

EVENING

# Idaho Times

TWIN FALLS

A Regional Newspaper Serving Six Irrigated Counties in Idaho

## THE WEATHER

Unsettled Monday night and morning; winds strong and low temperatures for the period ending Sunday at 6 p.m. were 23.4 and 13. Last night's low was 13.3.

VOL. XIV. NO. 242—5 CENTS.

Full &amp; Local Leased Wire Tele-

graphic Service of the United Press

TWIN FALLS, IDAHO, MONDAY, JANUARY 18, 1932

Member of Audit Bureau of

Circulation

OFFICIAL COUNTY NEWSPAPER

Today's  
News  
TODAY!

## APPROPRIATIONS FOR AGRICULTURE REDUCED IN BILL

**House Committee Endorses Measure Providing For Sharp Reduction**

### IS CONSIDERABLY LESS THAN HOOVER ESTIMATE

**Largest Single Cut Comes In Federal Highway Department**

**WASHINGTON, Jan. 18 (UPI)—**

The House appropriations committee today set Congress an example of conservative economy by reporting favorably on an agriculture department annual appropriation bill \$400,000,000 under funds allowed for the present fiscal year, and \$10,750,000 less than "President Hoover's budget estimate."

The bill, which will receive immediate consideration in the Senate, contains \$125,433,814 for activities of the department during the fiscal year, including federal aid highways.

#### Budget Economy

This drastic economy action by the committee follows closely upon the recommendations of the House and Republican leaders to cut expenses as far as possible without injuring governmental efficiency.

The greatest single saving effected in the bill is in federal aid highway appropriations, which are cut by \$9,000,000 under the President's recommendations, and \$25,000,000 under last year's allowance. In its report the committee recommended \$100,000,000 for the highways which is sufficient to meet all payments until March 1, 1933, when a more definite knowledge of state road building programs will determine the final amount.

The appropriation for building forest roads and trails is \$10,500,000 less than last year, \$8,000,000 being allowed for maintenance of existing forest roads.

#### Further—Moves Anticipated Soon In Foreign Bond Investigation

**WASHINGTON, Jan. 18 (UPI)—** The senatorial foreign bond investigation was in recess yesterday, while the Senate was preparing for further moves.

Secretary of State Stimson was racing over the correspondence between agents in the United States and Colombian bank officials, and the colleague of his former chief of operations, to see if he would make any of it public.

Sen. Joseph T. Hays, Calif., called on Washington another phase of the investigation, the nature of his investigation, he has declined to reveal.

Sen. Charles S. Stover of the same committee today called for more witnesses for Wednesday, if he decided to go into this new phase of the investigation.

#### Stimson Is Expected To Decline To Submit In Full His Documents

Stimson is expected to decline to submit in full his documents to the committee desire. He has persistently refused to file his papers with the committee, and has threatened to delete portions which relate to international affairs and permits other portions to go before the Senate.

He has been clamped down on the documents, the committee has informed him, and the Senate investigators, he charge that the committee had informed him, his private files regarding his personal business with appropriations of \$2,850,740 for the present fiscal year.

The Bureau of Plant Industry will have an appropriation slashed from \$1,000,000 to \$900,000, the bill says.

The Bureau of Plant Industry budget estimates.

#### The Bureau of Entomology, which is charged with combating various insect pests, came through with its appropriations practically unscathed. The committee recommended a slight increase with appropriations of \$2,850,740 for the present fiscal year.

The Bureau of Plant Industry has a budget of \$1,000,000, the present appropriations end \$54,000 under the President's recommendations.

#### AIRPLANES TAKE FOOD TO INDIANS

**Aviators Drop Rations To Hungry Red Men In Three Reservations**

**MINNEOLA, Ariz., Jan. 18 (UPI)—**

Arizona's first flying breadline took off today on its second trip, carrying food to several thousand Indians who had been stranded with 2,000 pounds of emergency rations in the desert. Flying planes were crisscrossing Arizona and New Mexico, inhabitants of which have been cut off from any considerable source of food since Decem-

ber. Soliton, finding landings possible on the rolling green plateau, pilots were flying low over the desert, dropping their heavily wrapped packages of food.

They were welcome, the Indians told the flyers, tearing them open and devoured at the sight of such morsels from the skies as flour, sugar, beans and bacon.

Naval aviators committee con-

## Ross and Gray to Confer At Pocatello in Attempt To Widen Idaho Markets

**POCATELLO, Jan. 18—** President Coolidge appointed to work out, Carl Gray of the Union Pacific system, and Governor Frank E. Murphy, and other members of the Western governors' program suggested by the governor several months ago, in which it was proposed the railroad compete with the auto in traffic for Idaho citizens.

The conference will be held at 10 a.m. with Gray and others representing the railroad, and Ross, manager of the Snake River valley men representing the growers.

At noon Gray and Ross will be the principal speakers.

Charles L. Shaver, chairman of the state chamber of commerce, the officials will arrive Tuesday evening from the west and plan to leave for the east the following afternoon.

Arrangements have been made by the railroad company and the people of the state.

## STIMSON PERUSES CORRESPONDENCE ON BANK CREDIT

**WASHINGTON, Jan. 18 (UPI)—**

The La Follette-Cochran subcommittee, under Rep. Bill Johnson, chairman, approved a bill for direct relief out of the federal treasury, was approved today by a Senate subcommittee.

The subcommittee voted to pass the bill immediately to the full manufacture committee.

The subcommittee voted to

allow the bill to stand.

Next week the bill will be introduced by the following winter, the biggest banks in the country will fall, he declared.

Murphy said he had an arrangement with the American Central Bankers Association to let him know if he could get a favorable hearing before the Senate.

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# FRED MORRISON WINNER OF AGUA CALIENTE EVENT

California Takes First Place  
By 2 Strokes; Sarzen  
Places Second

**AGUA CALIENTE**, Calif. (UPI)—Fred Morrison, who was born and reared in southern California and learned the game at the age of 10, yesterday became the first western player ever to win a big Pacific coast money tournament.

He shot a 73 in the final 18 hole match yesterday to win the \$15,000 first prize.

Morrison, 26, of Los Angeles, who led the opening round, his 74 of Thursday and his 68 of Friday, had a total of 281, two strokes better than the nearest competitor.

The Los Angeles, San Francisco and Agua Caliente open tournaments, which were contested on the coast, never had been won by a west player before. In breaking this tradition Morrison finished ahead in a big tournament for the second time.

Second in Morrison's home state of Sarzen, New York, who received \$2,500, was a 286. At that figure he was two under par for the tournament, which with his first round and three additional rounds of 73 each.

Third was Bill Durfee of Brewster, with 87. He took \$1,500, while George L. Clegg, of New Haven, who might have won had he played as well the last day, as he did the first three, took \$1,000 in the final round for a 99 total.

Charlie Guest of Neal, N. J., and Willie Goggin, of Lake Tahoe had 190's and the rest of the field scattered, many strokes behind him.

Leo Diegel, local pro, just managed to get in the money with his 200, and a terrific come-down since he had been a winner at the half-way mark.

His 78 Saturday and 76 Sunday put him out of the running.

First among the amateurs was Fred Coleman, Los Angeles, with 246.

Sarzen, in "playing-in," up \$2,500, was a heavy winner in the Agua Caliente tournament, which included other winners with \$1,500.

He won the first one in 1929, when the first prize was \$10,000, and the total was \$25,000.

Jimmy Golden, Northrop, came from the second place in 1929, when the

George Von Elm, Detroit, in a play-off, took 297 this year and Von Elm took 291.

Inverness finished over further back, Walter Johnson's track had 297, and Johnny Farrell, New York City, 300.

**RUPERT, OAKLEY  
DIVIDE HONORS**

**RUPERT, Jan. 13 (Special)**—Rupert girls defeated the Oakley girls 34-18, and the Rupert boys were beaten by the Oakley boys 20-14, in two contests played on the local basketball floor Saturday night.

It was the first victory in registering their victory, but the boys' game was a battle from start to finish.

Carl Gr-Benson's-Aberdeen Coal, Transfer & Storage, Phone 112.

## OUR BOARDING HOUSE

I SAY, ALVIN, MY BRIGHT AND CLEVER YOUNG NEPHEW—YOU MADE OVER SEVEN DOLLARS SELLING THOSE CLOTHESPINS, AND I WONDER IF YOU WOULD LOAN YOUR GOOD OLD UNCLE TWO DOLLARS TO HELP HIM PUT OVER AN IMPORTANT DEAL!

I GIVE YOU MY WORD, WHICH YOU KNOW IS AS SURE AS SUNRISE, THAT I WILL PAY YOU BACK SOON!

WELL, YOU WAIT HERE TILL I GET IN MONEY OUT OF MY SECRET HIDING PLACE! I'LL MAKE YOU PROMISE THAT YOU'LL PAY ME BACK ON WASHINGTON'S BIRTHDAY, BECAUSE HE NEVER TOLD A LIE! ALL YOU CAN'T GO BACK ON YOUR WORD ON WASHINGTON'S BIRTHDAY!



## TWIN FALLS TOWN TEAM TO ENTER ANNUAL GOODING OUTLAW TOURNAMENT

Twin Falls' own basketball team, which last year won the state championship, will enter the tournament on Gooding's home court again this year, according to announcement by H. E. Schubert, manager of the team. Dates have been set as February 11, 12 and 13.

Following is an excerpt from the announcement: "We are anxious to meet the State team, which includes mention of one reason for the prowess of the Twin Falls quintet:

"Friday night, Feb. 11, the University of Idaho, with another writer with us," said A. O. Latham, Jerome, laureus man and sportsman. "Friday night, Jerome comes back to Twin Falls, in again the same number of the Twin Falls town team."

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Twin Falls town team."

Redden Is High  
In Weekly Shoot

## LEGION AT BIKE TO STAGE CARD

Redden was placed in the weekly album of the Twin Falls Legion, which is held Saturday night, with a total of 276. Jacklin was second with 256, and Kraus was third, with 246, and standing were 446.

Redden is remounting cards and envelope from both feet for \$1,000, located in J. C. Penney block.

Carl Gr-Benson's-Aberdeen Coal, Transfer & Storage, Phone 112.

## IDaho EVENING TIMES, TWIN FALLS, IDAHO

By Ahern

## IDaho SCHOOLS ALTER DECISION ABOUT TOURNEY

Six Institutions Decide To Play In Hoop Event Here After All

Evidence that southeastern Idaho high schools are beginning to split off from the state to split into their own tournaments, has caused the state basketball-tournament-director-state officials awarded the tourney to the Idaho State School for the Deaf and Blind, located in the southeast district of the state, in the town of Gooding.

State officials Saturday decided to change their minds and send their teams to the state tourney here, and instead of the school for the deaf and blind, the school of the blind, located in the southeast district of the state, in the town of Gooding, will host the tourney.

"We were only 'only' too late,"

"it might well have been the chores of the school for the deaf and blind here Saturday in which Pocatello high school and five others voted to not send the盲人 basketball association here Saturday,"

"If the vote of yesterday's meeting is supported by a majority of the members of the Pocatello basketball association, Pocatello high school may yet have opportunity to compete for the state championship," said John Taylor, president in the absence of James Taylor, Montpelier, district chairman, who was unable to attend because of his wife's illness.

John Taylor, president of the Pocatello basketball association, said he would call a meeting of the former

opponents that the northeast had been in touch with by this state basketball association, to discuss

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## Twin Falls Times

PHONE 48

Pull-Lensed Wires Service, Twin Falls, Idaho  
Published Six Days a Week at 22 Main Avenue East, Twin Falls, Idaho  
Entered as Second Class Mail Matter in the Twin Falls Post Office, April 11, 1928, Under Act of Congress, March 3, 1879.

SUBSCRIPTION RATES:  
One Month \$1.00 Six Months \$5.00  
Two Months \$1.50 Year \$10.00  
By Mail, Payable in Advance. One Year, \$10.00

Pacific Coast Representatives—A. W. Meyers, Inc., San Francisco, Marin  
Bldg.; Portland, Security Bldg.; Los Angeles, Western Pacific-Hotel  
Eastern Representatives—Thos. C. Clark & Co., Inc.  
125-217 E. 42nd St., New York

## POTATO-ADVERTISING

HOW one group of Maine potato-growers is attempting to place its product on the market in the large eastern consuming centers, is interestingly told in a current advertising trade publication.

Since it strikes so closely home in this community, an idea of the campaign undertaken is given here for the information of those interested.

Editor and Publisher tells the following story:

T. M. Hoyt and Milton C. Smith, large potato growers owning their farms and warehouses, organized the Mapco Potato Company of Presque Isle, Maine, as a sales company to introduce new methods and to market some of their 40,000,000-pounds-a-year output.

A survey of 1,000 housewives was made to find out what women want in potatoes. The investigators were told that homemakers would welcome potatoes of good size without cuts, potatoes free from bruises, and potatoes graded so they are more uniform in size, and would like to get them in more convenient packages. The families interviewed stated that to obtain these advantages they would be willing to pay, if necessary, a somewhat higher price. A surprising feature of the survey was the comparatively few housewives who had stricken potatoes from the menu for "reducing" reasons.

Improved methods of preparing potatoes for market were introduced. It was arranged to brush all potatoes by machine at the warehouses in Maine to remove dust and dirt, then to ship in carloads to a warehouse in Boston, where the potatoes would be graded and inspected. A grating machine was devised to contain a two-inch screen, through which the smaller potatoes fall and are sold to starch factories. A 2½-inch screening also is applied. All potatoes are looked over as they pass along moving belts. The medium-size potatoes of uniform quality and thickness are weighed automatically and packed in attractive packages.

A pack of potatoes is packed in a strong, durable mesh-face bag, containing the Mapco trademark and tag. For those who wish a smaller quantity, the five pound bag is supplied. Extra large potatoes suitable for baking are individually wrapped and sold in a peck carton, under the Mapco trademark, which shows the brand name against a map of Maine, with the inscription, Grade A. Hotels and restaurants receive 100-lb. sacks.

A whirlwind drive with a corps of about ten salesmen, armed with portfolios and preceded by letters to selected accounts from the merchandising departments of the newspapers, lined up 1,500 outlets. A suggested resale price of 39 cents per peck—50 per cent higher than the average for bulk potatoes—was charged by almost all dealers. Deliveries were made directly to the trade practically daily by the Mapco Potato Company's own trucks, all of which feature the trademark.

In addition to branded package potatoes, the trucks also deliver bulk potatoes to the stores, giving whatever size and type having the most "call" in the neighborhood. Restaurants and hotels are sold bulk potatoes according to their own specifications. The dealer is required to accept a minimum delivery or pay a special delivery charge of two cents per peck.

One of the earliest newspaper advertisements showed a succulent baked potato with butter and a touch of paprika, with an appetite appeal and a recommendation by Giovanni Bonello, chef at the local Parker House. A coupon, offering a half peck for a quarter, brought a gratifying response.

Later the copy swung from teasing the appetite to matter-of-fact news announcement copy under the headline, "Now you can buy potatoes that are clean, that are uniform in size, that are hand-selected—that peel without waste, that are uniform in texture," with the slogan "The BEST from a good Maine Crop."

An edition of 250,000 recipe folders was distributed through dealers.

The idea not only obtained immediate distribution, but has created a large, steady repeat sale, as is shown by the daily deliveries of the trucks and checkups made in various stores. The method of distribution is being perfected with an eye to its later introduction in other cities.

In a custom-ridden industry, faced with difficult problems, the strategy used has enabled the producer of an every-day staple to make a substantial start in the production received by the public.

2. Identifying a former bulk product under a brand.

3. Packaging in sanitary, modern units in line with the needs of the consumer.

4. Creating a demand through newspaper advertising and recipe folders.

5. Delivering direct from a central depot to dealers and large users without any middlemen between.

6. Marketing of quantities of bulk potatoes along with the branded merchandise.

7. Improving the price situation and profit margin.

8. Focusing greater general interest on potatoes.

## You May Not Know that

There were \$60,000 worth of town lots sold in one day at the opening of Hollister's townsite in 1908.

## Gleanings

JUST HITS OF HUMAN INTEREST FROM EVERYWHERE

Regardless of the campaign against it, the good old unicolor "Weebel" is good enough for students at the University of Oregon.

Subscription of a campus poll gave it an "overwhelming victory" against such new fangled names as "Trappers," "Lumberjacks," "Beavers," "Volley Jackets," "Devils," a pre-existing trend for the sophomore "Lumberjacks," the name got but seven votes. For "Weebel," students polled 410 votes.

Fanny, member of the Coast Guard Cutter "Frigate," found one of her shipmates' telephone. When the cutter is in the San Francisco harbor, Fanny leaves the ship and trots about her business just as though she were at home—just as though in the familiar home-shack. But, when the pier telephone rings in a certain way, she drops whatever she is doing and runs to answer it. She knows that the cutter has been called out.

She pays no attention to other things.

But for the Human Society, Lee the "liver," "topsy the bear," and two hyenas, a wild boar, leopard, and two monkeys, would have been called out.

David E. Masten, owner of a small circus, arrived at St. Louis, put up winter quarters and only had \$20 in his pocket. He had \$600 to sell the five-cent show for \$6,000, but there were no callers.

On Christmas Day there was

## TWIN FALLS DAILY HERALD

## WASH TUBBS:

"IP HAS MADE A FINE STAFF AT DECODING THE SECRET MESSAGE FOUND IN THE DAGGER."

"NOW, LET'S SEE THE REST WE HAS TO GUESS AT THAT FIRST WORD—it WOULDN'T BE 'MEET' OR 'PEEK'—MUS BE 'SEEK'."

"SWELL! AN' WOCCA YOU SEEK? IT'S EITHER 'HEALTH' OR 'WEALTH'!"

"WEALTH, OF COURSE!"

"BY Crane

"WEEK EALT N E  
3CCO. MOUCA 05.0CA  
LOO E TONE N LON-  
3CCO. 3CCO. 05.0CA  
END.  
ANTON KLEY  
3CCO. 05.0CA

"HIS FINE. NOW WE KNOWS THE LETTER 'S' IN THAT FILLS OUT THE WORDS 'LOOSE AND STONE'."

"AN 'LION' TOOK AN 'EAT' AT LAST WORD IS 'DEN'."

"BLISTER-ME! HOWIE HAS IT!—"SEEK WEALTH UNDER LOOSE STONE IN LIONS DEN." WHOOPEE! IT'S SOLVED!!"

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## TODAY IS THE WORLD WAR ANNIVERSARY

## OF

## APPRO SOVIET GOVERNMENT

On Jan. 18, 1917, the Soviet government was established by Russia.

The Constituent Assembly of Russia passed a resolution to establish a republic of Soviets.

Russia was declared "a republic of Soviets." The Republic of Soviets is formed on the basis of a free alliance of free nations.

When the funds were held, the school's auditorium was not to capacity.

EACH MEET ALREADY

Jan. 18, 1932 (Special) — Both basketball teams won both games of a doubleheader against Acapulco High School Saturday. Scores were 36-34, 36-34, for the hosts, and 36-34, respectively.

Both teams and "all the messages" will return Saturday night. Men and Women attendants at Dr. Foster's office. Located in J. C. Penny block.

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