



# NAZIS HANG FOR DOLFEUSS DEATH

### Austrian Forces Showdown on Revolt by Executing Two Assassins

(Continued From Page One)  
The 134 men who seized the city of Vienna in the revolt of last week were charged with complicity. Both were charged with high treason. Before the judges returned to consider their verdict, Planetta, standing rigidly at attention, said quietly: "I am no cowardly murderer. I intended to kill nobody." In his testimony yesterday Planetta said that someone jogged his arm while he was near Dollfuss.

# Defiant Nazi

### VIENNA, July 31 (AP)—

Frank Huettenbrenner, one of the two Nazis hanged today for the murder of Chancellor Engelbert Dollfuss, died a defiant Nazi with the cry on his lips: "Mein Hitler."

# STATE EXPENSES UNDER ESTIMATE

### Outlay Is Less Than Amount Expected; Idaho Income Exceeds Hopes

(BOISE, 41)—State expenditures for three-quarters of the biennium have been 72.22 per cent, according to State Auditor Harry C. Parsons, in his report for the period from Jan. 1, 1933, to July 1, 1934. Revenues for the same period, including all property relief taxes, are 75.55 per cent of the amount estimated for the biennium.

# News in Brief

### Doctor Leaves

Dr. J. H. Morgan and his family have left for a vacation trip to Los Angeles.

### Travelers Return

Mr. and Mrs. D. H. Ladd have returned from a trip through Yellowstone National park.

### Home from Coast

Mr. and Mrs. Lloyd Collier returned the first of the west from a vacation trip to the coast.

### Go to Nevada

Grant Sawyer and Keith Sawyer have gone to Fallon, Nev., to visit their father, Dr. H. W. Sawyer, former Twin Falls resident.

### Conclude Vacation

Mr. and Mrs. Howard Smith, who have spent the past several weeks in central Idaho on a vacation trip, arrived home yesterday.

### Visitors Leave

Mrs. Ralph Musser and daughter, Mary, and son, Robert, who have been guests here for their home in Alhambra, Calif.

### Girls Transfer

Word has been received here by the office of the state auditor that the minor Bonwell has been transferred to duty at Augusta Military academy, Fort Defiance, Va. He has been stationed in Panama.

### Married by Justice

Marriage of Nell de Candra Hudellon, Phoenix, Ariz., to Claude H. Henderson, Twin Falls, was performed yesterday by H. M. Haller, justice of the peace.

### Girls Sixty Days

Harold Van Eaton, convicted in the justice court of H. M. Haller, of a misdemeanor charge of issuing worthless checks, was sentenced today to serve 60 days in the county jail.

### Absentee Ballots Ready

This was the first day for the issuance of the office of the county auditor of ballots to those persons who expect to be away from their precincts on the day of the primary election, Aug. 14.

### At the Hospital

P. J. Marshall, Murtough, has entered the hospital as a medical patient. Mrs. Joe Urie, Twin Falls, and Mrs. M. L. Alnoworth and baby daughter, Twin Falls, were admitted, Mrs. Urie after an operation.

### Guests from Canada

Mr. and Mrs. Howard J. Reed, Blue Lake, Arizona, have been here for the week. Rev. J. J. Tatham, Astoria, B. C., Canada, and the pastor's sister, Miss H. M. Tatham, wife of Wm. Buckinghampshire, England.

### Wanda Legal Separation

Desertion is complained of in a suit for divorce filed in district court by Jack L. Taylor against Wanda Taylor, whom he married Nov. 16, 1926 at Monticello, Wash. The plaintiff is represented by W. L. Dunn.

### Visit Daughter

Mr. and Mrs. Arthur Moore and daughter, Violet, and Mildred, Wendell, and Mr. and Mrs. E. L. Blue, Piler, motored to Abboton Sunday to visit Miss Lela Shure, who is attending a normal school at Abboton State Normal school.

### Growers May Call

The new telephone number at the Idaho Potato Growers' Association is 44-10, announced Mrs. E. J. Malone, who is in charge. Those who have fruit or vegetables to donate or to have canned on a share basis are asked to call Mrs. Malone at that number.

### Family Returns

Mr. and Mrs. Carl Gibb and children, Mary Lou and Bud, have returned from a two-months' trip through the east. Mr. Gibb visited in Detroit, Cleveland, Pittsburgh, Cincinnati, Chicago, Philadelphia, New York, and several other cities trying to make arrangements for a better outlet for Idaho potatoes.

### Saw Ballroom Ascent

Mrs. L. N. Nelson and daughter, Shirley, and her son, Robert, returned Monday from a six weeks' vacation spent with friends and relatives in the east. They returned through the Black Hills and Yellowstone National park. The car, a gift of former Gov. Fred W. Green, and Fred A. Chapman, former Idaho mayor, has been mailed from their winter home at the New York apartment building owned by his wife, the former Hannah Williams.

### The gift was the fulfillment of a promise made to Denney several years ago when Chapman and Chapman, named of the prospective addition to the family.

# FINAL TRIBUTES PAID FILM STAR

### Simple Requiem Honors Marie Dressler in Private Services

(Continued From Page One)  
Friendship Polly Moran, who shared a huge professional success with Miss Dressler, said: "Marie, darling, God rest your soul in peace!" Friends Carry Cuddeh, six pall bearers, all directors of long standing, carried the simple bronze casket to the grave. The pall bearers were W. S. Van Dyke, William K. Howard, Mervyn Lettow, Charles E. Kleener, Jack Conway and Clarence Brown.

### Frank L. Stephan, former attorney-general, will be a Republican aspirant for the governorship.

They have a lock off the door and took possession. A few minutes later printed circulars were distributed announcing the soldiers would "organize honest registration." The names of Allen and H. A. Conway, secretary of state.

# MORTGAGE HELP PLEAS DWINDLE

### Requests for U. S. Aid Show Decline to Less Than 50 Per Week

REVERLEY, Cal. (AP)—Requests for federal aid to save mortgages from foreclosure are decreasing from several hundred a week to less than 50 a week, William L. Myers, governor of the farm credit administration, said today.

# Idaho Power Water Bought for Burley

### BURLEY, July 31 (Special)

Idaho Electric officials announced today that there will be a small increase in irrigation water during the balance of the season due to the recent purchase of 15,000 acre feet from the Idaho Power company. Two thirds of the water will go to the Minidoka irrigation district and one third to Burley.

# Burley Potatomen Ship First Loads

### BURLEY, July 31 (Special)

Potato shipping started in Burley with the moving of several cars to Chicago. Growers received 35 to 40 cents a bushel for Idaho Potatomen. A few Idaho turkeys are also moving, and the season for Nettle Gens will probably start about Aug. 15.

# Twin Falls Men Seek State Offices

### Senator, New Orleans Official Clash Over Possession of Vote Office

(Continued From Page One)  
Senator, New Orleans official clash over possession of vote office.

### Mayor Asks U. S. BALK HUEY LONG

Mayor Wainwright emerged from the conference for a few minutes to make a verbal attack on the Kingfish whom he called the "Mad Hatter."

# FOREIGN TRADING CREDIT WIDENED

### Facilities of Second Export and Import Bank Extended by Government

WASHINGTON, July 31 (AP)—New steps to "reviver" part of America's \$12,500,000,000 foreign trade now amount to \$3,000,000,000 were taken by the federal government today with expansion of facilities of its second Export-Import bank of Washington.

# Idaho Evening Times, Twin Falls, Idaho

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# Club Program Has Patriotic Motif

### Meeting at the home of Mrs. Nellie Anderson. Seventeen members responded to roll call by singing "Makers of American History."

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# ENGLAND RETAINS DAVIS CUP AS PERRY WINS OVER SHIELDS

## YANKEES FAIL IN TROPHY ATTEMPT

Spectacular Final Set Brings Cheers from Throngs at Wimbledon

WIMBLEDON, July 31 (AP)—H. W. (Bunny) Austin, England's No. 2 tennis player, completed the Davis cup challenge today by defeating Sidney B. Wood of New York, 6-4, 6-6, 6-8, 6-8.

Previously Fred Perry had clinched England's possession of the historic cup by defeating Frank Shields of New York.

WIMBLEDON, Eng., July 31 (AP)—Australia failed to return the Davis cup to the land of the donor today for the seventh time when Frederick J. Perry, ace of English tennis, defeated the world ranking, defeated Frank Shields, fighting New York tennis star, 6-4, 6-6, 6-8, 6-8 in the fourth match of the challenge round.

The final set of the deciding match was one of the most thrilling in all Davis cup history, and was decided in one of the largest scores of a challenge round match.

Beginning at the ninth game there were eight consecutive nerve-racking points.

Both players were exhausted at the end.

Shields, showing a sign that the mighty Perry tired the British crowd to the point where the spectators not only cheered him for his game, but led them to "hoor" the foot-fault umpire for repeatedly calling errors on Perry.

Perry, too, was occasionally called for foot-faulting, but Shields was repeatedly checked. This definitely cost him two of the early games, although it may have had no real bearing on the final outcome.

The English had the challenge round as good as won after Saturday's opening singles matches. Shields was beaten by Austin, an unexpected development, which left Wood as the only American left.

The crowd cheered Perry deliriously for his victory, but the cheering was not only for the English ace.

After waiting a minute or two, Shields walked slowly from the court. The crowd stood and cheered him. Perry, looking straight ahead, turned toward the door to the locker room, was slightly touched by the tribute lasting fully two minutes.

WASHINGTON (Special)—What the sportsmen of the United States can expect in the way of duck hunting in the future is a fixed season from Oct. 1 to Jan. 15, with the number of days of shooting varying from year to year in accordance with the abundance of waterfowl.

These are the prospects for the future outlined by N. Darling, chief of the bureau of biological survey, following the recent annual meeting of the advisory board, migratory bird treaty act, in Washington.

Favoring a reduction this year in the number of hunting days because of the diminished supply of ducks, the board has recommended that a 30-day shooting season be prescribed between Oct. 1 and Jan. 15, but that the time and spread of the season in each state be recommended to the biological survey by the state game department.

"This provision, says Darling, cuts down the number of days the birds may be shot, but it gives each state the privilege of suggesting its own season. A state may take 30 days consecutively, or it can choose five consecutive weeks, or it can take three consecutive weeks each week for 10 consecutive weeks, or it can choose two consecutive days a week for 15 weeks."

Shipman Medalist in Caddy Tourney  
George Shipman, defending champion, was medalist with 84 in qualifying rounds of the Twin Falls country club. He was also named by Charlie Schneider, club professional.

Other qualifying scores so far: Jim Mullins 80; Val Toolson 82; Ray Butler 80; Don Toolson 118; Bob White 124.

Local clubs are offering 15 prizes, and club members are contributing the tourney cup.

## A GOOD LOSER



PAUL DERRINGER

OF THE LOOSEY KITCHEN REPS, THE UP-IDE-DOWN CHICKS-GAMES FIGS FAIR TO BREAK HIS OWN CARES. LONG MARCH OF 1934, WHEN HE DEPARTED 27.

THE MAJOR LEAGUE TENDERS FOR LEADERS WAS THROB DEBY VIC WILKES OF THE KANSAS PRISONERS. HE WAS... WILLIS, WAS... WILLIS...

English Summer Sport: Finding Resort for Dog

BY HENRY McLEMOIRE  
WIMBLEDON, England, July 31 (AP)—One of the great dog dog, was... dog, was... dog, was...

When they started play today, England needed but one match to retain the cup. America had to take both matches to win it. If the 1934 quest—the seventh—to regain the trophy was to be successful, the defeat of Shields ended this last chance.

With Perry's victory safely recorded, the fifth match, H. W. (Bunny) Austin of England vs. Sidney B. Wood, Jr., of New York, was reduced to an exhibition status.

The crowd cheered Perry deliriously for his victory, but the cheering was not only for the English ace.

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## BURLEY DEFEATS RUPERT, 9 TO 4

Taken Lead in Upper Bracket of Louisa's Hazelton & Pops Lower

BURLEY, July 31 (Special)—Burley took the lead in the upper bracket of the Hazelton & Pops lower with a 9 to 4 victory over Rupert.

A substantial crowd saw Burley and Rupert meet in the third and fourth in the fourth to take the winning lead. Rupert collected a trio in the sixth, but was unable to match the home team's slugger, seven Rupert errors were costly.

Shielding field plays by McNeeley and Griffin, both of whom made sensational catches, featured defensive play of both teams. In hitting, McNeeley topped Burley with two three baggers and a single; Judewine, with a triple and two singles, led the Rupert attack.

Home runs: H. H. E. Hunter, 4; R. H. E. Evans, 3b; McNeeley, 2b; Williams, 1b; Hagen, rf; Simmons, cf; McGuire, p.

Summary: Three base hits, McNeeley 2, Judewine 1. Struck out by McGuire 7, by Black 7. Base on balls by McGuire 2, by Black 1. Umpires: Goff and Hatch. Parish score.

DECEMBER VICTOR  
DECEMBER, July 31 (Special)—Dece emerged on the long end of a 7 to 3 victory over the Hazelton & Pops lower with a 9 to 4 victory over Rupert.

Both teams were even in hits, each accumulating nine-base totals. Before the play of each team went tight, Holden on both squads held error to a minimum and according fine support to the hurlers.

The victory put Dece in a tie for second place in the upper division of the Southern Idaho league. Gooding in deadlocked with Buhl and Kimberly.

Short score: R. H. E. Gooding, 4; B. H. E. Dece, 3. Batteries: Keller and Denton; Hanford and Dean.

HAZELTON WINS  
HAZELTON, July 31 (Special)—Unleashing a powerful hitting attack, Hazelton pounded a pair of Paul moundmen here Sunday to take a 15 to 4 victory, and leadership in the second division of the Southern Idaho baseball league.

Paul did all his scoring in the sixth frame, when the three Paul hits were combined with errors by Hazelton. Albee kept the visitors in check in all other frames.

WENTZELL, July 31 (Special)—Wentzell showed about an 11 to 10 victory here Sunday over Hanes in a 10-inning battle.

Defensive forces of both teams weakened at spots, but the fray was evenly matched through the eighth. The eighth inning, however, was the only one in which the home team was not out.

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## PILOTS REDS

Ample Hold First Place in Four Close Rivalries



Charley F. Fessenden, manager of the Knoxville team in the Southern association and former third baseman for Cincinnati, has been named new Cincinnati pilot to replace Bob O'Rourke.

Without an outstanding star in the team, with mediocre play throughout the season, the Tigers are expected to finish in the lower part of the league.

DETROIT AT TOP  
DETROIT, July 31 (Special)—Detroit led the American League in batting average, with a .310 average.

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## 5 SQUADS FIGHT FOR COAST LEAD

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## SOFT BALL

Ample Hold First Place in Four Close Rivalries

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## ESCOBAR SLATED FOR TITLE BOUT

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**Every bottle is Brew-Dated**

**Blatz Old Heidelberg Beer**

**Now—**

**The Exact Age of Blatz Old Heidelberg Beer Is Guaranteed**

EVERYONE has always known—that to be good—beer must be aged.

Many indefinite claims have been made as to the age of beers—but now Blatz announces the greatest advancement in the brewing industry in 20 years—and guarantees the exact age of every bottle of Blatz Old Heidelberg Beer.

It requires millions of dollars in equipment—row upon row of huge ageing vats—to make this guarantee possible.

Every one of these vats carries the date on which its contents was brewed. When fully aged, when it has reached that exact time when the beer has all that is best—the satisfying richness of flavor—the full body and strength—then it is bottled, and there is shown on every bottle the exact date that beer was brewed.

It is your guide and guarantee that Blatz Old Heidelberg Beer is fully aged.

Distributed by  
**Dell's Distributing Company**  
407 Shoshone St.  
Twin Falls, Idaho  
Phone No. 142





# WANT ADS

## TELEPHONE 38

**WANTED FOR CASH**—Used cars and trucks. J. B. White.

## MISCELLANEOUS

**WANTED FOR CASH**—Used cars and trucks. J. B. White.

## WILL ROGERS AT TOP IN SALARIES

Leads Parade of Film Screen Stars for 1933, Film Writer Analyzes

## TEMPERATURES

City	Low	High	Prev
Idaho Falls	54	70	01
Pocatello	52	68	01
Boise	54	70	01
Glendale	52	68	01
Chengler	50	65	01
Hayden	51	66	01
Helena	50	65	01

## FARM MIGRATION READY TO START

Trek of Families to Better Land Will Begin Soon, Director Says

## WHEAT DECLINES TO 2-CENT DROP

Chicago, July 31 (AP)—Wheat dropped almost 2 cents a bushel today in the settlement reaction and in response to better crop weather

## SAN FRANCISCO LIVESTOCK

July 31 (AP)—Cattle: 1000 head... Hogs: 100 head... Sheep: 1000 head...

## GRAIN TABLE

Chicago, July 31 (AP) - Grain	Open	High	Low	Close
Wheat (001)	100 1/2	100 3/4	100	100 1/4
Sept. 1934	100 3/4	101	100 1/2	100 3/4

## OMAHA LIVESTOCK

OMAHA, July 31 (AP)—Hogs: 100 head... Cattle: 1000 head... Sheep: 1000 head...

## PORTLAND LIVESTOCK

PORTLAND, Ore., July 31 (AP)—Cattle: 1000 head... Hogs: 100 head... Sheep: 1000 head...

## N. Y. STOCKS

American Radiator	100 1/2
Alcoa	100 1/2
Amalgamated Copper	100 1/2
Am. Electric	100 1/2

## STOCKS GAIN ON RALLY AT CLOSE

NEW YORK, July 31 (AP)—The market closed irregularly higher, with most averages ending 1/2 to 1 1/2 points higher

## Local Markets

The following market quotations are reported daily by the Idaho Evening Times and represent the average prices paid according to the best available information

## BUYING PRICES

Wheat	100 1/4
Soft white	100 00
Home market steady	100 00

## New Today

LOST—GMC Wheel and Tire. Phone 0260-312.

NOTICE: During reminder of week "N.Y. 1000" will be used during day for red Cross swimming lessons and will be open to the public after 6 P. M. each day.

APARTMENTS FOR RENT: Three room modern furnished apt. Bungalow Apts. We deliver.

## Classified

PERSONAL: Rep. Adeo Diesel Engine School. Portland in Twin Falls. Call me.

## Empty Trough—And Death

## Frak Watch Has Double Movement

YORIC, Neb., July 29—A frak watch with two complete movements and individual dials has come into possession of E. Kahm, jeweler and watch maker...

## Wool Seen Impending

Senator Black Says Congress Will Enact Bills Giving New Security

## CHICAGO STILL MAKES USE OF LAMPLIGHTERS

"LARRY the lamplighter" family figure for the gay city isn't a thing of the past.

## YOUTH, 15, Builds His Own Guitar

HOLSTEIN, Neb., (AP)—A home-made guitar, fashioned by himself, is owned by Harold Delbert, 15, of Holstein.

## Butter, Eggs

LOS ANGELES, July 31 (AP)—Butter: extra 24; prime flats 23 1/2; standard 22; under grades 21 1/2.

## Investment Trusts

(Published by Sudder, Wegener and Company)

## Potatoes

(Published by Sudder, Wegener and Company)

## Empty Trough—And Death

A dry watering trough around which these gambled cattle built was only a yard across. The Chicago stockyards before which hundreds of cattle died, but without feed or water in the strike of 300 members of the stock handlers' union for wage and hour adjustments...

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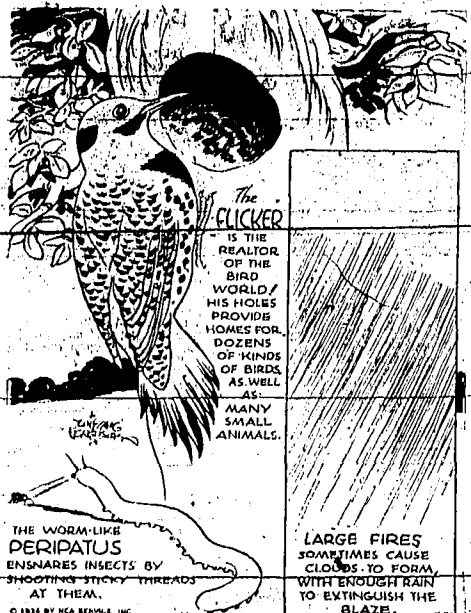
## POTATOES

(Published by Sudder, Wegener and Company)

TWINS FALLS VETERINARY HOSPITAL

THIS CURIOUS WORLD

By William Ferguson



The CLICKER IS THE REALTOR OF THE BIRD WORLD...

THE WORM-LIKE PERIPATUS ENIGMAS INSECTS BY SHOOTING STICKY THREADS AT THEM.

LARGE FIRES SOMETIMES CAUSE CLOUDS TO FORM WITH ENOUGH RAIN TO EXTINGUISH THE BLAZE.

OUR BOARDING HOUR

By Ahern



WHAT YOU SHOULD DO RIGHT AWAY, SIR LAGERKEG, IS PUT A SET OF FOUR-WHEEL BRAKES ON YOUR BANK ROLL...

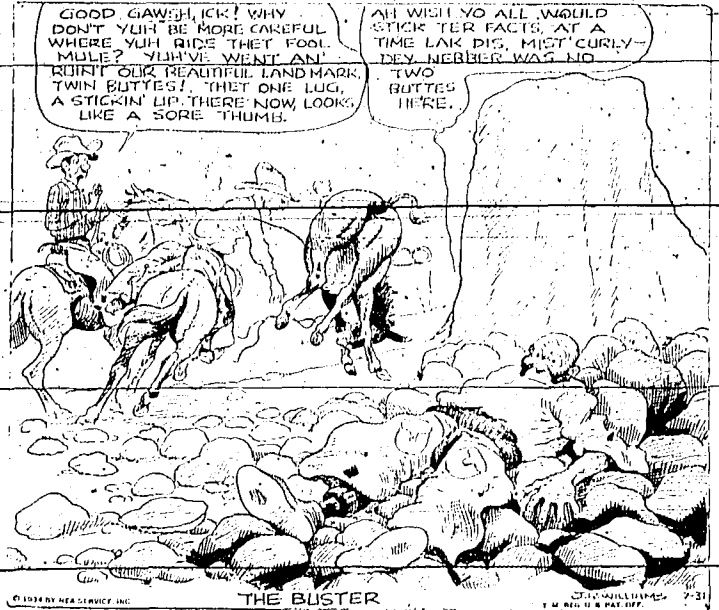
OH, HE'S A CINCH FOR TH SHARP ANDREWS! HE'LL BE PERFECT POCKET ACTION FOR THEM! BY NEXT OCTOBER, THE ONLY JINGLE HE'LL HAVE LEFT WILL BE ON HIS KEY RING...



AN EASY TARGET

OUT OUR WAY

By Williams



GOOD GAWD, ICK! WHY DON'T YUH BE MORE CAREFUL WHERE YUH RIDE THEE FOOL...

OH WISH YO ALL WOULD STICK TER FACTS, AT A TIME LAR DIS, MIST' CURLY-- DEN, WEBBER WAS NO TWO BUTTES HERE.

THE BUSTER

Clouds frequently form over forest fires, and are identical in character with those clouds which form on summer days when currents of moist air rise from heated ground.

SIDE GLANCES

By George Clark



"Yes, they would be a handsome couple if it were not for his ears."

WASH TUBS



WELL, LET'S HOWE THE CIGARS ARE BETTER THAN THE DINNER, HELP YOURSELF, CAPTAIN. THEY'RE SPECIALLY MADE FOR ME BY A GENERAL IN THE CUBAN ARMY.



WOTTA SMOKE! SAY! THEY'RE PERFECT, MR. BOARDMAN. BAH!

WHAT'S THE MATTER?



TOO MOIST AGAIN! HANG IT ALL--THEY'RE NEVER RIGHT! NOTHING'S ANY GOOD ANY MORE. NOTHING! I PAY TWO BUCKS APIECE FOR CIGARS, AND THEY AREN'T FIT TO SMOKE.



TWO BUCKS APIECE! SAY, THAT GUY MUST BE CRAZY.

BOOTS AND HER-BUDDIES

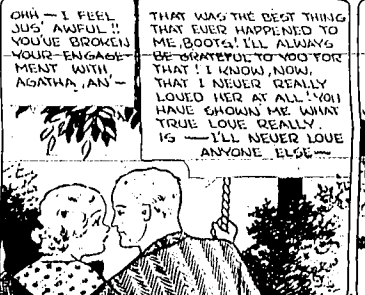


IS THERE SOMEONE ELSE, BOOTS?

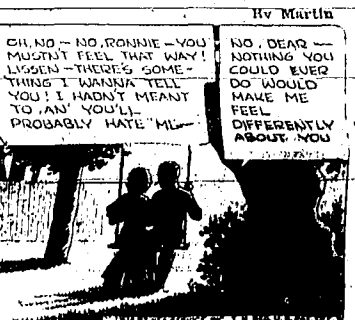


OR, IS IT THAT YOU SIMPLY DON'T LOVE ME?

OH! - I FEEL



OH! - I FEEL JUST AWFUL! YOU'RE BROKEN YOUR ENGAGEMENT WITH AGATHA, AN-

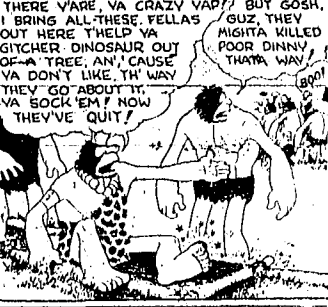


OH, NO - NO, RONNIE - YOU MUSTN'T FEEL THAT WAY! LISTEN - THERE'S SOMETHING I WANNA TELL YOU! I HADN'T MEANT TO AN' YOU'LL PROBABLY HATE ME!

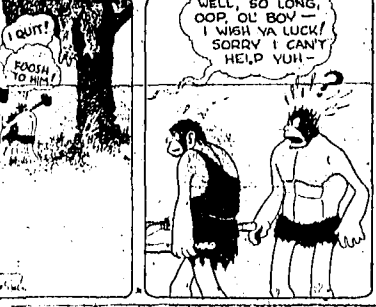
One of the 'Musketeers'

Crossword puzzle grid with clues and answers.

ALLEY OOP

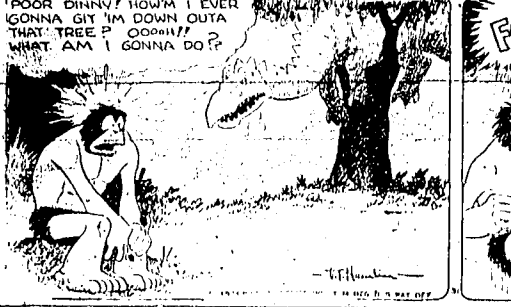


THERE VARE VA CRAZY VAP! BUT GOSH, I BRING ALL THESE FELLAS OUT HERE THEP VA GITCHER DINOSAUR OUT OF A TREE, AN' CAUSE VA DON'T LIKE TH' WAY THEY GO ABOUT IT, SOCKS 'EM F NOW THEY'VE QUIT!

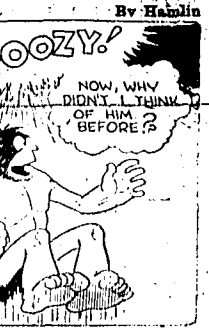


WELL, SO LONG, OOP, OL BOV - I WISH VA LUCK! SORRY I CAN'T HELP YUH.

POOR DINNY!

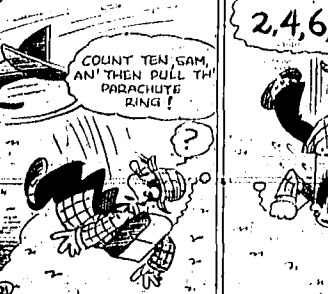


POOR DINNY! HOW'M I EVER GONNA GIT 'IM DOWN OUTA THAT TREE? OOOOH!! WHAT AM I GONNA DO?

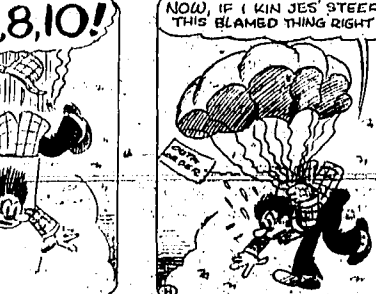


FOOZY! NOW, WHY DIDN'T I THINK OF HIM BEFORE?

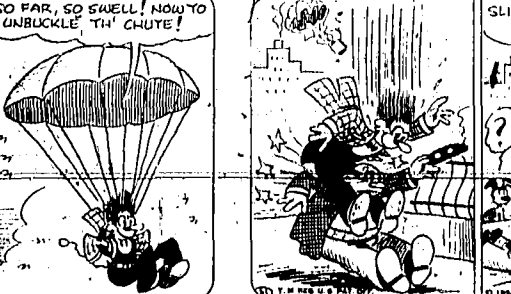
SALESMAN SAM



COUNT TEN, SAM, AN' THEN PULL TH' PARACHUTE RING!



2,4,6,8,10! NOW, IF I KIN JES' STEER THIS BLAMED THING RIGHT!



SO FAR, SO SWELL! NOW TO UNBUCKLE TH' CHUTE!

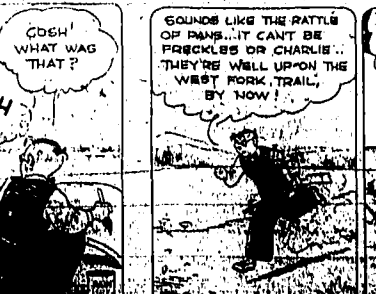


SLIPPERY SKINNER, YER UNDER ARREST! BANK

FRECKLES AND HIS FRIENDS



WE'RE GOING AFTER BEAR, NUTTY. AREN'T YOU COMING ALONG?



NOPE! TOO TIR'D I DID MY HIKING YESTERDAY. I'LL STICK AROUND CAMP! CRASH! GOSH! WHAT WAS THAT?



SOUNDS LIKE THE RATTLE OF PAMP... IT CAN'T BE FRECKLES OR CHARLIE... THEY'RE WELL UPON THE WEST FORK TRAIL, BY NOW!



WHY, YOU LITTLE RASCAL! I MIGHT'VE KNOWN THAT IF I LEFT THE LID OFF THE HONEY CAN SOME CURIOUS CUB WOULD VISIT US!! HEY, FRECKLES... WHEREVER YOU ARE, GIVE A LOOK... OLD BRING-EM-BACK-ALIVE COOK... THAT'S ME!!





# New J. C. Penney Store Opening Tomorrow

## Robinson, Manager Of Store Here, Has Varied Background

R. P. "Robbie" Robinson, general manager of the Twin Falls J. C. Penney store, has a colorful background and a fund of experience which thoroughly qualifies him for the responsibilities incumbent upon him in his position as manager of the new, larger store.

Robinson started with the Penney Company in Hood River, Ore., in 1917. He was transferred to The Dalles, Ore., Penney store in 1918. He was again transferred to the Hood River Penney store in 1920 as assistant manager.

In 1922, Robbie was transferred to the Bend, Ore., store as assistant manager. The Bend store was very successful while Robbie was there, being the banner store in the state.

Went To Indiana  
In 1924 Robbie was made manager and opened the Crawfordsville, Ind., store. Here he was very successful and had to enlarge the store twice to take care of the increasing amount of business. He so thoroughly demonstrated his ability that he was selected to manage the Twin Falls Penney store in 1927, when it was acquired from the Stevens-Van Engelen chain.

Since coming to Twin Falls, Robbie has directed the Penney store to outstanding success. He is considered one of the most able Penney managers in the northwest and has an enviable record.

Winn State Winner  
The Twin Falls Penney store has twice won the state banner for sales increase since being opened here by Robbie. It has the distinction of being the outstanding Penney store of its size in the west.

Robbie looks forward with a great deal of anticipation to the opening of the new quarters with improved equipment.

Mr. Robinson has made thousands of friends since coming to Twin Falls and is known and liked for his always present winning smile and pleasing personality.

Mr. Robinson is married and has a son and daughter attending the Twin Falls high school. He has owned his own home in Twin Falls since 1925.

## MEN'S DIVISION UNDER STEARNS

Clothing Department Reveals Steady Increase Under Competent Head

Leslie E. Stearns became associated with the J. C. Penney chain in 1928 at Portland, Ore. He is assistant manager of the "Williams Avenue" J. C. Penney store at Portland, Ore. Previous to his connection with the Penney company, Mr. Stearns attended the University of Nebraska where he was a member of the Phi Sigma Kappa fraternity.

In June, 1932, Stearns was transferred to the Bremerton, Wash., Penney store as assistant manager in merchandising in the Bremerton store which is considered one of the most successfully operated in the entire Penney chain.

Department Grows  
Mr. Stearns assumed charge of the clothing department in the Twin Falls Penney store on July 1, 1933. Since Stearns joined the Twin Falls staff, the men's department has grown by leaps and bounds.

Since coming here, Mr. Stearns has made a wide acquaintance and is very popular with the men and boys.

Mr. Stearns is married.

## MEN'S DIRECTOR SHOE MANAGER



## GOULD HELPS IN STORE SUCCESS

Assistant Manager Has Varied Experience Qualifying Him as Executive

Clarence T. Gould is assistant manager of the new Penney store, and in charge of the dry goods department. He associated himself with the J. C. Penney company in 1924 at The Dalles, Ore.

Previous to his employment by the Penney company, he was for three years in charge of a clothing store at Bend, Ore.

During his stay in The Dalles store, he helped that store make consistent gains. He came to Twin Falls in the early part of 1932 as assistant manager. He has been one of the big factors in putting this store in the enviable position which it now holds.

Mr. Gould will have charge of the dry goods department and also the advertising department in the new establishment.

Mr. Gould is 36 years old, has a wife and three children, and his past experience well qualifies him for the responsible position which he now holds.

Mr. Gould is married and has a son and daughter attending the Twin Falls high school.

## PRESIDENT CITES PENNEY SERVICE

E. C. Sams—Declares Concern Packs Customer's Dollar with Satisfaction

E. C. Sams, president of the J. C. Penney company, in a recent address summarized his conception of the company's purpose as follows:

1. To serve the public, as nearly as we can—to its entire satisfaction.

2. To expect for this service only a fair return and not all the profit the traffic will afford.

3. To do all in our power to pick the customer's dollar full of quality, value and satisfaction.

4. To continue to train ourselves and our associates so that the service we give will be more and more intelligently performed.

## TORRENS BUILDS TRADE IN SHOES

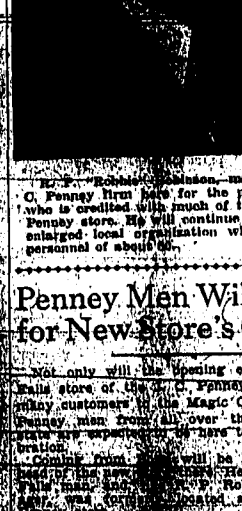
Harry Torrens became associated with the J. C. Penney company at Twin Falls in 1929. He is a graduate of Illinois Western State Teachers' college, Macomb, Ill., and after finishing college, he taught two years in the mathematics department in the Twin Falls senior high school.

Torrens had charge of the Oakley Penney store for nine months, while it was under the supervision of the Twin Falls Penney store. He has built up a large shoe business in Twin Falls and looks forward to great success in the new, enlarged shoe department.

Mr. Torrens is married and has a son. He owns his own home in Twin Falls.

Mr. Torrens is married.

## MEN'S DIRECTOR SHOE MANAGER



## Founder of Nation-Wide Stores



J. C. Penney, head of the national mercantile organization which bears his name. He opened the first store in the chain system in the neighboring state of Wyoming, at Kemmerer, 32 years ago.

## FOUNDER VISITS AT LOCAL STORE

J. C. Penney, Noted Merchant, in Twin Falls During 1933 and 1934

The Twin Falls J. C. Penney store had the distinction of having had two visits by its founder, J. C. Penney, in the last five years.

Mr. Penney first visited the local store in 1930, spending several days here looking over the country and observing the local store operations.

Mr. Penney again visited the local store during the fall of 1933. He spent two days here meeting old acquaintances and giving helpful advice to the local store management.

An interesting remark to one of his old acquaintances was that the local Penney store had taken in more money on the Saturday that he was here than he had taken in during his entire first-month's business in the first Penney store at Kemmerer, Wyo.

Mr. Penney was very enthusiastic over the future of the Twin Falls store.

## Establishment Will Offer Finest Stock, Service With Smile

Opening of the new home of the J. C. Penney company's Twin Falls store will take place tomorrow, details of moving operations and arranging of new merchandise having been completed today.

The store, which is located on the company's own property, at the corner of Main avenue and Second street south, is directly across the street from the former home of the institution. The building is that which was one time known as the "big white store."

Two complete floors and a mezzanine will be occupied by the Penney concern, a "bar-train basement" being featured in the enlarged establishment.

R. P. Robinson, local manager, and his assistants, together with the entire personnel of the store were busy but proud today as they worked against time in preparing the stock and interior for the reception of throngs to come and throughout the week in the completely remodeled and refurbished building.

Modern in every detail, equipped and stocked to serve the needs of its customers, this newest and most modern J. C. Penney company store in Idaho will open its doors to the buying public tomorrow morning at 9 a. m.

For the past several months workmen have been busy remodeling the new home. The alteration expenditures totaled more than \$10,000, Manager R. P. Robinson says.

## COAST MAN WILL HEAD BASEMENT

Frank M. Rowe Gained Vital Experience in Oakland, Frisco Stores

Frank M. Rowe, manager of the bargain basement in the new J. C. Penney establishment in Twin Falls, became associated with the Penney company at Oakland, Calif., in 1910.

Previous to his employment with the Penney organization Mr. Rowe was connected with one of the largest nationwide chains of department stores. Mr. Rowe had complete charge of the bargain basement at the Oakland store.

During his supervision at the Oakland bargain basement, the department made consistent gains and was greatly enlarged.

When the new and largest Penney store was opened at San Francisco, Mr. Rowe was transferred there and had complete charge of setting up the new bargain basement unit.

Mr. Rowe comes to the Twin Falls Penney store to take charge of the bargain basement with a broad knowledge of basement store operations.

## STORE IS FIRST IN PERCENTAGES

The J. C. Penney store here boasts the record of doing more business per square foot of selling space than any other store in the state.

The management believes this is possible because of the unflinching efforts of the store force here to give unexcelled service to its patrons and because of the loyal patronage of the people of this great tract.

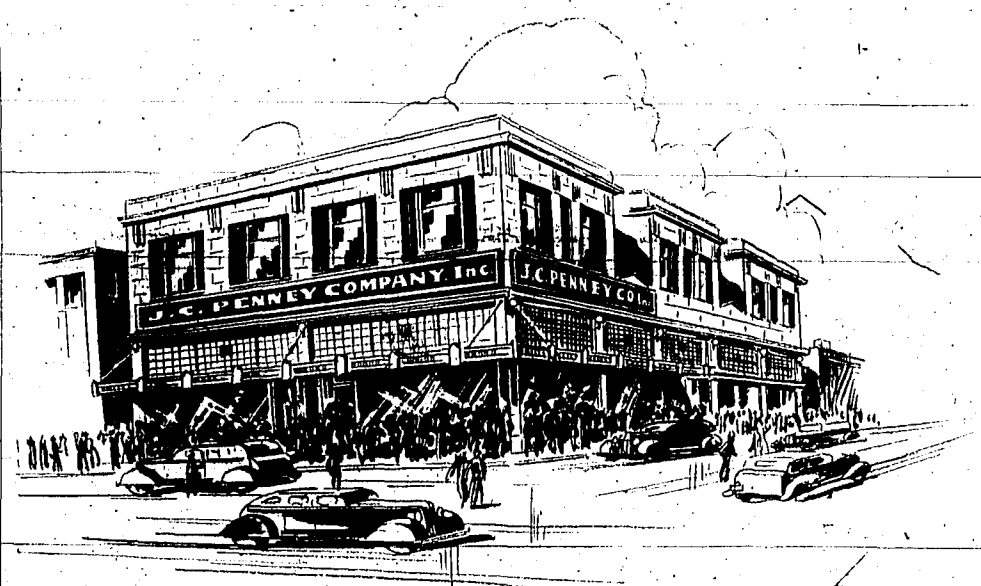
The J. C. Penney company has displayed every confidence in the future of this great Twin Falls tract in expending the money necessary to bring this modern store here, according to company officials.

## BARGAIN BASEMENT IN GIVEN FLOOR COVERING

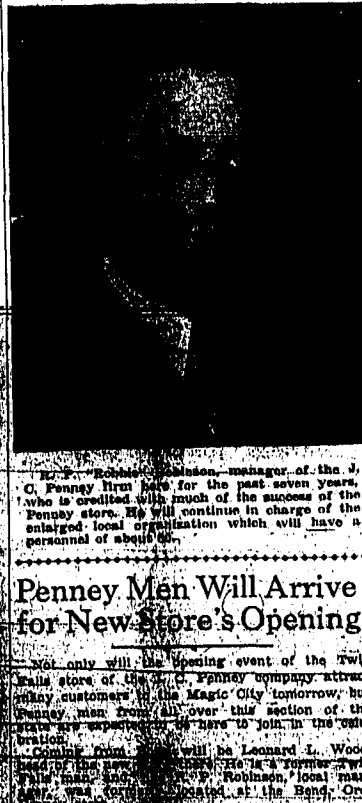
A new feature of Penney's bargain basement in the new floor covering "Master Tapes" floor covering was installed by Cross and Bruley Furniture store of this city. The floor covering is pleasing to look at and comfortable to walk on. It will last for years and add to attractiveness of the basement.

## ASSISTANT HEAD BASEMENT HEAD

Mr. Rowe is married and has a son and daughter attending the Twin Falls high school.



## Head of Twin Falls Unit



## HONOR IS BASIS OF PENNEY FIRM

Founder Declares Businesses Must Render Service to Customers

Service, as defined by J. C. Penney, founder and chairman of the board of the J. C. Penney company, carries with it a clearly defined course of procedure. Asked to give his definition of "Service," Mr. Penney stated:

"Business deals with human beings and therefore must be human to render them the greatest service. I believe the largest and strongest businesses are like the finest people we know, for the same principles govern businesses that govern individuals."

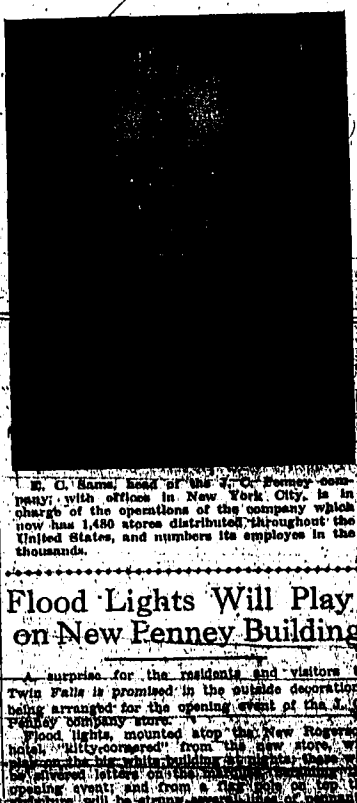
Foundation of Honor  
"Ever since the beginning the J. C. Penney company has built its structure of service upon the foundation of honor. It is at all remarkable, then, that the organization today has millions of splendid customers; that it is adding to their number daily; that the very name of J. C. Penney company has come into thousands of homes to stand for honesty, service, quality and economy."

"The vast and rapidly increasing army of our customers is evidence that we are serving the public faithfully and well."

## Golden Rule Plan Helps in Success

The famous "Golden Rule" policy, coupled with the profit sharing plan in which all store managers share in the profits of their individual units, is credited by J. C. Penney with being responsible for the success of his huge organization.

## President of Vast Firm



E. C. Sams, head of the J. C. Penney company, with offices in New York City, is in charge of the operations of the company which now has 1,480 stores distributed throughout the United States, and numbers its employees in the thousands.

## Flood Lights Will Play on New Penney Building

A surprise for the residents and visitors to Twin Falls is promised in the outside decorations being arranged for the opening event of the J. C. Penney company store.

Flood lights, mounted atop the New Rogers hotel, "city-cornered" from the new store, will be directed toward the building. The lights will be switched on from a central control panel, and will be strong enough to illuminate the entire city.

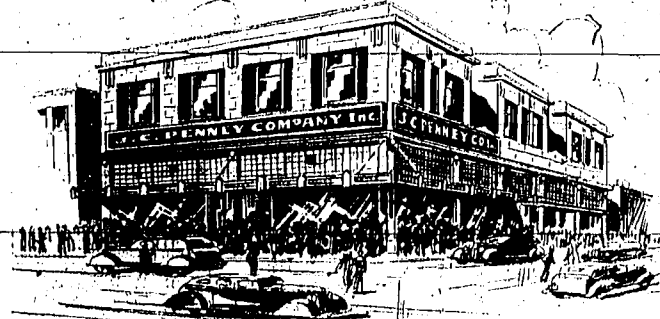
## Penney Men Will Arrive for New Store's Opening

Not only will the opening event of the Twin Falls store of the J. C. Penney company attract many customers from Idaho City tomorrow but Penney men from all over this section of the state are expected to have to join in the "crazy" celebration.

Penney men who will be Leonard L. Wood, manager of the Portland store; R. P. Robinson, local manager of the Twin Falls store; and J. C. Penney, founder of the company, who will be in the city from the Bend, Ore., store.

# New and Larger Penney's Opens Tomorrow

With a 10 DAY BARGAIN CELEBRATION  
Doors Open From 9 A.M. to 9 P.M. follow the thrifty crowds and get your share of the big savings!



**4 BIG REASONS WHY This NEW and LARGER PENNEY'S (at 202-04 Main St.) Will Serve You Better!**

**1. Increased Floor Space**

The new Penney Store at 202-204 Main Street, offers you more space in which to shop conveniently and leisurely . . . more room for us to display our merchandise.

**2. Finer Variety of Merchandise**

We've larger and more complete selections of all the famous lines of Penney merchandise that have proved so popular in Twin Falls . . . and new lines, too! You'll have a wider choice of varieties, styles and sizes . . . and the same honest values, made possible by our common-sense store-keeping policy that eliminates extravagant shopping frills!

**3. The New Bargain Basement**

A paradise for thrifty housekeepers! Kitchenwear, floor-coverings, curtains and draperies, paint supplies and countless new lines of household necessities. The low cost of quality merchandise will amaze the bargain-hunters of Twin Falls . . . and better still, these are EVERY-DAY, YEAR 'ROUND values.

**4. The Four Point Policy**

Our new and larger store in Twin Falls is another tribute to the soundness of these principles, laid down by our founder, Mr. J. C. Penney, over 32 years ago.

1. To stock dependable goods only.
2. To pass these goods along to the public at the lowest possible price.
3. To keep the store without extravagance, that the savings may be passed on to the consumer.
4. To deal fairly with co-workers in all matters.

Don't Miss This Opening Celebration  
*'It Pays To Shop At PENNEY'S'*



JUST UNPACKED FOR  
*Grand Opening Special*  
NEW FALL  
**DRESSES**  
**\$4.98**

Some Jacket Types, Dainty Little Sleeve Effects, Stunning New Patterns  
Other Dresses, Up to \$14.75

JUST RECEIVED NEW FALL FELTS. **98c**  
READY-TO-WEAR DEPT., MEZZANINE FLOOR



GRAND OPENING SPECIAL!  
300 YARDS PLAIN AND PRINTED  
**Silk Crepe**  
**49c yd.**  
NEW FALL SHADES!  
Here's another super-value, bought for our grand opening! You'll want yards and yards of these beautiful silks for your new fall dresses. It's the outstanding silk "buy" of the year. Come! Buy! Save!  
DRY GOODS DEPT.



GRAND OPENING SPECIAL!  
A SURPRISE FOR THE LADIES!  
RINGLESS CHIFFON  
**HOSE**  
**79c**  
A fitting special for our opening event! Beautiful pure silk (ringless) chiffon hose—of a seasonably low price! All of the new fall shades to choose from, and you can buy with the assurance that they will be entirely ring free. It's your chance to stock up at a real saving. Sizes 8 1/2 to 10 1/2.  
DRY GOODS DEPT.

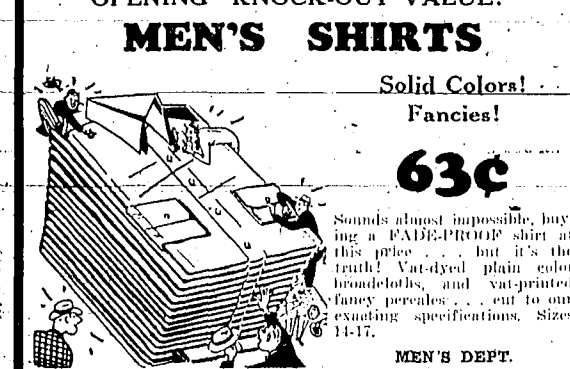


BOUGHT TO FEATURE DURING OUR GREAT OPENING EVENT!  
NEW FALL "TOWN CLAD"  
**100 SUITS**  
Tailored of Dunbury Pure Worsteds  
**\$19.75**

Here's the Clothing Value You've Waited For!  
MEN! We've outdone everything that we have done in the past to bring to you the greatest suit value of all time! "Town Clads" are famous for their good style and fine tailoring. The built-in quality, the unusually fine fabrics, the skillful designing care the keynotes of Town Clad's success. Take your choice from a wide range of new patterns—stripes, overplains, checks and lots of rich, solid colors!  
MEN'S CLOTHING DEPT.



JUST UNPACKED  
NEW FALL  
NOVELTY  
**FOOTWEAR**  
**\$2.98**  
PUMPS! NEE! STRAPS!  
BUY YOUR NEW FALL SHOES HERE NOW!  
We've just unpacked dozens of pairs of smart new stylish fall shoes! Fine smart for fall wear! It's fast-wear news that smart women will welcome! Come in during this grand opening and get your choice of the new styles.  
SHOE DEPARTMENT

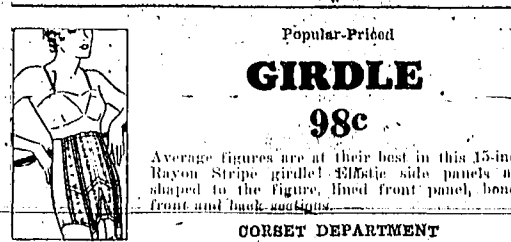


OPENING "KNOCK-OUT VALUE!"  
**MEN'S SHIRTS**  
Solid Colors!  
Fancies!  
**63c**  
Sounds almost impossible, buying a FINE-PRINT shirt at this price . . . but it's the truth! Vat-dyed plain color broadcloths, and vat-printed fancy percales . . . cut to our exacting specifications. Sizes 14-17.  
MEN'S DEPT.

**Opening Specials!**



LADY-LYKE FOUNDATIONS  
INNER BELT  
COMBINATION  
NEW STYLED  
For stout and average figures! Back lace, inner belt, adjustable shoulder straps! 32 to 48! Value!  
**\$1.98**  
CORSET DEPT., MEZZANINE FLOOR



Popular-Priced  
**GIRDLE**  
**98c**  
Average figures are at their best in this 15-inch Rayon Stripe girdle! SILK side panels are shaped to the figure. Band front panel, bonded front and back sections!  
CORSET DEPARTMENT

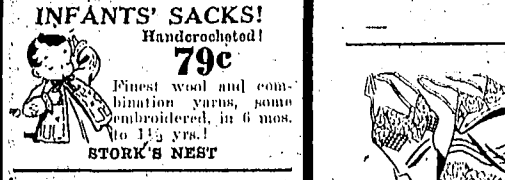


Three Little Banne Bath  
**Brassieres**  
at a real "value" price!  
**25c**  
Take your choice of the plain rosebud trim or double moulinet Alençon lace trim! All pretty, comfortable, sturdy!  
CORSET DEPARTMENT

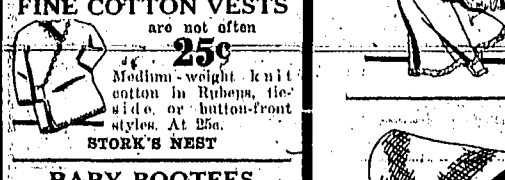
**Opening Specials!**



INFANTS' SETS  
60ct, 84c,  
**\$1.98**  
SILK—with embroidered, eye-smocking, shirring. Pink, white, blue. 6 mos. to 2 yrs.  
STORK'S NEST



INFANTS' SACKS!  
Handcrocheted!  
**79c**  
Finest wool and combination yarns, some embroidered, in 6 mos. to 1 1/2 yrs. At 25c.  
STORK'S NEST



FINE COTTON VESTS  
are not often  
**25c**  
Medium-weight knit cotton in Rayon, 45c white or button-front styles. At 25c.  
STORK'S NEST

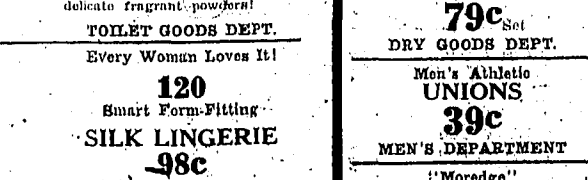


BABY BOOTIES  
Dainty Knit!  
**25c**  
Medium length, in white and gay colors, dainty trim, ankle-tied with tassels!  
STORK'S NEST

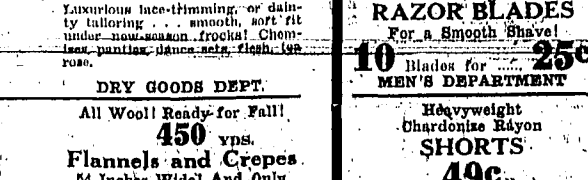
**Opening Specials!**



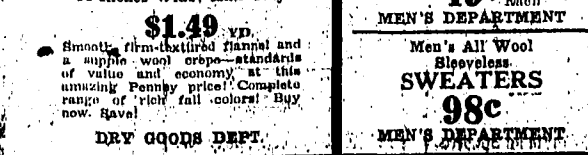
INTRODUCING  
**CORLON**  
The Way to Skin Beauty!  
Lotions, Creams, Powders!  
**35c 50c 75c**  
A fine quick-acting cleanser; a luxurious, easily absorbed tissue cream; a delicate, fluffy foundation cream; the skin-softening lotion for face and hands; and the delicate fragrant powder!  
TOILET GOODS DEPT.  
Every Woman Loves It!



**120**  
Smart Form-Fitting  
**SILK LINGERIE**  
**98c**  
Fascinating lace-trimming or dainty tulleing . . . smooth, soft fit under man-made frocks! Chemise, panties, slips, sets, high-leg hose.  
DRY GOODS DEPT.  
All Wool! Ready for Fall!  
**450 yns.**  
Flannels and Cropes  
54 Inches Wide! And Only  
**\$1.49 yd.**  
Smooth, firm-textured flannel and a supple wool crepe—standards of value and economy! At the amazing Penny price! Complete range of rich fall colors! Buy now!  
DRY GOODS DEPT.

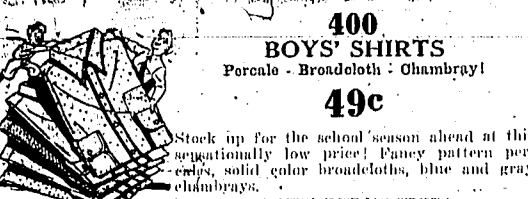


Men's Athletic  
**UNIONS**  
**39c**  
MEN'S DEPARTMENT



"Morege"  
**RAZOR BLADES**  
For a Smooth Shave!  
**10 Blades for 25c**  
MEN'S DEPARTMENT

**Opening Specials!**



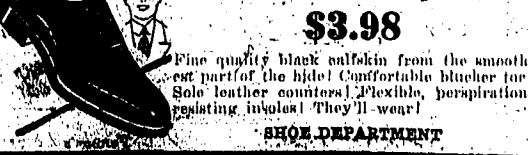
Indian Design  
**BLANKETS**  
Bright Colors  
**\$1.49** Each  
DRY GOODS DEPT.



All Linen  
**LUNCHEON SETS**  
1 Cloth, 4 Napkins  
**79c** Set  
DRY GOODS DEPT.

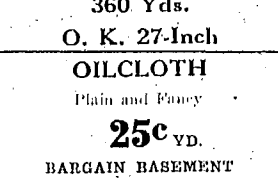


Mothers! Here's a Bargain!  
**BOYS' & GIRLS' SHOES**  
Boys' Bluchers! Girls' 1-Strap  
**\$1.19**  
Yes, only \$1.19! Sturdy, leather uppers in Little's Tender Rittschbach built with genuine cowhide. The perfect guarantee for health! (Keep bones straight!) Easy-handling, 2-8.  
SHOE DEPARTMENT

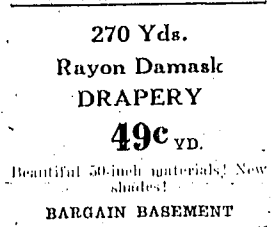


Streamlined Cressed Vamp!  
"Hye" Quality **OXFORDS**  
Glove-like Fit for Young Men!  
**\$3.98**  
Fine quality black calfskin from the smoothest part of the hide! Comfortable blucher top! Sole leather counters! Flexible, perforation-resisting insoles! They'll wear!  
SHOE DEPARTMENT

**Opening Specials!**



360 Yds.  
O. K. 27-Inch  
**OILCLOTH**  
Plain and Fancy  
**25c yd.**  
BARGAIN BASEMENT



270 Yds.  
Rayon Damask  
**DRAPERY**  
**49c yd.**  
Beautiful 50-inch materials! New shades!  
BARGAIN BASEMENT



A Great Saving  
Genuine Axminster Scatter  
**RUGS**  
**\$1.25** Each  
BARGAIN BASEMENT



A REAL TREAT  
"Ole Virginia"  
**DUTCH OVENS**  
**29c** Each  
BARGAIN BASEMENT



Big, Fluffy, Absorbent  
**BATH TOWELS**  
**19c**  
DRY GOODS DEPARTMENT



750 YARDS  
Fast Color Dress  
**PRINTS**  
**10c** yd.  
BARGAIN BASEMENT



Men's Broadcloth  
**SHORTS**  
Full Out - Fast Color  
**25c** Each  
MEN'S DEPARTMENT



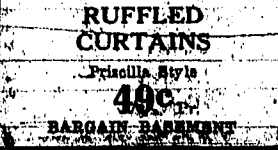
Men's Fancy  
Bright New Shades  
**DRESS SOCKS**  
**25c**  
2 pr. for  
MEN'S DEPARTMENT



All Pink, Blue Our  
**SLIPPERS**  
**98c** Each  
READY-TO-WEAR DEPT.

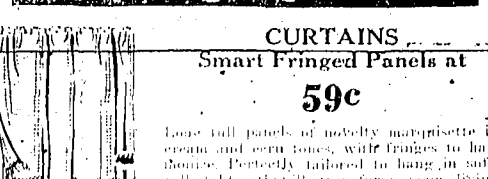


Women's Novelty  
**SPORT OXFORDS**  
New Fall Styles  
**\$1.98** pr.  
SHOE DEPARTMENT



Novelty Marbled  
**RUFFLED CURTAINS**  
Picnic Style  
**49c**  
BARGAIN BASEMENT

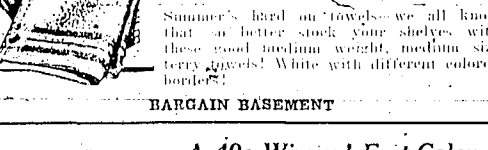
**Opening Specials!**



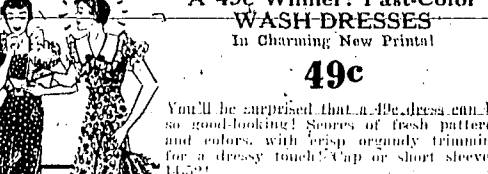
CURTAINS  
Smart Fringed Panels at  
**59c**  
Long tall panels of lovely marquette in cream and extra tones, with fringes to harmonize. Perfectly tailored to hang on cord, rail tabs, they'll transform your living room!  
BARGAIN BASEMENT



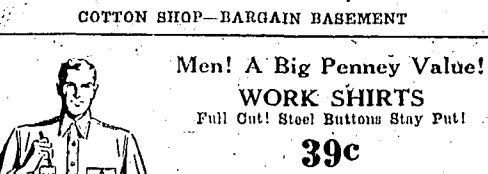
NOW! You Need These Good  
**TERRY TOWELS**  
Medium Heavy Weight! A Value!  
**6 for 49c**  
Summer's best on towels, we all know that a better stock your shelves with these good medium weight, medium size terry towels! White with different colored borders!  
BARGAIN BASEMENT



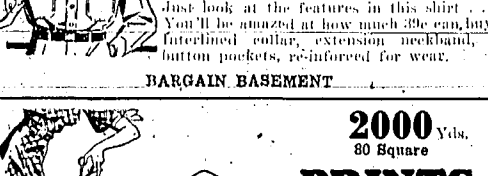
A 49c Winner! Fast-Color  
**WASH-DRESSES**  
In Charming New Prints!  
**49c**  
You'll be surprised that a 49c dress can be so good-looking! Scores of fresh patterns and colors, with crisp, arguently trimming for a dressy touch! Cap or short sleeves. 11-22.  
COTTON SHOP—BARGAIN BASEMENT



Men! A Big Penney Value!  
**WORK SHIRTS**  
Full Out! Steel Button Stay Put!  
**39c**  
Just look at the features in this shirt . . . You'll be amazed at how much 39c can buy! Interlined collar, extension 36-band, 2 button pockets, reinforced for wear.  
BARGAIN BASEMENT



2000 yds.  
80 Square  
**PRINTS**  
**19c yd.**  
It's a low price for good, fast-color percale, especially when it's the famous 8080 weave that gives so much satisfactory service! Small, medium and large patterns, suitable for dress, aprons, drapes, spreads, 36-inch width.  
DRY GOODS DEPT.



Tested Quality **OXHIDE**  
**Overalls**  
**89c**  
Made to our own rigid specifications! Stronger because they're triple-stitched! Highest standard 2-25 denim, only! Full cut—extra yardage in extra that bar-tacked and reinforced! A deep pocket! A buckles! Boys' sizes 10-16.  
BARGAIN BASEMENT



Give Your Home a Refreshing Beauty Treatment with  
**4-HOUR ENAMEL**  
**89c**  
Touch up those old, faded, yellowed enamel doors, trim, and fixtures with this new, brilliant, long-lasting enamel! It's the only enamel that's so easy to use!  
BARGAIN BASEMENT

Twin Falls, Idaho **J. C. PENNEY** Twin Falls, Idaho

### MEN'S CLOTHING STOCK ENLARGED

Now J. C. Penney Store Here Will Feature Extensive Apparel Supply

The new store will open with a greatly enlarged men's clothing and furnishings department. The work clothes department has been located in the basement of the new store to provide additional space on the first floor for the rapidly increasing men's clothing and furnishings business. Larger and more varied stocks will be carried and Twin Falls men will be provided with a modern department where popular priced and high grade clothing will be carried.

A new feature of the new store will be a complete boys' department. At the rear of the men's clothing department and next to the boys' shoes will be carried a large variety of wearables for the boys. This will have many new features of interest to boys, larger and more complete lines of boys' clothing will be featured.

### District Head of Basement Stores Is Merchandiser

J. F. Brown, district manager of Penney basement stores, started with the Penney company in Denison, Texas, in 1926. He was later transferred as assistant manager to Brownwood, Texas. In 1928 he was made manager of the Penney store in Miami, Okla.

In 1929 Brown was made district manager at St. Louis, Mo., and in 1930 served as district manager in Lincoln, Neb. In 1932 Brown was made sales manager of all Penney basement stores with headquarters in New York.

### New Ventilation System Used for Penney Basement

A new feature of Penney's enlarged bargain basement in the addition of latest type ventilating system, installed by Hixco Metal Works.

The system has automatic outlets at various places in basement which draw off all stale air, leaving ceiling room cool and fresh.

Customers shopping in the bargain basement will find the temperature several degrees cooler than on the upper floor. The ventilating system produces a steady intake of fresh, pure air.

### Daylight Floods - New Store Here

The new Penney store will be well lighted on the main floor with floods of natural daylight provided by large transom windows completely covering the front and street sides of the building. There will be no necessity for the customer to walk all the way to the door to find daylight. They can choose their merchandise knowing exactly what it is going to look like when they get it home, in this well lighted store.

Even at night this modern store will be as light as day. Electricians have installed banks of new light fixtures on every floor, the store will be one of the best lighted in Idaho.

OPERATES 140 STORES  
The J. C. Penney company operates a total of 140 stores in 14 buying establishments throughout the United States from the Atlantic to the Pacific. The total sales volume in 1932 was more than \$185,000,000.

### LADIES' SECTION



Mrs. Jean Stearns directs the ladies' ready-to-wear and millinery section of the J. C. Penney establishment here.

### LADIES' APPAREL BUSINESS GAINS

Mrs. Jean Stearns will have charge of the ladies' ready-to-wear and millinery section in the new J. C. Penney store building. Mrs. Stearns became associated with the J. C. Penney store at Portland, Ore., in 1927. She was employed in the large Portland store where she gained a wide knowledge of ladies' wearing apparel.

Mrs. Stearns joined the local Penney store staff on July 1, 1933 and has been largely responsible for the increasing ready-to-wear and millinery business, which this store enjoys.

### DOES TAILORING



Mrs. C. Vern Yates, in charge of the alteration and tailoring department in the new J. C. Penney store.

### Mrs. Yates Heads Alteration Work

Mrs. C. Vern Yates is in charge of the alteration and tailoring department in the new, enlarged store. Mrs. Yates has been employed by the local Penney store since May 1 of this year. Previous to her connection with Penney, Mrs. Yates worked some time associated with a local tailoring shop. She is well qualified to supervise all alterations in the big new establishment.

SALES INCREASES HUGE  
The sales increase of the J. C. Penney company from its years of origin in 1902 through the year 1932 was from \$29,000 to \$185,272,000.

### PENNEY CONCERN POLICY OUTLINED

Definite Precepts for Greater Customer Benefit Rule All Stores

The merchandising and selling policy of the J. C. Penney company follows a definite course outlined by one of the executive precepts. They are:

1. Quality goods at as low prices as they can afford. There is a wide difference between "cheap" and "low priced" goods.
2. Only new, perfect and dependable merchandise that will give long service and lasting satisfaction.
3. The elimination of credit losses, bookkeeping costs, and delivery expense means lower prices.
4. Rapid stock turn-over. Small profits on large volume of sales result in stock being turned over many times a year.
5. Truth in advertising. The company's policy forbids exaggeration and comparison of prices.
6. The selling slogan: "Back the customer's dollar full of value and satisfaction."

### DIRECTS STOCK



Arthur S. Patton, in charge of the J. C. Penney company's stock room.

### PATTON HANDLES BUSY POST HERE

Arthur S. Patton's job is an important and very busy one. He has charge of unpacking and marking the great lots of merchandise necessary to replenish the stock of this busy department store.

Mr. Patton is advertising. He announced himself with the Penney company here in September, 1933. He is a graduate of the Twin Falls high school.

Mr. Patton's job is to look after all incoming merchandise and the placing of reserve stock. It is also his responsibility to oversee all marking and price ticketing of the new merchandise.

### New Departments Added to Store

The new Penney bargain basement store embraces a men's work clothes department, complete, dress and crockery department, complete, paint department, complete, electrical appliance department, complete, drapery, curtain rod and blind department, complete floor covering department and complete dry goods section.

Complete cotton-shop-filled with new crisp cotton frocks for girls and ladies is also in the basement, and an oil cloth shop where you will find new and puttin' imaginable in new colorful oil cloth.

EMPLOYEES ADVANCED  
Advancement of their own employees when opportunities present themselves instead of bringing in men from the "outside," has long been a policy of the J. C. Penney company.

### COTTON SHOP

BARGAIN BASEMENT

### GRAND OPENING SPECIAL

# 1800

FAST COLOR PRINT FROCKS 98¢

Early Fall Styles!

We've outdone every wash frock event that we have ever staged before to bring you this surprise special! You'll be amazed at such variety! Such style! Such quality! And for so little. Visit our new cotton shop! Buy at least four or five of the marvelous variety. Sizes 14 to 50.

J. C. Penney Co.

### DOLAN IS CHIEF IN CONSTRUCTION

J. M. Dolan, chief construction representative, started in the construction department with the J. C. Penney company on October 3, 1932.

Dolan was known as a star athlete in Dartmouth. He made an excellent engineer and was graduated from Dartmouth, receiving the degree of Bachelor of Science and Civil Engineer.

Dolan, who makes his headquarters in Los Angeles, is one of the most successful construction men in the J. C. Penney company.

### COMMUNICATION SYSTEM PUT IN

The big new Penney store will be equipped with a modern inter-department communication system. A central switchboard has been placed in the office. Extension telephones have been placed in the dry goods, men's clothing, shoes, bargain basement departments as well as the stock room.

This system will make it possible to have inter-department communication between the departments as well as outside calls.

The system will greatly aid in the operation of the big store and in another new service provided the store's customers.

### J. C. Penney Rose to Eminence Through Hard Work and Saving

"Was it luck?"  
"Try that question some time, on James Cash Penney about his phenomenal rise from a dry goods clerk at \$2.27 a month to the chairmanship of the board of the J. C. Penney company, which last year did a business of \$178,000,000.

The answer will be a slow, negative shake of the head and a few terse words: "Hard work and saving."

It is the kind of an answer one should expect from one of the nation's greatest merchandisers. Success of the type Mr. Penney knows must necessarily have the kind of background Mr. Penney ascribes to it.

"Hard Work"  
"I know that it was not luck," he said recently. "I distinguish between luck and opportunity. But I realize that hard work alone is not enough to make a man successful. Many men have worked hard and conscientiously and still fail to achieve business success because they lacked vision, judgment of purpose and the co-ordination of others."

"Trout in hard work" is an oft-repeated precept of Mr. Penney's. "My whole life has been given to the selection and training of young men and women," he said. "I believe it the duty of older people to share experience with them. I wish I knew how to make them understand what I mean when I tell them to put their trout in hard work."

Made \$28  
Mr. Penney's first job was as salesman in a dry goods store in Hamilton, Mo., where he received \$28 for a trial period of 11 months. The second year he was paid \$200. At the third year approached, his health failed and he was ordered West by his doctor.

In Denver the best job he could find paid him \$6 a week. Soon afterward he started his first independent business venture by opening a butcher shop in Longmont, Colo. Because he refused to be the chef of the local hotel with a staff of whiskey a week, he lost the hotel trade, and since the hotel furnished most of the business in the town, he soon afterward lost the butcher shop.

Saw Opportunity  
He went to work for T. M. Callahan in the local dry goods store, and it was here that the idea of building up a system of stores first took shape. Mr. Callahan and his partner, Mr. Johnson, were at that time engaged in creating the first partnership system of dry goods stores and young Penney had the vision to see that this partnership idea had unlimited possibilities.

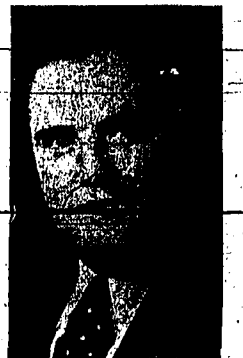
He accepted a one-third interest in a store which he and Mr. Callahan and Mr. Johnson opened in Kemmerer, Wyo., and shortly afterward, when Mr. Callahan and Mr. Johnson decided to separate, Mr. Penney bought a full interest in the store they had operated at Kemmerer, Rock Springs and Curlew. These three stores were the nucleus of the present nationwide organization.

Today, 32 years later, nearly 1,400 stores are "trout" under the name of J. C. Penney.

Gives Credit  
Mr. Penney gives full credit for the success of the company, to his associates. He said recently: "I owe so much to my business associates that I am sometimes at a loss to distinguish what it is I owe myself."

Because of the partnership plan on which the company was founded, Mr. Penney in known the

### HE IS BUILDER



J. M. Dolan, former Dartmouth athlete star, is chief construction representative for J. C. Penney company.

country over as "the man with a thousand partners."  
Mr. Penney retired as president of the company in 1917 and became chairman of the board of directors. He was succeeded in the presidency by Earl Corder Starn, a man whom he had met 30 years before in Atoro No. 1 at Kemmerer.

### LAMPION EXPERT HERE

J. L. Schalleck, expert in installing cash carrier systems, is here installing the two cash carrier systems necessary to handle the enormous amount of business done by this store. Mr. Schalleck's home is in San Francisco.

## PENNEY'S for HOUSEWARES

# BARGAIN BASEMENT

Perfect Quality Dinnerware!  
**32 Pc. SETS**  
Complete Service for 6!  
**\$2.98**

One of the biggest bargains in town at this sensational low price! Imagine buying a decorated set for only \$2.98! The design has a center floral decoration with dainty border embossing. Ivory color!

Top-on Garbage Can  
With Inner Pail  
**69¢**

Metal finish in enamel, Blue green, Ivory with contrast stripes. 6 1/2 qt.

LARGE DUST MOP  
With Handle  
**49¢**

Extra large floor spread. Green yarn with copper-plated center. "AERO-MOP" brand!

Low Bridge Lamps  
Low priced  
**\$1.39**

66 inches tall, with cast iron arm and base. Finished in black and gold.

Silver-Plate SETS  
26 Pieces For  
**\$2.98**

8 knives, 6 forks, 6 spoons, 6 tablespoons, and sugar shill and butter knife.

Decorated Parchment Paper  
**Lamp Shades**  
Medium Sizes! Low Priced at  
**25¢**

Make your old lamps look like new, with one of these colorful shades! Gaily decorated, made of good quality parchment, new in size, most any size lamp. They're bargains.

Penney's for Great Values in Aluminum  
Good Quality at Bargain-Prices!

Penney's aluminum ware is made from hard pure aluminum, mirror-polished outside, sun-ray finished inside. They're bargains—every single piece!

2 Qt. Percolator	49¢	1 1/2 Qt. Double Boiler	49¢
7-cup Electric Percolator	\$1.19	1 Qt. Lipped Sauce Pan	10¢
6 Cup Drip Coffee Pot	59¢	6 Qt. Convex Kettle	59¢
5 Qt. Tea Kettle	79¢	10 Qt. Dish Pan	69¢

Oh, Boy! You'll Want One of These!  
**72 Double SANDWICH TOASTER**  
**\$1.19** Ea.

Bought Specialty For Our Grand Opening!

Penney's Real Bargains In Enamelware  
Ivory with Green Trim!  
**39¢** ea.

Penney's low price makes this an opportunity you can't afford to miss. Fine double coated enamelware. 8 1/2 qt. dishpan, 4 1/2 qt. Windsor sauce pan, 6 qt. stock pot, 8 qt. dishpan, and 7 qt. preserving kettle!

120 6-LB. ELECTRIC IRONS  
**\$1.19** Ea.

Complete with Cord

## BARGAIN BASEMENT OPENING SPECIAL!

# 600 pr. Full-Fashioned SILK HOSE

## 45¢ Pair

Now's your chance to save! A great special purchase of lovely new, full-fashioned, all silk hose for this event! Newest of shades. Sizes 8 1/2 to 10 1/2. We expect a complete "sell out."

J. C. PENNEY CO.