Weather Forecast



# "MIRACLE" WINS FOR CARDS OVER TOP-PLACE GIANTS 





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## MODERN FISTICUFF GENTS LIKE LUXURIES IN LARGE QUANTITIES



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GUF ACESEANI PLACES IN DPEN
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## YESTERDAY'S HERO




Phecher wer Ferrial of the Red
Castleford Coach
Gives Up Position
castierond. May 14 , spat









## Be Sure The Name

FRIGIDAIRE
Is On The Refrigerator You Buy The Goneral Motera Betrigerator


When a girl discovers her sweetheart is fickle what shouild she do? Zoe-and Katharine, heroines of the new serial, Summer Sweethearts,", consider this problem and cone to a decision, yuyh hearts! a thrillo ofeet of young wheres It beging
 Idaho Avening bly


Thatherewnedimer

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 During this week the life insurance conpanies of
the United States are attempting to impress upon
the puife the limportance of their services and the benefits available through proper use of their facili-
They report that last year, for the first time since 1929 , life insurance sales increased over the preced-
ing year's sales. But that does not mean that the business has -been-in-the-dumps-during-the depression. During the perst five-year period the people of
the United States bought an ayerage of 15 billions year, and duing $1930-34$ inslusive protection each year, and dung $1930-34$, inclusive, nore than 13
billuon dollars was distribnted by the jnsurance comnearly 100 billion dollars face value insurance pro-
tection is in force in this country, covering the vartection is in force in this country, covering the var total pepulation.
So insurance is no small business.
With the first quarter of 1935 showing substantia gains in new business as compared with the sam paring to make this week May 13-20 the largest natronwide observance of Life Insurance Week ye
held. Groups of underwriters in cities throughout th country are coopersting in the observance. The loca association is taking part in the event and is solicit
ing the interest of every individual in bringing the ing the interest of every individual in bringing the
benefits of insurance to an increasingly larger num In of persons.
In their efforts, the underwriters have the sup port and the well-wishes of all those individuals and and the great industry it has created.

A telephone executive talked over in $25 ; 000$ mile circuit to prove "there are no earthly limits
to human speech." $A$ visit to Congress would to human specch." A visit to Congress would

ENGLAND STILL HAS A KING
Not the least instructive event of the yoar 1935 is the great jubilee celebration which the British peo
ple are holding in commemoration of the $25 t h$ an ple are holding in commemoration of the 25 th anThe affair is notable for its contrasts. When George. V came to the throne he was just
one among many great monarchs. There were Nicholas If in Russin; Wilhelm II of Germany and Francit Joseph in Austria-Hungary, for instance, all to all outward indications,
were quite as secure as his.
were quite as secure as his.
But today, as enormous crowds throng London's itreets to cheer the British king, where are these oth ments and his dynasty is broken
Wilhelm is in Holland, chopping wood, while nan who would not have been allowed.in the palac jighter rein than Wilhelm ever dreamed of using.
And Nicholas lies underground somewhere in ussian forest, one of the first victims of the catas rophe that swept his country.
The contrast-between what-hoppened to-these three monarchs and what happened to George
of England is amazing and it is not the resultmere chance. It is not even the result of the diffex ence between winning and losing-a great war
The fundamental reason why $2,000,000$ people stayed up all night in London to hail the opening-or broken and kingless, can be found in the different ways in whe.
In Russia, in Germany, and in Austria-Hungary there was only a blind inflexibility. The hammerrulers of those lands; so, finaliy, it broke them comnot even in the face of catastrophe, and so they were swept away.

In England, on the other hand, there was flexibilchanges; instead of resisting them blindly, the na tion's rulers-from the ling on down the the indus-
trial magnates and the politicians-had the sense to trial magnates and the politicians-had the sense to
meet them halfway, adapt themselves to them, and help the nation follow a new course.
As a result, George-V-still-has-his-throne, and his national enthusiasm for his person and for the things which the represents.
At-a time when change is upon the whole world, this study in contrasts is a useful and instructive thing.

Hitler-says-unemployment-in_Germany has been reduced from $6,000,000$ to $2,000,000$, but odus was responsible.

Th DARK BLOND





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HISTORY
of Twin Falls City \& County
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15 years ago


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## THE AMERICAN LEGION AUXILLARY OF TWIN FALLS SPONSORS A

## CAKE BAKING CONTEST- $\$ 15$ CASH PRIZES

|  | GRAND PRIZE $\$$ |
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## SAFEWAY STORES

Whether you purchase cake ingredients or every. day foodstuffs you will save most at our stores. We are featuring items needed in cake baking this week.

OUR PRIZE
24-Lb. Bag Big-K All-Purpose Family Flour

WE DeLiver $\$ 1.00$
ORDERG FREEI

## PHONE

## DRIVE-IN MARKET

You will find every cake ingredient you need for this contest at our store, ${ }^{2}$ PRICED RIGHTI OUR PRIZE $=10 \mathrm{LB}-\mathrm{BAG}-\mathrm{OF}^{-S U G A R}$ -Por your convenienoe we are open evenanga-

## Your Two Local

0. P. Skaggs' System Stores

Are filled with quality items that will help you make a prize winming cake, as well as supply your family's food rieeds economically the year.
14B MAns
AVENDE sotiti
OPSKAGGS
187 Many - --............
"A SUnEETY OE YURIT

## The China Shop <br> -at ther <br> DIAMOND HARDWARE <br> - Ih Yilied With Boantifni Chank and Feling glauswaro What Wirn wake <br> Prize Cakes Look and Taste Better And Civp Your Table obanm and Corroctren for all Formal and Informal Occatonu <br> Don't Overlook Thosa splondid Bnyvipase Eota With Btainioses sicol Blados Yor $\$ 2.08,7388$ ard $\$ 4.98$ 

Contest to Be Held at IDAH0 POWER CO.

Saturday, May 18th


IT'S BAKE-A-CAKE WEEK!
in twin falls


## ASK YOUR GROCER

 FOR THESE HELPERS:

## ENTRY BLANK

This MUST be_filed in and_entered_with your cake at the IDAHO POWER CO. before 11 a. m., Saturday, May 18 .
$\qquad$
My Aldrose
I purchased these dt cm
$\qquad$
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- (Nurise of Gracer truan Whem rumethined)

Buy-Your Cake Baking Supplies at McComb's

We bave everything yoil will need - the quality items which will help you to win a prizo!

WE SELL ONLY THE BETTER MEATS!

Wo Deliver Any Order

Shop the Easy Way! Shop at Zip-Way!

Always Plenty of Parking Space-Drive-Right In $\because$ Any Time
-Buy-your-cake-baking needs at-Zip-Way--
We are featuring all the necessary ingredients.

Whether it's a prize winning cake or a real good dinner; you will never be disappointed if your order is from the

## New Central Market

Blue RibbonQuality in AH
Foods, Meats and Groceries
Twin Falls' Finest Food Store
ONE FALLLS BRAND HAM IST PRIZE THE-HAM-THAT-ISBETEER

WHEN VIEWING THE DISPLAY OF CAKES AT THE IDAHO POWER CO. OFFICE

NEXTSATURDAY
Be-Sure To See Our New
Electric Water Heater
IDAHOTIC POWBR
ATVOUR ASERVICE



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Enemy of 'Public Enemies'


# CLASSIFIED SECTION 




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Today's Markets and Financial News


:OILS LEAD RSE

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 Fol Program Given






 Spring showers in profess FORMER BEHEST







Calendar

 Thursday at the
Amy interwove



LEGION, AUXULIARY Seen Today




There Are Over 1,250,000 More

GIFTS for the YOUNG LADY:



Chesterfields go home with me like a toot from the quittin' whistle

Mild they are, you bet... Yet they got taste and plentytaspare. Haven't got time for loose talk, folks . . . but heréstwo words that just hit the nail on the head...

## The



