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ADVICE TO BUSINESS MEN

BUSINESS men, worrying about reduced sales, might pause for a moment and consider the remarks of Samuel T. Gilbert of Detroit, one of the nation's largest cigar manufacturers.

Says Mr. Gilbert:

"One of the great mistakes people are making nowadays is failure to advertise just because times are bad. You've got to keep advertising if you want to sell. There's only one thing selling in America today. That's liquor — and it's being advertised from hand to mouth by everybody. Liquor is the biggest business in America."

Yes, business men with goods to sell might stop worrying over reduced sales for a moment and consider what Mr. Gilbert has to say. Then, if they acted on his advice, they wouldn't have so much to worry about.

THINKING MACHINES

AT HARVARD University dean declares that what this country needs is a "central thinking agency." He is Wallace Brett Donham, dean of Harvard's graduate school of business administration, and he presents this theory in a new book entitled "Business Looks at the Unforeseen."

It is Dean Donham's view that men chosen by representatives of the government, of business, and of labor should constitute this "central thinking agency" to work out plans for the conduct of the economic life of the nation.

As an expert on economics, Dean Donham speaks with authority and is entitled to an audience. His plan, no doubt, has merit. But surely the dean has named the project ill-advisedly.

What the country needs is not a "central thinking agency," but more thinking on the part of individuals. A great deal more thinking! The charge that men and women of the democracy are altogether too prone to let others do their thinking is stressed constantly by all who would raise the national status of health, wealth and happiness. Encourage Mr. Average Citizen to be his own "thinking agent" and more of his own troubles will be solved.

A REAL HERO

RISKING one's life, in a brief and gallant gesture isn't half as hard as being consistently brave over a period of weeks. Perhaps this is why an unknown 12-year-old Eskimo boy is being acclaimed a hero today.

Not very long ago a sledge pulled into Wagner Inlet. Harnessed to it were two dogs and a sturdy, tired little boy. For weeks and weeks — so many he didn't try to remember them — the boy had pulled with the dogs. Under the blankets on the sled were a three-year-old boy and a woman who was dangerously ill.

The story the group told was very simple. When the Eskimo family had been left destitute at the death of the father, the boy had gone into the forests hunting game and fish. One day he had too much meat for the dogs to pull. He fitted a harness to his own shoulders and helped to drag the provisions home. It was hard work. But he didn't complain. His mother, who had been ill when he left, was much worse. There was nothing to do but to take his place with the dogs again and start on the 100-mile trip to the place where the nearest doctor had an office. For the last three days of the drive he had no food.

The boy didn't ask for any praise. His mother would live, he was told. That was enough reward for him.

The modesty of the lad, the fact that he did something brave merely because it was his duty, have attracted attention to him. It reminds us that the spectacular feat isn't necessarily the courageous one. It isn't so hard to rise to heights when the banners wave and the bands play. But to push through the northland, pulling with the dogs, racing against death, with nobody to know or care if you make it or if you don't — that requires stamina.

It is quite in keeping with the episode that the name of the youngster is not known. He wouldn't want it to be.

Reduction of water rates at the hands of the city council, together with an increased usage permitted by the new ordinance, is a double Christmas present to Twin Falls residents who greatly appreciate the action.

If you did not vote at the general election in November 1930, or did not move and have moved from your precinct, it will be necessary to register in order to vote in the primary election May 21.

Sometimes it seems too bad that this country does not have precedent for wholesale resignations of its cabinet, like European nations have.

The History of Twin Falls City and County

AS GLEANED FROM FILES OF THE TIMES

15 YEARS AGO 27 YEARS AGO

One of the largest social functions ever held in Twin Falls was the Rock Creek Saturday. The doctor and dentist given by Mrs. J. S. Green and Mrs. Harry Alexander Saturday evening at Parish Hall in honor of Mr. and Mrs. George Hartman, who were celebrating their 25th wedding anniversary, was well attended. The hotel was packed. He had conducted his business in his new way.

Mr. and Mrs. L. L. Hedges, recently married, were the guests of honor at a dinner given by Mr. and Mrs. Harry Alexander Saturday evening at Parish Hall in honor of Mr. and Mrs. George Hartman, who were celebrating their 25th wedding anniversary.

An unknown man wished to leave soon to go to the Orient, returning Wednesday night, but suffered no injuries.

George Hartman, joined with George Christopher, son of the second Sunday in June.

C. M. Allen was passing the hours in Wallowa in honor of the arrival into his family of a newborn daughter. As soon as the railroad comes the young lady will join the society circle of Twin Falls.

State Candidate

Returns From Trip

GRODING (Special) — Mrs. Myrtle P. Endzic, candidate for state treasurer on the Democratic ticket, returned to the State of Washington after several days campaigning in the northern part of the state. She reports most enthusiastic meetings in every place she visited. The field forces of the Democratic candidate composed the party, despite the state chairman, Asher B. Wilcox of Pasco, failed to call. Mrs. Endzic, a graduate of the University of Washington, was accompanied by her husband, Anthony Endzic, Terrell, Wyoming. At least 100 attended the banquet.

Mrs. Endzic and Mrs. Graham reported that she was received by the county chairmen of the Democratic Women's Club with interesting meetings in the afternoon and evening.

Swing baths and body massages will relieve your rheumatic pains. Men and Women attendants. At Dr. C. C. Penney's office.

You May Not Know That

Registration for the primary election May 21, classes, Saturday night, of next week.

The brief, buttoned-down plaid blouse and the pleated skirt are the latest fashions. Women may wear it without the blouse in warm weather, and with the blouse when it grows chilly. Make it of sheer woolens with a silk lining, or silk crepe with a sheer flannel blouse. The

Democratic Questions

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REXBURG WOMAN LEADS DISTRICT

Mrs. S. H. Abbott, New President, and Staff Introduced at Convention

KIMBERLY, I. (Special) — Mrs. S. H. Abbott, president, was introduced at the annual meeting of the District Federation of Women's clubs at the Thursday morning session of the Federation, meeting in the Hotel Kimball, Kimberly, Minn. H. H. St. Arington, Monticello, first vice-president; Mrs. C. F. Peabody, Idaho Falls, second vice-president; Mrs. Mabel Johnson, Ashton, treasurer; Mrs. John Harstad, Rupert, secretary; Mrs. George Palmer, Pocatello, financial manager; and Mrs. E. W. Wilson, Twin Falls, elected Wednesday afternoon, Mrs. Nelson Miller, Shelley, was elected as ad-interim.

"Thrifty" morning and afternoon sessions were held, with general report and program features. Various committee reports were heard during the day. The new officers will be elected at the same time.

TWIN FALLS. (Special) — Mrs. S. H. Abbott, president, was introduced at the annual meeting of the District Federation of Women's clubs at the Thursday morning session of the Federation, meeting in the Hotel Kimball, Kimberly, Minn. H. H. St. Arington, Monticello, first vice-president; Mrs. C. F. Peabody, Idaho Falls, second vice-president; Mrs. Mabel Johnson, Ashton, treasurer; Mrs. John Harstad, Rupert, secretary; Mrs. George Palmer, Pocatello, financial manager; and Mrs. E. W. Wilson, Twin Falls, elected Wednesday afternoon, Mrs. Nelson Miller, Shelley, was elected as ad-interim.

"Thrifty" morning and afternoon sessions were held, with general report and program features. Various committee reports were heard during the day. The new officers will be elected at the same time.

TWIN FALLS. (Special) — Mrs. S. H. Abbott, State Federation president, who is confined to the home by illness, will be unable to do her duty at the convention, which opened yesterday. At 6 o'clock Thursday evening the local women's club will entertain a dinner for the Grange, Loyalist, the past and present district officers.

"Caravans of the Horizon" was the theme of the Grange's Wednesday evening meeting, which featured a pioneer program. A large wagon-pineapple of pioneer themes, was paraded through the hallways. Re-

ceived here by Mr. and Mrs. E. G. Dawson, Mrs. Luton was form-

erally received, while the girls were profusely decorated for the occasion with fruit baskets.

Misses Elizabeth Williams, Anna Fenderly, who was grandmother, Mrs. G. Hayes, Mrs. William Van Houten, former H. C. Prentiss, and Mrs. J. R. Hayes, Twin Falls, responded to guests.

Mr. and Mrs. Joseph Basford, son of Mr. and Mrs. N. G. Basford, son of Mr. and Mrs. L. L. Johnson, former H. C. Prentiss, and Mrs. J. R. Hayes, Twin Falls, responded to guests.

IDEAL COLLEGE MAN. (Special) —

Joseph Basford, son of the Basford family, and his wife, left Friday afternoon at 2:30 p.m. for the University of Idaho, Moscow, Idaho, to attend the University of Idaho.

Mr. and Mrs. Basford, son of

Mr. and Mrs. C. M. Basford, who died Wednesday at the Twin Falls County general hospital, will be buried Friday afternoon at 2:30 p.m. at the county general hospital.

Mr. and Mrs. Basford, son of

Mr. and Mrs. C. M. Basford, son of

Mr

Society and Club News

Zu Zim Twelfth Memorial Day Gets Attention

Arranging a formal Japanese garden as an elaborate and effective setting, Zu Zims entertained the members of the American Legion, the American War Veterans and their wives, the Spanish American Legion, and their partners; members of the Sigma Delta Pi club and their partners, and members of the Hill Club, the Twin Falls Community Band, and the Rock Leone's orchestra furnished music for the evening. Quantities of cherry blossoms and illicis, Japanese maple, azaleas, and wisteria and lattices were used in creating the garden arrangement. Girls' girls served punch throughout the evening. A number of parents of the boys' corps attended the hours of dancing.

Members of the club are Priscilla Johnson, Mrs. Merle Smith, Mrs. G. E. South, Mrs. L. M. Johnson, Mrs. J. E. Lovington, Mrs. B. B. Blythe, Mrs. C. C. Johnson, Mrs. M. A. Johnson, Mrs. H. E. Lovington, Mrs. Martha Smith, and Mrs. V. C. Lovington. Misses Cassey, Craig, Cole, Dill, and Lovington, and Mr. and Mrs. Malcolm Hendon, Mrs. Hilda Klimo, Bob Massey, Hurrah Macauley, Clarence Nye, Gale Shuehlin, Sam Shuehlin, and Mr. Scherzer, John Schultz, Bob Smith, Sibley Towne, Elmer Vaughn and Eddie Vaughn, Eddie Vaughn, Sibley Towne, Elmer Vaughn and Eddie Vaughn.

AUXILIARY MEMBERS OF WAR MOTHERS

Twin Falls Chapter, American Legion Auxiliary, was entertained by the Twin Falls Chapter of the National Women's Auxiliary at the Legion Hall Wednesday evening. Mrs. John Johnson, Mrs. Ray Agee, Mrs. Terry Bales, Mrs. E. A. Avant, Mrs. N. A. Brennan, and Mrs. J. J. Juncadella were the hostesses.

Mrs. Georgia Clark, Gold Star mother, who had made a number of pilgrimages to the war banner, told the audience of her trip, told much entertainment of her trip. Mrs. A. W. Goss presented a bouquet of flowers to each woman. Mrs. W. L. Wilson, Mrs. Peck, two selections. Mrs. W. P. Haney, vice president, presented a bouquet.

Refreshments were unusually attractive, the ice being served in cake plates. A gift basket was placed on each plate.

MOTHERS DAY PROGRAM

Mrs. W. W. Parish was hostess to the M. S. and S. club Wednesday afternoon, and Mrs. C. H. Lindsey was in charge of the refreshments. Mrs. F. S. Cappel reviewed Mary Roberts Rinehart's book, "My Story." Mrs. C. H. Lindsey, author of "My Heart," accompanied by Mrs. E. A. Gish, Mrs. Albert Vieira announced her committee for the program. Mrs. Frances Hawley, F. G. Campbell, Ollie Hartman, and E. G. Gish were guests of the club. Refreshments were served by Mrs. A. Poer, W. Parish, and Lloyd Jones.

BOOTS AND HER BUDDIES



By Martin

BURLEY CHURCHES HONOR MOTHERS

BURLEY (Special) — Burley's May special services were held at all of the Burley churches. At the First Ward L. D. S. church a program under the direction of Superintendent Arthur Craver was given during the Sunday school hour. Mrs. E. Corrine Terhune was in charge of the number at the Methodist church. A short service was given at the morning service.

At the morning service at the Christian Church special music was given by the choir under the direction of Mrs. Clara A. Rhoads. An evening service being in charge of the Christian Endeavor society who had arranged for young people of the First Ward to sing.

Misses Dorothy King and Rosella Rosemarie were in charge of the program at the Methodist Episcopal church.

Burley girls' choir, trained in singing and musical service, sang at the ER's club Sunday afternoon.

Elected Euler Euler Penney pres-

ided and the program was in charge of Mrs. B. C. Clegg.

Worship leader was Ethel Hobbs, Mr. T. C. Whittaker and the Burley girls' choir under the direction of D. E. Johnson gave the service.

The organ solo was given by former Mayor Harry L. Harster.

Sunday evening D. E. Johnson, director, presented a musical program in the Oakley hall.

Memorial meeting Mother's Day.

Approximately 100 people attended the presentation.

The Burley girls' choir and congregation sang.

Worship leader was Mrs. C. Clegg.

Organ solo was given by former Mayor Harry L. Harster.

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COMMITTEE TO GREET IDAHOANS

Group to Welcome Gem State Visitors to Tenth Olympic Games

LOS ANGELES. (Special)—Idaho residents and their friends who are planning a trip to Los Angeles this summer may find a source of valuable information and hospitality in the Idaho Hostess committee, organized and functioning for this purpose in connection with the great Tenth Olympic Games being held in Los Angeles, July 20 to August 14.

Heading the committee, which is composed entirely of women, is Mrs. Ethel Stewart McCarthy, wife of Charles J. McCarthy, former chief justice of the Idaho Supreme court. The chairman of the Hostess committee of all states is established in the Chamber of Commerce building, 116½ South Broadway, Los Angeles. Mrs. McCarthy and members of her committee may be found by letter or visitation and Idahoans as well as their friends will always be welcome.

President Mrs. McCarthy, official Idaho hostess, is the following personnel:

Advisory board: Mrs. Maudine A. James H. Bentz, wife of the late U. S. District Judge Bentz of Idaho; White Marine Guy E. Lovell; Mrs. Thomas Frank Shoemaker, A. M. Beaver, Casey Witherspoon and Mrs. Mary Bowen.

Secretary: Mrs. Frostie E. Stockham.

Chairman of ways and means, library and landmarks: Mrs. McNamee, widow of the late George McNamee, Idaho and former partner of Sonnenburg.

Entertainment: Mrs. Orville A. Gandy, wife of the former dean of the law school, University of Idaho.

Transportation: Mrs. Edward S. Clegg, former manager of the Pendleton Inn.

Press and publicity: Miss Jessie Warrington, formerly of "Della Fair" fame; Mrs. Frank W. Hingworth.

Hospitality: Mr. and Mrs. Monte G. Gwin, manager of the Hotel Franklin, and Mrs. Alice Delta, state president; Mrs. Edwin G. Randolph, Amherst; Mrs. Synder, Spokane; Mrs. Harry A. Lawson, Eagle Rock; Mrs. P. E. Cavanagh, Los Angeles.

At The Theaters

"THE RUN-A-ROUND" ALL TECHNICOLOR AT FOX

The all-telechrome picture, "The Run-A-Round," from the RKO-Pathe studios featuring Mary MacLane and Fredric March, opened yesterday afternoon at Jack's Roxy theatre for a run of two days only. "Run-A-Round" besides being all in motion pictures, has a good romance with just enough laughs and heartbeats to make it very interesting entertainment. The title character, a funny Arapahoe boy, "John the Unknown," is very interesting. Vagabond Traveler, with Jimmy Durante, is another funny Jimmy Gleason comedy and the Universal Graham McNamee talking reporter news.

AT ORPHEUM



Tom Mix and Claude Dell in "Destry Rides Again." This is Mix's picture of the year. It is the current run of "Destry is Weak" and "Beauty and the Beast."

OFFICIAL FOUND



Frank J. Egan, San Francisco's public defender, who has been

CUT OUR WAY



— THIS CURIOUS WORLD —



Escaped Prisoner Is Hunted in Idaho

IDAHO FALLS (UPI)—Authorities here were on the lookout for "Steely" Bergeson, who escaped the Dillon, Mont., county jail, yesterday, made a successful break from the Bonneville County jail here last fall after he was arrested and held for federal authorities.

Night Sessions of Senate Required to Pass Tax Measure

WASHINGTON (UPI)—Senate Majority Leader George Whalen today announced his intention to call a session to pass the tax bill and warned the Senate that adjournment would not be possible by June 10 unless the measure is passed within long hours. He said the Senate would sit from 10 p.m. next Monday.

Keep Your Radiator From Overheating

It isn't always long hard driving that causes your radiator to boil and spout. Many times it is due to the dirty, clogged condition of the radiator, itself . . . a condition easily remedied by our process of washing out and removing all dirt and scale collected through a hard winter and spring of driving, from the radiator and enginehead.

We have special equipment to take care of your radiator, cheaply and quickly.

Drive in today and let us put it in a good condition for a summer of hot driving.

Lind Automobile Co.

Distributors for A. C. Spark Plugs, Oil Filters, Specimen Fuel Filters, Air Cleaners, Gasoline, Motor Oil, Gauges, Reflex Signals and Remotes. PARTS PHONE 298 OFFICE and SHOP PHONE 299

By Williams

Idaho Department Store

"If it isn't Right, bring it Back"

TWIN FALLS' ONLY HOME-OWNED DEPARTMENT STORE

Offers for high school graduation days fine gifts of recognized quality at prices that would be cheap for cheap goods. Your comparison is requested and your decision eagerly awaited.

MEN'S STORE FRIDAY AND SATURDAY

Two Graduation Day Gift Specials Of Very Exceptional Merit

600 Pairs Men's Fancy Silk Hose 39¢ or 3 for \$1

Half of These Are Regular 75¢ Hose—Half Are Regular \$1.00 Hose

You know these values. We have given this special several times before and it has always been one of our most popular special events. These hose are strictly firsts. Every pair is labeled by the manufacturer with the regular nationally advertised retail price. To get these values twice a year I have to personally pledge my word that the manufacturer's name will not be mentioned in our ads in any way. All identifying marks have been taken off of this hose. We wish you would take our word for it that in fit, wear, appearance and price these two historic specials today represent more history value than has been offered in Twin Falls for years.

K. C. BEACH



600 Pairs Men's Fancy Silk Hose 25¢

These Are Slight Irregulars of the Regular 50¢ to \$1.00 Grade

They are made by the same manufacturer as the other hose. Its irregulars run as good as firsts from most of the average mills. We can't find the imperfections in the majority of them and we doubt if you can. You will probably recognize a good, many of these patterns as the same ones you have seen in 50¢, \$1.00 and \$1.00 hose.

25¢

DRY GOODS DEPT.

MR. MACMULLEN MADE A DANDY CLOSE OUT IN NEW YORK

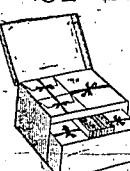
OF FINE BOXED STATIONERY

That he Offers for Friday and Saturday

As a Graduation Day Special

200 Boxes Fine Stationery - 39¢

A Careful Check Revealed These To Be Good 50¢ and 75¢ Values Today



"There are 12 different styles in this line group. They will make the most acceptable of graduation day gifts. The line elements are as follows:

Two styles in the now popular colored paper border on paper and envelopes. Very neat and attractive.

Four different styles in plain white paper with lined envelopes.

One group consisting of paper, envelope and a beautiful ostrich feather pen all most attractively boxed.

Sets for men consisting of the long sheets and envelopes in plain white, all in very good taste.

Two sizes, single, six, eight and twelve pieces in plain white. Used by particular names for particular purposes.

Two sizes and styles in correspondence cards. Cards with round or square corners and all gold or part gold edges.

DON'T FORGET

The Many Bargains Yet To Be Had In

The Odds-and-Ends-and-Broken-Lots

of the

Detweiler Stock

IN THE ECONOMY BASEMENT

If you will be patient and go through these odd stocks carefully you will probably find just the size or style you want in single pieces. And whatever you find that you can use you will know it is a bargain.

Dry Goods Dept.

Saturday Only - Promptly at 3 p. m.
in the Afternoon

200 Home Grown Dahlias 5c Each

We wanted more but this is all our grower had this year. These are the same bulbs that sold so quickly two years ago. They are fine, big, bushy bulbs and are carefully assured to bloom. Yellow, red, pink, buff, white, lavender, red and white, lavender pink.

Each 5¢

PANTRY SUPPLIES that will save you money and give you satisfaction

Priced very low for

FRIDAY AND SATURDAY

Chase and Sanderson's Seal Brand

Coffee, 1 lb. cans, each

10c

Danz Reil Khoney Beans

Medium size can, each

27c

Victor Cut Green Beans

No. 2 can, 2 for

33c

Stale Stale Peas in syrup

No. 2 can, 2 for

Heinz or Fausto spaghetti in tomato sauce

Medium size can, each

10c

Van Camp's Melton Pot and Beans

3 lb. can

20c

Globe Tomato Sauce

15 oz. can, 3 for

29c

All Brands tall milk

25c

Blairen Glaze Fruit

No. 2 cans, each

15c

Orange Pekoe Tea

8 oz. package

25c

Solid Tuna Salad Dressing

Pint jar

10c

Miller Brand Corn Flakes

Large package

19c

House and Wither Match

box caron

27c

Pest's Washing Machine Soap

Large package

25c

Mission Hello Toilet Soap

5 bars for

25c

Lamb's Steam Refined Butax Soap

3 for

20c

Dunlop Dip Chocolate covered Peanuts

16 oz. for

12c

A good mixed Candy

1 lb. for

19c

Fruit Price Deliveries each day, leaving the store at 9:30 a. m., 2:00, 4:00 p. m. Main Store Phone No. 188. Grocery Phones No. 9 and No. 1