

Daily Weather Report From $T$ moon Nown 24 H
Temperatures
 Idaho

 Change In Living Habit

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Forecast


## 

Magic Valley Obituaries

| Funeral Services Hefie Mathews; 3 ,.... Mon- <br>  Home <br> Mrs. Zeitler |
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John Mercer

| Mrs. Vance Mrs. Helen Gott Vance, Caugher of Mrs. Hulat G |
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|  |  |
|  |  |

 Paul Connor

Girl Admits
Kidnap Of Own Child


#  <br> Magie Valley's Home Newspaper 

Impeding Congress' Life Style


## New Morality



## MR. SPECTATOR

## Note From Mr. Henderson




BRUCE-BIOSSAT

## And Alabama Squirms




6 Tmpos:Nows, Twin Falls; Idaho Military Cut To Depress Many Areas WAASHNGToN (UPI) -Th

 arity io.onol jobs.


 the department said
 that biepartent


 Easersiler action athected 30 mitary and 27,000 civilian jobs mithon.
 O fricials serimated that io to





Stares Down


 Sols he sought fivepenny


HAVE PROBLEMS IN your home? Look what thls Montagnard woman has to contend
with. She's pictured on the "porch" of her "ranch-type" home at the Special Forces Camp, with. She's pictured on the "porch" of her "ranch-type" home at the Special Forces Camp.
Ben. Het. The camp was under slege for more than so days last spring and was recently
visited by UPI photographer Shunsukg Akatsuka. (UPI telephoto)

Judges Get Big Salary Raise And Warning To "Shape Up Or Ship Out" At Same Time


WILLIAM KUNSTLER, delense attorney for the "Chicago She Nuron. administration has become a "government o hypacrites" for acceding to the wishes of the so called stlen
majority. The unlversity is at Cleveland. (UPI telephoto)




## Chturch Asks For Change In Burial Of Reactor Wastes


Pat Nixð́n Sees Peace

In Vietnam

##  <br> 



 Cavalier Riding
Group Elects


| Welcome Kellwood <br> . . . the MNW@D <br> SHOPPING CENTER <br> "We know you will like Twin Falls" |  |  |  |
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| MRACELE BRUSH | BASEBALL GLoves |  | Sportswar Fabrics |
| Mralt biush |  |  |  |
| $\$ 2.99$ <br> PENNY.WISE DRUGS | 56.99 SHERWOOD'S | ${ }^{3} 2.99$. 3 3.99 | I |
|  |  | KING's | VAN's |
| Spin Driving WasherOnly 179.95 | LADIES' HAṄDBAGS |  | fan |
|  | $\begin{aligned} & \text { S8.99 } \\ & \text { HUDSON'S } \end{aligned}$ |  |  |
|  |  | 1.99 3.95 |  |
|  |  | PEtersow's | EWAY STOR |
|  |  | $\begin{aligned} & \text { A Big Wetcomel } \\ & \text { KEILWOOD } \end{aligned}$ | PAPER TOWES |
|  |  | LYNWOOD |  |
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Kears KELLWOOD
SAYS!
MOVDAY AND DUESDAY ONLY:
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DAYS!
MONDAY AND TUESDAY ONLY:


## 3 POSITION RECLINER

 Enjoy your leisure hours In à \$Sears Recliner. Choice of Avo.
cado, Gold. Cocoa. cado, Gold. Cocoa.

Regular $\$ 79$



WOMEN'S CANVAS CASUALS

Stock Up for Summer Now



CabinatModel Kenmore Zig-Zag Zik-Zeg and straight stitches.
sown both forward and backWard. Mender- derrna. sews on buttone, makne buttan holes
Comee with wolnut finished Comer
cobinot.


With Lint Filtor
Cnmore Washer

"and "Air only" for fluftine threads from washing Built-inilint screen. Tumbeck into clothes. Wash- bte-action stops when dryos, rinses. sp/n dries. or door is opiened. L-ped

BHOP AT SEARS AND SAVE
Satiifdetion Guaranteed
or Your Money Bock


## VINYL WELCOME MAT

SAVE 60c
 entrance inside or out. Keops
dirt off your beautiful floors.

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dELICIOUS PEANUT CLUSTERS
A taisty take home troar for
the whote famity. erocotat
outhor layer with chowy peanut
filling.
Regular. 99 c Lb.

BOYS' DRESS PANTS

Seve $\$ 47$ Regular $\$ 144.99$

## PERMA. PREST short

sloeve dross shirts.
Chiōose from white-
blue-maizo-grean. Sizes
$141 / 6$ to 17 . Woar with:

| $R$ |
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s out ironing

Men's Short Sleeve Dress SHIRTS


## POWER LAWN MOWER

Lightwoight yet powerful 20 -inch rotary mowor foa. hoight of cut control told down to height of cut conitrol. fold down
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for fastor atarting. Crafteman
quality, bettery key start onquality, battary, key entart engine. Starts like
turn the key.


52-Gallon Electric Water Heater-x.
 years against foakage.

Our Lightest Weight Gasoline POWERED CHAIN SAW The ldeel saw for the occesion.... क/AF.
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SAVE 25\%
ONALL SIZES
PIEKUP TIRES
Cintury 21 or Exprese 3 sib \& ply Nyton.
$600 \times 14-180 y-23.99 \div 600 \times 15-200.26 .89$




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 Son Tuerday-Thuriday. stonksipe: MANN AVE:V.

## Final werksali Enos monoay, march 16



# Magnavox ANNUAL SALE 

## magnificent

## COLOR TV

You'll enjoy fabulous viewing and superb performance when you select a Magnavox! You may now choose from today's widest selection of outstanding Color TV modelsfrom beautiftt outhentigally sthed oenseles, to compact tablomodels and easy-to-carry portables-all Annual Sale priced with substantial savings I All models shownat right have a Color Purifier (degausser) to automatically keep all pictures pure. And-the exclusive Magnavox Bonded Circuitry chassis with Automatic Picture and Sound Stabilizers (Keyed-AGG) assuras-optimum roception and reliability that lasts-year-after-yeart Ion't it time you treated yourself to the finest Color TV?
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Custom Stareo Phonograph Syatem—brings you boih the look and the sound of excellence you cision Player/Amplifier (with dust cover) barTries ensernmore Tecoro and diafiond Stylus Wear, Model 9261 has fourextended-range speak.:ars - two in eagh matching enclosure- plus



## SULLIVAN'S MUSIC

## KEN'S MAGNAVOX

HOME ENTERTAINMENT CENTER 420 MAIN AVE. SOUTH

733-2233

Jurors In Area Needed For Courts Jurors to-serve for trials 1 n
probate Court in Twin Fails and
Justice Court in Buhl and Twin Justice Court in Bult
Falls are needed. Sherite Paul Corder, whosedogathering jurors for trials in
those courts, sald the names people willing to be name called
for jury duty are welcome. Onl
District. Court draws mest prospective Jurors. People ot lected at random.
The sheriff sald anyone inter
ested in being called should con
tact



## Lefties

 LAWRENCE, Kan. (UP representing the LethandedStudent Union at the Jint versily of Kanansas marched
on Chancellor E. Laured Chalmers' orfice Thurence
with a list .of ultimatums They included: Cent Lefthanded doors adja-
renteringinandec doors
entassand entering classrooms.
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REPREGENTING JEROME Hlgh School at the regional declamation meet- salesmanshlp; Cathy Blakee, humorous dialodue; and Marlyy Burchalter, prose Ing on March 14: in Caldwell will be from left, Janke Fife, after dinner speak-
nge: Sue Hovey, prose manuscript;-Sue Jacobson, retold story: Steve Carton

Sunday, March 8,1970 Times-News, Twin Falls,Idaho II Former T. F. Man Hired By Ketchum Police Department


## BARBARA JASPER

Announces the March 9th opening of her

Eight Minico Students Earn Honors In Science, Math

MINICO-Minico High School
students received honors during Mrs.
Mrs. a. recent scholastic competition
in the field of science, at Boise Representing Minico in the Neilson. daughter of Mr. an Ner fields of science and math Mrs. Harold Nellson, Acequia
were Charles Edmondson, son
and Raymond Wixom, son of
 Roemer. Rupert. The two com-
peted in the physics division and
son of Mon, and Richard She Man Mrs. Max Sheen arshlps to Bolse State College the Math division The eight Minico student phy for physics. $\quad \begin{aligned} & \text { broblir home three of the to } \\ & \text { scholarships offered, and ane o }\end{aligned}$ and Mrs. Reed Whitaker. Bur- dents were accompanied by , received a s160 scholarship Charles Bohlen and Ned Moon

Hollow Pipe, Or Waveguide Part Of New Phone System

BUHL - A buried pipe about or a person's wrist will
tham for meeting expecte
gram minion telephone quarter of a growth in long distance calling imuitaneously or enough capa- (urephone service during the
city to transmit, letter by letter, next decade. The band of tre pedias in one-tenth of a second. Wuaveguide sye systemed extending The hollow pipe, known as a sectd, will have greater capa
waveguide is part of a new seconical system scheduled city than all the lower radion Buhl Mountain Bell Manager, said. Millimeter waves, carrying in Toastmistress Speech Awards. Are Presented
$\qquad$ Mrs. Sharon Walker was the ments. the pipe will be encased
in a protective cendult.

 by Ethel Martin we medical
terms and Mary Sharp on com- Frank Ham Talks

 and Miss


Drive Under Way On Easter Seals shoshone-The Ehner Sea coln county, reports way In Rran- Mrik
Stearns. Shosone. Donations D
 The rund ts used to bishop Loyd Martin gave th braces crutches. waked we and crs for speech therapy and for CHAMPAIGN. 7 IRRESTED Centers are located in Twin Weodnesopay phontr, wete the Univer iston and Coeur d'Nlene.
USE TIMES-NEWS WANT ADS $\left\lvert\, \begin{gathered}\text { campus to } \\ \text { night of } e \text { enforce the second } \\ \text { 10:30 }\end{gathered}\right.$

## BREEZWAY JUST RECEIVED <br> 120,000 POUND RAILCAR FROM HUNTS FOODS DON'T MISS THIS OPPORTUNITY TO MAKE TREMENDOUS SAVINGS - HERE ARE JUST A FEW EXAMPLES -



## Beef at its Best!

## U.S.D.A. CHOICE

CUT-WRAPPED.FROZEN READY FOR YOUR FREEZER


เ. $55^{\circ}$

LARGE $21 / 2$ SIZE HUNTS
PEAR Halves 3 cans ${ }^{51}$
CASE 24 CANS $\quad$....... 87.79

## FRONT

QUARIER
 BREEZWAY 1
1708 Kimberly Road


TIMES-NEWS PUBLIC FORUM

## And Down And Is Emotional

的 Hownit LuxembergQuestion Raised Concerning
Teaching Of Modern Youth


Rupert Writer Tells of Waste Through Welfare

Governmental Systems Are Subjects In Notė

Legislative Log

Concerned. 2
agent who stands out above the crowd is "concerned." He is con-
cerned, to an intense degree, with the needs of the people he in becoming concern leads him to-dedicat prong gets that life insurance is a personal subject
deep significance to the client. As a conseá
$\qquad$
BOISE AGENCY OFFICE
DANIEL T. MILLER, AGENCY MANAGER
DENNIS S. DAHI-BURLEY, IDAHO
Concerned.


## Utags Tip UTEP, 49 ers Belt Weber

Williams And Roberts Combine For 61 Points To Spark Utah State Win

New Mexico State Buries Rice 101-77, Houston Thumps Dayton 71-64 In NCAA Basketball Playoff




# Wood River Claims District A-2 Grown 

Aldinger, Patterson Get Key Points As Wolverines Nab Berth In State Meet

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|  | Buhl frônt |
|  | James, hit seven points to shoot |
| Wood River Wolverines | Wood River is to a $14 ; 8$ lead, |
| urday nipht for the fourth |  |
| trict A-4 basketball $\mathrm{cham} \mathrm{m}^{-1}$ | right side offensively |
| te |  |
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|  | to a 14.14 draw and it was a |
| Nood Rlver witt go against, |  |
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| In the Idaho State University | game when James |
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| them and sent che -mees. | his biggest sco |
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| able to repeat their Friday de- |  |
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| ing the | 23 margin. The W |

N. C. State Stuns South Carolina In 2 Overtimes

Iowa Is Third TeamToTake All Loop Tilts

First Games For State
Meets Listed


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## Devlin, Lunn Forge To Lead At Halfway Mark Of Florida Citŕus Meet

Murphy Leads Niagara Past Penn 79.69
Finicciov, N. GMp


Golf Meet

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Vanderbilt Tips Mississippi St.

SEE AAA FOR AUIOINSURANCE If you har a valld driyer - idaho State automobile association




GUARANTEED


Charge It" cónvenient terms for approveo cremit customens
FRONT END ALIGNMENT
 $\$ 099$ WITH THIS COUPON.
SNOW TIRE CHANGE OVER


## Firesictuc

## Minico Defeats Burley In A-1 Finals

## Boatwright Hits OAKLEY DROPS MURTAUGH FOR A-4 CROWN

## 31 In Farewell Home Victory

## Jacksonville, Irish Cop NCAA Tourney

Wins; Carr Sets Scoring Mark With 61

## Hornets Claim 89-58 Win; Both

## Advance To State




N. C. Accepts To N.Y. Meet





|  | Advance To State |  |
| :---: | :---: | :---: |
|  | ertal championship but bath teams |  |
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| in the tinal $6: 300$ | Stone Wins |  |
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Fant there are reasons . 13 Good Reasons ... Morgro fertilizer contains Specially developed for all 13 growing elements western lawns and gar-
ersion trow rows, yow- oens. Yes, green Jawns
ers, trees, shirubs and and foliage plus a strong,
vegetables.

## 40-POUND BAG ansisis 69



Illini 81-76
TUESDAY, MARCH 10, 1970



 TERMS: CASH



## FARM Auction CALENDAR



MARCH 7
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and Moxrorsmin
MARCH 7
MARCH 7
 MARCH 9

MARCH 9
ERVIN ENGLAND
Advortisoment: Morth
MARof: Lyle Mon
MARCH 9
PETE RARICK

MARCH 10


# Wendell Fights To A-3 Championship 

Thompson's' Scoring In Last Half Lets Trojans Nip Glenns Ferry 67-61


| Sports | rive minutes came from Tom |
| :---: | :---: |
|  | Lithe with 20 seconds letr-and |
| ndel! Trojans, lorced |  |
| ra session atter a Friday |  |
| ght loss in |  |
|  |  |
| Kirk Dennis, and Ralph Ki |  |
| Saturday night to drop Glen | did the trick. |
|  |  |
| trict four A-3 championsthip. |  |
| t |  |
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CSI Splits With ISU In Baseball Season Opener
$\underset{\text { Wirisken }}{\substack{\text { Trice }}} \mid$ Butler, Partin Combine To Lead Santa Anita Tree,
powerrua
Saturda



# Now you can invest in new <br> s15,000,000 Issue <br> <br> \section*{First Security Bank} <br> <br> \section*{First Security Bank} <br> <br> \section*{F \%} 

 <br> <br> \section*{F \%}}

${ }^{5} 500$ or more in S 100 multiples.


Ask for offering circular.
7\% with 30-month maturity. $61 / 2 \%$ with 60 -month maturity. Interest paid every 6 months. Interest begins day of investinent,

FIRST
SECURITY BANK


County Plans To Clean Up Junky Areas citioty Aren bing made to


 which members. of any volun
ther organization in the county
may attend:-2. "Junk will be the subject."
Commissioner William (Bill)
Chancey said. He said the county is planning
massive cleaning iob and it a massive cleaning job and is
comithg on the ad ot $\mathrm{BO}, \mathrm{y}$ couts and all civic groups
the cunty.
"Anyon who wants, to do a
Hetle work is welcome, he said
 Falls and work in other spots
in the county including property
on the south side of tue tiver
 ion with smme sugnestions and
deas on the matter." he said All iunk material nicked up
boluntecrs will be carted of junk car hodime. taken to
he cruching machine in opera MEMBERS OF THE TWIN EALIS Elks Lodge honored-all.old timers Thursday night at an annual banquet at the lodge. Although 100 were expected, more than twlee that number
 sthe senlor member with 68 years of membership. He is itaking tivere-w wh Rov-Russelli
exalted ruler of the lodge. Another senior memmer is Ralph Pink, with 61 years of member-

Twin Falls Elks Lodge Has Annual Old Timers Banquet
Polite Thief DETROIT (UPD - Sarah
 Thursday night 100 were ex- H. Detweiler, John Leiser, Leon our old tumers.; he said. pected to attend. Nearly twice
that many showed


PORTA FILE
Regular \$2.98


GOLD' STRIKE

## LYNWOOD SHOPPING CENTER <br> Open Every Evening



## 2 <br>   Lost That Love Letter? Check Public Library



 in the adulu library sbove the the plane in a-magazine and

The Money Box

by frank schell


Mergers Of Railroads On' Increase By dean cimiler NEW Yoik (PUIT , Silce

 It's Been A Long Winter For Snow Plow Operator From Local Highway District
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 - Seaboard yard to an ACL yard.


Discover

## elna



Something For The Dog Who Has Everything

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GROUNDWORK FOR OLYMPICS is being Lald In Twin rector, Penny Stevens, Torch president, John Warner, Miss


Mrs. Couch Is Heyburn PTA Leader
 of the Heybur
Tuesday
Oith




## Meet Slated

 RICHFIELD - Parents lerested in having Parents fhildrenplay Litue League baseball, and Other interested rese residentll, and 8 p.m. March 17 a meeting the high
actood library room. called the mee ring, will. discuss -transportation to oncerning cosst, mer program principally for

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Eledtíc water heater


M \& Y ELECTRIC




| Long Shot | Club Lis |
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|  | Winners Of |
|  | Pack Derby |

## Retarded Children Can Also Win An Olympic Medal

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|  | one! included.

## Last chance to enter - Contest closes March 13th

Reddy Kilowatt is giving prizes galore in his hunt for old electric water heaters. If you have an old-timer still in use tell Reddy about it. Perhaps you'll win a new

$\underset{\sim}{A}$ FOUTR FREE WATER HEATERS $\stackrel{\sim}{x}$
FIRST PRIZES: Four brand new, 52-gallon, ten-year guarantee, Plameless eloctric witter Any necossary wiring or plumbing will be

SECOND PRIZES: Four new portable television sets (ona for each Idaho Power division), THIRE PRIZES: Four deluxe elect
(one for each Idaho Power division).

FOURTH PRIZES: Four deluxe electric steam irons (one for each . Idaho Power division) FOUR FREE LIGHT BULBS TO EVERY ENTRY

JHEGING, by three electrical dealers: plumbers, based one-half on water heater dige, one-half on your comments. Their

Flameless water heating is fast clean; quiat, dependable and carofrce ... . mother
JUST FINISH THIS SENTENCE, USING NOT MORE THAN 25 ,
ADDITIONAL WORDS: ©I think we have one of the oldest electric


## AIY

$\qquad$ STREET

Breakdown On U.S. Funds Received In Idaho Release
 diet of the stars
LOSE 10 LBS. IN 10 DAYS ON NEW GRAPEFRUIT DIET


 MOVIELANDD DIET PLAN


#### Abstract

$\vdots$






解 1070 -



## Ladies Night Set March 20

## At Rupert

# Life in <br> MAGIC VALLEY 



 Lecimmmwmumwmum $\begin{aligned} & \text { are peing made e o make the } \\ & \text { training available in the coming } \\ & \text { year to }\end{aligned}$ RICHFIELD - Richifield's
22 seniors-attended sessions of seniors -ateended sessions ay in Boise. They were ac-

companied by Supt. Neil An | and |
| :---: | :---: | The Richtield Akins. The the Twin Falls Cinema enoon to view the Shakehey will be accompanied y Walter Thoresen, English reacher. and Gary Kissler.

nother high school faculty used including embroidering de- de
signs and the usual patch work
quilting blocks Th quilting blocks. The pailts' will der during the to annual Mighest bid- ban-
quet in April will used to pay wans fortation being
girls who have ern

ual | mber. | $\begin{array}{l}\text { Salt } \\ \text { Sawards including a trip to city during the sum- } \\ \text { mer. }\end{array}$ |
| :--- | :--- |

Traffie Courts clenial and $\begin{gathered}\text { mirebrating its cen- } \\ \text { cols }\end{gathered}$
 Judge Roland E. Willis for fail- Teachers of thie group include
ure to drive reasonably and pru- Mrs. Rlchard Moncur, Mrs, Kay Dennis. 5 Kar|soni: 19, Declo, Writwher, Don Grsener, Mohn Priest, Waye
 orieited a $\$ 10$ bond in Burley of the YWMiA and her coun Police Court for failure to dis- selors Mrs. Robert Meade and play license plates.

News of Reard CASSI county $\quad$ GooDing Couñr Divorcez were granted to Rita
 peace: Dick E. Finch, 36, Bur- leen Kay Engles; Warren How
 tion Liyle. F. Workmait; 69 , Mur- ry; Danny E. Jenkins from Ma Antonio Ortez, 22220 w. Sth rixe Jenk Brian Kent Wardje
St., Eurley, 50 orefited, dis turbing the peace. Pat Rasmun- T. Coffiñ Kathryn L. Hoen on, 19, both Buriey, and Gary scheidt; from James H. Hoen Mallory. 18. Declo, all entered ton fram Samuel B. Boynto burglary betore Judge Sherren Bellwood. The trio is charged
with-the break-in of chen Carrlson break-in of the Joe
Bellwe Albion. Judge CASSIA COUNTY curley Police Blott Investigation and date for sen-
tencing will be set after Judge Miller Ave., Buriey, was Bellwg reod receives the pre-sen $\begin{aligned} & \text { lor following another washicle too } \\ & \text { Bence }\end{aligned}$ tence investigation report. All closely after a car-pickup acci-
three have posted bond which dent at $9: 40$ a.m. Saturday on

 Polimard. Insuructor, Mrs. Barbara Lajeunease is been at right MINIDOKA COUNTY Elba Ave.. Burley.. Siopped th
1969 Dodge he wave Wall
 Claude (Bucky) Bronson, 18
Paul, has been bound over
 Chatter


introduces bill



## CAIN'S PURCHASED

SEALYS ENTIRE WAREHOUSE
Their stock of mismatched, odds and ends, slightly irregular tick, etc. These mattresses are all guaranteed . . . the Irregularities only add to your sav ings.

THIS IS A ONE TIME EVENT FIRST COME - FIRST SERVED U-HAUL AND SAVE

Mattress $\quad$ Mattress Box Spring Box Spring

EVERY MATTRESS IS SMOOTH TOP OR QUILTED (no buttons) SEALY QUEEN SIZE SEALY KING SIZE $521526 \quad \$ 90$ SET FROM $O$ SE SET

Sealy.



A SCENE FROM THE fully produced Chekov farce, "The Stepanova. Mrs. Gallijan will be teatired in a full evening


## Drama Teacher Plays Lead Role

Sue Galligan is back on stage - and a very gogd thing it is to have this versatile, experienced actress with her flexible voice and sure diction performing again.
The special performance is set for Tuesday and
Blaine County Blaine County residents have a real treat in store "are at it again:" drama for the past ten.years at Wood River High School and her husband; Bill, works in the Sport Center at Sun Valley. In their spare time the, Galli-
gans hunt, fish, hike, fly airplanes and act. For four summers Sue commuted from Hailey to Buhl to perform in the summer repertory of the Antique Festival Theatre and has also worked with the Win-ter-Readers program of the group. After two sumners moratorium due to hea will be seen on stage again
Rehearsals during the year have had to be scheduled to fit the calendar of a full time teacher so the number of times to work in the drama room at the high school. During one of these sessions, Vernon Exner and some of his teaching staff asked why they couldn't see their drama teacher perform. full eveing prors ie a full evening program featuring Mrs. Galligan at
Wood River High School in March. The curtain time is set for 8 p:m. Tuesday in the high school auditorium in Hailey. The music deparment, hider the direction of Atan Bixby. ha taken over the sale of tickets and all proceeds will go toward equipment and uniforms.
produced reading, will top the bill, with Mrs.'Galligan in the comedy role of Doto. The play is based on a Roman story about a Greek matron whose de-
votion to her husband is so great that when he dies votion to her husband is so great that when he dies
she follows him to the tomb. Di Bowler plays that matron and Doto is the life-loving maid she expects to "compraion". hec to Hades. A twist on the original version is christopher Fry's invention of a soldier on guard duty"played by Ai Paul Kliss, who stum
Blos women, "dyin' to be dead," as Dotowsys.
Magic Valley theatre goers have experienced readers' theatre through Fran Tanner's work at


SUE GALLIGAN, speech, Enplish and drama teacher-at
 periormer with the Antique Festival Theatre.
the College of Southern Idaho, so this kind of performance is no novelty. Aldrich Bowler, who directed Phoenix, points out that the advantage of reading a piece of dramatic literature is the total little time or attention is given to the actual production of readers' theatre, leaving the lines of communication between author and audience direct. After intermission, the group plays Chekov's Gassical comedy, prodica several times by Mrs In this farce about love in pre-revolutlonary Rus
$\qquad$ Continued On Page A-6

## Generation Gap Is Narrowed

## By LORAYNE SMITH Magic Valley Editor

"I Could Have Danced All Night" might well have been the theme of the recent dance at O'Leary Junior High School for parents and students. Instead, it was "Bridging the Generation Gap"
and the novel idea, of providing opportunity for students to meet wiht their parents on "equal looting" y, proved most popular as evidenced by the large, enthu
The old gymnasium, which has been, the scene of Innumerable basketball games and even graduations
years ago. was resplendent with blue and white streamers and the area usually occupied by bleachers provided the proper Paris cafe atmosphere and parents. and youths mingled to rest between dances, or just visit Teachers remarked on the large percentage of students actually dancing, especially when the mu-
sic. to their ears. was "foreign:" The adults, I'm sure, found the Allan Devries' Orchestra soothingly familiar. Ninth graders actually had worked during heir lunch periods preceding the event to become
familiar with the "old fashioned" dance steps such as rox trot and waltzes. which was the goal of Norman (Duke) Wiseman, and the teaching staff, was evident in the thoughtCul way students patronized the refreshment table,

played under the direction of Mrs. Al Morgan, home economics teacher.
Even though there was the usual trepidation of some students to actually have their parents attend a function with them (one father confided his daughp.m.) many fathers seemed to be having the time of their lives dancing with their daughters, and small sons gatlantly mraneuvered their motners. while other adults enjoyed a rare opportunity to be having
fun dancing at the same place as their offspring fun dancing at the same place as their offspring. Among the beaming fathers squiring daughters were.Eugene McCoy, Gene Mcintyre and Frank at the school included the Dale Pattersons. Eugene Jensens, Fred Sangèrs, Dick Kevans and Mrs. Ora
Lee Wiseman, wife of the vice principal, who was Lee Wiseman, wife of the vice principal, who was enjoying the first opportunity to dance with her
tall sons. Andy and Jeff. The gallantry even spill
my son got home that night he to home, for when have danced with you if I'd have seen you."


PROUD OF THE SUCCESSFUL "Bridging the Generation Mr. Wiseman, Wice princtpal and dean of boym poted dhe gepGap" dance at O'Leary Junior. High School are Mr. and Mr



## Betty Canary's

Wonđerful World
Enough time has now passed and seeing an "X," Mary lou
to have given parents ample op- can say, "We wouldn't like
portunity to judre how they tike cont







 arcund the house anala sensibilities, emotional make
tecd no when an M appeared need par- are those who believe the tocal "all the other kids. get to see thater owner should be burned
"take because he's show-
"time time with a
 The featured film was a family In the end, -he'ch-freedom." the
the more risque scenes would tickets the person buying the proviews.
it seems an have seems to me the ratings $\begin{aligned} & \text { squirms, in his seat at certain } \\ & \text { scenes, his only }\end{aligned}$

 raste. It is casier now. Whilc ceveryone to his own taste and

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Auxiliary Has Membership Coffee Hovir Members ortho Maglic valiey
 During, tho moming, women anan werece introaced to vo var Vites of thairmen The ac
 hospitalthe wasis in mhenc Wayne sch
 A spring buer, at ine re
 the turneon can bo protect for Cari or Mrs. Kyinge.






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DEAR ABBY: Many timess bride on the most important day vou express great wisdom and bf her He, as she is forced




 Miss Barlow, Hellewell Set March Date HEYBURN - Mr. and Mrs Golden I. Barlow Jr., Heybburn,
announce the engagement and forthcoming marriage of their
daughter. Marilyn. ot Pariey
G. Hellewell, son of Mr. And
Mrs. James B. Hellewell, Hey-

$$
\begin{aligned}
& \text { irs. James B. Hellewell, Hey } \\
& \text { urn. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Mrs. James B. Hellewell. Hey- } \\
& \text { purn. } \\
& \text { Miss Barlow is a graduate of }
\end{aligned}
$$

 Rebecca Larsen Reveals Troth H. Larsen, Burley, and Mrs. Glence th engagament of their daughte Son of Mr. ard Mace R. Honsaker.
saker, Rupert. The couple will be.
Aug. 21 in Idaho Falls. Miss Larsen, a 1969 graduare
of
Burlay High Schocl, is a shman at Brighoc, $Y$ is -a
versity. Mr. Hunsaler Visit Slated RICHFIELD - The coming noble grand
 cussiont at the Rubject of dis- Hailey Rebekah lodge, was a
Ret

 Miss Corthell, Hartley Plan July Wedding BUHL - - Mr, and Mrs. Nellis
Corthell.
Buht, announce the ngagement of their daughter
Shirley, Ann, to Terry Hartle son of Mrs. Nell Hartley, Twin
salls. A late July wedding is plan Chu parents in Buhl. Mr. Hartley High School and is employed
by Gilobe ilt in igh School and is employed
Giobe Lite and Accident In-

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Rupert Canton, Auxiliary
Drape Charter
BURLEY - The charter was
draped in memory of Florence Ma honey; Albion, during the re:-
cent meet .ing of the Ladies Aux:-
clary 'Patriarchs 'Militant and Canton Rupert No. 19 at Bur-
ley 100 F Hall. Capt. Herbert Kennedy led the
canton and Mrs. Birdie nedy- junior_ Mast. president, Jed Mrs. Lucile Anderson was in-
stalled as stalled as treasurer by Mrs. Mrs.
Hazel schwaegler, installing of-
finer, and Ann. Dutson aide. Hazel Schwaegler, installing of.
finer, and An. Dutson, aide.
Mrs. Esther Arbogast read the annual review. The auxiliary
voted to give donations to the,
Eye-Bank and the Education Fund.
Plans
for the and the Educational of the president on the Depart-
ment Association March discussed. This will also be the
22nd birthday of LAPM the birthday Canton will furnish and dessert for a covered dish
dinner. It was reported Mrs: Zola missed from the hospital an
is now at home and Mrs. Pear Wheeler. Rupert, has been ad-A_thank-you note was $r$ rom Mrs. Agnes. Was read
Burley. in appreciation of the services of the members during
the recent death and funeral well. The members were assiched by members of Ruth Re
bekah Lodge No. 107 and Al bon Rebekah Lodge in furnish.
ing dinner for the Satctwell family. opening thought was
 vacpler. Refreshments war
served by Mrs. Anderson and
Mrs. Schweagler. Mrs. Kramer Is Guest Speaker For Grandmothers CASTLEFORD - The Castle-
ford Grandmothers Club met at he home or Ms. Chester Mc lain, with Mrs. Lillie Haugh
as the assistant hostess. Mi spoke on Flower Arrange-
sens. She told of the four ba-
styles of flower a he traditional, expressive, Ire style and abstract. The traditional arrangements
In ce ins and line use of the mas as expressive used to tell a story,
and the stye le All were
demonstrated by Mrs. Kramer arrangements using the prate containers.
The club-prasident, Mrs. Fred Prayer was a given by Mrs. Hazel
Grab, Chaplain. Mrs. Gorge Buick read, Thoughts to Live A letter from the Idaho powtrig the Best Cooks Contest to
be held in Buhl this spring was lead. Mrs. Koch also read a
doug her son-in-law and
Van Der. Mr. and. Mrs. John
Derwether. conc inn their recent activities sin cen
their move to Maryland. The courtesy charymand, Mrs.
Henry Sentten, announced were 9 greeting announced there
 reported about the death of Mrs,
Hallie Bridges, past president
of the National Grandmothers. Clubs. Mrs. Heller rand meth Mrs
Bridges at the National Grand Mothers Clubs convervilions and and
had corresponded with her Mrs. Dna Sample with head an ar-
tickle from the club magazine "Autumn Leaves." concerning
the City of Hope, the national charity project. '"Happy Birthday" was sung ter Reese. Mrs. Fred Koch and Guests were Mrs. Kramer,
Mrs. Mamie Swanson and Mrs. Fred Ringers. The next meeting
Ai the Lincoln, Courts, Buhl,
with Mrs. Frances Langord. Mrs. Hazel Conrad will assist
hor Ah white elephant sola wilt
be held Denier is the wiriest and
thickness of each thread of ny-
ton yarn The lower the denier ton yarn. The lower the denier
number, the thinner the yarn,
the sheerer the socking



 nate of Minidokia County High more at the. University
majoring in education

 his service obligation in J June
and plans to continue his educt-
ion in the toll ion in the fall.
An August wedding is planned
$* * *$
*OSS Noted

 Norris Morris was the monthly Singing Mothers of the Kimber- Panel members will include ed plaques of geometric pa A letter received a gift.
from the $\begin{aligned} & \text { lye LDS Relief Society will pres- } \\ & \text { sent the music. }\end{aligned}$ Rev, George Trobough, pastor
of the church; Dr. Con Annest Goading KKK Kos Club mem.
bears asked that members have a co
agr
cont

$$
\text { FO } \rightarrow
$$

A dash of rounded toes... A pinch of higher heels... A bit more curve . . . A bushel full of color. . . Stir in loads of


Donna Manners
Alexander Wed In Honolulu

Spanish Program Set $\rightarrow$
Drug Problems
Are-Discussed
$\begin{aligned} & \text { Mrs. A. K. Dds Introduced Cassia National Bank Each } \\ & \text { Mr Johnson. He and his son. member is asked to bring a }\end{aligned}$
$\begin{aligned} & \text { pings In all, the plant uses } \\ & \text { different raw materials }\end{aligned}$
${ }^{\text {Aram Man Nomoth }}$

Sunday, March 8, 1970 Mary Davis Art Club Officers Are Elected and packaging materials to pro-
cess Jello Desserts.



DONALD BROOKS, New York, sums up the spring, I970, fashion look with thls costume
n his collection which features the maxicoat and the tunic that turns minl when it's not worn over trousers. (UPI telephoto)
"Convẹnience Cookery" Is Extension Club's Topic
CDECLO - "Convenience [rummage sale will be lesson presented by Mrs. Ben donate articles is asked to don Smyer to members of the Declo tact Mrs. Smyer. A cake auc




 How to make a quick almond
coffeo cake wastesses demostrated scheduled for the
by Mrear are Mrs. Smyer. March: Mr. by Mrs, Smyer and later was
served io the guasts.
Swan, May; Mrr, Richard Gar-

 Lewis Jr. and Mrs. Mrs. Wayne
lor. Thase hamoned. were Mrs.
Richard Moncured
 Seens and Mrs. Glien Weeks.
Several fund raising projects
were discussed and it was dewere discussed and it was de.
cled to hold a candy sale Feb.
19 at the Declo Grade School. Members are asked to bring
therr candy to tho city Hall at
10 a.m. and assist Couple Honored At Box Social BLHL
Javecertes hocal Jaicees and
his.


 auard went to Bob Fields who
has served on and headed he
ne year. Javees presented M
The
Trenary'the outgoing president





## Girl Staters

 Members of the AmericanIegion Auriliar met recenty
at the American Lesion Hall to at the American Lefion Hall to
select the candïates for Girs
State Twe prits Delegates will attend the 1970 on the College of Idaho campus in caldwell to learn more about A tem was beta for the Giris
sate candidates and their, pait ents. Americkn Legion Auxil lary Aonated fins tozion Aucio
can to Ameri-
Legion Fund to assist
tre the repir of the Memporina


LACE FLOWER EAR clips, a Repency-Inspired Jeweled summer costume jewelry acoessories previewed at the Paris
House in Londom. The modet is Mary Pord. (UPt tetephoto)

## Heh aster

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connaissance Liaison officer at
Mountain Honte Air force Base. sons atte
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World World Wa
and the
$V F W$ No Col. Co
18 years
only Army
states

Invitations
Read For OES

Greund occupying the position o
Giris. Reconnaissance
Laison officer. He has had one
tour of duty in Germany. one in Vietnam and Germany, one
$\mathrm{H}_{\mathrm{e}}$ is $a$ in
tore
 Commendation Medar with Oak
Leal Cluster. American and
Korean service Medal and an Korean Service Medal and the
Expert Infantry Badge. In his talk, the colonel traced
the American heritgee from th
winter at Valley winter at Valley Forge to Viet
with itieating how this nation
nemi ndien its greatness from suct nam indieating Jow
derived ist greatne
a feeble beginning.
Using slides' and narration,
Col. Cooke gave facts concern-
Col. Cooke gave facts concern-
ing the people, the land and
other linghtithte of south yiet ed
nam.
nam. Emphasis was placed on
the challenge facing the modern
day soldier-that of civil acton day soldier-that of civil action
in winning the hearts and minds
of the people as opposed to deof the people as opp.
stroying the enemy. Pictures were shown compar-
ing World War I fighting equip-
mentery.
Mrs. R. R Lucke was sololst,
accompanied by her daughter Beta Sigma Phi Patricia. Manne her daughter.
time fiddter from Corrai, played
tion several violin selections, accom-
panied by Beryl Bevercombe panied by Mrs. Eva Moore poured punch
at the refresment table and
its. $\begin{gathered}*, *\end{gathered} \left\lvert\, \begin{aligned} & \text { Don Wavra, The homent will be } \\ & \text { CANDY MADE }\end{aligned}\right.$ HAGERMAN - Mrs. Sylvan $\begin{gathered}\text { Members } \\ \text { doted } \\ \text { dination to to make } \\ \text { Girls }\end{gathered}$ Clark demonstrated candy man-
ng at the recent meeting of

- patricia tegan Patricia Tegan, Budd Disclose Wedding Date
FILER - Mrs. Howard T to Ronardd daughter. Pat
si Tegan is a 1967 graduate 1 Rolvert Steur College of Hai in Falls. Salon El Margo Mr. Budd is a 1965 graduate
Valley Hi, nded Boise colchool and at An April 25 wedding is plan

eg epar taffy Made fudge and vin. were the Beehive. MIA-Maids


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Pessimistic Pote adjusted hiss Pote was in a pessimistic sey
 and led a trump to dummy's He played mopping from duam easy Both opponents followed and East had to cover. Lhe queen on be very unlucky to go down an the eight-spot inguminy dot
now." Then he came to his that discard bo Pete's played the thrree of ctump. When
West played the 10 . Pete. When smiled as he reached for
dummy's ace. "Lucky players take the sure stx." was bits lil

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| Pans 64 | Pass Pass |
| Pass |  |
| ening 1 | - K |






semer nex Lssue


Eeccuccececccececcececcelel have a soda and wa're just going to walk, lot:
just go back to my house and watch Ty!

## Out Our way






Gasoline Alley


Allioy Ood



## Checking Up

By L. M. BOYD
Girl With Younger Brother
Often Has Husband Trouble


 da.: says our Name Game -surh a manner so as to hear
man, there functions a young only the high ones in one ear
ady whose true name is Blue name is Blue yonal fashion after quer in tre- foutritend And FACTS. - As the

 with a young brother can be and spoke to us as follows:
expected to run into tr ouble "Pardon me. Would you be so with her husband. That is a kind as to buy me two dozen
theory commony held now by oysters? 1 cant ga in. It othat
the experts. What handicaps it just cant stand the smell of idea that she has learned hew out, was who wanted the oy-
to manage ann and even sers. We did as directed and thewh the may marry o - fet detbated the- mattet on thre way
 CUSTOMER SERVICE - $Q$. it hat been scientificalily proved
 TOWN has the worst traffic on RAPID REPL quite a while. Jams?" A. Believe thac's Tokyo Audrys. only about hale the girls
china Qons "IS IT TRUE Red who get engaged get. engageSo goes the report.
THE OLD SONGS A. ment rings.
Your questions and comments name the girls who popularized wherever possilite. Pliense add-


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| Ic Tank stav | $\frac{\text { Large }}{\text { Or Small. We De }}$ | weding cakes |
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supervises the hosiery from dyeing on through boarding, in
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ing, up to the final shipping
process. process.
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of superintendents and zupervisors to -make certain that the
tinal product is without flaw and perfectly, acceptabie to the re-
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nally to the ultimate
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have had in setting the plant
up and having this opening at
this time.
"We look forward to a fong
"We look forward to a long
and succesfful relationship with
the petpe in the the people in this trea. We wamt
to be si important part of the community and contributo to its
growth end succes.you ft is a plocsire io be with you for opening ceremonites at
chis time.
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Mercantile Co. The present I. D. building was built in 1906 and the Allen Mercantile was changed to the present Idaho Department Store. R. C. Beach acquired an interest in the businoss in 1908 and became sole owner in 1922: In June, 1922, R, C. Beach's son. K. C. Beach,
became manager and remalned in that position until his retirement became manager and remalned in that position until his retirement
in 1948. At that_time Hugh MacMullen became manager, retiring in February 1965 at which time Bob Harvey managed the store until March 1968 when the present manager, John Massey came to Twin Falls. Mr. Massey wishes to extend a cordial welcome to Kellwood and
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machines that determine their sizing: ward production con Andrew Ward, production eon
trol supervisor, is single, and attended Utah Slate University
He was hired in January ocal official. He had previousis His responsibility is substan orders for quantities of refelves both stockings and panty-hose.
from the various sears stores who are - Kelluwods sears onty cores
tomers. When he receiven an tomers. When he receives an
order for hosiery he passes it
atome to the-produetionder ang to the-produetion depart ment. Which can finish the th-
siery only when a specific order
is received Ed Woods, maintenance su pervisor, is better known to
Twin Falls residents as former manager of the local airport. He was hired by Kellwood specific-
ally to maintain the sixeable
'Gobs Of Shawls' Are Featured In Spring Showings. As Designers Apparently Consider Air Conditioning



Mrs. Alice Hornbaker Finishing Superintendent

Breakthrough Is Announced The Japanese companies have
coopendted in developing a sec
tiona coopensted in developing a sec
tional -warp sizing machine cooperdted in developing a sec-
tional warp sizing machine
which automates yarn dyeing Dupont nylonable has great durwhich automates yarn dyeing Dupont nylon has great dur-
and sizing operations.
It is claimed that the new on times made of nylon. Mexres



 Sincere Congratulations

machlne has a high operating
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| in the U . K . is said to reduce | Scouring Set, to be better than | in the" U. K. is said to reduce $\begin{aligned} & \text { Scouring Set, to be better than }\end{aligned}$ water use by one-half. Trials either a conventional scour o

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| COMPLETE PLANNING - SALES - INSTALLATION OF OFFICE FURNITURE |  |
| OFFICE SUPPLIES | MACHINE SERVI |

Vocational Education Direct or At College Cites Value Of Training Program Initiated To Assist Kellwood Firm $\begin{gathered}\text { Orval-L. Bradley, vocational }\end{gathered} \left\lvert\, \begin{gathered}\text { "Over the past flve years, the fications within the hosiery in employment, in sight. Training } \\ \text { covered such areas as kniting }\end{gathered}\right.$ education director tor the Col- $\begin{gathered}\text { C olle ge of Southern ldaho, dustry, } \\ \text { through its vocational education }\end{gathered}$ lege of Southern ldaho, com- department, has likewise pro- "In all areas these three in- machine repair and operaing mented, in connection with the
keltwood training program that
dreds of local residents. It was
din in


 to many of the residents of the
state of Idaho. $\begin{aligned} & \text { only would make local residents } \\ & \text { employable within a specific or } \\ & \text { cupation an atractive industry, be. knowledge of the ir joths. The }\end{aligned}$
 WILL HEAT NEW KELLWOOD PLANT

Intermountaln Gas congrafulates Kellwood Hosiery for choosing the Magic Valley as the location for its newest plant. . We also.

GAS
DOES THE [B] $]$ JB BETTER FORLESSI compliment them for choosing natural gas, the modern fuel, for the heating and water heating requirements of this splendid, new manufacturing facllity whloh-will provide many new jobs 70 or area residents.

# Pepsi-Cola Welcomes 

 KELLWOOD To Magic Valley

YOU HAVE A LOT TO LIVE PEPSI HAS A LOT TO GIVE!

# Pepsi-Cola Bottling Co. 

255. THIRD AVENUE WEST TWIN FALLS, IDAHO

UNDER APPOINTMENT
PEPSI COLA COMPANY MEW YORK

Samuelson Predicts 'New Era Of Development’ For Gem State


Twin Falls Men Find New Interests With Kellwood


Charles McManaman Boarding Department

Daughter Of King Henry VIII Described Art Of Knitting In Grammar She Wrote


Welcome Kellwood!

KELLWOOD
ON THE GRAND OPENiNG OF YOUR MAGIC VALLEY PLANT
WERE PROUD TO HAVE YOU IN TWIN FALLS

Congratulations


WE WELCOME YOU TO MAGIC VALLEY
HIISOH'S - IYNWOOD
"SHOES FOR THE ENTIRE FAMILY"

The Sears Man


Daniel J. Brown Hosiery Buyer All Sears Stores
T.F., Idaho Officials Visit Kellwood's Siler City Plant
 and educational leaders nearly Construction of the plant, a year ago clinched the decision now completed, began March
of the kelluoud Company
to 31. Iocecte a a mammoth hosiery plant Road site.
in $T$ Tin

## 

 TheJames
Orval
al
sch
 al school director: Harold O.
Hove. then president of the Hove commented that
The women do not wear slacks, Hove, then president of the The women do not wear slacks,
Chamber of Commerce: Ray
Rostron, i hat amber manager: Things ares, very che working. Rostron, cha amber manager:
Rollings are very clean."
John ellen. manager of the
Twin Falls office of the State
The announcement would definitely locate the
 Orland Mayer, Boise, director two weeks after the labor sur-
of Idaho Power Company s in- veg of the Twin Falls area,
 nought the welcome announce-part of Kellwood officials. ...

## Hello

## Neighbors!

After many years of close association with the Killwood peope, It's nice to be located in the same wonder. full city and manufacturing boxes for famous

Cling-Alon<br>HOSIERY

Were going to like it here in
Twin Falls and look forward to many years of continuous friendship.

Carolina Paper Box Company


A-10 TImes-Nows, TwIn Falls, Tado Sonday, March 8 , 1970
Airline Luggage Limit Spurs New Revolution Hz Fashions

 start a revolution in fashion. clothe that fit these qualifica- The earliest knitted hosiery
To that add the fact that youttons and also move wht ease known archaenogiss has
cant jet to thinee differcnt cli- from nne climate to another been due up in Egytian tombs cany jet to thiree different cli- from nne. climate to another. been dug up in Egytian tombs
mates within the course of a are soft, supple and-c.imay,
day
 Today's well-organized eloset the mood for shopping. What's siery knitting, however. did not hold everything from a bikini even nizer is the fact that it's teenth Century. Termed "cinyt-
to a fur coat all year-round. one of the times she really does tan." it was at handcraft car-
The first When she's looking for clothes the skin out. There's also some- The on fine wess of the all classes.


He Keeps The Knitters Knitting


Sears Salesmen Sears Өperations Range From Canada. And United States Into 13 Countries

R. Raskopf Sales 'Boss'

Sears, Reebuck and Cu.s re-ij Locally-made goods are chos-y nadian merchandising firm, to
tail operatoms range from Can- en whenever possible for sale form Simpson-Sears Limited.

 nomics, and Sears has been sa- ada. It fas some 76,000 employ-
luted for its contributions to
es. and for bringing modern retall
ing methods to the region.
in early 1967 , with a new store
 hare was an immediate suc-: in 1953, Sears joined with
store
cess. It proved American retail-
ing tin America. Sears Cuban stores
were expropriated by Fidel Cas-
tro in lit tro in 1960. panded inot other Latin Ameri-
can countries
Vat can countries: Mexico, Brazil.
Venezuela. Colombia, Peru, Cos.
ta Rica. ta Rica, El Sambia, Peru, Panama.
Puerto Rico, and Nicarager Puet hese. 10 countries. Sears
In
now operates anour 100 retail
sto stores andes employs more tetail
13,000 persons. 99 per cent of
them nations. 13,00 persons. 99 per cent of
them nationals of the countries
concerned.

WELCOME
TO IDAHO

Simplex Time Recorder Company

Extends a hearty welcome to
southeastern Idaho and sincere congratulations to

## KELLWOOD

KNITTING MILL

SIMPLEX TIME SYSTEMS

- Industrial - Institutional
- Military - Commercial
- Lopng Trouble-Froe Service
- Local or Remote Stations
- AC DC Systems - UL Listed

SIMPLEX FIRE ALARM SYSTEMS

- Attendance Records
- Job Cost Recorder
- Time Stamps
- Time Cards. and Racks
- Portablo Watchman's Clocks -

Program Systems
Service ori IBM
a
SIMPIEX TIME-RECORDER COMPANY 1138 North Orchard BOISE, Idaho


With Hand Lotion Ready To Use, Hosiery Handler. Works-Garefully
Announcement Plant Was Made Just A Year Ago
 area was made just a year and
four days hefore the grand op-
caning of the plant - March 6 , ening.
1969.
The announcement said the
plant would locate in the area it a sufficient labor pox il exist
ed in the Magic Valley area.

Kellwood Walls Deemed Unique The "double te "e system od
constructing the roo and side
walls at the a unique system that incorpor-
ales insulation with the conales.
crete.
be tee" sections were trucked to the construction site. They are superior in controlling dust
ard
and temper

## WELCOME

## To THIS COMMUNITY

 KELLWOODCongratulations...
On your wisdom and good judgment in choosing win Falls and Magic Valley for such a modern and large enterprise.

## Bertha Campbell's <br> 131 MAIN AVENUE EAST

## 

A Sterling Silver WELCOME
KELLWOOD
Why should a woman pay $\$ 15$ for a girdle when she can make three with lace trim for $\$ 3.25$. Why pay $\$ 8$ and three matching pair of panties for $\$ 2$. And. It's dies, pettipants, panties, 5 wm suits, peignoirs, gown les. Dotlipans. panties, swim suits, peignoirs. gowns "Fun Fabrics" at Skinners. And you Save

Come in and let us answer your questions and show you how to work with this "Fun Fabric." Wa have patterns. trims, elastic and all the accessories. Regis ter NOW for ling erie classes being organized l

COME IN, CALL US OR RETURN COUPON BELOW

## NAME

ADDRESS
PHONE

## SKINNER'S SEM SHOPPE

Fall Hosiery Market LooksBright For All Customers Will fall hostery buyers' see navy. Make no mistake with the what they want to see or, better word, neutrals, basics or clas
yet, will they want what they sics. foslery makers aren't $d i p$
 Underwear" indicates thery the the same, but the colors are ooked the market has seldom
 vants but some not only whe whith exposed to the the tonalities or or the ane her problems in running A complete whole, renlective o The answers to fashion, and $\begin{aligned} & \text { richnes } \\ & \text { it: to function ard: above all } \text { watch: }\end{aligned}$ xplored by thave been royally ${ }^{*}$ The neutrals, the belges xplored by those who know ex- browns, darks including now
actly what covering todyy's leg elassic Navy. Putty colors, co other parts of the body need geared to future importance as
 What's clearly about for all $\begin{aligned} & \text { Grey is still important, on } \\ & \text { reason being its unsung popular } \\ & \text { ity }\end{aligned}$ 6h is a wave of feeling for fill iy outside of Metropolitan
areas. A scill growing sales po begins with hugging textures $*$ Reds. Dark plums, a lighte


 heathery, tweded, wines or
greans of cill wear, Elen. Equally. importan
 have already picked up the mis- siery market the fall 69 no using the contradiction to des- paled to spark the Whitened and
 as one resource doss. Call It
a move to the midew of the sha doer.
ane palette.
 Jy this. The leg wears the simct-k- that meets the eye like the med
ing. It does not weat the leg. browns, pen and ink. Greens As everyibdy knows, the em- mind's, eye textures. good for
 eet has begun a meight on the temine or or townie shoe.

 up the leg the Patern: Delicate themes ar Howers and updated classical motifs etch the stocking and
panty-hose tor
 feminine styling that puts every
leof under the spell of crepe.
velvet. clinging tahrics and sheer combinations and
semi-onaque mimic the window an the Pecks of Dior introduced there for the taking the patter
meant to
lonk nf stockings that have their
discreet ways to teaming
with girdles without the help tance, according to of manufp. the garter. turers interviewed. What heavi Hosiery manufacturers kno
ness there is to the 7 eg will


 French-class that switting oin- Regardless of advertising's pro-
campuses aren't the college totype of the long. lithe attracWhat is predic
over hosier coun
color variets

Even better.
$\qquad$
 last to admit it came from his the taking. And it's a basic plu
wardrobe when he sees what fachion that answers that it
she dees with it. The unsex
 evoror: Country monors like comes susceptible to runs. Only
everen feesh.jrown spinath, a snag or break (or hot cigar City shades such a taued earth. tette ash) can start a this sometimes happe
grey. whitened and lightened newest of stockings.

## KELLWOOD

 MAGIC VALLEY
## BANTFIF FURNITURE

The‘Dyemaster’


Dick Williams Kellwood Dye Hous

Kellwood's Top Man
Finish Found
For Furnishings

##  Designed de prevent dry soi 

## CONGRATULATIONS KELHWOOD

REEDER FLYING SERVICE WELCOMES YOU


FIRST CLASS SERVICE
THAT'S WHAT REEDER GIVES YOU REEDER SERVES INDUSTRY AND THE PUBLIC THE TIME SAVING CONVENIENCE OF AIRCRAFT

- Charter flights
- FREIGHT FLIGHTS
- AERIAL APPLICATION
- MOSTAST ANY AERIAL SERICE
- Planes and helicopters
- EQUIPPED WITH THE BEST ELECTRONIC AND NAVIGATIONAL AIDS FOR SINGLE AND MULTI-ENGINE AIRCRAFT

DAY OR NIGHT

# REEDER <br> FLYING SERVICE 

CHEVRON AVIATION PRODUCTS

## WELCOME!

Fred Wenzel
Chairman Of The Board

## PRESCRIPTION

FOR A MORE PROSPEROUS KEILWOOD

A
hearfy
WELCOME TO YOU FROM

WE HOPE YOU GROW AS WE HAVE GROWN AND WE WISH YOU ALL SUCCESS

## KELLWOOD

 GOODPVEARIs Qur Product - We Help To Get Your People To Work.

## CÁLL US

The Packages Take Shape


Stamping Cling-Alon Boxes
Rapidly Changing Hosiery Market Offers Challenge To Manufacturers; Growth In Many Directions Cited A rapidly changing hosiery, stocking combinations. for sale education. Seventy-five per cent sumer wants to know about the
market challenges manufactur- in the foundation department, of all women who buy nosiery fit or performance of an them,


 and Underwasa
declares that:
 bers and new idats. new ion-
pruaches shake mp the estabproaches shax
lished routine.
 isting markesing and adveris.
inp
intrections. The pendulum on social
fast.


The pepperree
On the boulevard in the LYNWOOD SHOPPING CENTER

Inspections Are Continuous


Panty-Hose Are Checked Thoroughly

## CULLIGAN WELCOMES KELLWOOD TO TWIN FALLS



We are proud to have been selected to fünish Kellwoods new
plant with the finest, most complete Water Conditioning Equip plant with the finest, most complete Water Comationing Equip ment.

- AQUA SENSOR WATER CONDTTIONERS
- CHEMICAL FEEDERS
- AUTOMATIC SALT SERVICE
- AUTOMATIC CHEMICAL SERVICE
- FULL SERVICE ${ }_{x}$ CONTRACT


## Culligan.

WATER CONDIIIONING
627 2ND AVE SOUTH
PHONE $733-2421$
TVIN FALLS

What It's All About


The Raw Material:
Knitting Machine Bobbins

## Welcome

Kellwood!



## Building Twin Falls with better banking

First Security is known as "the bank that-gets thing done." Business and industry large and small, as well banking service includes a wide variety of Savings and Checking plans, Loans of all kinds. Money Orders and Traveler's Checks, Safe Deposit Boxes, Bank When you need a bank, see First Security-the billion
dollar bank.

## First Security Bank

## Busy People, Machinery Make Up The Heart Of A Hosiery Plant



Looking For Snags, Flaws


Plenty Of Work Awaiting


CALL RTTP FOR ALL YOUR CONCRETE NEEDS 7/33-5933

Informal Conference

## ,

ADDRESSOGRAPH.MULTIGRAPH COKPORATION Welcomes

## KELLWOOD COMPANY

to the Intermountain Area-

Adidressogropf

- Addressing Machines - Repetitive Writing Equipment Data Collector System - VariTyper Machines - AM 725 Photo Composing Machine
Varitupar

Copier-Duplicator - Multilith Offset Duplicators - Olfice Electrostatic Copiers - Paper cutters, drills, etc.
$\therefore$ :
Addressing Machines - Composing Machines - Electrostatic Office Copiers - Offsetugiviticating Machines
A ... helping people communicate

## RTP

Ready To Pour Concrete Co.

## WELCOMES KELLWOOD HOSIERY PLANT



A HANDSOME ADDITION TO THE
TWIN FALLS BUSINESS COMMUNITY
R.T.P. PRESTRESSED DOUBLE TEE ROOF BEAMIS AND COLUMNS CAN BE SEEN IN THIS INTERIOR VIEW WHILE UNDER CONSTRUCTION.
PRESTRESSED DOUBLE TEE ROOF BEAMS AND WALL PANELS. PRECAST COLUMN GIRDERS FOR - BECIGF VEASHTHITF

- ECONOMICAL CONSTRUCTION - LOWER FIRE NSUURANCE RATES

PRESTRESSED CONCRETE BY-R.T:P. IDAHO FALLS AND BOISE PLANTS
READY MIX CONCRETE BY RTT.P. READY MIX CONCRETE BY:R.T.P., READY TWIN FALLS , PLANT

RIP DOUBIE IEES ARE USED FOR EXIERIOR WALLS



- . - Eunpma


Boarding Department At Kellwood Is A Growing, Bustling Place,


about five yards in length. The This represented a total liajig has working width of 63 in . bility of sit.3 million. This com.ches and a dye liquor capacity pailion liabilities for the year of about 2 to 13 gallons. Batch 1967 . of about 2 to 13 gallons. Batch
rollers are approximately. $71 / 2$
inches In diameter. Cloth speed
 averages 17 gnm. Reversing me-- Sub-contractors for the Kell-
chanism, controlled choth ten- wod hosiery plant range in lo-
sion, and heating by hot water. , cation from Twin Falls acros.
sten
 the features of the new jig. $\left.\right|_{\text {Boise and North Carolina. }}$


Our Best Wishes
TO TWIN FALLS
And

## KELLWOOD

We are pleased to have supplied power plant and neferd. ed equipment for this nutost modern facility.

NORTHWEST
POWER PLANT
EQUIPMENT COMPANY
607 THIRD AVENUE PHONE 206.622.4730


The 'Trainer'


Linda Wilson, Of North Carolina She's Here To Help

Meeting On Cloth Trade Is Conducted

 $\left\lvert\, \begin{aligned} & \text { sophistication and awareness } \\ & \text { tee demand of quatily } \\ & \text { The nedr }\end{aligned}\right.$ The needile erades have ente
ed the finishing scene with post cd the fininhing socene with pos
cured ginmens. Coopration be
twen the textile
 communicationperation chro through
to bind the two se thents of

 Interest ran thigh in the full
schedule of sessions, which was.











 prosperity-p for the firms abil bullet-proot by incorporating ti-
 in weaving and innshing were texibility is saig to be retained
unkhown
ad unknown several yars, ago. The use by militing proteclion for police, and
advent of permanent press, oothers.


Lynwood Realty
LYNWOOD SHOPPING CENTER

Spring Fashions Indicate That Skirts Will Stay Short As 'Maxis' Expire

 Will Mret New Demands

 exchlise colorings and printed an axperienced, staff:
designis?
are nexible, low-cost technol- In a few words: good tech-
nanagement. ogies availiable in dyelng, print-
onical managemen.
Can the industry deliver a $a$ fint
CEATURES Mg. and Inishing aoube kn fist
Can the industry deliver a fin-
ished labric that will pertorm? features The answer to aH these ques-
tions is a
Dupont nylon is smooth, easy he nysh and dries quickly... equipment is most certainly nylon hoslery is heat-set,
available and becoming more and never loses its shape.

> Congratulations Kellwood! you chose the Bahnson Company to provide climate control for your new knitting mill.

## Now sit back and breathe easy.




Women At Work


Fine Detail For Quality Hosiery

'Modesty Curtain' Hides Knees

## WE JOIN IN EXTENDING <br> BEST WIHES AND A WARM WELCOME TO

## THE

 KELLWOOD COMPANYCONGRATULTIONS
FROM
YOUNG'S DAIRY
'Dynamic' Decade Foreseen For Hosiery


| and at hand <br> Retajlers have recognized the change in women's dressing preferences, their desire to streamline to fewer undergar ments, and in 1970 retailers will capitalize on this trend. <br> "Already clear Is the continuation of affluence - continuation and broadening computerthan half of the family unis in the U.S. with annual earnines of more than $\$ 10,000$ in the second half of the next decade, now in the so-called middle income group. Financiers predict that while money may continue to be expensive, consumer cred- it will become casjer as we approach the charge-card man's dream of a cashless society. <br> "With all this money available and casy to spend, who will be spending it in 1979? So much has been written and rehashed that it is gratuitous 10 more than mention it again. Youlh will be as youth now. A. volatile. w de-open market that can be sold moon-suits one day and a welschmerz age :t never knew flike the thirties) the next. And 'south' has a tremendous influence on the opposite end of the miarket. <br> We ran't call them the old folls, because in fashion no bedy ever gets old. But whatever they are called. the mature swingers in the market. And the overwhelming presence of youth, along with more accent on keep(through new fitness programs. new f iness foods and new "fitness fibers' means the soc al Security Set will stay active in the market. <br> "Where and how will all these young swingers, mature swingers and people in the midde buy hosiery products in 1979? The pendulum now is moving |
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at a great rate foward more
sell-selectuon-in alt kinds of out lets as service people become
les. That trend along with scarcer. That trend, along w!th
fast-ctang:ng products, will put a bigger selling obliqaticn on packaping and point-of-sale pre-
sentation. packages and display will have or integrate even merc closely with media advertising
for instant identification. "New techniques will "New techniques will Rive
package dosigners a greater package
freedom in exploiting new or old ideas in a wide-open effort
to make graphics communicate to make graphics communicate
the idea and the mood of the product. Just as the art nou-
veau of the $20^{\prime} s$ became mod veau of the 20 s became mod
in the Psychedelic 60 's with the
addition of light and sound so addition of light and sound, so
will we see preat inrovpitions Nil te he see freat attention-locus-
in
in in the 70 's. Photograrth ing in the 70 's. Photografty and
printing, tor instance, are taking tong, fast steps together into computef processes that w:ll helo make 70 sackaging more
compelling by far than the pres-

The chemical, film, and paper deople are having their own
product revolutions. By 1979 new materials will give minutacturers package porsiblitites
as different from 1969's as the
 different from p pusteboard ho-
siery box of 1919 . "Lasty, the ssstems anproach ing. just as it is being used to put men in space. or on
the monn. In packaging. th:s the monn. in packaging,
means an all-encompassing ap-
proach one tat coniders proach, one that considers la-
bor costs. transportacion. pro-
 chandising effectiveness. In the
years ahead the hosiery yerrs a ahead the hosiery park-
acing industry w bll be supplying
nol not just a paccasiing service but
offering a marketing system. "It has been sa:d that 'the med:a is the message.' In 1979 ing in the direction of 'the prod uct-package combination in the
sale?.:


Complex Procedure Is Required To Manufacture Ladies' Hosiery



| threeppound bobbins faster than the eye. can follow. (Nylon thread, surprisingiy, perhaps, is snow whlte.when it is produced; the stockings are dyed to the proper shade later in the prot duction process.) | parment to a tuining machine where they are llipped wrong side out by a blast of compress- ed air. They are steamied and the toes are sewn shut by an other battery of young women and sewing machines. |
| :---: | :---: |
| The Kellwood knitting | At this point, the stockings |
| mant-presenty-hat- bout | cre dfverted depending on |
| machines a total of 700 when | whether they are destined to |
| fully equipped, according to |  |
| bart. Schuitz, knitting and fin- | hose. If the order is for regular |
| hing sup | stockings: the unfinished hose |
| The stoc | are stored until called for, then |
| with the | dy |

ordering department.
Thi. dyye house is another
ascinating operation to watch. Tascinating operation to watch.
The dyeing wats. ook like large
horizontal washing machines int Which batches of hose are tam-
boled through a series of baths
 are boarded, or given the
proper shape for a lady's heg
in in a steam process.
Inspections of the stockings
are frequent throughout the pro
cess:-at cess:-at every majot point. in.
cluding toe - sewing, dyeing,
boarding, tinishing and after
they are completed, eag personnel watch for imperiec-
ions that watl tions that woyld mar the tin-
fshed produt? In addition, department super Intendants frequartment wis in in-
spect Individual pieces of wint spect indivilyual pieces: of work
at wartoters points throughout the process, as a check on the work
of the women
The production of panty hose The production of panty hose
requires several additional steps inclures several the sliting of the tops
of the stockings to allow tadi of the stockings io allow addi-
tion- of the. central portion.

Again inspections are frequent
throughout the process
Behind all this complex ne work of production is the pro duction ordering department.
Before a single plece of hosiery can be manufactured, it mur be ordered rom the retpal out-
tet Andrew Ward, duperinten-
dent of dent of produrction ordering
handles this department harict invory Strict inventory control is es-
sential or proper ordering, and a complete inventory iol ever stocking in this entire plant."
is given Mr. Schultz every day.

## Welcome To MAGIC VALLEY



# KELLWOOD COMPANY 



Some Areas Are Quiet

'Raw' Yarn Is Held In Storage


Bins To Hold Undyed Hosiery

## Chronology Sears 'Quiet-Room'Provides Absolute Of Knitting <br> Silence To Test Merchandise Quality

Is Reported ${ }^{\text {- }}$ 1951-First stretch fabrics an-
pear in. European slacks and
sportswear. teess than Ho-mit
lion dollars in textured yarns
sold in U.s. sold in U.S.
1933-Streth yarns launched
in-staits. -With emphasis orn the
one-size -1956-New cr:mp technique in- in
troanced by Barcrof ing arts. provide a new market
for stretch rylon.
 in U.S. market. following, the lien
lead of Europe.
1959- Set polyester



$1967.68-$ Set polyester double.
knits reach volume sales. Finer knits reach volume sales. Finer
gauge fabrics, baunched. in Eu-
rope, move knits into high styl rope, move knits into high styl-
ing with strong resemblance to
woven fabrics. Mid - $1968-$ Stretch stockings
for $\begin{aligned} & \text { Firmly } \\ & \text { Opaque established }\end{aligned}$ for women firmly essablishgs
Opaque and fishnet elfects be-
gin to level off. Men's looms as a new. Market. Wear
lured yarns approach 500 - mil
lion-dollar volume.
 shirts. Growing use of stretch

nylon in a fircular $-$| nylon in circular knits for wom- |
| :--- | :--- | :--- |
| en's swimwear. |



Can you lmagine a room sol watiched children playing. A stu-l aratory team. other engineers
quiet you can hear the blood dy convinced them that the area figure out how to make more quiat you can hear the blood dy convinced them that the area figure out haw to maxer more
pounding in your veins?
 Or a mathine that dores no-
hing att-day-but -ip-and-unzip
 ackets and dresses?
and-ynzip mores they-aidd and-mothers-thing rom col
would be saved hours of mend- fugal pumps.
Or an incubator used to raise ing. usands of carpet beetles? 11 Sears product engineers make sure manufacturers follo hiy're. part of the equipment cant fonds the answer in the specintory, they run Seans laboratory. They dictate intines in Florida cest boats and water repellency, color, performotors. A fleet of cars and mance, endurance, fit, purity or
trucks in Texas test tires. The proxas test tires. |accuracy. Nearly $\$ 1.5$ million in One product engineer is only equipment is used to make the
onder of the Sears lab- tests.

NEW

## KELIWOOD

ON OUR SOUTHERN HORIZON

WHEN LOOKING FOR.A FASHION WARDROBE THAT LOOKS LIKE A MILLION AND NOT A
MILLION OTHER
SHOP HERE - FIRST

## Onneis 136 Main N.

 733-2255

CURTAIN GOING UP ON THE NEW.
KELLWOOD HOSIERY PLANT

It is always a pleasure to congratulate any company on its expansion and Kellwood is no exception. We are pleased to have been selected Welcome Kellwood to furnish their new Twin Falls facility with the finest in dyeing equipment. Such as

Rotary Dyeing Machines Dyeing Equipment Tumblers for Dry Plant Extractors

OUR HEARTIEST CONGRATULATIONS ON THE OPENING OF YOUR NEW MAGIC VALLEY PLANT
BF.Goodrich

THREE LOCATIONS IN TWIN FALLS KIMBERLY ROAD O.K. TIRE NORM'S O.K. TIRE BLUE LAKES O.K. TIRE
Konny and Don, Twin Falls : Floyd and Tom, Twin Falls $\quad$, Diak King, Twin Falls

Big Machinery For A Mighty Big Job

Sears Official Says Area
Is Ideal For New Firm
From the merchantespont of is an essential -action to bo con
vient TWin Fands is an ideal sidered in servicing our stores









WELCOME KELLWOOD
TO YOUR NEW LOCATION IN MAGIC VALLEY FROM OUR
NEW LOCATION
IN TWIN FALLS 319 MAIN AVE. E.


Welcome Kellwood!


## HAPPY TO HAVE YOU IN MAGIC VALLEY KELLWOOD

WONDERING WHERE T0

## BUY

YOUR

## APPLANCES?

Confused by dozens of different brands, the hundreds of different models, and the range in prices? looking for the "best buy", but not certain that you've found it? Why not visit $M$ \& $Y$ Electric, where appliances and $T V$ have been our business for over 25 years? At M \& $Y$ you'll get "straight-talk'" . . . our sales counselors will advise'you on the model that's best for your particular need . . . and ypu'll be able to choose from America's most famous Brand-Name Appliance and TV . . . built by

HERES WHHY YOU SHOULD CHOOSE M Y YOR ALL YOUR APPLAANEE-NV PURCHASES!


## Need To Know Your Size?



Chart-Printer Helps Shoppers

## ROPER'S <br> OF SOUTHERN IDAHO IS HAPPY TO WELCOME THIS NEW MANUFACTURING FACILITY TO THE AREA <br> KELLWOOD

WE ARE PLEASED THAT THE keILWOOD COMPANY IS MAKING THIS SIGINFICANT CONTRIBUTION TO THE GROWTH AND PROGRESS OF OUR MAGIC VALLEY

## Old-Fashioned Word 'Pretty' Is Revived <br> by gay pauley

UPI GAY PAULEY NEW YORK (UPI)-A new,
decade Is almost.here and with it comes an old, familiar word in fashian-the word pretty. Praty is a tapin adjective to
describe spring 1970 trends in
feminine apparel, but that is what's happarel, but that is of tough harsh clother withlot of construction. Now. the collections.
"It's going to be chic to be prettse li's going to be stylish
to be feminine. says designer

Ceil
pro
fab
th
sth
th
tr

w
an
in
sh
pr
re
ne
a
 flgure, crushed velvets in
spring
crepes,
orghanzas, and chilfons. crepes, organzas and chilfons.
The frills are back in the form of rofted neekthes-aind
sleeves, starched lacy trims, sleeves, starched lacy trims,
the familiar white touches on
navy And with it all for the familiar white touches on
navy And with all, for
evening, designers again are evening, designers again are
cutting. big tatering sleeves;
slaching waistines and plenging cutting big fiatering sleeves;
slasing waistlines and plunging
The look Is pure Vlctoriana.
except for the necklines. Even
the har styles are affected by
the hair styles are affected by
this "prety" .look-the hotest
this "pretty" look-the holtest
syyle $n$.the big, salons is the
Gibson Girl, piled high onto the
frown and up off the neck
copied right from Charles Dana
Gibson's drawings.
Chrentar and pleated, feathy earmark the trend too One master of the ultra-feminine is Ferdinando Sarmi who puts feathery borders, on- silk prints
of his long formals with their swceping skirts. Typical: Tea ters dyed to coardinate border
a big shawl a big shawl which wraps a
handsome
The entrance, The works-in a pink and green
silk floral.


All the folks at Cain's bid you welcome. Your choice of Twin Falls as a location for your new plant will prove, as time goes on, to be most fortunate for you and all of Magic Val ley. The red carpet is our way of SAYING WELCOME.


204 Maln Ave. N.
Phone 733-7111
TWIN FALLS

Complex Machinery...And Lots Of Space ... Are Essential


Personnel Shun Night Work, But Prove Capable And Efficient, Official Says




 There is no craining program day's-work, -he added, is of employe benefits, including, $\begin{gathered}\text { of } \\ \text { The shipping division }\end{gathered}$


 needed as "fixers" or techni- personnel - when people are states-it holds the official title
cians to care or the complex
kniting maceded in a particular position. "This ts a very skilled job: $\begin{aligned} & \text { the supervisor forwards a } \\ & \text { quest to the personnel offce. }\end{aligned}$. $\begin{aligned} & \text { North Carolina, } \\ & \text { and }\end{aligned}$


MARLEY MEND-MORE INC. of New York
extends its heartfelt congratulations

KELLWOOD COMPANY
and to its Manager,
Bob Matthews
on the opening of its Twin
Falls Plant; the most modern


And The Constructon Is Vital

## We're glad

 Kellwood's management found what they wanted in Idaho

We are Inclinegd to believe that the Kellwood management stole a march on the whole textile industry in the wisdom of their site selection. Because of the ready convenience to western markets? Yes. Because of pleasant climate, good schools, stimulating recreation areas? Yes. Because TwinFatts-is-aleant prosporoucr friendy-community? Yes. But most of all, for the reason Kellwood people have already expressed, the quality of Idaho peoplel

|  | We like to think the pioneer heritage still lives in the attitudes of our people. That nearness to nature makes for |
| :---: | :---: |
| $\begin{aligned} & \text { WHAT'S } \\ & \text { DIFFERENT } \end{aligned}$ | healthful living. That old-fashioned virtues are respected in high degree, including the desire to give a day's work for a |
| ABOUT IDAHO | day's pay. <br> The wide open spaces and mountain grandeur inspire an attitude toward living that is-one-of-rdaho's priceless as- |
| PEOPLE? | sets. And it results In wholesome relationships among its people. | will continue to discover the many attributes which make Idaho -and Idaho people - unique:-



The "Snack Shop". For-A Moment Of Rest

Canteens Provide Food, Respite From
Work For Kellwood's Many Employes
When break and lunch time . Tha cantens are auraicherepartmend and-another-by the hosiery manufacturing plant, in brown, gray alld white, encir, the greige fintsh employes, of black red! Empers employes may go to three can- blue, brown, yellow and beige. eachphoves get two reyt breaks
teens proxided for their uise. teens provided for their use. - The fobitrs, all champagne- of warying pongth. Emplopes are
Training Proves
Easier Chore In
Twin Falls Area


 Alee Hornaker. thishing su- are alwasis problems with peor- in work areas. As any wonnan
petintendent for Kelfwod
hosiery factory.



THE A. C. HOUSTON LUMBER CO.

Wish to Extend A welcome TO TWIN FALLS TO KELLW00D AND A THANK YOU FOR SELECTING US TO SUPPİY BUILDING MATERIALS FOR YOUR NEW PLANT
THE A. C. HOUSTON LUMBER CO.

"quality building materials

COMPETITVELY PRICED".
301 2nd Ave. South PHONE 733-2214 TWH FALLS:



Preparing for Panty-Hose
Making.Ladies' Hosiery Takes A Lot Of Compressed Air In Various Jobs


2
Congratulations
to all our good
friends at
KELLWOOD
on their
Grand Opening
in Twin Falls, Idaho
the very best of luck and many years of
great success and happiness.
HOLT MANUFACTURING COMPANY

Burlington, North Carolina
'Leg-Watcher' Notes Changing Scenery

# CONGRATULATIONS KELLWOOD BERTIE'S WELCOMES YOU TO MAGIC VALLEY 



FRESHNESS
MAKES THE DIFFERENCE

## Bertie's

## FLAVOR FED

## One Of Magic Valley's BEST KNOWN LABELS

- BERTIE'S PROCESSES OVER 8 MILLION POUNDS OF POULTRY ANNUALLY
- BERTIE'S HAVE OVER 120 EMPLOYEES
- All POULTRY IS GROWN LOCALLY
- BERTIES HAS SAIES OFFFEE IN BOHEE EWHSTON
- GROWING WITH MAGIC VAlLEY AND HELPING MAGIC VALLEY GROW FOR 33 YEARS.


## BERTIE'S POULTRY FARMS TWIN FALLS, IDAHO

# Wetcome 

A few years ago the clickety-click of mom's knitting needles meant a fine new garment for someone in the family.

The clickety-click we hear today also means a fine new garment, and a whole new economy for Magic Valley.

To the people of Kellwood Hosiery we say thanks and welcome to the family.

## sen TWIN FALLS Bank \& Trust



C-6 M!mes-News, Twin Falls, Idaho Sunday, March 8, 1970
Publicity Is The Thing

. . And They're Made By Kellwood!
Sears Ads Portray Ladies' Hosiery As
A Real 'Standout' Item Of Clothing
From the merchant's point of ested in supplying my customers! "Twin Falls is uniquely situ
view. Twin Falls is an ideal - the Sears stores - with the ated in that no sears store with
place for a hosiery factory such




we were impressed with the he
triendliness of he people. the
cooperation of all of the organ-
tization
izations with whom we met, all
of whom have been so helpful.
The economic considerations Textiles Is
The economic considerations
Were also a positive factor
which made this community a
most attractive
which made this community a
most attractive one in which
to build this-tacitity
tobuild this facility
"As a merchant, I am Inter-
Expansion Of Kellwood Is Contemplated



Length Of Legs Is Vital:In Determining Stocking Size
Often women forget that the length and dimension of Fheir legs are as important to correct fit as the foot size For stockings that are too long or well, and paturally, can't flatter the leg as they should. Indou "always buy medtum length" or are not certain what your correct length is, do this: 1. Measure your leg from bottom of the heel straigh or the loundation 2. Dote the shape of your leg-slender, average or full lempths and a very generous, leg that measures 3 inches in length;will require a slightly longer stockin than an average, leg of 30 inches. Women who hav grown heavier, top, and who still select the same length as when their legs wo tight. A simple re-measuremen can give them worlds of new comfort and wear
A stocking fits well if:

1. It doesn't bag.
2. It can be fastened without folding the welt.
3. It can be fastened without stretching the welt
4. The seams stay straight after initial adjustment


LETUS LIGHT YOUR WAY...


LIGHT HOUSE



## Kellwood's 'Dye House' Gives Color To The Whole Business



Getting The Equipment Ready To Go

Kellwood Workers Are Learning Many New Terms In Understanding Trade Many new terms are being the fower-the denier, the thinner at the Kellwood
nection with the
ladies' hosiery.











Nylon Yarn
'Remembers'

 stocking . with hoth a high almost undetectable from the Stretch hosiery: Slockings knit the delicate shade that lactie
course count and high gauge regular knit.
 denier yarn is used.
Deml-toe: the reinforced area of fiber. $\quad$ they adjust, to fit individual tont during the manufacture of ny
 Denier: the thickness on the
Dlot
alon yarn Generally speakine

Costly Machine Prints Chart For Hoisery

The shze and information chart found in avery package Cling and is one exmmine orom sears to meet the needs of the cond Addremachine, produced by the





GEM STATE PAPER CO.

WHOLESALE PRODUCTS AND SERVICE

## $\square$ <br> SUCCESSSFUL FUTURE AND ARE GLAD TWIN FALLS \& MAGIC VALLE <br> WEICOME KELLW00D



WHOEESAE PRODUCTS AND SERVICE


Sitain heat hates.s.t.tar thel Three Colors Go



Two Vats Can Handle 600 Dozen Pair

Dick williams, superintendent of 'TROUSER' COVERED LEG | the dye house, mixes the colors |
| :--- | :--- | :--- |
| on order when a batch of hose term "hosiery" came |
| On | is ordered by the production $\left\lvert\, \begin{aligned} & \text { rom the old An a tight Anglo, Saxon } \\ & \text { "houser that } \\ & \text { control department. }\end{aligned}\right.$




moisture, gives the hosiers its $s$
final size and shape.
give the dety of combinate shatings that
inilady

## 位 one reason <br> we say business

WELCOME KELLWOOD

is looking up KELLWOOD is in town

$\qquad$

## Kellwood-Meets Apparel Needs Of U.S. Consumers 'From Skin Out'




 manufacturer, since 80 per, cent thorn Division's long-established, be sold on the open market
of its sales are in in ths area, program that has developed through ts own sales organiza-
Kellwood derives a substantial numerous tent and recreational toon.
 sate of tents and sleeping bags a lent with a removable in - pany sales and profits through n








 ath in earnings on invested opment, expansion of company



 umer market. American con- develops over-all company pol- through combination along prod


 staffs provide a valuable mer- president that "The company cinue to soarch for and Mississippi, one of the cookhaven
 and ismpany continues to ex- expand our presem produc research and lines.: ing shorts, and wortswerar. walk
 nethods. Research on improv- bilities of broadening sales dis- thatsands of retailers in every




Resoarch directed ton a $\begin{gathered}\text { d } \\ \text { product improvement is aking } \\ \text { place in most Kellwood divi- }\end{gathered}$
Plant Infirmary Is Designed sions. One of the successful in- Fō Fimployee Fmergencies.
novations that has resulted from
this research is the development nylon yarn combining both high elasticity and recovery prop facturing plamt in Twin Fallt is plane reaches ohe that to to tree
erties far beyond those of con- an exceptionally safe operation. fourths its employe potential

 tights pursuant to Kellwood's near the boardilng deparment
patent.
 crease in sales as more women injuries. infirmary on the west The infirmary will be gen
discover their superb fit and The int

 tricot fabric a moisture-absorb- date pre
ing skin which reduces the stat- treatment.

## A WARM AND HEARTY WELCOME TO KELLWOOD COMPANY NOW'S THE TIME!

YES! Now is the time to make arrangemonts for all your needs in -

# PIPE and <br> STEEL FOR THIS SPRING 

## SPECIALS!

WE HAVE MADE SOME SPECIAL BUYS ON CERTAIN SIZES CUSTOMERS.

## CONTACT US FOR PRICES SOUTHERN IDAHO

# We Offer Our Sincerest Congratulations 

# 10 <br> KELLWOOD 

AND ALL THE FINE PEOPLE WHO WIL BE THER EMPLOYEES

##  <br> PONIIAC - CADILLAC - GMC IRUCK <br> BOB REESE <br> DODGE - CHRYSLER - IMPERIAL

BILL WORKMAN fords

GLEA JFANANS YOUR CHEVROLET DEALER

ABBIE URIGUEN
BUICK - OLDSMOBLLE -OPE

EMMETT HARPISOA MERCURY - LINCOLN

HANK WILLS
MYMOUTH - TMMELE - TOYOTA

## There's No Lack Of Work For The Busy Ladies At Kellwood



Boarding Shapes The 'Socks'

Early-Day 'Stockingers' Lived Lives
Of Misery Under Primitive Conditions In contrast to the modern, air- anger mounted against the un- the rancld lubrication known as
conditioned, brighty lighted fair conditions imposed on the lather, was reminiscent of the
 as an historian of the elghters, protect them, and it beane "To complete the scene there


 in the first half of the nineteenth the historian said.
century were primitive and dif ene frames where mosty wareness and crudity of the
ficult. Though many hundreds
whe ficult. Though many hundreds
of frames had been constructed in small shops with low ceilings or in a specially build ine fressant rumbling of
thes would have been tor paratively fortunate few comid upper storey of the house, and ment to the neurasthenic person
obtain work. Even then, their theams which supe of the oak of today but o the stockinger pay amounted to barely, seven! the slame which supported the rat. was the typpe of music he lov- of the latter, ed. The old stockinger was bor
 In today's Kellwood factory.
workers use mactunes provided
by the company that cost from tundreds to thousands of dor
airsi sion for a sewing machine

WELCOME KELLWOOD
s6.n00 for the knitting machines,
and 10,00 for a single label-, From your neighbors to the north, peenth century the poorly paid $\quad$ Distributors of "Clark"' Material Handling Equipment .-- and 'Allis-Chalmers'' Construction Equipment.

## HENER

So. Wasd. St, 733-5621 Twin Falls

## WELCOME KELLWOOD

We are pleased to have been selected to do the srone and block work for your beautiful new fäcility in Twin Falls.
D. R. and D. MASONRY
DICK WALTER, RICK WALIER AND DAVE ALIEN


Three Needles For The Toe-Sewers
Ray Rostron Says Plant Is Milestone
for a national company "The tremendous investment ${ }^{\text {ting }}$ 角 Kellwood officials for choos made by Kellwood in our com- Commerce is proud to haver had made by Kellwood in our com- a part in bringing this company
munity exemplifies their faich
To Twin Falls.



## BEAN GROWERS WAREHOUSE ASSN.

## THE KEY TO

- Efficient Service
- Quality Products
- Modern Equipment


1.BEANS . . . top quality beans . . . certified or commercial. Pinto. Great Northerns. Pink and Small Red Seed Be
3.

CHEMICALS
proved for top results in Agery way. Custom application or incorporation avallable. Eptam, Tillam, Di-
Syston, Treflan, Ro-Neet and others.



Contact your nearest warehouse man-
earest warehouse mancomplete job in fertilizers and/or chemicals or. call 733-7132. Twin Falis pervisor.

WAREHOUSE ASSOC.
Twin- Falls - Jerome
Milner

GREETINGS TO KELLWOOD
. From one Macic Valley Industry to another

# WELCOME 



Not so long ago both of us were new to Twin Falls and the Magic Valley. And today we feel that we have been accepted as a welcome addition to the community.

We welcome you to this great valley. You will find everything here to make your new plant the success you expect it to be. Schools, churches, fine facilities, good homes, unexcelled recreation areas . . . every thing that makes a community a good place to be.

## From ‘What's Kellwood? Query To Grand Opening: Just One Year

| A year ago this month it was announced Kellwood would come to Twin Falls. <br> "What's kellwood?" the man on the street asked. <br> plied by the many men and women responsible for bringing one of the largest hosiery manhio. <br> Kellynod officiads iwere looking for room to-expand. They wanted a city of about 20,000 the usual industrial questions had to be answered. How are the city's schools? The recreation? The labor force? <br> Officials of the company from the' Siler City Division in North |
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| Carolina looked at Boise and want to make a hasty decision. although Idaho looked like the place. interested in bringing a non-pol-luting-type of industry to TwinFalls, met with the Siler City memamt a tour of tragic Valtey was arranged. and ready answers questions. Rostron. Twin Falls Chamber of Commerce manager. promotyou could golt in winter (some(in certain places). and other Fatis. |
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${ }^{6}$ Carolinas' Feel Snows Of Winter North Carolina isn't all that
summery the year around. conNorth Carolina isn't all
summery the year around. $c$
trary to the thinking or Mín trary to the thinking or Thing
Idahoans whe think of the
olinas as the "Dee Sout." olinas as the "Deep South."
Many of the North Carolin
tolks helping to set up the Ke Toks helping to set up the Ke
wod plat in Twin Falls s
this winter 1 Int really so mu
differemt fromt their hometow weather.
ter haure having a better w
tere than we usually h back home ${ }^{\text {. }}$ Scott Stringer,
gineering superitendent. sa
Snow and cold wenter now and cold weather are nat unknow
inge No
see.


 Color Dynamics Plays Part In Kellwood Decor The science of "color dy
namics. has played a large pari
in Kellwood Companys pant.
R. M. Matthews. plant man Rer. said that color of the surroundings is important to em.
plove morale. Bright. cheerfu wall colors and a proper light
ing level will make work easier
and more accuare ang more accurate. work easie
coler experts from the Du
Pont Corp werm called in to Pont Corp. were, called in to to
suggost tho- dobor for the Kelt
wood plant, Mr Mather As a result, the walthews said
ed bright colors. and avint
erestrooms are tlight and cheery
res LARGEST IN WORLD
The United States hosiery in-
dustry is the largest in the
worrd. The tooal production in
a single year averages in dozen
pair for each person in the na-

## The Finished Product



Conference Room Incentive


The headline th the Times-
News March 26 read
Okays' Host News March 26 read: "'Kellwoo
Okays' Hosiery Plant In T. Fi"
Kellwood officials weren't in Kellwood officials weren't in-
active during this two weeks.
At the time the anmouncement came thruenh it wasnouncomonorn
ed Kellwood tiad purchased lan or rhe Airport. Ruad and pland
were under way to build a were under way to build a mod-
ermar's time. Construction cost was.estimated at s1. 2 million, and within
days after the decision . was days after the decision. Was
reached the land was being sur-
veyed and marked for construcThe VanAuker Construction The VanAuker Construction
Co. of Caldwell was selected as
the contractor and by the end
of spring. the outine of a build-
ing was seen on the once impty, of spring the the antine of the end
ing was send-
land sen on the once empty.
Kellwood then asked ot be Brough
Ever
then
tracto
busim
was Enerrage
hen tragedy
ractor, R...
namess trip
was murdered
That case is
igation. Ketiwood officials issued their regrets for the murde
For a time people For a time people wondered
what might become of the giant
pant Airport Road. They
didn't wonder long. Mr $V$ a $n$ didn't wonder long. Mr Van a
Auker's son look over and com-
pleted the job. Auker's son to
pleted the job.

And while ethe big builidng was
going up, training was started.
Eight families were moved to Eight families were moved io
Twin Falls from North Carolina.
Machines were brought in. The Machines were brought in. The
complex process of making ho-
siery was explained to the pab siery
Hic. And now, a year later. tho is ready to start. It is anticipated that 500 people will work
in. the plamit whem the peate it reached. The in plant is is 130,000 square here will supply customers made west
of the Mississipi of the Mississippi River, with
Sears the largest purchaser of
goods made by Kellwood.

Carefully Planned-Interior Decorating Makes Kellwood Cheery Place To Work: Even The Rest Rooms Are Bright


## ‘Quality Products For <br> Textile Processing

Since 1904"

Best wishes to all our
Friends at KELLWOOD

CONGRATULATIONS ON THE OPENING OF YOUR NEW PLANT IN TWIN FALLS
W. F. Fancourt Co.

## During Construction, The Motors Are Quiet; But Soon...



75 'Horses' Will Stir A Whirlwind
Booming Trade In Pantyhose Captures More Than Half Of The Stocking Market
flcutty has been overcome:
Heary . Samuels of Dupon
 int's a fabulous development
for stocking makers and nyly phouse contrasted with 30 tinues all the way up to a bi.
kini type panty. tain lor at least twice as much
as ordinary stockings. It's $\begin{gathered}\text { Dupont Co., the originator of prime reast development is the }\end{gathered}$

needn't wear a girg gitr
pantythose in place


\%. \$5 or more opens an account.
© Insured to $\$ 20,000$ by an agency of a the Federal Government
. 2 May be purchased tonveniently

## Equitable \%Savings

3 Sevings Centers Serving the Northwest Home Office: Portiand, Oreoon


|l|| 220 Shoshone St. E./Twin Falls Free Parking

Future Of Hosiery Industry Deemed 'Unpredictable, But Analyst Believes Industry Will Continue To Grow



 tion "Hosiery and Underwear."


With Nearly 600 Employes, Parking Space Is Vital


Vice President Of Sears
Has Extensive Experience
Divislonal Vice President
New York Buying Division
Sears, Roebuck and Co Mr. Hanson was head of Sears
 with the H. C. Godman Co. in and headed the ladies coats
auts buying department
Columbus, Ohio. Two years la er he joined Montmomery Ward In June to 1962, hes. 1957 the the \& Company in Chitcago, where
he served in a number of merDuring World War II, he was
In charge of the clo in charge of the clothing divis-
sion of the Navy supply corps.
 ager of its fashion department
in New York.
In 1952, he became vice premant and general merchandise
manager of Block and Kuht Co.
in Peoria. Illinois, serving Applications Needed For Plant Work



Grader Paves The Way For Floods Of Drivers
Simplification Of Machinery Is Anticipated In '70s As New Styling, Colors Are Demanded By Consúmers

 president of Bentley Machinery; anklets are more advanced in and the tube hose machines
Inc., Providence. R.I.
styling than the men's half hose have her her thinking cap on
Ind



 spoesman. ${ }^{\text {For mens halfhose there }}$
must be a return
tan

 parel is definitely behind in the
styling and color in compariso
with other pieces ot aparel fo
men's wear. We think the youn $\qquad$
 the purchasing marker. whlactur-
tate this, and our manur men they
ers. the teing men the the
are, will lend their imaginations

HOWDY

## KELLWOOD

GOT A YEN FOR WESTERN GARB? THEN GALLOP ON DOWN AND SEE US! We appreciate the employes of Kellwood for their patronage and famous Western Hospitality. We offer clothes for Men, Women and Children.

PEEERSEN'S Westem Apparel

AND GIFTS


EXTENDS A WARM WELCOME TO

## KELLWOOD COMPANY

Breez-Way brings to Magic Valley a new concept in shopping. Low cost operation with all unnecessary overhead eliminated making it possible to save Breez-Way shoppers unbelievable savings.
Breez.Way buys for less by buying direct from the packers in rail car shipments making the savings even greater. Breez-Way brings to you true wholesale prices.
TO HELP KELLWOOD COMPANY CELEBRATE THETR-GRAND OPENING. BREEL-WAY OFFERS TO ALL EMPLOYEES OF KELLWOOD, FOR A period of one week, a free shopping SPREE WITHOUT A MEMBERSHIP CARD.

FREE SHOPPING SPREE


## BREEZ-WAY Market

## Aerial Photos Show Site Of Kellwood Not So Long Ago



Just One Year Ago ...A Bare Field
Kellwood Company Manufactures Wide Variety Of Items, Ranging From Ladies' Apparel To Home Furnishings














 Thung growth, the Kellwood for the manufacurer. The yarn are tested by Sir Edmund Hit- judgment in choosing to locate

 | space, making present facilizes |
| :--- | :--- | :--- |

 WELCOME T0 MAGIC VALLEY
NOTHING TASTE LIKE 7 UP BUT 7 UP

THE UNCOLA WISHES Kellwood Company

## TWIN FALLS

> The Kellwood Hosigry Plant is certainly a fine addition to the economic com: munity of Twin Fas and the Magic Valley. May. we offer our congratulations. to the management and personnel in their choice of locations and-wish them continued success. We are happy to be a part of the continued growth and development of this fine area of ldaho.
YOUR FRIENDLY
FOOD CENTER


Humidity Is

## Crucial In

## Yarn Work



Construction Gets Under Way

 The Kellwod Company
 githe throphou the tem: Socks Came Last
 ours to acclimate it to condi- $\begin{aligned} & \text { kitts. sandals and tunics, eloaks. } \\ & \text { something to caps. } B \cup\end{aligned}$
ions in the plant.
 he year) to the plant tempera-
ure, the yarn is taken to the
LOTS OF POWER
kniting room, where, precise hu- The vast of Pownt of

Sunday, Märch 8, 1970. Times-News, Twin Falls, daho C-13
CSI President Says Kellwood
Training Was 'Successful'

## welcome Kellwood T0 <br> 

the hose being knitted, mak- amount of elequirest a whopping
ng exact sizing nearly impos-it power 1,000 avera KELLWOOD

HEARING AID CENTER saln Wort, Twin Foil 733-7330 134 E .13 lih st., Uurley
678 $678-9312$

## Seats

CLING-ALON hosiery. the fit to be tried.

## LET'S GET Acquainted With




RIDICULOUS! (BUT YOU DON'T YOU DONTT HAFTA DO ANYYOU'RE TH' NEED ME... I DOWT THING! TH' CRIMINAL BEST GHIEF
WE EVER HAD! 7 DI DONTT ELEMENT'S SCARED
DILANY OF YOU!


## BUGS BUNNY



## by Stoffel \& Freimdanl






## CAPTATN FASE

THE ACCIDENTAL MIXING OF A GROWTH HORMONE' IN PRECIOUS' FEED MAY

by Croóss \& Lawrence



#### Abstract

-




## WINTHERROP


bry Dicle Caralli



## OUT OUR WAY


by Paul Gringle


## OUR BOARIITG FIOUSE





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fobin MALONE


by 108 Lublers
AND, SCREAMING TONARD HIM FROMTHE OPPOSITE DIRECTONM ${ }^{\circ}$ KATHYAND HER FRIENDSI FOUR YOUTHS HAVING THEIRFINGM:



## PRISCILIA'S'POP



## by 11 Vermeer



DEAR POLLY-IF you misplace Your
dorning egg on old electric light bulb
will make a dood temporary substitute dorning egg on old electric light bulb
will mage o good temporary substitute. -MRS. G.J.


DEAR POLLY-When boiling egge I could not find anything to troke them the ice cream in desperorion usad heat for this. The woter nums off the gos: before you got them: out of the
ODNA DEAR POLLY-i hawí an unurwal solvion to an uniusuul problem. My huspoai round but + tike the cozy warmith of a blanket during the winforf I take one shoet and one light blanket, cut
coch in half leng thwise and sew the haif soch in half lengthwise and sew the half
heets to the holf blankens. Now we al POLLY'S NOTE-The Blankets guraly
arewastrable cetten-ands-AOLIY

JEAR POLLY-When small children make thaif own beds it is hard for them to gat the sheets eren. Saw oc colored
threod fown both sidos' of the shopt where it should came of the bed edge
This helps them olatm ELSIE
DEAR POLLY-When arranging plostic lowers and some of the stoms ore too short, mako them toller by sticking the
end of $a$ stem into $a$ drinking straw and end of a stem into a drinking strow and
the problem is solved.-MYRTL.

ITGEEP UNOCR REsgininiod


HEX SIGNEFRIENDSHPN:

HEX SIGN. HAPPINESS.


Which 2 plants belong to the rose family and which to




THE TUKILE REPRESENTS LONG LIFE, THE RLOWERS REPRESENT HAPPINESS, THE BIRD ONERHEAD-PEACE AND THE OUTSIDE EDGE REPRIESENTS SUNSHINE,

## Family Weekly <br> MARCH B, 1970

## 



# AskThem Yourself 

FOR GOV. RONALD REAGAN, Galifornia
It California going to get a compulsory carinsurance law?-Mra. Lily G. Davidson, Hollywood, Calif.

- The state legislature has considered enacting legislation for a compulsory insurance plan but decided against it. Many years ago, Califosmia enacted the Financial Responsibility Law to meet the prob. lems created by irresponsible motorists. We find that about 88 percent of the drivers involved in accidents are covered by liability insurance and another 6 to 8 percent who either deposit security or establish an exemption; so the over-all effectiveness is approximately the same as those jurisdictions which have compulsory insurance.

FOR DAVID M. KENNEDY,

$?$
3
3Secretary of the Treasury What is the average life of U.S. currency? When and hoto is il re: placed and deatroyed? Which'denominntion has the shorteat life?-Mrs. Irene Rohr, Devils Lake, N.D.

- The average life of a $\$ 1$ bill in circula.
tion is 18 months; $\$ 5,20$ months; $\$ 10$, 32 months; $\$ 20,45$ months; 850, 112 months; $\$ 100,120$ months. Currency is removed from circulation by commercial banks; which will include it in their surplus deposits with Federal Regerve banks, branches, and the Treasurer's Office in Washington, D.C. Usable currency is recirculated as needed and supplemented by new currency. Unfit currency is burned.


## FOR BARBARA WALTERS,


"Teday Show" wo would you say is the moss interesting and exciling personal. ity you have inter-viewed?-Jay A.Shorr,

## Pomona, Calif.

- Prince Philip, Duke of Edinburgh.


## FOR LIBERACE



What is the most expensive outfit you have woorn on a program? -Who is your tailorpT. L., Alloona, Pa.

## FOR BILLY. GRAHAM

Tell mo how to refute the atatement of a person who contends that there is no hell, that the very kind, loving nature of Jesus could not condemn a person to everlasting punishmens?-Mra. G. W. Barbee, Harlford, N.C.

- The teaching of a literal hell is found in the creeds of all leading-churches. But 1 am frank 10 say that-even if no one else believed in Fiell-I would hecause Christ himself taught it. He said: "And fear not them which kill the body, but. are not able to kill the soul: but rather fear Him which is able to destroy both soul and body in hell": (Matthew 10:28). Again, He said: '". . . but whosuever shall say, Thou fool, shall be in danger of hell fire" (Matthew $5: 22 b$ ). It is possible to read into the Scripture only what we want to believe, and it is also possible to shut our eyes to that which is unpleasant to our thinking. God considered hell real enough that He sent His only Son
to the world to save men from hell; and I, for one, refuse to live-as though it is an ancient myth.
POR JOAN RIVERS, comedienme


I read somewhere thas you hroe a look-alike siator. Is she a troint Mra. John Allen, Chi cago, 1 IL.

- I have a sister one year older than $I_{2}$ who looke so-mueh tike Exe that we used to stand in for each otber on the same temporary joba. None of our bosses ever caught on.


## FOR JOHNNY CARSON



What is' the name of the theme song played on your "Tonight" Show, and wast is specifically written for the ahoiop-Mrs. Hel én Laffoon, Glensoood Springs, Colo. - "Tonight" is the theme. Yes it was written for the show.

## What in the World!

Now Pooh Devorees of A. A. Milne's "Winnie-Lhe.Pooh" may be surprised at a "new" character-the gopher-when they see the Disney animation Tuesday cvening (March 10) on NBC-tv. Animation director Woolie Reitherman says that the gopher was actually a rejected favorite of Milne. He'd heard of a "curious animal, unknown to England, which escaped from an Americãn freighter." So he wrote several chapters about it. But the publisher rejected them, according to Milne's niece, "because the gopher, being indigenous to the Narth Amacioan-oonh tinent, would not be in keeping with the atyle of the rest of the book." So, to all

fans who want their classics pure, now you know that upstart gopher is really legitimate.

Tea for Tub The British have a custom which is supposed to calm the nerves, stimulate the senses, and relax the whole

body. It's drinking. A cup of nico hot lea taken with a morripg or evening bath, says Earl Cohn, president of Superior Tea and Coffee, is a cultural custom generally attributed to the British, which easily found ils yray inta ithe Ansecione-way- of life. The early Maseachusetts colonists boiled tea leaves and then ate them salted and buttered. Additional uses were found: cool ter relieves the pain of sunburn and cain prevent pecting; varnished surfaces are easily cleanod with it; and chilled
tea haga placed over eyelids will greatly reduce puffiness.
When_to Stop There's a new book, "When to See a Psychologist," by Lee M. Shulman and Joan Kerinedy Taylor that aleo tells when to stop seeing a psycholo. gist. Briefly, you say good-bye when: 1. The symptoms which brought you to therapy have diminished (you must understand why). 2. You understand the problems which underlie them so you know how to handle new conflicts. 3 . You know yourself. 4. You are able to recognize neurotic behavior in yourself - and others-anxiety, fear, guilt, etc. 5. You must have control of your life. You must know what you want to do.

Marriage Mores Mirhael Dourlas 25. year-old movie actor ("Adam at Six A.M.") and bachelor son of Kirk, talked

to Family Weikiy about marriage. Many people I know consider marriage almost obsolete. It's difficult to remain married to one person," he observed, "but I have more hope for it." His own parents were divorced when he was six, and each remarried. "I like'sll my parents" is the way Michael puts it "We talk to each other and agree generally," Can you see yourself settling down by 40? we asked. 4 thope so. Nitiybe by 30 . And siay married to one person? "I think so. Today's generation is much more caring."


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waters of Antarctica. Viewn far-ofl stark Visita sold minet nuclear power plants sarl Visits gold minex, nuclear power plants, and mighty sers to cire encient slacies of Foupe Babyion and Greece.

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Family Weekly/ March 8, 1970

# An Expert Answers Teen-Agers 

 In some schools, up to 50 percent of the students have experimented with dope; if they kne

Group psychology causes many youths to start using marijuana to gain acceptance by pals.

DRUG ABUSE by young people is reaching epidemic proportions in all parts of our nation, at all social and economic levels.
In some colleges and high schools, more than 50 percent of the students have at least experimented with some kind of drug, often with many different linds. The problem is fast spreading to junior high achoors, "and chronic drug use is now being reported even among elementary-school pupils.
In their frantic search for new "highs," teen-agers and others are trying virtually any chomical aub. stance that can be injected, swallowed, smoked; or sniffed-often with tragic consequences.
As an individual who has long studied drug addiction, 1 have felt that what these youngsters-and millions of others who have not yet tried drugg-need most is information. Too often what they know about the substances with which they so blithely experiment is no more than atreet-corner myth and misinformation. It ia not only false but deadly. They find out the truth too late.

Here I have listed the questions
about drug use that I hear most of ten from young people. The answers are based on the latest findings of the : National Institute of Mental Health and other research agencies.

Is it safe to try druge onco just to see how it feels?

This depends entirely upon the drug and the person-both of which involve important unknown quantities, Few people who try heroin once, for example, never touch it again. On the other hand, a majority of people who try marijuana, or "pot," do so fewer than 10 times before quitting entirely.

You cannot be certain ahead of time of your own reaction to a drue experience. About 10 percent of the people who try marijuana, for example, become chronic, compulsive users, often to their surprise. Some drugs, such as LSD and methamphetamine or "speed," can cause serious harm even with one experimental dosage. The risks of any kind of drug taking are too great to be dismissed lightly,
Can I become addicted to "por"?
Unlike some other drugs, marijuana does not cause addiction-the disruption of your body's chemical balance to the point that you need it
to stay well physieally. But it can be as habit-forming as ordinary cig. arettes. Chronic users become dependent upon it psychologically. Without it, they may feel, restless, unable to face life.
Can marifuana affect my personality?
Yes, and with use it apparently can also contribute to severe emo tional problems in some individuals. You may become very passive and apathetic, lose your motivation and interest in activities that once seemed important to you, experience memory difficulties.

What should I do at a party where evegyone-le-on-drugs-and they're trying to get me to take them?

Leave immediately! Most people start on drugs the first time in just such circumstances. Even if you stay but don't "turn on," you are in danger legally. A person present where drugs are being used can be arrested along with the users.
Tsn't marifuana safor than alcohol?

We have much yet to learn about the long-range effects of marijuana, but there is no firm evidence now that it is less harmful physically,
psychologically, or socially, than al cohol if used consistently and in strong quantity.

Both intoxicants can impair your physical coordination and hamper your judgment. In countries where alcohol is forbidden by religious taboo, there are skid rows created by marijuana smokers
Will using "poti" lead to other drugs?

Most occasional marijuana amokers never "progress" to stronger substances. But heavy, regular users (or "potheads") often do. These people are likely to be emotionally disturbed and seem to have a basic need to try other drugs.

Don't drugs make a person more croctive?
Sōme- drugs, such 落, "pot" and LSD, may make you feel more creative. But they tend to hamper your actual performance. Under drugs, your motivation to work and execute creative ideas most likely will be reduced because of chemically induced lassitude and passivity.

Cant got to know myself bettor through LSD?

Under hallucinogenic LSD, probably the most powerful drug known to man, you may have the illusion that you are gaining great insights into your personality and behavior. This is because notions that come to you in the highly suggestible drugged state seem much more "real." It is doubtful, however, that valid insights occur with any regularity. The psychedelic world is one of fantasy, and to the average layman it yields no more "truth" sbout himself than his dreams while sleeping.
Does LSD cause chromosome damage?
Research that may answer this question-is atill under-way Sompre. liminary experiments have shown that chromosome damfage may occur three or four times more often in LSD users. In any case, the taking of drugs by young women, especially expectant mothers, is extremely risky.

What can happen during a "bad trip" on LSD?

Almon enything. The sense of tosing control during hallucinations can cause you to panic and blindly injure yourself or others. Horrible delusions that seem terrifyingly real can cause personality-shattering psychotic breaks with reality which may last

# Questions About Drugs 

## truths, many might avoid the tragic consequences

By STANLEY YOLLES, M. D. with Charles and Bonnie-Remsberg<br>Disicitor," National Imsitute of Mentol Heolth

days or years after the drug has worn off. Because of feelings of omniscience and indestructibility, the "tripper" may believe he can flyand plunge to his death from a high window as many have done.

Can a user "trip" on LSD even without taking it?

Yes, the LSD experience can recur spontaneously weeks or months after a user last took the drug. Such "flashbacks" are most common"during physical or psychological stress but can also be brought on unexpectedly by some common medicines.

WIII "speed" keop me alort and smarter than usual?
People on "speed" or methamphetamine, the strongest of all amphetamines, may seem to be more alert because they are so extremely active and talkative. The drug excessively stimulates the brain cells, much as normal body chemicals do when you face an emergency. But when this excitation is prolonged by "speed,". undesirable changes take place, including an actual dulling of the mind. The speed user has great potential for violence and-bizzarre behavior. Mental illness induced by the mind-accelerating "high" can last long beyond the period of actual drug activity.

Is it true that "Ispeed" kills?
Some medical authorities estimate that once you become hooked on "speed" your life expectancy is about
five years. Besides the risk of brain damage, habitual methamphetamine takes a heavy toll on the user's liver and heart.

Can'I becomé addicted to" "medicine chest" drugs?
Definitely_In fact, many young people are getting "high" illicitly on
which inclüde - model-airplane glue, paint thinner. laughing gas, pailpolish remover, and the mists from aerosol cans of furniture spray, cleaning fluid, and other chemical compounds, can be deadly. Most of these substances contain dangerous chemicals never meant to be taken by man.

the very drugs their parents use under prescription. Amphetamine pills for losing weight, tranquilizers for easing tension and anxiety, stimulants for "perking up." barbiturates and other sedatives for fighting in-sominia-all can be addictive.
What's wrong with sniffing glue and aerosol products?

The cheap thrills obtained from inhaling a wide variety of deliriants,

## WHAT CAN PARENTS DOP

With the right approach, parents often can help youngsters ovold drugs. Here are some quidelines that may prove valuable:

1. Many youths turn to drugs because they feal life is meaningless. Parents whose primary goals in today's world are to amass material possessions often contribute to this feeling. Growing youngsters need meaningful ideols ond priorities, such as service to others and to emulate healthy people.
2. The selfish "granticationtiow cortook-of-many-deng-urack_max_cefisat_pgrental aftitudes. Parents who are unwilling to set limits for their children or who indulge them with overything may well find them growing up without a feeling of responitibitty or self-discipline.
3. Parents must set. a good example. The parent who reoches for a tranquilizer to meet every crisis or who drinks heavily for mecreation is in a poor position to argue with o youngser who is "turning on" with drugs for fun or escape.
4. Parents should take time to inform themselves obout the drug scent.
5. Paremts should not overrwact to ot single of viry fow experimentoll triads with drugs with horror and reiection. Communication must be kept apen so that the motfer can be dearly discusied.
6. If a young person becomes a confiwmed drug ustr, it is no favor to him to supply money for his habit. He should know, however, that his parents have not emotionally obandoned him. Parents should use avery poscible means to urge the youngester to seet professional halp in stopping drug use.

Temporary blindness, convulsions, and permanent brain damage have been reported, along with damage to bone marrow, kidneys, liver, and lungs. Many deaths have occurred.
Can a person atop using drugs by himsolft
Once you are addicted or habituated to drugs, it is very unlikely that you can "cure" yourself. In some cases, deep-seated psychological or character disorders, which require psychiatric treatment, may lie behind drug-taking. An abrupt! withdrawal from some drugs is dangerous. For these reasons, hospitalization or at least close professional supervision while kicking the drug habit is most desirable.

Where can 180 for helpit
Unless you really want to stop using drugs, probably no one can help you. If you do, seek out someone you trust-a friend, teacher, doc-tor-and ask him to help you locate the best professional resource in the community to treat your problem.

Treatment will involve helping you understand and cope with the reasons you turned to drugs in the first place, as well as with the problems drug use has added to your life. The cure rate for drug users is not en-couraging-another good reason not to get involved when drags nirst looktempting.


When you were a kid you could get away with climbing trees, and playing games and just generally having fun. But things are a little different now. Even clothes can be a problem: And getting those eyelashes on in under 15 minutes is next to impossible. That monthly - period is a drag. Well, that is, unless you use Tampax tampons:

Tampax tampons are modern sanitary protection worn internally. You don't have the bother of uncomfortable pads and belts. Tampax tamporis are great. They don't show-no one will ever know it's that time of the month. And your cany Teel them when they're properly in place. A doctor "aevelopect Tampax tampons, so you know you can trust them. Millions of women all over the world do. How about you?

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## 




FAMILY WEEKLY COOKBOOK
An elegant Easter brunch featuring, elockwise from the right, Glazed Ham, Egy Nest Coffoe Cake, Lime-Horsoradish Croam, Fruit and Rlee Pudding, and Caff au Lait.



- Is'n the time of year Cor Easter lilies and violetx, for the Eanter bunny and pally colored egga on newts in pretty beribboned bajkets. Itis a-joyode time to puther friends together for an Eaxter Brunch. Why not plan that menu now?
Ham is ulways a favorite choice locause just ahout everyone enjoys it. Since if complements nimont any food served with it, planning a menu with ham is eany. Our Cookbook cover featuren food suggestions for an eleganit brunch. The pictured recipes appear below, and throughout thene fool pagen are other recipes you might like to include for your Easter lorunch. We winh you all a joyoun Eanter?


## Glazed Ham

1 canned ham, about 5 lbs.

- Oranke half-Nlices
if favorite glaze

1. Set ham on a rack in a shallow pan; hent according to the directions on the label.
2. Thirty minutes before end of heating period. lightly score the top of ham and garnish center with slightly overlapping half alices of orange. Speon your favorite glaze over ham and-oramge. Haste twice during remuining heating posiond.
3. Tranafer ham to heated serving platter. If desired, garnish with galax leaves (see photol. 10 to 12 serrings

## Curried Fruit

Curried fruit is a delicious arcompaniment to ham.
Put drained canned fruit - pineapple sparm, pear halven, and apricot halves - into a deep casserole-(allow about $t$ pieces of fruit per serving). Pour over fruit a mixture of 16 cup hutter. melted, 1 cup hrown nugar, and 1 tablespoon surry powder. Bake at $375^{\circ} \mathrm{F}$. about 40 min . Serve hot.

## Lime-Horseradish Cream

This comi, cream!! horsurodish gelatin mold is a tantalizing arcompaniment To the warm, surentent ham.

2 pkge. (3 oz. wach) lime-flavored gelatin
11/2 cupe boiling water
$11 / 2$ cupe cold winter
2 pkgx. (3 oz. each) cream cheese
1 tablespoon prepared horseradish t tablespoon minced green onion - 1 cup chopped selery

1/1 cupehopped green pepper Lettuce Watercresn

1. Dour bailing wither nien xelatin in a bowl and stir untildissolved. Stir in cold water. Chill until partially set. then whip until light and fluffy.
2. Meanwhile, bent cream cheese
untiJ softened. Deat in sour cream. horseradish, and onion. Fold into whipped gelatin. Chill untif partially set. Fold in celery and \& reen pepper. Turn into a G-cup fancy mold and chill until firm.
3. Unmold onto lettuce-lined chilled serving plate and garnish with watercress and carrot curls. If denired, serve with additional dairy mour croum.

10 folaxerimgs

## Egg Nest Coffee Cake

$2102 \%$ cups anf-purpose Mour
pkg. uchin
$1 / 4$ cup milk
1/4 cup milk
1/4 cup sugar
$3 / 4$ teaspoon nall 1 egr
Butter.mglted
1/4 cupsugar
1/4 teaspoon ground cinnamon
1/4 teappoon ground nutmer
1/2 cup golden raikina .Egr Nest Coffee Cake Icing: (see recipe)

1. Thoroughly mix 1 cup of the flour with the yeast in a small mixer bowl. 2. Hent milk, butter, $1 /$ cup sugar. and the salt in a saucepan until warm (120 $120^{\circ}-130^{\circ} \mathrm{F}$. Add th flour mixture with the egg. Heat ${ }^{\prime}$ min. at low speed of electric mixer, scraping howl conatantly: continue beather 3 min. at high speed. Add 1 ? cup flour and beat 1 min . Stir in enough remaining flour to make a soft dough.
2. Turn ontio a lightly floured surface and knead 5 to 10 min , or until satiny and smiouth.
3. Put dorigh intu, a hattered bowl and turn to bring buttered surface to top. Cover; let rise in a warm place tabout $80^{\circ} \mathrm{F}$. 1 , or blace bowl on a rack over hot water, until drugh is doubled. about 1 ! 2 hrs.
4. Punch down dough and turn onto a highty floured surface. Form dough into a 26 -in. rope. From one end, cut five $1^{3}$-in. pieces: rolt each into a B-in. round. Retl remaining dough inte an $18 \times 7$-in. rectangle. Brush all
pieces of dough with melted butter to within ': in of edges.
5. Mix ${ }^{1}+$ cup sugar, cimamon, and nutmeg and sprinkle evenly arer buttered dough. Top with raisins.
6. Hegianing with longer side of rectangle, roll up and pinch edges to senl. Form roll into an s-ia. ring on a buttered baking sheet ; slash top at intervals. Form each small round into an 'egs shape and place in center (see preceding Cookbook photol.
7. Allow to rise 40 to 50 min .
8. Bake at $350^{\circ} \mathrm{F} .20 \mathrm{~min}$, or until golden brown. Remove to wire rack to cool. Decorate as directed in Egg Nest (offee Cake lring.
(lon andicerake

## Egg Nest Coffee Cake Icing

1/2 cups confectioncres sugar
2 tablespoonax milk
ì table enpoon likht corn nyrup
1 tedmpeon lemun extract Fond coloring
t/2 cup flaked coconut

1. Beat the sugar, milk, corn syrup. butter, and extract tugether. Cise a portion of icing to frost cuter edge of coffee cake.
2. Dilute assorted food coloring with milk (see photol.
3. Toss diluted green coloring with some of the coconut. Sprinkle all of the coconut over icing (see photo).
4. Mix each diluted color with a small portion of remaining icing. Frost the buked egg-shaped dough.

## Imperials

With or withous the rhoreolate glaze,
 is an corcellent choice for a bioneh.
4. cupunsalted butter
4. rup nugar
$t$ egk yolks. well beatern (until) thick and lemon-culored)
1 cup siffed all-purpose flour Contectoners suzar Sneet chocolate (about $\mathrm{foz}_{\mathrm{oz}}$ ), melted over hot water
I. Cream butter until softened. Add sugar gradually, ereaming until fluffy after each addition.
2. Add egg solks in thirds, beating thoroughly difter each addition.
3. Mixing until blended after each addition, add flour in halves. Chill dough tharoughly in refrigerator at lenst 2 hrs .
4. Shape dough into $x_{4}$-in. balla.

Place about 2 in. apart on ung rease cookie sheets. Flatten with a glas dipped in confectioners' sugar.
5. Rake.at $350 \sim$ F. 6 to 8 min., or unti edges are lightly browned. Remove cookies to wire racks. When com pletely coolet, yently spread tup o each codkie with atout $1 \times \frac{1}{2}$ teaspoon of the melted chocolate.

About 6 doz. rookied

## Caféau Lait

$\downarrow$ cups hot stronk (double strength) colfee
4 cups milk
Heat milk in a saucepan over lou heat, beating constantly until hot and foamy. Pour milk and coffee simul taneously into a carafe (milk and coffee will blend as they are poured) Set carafe on a candle warmer to keep beverage hot during serving. If de--sired; aweeten to taste with sügar.

## Fruit and Rice Pudding

Y/ cup regular long-grain white rice
1 cup milk
1 pkg-( $31 / 4$ oz.) vanilla-flavored. instant pudding
1 cup dairy sour cream
Cherry Dessert Sauce (see recipe)

1. Cook rice until tender, accurding to pkg. directions.
2. Put milk and pudding mix into a bowl; beat at low speed of electric mixer until blended. Fold in sour cream and cooked rice. Chill.
3. When ready to serve, beginning and ending with Cherry Dessert Sauce, spoon alternate layers of sauce and rice pudding into parfait glasses Top with alivered blanched almonds.

8 seriongs

## Cherry Dessert Sauce

I can (1 lb.) pitted dark sweet cherries
1 can ( $81 / 2$ oz.) pineapole cidhils Z tablenpoons cornstarch
2 tablewpoons кuzar
$1 / 4$ cup orange marmalade
cup orange marma
I ablespoon butter

1. Drain syrup from cherries and pineapple; measure $11 / 4$ cups syrup.
2. Btend cornatarch and sugar in a saucepan. Stir in the syrup. Bring to boiling; cook-and stir 2 mini or until thickened and clear.
3. Remove from heat. Blend in mar, malade and butter and then mix in cherries and pineapple. Chill.

About 3 cups sauce
(Continued on page 12)

# Our new Betty Crocker Cakes have a moister, richer body. Any way you slice it. 

To prove it. slice of one of our new cakes.

Then cut


There's one-ottier way
to prove our now White, Yellow and.
Devils Food Cakes are moister and richer-
bodied. silice one for your family this week!
that it takes more than moistness.
it takes moistness plus
a richer body, and
we've got it.


## Gaster Bpunch

## Ruby Raisin Sauce for Ham

tablespooin cornstarch
teaspoon dry mustard
2 tablespoons light corn syrup
1 cup currant jelly
cup dark scedlesn raisions
2 cup dark serediesn raisina

1. Blend cornstarch and dry mustard in a small bowl. Mix in the corn syrup.
2. Put the jelly intos the top of a double boiler and set over low heat, stirring constantly until melted. Remove from heat and add the coin syrup mixture gradually, stirring to bleud thoroughly
3. Bring mixture to boiling and cook 3 min. Mix in the raisins. Set double boiler top aver boiling water; cover and cook about 12 min., stirring 3 or 4 times:
4. Remove from heat and stir in the lemon juice. Serve hot with ham.

Abrout 11; cups satme

## Purple Plum Sauce for Ham

1 can (1 lb. 1 oz.) purple shame. drained and pitted (reservelcupsyrup)
1 teaspoon cornstarch
1 to 2 teaspomone rider vincgar
1 tathespooon fincls chopped

1. Puree ulums in a fered mill on electrie blender.
2. Bleritl $n$ vmall amonult of the plam syrup with the cornstareh in a salucepatn: wir ill remaining syrup and other ing rediente. Bring to boiling and boilltol min, stirring constantly. Serve same hot.

About $l^{3}+$ rups sauer

## Mustard Sauce

This reramn perfection is to bo serred hat with ham.

1 cup ereant or undiluted craporated milk
1, cupsigar
2 tablespoosen dry mowtard
2 teasposons cornatarch
1/2 teaspoon sall
1 egs yolk, fork beaten
1/4 cup cider innezar
1 teaspomisutter
I. Scald :a cup of the cream on exapmatm mik
2. Meanwhide. beal the sugar, mustard, comstareh, and salt in the top of a double boiler. Mix in the remainity $1_{i}$ cup cold cream or milk until smooth.
3. Adding gradually, stir in the scalded cream w milk. Pring to boiling: cook and stir 3 min . Set double bniler top wer hoiling water. Cover: cook 10 to 12 min . stirring occasionally.
4. Vigorously stir about 3 table. spoons of hot mixture into egg
alk.
yolk. Inmedintely blend into mixture th-dontite holler: enok ? min
5. Remove from heat ancl stir in vinegar and"totter or margatine Serve hot. Ahout llifrans stluc

## Amber Raisin Sauce <br> for Ham

3 tablespoonn brown nugar
t teaspoon seasoned salt
I teaspoon ground cinnamon
teaspoon ground nut meg
tablespoon eornstarch
1 cup apple juice
1 lemon slices

1. cup white grape juic.

2 tablespoons butter ar margarine
$\mathrm{t}_{\mathrm{i}}$ - cupneedlens raisinn

1. Flend sugar, seasoned salt spices, and cornstarch together in a saucepan. Stir in the apple juic* add lemon slices.
2. Stirring constantly. bring max ture to boiling and boil for 1 min Reduce heat, stir in white hrape juice, and simmer until slightl, thickened, about 5 min
3. Blend in butter or margarma and raisins. Hent for a few min. utes. Serve with hum.

Abant ! : rapes sumi:

## Biscuit Blossoms

1 nkg. (8 oz.) refrigerated freah

Fat for deep frying heated $10375^{\circ} \mathrm{F}$.
cupsifted confectionern'surar 1 tablespoon instant coffee powder
I. Separate biscuits. With sors sors, make 5 cuta at regular inter vals almost to the center of aich biscuit.
2. Drop cut biscuits into heated fat, fiying omly as many pieces at one time as will float uncrowded one laver deep in fat. Fry 2 to: min., or until golden brown. turning several times. Drain biscuits wer fat for a few seconds before remowing to paper toweling: Bo sure temperature of fat returns th 375-F bifore each froing
3. Comt biselits with a misture ui the sumar and instant coffee.

1. Line a banket with a mapkin large emouxh to fold ende over hot biscuits to keep them warm.

## šor 10 hisertic.

*Stitable fars iyclude xalad ami all-purpese oils. regetable wharten. inff. all-purpos. shartening, ani lard.

## Biscuit Puffs

Follow recipe for Biscuit Blos soms. cutting each biscuit into 1 pieces. While still warm, coat pieces with a mixture of '丷. cup nugar and 1 to 2 tablespoonground cinnamon. Roll in Dutels procens cocoa.
(Continued on page 14)


The Reynolds Wrapp Digest of Freezer-to-Table Cookery

## The Basic Idea [Brry...it's beautiful]

Now you'll never have to thaw your roast, poultry'or fish again. You'll save hours...and everything you cook this rovolutionary new way will be more tender and favorful, because the natural juices in the foods are never lost... in the freering or in the cooking.


THE RIGHT START: WRAP IT RIGHT!
Food technologists consider heavy duty aluminum foil best for freezing. So place the food on a sheet of Heavy Duty Reynolds Wrap. (First remove from meats and poultry the plastic wrap you bought them in. These seethrough wrapa are fine for display in the store, but were not meant for freezing.)
Bring foil up over top of food and double-fold down tight, pressing out all air pockets. Air in the package causes food to dry out, lose flavor. (It's virtually impossible to get all the air out of plastic bags, so they shouldn't be used for freezing.)
Next, fold ends up tight against food. Label package with contents, weight and date. Your food stays fresh and full-flavoned because Heavy Muty Reynolds Wrap is a solid sheet of strong, flexible aluminum that keeps moisture in, keeps air out. Reynolds Wrap is oven-tempered for flexible strength.:. a special kind of strength that resists tearing and puncturting.

## Freener-to-Table Meats



1. (4 lb: rolled rib rasst) Remove foil-wrapped meat from freezer, and place in foil-lined roasting pan. Preheat oven to $400^{\circ}$.
2. Loosen foil acroes the top and at the ends of meat to allow heat to circulate and roast 3 hours.
3. During the final half hour of cooking turn foil back from meat completely so the meat can brown. Gorgeous! Rarè and juicy ...actually tastier than if you'd taken hours to thaw it.

Neat Gravy Trick: Bundle up the juices in the foil you cooked the meat in, holq close over a saucepan and split the bottom of the foil with a knife. The juices will drain with nib spilláge.

| ROAST. BEEF: | $\begin{aligned} & \text { OVon } \\ & \text { Temp. } \end{aligned}$ | - Approx. Cooking True* per pound |  |  |
| :---: | :---: | :---: | :---: | :---: |
| (rollod top |  | Rame | Modium | Walldonim |
| sirian, croess H6 or eye round) | 400 ${ }^{\circ} \mathrm{F}$ | * $40-45 \mathrm{~min}$. | $46-52 \mathrm{~min}$. | 54.60 min . |

When opening foil for browning period, insort meat thermometer to determine desirod degree of donences.

## Freezer-to-Table Poultry

To Freeze: Truss bird and brush with melted shortening. Place bird breast up on length of Heavy Duty Reynolds Wrap. Bring uplong ends of foil and doublefold down tightly to bind, presaing out the air between bird and foil. Fold up foil at each end, envelope style, and press close to bird. Label with contents, date and weight and freeze.


To Roast: 1. (31/4-4 lb. frozen chicken) Place frozen bird, foil-wrapped, in foil-lined pan.
 ends to allow heat to circulate.
3. Place bird in oven and rasst 2 hours. Then turn back foil from the bird and roast uncovered for another 20 minutes to allow bird to brown.

Make your favorite stuffing and bake it separately in a tightly sealed Heavy Duty Reynolds Wrap packei. Staya moist and luscious! No pan to scour!

|  | CHICKEN <br> OMn <br>  |
| :---: | :---: |
|  |  |

## Freezer-to-Table Fish

To Freeze: Clean and wash fish. Place, dripping wet, on a sheet of Heavy Duty Reynolds Wrap. Bring up long ends of foil and double-fold tightly, pressing out air between fish and foil. Fold ends, envelopesatyle, tight against fish. Tabel with contents, weight and date. (It is important-to get fiah into the ireezer fastl)


To Balke: ( 8 to 10 oz . whole fish or fillets.)

1. Remove foil wrapped fish from freezer. Place, completely wrapped, on shallow foil-lined baking pan.
2. Bake for 30 minutes in oven pre-heated to $450^{\circ}$. (The foil prevents fishy cooking odors and keeps the flesh flaky and tender.) Then turn back the foil.
3. Dot with butter or margarine, sprinkle with slivered almondes salt and pepper and bake for 10 more minutes.
For variety: Sprinkle fish with chopped parsley and chives. mixed with a little dry oregano, dill or tarragon. A real gourmet touch!

Discover Freezer-to-Table Cookery. It's Greatl Save this page for future use.

## Reynolds Wrap Bemrary

Heavy Duty Reynolds Wrap.
For Everything Yoe Wime to ESEEP in Your Freener.

## Easter Bpunch

Scrambled Egg Platter de Luxe Sautéed Chicken Livers (see recipe) 6 egga
6. tableapoons milk

2/4 teaspoonsalt
$1 / 3$ teaspoon white pepper
1/2 teaspoon Worcestershire - Bauce

4 3 tablespoons butter or markarine
$1 / 4$ cup shredded Cheddar cheese
1 mediuna-sized temato, cut in smill cubes
1 cup herb-seasoned stuffing croutons Watercress or parsley

1. Put the eggs. milk, salt, pepper, and Worcestershire into a bowl. Reat until just blended.
2. Heat an 8 - or $10-\mathrm{in}$. skillet to sizzling; melt butter or margarine. Pour in eggs and stir.in cheese; cook over low hoat. With a fork or spatula, lift mixture from bottom-and midex of skil. let as it thickens, allowing uncooked part to flow to bottom; avoid stirring. Before eggs are thick and creamy, gently stir in the tomato and croutons.
3. Turn onto one end of a heated platter with chicken livers at other end. Gnimish platter with parsleyor watercress

6 servings
Sautéed Chicken Livers
Refrigerateliversin cream overnight.

1 th. ehicken livers
y/ cup eream
$1 / 4$ cupflour
1/2 teasporonsal
1/4 teanpoon white pepper $1 / 4$ cuptrater Minced parsley

1. Rinse chicken livers with cold water and drain on paper toweling. Put livers into $n$ deep dish and cover with cream. Refrigerate, covered, overnight.
2. Shortly before serving, drain cream from livers and coat them evenly with a mixture of
flour, salt, and pepper.
3. Add chicken livers to butter or margarine heated in a skillet and cook until livers are lightly browned on all sides.

Sprinkle with minced parsley. Serve immediately.

About $\&$ servings
Note: The leftover cream may be used in a white sauce when chicken livers are served snuced over toast pointa.

Sugared Cookie Chicks
\%/ cup butter or margarine 1 teaspoon grated lemon peel
1 tablespoon lemon juice 11/' cups surar
2 exgs, well beaten
2 cupa sifted
all-purpose flour
$11 / 2$ teaspoons baking powder
der, and salt together; add in fourths, mixing until blended after each addition. Chill dough thoroughly.
3. Roll a third of dough at a time $\mathrm{I}_{\mathrm{s}}$ in. thick; cut with a chicken cookie cutter: Transfer cutouts to ungreased cookie sheets.


## 1/2 teaspoonsalt

1. Cream butter or margarine lemon peel and juice; add the sugar gradually, creaming until fluffy. Add the eggs in thirds, beating thoroughly after each addition.
2. Sift the flour, baking pow
3. Brush chicks lightly with beaten egg white and sprinkle with yellow decorating nugar. Insert a currant in each for the eye and a sliver of candied cherry for the beak.
4. Bake at $325^{\circ} \mathrm{F} .15$ to 18 min . About $41 / 2$ doz. cookies

## Miniature Glazed

 Orange Rolls1/4 cup warm water $105^{\circ} \mathrm{F},-115^{\circ} \mathrm{F}$.
1 pkg. active dry yeast
1 cup milk, scalded
$1 / 3$ cup sugar
$2 / 4$ teaspoon $\frac{1}{}$ al
$1 / 2$ cup butter or margarine
4 to $41 / 8$ cups silted allpurpose four
2 eggs, well beaten

1. Sprinkle yeast over warm water: stir until dissolved; set aside.
2. Pour milk over sugar walt, and $1 / 2$ cup butter or margarine in alarge bowl; stir until melted Beat in 1 cup flour: mix in yeast.
3. Beat in egga and enough flour to form a light, soft dough; beat thoroughly. Turn onto a floured surface; allow to rest 5 to 10 min . Knead until satiny and smooth Put into a greased bów and turn dough to bring greased surface to top Cover: let rise until doukh is doubled.
4. Divide dough in half and roll each on a lightly floured surface into $n$ rectangle $1 / 4$ in. thick. Brush with Jutter or murgurine. Sprinkle with a blend of ty cup wugar and 3 tablespoons orange peel. Beginning with tomber side, roll dough and press edges together. Cut rolls into l-in. slices. Place on greased baking sheets or cut-side-up in greused muffirn-pan wells. Brush with hatter or margn fine. let rige in a warm pluce until dough is doubled, about 30 min .
5. Hake at $375^{\circ}$ F. 12 to 15 ninn. Kemove rolls to wire racks immediately. Drizzle warm rolls with Oranye Glaze aind Icing: of doz. rolls

Orange Glaze - Stir together in a saucepan 1/2 cup sugnr, $/ / 4$ cu'p light ceorn ayrup, $1 / 4$ cup hot water, and 1 tablespoon grated granme peel. Hring to boiling and cook 2 min., stirring several times. Set aside.
Icing - Blend 10 tablespoons sifted confectionern' sugar, 2 teaspoons water. and $1 / 4$ teaspoon vanilla extract.

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These are the memories that never grow dim

Of young voices joined in a joyous old hym
Of bonnets abob to the cadence of canes, And grandfather-watches on great gold chains:
Of sugar-shell eggs that held small, secret sights, And bashets brim-filled with a million delights,
Of the elegant ham in its clove-starred glaze, For the family feast of our Easter Days.

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> EASFER TRABITION

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## "Battling Grandpas" Return to War

They were hot-shot pilots in World War II; now they're back in combat in Vietnam as graying eagles-but still "gung ho"

## By JOHN KENT

$L^{2}$T. COL. David Thomas of the U. S. Air Force recently completed student-pilot training in an C-47 attackcargo plane and now is flying in combat areas of Vietnam.

What makes this unusual is that Thomas is 45, the father of three, and is flying the same type of plane he flew in World War II, when he recorded 57 combat missions. He's one of numerous "battling grandpas" - retreads from World War II-who are serving in their third war (counting Korea). The ider is to ease the combat burden on younger pilots in 'Vietnam.

An irony of the jet age is that the graying eagles are still piloting the lumbering propeller-driven "Gooney Birds" of the early 1940 s , probably the most successful cargo planes ever manufactured. Nowadays, the C-47s still carry cargo but also, under the nickname, "Puff, the Magic'Dragon," are equipped as gunships to provide close-in combat support.

Lt. Col. Robert A. Davidson, for example, brought his C-47, a fat tar. get for enemy ground fire, right over



David Thomas (above) was a young lieutenant when he first flew a C-67 in the carly '40s. Recently, he left behind his family conter: one of his children is not shown) and re-turned-to-a-brachpil (below) in combat zones of South Vietnam.
the enemy as they attacked the Binh Thuy air base. Davidson's machine guns walloped the enemy so hard they fled. Davidson won a Distingulished Flying Cross. He is 43 -and served 29 months in World War 11.

Then there's Maj. John F. Mackey. who at 45 logged 40 combat missions in Vietnam in a "hot" jet, then returned to his World War II love, the C-17. "The jet is fun flying," he says, "and you don't see enemy ground fire becaluse you're traveling so fast. The 'Gooney,' though, is so slow you can see them aiming at you-that makes Mfè more exciting."

Our women military pilots are back in action, too. Lt. Cols. Ann R. Johnsom and Yvonne Pateman, for in-

W'orld War II photos show Ann Johnwon (right) and Yvonne Pateman - leitl and planes they ferried to adcance areno Today both are lientenant colontis stationed in Vietnam.


- tanee, were WASP pilots-in World War II, ferrying planes to advance military bases. Now they're on active nonflying duty at Tan Son Nhut air base in South Vietnam. The evergentlemanly Pentagon does not give their ages. *


Vivid Photographs of Vietnam Action Readera wishing close-up view of war in Vietnan, ineluding action shots of our Armed Forcen, may send ior "1s/1s Vietnam: Search aud Destrou," a pho-tographic-ennay book by Gordon Baxter. with an introduction by Chet Huntley. Mail 54.85 to "Victunon" 54100, zors? Greenlạd Bldg., Miami, Fla. .3nsi.

THOSE HCIRID AGE SPOTS*


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false teoth whil come loowe at the -ronk time. Por mors security-and More comior der holds-ralse teath nrmer longor Makes eating eanter. Won't sour proty tatie or foel. Denturea thit gi dontist rerulariy. Oet PA
todey at all drug counters.

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## 1 OUT OF 3 DOES

## Fidgeting, loss of sleep and a cormient -

 ing tich, are often tellitale signn medical experts ay in est 1 out avery 3 perwonsexamined. Entirefumlies may be vietims and not know it. Toget rid of Pin-Worms. they must be killed in the large intestine where they liveand multply. That "exactlywhat Jayne'n P.W cabletado...and here's how they do It:
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## QUIPS AND QUOTES

While browsing around in the attic, Junior came across an old report card which had been his fathar's He brought it downstairs and compared it with the one he had just received at school and which he intended to show when his dad was in a good mood. When Dad was seated in his easy chair. Junior approached:
"Hey, Dad, just look at thiteold-repert card of yours and then look at- the one I just got. Why, your grades aren't any better than mine."

Dad quietly compared the cards, then shook his head sadly.
"You're right, son," he said. "I guess the only fair thing to do now is give you what my Dad gave me."
-F. G. Kerman

It would have helped a great deal if the pienecrs had located cities closer to airports.
-Lucille J. Goodyear

Lawyer to wife who wanted a divorce: "Borry, but I'm a criminal lawyer, not a divorce lawyer. But if you ever decide to shoot him. I'm sure I could get you off.'
-Gene Yascnak

If tombstones told the truth. everybody would want to be buried at sea
-Wilfred Beaver

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## Let's Draw a <br> Laughing Girt <br> By Ann Davidow



Draw a club and add a curl.


Look, you've got a
laughing girl!

## Hide-a-Name

HIdden -th this sen thence is something adriver should know when he wants to reach his destination in the shortest time: They left their outer wraps in the hall before they entered the reception room.
(See Answer Box)

## Minus One

From a five-letter word for a long band of cloth we use around our necks or heads, take away the last letter and get the listing mark of a wound.
(See Answer Box)

## Plus One

To a three-letter word that asks in what mannev a thing is to be done, add n last letter and get the word for the sound dogs make when they bay at the moon.
(See Answer Box)

The young lieutenant was told to appear before the selection board which was considering his promotion. He spent the evening before his appearance diligently applying spit and polish
and in going over in his mind the answers to possible questions herd be asked.

When he entered the hearing room, he held his head high. His carriage was erect. But he
stumbled at the door and fell that on his face. He rose, brushed himself off, saluted, and said, "Gentlemen, I have fallen into good company."

He got his promotion. -Dorothea Kent

## Answer Box






1 sure am glad that my daughter uas too young to notice I looked like a faf, buttered biscuit here. And when $I$ think of it nou. $I$ hadn't even reached 265 pounds at the time this picture uga taken.


Now look at me at 136 pounds. Sure is good to get into stylish clothes, specially since I'm only 32 years ofd.

# I carried my bridegroom over the threshold. Then I lost 129 pounds. <br> \author{ By Kathteen Coffey - as. told to Ruth L. McCarthy 

}

Maybe you can get an idea of what my husband and I looked like as a couple, when I tell you that I've lost as much as Charles weighed at our wedding. 129 pounds. Do you understand now why I was the one to carry him over the threshold of our first home?

Being fat had made me a loner through most of my school years. Mamma had a job at that time. and to ease her conscience for leaving my sister and me, she always gave us ice cream money. And I never missed a scoop. Besides, I'd stuff on bread and potatoes and sweets and all kinds of candy.

I remember how much I wanted to be on the square-dancing team at school. But I was turned down. First, because I was so big. I couldn't keep up with the others. And second, because I made too much noise stomping around.

All I can say now is, thank goodness Charles took me for what I was, not what I looked like. In fact, the only time he ever said anything to me about my weight was when I was expecting. He was scared for my health. But when anybody said anything to me about losing, I'd resent.it and eat more.

After my little girl came and I went up to 265 pounds, even I was afraid. Of course, my doctor had got on to mie plenty of times, but I never took
his advice. But this time, it was me who made the decision to reduce. And until you make up your own mind that you have to lose weight, nobody can help you.

Yoursee, I'd seen some of those stories in magazines ribont folks who'd lost weight with the help of a reducing-plan candy, Ayds. So I bought the vanilla caramelkind at the drugstore. Later; I switched around to the plain chocolate fudge type and the chocolate mint fudge for variety.

I took one or two before meals like the dinections say. And Ayds helped curb my appetite. Why, on the Ayds Plan, I ate less because I really wanted less. Where I used to crave buttered biscuits, macaroni and cheese, and potatoes, I don't have a hankering for them now. In fact, I've acquired a whole new taste for food, since I've got all those starches out of iny system.

While I was losing, I didn't think about how far I had to go down. Just that with each five pounds, I was that much closer to my goal. And it worked.

By the time Charles and I had our new home in West Asheville, N.C., I was 80 much slimmer, he carried me over the threshold. Even my little girl notices it now that I'm down to 136 polunds.
I'll tell you this, it sure has confused people. My
mamma. who hadn't seen me for a long while, almost cried when she apotted me in church. And my uncle couldn't believe his eyes.

But the best reaction of all was from a lady customer in our store. Charles and I used to deliver her newispapers. I'd sit one side of the car, tipping it most to the ground as I rolled up the papers, and hed be on the other bide, riding upin theatr. Welt, first time she saw me skinny, she didn't speak. Wouldn't, in lact. Instend she spread the word: "Mr. Coffey's got himself remarried." We laughed, when the news got back to us. But, in a sense, it's true. Because, thanks to the help of the Ayds Plan, Charles has got himself a new wife. Me.

BEEORE AND AFIER MEBASUREMENTS

|  | Before | After |
| :---: | :---: | :---: |
| Height | $5{ }^{\prime \prime}$ | 5 ${ }^{\circ}{ }^{\circ}$ |
| Weight | 265 Ibs. | 136 lbe. |
| Bust | 44" | 34* |
| Waist | 42' | 281/2" |
| Hips | 49** | $36^{*}$ |
| Dress | $24^{1 / 2}$ | 10 |

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When hockey team's coach got into grandstand brawl, they leaped to his aid.

$\mathrm{A}^{\mathrm{R}}$RE YOU well-liked? Do A you get along nicely with relatives, neighbors, and fellow workers?

One of our deepest desires is for happy, harmonious relationships with our fellow humans. It's not always an easy goal to achieve.

Natural instincts and experience are a help; indeed, for many they provide all the know-how needed to win respect and friendship. - But it's all too easy to act toward dthers in unthinking ways, without regard for their feelings. The result is often that they are antagonized, "turned off." Their greetings afterward become perfunctory, not warm. They don't seek us out, send us a card, invite us over, confide in us. Many of the offenders are familiar types to us -inconsiderate husbands or wives, demanding parents, uncooperative coworkers, harassing bosses.

However, there are specialists in the field of human relationships who have acquired extensive knowledge in the art of getting along with others. Family Weekly consulted several of them and offers their advice here.
'To love and'be loved and to work productively are two of our strongest natural drives,' says Dr. Manfred H. Hecht, clinical psychologist, who is supervising psychoanalyst at New York's Postgraduate Center for Mental Health. "These are things we deeply want to do.
"Whenever someone says or does anything in a hurtful way that
reflects unfavorably on us, counter to our ego need, the relationship between us is sure to suffer."
It may be something as overt as a thoughtlesaly blurted. "That's stupid!" Or it can be'more subtle, such as failing, perhaps through forgetfulness or lethargy, to consult us about something with which we're personally concerned. Or a look of annoyance cast in our direction by the boss. Such acts do not register with us as construc tive criticism, to which we ought always to be open. Instead, they bruise the ego and create tension
"Marriage embodies intense psychological needs on the part of both husband and wife," Doctor Hecht adds. "Among them are love, a sense of belonging, and emotional support in times of kreat stress.
"But many marriage partners are not helping their mates to meet these needs. It may be out of simple negligence, a lack of awareness, or plain selfishness that the mate has not fulfilled importan needs in the marriage.
"Whatever the cause, many part ners are not contributing enough warmth, love, encouragement, and understanding to the marital atmosphere. If these critical needs go unmet, it's almost impossible for a marriage relationship to be really harmonious."

Doctor Hecht adds a few words of professional advice:
"Relate to people. Be sensitive to their needs, feelings, hopes, and fears. Be receptive, ready to listen or help. But be aware that not all

# How to Get Along with People <br> By NEAL ASHBY <br> <br> Our ability to live harmoniously <br> <br> Our ability to live harmoniously with friends, family, and with friends, family, and coworkers may be the key coworkers may be the key to happiness 

 to happiness}
relationships can work out. Speak up if someone has made you angry or resentful. It will get things off your chest and win you respect. People by and large are not fragile. A worthwhile relationship will survive a flareup."
Clark W. Blackburn, general director of the Family Service Association of America, has been working to promote congenial rapport within families for 90 years. The association binds together 340 family social'service and marriage-counseling agencies across the U.S.
"One of the most effective ways members of families can contribute to an atmosphere of good will," declares Blackburn, "is to help and encourage one another to 'get out' their inner fealings. "Anger, worry. grief-we need a way of giving vent to these emotions so they cannot contaminate our thoughts, our outlook, and our dealinge with others. Even happiness is so much more enjoyable if it can be shared with someone.
"The family should be the social untt in which we can be assured of love but in which we can feel free to "sound off" about things that are bothering us. Husband should encourage wife to speak what's on her mind even if he knows she's going to give him a tongue-lashing! Afterward, the domestic climate is certain to be relieved of tension.

Fair sharing, in Blackburn's view, is another vital principle in family relations. Burdens, responsibilities, no-fun chores should be equitably distributed. Giving anyone reason to feel that others are taking advantage of him guarantees discord,

The American Telephone and Telegraph Company is pioneering a sim:ple but generally overlooked humanrelations concept that is causing many of its 800,000 -plus employees to feel friendlier toward their bosses and relish their jobs. Under the direction of work supervisors, jobs are being made as interesting as pos-sible-"enriched," as it's explained by the program's architect, Robert N. Ford, social paychologist and AT\&T's personnel director for manpower utilization.

The program had its inception about four years ago. AT\&T, along
with many other big companies, was concerned ahout the heavy employee turnover. Some firms have lost as many as one quarter of their workers, mostly through quitting, in a single year. Retraining and restaffing are costly in money, time, and reduced efficiency. Ford began to implement a theory developed by Fredexick Herzberg of Case Western University.
"What happens," says Ford, "its that the work itself can be so boring people don't want to do it. But you can make people's jobs interésting and challenging-and it pays off.
"Take dishwashing. Suppose your employee is bored sick of the job. It's no good to tell him, 'You've been washing dishes a long time, why don't you switch over to carrying them to the kitchen?' That's no more interesting than washing.
"But you can say to that man, We


AT\&T's
Robert Ford

want you to be responsible for ordering the soap and all the materials needed for dishwashing and to make out the work schedules for the dishwashing crew.' "

AT\&T thus now permits phone operators to summon police and firemen on their own instead of referring such emergency catis to supervisurs as formerly was required. Businessoffice representatives can grant customers refunds without getting them approved, and repairmen can decide whether the company is liable when customers claim damage occurred in their homes when phones were being installed.
"We've put our program to work for about five percent of our work force in several hundred. employee units thus far. In almost every case, we have recorded a significant decrease in turnover and observed an
obvious improvement in morale.
"Not only that, but job enrichment is showing us who our next supervisors are-those who rise most impressively to new responsibilities.

Surely one of the most charismatic handlers of workers is Emile Frañcis, coach and general managèr of the high-ranking New York Rangers hockey team. When Francia hocame involved in a scuffle in the stands at Madison Square Garden during a game several seasons ago, 13 Ranger players in pads and skates somehow managed to climb over the 10 -foothigh protective glass surrounding the ice to ${ }^{-j}$ go to Francis' aid.
ill demand effort, but not superskill from my men, Francis says. "Absolutely no favoritism. I've seen the reseritment on teams when a player who scored a few more goals was allowed to come and go as he pleased.
"I try to instill pride in our team and stress the importance of working together. Major leaguers know how to play the game. The way to win is to get something 'extra' from each of the men."
"Star" performers need to be handlers of people, too. One who does it well is Joe Namath of the New York Jets. Namath is extremely popular with his fellow Jet football players though he's paid more money than any of the others, is publicized far more, and adored by pretty girla from coast to coast. Says writer Dave Anderson, who covers the Jets
"Joe's very democratic. He talks the players' language, and he's one of the wittiest 'kidders' in the locker room. He's just as friendly with rookies and substitutes as he is with 'name' players."
Tho-reowtiv-of theae-bumanaralas tionship experiments in the business or sports world can be applied to our private lives as well.
The accumulated data seems to boil down to this: we like and will follow those who can make us feel that they genuinely care about us, are ready to listen to or help us to any reasonable extent, and who show respect for our integrity and abilities.
There are many supplementary ele-: ments that make for ever more successful relationships, but these few simple principles can carry us far.


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