owner, and Howard A. Jensen, yard assistant. Mrs. Howard Williams is bookkeeper of the cattle co. through these yards each year. (Times-News photo)

Valley Livestock Firm Boosts Minidoka Economy

RUPERT — A sizable boost to the economy in Minidoka County came from the Valley Livestock Commission Co. which shows \$1,052,260 as its contribution to the area in 1966. The company bookkeeper, Mrs. Howard Williams, said a breakdown of the year-end reports showed 38,724 head of consigned cattle sold in the ring during the year, with sales amounting to \$4,011,674.38. Repairs, maintenance, supplies and veterinary services, all spent locally, amounted to \$2,500; taxes were \$1,300; wages, \$38,148.22; and trucks benefited \$11,000.

The Valley Livestock Commission Co. was organized in 1956, and Mr. and Mrs. Wayne May bought the sale ring in 1963 from Blain Nielsen. H. D. Witherspoon, Heyburn, has been affiliated with the

IML Freight Inc. Is Dependent On Farmers

Recently IML Freight, Inc., shipping by rail, truck, sea and air. Head office for IML is in Salt Lake City. The firm has offices all over the United States, Hawaii and the Far East. They are the largest trucking firm operating in the Hawaiian Islands.

The Twin Falls IML terminal ships about three times as much produce and products out of Twin Falls as it does in, primarily because the bulk of its shipments are farm produce. Among these agricultural products are frozen and fresh potatoes and canned goods from the Great Green Co.

M. O. Roske, manager, said IML's business is largely dependent on farmers. If a bad crop is produced in the area during a year, IML makes less money.

It was not too long ago that Gates Rubber Co. bought all stock in the IML firm. Since that time there has been a steady improvement in the company's business. Mr. Roske said that this competitive spirit prevalent in the trucking industry is going to force IML and other such firms to constantly update and improve ideas if they are to survive.

Mr. Roske said it will not be too far in the future when IML, 117 miles from the Canadian border, Twin Falls, will be a complete user to the Gulf of Mexico.

Kraft Foods New Plant Addition In Rupert Gives Boost To Local Economy

By LARUE CHENEY Times-News Correspondent **RUPERT** — Since expansion is a mark of growth for an industry, it can safely be stated that the Kraft Foods new plant addition indicates a substantial boost to the local economy. Expansive production operations will begin about May 1, when production of cream cheese products will be added to the present Swiss cheese production, according to E. V. Virtue, plant manager.

Addition and modifications to the plant will be completed in April according to Virtue, and the new production will require approximately 40 additional employees. The openings will range from skilled mechanics to light plant labor. Job applications are presently being received, with employment expected to begin in April.

The new operation will approximately double the number of present employees. The cream cheese production will be handled on one shift, and Virtue said it is anticipated that during the peak production seasons the company will hire additional help for a second shift.

The Kraft company established plants in Idaho as early as 1934, and the Rupert plant was opened at its present location in 1935. The plant, operated by H. F. Laabs Co. was opened in 1936 on the south side of town, and this later became the Kraft plant. This building was destroyed by fire in 1934 and the present building was then constructed in 1935.

The plant was expanded in 1947 and again in 1952, and it was completely remodeled for Swiss cheese production in 1961. To follow the milk from cow to a package of Swiss cheese is a fascinating operation, Kraft said. It picks up the milk from the farmer either in bulk tanks or in cans. The first step at the processing plant is weighing and sampling to assure correct payment. Pay is regulated both by butterfat content and weight.

The milk is immediately added and refrigerated and held overnight. The following morning it is picked up by the truck and aerated (to bring fat content to the point needed to make cheese) and run into a vat with 200,000 pound capacity. Added at this point are starter (a bacterial culture) and rennet, an enzyme from the stomach of a calf which coagulates milk without souring it. The curd is then cut into fine particles and cooked in the vat through a steam jacket on the outside of the vat which raises the temperature. From here the cheese is pumped into a press where the curd is held in a press and whey drains off. The whey is separated to remove butterfat and it is then disposed of or given to dairies for animal feed.

The next operation for the curd is pressing and dipping into brine solution, where it is chilled. Next the cheese is placed in a plastic bag, vacuum sealed and dipped in wax. A curing period follows during which the cheese develops its particular characteristic of Swiss cheese.

The eyes develop when the bacteria forms carbon dioxide gas, which forms pockets inside the cheese. This development occurs only at warm temperatures, so the process can be controlled by controlling the temperature during curing. When the eyes have developed to the proper size the cheese goes into cold storage, which slows the bacterial growth and holds the product for flavor development. The entire process requires about 90 days.

From this point the cheese goes to the Pocatello plant for packaging for the consumer market. The annual payroll is about \$75,000.

RAILROADS SERVE MAIN WASHINGTON — Railroads serve 45,000 U.S. communities over 25,000 miles of right-of-way—the equivalent of an entire transcontinental rail route every 117 miles from the Canadian border to the Gulf of Mexico.

Paul Father, Son Design, Construct Pickup Campers

PAUL — Some people like to camp with the family, but two Paul men prefer "keeping up with the automobile manufacturers." In fact they find it more interesting — and profitable.

They have been making and selling them ever since. In 1965 they constructed a workshop and have registered as Satellite Campers. Their product has an original design which is being continually improved.

The 1967 models feature the dinette in the rear of the camper or in the center side, which gives the buyer choices. An added improvement in the construction is one-fourth inch styrofoam-insulation added to the regular insulation, making a two-inch insulated wall.

The new models feature coaches from eight and one-half feet long to ten and one-half feet, and are seven feet wide. Another new feature is the slide windows, but they also put in aluminum, whichever is preferred. The campers are completely furnished and are equipped for facilities run by electricity or gas or ice boxes.

The men had wanted a camper for personal use and ordered a camper building kit as a "do-it-yourself" project. The order arrived only half there when the father and son decided to serve the public. So they disposed of the kit and decided they could combine their talents and weld a steel frame camper and construct their own.

Just like making a dress, the material was measured, cut and assembled to their specifications. Before long, a number of requests for the men to make more for them.

Record Set **NEW YORK** — A new high of 100 million pounds of three-glass reinforced plastic was used in construction of pleasure boats in 1966, a 22 per cent increase over the 82 million pounds reported for 1965, according to the Boat Committee of the Society of the Plastics Industry, Inc.

TOBACCO SEEDS SMALL **NEW YORK** — Tobacco seeds are as small as ground pepper. A thimbleful will plant nearly a three acres of cigar leaves.

THIS PAUL FATHER and son find enjoyment working as a team manufacturing all-steel frame campers. Willis Reed, left, and his son, Alva Reed, outside the camper, went into business three years ago at the Reed Welding and Manufacturing Co., home of the Satellite pickup campers. They also manufacture a camper trailer. (Times-News photo)

Willis Reed and his son, Alva, have patterned their camper building kit as a "do-it-yourself" project. The order arrived only half there when the father and son decided to serve the public. So they disposed of the kit and decided they could combine their talents and weld a steel frame camper and construct their own.

Just like making a dress, the material was measured, cut and assembled to their specifications. Before long, a number of requests for the men to make more for them.

They have been making and selling them ever since. In 1965 they constructed a workshop and have registered as Satellite Campers. Their product has an original design which is being continually improved.

The 1967 models feature the dinette in the rear of the camper or in the center side, which gives the buyer choices. An added improvement in the construction is one-fourth inch styrofoam-insulation added to the regular insulation, making a two-inch insulated wall.

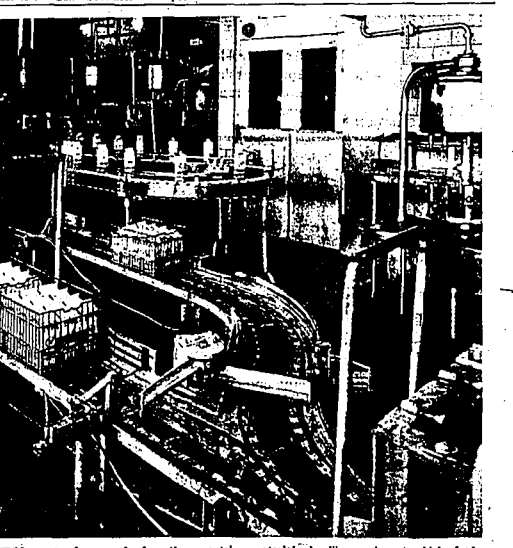
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TOBACCO SEEDS SMALL **NEW YORK** — Tobacco seeds are as small as ground pepper. A thimbleful will plant nearly a three acres of cigar leaves.



MILK CASE TRAFFIC CONTROL center foreground, allows cases to flow smoothly toward their destinations in Magic Valley Dairy's new plant. The plant is owned by Young's Dairy, the first in Idaho for such modernization, contains materials handling equipment which feeds milk cartons into a machine and forms, fills, seals, cases and stacks them. The plant produces 100,000 gallons of cream, cottage cheese and some frozen foods. (Adom photo)

Young's Dairy Is First To Have Complete Mechanized Milk Production

Young's Dairy Products Co., 143 4th Ave. W., Twin Falls, is the first dairy plant in the state to carry out complete mechanization in milk production. The modernized plant contains materials handling equipment which feeds milk cartons into a machine and forms, fills, seals, cases and stacks them. The plant produces 100,000 gallons of cream, cottage cheese and some frozen foods. The late H. A. Young started building cost approximately \$1,000,000.

Young's Dairy applies milk to retailers throughout Magic Valley and the Boise area. A fleet of 55 cars and trucks, including 1200-gallon tankers carry the milk to retail outlets.

THIS PAUL FATHER and son find enjoyment working as a team manufacturing all-steel frame campers. Willis Reed, left, and his son, Alva Reed, outside the camper, went into business three years ago at the Reed Welding and Manufacturing Co., home of the Satellite pickup campers. They also manufacture a camper trailer. (Times-News photo)

WE FEATURE IDAHO BEEF

Prepared and processed by "local" Southern Idaho Packers. We ALWAYS buy TOP QUALITY-U.S.D.A. Choice Beef — Second Grade Quality is NEVER Considered! Every Cut is Fully Trimmed and Packaged by Experts to Insure You the Freshest, Finest Meat Available Anywhere. Every Cut is "Satisfaction Guaranteed" or Your Money Back. Compare Quality — Compare Price! Shop Buttreys — You'll Be Glad You Did!

BUTTREYS DELISHUS CHERRY PIE

49¢ EACH

FRENCH BREAD

4 Large Loaves FOR \$1

8 IN. - 2 LAYER SPICE CAKE ... each 99¢

KRAFT MAYONNAISE QUART 59¢

SPRING CLEANING AIDS

FOR YOUR DISHWASHER

CASCADE DETERGENT ... 35 oz. Giant Size 69¢

THE NEW MIRACLE

BOLD DETERGENT ... Gt. Size Pkg. 75¢



TIDE DETERGENT

KING SIZE PKG. \$1.09

Buttreys SUPER STORE

LOCATED IN THE BLUE LAKES SHOPPING CENTER

Super Spring Savings At Buttreys

ROUND STEAK 59¢ lb.

BONELESS
Top Round lb. 79¢

BONELESS
Swiss Steak lb. 69¢

RUMP ROAST 59¢ lb.

FULLY TRIMMED BY EXPERTS
SATISFACTION GUARANTEED

BONELESS
Stew Meat lb. 69¢

LEAN - FRESH
Gr. Round ... lb. 69¢

FALLS BRAND "LEAN" PORK SAUSAGE 3 1.00 lbs.

SLICED BACON 39¢ pound Brand 'X'

LIBBYS or DEL MONTE - HALVES or SLICES
YELLOW CLING PEACHES..4 No. 2 1/2 Tins 98¢

LIBBYS - GOLDEN SWEET
CREAM STYLE CORN ... 3 No. 303 Tins 59¢

LIBBYS - TASTY
ROSEDALE SWEET PEAS..4 No. 303 Tins 59¢

WHITE - ALL PURPOSE
PILLSBURY FLOUR ... 25 Lb. Bag \$1.98

COMET CLEANSER

NEW EXTRA STRENGTH
CLEANSER SUPER CHLORINOL

2 21 1/2 oz. pkgs. **45¢**

6 oz. pkgs. **10¢**

Liquid Detergent
"THRILL" 22 oz. btl. 39¢

32 oz. btl. **59¢**

Fabric Softener
"DOWNY" 33 oz. btl. 75¢

64 oz. btl. **1.29**

Floor - Walls, etc.
Good for Every Chore
MR. CLEAN 28 oz. btl. 59¢

44 oz. btl. **89¢**

STORE HOURS
8 a.m. - 9 p.m. - DAILY & SUNDAYS

GOLD STRIKE STAMPS FOR ADDED SAVINGS!

So much to enjoy!
HOMOGENIZED MILK 1/2 Gal. 52¢

Meadow Gold

FRESH RIPE Strawberries 69¢ QUART

FRESH CRISP CELERY BUNCH.. 16¢

TEXAS - NEW CROP
YELLOW ONIONS 2 17¢

BLUE BONNET MARGARINE 1 lb. pkg. 37¢

AMERICAN BEAUTY ELBOW or SHELL RONI 3 98¢

SPRING CLEANING AIDS

PERSONAL SIZE
IVORY BAR SOAP ... 5 bars for 39¢

BATH SIZE
CAMAY BAR SOAP ... 2 bars for 29¢

Spic and Span "THE BIG JOB CLEANER"

GIANT SIZE PKG. 69¢

Buttreys SUPER STORE

THE STORE THAT BROUGHT LOW PRICES TO THE MAGIC VALLEY

Spic and Span

THE BIG JOB CLEANER
For Linoleum, Vinyl, Tile, Walls, Woodwork

Shoshone Sales Yard Continues To Bring Activity, Hum Of Prosperity

By MELBA THORNE Times-News Correspondent SHOSHONE—With a hum of activity and air of prosperity...

A large scale building project in August, 1966, has added considerably to appearances of the business...

O. J. Harris, who started the business a few years ago and has been instrumental in its growth...

A whole new front was put on the business, with a cafe, remodeling of office, new furniture...

Sales are held Mondays, but in 15 transactions are well up for each Monday and it takes two or three more days to finish work...

Despite Fires, Feeders Grain Firm At Burley, Paul Serves Ranchers

BURLEY — The Burley Feed Manufacturing Co. was opened for business in June, 1949, by J. F. (Jack) Peterson...

The firm presently is known as Feeders Grain Supply, Inc., and has been serving the area for almost 20 years...

Back in 1949 there were 10 to 12 acres in the Burley area around. During the early days the main product was alfalfa...

A fire burned the Burley Feed Manufacturing Co. in August, 1951 when the grain was in the foundation...

The buildings were rebuilt and operated by the Paul and Burley ranches...

A business at Paul, which operates under the same name as the Paul and Burley ranches...

The Paul plant was built and operated by the Paul and Burley ranches...

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left in a desolate condition with broken fences, and an accumulation of debris...

Stockholders of the former site of Wood River Sales Corp., state "by untiring efforts and great personal expense..."

Harris said personnel has remained about the same for several years...

There are 22 employees and the activity of the business is concentrated in the Shoshone vicinity...

All types of cattle are sold, dairy stock, fat cattle and hogs...

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Cement Firm Has Terminal At Heyburn

HEYBURN — The Idaho Portland Cement Co., with its manufacturing plant located at Heyburn...

The first shipment of Idaho cement was made in 1942. At present approximately 80 per cent of all production requires bulk shipment...

The expanded uses of cement in the construction of housing, structural and water conservational demands that cement be available...

Construction of distributing facilities in the Boise area is now being completed at Twin Falls and the terminal at Heyburn...

Additional terminals are located at Idaho Falls and Pocatello, and all facilities stock cement. The latest, fastest and most efficient handling equipment supplies cement to meet demand.

All cement, in bags, is placed on pallets for ease and convenience of handling. The use of pallets is the evidence of fewer broken bags and better warehousing.

The people associated with factories and products must grow with their industry. The Portland Cement Company was no exception...

The Portland Cement Association has now established a qualified engineering office at Heyburn. The services from this office are available to anyone in need of advice or assistance...

A policy that Idaho Portland Cement Co. is pursuing is to provide all employees with the opportunity of advancement. The establishment of a terminal at Heyburn, is another step forward in this program...

Defense contracts don't lend themselves to stability as steadily as a civilian business. "We're interested primarily in smaller manufacturing installations. They mean long-term investment for the community..."

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Nevada Has Another Game-Warehousing

RENO, Nev. (UPI) — The gambling state of Nevada declared in 1949 that Nevada decided on an interpretation of a law which seemed to prohibit...

In other words, Nevada is bidding for storage business, and will not invest in goods not destined for use in the state. This was incorporated into the state constitution in 1960...

For instance, a nationally known sun lotter merchant (Sea and Ski) moved from the San Francisco area to Reno. One of the major reasons...

So they felt they were paying taxes on their peak inventory. Location in an area with no inventory tax had an additional appeal to them.

The Eastern shippers are beginning to realize the advantages of warehousing in Nevada. They are shipping from Reno to any point on the West Coast in one day. From the East it takes much longer.

Denver's idea became a state

Dream Of Own Home Is Answered By Jerome Firm

By CYNTHIA MCKENZIE JEROME — A home of one's own is part of the stuff of which every man's dreams are made.

In the face of many problems of modern life — population growth, increased traffic, air pollution and so on — the quality of life is constantly being improved and better answers...

Some of the best answers to the problem of how to live better are in the form of new buildings, new homes and better answers.

These are not pre-fab homes, in the ordinary sense of the word. They are homes that are built to last and to provide a comfortable and pleasant environment.

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Water World Of Future Is Described In Magazine

NEW YORK—The seas around us may one day contain underwater communities with floating houses and other structures...

The magazine's editors are convinced that the time is ripe for a new kind of life on the sea. They believe that the future of humanity lies in the water...

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New Industries In 1970s Will Come From Lasers And Superconductivity

The new industries of the 1970's will come from lasers, superconductivity, and energy-conversion devices...

Lasers will provide the energy for a wide variety of applications, from medical treatments to industrial processes. Superconductivity will revolutionize power transmission and storage...

Energy-conversion devices will provide clean, efficient power for a wide range of uses. These technologies will drive the growth of new industries in the 1970s...

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Help-Wanted and Female

Lost and Found: Various notices regarding missing items and people.

Help-Wanted: Various job openings and advertisements.

Female: Notices and advertisements specifically targeting women.

Help-Wanted-Female: Further job listings for women.

Help-Wanted-Male: Job listings for men.

Help-Wanted-Male: Additional job listings for men.

Business Opportunities

America's Newest Business Opportunity: Advertisement for a new business venture.

Food: Advertisement for a business opportunity in the food industry.

Food: Advertisement for a business opportunity in the food industry.

Food: Advertisement for a business opportunity in the food industry.

Food: Advertisement for a business opportunity in the food industry.

Food: Advertisement for a business opportunity in the food industry.



Im fussy

Your guarantee of satisfaction ...



"The Owner's in the Store"

© 1967 Independent Grocers' Alliance Dist. Co.

THERE'S AN IGA STORE NEAR YOU

- | | |
|-----------------------------|--------------------------------------|
| BUHL
Erb Bros. | JEROME
Morley's Food Center |
| BURLEY
Clark's IGA | KIMBERLY
Person's Foodliner |
| CAREY
Don's Food Bank | MURTAUGH
Thorne's |
| DECLO
Declo Market | OAKLEY
Clark's for Shopping |
| FAIRFIELD
Market Basket | RICHFIELD
Piper's Shopping Center |
| FILER
Jordan's IGA | RUPERT
Mecham Foods Foodland |
| GOODING
J. C. Painter | TWIN FALLS
East Side Market |
| HAGERMAN
Owsley's Market | Mary's IGA |
| HANSEN
Daw's IGA | WENDELL
Cash Grocery |
| HAZELTON
Mike's Market | |

MAXWELL HOUSE
COFFEE
2 lb. can
\$1.19

BLUE BONNET
Margarine
1 lb. pkgs.
2 lbs. **83c**

FLUFFO
SHORTENING
5c OFF
3 lb. can **75c**

BEEF SALE!

BLADE BONE

Chuck Roast

39c lb.



7-BONE ROAST ... lb. **43c**

CHUCK STEAK ... lb. **49c**

BONELESS BEEF STEW MEAT lb. **59c**

LOOK WHAT YOU'LL DISCOVER AT IGA THIS WEEK!

HI-C, ORANGE or GRAPE

3 46 oz. cans - **79c**

IGA 4 FLAVORS CAKE MIXES

2 19 oz. pkgs. **49c**

BONITA FLAKES Clearwater No. 1/2 cans... **3 Cans 49c**

EVAPORATED MILK IGA Tall... **7 Cans \$1**

FAMILY FLOUR IGA 25 lb. **\$1.99**

40 OZ. PKG. BISQUICK **43c**

IGA 20 OZ. STRAWBERRY PRESERVES **39c**

MEADOW GOLD ALL FLAVORS ICE CREAM ... 1/2 gal. **89c**

MEADOW GOLD THIRTY 2 LO-FAT MILK 1/2 gal. **48c**

IGA FROZEN FOODS

Banquet ALL FLAVORS CREAM PIES

Chocolate, Coconut, Banana, Strawberry, Lemon and Neopolitan

4 FOR \$1

Reg. 67c size **Alka-Seltzer 49c**

GIANT SIZE TOP JOB **73c**

DOWNY GIANT SIZE FABRIC SOFTENER **83c**

12c OFF GIANT SIZE SPIC & SPAN **79c**

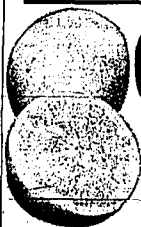
PERSONAL SIZE IVORY 4 bars **35c**

LONGHORN CHEESE Tablette 10-oz. Halfmoon..... **49c**

TABLERITE MAYONNAISE Qt. **59c**

IGA BOOK MATCHES Carton of 50..... **3 for 39c**

CAMPBELL'S TOMATO SOUP 4 No. 1 cans **49c**



Grapefruit

TEXAS REDS

10 FOR 49c

FANCY FRESH LARGE ASPARAGUS lb. **23c**

No. 1 AVOCADOES ... **3 FOR 25c**



Zee 200's FACIAL TISSUE

5 boxes \$1.00

3c OFF ZEE PRINTED TOWELS

2 giant rolls 49c

Alcoa 25' ALUMINUM FOIL **49c**

Kraft Sliced 12-oz. AMERICAN CHEESE **59c**

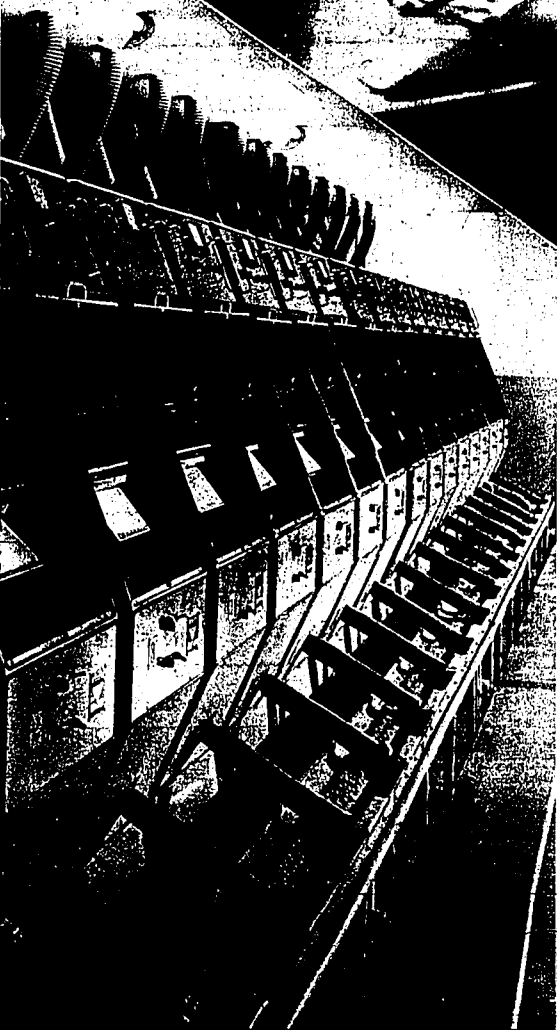
Maxwell House 10-oz. INSTANT COFFEE **1.39**



ZESTA SUPREME SALTINE CRACKERS **31c**

Times Mirror

Magic Valley INDUSTRY 1967





POTATO PLANTERS, NOW produced extensively at Acme's, Filer, are now sold throughout the United States and Canada. A cup mechanism which places the potato seed-pieces into the ground is proving greatly superior to the old-type pick method. Two-row and four-row planters are most in demand although others are made on special order.

Building Needed For Manufacture Of Acme Potato Planters At Filer

FILER — The Acme potato planter is one of approximately 40 items made by the Acme Manufacturing Co. Demands for the planter are so great that last year a new building was built exclusively for their manufacture. Work on the 70 by 120 foot structure began early in the year and last spring equipment was moved into the all-steel insulated building with the production line in operation early in the summer.

The patent for the "original" planter was purchased in 1926 by Acme from a man in Colorado. Although his planter did not work, the idea was good, and Acme engineers were sure it could be made workable. Before manufacture began on the new planter, the Acme Company successfully tested several hundred potatoes in various areas of the country to find out what problems they encountered in planting. Acme then set out to make a machine that would eliminate these problems and at the same time do the best planting job.

The planters proved successful the first time they were put in the field, and as time has gone on, the company has made more improvements. Advantages of this planter over other makes are that it possesses greater capacity, is easier to pull, and the seed-piece placement is more accurate than any planter ever before available.

The Acme planter makes use of cups rather than picks. Other planters have metal spikes which spear the potato pieces and force them off the spikes and into the ground. Hazards of this method of planting are that if the seed-pieces are too small, they may drop off and if too large they have a tendency to throw themselves off the spikes. Another very important advantage of the cup-type planter is in the cases where some of the seed may be diseased. Other type planters will spear the spoiled pieces on the picks as they enter the planter and will consequently inoculate every other seed-piece in it. With cups inoculation will not occur as healthy seed-pieces will not be pierced and will not be contaminated.

The Acme planter will travel faster than other planters in less time and its buoyancy enables farmers to plant in difficult weather. The planters are provided with fertilizer attachments.



NESTLED IN ROCK CREEK Canyon, west of Twin Falls, is the Canyon Trout Farm, one of many fish farms located in Magic Valley. Fish raised in these ponds are sold to the Idaho Trout Processing Co., which is located three-fourths of a mile west of Filer. The Canyon Trout Farm is owned by Art Wylie and has been in operation since 1914. The Idaho Trout Processing Co. was among the first to introduce brood trout for marketing.

Cover

The three cover photos represent the bean, potato and meat processing industries in Magic Valley.

The top photo is typical of many meat processing plants in Magic Valley which use up-to-date equipment in processing the meat.

The two bottom photos represent the bean and potato processing industries. Most large bean warehouses in the area use electronic eyes like the one in the bottom left photo, and other electronic machines to clean, size and weigh the beans.

Most potatoes in Magic Valley are processed into french fries and shipped out of state. The bottom right photo shows the french fries.

The photo of the electronic eyes for bean processing is by Dudley Studio and the other two photos are Times-News photos.

Investments For Pollution Control Noted

NEW YORK—Steel companies have invested more than \$500 million in the past 15 years for equipment to clean the air and water they have used and are authorized an additional \$144 million worth of such equipment, American Iron and Steel Institute announced.

The Institute based its report on a survey of steel companies responsible for 92 per cent of the nation's steel production. From 1951 through 1966, steel producers spent about \$508 million in their pollution abatement efforts. Much of the \$144 million of equipment now authorized is scheduled to go into operation during 1967.

Currently, the steel industry has water quality projects as well as an air quality project under way at Mellon Institute in Pittsburgh. Three air quality projects are being carried out at Battelle Institute in Columbus, Ohio.

In addition to the steel industry-sponsored research, many individual steel companies have conducted their own studies in air and water quality control. Although much of the industry-sponsored research has been of a basic nature, a number of studies have resulted in practical developments such as the design of air and water pollution abatement equipment and measuring instruments and devices, the Institute said.

Idaho Trout Processing Firm Uses Fish From Other Farms

FILER — Magic Valley has become the center of the trout raising and processing industry and one of the processing plants is the Idaho Trout Processing Co., three-fourths of a mile west of Filer.

Owners of the company are Alfred Iverson, Buhl, and Earl Hardy, Boise. Mrs. Ernestine Morris is office manager and Duane Hunt is plant manager.

The Boise office is in charge of sales and the Filer plant handles all the trout raised in the ponds and on three other farms in the area. These are the Rainbow Trout Farm and Frame Trout Farm, Inc., Buhl; Canyon Trout Farm and Frame Trout Farm, Twin Falls.



TURNING LOAVES OF cheese, in the early processing of Cheddar cheese, is Harvey Kingston, Twin Falls, vat man. The cheese is turned frequently to allow whey to be pressed out. When enough whey has been forced out, the cheese is cut into small pieces to allow for salting. It then goes to the presses to be forced into loaves, wheels and longhorn styles, and finally to refrigerators for aging. (Times-News photo)

90 Per Cent Of Cheese Made By T.F. Plant Is Shipped Out Of State

The American housewife, now more conscious than ever about rising food costs and the shrinking food dollar, would be well advised to think cheese when visiting her local food market.

In 1956, the Swift and Co. cheese division took six-tenths of a cent in profit from each dollar of cheese sold. In 1966, the cost of cheese sold exactly that same amount of profit. The cheese itself has risen in cost only a few cents to accommodate rising costs of production.

Thus, the Swift and Co. cheese producing plant, located in Twin Falls, Idaho, has helped a family throughout the area by turning out an economical and nutritious food, at reasonable cost.

The working day at the plant begins as early as 3:30 a.m. when six vats containing up to 1,400 pounds of milk collected from area dairymen are processed in the beginning stages of cheese making. Every 100 pounds of milk makes 10 pounds of cheese.

Coagulants are added to the milk to form curds. The whey is drained off and the curds are allowed to settle and press together. The mixture is cooked to solidify it.

When the whey, 10 of them at the Twin Falls plant, are drained off the whey curds are cut into loaves to be turned and pressed to remove whey until. When the cheese reaches a point

of correct moisture it is again cut into small pieces to allow the head cheesemaker, John Lively, Twin Falls, to salt it to the desired degree.

From the vats—the cheese is taken to a press and the large pound bulk cheese loaves are wrapped to be set aside for proper aging.

The Twin Falls plant produces four types of cheese: Cheddar, Monterey, Washed Curd and Mozzarella, states manager Elmer Haggerty, Twin Falls. The cheese are made in different forms such as wheels, longhorn and bricks.

cheese producing process. Cheddar cheese is considered mild and aged for 90 days, medium if aged up to six months and sharp or vintage cheese is aged from eight months to two years. Aging allows a hard rind to form on the cheese to protect flavor and moisture.

Cheese consumption reached an all-time high in 1965 with approximately 9.9 pounds of cheese consumed by each person in the United States. Its lower cost and its use as a protein supplement contribute to this increase, Haggerty said.

The Twin Falls plant contributes approximately \$2 million in payroll and raw products produced to the area economy. The plant employs approximately 35 year-round employees.

The plant is in the process of putting new tile floors in its processing areas.

Swift and Co. is the largest food producing company in the nation, including their meat production.

started in 1926. It offers a year-round market for Magic Valley dairymen. Approximately 90 per cent of the cheese made in Twin Falls is shipped out of state to retailers all over the nation. Swift and Co. is the third largest producer in the United States. The Twin Falls plant is the only cheese producer west of the Rocky Mountains.

The Twin Falls plant contributes approximately \$2 million in payroll and raw products produced to the area economy. The plant employs approximately 35 year-round employees.

The plant is in the process of putting new tile floors in its processing areas.

Swift and Co. is the largest food producing company in the nation, including their meat production.

Ageing the cheese also is a Twin Falls plant was

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World's First Glass-Domed City Is Planned In Florida

BY DON NORTH
ORLANDO, Fla. (AP)—Walt Disney Productions announces that it will build the world's first glass-domed city in central Florida amid Disney World, a vast \$100-million entertainment complex.

Disney officials said the huge entertainment and living complex will be five times the size of Disneyland in California. They said the initial cost of the city will be \$75 million.

Ending 15 months of speculation since the late Walt Disney bought 27,000 acres of land in Orange and Osceola counties, Roy Disney, 72, heir to control of his brother's entertainment empire, outlined the project.

Gov. Claude R. Kirk Jr. watched a special film on the project and then predicted a 45-square-mile development

would be worth \$6.6 billion in economic benefits to the state in 10 years.

Disney officials said that, other than roads, the huge complex would not require a nickel of tax money or any other tax concessions.

Roy Disney said the entertainment portion of the project could be open to the public within three years. He said Disney World would cost \$100 million initially.

The city will take a quarter of a century to construct, Disney said. No construction date was set.

The presentation, narrated by Walt Disney, who died Dec. 15, was termed by Disney officials as "Walt's last film." It showed a 50-acre, air-conditioned city of the future centered in a 1,000-acre industrial park between

First Station

ATLANTA — The first radio-broadcasting station in the South was established at Atlanta, Ga.

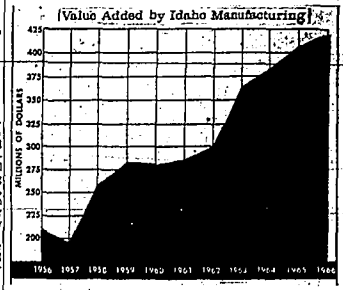
It was the first radio station to be established by a newspaper.

"It will be a blueprint of a new city dedicated to the dream of America," said Roy Disney. "People will live like they cannot live anywhere in the world."

Disney said the city of the future will be laid out like a wheel, the hub containing a 30-story motel and convention center with stores, theaters, restaurants, night clubs and office buildings for major corporations.

Disney said the 50-acre city would have a completely closed environment with a minimum of traffic. "The pedestrian will be king," he said.

"It is said high-speed monorails will transport workers to the



OIL AVERAGE LISTED
WASHINGTON—Argentine oil wells average 270,000 barrels a day.

READ TIMES-NEWS WANT ADS



IT MAY BE a dirty business, but Lee Barnes, Twin Falls resident who organized the Mountain Meadows Plant Mix Co. in partnership with Mike Young, Kimberly, feels that the local operation is vitally needed by today's over-populated world. The rompany package, a treated soil for use primarily with house plants. (Times-News photo)

Slow Demise Of Dirt Prompts Organization Of Local Firm

BY CATHERINE TATE
Times-News Staff Writer

When Lee Barnes wonders "Where has all the dirt gone?" he isn't negating Mary Toppins and the Bobbsey Twins — he's simply referring to the increasing scarcity of rich, black soil in this area as well as all over the world.

"You just can't get real good dirt anymore," he says. "So if you want to plant a shrub or flower, where are you going to get the dirt? If you go outside in your yard and dig some, what do you have — a handful of dirt and a big hole," he observed.

Lee Barnes has done more than just wonder where all the dirt has gone. He also has set about organizing a dirt company — an industry in the basic sense whose primary concern involves digging, treating and packaging dirt.

The Mountain Meadows Co. has been in existence a scant 12 months, but according to Mr. Barnes, who is secretary-treasurer of the firm, "business is firm."

President of the company is Mike Young, Kimberly, who also is president of the Kimberly Construction Co. Mr. Barnes owns the Lee Barnes Central Lab, an operation involving repair and servicing of dentures. The Mountain Meadows Co. employs four salesmen.

The firm's dirt is dug from a Soda Springs lake bed during the driest months of the year by

means of a drag line. The two men have invested an estimated \$25,000 in equipment alone since its establishment April 1, 1966.

The dirt is dried, treated and hauled to Twin Falls, for packaging in two or three-pound plastic bags. From a 20-acre lake-bed in Soda Springs to a 50,000 square-foot warehouse in Twin Falls, the dirt is handled with white glove care—figuratively speaking, of course.

The treated soil includes peat, forest humus, calcium, nitrogen, phosphorus, potash, iron, pearlite and vermiculite and has an extremely high moisture retaining ability.

Mr. Barnes visualizes the firm's expansion into 50 and 100-pound packages that could be used in the landscaping of outdoor shrubs and larger trees. Currently, the product is sold to florists and nurseries and retail stores primarily for use in potted house plants, small flower beds and rock gardens.

Eventually, Mr. Barnes hopes to employ as many as 50 persons and expand operation to include all of the Northwest. At this time, the Mountain Meadows Complete Plant Mix is distributed in Magic Valley, Boise and the Lee Barnes Central Lab, an operation involving repair and servicing of dentures. The Mountain Meadows Co. employs four salesmen.

The firm's dirt is dug from a Soda Springs lake bed during the driest months of the year by

Klink Florist Operates In Burley For Nearly 40 Years

BURLEY — Klink Florist has been operating here continuously for nearly 40 years and is a part of a business which was begun by two brothers 48 years ago.

In early 1919 Albert and George Klink started a photography shop in the building presently housing the Oregon Trail Cafe. One day service on developing prints was their slogan. They also took pictures for all occasions and made frames to suit the needs of their customers.

The brothers soon added a music department to the business, selling hand instruments, pianos, organs and they also did repair work on instruments. Later they became the General Electric agent for the area and held the agency 15 years.

In 1928 they added the flower department to the business, specializing in fresh cut flowers for all occasions. The flower business boomed and in 1930, the first greenhouse was built next to the alley on E. 16th St. and Oriental Ave.

In 1941 the Klink brothers dissolved partnership. George Klink continued to operate the music and General Electric departments as a business of his own, and Albert Klink assumed operation of the floral business.

When World War II ended, Albert Klink Jr. returned home from the armed services and went to work in the floral business, learning the trade from his father.

During the early days the floral business was learned by working directly with a florist for at least a year. Today persons entering the business attend design schools which are held monthly in Salt Lake City.

As the business grew, additional greenhouses were built, next to the first greenhouse.

In August, 1963, Albert Klink Jr. purchased the business from his father. The elder Mr. Klink still makes his appearance daily at the store, and can be seen during the day making deliveries of flowers to the hospital or residents in town.

"I enjoy seeing people's faces light up when they see an arrangement of fresh flowers being delivered to their door," states Mr. Klink.

A new modern brick building was built next to the greenhouses on Oriental Avenue and the business was moved from Oriental Avenue to the new building in May, 1955. The up-to-date building has a lobby for the business, a large display cooler, cooler storage room, large make-up room where the fresh cut flowers are made into the smallest corsage or a large wreath according to the wishes of the customer.

Klink's Florist is a member of the "Florist Transworld Delivery," which means that flowers may be quickly delivered anywhere in the world. The firm also delivers flowers in Cassin and Minidoka counties for all occasions.

Mr. Klink personally takes care of making up the fresh flower arrangements. Employees of the firm are Mrs. Fern Bronson and Mrs. Ted Anderson in the store, and Mrs. Earl Barney and Mrs. Grant Johnson in the greenhouses, where all the flowers are grown that are sold in the business except roses. In the spring flower bedding plants also are sold.

At the present time the business consists of the new modern store, six greenhouses, heating and ventilating plant. A van truck is used to make flower arrangements with the least possible damage.

Mr. Klink's home next to the florist business, "There is a great satisfaction in the flower business, for it gives me much pleasure to receive and give the flower arrangements," stated Mr. Klink.

To keep up to date on the new methods of flower arrangements, Mr. Klink attends florist designing conventions regularly.

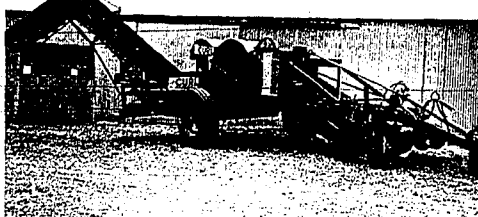
TIRES NOTED
NEW YORK — The U.S. produced 188,000 passenger car tires last year.

IDAHO PIONEER MANUFACTURER FOR MECHANICAL

POTATO EQUIPMENT

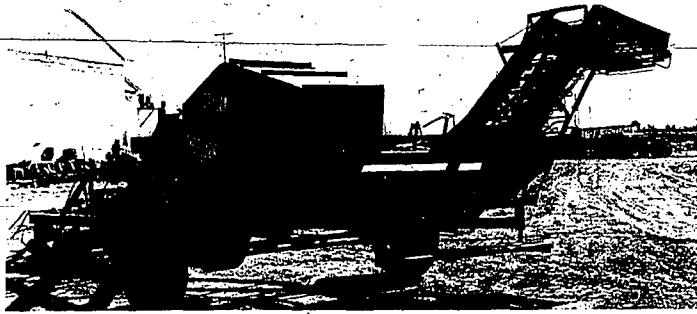
THE "CURL SYSTEM" Makers of:

- DIRECT HARVESTERS
- INDIRECT LOADERS
- 2 and 4 ROW DIGGERS
- BIN OR STORAGE PILERS
- CELLAR CONVEYORS
- BULK BEDS



"Curl No. 45", 2 ROW DIRECT POTATO HARVESTER, digs and loads in one operation. P.T.O. or Motor Driven models... a high capacity harvester.

Starting in 1953 as a small custom shop CURL MANUFACTURING CO. Inc., has continually developed and built much of the Modern Potato Harvesting equipment necessary to meet ever expanding demand of the great potato industry of Idaho and the Pacific Northwest.



"Curl No. 700" 4 row capacity INDIRECT PICK-UP LOADER... wide elevators, rubber covered chains, blower brush deviner... a fast economical harvester.

RIGHT "CURL 4 ROW DIGGER" a Curl exclusive... 3 chain beds for faster, trouble-free digging. Built to eliminate trash clogging. A go-together mate for No. 700 Indirect Loader.

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IF IT'S POTATO EQUIPMENT YOU NEED... YOU NEED "CURL"

CURL MFG. Co., Inc.

1960 FLORAL AVENUE

TWIN FALLS, IDAHO



FRED NEWBERRY, left, operates new metal lathe in Curl Manufacturing plant where all types of potato harvesting equipment is produced. Don Moleisworth, plant superintendent, looks on. The manufacturing firm began in 1933 as a custom repair shop and now ships equipment throughout the U.S. and several foreign countries. (Times-News photo)

Curl Manufacturing Co. Makes Potato Equipment

In 1933 Robert B. Curl decided a machine-repair and repair shop could be a profitable business—and he was right. His shop has grown to be Curl Manufacturing Co., Inc., of which he serves as president and general manager. William Hoops Jr., Oliver Molyneux and David Chadwick are vice presidents and William Munger, secretary. Also on the board is Victor Nelson, treasurer.

During 1956 the business, operated with a payroll of \$145,000 and grossed \$618,000 in business. All types of potato equipment including four different harvesters is manufactured in the Curl shops. Shipments each year reach to Canada and the potato producing states of Washington, Oregon, California, Arizona, Colorado, Utah, Montana and throughout Idaho.

With potato processing already helping to stabilize the potato industry, Mr. Curl says he feels the production of potato harvesting and handling equipment will continue to grow and contribute to the economy of the area.

Other items being produced at Curl include bulk beds, conveyors and other potato warehouse equipment. Almost anything in the way of potato handling equipment can be obtained including some custom items.

T.F. Family Has Operated Bottling Firm For 20 Years

Man's use of carbonated water was commonplace several hundreds of years ago when health spas were springing up around natural mineral springs and by the time of the American revolution, scientists had discovered ways to duplicate naturally carbonated waters.

It was only a matter of time, according to John W. Birrell Jr., president of the Seven-Up Bottling Co., that flavors would be added to the carbonated water to produce what are now called "soft drinks."

Seven-Up was introduced by C. L. Grigg, founder of the Howdy Co., St. Louis, Mo., in 1928. The Twin Falls Seven-Up Co. began operation under the ownership of the John Birrell family more than 20 years ago.

The local company had been located on Second Avenue South since its establishment and until approximately one year ago, when it moved into a modern new plant on Locust Street South.

Employing 11 people at the new plant, the company now bottles Royal Crown Cola, Dr.

Spud Warehouse Begun In 1958

HANSEN — A potato warehouse has been operating in Hansen during the potato processing season since 1958. It from the Miller estate, with Glen Harmoning as the warehouse foreman.

Potatoes are washed, sorted and prepared for market. Between 20 and 25 people, both men and women, are employed during the season of its operation. A lot of potatoes run through the warehouse.

IDAHO EXPORTING STATE BOISE — Agriculturally, Idaho is primarily an exporting state in that crops and livestock are produced in excess of her needs with the exception of a few individual commodities.



EVERYBODY WORKS AT the Seven-Up Bottling Co., including John W. Birrell Jr., president of the firm. The business recently moved to a new plant on Locust Street South after having been located on Second Avenue South for more than 20 years. (Times-News photo)

Schools And Homes Built By T.F. Firm

Anything from a new home to a school, library or commercial building may be under construction anytime of the year by the Ullman Construction Co., Twin Falls.

Formerly associated with Alfred Jensen in a partnership, Robert L. Ullman has now specialized in commercial building in the Magic Valley and Wood River Valley areas.

Mr. Jensen specializes in the home construction phase of the business.

In recent years Ullman Construction Co. has built such structures as the Twin Falls Chamber of Commerce office, Catholic Parish Hall and school additions in Twin Falls and the school, rectory and convent in Duhl. They also completed the Memorial Library in Jerome and have added several buildings in the Hailey area. The new Production and Credit Association building in Durley and Mountain States Telephone Co. expansion in Twin Falls are other current projects.

Although not regularly engaged in home building, the firm also is now building an unusual home on the south rim of Snake River Canyon overlooking the Blue Lakes area.

Somewhat smaller than some general contractors in the area, Ullman employs eight persons on a year-around basis and increases this during building season.

Smith's Dairy Is 23 Years Old

BUHL—Smith's Dairy, Buhl's home owned dairy, has been in operation for the past 23 years. Milk is purchased from local dairymen and taken to the plant for processing. Smith's process their own homogenized milk, ice cream, and cottage cheese.

In addition to operating a serve-yourself dairy station at the plant, delivery service is available in Hagerman, Wendell, Filer, Castelford, and Buhl.

USE TIMES-NEWS WANT ADS FOR FAST SELLING RESULTS

BURLEY BRICK & SAND CO. Magic Valley's Own BRICK MANUFACTURER

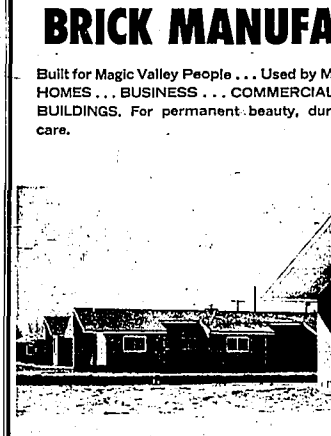


Photo shows part of the Twin Falls Housing Authority's newest Project "Duvall Courts" with 50 units now under construction, all using Burley Brick.

JUST ONE OF THE MANY BUILDINGS THROUGHOUT MAGIC VALLEY THAT are built of "BURLEY BRICK." THESE BRICK COME IN MANY TYPES AND COLORS. Suitable for every kind of construction.

Remember: You Can Always "BUILD BETTER" WITH —

BURLEY BRICK
1010 MAIN EAST — 678-7502 BURLEY, IDAHO

Corneli Seed Firm Started During 1940

Corneli Seed Co., Inc., 343 3rd St. S., Twin Falls, one of the major garden seed companies in the United States, began production in Twin Falls in 1940.

Originally the Gibbs Bean Co., Corneli moved to its present location in 1957. During the past 10 years the company has enlarged and expanded. It now occupies one and a half blocks of buildings and equipment.

Donald Murphy, manager, commented that Magic Valley is the foremost area for the best type of garden green and wax bean seed in the United States. Seed is shipped primarily to the Middle West and East Coast, from Florida to New York.

The company also handles pea, radish and onion seed.

In 1955 the company added a free span 120 by 147 feet warehouse which cost approximately \$55,000.

The company stresses careful handling of seed. Much of the seed handling equipment is covered with rubber to prevent damage.

The company provides employment during the winter months for farm laborers, contributing in that way to the economy and welfare of Magic Valley.

Ford Transfer Began In T.F. 32 Years Ago

Ford Transfer and Storage Co., Twin Falls, an agent for Bekin Van Lines, is a 32-year-old business which started out by hauling "a little of everything," according to Clarence Ford, the original owner.

Mr. Ford's son, Wayne, is now at the helm of the firm which began heavy moving in 1942, creating the necessity for buying a new house in 1945.

The firm moves household articles and also stores those commodities in its warehouse. They also do some commercial warehousing for local appliance and furniture dealers.

They cover the 11 western states in their moving business and have three semi-trucks and trailers at their disposal, as well as a pickup truck for smaller shipments.

They employ four people full time and have three or four extra people during the summer. Wayne Ford said it is a policy to hire local people so money paid by the firm will stay in the area. They also have made it a policy to hire much of their parttime help from the College of Southern Idaho to give students there a financial boost.

Much of their moving is done for government employees, Mr. Ford said, and noted that summer is the peak period for moving, with winter being the busy time for warehousing.

They are reported to have the largest commercial warehouse in Magic Valley.

"MEAT" FROM SOYBEANS ST. LOUIS — Food processors are producing "meats" out of soybeans that taste like chicken, beef, bacon, ham or turkey.



RUBBER LINED BINS hold garden bean seed that will be shipped to the Middle West and East Coast, from Cornell Seed Co., Twin Falls. Examining the seed is manager Donald Murphy. Originally the Gibbs Bean Co., Corneli moved to its present location at 343 3rd St. S. in 1957. (Times-News photo)

Idaho Firm Develops New Process Of Curing Coatings

BOISE — The application of revolutionary new process for curing of organic coatings on plywood, paritboard, medium- and high-density fiberboard for sidings and other building products is being developed by Boise Cascade.

A demonstration of the new process today marked the official start-up of Boise Cascade's Electrocare pilot plant at Boise Industrial Park. In attendance were executives of the Ford Motor Co., with whom Boise Cascade has a licensing agreement for the use of the process: Boise Cascade managers, local officials and news media representatives.

The group saw wood panels being coated in an in-line production setup and moved into a lead-lined chamber. Then they emerged, a few seconds later, the fresh paint was completely dry and the panels ready for use in construction.

Key equipment in the process are two 358,000-volt accelerators in the enclosed chamber, operated from a control panel nearby. The visitors watched the radiation process on a pair of closed-circuit television monitors.

Inside the chamber, the accelerators are mounted over the conveyor in such a way as to cover the width of a four-foot panel as it moves along. Electrons, flowing at the speed of light, are directed onto the radiation-sensitive liquid coating. High concentrations of reactive particles are formed which initiate hardening or curing of the material in seconds and without heat.

The radiation penetrates the surface of the board itself in a "chemical grafting" action which makes a durable, one-coat system possible. The cured coating on wood does not blister after prolonged immersion in boiling water, nor can the film be peeled from the wood after testing.

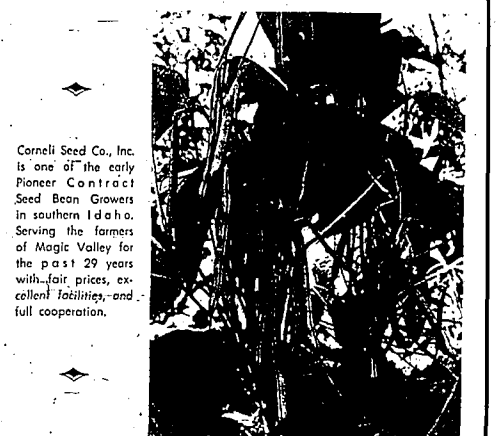
Boise Cascade President R. V. Hansberger, pleased with the successful demonstration, told the group that the process has great promise in the company's building product plants which produce lumber, plywood, paritboard, wood paneling, siding and finished buildings. "We presently produce and market paneling and siding, factory-created by conventional means," Hansberger said.

"While additional experimental work and testing of the Electrocare process remains to be done, the prospect of using it in our other operations is very attractive. Current estimates indicate that more than 1.5 billion square feet of new residential or home improvement siding will be marketed in the U.S. annually by 1970. Prefinished siding is expected to account for \$50 million square feet.

"The new system is highly competitive cost-wise, and many new applications and markets will be available to us," he added.

CORNELI SEED CO., Inc. (Over 100 years of seedsmanship)

CONTRACT BEAN SEED GROWERS



Pictured is just one of our many Garden Bean Seed Varieties

Corneli's are continually expanding, with new and more modern facilities to always do the very best job possible for the BEAN SEED GROWERS of Southern Idaho.

CORNELI SEED CO., Inc.
301 4th Avenue South 733-6282 — Twin Falls, Idaho

Globe Seed, Feed Started In Mid-'30s

The Globe Seed and Feed Co., Inc., 222 4th Ave. S., Twin Falls, was established June 1, 1932, on a very meager amount of capital during the height of the 1930 depression.

Today, the company is operated with 15 employees the year round, with an average payroll of nearly \$75,000 a year. Gross sales run nearly \$1 million a year. The past five years, the purchases and sales were mainly to the rural trade in a 100-mile area, with considerable out of state and export business handled each year.

The company processes farm products such as all kinds of animal feeds under the brand name of Bugler Feeds and Banner Chemical and Mineral Compound to help in the control of blight. Also in stock are lawn and garden fertilizer, worm and bug-control, and certified seed grains for local and export consumption. Included are clover, alfalfa seeds and grass seeds.

Field and range seeds of all kinds are carried by the company as well as bulk garden seeds and miscellaneous garden supplies, flower seeds and imported bulbs in season.

Globe Seed and Feed Co. cleans and processes all kinds of seeds including alfalfa, clover, grasses and seed grains, certified and non-certified.



BRASS CLAWS HOLD GLASS BALLS on the legs of this antique table being restored by, from left, owner Craig Graybill, and Duane Petersen, of the Magic Glass and Paint Inc., Twin Falls. Among the antiques restored and repaired by Mr. Graybill are a Governor Winthrop type desk and an old swing rocker. (Times-News photo)



INSPECTING SEED SORTING MACHINE at the Globe Seed and Feed Co., 222 4th Ave. S., Twin Falls, is manager A. A. Cedergren. The company, begun in 1932 during the depression, today is operated with 15 employees year round, with an average payroll of \$75,000 per year. Gross sales run nearly \$1 million per year. The company processes farm products of all kinds from Magic Valley growers. (Times-News photo)

Heyburn Man's Appointment Helps Promote Marketing Of Idaho Potato

HEYBURN — The recent appointment of Dan Rietman, Heyburn, to the National Potato Committee of the New York Mercantile Exchange is being hailed in this area as another step forward in national recognition for the man who, in his behind-the-scenes business activities, has played a leading part in the promotion and marketing of the Idaho potato.

Mr. Rietman, who operates the Eastern Idaho Packing Corp. in his modern, well-equipped offices here, has traveled the long, hard road of years of experience in the business to attain the position now holds in the potato marketing, processing and distribution circles of the country. Back in the early 1930's, Rietman and Sam S. Siegal, both of whom already were experienced in the marketing of potatoes, decided to pool their experience, in a partnership and established the National Potato Distributors, Inc., in South Market in Chicago, Ill. Their experience — plus hard work — paid off and by the end of 1941, they had "firmly" established themselves in the potato industry, doing business in Chicago and most of the potato-raising sections of the country.

Dealing in potatoes from most producing areas of the United States, including Idaho, they learned that the "Idaho Spud" was readily accepted by the trade. Acting on their realization of the potential increased market for the Idaho product and disregarding the higher transportation cost and the slight premium for Idaho potatoes, they decided to export their operation in Idaho in order to originate more of the Idaho supply.

Opening an office in the Idaho Falls area, they hired cash-truck buyers, bought and built warehouses and packed and shipped potatoes to their growing list of customers. After World War II, the dehydrating industry developed. Recognizing the potential of this new industry and having confidence in the Idaho potato business and as always has, Rietman approached many owners of dehydrating plants and



A GOOD COMBINATION working for Idaho is Dan Rietman, his Watts telephone service and the Idaho potato. This telephone service gives Rietman the opportunity to dial in different points throughout the United States checking on weather and potato markets. Rietman recently was appointed to the National Potato Committee of the New York Mercantile Exchange. (Times-News photo)

sold them Idaho potatoes for use in their production. Having acquired this new outlet, National's need for additional supplies from Idaho further encouraged the two men to expand their operations again and this brought them into the Mini-Cassia area. They started to develop ranches here and added warehouses for shipping.

When their operation was firmly established in this area, they formed the Eastern Idaho Packing Corp. and moved their main office to Heyburn. By 1950, the "war baby" aspects of the dehydrating industry had fallen by the wayside and the demand was considerably decreased. However, a few years later, the frozen french fry industry was born.

In this new industry, National Produce and Eastern Idaho Packing invested a great deal of time and money in developing the growth of this new medium of marketing the Idaho potato and by 1960, Idaho was prominently established in the processing field. Competitive producing areas recognized this new medium of marketing and made substantial increases in their production of Russet Burbank potatoes.

Rietman and his associate realized that this new competition required some new programming for National Produce and Eastern Idaho Packing if they were to continue to sell Idaho potatoes competitively to their customers.

In early 1961, they made their decision. They decided that when they were finished with their "commitments" in California, Texas, Arizona, California and Washington, that Rietman would leave Chicago for their office in Heyburn and remain here throughout the potato harvest and shipping season. The purpose was to sell potatoes, cut overhead, trim costs wherever possible and to consolidate their overall statewide operation.

From the start, Rietman's experience in other shipping areas, his knowledge of the business and as always has been his practice, a lot of hard work, brought the desired redevelopments in their areas.

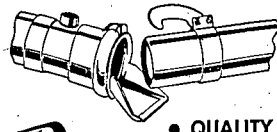
FOR MY MONEY IT'S A SOLID SET



Pierce IRRIGATION SYSTEM!



HAVE YOU SEEN IT?



NON-MOBILE "SOLID SET"

Irrigation System



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- LABOR SAVING
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INVESTIGATE

TRUE "Solid Set" Irrigation!

With a TRUE PIERCE "SOLID SET" you enjoy:

1. Increased quality and yields (in many) cases up to 35%
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With TRUS Solid Set you eliminate:

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You can't afford NOT to have a "Solid Set" system... With increased quality and yield. Many farmers and bankers say "the average pay out is 1 1/2 to 2 years."

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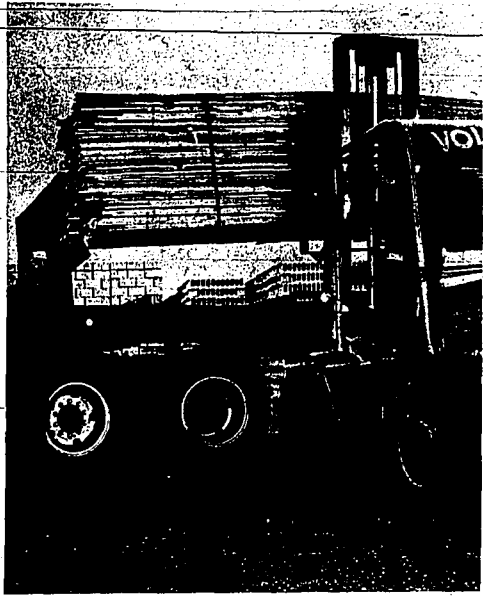
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Branch offices at: Ketchum, Idaho and Ontario, Oregon.



WARREN BARRY, left, supervises loading of lumber on diesel flat bed truck. Volco Builders Co. now specializes in every type of building material and accessories for home or commercial construction. Volco operates in three Magic Valley communities with the cinder products plant in Jerome. (Times-News photo)

Volco Builders Started As Cinder Products Firm

Opening in 1945 as a cinder products company, Volco Builders, Inc., now operates in three major Magic Valley communities including a new "supermarket" of building supplies just opened at the home site in Twin Falls.

Warren Barry, president of the Twin Falls operation, said the new store covers 7,200 square feet of floor space at 1390 Highland Ave. E. It offers a complete line of building and home accessories from wall paneling and window frames to a new line of carpeting, paints and decorative items.

In the Twin Falls area alone, the firm's annual payroll is approximately a quarter of a million dollars. Cinder block products, now just a part of the firm's production, are produced at the plant in Jerome and transported via a fleet of large diesel trucks to the Burley and Twin Falls operations.

"Approximately seven acres in both Twin Falls and Burley are

Rangen, Inc., Buhl Plant Began In '25

Buhl — Theodor Rangen, founder and president of Rangen, Inc., was born in Norway, and came to Magic Valley in 1922, and to Buhl in 1924, to start the Buhl Feed and Ice Co. for Mr. A. M. Sande.

In 1925 he purchased an interest in the firm which was incorporated in 1935 as the Buhl Feed and Ice, Inc. The first building was only 69 by 100 feet in size.

Mr. Rangen purchased the entire interest of the firm after the death of A. M. Sande in 1951 and in 1950 the name was officially changed to Rangen, Inc.

In the past 42 years Rangen, Inc. has grown into several modern buildings. One such building houses the offices, retail feed store, cold storage and ice plant and feed mill.

The bean warehouse, with the most modern cleaning equipment available, has a 150,000 sack capacity storage. The grain storage plant, with a 300,000 bushel capacity is built for rapid handling. A bulk blending fertilizer plant, with seven bins

Electrical Power Booms In Gem State

Soon after Thomas Edison perfected an incandescent lamp, the first electric lights flickered in Idaho.

The state now develops over one million kilowatts, more than enough electricity to provide power for three and one-half million modern homes or nearly every residence in California.

Ketchum had the first hydroelectric development, operated to supply smelter's lights and machinery in 1881. Then other small plants dotted the state.

The first hydro plant to harness the Big Wood River was established in Hite in 1885. Two years later Bole's first electric light appeared.

Idaho has more water dropping a greater distance than any other state in the nation. It ranks seventh of all the states in hydroelectric resources potential. Ninety per cent of Idaho's total hydroelectric potential is yet to be developed.

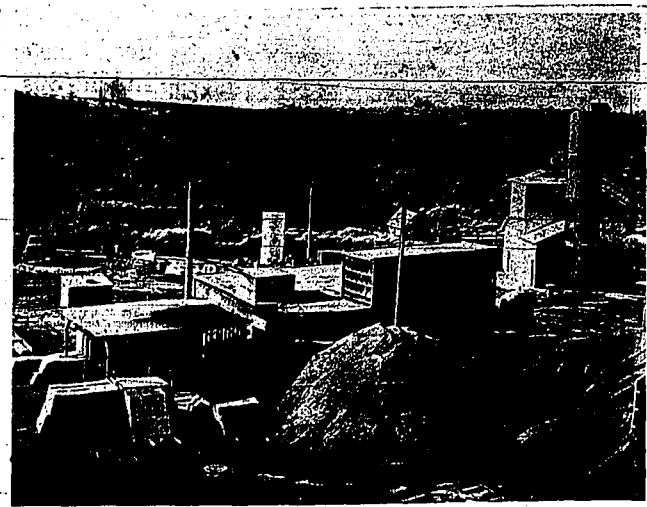
The state of Idaho is now able to plan, design and construct facilities to provide for Idaho's expanding hydroelectric power economy under the provisions of the water resources legislation passed by the 1965 Legislature.

J. A. Clawson Operates In Three States

During the past five years J. A. Clawson Construction Co. has been building with something of a high mountain flair.

In addition to a number of summer homes built in the Ketchum-Warm Springs area, the firm has also completed the Tamarack Lodge, Ketchum, and the Christiana Motor Lodge.

In other areas the firm joined with the Dixie Hall Construction Co. to build the Robert Stuart Junior High School, Twin Falls, and has also been responsible for the new Murtaugh School, the Halley High School and elementary building and the new Junior High School.



FACILITIES OF COLONIAL Concrete Co., located in Deadman's Gulch at the west entrance of Twin Falls, produce some 15,000 yards of concrete annually. The batch plant prepares the concrete mix from sand collected from Snake River and gravel from near Rock Creek. It is distributed throughout Magic Valley. (Times-News photo)

Concrete Firm's New Batch Plant Increases Production

Since 1955 Colonial Concrete business is now a year-around operation with men and equipment pouring concrete through many facilities in the Deadman's Gulch area of Rock Creek just west of Twin Falls.

With a modern new batch plant capable of producing 200 yards per hour, the firm has increased its annual output of approximately 15,000 yards. This is distributed throughout Magic Valley for construction of almost all types of buildings and structures.

Working at full speed, the open gravel pit near Rock Creek batch plant will collect 150 tons of rock in a day's time and send it sand.

Like others in the concrete industry, Mr. and Mrs. Davis to dry and become available for concrete building designs, colors, textures and techniques. They feel there is a new era coming in the use of concrete, which will make it a more profitable and much larger field than it has been in past years.

RECORD PREDICTED NEW YORK—Edison Electric Institute estimates that the nation's electric power companies will spend a record \$3.9 billion for new construction in 1967, which will bring their total investment in electric plant and equipment to about \$70.1 billion by the end of the year.

Newest Fish Hatchery Is Located At Clear Lakes

Buhl — Probably the newest and one of the many fish hatcheries located throughout Magic Valley is the Clear Springs Trout Co., Inc.

Nestled along Clear Lakes, north of Buhl, the new hatchery already has some 700,000 trout and Ted Eastman, manager, said he hopes to have them ready for marketing by August.

Eventually it is expected to have 20 ponds. About 10 already are completed and Mr. Eastman and his workers are busy pouring forms and leveling the land.

The ponds are being built to the contour of the land which is carved out between the lake-

side and the canyon wall behind. Mr. Eastman said he plans to use an automatic feeder which blows the feed from a pickup truck.

The small fingerlings are fed seven times daily now but the number of meals will be decreased as they become bigger. When they grow to 6 inches long, they can grow easily with three meals.

Nile Hoffman, assistant manager and part owner, and four other employees are assisting in the work at the new hatchery.

Roads will be built completely around the ponds to allow for easy feeding. Mr. Eastman noted that gravel is being haul-

ed for basic fertilizer components, has a completely mechanically operated mixer for economical and rapid handling, and a 500-ton holding capacity.

In 1946 after serving in the armed forces Thorleif Rangen, son of Mr. Rangen, joined the firm and in 1954 became a partner. Thorleif was instrumental in the development of Rangen's complete dry fish food in 1953.

The trout feed serves the western states and from the Idaho plant it is distributed in Pennsylvania and other parts of the Eastern seaboard.

A new liquid fertilizer plant has been installed to give farmers a complete fertilizer service. Rangen, Inc. extends an open invitation to those who desire to visit the modern fish research hatchery in Hagerman or their other plants in Buhl.



SMOOTHING THE CONCRETE on top of one of the walls of fish ponds at the new Clear Springs Trout Co., Inc. hatchery, north of Buhl, is Ted Eastman, manager. The hatchery is nestled between Clear Lakes and the Snake River canyon. Some 10 ponds have already been built, and when completed, the hatchery will have 20 ponds. (Times-News photo)

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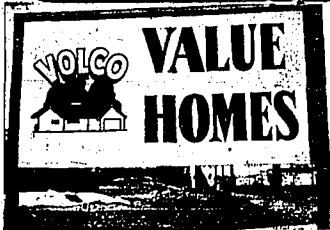
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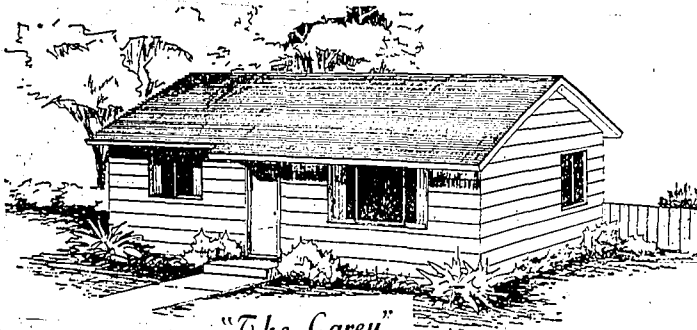
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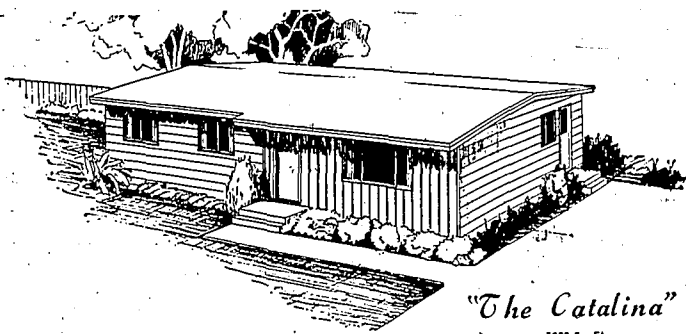
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| VALUE — Trussed Roof System | VALUE — Lifetime Siding |
| VALUE — Spacious Rooms | VALUE — Quality Workmanship Throughout |
| VALUE — Hardwood Floors | VALUE — Unlimited Plans |

You get the finest home for the money you spend . . . and at greater savings.

VOLCO VALUE HOMES

are built in our yards at Jerome and this means real savings. All materials are top quality and are in one spot . . . our carpenters don't have to waste time running all over the countryside to get to the job . . . the foundation on your lot is prepared and we move your new home right on to the foundation. Everything is then completed and you move into your new home.

In addition to all this you are dealing with people who know their business . . . and as we have said above . . . we like to make friends.

**917 PEOPLE NOW LIVE
IN VOLCO VALUE HOMES**



TWIN FALLS

JEROME

BURLEY



SCOPING FEED FROM BINS in the retail store of the Twin Falls Feed and Ice, Inc., is Jerre Cover, Twin Falls. The company, in business since 1906, serves Magic Valley residents through eight departments, most of them dealing with agricultural products and needs. (Times-News photo)

Many Services, Products Offered By Twin Falls Feed And Ice Co.

By ANN DAILY
Times-News Staff Writer

If you have an elephant in your back yard, or if you would like your crop dusted or need a 40-pound slab of ice for a party, then the business to see in Twin Falls is the Twin Falls Feed and Ice Co., 135 5th Ave. S., a really unique business firm.

The many services and products offered by this firm are handled through a feed and retail store, a cold storage complex, a meat cutting service, ice department, agricultural and industrial chemicals, seeds, feed and a grain department.

That elephant can be fed through the feed store which carries, among mundane feeds for cattle, sheep, hogs and other usual animals, feed for monkeys, elephants, minks, fish and domestic pets.

The feed and retail store, operated by Ted Samples, Twin Falls, sells farm needs from baby chicks to animals, feeders, field, garden and flower seeds, peat supplies, imported flower bulbs, feed supplements, salt, plants and shrubs in season, and livestock equipment.

In the cold storage division, there are 2,500 individual lockers available to the public ranging from 200 to 450 pound capacity. It includes commercial storage where numerous business houses, schools and individuals store frozen products such as turkeys, chickens, fish, fruits and vegetables.

Included in this division are cooling rooms for such commodities as flowers, apples, potatoes, cheese, and meat which cannot be frozen but must be kept cool and stored.

The meat cutting department handles deer and elk, over 600 a year, for cutting by Clifford Gans. Also cut are beef, pork, whole lambs and parts such as bacon, hams, loins and venison. The meat also is used.

The meat cutting department's most busy season is big game season when hunters through out the area bring their game wrapping and quick-freezing or to have salami, pepperoni, Bologna, Jersey or wieners made.

In the ice department, 400-pound slabs are frozen for commercial uses and can be cut to specific size. The company furnishes ice to many area businesses and individuals on a yearly basis. Vending machines are maintained throughout the area which dispense both brushed and block ice. Ice is available 24 hours a day. During all, except the very cold winter months, dry ice also is available.

Chemicals for both agricultural and industrial use are available. These chemicals are used for spraying fields, gardens, lawns and for insect and weed control. Crop dusting can be arranged.

Seeds are a specialty of the company. They range from gar-

Agriculture Has Product For Industry

BOISE — In the tradition that has made Idaho a leader in the world of potato processing, Idaho bean growers have contributed a quick-cooking processed bean to the increasing number of short-cut packaged foods available to today's housewives.

Harold West, executive secretary of the Idaho Bean Commission, states that the new type of prepared bean-cooks in about 40 minutes and is being distributed in several major markets by the Uncle Ben Co. of Texas. This company is known for its rice products which are quick-cooking and important for retaining valuable nutritional elements as compared to similar products cooked the old long-cooking way.

In order to eliminate the housewives' prejudice against the old ways of cooking beans, the Idaho Bean Commission in 1962 asked the Stanford Research Institute to develop a quick-cooking bean.

Evolving the product to a successful laboratory stage took two years but cost only \$20,000.

Coca-Cola Company Is 54 Years Old

In the early days of the Coca-Cola Bottling Co.'s establishment in Twin Falls, the water for the firm's operation was hauled by draft team from Blue Lakes, since city water at that time "was full of fish," according to Egon Kroll, owner of the company.

During any early history, he added, any bottle that could be found was washed, sterilized and bottled in Coca-Cola.

The local company employs from 17 to 20 people in its year-round operation. The large market in more than 100 local restaurants and has a combined annual payroll that exceeds \$300,000.

The Coca-Cola plant was at one time owned by the late Ty Cobb, as diligent in business as he was outstanding in the field of baseball. Mr. Cobb purchased the plant in 1910 and it was managed by his son Hirschell Cobb until about 1918. Mr. Kroll purchased a half-ownership of the company in 1952, and assumed complete ownership in 1956.

At one time the company had bottling plants in Shoshone and Burley, but these operations were later changed into warehouses.

The firm's present operation includes the three buildings and service to the eight counties in the Magic Valley. Four sites of Coca-Cola, Sorbit, TAB, Orange and Grape Crush, Quench and a line of Big Chief flavors are bottled. The company also distributes most of these lines in cans and in bulk stainless steel containers.

The Coca-Cola Co. is the largest soft drink bottling concern in the world as well as being the world's largest consumer of beet sugar, which is an important agricultural product in Magic Valley.

The beverage was first produced in Atlanta, Ga., as a fountain drink in 1888. In 1902, newspaper advertisements first featured Coke in bottles. Advertising slogans used throughout the years have included that "Delicious and Refreshing" phrase that was first used in 1928 and the now-famous "Pause That Refreshes" that has been used since 1929.

The peak of the local plant's operation runs from May through August. Mr. Kroll stated, although consumption of soft drinks is now widening to a year-round scope.



NATURAL GAS on its way to Idaho. This is a portion of the 1,500-mile long 26-inch ribbon of steel which transports natural gas from New Mexico and Canada to Southern Idaho. This pipeline makes more energy available to Southern Idaho than in the energy output of six Hoover Dams. The pipeline has been in Southern Idaho for 10 years.

Intermountain Gas Co. Saw Growth During 1966

The year 1966 saw the continuation of Intermountain Gas Southern Idaho communities. Revenues approximated \$18 million, a healthy increase over 1965.

The utility, with general offices in Boise, observed its 10th anniversary in December, having connected its very first customer on Dec. 6, 1956.

Ralph Gibson, company president, said "Intermountain connected over 6,200 new accounts during 1966 and is now serving

public utility is a rare occurrence today. The successful development of a dividend-paying company in such a short period of time is an outstanding achievement."

K. W. Montgomery, Twin Falls division manager, reported that although new home construction in this area was down in 1966, nearly 1,400 new residential and commercial customers were connected in 1966 to Intermountain's lines in the Magic Valley and Wood River Valley. There are now more than 12,000 natural gas customers in this area, one-fifth of Intermountain Gas Company's customers in Southern Idaho.

Investments

MADRID — Foreign investment having a company controlling interest in Spain during 1966 amounted to \$58.1 million, against \$70.24 million in 1965, an increase of 25.4 per cent.

The largest investor is Switzerland with \$25.1 million, against \$6.13 million in 1965, followed by the United States with \$17.47 million.

Herrett's Handgun Stocks Only Such Firm In U.S.

When your nearest competition is in Milan, Italy, and you have some 14 salesmen working throughout the United States, business is bound to be good.

And it is at the Herrett's Handgun Stocks.

Six years ago Steven Herrett who originated and operates the unusual industry, built a new plant which he said was to last the rest of his life. This spring he is planning a major expansion to the new plant to meet increasing demands in research and government contracts. Present floor space will be doubled by the new addition.

The only such firm in the United States, Herrett's workers will produce one gun stock for an individual or about 50,000 of a specific kind for a military government or law enforcement order. Large contracts are now handled through methods of automation developed by Mr. Herrett.

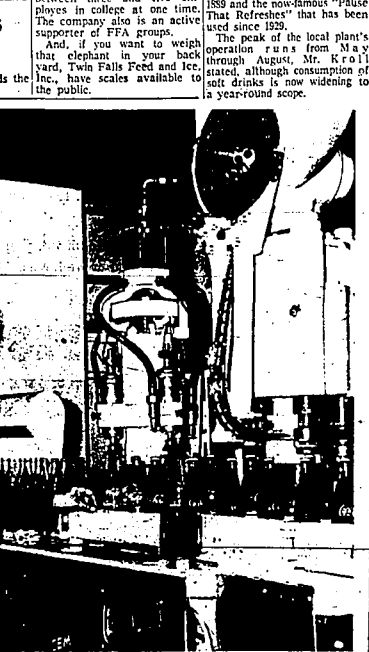
Steven Herrett started the gun stock business in 1950 after working at it in his home as a means of supporting his hobby of shooting.

In the past two years, Mr. Herrett has devoted most of his time to developing equipment that can produce the gun stocks or other small wood parts at a cost competitive with the foreign labor at 35 cents an hour.

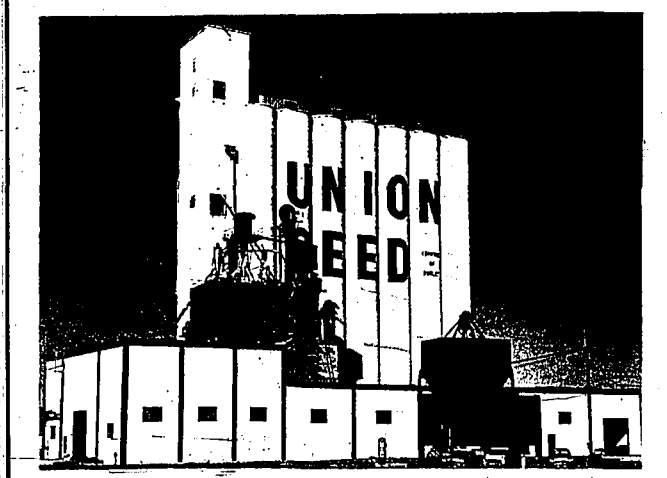
In achieving this, he has been able to return the world market in small wood parts to the United States.

There are no "made in Japan" stamps on gun stocks in the nation's sporting goods stores today, thanks to the Twin Falls industry.

Mr. Herrett employs 23 to 25



OBSERVING THE BOTTLING equipment at the Coca-Cola Bottling Co., is Egon Kroll, owner of the Twin Falls firm. Soft drink bottlers are the largest industrial users of sugar in the nation. (Times-News photo)



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OUR SERVICES INCLUDE CUSTOM MIXES
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Union Seed has the facilities and equipment to do the job right. With our years of experience you can be sure to get just what you need.

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MAY WE SERVE YOU?

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AUTOS HAVE COPPER
NEW YORK — The average U.S. car contains 25.8 pounds of copper.



PACKAGING CREWS working for the J. H. Henry Produce Co. operate the most up-to-date Modern Food Machinery Corp. equipment found in the state. This equipment provides high speed efficiency in the packaging department and places the Kimberly firm an estimated 10 to 15 years ahead of the

over-all potato industry. The Henry warehouse is the only potato warehouse in the area featuring cement floors and separate locations for sorting and packaging, the sorting being done in the basement area with the graded potatoes packaged on the main floor. (Album photo)

Two Produce Firms At Kimberly Use Latest Stamping, Sorting Equipment

By MARGARET JONES
Times-News Correspondent

KIMBERLY — The potato industry in Kimberly is represented by two shippers, the W. B. Savage Produce Co. and the J. H. Henry Produce. The Savage Produce with their year-round employees and approximately 30 part-time employees process the potatoes raised annually on the Savage ranches. Most of their potatoes are shipped into the Chicago area.

The J. H. Henry Produce Co. was established in 1934 by J. H. "Slim" Henry, who transacted his business in the fields as a "cash-cropper buyer". His employees sorted and shipped the potatoes from cellars on the farm's land, where they had been stored at harvest time.

Today, the J. H. Henry Co., managed by James "Jim" Henry assisted by his son-in-law, William Floyd, works out of a two story office building located on the highway in Kimberly, stores their potatoes in refrigerated cellars and sorts and ships out of a modern mechanized warehouse.

J. H. Henry shipped 200 cars of potatoes during his first year of operation and the business gradually grew each year. In 1939 his son, James Henry, joined him in the business. Since the firm has grown in stature and volume, shipping 1,600 cars of quality potatoes last season to potato markets throughout the United States, Canada and Hawaii.

matic slices where the potatoes are then segregated automatically into different weight groups. The potatoes are then bagged according to weight or number into a variety of containers which might be cardboard cartons or bags of burlap, plastic, mesh or paper.

Number 2 potatoes are sacked, while the culls are shipped to processors.

The Henry Produce Co. now hires an office staff of 12 persons, and 160 warehouse workers and truck drivers to work throughout the shipping season which will run from September through June 15.

The Kimberly warehouse processes 4,000 sacks per day with the Murtough unit handling 2,500 sacks per day.

While the equipment used in the entire shipping business is the most modern and up-to-date available, the J. H. Henry Produce Co. is unique with its stamping machine. All U. S. Grade 1 potatoes shipped by the company bear an Idaho stamp.

This machine, developed by the Food Machinery Manufacturers, stamps each potato with lettering printed with a vegetable dye. This machine requires much research to develop and perfect as the potato is too irregular and bruises too readily for conventional stamping machines.

Another branch of the produce company is Henry's Farm Pipeline System.

Pipeline System Expanding In U.S.

NEW YORK—Oil pipeline systems in the United States are expanding rapidly to help meet the growing demand for petroleum products.

Oil Facts, published by the American Petroleum Institute, reports that during 1956, nearly 2,400 miles of crude oil and product pipelines were completed at a cost of \$52 million. Currently under construction are 2,000 additional miles with a price tag of about \$24 million.

DRIVERS GET COURSES

SAN FRANCISCO—Labor Department employees who drive on the job are getting eight-hour courses in accident prevention as part of agency's ambitious Safety-70 program to reduce job injuries 30 per cent by 1970.

2 Brothers Run Mattress Firm Here

EVERETT Mattress Factory Inc., 322 2nd Ave. S., Twin Falls, is a third generation business.

The company, begun in 1925, is being carried on by the grandsons of the original founder. The Twin Falls branch, opened in the early 1930's, is managed by two brothers, Don Everton, and Larry Everton, both Twin Falls.

In the past two years the business has expanded greatly. In May of 1956, a new retail showroom was added to the firm to expand the floor space to 10,000 square feet. The company is in the process of adding a new automatic quilting machine which costs \$10,000.

With the company's modern machinery up to 160 mattresses are made a day. The machinery is capable of producing a mattress every two and a half minutes.

Everton Mattress Factory averages approximately ten employees a year.

Each year approximately 300,000 pounds of cotton are used in mattress making. The company purchases all possible materials locally.

The company sells to retail outlets throughout Southern Idaho, and supply box springs and mattresses to the two largest mobile home manufacturers in the state.

The firm maintains a most complete sleep shop, including head boards, bedding and accessories.

Jewelry Made From Scratch By Area Man

Mother's Day rings have become almost as traditional on the second Sunday in May in Twin Falls as carnations, due largely to the efforts of Glenn J. Barth, owner and operator of the Barth Manufacturing Co.

Mr. Barth has manufactured many of the Mother's Day rings, featuring a simple band of gold into which birthstones of each child are imbedded—that are sold in Twin Falls jewelry stores. Few area residents, he said, realize that rings and other jewelry can be made from the raw material "right here in Twin Falls."

Working mostly with metal, primarily gold and platinum, Mr. Barth designs as well as manufactures much of his annual \$12,000-\$15,000 gross volume. He does not have equipment for actually cutting rough stones, although he can mount any stone in literally any setting.

A wholesale manufacturer Mr. Barth has an estimated \$10,000 invested in equipment in his offices at 123 Main Ave. W.

Mr. Barth started his operation in 1958. He employs one part-time worker, although he has employed three and four men at times. If it were not for his equipment, much of the jewelry manufacturing and repair currently handled by his business would have to be sent out of Twin Falls to San Francisco, Seattle or Los Angeles, he stated.

The jewelry manufacturing business is seasonal to a certain extent.



WEARING TYPICAL GOGGLES, Glenn Barth, owner of the Barth Manufacturing Co., examines intricate diamond mountings as he works at his jeweler's bench. Mr. Barth manufactures many of the Mother's Day rings so popular in this area. (Times-News photo)

We Deal in Idaho's Most Famous Product!

POTATOES

ARE OUR BUSINESS!

Any way you want 'em . . .

★ IN THE FIELD ★ BY THE CAR ★ IN THE SACK
★ IN THE STORE ★ ON THE TABLE!



FAMOUS IDAHO RUSSETS . . . THE BEST OF THEM ALL!

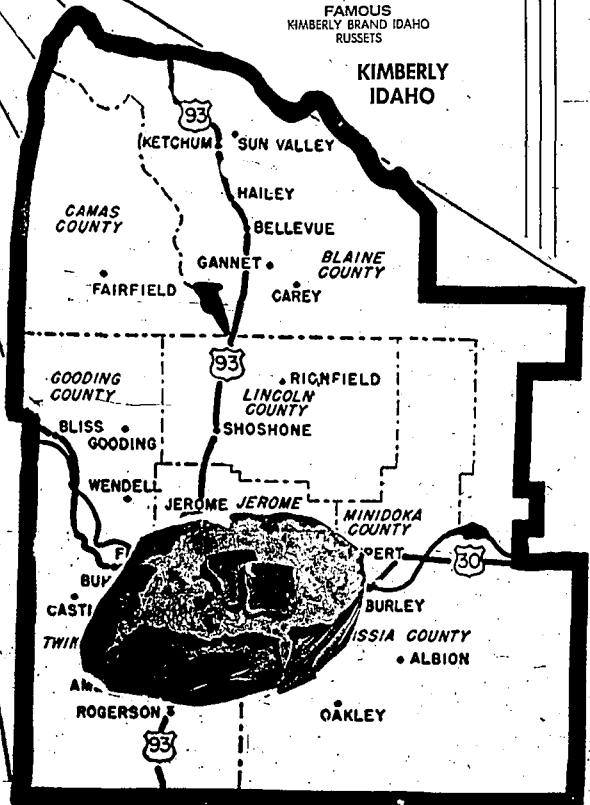
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J. H. HENRY PRODUCE Co.

QUALITY PACKERS OF J. H. HENRY SIGNATURE BRAND, KIMBERLY DIAMOND AND

FAMOUS KIMBERLY BRAND IDAHO RUSSETS

KIMBERLY IDAHO



STITCHING A MATTRESS to reach the day's quota of 100 mattresses is Larry Everton, Twin Falls, co-owner of Everton Mattress, 328 2nd Ave. S., Twin Falls. The company, in business since the 1930's, uses approximately 300,000 board feet of lumber and 300,000 pounds of cotton each year in producing mattresses. (Times-News photo)

Transfer Costs

NEW YORK—It costs an average of \$232 to transfer a building, according to the Association of Manufacturers reports.

In one year the 272 firms it polled spent \$73 million to move 31,637 employees, about one per cent of their work force.

Only \$1,023 of the \$2,252 was tax-exempt.

Service Is Objective Of Moving Firm

Customer service is the only product offered by Warberg Moving Co., Twin Falls, and the advances made in the business are to improve these services, according to Robert Warberg, the firm's founder.

The moving firm is a member of the Allied Van Lines cooperative, which is the largest in the world in much the same way as the well-known local firm has one of the best in the cooperative.

Each small local firm has its own trucks, but still reaps the benefits of a large organization.

The benefits include pooling small loads when making long distance hauls instead of each small business having to make the costly trip with its own truck. The "co-op" system, however, has other advantages of better serving the customer.

The firm started in 1907 with one employee — named William Warberg, the firm's founder.

William Warberg, the present owner's father, started his business by selling and transporting coal and also operating as local transfer agent for lumber and other goods. The first "fleet" consisted of horses and wagons. The elder Warberg later jumped on the automobile bandwagon and purchased trucks for his local transfer business.

However, as more people purchased their own trucks and pickup trucks and the vehicles generally became more accessible to the layman, the local transfer business fell off and long distance hauling was introduced.

The present owner, however, noted that local transfer is still a profitable business. He said more and more people looking in different sections of the state are hiring movers to move their belongings.

He said the convenience and professional treatment of valuable and heavy furniture is largely responsible for the success of the local transfer.

Mr. Warberg said the peak period in the moving business generally falls during the four months following the closure of school. He said many heads of households take employment in other towns, leaving their families behind until they finish the school term.

Another service offered by the firm is the storage of furniture and other items. He said many people are unable to find suitable housing as they either move to, or from Twin Falls, so storage of their furniture is required.

The large warehouse is clean, bright and orderly. He said many people are unable to find suitable housing as they either move to, or from Twin Falls, so storage of their furniture is required.

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He is probably the only business man in Twin Falls that keeps a guest book. The entries in it are by people from all over the United States and the world. He said most of these visitors are "rock hounds" who spend several days in the area, but many come merely to view his lavishly and tastefully decorated "museum."

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THE 432 PENS on the Cloverleaf Beaver Ranch in Heyburn currently house 530 beavers. The ranch got its name from the Heyburn Interchange on Highway 80N which is visible in the background. The Securities Exchange Commission has charged the beaver association with selling beavers as investments contracts, while the company officials claim they operate an animal industry. A temporary injunction has been ordered. (Times-News photo)

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Beavers Unperturbed As Court Determines Fate

By LARUE CHENEY Times-News correspondent

RUPERT—The life of a beaver in Idaho is now in the courts. This seems to be the nonchalant attitude of the furry animal, with the broad flat tails as they go about the business of making nests, eating, sleeping and swimming, while the Appellate Court in Denver is hearing their case.

The Securities Exchange Commission has brought a charge against the beaver association claiming that the beaver are sold as investment contracts, while the company officials claim they are operating an animal industry.

A temporary injunction against sales of the animals has been ordered, but company officials are in hopes the higher court will reverse an earlier decision.

Meanwhile, beavers and the ranchers go about their business. The industry is quite active in the Magic Valley with ranches operated by Ray Sanford and Dale Vandever, Heyburn; the Gamba brothers, Rupert; Van Dusen, Rupert; The Cloverleaf Beaver Ranch, operated by Reed Jensen and Dean Jensen, Heyburn; Vern Montgomery and Eldon Baker, operated by Reed Jensen, Rupert; and Twin Falls Beaver Ranch near the Idaho Power plant at the falls, operated by George Haney, Darrell Heister and Jim May.

operated on pumps with the exception of the Twin Falls ranch which uses natural spring water. The water runs off into a settling pond and then into the reclamation drainage ditches.

Chief Inver in the beaver diet is the poplar, willow and aspen families, together with foundry pellets.

The only nutrients are found in the bark of the wood, but the animals also chip off the wood for nests and also to control growth of the front teeth which grow at the rate of three-fourths to one inch per month. If the beaver don't keep the teeth worn down the ranchers must become dentists and trim off the excess regularly.

Armo Firm Distributes Steel Pipe

Between 25,000 and 30,000 feet of steel pipe, ranging in size from six inches to nine feet in diameter is distributed annually through the Armo Steel Corp. plant in Twin Falls.

Located on Kimberly Road, the firm has been responsible for many of the large and small pipe installations in highway construction of Magic Valley. Three nine-foot steel culverts carry Rock Creek through the new Green's Crossing area and three more support U. S. Highway 29.20 at the Rock Creek crossing near Magic Valley Memorial Hospital to form two of the largest such projects in the local area.

John Hahn, area sales manager for the firm the past 20 years, said Armo also serves a large agricultural market in the Magic Valley. New headgates utilizing steel pipe have replaced the old concrete pipe structures and can be purchased as complete units in desired sizes.

Canal companies, highway districts, contractors and area farmers are Armo's principal customers. Mr. Hahn said many large pipe culverts to replace old wooden bridges because of longer life and less maintenance required.

For example, he said some of the culvert installed in the 1930's along U. S. Highway 30 in the Malta area is still in use and will continue to serve until it is disturbed.

Randy, and Dean Jensen and his son, Dwight, spend a great deal of their time in the care of the large Cloverleaf Ranch. There is also extensive record keeping and correspondence connected with the ranch.

Reed Jensen was a farmer and milk carrier before going into the beaver business, and his uncle, Dean Jensen, has been a farmer, milk hauler and grocer before devoting his full time to the ranch.

Each animal is identified with a tattoo on the left hind webbed foot, as well as careful numbering and lettering on the pens in each row.

The broad, flat tail is used as a balance, for carrying mud, to splash water on curious onlookers and in the wilds the beaver use the tails for lamping down the mud in their dams and to slap the water as a warning to family and friends of approaching danger. They can support their weight on the strong rear appendage.

It takes one man full time to care for 200 pens. Reed Jensen and his sons, Larry and

POINTING WITH PRIDE to part of the fleet of Allied Van Lines trucks owned by his company is Robert Warberg, Twin Falls. Mr. Warberg is owner-manager of Warberg Moving Co., celebrating its 60th year in the moving business. (Times-News photo)

Ray Moon's First Interest In Rocks—And Gems Was Prompted By His Son

By RUTH MILLER Times-News Staff Writer

Ray Moon, Twin Falls, operator of Ray Moon's Paint and Rock Shop, took his son and his success on his first rock hunting expedition were responsible for a new business venture by Ray Moon, Twin Falls, operator of Ray Moon's Paint and Rock Shop.

Mr. Moon, who had been in the paint business in Twin Falls for nearly every weekend during the summer and collect Idaho gem stones. Mr. Moon said many fine specimens are available in the state — hence, the large influx of rock hounds into Idaho each year.

many undeveloped rocks. Mr. Moon said this is sale and Mrs. Moon and one other to be the fastest growing hobby in the United States. He helps promote Idaho and its general stores through work with various rock organizations.

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800 Industries Are Served By T. F. City Water System

By BONNIE BAIRD JONES Times-News Staff Writer

Without an adequate supply of pure water industries in general are forced to bypass communities or entire regions.

In the near future Twin Falls will be able to guarantee unlimited sources of pure water for industries requiring this resource.

Whether they are commercial or residential, pay their share toward the actual cost of producing the water and paying for the water improvement program now underway.

"Without a doubt," Mr. Derrick said, "users will be able to enjoy a rate reduction within five years."

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"Without a doubt," Mr. Derrick said, "users will be able to enjoy a rate reduction within five years."

Mr. Moon consented. The two packed a picnic lunch and journeyed to an area near Silver City. The geology student was completely uninterested in his searching, but Mr. Moon returned with several nice success — the start of a successful business venture.

He said he actually began in setting the rock shop in his store when he purchased about \$200 worth of rocks from a California dealer. These stones were displayed in three cardboard boxes — a far cry from the elaborate display section now set up.

The rock shop has become so extensive it has all but shoved the paint section out of the store. Mr. Moon said he "would not be too surprised" if the paint line were discontinued in future years.

Most of Moon's customers are rock hounds, but much of their jewelry work is bought each year, especially around Christmas time. He said the business has no real peak periods as such.

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Every time of the year is a busy one for the firm. Much of the summer is spent collecting rocks and any lax period can always be used to develop the raw stone into beautiful and usable items.

Among items produced from stones acquired from all over the world are jewelry, coffee tables, paper weights, book ends, and novelty items "just to look at and enjoy."

The firm also does custom polishing and cutting and sells

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Build New Dam

MADRID — A new dam for controlling the waters of the Mirages River, will soon be built between the boundaries of Campanos de Arenoso and Montejonos. With its height of 584 feet, the dam will rank as the highest in Europe, and will greatly expand irrigation facilities of the area.

The dam will be built by the Spanish government, and will be taking this into consideration in establishing new plants.



ADMIRING RAW SAMPLE and the finished product in their rock shop in Twin Falls are Mr. and Mrs. Ray Moon, owners of Moon's Paint and Rock Shop. The fascinating hobby has become a business for the couple. (Times-News photo)



ONE OF THEIR FURRY investments is being watched by Reed Jensen, front, and Dean Jensen on the Cloverleaf Beaver ranch in Heyburn. The ranch, which is the largest in Magic Valley, is one of six throughout the state. There are 432 pens with 530 beavers and it takes one man working full time to care for 200 pens. (Times-News photo)

Cultural Site Is Planned For London

LONDON (AP)—On the night of Sept. 7, 1940 Hitler's bombers began their night blitz of London. The biggest fire laid waste 35 acres of narrow, old streets around London Wall in the back of Guildhall.

Today a new district called the Barbican is reaching skyward in the shape of office buildings that look like matchboxes.

One of the centerpiece of this new Barbican area in the financial section, known as "the city," is an extensive Lincoln Center for a type of entertainment scheme. It's still in the future, but one day there will be a theater for the Royal Shakespeare Co. and a 2,500-seat concert hall which will be the permanent home of the London Symphony Orchestra.

Work on the theater is due to start shortly. It may be a year before construction is begun on the concert hall. At present, the various orchestras of London perform at the Royal Festival Hall. The new structure known as Royal Albert Hall where the acoustics can be faulted in some sections.

The planned Barbican art center, not far from old Roman ruins, may be many months in the future, but benefits are all being held for a monument to grace the front of the concert hall.

The Association of Polish Musicians abroad have run two musical benefits for the aid of the Chopin Monument Fund. The first was by the Polish pianist Stefan Askenase at Guildhall and the second was by the Polish-born violinist Henryk Szeryng at Royal Festival Hall.

Both noted artists gave their services to raise money for a monument to the Polish pianist Stefan Askenase at Guildhall and the second was by the Polish-born violinist Henryk Szeryng at Royal Festival Hall.

The Rupert store is a retail outlet for all types of western supplies as well as items which are manufactured locally. The store handles a full line of riding equipment, western wear, and accessories.

Hoggan's Leather and Canvas contributes in a large measure to horse shows and related business in the area. Hoggan and his family take an active interest in all such events as rodeos, fairs, horse shows and they are indeed community supporters.

Several years include the Beta Sigma Phi annual Stamp-a-thon, where local citizens donate trading stamps to buy toys for needy children at Christmas time; the Mrs. Idaho Contest, a local search for a typical housewife and assisting the local Kiwanis Club by holding special "days". One raised \$1,500 to the "Singing Kids" to the New York World's Fair, another day assisted the Kiwanis Club in a project to buy a new electric scoreboard for the Burley High School football field.

Many other community projects and fund drives have had the support of the station staff. Community involvement is carried out on an individual basis. For example, general manager Bob Saxvik presently serves as Burley Rotary president, vice president of the Chamber of Commerce and member of the Idaho State Broadcasters Association.

Saxvik's wife, Marilyn, also on the KBAR staff, is vice president of the Burley Soroptimist Club and active in Beta Sigma Phi Sorority. Other KBAR staff members are service club members, too.

In January, 1967, KBAR Radio Station received a Merit Award presented by Utah-Idaho Associated Press, Broadcasters Association, giving KBAR a classification of News Operation Radio, news competition. This is the first merit award received by the station in its history.

Over the past years, KBAR has gained a reputation as one of the most outstanding community stations in Idaho. "It's policy is to continue to serve in this respect in the years ahead," stated Saxvik.

In August, 1963 KBAR raised its power from 250 Watts during daytime hours to 1,000 watts. The operational policy of the present station is not only to provide news, weather, sports and music to its listener, but to take an active part in community affairs.

Such projects in the last sev-



ED FOULK, assistant manager of Krengel's Machine Co., kneels behind a row of trailer hitches in the shop. Some

1,500 hitches a year are manufactured by the pioneer Twin Falls firm along with other equipment. (Times-News photo)

Krengel's Machine Co. Inc. Has Grown In Past 60 Years

One of the pioneer industries of Magle Valley, Krengel's Machine Co., Inc., has been operating since 1907 and in the past 60 years has grown from a one-man blacksmith shop to a highly specialized shop that manufactures numerous farm machines.

One of the principal products of the Krengel improved harrow of which some 1,500 sections per year are produced and shipped into nine agricultural states. In addition about 1,500

trailer hitches, countless cultivator discs, row markers, corrugators and special order items are built in the local shop.

All types of repair work for farm machines and equipment also are handled by the firm. Not one of the largest industries in the area, Krengel's Machine Co. employs about ten persons on a year around basis. John Van Ausden, manager and corporation vice president, and assistant manager Ed Foulk say their industry is closely tied

to the agricultural production of Magle Valley in that much of the manufactured equipment is used in the local area.

As the economy of the area prospers so does the Krengel's Machine Co. About 15 carloads of steel arrive at the manufacturing firm's plant each year for use in farm equipment and machinery production.

Since the death of C. H. (Cap) Krengel, a brother Walter Krengel has served as president of the board of directors. He resides in Portland, Ore., as does Mrs. Louise Scott, director. Mrs. Dorothy Howard, Chicago, also serves on the board of directors. Both are granddaughters of the founder of the firm.

Imports Rise

NEW YORK — Japan has more agricultural products from the United States than any other country, according to the Reader's Digest.

Annual U. S. trade with Japan is approaching the \$5 billion mark, with the Asian country ranking next to Canada among our trading partners.

CEMENT EXPORTED

TAIPEI, Formosa — Construction materials made in Formosa more than meet the domestic demand. In 1965 the island exported 500,000 tons of cement.



DISPLAYING LEATHER CHAPS which he made is Robert Hoggan, owner-manager of Hoggan's Leather and Canvas store in Rupert. He is the third generation of the family to be associated with the leather business. Robert's father, J. D. Hoggan, established the business in Burley and uncles have done the same in Rigby. Ripley and Salmon. His grandfather launched the family work as a harnessmaker in the 1890's. (Times-News photo)

Hoggan Family Is In Third Generation Of Leather Work

RUPERT — Leather and canvas work have been associated with the name Hoggan for over 75 years in southern Idaho.

Robert Hoggan, owner-manager of Hoggan's Leather and Canvas in Rupert, is a third generation family member associated with the leather business. His grandfather launched the family work as a harnessmaker in the 1890's.

His four sons established businesses in this line in Rigby, Ripley, Salmon and Burley, with Robert's father, J. D. Hoggan, establishing the Burley business.

J. D. Hoggan remained active in the business until his death last Oct. 23, and one son, D. C. Hoggan, now operates the Burley store, while Robert has the Rupert store, which he has managed since it was opened in 1956.

From the early harness-making days the business has now evolved principally to riding equipment.

Leather items manufactured by Hoggan and his assistants, Mrs. Shelby Hedges, include utility aprons for hay work, tool aprons, chaps. Many leather items are custom made and there is no end to the old requests, Hoggan said.

He recalls once making a gadget for holding a fishing pole, ordered by a man with some missing limbs.

Hoggan brand saddles are custom made in the Burley shop by Ted Kristmoe as well as a full line of riding equipment, and these are all available in the Rupert store.

A large portion of the business is now custom canvas work. The artisans fabricate seat covers for all types of vehicles, cars, trucks, pickups and tractors. They also make a wide variety of awnings, air conditioner covers, truck tarpaulins, irritating hose and dams, lambing sled covers, horse blankets and tents.

These custom-made items are usually priced competitively with factory-made products, however, Hoggan stressed that a basic aim of his business is to maintain quality. He stated, "I believe there is no shortcut to

quency. An average five-foot window awning can be made in about two hours. A sheep shed canvas will take up to eight hours, and Hoggan and his staff have built some covers that took two or three days.

On the average Hoggan and Mrs. Hedges can keep up with work orders; however, in the busy summer season he sometimes needs extra help. His wife, the former Rosemary McBride, Burley, is the one who most often gets the nod. She worked full-time when the store was first opened, and she still does all of the book work and much filling-in.

Hoggan learned the business because "I grew up with it," he says. He has a degree in business and economics from Brigham Young University.

Mr. and Mrs. Hoggan have two sons and two daughters, and the boys are getting an opportunity to learn the business just like did," Hoggan says, adding that they can choose any career they wish, it is "up to them."

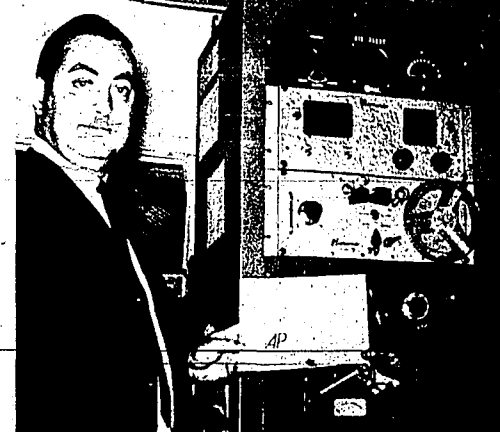
Burley Station Has 20-Year Community Service Record

BURLEY — The long record of community service for KBAR Radio began Aug. 20, 1946, at its present location, 1841 W. Main St., Burley.

Early ownership was under KXBI, Inc., with Jessica L. Longston and Bernice Brownlow as majority owners. The station in the early days operated as an ABC and Gem State Network affiliate and offered a full slate of ABC Radio programs such as Walter Winchell and Louella Parsons on Sunday evening, the Gillette Friday night nights with such regular weekly features as "Jack Armstrong," "Terry and the Pirates" and many others.

On June 22, 1948, the station expanded operations by installing a studio in Rupert, operating the facility daily until Rupert obtained its own station, KXY, in the mid-1950's.

"As many longtime residents remember, the call letters for the station were KBOI until changed in the early 1950's to the present KBAR. The new call letters are said to stand for Burley and Rupert. It was also thought a change would be beneficial since a station in Boise called KBOI, causing mix-ups in mail and identification.



BURLEY'S RADIO station KBAR received a merit award recently from the Utah-Idaho Associated Press Broadcaster Association. Merit Award director, left, Bob Saxvik, vice president and general manager, hold the award

which is the first of its kind ever presented to the local station. The station began Aug. 20, 1946, and was first known as KBOI, Inc. Policy of the station is to continue to be active in community projects. (Times-News photo)

MODERN INDUSTRY DEMANDS THE TIME SAVING CONVENIENCE OF AIRCRAFT

FOR TRAVEL, FREIGHT, AND AERIAL APPLICATION OF INSECTICIDES, WEEDICIDES, FERTILIZERS, AIR SEEDINGS and Many Other Services!

We Have Planes & Equipment For all Jobs

Presenting Our Modern Fleet of Aircraft

Single and Multiple-engine Aircraft, with speeds over 200 miles per hour.

ALL TYPES OF AIR TAXI SERVICE.

DAY OR NIGHT ALL WEATHER

PLANES FULLY EQUIPPED WITH THE LATEST ELECTRONIC AND NAVIGATION EQUIPMENT FOR SPEED AND SAFETY.

CHEVRON
AVIATION PRODUCTS

FAA APPROVED
FLIGHT SCHOOL TRAINING

REEDER Flying Service

Night Phone 733-8384 Phone 733-5920



ONE OF THE many new buildings taking shape in Magic Valley under the guidance of area construction firms and general contractors is the new Filser school. The modern school, designed to take care of any educational technique that may come along in the next 30 years is being built by Neilson and Miller Construction Co. (Times-News photo)

Construction Firm Has Added Improvements

Working as a general contractor firm, Neilson and Miller Construction Co. has added a wide range of improvements to the South Central Idaho area during the past 17 years.

In recent projects, the firm has added such modern buildings as the Holiday Inn and such heavy construction projects as nearly all of the interchange and overpass structures of the Interstate Highway between a Twin Falls and Jerome and Hazelton and Jerome.

Ray Neilson and Lloyd Miller began the firm in 1950 as a commercial construction company. They now employ approximately 150 workers during the

peak of the construction season, working on jobs in Idaho, Montana and Nevada.

One of the current projects for Neilson and Miller is the new elementary school in Filser. It will be complete by August to accommodate classes for the fall of 1967. Other recent projects include the Lynwood Shopping Center, the Fidelity Bank remodeling and several smaller commercial buildings.

Mr. Neilson said that while construction of all types is now somewhat slow, the outlook for better trends as 1967 continues. Money is still somewhat tight, both for business expansion and development and for highway construction, he said.

READ TIMES-NEWS WANT ADS

Penta Post Firm Is Only Industry In Tuttle Area

TUTTLE — The Tuttle Penta Post Co., in addition to several cattle and sheep raising and feeding operations, is the only private marketing in Tuttle.

The post treating plant is owned by Mr. and Mrs. Vernon Ravenscroft and has been in continuous operation by them since opening in 1951.

The plant started on a small scale and now processes about 300,000 posts a year. They are sold for fencing and frame building-construction as well as contracts for poles for telephone and other uses. They sell posts from 2 1/2 inches wide and 5 feet in length to those measuring 12 inches and 35 feet long.

The posts and poles are treated in a solution of penta chemical mixed with a special penetrating oil and alcohol which is heated in vats. Three full truck loads of poles may be treated now at one time.

The posts and poles are now bought from individuals who go into the hills in the summer and cut and haul them to the plant at Tuttle on Highway 25.

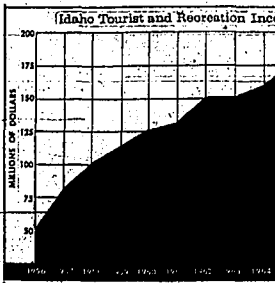
After being treated many of the poles are sold under contract to the government as well as private marketing from Nampa in Idaho to Bear Lake and into Idaho and northern Nevada.

The company also deals in lumber and sells small hardware such as nails, bolts and fencing supplies. A hydraulic portable boom loader is used for handling the longer length of poles.

Mr. Ravenscroft has lived at Tuttle most of his life and is a graduate of the University of Idaho. He was an extension forester of the University before coming back to Tuttle to form the company.

Mr. and Mrs. Ravenscroft have three sons and two daughters and Mr. Ravenscroft is Gooding County state representative.

MEXICO'S BEES BUSIER
MEXICO CITY — Mexico produced about 30,000 metric tons of honey in 1965, 11 per cent more than 1964.



Purchases Noted

NEW YORK — During 1966, the nation's electric power companies bought an estimated 228 million tons of coal, more than any other industry. Nearly half of all the coal consumed in the United States is used by electric utilities to generate electricity.

A large portion of the coal purchased was from the palachia region.

U.S. Auto Population Showing Steady Increase

DETROIT (UPI) — If all the automobiles operating in this country every day were placed bumper to bumper, how far do you think they'd stretch?

Around the globe? Yes, and then some. In fact, they'd circle the earth at the equator eight times.

Sound fantastic? Perhaps. But just think of this. Every year we take off the roads and junk enough cars to form a solid line three fifths of the way around the equator. But every year we also add more new cars to the highway than we take off, steadily increasing car population.

The passenger car registrations for the 50 United States shows a total of more than 71 million automobiles are in operation. On top of this are more than 14 million trucks, making a total of more than 85 million over-the-road vehicles being operated.

More than half the passenger cars in this country are five years old or less. But what may be more interesting is that more than 1.5 million of them are granddaddies, dating back to the '20's, '30's and even earlier. Many thousands of these, of course, are the restored antique or classic cars owned by collectors or old-car fanciers.

But perhaps most interesting of all is that a total of about 35.5 million cars now on the road are from six to 16 years old.

More than 20 million of the old cars are models of the 1930's. These are cars that basically are still used for transportation. They don't have enough age to be antiques. And there were mightily few classic cars in the '30's. So they're on the road for only one thing... to provide transportation.

In case you're interested, more than 35 million passenger cars on the road are General Motors, 18 million are Ford products, and the Chrysler count is 9.5 million. Twenty million are Chevrolets and 15 million are Fords.

The truck necessary comes fairly close to paralleling the passenger cars as far as vintage goes.

Of the 14 plus million trucks registered, nearly six million, or less than 50 per cent, are five years or less old. And there are still on our highways the whopping total of 1,533,257 trucks that are 16 years and older, still hauling cargoes for their owners.

Even the old gray mare was seldom that faithful.

E. S. Harper Co. Provides Market For Potatoes, Onions

By expanding into a breeding operation for the rearing of registered Angus cattle, the E. S. Harper Co. has become a real meat and potatoes operation.

The firm provides a market, and handles and onions in Twin Falls, Idaho Falls and Payette and employment for an estimated 105 people at plants in each of those locations. The Idaho Falls business was established in 1920; the Twin Falls plant in 1935 and the Payette operation in 1942.

E. M. Harper is the current president of the operation, which employs 35 people at the Twin Falls operation alone. Estimated gross payroll for all three plants is \$1,000,000.

The largest volume of the potatoes and onions resold by the company are produced in the state—thus much of the firm's payroll and money paid to Idaho farmers is money brought into the state from other parts of the nation. Mr. Harper pointed out.

The business' peak season depends largely upon the growing season—normally starting in October or September with a surge in January and another peak running from March through May. Three people are employed year-round at the Twin Falls plant.

The company operates five trucks in the Magic Valley area and also has a large treatment in potato and onion sorting equipment.

Mr. Harper contemplates even more expansion into the cattle-raising business as well as possible expansion of the Twin Falls potato and onion marketing operation.

He noted that his marketing operation has not been drastically or even directly influenced by the existing "tight money" economic situation in the United States.

"We are more dependent upon the agricultural market and the growing season," he concluded.

Beer Barrel Popularity Rises

NEW YORK — Beer barrels have become so popular with his customers, a British brewer has had to install an automatic filling line to keep pace with the demand, according to Modern Packaging, McGraw-Hill publication.

The two-gallon polyethylene barrels are small enough to fit on a refrigerator shelf or to take along on outings. A spigot on the rear of the keg permits easy dispensing.

FREIGHT TRAINS BUSY

WASHINGTON — Some 5,000 freight trains operate daily, handling 700 billion ton-miles of freight service — equivalent to picking up all the furniture and furnishings of America's 57 million households and moving these 10 miles every day.

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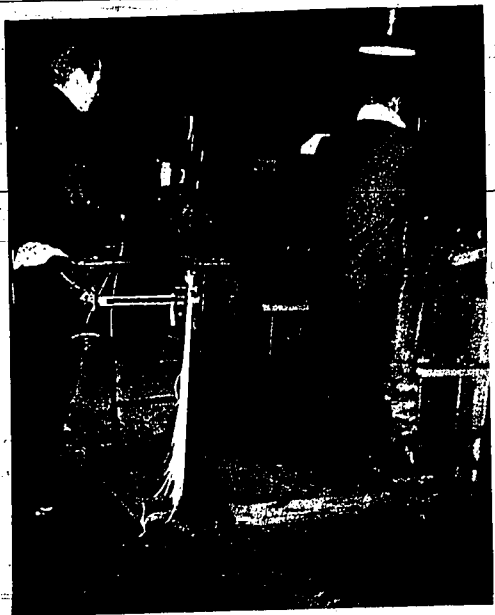
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BURLEY and TWIN FALLS

Thanks to the good will of our many friends and customers and our determination to render reliable personal service and maintain satisfactory business relations, United Oil has continued to grow and expand. We now have 38 full time employees plus 4 Commission Agents with an annual payroll of well over a quarter million dollars. Our employees, all established members of the communities, spend their incomes at home and thus help build a better, greater and more prosperous economy in this area of Idaho.

Besides our own "United" brand of products, we represent and market many quality National brands, some of which are: Freightliner, White, Kelly-Springfield, Chevron, Havoline, RPM, Conoco, Cummins and Detroit (GM) diesel A.C., Decla, Lubriplate.

United Oil was founded 27 years ago with the primary ideas better service and personal interest in our customers. We live up to our motto, "Service - Quality - Integrity" and are proud of the fact that we are one of the very few truly HOME OWNED and INDEPENDENT Oil Companies. Any success we enjoy is kept right here in Magic Valley.

In addition to Bulk Transport and Local Truck distribution petroleum products, United Oil operates a 24-hour Service Station and a modern service department for rebuilding, repair and servicing heavy-duty trucks and diesel engines in Twin Falls. For this function we maintain the largest stock of parts and the most completely equipped shop between Boise and Salt Lake City. We also distribute heavy duty trucks in South Central and Eastern Idaho.



BAGGING SACKS at Ida Pride are employees at the Hazelton plant. The firm, with headquarters in California, employs some 40 people in the Hazelton branch which specializes in chain store packing of potatoes with shipments made throughout the country. (Times-News photo)

Ida Pride Branch Packs, Ships Spuds At Hazelton

BY BETTY STEPP
Times-News Correspondent
HAZELTON—On Sept. 1, 1956, re-modeling was done and all new equipment was brought into what is known as "Ida Pride," located at the end of Brooks Avenue.

This industry here represents a part of potato sales, branching from Los Angeles, with Jack Berlin, Los Angeles, as president of the company.

The manager, Elliot Seabaugh, came from Los Angeles and started this particular branch and reports he has some 18 years experience. Ted Bruckner, Jerome, is the office man.

Shark Meat

TALLAHASSEE, Fla. (AP)—The Florida fishing industry is studying ways of making shark meat palatable.

When extremely fresh, and properly handled, it is believed to be palatable as a fresh fish commodity. Shark meat has been smoked successfully and it may also be produced in the salted, sundried form as "bacalao."

Industry Assured

HAILEY — The discovery of galena ores in the Wood River District in 1870 and in the Coeur d'Alene in 1885 assure Idaho of having a permanent mining industry.

USE TIMES-NEWS WANT ADS FOR FAST SELLING RESULTS



METAL BREAK, a machine used for bending large pieces of sheet metal for use in large signs is demonstrated here by Ray Lytle, owner and manager of the Lytle Sign Co., 638 Main Ave. N., Twin Falls. Mr. Lytle began his sign company in 1948 as a one-man shop where neon sign repair service was rendered. (Times-News photo)

Livestock Co. First in Magic Valley Area

The Stockgrower's Commission Co., 536 Maxwell Ave., is the oldest commission firm in Magic Valley, starting in 1938, according to Mike Ullman, Glenn Ferry, co-owner of the company for five years, with John Bradley, Twin Falls, co-owner.

The firm, with sales scheduled each Saturday, sells approximately 30,000 head of cattle, 40,000 head of sheep and 400 to 500 hogs a year. Between 40 and 200 head of hogs are sold each week.

The five-acre plant accommodates approximately 100 pens for hogs, cattle and sheep. It includes a hog house, barn, shelter, sheep and a grain store that holds approximately 60 tons of grain in sacks. The office pavilion has 350 seats and the complex includes offices and a cafe.

The company provides sale facilities and bond to handle the sales. Growers from throughout Magic Valley, from Mountain Home to Oakley, and from Nevada are customers for this commission company.

Buyers come from Utah, Idaho and California. They include packers, feeders, and other farmers and traders. The company provides handling, sorting and presentation to these buyers. Two auctioneers, Jim Messersmith, and Harold Knaas, both Jerome, head the sales. Sale records are kept from three to five years.

Feed and care are given to cattle before and after sales. A large number of the cattle sold are calves from one day to two weeks old to be raised or to replace dead calves. The commission company locates transportation for the seller if he wishes.

The cattle can be sold two to a minute singly, but are often sold in bunches up to 50 or 100 head. The cattle are sorted by size and quality. The sorting man categorizes them according to conformity to size and quality in the yards.

An Idaho brand inspector sees that each brand matches the label to replace dead calves. A health inspection is required for animals shipped out of the state.



STRAINS OF CURLY-TOP RESISTANT bush beans are examined by Dr. M. E. Anderson, plant pathologist and plant breeder for Rogers Brothers Co., Twin Falls. The research center is part of the breeding development and processing of pea and bean seed at the Twin Falls plant and Filer Experimental Farm. (Times-News photo)

Rogers Brothers Goal Is Breeding, Development And Processing Of Seeds

Rogers Brothers Co., in the Twin Falls area is dedicated to the breeding, development and processing of pea and bean seed for finer quality and higher yield crops, according to Henry Buchanan, manager.

The Twin Falls plant and Filer Experimental Farm are a part of the Rogers Brothers Seed Division which also has plants located in Idaho Falls and Colfax, Wash., and a corn research center in Caldwell. The Caldwell operation is concerned with the breeding and development of hybrid sweet corn.

In addition, Rogers Brothers has a Food Products Division engaged in the dehydration of a complete line of potatoes, onions, garlic and other vegetable products. Food products operations are located in Idaho Falls, Rex-

burg, Grand Forks, N.D.; Turlock, Calif., and Livingston, Calif.

Total Rogers Brothers Co. employees number about 1,600 during production seasons.

The impact of the Twin Falls economy in terms of payroll from Rogers Brothers would be slightly less than \$400,000 annually plus local purchases, Mr. Buchanan said. The Rogers Brothers annual payroll, in all locations, is in excess of \$3 million.

The company deals directly with Magic Valley growers for seed and its customers are largely canners and packers. Rogers Brothers Co. is an "old line" company dating back to 1876 when two brothers, Austin L. Rogers and Everett E. Rogers organized a seed growing

business in Chaumont, N.Y. During the period from the first World War to the early 30's seed processing plants were built in Idaho, Washington, Montana, Wyoming, Colorado and California.

Seed peas and beans were the original company's chief product. Today Rogers Brothers is one of the world's largest producers of seed peas and stringless beans and one of the industry's leaders in the modern breeding of peas, stringless beans and hybrid sweet corn. Company plant breeders are researching as many as 1,600 potentially new varieties of beans and about the same number of peas and sweet corn.

Seed varieties developed by Rogers Brothers are tailored to meet the varying requirements

of canners, freezers and growers throughout the world. To satisfy these requirements, the company must be able to develop and control, year after year, such characteristics as color, size and texture of the vegetable, the number of days required to produce a plant ready for harvesting. The shape of the plant or bush, its yield, its adaptability to mechanical harvesting equipment and its ability to resist the diseases common to the particular growing area.

A progressive program of technical research and plant breeding has resulted in many new varieties and hybrids now distributed throughout the world and will provide the new and improved varieties for future distribution.

FOOTWEAR BOUGHT MADRID — During 1956, U.S. buyers purchased more than \$10 million worth of Spanish footwear, a 50 per cent increase over last year.

Butter

NEW YORK — People are eating less butter today. Buttermaking still constitutes about one-third of the world's milk production, but world milk production, estimated at an annual 9.5 billion pounds, is 10 per cent less than it was before World War II, according to the Encyclopaedia Britannica.

Lytle Sign Co. Started In 1948 As One-Man Shop

Lytle Sign Co., 638 Main Ave. N., Twin Falls, began in 1948 as a small one-man shop where only neon repair services were rendered, but through steady growth, the business has become one of the largest sign companies in the area.

Today Ray Lytle, founder, owner and manager of the shop, supervises the manufacturing of neon and plastic signs, supplies neon and crane service and provides sign lettering and truck lettering.

The company offers high intensive lighting for plastic signs and owns a crane with aerial ladder for high service of signs, and a 1,000-watt enlarger which enlarges hand lettered signs. The glass plant, where the company's own glass blowing is done, was enlarged this year.

The company has a gross payroll of about \$20,000 and spends approximately \$25,000 each year with local merchants for supplies.

Local suppliers for the firm include lumber companies, electric wholesale businesses, paint stores, hardware stores, pipe and steel suppliers and neon glass transformers and plastic companies.

Mr. Lytle is well qualified as a sign manufacturer. He attended the Egri Technical Glass Institute of New York City, and Parsons School of Commercial Art of Kansas City, Mo.

The company, which services businesses throughout Magic Valley believes that tourists judge the prosperity of a town by the design and appearance of the signs of local firms, and this company is doing its utmost to assure the prosperity of Twin Falls.

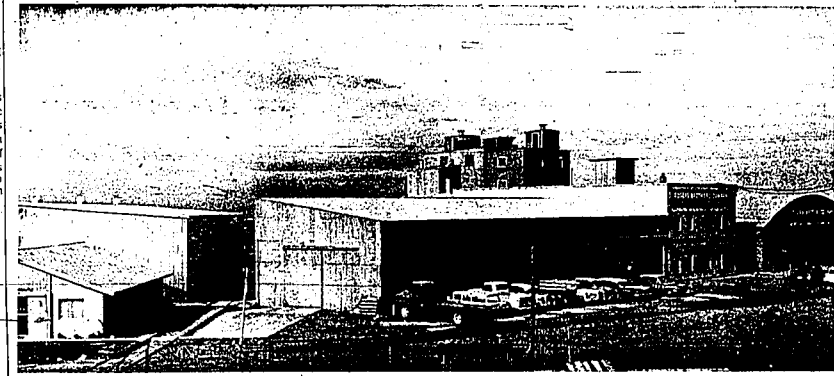
Records Set

PORTLAND — All-time records in freight volume and capital improvement spending highlighted 1956 operations of the nation's railroads.

The year 1956 saw railroads handle seven per cent more freight volume than in 1955 and a whopping 32 per cent more than in 1951, reports the Association of American Railroads.

COEUR D'ALENE TOP COEUR D'ALENE

By 1859 the Coeur d'Alene district was the chief lead-producing area of the richest and most productive mining centers of the world.



ROGERS BROTHERS COMPANY, Twin Falls, revolves around the breeding, development, and processing of pea and bean seed. The Twin Falls plant and Filer Experimental Farm are a part of the Rogers Brothers Seed Division which also has plants in Idaho Falls, Colfax, Wash., and a corn research center in Caldwell. The seed is sold largely to canners and packers throughout the country. (Dudley photo)

Promoting, Helping Farmers Two Endeavors Of T.F. Firm

Promoting Simplot products and aiding the farmer in increased and quality plant production are two endeavors of the Simplot Soilbuilders outlets, one of which is located in Twin Falls.

Simplot Soilbuilders is a phrase coined by Joe McCollum, general manager of the Magic Valley soil building operation, when the local outlet was opened during World War II.

The Simplot company boasts that no two of its Soilbuilder units, scattered throughout the western United States are alike. The outlets are there for farmer, not company convenience and each is geared to meet the particular agricultural problems of the area.

Mr. McCollum said the Soil-

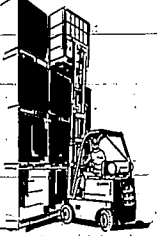
builder outlets are not intended to reap any great profit for the Simplot organization, but more to advise farmers in the use of the Simplot products so the farmer will get a greater return from his operation.

Mr. McCollum said, in fact, that the Simplot Soilbuilder outlets are actually competing with other Simplot distributors. He said the Simplot products are sold through other outlets in nearly every town supplied by a soilbuilder unit.

The outlets are staffed with agronomists who have extensive backgrounds in this field. Both dry and liquid-fertilizer storage facilities are maintained and mixing of fertilizers in meet farmers' individualized requirements also are maintained.

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Varied Atmosphere Featured At Idaho Frozen Foods Plant

With a little footwork and a fall. Occupying one of the Twin Falls, Idaho Frozen Foods plant near South Park can Industrial Siles, the operation is a varied atmosphere featured in one part of frozen french fries, hash browns and head for the frozen storage division that occupies a huge part of another section. Specializing in the processing and distribution of frozen potato products, the company is one of the largest employers in Magic Valley, providing work for some 350 to 350 area residents during the peak season. The local company was recently purchased by the Consolidated Foods Inc., which is headquartered in Chicago. The business is still operating under the management it has had since its establishment in 1955. The division president of the company is Vern Routh, Twin Falls, Idaho.

Original shredded frozen hash brown plant that was located in Kimberly in the early part of 1950. Although the company now produces more frozen french fries than hash browns, the registered brand name of the corporation's products, "Rustles" has become synonymous with hash browns. With the addition of a modern hash-brown processing building to its facilities at the industrial site, the company brought its equipment investments up to more than \$3 million, Mr. Stokes said. The new hash brown equipment was added just last year, he added. Prior to the addition of the \$250,000 hash brown plant in Twin Falls, this product had been produced at the old Kimberly plant. The company does not contemplate expansion to any other area communities at this time, Mr. Stokes said. Improvement of present facilities and equipment will be the immediate concern of the company officials, he added. The french fry processing

Preparing, Disseminating News Big Industry In Area

There is an industry in Magic Valley that few would think of as such, yet the industry of preparing and disseminating news through this area is an extremely large one. In Magic Valley there are 12 newspapers, one daily, one tri-weekly and nine weekly, that grind out news that reaches people in all walks of life in this area. One vital role the industry plays in this area is the employment role. The news media in this area employs hundreds of people. Here is another phase of the printing industry, too—that of job or commercial printing. Jobs ranging from school glance programs to preparing annual reports for companies, or printing a wide variety of business forms, letters, programs, brochures, labeling tags and many, many other items. All in all the printing industry, coupled with the industry of handling news, is a large and important one in the area that has payroll impact, education impact, entertainment value and advertising value to merchants.

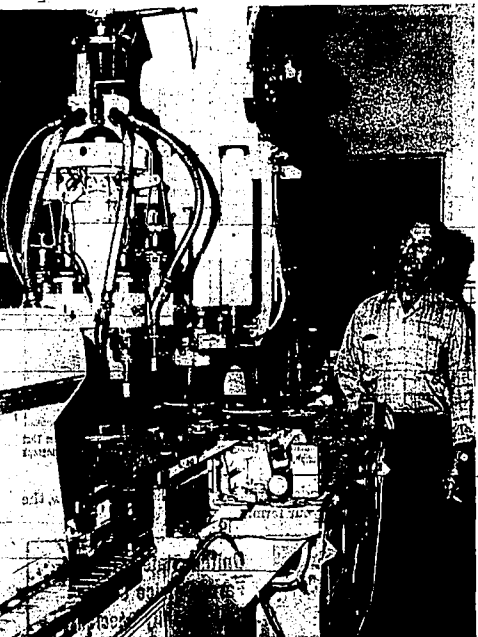


DWARFED BY ROWS of processed frozen potato products manufactured by Idaho Frozen Foods Inc. are Jim Stokes, left, assistant secretary, and Bill Routh, plant manager. The company employs from between 250 and 350 area residents annually. (Times-News photo)

Bottling Industry Consumes Large Amount Of Area Sugar

The bottling industry is extremely important in the Magic Valley area primarily because of the great amount of sugar it uses in each daily operation, according to Charles Swope, who in partnership with Jack Levander and John Nepej operates the Pepsi-Cola Bottling Co. in Twin Falls. The Pepsi plant is currently located at 253 3rd Ave. W., having moved to that location in 1947 and into the first modern plant built in Twin Falls after the end of World War II. Prior to moving to Third Avenue West, the company had been located on Fifth Avenue South for seven years. The firm is franchised to operate in all of the eight Magic Valley counties and the Wood River Valley and serves the area bordered by Galena Lodge on the north, the Utah and Nevada borders, on the south, Bliss on the west and Rupert on the east. Several different beverages are bottled at the plant, coming off the bottling line at an average rate of 120 per minute. The firm operates eight trucks during the peak of the season,

Falls, bottles in glass rather than using the more convenient but expensive cans. The Pepsi company is contemplating expansion, Mr. Swope said, but it will probably not convert to a canning process as long as Magic Valley demands a paid for the canned soft drinks can continue to be met by supplies imported from Salt Lake City. There are 62 Pepsi-Cola bottling companies in the United States. The outlook for the industry is good. Sales figures for the area are increasing and recent studies predict that sales should increase 20 per cent by 1970. Changing consumer tastes and the new emphasis on outdoor living will account for the sales increases, Mr. Swope predicted. **Contract Let** **PARC**—A \$14 million Bulgarian contract to build a tire plant at Vidim on the Danube recently was given to France's Citat Co. The new factory is to make 1.2 million tires a year, about half of them under license from Kiebo-Columbes, the big French tiremaker. The firm likes to employ students, and particularly College of Southern Idaho students, because they can be employed on a parttime basis and their schedules arranged around their classes, Mr. Swope added that college students are among the 20 to 30 age unit that is the biggest consumer group of soft drinks. The plant, as well as the two other bottling firms in Twin

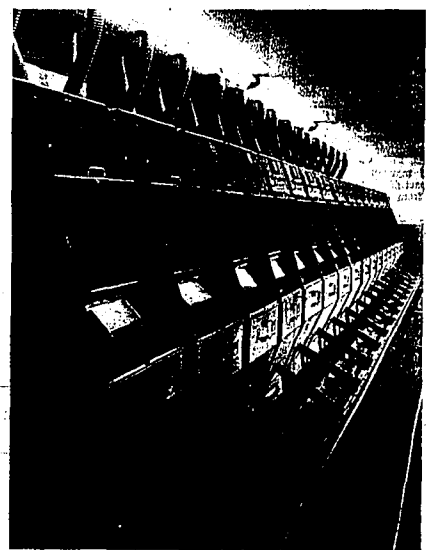


EXAMINING BOTTLING EQUIPMENT at the Pepsi-Cola Bottling Co., is Charles Swope, who in partnership with Jack Levander and John Nepej operates the company at 253 3rd Ave. W., Twin Falls. The amount of sugar used in daily operation of bottling companies in the area makes the industry one of the more important in Magic Valley. (Times-News photo)



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DEMONSTRATING USE of the post-driver they manufacture for farmers throughout the area are George McGonigal, driving the tractor, and John McGonigal, holding the post, to Speak Halam, of Globe Seed and Feed Co., Twin Falls. Watching the operation is young Michael McGonigal, son of Mr. and Mrs. George McGonigal. The brothers build the post-drivers at their ranch south of Bellevue. (Times-News photo)

McGonigal Brothers Build Post-Drivers At Ranch Shop

HAILEY—For several years prior to 1928 George and John McGonigal, owners of the McGonigal Brothers Ranch near the foot of Zimmerman Hill, spent every minute they could away from their 240-acre ranch working at a lathe or with an acetylene torch.

It wasn't that they didn't like ranching and stock raising, but they had a new love. One that took them in to Bellevue, the nearest town, as soon as their ranch chores were done each evening, and kept them there until the wee, small hours of the morning.

It wasn't hard to locate them in Bellevue. Anyone swinging back the wide doors of Pete Johnson's Welding and Machine Shop at the south end of town, would find them working or perhaps studying over a pattern. And Johnson, after finishing his day's work for customers, would be working along with them.

Last summer, however, the daily trip to Bellevue was eliminated. The McGonigal Brothers moved to the McGonigal ranch and is in full operation there. Johnson no longer specializes in customer work. He now spends all of his time working with the McGonigal Brothers in the manufacture of "Big Mac Post Drivers."

The men are working in the large machine shop the late George P. McGonigal built many years ago and used, together with his sons, up until the time of his death in 1920. In addition to machinery already owned by the three men, they have installed a new Graziano lathe. The machine has a 26-inch swing for cutting out bearing seats and general machining.

A milling machine to cut keyways and mill flat surfaces is also newly installed as is an automatic flame-cutting duplicator. The grinder used is one they invented themselves.

"Our new machinery and the fact that we do not now have to spend so much time traveling back and forth has facilitated the production of the post drivers," John McGonigal said. "But our shop is now too small

to handle all the planning and hard work we put in before we get a driver to work the way we wanted it to."

The McGonigal Brothers designed their machines for rugged duty. The small machine weighs 675 pounds and the larger one 850 pounds. Heavy steel ball bearings are installed into "U" joints so greasing is not necessary.

"Safety for the operator was our main concern when developing the driver," said John McGonigal. "The post is inserted in the machine and held firmly by it. The operator stands back away from the machine."

The post-driver is completely automatic. However, it can be operated manually if desired. The impact of the hammer can be set from one inch to four feet.

When the desired depth is reached the machine automatically shuts itself off. The hammer, contained in the chamber, cannot go out the bottom of the driver.

Livestock Commission Company Began In 1935

Started in 1935, the Twin Falls Livestock Commission Co., 630 Railroad Ave., Twin Falls, is the only Federal yard in South-east Idaho.

The yard began as a stock holding company but is now owned by Cecil Brim, Twin Falls.

Covering nearly 10 acres of ground, the company yards contain approximately 450 pens which can accommodate approximately 7,000 cattle. The company employs 47 workers for sales which are held each Wednesday. The permanent staff numbers nine.

Mr. Brim, long interested in such activities in the area, hires many young people each week to work with the cattle. The company provides a training program for youthful employees, including 16 years of age and older and college students.

The program includes handling and classification of cattle. Mr. Brim has been in the business 17 years. He commented that his business is second largest of its type in the state, and is the largest in consign-ment sales in the west. Approximately 1,900 cattle are handled

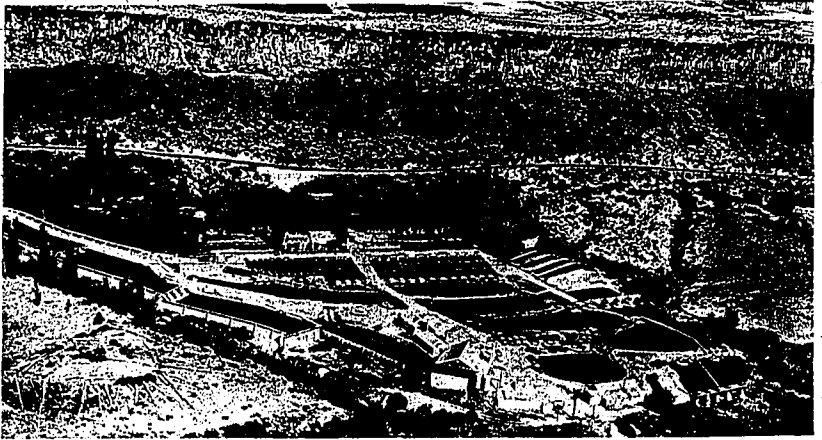
per sale. The largest sale handled by the commission company was 4,200 head which sold in 10 hours.

Last year the company sold and processed \$19 million worth of livestock. In 1956 the company handled 89,304 head of Idaho brand inspected cattle. Cattle also are handled from Nevada, Washington and Utah. At one sale, 18 states were represented by cattle sellers.

Buyers come from throughout the west. They include packers, feeder buyers and order buyers.

Following one hour of livestock through sale runs something like this. The cattle are brought in by truck, checked in and brand inspected by the state and federal government. From there the cattle are herded into sorting pens where three or more men sort according to size, class and quality.

Following the sorting pen the cattle go to the auction ring for selling. After purchase the cattle buyer receives a release slip at the check-out stand which is formal delivery of the cattle.



SLAKE RIVER TROUT CO., said to be the world's largest trout ranch, is situated at the base of the Snake River canyon wall north of Buhl. Sheer lava cliffs rise high above the trout farm and millions of gallons of spring water per second flow out to supply this large operation. Visitors are welcome to wander about the landscaped grounds and view the catching and processing of these fish every week day. (Dudley photo)

Snake River Trout Firm, Near Buhl, Is Well Known

BUHL—Robert Erkins only has 10 acres of land and doesn't even own a plow, but he's a farmer of sorts—only his crop is rainbows, trout, that is.

His operation—in the Snake River canyon north of Buhl, known as the Snake River Trout Farm, is considered one of the world's largest trout farms and he raises rainbows by the million. His current stock is estimated at 10,000,000 trout in various stages of growth.

Each year he ships some 1-

in a large underground lake. The springs pour 250,000 gallons of water a minute into the Snake River. About one-fourth of this water is diverted from the raging stream formed by the springs, routing it through his ponds and then to the river. The constantly flowing water in the ponds enables him to use what is known as a "raceway culture."

In some countries, fish farmers with a limited supply of fresh water raise trout in still water. According to many gourmet Mr. Erkins says, trout grown in a "raceway are firmer and more succulent than those raised

in still water because the last-moving torrent provides the trout with more oxygen and gives them lots of exercise which keeps their meat firm.

Mr. Erkins breeds his own stock in a hatchery where the fingerlings are kept until about one inch long. They are then transferred to the ponds where they grow about an inch a month. An estimated \$500 a day is spent for food pellets containing fish meal, soybean meal, wheat, minerals and vitamins. The largest trout feed three times daily while small trout require at least six meals per day. Every month a new crop of fingerlings is set out and the

larger trout are transplanted from one pond to another as they mature.

The fish complete their growth in four finishing raceways. Ready-to-market trout average 13 inches in length and 1 1/4 ounces in weight. The harvested trout are machine-cleaned, inspected and dressed at a rate of more than 1,000 an hour.

About 80 per cent of the fish are marketed frozen, many of them boned or boned and breaded. The remainder are iced and sold fresh.

FOR FAST SELLING RESULTS USE TIMES-NEWS WANT ADS



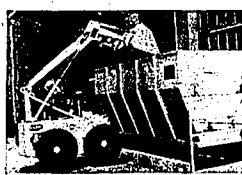
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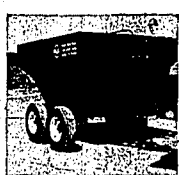
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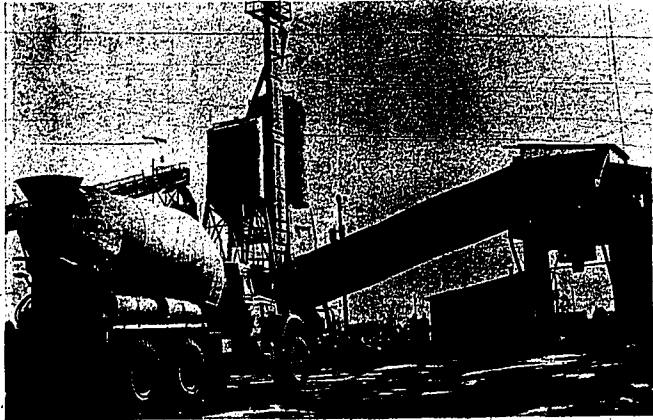
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GAZING OVER THE SORTING PENS is Cecil Brim, owner of the Twin Falls Livestock Commission Co., Twin Falls. The company has over 450 pens which can accommodate approximately 7,000 head of cattle each Wednesday sale day. Approximately 1,900 cattle are handled per sale. Last year the company processed \$19 million worth of livestock. (Times-News photo)



ONE OF SEVERAL modern concrete mixing operations in Twin Falls is the Ready to Pour Concrete Co. facilities west of Twin Falls. A fleet of mixing trucks distribute the concrete

throughout Magic Valley. The plant, shown in the background produces some 25,000 yards of concrete per year. (Times-News photo)

Production of Concrete Increases Despite Hiccups

Production of concrete in West, and in Buhl, Jerome and Magic Valley areas is increasing despite a number of hiccups which the industry must overcome.

Ready to Pour Concrete Co., the successor of Sumner Sand and Gravel Co., a pioneer in Twin Falls industry, now produces about 25,000 yards of concrete per year. Walter Todd, division manager reports.

Problems involve obtaining the proper type of sand and gravel for the mix, and the often high cost of hauling this material to batch plants where it is prepared and then hauled again to job sites.

Mr. Todd said major projects his firm has handled during the past few years include the new Hansen Bridge which required 7,000 yards of concrete, the Caswell Mobile court, Roger Brothers Seed Co., new warehouses and many other new buildings now using concrete.

This is a good district for concrete work, Mr. Todd said. Many farmers are now using it for ditch lining and irrigation structures.

Ready to Pour facilities in Magic Valley serve six counties with batch plants in Twin Falls, located on Addison Avenue. Special color mixes and con-

crete paints provide almost any shade the builder desires.

A concrete ski lodge which was involved in a fire a few seasons back in the vicinity of Idaho Falls was rebuilt and ready for use by the following season. It needed only to be cleaned and refurbished after the replacement of wooden window trim and doors.

Concrete can now be molded into any shape and it is less costly than many other types of building material, Mr. Todd added.

Sumner Sand and Gravel Co. was begun by L. C. Sumner and his father. Since the death of L. C. Sumner it has been continued by the family and Mr. Sumner's widow, Ora, is currently employed by Ready to Pour. Other company officials include Carol Dowd, office manager, Mike Mayne, ready-to-pour production manager and Tom Walgamoot, aggregate production manager. About 30 employees serve the firm.

Dental Labs Far Cry From Early History

As rumor has it, Paul Revere of horsemanship fame started the first dental laboratory when he carved a set of imitation ivory for George Washington.

And as the first United States President learned to value the "choppers" his fellow countrymen began flocking to other labs and the business became firmly established.

Bjorn-Waters Dental Lab in Twin Falls is an offspring of one of those early operations. Completely modern and scientific, the laboratory provides Magic Valley dentists with hundreds of different types of replacements for missing teeth, including partial plates as well as full dentures.

Partners in the business are Gordon S. Bjorn and John D. Waters. Up until last year, the men had separate businesses but they consolidated Jan. 1. Prior to their consolidation, each had been manufacturer of dental replacements for approximately 10 years.

The men have invested an estimated \$20,000 in equipment and employ four people. The business has recently been moved to a new location at 216 1/2 2nd Ave. N. and into a building that was remodeled at a cost of \$12,000.

More than five years apprenticeship or three years formal educational training is needed for the technicians who manufacture and service dental plates. The Bjorn-Waters lab works directly with area dentists and is currently the only firm in Twin Falls involved with the actual manufacturing of dentures.

There are several dental labs



WORKING WITH PLASTER denture molds is Gene Humphries, an employee of the Bjorn-Waters Dental Lab. The company works directly with area dentists and is currently the only firm in Twin Falls involved with the actual manufacturing of dentures. (Times-News photo)

in the area who service and repair dentures, but these operations deal primarily with the general public rather than with dentists.

Employees at the Bjorn-Waters lab take painstaking care with each plate manufactured. They velas in the plate to simulate human gums. Much attention to the color and shape of the artificial teeth and the shade and fit of the plate, Kington's imitation ivory.

Kennett Family At Paul Operates Flying Service

PAUL-Dick's Flying Service is a family venture, operated through the entire cooperation of the Richard Kennett family. This may seem slightly ironic because Mr. Kennett, whose mother died when he was a child, was raised in an orphanage.

Besides two regular employees, Mr. Kennett operates his business with the able assistance of his wife, Dona, and three young daughters, Scott, the oldest member of the family and the only boy, is currently serving an LDS mission in North Germany.

Mr. Kennett could operate his business with only the help of his male associates, but says he enjoys the company of his family beside him.

Dick's Flying Service is a crop dusting business. Mrs. Kennett and daughter, Kristina, drive the nurse rigs or water tank to a location near the field to be sprayed. It is also their duty to flag or mark the next swath to be sprayed. Joni and Lisa, the two younger members of the family, are stationed near the telephone taking orders for their father.

Mr. Kennett started his flying career after graduating from high school at Toledo, Ohio. He joined a flying club in Hamilton, Mont., and received his first hours of instruction before joining a glider pilot program during the first of World War II. He was a glider pilot during the war as a non-commissioned flight officer serving in France and England.

He worked as a flight instructor after his service discharge. In the spring of 1951 he did his first crop dusting while employed with Charles Reeder, Twin Falls.

Four years later he moved to McCall to work for the Johnson Flying Service. This was interesting work for Mr. Kennett, who piloted cargo and passenger into Idaho's scenic primitive areas. During the first season, he dropped smoke jumpers and later in the season, flew hunters and equipment into the lodge and camps.

Mr. Kennett had to make attempted selling insurance but realized that flying was his first love and was what he really wanted to do. He moved to Paul in 1950 and with a 3-J went into business for himself doing crop dusting and spraying.

According to Mrs. Kennett, aerial application of insecticides and herbicides is one of the most hazardous occupations of our time. The airplanes usually apply the chemical from about three to five feet from the ground. This means the pilot must have full control of his aircraft at all times.

Mr. Kennett has nearly 10,000 total flying hours and 3,000 hours in agricultural work. During these hours he has been injured only once, which was in 1950 when his power lines and crash landed. He recovered from his injuries by the spring of 1951 and has since then, with other spraying season with another airplane.

Nearly all crop spraying is done in the early morning hours or just before sunset, as the air is better then. The planes perform better and can carry a larger load. Spraying should be done with a minimum amount of wind, which is often the case in the early hours. The family starts its day at 2:30 a.m. so they are in the country and ready to start work at the break of day.

In the years Kennett has operated this business at Paul, he has lost four airplanes. Besides the one he wrecked, three others were wrecked by pilot error. In this respect, the Kennetts are like the farmers for whom they work—hoping that the next year will be better.

Where dusting used to be the big thing, since 1950 most everything is spray. This is largely because in shipping dust the freight is largely inert ingredients, while in liquid the material is concentrated and is then mixed with water.

Also there is less drift with water than dust because of droplet or particle size. However, it is a bigger problem to the operator. All one needs with dust is a loader or a flat bed or pickup truck. Dust left in the air, the plane can go on could do without markers.

With spraying, one has to have pumps with both suction and discharge hoses, trucks and or trailers and then room to haul the chemicals too, Mr. Kennett said.

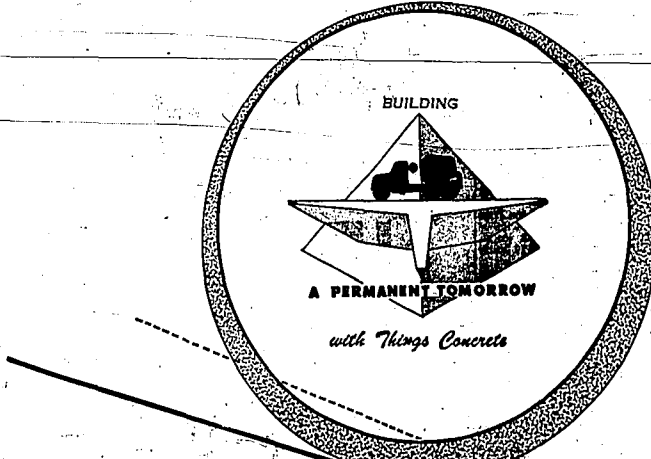
Some of the hazards of the business include telephone and power wires, fire resulting from crashes when the pilot is knocked unconscious for a short time, and if engine trouble develops, one has a very limited time to find a satisfactory place to set down.

Mr. Kennett has had to make a forced landing twice, one for running out of fuel and the other when he hit a wire and knocked out the windshield and couldn't keep the plane in the air. He has also had a wire hit two times and came down in fields.

Liniment

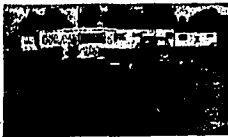
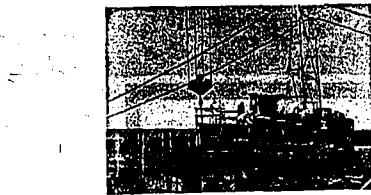
CHICAGO—Horse liniment is making a comeback, but not on farms.

One drug manufacturer markets a line of liniment and other horse-care products in drug outlets of swanky suburbs where there is a growing number of riding-horse owners.



"Twin Falls Grows Permanent IN ALL DIRECTIONS"

QUALITY HAS BEEN OUR STANDARD. For the many years we were SUMNER SAND & GRAVEL quality was our standard. Now that the name has been changed the tradition is still the same. We are here to serve you, our customer, with the finest high quality products. At the left are just five of the past years successfully completed jobs using various forms of our products. HANSEN BRIDGE, ready-to-pour concrete; HOLIDAY INN, ready-to-pour concrete for sidewalks, curbs, floors, roof and swimming pool; CASWELL MOBILE COURTS, ready-to-pour concrete for the patio's curbs and walkways; HAWTHAY, aggregate precast stone front; IDAHO FROZEN FOODS INC., tilt-up concrete walls poured and then sectioned. Whatever your concrete needs, we are here to serve you with the most complete line of concrete products in Magic Valley.





IDAHO POWER COMPANY'S Hells Canyon Dam, where these three giant cranes have been placed, commenced the clock since last March, will begin producing electricity in 1967.

Several Expansions During 1966 Listed By Idaho Power

This is progress: service extended to additional electric irrigation pumps watering nearly 24,000 acres—more than 90 miles of new distribution lines laced across the land—nearly 50 per cent of all new lines electrically heated.

Such were the giant strides of expansion stepped off by Idaho Power Co. in Magic Valley during 1966.

"And," assures E. E. Haroldson, manager of the utility's southern division charged with providing dependable low-voltage service to the flourishing area, "Idaho Power will continue this pattern of progress in 1967 with the same vigor it has for the past half-century."

In 1966, a year that saw the company invest more than \$47 million in new facilities of all types across its service area, the sights and sounds of construction were in dramatic evidence throughout Magic Valley.

Perhaps the most dramatic of all were those accompanying Idaho Power's completion of a new 230,000-volt transmission line extending more than 100 miles between Boise and Jerome.

Huge trucks manned by yellow-helmeted crews threaded their way across the desert and the whine of strapping winches filled the air as the finishing touches were put on this heavy-duty carrier—the utility's third such "highway of wires" that now provides an additional means of delivering energy from the Hells Canyon development to Magic Valley.

Elsewhere in the southern division, other crews built mile after mile of the same, shorter distribution lines, or "feeders," that serve the company's customers directly.

For example, 13 miles were built in Cassia County, nearly 8½ miles in Jerome County, and more than 2½ miles in Twin Falls County—all adding into the more than 90 miles of the feeders that went into operation in 1966.

The new lines boosted the total of feeders Idaho Power operates in its southern division to more than 3,850 miles, of which nearly 2,540 miles serve rural areas.

Probably nowhere did the drumbeat of progress hit a faster tempo than in the company's expansion of substations, the type of facility in which it now has invested more than \$10.3 million to serve Magic Valley alone.

At the Midpoint transmission switching station near Jerome, southern terminal of the new 230,000-volt lines supplying Magic Valley, Idaho Power installed two banks of relatively new devices called series capacitors to boost the capacity of the carriers and improve the stability of the area's transmission network.

This service-improvement project also carried a cost of some \$780,000, thus adding to the investment of nearly \$1.3 million Idaho Power already had in the sprawling station.

The utility also put another \$527,000 into the plan-ahead effort carried a cost of some \$780,000, thus adding to the investment of nearly \$1.3 million Idaho Power already had in the sprawling station.

"This project," explains division manager Haroldson, "was for the dual purpose of improving service to a large existing irrigation pumping area and providing for future load growth."

In addition to these ambitious undertakings, Idaho Power built new substations at Hagerman and Thousand Springs, and installed additional high-voltage equipment in its \$1 million Piller Avenue substation in Twin Falls.

The company's pace of expansion in 1966 were geared to a substantial upsurge in electric use by its customers in every classification.

"Magic Valley's record of fast-mounting electrical use only demonstrates Idaho Power's readiness and ability to

serve," Haroldson points out, "but the rising modern electric standard of living and working in the area at home."

As an example, total residential use last year increased by nearly four million kilowatt-hours.

Part of this increase is traceable to the steady swing in Magic Valley to electric home heating, which was installed in a total of 105 new homes during 1966. With 213 homes built in 1966, this means that nearly 50 per cent of the total voted for the cleanliness and convenience of electric heating.

In addition, the owners of 75 existing homes in the area elected to convert their systems to electric heat.

On Magic Valley farms, where electricity is the No. 1 "hand," total use increased by more than two million kilowatt-hours in 1966.

A jump of nearly 10 per cent in total use was chalked up by Idaho Power's commercial and industrial customers, who took nearly 6.7 million more kilowatt-hours for their enterprises in 1966 than they did in the previous year.

Contributing to the healthy increase was additional production equipment installed by Magic Valley food processors. Typical was a French fries cooker and refrigeration equipment added by Idaho Frozen Food of Twin Falls, a new disposal system added by Amalgamated Sugar at Paul, and a new onion fryer installed by A and P in its distribution center at Burley.

Burley Brick Firm Begun By Brothers

BURLEY—Three brothers, H. G. Pullman, Joseph Pullman and V. T. Pullman, opened a brick company in 1909 known as the Heuburn Brick Co., where the sawmill now stands on Snake River at Heuburn.

In 1917 the brothers moved the company to its present day location at 1010 E. Main St., Burley, and the firm assumed its present name of Burley Brick and Stone Co.

At first the company made only the well known yellow brick. The company made the first yellow brick for the Twin Falls Sugar Factory, Paul Sugar Factory, several of the early dry kilns and some of the early pioneer homes in the valley.

The company shipped bricks by railroad until the late 1930's. They supplied bricks for building in all southern Idaho and have shipped bricks into all the adjoining states through the years. However, today the bricks made by the firm are sold only in Idaho.

The company was one of the first shippers of building sand until the early 1940's. During the early years of the company's growth horse drawn wagons were used and the kilns were hand-fired coal burners.

The clay is mixed with water to form the bricks. After the bricks have been formed they are laid out to dry before the firing process in the ovens which are called kilns.

The firing compounds in the clay gives the colors. There is no dye added to the clay to make the different color bricks, as many people believe. Today the company makes a full line of different colored bricks.

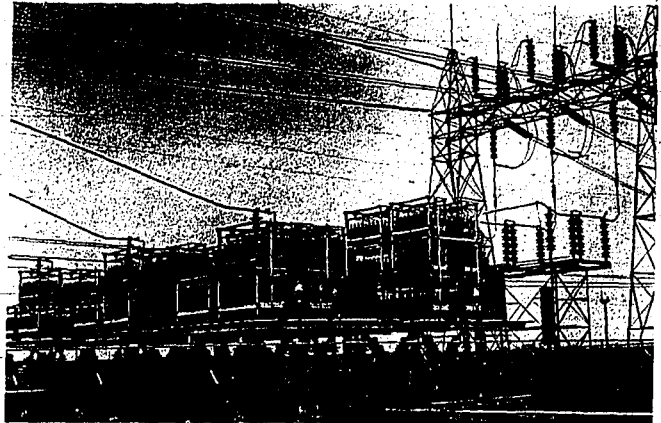
Modern equipment is used in the process and automatic gas furnaces fire the kilns.

The three brothers who started the business all have died, but the company still remains in the Pullman family.

Mrs. V. T. Pullman is president; Mrs. Minnetta Pullman is serving as secretary-treasurer. Jack and Wilfred of the original men starting the company, and Roy J. Pullman is manager. He is the son of the third brother.

ORE TONNAGE LISTED MADRID—Spain produced 81,429 tons of lead ore last year.

the fall of 1967 to help fill the growing needs of Magic Valley and the rest of the Snake River Valley. The huge project is scheduled for completion next year. (Idaho Power photo)



INSTALLATION OF THESE series capacitors last year at Idaho Power Company's Midpoint transmission switching station near Jerome boosted the capacity of three 230,000-volt lines supplying Magic Valley and improved the stability of the area's transmission network. Midpoint station represents an investment of about \$2 million. (Idaho Power photo)



Your electric service reaches

NEW HEIGHTS

FACTS OF ELECTRICAL PROGRESS

On completion of the Hells Canyon project next year, Idaho Power's generating capacity will be 40% larger than it is now, an increase of more than 1,000,000 kilowatts in approximately ten years!

Idaho Power spent \$47 million on new construction in 1966 and plans to spend another \$30 million in 1967—the largest construction expenditures in our area in both years!

Idaho Power's Midpoint-Hunt development for better service to Magic Valley was completed in 1965 at a cost of \$4 million, and immediately expanded with additions now virtually complete for another \$4 million.

Last year more than 90,000 acres of farmland were opened to electric pump irrigation in Idaho and eastern Oregon, largest year on record. Today more than 1,186,000 acres are irrigated by electric pumping!

Already engineering studies are under way for steam turbine generation, either nuclear or coal-fired, following the completion of Hells Canyon dam.

Idaho's steady growth is a well-established fact—you can see it wherever you look. A new all-electric motel, an additional furnace at a phosphate plant, expansion of a food processing facility, a new store, another Gold Medalion home. Individually they pop up as part of the normal turn of events—collectively they spell PROGRESS.

A pace setter for progress is modern electric service. As new homes, businesses and industries place added demands upon the generating and transmission system of Idaho Power Company, the needed electricity is always waiting. This is no accident.

Rolling ahead across lonesome miles of desert, Idaho Power construction crews continue to erect towering pole structures and to uncoil immense reels of wire, stretching out the electrical highways, ready on time to carry energy from the Hells Canyon hydro plants to expanding needs of Idaho and the Snake River valley.

Working quietly at drafting boards, and with slide rules and computers, Idaho Power engineers anticipate future growth. Whatever the electrical needs of an ever-expanding Idaho economy, Idaho Power Company is there—ready, willing and able to serve.

ELECTRIC HEAT
WIRING — INSULATION

Free Estimates
Heat loss calculations
Guaranteed Heating Bills

RESIDENTIAL COMMERCIAL
SERVING IDAHO FOR OVER 20 YEARS!

Air Conditioning Too!

CALL COLLECT TODAY! Ask for Dick or Marjory

SHOTWELL'S INC.

152 2nd Ave. No. Twin Falls — 733-7774

IDAHO POWER COMPANY
A TAX-PAYING CITIZEN WHEREVER IT SERVES



THE RACING HEN painted on the side of Harvey's delivery vehicle is a good example of the sense of humor exercised by owner, Harvey Hollinger, Paul, standing beside it. On the front of carrier is printed "Harvey's Cackleberry Carrier"; on the rear is printed, "Get Fresh With Harvey's Eggs" and a cartoon of a hen. (Times-News photo)

Harvey Hollinger Works With 10,000 Females, But Few Would Want His Job

By ARVETTA SAVAGE
Times-News Correspondent
PAUL—Harvey Hollinger has the distinction of having an "all lady" production line in his business operation north of Paul. Although many business-people would like the opportunity of being surrounded by 10,000 females as Hollinger is, few men would trade places with him.

The 10,000 active females are hens and Hollinger is owner and operator of "Harvey's Eggs," a business he has been in since 1950.

Harvey rather enjoys the constant chatter of his production crew and takes great pride in the results of their work, which

delivers to most grocery and restaurants in the Mini-Cassia area.

"The eggs are delivered in Volkswagen's bus-like vehicle with this inscription "Harvey's Cackleberry Carrier," painted on it. This delivery vehicle has caused many inquiries such as "Who's Harvey?" and "What's a Cackleberry?" Hollinger has a quaint sense of humor and enjoys sharing it with others.

"Each morning the 5,000 egg yield is gathered, tested, washed in a special egg detergent, dried, candled and weighed. Between deliveries the eggs are held in a special cooler at no more than 50-degrees at high humidity. All eggs are carefully rotated so that eggs purchased by the business are as fresh as possible.

Hollinger said the moment the egg is laid, it starts aging and keeping it at the storage temperature stops the evaporation of moisture inside the shell. Hollinger's business has grown since he first started the venture. At first he had a few neighbors who were constant customers. Then the word got around that Harvey had "good eggs" and he felt some what pressured into buying more chickens to take care of the egg eating neighbors.

In 1950, his friend, Loyd Merrill, owner of Merrill's Poultry Farm and Hatchery, talked Hollinger into going into business. He built his first chicken coop that year and started out with 720 hens. The demand for more eggs exceeded the present supply so he kept adding and expanding until the now has the potential capacity for 10,000 hens and pullets.

Harvey has been improving his operation each year and has learned that by trusting the public, the public becomes trustworthy.

Several area persons travel the extra mile to Harvey's place of business to "guarantee" having fresh eggs in the carton. Harvey doesn't advertise this service, it seems as though the customers do the advertising on their own. Nevertheless the self-service has grown to approximately 35 customers daily.

Harvey has provided a unit which is cooled by the holding room. He keeps several cartons of fresh eggs in the unit and a check change container for the self-service customers. The customers are on their own and make their own change. Some have difficulty in remembering

Production Increased At Simplot

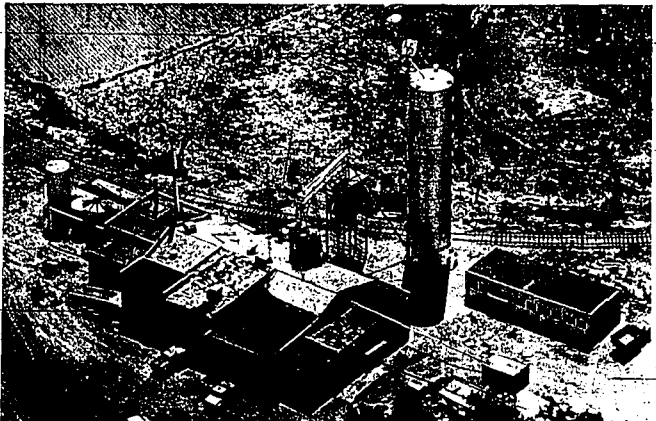
HEYBURN — The Food Processing Division of the J. R. Simplot Co. continues to move ahead in Magic Valley and throughout the state.

Production has been increased by the addition of new production lines, the installation of new and modern high speed equipment and more efficient raw potato receiving equipment.

With the increase of production of finished product because of the installation of new and faster equipment, new and improved techniques and the introduction of new potato food items comes the need for more raw product. This past year, contract buying of field-grown potatoes from local growers has increased as has the purchase of potatoes at the daily market.

Sanitation facilities have been improved for both plant and product by the installation of a new and elaborate chlorine system and a modern equipped bacterium lab. This lab is staffed by competent and experienced personnel who work very closely with the State Department of Health and Company Quality Control people.

The Plant Staff studies and experiments, sponsored by the Idaho Potato Processors Association carried on at the waste disposal system at the Heyburn plant, are being expanded through the expansion and help of a full time sanitation engineer who works for the Water Pollution Control Laboratories which is an agency of the Health, Education and Welfare Department of the federal government.



IDAHO HIDE AND Tallow Co., located east of Twin Falls, shows the large-scale operation at the plant, as noted by the aerial photo, which includes a large bulk storage tank used to store meat and bone meal.

Value Of Gem Forest Products Rise

BOISE — The grand total value of all Idaho's forest products for 1966 is \$18,227,000, according to official estimate by the Idaho Department of Forestry, based on the department's own figures and figures acquired through the aid of the leading companies operating in the field's concerned.

This estimate is believed to be the most accurate ever compiled for the production of all the state's forest products, according to the state forester's office.

The figure pictures renewed recognition of an Idaho economic giant since it put forest products in a virtual tie with tourism for third place as an income producer for Idaho.

Spain Building Big Observatory

MADRID — An astronomical observatory, destined to be one of the best in Europe, is now being built in the Sierra Nevada, in Andalusia, at an altitude of 8,400 feet.

Georgetown University, it is reported, will present the new observatory with a large telescope used in photoelectric photography.

RAIL LINES NOTED

BOISE — Idaho is served by four transcontinental rail lines.

Useful Materials Are Made From Wastes By Local Firm

IDAHO HIDE and Tallow is a 22-year-old business which takes products which could be classified as essentially waste, and transforms them into useful materials.

Cattle feeders, ranchers and livestock sales yards from throughout Magic Valley are suppliers for the firm. They receive material from an area covering a 60 x 6,000 square miles.

Principal products manufactured by the firm are finished hides, meat and bone meal and tallow. The meat and bone meal is used mainly by the poultry industry. A very large percentage of the Idaho Hide and Tallow products are shipped overseas. The tallow rendered by the company is used in the manufacture of soap.

A service offered by the firm is of invaluable service to farmers, ranchers and employees of



ASSISTING WITH THE manufacturing of ski poles for distribution throughout the world at Scott, USA, in Ketchum, are Mrs. Ona Daley, comptroller, center; Mrs. Murray Harper, bookkeeper, left, and Mrs. Troy Eyster, secretary, seated.

Ski Poles From Ketchum Used Throughout World

KETCHUM — In devising ski poles being loaded on a truck backed up to the rear wouldn't notice the building where a big percentage of the ski poles used on the slopes of the world are manufactured; it was a ski-repair-shop at that time.

Edward Scott was attracted to Sun Valley, as so many other expert skiers have been. After spending a season on the slopes he decided to make Ketchum his home and opened up his

repair shop.

While skiing Scott had always thought a better ski pole could be made, and during his spare moments experimented with one of his own. It wasn't long before he put a pole on the market, which his friends declared was superior to any they had used.

Within two years his poles were selling throughout the West. At that time a manufacturing company in Montreal, Canada, was licensed to manufacture the poles under the name, "Scott, U.S.A."

The lightweight pole gained international acclaim in Chile during the 1966-67 season, where 60-per cent of the competitors were using the Idaho-produced poles.

Today Scott distributes all over the United States, Switzerland, Italy, England, Finland, Lebanon, Japan, New Zealand, Australia and Chile.

Scott shipped \$400,000 worth of merchandise between June 30 and Dec. 31, 1966—a record amount for that time span. Some 50,000 pairs have been produced for the present 1966-67 season.

Scott plans to expand both products and introduce other equipment into the ski market.

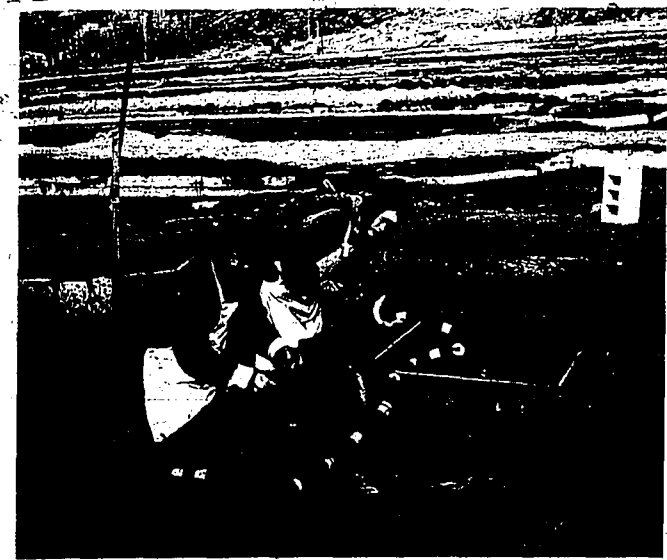
How Union Pacific is Making A Great Railroad Better

Here are some of the ways in which Union Pacific is improving its facilities and service to shippers

- COIN**
Union Pacific's unique COMPLETE OPERATING INFORMATION NETWORK — Computerization, Data Processing, Inventory Control — Immediate information on every conceivable function involved in operating one of the world's largest railroads.
- ROLLING STOCK**
U.P.'s rolling stock acquisition program is adding many new freight cars and high-powered locomotives to provide more dependable service to shippers.
- COMMUNICATIONS**
U.P.'s radio network — 3400 miles long — one of the largest private microwave systems in the world. It provides 24-hour traffic control, better car routing and instant car locating service.
- FREIGHT TRAFFIC SALESMEN**
Keeping shippers informed, U.P.'s continuous traffic training programs provide salesmen with current, vital information for every shipper.
- RESEARCH AND DEVELOPMENT**
Union Pacific's marketing team — chemists, technicians, engineers — formulate and develop new, advanced methods in all phases of railroad operation — transportation and natural resources.
- INDUSTRIAL DEVELOPMENT**
In 1965-67, an estimated 500 industrial plants will have located in U.P.'s booming West. Plant sites and industrial parks are constantly promoted in the 13 blue chip states of the U.P. West.



GATEWAY TO AND FROM ... THE BOOMING WEST



Sorting rainbow trout for market at Blue Lakes Trout Farm, Inc., are from left, Burj Eldredge and Doyle Bridwell, both Twin Falls. The Blue Lakes farm is located

In the Snake River Canyon west of the Blue Lakes Country Club, and produces approximately 3,500,000 trout for market each year. (Times-News photo)

T.F. Man Started Greene's And Blue Lakes Trout Farm

Blue Lakes Trout Farm Inc. and Greene's Trout Farm are creations of one man, Percy Greene, president and owner-manager of the Blue Lakes hatchery.

In 1929, Mr. Greene began his career working in trout farms. In 1941 he founded Greene's Trout Farm, and in 1955, the Blue Lakes Trout Farm, Inc.

The larger business, the Blue Lakes Trout Farm, is located in the Snake River Canyon west of the Blue Lakes Country Club. Approximately 64,500,000 gallons of water pass through this hatchery a year, and approximately 3,500,000 trout are produced for market each year.

There are 105 ponds in the hatchery and between three million and four million eggs are hatched each year. Water for the Blue Lakes hatchery comes

from the Blue Lakes Spring. The firm pays out \$100,000 per year in payroll.

One million trout a year are produced at Greene's Trout Farm, located one mile north of Falls Avenue on Eastland Drive in the Mary Alice Park area.

Mary Alice Lake is used for trout stock-spawners. The hatchery yields about 3,000,000 trout eggs a year. These are sold to other hatcheries.

Approximately one million trout are processed at the plant each year. There are 36 ponds at Greene's Trout Farm plant.

Greene's pays in excess of \$25,000 per year payroll. Source of water for Greene's is accumulated seepage from underground springs.

Radio Station At Jerome Features Country Music

JEROME — The lively beat of Country and Western music fills the Magic Valley air waves from the transmitter of radio station KART these days.

Since the station was purchased by Allen Lee in the fall of 1954 from K. A. Clark, who had operated it for several years, its format has been built around the country style music so popular in this area, with spot programming of news, local, national and world wide from wire service sources.

The station also features a wide variety of public affairs and service programs, such as the Shoshone FFA presentations, which are taped by members of the Shoshone High School chapter.

Also aired are programs featuring both the Goshute and Jerome County Agricultural and Home Extension Agents, the University of Idaho Farm Show and the Idaho Farm Bureau program.

In addition, the station features live broadcasts of local high school sports events, as well as school Band and Choral concerts.

In August, 1955, the station facilities were moved from their former location in the Heise building to a completely remodeled building at 901 North Lincoln.

Mr. Lee took over as station owner-manager after five years experience with station KJAR in Burley as announcer, newsman and engineer. He had taken radio training in high school at Filer, where he grew up, and as a result received his first class radio-telephone operator's license at the age of 19, which is unusually young. KART is presently staffed by Phil Gray, announcer and salesman; Junior Walden, salesman; Dan Duncan, announcer; Everett Main, announcer and salesman; Henry Reyes, announcer; and Lee's wife, Jolene, traffic manager.

The station uses all cartridge type recording facilities, which are the most sophisticated recording equipment presently available, Mr. Lee said. The facilities consist of a recording room, studio, office and a file room which houses the station's collection of more than 10,000 records.

Mr. Lee is an enthusiastic ham operator, and the station boasts a short-wave unit which is used in sports and on-the-spot news broadcasts and also serves as a cruising station communications medium when carried in his car.

The Lees are parents of children, 2 girls and 2 boys. The two older children also help with the work at the station. Maria, 15, is official recording librarian and Kim, 12,

serves as "clean-upper", which really makes KART a family affair.

In February, KART was granted a construction permit by the Federal Communications Commission which will enable the station to increase its power from the present 250 Watts to 1,000 Watts.

This will involve making some changes in the present transmitter, which was originally engineered for 1,000 watts, but had been operating at the lower wattage. The increase will give a much stronger signal throughout areas, such as Richfield, Carey and Glenns Ferry.

The station is operating now on specified hours under FCC regulations from 6 a.m. to 7 p.m., with special overtime allowed for special broadcasts. Mr. Lee hopes soon to be able to operate on a fulltime broadcast basis.

When queried about problems of small-station operators, he said he feels that the biggest problem—even danger—facing all station operators today is the increasing spider-web of government control. He explained that recent FCC tendency has been more and more strongly to put rigid limitations on the amount of time in any broadcast hour which may be given to commercial announcements.

This has not been made an actual regulation as yet, but he noted that stations have been required to put in writing the amount of amount of time they plan to schedule.

The result might well be, according to Mr. Lee, the refusal by the FCC to renew a station's license upon application at the required 3-year interval, if the program logs which are filed with the FCC at the time of the renewal application, show that the station is running over the anticipated schedule.

Mr. Lee added, "While I fully realize that station operators have a public responsibility to maintain a reasonable balance in programming of commercials, at the same time, a small station operator is utterly dependent on local advertising to meet his costs."

"This type of commercial programming is, by its very nature, to be unpredictable. This places the small station operator who has committed himself to a specified amount of commercial time in a very difficult position," he added.

STORES SELF-SERVICE LONDON — There are 16,000 self-service stores in Great Britain.

Japan's Shop Markets Sprawling Underground

TOKYO (UPI) — Americans until her return-home. She had sprawl shopping centers across whatever nature had designed for that day on the world above.

So, when an apartment-dwelling housewife tells her neighbor she will spend the afternoon downtown shopping, she really means down. And her husband would catch an elevator, up, to catch the subway home.

For in Japan today, there are some 25 underground towns, called "chikagai," most of them centered at major railway stations. Each is complete with shops, bars, restaurants and department stores. Some boast beauty parlors and theaters.

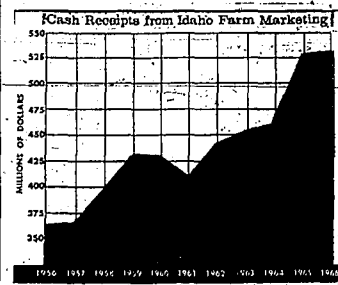
For instance, Tokyo's Palace-side Building, dedicated less than four months ago, has five floors underground. Above, it climbs nine stories and offers a good view of the Imperial Palace across the street and of the royal moat.

Palace-side was built by Reader's Digest and the Mainichi Shimbun (newspaper) and also houses the Asia headquarters of United Press International.

The mass circulation daily's huge rotary presses are riveted on the fifth floor — a unique underground. A pressman, through an elevator to the second level and then catch the subway home.

The housewife, meanwhile, would have completed shopping in the subterranean town where she could buy everything on the dinner menu and then some.

Once going underground at the nearest subway station, she had not surfaced



for underground space they pay a third less, or even lower.

Real estate companies and together "Huis" operate the Chikagai. They provide their own police force, security patrols and even offer professional advice on how to improve business.

Underground towns are double-walled with reinforced concrete slabs and easily absorb the wumbblings of crowded trains and the see-saw effects of Japanese earthquakes.

The most frequent complaint of underground employees, especially from beauty-conscious females, is that the processed air pumped below dries their skin.

But managers of most shops allow a blow at least twice a day breaks for employees to sur-ply up to 375 a square foot for surface land.

If working in a well-ventilated (heated during the winter) underground shop is a menace to good health, it is going to be several years before doctors and scientists will be able to say for sure.

But insurance companies are taking no chances, either from the health standpoint or possible damage from natural disasters such as earthquakes. They are charging higher premiums for coverage.

LEGACY PRESERVED AUGSBURG, Germany — The legacy of Rome is preserved in the Church of St. Magdalen, Augsburg, where pre-history, early history and Roman antiquities are on display in the nave and chapels.

"SIPSCO WRAP"

NON-CORROSIVE, PERMANENT PROTECTION FOR ALL STEEL PIPE FOR SURFACE OR UNDERGROUND INSTALLATIONS, TRIPLES THE LIFE OF THE PIPE.



"SIPSCO" WRAP PROVIDES A SAFE, TOUGH NON-CRACKING, NON-CHIPPING COATING for all steel PIPE . . . for easier, safer handling, hauling and laying.

Manufactured by PLICOFLEX, INC. of BUYTAL MASTIC and 20 MIL P.V.C. (Poly Vinyl-Chloric) OUTER LAYER

IN STOCK for IMMEDIATE DELIVERY

APPROVED BY ALL GOVERNMENT AGENCIES . . . including soil conservation service, etc.

OFFERING THE ONLY "SIPSCO" WRAP PLANT OF THIS TYPE AND QUALITY IN THE ENTIRE STATE OF IDAHO. For special sizes and extra large contract orders, we can apply this "SIPSCO" WRAP" COATING immediately.

SOUTHERN IDAHO PIPE & STEEL Corp.
250 South Park Avenue Phone 733-8599 Twin Falls, Idaho

CandyMaker In Boise Is Perfectionist

BOISE — Lee Nokleby, manager, owner, chief candy maker, and bookkeeper of Lee's Candy Shop in Boise, is a perfectionist. Claiming that the only way to stay in the homemade candy business is to "produce only the finest quality," Nokleby chooses his ingredients conscientiously.

He buys pecans from Texas, almonds from California and imports cashews from India. But the recipes, techniques, and homemade touch are strictly Idahoan.

Lee's candies are sent all over the world and have increased in volume year after year. Last year 46,000 pounds were produced.

The candy is made the "old fashioned" way using neither preservatives nor artificial flavoring. The chocolates (creams, caramels, nougats, and covered nuts) and non-chocolate candy creams, caramels, mints, fudge, coconut and peanut brittle and "kiss" kisses are hand dipped and rolled. To assure even cooking and coloring fresh nuts are roasted in the shop kitchen.

The native Idahoan's education at the Harvard graduate school of design was interrupted for service in World War II so he turned to his father for advice. The elder Nokleby, an insurance man by profession and an Idaho candy maker by avocation, suggested the candy business.

This year Lee Nokleby and his employees, varying from four to 10, will celebrate the shop's 20th anniversary. The owner has plans to establish branch factories in the Boise Valley, but will consider a wholesale trade. He admits there is potential in Boise for candy production because of its appeal as a "homey community."

\$15 MILLION SPENT PORTLAND, Ore. — "In 1953," says the Petroleum Bulletin, "the petroleum industry spent \$15 million on research and development in 1950, according to current projections, the figures will soar to \$600 million."

Independent Meat Co. Has Become Important Industry In Magic Valley

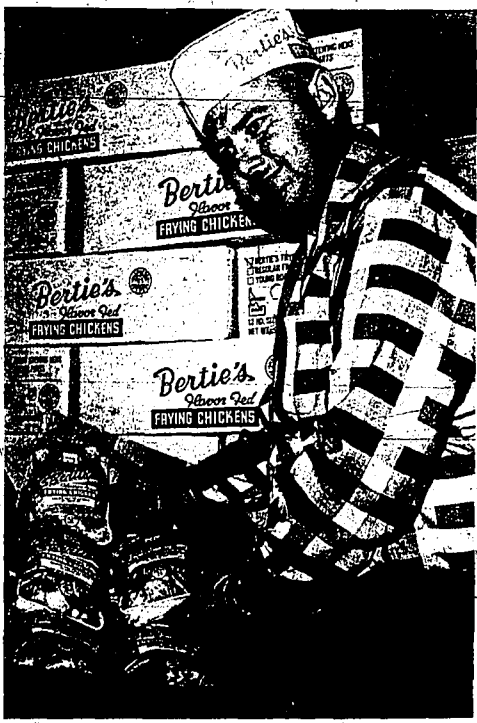
Purchasing more than 27,000 head of livestock annually from Magic Valley farmers and ranchers, the Independent Meat Co. has become an important area industry by providing a market for local livestock and supplying a variety of meat products to Idaho residents.

The firm processes beef, veal, pork and lamb and also fabricates primal cuts from each of these species, selling and distributing the finished products throughout Southern Idaho. Sawed and cured and smoked meats also are processed by the company.

In recent years, the firm has become more market-oriented, endeavoring to process more and prepackage products specifically asked for by the consumer.



KEEPING CLOSE WATCH on a machine at the Independent Meat Co. is Bob Korn. Kinerly. The firm handles processing of beef, veal, pork and lamb and fabricates primal cuts from these animals. (Times-News photo)



BOX OF FRESH FRYERS, ready for daily delivery to supermarkets is inspected by John Bertie, president of Bertie's Poultry Farm. The 30-year-old industry is one of the two largest such firms now operating in Idaho. (Times-News photo)

Poultry Firm Began In '37 With Chickens In Back Yard

From a kitchen sink operation 30-year history of Bertie's Poultry Farm, Inc. John Bertie, president of the

firm said his mother began dressing and selling chickens which were raised in the family back yard in 1937 and the business just grew from there. Based on the original Bertie package, the plant now produces 2.5 million fryers per year and some 100,000 turkeys.

These are produced on poultry farms in eight Magic Valley counties. Four company-owned farms and about 42 on which farmers produce birds under contract. They are furnished from the company hatchery and fed recommended formulas. Now some 100 employees keep the plant in operation on a year-around basis. Serving with Mr. Bertie on the firm's board are his mother, Mrs. Thomas Herald Bertie, and his wife who served in the military use.

Dressed fryers are now shipped from the firm to outlets in eight western states including Alaska. Most go directly to supermarkets or to institutional consumers including some which are packaged under government contract for military use.

Mr. Bertie said his firm has a gross annual sale of \$3 million but said the margin of profit in the poultry business is small. Plans are now in the research stage, he said for a frozen package ready to serve poultry product. This, if approved will change the entire outlook of the local industry and require construction of another complete plant.

New chilling and processing methods, as well as feeds which rapidly mature the birds have brought the industry a long way in recent years, Mr. Bertie states. It has also kept poultry

Bryant Meat Plant Sells In 2 Counties

BURLEY — Bryant's Packing Co. products are sold only in Cassia and Minidoka counties. The meat packing plant is located one mile west of Burley on U. S. Highway 30.

The plant was built in 1944 by F. M. Thornton and was operated under the name of Thornton Packing Co. In February, 1947, Fred L. Bryant and Wendell Maxwell purchased the packing company and gave it the name of B and M Packing Co. With three employees they opened for business.

The business grew and in 1959 the packing plant had to be enlarged. In 1951 a larger beef cooler room was built.

The plant was given the new name Bryant's Packing Co. in 1957 when Mr. Bryant became sole owner by buying out Maxwell's share.

A new office was built in 1961, the sausage room was remodeled and up to date equipment was installed during 1961. In 1962 a larger freezer room was built.

A tenant house was built in 1965 across the driveway from the packing plant for the plant watchman.

The packing plant products delivered include beef, pork, veal, lamb and a full line of sausage and smoked meats.

Bryant's have their own feedlots for the choice beef located behind the packing plant. About 17,000 pounds of beef are processed a week at the plant.

All the swine and sheep are purchased locally for the needs of the packing plant. About 7,000 pounds of pork are processed a week at the plant.

Last year Bryant's son, Ronald Bryant, joined the firm. Presently there are 15 employees on the payroll the year around. Plant manager is Dewayne Sandland.

Hot Dog NEW YORK — A Swedish firm has designed a vending machine that grills a hot dog in 15 seconds (with a packet of mustard) and delivers it in 15 seconds, reports Product Engineering, McGraw-Hill publication.

The hot dogs are kept at a constant temperature of about 40 degrees and are heated only as ordered.

as one of the most popular meats because it can be purchased at a low cost. About 15 per cent of the local firm's product is frozen.

"It is not unusual under modern processing and chilling methods," Mr. Bertie said, "for a housewife to purchase a fryer in the market at 11 a.m. that was alive and in the feeding pens that morning."

He said the firm, under government regulations, processes no chicken until it has been checked by a veterinarian. A full-time veterinarian is at work at the plant, an employee of the government, to maintain constant inspections.

Increased public spending on roads and schools, higher private capital spending and gains in exports and shipping will be the dynamic factors in Norway's outlook.



HEAVY STEEL BEAMS like the one above are just routine items in the list of fabrication jobs handled by K and T Steel Corp., Twin Falls. Here a welder fits a moving 'choker' while he welds a seam in the heavy steel beam. Formerly Self's Manufacturing Co., the firm now specializes in heavy steel construction. (Times-News photo)

K And T Steel Corp. Now Operating In New Quarters

Now in full operation in completely new quarters, the K and T Steel Corp., represents one of the major industries of Southern Idaho, handling steel fabrication for major structures in several surrounding states.

Formerly known as Self Manufacturing Co., K and T takes its names from the present owners, William G. Koch, president, and Laver B. Thorbeck, vice president. They purchased the pioneer machine and manufacturing firm from the Self family and also has handled projects in following the death of Kenneth G. Self in 1937.

One of several firms that started in the days of black-

roll of \$375,000. Construction of giant steel storage tanks such as those used for storage of petroleum products represents another specialty of the firm.

In the warehousing phase of K and T, large shipments of steel sheeting are stored on a new plant site at 322 Diamond St. W., for resale to other manufacturing firms in the local area.

William Koch and his partner say the business, like many other Magic Valley industries is not a rapidly expanding one, but is a steady and sound one with a good future.

Trends in the business have changed many farmers now operating their own welding and repair shops and many smaller concerns specializing in farm



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NEW ADDRESS: 312 DIAMOND AVE. TWIN FALLS, IDAHO

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SMALL... OR... LARGE

A BUILDING FOR EVERY PURPOSE

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PLANNING Tomorrow

IT'S ONE THING...

to help your business grow from year to year . . . and Independent Meat Company has done just that . . . But it's quite another thing to plan for the years ahead . . . that problem we must control.

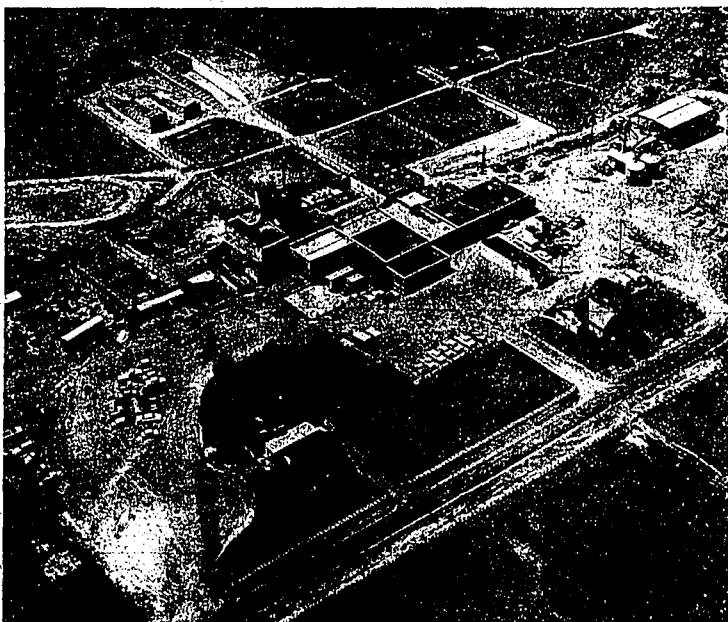
The predecessors of Independent Meat Company started serving the community when people first started moving into the area. Then it was what you would expect it to be . . . not very impressive.

TODAY HOWEVER...

what with the most modern methods and health protecting regulations . . . things aren't what they used to be! And this situation pleases us more than we can say. It is hard to describe what goes into the successful operation of a business like ours, but with care and the finest equipment meat products merchandised under the FALLS BRAND label have few, if any, equals.



Over 10,000,000 Pounds of Meat Products



That's right . . . during 1966 over 10,000,000 pounds of meat products were marketed by us. This is a far cry from the modest start of over 50 years ago. But it does indicate the tremendous growth of South Central Idaho and our growth to satisfy the needs of the folks hereabouts.

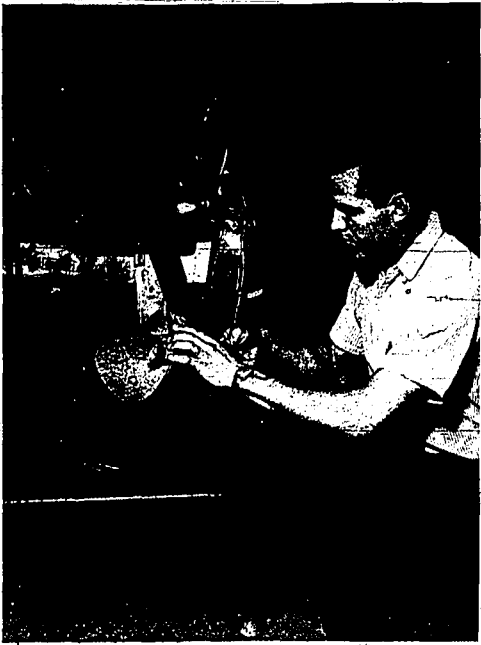
Not only are we proud of our growth but most important we are proud of the sanitary conditions that exist in our production of meat products. You all have a standing invitation to visit our plant and see for yourself. We know you will be impressed and go away with a satisfying regard for the efforts we put forth to see that you get only the best . . . That's FALLS BRAND.

Serving Southern Idaho for Over 50 Years



Independent Meat Company

Twin Falls, Idaho



PUTTING FINISHING TOUCHES on one of the firm's saddles, is Jim Vickers, co-owner of Vickers Saddlery, 229 Shoshone St. S., Twin Falls. The store stocks 75 saddles on the floor and 18 brands besides their own. All types of saddles and riding gear are manufactured and repaired at the firm. (Times-News photo)

Vickers Saddlery Makes And Repairs Riding Gear

Anyone shopping for a custom-made pair of chaps has come to the right place when they hit Twin Falls, and particularly Vickers Saddlery. Reported to be the largest saddle dealer in the Northwest, Vickers manufactures all types of riding gear, particularly saddles, and repairs all leather and canvas goods including luggage, and hand bags. Among their custom items are included riding gear, gift items, and chaps. The store also stocks used saddles and some other used riding gear. Vickers is reported to have the largest stock of saddles of any store in the area. A total of 75 saddles are in stock on the floor, with 18 different brands carried besides the Vickers and Mrs. Jim Vickers. Since their ownership, the shop has been remodeled and expanded with a larger saddle line. The stores best seasons are the riding seasons of summer and fall. Vickers' cells to Southern Idaho, Northern Utah and Northern Nevada riders. The firm ships saddles as far away as Japan and Australia. Riding gear is shipped all over the nation from Chicago to California.

Approximately three weeks go into the making of one saddle, and the assembly alone takes approximately four days. The seats of the saddles are made of wood. The only metal part of the saddle is the horn, plus any special decorations such as conchos. An average saddle costs approximately \$150. Three types of saddles are made, pony, youth and full size saddles. Vickers Saddlery was originally begun as Max's Harness Shop any store in the area. The past five years the shop has been owned by Mr. and Mrs. Dean Vickers and Mr. and Mrs. Jim Vickers. Since

Cut Planned

TOKYO (AP) — Tokyo's metropolitan government has proposed the abolition of city-operated trolley buses and streetcars to save money. The metropolitan government says the lines are losing 18 million yen (\$50,000) a day and has asked the city's assembly to abolish trolley buses by 1955 and streetcars by 1955.

FOR FAST SELLING RESULTS USE TIMES-NEWS WANT ADS

Spain Eyes Atomic Power Units

MADRID — In 1971, Spain will produce electricity, by atomic means, in a ratio of about 15 per cent of what the United States will produce during the same year, predicts Spain's Minister of Industry, Lopez Bravo. Bravo points out that Spain's progress in developing atomic power may surprise many people, but that this is explained by its lack of waterpower resources. It also must resort to atomic processes for rendering seawater potable, in order to satisfy some of its needs.

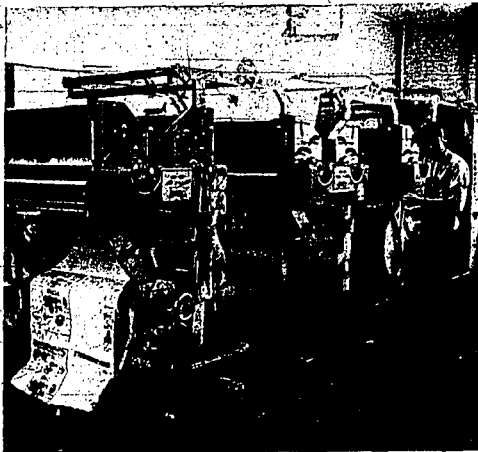
Bravo also said that plans for the building of four atomic power stations, one rated at 150 megawatts and the others at 500 megawatts each.

21 Firms In Nation's Biggest 500

BOISE — Twenty-one manufacturers operating plants in Idaho are listed among the nation's 500 largest industrial corporations in the continuing study conducted by the Fortune Magazine directory.

Boise cascade, the only Idaho based corporation to be listed, climbed in the last year from a national rank of 188th to 168th in sales and climbed in the rank of assets from 140th place to 127th. The company now ranks 58th in the nation in growth rate of earnings per share over the 10-year period of 1955-1965.

Other manufacturers with Idaho branches listed are Swift, Armour, National Dairy Products (Kraft), General Foods, Monsanto, Continental Can, Allied Chemical, F.M.C. Beatrice Foods, General Mills, Carnation, Heinz, California Packing, Pet Mills, Diamond International, Kerr-McCree, DI Georgia, Politech Forests, Colorado Milling and Elevator and Green Giant.



THIS LARGE Goss off-set printing press installed last year at "The Reminder" at Burley is operated by Carl Smith, pressman. It is the only one of its kind in the Magic Valley area, according to Lloyd L. Hollinger, owner. The first issue of the paper was printed July 19, 1937, and the firm has moved into several larger locations during the years.

"Reminder" At Burley Has Grown In Last 30 Years

BURLEY — "The Reminder," printing the ads and merchandise items. The first off-set press was purchased and installed in April, 1947.

The business grew and half interest in the firm was sold to the late Angus Hogge on Jan. 1, 1948. Mr. Hogge was with the firm until his death in March, 1958. Mr. Hollinger again became the sole owner of the firm "The Reminder."

An offset press featuring a larger sheet feed press was installed during 1948. In April, 1969, the firm installed a web-off set press.

Once again the business outgrew its housing and on Oct. 16, 1964, the firm opened for business in its present location, 1220 Abbot Ave., Burley.

When asked why the name "The Reminder," Mr. Hollinger stated, "In the Mid West there was a paper called "The Reminder" which I enjoyed reading, and being from the middle west the name seemed just right for the Burley area."

"At the beginning in 1937 Mr. Hollinger operated the business alone. Then the late Jay Nelson, an artist, worked for the firm until his death in 1958. When Mr. Hogge became a partner in the business the equipment installed was for job printing.

On Oct. 1, 1937, the firm started printing about 10 issues per week which is still the policy today. The issues are delivered Tuesday, Thursday and Saturday mornings within the city limits of Burley.

The company has expanded by making an issue for Mindoka county with the issue delivered on Thursdays only in Ru-

per. For the past two and a half years several weekly newspapers throughout the Magic Valley area have been printed by "The Reminder" office and some school papers in the area. Gary Hollinger, a son, joined the firm in May, 1960. A second son, Herb Hollinger, joined the family team work in June, 1965, after graduation from University of Idaho where he was editor of the university paper.

Last year a large Goss offset printing press was installed which is the one and only of its kind in the Magic Valley area, stated Mr. Hollinger. Presently 46 per cent of the volume of business is commercial job printing for area businesses.

Bunker Hill Mine One Of Nation's Best

KELLOGG—Since its discovery in the fall of 1885, the Bunker Hill Mine in Kellogg has matured over the years to one of the great lead-silver-zinc properties in the entire world. It has produced over 27 million tons of high grade ore.

Crescent, a silver property located six miles east of Kellogg has been in continuous operation since 1885. It is connected to the Bunker Hill Mine by a 17,000-foot tunnel 400 feet below sea level. The mine is one of the nation's important silver producers contributing about 50 per cent of the silver in the United States.

The Star Morning Mine, 18 miles to the east of Kellogg, is a large zinc-lead producing property owned jointly by Bunker Hill and the Hecla Mining Co. Bunker Hill also owns interest in the Fend Grotte Mines in Washington and the Higdon Mine in Southeastern Missouri. The Electrolytic Zinc Plant was erected in 1922 when the first 60-pound slab of Bunker Hill brand Special High Grade Zinc was cast. It was the first commercial unit to produce zinc of such high purity, 99.99 plus per cent.

At the beginning in 1937 Mr. Hollinger operated the business alone. Then the late Jay Nelson, an artist, worked for the firm until his death in 1958. When Mr. Hogge became a partner in the business the equipment installed was for job printing.

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The company has expanded by making an issue for Mindoka county with the issue delivered on Thursdays only in Ru-

From Tiny Seeds . . . TO A Mighty Harvest

Such has been the development of the seed industry in the state of Idaho.



Servicing the lush valleys of the great Snake River in southern Idaho since 1912.



This business was founded in 1912 in Buhl, Idaho and has been expanded to cover a large portion of southern Idaho. Many warehouses are now required to take care of the immense volume at harvest time.

The operation of this company consists mainly in the PURCHASE OF SEEDS, BEANS, AND GRAIN FROM THE FARMERS AND SHIPMENT OF THESE PRODUCTS TO OUTLETS, BOTH DOMESTIC AND FOREIGN.

Our rapidly growing investment through buying, installing and utilizing the latest, most modern equipment we were able to obtain, is our way of showing our faith in the future of this area in the years ahead.

SHIELDS

SEED CO. BUHL, IDAHO
Phone 543-4306

get delicious
Cottage Cheese in this
plastic carton!



Same fresh flavor
Same full 16 oz. size (at no increase in price)

Look for the new Challenge Cottage Cheese carton in your grocer's dairy case next time you shop. It's different on the outside, but inside is still the same, fresh flavor and same wonderful quality you expect... and get with Challenge Cottage Cheese.



DIPPING CARAMELS into melted chocolate at Frederickson's Ice Cream Co., 183 Third Ave. E., Twin Falls, is Mrs. Velma Parkin, Twin Falls. Frederickson's produces chocolates, English toffee, peanut brittle, nut clusters, salt water taffy and mints. Jack Frederickson, owner, has been in the candy making business since 1941. (Times-News photo)

Metal "Tote" Bins Made By Rogers

Metal "tote" bins for collecting and storing such seed products as beans and dried peas are the specialty of Rogers Sheet Metal Works, Twin Falls.

John Rogers started the business in 1946 and during the past six years his son, John Jr., has assumed some of the managing duties. Still a family business, the firm also includes Ruth Rogers, wife of the founder as bookkeeper and office manager.

Mr. Rogers began making the sheet metal tote bins to answer needs of the area bean industry and now builds and ships them as far as Moses Lake, Wash. The bins are used as truck bins to collect the seed in the field, then transferred to storage warehouses without ever having to move the seed from one unit to another. This also keeps the individual farmer's crop separate and identified.

A large percentage of the firm's business still includes heating and ventilation equipment, dust collectors for warehouses, grill hoods and special items needed by area business firms and individuals.

About 14 employees work for the firm which seven years ago moved into a new and enlarged plant and has expanded this twice.

During the past few months Rogers Sheet Metal Works crews have been installing heating, ventilation and air conditioning equipment in the new elementary high school in Filer.

Kimberly Firm Does Heavy Work

Trucks and equipment being the Kimberly Construction Co. insignia are seen during summer construction months from Washington to Wyoming on numerous highway, bridge and other heavy construction projects.

Last summer the firm worked in the West Yellowstone, Mont. area, reconstructing one of the main roads into Yellowstone National Park under difficult conditions because of heavy tourist traffic.

Kimberly Construction Co., located between Twin Falls and Kimberly on U. S. Highway 30, is operated as a corporation with J. Arlet Aslett, primary stockholder and president, Dave Vuhlarreca, as vice president, and Mrs. Roberta Aslett, secretary-treasurer, complete the corporation officers.

Concentrating largely on road construction, the firm has recently completed such projects as U. S. 30 improvement from Red Gap Corner to the Twin Falls Cemetery and a number of road contracts in Nevada, Wyoming, Oregon and Washington as well as other areas of Idaho.

Started in 1950 the Kimberly Construction Co. also has replaced and demolished a number of bridges of various sizes. The firm also provides gravel and crushed rock for a number of concrete companies in the area.

Plastic Roof Panels Are Made

NEW YORK.—An English company is manufacturing plastic roof panels that can be installed in one-tenth the time required to put conventional roofing in place, according to Modern Plastics, McGraw-Hill publication.

The lightweight panels can be produced as one-piece units or sections in every roof style, including tiles, slates or stone-ware.



Potato Warehouse Operation Grows Over Past 20 Years

RUPERT—Rolland Jones has seen many changes in the potato industry since he began packing operations in Rupert 20 years ago with a small storage warehouse and small corer and equipment.

That first year his company shipped 150 carloads of fresh-pack potatoes, with 350 sacks on each car.

The operation has now grown until the nine-month shipping season delivers 800 carloads, 500 sacks per car, to points all over the United States.

About 90 per cent are shipped east of the Mississippi River, the company president estimates.

Jones now heads a new processing plant called Magic Valley Foods, Inc., where potato flakes are manufactured. Listed with Jones as incorporators are Roger Jones, Don Rasmussen and John Bell.

Van Fleet is manager of Magic Valley Foods. Washed potatoes are laminated five times in the potato flake operation and come through the rollers the thickness of a sheet of paper. (Times-News photo)

them women, on three shifts and the run is expected to last about 10 months.

It is hoped that the plant can expand to sliced and diced processed potatoes in the future, Jones said.

The warehouse has 50 employees, with the 25 women on the crew working in sorting and packaging operations. The warehouse packages all sizes and grades of potatoes in bags ranging from five to 100 pounds.

Nearly all of the potatoes used in the two plants come from the Minidoka County area, either grown by the company or through direct buying.

It is estimated that the new plant will produce five million pounds of instant potato flakes during the first season. The majority of this year's packaging will be in 10-pound bags for the institutional and ingredient market.

It is planned to market a retail package in the future, Van Fleet said. This year's operation employs 55 persons, half of

Several Types Of Candy Made By Frederickson's

Chocolates, English toffee, peanut brittle, nut clusters, salt water taffy and mints are the items produced by Frederickson's Ice Cream Co., 183 Third Ave. E., Twin Falls.

During the Christmas season, Frederickson's produce between 200 and 300 pounds of candy a day using approximately 200 pounds of locally grown beet sugar a day. Every possible ingredient is purchased in this area. Besides the beet sugar, cream is purchased from local dairies.

The business is seasonal. Christmas is the largest selling season, with Valentines Day and Mothers Day following close behind.

Jack Frederickson, owner, has been a candy maker since 1941. In 1952 he moved his business to its present location. He attributes the success of his candy business to the fact that only the finest ingredients are used in his confections.

During a rush season, four additional packers and four extra helpers are added to the permanent staff of two employees.

Firm Builds Commercial Buildings

One of the major builders of commercial buildings in Southern Idaho, Reynolds Construction Co., adds from one to two million dollars in new assets to the Intermountain Region annually.

In 1946 the firm began as Reynolds and Walker Construction Co., and seven years ago the firm separated with Howard Reynolds, now president and general manager, branching into building with a specialty in business and commercial structures.

He has erected the Magic Valley Food Processing Plant in Rupert and the Idaho Frozen Food Co. plant in Twin Falls. Both were erected with tilt-up concrete walls poured on the level ground and then raised into position.

Other recent projects of Reynolds include Gallatin Valley Seed Co. building on the Charter of Commerce Industrial site and a number of radio relay stations for American Telephone and Telegraph Co. in Utah, Montana and Idaho.

Although government restrictions on credit have slowed construction in the region during the past year, Howard Reynolds said he looks to 1957 as a good building year. He said his business, like most others, is tied to the agricultural growth of the area.

Food processing plants which have represented a large share of the Reynolds building program of the past few years will increase as the farm production warrants.

Highways, Bridges Built By Asletts

Since 1947, Aslett Construction Co., Twin Falls, has been building highways, bridges, airports and other heavy construction projects in Southern Idaho.

Operated as a family business, the firm is owned by Melvin, Garth and Elizabeth Aslett, brothers and sister.

Last year a section of highway the firm completed in the Boise area known as Spring Valley Creek road, brought a letter of special commendation from then Gov. Robert E. Smylie. The firm removed an entire hill in order to build the roadway, Miss Aslett explained.

Other projects of Aslett include a road now being improved in the Kimama area from Delich to Paul and recent projects including overpasses for the Interstate system in the American Falls area; Improvement of State Highway 79 south of Twin Falls and state and federal projects in the Caldwell, Wilder and Parma areas.

The firm also provided expansion for the Idaho Falls airport at the Twin Falls Municipal field in recent years.

Other phases of the firm's operation involve crushing and hauling of rock for the State of Idaho. Gravel must be hauled to the crushing equipment, then view a drop in profits.

Ore-Ida

CREATING MARKETS FOR LOCAL CROPS AND JOBS FOR LOCAL PEOPLE

Building OUR Area Through National Distribution of Superior IDAHO Potato, Corn and Onion Products

Ore-Ida Foods, Inc.

P.O. BOX 60, ONTARIO, OREGON
PLANTS AT ONTARIO, OREGON,
BURLEY, IDAHO, GREENVILLE, MICHIGAN

- "TATER TOTS"
- GOLDEN CRINKLES
- HASH BROWNS
- "PIXIE" CRINKLES
- SHOESTRINGS
- INSTANT FLAKES
- CORN ON COB
- ONION RINGS
- STEW VEGETABLES

KIMBER CHIKS

Quality Chicks Since 1923

LARGEST SUPPLIERS IN IDAHO

MERRILL'S POULTRY FARM & HATCHERY

PHONE 438-4605 PAUL, IDAHO

HANEY SEED CO.

347 South Park Ave. 733-3110 -- Twin Falls

AGENTS, GROWERS and PROCESSORS, For:

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SRS SEEDS

OF QUALITY CERTIFIED COMMERCIAL BEANS . . . OF GARDEN BEANS & PEAS

For over 35 years serving Magic Valley growers with integrity and dependability. Helping in garden and commercial bean seed research and development for quality seeds for the Nation and the World Markets.

Shown above are 5 modern all metal, fire, rodent and vermin proof buildings . . . housing our offices and warehouse facilities from which we ship over 10,000,000 pounds of seeds annually.

Inset photo shows, left to right: Jim Latham, Field Representative; Dick Cook, Manager; and Joe Fix, Assistant Manager.

Survey Notes "New Era" In Tourism

BOISE — The new look in tourist travel continues to shape up as a revolution in national habits, Louise Shaddock, head of Idaho's Department of Commerce and Development said in analyzing some of the latest official tourist counts.

Reports for the year just ending at Yellowstone Park show that cars and visitors continue to increase, passing last year by nearly four per cent. But boats brought into the area are up 13.4 per cent above last year, which itself had an impressive new record. Trailers coming in are up 25 per cent ahead, 18 per cent more buses come in bringing 10 per cent more passengers, while 34 per cent more pickup campers entered the area.

These figures represent a continuing uptrend over several years and show new travel patterns just as surely as did the earlier switch from train and boat to automobile and bus.

The people who "bring their own living quarters with them," Miss Shaddock indicated, are building up an entire new field in living away from home, because the motel business also continues to grow at a parallel pace.

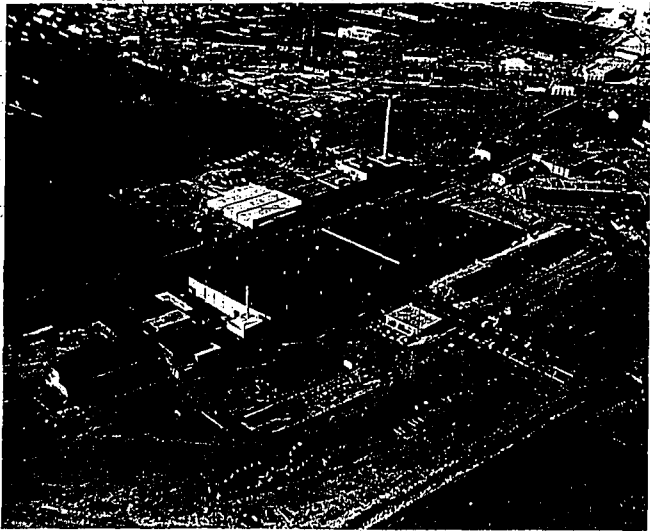
27 Factors Involved In Plant Site

NEW YORK—Why is an industrial plant located where it is?

The American Institute of Architects' Committee on Industrial Architecture says there are no less than 27 different factors involved in making a good industrial site selection.

They range from community facilities such as the number and quality of schools, local taxes, availability of recreational facilities and police and fire protection, to physical factors such as site, soil conditions and sewage facilities.

Industrial site selection is an



TWO BUHL INDUSTRIES are shown in this aerial photo. Green Giant, center foreground, processes corn that is grown in the valley and ships the corn to all parts of the nation.

Pet Milk Plant At Buhl Serves 70-Mile Radius

BUHL—The Pet Milk Co., the first processor of evaporated milk in the United States, founded in Highland, Ill., in 1865, operates dairy plants throughout the United States.

Its main products are "Pet" and "Sego" evaporated milk. However, in the past few years

increasingly intricate and important function.

The reasons are simple. A bad site can mean a bad plant, no matter how skillful the architect may be. A poorly sited plant can blight an entire community.

Located across the railroad tracks from Green Giant is the Pet Milk Co. This plant at Buhl processes milk from valley farmers into evaporated milk. (Times-News aerial photo)

About 30 per cent of all milk produced in Idaho is produced in Magic Valley and nearly half of this is processed into evaporated milk at the Buhl plant.

During the past year, Pet, Inc., made close to a million cases of Pet and Sego milk in its Buhl plant and paid producers nearly \$ million dollars for their milk. This gave employment to more than 63 men and women and provided a payroll of nearly half a million dollars.

Although the Pet, Inc., plant at Buhl could process all the milk processed in Magic Valley, it does not accept milk that does not meet the quality standards of being bacteria low count and sediment free.

The local plant is turned away as much as 10,000 pounds of sub-standard milk in one day.

Green Giant Plant At Buhl Is Second Largest Corn Facility In Existence

By PAULINE DAY
Times-News Correspondent

BUHL — Throughout August and September, trucks full of golden sweet corn are hustled from the fields to Green Giant's canning plant at Buhl.

The harvest is from 7,500 acres, 1,500 acres more than was worked last year, and the yield this year averaged better than six tons to the acre for a total of about 5,000 tons of corn picked and processed in a period of two months.

Green Giant, a large vegetable processing company with headquarters at LeSueur, Minn., and with operations in Canada and Italy as well as in this country, purchased the corn-growing and processing business at Buhl in 1948.

Since then, it has twice expanded the Buhl operation, which is believed to be the second largest corn-canning facility in existence.

Anyone who has raised corn for his own table knows that the habit of the plant is to come along fast during the hot days of summer and of the rapidly with which the ears ripen and become overly ripe.

Corn-planting for Green Giant is systematically charted, on the heat-unit principle, to spread the period during which fields of corn reach a prime condition. Plantings are spaced through the first of May through the middle of June. Records of temperature or summer heat indicate the progress of the plantings.

As each field ripens, daily samples are taken to the canner to determine exactly the proper date for harvesting. When tests show the corn has reached the right degree of maturity content, word is flashed to field supervisors by two-way radio and the harvesting begins. The average time from harvest to the can is less than five hours.

Mechanical harvesters hurry through a field. Each of these remarkable tractors takes two rows at a sweep—picks the ears,

cuts and chops the stalks, and routes the ears into its bin.

When the bin is filled, the tractor hoists the accumulation of ears into the bed of a large truck. Tractor-drawn discs follow the picking machines to finish the job of reducing the stalks to mulch for the conservation of the soil.

At the plant, the ears of corn fresh from the field are loaded onto conveyor belts to husking machines which slice off the butt end of each cob, a bed of rubber rollers peels off the loose husk and silk.

After a wash and an inspection, the ears move to the cutters, a rapidly-revolving set of knives that open and close like shutters on a camera to accommodate variations of the size of ears. The knives cut the kernels far enough away from the fibrous part to eliminate tough "cobby" fibers.

After several more washings and a final inspection, the kernels are fed into a machine where each can is filled with corn and just enough water (to which salt and sugar have been added) to moisten the corn and prevent scorching during the cooking process. Actually, there are the kernels of four perfect ears in every 12 ounce can.

A can filled and capped travels into a continuous cooker where it speeds over a mill-long spiral track in seven minutes. Fast cooking saves color, flavor and crispness.

The complete process is amazingly fast. The Buhl plant operates at a capacity of 50 tons of corn an hour. Output, approximately 38 million cans this season, shows up on the market under the Green Giant Niblets, Mexicorn, and Kounty-Kist brand labels.

Corn trucks travel another conveyor system to a large area where the castoff is packed, spread and allowed to ferment. It is sold as ensilage to stockmen.

Green Giant at Buhl farms over 2,000 acres, which leaves the bulk of the crop raised under contract with local farmers. The regular payroll consists

Fertilizer Factory Eyed In Colombia

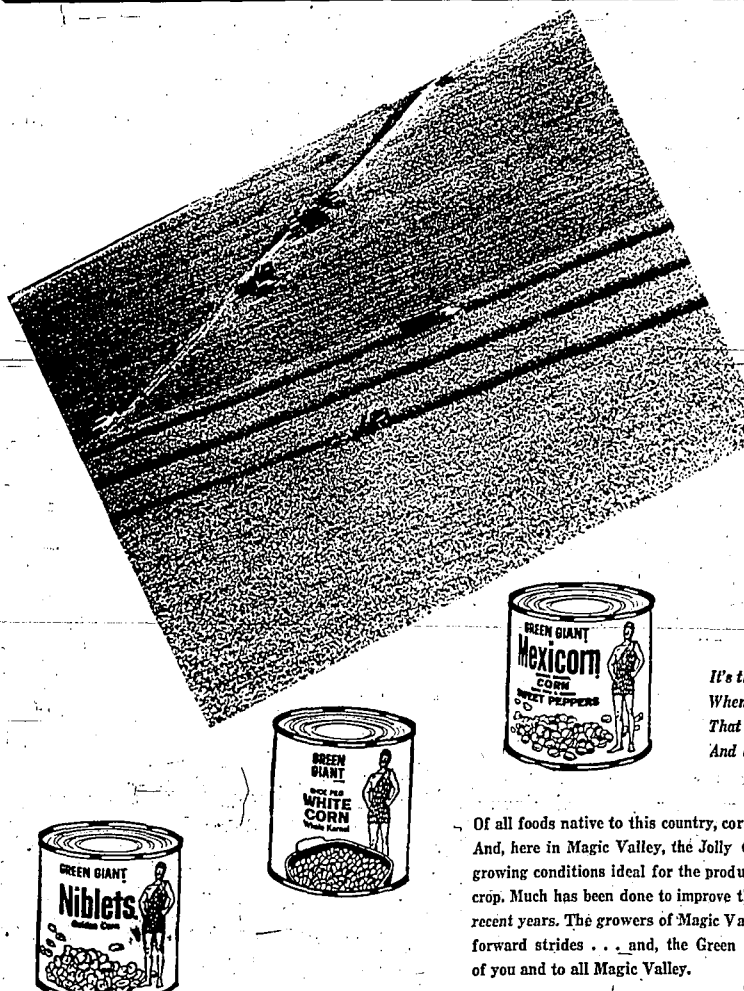
MADRID — The largest fertilizer factory in Latin America will be erected with Spanish materials and technicians at Barranquilla, Colombia.

By the use of previously unexploited natural gas it will produce 500 tons of ammonia and 400 of urea per day.

The investment required \$50 million, half of which will be supplied by S p a l n under the credit of one billion dollars granted by her to the OAS countries, and the rest by Belgium, Germany, Switzerland, U.S.A., France, Mexico and Great Britain.

The project also calls for the construction of a 100-mile gas pipeline from a river port and a large deposit of ammonia.

In view of the size of the industrial plants, scheduled to be the biggest and most up-to-date of their kind, this operation may be regarded as the largest export operation at present being carried out by a Spanish firm, and the first of such a kind made from Spain.



VALLEY OF THE JOLLY GREEN GIANT



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When you don't have to do them,
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Of all foods native to this country, corn is probably the most "American." And, here in Magic Valley, the Jolly Green Giant has found the soil and growing conditions ideal for the production of America's principal volume crop. Much has been done to improve the quality and yield of sweet corn in recent years. The growers of Magic Valley have contributed greatly to these forward strides . . . and, the Green Giant says a "Jolly Thanks" to all of you and to all Magic Valley.

GREEN GIANT COMPANY

—BUHL, IDAHO

Luxury Items Specialty Of Jewelry Firm

From a one-room jewelry store operation in 1945 to a modern, airy office that provides 2,500 square feet of floor space for a jewelry manufacturing and retail business, Tanner's Jewelry has continued to specialize in fine luxury items.

The operation is primarily concerned with manufacture, service and repair of jewelry for wholesale outlets, although it does maintain a small retail business, according to Marion C. Tanner, owner of the company.

Employing from between two to three assistants, the firm specializes in work with gold, silver and platinum.

The company owns an equipment valued at \$10,000 and handles a large part of its volume through the mails. As in most other jewelry businesses, the firm's operation peak occurs during the Christmas season, usually experiencing another surge during May and June—the graduation and wedding months.

Mr. Tanner does not have any special cutting equipment, and most of this work must be sent to eastern seaboard states for processing.

Freight Line "Grows With" Magic Valley

Browning Freight Lines, with home offices in Salt Lake City, Utah, "expects to grow with Magic Valley," according to Allen Browning, son of the founder.

The first name of the organization was Hayden Truck Line. It later operated under the name of Johnson and then Cogswell Truck Line. The Brownings purchased the authority from Mr. Cogswell in 1945 and in 1946 the Twin Falls terminal was built.

The firm is one termed as a motor common carrier and serves Magic Valley and Treasure Valley out of Salt Lake City and Ogden, Utah.

They also connect with other carriers which serve all of the United States and Canada.

The fulltime employees at Twin Falls number six, with the number increasing to eight or ten during the fall peak months.

The firm hauls shipments to or from nearly all Magic Valley commercial businesses during the course of each month.

Products, services and supplies are provided by the firm all are purchased locally, according to Mr. Browning. He said this has been a standing company policy since the firm's inception.

IDAHO NEAR TOP
BOISE—Idaho stands near the top among timber producing states, in total volume only four states, California, Washington, Oregon and Florida have more saw timber.



LOADING ALFALFA BALES on a conveyor belt which will take them to processing in Idaho Alfalfa Products plant is Bob Hiltcher. The plant produces dehydrated alfalfa, suncured alfalfa pellets and some granules. It processes 70 tons of dehydrated alfalfa a day and operates ten hours a day in winter and 24 hours a day in summer. (Times-News photo)

Idaho Alfalfa Products Is New Booming Company

Idaho Alfalfa Products is a new business in the area, and after two years, the locally owned company is beginning to boom.

The company, which produces dehydrated alfalfa, suncured alfalfa pellets and some granules, has added an oxygen free 1,100-ton capacity storage tank this year. Next year, additional harvesting equipment will allow next year's quota of 12,000 tons of baled hay, to be raised 2,000 more tons.

The larger amount of processing predicted for next year also will increase the staff of the company as two employees will be needed for the new field harvester and truck. Nine people are employed full time at the plant and 17 more are added during the summer.

The plant processes 70 tons of dehydrated alfalfa a day. Four nitrogen-filled tanks help deliver products with vitamins intact.

The business is somewhat seasonal. The plant operates ten hours a day during the winter and 24 hours a day in summer.

Research and development projects range from new ways to produce electric energy to air pollution control and the electrically powered automobile.

Jerome Has Branch For King Of Spuds

JEROME — The Jerome Branch of King of Spuds, located at the west end of Main Street, has been undergoing an improvement program over the past three years.

Substantial changes over in the past year have included installation of a primary clarifier and hook up to the Jerome sewer system.

The company also uses city water in its seasonal manufacture of potato flour. Twenty-eight employees are utilized in this phase of the operation of the company, which also buys and sells fresh potatoes.

Home office of King of Spuds, an 1835 piston, an 1889 projectors and a 22-year old firm, is located in East Grand Fork, Minn. Local manager is Doyle Hillier.

TRAFFIC DICTIONARY
BONN — Germany has a new 1,831-page traffic lexicon ("Verkehrswörterbuch") that tells everything from the length of roads and tunnels to the location of ancient milestones. There are 11,000 key words.

Money Spent For Research Listed

NEW YORK—More than \$150 million is being spent annually on research and development for the benefit of electric power customers and the industry's advancement.

This figure represents expenditures of the power companies themselves, leading equipment manufacturers and the Edison Electric Institute.

Research and development projects range from new ways to produce electric energy to air pollution control and the electrically powered automobile.

Canvas And Plastics Co. Booming Business Here

By BONNIE BAIRD JONES Times-News Staff Writer

Almost every work order handled by the Canvas and Plastics Co., 283 Addison Ave. W., is a specialty job.

Jack Powlius and Ken Tucker who established the business about 18 months ago say it is still a two-man operation but they are faced with the need of increasing their staff.

Damaged boats, torn plastic tanks, plant fish tank liners or even a damaged water ski all end up in their shop for repairs.

In addition canvas work such as shed covers, warehouse aprons and awnings are made and repaired. Both Mr. Powlius and Mr. Tucker have worked for Foss Manufacturing Co., before that firm closed.

Now the Canvas and Plastics Co. is the only business of its type in southern Idaho and the closest plastics repair service this side of Salt Lake City.

Museum Opens

BONN—One of German's oldest manufacturers of rolling stock has opened a private museum to document the development of the iron horse.

Linke-Hofmann-Busch is now displaying at the Saigirter plant, an 1835 piston, an 1889 projectors and a 22-year old firm, is located in East Grand Fork, Minn. Local manager is Doyle Hillier.

Why so few such firms? "Because it's dirty and down right unpleasant work for the most part," says Mr. Powlius.

Working with fiber glass cloth and melting it into plastic like material for repair work or lining has its own special problems.

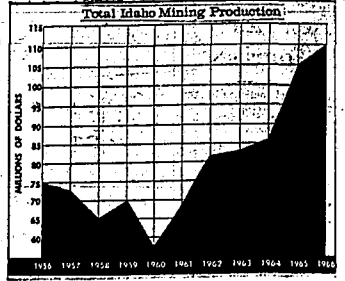
"It leaves tiny particles of the glass fiber in the air to settle on clothing, around collars and other exposed skin areas. The result is an annoying itching that you can't wash away," Mr. Tucker explained.

In addition to repairing and patching all types of laminated material, the shop receives many requests for special work such as building huge plastic tanks that are mounted on trucks to carry fish for live planting.

Work with plastics is on the increase as the material continues in greater demand replacing other less pliable and durable and heavier materials, Mr. Tucker added.

Customers for plastics and canvas work come from throughout Southern Idaho and some adjoining states. Many Nevada concerns bring their business here as do residents of the Boise area.

Canvas work in contrast to the plastic work is on the down trend. Many irrigation and livestock demands for canvas products have switched to plastic sheeting or concrete headgates.



Firm Plans Plant At Soda Springs

SODA SPRINGS — Four million dollars is being invested in a project to produce phosphate rock for sale to fertilizer manufacturers and includes financing the construction of a plant near Soda Springs.

Mountain Fuel Supply Co., which controls substantial phosphate reserves in Southeastern Idaho, announces plans to immediately proceed with the development and expects to be producing marketable phosphate rock by fall, 1967.

The plant at Soda Springs will wash and calcine the phosphate ore and L. F. Jacobsen, Montpelier, has been named as superintendent, according to M.M. Fuller, president of Mountain Fuel.

EXPANSION EYED
SASOLBURG, South Africa — Synthetic Rubber Co. of Sasolburg is planning to expand its facilities, at a cost of about \$1.2 million, to produce a range of chemicals required in the production of rubber.

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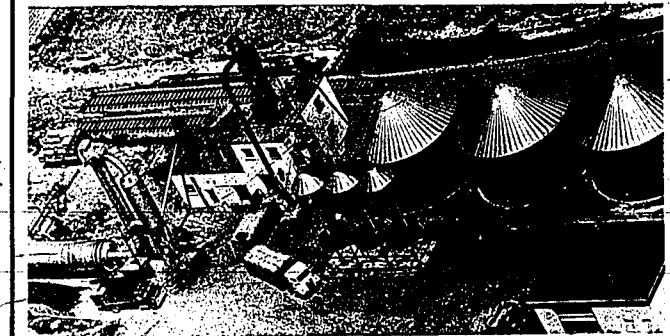
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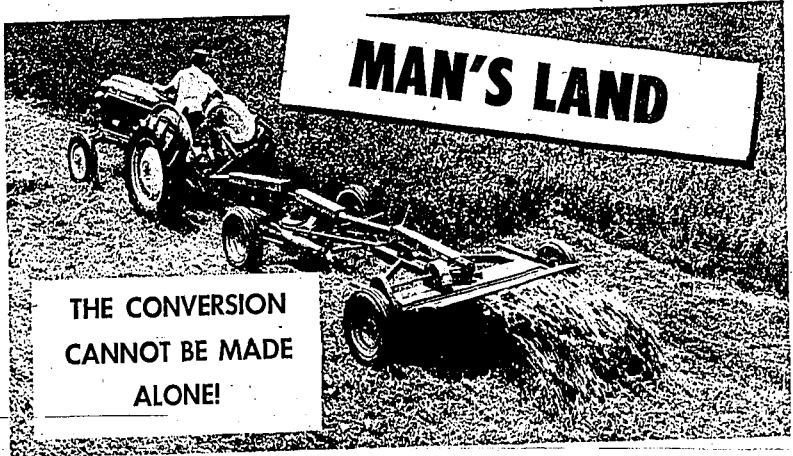
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TWIN FALLS, BURLEY, RUPERT, HAZELTON,



BRINGING A LOAD of logs down the Silver Creek Canyon to Highway 26 this morning by the Ivie Sawmill at Halsey. The mill, operated by Harold Ivie and his sons, James

Ivie Sawmill Is Oldest In Big Wood River Valley

By DOROTHY POVEY Times-News Correspondent
HALSEY—The Ivie and his sons, James and David, are partners in operating the only sawmill now putting out lumber in the Big Wood River valley.

It is the only sawmill which has withstood the ever-changing conditions of the country. The oldest mill in the valley, it was set up and first operated in 1850 and up until the time Ivie and his sons purchased it from Hedley and Fred Board was operated by them.

These two brothers also grew up in the sawmill business with their father, Charles Board, whose first sawmill was at Warm Springs Creek.

In their three-man operation the Ivies do everything from getting out the logs to bucking and delivering the finished lumber.

They first took over the operation four years ago, when they purchased the sawmill and located 22 adjoining acres located among the cottonwood trees along the banks of Big Wood river. Recently they purchased three acres of adjoining land from Rodney McFay and have cleared the cottonwood trees from this area.

Mr. Ivie said they plan to rebuild the mill next summer as it is beginning to show its age. The mill is all electric, with a 60 inch band saw and a 5 by 24 inch planer.

They put out between 5,000 and 6,000 board feet a day when asked where their surplus is, Ivie laughed and said, "We don't have any. We sell it as fast as we can saw it."

"That little pile over there is some that has to be placed and we have to wait until the frost is out of it before we can put it through. We are in the process of sawing the small stuff we laid aside last summer. When that is done we will have to wait until the snow is gone to get more logs."

Ivie said they sell most of their lumber to ranchers in the valley.

"Some goes throughout Blaine county. A lot goes to the Federal Resources—8 by 8's and 3 by 3's for mining timber, and a lot goes to Ketchum," Ivie said.

Mr. Ivie said that in addition to sawing pine and fir they cut a good amount of cottonwood.

"This," he said, "goes to Malheur for the government. They use it to make pallets for shipping fruit and vegetables."

"They use cottonwood for this because there is no pitch to

and David, is the oldest mill in the valley. It has operated since 1850 by Hedley and Fred Board who grew up in the sawmill business. (Times-News photo)

Irrigation Ditches Lined By Local Firm

"We have worked when the thermometer dipped to 28 degrees below zero," he said, "and that is pretty tough." This winter has been ideal.

"Mr. Ivie has been in the sawmill business 26 years. He worked for Board Brothers at this same mill 35 years ago. For 14 years, he logged out of King Canyon at the head of Lost River and sawed at his mill at Mackay.

In their operation they use a D-4 for loading logs. To build roads they use a T-240 International Caterpillar. They haul with an F-8 truck.

"The boys have worked with me since they were 8 years old," Ivie said. "Jim spent four years in the Navy and David was at Ft. Ord in National Guard training for a while."

"We used to get \$22 a thousand for our lumber and made money. Now we get \$70 and don't make any money. There are 32 taxes. I have figured it out and 38 per cent of every foot of lumber sawed goes for taxes."

"I believe it would be safe to say that two-thirds of the houses in Halsey have lumber in them from this sawmill," Mr. Ivie concluded.

Economic Growth In Belgium To Slow Down

BRUSSELS — Belgium's economic growth will slow down during 1967. Gross national product is forecast at \$19.3 billion. At least half of this seven per cent year-to-year gain will be due to price increases.

The general outlook for 1967 is not particularly encouraging. The steel industry will see further deterioration, while coal production drifts on down, and glass and textile output remain low. On the plus side the chemical industry will grow into a truly major Belgian industry as huge chemical and petrochemical plants under construction or planned for the Antwerp area come on stream.

Home Dairies Gets Milk From Boise

Home Dairies, Madras, St. N. Twin Falls, has been a distribution center in Magic Valley for nine years, LeRoy Thomas, owner and manager, stated.

The distribution point carries a complete line of dairy products such as milk, cottage cheese, ice cream, cheese, chocolate milk and fruit juice. Dairy products are processed in Boise and are trucked to Twin Falls for distribution the next morning.

T.F. Firm Is Operated By Family

Twin Falls Construction Co. is a family business owned by Art, W. Schrank, and his two sons, Duane and Douglas.

Since 1945 the firm has figured in much of the highway construction and street and road work in southern Idaho.

One of the major jobs the heavy construction firm has completed in recent years is a seven-mile section of interstate highway between Blackfoot and Idaho Falls which involved some aspects of construction and road work in southern Idaho.

Mr. Schrank said his payroll runs about \$100,000 with an average of 24 employees during construction season and 12 in winter months.

This year the firm has added a new type of emulsion machine for spreading seal coat. It will be in use this season as a trial plant to introduce the new method of rapid seal coating.

Located just east of Twin Falls on Addison Avenue, the firm has completed several projects in the local area including reconstruction of the Blue Lakes Boulevard South road through the Creed's Crossing area and has surfaced several airports in Southern Idaho.

In addition the firm operates its own gravel pits in Jerome and Gooding counties and produces gravel for highway districts, municipalities and state projects.

Mexico Reaches Economic Goal

MEXICO CITY — The Mexican economy achieved the goal set by the Diaz-Ordaz administration. It scored a six per cent gain in gross national product (\$20.1 billion) during 1966.

A similar goal for 1967 will depend upon Mexico's ability to attract continued foreign investment, provide about 400,000 new jobs and win significant new overseas markets.

Manufacturing activity rose nearly 11 per cent in 1966 and will do even better in 1967, but its growth will be offset by other economic sectors where slower growth rates will prevail.



LOADING MILK PRODUCTS for an early morning milk run, are, from left, Jerry Wiloughby, assistant manager, and Dennis Pratt, route supervisor, for Home Dairies of Twin Falls. Seven company trucks deliver milk products to homes and retailers throughout Magic Valley. The products are processed in Boise. (Times-News photo)

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THIS SEED TREATING MACHINE, according to Richard Crippen, manager, is a valuable piece of equipment for the Minidoka Seed Company, Inc. The treater is designed to run 50 bushels of seed grain per hour. The seed is treated against seed-borne diseases. (Times-News photo)

Seed Operations Expanded At Minidoka Seed Firm

PAUL — The Minidoka Seed Co., Inc., has started into the third year of seed operations in the Paul area. The company's first phase of development was legume and grass seeds. Now it has expanded into seed grains, chemicals and chemical application.

The growth of alfalfa seed and clover seed has been a little slower than anticipated, however the growth in seed grains, custom cleaning and ap-

Yanks Find New Frontier In Australia

NEW YORK — More and more Americans are finding new frontiers for doing business or settling down in Australia, the United States Investor's Newsletter reports.

Three United States investment funds under rose from \$1.7 billion to \$2 billion last year and the 1,700 American firms that do business there are expected to expend \$2.5 billion this year.

More striking, says The Newsletter, is the number of "permanent U. S. settlers" now living in Australia. There are now 8,000 of which 5,744 have arrived since President Johnson took office.

Offsetting this figure is the fact that some 1,300 previously settled Yanks have returned to the states — disillusioned by "dreams which have soured in Australia" — leaving a net increase of 4,400.

One example of the economic impact of the Americans is the colony of Wee Wee in the Na-moi River valley of New South Wales. Wee Wee's 150 ex-California harvested 28,000 acres of cotton last year. Two years ago, Australia's entire domestic planting was 41,000 acres. In 1959, only 97 acres were planted in all of Australia.

Three Tanks Added To Burley Firm

BURLEY — On January 19, 1953, Oscar A. Peterson purchased the potato warehouses from Wayne Newcomb, located at 418 W. Main St., Burley, and opened the Peterson Feed and Supply.

In April, 1953, Harold A. Peterson, became a partner in the business. A closed corporation was formed in June, 1953, by Oscar A. and Harold A. Peterson and their wives.

During the first year remodeling was being done throughout the building. A cement floor was installed in the basement, featuring 27 individual grain storage bins. Also a steam roller was installed and steam heat.

A complete floor auger system for filling the grain storage bins in the basement and the elevator was installed during 1957. Improvements during 1958 were the addition of three larger round metal storage tanks, new larger scales. The size of the pit was increased to unload a 10-ton load of grain in 10 minutes.

The company employs 10 persons the year around. They are the dealer for Purina Feeds, known as "Checkerboard feeds" with headquarters at St. Louis, Mo.

A mobile feedgrinder serves both Cassia and Minidoka counties for grinding feed on the local farms.

The truck delivery of bulk feed to feedyards in Cassia and Minidoka counties has steadily grown. Mr. Peterson said.

The DeLaval milking machines dealership is held by Peterson Feed and Supply and in the past few years many of the farmers have changed their milking machines to the pipe-line systems or the milk bulk tank system.

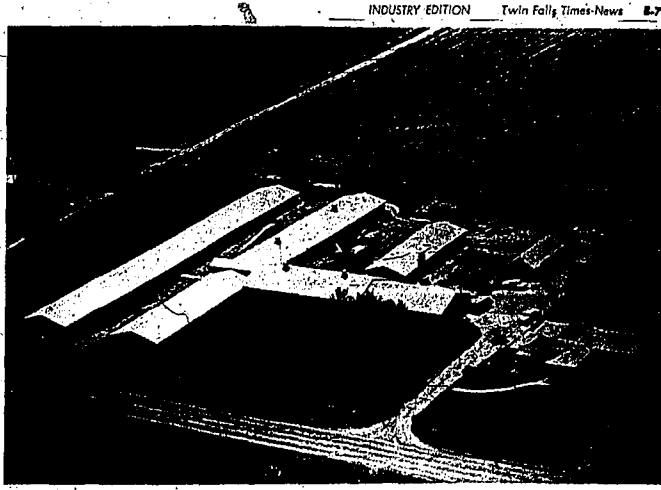
Lawn sprinkling systems are installed by the firm with their own trencher and they also do custom trenching.

Machine Tool Output Increases

NEW YORK — Total world output of machine tools increased 7.5 per cent in 1959 to a total of nearly \$5.3 billion. In an annual survey by the McGraw-Hill publications, American Machine Tool Builders' U.S. accounted for two-thirds of the increase with a growth from \$1.45 billion in 1958 to \$1.71 billion in 1959.

However, Western Europe was first in total output with 36 per cent, followed by the U.S. with 31 per cent. Five countries, the U.S., West Germany, Soviet Union, Great Britain and Japan were responsible for 75 per cent of the total world output. Their respective percentages were 31 per cent, 22 per cent, 15 per cent, eight per cent and five per cent.

INCREASE NOTED ... SAN FRANCISCO — The non-white segment of the U.S. labor force is expected to increase at a much faster pace than that of white over the next 15 years. By 1970 the total nonwhite labor force will have risen by 41 per cent compared with only a 28 per cent increase in white workers.



AERIAL VIEW SHOWS the Magic Valley Cage Eggs, four and one-half miles south of Burley on the Oakley Highway. The firm has added an automatic egg grader during the past year. The operation began in 1951 and was the first cage egg operation in Idaho, according to the owner, Glenn C. Judd. There are 12,000 hens in the three hen houses with three hens in each cage. It is reportedly the largest cage operation in the state.

Automatic Egg Grader Added To Burley Firm

BURLEY — An automatic egg grader has been added in the Magic Valley Cage Eggs, located four and one-half miles south of Burley on the Oakley Highway.

The operation, started in 1954, was the first cage egg operation in Idaho, according to Glenn C. Judd, owner.

There were 700 hens in a building 30 by 50 feet and when the firm started as a family operation, the hen house had each hen in an eight-inch wire cage. During the first year of op-

eration the eggs were sold to Swifts Hatchery for hatching eggs.

In 1958 and again in 1962 additional hen houses were built and in 1964 a new broader house was constructed.

Presently there are 12,000 hens in the three hen houses with three hens per cage 16 by 18 inches and is the largest cage operation in the state.

The wire cages all hang from the ceiling. The feed through is in front of the cages and the water trough is behind them. Over a ton of feed each day is eaten by the Kimber white leg-horn hens. Feeding is all done by hand.

Baby chickens are raised 3,000 at a time, three times a year, to a gathering tray in front of the cages for easy hand collection. Daylight hours are controlled automatically by switches giving the hens 15 hours of daylight per day.

A fulltime hired man with additional part-time help and family members care for the hens, clean the eggs, clean the hen houses and box the eggs for delivery.

The eggs are washed in a chemical to kill bacteria, automatically graded, packaged by hand for daily delivery in the Burley area. One truck is used to deliver the eggs to restaurants, nursing homes, hospital, and grocery stores in Burley and only.

Baby chickens are raised 3,000 at a time, three times a year, to a gathering tray in front of the cages for easy hand collection. Daylight hours are controlled automatically by switches giving the hens 15 hours of daylight per day.

Visitors are always welcome at the Magic Valley Cage Eggs, Judd said.

Directory Of Manufactures Out For Idaho

BOISE — Idaho has 172 civil airports, according to the 1957 edition of the Aircraft Owners and Pilots Association airport directory.

The directory lists Idaho with 170 regular airports, one seaplane base and one helicopter port.

The Airport Directory, published annually, this year contains 9,379 listings of both public and private airports, seaplane bases and heliports located in the United States and its possessions. That represents an increase of 222 over the number contained in the 1956 edition.

The number of airports listed does not necessarily mean that there were 222 new landings places constructed during 1956. They include many privately owned facilities not previously reported with appropriate recording authorities.

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- GRAIN SEEDS
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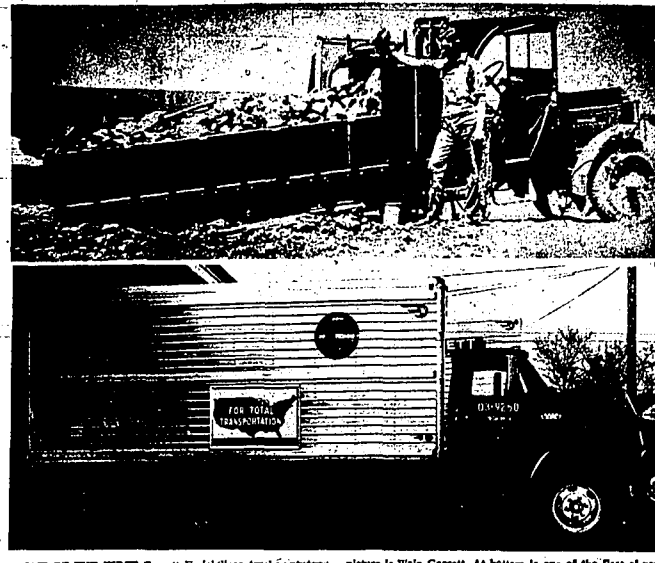
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ONE OF THE FIRST Garrett Freightlines trucks, at top, is shown stranded on a typical early Idaho road. In the picture is Wain Garrett. At bottom is one of the fleet of new trucks operating out of the Twin Falls terminal today.

Garrett Freightlines Undergone Several Changes In Past 54 Years

About the only thing about Garrett Freightlines, Inc., that is the same as when the firm was founded 54 years ago is the man behind the wheel.

The Garrett brothers, Clarence A. and the late O. W. Garrett, founded the firm July 5, 1913, as Garrett Transfer, Clarence Garrett is still actively spearheading the growing organization while his name has changed its name to Garrett Transfer and Storage Co. Inc. and then to the present Garrett Freightlines, Inc.

In 1913 business consisted of miscellaneous hauling jobs and transferring baggage to and from the Poacello-railroad-depot in Garrett's home city. It was not until the firm had been established for two or three years that inter-city hauls were made. By 1918 trips were being made within a radius of 25-30 miles from Poacello and later "feet" had increased to 16 units. Two years later regular service was being made to Idaho Falls and non-scheduled hauls were being made to Burley, Twin Falls and Salt Lake City.

By 1921 a substantial volume of traffic was being moved. The established routes to Twin Falls and Salt Lake City.

About 1923 construction was started on warehouse storage facilities in Burley. The freight office opened in 1926, with the late Shorrie Gillet as its first Burley manager.

For many years only one truck, making hauls to Oakley, Minner, Abilene and Rupert, ran out of the Burley depot.

Further expansion was indicated because of the growth of business, and, accordingly in 1928, the operation was extended to Blaine, Mont., and Los Angeles. The extension to the California city was abandoned because gasoline-powered equipment could not stand extreme heat encountered on long desert hauls.

In the company, after investigating the possibility of using a diesel motor for truck power, the Cummings model was selected, and, after considerable alteration, mounted on a Mack truck chassis. This installation is said to be one of the first uses of diesel engines on a motor truck.

The installation was successful and the motor operated at a much lower temperature than a gasoline one and offered sustained power that could not be derived from gasoline engines of that day.

In 1929 the State of Idaho passed the Motor Carrier Act, the first regulation for the trucking industry in this state. In 1930 the government passed the Federal Motor Carrier Act, which was immediately adopted by most states.

It resulted in a fixed book-keeping procedure for both state and federal purposes. The act guaranteed to existing motor carriers franchise rights over territories through which they had bonafide operations prior to the enactment.

Garrett continued to grow without further route expansion until 1941 when the Chaney trucking business was acquired, extending operations from Twin Falls, Burley, to Portland, Ketchum. This extension created the first single-line motor carrier service from Salt Lake City to Portland.

In 1944 Colant Truck Lines was purchased, extending operations from Twin Falls to San Francisco. Garrett then became the only transportation company in the west; truck, rail or air, offering single-line service from the inter-mountain territory to Portland, San Francisco and Los Angeles.

In 1945 Howard C. Marsden who had been with the firm for about five years was moved to Burley as manager. In the late 1940's the company had outgrown the warehouse and office. The firm moved to its present

site on W. 13th St., next to the railroad, Mr. Marsden retired in July 1965, and still makes his home at 1418 Alamo Ave., Burley.

In 1954, Garrett acquired through purchase, the Mountain Transportation Co., a line in operation from Salt Lake City to Denver and Farmington, N.M., and linking Pacific Coast points through the Denver gateway to all of the important cities of the east.

Garrett Freightlines was granted authority in October, 1957 to extend its operation from the San Francisco-Oakland area south to San Jose to serve industrial area. A new terminal site was purchased along one of the major freeways in Emeryville, Calif., and a new terminal was completed in February, 1959, replacing the outgrown terminal at Berkeley.

The Treasure State Motor Line was purchased in 1953 extending service from Butte to Great Falls, Mont., and in the summer of 1959 a modern terminal was built at Great Falls.

Early in 1959 negotiations were instituted for purchase of Pacific Highway Transport and Inland Motor Freight and their subsidiary companies and for merger of Northwest Freight Lines. This was accomplished in June, 1962. Garrett's authority was then extended into the state of Washington, the northern panhandle of Idaho, the state of Montana, and eastward to the states of North Dakota and Minnesota, including Minneapolis and St. Paul.

In 1959, Garrett Freightlines was granted authority by the Interstate Commerce Commission to extend its operations from Farmington to Albuquerque, N.M., and a trailer-interchange with a connecting line to extend its operations to Denver gateway, provided two-line transportation to all of the southern part of the United States as far as the Atlantic Coast. Trailer interchange with suitable carriers through the Denver gateway, provided two-line transportation to all of the southern part of the United States, north-central, northeast sections

of the U.S. as well as midwest cities.

Another first for Garrett was a television show, "Cannonball," which was shown throughout Idaho, Utah, and Montana on seven television stations, the first time any truck line had undertaken sponsorship of a television show. The commercials were aimed at telling the story of trucking facts to the general public.

At the 1959 Annual Meeting of the Montana Motor Transport Association, Mr. O. W. Garrett was awarded the "Joe J. Jolly Trophy" for outstanding contribution to the trucking industry, largely because of the television sponsorship.

Along this same year, in 1962 the company made up a movie film, "Cargoes Unlimited" telling the trucking story. The film is still being shown throughout the country by schools, clubs and other organizations.

Mr. Garrett, president of the company, was successful in locating and purchasing in 1959, an exact replica of the first truck owned by Garrett Freightlines, a 1913 Buick model in a Wagon, which is exhibited in parades, displays and a unit to show throughout the country by bringing before the public the vast difference between early truck transportation and modern methods.

Safety has always been one of the chief aims of Garrett Freightlines, and in the year 1950 - 51 it placed first in the American Trucking Association Annual Safety Competition in over the road driving in the 10-to-20 million mile group. It placed second in the combined over the road and city driving and third place for city and local drivers for that year.

In October, 1961, Garrett's extended service from Great Falls, Mont., to the Canadian border. Three years later in October, 1964, regular route authority on potato products and frozen potato products as well as frozen fruits and vegetables was granted from points in Idaho to points in the states of California, Oregon, Washington, Nevada, Utah, New Mexico, Colorado,

Area Firm Notes 22nd Anniversary

One of the oldest, most established jewelry manufacturers in Twin Falls is Herrett's Jewelry Co., on Kimberly Road, a firm that recently noted its 22nd year of operation.

Owned by Norman Herrett, the company now deals directly with members of the general public rather than with wholesale. Mr. Herrett and his assistant, Wilbert Roy, handle casting, fabricating and designing of any type personal ornament asked for.

Working mostly with gold, silver and platinum, Mr. Roy, who now does most of the jewelry manufacture and repair done by the firm, has gained a reputation for painstaking skill with stones and metals of all kinds.

Mr. Herrett also operates a retail jewelry and gift outlet, located in the same building as the manufacturing operation. In addition, he gives the largest portion of his time to the non-profit Herrett's Museum-institution that has gained a statewide reputation for its educational value.



TWENTY-TWO YEAR EMPLOYEE of the Herrett's Jewelry Co., Wilbert Roy, Twin Falls, works with painstaking care on a ring setting. The Herrett firm recently noted its 22nd anniversary in the Twin Falls area. (Times-News photo)

chased by Garrett Freightlines in August, 1965, giving a California intrastate authority between the San Francisco Bay area and Southern California.

Applications have been filed with the Interstate Commerce Commission to purchase Eastern Oregon Motor Freight, which will provide a direct connecting link between San Francisco Bay area and Portland, Ore.

For a north-south coastwise operation, and Thunderbolt Freight Lines, which will ex-

pend Garrett's service between Los Angeles and Phoenix, Ariz.

While the operating rights of the Burley storage and office. The present Burley manager is Melvin Green. He started out with the company in 1932 at Poacello and was transferred to the General Office in Burley in 1961.

In Burley from the first one that total gross revenue amounting to \$40,517,467 from a total company has grown to eleven em-

ples the year around and many trucks travelled a distance of 46,785,315 inter-city miles and moved 1,088,529 tons of merchandise.

From the first transporting baggage and miscellaneous hauling jobs the company has grown to 2,643 employees, operates approximately 2,975 pieces of equipment, in local and inter-city traffic between 65 terminals.

SERVING THE NEEDS OF MAGIC VALLEY AGRICULTURE

The Magic Valley Growers "Golden Harvest" Centers at Curry and Jerome include the finest in liquid and dry fertilizer facilities — a tire service center — complete petroleum service facilities — farm credit and data processing office — a complete line of farm chemicals — and trained personnel who know the needs of Magic Valley agriculture and have the modern facilities to serve you.



Trained agronomists and fieldmen are available to assist you with soil fertility and crop nutrient requirements.



The Golden Harvest Centers feature the most modern liquid and dry fertilizer facilities in the Valley. Dry fertilizers are "prescription mixed" at the rate of a ton a minute and assures you the exact blend for your specific soil and crop condition.

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Imported Leather Used By T. F. Store

Leather imported from New Zealand and Iran are used in the western jackets which are specialties of Petersen Western Apparel, 340 Main Ave. S., Twin Falls.

The jackets, beaded and fringed, are the handwork of Mrs. Christina Petersen, owner of the store, which includes complete lines of western clothing.

Mrs. Petersen began making leather jackets in 1947 and in 1952 moved to her present shop. Approximately 250 jackets are made each year. They are shipped throughout the nation.

Mrs. Petersen stated that her shop was the largest western clothing store in Idaho, and that she outfits many of the area riding clubs and queens. The store merchandise includes all types of western apparel including work clothes, hats, boots and accessories.

Mrs. Petersen does custom work with deer skin and elk skins, beading and reupholstering.

Haney Seed Firm Founded During 1932

Haney Seed Co., 257 South Park Ave. W., Twin Falls, was founded in 1932 by W. P. Haney, and later became the agency for Burpee Seed Co., for handling garden bean seeds.

The Haney plant includes 50,000 square feet of space, 80 per cent of which is used for storage. The milling area includes electric eyes for automatic sorting and packaging equipment. The plant moved to its present location in 1950.

The company processes garden bean and pea seed and commercial bean seed. The company produces quality seed through research and plant selection. It also handles edible dry beans. The edible beans include many different kinds such as the black turtle soup bean.

The goal of Haney Seed is to provide farmers with the highest yielding crop possible per acre of ground.



CUSTOM MADE LEATHER JACKETS are the specialty of Petersen Western Apparel, 340 Main Ave. So., Twin Falls. Shown with leather imported from New Zealand and Iran, and one of the completed fringed and beaded jackets, is Mrs. Christina Petersen, owner of the shop. (Times-News photo)

to provide farmers with the highest yielding crop possible per acre of ground.

Purchasers of Haney Seed products range from throughout the world. Suppliers are mainly Magic Valley growers.

At peak season the company employs approximately 25 persons.

About half of these are school students for field work during the summer months.

Approximately \$1 million is paid out to Magic Valley growers during the year.

Owner of the company is Dick Cook, and Joe Fix is office manager.

Managers of the Paul and Haney Centers are Jerry R. Sly at Paul and James T. Brown at Haney.

The new center at Filer, opened last July, is managed by Merle Beckley. This center is experimenting now with new

T. F. Firm Strives To Produce Hardier, Tender Vegetables

Since 1946, Charter Seed Co., 303 Wall St., Twin Falls, has strived to produce hardier, more tender varieties of vegetables through breeding and research seed.

Growers from throughout Magic Valley provide much of the seed for this expanding industry. It serves the wholesale seed trade and processing industry which include freezers and canners. The company distributes seed throughout the United States and maintains an export business.

Research is the key to this company. The purchased seed is evaluated for germination and quality. New varieties more acceptable for processing, are bred with an eye to climate, drawing season, color fiber content, and Tom Kieley, research director of Charter Seed Co., 303 Wall St., Twin Falls. Research is the key to this company. The seed, purchased from Magic Valley growers, is evaluated for germination and quality. New varieties are bred with an eye to climate, drawing season, color, fiber content and mechanical harvesting.

U. S. Steel Has 3 Farm Service Centers In Area

U. S. Steel Corp. has broadened its service to farmers in the Magic Valley during the past year by opening a third Farm Service Center, this one located in the Filer area at Peavy.

Other centers are at Hansen and Paul and have been in operation for two years.

These fertilizer outlets combine in a single unit the latest concepts in soil fertility research information, processing application facilities, and effective one-package service to farmers.

Through the use of intricate record keeping and the availability of the latest research reports and other U. S. Steel information aids, the staffs of the three Farm Service Centers help Magic Valley farmers follow a planned program for profitable results.

Managers of the Paul and Haney Centers are Jerry R. Sly at Paul and James T. Brown at Haney.

The new center at Filer, opened last July, is managed by Merle Beckley. This center is experimenting now with new

self-unloading bulk fertilizer bins which will speed operations for the farmers using the service.

Each of the Centers offers a full range of custom-made bulk fertilizers, plus micronutrients, to meet every soil fertility need, including U. S. Steel's own ammonium nitrate, ammonium sulfate and anhydrous ammonia, produced at the corporation's Geneva Works, near Provo, Utah.

The personnel at the Centers have completed extensive training in latest research and development advances by U. S. Steel in soil fertility technology, crop information, marketing service, and custom blending technique.

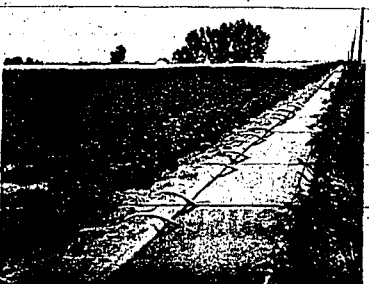
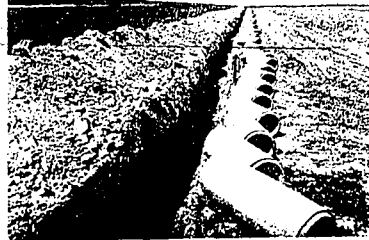
Two-way radio communication between each center and mobile field units, plus other new service features, offer personal consultation with trained soil specialists right on the farm, fast delivery or application bulk fertilizers, custom blended, to each farm need.

Mobile equipment at the Paul, Hansen and Filer stores includes the latest pull-type bulk spreaders for small loads, as well as portable storage bins for do-it-yourself bulk applications. Modern, high-capacity bulk blending equipment, truck and plant, anhydrous ammonia units, provide fast, effective custom application.

Largest of two main buildings at each location houses a center for fertilizer storage area and modern, high-capacity bulk blending equipment, truck and plant. The second structure comprises the retail office and main entrance area.



CHECKING SEED GERMINATION is Tom Kieley, research director of Charter Seed Co., 303 Wall St., Twin Falls. Research is the key to this company. The seed, purchased from Magic Valley growers, is evaluated for germination and quality. New varieties are bred with an eye to climate, drawing season, color, fiber content and mechanical harvesting. (Times-News photo)



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NO JOINT (CAST IN PLACE)

CONCRETE PIPE

On all lines 24 inch and larger this type of installation WILL SAVE 30% or more.

Ideal for storm drains, Irrigation ditches, sanitary sewers, culverts, etc.

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(Automatic, push-button) BELL and SPIGOT

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Fully automatic production of high quality concrete pipe. Rubber gasket, non-leak construction, so new and so advanced in pipe construction that we have the only machine of this type in the entire state of Idaho.

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FOR AGRICULTURAL, COMMERCIAL AND INDUSTRIAL NEEDS.



SKILL AND DETERMINATION to continue improving the Kamp-Way product, is the keyword with Joe Gilder, left, and Dick Grossbeck, right, who are busy constructing a side panel for one of the 18 custom models they sell. The two men celebrated their fourth anniversary in business March 18. (Times-News photo)

Paul Manufacturing Firm Observes 4th Anniversary

PAUL — G and G Manufacturing Co., Paul, celebrated its fourth year in business on March 18 with a record of accomplishments, sales and improvements.

The owners and operators, Dick Grossbeck and Joe Gilder, have 15 different models of pickup campers they are constructing in the small factory west of the main intersection.

The two men started out with one model in 1963 and in 1964 added four more. In 1965 they came up with seven more, making a total of 12. Six new designs last year including the chassis and truck.

The two men's feet this design is "the coming thing" for those desiring a larger living space. It has a 30-day supply of drugs and equipment—have been spotted in the U.S. for emergency use.

Bumpers For Autos May Be Water-Filled

NEW YORK—A new bumper for automobiles is making a big splash in safety circles—it's water-filled.

According to The Insider's newsletter, the police department in Culver City, Calif., has tested the water bumper on each of its cars.

The device consists of a one-quarter-inch-thick flexible vinyl tube filled with seven gallons of water. Across the top is a row of 15 drain plugs which pop out in a collision and let the water squirt out to absorb the impact without recoil.

Culver City police tested the bumper on two vehicles meeting head-on with an impact speed of 60 miles per hour. The result, according to The Insider's newsletter, was a 10-foot-high water fountain and a sensation of sliding forward in his seat for a passenger without a scratch. There were no injuries and no damage to the cars.

After an accident, the driver simply goes to a service station and has the bumper refilled and the plugs reset.

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Magic Valley's Own Quality

CAMPERS

BUILT right here in Magic Valley for STRENGTH, COMFORT AND LIVABILITY... by people who know the need for summer and winter comfort.

- Quality Controlled Framing
- Pre-finished Aluminum Exterior Over Rigid Body Construction
- Insulated for Winter or Summer
- Vinyl Inlaid Floors
- Melmac Plastic Counter and Table Tops
- Solid Birch Cabinet Doors and Drawers
- Top Quality Screened Doors and Windows for Maximum Ventilation and Comfort
- Reversible Poly-Foam Mattress and Cushions
- Custom Made Drapes
- "Hydro Flama" Furnaces, With Sealed Combustion Chamber, 100% Safe From Gases and Fumes, Thermostat Controlled

SIZES & STYLES FOR EVERY DEMAND

In stock or custom built, with the most modern accessories to suit every taste.

FREE BROCHURE AND PRICES ON REQUEST.

G & G MFG. CO.

P.O. Box 52 Paul, Idaho

Latest Gem Mineral Production Sets Record

NEW YORK — "Packaged hospitals" are the latest thing in medical science, reports the Reader's Digest.

More than 2,600 of these units — each containing 200 cots and a 30-day supply of drugs and equipment—have been spotted in the U.S. for emergency use.

Local Sheet Metal Firm 4 Years Old

Heating, ventilation and air conditioning equipment makes up the majority of the work at Master Sheet Metal Fabricators, Twin Falls.

Carl Kobel, who had worked in the Detweiler Brothers sheet metal department 16 years, opened the new firm four years ago when his employer moved all metal operations to Idaho Falls.

It seemed like a good move, Mr. Kobel said, as he has been busy since then with almost every type of sheet metal job from specialty work to conventional heating and ventilating contracts.

Working with a staff of three regular employees, the firm has just completed a contract at Mackay, on a new school building.

Master Sheet Metal Fabricators represents one of just two such firms in the Twin Falls area and handles work for contractors and individual needs throughout South Central Idaho.

U.S. Exports To Europe Increase

WASHINGTON — U.S. agricultural exports to the European Economic Community increased 28 per cent from 1962 to 1965.

The rise in goods sent in the six European nations has been greater than the gain of total U.S. exports—24 per cent.

Feed grains and wheat made up the largest export commodity group.

BUTLER STOR-N-FEED®

SYSTEMS FOR FORAGE AND GRAIN

If all you get is "the blues" from shopping for a low moisture silage system, take a look at the big, white Butler Stor-N-Feed.

Here's up to 1128 tons of "oxygen-free" silage for one silage of 620 tons for low moisture silage—plus Butler's exclusive, maintenance-free breathing system. No breather bags to replace, no relief valves to let air in.

Efficient top unloader is easily served. Delivers more silage, faster, than bottom unloaders... and with only five horsepower.

Bright, white finish reflects heat—minimizes gas expansion.

Prices for the Butler Stor-N-Feed system? You'll be amazed. Thousands of dollars less than some systems. There's an equally efficient and economical system for high moisture grain, too. And Butler offers lowest cost deferred payment terms and lease plans.

BUY NOW AND RECEIVE A CHECK FOR \$300

If you purchase your Butler Stor-N-Feed for forage between January 1 and March 15, 1967, you will receive a check for \$300 from Butler Manufacturing Company when construction is completed. If you buy a Stor-N-Feed for grain between January 1 and March 15, 1967, you will receive a \$200 upon completion of the job. New while products and construction labor are available—and receive a cash benefit, too!

See Us Soon for Complete Information!

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WESTERN STATES DISTRIBUTING, Inc.
205 Locust St. So. 733-1079

Transporting Rate Tide In Idaho Turns

BOISE — Shipping rates, long a disadvantage forced on Idaho through geographical location, are now taking a turn in Idaho's favor through the efforts of the Idaho Transportation Council.

Reports from Robert Henry, administrator of the council, show that 1966 saw pointed gains for Idaho products including beans, fruits, vegetables, grains, and even manufactured products.

Markets in the Midwest and Southwest for Idaho beans have been opened and widened by reversing a trend in which the Idaho products were handicapped by favorable rates given competing states.

A 10 per cent reduction in Idaho's favor was effected and negotiations are well under way which promise the same gain for Idaho in the rich bean consuming states of the Southeast and North Atlantic areas of the nation.

Directory Lists 172 Gem Airports

BOISE—The Idaho Directory of Manufacturers, with data on approximately 900 plants is now being established at \$15 million, the first time the state has ever issued a publication of this kind.

Louise Shaddock, head of Idaho's Department of Commerce and Development, announced.

The department has long kept records on Idaho plants, always available to interested inquirers, but this is the first time the information has been compiled and published for general distribution, marking the first time the state has ever issued a publication of this kind.



WORKERS BEHIND THE SCENES at the Burley Livestock Commission Co., stand in the firm's enlarged office. Alvan Heidel, office manager, is behind the counter, and Bill Wiseman, center, owner, and Bob Schultz, a partner in the business. The commission company has a record of holding a sale every Thursday since 1939, even though the business has changed owners several times. Fifty new holding pens have been built and the auction area remodeled with the center posts removed. (Times-News photo)

Livestock Firm At Burley Holds Sale Every Thursday

BURLEY — A livestock sale, each Thursday since it opened, Mr. and Mrs. William (Bill) Wiseman and Fred Thompson held by the Burley Livestock Commission Co., located at 1100 1352. They purchased the firm in June, 1954.

The firm was built and operated by the late Frank Coffey, after he sold his interest in the Twin Falls Livestock Auction, Mr. Coffey was his own auctioneer for a few years, then Clyde Holden was hired as the auctioneer. For six years the Burley Livestock Commission Co. was operated by Mr. Coffey.

Fred J. Hill purchased the company in 1954. Additional holding pens were built and new swine stalls and pens were constructed. The auction ring was remodeled, the seating capacity was increased and the balcony was removed.

The scales were moved and a cafe was built which operates on sale days only, under the ownership of Mr. Hill.

In 1954 Alvan Heidel, Burley, was hired by the firm as office manager. Mr. Heidel and his family moved to Burley from Buhl.

A two-way radio system was installed in 1965 for the convenience of the customers, and to assist in faster service from the Burley Livestock Commission Co., with the main radio base in the company office.

For a number of years the Burley Livestock Commission Co., has donated time and employees for conducting the 4-H and FFA Fat Stock Sale. For several years the sale was held about a month after the Cassia County Fair.

The last three years the 4-H and FFA Fat Stock Sale has been held during the morning of the last day of the Cassia County Fair at the fairgrounds.



Finest Quality Seeds

- ★ BEANS
- ★ GRAIN SEEDS
- ★ PASTURE MIX SEEDS
- ★ IDAHYBRID SEED CORN

It's best for this area.

IRRIGATION DAMS SYPHON TUBES

TREFLAN e.c. WEED CONTROL

Ideal for control of pigweed, watergrass, lambs quarters.

MARSHALL WAREHOUSES, Inc.

W. MAIN ST. JEROME



MACHINE SHOP FOREMAN at the Rupert Iron Works, Marvin Hirsch, operates an engine lathe at the Rupert shop. The firm has grown from one to five fulltime machinists. Hirsch has been with the firm 13 years. The business was begun by Mr. Bohle's father, Henry Bohle, as a blacksmith shop in Acaquila in 1839. The shop became known by its present name when it was moved to Rupert in 1946 and Richard joined his father in a two-man operation. (Times-News photo)

Rupert Iron Works Has Grown From Blacksmith Shop To Industrial Firm

RUPERT — Richard Bohle, the present owner and manager of the Rupert Iron Works, recalls his early days in his father's blacksmith shop when the bulk of the work turned out of the shop was sharpening plowshares and shoeing horses.

In those early days work at the shop was 100 per cent agricultural, while Bohle estimates that the present gross volume of business is 75 per cent industrial and 25 per cent agricultural. The 25 per cent agricultural is still about three times as much output as the original.

The founder of the operation was Henry Bohle who opened a blacksmith shop in Acaquila in 1839. The shop became known as the Rupert Iron Works when Henry moved into Rupert in 1846 at which time the shop was a two-man operation for Henry and his son, Richard.

The elder Mr. Bohle died in 1858, and Richard has been in charge of the company since. He is well qualified for the business, having started his training at 15, and continuing since with two years out for the service.

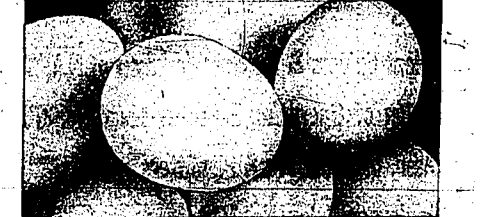
The original two-man operation now employs 13 people, several of them having been with the company over 10 years.

Expansion has been evident in another direction, as the one-time blacksmith shop now features a complete and local machine shop, welding and fabrication, and local steel service center.

From a small local business the company now serves all of southern Idaho, with orders ranging from Idaho Falls to Boise and into northern Nevada.

Some of the equipment at the Iron Works is the only such in a job shop in the state. The only horizontal boring mill in southern Idaho is owned by the shop, and one of two large vertical boring mills in the state is here. Both machines are used primarily for turning, boring or milling large machine parts.

The company also boasts one of two automatic sprocket machines in the state, and there are only 13 such machines in existence. These were made by a Boise man who died after completing the 13 machines, and none have been made since that time.



The Most for Your Food Dollar Is a "Good Egg"
INSIST ON HARVEY'S EGGS From Paul

8 Northern Idaho Counties Are Big Factor In State's Industrial Economy

BOISE — Idaho's eight northern counties account for roughly a third of Idaho's industrial establishments, industrial employment, and value added by manufacturing, Louise Shaddock, head of Idaho's Department of Commerce and Development points out, citing the latest completed census of manufacturers for Idaho which has just been released by the U. S. Department of Commerce and covers the completed year of 1953.

In Nez Perce County, 45 industry establishments employed 3,241 persons to produce value added of \$44,970,000 during 1953, and in 1952 there were 2,750 employees, showing the substantial growth over a five year period which is now being well maintained throughout the state. Nez Perce County is estimated to have increased its value added in 1953 to \$53,064,600.

Kootenai County, with 64 establishments in 1953, had 1,550 employees to produce \$17,780,000 in value added, a substantial increase over \$11,100,000 for 1952, and is expected to show an increase in \$13,050,400 when the figures are in for 1954.

Clearwater County's 61 plants employed 981 to produce \$9,284,000 value added in 1953, up from \$5,878,000 in 1952, and expected to reach a total of \$10,855,120 in 1954.

Shoshone County's 32 industries employed 1,479 in 1953, up from 1,425 employees in 1952. Reports on total value added are not available due to policies protecting individual company records.

Beneath's 46 manufacturers in 1953 employed 273 persons to produce \$2,620,000 value added. Increase for 1954 is expected to bring the latest total to \$3,105,760.

In the state as a whole, the completed census for 1953 showed 1,103 establishments with 30,497 employees, compared with 77,587 industrial workers in 1952. Value added was \$366,411,000, up from \$255,755,000 in 1952.

The U. S. Department of Commerce estimate for Idaho's value added in 1953 is \$419,000,000 and reliable economic sources in the Idaho trading area estimate last year's increase as having carried the state's value added to a half billion dollars for the first time.

Estimated value added for 1953 is \$4,166,350.

Latah County, with 47 firms, employed 803 persons producing \$6,391,000 value added in 1953. Latah's value added when total for 1954 is expected to rise to \$8,237,580.

Shoshone County's 32 industries employed 1,479 in 1953, up from 1,425 employees in 1952. Reports on total value added are not available due to policies protecting individual company records.

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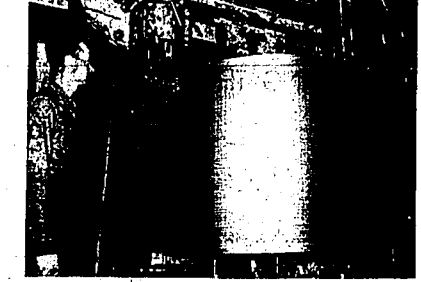
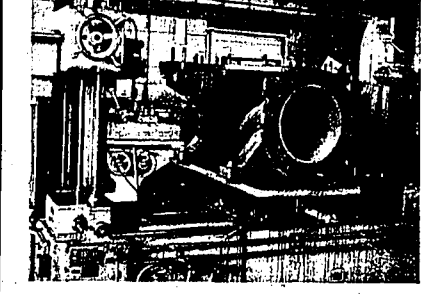
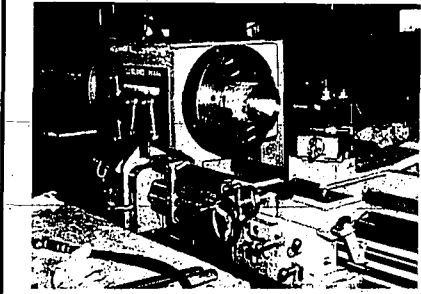
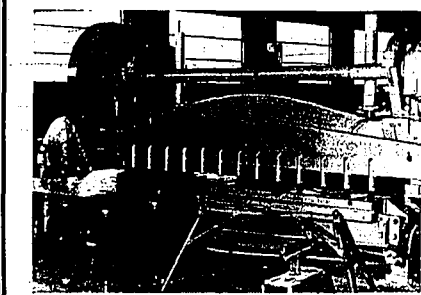
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TOURISTS SPEND BILLIONS
 NEW YORK — The world's tourists spend \$10 billion a year on travel, making it the next largest item, after petroleum, in the international flow of funds.

21st Anniversary Of The RUPERT IRON WORKS

21 Years of Service to Magic Valley With One of the Most Complete Up-to-Date Shops in the Country Including:

- MACHINE SHOP
- METALIZING
- Steel Fabrication
- Steel • Welding
- Industrial Supplies



Service, top notch workmanship and only the best materials, combine with the latest techniques in craftsmanship and metallurgy have been the basis for the continued expansion of the Rupert Iron Works. . . . one of the biggest and best equipped plants of its kind in the Intermountain West. Farmers, businessmen and industrial executives rely on our experience and knowledge to help them solve their "knotty" mechanical problems. The wide range of experience assures our customers of the "know-how" to tackle any problem they may have.

Specializing In Heavy Industrial Maintenance - Pump Repair and Steel Fabrication!

Our machine shop boasts some of the largest and finest equipment in Idaho. . . . Modern equipment that is capable of doing your particular job with complete satisfaction. By constantly adopting new methods and techniques for the problem at hand, Rupert Iron Works is second to none.

Listed here is some of the equipment you'll find installed in our shop. We'll welcome a visit from you anytime!

- 100" BORING MILL
- 5 LATHES (from 15" to 12'x36" UNIVERSAL CYLINDRICAL GRINDER
- 3 MILLING MACHINES
- 3 SHAPER
- 16"x36"x8" OPEN SIDE PLANNER
- 12"x1/2" SQUARING SHEAR
- SPROCKET and SHAFT CUTTING MACHINE
- METALIZER (complete service)
- 4" RADIAL DRILL
- 300-TON PRESS
- GEAR CUTTER (up to 5' gears)
- HORIZONTAL BORING and MILLING MACHINE
- 12"x1/2" POWER BRAKE
- HELI-ARC and MIG WELDING

ILLUSTRATED AT LEFT

(READING TOP TO BOTTOM)

- STEEL SQUARING SHEAR
 Capable of cutting a 3/4" thick steel plate up to 12 feet long.
- NEW 24" HOLLOW SPINDLE LATHE
 Maximum of 9" stock through the spindle . . . especially for turning Drill tool joints.
- HORIZONTAL BORING & MILLING MACHINE
 Pictured here, Line Boring a large centrifugal pump, to mount ball bearings in place of babbit.
- 84" TURNING & BORING MILL
 The only one of its kind in Magic Valley. Maximum capacity 100" swing. Shown here machining 4 column bases at a time. These bases were used on Atomic test towers.

RUPERT IRON WORKS

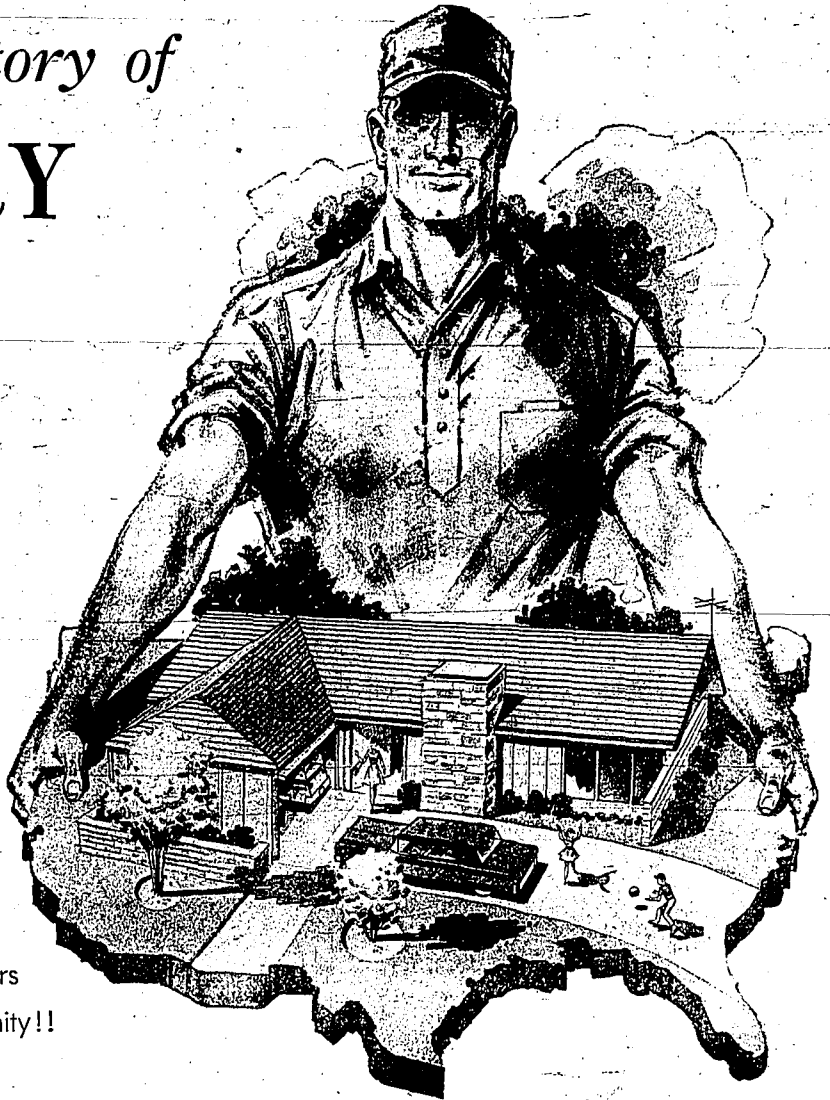
5th and B Street — Rupert, Idaho — 436-6775

WE'LL DO THE JOB RIGHT THE FIRST TIME - IT COSTS LESS! We have the right man and the right machine to do every job without loss of time or material. You don't waste dollars on any job. We guarantee satisfaction.

Behind The Story of INDUSTRY

IS

Behind every successful employer is loyal employees . . . without employees, business, agriculture and industry would come to a halt . . . your Union members are the backbone of Magic Valley and the nation . . . and the wages earned by Union members is money that stays in this community!!



THEY ARE ACTIVE SUPPORTERS OF EVERY PROGRESSIVE CIVIC AND NATIONAL IMPROVEMENT

As we work hand in hand with business, the professions and the construction field we look back to what our people have been doing here in Magic Valley.

They are members of over 35 different churches here in Magic Valley — they profess every faith in this community.

They are members of the various service clubs and veterans' organizations.

They are professional people such as technicians in the highly skilled fields of electronics — they're electricians, plumbers, truckers, haulers, roofers, printers and pressmen and a host of other trades.

They support such community projects as the United Funds, Church and school building drives, civic auditorium, Heart Funds and Cancer Funds.

They pay taxes to support the various government agencies and schools to which their children must go.

They serve the community in the jobs they perform each and every day in providing the protective services such as utilities, teachers, and fire protection.

AND . . . WE SALUTE EACH AND EVERY WORKER—HERE IN MAGIC VALLEY AS WELL AS THROUGHOUT THE COUNTRY — IN HELPING TO MAKE MAGIC VALLEY GROW. IT IS ONLY THROUGH A FREE ENTERPRISE SYSTEM AND A CLEAR APPRECIATION OF "THE OTHER MAN'S" NEEDS DO WE ALL ACHIEVE THE GOALS OF PROGRESS. LABOR PROVIDES BETTER WAGES TO PRODUCE A HIGHER STANDARD OF LIVING — BETTER THINGS FOR BETTER LIVING.

CENTRAL LABOR COUNCIL

COMPRISING THESE LOCAL LABOR UNITS

- ★ Bricklayers and Masons Union of Idaho No. 3
- ★ Carpenters & Joiners Local Union No. 1058
- ★ International Brotherhood of Electrical Workers LOCAL NO. 449
- ★ Twin Falls Fire Fighters Assn. Local No. 1556
- ★ American Federation of Grain Millers Local No. 283
- ★ Construction and General Laborers Local Union No. 810

- ★ Amalgamated Meat Cutters & Butcher Workmen of N.A. Local Union No. 368
- ★ International Union of Operating Engineers Local No. 370
- ★ International Assn. of Plumbers & Pipefitters LOCAL UNION NO. 701
- ★ Retail Store Employees Union No. 1614
- ★ International Federation of Teachers Local Union No. 1101
- ★ International Typographical Union No. 241



SILHOUETTED AGAINST THE sky are the large grain and bean elevators at the Chester B. Brown Co., Filer, in front of the elevators are the boxes of bulk beans bearing the company's name. Brown's is one of the six elevators and warehouses operating in the town and representing a major industry in the area. (Times-News photo)

Warehouses Play Vital Role in Filer's Economy

By MRS. REUBEN LIERMAN
Times-News Correspondent
FILER — Filer is a town surrounded by farms and ranches and the community's prosperity depends a great deal upon its farmers.

They, in turn, depend upon the grain elevators and seed warehouses from which they buy their seeds and later sell their harvested crops.

The buying and selling of

grain, beans and peas is an important industry in Magic Valley, and Filer has six of these warehouses or elevators. Most of these are located in the center of the town close to the railroad tracks to facilitate shipping and allow ample space for milling and storage buildings nearby.

The farmer works closely with his warehouse manager through the entire year. During the winter he consults with him on which crops it would be best to plant and together, they study the allotments of certified crops and the best types of fertilizer for various fields.

Later when planting time has arrived, the farmer will look to the warehouseman for his fertilizer and seed needs. During a bad year, they may work out some kind of contract for credit terms until crops can be sold in the fall.

If late frost or continuing rains prevent planting of certain crops in the spring, the farmer and elevator operator will work out a new schedule of planting, and if blight or insects attack the planted fields, the farmer may seek advice on proper sprays.

During the harvest season the warehouses keep open every day and part of the night to accommodate the truckloads of grain, beans and peas coming in for milling and storage. Extra help is put on as needed so that farmers with their truckloads of crops will not have to be kept waiting.

The rising or falling of prices is watched closely by both farmer, whose annual income lies in his crops, and the warehouse manager, whose price gives the farmer the best deal he can, while at the same time making a fair profit for his business.

Most of the Filer warehouses have been there since the early days of the town. Some have been there since the 1800s. The Chester B. Brown Co., which deals in beans and grain, is the largest grower and processor of certified seed in the southern Idaho. Harold (Pete) Brown is plant manager. The company recently sold its fertilizer plants in the West and Midwest and no longer deals in fertilizer, however, Mr. Brown still sells fertilizer at the Filer plant through the Pacific Gunna Co. which is owned by Union Oil Co.

Don Brown Warehouse Association, Inc., buys and sells beans, grain and fertilizer. Dixie Davis is manager; Dorothy Litter, foreman; and Jack L. Pierce, field man. This company prides itself on its service and believes that "good service is necessary for good sales."

Robert Moldenhauer is manager of the Filer plant of Aschmann & Patzer, which deals in beans and peas.

Personnel at the O. J. Childs warehouse has not changed in the past 10 years. Don Abbie is manager and Orley Haman is foreman. The company handles commercial and certified beans and grain.

The people of Utah are honey eaters. Their consumption is much higher than the national average. Utah honey is of very high quality and is sought after in the market place.

While the honey bees are busy pollinating the many other crops of Utah farms, literally millions of dollars worth of Utah crops are dependent upon honey bees' pollination for their success.

Beekeepers in Utah today are using many machines to speed and ease their work, also many technical developments have come to improve beekeeping.

The people of Utah are honey eaters. Their consumption is much higher than the national average. Utah honey is of very high quality and is sought after in the market place.

IN SERVICE AGAIN
COLAINE, Germany — The trans-rhine cable cars that linked Cologne and the opposite bank of the river three years ago have been put into service again. They were interrupted because of nearby bridge construction.

Burley Plant Receives Firm's Milk

BURLEY — The Ida-Gem Dairyman, Inc. (Challenge products) plant in Burley, located on North Overland Ave., just across Snake River on a six-acre tract, is a branch of the firm which has headquarters in Jerome.

In October, 1948, a new receiving plant was dedicated in Burley, where the milk is received and stored in large tanks until it can be transported in tanker trucks to the processing plants.

As transportation facilities improved and labor costs increased, the need for consolidating all the processing activities at one central point became paramount.

The Mini-Cassia Dairyman's Association was formed and the group became affiliated with the Jerome Cooperative Creamery in 1928.

During the 1922 annual membership meeting the name of Jerome Cooperative Creamery was changed to Ida Gem Dairyman, Inc. It had long been felt that the organization had outgrown the original territory and since its procurement encompassed the entire Magic Valley, it was a multi-product processing plant instead of a creamery.

Since Nov. 1, 1965, milk received in cans from the Mini-Cassia area has been going directly into the Jerome plant where it is received, weighed and sampled.

The conversion of many producers to bulk tanks, with a consequent reduction in the volume of canned milk, was the reason that the Ida-Gem Directors decided that it would be more economical to close the dump at Burley.

Management reports that because of the fine cooperation of the producers and milk haulers from the Burley area the change has worked very smoothly and efficiently.

The Burley office and sales-

Poultry Farm Is Family Business

SPRINGDALE — The Goodwin poultry farm was started in 1950 when the first large hen house was built and stocked with 3,500 hens the following year.

Located three miles south and seven and one-half miles east of Burley in the Springdale community, the poultry farm has added more buildings as the business has grown. The second building was constructed in 1952.

At present there are four large buildings to house 14,000 chickens. All the structures are well insulated and were built by Goodwin. Until recently he has chopped and mixed his own feed and stored it in his large grain storage facilities.

Land for the business was purchased from Irvin Graythorn. The terrain was rough, with a large gravel pit which was filled

with the aid of machinery.

The business is a family project for Mr. and Mrs. Goodwin and their five children. They care for the chickens, gather eggs, wash them in chemicals and grade and package them for daily sale.

Twice a year they get 3,000 baby chicks for replacement of hens.

Eggs are picked up weekly by truck and many customers come from throughout the valley regularly to buy the eggs.

Daylight hours are controlled automatically by switches, giving the hens 18 hours of daylight per day. Goodwin notes that chickens are sensitive to noise and honking cars or machinery which makes loud operating noise will disturb the hens and have a detrimental effect on their egg production.

The Goodwins also grow a large vegetable garden and supply produce to many of their regular customers.

Goodwin belongs to the Ida-Gem, Inc., a poultry organization with headquarters in Twin Falls. He has been remodeling

INDUSTRY EDITION Twin Falls Times-News C-1

First Statewide Non-Profit Group Started In 1949

BOISE — The birth of the first statewide non-profit organization designed to enlarge employment opportunities of disabled persons was christened, LIVE, Inc., in 1949. The corporation operates an evaluation and treatment center in this capital city with a sheltered workshop.

The firm employs, on the average, 40 handicapped individuals each year. They manufacture woven throw rugs, household and custom rubber door mats; survey grade stakes, box cleats and brass wood chimes, also operating a radio and television repair shop. With the aid of the Lions Clubs, they have expanded distribution to eastern Oregon.

and adding to his present buildings this spring.

THE "More from Every Acre"

SYMBOL!



Cheese Plant At Salmon—Family Affair

SALMON — Cheese production is a family affair at Salmon Valley Foods, Inc. The plant is the result of the influence of Paul Brog Sr., a native of Bern, Switzerland, on his son.

Brog Sr. came to the United States to work with his brother at a Wisconsin creamery. He learned of Idaho's high quality dairy products, and moved west to establish creameries in Bear Lake and Blackfoot. Paul Brog Jr., continues the family cheese tradition as manager of Salmon Valley Foods, Inc. in Salmon.

A native Idahoan, Brog has obtained all his knowledge of cheese making from experience with his father. Some of the formulas used are from old-world recipes brought with his father from Switzerland and the rest have been developed by both in their Idaho plants.

In 1955, the Salmon plant expanded from exclusive production of Swiss cheese to a wider variety including cheddar, caraway, and Monterey jack, candy (chocolate, panocha and vanilla fudge and peanut brittle), and butter.

Mr. Brog employs a staff of five, emphasizing that a "smaller operation can produce finer quality and more flavorful cheese and candies." About 325,000 pounds of cheese and 800,000 pounds of butter are produced each year.

The plant at Salmon has mailed cheese to 47 states and Canada in 1961. Mr. Brog plans to develop his mail order and wholesale distribution and to produce an even larger variety of cheese.

Beekeeping Industry In Utah Growing

SALT LAKE CITY — As Utah, the Beehive State, has grown, the beekeeping industry has been growing also.

Today the beekeeping industry in Utah has grown so that there are over 50,000 hives of bees in the state. The annual production of over three million pounds. This flow of liquid gold puts more than \$1 million a year into the agriculture economy of Utah.

While the honey bees are busy pollinating the many other crops of Utah farms, literally millions of dollars worth of Utah crops are dependent upon honey bees' pollination for their success.

Beekeepers in Utah today are using many machines to speed and ease their work, also many technical developments have come to improve beekeeping.

The people of Utah are honey eaters. Their consumption is much higher than the national average. Utah honey is of very high quality and is sought after in the market place.

IN SERVICE AGAIN
COLAINE, Germany — The trans-rhine cable cars that linked Cologne and the opposite bank of the river three years ago have been put into service again. They were interrupted because of nearby bridge construction.

The NK shield, wherever it appears, identifies one of America's oldest and most modern and progressive seed companies. Northrup King's research, and the products that result from this research, range from Alfalfa to Zinnias.

With your cooperation we have been producing seed in southern Idaho for over 50 years of the 83 years our company has been in existence.

The seeds you have grown — beans, peas, carrots, radishes, onions and clovers — have been marketed throughout the world in bags bearing the NK shield.

We hope you are as proud of this symbol of quality and performance as we are.

NORTHROP KING CO.

TWIN FALLS, IDAHO



Money Spent On Non-Road Projects Told

NEW YORK—State and Federal governments channeled an estimated \$22 billion of the special taxes paid by highway users into non-road programs during the years 1957 through 1966, Oil Facts reports.

Over the 10-year period, federal highway user taxes withheld from road-building totaled more than \$17 billion. The figure for fiscal 1966 alone was \$1.8 billion.

During the same decade, certain states diverted a total of more than \$4 billion away from their highway programs. The annual diversion figure grew from \$300 million in 1957 to a record \$656 million in 1965, according to figures published by the U. S. Bureau of Public Roads.

State highway user tax figures for 1966 are not yet available, but Oil Facts says no reduction in the amount of money diverted is anticipated.

Salt Lake City One Of Top Oil Centers

SALT LAKE CITY — Salt Lake City is becoming one of the petroleum centers of the West.

Making it one of the top oil producing centers is modern refineries capable of producing more than 100,000 barrels a day of a total of 200,000 gallons of petroleum products daily.

Served through an elaborate network of pipelines that transport about 60 per cent of the products from these refineries is Utah, Southern Idaho and in Sierra Nevada and Washington.

The remaining 40 per cent is moved by trucks and rail, which, over a few years ago, carried virtually all of the petroleum refined in Salt Lake City.

Five Air Force Base near Ogden, and Mountain Home Air Force Base in Elmore County, are among the pipeline's largest customers.

Petroleum products come from five highly automated refineries, ranging from Phillips Chevron, which produces about 49,000 barrels a day to Carbonyl Four Corners, with a capacity of 100,000 barrels a day.

Between these extremes, in order of size, are American, Phillips and Bechtel.

These five refineries operate around the clock and employ about 1,000 persons.

Series of new equipment have increased the ability of the refineries not only to increase production of high octane gasoline, but to meet the ever-increasing demand for a greater diversity of fuels.

Painkiller

NEW YORK—An electronic painkiller that can be implanted in the body — perhaps even directly in the spinal cord — is being developed, reports Product Engineering, McGraw-Hill publication.

Behind the device is the discovery that an electrical stimulus applied to the surface of the spinal cord can act as a counter-stimulus to relieve pain without narcotics or nerve-destructive surgery.

Truck With Legs Being Developed

NEW YORK — A truck with legs, instead of wheels, is being developed for off-highway use, reports Engineering News-Record, McGraw-Hill publication.

Lever arms attached to the driver's arms and legs work the controls that amplify the driver's movements. His legs control the truck's back legs, his arms his front legs. When the truck is not in use, it "kneels" with its "belly" on the ground.

The truck is ideally suited for rugged terrain since it can step over obstacles and put its feet down in just the right places.

Ammonia Plant Being Built

JOHANNESBURG, South Africa — The largest ammonia facility in the southern hemisphere, costing \$15.4 million and now under construction at Umbumbulu, Natal, will be in operation within few weeks.

The factory will function as a "parent" plant which will feed a giant complex of ancillary industries expected to grow up around it.

The major part of the plant's daily output of 600 tons of ammonia will be used in the manufacture of the fertilizer as a valuable South African export.

Special Liquid Used in Drilling

NEW YORK — Oilmen use a specially concocted liquid instead of drilling mud while they bore through the Earth's subsoil.

This mud, according to Petroleum Today, is pumped to the surface the rock chips loosened by the rotating drill bit.



100 POUNDS OF wool seed in each of the sacks in the background are discussed by Emory K. Chaffee, left, manager of Northrup King and Co., and Harold Lammer, warehouse foreman, both in Twin Falls. The wool seed, bagged in two and a half bushel sacks, are stored awaiting shipment in the large warehouse complex of the plant situated at 807 Fall St. (Times-News photo)

Northrup King Began Here More Than 50 Years Ago

Northrup King and Co., garden seed and research firm located at 807 Fall St., is perhaps the largest firm of its kind in Magic Valley.

The firm processes garden seeds for such vegetables as peas, garden beans, radishes, onions, carrots and such field seeds as alfalfa, red clover and grass seeds. Several hundred growers contracted throughout Magic Valley provide the company with its products.

The seed company sells to canners, freezers and brokers and provides its own export business to Europe, Australia and Japan. The seed is sent to San Francisco for overseas port.

The local branch employs 25 permanent employees and over 100 for seasonal work. Plant manager, Emory K. Chaffee, of Twin Falls, says this number increases every year.

The company has been in business 52 years, founded as a retail seed store in Minneapolis, Minn. The Twin Falls branch was opened more than 30 years ago. There are a total of 42 Northrup King and Co. branches in the United States.

The four located in Idaho are at Boise, Nampa, St. Anthony and Twin Falls. Plants are located in Arizona, California, Colorado, Idaho, Illinois, Indiana, Iowa, Minnesota, Montana, Nebraska, Ohio, Oregon, Texas, Utah, Washington, Wisconsin, Alabama, Georgia and Florida.

The company spends in excess of \$1 million a year to contract-growers.

The branch plant, which has its headquarters in Minneapolis, Minn., added a new roof over a loading dock which is 18 feet wide and 200 feet long.

In January, contracting and processing begins at the plant, finishing in May. Field work continues through the summer months. June is set aside for repairs in the plant and inventory. In July, crops begin coming in and harvest continues until November. Export orders, shipping and processing continue through the winter. Processing is finished in April and shipping in May.

More than 30 million pounds of seed is handled each year. 15 million received and 15 million shipped. Approximately 80,000 pounds of finished products can be processed during a 24-hour period.

The company requires at least a ten per cent higher germination of seed than the government standard.

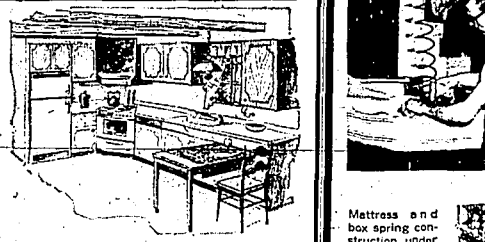
Gas Industry Sixth Largest In United States

PORTLAND, Ore.—Reld Derrick, president of Laclede Gas Co., reports that "For over a century the gas industry's growth was steady but relatively un spectacular. Then, in the 1920s, came the development of a pipeline which could withstand the high pressure needed for long distance transmission of gas."

"This made it possible for the first time to bring natural gas, generally found in remote regions, into the populous market areas of the country."

"Today, a vast network of transmission pipelines — enough to circle the Earth more than eight times at the equator — crisscrosses the nation and supplies one-third of all America's energy needs. And the gas industry has grown to become the sixth largest in the country."

MODERNIZE YOUR KITCHEN AT A REASONABLE PRICE



TWIN FALLS PIONEER CABINET SHOP

- RESIDENTIAL • COMMERCIAL
- BAR-STORE AND RESTAURANT FIXTURES
- KITCHEN CABINET BUILDING

REMODELING

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Expansion By Simplot's Is Reported

POCATELLO — The J. R. Simplot Co.'s Minerals and Chemical Division has expanded for the fourth year in a row with most of the attention focused on construction projects.

Mining, production and sales have been involved in building programs.

In mining a \$1 million beneficiation plant at Simplot's open-pit phosphate mine at Conda was completed early this past year. In production the fertilizer plant has undergone extensive growth, and a new \$30 million chemical fertilizer complex at Brandon, Manitoba, Canada, is nearing completion.

In sales several new fertilizer outlets have been added to Simplot's network of distribution centers.

Pocattello a third sulphuric acid plant was completed last January and a phosphoric acid plant was finished during the summer.

Stereo Firm Is Burley's New Business

BURLEY — One of the newer industries in Burley is the Bell Custom Stereo, 1151 Oakley Ave., owned and operated by Jack Scott Bell.

The firm opened for business Dec. 1, 1955, at the present location. Custom stereo sound systems are the feature items and a wide selection of custom stereo sound systems is offered for home or business, Bell noted.

A customer may purchase a cabinet or have one made and have the type of stereo system best designed for his needs installed in it.

If a person is building a new home it is suggested that the home be wired for stereo while the electrical wiring is being done. Then all parts are concealed in the walls and one has a complete sound system throughout the home, Bell said.

Since opening his business, Bell has added a service department.

Items used in building a custom stereo system are turntables, amplifiers, integrated amplifiers, speakers and furniture cabinets.

Bell does all the custom work on the stereo systems.

Small Wells

NEW YORK—Oilmen take good care of small oil wells because big ones are hard to find, according to Oil Facts.

Two-thirds of all the oil wells in the United States are classified as "strippers" — meaning they produce no more than 10 barrels a day each. There are 393,000 such wells in 25 states. Their total production in 1955 was 233 million barrels—only one-fifth of all the oil produced in the nation.

Oil facts says scientists and engineers are constantly seeking improved recovery techniques in order to prevent waste of the nation's petroleum resources.

Gallonage By Pipelines Noted

NEW YORK — The nation's 213,000 miles of liquid petroleum pipelines transport more than 500 million gallons of crude oil and refined products every day, Oil Facts, a publication of the American Petroleum Institute, says this amount of fuel would fill the cargo tanks of 53,000 tank trucks. Parked bumper to bumper, they would form a line 400 miles long. If all of this fuel were gasoline, it could fill the tanks of 25 million autos.

Industrial Developer For Idaho Is Qualified

BOISE — Lloyd Howe, for the past four years economic analyst for the Idaho Department of Commerce and Development, has been advanced to the position of industrial developer for the state, Louise Shaddock, the department's head, announced recently.

"We feel that Lloyd Howe is ideally qualified for the position," Miss Shaddock commented. "He has been associated with the functioning of the office ever since the office was made possible by the action of the 35th session of the Idaho Legislature. In addition, he has the working background of being actively familiar with the state's economic and business life."

Mr. Howe joined the department four years ago as economic analyst and in that capacity has conducted extensive market research, functioned in public relations projects, and done both administrative and contract work in statewide industry operations.

His experience includes many government concerns throughout the nation and he has already been instrumental in influencing business and industry to move into Idaho.

He was graduated from Idaho State University having majored



LLOYD HOWE

in government with emphasis on public administration, philosophy and education. He is now married and has three children.

Thiokol Notes Anniversary In Rocketry

SALT LAKE CITY — The 25th anniversary in rocketry was observed last year by the Thiokol Chemical Corp.

The firm also started its 10th year of operations at the Wasatch Division in Utah.

Progress and accomplishments in many areas also were noted during 1966 by the firm.

In big boosters there were firings at the Wasatch Division of 150-inch and 156-inch diameter motors in February and April.

The 156-inch motor, developed and tested by Thiokol under contract to the U.S. Air Force Ballistic Systems Division, used a 25-inch throat, submerg omnioxal nozzle, and demonstrated a high performance propellant system.

The 156-inch motor, utilizing a fiber glass reinforced plastic case, was designed and tested as a potential upper stage for future launch systems. It generated more than 325,000 pounds of thrust during a 110-second burn time.

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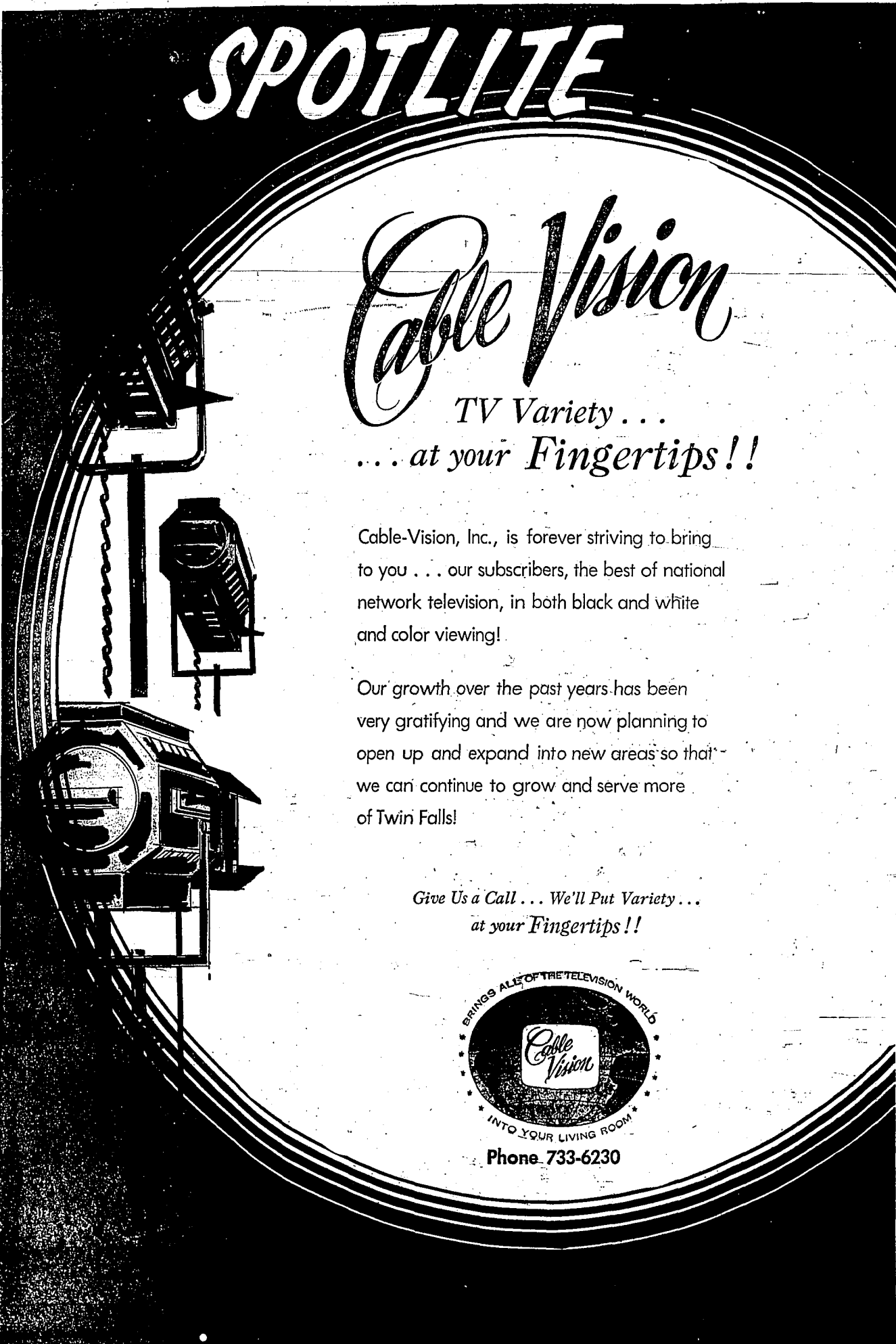
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Some Dogs Have Hearing Aids, Glasses

NEW YORK — The benefits of cosmetic medical aids have finally been made available to dogs. The question is "How far will it go?" comments Walter N. Chmel, director of the Gaines Dog Research Center, New York.

A nearsighted Dachshund in Chicago Heights was fitted with contact lenses recently, in an effort to restore the 11-year-old dog's failing sight. His vision loss was determined by tests done with different types of light, then lenses were ground to order. It took a while for the dog to get used to the idea, but he has adapted to the lenses and now sees fairly well.

Not so fortunate but definitely more glamorous is a poodle living in Pico Rivera, Calif., who wears custom-made sunglasses to protect his eyes from bright sunlight. The dog recently underwent a corneal operation and the glasses serve a vital purpose, but his chic appearance in the attention-getting spectacles might very well start a fad among dog-owning Californians.

Meanwhile, in Sydney, Australia, there is a happy dog who can hear his master's voice once again, after several years of deafness. He has a hearing aid — made especially for him. The dog, a 12-year-old Cocker Spaniel, was fitted after his master took a plaster cast of his drooping ears. At first, he wore the aid for only short periods of time, but now he won't go without it.

Cosmetic dentistry for dogs is an established procedure and there are many dogs with false or capped teeth. So far, no reports have been received of a dog with a complete set of dentures.

All of these new developments for aiding dogs are wonderful, states Mr. Chmel, but it leads him to wonder if someday there will be sunglasses with a hearing aid in the rim, to be worn under a toupee.

The very latest for the aging canine is the finest in the Northwest. They have a continuous program to improve present products and create new ones.

Although food processing is the main concern, it is only by means the company's only field of interest. Other divisions include company farms of over 35,000 acres, extensive land development projects, sale of by-products to cattle feeders and a truck fleet of refrigerated units.

During 1964 the company also started producing items for the fast growing snack market. Until 1961 Ore-Ida was a closely held group of small companies. At that time, however, the management decided that to insure company growth and development, the small units should be merged into a publicly held corporation.

Consequently, Ore-Ida Foods, Inc. was formed. The firm operated independently until Oct. 1965, then it became the frozen food division of H. J. Heinz Co. The division is managed by a team headed by F. Nephil Grigg, president, and a member of the H. J. Heinz board of directors. General managers of the plants are Otis H. Williams, Burley, Golden Grigg, Greenville, Mich., and E. M. (Slim) Durkin, Ontario, Ore.

The firm has a research and development staff with excellent technical facilities and the laboratory is considered one of the finest in the Northwest.

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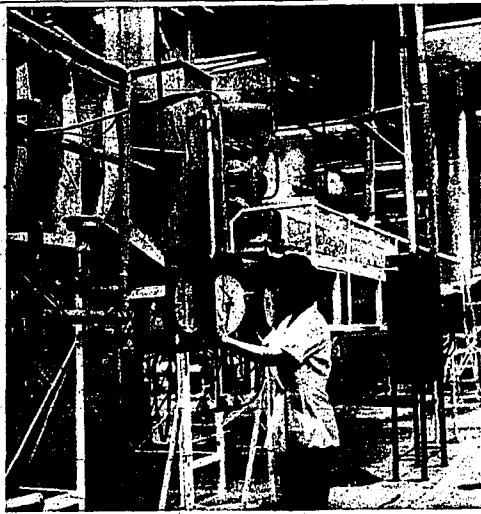
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CHECKING CONTROLS is a constant, scientific process which insures quality at Ore-Ida Foods, Inc., Burley plant. The firm, a subsidiary of the H. J. Heinz Co., Pittsburgh, is a frozen foods division which operates as a separate entity of the world-wide Heinz organization. The company, begun by Nephil Grigg and Golden Grigg and associates in the early 1950's, now has four modern processing plants, two at Burley and one at Ontario, Ore., and Greenville, Mich.

Ore-Ida, Subsidiary Of H.J. Heinz, Owns 4 Modern Frozen Food Plants

BURLEY — Ore-Ida Foods, Inc., is the frozen foods division, a subsidiary of the century-old H. J. Heinz Co., Pittsburgh. The division operates as a separate and distinct entity within the world-wide Heinz organization. Considered one of the world's largest processors of quality frozen foods, Ore-Ida Foods, Inc., has two processing plants located in Burley.

The company, started in the early 1950's when Nephil Grigg and Golden Grigg, with associates, purchased a frozen food plant at Ontario, Ore., after renting the plant in 1948.

Ore-Ida now owns four modern processing plants. The original, expanded plant and the company's new general offices are at Ontario, Ore. A second, even larger plant was built at Burley in 1958.

The third plant, also at Burley, was purchased in 1964. It is the former Idaho Processing, Inc. Plant four at Greenville, Mich., was built and came into full production during 1965.

Each plant employs between 400 and 1,000 people and is equipped to process more than 1,000,000 pounds of raw potatoes every day. As an example of a million pounds, Grigg points out, one should imagine a standard, ice type, refrigerated railroad car. One car hauls a normal load of about 400 one-hundred pound sacks of potatoes, or 40,000 pounds.

It takes 24 railroad cars to haul 1,000,000 pounds. The combined processing capability of all four plants consists of over 115 railroad cars of potatoes every 24 hours.

Ore-Ida prepares and nationally distributes a complete line of quality potato, corn and onion products. Potatoes, however, comprise the vast majority of the output.

Most of the raw vegetables are contracted a year in advance from private growers who farm more than 75,000 acres. During a 9 to 10-month potato processing season, usually from August to May, the firm operations include buying, starting at controlled temperature and processing over 900 million pounds of Russet potatoes.

The potatoes are processed into a variety of items with distinctive sizes, shapes and tastes. The products are distributed in all 50 states under the "Ore-Ida" label. They also process and package frozen products for many private label firms.

The firm's officials believe the company's success has been based on the theory that modern homemakers are interested in quality, economy and convenience.

All potato products are made from world famous Burbank Russets. They have a high solid content and a delicious, mealy texture that makes them ideal for frozen items, claim company officials.

Mass production and efficient operations keep the price of frozen potato products competitive.

There are 12 different potato products processed. Corn processing runs about six weeks during August and September, at the Ontario plant only, and the majority of the na-

tion's corn on the cob is processed there. The field men make daily checks on each corn field. When the corn is just right for maturity, tenderness and flavor, they inform the plant by two-way FM radio network. Within minutes mechanical pickers and trucks are dispatched to harvest the crop.

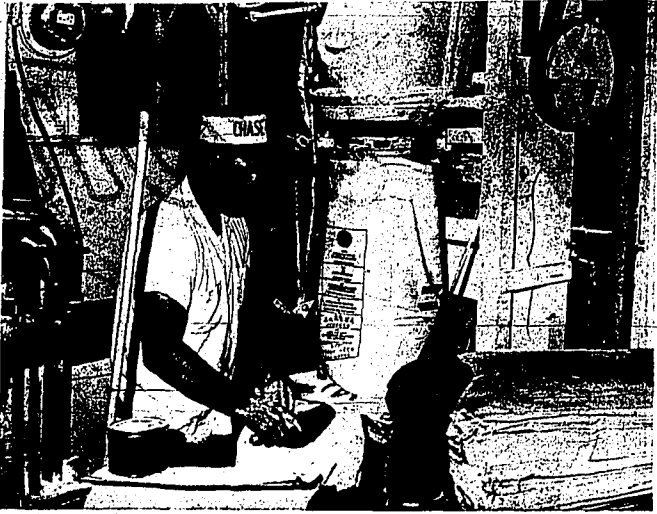
The corn is carefully picked, transported to the plant, processed, frozen, packaged, and stored in cold storage warehouses in less than 30 minutes. The two frozen corn products are corn on the cob and cut corn.

The corn division is Ore-Ida's oldest food processing operation. The Grigg Brothers first marketed fresh frozen sweet corn in 1947. They have, however, been in the corn business since the 1930's, when as teenagers they sold fresh corn door-to-door from a horse drawn wagon.

In 1961 a new wing was built on the Ontario plant for processing and marketing two quality onion items, French fried onion rings and fresh frozen chopped onions.

The employees working with the onions call them selves "Onioners" and have named their work room "Bathroom." In connection with the processed, frozen, and dehydrated items, Ore-Ida also sells fresh potatoes and onions. These are sorted, cleaned, packaged in various sizes and distributed to fresh vegetable outlets.

The firm has a research and development staff with excellent technical facilities and the laboratory is considered one of the finest in the Northwest.



FILLING FLOUR SACKS, as part of the production process of the Twin Falls Flour Mills, is Gene Grubbs, Twin Falls. The flour, processed at the plant, was donated by people of the United States to be given to the people in Inchon, Korea. Flour from the mills is shipped to many points throughout the nation, although most of it is used in the Intermountain Area and the West Coast. (Times-News photo)

50 Million Pounds Of Flour Are Produced Here Yearly

Approximately 50 million pounds of cake, cookie, pastries, cracker flour is produced annually by the Twin Falls Flour Mills, one of the area's industries, for bakeries throughout the nation, according to Bernard Barker, manager. The mills at Twin Falls and Burley handle wheat from area farmers and from 35 elevators throughout Magic Valley, operating approximately 23 days each month, sometimes 24 hours a day.

The mill which had it's beginning in a small grain elevator in 1907, was expanded in 1910 to its present plant. New buildings have been added through the years.

Today the mill will produce 170,000 pounds of flour daily, using about 4,000 bushels of wheat. The Twin Falls Flour Mills use more than 1,250,000 bushels of wheat annually.

The wheat is ground into flour by gradual reduction method. In processing the flour is ground and sifted until complete separation of flour from the bran coat of the wheat kernel occurs.

The bran coat is made into mill feed, bran, shorts, middlings and wheat germ. Recently the plant converted from sacked mill feed to bulk mill feed.

About 40 people are employed at the mills. With an annual payroll in excess of a quarter-million dollars, plus the purchasing power of that amount of wheat, the industry contributes to area economy.

Most of the flour produced here is consumed in the Intermountain Area and the West Coast, though some is shipped to areas throughout the United States and some overseas.

The mill operates year round, collecting wheat at harvest time and milling through the winter.

USE TIMES-NEWS WANT ADS

Working Women On Increase

SAN FRANCISCO — Women account for 60 per cent of the increase in the labor force from 1940-1964. The trend will continue.

One half of all American women, 45-54 are members of the labor force. The 26 million women now in labor force represents 35 per cent of America's working people.

TURNOVER HIGH
JOHANNESBURG — Toyota Limited, which in January, 1962, sold one light commercial vehicle, now has a monthly turnover of more than \$1.4 million in South Africa.

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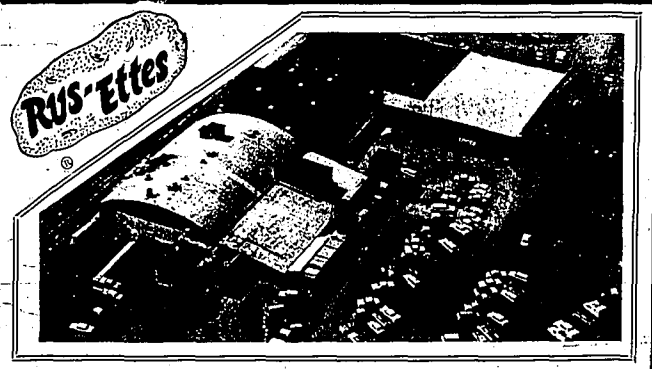
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Ramsey's is the Magic Valley distributor for Navaco® ventilated awnings, doorhoods, canopies, patio covers, car ports, marquees. Whatever your needs, Ramsey's features complete service throughout Magic Valley. Free estimates on all our services, of course.

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Interest In Archery Has Grown Into Sideline For Milton Davidson, Rupert

By LARUE CHENEY
Times-News Correspondent

RUPERT — Milton Davidson's scoutmaster was an archer, and one day at camp the young scout saw the leader make a remarkable shot with his bow and arrow, and Davidson was "hooked" on archery from that moment.

His interest in bows and arrows was now branched out into a business, and last year he made and reconditioned more than 150 dozen arrows. The arrow business is really only a sideline with the archer, since he works nine hours a day as assistant manager at Mechsams Food Store, and utilizes nights and weekends for the arrow business which he maintains in his home at 201 J Street.

The young man received his first archery set for Christmas when he was 12, and at 14 he got his first arrow-making equipment and has progressed

to this present business from that beginning.

Davidson has never lost his interest in Scouts either, and now he shares his knowledge with troops and posts in both Cassia and Blaine counties where he is the archery merit badge counselor.

Mannered Wall, Blaine County Deputy Sheriff, often helps Davidson with his demonstrations before Scout troops. This evening the safety aspects of bow and arrow shooting.

Charles Klingenberg is also an assistant in the merit badge counseling and he makes bow strings for Davidson's business. From start to finish, the artisan requires two hours to complete a set of 12 arrows. He makes wood, aluminum and fiberglass—arrows ranging in size from 5-16 inch to 11-32 inch shafts.

On the wooden dowels Davidson puts a five degree taper and

construction include a dip in lacquer and creating which gives color identification to individual's arrows.

While Davidson has been dabbling in arrow-making since his youth, he seriously went into the business two years ago when he bought the Gem State Archery Equipment from Curt and Bill Shockey, Heyburn. One (or two or three) rooms of his home are devoted to the business, and he also sells bows and a full line of equipment as well as making and reconditioning the arrows.

The arrow-maker is an expert archer in his own right, and is serving his second year as president of the Burley Bowmen. He is also a member of the Minidoka Bowmen and is busy three or four nights a week with demonstrations or shooting.

He holds 10 trophies and medals, and is a member of the National Archery Association, State Archery Association, and American Archery Council for the improvement and promotion of archery in the United States.

His wife, the former Sharon Harris, shares his interest in archery, and the pair shoot as a team at both local clubs. Mrs. Davidson has won six trophies this year and holds first place in the state in the "D" division. She is secretary of the Burley club.

The Davidson's two little preschool daughters show an interest in archery, and 4-year-old Sonya can already nock and shoot an arrow, although she hasn't learned to aim yet.

Archery is one of the fastest growing sports in the United States, Davidson said, with six million archers ruing second to the seven million golfers.

It has become a science in recent years with much stress on precision shooting. Accuracy ratings in the sport have raised 40 per cent in the past 10 years, he said.

Davidson feels the sport is so popular because it can be either an indoor or outdoor sport, is useful in related hobbies such as hunting and fishing. It is either a spectator or participation activity and can be either on targets or live game.

Davidson annually sponsors a

Rupert Plant Manufactures Spud Handling Equipment

RUPERT — The Rupert branch of Lockwood Grangers, with home offices in Gary, Neb., is still doing some manufacturing locally, although much of the manufacturing is now handled at the Gary plant.

The year-round crew of 12 to 15 men manufactures such potato handling equipment as bulk loaders, bulk loading conveyors, seed cutting tables and miscellaneous.

The year-round crew of 12 to 15 men manufactures such potato handling equipment as bulk loaders, bulk loading conveyors, seed cutting tables and miscellaneous.

The crew makes potato bulk beds with steel frames and wood flooring and sides mounted onto truck frames. The sizes range from 150 sack capacity to 300 sack capacity. They build both standard and custom boxes, and make from 60 to 70 per cent in this area.

A hand-cutting table for seed is becoming "virtually extinct," according to the company manager, Mike Kechter, who says

Seasonally the company hires many as 30 men. In addition to manufacturing, the six-man shop crew assembles new potato handling equipment such as planters, harvesters and diggers.

Bob Melbers heads the shop crew, assisted by Cecil Fitzsimmons, Albert Heyne, Raymond Relfer, William Wilson and Jerry Honsinger.

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INDUSTRY EDITION
Twin Falls Times-News C-5

automation's catching up with this device. The local company still makes three- or four such tables a year.

The shop crew also manufactures from 10 to 15 bulk loading conveyors per year, and 10 to 20 elevators and small conveyors.

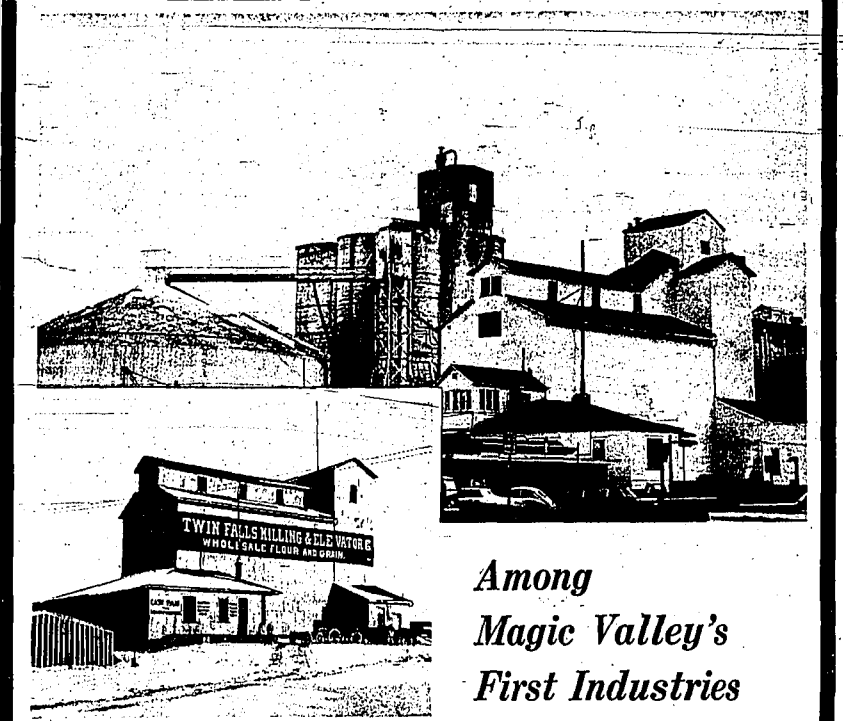
The market is both for processing plants and the farmers, and the marketing area ranges from American Falls to Mountain Home, Kechter said.

Other employees of the local plant are stevens Palmer Baxter and Alfred Crane, parts man Ryan Hardy and the bookkeeper, Richard Williams.

JOBS TO INCREASE
SAN FRANCISCO — Despite such labor saving devices as direct dialing, communications satellites and semiautomatic information service, employment in the telephone industry is expected to increase by 11 per cent during the next decade.



BUSY MAKING ARROWS In his home manufacturing shop in Rupert is Milton Davidson. His interest in archery, sparked when a Boy Scout, has now grown into a business. Last year he made and reconditioned more than 150 dozen arrows. This is a sideline as he works as assistant manager at Mechsams Food Store and uses weekends and evenings for the arrow business. (Times-News photo)



Among Magic Valley's First Industries

Twin Falls FLOUR MILLS

The Twin Falls Flour Mill had its beginning in a small grain elevator in 1907.

By 1910 it was expanded into the Flour Mill as shown in the older photo. New buildings and improved methods were added from time to time. The domed grain storage tank in the upper photo being the most recent addition.

It has been in operation continuously since that time. Today this mill will produce 170,000 pounds of flour daily, using approximately 4,000 bushels of wheat.

The Twin Falls Flour Mill uses more than 1,250,000 bushels of Magic Valley wheat annually.

With an annual payroll in excess of a Quarter Million Dollars, plus the purchasing of the above amount of wheat the Twin Falls Flour Mill feels it is truly one of the Pioneer Industries that has helped in the growth and development of this area.

Most of the Flour produced here is consumed in the intermountain area and the west coast . . . however some flour is shipped to all areas of the United States.

Cake . . . Cookie and Pastry Flour . . . Our Specialty

Our fine quality Cake, Cookie and Pastry Flour is used in many Nationally famous brands of Crackers, Cakes and Pastry . . . as well as in the manufacturing of Ice Cream Cones.

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DIVISION OF THE COLORADO MILLING & ELEVATOR CO.

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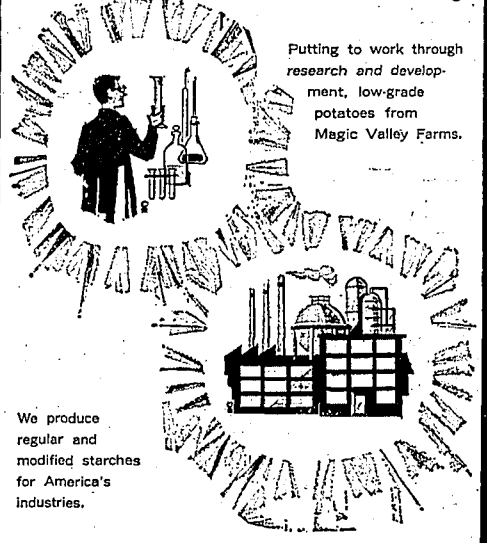
TWIN FALLS, IDAHO



Magic Valley Processing Co.

DIVISION OF CHARLES PFIZER & CO., INC.
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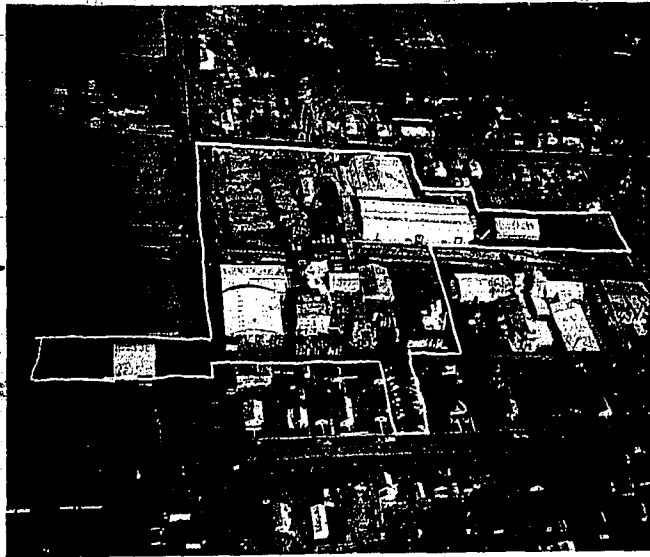


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With the assistance of our parent company's "know how" we are continually searching for new products for industry!



FILER ASGROW PLANT is shown in aerial photo. Asgrow Seed Co. plants are located in Florida, New Jersey, California and Indiana, plus Germany and Italy. Research plants

Germination Biggest Operation At Asgrow

The biggest single operation of the Asgrow Seed Co., Twin Falls and Filer, is germination, said R. T. Moldenhauer, manager. Asgrow demands a higher germination standard than the government specifies, usually between 10 and 15 per cent to assure higher crop yields, on all products processed by the company. Breeding work is backed up by trials to assure this higher germination. The company conducts seed research; varietal development and production. Basic research is conducted to improve methods of preparing seed and to find new varieties that withstand the limitations of mechanical harvesting. Peas, beans and corn are the three main types of produce processed by the company. Asgrow stresses shorter seasons, and higher yields for crops less prone to disease for growing areas dependent on season and climatic conditions. Soil types

are studied to breed hardier plants. Asgrow plants are located in Florida, New Jersey, Germany, Italy, California and Indiana. Research centers are located in Texas, Wisconsin and Idaho. Most of the company's products are grown in the Western states, chiefly California, Idaho, Oregon and Washington. Twin Falls plants process mainly peas, beans and corn. It is the largest research center of the chain. New this year is a \$10,000 combination unloading station and aspirator. The station removes dirt, trash and dust from the seeds as they are unlocked. This makes the seed safer to store and facilitates milling. Over \$1 million is paid by Asgrow to area farmers for seed. The payroll for area employees is over \$1 million. The seed is purchased from the growers and sold to big vegetable canners and processors to be given to their own growers. Milling, treating, packaging seed.

are located in Texas, Wisconsin and Idaho. The area plant processes mainly peas, beans and corn with some research done on carrots and potatoes. (Shig Morita Aerial photo)

Periscope Mirror Has Been Devised

BOSTON, Mass.—A periscope mirror system has been devised to cut down on one of the grimmest statistics in the delivery truck business — the number of children killed by backing vehicles. The system, according to Liberty Mutual Insurance Co., encompasses a view from behind the rear wheels to directly behind the delivery truck. According to the National Safety Council, last year alone 300 persons were killed in motor vehicle accidents immediately near their home and "a great majority" of these were children hit by vehicles backing out of driveways. Hundreds more were injured. "By having the mirror underneath the vehicle, the driver can see prone objects directly behind the rear wheel," said Charles H. Irving, research associate who developed the system at Liberty Mutual's research center in Hopkinton, Mass. Liberty Mutual pointed out that the system is aimed at the delivery truck — commonly used by milk men, bakeries and other special delivery services — because of their "high exposure" to accident situations. In other words, concern is for vehicles of the type that do most of their travel in residential areas, Liberty says. The system comprises a convex mirror for wider view beneath the vehicle with a periscope arrangement to transmit the image to the driver. Liberty Mutual said the sys-

Electric Sign Firm Has Branch Here

Two plants in Idaho, two in Utah and four in Nevada comprise Young Electric Signs, which services Utah, Nevada, California, Idaho, Washington, Wyoming and Colorado, according to Tex Goodson, Western Idaho manager, Twin Falls. The company, which has its own plastics plant, is especially proud of larger signs done for businesses in Las Vegas, Nev. They manufacture, install and maintain all kinds of electrically operating commercial signs. Headquarters for the sign manufacturing complex is in Salt Lake City. Approximately 200 people are employed by the total complex. The business was begun in Ogden as a bulletin and show card plant. The Twin Falls branch, located at 354 Buchanan, was established in 1950. The second Idaho shop is located in Idaho Falls. Suppliers include a transformer company, sign supplier and a plastics company. The Twin Falls branch sells to retail businesses throughout Idaho. The company is particularly proud that good portions of their staff have been with the company 20 years or longer. Mr. Goodson has been with the business for 21 years.

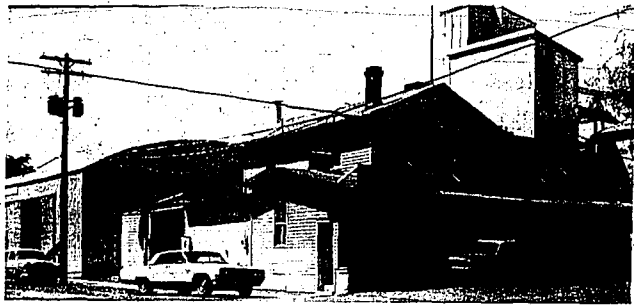


Doorbell For Deaf Developed

NEW YORK — A doorbell warning device for the deaf and blind has been developed in England, according to Product Engineering, McGraw-Hill production. When the doorbell rings a signal is transmitted to the hearing aid which in turn sends a signal, as a vibration, to a small metal finger ring worn by the user. The company is particularly proud that good portions of their staff have been with the company 20 years or longer. Mr. Goodson has been with the business for 21 years. The device will be field tested before efforts are made to have it commercially available.

GLASS BLOWING is just part of the services offered by Young Electric Signs, 344 Buchanan St. Shows here is Tex Goodson, Western Idaho manager, Twin Falls. Mr. Goodson has been with the company for 21 years. The business complex, with headquarters in Salt Lake City, services Utah, Nevada, California, Idaho, Wyoming, Washington, and Colorado. Four plants are located in Nevada, two in Idaho and two in Utah. (Times-News photo)

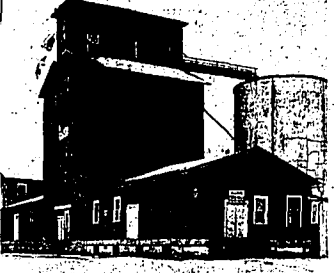
SHOE PRODUCTION NOTED United States. There are about FORMOSA SHIPS BANANAS. NEW YORK — New England \$30 million pairs of footwear TALPEI, Formosa — Banana accounts for about one-third of total sales annually in retail stores annually in exports netted Formosa \$20 million in 1965.



Photos show Allison's office, mill, mixing and grinding (rolling) plant . . . portion of our storage silos, north end of our 50 x 75 foot pelleting plant and warehouses.

Still Serving and Growing

Starting in 1912 as the Filer Roller Mill, Allison's was purchased in 1944 by Kermit R. Allison. It is operated today by Mrs. Allison and her son, Joe, with the assistance of Clinton Dougherty. The purchase of this elevator in 1965 has added over 100,000 bushel space.



over 300,000 bushel grain storage capacity!

Continued growth and expansion have kept this modern feed mill abreast of times and progress of Filer and Magic Valley. The purchase of the Filer Elevator in the fall of 1965 gave additional storage capacity of over 100,000 bushels.

- Modern Pelletizing Plant
- Custom Mixing and Grinding
- Formulated Feeds
For All Type Livestock
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of All Types of Grains

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ALLISON Feed Mills
Telephone 326-4315 FILER, IDAHO

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Idaho's Pipeline to Progress

Intermountain Gas Co. delivered natural gas to its first customer in December, 1956. Since that time, more than 60,000 residential, commercial and industrial customers have been connected. During these ten years, Intermountain Gas has attracted 60 new industries to Idaho and is now serving more than 60 southern Idaho communities. Your gas company is proud of the part it is playing in the substantial growth of Idaho!



Idaho Bindery Firm Started 8 Years Ago

BOISE — Baldwin Bindery, Idaho's only complete library bindery, began by accident eight years ago when Merton Baldwin, owner and operator, gave a talk to a class of school teachers to care and repair of books.

Baldwin learned the binding trade as he worked his way through school in Minneapolis and before entering the war as a military pilot he had his own shop in the midwest binding church hymnals exclusively.

He moved to Idaho after the war because he loved it. He wanted to hunt, fish and ski in semi-retirement while doing some free lance writing. His wife earned her teaching degree during the first years they were here and it was she who asked her husband to speak to her class on the proper repair of books.

This beginning swelled into a constant flow of requests to repair and rebound books until a decision had to be made whether to go into the business in earnest or quit it entirely.

They borrowed, bought a minimum of heavy equipment necessary and located the plant at Gowen Field, near Boise.

According to Baldwin's library book when bought new will last about one year in circulation before it must be rebound. If it is rebound it will last between four to 10 years before it must be replaced. If it is not rebound it may last another year before replacement is necessary and repair nearly impossible.

Therefore every dollar spent in rebinding saves about \$5 in replacement. However, Baldwin points out that rebinding is not meant to replace new purchasing but to supplement it.

Last year Baldwin purchased enough equipment to make his bindery one of the best equipped in the United States. The 42-step process in binding involves 25 major operations with about 15 machines; the key machine being the Oversewer which reproduces exactly the same stitch done by the monks by hand centuries ago.

Outlook Good For Stainless Steel Firms

NEW YORK — Stainless steel manufacturers look for their first billion-dollar year in 1957 and chances are they'll get it, reports Purchasing Week, the weekly news magazine for purchasing agents.

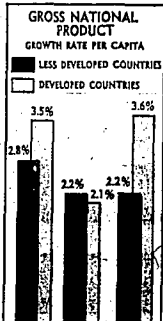
Along with their first billion dollars, says the magazine, the industry expects to produce a million tons of stainless steel in 1957, also for the first time. Purchasing Week reports the 1956 output at 911,092 tons, a record. According to the McGraw-Hill publication, the industry has chalked up a growth record of four to five per cent a year from 1946 through 1955 with that figure jumping to six per cent by the end of 1957.

The biggest single user of stainless steel, accounting for 16.2 per cent of all stainless sold, is the automotive industry. But it also is used for a multitude of applications in at least 20 different industries, says Purchasing Week.

Oil and Gas Deposits Noted

PORTLAND, Ore. — About 11 per cent of all the oil and six per cent of all the natural gas found in the world have been discovered on the continental shelves, reports the Western Oil and Gas Association.

It has been estimated that the continental shelves may contain close to 700 billion barrels of hydrocarbons, and that in the next 20 years, the free world may obtain one-fourth of its oil and gas requirements from beneath the ocean.



The free world's less-developed countries are falling farther behind the advanced countries in economic growth, a study by the Committee for Economic Development shows. Greater Gross National Product growth rates in the advanced countries since 1950, except for the period 1955-60, have widened the gap between rich and poor nations.

Collected

NEW YORK — The governments of the free world nations collect an estimated \$25 million in fees, taxes, royalties, etc., on petroleum operations in 1955. Oil Facts says this is about four times more than the total net income of all the free world's oil companies in that year.

922 Billion Miles Driven During 1966

NEW YORK — The total mileage driven by the United States during 1966 was the equivalent of nearly two million round trips to the moon, according to Oil Facts.

During the year, some 103 million licensed drivers traveled an estimated 922 billion miles. They operated 54 million motor vehicles, including 13 million automobiles and 16 million trucks and buses.

Oil Facts, an American Petroleum Institute publication, cited additional figures to show how heavily Americans rely on automobiles for their business and recreational travel:

- 75 per cent of U. S. families own autos; nearly one-fourth own more than one car.
- 89 per cent of all intercity travel is by automobile.
- 52 per cent of commuting workers get to jobs by car.
- 62 per cent of all vacationers drive their own cars.
- Highway transportation accounts for one out of every six businesses and one out of every seven jobs in the nation.

WHEAT CROP ESTIMATED — ANKARA, Turkey — Turkey's 1956 wheat crop is estimated at 10.5 million tons and barley crop at 4.5 million tons.

Barth Has Brokerage Firm Here

C. H. Barth and Co., 632 2nd Ave. S., Twin Falls, is a bean merchandising and brokerage firm.

C. H. Barth, owner, described his business as buying from area warehouses to supply buy-

ers in the canning and packing industry and the produce houses. His company handles dried beans, peas, lentils and popcorn and ships by rail or truck all over the nation. He deals in beans grown all over the nation, such as those grown in Colorado, New York, Washington, Michigan and Minnesota. He ships off-breeds into areas that cannot produce them.

Part of Mr. Barth's business is to combine loads of different types of beans for buyers in areas for bean production.

PLANNING Tomorrow



... THROUGH RESEARCH AND DEVELOPMENT OF
Magic Valley's Greatest Industry...
AGRICULTURE



THE ASGROW RESEARCH PROGRAM IS DEDICATED TO DEVELOPING BETTER VARIETIES BRED TO MEET THE REQUIREMENTS OF THE MODERN VEGETABLE INDUSTRY.

SEED RESEARCH
VARIETAL DEVELOPMENT
PRODUCTION

Asgrow Seed Company
 FILER, IDAHO
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ASGROW'S NEW BEAN AND PEA VARIETIES ARE BRED AND DEVELOPED IN MAGIC VALLEY!



THE MOST MODERN CLEANING AND SEED PROCESSING FACILITIES — QUALIFIED FIELD SERVICE.

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CHARLES WILLIAMSON	326-4926	735-7173
RAY NEALE	326-4821	735-7174
HAROLD BLAKLEY	326-4781	735-7161
LEE THOMAS (Rupert)	436-3240	436-4931
LUTHER PLUMMER	733-4445	

Sign Firm Booming In Twin Falls

Moore Signs, which started in 1963, has boomed in Twin Falls according to co-owners, Tom Moore and Bob Moore.

The company, in its second year, doubled in business, and this year the two men say that the company is rapidly increasing.

The Moore Signs shop, located at 238 Blue Lakes Blvd., was vacated in December, in favor of a more spacious plant at 250 2nd Ave. W. The new shop has 5,000 square feet of space, tripling that of the first shop.

The business makes plastic, neon and sign of all kinds including, the Messrs. Moore say, truck lettering, painted, left-handed and gold leaf signs, store fronts, plastic and neon signs.

The young business has two crane trucks to service signs. Tom Moore said that the business spends about \$6,000 to \$7,000 a year with local merchants. Supplying their company are lumber yards, paint companies, glass companies and hardware stores.

The two men sell signs mostly to Magic Valley commercial retailers.

Sawmill Was Started As Family Job

FAIRFIELD — Humphrey's Sawmill, located north of Corral, was started in 1929 as a family project to cut lumber for themselves and their neighbors.

At that time there wasn't a mill in the vicinity and John Humphreys and his late father, H. W. Humphreys, moved a mill in from Atlanta in order to cut timber to build their neighbors brought in their timber to be cut so the mill continued to operate.

The mill was moved to the present site in 1945. Since then it has been rebuilt, added to and improved until it is a modern plant employing from five to seven men in addition to a logging crew. It averages 40,000 or more board feet per season.

The mill specializes in bridge timber and other rough lumber. John Humphreys states that this year he has received some real large orders for timbers. The lumber is hauled to southern Idaho and northern Nevada. Timber for it is logged from the Soldier range of the Sawtooth Forest north of Corral and Fairfield.

Powered by diesel motors, the mill will cut timber up to 26 feet in length. It does not have a planer.

The mill is owned and operated by John Humphreys, who is primarily a grain and hay farmer who farms about 1,200 acres of land in the Corral area. As the demand for lumber has grown he has operated the mill for a longer season.

For a long time he just operated it from the fall through the farming season in September until the snows of December. With the addition of snow removal equipment he has been operating it the last few years into the early spring in order to fill his orders for lumber.

Idaho Woman Makes Unique Apple Dolls

BOISE — Visitors to Idaho wishing to purchase souvenirs of unique Western flavor may take advantage of the services of the Apple Doll Lady.

With a miniature sized factory located at her home in Boise, Mrs. Laura McDaniel, a native Idahoan, is responsible for sending Idaho dolls messengers as far as Japan, Switzerland and Sweden.

Mrs. McDaniel's specialty of redressing and coloring dolls has snowballed into a one-man assembly line. A year ago she experimented with a technique said to have originated in Tennessee, where Southerners made variations of "folk dolls" with dried apple heads. The process, however, involved a 30-day "drying out" period.

Mrs. McDaniel found she could peel Idaho Jonathan apples, carve in the faces, and dry in an oven in two days. She uses pipe cleaners to form the appendages and a dacton cotton to fill in the body. The completed doll is dressed in native western garb as Indian, Basque, or old settler, although she has made specialized costumes of gypsies and leprechauns.

Mrs. McDaniel's dolls have appeared at the Annual Art Festival, Beaux Arts Exhibit and Idaho Annual Arts Festival. She handles five dozen repairs and redress jobs, makes 80 sets of dolls per year and plans to continue making Idaho dolls as long as they are in demand.

Germany Has Ivory Museum

BONN, Germany.—One of Germany's uniquely specialized museums is devoted to the art of ivory carving.

Erbach, center of the European Ivory trade, displays the collection in the local Buergerhaus.



MORE SIGNS for Moore signs has been the rule for this young business this year according to brothers Bob Moore, left and Tom Moore, right, co-owners of the Twin Falls company, here working on a large metal sign. Started in 1963, the business doubled its orders last year and the brothers report a sharp increase this year. The shop recently has been moved from 238 Blue Lakes Blvd., to a more spacious plant at 250 2nd Ave. W. (Times-News photo)

Wendell Mill And Lumber Has 2 Plants

FAIRFIELD — The modern plants of the Wendell Mill and Lumber Co., are an economic asset to Magic Valley. Located at Fairfield and Heyburn, the mills employ approximately 100 men during the peak season and they operate about nine months out of the year.

After being operated for many years by a local corporation, the mills were purchased last year by the Prairie City Timber Co. of Prairie City, Ore. The new owners anticipate making many mechanical changes in the next few months to improve the operation of the mills.

At present a new modern 30-

by 40 office building is nearing completion at the Fairfield mill. This stack yard was cleared and graded this fall and the lumber piles re-arranged for a better appearance.

R. E. Davidson is the general manager with Leslie Thomas Frank Ingram is timber manager and James Weaver office manager of the new firm.

Plenty of standing timber has been purchased from the Forest Service in the Sawtooth division to assure continued operations. The new owners are handling Douglas fir exclusively.

The Fairfield mill produces an average of 120,000 board feet of lumber per day. Planers at the sites finish much of the lumber. It is shipped by rail and truck all over the U.S. Part of it is sold wholesale in Magic Valley.

Both the Fairfield mill and planer are modern plants powered by electricity. They both

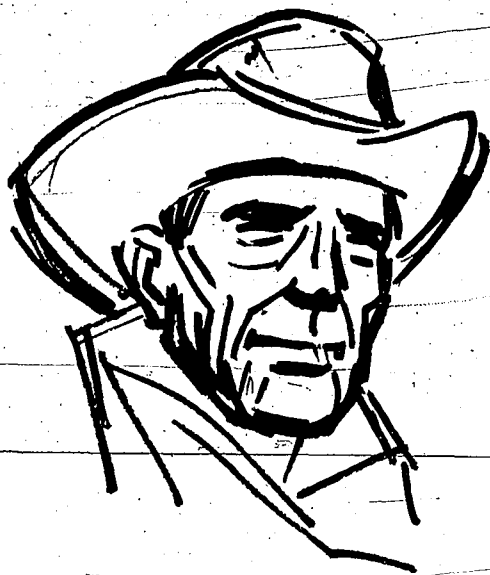
had to be completely rebuilt in recent years following disastrous fires that destroyed them. They have made a comeback with bigger and better plants.

A good stockpile of logs are on hand at the Fairfield site for the reopening of the mill in the early spring.

U.S. Sixth In Power Output

NEW YORK — Although the United States has only six percent of the world's population, more than one-third of the world's total output of electric power is produced in this country.

Compared to second-ranking Russia, production of electricity in the United States is about two and one-half times the Soviet total.

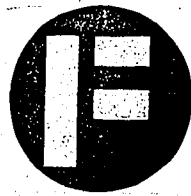


Ask the man who REALLY knows Us!

CHANCES are his business and ours grew up together. There were lean years and good ones for him, just like us. But, he stuck it out and saw his farm or ranch grow, and we are proud of him. We are proud, also, to have helped him through the years. He and many others have helped us, too, and we appreciate it. Yes, there are thousands of reasons in Magic Valley for our 59 years in business . . . ask any one of them.

Fidelity National Bank

Of Twin Falls



MEMBER FEDERAL DEPOSIT INSURANCE CORP.

Years of Complete Banking Services!

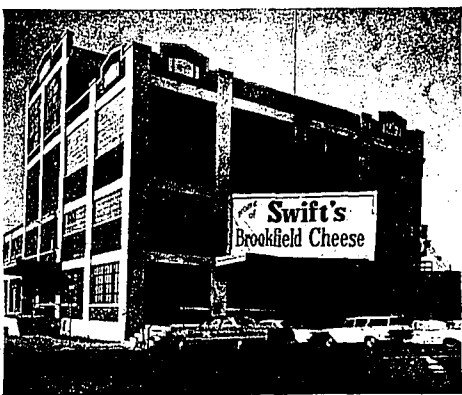
Dependable Banking Since 1903

TWIN FALLS
Shoshone and Main

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FILER BRANCH
300 Main, Filer

HAZELTON BRANCH
Hazelton, Idaho



SWIFT and COMPANY
EARLY MAGIC VALLEY
INDUSTRIAL PIONEER!

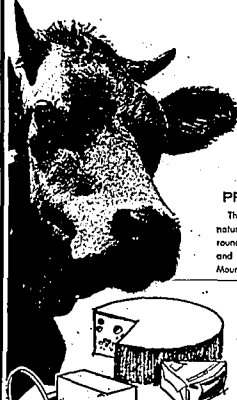
Swift & Company, one of the first national companies to recognize the future-potential of Magic Valley and the Twin Falls area, built and started operating their modern plant in Twin Falls in 1926. Their main plant has over 15,000 square feet of floor space for manufacturing and storage area.

PRODUCERS OF FINE CHEESE

The local plant manufactures millions of pounds of natural cheese annually, offering the area farmers a year-round market for their milk products. This cheese is sold and consumed in the growing market west of the Rocky Mountains.

"OPTIMISTIC FUTURE"

Swift & Company are optimistic about the future growth and development of Magic Valley and the Cheese Business. Our opinion is backed up by substantial expenditures for labor, supplies and services in this area.



SWIFT

AND COMPANY
264 4th AVENUE SOUTH—TWIN FALLS

Oilmen Put Brine Back Into Ground

NEW YORK — For many years, oilmen were in a pickle over what to do with their brine. Now many of them are solving the problem by putting the extremely salty water back where it came from—deep in the earth. In the process they are careful to protect vegetation, fish, wildlife and fresh water supplies.

Oil Facts, published by the American Petroleum Institute, points out that oilfield brine is many times saltier than the ocean. The nation's oil wells produce close to six billion barrels of brine a year. The ratio is two or three barrels of salt water to each barrel of petroleum.

In some areas, part of the brine is injected into oil-bearing strata to boost underground pressure. The effect is to increase the amount of petroleum that can be recovered.

Oil Facts also reports that scientists are studying the possibility of extracting from oilfield brine such valuable minerals as chlorine, iodine, bromine, magnesium and lithium.

U.S. Rubber Industry To Set Records

LOS ANGELES — America's rubber industry in 1967 will set new sales and production records for the sixth consecutive year, Ward Keener, president of the B. F. Goodrich Co., stated in a report of the industry's records.

"While there will be significant growth in 1967 in both the rubber products industry and our nation's economy, the increases will not be as great as those of 1966," Mr. Keener said.

He forecast domestic rubber consumption in 1967 at about 2,250,000 long tons, equivalent to more than 25 pounds of rubber for every person in the United States. This record total is 3.4 per cent higher than the 2,215,000 long tons projected for 1966.



SACKS OF PINTO BEANS from the Chester B. Brown Co. warehouse at Rupert are shipped throughout the world. Standing by the photoelectric sorter equipment are Jerry Canine, Rupert, and J. B. Brown, company vice president, Morrill, Neb. All types of beans are found in the Rupert plant. Basic purpose of the operation in Rupert and Filer is preparing great northern and pinto beans for certified seed for plantings in Nebraska and Wyoming. The photoelectric sorters work 24 hours a day and were pioneered by the Brown firm. (Times-News photo)

JOB TO BE ADDED Bureau of Labor Statistics study will be added to the American expected to come fastest in per cent by 1970. The jobs are in service industries.

Idaho Beans From Chester Brown Firm At Rupert Have Worldwide Markets

RUPERT — Idaho beans find their way to markets all over the world including Venezuela, the West Indies, Belgium, France, Germany, Spain, Israel, Algeria, the Philippines, Japan and Australia, with the help of the Chester B. Brown Co.

All types of beans, pintos, small reds, great northern, pink and kidney beans, are to be found in the Rupert plant, and wind up in many world markets.

The basic purpose for the Chester B. Brown Co. operation in Rupert and Filer is for production of certified seed in great northern and pinto for plantings in Nebraska and Wyoming.

The company has operated in Idaho since 1978, when Chester B. Brown was a familiar figure in the bean industry. His son, B. J. Brown, Morrill, Neb., is presently vice president of the company.

Local farmers grow certified seed for Brown under a regular growers contract based on commercial prices plus a premium. Seed stock is all based in the fields to preserve the identity of each grower's seed lot.

When a box of beans arrives at the Rupert plant it is first "scalped" for removal of larger rocks, dirt, sticks and straw. In the cleaner smaller dirt and rocks as well as split beans and additional foreign material, and the final step comes when the beans reach the photoelectric sorting equipment.

This unique operation picks up each bean separately using air suction—and each bean is scanned by the electric "eye" which rejects discolored or damaged beans and these are ejected from the rotating belt by forced air. The entire operation handles multitudes of beans in the time it takes to read this.

These photoelectric sorters work 24 hours a day nearly all year, and the long line of equipment requires only one man on each of the three shifts to keep not only the business, but to maintain this type of equipment since 1937 and were more or less pioneers in its use, although such sorters are fairly common in the bean industry now.

Final steps in the bean seed operation are treating and bagging in 100 pound lots for shipment to the Nebraska plant. Brown's pack beans in both 100 and 50 pound bags, and most of the local beans are shipped in 100 pound lots.

All other types of beans in addition to seed are handled locally, and the bags go to wholesale grocers or other bean packers or they are moved to the Nebraska plant for packaging in consumer-size poly bags and then sold to wholesale grocers for chain stores.

Browns boast a full line of beans to offer their brokers including all California varieties, split and whole peas from Washington, reds, pintos and great northern from Idaho and two Nebraska varieties. The company also does more packaging in Michigan.

Pinks are a new variety of beans in Idaho in the past three or four years. They were developed in California and are the size of small red beans and pink in color.

The Rupert plant employs 12 men and one woman bookkeeper under the direction of Alon (Pete) Ford, plant manager, who has been in the bean business in southern Idaho for 18 years, and who took over management of the local plant Sept. 1, 1966.

Railroad Is Important In Shoshone's History

SHOSHONE — The Union Pacific Railroad in Shoshone can't be called a Shoshone industry, yet the railroad has played a highly important role in Shoshone's history over the years.

In fact, it was because of the railroad that Shoshone first came into being.

A special attraction through Shoshone this fall was the trip by the oil burner engine propelled train. The engine is from the 1933 era, was on route to the Kluge Valley area. There are many livestock, wheat and miscellaneous car loadings as well.

One difficulty this engine experiences in the trips such as this is finding water since the old water tanks no longer exist. This type of engine hasn't been used much for about 15 years.

In addition to Agent Bailey, there are many other employees through the local company. There are the section foreman, road master clerk, five mechanic, signal maintainer, roundhouse foreman, seven employees at the depot and four men on the Ketchum Hill City train crew.

According to Agent Dale Bailey, Shoshone is known mostly for its transfer of passengers at this time, for the Sun Valley and Kluge Valley areas. There are many livestock, wheat and miscellaneous car loadings as well.

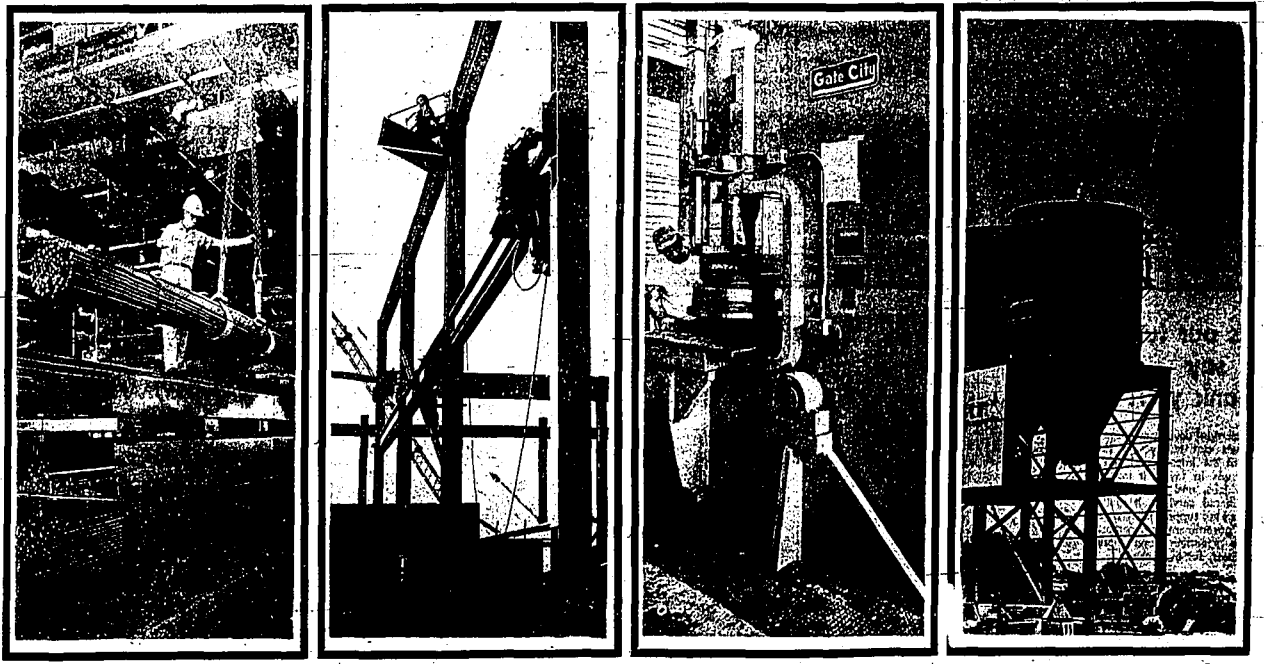
The railroad was completed as far as Shoshone on Feb. 18, 1882, and the first passenger train arrived one month later. Silver and lead had been discovered in the Wood River country in 1878 and 1879 and this attracted white men and caused Shoshone to grow rapidly.

As a wool shipping center for the area's early major farming project, the railroad seemed to be in proper position to take on the center of the very community itself.

This it did and even today Main street, Shoshone boasts of the "widest main street in the world."

Number of employees have changed over the years, however transportation means and trucking advances, the overall picture of railroad service may not diminish the business, but it still maintains much distinction.

GETTING THE JOB DONE—Right



...A Growing Company Serving the Steel Needs of the West

Gate City Steel has an unwavering policy: WHEN A CUSTOMER APPROVES DOING BUSINESS WITH US, WE GET THE JOB DONE RIGHT! WE GO BEYOND JUST AVERAGE BUSINESS PRACTICES. OUR QUALIFIED, WELL TRAINED PEOPLE CONSISTENTLY GIVE BETTER CUSTOMER SERVICE. We're proud of this, and of our capabilities.

A steel service center is a super market for steel. Almost without exception, the material a customer needs is on hand at our five service centers: BOISE AND POCATELLO, IDAHO; OMAHA, NEBRASKA; DENVER, COLORADO; AND BATON ROUGE, LOUISIANA. When new buildings change the skyline of your area, Gate City probably supplied the steel.

Many customers, especially farm equipment and mobile home manufacturers, require special pre-processing of steel. These businesses call Gate City Steel first, too. They know we're "rooled up" with the professional equipment necessary to complete the largest or the most intricate task.

Since day service on orders... complete inventories... qualified people... professional tools... erection by Allied Steel Erectors... and an insatiable desire to GET THE JOB DONE RIGHT. It gives you a feeling of satisfaction to know we offer all this... and have established a personal working relationship with our customers. We leave no stone unturned on any steel problem—large or small.

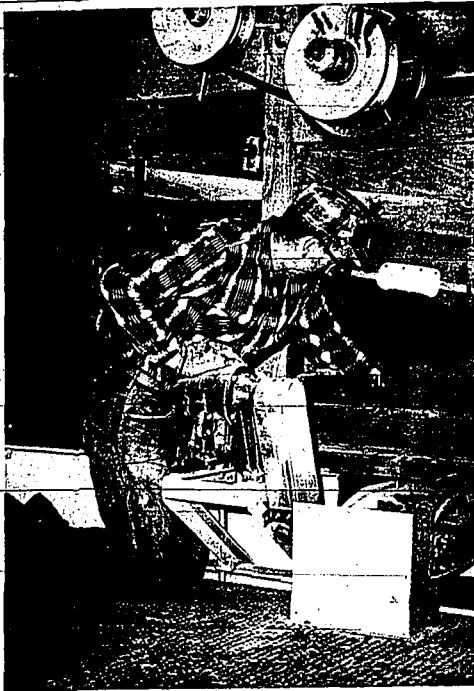
733-3384



Bob Falash, Magic Valley Area Resident Representative, One of Our Skilled, Dependable Craftsmen.

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 3400 Warm Springs Ave. BOISE, IDAHO
 2200 North Main St. POCATELLO, IDAHO

Other Gate City Steel Centers in Omaha, Nebr.; Denver, Colo.; Baton Rouge, La.



STONING MACHINE which grades beans by weight and takes out stones and cleans the seed is checked by Alex Bales, Filer, at the Gallatin Valley Seed Co. plant near Twin Falls. The new \$125,000 plant includes a 25,000-square-foot warehouse, and a 2,000-square-foot office building. (Times-News photo)

Gallatin Valley Seed Co. Has Worldwide Mart

The average person sees a sack of dry peas and thinks, "Well, what's so good about that? Peas are peas."

But not at Gallatin Valley Seed Co., Twin Falls.

To personnel there, a sack of dry peas means many things among them are color, size, season, shape and flavor.

The Gallatin Valley Seed Co. founded in 1923, sells peas and beans throughout the world. The plants in Twin Falls and Filer sell seed to the canning and freezing industry, with a key part of their business, research for new varieties and pure line strains.

The company is particularly proud now of their new 25,000-square-foot warehouse and 2,000-square-foot office located near Twin Falls. Personnel moved into the new buildings on Sept. 1. The buildings cost approximately \$125,000 without proper-

Approximately 25 persons staff the Filer and Twin Falls plants with perhaps double that in the summer—seasonal marketing season is from April

to Oct. 15 for planting and harvesting. During the winter the two plants mill and ship the seeds.

Farmers throughout Magic Valley provide seed for the company.

The company, to keep quality high, demands a higher germination percentage for its produce than the government requirements.

The plant is divided into three parts — production, research and sales.

The production department is responsible to management for the integration and coordination of facilities, manpower, machinery and materials for the efficient out-put of seed to meet sales requirements.

The research department is responsible to the management for germination of genetically true seed stocks and maintaining the company's competitive position with new and improved varieties.

The sales department is responsible to the management for an effective marketing of competing products.



FANNING MILL, which cleans and sorts beans at Gallatin Valley Seed Co., Twin Falls, is serviced by George A. Aclanes, Twin Falls, maintenance man. The company, founded in 1923, sells peas and beans throughout the world. The plants in Twin Falls and Filer sell seed to the canning and freezing industry, with research as a key part of their business. (Times-News photo)

Egypt's Dream Of Taming Nile Is Close To Reality

By AHMED SHAWKI ASWAN, Egypt (AP) — Egypt's dreams for taming the Nile and saving the nation from flood and drought are nearing reality.

The floods, which once demolished townships and destroyed houses and crops, now ironically hold promise of prosperity.

The huge, Soviet-financed Aswan Dam, which is considered the backbone of the Egyptian national economy and one of President Gamal Abdel Nasser's top achievements, is in the final stages of completion.

Seven years have elapsed since the work began and the dam today controls most of Egypt's vital water. It will soon generate electric power.

According to official statements 80 per cent of the work on the dam has been finished. The dam now is 14 times higher than Giza's great Pyramids. When completed, the dam will be 17 times higher.

The work already completed includes the excavation of canals, construction of tunnels and the concrete structure of the power plant. The largest man-made lake in the world is rising behind the dam.

Most of the work is now concentrated on the water-tight joint between the dam core and the rock bed of the Nile. Simultaneously work on the power plant is moving rapidly ahead.

The first turbine has been installed and is scheduled to generate electric power in two months time. Two subsequent turbines will be installed during this year along with transmission lines and substations.

The power station will have 12 turbines, each with a capacity of 175,000 kilowatts. The installation of all turbines is scheduled to be completed before 1970.

As the work on the dam approaches its end, the total number of workers and experts has dropped from 35,000 to 25,000. Officials say the number of Soviet technicians also has dropped from 1,800 when work on the dam started to 600 at

present. They will be further reduced to 300 next year, officials say.

"We will keep no more than three Soviet experts to run the work in the powerhouse when the dam is finished," said Ibrahim Zaki, deputy minister for the dam.

Though the dam will guarantee for Egypt water needed for agricultural expansion and electric energy for industries, the wild growth of Egypt's population causes concern about the future.

Some experts estimate that the population, which jumps in Egypt by one million persons per year, already has outdistanced the agricultural yield to be expected from new lands which will be cultivated as a result of the dam.

To help curb the increase, Egyptian officials are energetically pushing a birth control campaign. But this takes time and there often is a traditional resentment to government interference in this area.

Nevertheless, the campaign goes on.

GAS RESERVES VAST HOUSTON — After a record 16.3 trillion cubic feet of natural gas was taken out of the ground in 1965, proved U.S. reserves at the start of 1966 total 286.5 trillion cubic feet.

MOONSHINE EXISTS WASHINGTON — It is estimated that one of every seven gallons of whiskey consumed in the United States is illegal, un-taxed, health-endangering moonshine.

Satellite to Track Animals

NEW YORK — Polar bears and whales may soon be tracked by satellite, so that naturalists may study the animals' migratory habits.

According to Electronics, McGraw-Hill publication, naturalists hope to use the orbiting Nimbus weather satellite to pick up signals from a transmitter im-

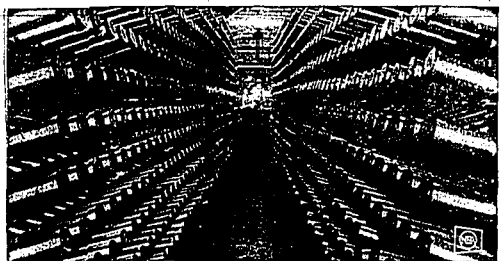
planted in an animal and then relay the signal to ground stations.

NEW DEPOT OPENED FRANKFURT — Frankfurt, Germany's busiest air gateway, has opened a new central airplane bus depot, serving 50 carriers. Located opposite the main railroad station, the terminal discharges coaches at 10-minute intervals between 6 a.m. and 10 p.m.

Accident Rates High in 1907

NEW YORK—Industrial accident rates in the United States reached their highest peak during the first decade of the 20th century, about 1907.

That year, 4,534 workers were killed in railroad and 2,534 men were killed in bituminous coal mines, according to the Encyclopedia Britannica.



SPools OF TIRE CORD feeds a power loom weaving tires at the textile mill of the Goodyear plant in Cedar town, Ga. The tire industry in the United States is expected to consume about 500 million pounds of polyester, rayon and nylon fabric this year.

It's our turn to say thank you!

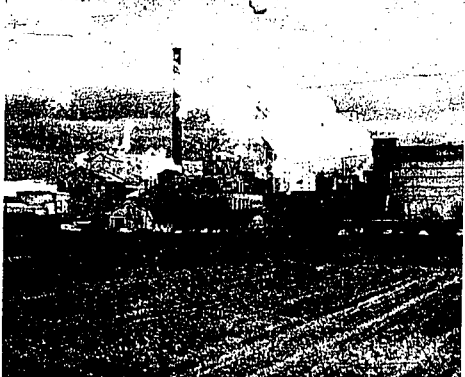
Industrial development specialists can tell you a lot about the impact of a new business in town. It means new jobs, and demands for additional services. It spells added tax support for schools and government. It generates more spending, and more business, for everyone.

How do they know? Probably by observing the economic benefits that existing businesses generate. Businesses like ours.

In 1966, we employed over 3,500 skilled men and women, at the peak of harvest and factory operations. We purchased sugarbeets (the finest grown anywhere) from over 5,000 Idaho, Oregon and Utah growers. We spent millions of dollars on locally-purchased supplies and services.

And 1967? We hope it will be even busier, and better, for all concerned.

We've been around now for 68 years, in good part because the communities we help support have graciously returned the favor. We can't think of any company, anywhere, that enjoys more understanding and support from factory towns and agricultural districts. For that, we are deeply grateful.



White Satin's Twin Falls Sugarbeet Factory

The Amalgamated Sugar Company



WHITE SATIN SUGAR
IDAHO — OREGON — UTAH

Helping Magic Valley and Idaho

FEED THE WORLD

Through the Selection, Development, Production and Distribution to National and World Markets of . . .



BETTER VEGETABLE

SEEDS

CORN-BEANS-PEAS

. . . AND THE MANY SMALLER GARDEN-VEGETABLE SEEDS!



SCIENTIFICALLY BRED AND GROWN VEGETABLE SEEDS

From tiny seeds to a delicious food, in the production of better vegetables is our goal.

We are happy to have a part in the development of this great irrigated area in Southern Idaho. — and the influence of Better Garden Seed development for the nation.

CHARTER SEED CO.

"SEEDS OF CHARACTER"

305 Wall

Twin Falls

Pakistan's Farm Front Grows Fast

WASHINGTON — One of the most significant features of Pakistan's recent economic spurt has been the rapid — almost astonishing — rate of growth on the farm front, according to the Interim Report Series issued by the Economic Division, Embassy of Pakistan.

The report says agricultural output has soared 2.5 per cent per annum during the past six years as compared to a one per cent rise during the decade of the 50s.

In the words of a Harvard University analyst, "Pakistan is

in that select group of developing peoples who have been able to introduce genuine dynamism into their agricultural sector."

The report continues in that the nation's industrial progress since independence in 1947 has been equally impressive. Indeed, most industries were started from ground zero.

One of the most salient features in the country's steady industrial growth has been the heavy encouragement given private investment — both foreign and domestic.

INCREASE EXPECTED

PORTLAND, Ore.—According to a forecast made by the Edison Electric Institute, by 1970, the nation's investor-owned electric utility companies expect to almost double their power-producing capabilities of 1950.

Projectile Built For Firefighting

BOSTON — A projectile has been developed to knock down raging fires long enough for firefighters to move in and douse them.

The concept of a plastic shell filled with an extinguishing agent is the result of research by Liberty Mutual Insurance Companies after it was determined that a major problem in fighting large fires is the intense heat which prevents firefighters from getting effectively close with hose streams.

The projectile method "could be considered as fighting the

fire from the inside out rather than from the outside in," said Vincent Bamford, supervisor of fire prevention services at Liberty Mutual.

Mr. Bamford developed the device through a series of fire-fighting tests at Liberty's research center in Hopkinton, Mass.

He said that a projectile of this type could be fired by already-developed military ordinance. Launching equipment could be portable, mounted on trucks or on aerial baskets, he said.

"It is even conceivable," he said, "that a very large container could be suspended by cable of suitable length from a helicopter and lowered into the fire."

For more conventional purposes, the type of projectile

which Liberty Mutual hopes could be adopted by a manufacturing firm for mass production is a plastic "bomb" containing any of several chemical extinguishing agents and equipped with a detonating device.

When the bomb hits, a small explosion raises the fire-dousing chemicals over an area, giving firemen access to quickly move in with more conventional equipment.

"The idea is not to put the fire out entirely," Mr. Bamford said. "Our point is to knock it down sufficiently for firefighters to get close enough."

For test purposes at the Central Massachusetts Fire Training Academy, Framingham, Mass., gasoline and aviation fuel were sloshed inside one of the buildings.

After the fires gained head-

day, the devices were tossed in. Results?

"Each container successfully knocked down a fire so that burning was confined only to small deep-seated pockets," Mr. Bamford said. "The heat was reduced to a point where entry to the structure was possible and the minor amount of burning gas extinguished with a small amount of water."

On the final test, which proved just as successful, an outdoor area was sloshed with gasoline and then ignited, to simulate a so-called "flammable liquid spill" fire, which often occurs when a fuel oil truck overturns.

RED STATIONS NOTED
MOSCOW — There are only 1,200 gasoline stations in the Soviet Union.

Oil And Gas Wells Being Dug Deeper

NEW YORK — Oilmen are drilling deeper than ever in their search for new oil and gas reserves.

Oil Facts reports that last year a total of 330 drilling projects in the United States went below 15,000 feet. Their average cost was \$611,000 — nearly 12 times the cost of the average oil well.

Of the extra-deep holes drilled in previously unproductive areas, 78 per cent were dry. The deepest well ever drilled anywhere in the world is a Texas dry hole finished seven years ago at a cost of more than \$310 million each.

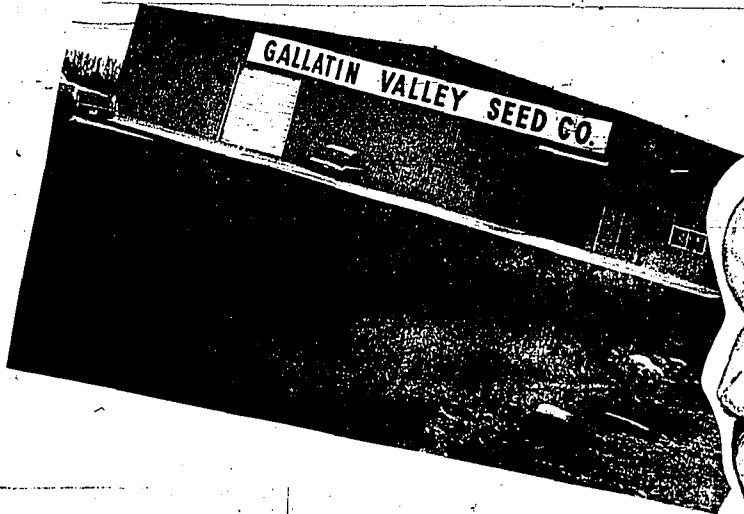
INDUSTRY EDITION
Twin Falls Times-News C-11

million. Its total depth of 25,340 feet is the equivalent of stacking 17 Empire State Buildings on top of each other.

The world's second deepest hole is another non-productive Texas well. Completed in the summer of 1965, it went down 24,220 feet. A French well 20,705 feet deep is believed to hold the depth record outside the U. S. Holes deeper than 19,000 feet have been drilled in West Germany, Italy and the Soviet Union.

Currently, the world's deepest production comes from a depth of 22,423 feet in a Texas gas well completed in the summer of 1956. Wells of that depth in that area cost from \$1 million to \$2 million each.

It's been a great year



BETTER BEAN AND PEA SEED

... Through Research and Development

we've expanded our facilities into our new plant southeast of Twin Falls so that, through new and modern equipment, we may meet the challenge of a growing future in Magic Valley. In addition to new varieties, we are continually studying new methods of seed handling and weed, insect and disease control.

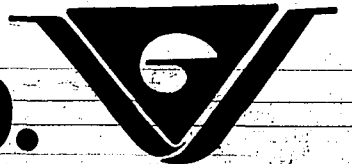
Gallatin Valley Seed Company is in the very technical and specialized business of breeding and producing seed peas and beans for the canning and freezing industries throughout the world—

In 1966 we shipped seeds to Australia, New Zealand, South Africa, United Kingdom, Holland, France, Germany, Sweden and Italy as well as all over the United States and Canada.



GALLATIN VALLEY SEED CO.

TWIN FALLS, IDAHO



COME ALIVE!

*... You're in the
Pepsi Generation!*



You don't have to be a member of the "Beat Generation" to enjoy the light and lively taste of the drink that beats the others COLD! The sparkling light Pepsi taste is so inviting, so clean, so welcome every time!

So think young . . . Say "Pepsi, please!"

THE PEPSI-COLA BOTTLING CO. IS PROUD TO BE A PART OF THE INDUSTRY AND PROGRESS OF MAGIC VALLEY, AND WE RENEW OUR PLEDGE TO KEEP STRIDE WITH THE SOCIAL AND CIVIC GROWTH OF THIS AREA!

PEPSI-COLA BOTTLING Company

255 3rd AVE. WEST, TWIN FALLS, IDAHO

Bottled by Pepsi-Cola Bottling Company, Twin Falls, Idaho, Under Appointment by Pepsi-Cola Co., N.Y.C., N.Y.

Sears



Have you been using Sears New "Hot Line"?

JEROME GOODING,
WENDELL
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Let Sears Pay the Toll

Let Sears Pay the Toll



3 GIGANTIC SALE DAYS — TUESDAY, WEDNESDAY, THURSDAY

SALE

Colossal Spring Clearance . . . Fabulous Finds for the Fashion Minded! Prices Slashed Right in Half for Greatest Savings Ever!



Ladies' Spring SPORTSWEAR

Regular \$2.99 to \$8.99

CHARGE IT
on Sears Revolving Charge

A fantastic collection of misses' skirts, slacks, blouses, and sweaters all priced for a sellout. Many fashion colors and styles to choose from, in many different fabrics and blends. Some quantities limited, so hurry in for the best selection. Don't get caught in the crowd.



Jr. and Jr. Petite DRESSES

Regular \$6.99 to \$10.99

CHARGE IT
on Sears Revolving Charge

A delightful array of colorful dresses, many spring fashion patterns, and styles to choose from. Come in and see for yourself what terrific bargains can be yours during this clearance sale. It's a once in a lifetime sale, and it's going on right now at your Sears store. Jr. and Jr. Petite sizes.



Ladies' Spring DRESSES

Regular \$6.99 to \$17.99

CHARGE IT
on Sears Revolving Charge

A lovely assortment of ladies' dresses for dress or for wear at home. Many fashion styles. Many delightful spring colors. Trim fashion lines that will enhance your natural beauty and figure proportion. Don't miss this chance to be in style and save money, too. Misses and half sizes.



Ladies' Spring COATS

Regular \$17.99 to \$29.99

CHARGE IT
on Sears Revolving Charge

Spring coats are lightweight and fashioned to show off. What luxurious colors and styles you have to choose from during this fantastic sale. Don't put it off any longer and come in early because at these money-saving prices they won't last long.

SHOP AT SEARS AND SAVE
Satisfaction Guaranteed or Your Money Back

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FREE PARKING
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Tues., Wed., Thurs., Sat.,
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Mon., Fri., 9:30 a.m. to 9 p.m.

Sears

HALF-PRICE SALE!

Spectacular Spring Fashion Clearance . . . Fantastic Buys and Huge Savings During This Event! Hurry . . . Most Quantities Limited!



Regular \$1.98 to \$6.98

Women's Hats

1/2 PRICE

CHARGE IT on Sears Revolving Charge

Take your fashion chance on a sure winner. You can't lose with our fine collection of fashion first hats. Many hats to choose from in snappy styles and colors. See them all today while you still have a good selection to choose from. All On Sale Now At Sears.



Regular \$3.99 to \$7.99

Girls' Dresses

1/2 PRICE

CHARGE IT on Sears Revolving Charge

Check this outstanding offer from Sears. . . Little girls' dresses at one-half off. Select from an array of beautiful dresses, many delicate spring styles and fashion shades, one perfect for your daughter. Sizes 7 to 14.



Regular \$3.99 to \$7.99

Little Girls' Dresses

1/2 PRICE

CHARGE IT on Sears Revolving Charge

A beautiful selection of colorful spring dresses for little girls. Light, springly and delicate. Come in early for the best selection; Sizes 2-6x.



Regular \$1 and \$2

Costume Jewelry

1/2 PRICE

CHARGE IT on Sears Revolving Charge

Choose from necklaces of all kinds, beads, earrings, pins, bracelets, and many more fashion accessories that will enhance your spring wardrobe. Many styles, many fashion shades. A tremendous assortment to choose from.



Regular \$3.98 to \$5.98

Handbags

1/2 PRICE

CHARGE IT on Sears Revolving Charge

Now priced for a sellout! Handbags of all shapes, styles and fashion colors. Patents, vinyl, and fabrics all priced to go at tremendous savings for you. Come in early for best selection.



PRICES SLASHED
Rush In . . .
Limited Quantities!

Regular \$8.99 to \$14.98

Suits, Sportcoats

1/2 PRICE

CHARGE IT on Sears Revolving Charge

Handsome sport coats and suits in fashion shades, latest styles all priced to clear out. Some really terrific buys. Don't miss out. Get in early before the crowd and choose from the best of the collection. 3-6x, 8-12.

Sears

Highest Quality and Lowest Possible Prices Makes
Sears Your Intermountain Sewing Headquarters!

Sears Has Everything You Need!

FABRIC SALE

SAVE 21% to 25%

\$1.98 Dacron® Polyester and Rayon

The look of linen... crisp-textured, full-bodied, uncrushable. Checks and coordinating solids in sun-drenched colors. Machine washable. 44/45 in.

1 47
yard

98c Cotton and Rayon Dantwood

Deliciously colored patterns and solids... elegantly textured. Resists soil, sheds wrinkles. Washable. 36 in. wide.

77c
yard

98c Dacron® Polyester and Cotton

Fashionably dotted sheer... In 12 Spring-bright colors. Permanently flocked dots. Crease resistant and machine washable. 44/45 wide.

77c
yard

SAVE \$6.07

\$15.95 Dress Forms

Fit fashions expertly with assembled magic fit forms. Featherlight, plastic dress forms let you set all size adjustment screws from the outside. A-Form: 8-12, B-Form: 12-20.

9 88

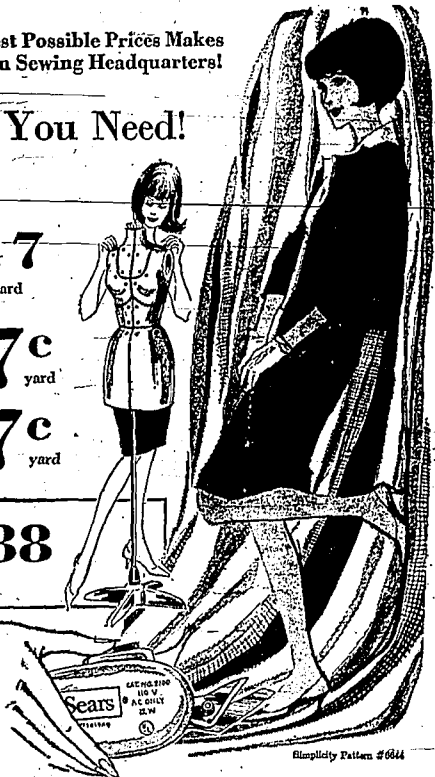
SAVE \$2.07

\$7.95 Electric Scissors

Sharp, stainless steel blades that never pit or rust. Instant push-button power under your thumb starts them slipping through heaviest wools or thinnest chiffon. Long 8 ft. cord lets you move around your pattern.

5 88

CHARGE ALL your sewing needs on Sears Revolving Charge



Simplicity Pattern #6844

3-DAYS ONLY!

SAVE \$2.03

PERMA-PREST NO-IRON SLEEPWEAR

Regular

\$6

Now Only...

3 97

Just machine wash and tumble dry... this cool, airy blend of Dacron® polyester, nylon and cotton stays fresh and new-looking with no ironing! Save \$2.03 each on a dainty A-line shift gown, a charming empire gown and two companion coats... one a button-front sleep-coat, the other a flowing peignoir. All frosted with delicate eyelet embroidery for a fresh touch of white on yellow, blue or mint. Small, Medium, Large.

CHARGE IT on Sears Revolving Charge

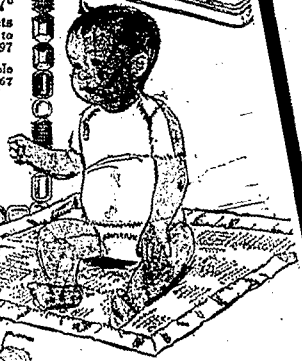


Sears Has Everything For Baby

Shop Now and Save... Use This Handy Checklist!

Sears

SAVE 15% to 29%



SALE

For Baby's Layette

- \$2.79 Best Quality Cotton Gauze Diapers. Easy-to-pin, 2-ply cotton gauze diapers are very absorbent, comfortable. Fast-drying, 21x40 in. 247
- 3.49 Prefolded Cotton Gauze Diapers With 6-layer centers and 2-layer sides. 247
- 39c Waterproof Pants of vinyl plastic give added protection. Pull-on style. Nylon covering at legs, waist. Fits 3-24 mos. 3 for 97c
- 69c Plastic Covered Training Pants. Heavy plastic outside, cotton knit terry inside. Three layer catch. Elastic legs, waist. 1-4. 47c
- 3 for 1.79 Snap-Side Undershirts. Short sleeve shirts in rib knit cotton double front, ravel-resistant sleeves. 3-18 mos. 3 for 1.47
- Gift Shoes for Crib and Playpen. Infants fabric and leather shoes. Fancy colors. Sizes 0-1. 11

For Baby's Wardrobe

- \$3.99 Toddler's PERMA-PREST Overalls. Fortrel® polyester and combed cotton twill bib overalls. No-iron, tumble dry. 47-53. 317
- \$2.99 Sears Best PERMA-PREST Creep-Along. Bib front and back with snaps at crotch. Polyester and cotton twill. 6-30 mos. 217

For Baby's Bed

- \$2.99 Cotton Thermal Crib Blankets. Pastel blankets of cotton thermal with nylon binding. 36x50 in. Gift packaged. 217
- 3 for 1.29 Cotton Receiving Blankets. Warm heavyweight cotton blankets in pink, yellow, blue, prints, more. 30x40-in. 2 for 97c
- \$1.19 Elasticized Fitted Crib Sheets. Cotton knit sheets for 52x28 in. mattresses insure proper fit and soft, smooth cover. Printed. 97c
- \$6.99 Blanket and Pillow Comforter Sets. Nylon and polyester, solid-color blanket reverses to print. 36x45 in. Matching pillow. 597
- \$1.99 Vinyl Plastic Mattress Covers. Boilable covers in white, prints. Rustproof zipper. 167

CHARGE IT on Sears Revolving Charge
PHONE SEARS for All Baby Needs.

Sears

Fabric Footwear

They're



**3
Days
Only**

*Priced for a Sellout
Before Sun Season Begins*

"Jeepers"

For Women, Children, Teens

2 \$ 3

Pair

single
pair
\$1.66

Guarantee

Soles are so strong they outwear the Dacron Polyester stitched uppers or return shoes for a new pair of same size and quality FREE!



CHARGE IT on Sears Revolving Charge

Get with it, have fun in the liveliest of lightweight shoes. They're extra well made to resist the wear and tear of summer fun. Rugged cotton duck uppers are reinforced at all important points of wear with Dacron polyester sewn seams. And you'll step lightly on cushioned insoles, go light of foot on molded poly-vinyl soles. Women's sizes 5 to 9: black, white, navy, red. Misses 12½ to 4: white, navy, red. Children's protective toe capped style in 6 to 12: white, navy, red, plaid.

Sears MONTH-END FURNITURE

HURRY IN . . . DISCOVER SPECTACULAR SAVINGS ON FINE QUALITY FURNITURE AND BEDDING: DON'T MISS IT!



SAVE \$40.95
3-Pc. Modern Bedroom Includes Triple Dresser with Plate Glass Mirror, Chest and Bed. Regular \$289.95 \$249

3 DAYS ONLY

SAVE UP TO \$60.02
Sears 432-Coil Innerspring
Mattress or Box Springs

Your Choice
Twin or
Full Size

39⁸⁸

Firm sag-resistant construction promotes better, more healthful rest. Coil-on-coil design gives more evenly distributed support. Has non-crush borders.

King-Size Mattress and Box Spring
Combination . . . ALL-TIME LOW . . . \$169.88

Six-Inch Serofoam Mattress or
Box Spring, Full or Twin size . . . \$49

SAVE UP TO 23%
Sofas and Sofabeds

As
Low
As

99⁸⁸

A wide selection of Sofas all priced to sell out! A wide choice of styles in Danish, contemporary, modern, traditional and Early American. Don't miss out! Come in early for best selection.



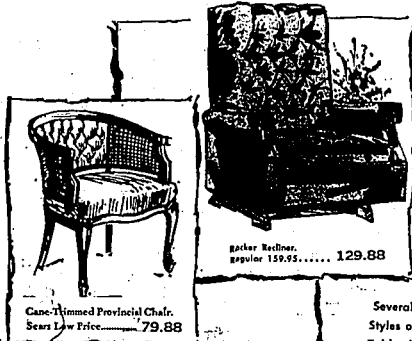
SAVE
UP TO
\$30.07

OPEN STOCK SALE—Colonial Plastic-Top Dining Places.
3-Pc. Round Dining Set . . . Buffet . . . or Server
with Hutch Top. Regular \$119.95 to 129.95.
YOUR CHOICE 99.88

SAVE UP TO \$30.07
Custom Decorator Covered Chairs

79⁸⁸ to 129⁸⁸

Choose from styles in Italian-Traditional, French-Contemporary and Mediterranean. Priced now during this sale to clear out. Come in see for yourself. You can't miss with prices like these:



Cane-Topped Provincial Chair.
Sears Low Price \$79.88

Upholstered Sofa.
regular 159.85 129.88

Several
Styles of
Tables to
Choose From



Many One-Of-A-Kind . . . All Quantities are Limited So Rush In For Best Selections

NO MONEY DOWN
on Sears Easy Payment Plan

FLOOR SAMPLE SALE

BIG SELECTION OF STYLES FOR EVERY ROOM IN YOUR HOME. QUANTITIES LIMITED, SO BE SURE TO SHOP EARLY!

**SPECTACULAR
PRICE CUTS**

**Sears Super Buy
3-Piece Dinette Set**

Table
2 Chairs **24⁸⁸**

CHARGE IT on Sears Revolving Charge.

- Ideal for the small eating area
- Rich textured walnut high-pressure plastic top
- Tapered leg on table and it's well braced
- Chairs are upholstered in long wearing, carefree vinyl

Save \$40.95 — 3 Days Only!
Contemporary Wood-trimmed Sofa
This big, extra long sofa is 87-inches long. Is the latest in Contemporary styling with beautiful cover. Reg. \$239.95 **\$199**



NO MONEY DOWN
ON SEARS EASY PAYMENT PLAN

SOFA SLEEPERS

REGULAR SIZE

Standard Size
As Low As **219⁸⁸**

NO MONEY DOWN on Sears Easy Payment Plan

Colonial or Contemporary stylings. A full assortment of covers. Don't miss out on the biggest MONEY SAVING clearance ever!



Dutch and Mediterranean Style Tables with Inlaid Marble Tops. Many More Styles Than Shown.

YOUR CHOICE **49.88**

**3
Days
Only**

Sears



SAVE \$90.82

6-Pc. Colonial Living Room Group. Sofa, Lounge Chair, Rocker, 2 Maple Top Tables and a Cocktail Table.

Regular 589.90 **\$498.88**



SAVE
20.07

7-Pc. Contemporary Dinette. Rapid Construction. Table extends to 72 inches. **79.88**

Foam Mattress
FOLD-A-BED

Sears
Low Price **15⁸⁸**

Lightweight, store it anywhere. Only 9 inches thick folded. Urethane foam mattress, steel frame. CHARGE IT on Sears Revolving Charge



SAVE
\$10.07

\$29.95 Drop-Side Cribs
Too release lowers side, sturdy wood on casters. Includes spring. White or natural **19⁸⁸**



Innerspring Crib Mattress

Innerspring mattress has firm wire border, fiberboard insulation. Waterproof vinyl cover. **6⁸⁸**



Sears

1/2 PRICE SALE

Giant Selection of Sears
Ready-to-Hang Draperies

Discontinued Styles and Fabrics,
Hurry In for Best Selection!

1/2 PRICE

Wide Choice of Window
Widths in 54 and 84-in.
Lengths

Choose from a wide selection of beautiful styles, ready to hang. Luxurious fabrics and textures. Bright and fashionable decorator colors, one just right for your decoration needs. Choose from window widths in 54 and 84-in. lengths.

SEARS CUSTOM DECORATING SERVICE

PHONE SEARS and let us have a decorator come to your home and solve all your decorating problems. She will show you samples of the latest fabrics and demonstrate the latest decorating techniques as well as give you free estimates on your arrangements.

HALF PRICE
TOWEL SALE!

Save on Sears \$3
Fashion Bath Towels

3
Days
Only

150

COTRON® TOWELS

Marvelously long-wearing cotton towels of 70% cotton and 30% rayon are softly sheared on one side . . . deeply looped on the other. Jacquard woven and screen printed patterns. "Rose Garland" . . . "Twin Tones" . . . "Madrid Rose."

Regular \$1.60 Hand Towels\$1.39
Regular 65c Wash Cloths59c

CHARGE IT
on Sears Revolving Charge.



CARPET BONANZA

SAVE UP TO \$120

On an Average 40-Sq.-Yd. Carpet

Sears

WE HAVE IT!

A huge assortment of the finest quality carpets right on our sales floor ready for immediate delivery. You'll find all the most important decorator colors in today's best selling patterns and textures.

WE MEASURE IT!

Our experts will come to your home and make complete, accurate measurements to insure proper wall-to-wall installation and to make estimates of costs. No guess-work when you buy at Sears!

WE DELIVER IT!

No charge for delivery when you buy your new carpeting at Sears. All carpets delivered in perfect condition and properly labeled to show exact fiber content. Your installation is guaranteed!

WE INSTALL IT!

Sears expert craftsmen can install your new carpet, using the finest, most modern methods of tackless installation. You'll be proud of their work and even prouder of the appearance of your floor.

NO MONEY DOWN!

...and Up To 6 Years To Pay when you use Sears Modernizing Credit Plan for your Wall-to-Wall carpet installation! Buy Now... Don't Wait! You'll never find such a selection priced so remarkably low!

OUTSTANDING BUY!

Our deluxe 60 oz. heavy weight rubber carpet **1.99** Sq. Yd. cushion

OVER \$40,000 WORTH OF TOP QUALITY BROADLOOM CARPET DISPLAYED ON OUR FLOOR

- Choose From Abstracts, Multi-Colors, Embossed Plush and Tweeds!
- Your Choice of Heavy Acrylic Luxurious Quality Nylon!

100% Nylon Broadloom Carpets
SEARS LOW, LOW PRICE

LOWEST
PRICE
EVER!

2.99
Square
Yard

Candy Stripe 100% Nylon pile carpet. Ideal for the budget minded... Clean easily... In 12 ft. widths.
NO MONEY DOWN on Sears Easy Payment Plan

Multi-Color Tweed Nylon Pile Carpets
LOWEST PRICE EVER

DON'T
MISS
IT!

3.99
Square
Yard

Tightly woven, highly styled nylon pile broadloom carpeting in choice of 3 beautiful decorator colors. 12-ft. widths.
NO MONEY DOWN on Sears Easy Payment Plan

100% Nylon Pile Carpets
PRICED FOR A SELLOUT!

GREAT
QUALITY

4.99
Square
Yard

Continuous filament nylon pile in a practical, durable multi-lure pattern. Choose from 12 or 15 ft. widths.
NO MONEY DOWN on Sears Easy Payment Plan

✓ FEATURES

Kenmore washers and dryers offer the latest proven features for excellent washing and drying of clothes along with ease of use.

✓ PRICE

Sears comparison shoppers comb the market, help make sure the prices you pay at Sears are lower for appliances of equal quality.

✓ QUALITY

Sears famous consumer-products testing laboratory makes sure you get the same high quality in every Kenmore home laundry appliance.

✓ Sears Kenmore Automatic Washers and Dryers are American Housewives' Number 1 Preferred Brand in Home Laundry Equipment

Sears

Kenmore Automatic Washers and Dryers SALE

3 BIG DAYS



KENMORE Fully Automatic Washer

Model 7340
\$128

NO TRADE-IN REQUIRED

- 6-vane agitator gets out deep-down dirt
- Safety switch stops spin action when lid is raised
- Lint filter, with porcelain-finished wash basket
- Infinite water temperature control at tap

KENMORE 3-Temperature Automatic Washer

Model G 410
\$148

NO TRADE-IN REQUIRED

- 3 wash temperatures: hot, warm or cold
- Built-in lint filter works full time at all water levels
- Safety lid switch stops spin action when lid is up

KENMORE 3-Cycle, 2-Speed Automatic Washer

Model 7450
\$168

NO TRADE-IN REQUIRED.

- 2 speeds, 3 cycles: wash Regular, Delicate, Wash 'n' Wear
- Spin stops, buzzer sounds if load becomes unbalanced
- Built-in, full-time lint filter
- Safety lid switch stops machine in spin cycle if lid is opened

KENMORE "Dial-a-Heat" Electric Dryers

Model 51820
\$78

NO TRADE-IN REQUIRED

- Handy Load-A-Door doubles as a loading shelf
- Safety switch stops dryer when door is opened
- Acrylic-enamelled finish is rust and stain-resistant
- Rear-mounted lint screen is easy to reach to clean

KENMORE 2-Cycle Electric Dryer

Model 6810
\$98

NO TRADE-IN REQUIRED

- "Heat" for Regular Fabrics
- "Air Only" for no heat tumble
- Fluffs woolens
- Back mounted lint screen, easy to reach, slides out to clean
- Safety door switch, load-a-door doubles as a handy shelf

KENMORE 2-Cycle 3-Temperature Electric Dryers

Model 7850
\$118

NO TRADE-IN REQUIRED

- Dry Regular, Delicate and Wash 'n' Wear properly, "Air Only" setting fluffs woolens, dries rainwear
- Top mounted lint screen
- Safety door switch, stops machine when door is opened
- Handy load-a-door doubles as a shelf

Remember... NO MONEY DOWN... UP TO 3 YEARS TO PAY on Sears Easy Payment

Sears

Another Good Reason to Buy Your Home Appliance at Sears

SAVE \$72.95

Refrigerator-Freezers

Coldspot 21.2 Cu. Ft.
All Frostless
"Super Mart"

Regular \$469.95

\$397

No Trade-in Required

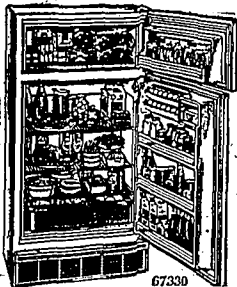
*So Big in Capacity...
It's Like Having a
Supermarket at Home!*

- Frost never forms... you never defrost refrigerator or 9.09 cu. ft. freezer
- 3 full-width shelves in 12.17 cu. ft. refrigerator—2 adjustable
- Giant 318-lb. capacity freezer has 5 full-width shelves—2 are adjustable
- Full-width porcelain-finish slide-out crisper, meat-pan, porcelain-finish interior

NO MONEY DOWN

on Sears
Easy Payment Plan

Up to 3 FULL YEARS to Pay... Ask Sears Salesman for Details



67330

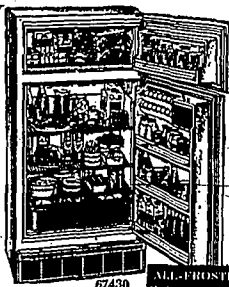
3 DAYS ONLY
Coldspot 14.1 Cu. Ft.
Refrigerator Freezer

\$189

NO TRADE-IN REQUIRED

- 2 full-width shelves, 1 porcelain finish crisper
- Automatic defrost refrigerator, manual defrost in the freezer,

NO MONEY DOWN
On Sears Easy Payment Plan



67430

3 DAYS ONLY
14.1 Cu. Ft. Frostless
Refrigerator Freezer

\$219

NO TRADE-IN REQUIRED

- Forget messy defrosting—frost never forms in refrigerator or freezer
- Porcelain finish interior
- Full-width, porcelain-finish, slide out crisper
- Ample door storage space
- Magnetic door closure.

ALL-FROSTLESS NO MONEY DOWN
on Sears Easy Payment Plan

Sears..APPLIANCE HEADQUARTERS

Sears

COLOR - TV

14-in. Picture Measured Diagonally
Portable Color TV

No Trade-in Required
299⁸⁸

Model 7160

NO MONEY DOWN on Sears Easy Payment Plan
You can have vivid color viewing with the convenience of a portable. Includes 115-sq. inches of viewing area. Dipole antenna.

18-in. Picture Measured Diagonally
Sears Table Model
Color TV

No Trade-in Required
319⁸⁸

Model 7165

NO MONEY DOWN on Sears Easy Payment Plan
Versatile rectangular screen set has legs included for use as a Console. 170-sq. in. viewing area. Has memory-fine tuning.

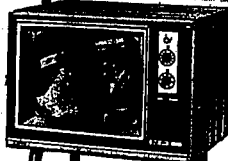
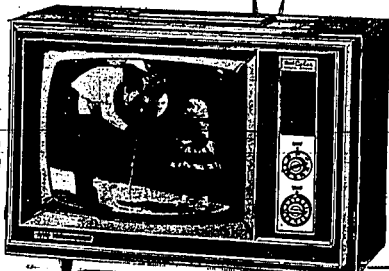
295-Sq. In. Viewing Area
Sears Console Color TV

Regular \$459.95

Model 7175

469⁸⁸

NO MONEY DOWN on Sears Easy Payment Plan
High performance 25,000-volt chassis with color guard feature. 23-in. picture measured diagonally. Convenient memory-fine tuning.



3 Days Only



SAVE \$30.07

One Year Tube and Parts
Guarantee 90-Day FREE
Home Service

Free home service on any Silver-tone Color TV if any part proves defective within 90 days of sale. Free replacement of any tube or part (including picture tube) which proves defective within one year. Service is extra after 90 days.

Sears Care Service
Protects the Value of
Your Color TV

Sears highly trained specialists assure you service satisfaction with personalized, professional care... We service what we sell, wherever you live or move in the U.S.A.

NO

MONEY DOWN

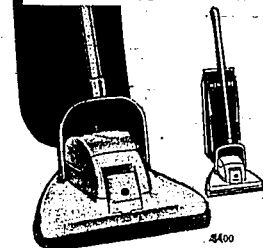
on Sears
Easy Payment Plan

UP TO 3 FULL
YEARS TO PAY

Ask Salesman
for Details

SEARS KENMORE FLOOR CARE SALE

3
Days
Only



4400

Sears Kenmore
Upright Vacuum Cleaners

\$24

Sears
Low Price

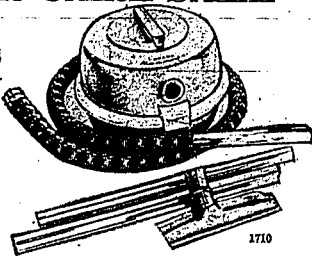


7010

Sears Kenmore
Scrubber Polishers

\$16

Sears
Low Price



1710

Kenmore Convenient
Canister Vacuums

\$18

Sears
Low Price

- Revolving brush gets lint, dust, sand, hair
- 3-wheels roll on carpets or bare floors
- 15-foot cord stores on handle-mounted hook

- Scrub, wax, buff and polish your floors
- Cord stores on 2 handle-mounted hooks
- Wmp-around bumper prevents scratches

- Complete with attachments for hon. cleaning
- Built-on top handle for carrying
- Warp-around cord for storage

NO MONEY DOWN on Sears Easy Payment Plan

Sears

*Now—Bring Storage As Well
As Fashion to Your Bath!*



SAVE \$12

Regular \$71
30x20-in. Classic or
Contemporary Vanities

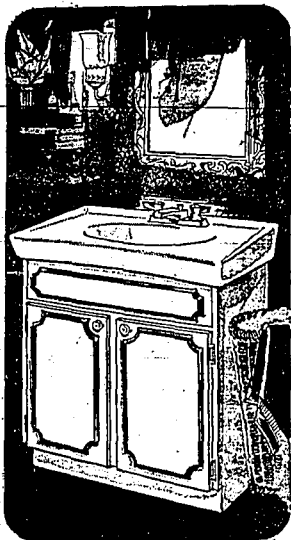
**YOUR
CHOICE**

\$59

NO MONEY DOWN
on Sears Easy Payment Plan

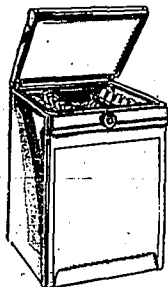
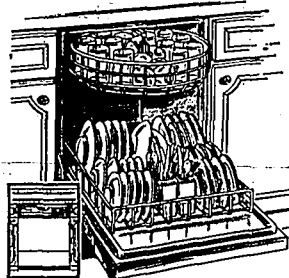
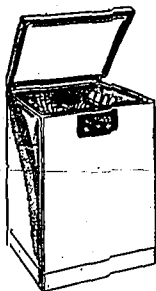
Choose from handsome Contemporary or elegant Classic vanities. Contemporary has beautiful walnut finish with vitreous china lavatory. Classic vanity is white with gold color trim, also with vitreous china lavatory, both with a clear plastic coating for moisture resistance! Faucet extra.

SAVE \$3.07, Regular \$19.95, Contemporary Cabinet only 16.88
SAVE \$3.07, Regular \$19.95, Classic Cabinet only 16.88



NO MONEY DOWN on Sears Easy Payment Plan

Kenmore Automatic Dishwashers



YOU SAVE \$10.07

Sears Regular \$149.95
Portable Dishwasher

139⁸⁸

NO MONEY DOWN on Sears Easy Payment Plan

Washer, rinses and dries complete service for 14. Folding top-rack makes loading and unloading lower rack easy and fast. No installation needed, use this portable anywhere. Just snap hose to faucet and it's ready to do the job!

\$20.07 SAVINGS!

Sears Regular \$199.95
Undercounter Dishwasher

179⁸⁸

NO MONEY DOWN on Sears Easy Payment Plan

Four automatic cycles, two level washing action sets illuminate apertures. New deep tub for larger dinnerware, holds complete service for 14. Choose attractive, copper-tone, white enamel or brushed chrome finish.

NOW SAVE \$21.07

Sears Regular \$219.95
Portable Dishwasher

199⁸⁸

NO MONEY DOWN on Sears Easy Payment Plan

No pre-rinsing or pattern loading dishes! Just load them at random, press a button and relax. Four complete cycles including 150° hygienic wash and rinse. Gets service for 14 spots!

OTHER KENMORE AUTOMATIC DISHWASHERS as low as \$99

HERE'S PROOF

Sears

YOU GET LOW, LOW
PRICES AT SEARS!

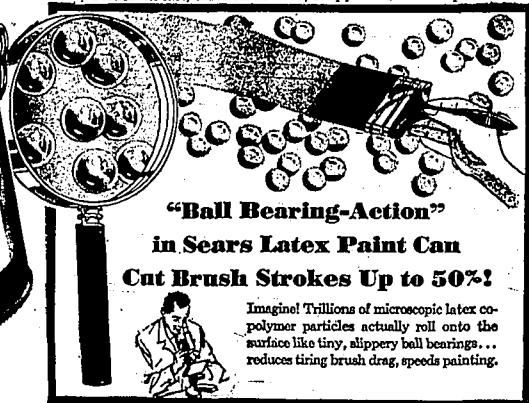
YOUR CHOICE
Interior or
Exterior-Latex

2.97

GALLON

CHARGE IT on Sears Revolving Charge
Easy-to-Applly Interior Latex Flat

- Flows on smoothly, dries fast, soapy water cleans tools
- Choice of 8 beautiful, long-wearing, decorator colors
- Sears New Bright Latex House Paint
- Gives good vinyl-latex protection for all exterior areas
- Cldres on fast, dries in 1/2 hour, soapy water clean-up



"Ball Bearing-Action"

**in Sears Latex Paint Can
Cuts Brush Strokes Up to 50%!**



Imagine! Trillions of microscopic latex co-polymer particles actually roll onto the surface like tiny, slippery ball bearings... reduces tiring brush drag, speeds painting.

PHONE SEARS for All Your Redecorating Needs.



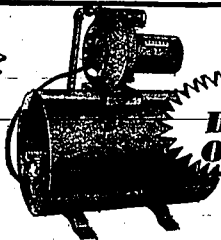
SAVE \$50.02

NO MONEY DOWN
on Sears
Easy Payment Plan

\$184.90 1-H.P. Water Pump
and 42-Gallon Tank

134⁸⁸

The 1-H.P. multi-stage jet pump works on both shallow or deep wells and provides high pressure and high volume. Sears big 42-gallon glass-lined tank won't rust or corrode and comes in an attractive turquoise gray metallic finish.



3 Days Only!

1/2-H.P. Pump and
21-Gallon Tank

99⁸⁸

Designed for greater pressure, this 1/2-H.P. pump will work from either shallow or deep wells. The big 21-gallon, borosilicate glass lined tank is painted gleaming white to complement your other appliances.



SAVE \$15.07

\$54.95 Automatic
Electric Brass Sump Pump

39⁸⁸

Free-floating impeller requires no readjusting. Has an easy to reach screen that lifts up for cleaning. 3-wire cord simplifies grounding. 1/2 H.P. continuous duty motor for 115 volt, 60 cycle AC.

Chain Link Fencing

Sears

Don't Miss This Chance To Beautify Your Home With A lovely Chain Link Fence and Save Money Too!

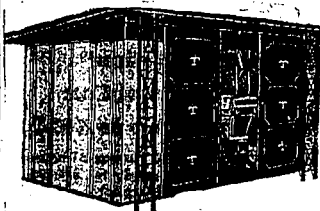
Now You Get Both Protection and Beauty when You Choose Sears' New Exclusive Design Chain Link Fence.

15% Off

Complete Materials

NO MONEY DOWN
on Sears Easy Payment Plan

Not only do you get the strongest fencing we sell, but you get added beauty too, with our exclusive new fittings. Fence fabric is galvanized after weaving to prevent rusting. Neat diamond pattern complements home and any yard. Let Sears Experts install it for you, for a quality fence that is guaranteed to please you.

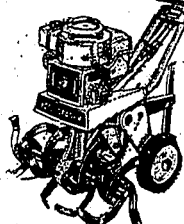


NOW \$40.07 SAVINGS

Beautiful Regular \$139.95
7x5-foot Steel Building

Sale Priced **99⁸⁸**

A handsome 5x7-ft. steel building pre-painted white with a green roof. Fleur de lis design on doors. Ornamental columns for added beauty.

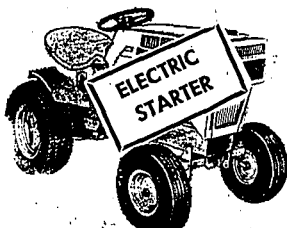


\$35.07 SAVINGS

Sears Regular 174.95
4-HP Roto Spaders

Sale Priced **139⁸⁸**

This spader has a center-mounted control panel. Clutch and throttle levers are located on panel directly below handlebars. Slasher tines are of hardened steel. Forward power is transmitted directly to drive shaft through friction cone clutch. Power Reverse.

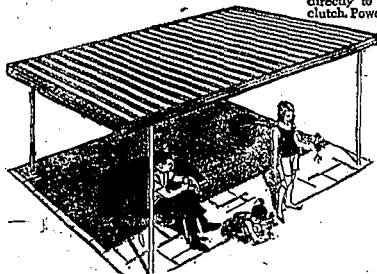


YOU SAVE \$60.95

Sears Regular 679.95
Suburban Tractors

Sale Priced **619⁰⁰**

Make way for real gardening power. 10-HP Power Engine gives power to spade. Tractor has 6 speeds forward and 2 reverse.



\$20 SAVINGS

Regular \$164.95 8x16-Ft. Patio Cover

Sale Priced **144⁹⁵**

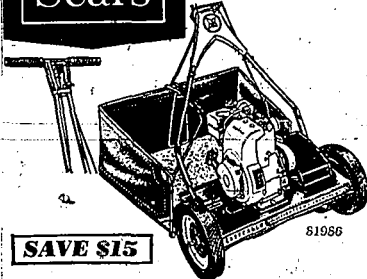
NO MONEY DOWN. No Payments Till June 1, 1967
on Sears Modernizing Credit Plan

Get double service from this all-aluminum structure that serves as a patio cover for family fun, and as a carport too. Real versatile. Let Sears install it for you. We guarantee a job well done!

Mower Sale

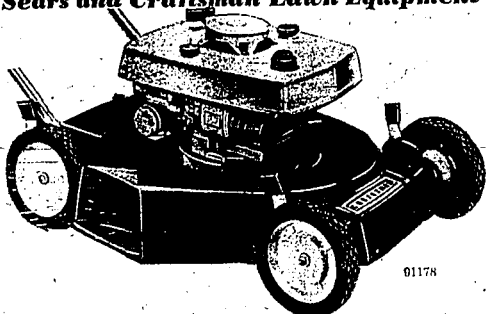
Here Are More Reasons Why More Lawns Are Trimmed By Sears and Craftsman Lawn Equipment

Sears



SAVE \$15

8196



01178

Craftsman \$114.95 18-in. Reel Mower

Infinite number of adjustments lets you set wheel height from 1/2 to 2 1/4 in. for desired cut. 1 Qt. capacity gas tank, with visual gas gauge, 3 HP, 4 cycle motor, Hydraulic fuel primer, 6 Blades... Complete with Grass Catcher

NO MONEY DOWN on Sears Easy Payment Plan

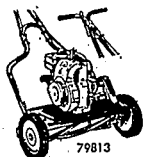
Regular \$ 69.99 20-in. Rotary Mower

With this mower you can adjust the blade height from 1/2 to 3 inches for desired cut. It is equipped with side center grass discharge chute.

NO MONEY DOWN on Sears Easy Payment Plan

99⁹⁵

59⁹⁹



79813

SPECTACULAR

Sears 18-inch Reel Mower

59⁸⁸

Has 2 1/2 HP, 4 cycle engine with recoil starter. A five blade reel on ball bearings.



8196

SAVE \$15

\$94.99 Self-Propelled 18-in. Reel Mowers

79⁹⁹

Craftsman 2.5 HP engine. Fuel primer for fast, easy starts. Ball bearing reel.



838

SAVE \$ 20

Regular \$209.95 24-in. Riding Mowers

189⁹⁵

Use slider to low accessories as well as cut grass at 4 different cutting heights. Aluminum housing is non-rusting.



85065

SAVE \$5

Regular \$79.99 20-in. Power Reduct

74⁹⁹

Give your lawn a finished professional look. 0.1-in. blade, curb hopping front wheel.



79752

SPECIAL PRICE

Sears 16-inch Hand Mower

18⁹⁹

Cutting height is adjustable. From 1/2 to 1 1/2 in. for desired cut. Has five blade reel.



91074

OUTSTANDING

20-in. Push Rotary Mower

29⁹⁹

Wheel height adjusts from 1/2 to 2 1/4 in. for desired cut. 2 1/2 HP, 2 cycle engine.



91056

LOW, LOW PRICE

Sears 20-in. Push Rotary Mowers

46⁹⁹

Wheels adjust to 5 cutting heights from 12/16 to 3 1/16 in. 3 HP engine has recoil starter.



9752

DON'T MISS!

Craftsman 20-in. Push Rotary Mowers!

79⁹⁹

Wheel height adjusts to 9 positions. 3-HP, 4 cycle engine with hydraulic primer.



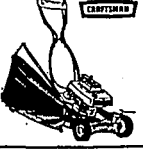
9752

SPECTACULAR

Sears 20-inch Self Propelled Rotary

109⁹⁵

Self propelled mower has hydraulic primer for easy recoil start. With chain drive.



9752

SAVE \$10

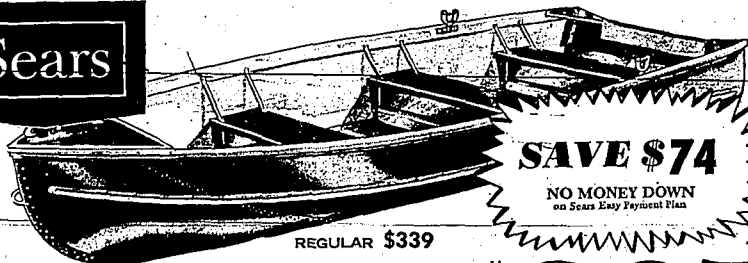
Craftsman 2-Speed Rotary Mowers

154⁹⁵

Extra blade prevents grass accumulation inside housing. Self-propelled. 2 1/2-HP engine.

A Fisherman's Delight...Sears Extra-Big 14-Foot Aluminum Semi-V Boats

Sears



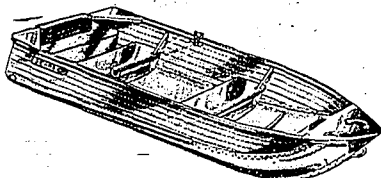
REGULAR \$339

Built for the man who likes to fish in deep, rough water, 60-in. beam and 21-in. center depth provide maximum lateral stability. Heavy .063-gauge aluminum construction. 4 varnished wood top seats. Handles up to 28-HP motor.

SAVE \$74

NO MONEY DOWN
on Sears Easy Payment Plan

\$265



**LIGHTWEIGHT CAR TOP
14-Ft. Aluminum Fishing Boat**

Remarkably lightweight, yet rugged...riveted aluminum alloy used throughout. More than enough foam flotation under seats, outboards and sockets, spray rail.

\$188

NO MONEY DOWN on Sears Easy Payment Plan



SAVE \$30.95

Regular \$129.95
Sears Outboard Motors

\$99

Cruises at 7 mph, trolls at 1 mph, and is air cooled to assure top service and dependability. Water-cooled exhaust. Enough fuel capacity for 3 1/2 hrs. at top speed.



SAVE \$35

Regular \$279
Manual Start
7.5 HP Outboard Motor

\$244

7.5 HP motor weighs just 40 lbs. Fingershifting, twist grip throttle, and fold-down steering arm. Auto fills pump 300 gal. per hour. Sound shielded hood.



SAVE \$34

Regular \$265
Manual Start
14 HP Outboard Motor

\$329

Enjoy load lugging power, low trolling speed, bush quiet running with this workhorse. Twist grip throttle, automatic recoil starter, magnetic ignition.

Sears Automobile AIR CONDITIONERS

Desert Tested

All models have passed a rugged Desert test to determine efficiency.

3 DAYS ONLY

\$144

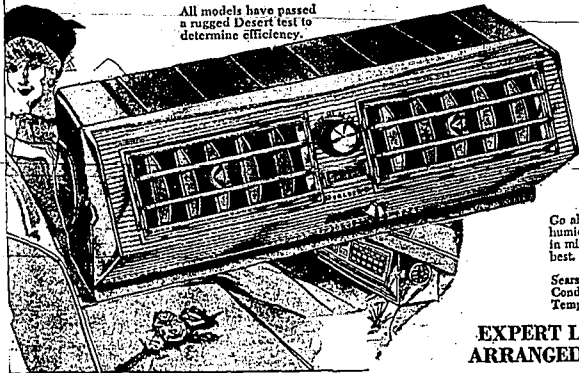
NO MONEY DOWN
on Sears Easy Payment Plan

Go ahead... pamper yourself with cool, fresh, dehumidified air! 3-speed, dual blowers provide cooling in minutes. Select coolness and air flow that suit you best.

Sears Standard Model Auto Air
Conditioner with Adjustable
Temperature Controls

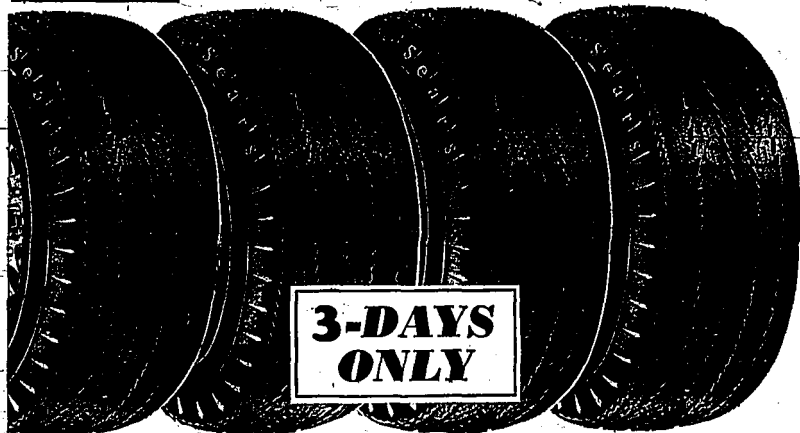
\$199

**EXPERT LOW COST INSTALLATION
ARRANGED AT SEARS AUTO CENTERS**



Sears

18 Month Guarantee



3-DAYS ONLY

Sears Finest Retreads

ALLSTATE Passenger Tire Guarantee
TREAD LIFE GUARANTEE
AGAINST ALL FAILURES
 Every ALLSTATE tire is guaranteed to last the full tread life of the original tread. If the tread wears out within this period, we will—without cost—re-tread the tire. If the tread wears out within this period, we will—without cost—re-tread the tire. If the tread wears out within this period, we will—without cost—re-tread the tire. If the tread wears out within this period, we will—without cost—re-tread the tire.

6:00x13
Tubeless Blackwall
Retread Tires
Regular \$8.95
Plus 29¢ Federal
Excise Tax

788
 Plus 29¢
 Federal
 Excise Tax
 And Old Tire

Pickup, Panel Truck Owners
SAVE! SAVE!

Express "55"
 6-ply Rated Performance...
 Nylon Cord Construction

6.00x16 Size
 Tube Type
 Blackwall

15.95 Plus \$2.53 Federal Excise Tax and Old Tire

No Tread-in Required

ALLSTATE Express "55"	Regular Price	SALE Price	Plus Federal Excise Tax
6.00x16 Tube-Type	\$18.95	15.95	\$2.53
6.50x16 Tube-Type	\$22.95	19.95	\$2.53
6.70x15 Tube-Type	\$20.95	17.95	\$2.45
7.00x15 Tube-Type	\$29.45	24.45	\$2.86

FREE
Allstate
Tire Mounting

FREE 5,000-
Mile Tire
Rotation

Tubeless, Blackwall Retread Tires in the Most Popular Sizes	Regular Price with Old Tire	SALE Price with Old Tire	Plus Federal Excise Tax
6.50x13	\$9.95	8.88	32c
7.00x13	\$9.95	8.88	34c
7.50x14	\$9.95	8.88	44c
8.00x14	\$10.95	9.88	45c
8.50x14	\$11.95	10.88	49c
6.70x15 Tube-Type	\$10.95	9.88	47c
7.10x15 Tube-Type	\$10.95	9.88	51c

Whitewalls Only \$2 More Per Tire

- Our Top-Quality Retreads means 50% more mileage than our former best retreads. New wider tread gives better road traction, too
- Electronically controlled application of rubber reflects doubtful carcasses as it goes
- Safety Designed Shoulders Steers better at high speeds, makes cornering more responsive

NO MONEY DOWN
 on Sears Easy Payment Plan

PHONE SEARS
 for Everything Automotive

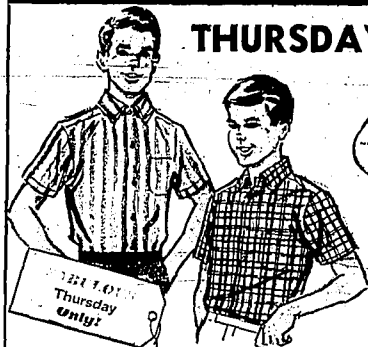
Sears

ALL DAY THURSDAY, MARCH 30th

Limited Quantities . . . So Rush In for Best Selection!

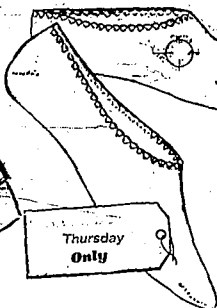
SPECIALS

THURSDAY SPECIALS!



Large assortment of colors and patterns in solids, plaids and stripes. In boys' sizes 6 to 16.

CHARGE IT
on Sears Revolving Charge



Fine gauge cotton and nylon stretch socks. Soft cotton terry knit cushion sole. Sizes small, medium and large.

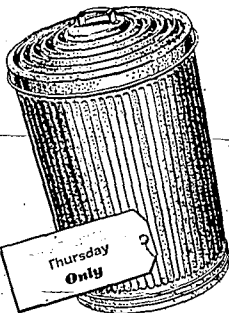
CHARGE IT
on Sears Revolving Charge



Ella cortex insets in lower cup give a gentle lift. Double row elastic gore at center front. White only. Sizes 32 to 38. A, B & C cups.

each

CHARGE IT
on Sears Revolving Charge



Heavy-duty corrugated steel with snug fitting cover. Strong side handles. 20-gallon size.

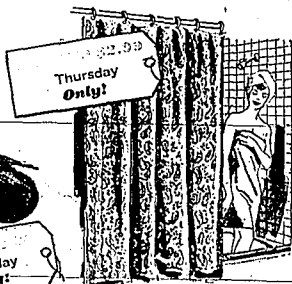
each

CHARGE IT
on Sears Revolving Charge



Your Choice of No. 1 roses in climbers or your favorite bush. Assorted colors. Buy now for a beautiful garden this summer.

CHARGE IT
on Sears Revolving Charge



Give your bathroom a new look with a new shower curtain from Sears. 100% vinyl in lovely decorator colors. 66-6 ft.

each

CHARGE IT
on Sears Revolving Charge

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