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Praise for Writer












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## ,ofinisw 1 Fadatad Headline Values

 Van Eners

Presenting Our Greatest Showing of Fall Apparel



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| Dress Coats |  |
| \$24.50 | \$39.50 |
| Spo | Coats |
| 14.75 | \$17.5 |


Horsehid
Gloves
$79 c$

## Frocks





Llewellyn Frocks $\$ 7.90$

 Janelle Frocks
$\$ 12.50$
Frocks $\$ 5.90$
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trims, nev fairles nnd fanl calorat
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no less a persounge thath Gov．Alf Mr．Iandon，cratwhile comulidate for
United Stales．
United States．
Has says，necording to the Unital Presa，that＂Mning that the prople of this country are aroused to
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Mane．

The election，to Mr ，Landon，dnes not mean that
ctrong Repubicin state has roted Remblican；as wa strong．Repubicim atate has roted Repmblican，as was
predicted，but he reada into it oomething ulterior，some
 luded ho＂danger，＂were he not reetected．And Gov， ＂systen＂＂representel soincthing tholy in contrast to tha Fhich any other politienl party offers．

This is the sort of thing which molkes for suspician of And，be it known，they are not chance plirases onvictions And，be it known，they are not chamee phrases of an ex－
cited politician，but the atudied campaign nietlod of the G．O．P．in nation and state．
Tha Anerican system of government neser was in bet
ter hatuda than it is now，never did the people have more of a hamd in shaping their destinies，in securiftr respon wive action，and in elevating their heals into law． Lawdons whocic aseared Landons whobe asserted fears can be apprecinted if it
the rosult of the genera！detion they are tnlking ahout

III NBW PROBPERITY
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fts．Alt the indices bay bo，nad the feel of it is in the air A yearard to a brand new boous． Anut before we get into it，we might well take a few ts golug to be．
For there in prosperity and prosperity，There is the trikes the shndow of fear from the mind of the ordinar triker the shndow of fear fron the mind of the ordinary
citizer，aud brings good business for the little fellow as well as the bla；there is also the kind that runs ap fine
production records but jenves $6,000,000$ nen out of work and toments the white：collar men，and small buginess
man by driving ap prices just a little faster thin in－ comes． If ie is the second kind we are to get－and it probably man statistics are a lot more jupportant thas fimnncin statistics．
paradoxically manneca to ane prasperity which employment anid rend suffering in the low income．brack ehb，woment remember that arose probicms sthl exist and The man who can＇t for the life of him rint $a$ jois just as discouraged，just as miscrable，and just as hungry
 come that be can＇t buy the thitigs hio needs，is just ns－ma it is in＇s state of collapse． We have a way of corgetting those things of prosjer Whecle start humminge when the efincoces of profics noiversal．And that，perhaps，was our chife fault in the grent boom dass of the 220 s ．
erned over our sacial and econonte probleins．Great Icad ens such as Theodore Roosevelt，Wilson and their like had mace us aware that all was not wel in tale lowe gettiug ourselres juto a frame of mind to do sonething

But when＇the boom came，we conldn＇t be bothered．W
 be stock market，that crery was makint money a A merry clip，that＂ererybody＂，was shiting fin the good types．Holt of our bevilderment in the depression cum from－tha－discovery that the doertrine simply wnin＇t true aso to ber our erei ore We don＇t need to star
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News Behind The News By Paul Mallon



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## Your Children

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## Public Forum <br> 



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Constitution Day Recalls Memories Of Madison

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## SPECIALS:

THURSDAY — FRIDAY AND SATURDAY!


MEX'S PANTS-Clenmed and pressed. ..... | $150 \nmid$ |
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| $35 \%$ |

MEN'S IIATS-Clemed anil bloeked

## Senator to Speak <br>  <br> Rors ro cosir <br> $\qquad$ <br> $\mathfrak{c}$



\section*{INTRODUCTORY SPECLAL! New Fall SUITS and TOPCOATS <br> 

Use Ole Lay Away Plan
WOOL and LEATHER BLAZERS
Fancy_Checks! Plain | Calfokin! Either Silk

# <div class="inline-tabular"><table id="tabular" data-type="subtable">
<tbody>
<tr style="border-top: none !important; border-bottom: none !important;">
<td style="text-align: center; border-left: none !important; border-right-style: dashed !important; border-right-width: 1px !important; border-bottom: none !important; border-top: none !important; width: auto; vertical-align: middle; ">$\$ 3.95$</td>
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<td style="text-align: center; border-bottom-style: solid !important; border-bottom-width: 1px !important; border-top: none !important; width: auto; vertical-align: middle; ">$\$ 9.45$</td>
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</tbody>
</table>
<table-markdown style="display: none">| $\$ 3.95$ | $\$ 5.45$ |
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| $\$ 4.45$ | $\$ 9.45$ |</table-markdown></div> <br> ALEXANDER'S 

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17 WONT BE LONG Now:

## Prepare for Winter With Balsam-Wool GUARANTIEED Sealed" Insulation

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 New York Groin Answers By
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 LOUCHBRANEFGHT

If Banks Finds Good Backfield, Idaho May Pull Some Surprises


SHIL LIME FOE




Banlifor 210


ALLSTARS WERE ILLSTARRED




CAMBRIDGE, RADICAL INDEED,
HAS SHOWERS FOR ATHLETES

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## Bertha Campbell's Store

 Fur Coats Are Hi-Styled(Russiau Fitch), Pony, Caracul, Broadtail, Northern Séal, Sealine and Lapan. : (Clean, new merchandise)

CLOTH COATS . . Fuir Trimmed, or Sport, (better hrands).

## SCOUS' REVEV <br> 

Make It Yourself


Honest Values in USED CARS


Every dollar you apond for one of our usod cars brys values aro alway unusual. Tho prices are tho lowest
'35 Ford Dolux Fordor, low mileage ....... $\$ 565$ ${ }^{3} 36$ Ford Doltire Fordor Bodan … $\$ 525$ 35 Ford Dolux 3 W Coapt $\$ 5335$ 35 Graham Bedan $\$ 8475$ .34 Ford Fordor, new motor ............................. $\$ 450$ 34 Ford Tudor Sedan, new motor ........... $\mathbf{\$ 4 3 5}$

 '30 Chrłbler Bedañ, of $\$ \$ 250$ 30 Chovrolet Bedan ${ }^{130}$ Graham Coupo ..... 29 Ford Town Sedan 29 Ford Tudior Sedan '30 Ford Trdor Ford Fordor sedan 29 Chinvelet Cosich 31 Ford Victoria 34, Ford Sodar Detwery -............. $\$ 265$ 34 Dodge 2TTon Truolk .............................. 2 Ford Model BB 157. Txu 4 Ford rrack, new motor For ruces, now motor 34 Ford Plckup Ford Pickap Used cars with lots of good service ahioad of them and the reputation of:a Ford danlar bolind them, Many
makes taken" in trade on tha fatsalling Ford V. 8 .

## Union Motor Co.

Tour FORD Dealer

DRESSES
Velvets, Wool, Fancy Crepes, etc.
GORDON HOSIERY
All New Shades.

## BETTER BLOUSES AND MILLINERY

## CORDUROY SUITS

PAJAMAS
Velveteen Twin Sets.
In Satin and Corduroy.
Children's Millinery, Dresses, Coats and Sweaters EVERYTHING DIFFERENX

## 131 Main Avenue: East

## MORE MILES PER DOLLAR!

 what today stock Ford $V 8^{\prime}$ s are showing over朝 quipped with a see-for-yourself glass gallon Jus Wouldn't,you like to make a test ruin as the

## A1 P 5 ? PER DOLLAR!

Only V-8 ear below \$1645 (The 8 other American V-type cars cost from $\$ 1275$ for the V-12 Lincoln-Zephyr up to \$6\%0.) Supar-Sefoty Brákes-more stopplag surfaco for car welght than any other car below. $\$ 3195$. Centerpolse Rlding Comfort-on opringbase Cimost a toot longer than wheolbaso with all pabsengers seated forward of the rear axle. Only GET THE AFEEL OF V-8 PERFORMANCE IOYGETPTE FACTS ON Y-8 ECONOMY


UNION MOTOR GOMPANY, Twin Fall, dalo

Unique Roudabilfiy-Torque-tube'drive ndius rods brace loth anles, free action on all Theols- withoüt gecrlace of strons front aile Eosy-handllige bocklesa toering, pasp cttrs brake and cuetch, Blignt helleal \&eare In If speeds in the transmission.
Sefoty ctass oll around of no exfracost Larse tirea, separato toggage space: 112 t wheel base and $123^{\prime \prime}$ sprtas baiso on all body-types.

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FEWEROF FOMCE
ATOTSTS DRUME Arrated Wors Under 26 $\therefore$ Ar Jears of Age

## You'll Find Real Opportumities in the CLASSIFIED ADS



## Today's Markets and Financial News

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## BUTTER, EGGS

## POTATOES

ATTENTION FARMERS:
 sumply pano twinglit sict -2p sertice- Wo pay for tho
IDAHO HIDE and TALLOW CO.
$\qquad$

Attention Earmers!
 New Champion Spud Digger tind myse you Bome motery By buyg your digger
SLATKIN IMP. CO.

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## POYYEARS OF OISTILLINO

 EXPERIENCE GOES INTO GAW FIVE STAR： WG BLENDED WHISKEY$\qquad$
 GEEVEN－YEAR－OLDOM EREORD BREA GWBONDED soess roupros Yutiskey

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 HWSME MACNAIRS THPORIEO SCOTEH车列，WHISKEY，


## mamememen <br> JUST RECEIVED：Over a TON of WORK PANTS！ VALUES THAT CAN NOT BE DUPLICATED！

EXACTLY 2335 POUNDS OF WORK PANTS！The Greatest Values In Our History－COMPARE：

## 



Penney＇s Sanforized Cord Moleskins are definitely superior to the ordinary moledkin．The cotton is dyed un－ der pressure before the yarn is spun，insuring even fast color．Made high count，constrúction of harditwisted yarns，these Cord Moleskins deliver extra wear and batisfaction．Soft napped back．Improved colors that lool like all wool worsteds．Come in tomorrow and inspect these sensational values！You＇ll agree that they＇re the best you＇ve ever seen for anywhere near the price－and they＇re values that cannot be duplicated！Compare！

NO EXTRA CHARGE FOR EXTRA SIZES！
so to so levatis

| PANTS！ | PANTS： | PANTS： |
| :---: | :---: | :---: |
| Moleskins | Corduroys | Cavalry Twill |
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| Btrong，geevicasable | Othera 9 9．0．8 nut si．98， | Exitra Henyy，ganarized |

PANTS： Forestry orben．
$\$ 5.90$
Finest Qualty！


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| PRESRRUSiK | －heavy | Pric Walo－Hexry |
| Whipeords | Moleskins | Corduroys |
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| Forest Greon or Tant | Btrong，gevicanblet | Othera sa，ios and si．ge |

\＄1．98，cotton Bianket tinad




PURCHASED SPECIALLY FOR THIS EVENT！


## TOWELS

2 for 25 c
Extra Larġe！Extra Thirsty！ Stock up now on these blg $20 \times 40$ inch
toricilal＇Rast color striped borders！ tomider PRst colar atriped borden
Obolce of rose，gold，blue，greent



[^0]:    There's a tight way to carve a chicken of slice a, banh
    And theres a vight way to cut robicoo:
    
    

