

HUDSON-CLARK

Twin Falls' Only Shoe Store

MAKING A GREAT STORE GREATER

ANNOUNCES...

New lines, new policies and a style-leading and value-giving stock of men's, women's and children's footwear as our answer to south-central Idaho's demand for progress! New connections with America's largest shoe manufacturers enable us to present a BIGGER and BETTER selection than ever before! It is with justifiable pride that we offer Buster Brown shoes for boys and girls; Air Step, Odette and Personality Styles for women, and that sensational newcomer in the field, Roblee shoes for men. All available NOW in our remodeled store. We sincerely invite your inspection of these greater values and better-than-ever qualities!

You can FEEL the FIT... SEE the STYLE

For \$5 you get the exclusive Fred's straight feature. Special construction that helps you to go straight ahead as you should. Makes short men feel taller.

\$5.00

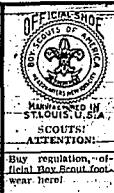
As Advertised in Esquire

BUSTER BROWN

For BOYS and GIRLS

Each and every one of our customers daily welcome this nationally known and famous line of children's shoes.

\$1.98 to
\$3.98



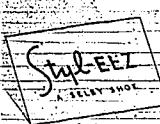
MANUFACTURED IN ST. LOUIS, U.S.A.
SCOUTS' ATTENTION!

Buy Preparation-of-Boy-Scout Uniform wear here!

ODETTE PERSONALITY STYLES



PERSONALITY STYLES
\$3.98
DRESS STYLES
\$4.98



In line with your
Budget!

* An exciting new Shoe Silhouette—the smoothest—look your feet needs... to complement the slim new clothes. A graceful walk... invited by the famous Flare-Fit insole that does away with wobbly ankles. All these are yours in the new Styl-EEZ Shoes... and all at a modest price.

10¢
10¢



The shoe with the Magic Inside!

No matter how tired andaching your feet after you have worn your dressy shoes... This Magic Insole gives you a bounce to your walk, a cushion for your feet while the arch supports the foot correctly.

\$6.00

As Advertised
In Vogue

ROBLEE

You can FEEL the FIT... SEE the STYLE

For \$5 you get the exclusive Fred's straight feature. Special construction that helps you to go straight ahead as you should. Makes short men feel taller.

\$5.00

As Advertised in Esquire

Leading Lady BAGS

\$1.00



...to match your spring ensemble. One of the complete line of Leading Lady bags and accessories offered in our store. Get them! You'll be delighted to know you may have your choice of any of them, always, at one



\$8.50

Correct Fitting By X-Ray

We take considerable pride in the care with which our trained clerks fit your shoes. Personally known to you, these men have been specially trained in shoe-fitting. BUT, at Hudson-Clark's, you have the double surety of satisfaction with our X-RAY... you can actually see for yourself!

Remember The Names—Look For The Trade Marks As Shown In This Ad—They're Your Surety Of Satisfaction In Buying Nationally Known Brands!

PHOENIX
HOSIERY



\$1

ANNOUNCING
Selby

ARCH-PRESERVER SHOES

\$8.75

FOR MANY STYLES
DELUXE STYLES \$10.75 AND UP



HUDSON-CLARK

BURLEY TO NAME CITY OFFICIALS

Mayor, Clerk, Treasurer,
Six-Councilmen-to-be Elected

BURLEY. — March 11—Tuesday, April 9, will be the date set for the election of mayor, city clerk, city treasurer and six councilmen, two from each of the three wards in the city, will be elected.

The city council has found that it is necessary for voters who are qualified to cast their votes in one election to register again, but for those persons who have not voted for two successive elections they will be registered in the city election office on Friday and Saturday, April 10, and from 7 p.m. to 9 p.m. evenings, and daily from 9 a.m. to 12 noon.

Voting places will be as follows: First Ward, Fred Seeds residence, 120 South Canyon Avenue; Second Ward, the residence of the mayor, 308 old Burley highway office at 225 East Main Street.

For officer must file his certificate of nomination with the city clerk not more than 90 days nor less than 12 days immediately preceding the date of election the residence of filing being April 11.

DISCOVERY PAYS AFTER 34 YEARS

American Dollars Developed Great Oil Field in Colombia-Jungle

NEW YORK. — March 11 (UPI)—The old general, Virgil Bare, thought he'd never find oil in the thick walls of rock he'd been through the jungle, but he and his men came upon a desolate area where petroleum was up through the rocks, oil soil.

The old general was nobody's fool, and after 34 years of labor and sweat and deep sleep, he will be paid off this summer that his great oil discovery starts to pay, now.

Eight of his heirs — Mattie, Marin, Alicia, Ida, Jorge, Ismael, Angelina and Mario Bare — are to receive royalties from his discovery, but it has taken millions of American dollars to develop the entity that's picked up.

The great oil land which Bare discovered lies in eastern Colombia, 600 miles north of the equator. It is cut off from the world by mountains, swamps and heat, and it is the home of savages, Indians, bushy bow-and-arrow warriours who don't like intruders and who have never seen white men. Although now they are reported to be gradually retreating into still deeper jungles.

Bare, obtaining a concession of the land from his government, tried to interest someone in paying him a million dollars to open it up. He even came to New York in 1907, but no one would talk to him, asking, "What good is your oil if you can't get it out?" We can't get it out."

"Today they do it." The development of the bare concession is an epic of aviation. Thousands of tons of equipment, men and supplies had to be transported in sturdy old Ford trimotor planes from the Amazon jungle down into the rugged Andes.

Thousands of men working in the concession and along the 300-mile stretch of road built to bring oil to the coast would have starved to death, or been reduced to eating rats and ticks had it not been for the fact that every day they drops thousands of pounds of food the steaming camps.

Natives of the, Louisiana Paratario section, made famous by Jean Harlow's the picture, have trained dogs to hunt snakes.

OUR HOME journal
THE PRACTICAL NURSE
By Ella M. White

It takes a peculiar and seldom-found person to be a good practical nurse. There is, first, an inherent desire to help others fortunate. There is also a desire to do good, to help others, to bring good nature. There is a blossoming toward compassion. There is a deep sense of strength. And there is knowledge of a household and the care of its members.

These are the qualities in any one individual that are essential to have to be a pretty good person—one you like to have around even when she is not in her cap. In whose capable hands you can trust her to independently plan her work—when she is sick.

The doctor who is in charge is in the care of a good practical nurse. He feels that his battle is part-way won. From the start, And so the load will not be too heavy for the distracted household, her responsible assumption of responsibility—the difference between terrorist and terrorist and firm, calm, mind-commanding confidence.

White Mortuary, Inc.
By Ella M. White, M.R.N.

HOLCOMB DERIVES KICK PULLING STEER'S TAIL

By The AP Feature Service

DENVER. — Even if the rodeo business didn't offer big money, Homer Holcomb, top-light clown, still would be in there pulling steer tails. He likes to feel death's grip.

"Ever since I was a kid, I've thrived on that kind of excitement," says Horner, whose motto is "never be afraid of anything."

Horner's job is not funny while setting traps or pulling a steer's tail. In 16 years of rodeo clowning he's always been the ridder in the ring, and the turns they gave him a gold cup recently.

He's not funny while setting traps, but when he's setting them, he's always in top form.

Horner, who is 20, stands out in front of the steer and waves a red cape like a torero. Unlike a torero, he has no sword, only his gun hand, but he uses it over the head of the steer, not under it.

When the steer gets tired of the game and charges, Horner holds his ground, sideways gracefully, tosses his cape over the brashman's long horns, and...click!—clinch!—click!—click!—click!

Occasionally, as in the first, the steer has the last laugh. He always does, but that's all he got was a long gnaw in the side from one of the longhorns.

Horner started out in a boy with Earl Sande, the famed jockey, big time, racing on the Idaho fair circuit. Both got a chance at the big time racing in the 1936 Kentucky Derby.

Once he told a rodeo manager that the closer we get, the harder he'll be to pull, the manager challenged him to do better. "That hasn't hard," says Horner. "I liked it enough to pay me \$15. I've been clowning ever since."

This winter, he's been on the road again. The other three weeks? "Oh," says Horner, "I like to go to a ranch and enjoy myself riding."

Jobs Daughters Greet Leader at Gooding

Patricia Flick, Charlotte Dibanks and Lou Stone.

preceding the ceremonies, copies of sweet peas and roses were presented by Mrs. Corinne Hall to Mrs. H. P. Bixby, president of the chamber of commerce, and to members of the judicial council and the law commission.

Instituted among the girls last evening, were approximately 15 members of the Wendell bell, accompanied by their guardian, Mrs. R. W. Ward.

Seventy thousand persons witnessed the annual drama "Last Colony" at the Old Colony theater at Roanoke Island, N.C.

Appearing in white satin robes, the girls were led by their honored queen, Arthur Lyon, in the annual coronation.

Entitled "the great tea party,"

the pageant opened with the arrival of the Wendell bell.

Patricia, Mary, Lois, Diana, Elsie and Clarence Pauls, both of Gooding, were re-elected to the board.

FOR

EASTER SERVICES AT SCENIC SPOT

Handling of Huge Crowd Becomes Problem at Garden of Gods

COLORADO SPRINGS, Colo.—Even if the sun would not shine on Easter Sunday, the morning sunlight stream down on the brightly colored rock formations of the Garden of Gods and church it would be an appropriate spot to commemorate Easter.

For two years, however, pasture land in the Garden of the Gods, Christian church did nothing about it.

At the present time, the church's pastor, Rev. C. F. Crosson, is 60 years old, but his wife is 35. She doesn't think it would appeal.

