

## FARM LEADER DENIES NEED OF SCARCITY

National Reclamation Association Scans Program For Agriculture; 'Grand Old Men' Accorded Honor

(By The Associated Press)  
GREAT FALLS, Mont., Sept. 25.—American agriculture can be brought to a tremendously prosperous level... without introducing an economy of scarcity, Dr. John Lee Coulter, economist and former tariff commission member, declared today.

"Addressing the national reclamation association... Coulter, former president of North Dakota agricultural college said... There is absolutely no reason why... by protecting the American farmer for the American farmer, by protecting the American price level... those who produce farm products, and by exchanging surplus of these things we need from other parts of the world... we should not bring agriculture to a tremendously prosperous level."

"We can do it," he contended, by building up consumer purchasing power in the United States and at the same time expanding agriculture, utilizing our great natural resources and giving opportunity for new employment.

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## WILLKIE SEES GAINS SCORED ON LONG TRIP

Republican Nominee Contacts 2,000,000 Persons; Demands Markets Instead Of Dole for Agriculture

(By The Associated Press)  
ABOARD WILLKIE TRAIN En Route Through North Dakota, Sept. 25.—Wendell L. Willkie estimated today that he had seen more than 2,000,000 persons since he started his western campaign two weeks ago and told reporters he was "completely satisfied" with his reception.

The Republican presidential nominee had a relatively light day, making all his talks from the rear platform of his special train. While traveling eastward, he worked on details of an October trip through Michigan, Ohio, Pennsylvania and New England.

Foreign Policy Willkie announced he would make a major address on foreign policy at Cleveland on the night of October 2. It was an amplification of his San Francisco speech but Willkie said that it would contain "more supporting evidence" against the administration's foreign program.

Years Intrenched Power "It is an unspoken rule at Marquette that I should not address an audience that he feared further concentration of power in an individual," Willkie said.

Back to Work At Dickinson Willkie was introduced by Jack H. Berg...

One Time Darling Of Screen-Playmakers Clark Gable, who was ranked with Mary Pickford in the 1920s as one of the most popular actors in the world, died today.

Stricken with a cerebral hemorrhage, Gable died at his home in Hollywood, Calif., after a long illness.

Although he was 53 and had been retired for 20 years, the tiny-featured actor was still a star.

His death was a great loss to the film industry.

## London Life Goes on the Same—Underground



THIS FAMILY took shelter in a London subway station during an air raid, and everybody except the baby seems to be sleeping soundly. Preparing against the possibility that nightly German aerial attacks will continue through the winter, London has announced that plans are being made for warm underground shelters. This picture was cabled from London to New York.

## Roosevelt Calls 35,700 Troops for Active Duty

National Guardsmen From Five States, Puerto Rico and Hawaii Bring Total to 100,000

(By The Associated Press)  
WASHINGTON, Sept. 25.—Another contingent of civilian soldiers—35,700 in all—was called to active duty by President Roosevelt today, bringing to almost 100,000 the number of officers and men summoned for a year of intensive military training since congress made such training possible.

Today's order covered national guardsmen and officers from New York, Ohio, Michigan, Wisconsin, Mississippi, Puerto Rico and Hawaii. They will report for training Oct. 15. Previously Mr. Roosevelt had called out 60,500 militia men from other states.

The units assigned by today's order were designated by the War Department on Sept. 16 to report for duty by Oct. 15. The president's order constituted the legal call for these units.

During the day, Mr. Roosevelt also signed into law an army house bill appropriating \$35,000,000 for barracks and other facilities for these units.

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## Axis Bids for Active Aid of Japan, Spain

### British Warplanes Carry Fight To Berlin in Five-Hour Raid; London Hammered

The British withdrew from the French West African port of Dakar yesterday after a three-day battle which openly aligned France against her, coincident with axis diplomatic maneuvers aimed at adding Japan and Spain to the ring of Britain's avowed enemies.

With the lines thus being sharply drawn, the quickening fury of the war engulfed England, the Atlantic coast of Europe, and the towering British stronghold of Gibraltar, twice bombed by warplanes of German-controlled France.

Berlin's Longest Night Sleepy Berlin residents heaved air raid cribs during a five-hour alarm, longest of the war in the German capital.

The city's industrial plants bore the brunt of the British attack. London shook under the incessant pounding of German bombers in day and night raids.

The British bombers landed at Berlin's outskirts last night and today for five hours in the city's largest air raid, which started before bedtime and forced many a homeless Briton to spend the night in strange, chilly cells.

Most of the raiders appeared to stay over Berlin's industrial suburbs, but two waves of them passed over the city and landed near the airport.

The bombs were heard bursting in the center of the city, and from that point no fire could be seen. Bombs and dipoles were dropped in discussions among military circles here and it was learned unofficially that Japanese were being used by Germany and Italy to form a counterweight to possible closer British-American collaboration.

London Raiders Take New Tack Speedy Warplanes Dump Explosives From High Altitudes

LONDON, Sept. 25 (Thursday)—German bombers landed at Berlin's outskirts last night and today for five hours in the city's largest air raid, which started before bedtime and forced many a homeless Briton to spend the night in strange, chilly cells.

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## MINIDOKA BEER HUNTERS NAMED

550 Lucky Applicants for Permits Chosen by Drawing

The lucky list of 550 participants in a special deer hunt on the Minidoka state game preserve was drawn by the state fish and game commission at Boise yesterday.

The hunt will be held Oct. 3-7, inclusive and will be the last of the Minidoka state game preserve hunt.

Survivor Faces Burglary Count

Coroner's Jury Justifies Gun Battle Slaying at McCall

Correll Idaho, Sept. 25 (AP)—Sheriff Harry Dean of Nez Perce county declared for evidence tonight that a man who was killed in a gun battle with a woman was a "survivor" of a burglary.

Three "grand old men of reclamation" were special guests today at the annual luncheon of the national reclamation association.

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## FLASHES OF LIFE

Still a Traveler ST. LOUIS—A man who telephoned the weather bureau to inquire about conditions between here and St. Louis, Mo., was asked many questions that forecaster W. M. Moxim thought he must be an aviator.

Wine and Loss PHOENIX, Ariz.—Pat Patrick, softball pitcher, won and lost the game 2 to 1. He hurried for both teams.

Unlikely SEATTLE—A lone gunman who trussed two men in a \$1,000 daylight holdup picked a law where police never would expect to find him.

## Twin Falls Views New Models

All the glitz and surprise of metropolitan style and automobile showings await Magic Valley citizens Friday at 8 p. m. when model and motor leaders for fall will be spotlighted in downtown Twin Falls.

Complete plans for the combined Fall Fashion and Motor show are being announced tonight by Frank Cook, general chairman. Adding to the list of models and automobiles will be the appearance of the American Legion and Army and Navy bands.

## FRENCH ATTACKS IRK WASHINGTON

Administration Officials Heated in Criticism of Vichy Government

WASHINGTON, Sept. 25 (AP)—French attacks on Gibraltar and other British possessions in the Mediterranean have heated criticism of the Vichy government in Washington.

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During the day, Mr. Roosevelt also signed into law an army house bill appropriating \$35,000,000 for barracks and other facilities for these units.

## JAPAN VEERS TO SUPPORT OF AXIS

Early Announcement Expected of Nippon's New Role in Conflict

NEW YORK, Sept. 25 (AP)—Japan with a navy that dominates far eastern waters and one of the world's mightiest armies, soon may abandon her role of non-belligerent and take the side of the Axis powers in the present conflict.

Trustworthy sources received by the Associated Press in New York said that Japan had been given a "green light" by Germany and Italy to join the Axis powers.

Accumulating evidence of cooperation between the United States and Britain has spurred action on the part of a Japanese government to join the Axis powers.

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## International At a Glance

HOUSTON'S BEST British and "free French" pull out of Dunkirk, France, after three-day battle. British say they never intended to leave Dunkirk.

THE WAR SHIPMENTS INCREASE Ding-dong battle of bombs between Britain and Germany marks first day of a new phase in the war.

THE DELUGE Germany and Italy maneuvering in the Balkans, France, and Spain; Spain likely to come in the next few days.

## World War Ace For Mail Pages

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## ROTARY LEADER URGES SERVICE

### District Governor Tells Organization Aims at Meeting

Emphasizing the value of history to the individual and to the community, David S. Romney, Utah-Ideho district governor, presided at yesterday's luncheon meeting of the Twin Falls Rotary club during an official inspection trip.

The extensive tour took the official to Burley Thursday night, and then to the Twin Falls, Idaho, going to Gooding Friday noon.

Rotary offers to members the opportunity to better themselves through fellowship and social contacts, the speaker pointed out.

"Many men are like diamonds in the rough," Mr. Romney continued, "and the success of our country depends upon their fellows and taking an active part in organization and community affairs."

Parents should make the habit of devoting time to their children, he said, "not to face the hardships of life, but to overcome them."

Turning to another phase of members' lives, he urged that as they develop a habit of giving, they should seek to have labor understand that it is not just a matter of money, but of interest in a part of business.

Touching upon the responsibility of human relations, District Governor Romney said, "In the business world, there is a tendency to single out those who are foreign born, but whose loyalty is unquestioned, and to whom no challenge is made."

He said, "It is in our nature to be suspicious of those who are different, but we must remember that the American is likely to take too lightly the benefits of liberty and freedom, and to forget the struggle in upholding the freedom which they inherited."

"We are not living in an age that we should ignore, but instead we should thank God that we have been born in this great country, and have the opportunity to serve," Mr. Romney declared.

Visiting Rotarians at the session in the Park hotel were E. E. Toliver, President, William P. Gooding, District Governor, and E. E. Toliver, District Governor, and E. E. Toliver, District Governor.

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## BREVITIES

To Wallace — Mrs. G. H. Eldred left yesterday for Wallace to visit friends and relatives.

From Indiana — Mr. and Mrs. Lawrence Bouché, and family of Bremen, Ind., are guests of Mr. and Mrs. A. P. Roush, uncle and aunt of Mr. Roush.

Daughter Born — A daughter was born yesterday to Mr. and Mrs. Lee Day of Burley at the Twin Falls clinic, a general hospital maternity home.

Pledged to Society — Miss Nedra Thomas, daughter of Superintendent Thomas, has been pledged to Phi Mu society at Whitman college, according to word received by her parents.

Marriage License — Applicants for two marriage licenses issued at Twin Falls county recorder's office yesterday were Lowell Bensen, 25, and Frances Butler, 20, both of Driggs; and James William Linder, and Mary Draper, 24, both of Burley.

To Take Training — Bill Neale, son of Senator and Mrs. P. W. Neale, plans to leave this week for New Orleans to attend a business training course in the United States Army. He plans to conclude his university training at Moscow a year from now.

Visiting Daughters — Mr. and Mrs. A. F. Blaser visited yesterday with their son-in-law and daughter, Mr. and Mrs. Kenneth Johnson at Elmer, and another son-in-law and daughter, Mr. and Mrs. James H. Huntley at Burley.

T.O.P. Meeting — A delegation from the Elmer Old Fellows lodge will present the friendship award to the regular meeting here this evening at 8 o'clock at the I.O.O.F. hall. The award is given to the lodge which has done the most for the community.

Knights' Meeting — Twin Falls chapter, American Red Cross, is scheduled for a meeting this evening at 8 o'clock at the I.O.O.F. hall. The chapter is planning to give a party for the children of the community.

Willkie Counts — Willkie counts on a victory in the election. He is confident that he will win the presidency.

Grangers Hear — Grangers hear of inspection. The Grangers are holding a meeting to discuss the inspection of their farms.

Damage Slight — Damage slight in two mishaps. Two minor automobile accidents were investigated yesterday by Twin Falls police.

Funerals — Funerals for Janet Wickham. The funeral for Janet Wickham will be held at the Presbyterian church.

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## MINOKA: DEER HUNTERS NAMED

From Denver — Mrs. Mollie Dawson of Denver, Colo., is the guest of Mr. and Mrs. John Stubbelt.

California Guest — Mrs. A. Edgar of Los Angeles, Calif., is a guest at the home of her brother-in-law and sister, Mr. and Mrs. L. J. Threlk.

Concludes Visit — Mrs. R. C. Brack has returned to her home in Los Angeles after a month's visit with her son and daughter-in-law, Mr. and Mrs. K. C. Brack. Mrs. Brack was accompanied to Los Angeles by her son.

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## Keep the White Flag of Safety Flying

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## NEED FOR FARM SCARCITY DENIED

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## VETERANS URGE AID FOR BRITAIN

On the eve of the halcyon trip, the leading veterans of the Magic Valley are urging the people of the Magic Valley to aid Britain in her fight against the Axis.

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## Weather IDAHO — Fair Thursday and Friday with little change in temperature.

High temperature in Twin Falls yesterday was 48 degrees; low, 32 degrees. The 24-hour period ending last evening totalled 17 inches. Northwesterly winds prevailed. Weather was partly cloudy.

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## CLUB WOMEN END STATE SESSIONS

Convention Endorses Prison Reform, Rehabilitation Measures

BOISE, Sept. 25 (AP)—Clubwomen from throughout Idaho left for their homes tonight after adjourning the 25th convention of their state federation.

The 11 delegates returned from the three-day meeting passed resolutions endorsing state prison reform and rehabilitation measures, a merit inspection bill, equal citizenship rights for women including jury service, adequate care of tubercular cases, organized public welfare work, uniform safety laws and permanent prison for life.

No election was held this year. An invitation to meet in Coeur d'Alene in 1941 was extended by Mrs. P. M. Elder of the north Idaho city.

Loan scholarships from the University of Idaho superintending one of the federation's major projects, have added nearly \$50,000 in the last 25 years and more than \$2,000 has been loaned. Mrs. A. J. Gill of Moscow reported.

"After boys' club girls have received help," she said.

Names of three pioneer Idaho club women, Mrs. W. H. Lyman of Boise, Mrs. J. H. Pomeroy of Moscow and Mrs. E. W. Standford of Pocatello, were elected for national honors.

Mrs. B. S. Arrington of Pocatello, federation president, presided over the session.

**FILER**  
Meeting held—Filer chapter, Order of Eastern Stars, will hold a regular meeting Wednesday evening, Oct. 3 at Masonic hall. Following the meeting, refreshments will be served and card party will follow.

The committee in charge is Mrs. M. C. Davis, president, Mrs. J. B. Brennan, W. L. Klingenberg.

**Weekend Gave**—Miss Ella Marie Carter of Boise spent the weekend with Miss Louise Penwick, Harry Penwick, student at College of Idaho at Caldwell, was home for the week-end and William Penwick, who has been employed at Caldwell, has returned and will work in Twin Falls.

**Grand Meeting**—Filer chapter held a regular meeting, Friday evening with 60 members present. Plans were made for a double session meeting, Oct. 4 at the hall. The program included a reading by Mrs. W. R. Smith, in the content in which Mrs. Earl W. Johnson won the prize and a reading by Carl Leonard "The Burn Days".

**Guests Here**—Mr. and Mrs. George Zohabany have returned to Los Angeles after a visit at the V. H. Munyon home. Mrs. Zohabany was formerly Miss Opal Aman.

**Visits Daughter**—Charles Lacke of Portland is visiting at the home of his daughter, Mrs. J. E. Kaib-Fletcher.

**Girls Initiated**—Marie Reichert, Mary Leiman, Kathryn Deem, Florence Smith, Josephine Jones, Shirley Ann Moreland, Josephine Simon and Lois Walker were initiated into the high school pep club Thursday.

**University Students**—Mr. and Mrs. Earl Ramsey, son, Jack, and daughter, Janice, and Miss Lucy Adele Dillingham motored to Moscow Saturday. Jack Ramsey and Miss Dillingham enrolled at the university. Mr. and Mrs. Ramsey and Janice returned Sunday.

**Students Leave**—Clifford Thomas, Jr., Marshall Spencer and Miss Opal Butler have returned to their studies at the University at Moscow.

## Willie Willis

By ROBERT QUILLEN



"I bet Skippy was just showing good manners. You know a kid never turned down another slice of watermelon just because he was full."

## DEATH FACTOR IN FILINGS DISPUTE

Boise Contractor Who Challenged Two Candidates Succumbs

BOISE, Sept. 25 (AP)—Outcome of a justice court action challenging the eligibility of two candidates for state office was in doubt today with the death of the complainant, Dan P. Murphy of Boise.

Affected were Charles C. Gossett of Nampa, Democratic nominee for lieutenant governor, and Stewart Campbell of Boise, Republican challenger for mine inspector.

For many years a resident here, Murphy died in a Boise hospital today after a short illness. He was 67 years old.

Murphy filed his complaints in the justice court of R. W. Adams Sept. 19, charging Campbell and Gossett with failure to file statements of primary campaign expenses by the Sept. 3 deadline.

Idaho law specifies such failure renders a candidate ineligible for office and provides a fine up to \$500 or imprisonment of from 30 days to six months, or both. It is a criminal offense.

Attorneys expressed the opinion Murphy's death need have little effect on the action, pointing out his presence as a witness was not necessary to trial of the case.

It was disclosed on the deadline that neither Gossett nor Campbell had filed their expense statements. Both filed two days later, declaring they failed to meet the deadline was inadvertent.

Warrants have been issued for their arrest, but neither has been served. Gossett is reported in either Lewiston or Grangeville and Campbell in Spokane.

Lawyers said it would be difficult to extradite Campbell, since in extradition cases an affidavit by the complainant is necessary stating the defendant is not being returned for personal gain.

## Nazarene College Opens New Term

NAMPA, Sept. 25 (AP)—Twenty-ninth term of the Nazarene Nazarene college was opened formally last night at convocation services for which the Rev. E. H. Edwards of Seattle, Wash., was the speaker.

Registration, completed yesterday, showed an enrollment increase of 15 per cent from last year. Classes began today.

## RAINFALL BRINGS MIXED BLESSINGS

Crop Harvest Hindered; Soil Conditions Improved

BOISE, Sept. 25 (AP)—Blowing mixed with rain today accompanied rains of the week ended tonight, federal agricultural H. G. Carter reported today in his weekly summary of crop and weather conditions.

"While the rains were highly beneficial in conditioning the soil for fall plowing, and for erecting winter grains, meadows, pastures and rangelands, they hindered late harvesting of grain, haying operations and the harvest of beans and seed crops," Carter commented.

"In some localities in the south there was considerable damage to down alfalfa and rail beans."

He said "seed rains" were expected over the state, except in Blaine and Idaho counties.

Carter said corn has matured in some areas and is maturing rapidly in others. Silks are being filled.

Late potatoes continue heavy in good condition, with the bulk of the crop yet to be dug. Potatoes are maturing rapidly and are "sound."

Past plowing and seeding of winter wheat are proceeding, with early seedings up to good levels. Pastures and range are generally good in the time of year. Haystacks are turning, the year harvest is completed and the apple harvest has started.

**BUHL**  
Awarded Fellowship—James P. Pence, Jr. of Post Angeles, Wash., received word that he had been awarded a fellowship at the University of Idaho, Moscow, where he will study for his masters degree in chemistry. Mr. and Mrs. Pence have lived at Post Angeles during the summer. He is the eldest son of Mr. and Mrs. James D. Pence of Buhl. Ted Pence, another son, will go to Moscow this week to continue his studies at the U. of I.

**Madrats Leave**—Mr. and Mrs. Roy Wood left Thursday to take Miss Opal Wood and Mrs. Norma Hutchinson to the R. W. U. of Idaho. Mr. and Mrs. Wood returned Saturday.

**Kada Valt**—Mrs. H. S. Cunningham returned Monday from a three weeks visit in Wenatchee and Yakima, Wash., and Millan, Idaho. She reports that Mr. and Mrs. T. S. Painter of Millan are the parents of a daughter, Patricia Ann, born Aug. 31. Mrs. Painter was formerly Miss Dorothy Cunningham.

## Idaho Senator's Secretary Visits

BOISE, Sept. 25 (AP)—Miss Cora Robin, secretary to Senator John Thomas of Idaho, arrived in Boise today to assist with the senator's campaign for election to the two-year unexpired term of the late Senator Hoah.

Miss Robin was for many years, secretary to Senator Hoah. She said she doubted whether Thomas would be able to return to Idaho for the campaign, pointing out his reiterated opinion to adjournment of congress during the present emergency.

With Miss Robin in the Idaho visit is her mother.

## FRAUD CLAIM IN FRANCHISE GRANT

Two St. Anthony Residents Call for Revocation in Legal Action

IDAHO FALLS, Sept. 25 (AP)—Two men describing themselves as St. Anthony residents, and taxpayer today brought suit in district court to revoke a 25-year St. Anthony city franchise held by the Utah Power and Light company.

The complaint charged the franchise was obtained under circumstances, constituting fraud and corruption.

E. H. McWhorter and J. E. Staker brought the action. District Judge C. J. Taylor said he would rule on a demurrer filed by the power company within two weeks.

The complaint charged the franchise was obtained by the purchase of a 25-year franchise from the city of St. Anthony, N. M., which was obtained by the purchase of a 25-year franchise from the city of St. Anthony, N. M., which was obtained by the purchase of a 25-year franchise from the city of St. Anthony, N. M.

**RUSSIAN GOLD ARRIVES**  
WASHINGTON, Sept. 25 (AP)—A large Russian shipment hoped to end imports in the week ended Sept. 18 (AP) Sept. 24, 1940. In the preceding week, the commerce department said, imports had amounted to \$72,430,623.

## IDAHO BAPTISTS HEAR CHALLENGE

Advancement Theme of Anniversary Meetings at Boise

BOISE, Sept. 25 (AP)—Building around the theme "Idaho Baptists must advance," they and clergymen of the church today completed 25th anniversary meetings at their 25th anniversary meetings and heard a challenge to provide Christian leadership for the world.

The Rev. W. G. Everett, president of the United Brotherhood of Christians, who, appealed to the delegates, said a greater part in national and world affairs, in order that Christian principles might prevail against the threat of totalitarianism.

Speakers tomorrow will include the Rev. E. P. Adams of New York City and the Rev. W. A. Shanks of Seattle.

A report on the church's battle against sale of liquor in Idaho is scheduled for the Rev. I. G. Rado, president of Allied Civic Forces, organization featuring two legislative measures to restrict liquor sales and eliminate local option.

The Rev. A. W. Evans of Salt Lake City also is to be a speaker tomorrow.

Officers will be elected. Worth D. Wright of Idaho Falls is the present district officer of Idaho Falls is the present district officer.

Officers chosen by groups allied with the Baptist convention are: Main's conference: the Rev. I. G. Rado, president; the Rev. I. G. Rado, vice president; the Rev. W. A. Shanks of Portland, secretary; and the Rev. A. E. Baskley of Walla Walla, treasurer.

Laymen's conference: Worth D. Wright of Idaho Falls, president; George Haskins of Boise, vice president; and Earl Carr of Blackfoot, secretary-treasurer.

Women's conference: stationery secretary of Idaho, Mrs. W. J. Agre of Boise, president; Mrs. A. S. Martin of Twin Falls, first vice president; and Mrs. Arthur Gray of Boise, secretary-treasurer.

**Hailey Dairyman Victim of Fever**  
HAILEY, Sept. 25 (AP)—Roy Justus, owner of the Justus dairy, died early yesterday afternoon at his home from effects of spotted fever, which he contracted in Idaho.

Native of Idaho he was born in 1893 on Canaan prairie.

Besides his wife, Mrs. Dorothy Justus, he is survived by a daughter, Royce Jean; a son, Donald; his mother, Mrs. U. S. Justus; a brother, Robert Justus, and a sister, Mrs. Fred N. Povey, all of Hailey, and another sister, Miss Edith Justus, Boise.

## The Day in Washington

(By The Associated Press)

Rep. John W. McCormack of Massachusetts, former Boston newspaper editor, was elected Democratic leader of the house, succeeding Speaker Dean Rusk of Texas. The Democratic caucus gave McCormack 141 votes to 67 for Rep. Cullen Wadsworth of Virginia.

President Roosevelt ordered 25,000 more national cashiers into service Oct. 15 and signed a \$230,000 appropriation bill to finance barracks and other facilities for cadets.

The house banking committee approved a bill to increase federal insurance to bank deposits from \$5,000 to \$10,000 and lower the assessment on banks.

Rainbow City, secretary of state in the Wilson administration, and Oswald Garrison Villard, New York editor, opposed a third term for presidents before a senate subcommittee considering a limitation of presidential tenure.

**Shoshone Study Club Has Initial Meeting**  
SHOSHONE, Sept. 25 (AP)—The Shoshone study club met last Friday at the Memorial hall for a 130 luncheon with Mrs. E. F. Tunt and Mrs. J. J. Haglund as hosts.

The club's six members formed place cards.

Mrs. Christine Philpott gave a piano solo and a lecture meeting was held. New program chairman, Mrs. E. Werry, told of the year's work as outlined in the program. Delegates were elected for the state conference in October at Boise. They are Mrs. Ben Sorenson, Mrs. Annie Durfee and Mrs. H. H. Hight. The club voted to sponsor the Camp Fire group.

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**Special Purchase Coat Event**  
175

Untrimmed Coats Go On Sale  
Thurs., Fri., Sat. and Monday  
Regular \$16.95

**\$14.88**

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**232 PAIR LADIES' HIGH GRADE SHOES**  
\$1.77

These are broken lots and sizes of women's pumps, oxfords and slip-ons in black and brown nudes and suede and leather combinations. There are low, medium and high heels in the group. All are high grade shoes reduced to sell at one low price regardless of their former price.

Reg. Values to \$5.00  
Complete List of Sizes and Quantities Listed Below

	13 1/2	4 1/2	5 1/2	6 1/2	7 1/2	8 1/2	9 1/2	10 1/2	11 1/2
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Smokers like yourself know they can depend on Chesterfield's Right Combination of Turkish and Domestic tobaccos for the best things of smoking. Chesterfield smokers get the benefits of every modern improvement in cigarette making.

BETTER MADE FOR BETTER SMOKING  
Have you seen the new "Eye Film" TOBACCO-LAND, U.S.A.? It's Chesterfield's electric detector. Twenty mechanical fingers enclose each cigarette in a pack and if there is the slightest imperfection in light flashes and the entire pack is automatically ejected.

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TWIN FALLS NEWS

Issued every morning except Sunday, by The Twin Falls News Publishing Co., Inc., Twin Falls, Idaho.  
Published daily except on general election days, April 8, 1912, at the post office at Twin Falls, Idaho, under the act of March 3, 1879.

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Pennsylvania. This was the assertion that after peace has come any economic adjustment will have to be accomplished without the aid of disarmament.

If Britain wins it is not likely to disarm with the Hitler scoundrel fresh in his mind. If Hitler wins he will be afraid as a conqueror to take his finger off the trigger. Whoever the winner overseas, the United States, its armament program already reaching through 1941, certainly will not consent to keep a gun on the outside at any economic conference seeking to compose commercial differences. Hoover concludes logically that America's answer to that condition will be to die for industrial efficiency with a struggle for self-entertainment.

In outlining this problem on the economic side it is noteworthy that Herbert Hoover very soberly held up before his countrymen the gravity of any tendency in America to the totalitarian thing in government. He declared without qualification that if this country enters the war totalitarian dictatorship here is inevitable.

Other Points of View

THE HOLLYWOOD WHAT'S SHE'S TALKING ABOUT  
The lady from Hollywood who came to Boise Sunday to "revitalize" the nine-state Democratic campaign conference may be a "dynamic" actress, as the news story said, but she is also "dynamic" to the Democratic cause.

Coming from Hollywood, where they specialize in "dynamite," the lady came a blizzard of "dynamite." Like all New Dealers, she went "back to the future" to avoid any mention of 1936, probably because she was told to avoid this. She was an enthusiastic conversationalist, in connection with 1936 promises of the New Deal, so they are not being used. She said the cash income of the former had been doubled. She said that industrial production had been doubled. In fact, to quote her exact words: "Everything has been doubled."

And, of course, she was absolutely right, but she didn't finish the story.  
She could have said the national debt had been doubled, and she would have been conservative. She could have said that taxes had been doubled, and she would have been liberal.

She could have given some other interesting information, reading matters that the New Deal had doubled, but she was probably satisfied.  
There must have been some headlines among the audience that she was a "dynamic" actress. Sunday morning when the Hollywood glamour had given her to sell thinking. It can hardly be that the Democratic party is a "dynamic" actress. It is a "dynamic" actress, but she is also "dynamic" to the Democratic cause.

The lady from Hollywood demonstrates why there are 12 to 13 to 30 per cent better performance than German planes and can carry lighter fuel loads because of less consumption.

Incidentally, Britain has access to American petroleum products. That may be part of the explanation why British military performance that out-matches the German.

THINKING MAKES IT SO  
Commander Raymond J. Kelly of the American Legion stressed a point that is in many minds when he said that the war is a "dynamic" actress.

"In my opinion there is no more important mission for thinking Americans than to give their best efforts to the job of reducing, and if possible eliminating, the type of war hysteria and fear which in the end most likely will lead us into conflict."  
Many of the accomplishments of war will soon be about us. Already 80,000 National Guardsmen are in the national service. In less than a month 1,500,000 young Americans will be registered for compulsory military service. Of these 400,000 will be drafted in November. Military uniforms will become a commonplace. More and more, too, industry will be producing war materials. The nation will become increasingly militarized.

How to keep the national psychology concentrated upon peace at home while war is raging abroad and preparedness is dominant here is a real problem. It is altogether too easy to assume that peace-time conditions inevitably will be swept into conflict. This is a line of thought that weakens the fabric of resistance to war. The time to remember is that preparedness is for defense, not for aggression.

On no other basis would Congress have authorized or the American people have accepted the draft. The rejoinder to those who fear the nation will become involved in war is that it is armament to make itself strong to invite attack. That thought alone will keep the nation from being drawn into war where we do not want to go.

WAR GONE WRONG  
Occasionally as the war proceeds over England and the text of school history returns to old times they must be impressed by the fact that the war is a "dynamic" actress.

France and the battle have been going on since the beginning of the war. The French in the same area where lately men have waged it used to be somewhat of a spectacle.

A citizen could witness as a bystander a first class battle and himself come off unscathed. William, a young man from France, put a Norman jangler out in front, had him swallow a couple of swords and make faces at the English. The armies then grappled with a crowd of people, sitting down and watching the battle and the flow of the fight.

Most of the inhabitants of England, Scotland, Wales and Ireland did not know how the scrap came to a long time after France and England had been fighting all over the place. The French knights did not know how the scrap came to a long time after France and England had been fighting all over the place. The French knights did not know how the scrap came to a long time after France and England had been fighting all over the place.

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Why Should Mr. Hitler Want Willie?

NEW DEAL  
INCOMPLETE

THE CANDIDATE  
WITH A  
RECORD OF  
SEVEN YEARS  
FAILURE  
IN ECONOMIC  
PROBLEMS

MY CANDIDATE  
FOR PRESIDENT  
OF THE  
UNITED STATES

THE CANDIDATE  
WITH A  
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PROBLEMS

Divided Councils Put Ireland's De Valera in War Policy Crisis

NEW YORK WHIRLIGIG  
By Richard Waldo  
Gabriel Vogtli

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# TIGERS BEAT AMERICAN LEAGUE PENNANT

## Newsom Pitches Detroit to Two White Sox Wins

DETROIT, Sept. 25 (AP)—The courageous Detroit Tigers, with Louis (Buck) Newsom man of the hour, fought to a pair of victories over the Chicago White Sox today and gained a full two-game stranglehold advantage over the Cleveland Indians in the American league race.

The Tigers took the opener, 10 to 9 in ten innings, and the second game, 3 to 2, and Newsom, their 32-year-old right-hander, performed in iron man feat by scoring both victories.

Newsom gained the 20-victory mark for the third successive season in the first game after two innings of valiant relief duty. He won the full distance in the second contest for his 21st victory, more wins than he has ever before scored in his long and colorful major league career.

In the opener, he concluded their season with the Indians in Saturday games at Cleveland Friday, Saturday and Sunday, need win only one to tie or to best out the Triumphant.

Today's battle, played in chilling weather under 21,500 fans, were confounding affairs.

In the opener, first hitting and loose fielding was the order. The Sox outthrew Detroit, 10 to 9, and each team committed three mistakes in a wild run of play that finally ended when Rudy York lined a left off Larry Rosenblum's leg in left center to score Burnie Mc-Closkey.

The second game was a pitching masterpiece between Johnny Janyne and Newsom, with the latter winning until the seventh inning when Hank Greenberg's 41st homer of the year tied the score at 2-2.

In the eighth York again batted home-run deadline run with a long fly to centerfield, again sending McCloskey across the plate. McCloskey and Charley O'Connell had singled and Greenberg had been given his first international pass before York hit the fly ball.

Time names: 1st 0-0, 2nd 0-0, 3rd 0-0, 4th 0-0, 5th 0-0, 6th 0-0, 7th 0-0, 8th 0-0, 9th 0-0, 10th 0-0, 11th 0-0, 12th 0-0, 13th 0-0, 14th 0-0, 15th 0-0, 16th 0-0, 17th 0-0, 18th 0-0, 19th 0-0, 20th 0-0, 21st 0-0, 22nd 0-0, 23rd 0-0, 24th 0-0, 25th 0-0, 26th 0-0, 27th 0-0, 28th 0-0, 29th 0-0, 30th 0-0, 31st 0-0, 32nd 0-0, 33rd 0-0, 34th 0-0, 35th 0-0, 36th 0-0, 37th 0-0, 38th 0-0, 39th 0-0, 40th 0-0, 41st 0-0, 42nd 0-0, 43rd 0-0, 44th 0-0, 45th 0-0, 46th 0-0, 47th 0-0, 48th 0-0, 49th 0-0, 50th 0-0, 51st 0-0, 52nd 0-0, 53rd 0-0, 54th 0-0, 55th 0-0, 56th 0-0, 57th 0-0, 58th 0-0, 59th 0-0, 60th 0-0, 61st 0-0, 62nd 0-0, 63rd 0-0, 64th 0-0, 65th 0-0, 66th 0-0, 67th 0-0, 68th 0-0, 69th 0-0, 70th 0-0, 71st 0-0, 72nd 0-0, 73rd 0-0, 74th 0-0, 75th 0-0, 76th 0-0, 77th 0-0, 78th 0-0, 79th 0-0, 80th 0-0, 81st 0-0, 82nd 0-0, 83rd 0-0, 84th 0-0, 85th 0-0, 86th 0-0, 87th 0-0, 88th 0-0, 89th 0-0, 90th 0-0, 91st 0-0, 92nd 0-0, 93rd 0-0, 94th 0-0, 95th 0-0, 96th 0-0, 97th 0-0, 98th 0-0, 99th 0-0, 100th 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With Mrs. Moorman, Mrs. Hoover, Mrs. Menner and Miss Ruth Brown as hostesses.

not to interfere with football broadcasts, President Roosevelt would make an address at 2:30 p. m. ET, Saturday instead of 3:30.

The address will be made at the laying of a cornerstone for the administration building of a new airport here. The ceremony originally

ATTENTION LAMB FEEDERS

Herman Nice, Filer, Idaho

### Issue of Tax Deed

ny Treasurer, as Tax Collector, of  
ned to be the purchaser, in trust.  
inquency entry made in respect  
gh the time for redemption will

by payment of said tax, together  
as provided by law, to me at my  
respon as required by law, issue  
taxice, a Tax Deed conveying to

red, January 6, 1941.  
WANSITE

18	73	1852
E. & 20 & 21	103	275.34
	140	0.71

ADDITION	4	15.28
	6	2.91
	7	4.00

10	1	0.39
	2	1.77
	7	8.52
ADDITION		

ADDITION	7.61
8	23.50
ADDITION	12.58
ADDITION	2.2

2	4	8.00
	125	11.75
FIRST		

14	10	14.12
	11	5.38
	13	102.12
14 Incl.	33	28.84

5 Incl. 27 27.31

10	1.24
5	18.11
10 & 11	3.86

8	3	7.59
11 Incl.	6	2.32
30 Incl.	6	6.11
5 Incl.	7	2.11

to 24 Incl.	10	1.32
	11	.42
to 31 Incl.	12	7.79
to 6	13	.42
	14	.42

o 31 Incl.	12	2.37
o 31 Incl.	13	1.05
	13	.62
	14	.85

	17	232
o 16 Incl.	17	
o 4	18.	
of	19	

4	20	47
N <sub>2</sub> 4	21	62
7	21	26 53
11	21	85

13 & 14	22	1.27
o 23 Incl.	23	.85
c 2	25	.85
o 7	25	1.68
o 20 Incl.	25	2.11
Inflation	See Turn H	Ampl

SW	9	9	14	2.47
E	13	9	14	57.63
E	16	9	15	59.38
L	22	9	15	72.41

23	9	18	16.53
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W SW SW 3	10	17	39.17
W $\frac{1}{2}$ SW	10	10	17
A. of SE			100.81

NE; NE SE	23	11	17	4.04
NE	27	11	18	40.37
NW; Lots 2.				
NE SW	30	11	18	13.32

S <sup>1</sup> / <sub>2</sub> NW	9	11	10	5.00
NW	10	11	10	2.01
NE <sup>1</sup> / <sub>2</sub>				
SW NW				

	23	11	10	7.20
267	6	11	20	9.81
236	6	11	20	4.28
E	10	11	23	27.35

W	35	12	16	2.01
	21	14	16	7.58
	22	14	16	7.58
	23	14	16	7.58

CORA E. STEVENS,







*A Big Double Feature!*

# COMBINED FALL FASHION REVIEW AND AUTO SHOW

*Presented by*

**TWIN FALLS MERCHANTS**



It was bound to happen — Twin Falls' biggest gala celebration for Fall. Now it's ready — a double featured presentation of both modes and motors for Fall, 1940. Beautiful apparel on living models by your Twin Falls ladies' and men's shops — and shown in the new automotive creations of the coming year through the cooperation of your auto dealers. It's a grand scoop for Magic Valley, this public viewing of all the new motors and apparel styles — you be the guests as these Twin Falls merchants play hosts in an event to mark the advent of fall.

You'll want to see everything, hear everything, so be on hand at 7:30 when the American Legion Junior Drum and Bugle Corps,

fresh from their fine showing at Coeur d'Alene will parade the downtown streets. Then at 8:00 the curtain will rise on a spectacular outdoor showing of the new modes and motors on a specially constructed ramp on Main street west of the Shoshone and Main intersection. You'll be thrilled with the styles as they are presented to the strains of special music with a running description via a public address system of the fine points of motor car or apparel.

So join the throngs in Twin Falls on Friday evening and enjoy this great event as planned by your merchants.

# 1941 SHOW



*See the  
NEW  
MODELS*

**FRIDAY,  
SEPT. 27  
7:30 P. M.**

**A BIG FREE  
PRESENTATION  
ON THE DOWN-  
TOWN STREETS**





# The New Fall Styles for Men

ARE AT THE ....

## IDAHO DEPARTMENT STORE

NATIONALLY ADVERTISED QUALITIES! SOUTH CENTRAL IDAHO'S

Choice of the Nation's Two Leading Brands

**STETSON OR DOBBS HATS**  
\$5

New and original fall styles in popular shades. A complete selection. Your initials stamped in gold leaf free

**POMONA HATS**

**\$2.98 \$3.45 and \$3.98**

The utmost in style and value! Fine grade genuine fur felts — rich satin linings. Your initials stamped in gold leaf free



Big Complete Stocks of  
**ARROW SHIRTS**

**\$2 and \$2.50**

These smartly tailored-to-fit shirts come in white and crisp new patterns and colors that go specially well with the new fall suit colors.

**FRUIT-OF-THE-LOOM SHIRTS**

**\$1.65**

A big shirt value. Genuine Fruit-of-the-Loom fabrics in leading new fall patterns. Non-slit collar.

Smartly Tailored! Low Priced!

**DRESS SHIRTS**

**98c**

The best 98c dress shirt in town. Compare. Full cut of fine watered silk broadcloth. White! Plain colors! Patterns!



BOYS' ALL WOOL

**4-PIECE SUITS**

**\$9.90**

And Up



Coat, vest and two pair of pants. Cashmeres and worsteds. Zipper closures, pleated front trousers.

**MEN'S LEATHER JACKETS**  
For Sportswear

**\$6.90**

And Up

Suedes

Capes

Pony

Imported Goat Stock. Distinctive styles. New rich colors.

**GIVE YOUR FEET A TREAT**

**Wear Interwoven**

**SOX**

**35¢ and 50¢ pair**

New rich fall colorings in new and distinctive interwoven patterns. Double sole and heel for extra wear.

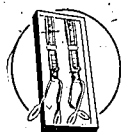
Other Men's Dress Sox

**25c Pair**



**Hickock Belts and Suspenders**

**\$1.00**



Leather and the new popular live-glass.

**HICKOCK**

**GARTERS**

**25c 35c and 49c**



**ARROW, BEAU BRUMMELL and WEMBLEYS NOR-EAST**

**TIES \$1.**

A selection of nationally known style and quality ties. All new for fall, in colors and original patterns.

Other Ties at 49c

**GLOVERS FINE SLEEPING**

**PAJAMAS**

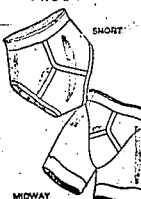
**\$1.49 and up**

Roomy, full cut, comfortable. In slip over and chat styles in bright and subdued patterns.

Other sleeping pajamas 98c and up



**Jockey UNDERWEAR**



**Cooper Jockey**

**SHORTS**

**50¢**

Men like the sleek fit, masculine support and modern-stream lined style. In varied leg lengths with jockey contoured shirts to match.

**FINEST and LARGEST SELECTION!**

*Guaranteed-- "If It Isn't Right, Bring It Back"*

**DRESS UP FOR FALL**

A New Suit is Just the Thing You Need for Freshening Up

*Choose Yours Here!*

From the Nation's Best Known Brands

**KUPPENHEIMER**

**\$35 And Up**

**GRIFFON**

**\$24.75 to \$35**

**VARSITY TOWN**

**\$24.75 And Up**

**\$18.75 And Up**

This fall, enjoy the thrill of being admired in a suit made by nationally known tailors — at the price of ordinary suits. Every one a masterpiece in its own right. Cut, stitched and tailored to bring out your best lines and best spirit. See these new styles in the latest colors.

**A SMART COMPLETE LINE OF TOPCOATS**

**\$14.75 And Up**

Style for the Men



Walter Crake models a Kuppenheimer three-button drape model in green with a harmonizing lined lapel, a hickock hat, Eisenhower shoes and an Arrow shirt from the Idaho Department store's men's department. (Times-News Photo-Engraving)

Friday and Saturday

**THE MEN'S STORE PRESENTS AS ITS**

**FALL OPENING SPECIAL**

**74**

**Regular \$29.50 to \$35**

**GENUINE**

**GRIFFON SUITS**

**\$20.50**

**ALTERATIONS FREE**

**These Were Closed Out FOR CASH**

at the factory in Baltimore by our own buyers and held back for this big sale and value event.

All new 1940 styles for fall in double breasted and 3-button coat models.

Fine all wool fabrics in tweeds, worsteds, twists, worsted cashmeres in rich fall patterns and colorings.

A good range of sizes from 36 to 50 — Included are regulars, longs and stubs. A perfect fit guaranteed by our own tailors.



**Visit Our New Daylight LUGGAGE DEPARTMENT**

A complete line of all types of luggage for men and women. Names and initials stamped with gold leaf free.

Ask for



**"Granita"**  
the soft, sentimental shade in  
**No Mend**  
STOCKINGS  
"Personal lengths"  
SHORT MEDIUM LONG  
**\$1.15**

New Fall  
Costume  
Jewelry

98¢



Pins, brooches, clips in a wide assortment of styles to highlight your favorite outfit.



**YOUNG FAITHFUL!**

Stunning day-long classic that takes you to school, to business, shopping or to luncheons with equal ease. Slim pleated skirt... action back with detachable white collar. Tailored at a luxury rayon fabric in new colors and black. Sizes 10 to 42.

**\$14.75**

Boysish Type  
Sleeveless

Sweaters

**\$1.98**

Sizes 32 to 38



Corduroy Jumper  
**DRESSES**

Corduroy  
SKIRTS

With  
Flannel Long Sleeve  
Blouse

**\$7.90**

Junior Sizes

New bright football colors in a style that is a big favorite with the teen-age everywhere.

Elegance in the Bag

**All-Leather Hand Bags**

**\$1.98 and \$2.98**

Amazing, the effect a really "different" bag can create. See the store for your fall costumes with an elegant all-leather bag in black, brown, green and other subtle colors.

**FREE Parking**

With a Purchase of \$1 or More.

Use the conveniently located parking lot back of the store. Parking charges paid with a purchase of \$1.00 or more at this store.

Koret Exclusive  
**HAND BAGS**  
**\$10 and up**

The finest leather ever to go in handbags. Gold plated frames. The most expert of workmanship throughout!



**Jackets**

**\$1.98**

And Up

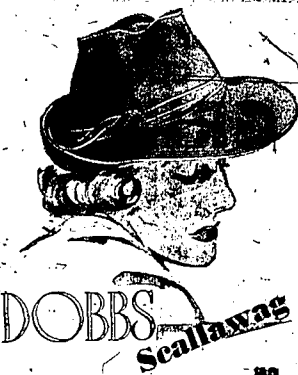
**Skirts**

**\$1.98**

And Up

Two's excellent company... especially when you choose a new jacket and slim pleated skirt.

Solids and Plaid  
Skirts  
Plaid Jackets



• The lady loves a brim! Because it makes her younger and smarter... and because headlines are headlines this fall! Fine fall... standing fall colors... DOBBS... to your head.

Two Piece  
**SUITS**  
**\$7.90**  
And Up

New two-piece jacket suits in plaid! Rich fall colors.

A Smart Assortment  
Of Fall  
**BLOUSES**  
**98¢** And Up

Contour! Crepe! Satin! In white and colors. Dressy and plain tailored styles.

The New Fall  
Millinery  
**98¢**  
**\$1.98**  
And Up



We'll just make you this prediction, you'll be your invellet and most distinguished in these stunning styles. They're simple... they're fresh... they're classic... new hats inspired by American themes.

Smartly Designed  
**COATS**  
**\$9.90**  
and up

Newest details in either dress or sport style in a wide assortment of fine woolen fabrics and colors. There is a style for you in this exciting group, whatever your preference and your purse. Come in today.

A Gay Assortment of  
**EVENING FROCKS**  
**\$7.90 and up**

Notice types in slipper satins, taffetas, chiffons and crepes. Twist about in a full skirted formal.

Rich Supple  
**FUR COATS**

In a Carefully Hand-Picked Group

**\$49.75**

And Up



These furs are superfine, designed and worked by master craftsmen. Styles are newest... values represent an opportunity we may possibly be unable to duplicate.



The Ready-to-Wear Department Features  
Brilliant Collection of the

**NEW FALL DRESSES**  
**\$14.75**  
and up

Black, inch subtracting, with slim skirts, gathered peplums and side "paniers" pleated flounces, sparkling tulle! Choose yours with new squared necklines, new tucked or pleated shoulders, new elbow-length sleeves. All the new popular fall colors.

Other New Fall Dresses Priced as Low as \$5.90



ALL ALTERATIONS FREE!



# THE IDAHO DEPARTMENT STORE

The Fashion Center of South Central Idaho

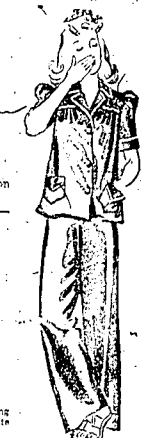
Presents the New Things for Fall in Complete and Varied Assortments of Nationally Known Quality

Brushed Rayon  
**Gowns and Pajamas**  
**\$1.98**  
and up

Fine quality soft brushed rayon in pastels.

Munsingwear Knit  
**Gowns and Pajamas**  
**\$1.98**  
and up

The newest styles in original Munsingwear designs - high quality at moderate prices.



ECONOMY BASEMENT

Growing in Popularity Every Day!  
Economy Basement Budget Dress Shop

**NEW FALL DRESSES**

**\$1.98**  
**\$2.98**  
**\$3.98**

Exceptionally well-tailored, they've all the earmarks of more expensive dresses. Fashion news in their fabrics, too - rayons, spun rayon and wool combinations, rayon crepes, colorful plaids and stripes - and lots of solid colors.



ECONOMY BASEMENT  
The Town's Biggest Style Values in  
**WOMEN'S COATS**

at  
**\$5.90 and \$8.90**

Clever sport styles in tweeds and mixtures. Dressy styles. Lots of them feature big fur trims. Lined and interlined.

ECONOMY BASEMENT  
**SMART FALL HATS**  
**\$9.90**

New fall styles and colors with grosgrain, ribbon and feather trims.

The Main Floor Dry Goods Department Offers

## A SPECIAL EVENT

FRIDAY AND SATURDAY

**120**

Genuine Munsingwear

Tricot. Knit RAYON GOWNS

**98¢**

Slight irregulars and salesman's samples of \$1.98 garments.

Two bar Tricot knit, non-run fabrics, assorted patterns and colors.

Regular and Extra Sizes



All Leather Gloves

**\$1.98 and \$2.98**

Fine quality "cape or sock" novelty trimmed. Plain tailored styles that will put an emphasis on every costume.



NATIONALLY  
ADVERTISED

**KICKERNICK LINGERIE**

Complete stocks in panties, gowns and pajamas.

Silk Milanese  
**PANTIES**  
**59¢**

Tailored or lace trims. Tricot knit, non-run fabrics. Tea Rose.

Satin or Taffeta

**SLIPS**  
**\$1.98**

White! Tea Rose, dark shades in a wide assortment of styles.

Be Your Own  
"American Designer"  
Shop Here For New  
**Fall Fabrics**

Colorful  
NEW FALL WOOLENS  
**\$1.29** And Up

34 inches wide. Solid colors, stripes and plaids. Dress weights, suitings and coatings.

Spun Rayon Novelty Crepes  
**49¢** Yard

30 inches wide. Washable. Plaid, geometric, stripes, plaids, solid colors.

Cheneys  
Velvets  
**\$1.98** Yard

Black and colors. Crush resistance. Nationally famous quality.

New Fall Novelty Weave  
Fabrics  
**98¢** Yard

All 30 inches wide in all the wanted fall shades.





# CAVALCADE OF Fall Shoe Fashions

X-RAY  
SHOE  
FITTING

... As featured in our Main Floor Shoe Department

**PEEPS-  
into Fall**

*Autumn Entree  
In Smart Peacock Shoes*



IT'S ALWAYS FAIR  
AND WARMER  
in **Florsheim**

*Winterweights*

No matter what the mercury and barometer say, Florsheim Winterweights will keep your feet in a warm, dry, beautiful climate from now till Spring. So if you can't go South, go sensible.

Most Styles **\$8.95 and \$10**

Go to the Man who knows Shoes. Best... Your Florsheim Dealer



## FREEMAN

*weather wise*  
**STYLES**

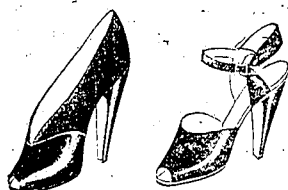
**THE NEW  
FREEMANS  
FOR FALL.**

ALL WE ASK—Come and see 'em—feel 'em in your hands and on your feet.

THEN—If you don't get all hepped up about these very handsome, husky Freemans, we won't say you're wrong, but we'll still know we're right.

BECAUSE—They're the most shoe for the money on the market.

**\$5.00 to \$6.85**



They're exciting! They're beautiful! They're by PEACOCK! Your perfect assurance of fall footwear that is really different and twice as lovely as ever before. From heel to toe each and every creation expresses beauty and originality.

**Johansen  
EXCLUSIVES  
MAKE THEIR  
Fall Debut**

**SWAGGER**

**\$7.50**

New Swagger tan step-in pump. A smart fall creation.

**YEARN**

**\$7.50**

Elasticated suede featured in black and brown. New Pyramid heel.

Swired in the superb Johansen manner, they offer fresh inspiration for a smart fall wardrobe. Of exquisite materials with a new range of soft autumnal shades... they embody all of fashion's smartest trends.



**Fall Flattery for  
Feminine Feet**

\* Flattering, youthful patterns for your every mood! Dashing, distinguishing lines... sleek, suave styles... inspired dross... stumbling, precarious, as chic as they are comfortable! You'll want several pairs of smart Vitality shoes for fall. Come in and see them today!

Complete casual with and sans **\$6.75** A few styles **\$6**

Yelonde

**Vitality SHOES**

VITALITY OPEN ROAD SHOES for Outdoor and Casual Wear \$9 and \$10.50 AS ADVERTISED IN LEADING MAGAZINES



**Gay New  
FALL STYLES**

—At Low Prices  
**\$2.98 to \$3.95**

Ready for you to swing along in style.

Fats and lots of different styles in short, extra and dress pumps, and ties. You'll agree they put vim, vigor and PRIDE in your stride.



**MODERN MISS**  
The Smart Sport Shoes

**\$3.95 and \$4.95**

These fine sport shoes give you originality in style and superb quality at a moderate price.



A Complete Line of the  
Famous  
**POLL-PARROT SHOES**  
For Children

**\$1.98**

**\$2.98**



Men Are Talking About  
... Our New Sheffield  
shoes with  
**CORDWAINER  
Hand Finish**

This new line of fine  
footwear, announced in  
ESQUIRE, gives  
you the smartest,  
superb quality and  
distinguished looks  
that mark discriminating men.

**\$5.00 to**

**\$6.85**



Styled by Weyenberg

**FALL'S  
Exciting New Contour**

**DRAMATICALLY  
PORTRAYED IN  
THIS ELASTICIZED  
HAND-FASHIONED  
STEP-IN**

Beautifully designed for foot flattery and costume allure, this stunning open toe step-in trimmed with felle on the quarter and toe.

**\$4.95**



Right in Style for Fall  
**DR. LOCKE SHOES**  
for women—smart, new styles in rich suedes... **\$10.50 to \$11.50**

# IDAHO DEPARTMENT STORE

"If It Isn't Right, Bring It Back"

TWIN FALLS, IDAHO



WOOL LOOMS IN FULL FALL DRESS

This is the year when you will suddenly find yourself with a complete woolen wardrobe from lingerie straight through to dinner and evening clothes. The quality and beauty of the new woolen fabrics is such that they fit perfectly into every type of costume.

The sheer wools are used extensively for the first fall dresses, in both casual and afternoon styles—grand for early street wear and later under a topcoat.

**Wool for Evening**  
The colors are superb—soft blues, greens and "lup browns." These sheer wools are definitely established in evening ensembles, and these Mustangs, one of our outstanding American designers, presents a very fine acceptance of the modern evening ensembles in her collection.

**Broadcloth**—a fabric which is tops in elegance and beauty is a smart revival. We have seen this used in for trimmed gowns for formal afternoon, suits, coats and evening coats. Betty Vernon used broadcloth for the business in her Hamilton Young collection and it has been so well received that she is now using it extensively in other types of hats.

**For This Season**  
Wool jersey is one of the pots of this season and is a definitely established fabric. It is a perfect fabric for mothers and housecoats and also appears in full-trimmed pajama suits for lounging.

The coat dress looks new for fall, and we have seen it in plain wools, glen checks and tweeds. Vera Maxwell has designed a handsome one in brocade and blue mixture faced with buttons up the front to a plain round neck. Another interesting fabric used in this collection is the woolen cloth generally seen in men's tuxedos which makes a "black" tone. It is broad trimmed, it is crisp and dull surfaced, making a particularly flattering feature.

**Soft Wool Suits**  
In country suits we find the lounge, knee jacket, like a man's, used in masculine type fabrics, for for town and more formal wear, plain wools in beautiful colors, such as we find only in woolen fabrics, make softer suits, often for the fringed.

Inspired by college girls are great copies of woolen, water-repelled to wear over everything from checks to evening frockies—a practical and dramatic fashion.

White corded knit, which has been successful as a tennis coat, has proceeded into winter wear as a hooded cape lined with red, also a double duty garment. While in woolen wools is used more and more, it appears in Canadian blanket coats, hooded and fur trimmed and in tuxedo jackets worn with deep rich colored woolen skirts.

Black Assists in Slimming Figure

In this season when we are slimming our lines so suddenly and abruptly, black is an added asset. It takes off pounds that you may have allowed to implant themselves upon your unassuming figure. With a black skirt, many women look even waiflike but did not bother greatly with hips.

The day of reckoning has come, and if you are among that number, you must now slim your hips and slenderness. While the process goes on, wear black and you can achieve a slender effect which may not really be there.

You may wear black kites, if you go to college. They are fringed at the edge and held in front by a huge safety pin. Family plates are best.

Comfortable Outfits Featured In Wardrobe for Youngsters

NEW YORK—Little boys will love their fall and winter wardrobes this year.

Comfortable, casual—summer play outfits are available in heavier, winter fabrics. No youngster will feel like a stuffed shirt when he puts aside his shorts, knickerbockers and easy-fitting jackets in favor of school and dress-up suits.

He can go to school, to church and to parties in the same type of outfit, he can still love all summer. The only difference is fabric. Even the costume itself is relatively new. Growing boys like hats with leather bands trimmed with brass buckles and a brass buckle. And belts are shown with corded knicker suits. Side fasteners are used on the majority of jackets, making the "lute for school" days a thing of the past.

**COMBINATION CLOTHING**  
Combination clothes, such as knits with tweeds knit with sweaters and knit with gabardine, still are reliable standbys.

The best colors for fall are russet brown and acute blue. Gray, too, is featured. Mittens—becoming more popular by the minute for men, women and children—are in boys' sizes, often done in flamboyant shades.

Always smart, and always liked by boys, are pullover sweaters. Some good-looking striped wool ones were shown with flannel shirts and white blouses.

Included among the innovations is the "loose jacket" copied from sports coats, worn by men and children. This is done in cotton or in leather, with patch pockets and set in sleeves. It has its own collar, collar, and is worn over one of the bright-colored plain cotton shirts.

Smart travel school suit which comes in brown, tan, gray or blue, includes knickerbockers and a single-breasted coat. A three-piece suit, in a warm shade of brown, consists of knickerbockers, shirt and a jacket.

For very young boys, the suit with shorts and a collarless jacket suit

For Bridge or Luncheon



From the tip of her toes to the top of her head, Miss Mary Ellen Davis is ready for her bridge club's party or a downtown luncheon. Of black velvet, her dress is topped with a sheer yoke and a broad ribbon of plumed jet. Her off-the-face hat of matching velvet and her shoes are black suede wedges. Firecracker pattern, with big patent bows. The black angora suede bag is by Kori with a gold chain handle, and the Hacco gown. The choice of a jacket of simple complete costume from the Idaho Department store's women's department. (New-Times Photo and Engraving)

Sheer Drama Looms for New Fall Hat Showing

A farewell to frills—this is shown in the new fall hats featured in Twin Falls stores for the fall opening.

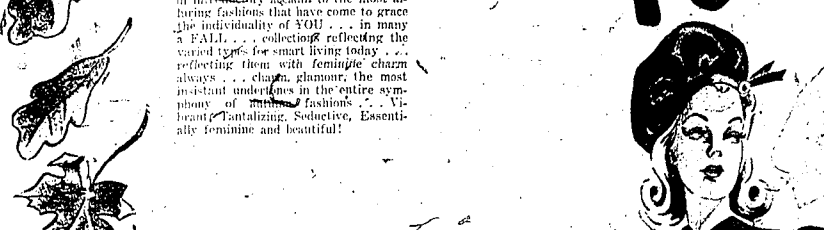
In its place is sheer drama. Hats to be worn with an air. Hats moving and patriotic and imaginative. A good many of the women who wear them will look like strange little heroines of the history of the Americas... a trend which will probably suit a flock of "naive" person and the period" quiz games based on the bonnet seen in Twin Falls stores.

**Influence of the War**  
Influence of the war is very clearly shown in obvious use of the military motif. Instead, the influence is subtler and deeper than that, and expressed in many ways. In addition to the American inspiration, there is the trend toward soberer colors, perhaps as an outward expression of soberer thinking.

Sometimes of two-tones in military color for intricate use of line and detail. Still, the new hats are like tanned in effect. The brown faced with one contrasting shade. Small dark hats with a brilliant feather providing the single touch of color. The trend is toward hats that go on to a girl's head and not in her eye. Less cloth and more chic.

**In General**  
There are rich and wonderful new colors in fells and velvet, in velvety and broadcloth. Evening wear, often combined with

For a More Glamorous YOU



at VAN ENGELSENS—dedicated in the factory again to the most alluring fashions that have come to grace the individuality of YOU... in many a FALL... collection reflecting the varied types for smart living today... reflecting them with feminine charm always... elegant, glamour, the most radiant underlines in the entire symphony of autumn fashions... Vibrant, tantalizing, seductive, essentially feminine and beautiful!

For your very loveliest

New Autumn

DRESSES

\$7.90 to \$12.50

Newest BAGS \$1.98 to \$3.98  
Autumn GLOVES 98c and \$1.98  
Fashioned SHOES \$3.95 to \$7.50  
Costume JEWELRY 98c  
Sheer Silk HOSE 79c to \$1.15  
Nylon HOSIERY \$1.35



Laden With Precious FURS The Most Important COATS of Autumn

Full length fur coats, Fur Trims, Fur Jackets, Fur Capes and Fur Collars are featured in this grand assortment of newest coats of the new season. Graceful, gracious coats that add the final flourish to your fall ensemble... For a more glamorous YOU!

Yes, College Men Really Wear Hats

In spite of rumors to the contrary, college men do wear hats, and few of them are ever seen off the campus. They are still clinging to the tradition that no gentleman ever acquires a lady-headed.

Crowns are lower, brims wider, kind of course snap brims are prevalent. College men wear hats that feel more like men's hats, and new this year are brims with a wide upper banding. Brims are in more pleasing color, too, rather than matching.

Van Engelens

the HAT makes the costume and YOU

Some you wear far back on your head... some with a distinct forward tilt... all our autumn fashions are flatteringly small... with a skyward height for the slimming new fashions... For a more glamorous YOU!

\$1.98 to \$3.95



# STRIPES, LESS DRAPE FEATURE FALL WEAR FOR MEN

## MALE MEMBERS OF FAMILY TO BE DECKED IN COLOR

Favorite suit patterns for fall so far as men are concerned will be stripes and there's a definite tendency toward less drape, less extreme shoulders and longer jackets, a survey of Twin Falls stores dealing in men's clothing showed.

The survey also showed that so many new, rich browns have been developed that any man can get a certain brown suit that looks good on him. Formerly, dealers say, brown shades were limited and only about one man in three could wear them becomingly.

Single-breasted overcoat models are returning for overcoat popularity with the tendency being toward warmth without weight. The top-ranking single-breasted model is the "box" coat. Double-breasted coats of these new style coats are more adaptable to drupe suits.

This fall, a survey of local stores showed, the accessories will be almost as important as the suits and overcoats which "men of fashion" in Twin Falls select.

Here Are Accessories

Let's take each accessory at a time. Here goes:

Shoes: Men's shoes will be big and roomy with black and brown predominating. For sport wear the crepe sole will be popular once more. At any rate, heavy soles, whether it be leather or crepe, will be "the thing." The shoes will be built in order that the heavy wool socks, which are also in vogue, can be worn comfortably. Of course for "dress up" the regular shoe will still be popular in the near-pointed and semi-square toes. The shoe will be thinner than for sport wear but they will be just as durable.

Handkerchiefs: Handkerchiefs will be the rag-birdie, as women say, "they wash like silk and do not need to be ironed." The shorts will be built in order that the heavy wool socks, which are also in vogue, can be worn comfortably. Of course for "dress up" the regular shoe will still be popular in the near-pointed and semi-square toes. The shoe will be thinner than for sport wear but they will be just as durable.

Hats to Match

Hats: The hats, of course, will be purchased to match the suit or overcoat, but this year there's something new under the sun. Realizing that men get tired looking at the same hatband all fall and winter (although they never admit it) the manufacturers have set upon an idea of having an assortment of hatbands which may be easily placed on any hat. This means men may have only one hat, but it will look like several — each time he wears a new and different colored band. As for the hats themselves, the colors will be "light brown," medium brown, brown, grey, medium blue and light blue.

Shirts: They'll be "casual" again this year. Stripes and checks as well as "crisp" patterns will feature. Most popular will probably be the short ones with the elastic tops although those built for garters will be in good demand.

Ties: Ties too will be striped and checked with a few of solid colors mixed in for good measure. The supply is so covering the entire field that a man can name about any color he wishes and find it.

Pure White as Color

Shirts: Pure white will vie with those of various colors but the color-ad ones will probably be the most widely used. Stripes will still be "the thing," but here again the variety is so great that all a man has to do is name it and find it.

Short sweaters: Blue, green and brown will feature so far as the color is concerned. They'll come without arms and with arms, with buttons down the front and also the pull-over variety, with pockets and without pockets.

Mufflers: These will be plaid and of "Scottish" type patterns toward the "road" variety. They'll be wool and warm. Gloves may be purchased to match.

Yes, the men will be just as much in the fashion parade this year as will the women.

Bonus money to a total of \$200,000 was passed in the United States during 1939, according to the Secret Service.

## Soldier Blue and Caracul



Miss Marguerite "Mickey" Stone wears a soldier blue costume suit in light-weight wool, the 12-inch jacket of gray knit crepe with a wide shawl collar. Unpressed pleats in the skirt and a tucking detail at the neck are features of the dress. Her large brown is of matching soldier blue. The ensemble is from the Mayfair.

(Times-News Photo and Engraving)

## They're New for Men



Tom Cartney, left model a blue-gray drapery draped suit, styled with snug-fitting shirt, and welt pockets. With it he wears a round-collar white oxford cloth shirt and a paisley knit tie. Paul Taker, Jr., right, wears a covert cloth coat in the new cactus shade, designed with wide shoulders, set-in sleeves and fly-front. His hat is a wave crest (dark) in chambray finish, a wide, snap-brim model with a welt edge. These outfits are from Bowles-Mack company.

(Times-News Photo and Engraving)

## Furs Presented in Variety Of Striking New Styles

Nature has provided us with just so many furs, but she failed to limit the number of people, their age, or the ways in which the furs may be designed . . . and the result this fall is something to exclaim about!

For the first time in years, the collars are small, neat, inconspicuous and planned so that the coat may button closed to the throat . . . or better still, sport a handsome clasp— which might be an aqua stone set in dull silver base and complemented by a single large button of similar design at the waistline. This particular clasp fastener is especially striking on a silk very grey model.

Favorite silhouette this season is the "box" coat. Double-breasted coats of these new style coats are more adaptable to drupe suits.

Single-breasted overcoat models are returning for overcoat popularity with the tendency being toward warmth without weight. The top-ranking single-breasted model is the "box" coat. Double-breasted coats of these new style coats are more adaptable to drupe suits.

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They'll show either a low of your dress . . . or more at all.

And for jackets are looking for a position in the fashion picture, with the chunky jackets, between 22 and 24 inches in length, the forearm pocket, the "box" coat, the chunky jackets are made of fur as silver fox, blue fox and skunk.

Inexpensive jackets are made of carlin mink and seal.

The New Length

The new length for jackets is a topcoat that is jacket length, 22 to 24 inches. The new length is a topcoat that is jacket length, 22 to 24 inches. The new length is a topcoat that is jacket length, 22 to 24 inches.

For coats this fall are still the "box" coat, the chunky jackets are made of fur as silver fox, blue fox and skunk.

They're long, there's no stopping point between the two lengths!

## Sun Valley New Fashion Center

America's newest fashion center is a picture of a village tucked away in the rugged landscape of Idaho's Sawtooth mountains. Sun Valley is the famous year-round resort, which in four years has grown to an elegant place to the fashion world not only for winter sports clothes but for summer sports wear and evening dress as well.

Collars of long-haired furs are larger this season . . . flat, round or square in back, with double points and subtle drapings. In front, they'll find fur-trimmed collars, very important among the fashions for this season.

Better pictures of flat fur are draped and mantled, but at least they were faded. Flat fur is draped in hands, in ruffled necks, in inter-lace, and even in a low of the throat, and even in small cuts and from buttons.

A dress coat with a wide collar, other with buttons or self-lace, and half of the dress coat look very new and very very new-looking. Glance in popularity this year is the fur-trimmed jacket, the fur-trimmed jacket, the fur-trimmed jacket, the fur-trimmed jacket.

Expect to see fur-trimmed jackets in all forms of the dress. Fur-trimmed jackets in all forms of the dress. Fur-trimmed jackets in all forms of the dress.

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## LATEST WHIMSY

Here's the latest whimsy of fashion—a pair of long, dark colored leather shoes. With your bracelets and rings, make up of them. They're making people choose velvet American coaches or doxins coats for the background. With dull silver or other quiet jewelry, have your shoes at that small place tucked American leather. And non-venture style shoes are a good idea for the shoe that is to the sun more snugly than ever.

Here and there, shoes may be seen that feature both of large and small patterns. They are sold in the United States every today.



... and the new season brings new ideas in fall fashions . . . to keep you fully informed we are making a special showing this week . . . and are happy to present the MAYFAIR FALL FASHIONS for 1940

Mayfair fashions are leading fashions and as we stocked our big store we kept in mind, too, the fact that price plays an important part in your urge to buy! The result is that we have gathered outstanding styles in quality lines in price brackets which make dressing up for fall a glorious adventure instead of a budget-breaking task. Here are typical Mayfair values:

COATS either trimmed or untrimmed with a distinct accent upon new fashion details. Look for the new side fastenings—the new blouse backs and the contrasting styling of the full or slim skirts. Bouclé, tweed, tulle, tweed, cambray, fleece and tulle are materials marked for popularity in 1940. An easy price range from \$105 to \$40.75 makes this selection exceptional.

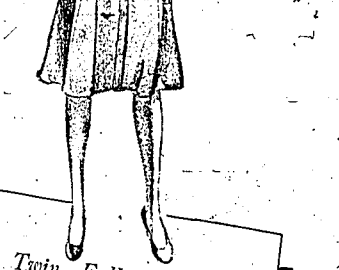
SUITS ring the bell suits in 1940 for high popularity. And our selection here is complete in dressmaker, tailored, and fur-trimmed and untrimmed outfits as well as 3-piece suits. Materials of Honeycomb, tweed and tulle makes these right in step with fall. \$12.95 to \$69.75.

DRESSES Never before have we shown such a complete assortment of dresses. Because we have room, we have made every effort to make our selection Mayfair's finest. Styles, materials, finishing—It's all accounted for here and they're priced so reasonably from \$5.95 to \$29.75.

SPORTSWEAR Our Sportshack has become headquarters for outdoor and sports clothing for the ladies of this community. Selection is one reason—here are others: Sweaters, \$1.98 to \$4.95. Blouses, \$2.98 to \$9.95. Sportshirts in crepes, satins and gabardine, \$1.98 to \$7.95. Skirts, in corduroy, gabardine and flannel, \$1.98 to \$3.95. Jackets in red and other fall colors in tweed, flannel and corduroy, \$3.95 to \$7.95.

MILLINERY In either dress or sport styles with outstanding style names, such as Thornton and Ruth Heppelring and others priced from \$1.98 to \$9.95.

And look, too, for those important ready-to-wear items outstanding in our stores S & Z Blips, \$1.98 to \$2.98; Gehm Gold Stripe and Thiene Hosiery from 79c to \$1.35 and our large assortment of Blouses from \$1.98 to \$4.95.



Twin Falls presents FALL FASHION REVUE—a spectacular demonstration combining Fall ready-to-wear fashions with the new models for 1941 in the automobile Friday, Sept. 27, 7:30 P. M.



In 1941, the car ahead is OLDSMOBILE

The 1941 Oldsmobiles are bigger—with longer wheelbase and wider tread. They're more powerful—with a new 100 H.P. engine in all sixes and the eight cylinder 110 H.P. in all eights.

CHANEY MOTOR CO. 351 Main Avenue East. Twin Falls, Idaho

THE MAYFAIR SHOP

# TORPEDO STYLING MARKS PONTIACS

Torpedo styling also the driver engineering changes which it manifests is back again in even more striking form in the 1941 Pontiacs which may be seen in the showrooms of Ned DeGroot, Twin Falls distributor, in the Linnet Drive building.

Appearance is not the only goal of torpedo styling, however. A glance beneath the body shows hidden features of interest to every car buyer.

Pontiac's rigid bridle-type frames had to be redesigned to make a solid foundation for the bigger, wider torpedo bodies. The double-drop, four-way cantilever construction was retained, but the frames were lengthened and widened and extra strength added to support the new bodies in accordance with the best proven construction principles.

Greater Comfort

This type of styling, by embracing the aerodynamic aspects of streamlining, makes for an exceptionally easy riding car despite greater speed. The projector-type bodies provide more room, also.

For 1941, Pontiac has two chassis, one for the de luxe torpedo sedan with a wheelbase of 119 inches, the other for the streamliner and the custom torpedo lines, with a wheelbase of 122 inches. In both chassis, the six and eight engines are interchangeable.

Embodying the Pontiac characteristics of stamina and long life are its numerous distinctive mechanical features. Shockproof springs that absorb the roughest roads is offered, as are the front stabilizer bar and rear torsion bar safety steering to aid in driving enjoyment. Then there is the quiet, economical V-8 engine that gives long trouble-free service. Semi-automatic safety shift, seat control and pedal control are other features. Those riding in the new models will find that hydraulic cushions, rear elevators, duplex rear springing make long trips seem like short ones.

A new massive bumper forms an integral part of Pontiac's front end. Carefully designed, this bumper appears to be part of, rather than a part on, the car. A conventional steel bumper is on the front license plate.

Harmony of Line

Complete harmony of line is achieved throughout the car by complete encircling of door and window openings, with air flow and chrome moulding. Headlamps are set deep in front fenders and concealed running boards are provided to give the custom torpedo sedan the conventional type is optional.

Pontiac rear view are equally as modern and arresting as the front view. At the rear another massive bumper with a stone alone gives the appearance of being part of the car. A chrome moulding outlines the slanting rear window. Generous luggage space is provided in all models.

A feature of all Pontiacs for 1941 is the nicely balanced and convenient instrument panel. On the left simple clutch, gear and accelerator levers are grouped at the left directly ahead of the driver. The instrument and control gear light switch has been moved to a convenient position above the instrument cluster. To the right is an electric clock, standard on Super-Streamliner and custom torpedo models, but offered as an accessory on all other models.

Wide Choice Offers

In the new de luxe torpedo sedan and coupe, Pontiac offers a wide choice of body types for prospective buyers. Five individual selections are offered—the four-door sedan, two-door sedan, business coupe, sedan coupe and convertible sedan coupe.

Performance of the de luxe torpedo parallel to the heavy and luxury, as higher top speed, greater power and faster getaway are notable advantages.

Finally, Pontiac is equipped with multi-seal self-energizing hydraulic brakes with new type disc brakes, brake linings and new all-steel drums with nickel-silky brake surface.

Two and one-half tons of good road-holding oak logs, mounted on fuel, equal one ton of coal.



If you want to be first with the newest in shoes. BETTER SEE **Roblee** SHOES FOR MEN

**Hudson-Clark** TWIN FALLS' ONLY SHOE STORE

From Teen Age up



Bertha E. Campbell presents Miss Georgia Burgess, left, in a popular thirteen-year-old university sport dress of black and white check wool with red corded jacket, red "any" felt hat and patent leather football purse. With her is Miss Eva Keyes in a Rothmoor coat of dark green neoprene trimmed with beaver fur and featuring a large fur pocket. Her Gage hat is in the color of Miss Burgess' hat. In the same shade, brown shoes and gloves complete her costume. (Times-News Photo and Engraving)

## PLYMOUTH GIVE 'LUXURY' POWER

Officials of the Buick Motor company, DeSoto and Plymouth dealers, today said they took the "greatest pleasure" in offering to the motorist the 1941 Plymouth cars, featuring luxurious new interiors as well as many other innovations. "Get more luxury this year," Manager Harry Blatch said. "Get the amazing new comfort Plymouth now gives. To sink luxuriously into the big, deep cushions is a revelation. What has been your car now. To run your hand over the soft, rich upholstery tells you that this is quality, new and better value for your money."

More Powerful

New high torque, performance to be announced in the 1941 Plymouth—increased horsepower offers the smoothness of floating power. This year has new axle gear ratio with new transmission. Pontiac says that most of the Plymouth driving is done in two speeds, second and high.

The Plymouth safety steel body has extra reinforcement at points of greatest stress and strain, gives protection that is unusual in a low-priced car and is of great importance to safety.

Front coil springs are standard on even the lowest priced Plymouth, a quality feature usually found only on the higher priced cars. Four-bolt airplane-type double-action shock absorbers contribute importantly to Plymouth's buoyant ride. A heavy eliminator gives the special de luxe Plymouth extraordinary steadiness on curves and keeps the car on an even keel.

Springs covers are standard equipment on all 1941 Plymouth cars. The Amola steel spring leaves are newly grooved for smoother action, with new rubber insulated rear shackles for quieter riding. Road noises and vibrations are absorbed by rubber-cushioned body mountings, contributing the luxury of quiet.

The "Red Skins" are here

Happy big new shoe color! Happy big shoe news for fall! **ROBBLEE RED SKINS!** Copper red, Indian red, Warm as a campfire glow. Smart as the New West in Hollywood! **\$5.00 to \$6.50**

Be Well Dressed In A **ROTHMOOR SUIT OR COAT** This Fall

Rothmoors are decidedly different. They are high grade but reasonable in price.

"UNIVERSITY FROCKS" Original designs in the teen age sizes.

"GRACEFUL LADY" Stylish dresses for the larger lady in out sizes

"JUDY JUNIORS" For the growing miss in sizes 9 - 11 - 13 and 15

"RO-LYNN" Smarter styles for children for less money.

"MOJUD HOSIERY" For sheer loveliness in ladies' hosiery

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**BERTHA CAMPBELL'S STORE**

131 Main Ave. East

# Men Good Judges of Hats, Says Designer

BY MARIAN YOUNG

NEW YORK—The older woman who wants to appear smart and well-dressed should choose a hat which lets her off—not one which buries her personality and appearance under an exaggerated amount of trimmery and extravagance.

This advice comes from Germaine Montabert, who specializes in designing chic hats for discerning women of mature years.

"Men are absolutely right in the stand they have taken against wild and wacky hats," Madame Montabert goes on. "What is amusing and acceptable in a young thing often is simply ridiculous on her mother. Nine times out of ten, the hat her husband likes is the one that is most becoming to the typical American woman."

Became a Specialist

Madame Montabert started specializing in designs for older women fifteen years ago, because she felt at the time that this age group had been most neglected from the fashion point of view, in the popular worship of youth by Americans.

"Youth is wonderful, of course. But the real leaders of American life and tomorrow are mature women. So I continue to try to give these older leaders of society the same sense of style and chic which is not only worn by the young but which is also worn by the mature."

Madame Montabert points out that it is impossible to make a hard and fast list of do's and don'ts regarding hats for any age group. Naturally, each individual face must be suited. However, some of her generalities are interesting, and should be helpful.

"The woman with a full face needs a hat with width," Madame Montabert insists. "A woman who wears eye glasses can wear a hat with a veil only if the veil is placed so that the glasses do not get in its way. A hat is a great trick in itself."

Staple Models Always Good

"The first rule is that the hat should give her height and importance. A woman with a thin, pointed face never should wear too high crown or too close-fitting a turban. A turban with side fullness is both a hat for the thin-faced, however."

First Lady of Fashion



This is one of two hats just selected by Mrs. Roosevelt to wear with her new afternoon street suit. It is of wine-colored tulle, with six feather wings. She is pictured wearing it at the new American Creators' gallery of Arnold Constable, New York.

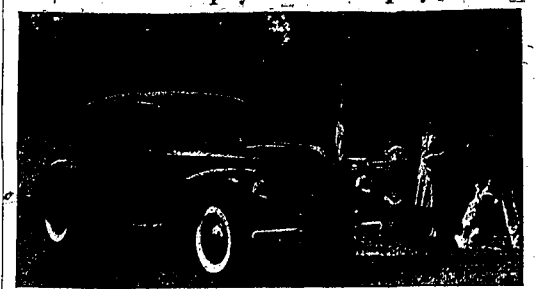
During 1939, a total of \$216,433, 000 in gasoline tax revenue was collected in the United States. New York led the states with \$23,000,000, followed by Pennsylvania with \$20,584,000.

"Made-in-America" clothes form Mrs. Franklin D. Roosevelt's new fall and winter wardrobe. Her fall dress is of black velvet, with the new straight silhouette. It has broad shoulders, with jeweled-embroidered revers.

A recently developed aid for invalids is a motorized chair, which is reported to be easy to operate. The chair is powered with a three-horsepower engine, runs 100 miles on a gallon of gas and travels 20 miles an hour.

Alfalfa first was known in central and southern Asia, and was introduced in the United States from Chile in 1840.

# Lincoln-Zephyr Sedan Displayed



The 1941 Lincoln-Zephyr sedan, displayed now at the Union Motor company in Twin Falls, is pictured above. Aside from the Lincoln-Zephyr the Union Motor company also deals in Ford and Mercury cars.

## MOTOR MAKERS DESCRIBE WORK

DETROIT—With the motor vehicle makers busy lacking manufacture of equipment for national defense, the Automobile Manufacturers association today called attention, in a special booklet, to the fact that the same fundamental requirements apply to mass production of defense items and of cars and trucks.

The book, titled "What It Takes, stresses time, planning and specialization as the key factors contributing to America's tremendous production capacity, and illustrates this theme in a step-by-step description of the work involved in automobile production.

Before a new car model can be placed on the assembly line and the daily flow of production can begin, often a year or more of intensive preliminary work must be completed in the book explains.

A foreword written by Alvin Macaulay, veteran automobile manufacturer and president of the association, points out that, in mass production, plants and equipment are specialized to single functions.

"Whatever the nature of the work," says Mr. Macaulay, "months of careful study and engineering go into perfecting final blueprints for the new products. Only then can the needed tools and machinery be determined and ordered. Likewise, procurement and processing of materials, rearrangement or reconstruction of plant facilities, and establishment of production techniques all must wait completion of this earlier work."

Story of Manufacturing

"We believe clear understanding of these essentials will greatly aid attainment of the defense goals which will strengthen national unity in this period."

Starting with experimental engineering work on engines and other

mechanical parts, what it takes leads through development of body design, selection of new machinery, creation of dies for stamping metal parts, lineup of sources for parts and materials, and finally the annual rearrangement of plant facilities at "change-over" time. The minute attention is paid to all these stages, the story develops, is what make possible the start of new production after only two to six weeks of plant shut-down. From that point on, an equally elaborate system of plant synchronization—careful scheduling and timing of production of more than 15,000 separate components of the car—make possible the one-a-minute rate of production on final assembly lines, an output which at the height of the season yields, from the industry as a whole, a daily output of 20,000 automobiles.

Forty-three of the mountains in North Carolina are more than 8,000 feet high.

# FURS

The Most Important Part of Your Fall and Winter Wardrobe!

Visit Us for the Most Complete Selection of Luxurious Fur Coats in Magic Valley!

Rely Upon a Furrier Whose Business Is ONLY FURS for your Fur Coat!

WE CONCENTRATE ON FURS ONLY!

Have Your Present Fur Coat Remodeled or Repaired

Cleaned—Glazed THE FURRIERS METHOD by the ONLY FURRIER IN TWIN FALLS!

**THE FUR SHOP** Phone 413 Next to Orpheum

# AMERICA'S FIRST CHOICE FOR '41



NOW ON DISPLAY at Twin Falls Motor and McVey's

Attend the FALL FASHION REVIEW and AUTO SHOW Twin Falls' Streets FRIDAY — 7:30 P. M. SEPTEMBER 27

Then inspect the 1941 Studebaker in Detail

FOR '41 it's the brilliant new Studebakers that excel in gas saving, style and beauty. See three new Studebakers in three different price ranges all equalling or exceeding the gas saving displayed in this year's Gilmore-Yosemite Economy Sweepstakes.

Come in now and go for a trial drive. Ask one of the many Twin Falls Studebaker owners about durability and economy... then you'll be convinced of our claims for Studebaker in '41.

**TWIN FALLS MOTOR-McVEY'S**

# UNION MOTOR CO.

# OLDS PRESENTS SIX NEW SERIES

Presenting the widest variety ever offered in the 42-year history of the company, Oldsmobile this week launched its 1941 season with the appearance of six new series—three sixes and three eights. Now on display at the Oldsmobile Motor Company, in its new location in the former Browning Auto company building on Main avenue east, are sleek, aristocratic Oldsmobiles.

According to C. C. Glines, owner and manager, Oldsmobile's exclusive hydro-matic drive, that eliminates clutch, clutch pedal and shifts gears automatically, is again optional, at extra cost, on all models, and due to enlarged production facilities, promises to attain in popularity for 1941. Increased room and comfort, greater engine power, striking new body designs and scores of detailed improvements all bear witness to the progress that carried 1940 into to the highest mark in company history.

In the low-priced field, the special series replaces the '39 models. Wheelbase has been extended to 110 inches, and horsepower of the six-cylinder model upped to 100 from 85. New is the new eight-cylinder special series, 110 horsepower.

**Cruiser Series.**

In the popular-price field, the '40 series of last year has for successor the dynamic cruiser series.

Last year's custom eight cruiser, with front seat five feet wide, proved the most popular eight Oldsmobile ever built. This year, the custom cruisers appear, with refinements, and with option of either eight or six-cylinders.

Because it relieves the driver of shifting gears and pressing a clutch, Oldsmobile's hydro-matic drive continues, as a point of public interest, in 1941. It consists of a combination of liquid coupling and fully automatic transmission, and it simplifies driving to starting, steering and stopping.

Hydro-matic sales in 1940 were limited only by production, and a vast number of unfilled orders were carried over. Manufacturing facilities have been increased, however, so that last year's output of 25,000 may be multiplied several times for 1941.

Common to all 1941 Oldsmobiles is front end design resembling that of 1940, but which is rendered more effective by heavier chrome bars and grille work.

Contributing to appearance of the new Oldsmobile is the leader design, the "wing-type," found on all models. The fenders blend into the body itself. Bumpers have been made an integral part of the car design.

**New Cars Bigger.**

The new cars are decidedly bigger. The special series has been increased in over-all length six inches over the '39 series, which preceded it. Not only has the dynamic cruiser been brought up to equal the 125 inch wheelbase length of the custom cruisers, but interior dimensions have been increased over the '39 series of last year. The club sedan is 11 inches longer in interior dimensions than the 1940 club coupe which it replaces, and the front seat is 11 inches wider.

Doors are wider on the special and dynamic series, and all rear doors are hinged at the front. They are equipped with door checks that prevent them from closing when the car is parked on a slant.

An automatic switch on both front doors turns on the dome light when either door is opened, and turns it off when the door is closed. A new dash design has a background of American walnut in the special series, and Rayon wood in the other series. Attractive grouping of instrument dials has been attained, and horizontal bars of chrome conceal the radio installation. Spoolbrakes provide a wide number of options in material and the type of spring construction employed in the seats affords maximum comfort.

All important mechanical improvements introduced by Oldsmobile in recent years are present in the 1941 models with varying frequency. The "rainbow" side with quad-cowl openings and four-way stabilization, is improved by



Walter Craig models a Kuppenheimer three-button drap model in green with a harmonizing tweed topcoat, a Stetson hat, Hershorn shoes and an Arzou shirt from the Idaho Department, store's men's department. (Times-News Photo-Engraving)

adoption of parallel cylinder type shock absorbers at rear. Dual center-control steering is employed both for 1941. Gear shifting is made easy by the hand-shift lever beneath the floor and clutch. Synchronizer gear design in the transmission. Super-hydraulic brakes are provided.

**Many Refinements.**

Oldsmobile quality is not "skin deep" as, for example, the tangle of wires, complex, found beneath dashboards has been replaced with a neat plug type connection. An insulator has been added to the engine compartment which improves hot weather performance and prevents rattling. Dual horns have been moved in front of the radiator and directly behind the radiator grille, where their sound is more audible and less audible to pedestrians in the car. Primer mounting for the gas tank has been achieved by attaching it to the under side of the body. A drain has been incorporated in the cylinder head to prevent water from accumulating around the spark plug.

Attracting special interest is a

new heating and ventilating system developed by Oldsmobile and known as "condition-air." Air taken in through the cool ventilator passes through special filters that remove dust and prevent moisture from entering. In winter, the incoming filtered fresh air is warmed to any desired degree by varying the volume of hot water in coils through which it passes. A fan forces the warmed air throughout the car and to special defroster vents.

Sealed beam safety headlamps, introduced last year for the first time, are again employed in 1941. A wide range of color options is presented for 1941—embassador red, capri blue, oiled blue, Miami sand, falcon gray, dusty gray, renfrew green, bengal brown and black. Two-tone color options are also available.

**HAT OVER EAR.**

You'll like hats over your ears. Some come over just the tops of ears; others, usually turbans, come down right over the whole ear, and cover the back of the head as well.

Only plums that will dry without fermenting are used in making prunes.

## Folsom on Staff For Union Motor

L. W. Folsom, Twin Falls, has joined the sales force of the Union Motor company here, it was announced today by Grant Padgett, company owner.

Until recently, Mr. Folsom was field representative in the N.Y.A. with headquarters in Twin Falls. He held that position for three years and prior to that time for two years held a similar position at Sampa.

A former coach and athletic director, Folsom coached the 1938 swimming team for Twin Falls.

## Black Still Leads Despite Gay Colors

Lines change, colors come and go but your wardrobe on brown, on green or navy. You still want a few black things, none the less, because they have a different atmosphere, a formality and dignity that no color has.

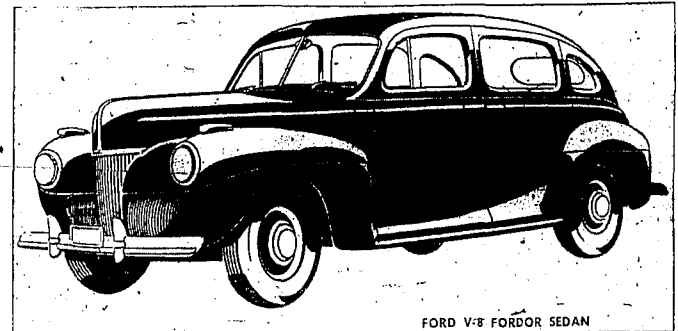
At least one dress, and accessories to go with it, are necessary in black if you lead the life of a busy woman, especially in Twin Falls.

## 1941 Studebaker Champion Takes a Bow



Local motorists were given their first peek at the new 1941 Studebaker Champion two-door club sedan this week. The new edition of the car that has successfully crashed the lowest price field is larger, has more room, boasts of a more powerful engine, and yet retains the economy of operation that made it a sweepstakes winner in the 1940 Gilmore-Yosemite economy run with an average of 23.19 miles per gallon. The design is by Raymond Loewy.

When You Know The Facts, You'll Want The Greatest Buy For '41— A Ford!



FORD V-8 FORDOR SEDAN

# Look! Here's what's happened to The FORD For '41

You're accustomed to a steady growth in automobile value. You expect it, and count on it. But in some years, and in some cars, it takes a BIG leap forward. 1941 is such a year for Ford! The New Ford cars for 1941 represent the most remarkable advance in years. In 1941 your new car purchase can be based on hard, cold facts—and when you get the facts, you'll want a Ford. This year, more than ever, THE FACTS FAVOR THE FORD! Look! Here's what's happened to the FORD for 1941:

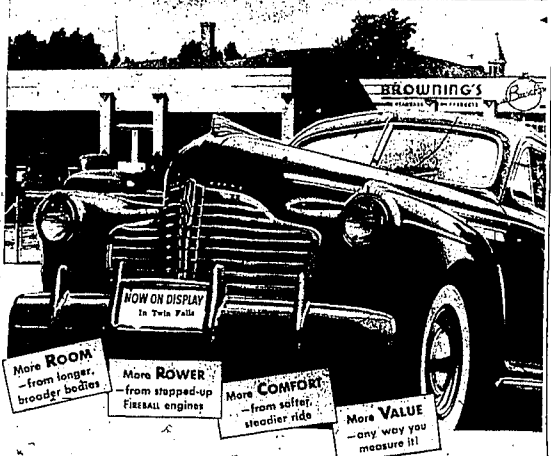
- ★ **New Size**  
The wheelbase has been increased to 114 inches. The spring base has been increased to 125 inches. And the overall length increased to 184.3 inches.
- ★ **Massive Beauty**  
Beautiful new lines with real concealed running board. New three-piece front fenders streamlined in 1941's greatest style.
- ★ **New Bodies**  
There's an entirely new massive appearance in 1941 Ford bodies. The overall width has been increased to almost 60 inches!
- ★ **Wider Seats**  
And the new width has given you wider, roomier seats in your 1941 Ford. Now there's more than ample room for three passengers.
- ★ **Bright New Interiors**  
Rich new color harmonies make interiors bright and inviting. Sticking to instrument panel in gray plastic and wood-grain finish.
- ★ **A New "Boulevard" Ride**  
Fundamental chassis design gives a new ride to the Ford for 1941. The gliding, easy ride you'll experience is another tangible fact for Ford.
- ★ **New Springs and Stabilizer**  
New springs blanket out shocks—slow down rough riding. Mechanical dampers mark Ford leader again in a new automotive year!
- ★ **New Seating Comfort**  
Thick resilient upholstered pad, added to the customary padding brings a new comfort to your 1941 Ford. You'll like the "floating edge" feature, too!
- ★ **New Vision All Around**  
Ford's a safer car for '41, too! A big curved rear window gives ample vision with the total glass area nearly 4 square feet in sedans.
- ★ **New Faster Acceleration**  
And the famous Ford V-8 engine—outstanding in the field for its performance now gives faster get-away by new transmission ratios for first and second gears.

Check these and other Exclusive Features for Ford Facts

UNION MOTOR CO.  
TWIN FALLS

Jerome Motor Co.  
JEROME

## It's the "FIRE-BALL" BUICK this year!



See this new Buick in 'its new Twin Falls home... Browning's

We feel that Buick for '41 is the Finest They've ever done. Buick has taken the greatest all-time car and steadily and carefully brought it to a perfection of action, ease, goodness beyond anything ever offered under the Buick name.

Ask especially about the micropoise-balanced FIREBALL engines. FIREBALL is the 1941 furtherance of Buick's Dynamic Design and kinship of all the features that make Buick the sensation of the new automobile year.

**MILES J. BROWNING Inc.**  
Buick Dealer Twin Falls



## BUICK TO OFFER FIVE NEW LINES

Five new lines of motor cars embodying such advanced features as compound carburetion, new aerodynamic bodies and engine development 115, 125 and 135 horsepower have been introduced in the 1941 model Buicks. It was announced this afternoon by officials of the Buick Motor Corp., local Buick dealers.

The new cars, officials pointed out, represent outstanding improvements. They have been completely restyled with an entire new line of bodies on the series 40 special, series 50 century and series 90 limited cars, and new modernized treatment of radiator grilles, hood and front end sheet metal.

**Covers Price Range**  
The Buick for 1941 covers the price range from the lowest to the deluxe passenger car field in the upper price brackets with an entirely new line of Buick series 90 limited cars has been designed this year. Browning officials point out.

Throughout the range, it was pointed out, the new models bear a distinctive style treatment which readily identifies them on the highway and which is indicative of Buick construction and the superior performance of which the new cars are capable.

Among outstanding developments in the new models are its new Buick engines which have unusually high compression ratios making them available for the use of the new high octane fuels now developed for the commercial market. The engines are of the "Tribec" design, having dome shaped pistons and combustion chamber contour that promotes the fast flow shape of a flattened ball directly around the spark plug, providing maximum combustion efficiency without detonation or ping. Browning officials state.

At the same time, compound carburetion, involving the use of two dual carburetors per engine with a resulting step-up in horsepower, yet a marked improvement in fuel economy, has been developed exclusively by Buick engineers for the 1941 cars.

**Broader Range Body**  
In the new styling, Buick engineers and designers, in cooperation with General Motors stylists have given broader range and greater utility to the "torpedo" type body introduced by Buick last year. Unusually wide, with five feet of shoulder room in the front seats, the cars are full streamlined from the graceful hood to the rear of the tapered tail. They take full advantage of the new design in wheel covers, which completed a sweeping aerodynamic streamlined back of unusual attractiveness.

The new cars are sleek looking and graceful, with smooth contours and scientific blending of streamlines and accessories to provide the utmost in both appearance and utility. Their features have new lines and sweeping styling and hug the body closely, appearing to be integral with the body structure. Directly through the automatic turn-off type are held in the tail fin, which under power, actuated by a lever control switch mounted under the steering wheel.

An important feature of the new Buick design is the one-piece hood, which opens from either side, hinged from the opposite side. This construction lowers the hood line and eliminates the conventional type hinge at the top. Catch latches are designed as a part of the chrome hood hinge, and are flush with the ornamental device.

**Front Improvements**  
Improvement in the front suspension of all series have been made with a view to improving further riding qualities, ease of handling and safety of the new cars, as well as the life of the various parts. New ball bearing worm and nut type steering gears have been developed for the new models in this car. The ordinary threaded is replaced by a continuous stream of steel balls which reduce wear and increase the mileage between adjustments.

According to Buick engineers, more than 100 new features and detailed changes are listed in the specifications of the new cars, representing a wide variety of improvements and refinements.

The new Buick line consists of 22 body types, not including the new series 90 limited custom built bodies which are extra sedan models, three six-passenger sedans, five business and sport coupes, four convertible models and an estate wagon.

All 1941 Buicks, Browning officials here state, will be offered in wide selections of two-tone color combinations with 10 paint selections at no extra cost.

According to a survey recently made, more than half of the car mileage traveled by persons in representative 25 states is used on business.

## For Town or Streetwear



The school house red pin corduroy with metallic trim, tipped up the front, matching red velour of the breast with black leather, black Twin Falls in a saloon at a hotel. Mrs. Betty Westheimer, her companion at the right, Miss Betty Pumphrey, is wearing a moss green virgin wool dress trimmed with brown leather covered buttons. Their companions are wearing felt hats with brown leather accessories. Their companions were selected from the ready-to-wear department of Van Enck's. (Times-Photo-Engraving)

## Car Makers Have Eye on The Ladies in '41 Models

"If this car matched the color of my dress, I'd buy it," said a woman who, when asked to describe the new 1941 models, pointed to a shiny new model in brown. Her dress was a deep red.

The salesman did some fast thinking, called a paint shop and said the car was happy and so was the woman.

One hears about such happenings and seldom thinks of them occurring in his own back yard. It's just one of the ways in which new automobiles, like new fashions, are designed to meet the requirements of the woman purchaser.

**Women Important**  
Although the mechanical side of an automobile is the important thing, manufacturers are more and more devoting comfort and convenience into their models to attract the women—for more women are buying or having their say about buying the cars today.

Two-toned upholstery in a wide variety of colors is rapidly gaining popularity. The women like it because more often than not, that background does a beautiful job of "setting off" her costume.

In another model, a "touch of the button" when you're inside the car—opens the car door as by magic—... and a flick of the wrist moves a safety catch button to lock the door from the inside. When there are small children riding in the auto, locked doors mean no more worries about them accidentally opening the door and rolling out onto the pavement.

**New Styles**  
Just as women have new styles, new colors, just about new "everything" in clothes every time, the same changes, so the color, interior design and color, instrument panel and upholstery on the 1941 automobiles is new.

Dorlan blue, Paradise blue green, Spoke green, Hockingham tan, Lock's haven green, Cayuga blue, Mafra maroon, Palisade gray and Harbor gray are a few of the new colors to be found in the automobile world this fall. Black seems to be almost the only color that has remained the same as last year.

A steering wheel in Rosemont beige plastic or gray elm grain finish with casted blue spoke inserts... sound good to any fashion-minded woman! And add a new horn ring, rubber-cushioned seats with clear-headed, more-ventilated in front and behind, a dome light that automatically flashes on when the car is started, a door that will stay open after they are open.

## STUDEBAKER HAS SURPRISE FOR '41

The Studebaker Champion for 1941, often termed "America's smartest lowest priced car," is now on display at the showrooms of the Twin Falls Motor company, which recently opened in a new home in the 200 block of Main avenue west.

Ed Davis, owner and manager of the Twin Falls Motor company, said that "the style and size the big surprise in the lowest price field is the new 1941 Studebaker."

**Higher Cars**  
He pointed out that the new cars are longer, wider, lower and roomier. New appointments are numerous. Doors shake tight instead of loose in the Studebaker Champion because of the unique rotary door latches that are standard equipment.

Front door ventilating valves direct rain and snow while the rear half of the front window is securely closed. Mr. Davis points out that you can quickly clear the car of smoke or stale air by partly opening three non-draft valves. The rear decks are luxuriously windstreamlined and smartly embellished with torped-shaped Studebaker medallion. A built-in gravel deflector stretches clear across the car under the broad rear deck.

**Safety Increased**  
Low center of gravity and balanced design insure additional safety. Studebaker cars were the first to have a new type of shock absorber. The new Champion is eight and one-

## New 1941 Chevrolet Displayed Here



Here is a picture of the new 1941 Chevrolet which is handled in Twin Falls by the Glen G. Jenkins Chevrolet company of Twin Falls. The new line is on display at the present time. The car shown above is the special de luxe sport sedan.

quarter inches wider from side to side than from top to bottom. In fact, Mr. Davis declares, this new Champion can be lifted to a 57" ground clearance without up-timing.

**Official point out** that the ride in a Champion is the most refined ever offered in a lower priced car. New advance in Studebaker's comfort engineering give the motorist a new kind of smoothly graded, between the axle ride. Even invalids and elderly persons can travel for long distances without fatigue.

**Later Lines**  
In addition to the Studebaker Champion, the Twin Falls Motor company also handles the "big President 8" and the Commander. As to the Commander and President models, both are being offered in aluminum body styling. A four-door sedan with a rear quarter

window and the new four-door Land Cruiser body. Both these two major types of the two larger models are available in regular and de luxe line styles.

With the Champion, the President, the Commander and the President have been down-sized and trimmed to match or blend with the exterior color.

**Well Portrayed**  
Although more than 40 portraits of Christopher Columbus are known, none was painted from life nor during the lifetime of the discoverer of the American continent.

## TOWN MUSTERS "HOME GUARDS"

WAUWATOSA, Wis.,—(Tribune)—The pretty lawyer suffers at the brick command, struggling to inhale a frontal accumulation of 50 years, while next to him a gaunt 18-year-old twitches in an effort to overcome an adolescent slouch.

Add to this spectacle 150 men of assorted ages, sizes and shapes, lined up by squads—dressed in business suits with bald heads and bits of placid standing beside intent youngsters—and the resulting picture might be titled "Monday Night at Wauwatosa City Park." The non-uniformed "soldiers" are members of the Wauwatosa Home Guard at their weekly drill.

The guard, patterned after the British Home Guard, has the idea of C. L. Henry, Wauwatosa newspaper publisher. He encouraged it in August—now, however, in anticipation of an immediate invasion of Wauwatosa or an imminent descent of parachute troops.

"The main idea," Henry explained, "was to give the younger fellows a chance for military training under capable leadership, pending enactment of a conscription law. But we also intended to establish a permanent defense unit with possible future connection with state or national military forces."

Cooperating with the guard are the American Legion, the Veterans of Foreign Wars and the Army and Navy Union.

Twice over, an area of about 300 square miles.

# At the Fall Revue

## NEW 1941 CHEVROLET

### Eye It..Try It..And You'll Say It's "FIRST BECAUSE IT'S FINEST!"

## It's Magic Valley's FAVORITE

It's a SIZE sensation . . . a STYLE sensation . . . a DRIVE and RIDE sensation ★ Bigger in all major dimensions both inside and out . . . with 3" longer wheelbase and 3-couple roominess in all sedan models ★ With dashing new "Aristotle" design and longer, larger, more luxurious Fisher Bodies that set the new style for the new year ★ With a mighty 90-h.p. Valve-in-Head "Victory" Engine that lifts performance and lowers costs ★ It's the new low-price leader by the builder of leaders...CHEVROLET...holder of first place in motor car sales for 9 out of the last 10 years.

The entire personnel invites you to Twin Falls' gala-fall revue. See the finest and the newest . . . in clothing and in automobiles. After the show, come to the Chevrolet headquarters and inspect more closely the leading car of '41... CHEVROLET!

# You're Always Welcome

## GLEN G. JENKINS

313 MAIN AVENUE WEST TWIN FALLS

## Plymouth Is Glamour Car of 1941

Here's the new Plymouth for 1941, termed a "glamour car" from stem to stern by local dealers who point out that numerous engineering advances and improvements that contribute to performance, improve new luxury and driving ease are to be found in the 1941 car. Pictured is this special de luxe four-door sedan. There are three Plymouth dealers in Twin Falls. The Balch Motor company handles the Plymouth and De Soto cars; the Barnard Auto company the Plymouth and Chrysler cars; and the Hager Auto company the Plymouth and Dodge cars.



## FLUID DRIVE IS DODGE FEATURE

"If there were news of an automobile that would run without having any engine, it could not provoke much greater interest than the announcement made a few days ago that 1941 models of Dodge cars will be available with fluid drive." B. P. Magel, president and owner of the Magel Automobile company, Twin Falls, said here today in announcing the new Dodge line for 1941. "The Magel company also handles Plymouth cars."

"Ever since the release of that information we have had a veritable deluge of inquiries regarding what the fluid drive is like, how it operates, why it is an improvement over the conventional drive and, of course, how soon the new models will be available for trial which, incidentally, is right now."

### Hard to Explain

"Fluid drive is one of the things that is difficult to describe in words; one must experience it by seeing and feeling the marvelous improvement it makes in the way the car handles and acts."

"Basically, the fluid drive is a drive through oil, with no fixed mechanical connection between the engine and the rear wheels. The oil does it better than it could be done through any fixed coupling. Some of the things that can be done with the fluid drive are almost uncanny."

"For one thing it makes driving almost undeniably simple. It enables you to drive all day under average conditions without touching the gearshift or the clutch pedal. You start, stop, turn start again all in high. Think of what it means to drive a car with that kind of silky smooth performance. And you slip out of soft mud and ease out of snow banks where formerly it took a soccer to free you."

### Good on Hills

"On hills you can slow the car down to a mile an hour without stalling the engine. Going downhill, the engine acts as an efficient brake through the fluid drive. With all of it, there is nothing new to learn about operating the fluid drive Dodge '41 is simply much less work at the wheel and at the controls."

"While the Dodge fluid drive is undoubtedly the most dramatic of the advances found in the new 1941 models, there are other improvements, so many of them as to make the cars one of the most interesting new-season offerings, even without the fluid drive," Magel said.

### Other Features

"Luxury of the 1941 Dodge is in reality far above the Dodge low price, Magel pointed out. The magnificent new instrument panel, sparkling like a jewel, accentuates the beauty and richness of Dodge interiors, he declared. The spacious driving compartment is wider and roomier in every way. The big, wider seat gives room, plenty for three with space to spare, and leg room has also been increased. The deep, rich upholstery is beautifully tailored."

"A huge compartment of even greater capacity than in former years is provided yet is entirely concealed beneath the windshield contour of the rear emblem. The 1941 is spring counter-balanced and opens and closes almost without effort."

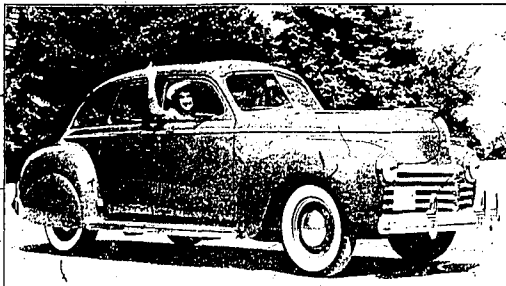
### BLACK AND BROWN

"Outstanding accessory color for black is brown. (Why did we once think black and brown were the combined?) A lively new brown, with gold overtones."

New York stores play fall's bright brown with enticing names such as Benedictine and Indian Pump."

An Indianapolis store locates the color by calling it sorghum brown."

## Chrysler's 1941 Line Shows Advance



Here's the 1941 Chrysler Royal four-door sedan. Completely new bodies with additional roominess, and a wide variety of upholstery trim are features, as is a new "Splitline" engine and fluid drive.

## American Designers Create New Problems of Beauty for Women

By MARIAN YOUNG

NEW YORK—American designers have answered the question that has been on the lips of the fashion-minded since that fateful day in June when it became evident that there would be no fall collections in Paris this year.

And, with all the pomp and glamour of French press, prepared as a setting for the first collection, ever declared in America without Paris influence, they answered the question gloriously.

American designers can go it alone!

The first of New York's fall collections displayed in the city last week, American designers can and will make the kind of excellent, wearable clothes which always have been the foundation of Paris collections. And that they will spare this foundation with new and clever lines, an excellent note here, a dash of real inspiration there—just as the Paris couturiers did.

Silhouettes are slimmer. The silhouette of the hour is slimmer. Gone are billowing, swirling skirts of a season ago. This fall's new dress line follows for making comfort—but it is in fullness re-styled. Even skirts which really flare in a scale manner to look it.

Skirts really are not shorter, but, because they are slimmer, they often seem to be somewhere around 17 inches from the floor, depending on the shape of the legs, is the approved length.

Black is still color. "Black-white" (black with green, black with red or orange or light blue or an accentment of brown) is second in popularity. Every shade of blue is used. Indian colors are highlighted—red, light brown, scarlet, tomato-red.

Light colors are important. So, the outstanding designer at 54th Avenue, near 10th St. in New York, says, "I like a soft, honey beige, silver gray and blue a great deal."

In striking contrast are the strong colors, used lavishly by Wilson Volman's "pre-bone silhouette." This, revealing, shadow lace is used over first-pink chignon for yoke and midriff section of a black velvet dress. Notice the tiny lace apron.

Here's a wonderful example of American Designer Wilson Volman's "pre-bone silhouette."

This, revealing, shadow lace is used over first-pink chignon for yoke and midriff section of a black velvet dress. Notice the tiny lace apron.

For muffs and hats, are prominent in the picture. It's smart to wear a fur hat and muffs right now with fall dresses as well as later on with a winter coat.



The twin line is new. In other words, except for length, your evening dress can match exactly your day dress. Noticeable example is Wilson Volman's floor-length polo coat of natural camel's hair, shown with a day-length polo coat in identical material. Also Bergdorf's evening frock of gold silk.

Except for elaborately formal gowns for evening occasions, evening coats have the covered-up look. The "cover up" sometimes is nothing more than a wrap of chiffon or silk, but it is there.

Silhouettes slimmer. Wilson Volman's train ride. Suggesting the bubble skirt and revealing breeches, his silhouette dinner dress is slit to the knees in front and shows a large, patterned undergarment. Silhouettes are slimmer, of both in front, are easily used in Bergdorf's array of slim, straight-line dinner dresses.

The "pre-bone silhouette" is a show-stopping business. It is now noteworthy in a black velvet evening gown with wide waistband, long sleeves and a yoke of sheer, revealing lace.

### HEADBOARD SLIP COVERS

Push-button wooden beds can be given fashionable new faces with headboard slip covers. The principle of slip-covering is the same for headboards as for any other piece of furniture. Slipper over the top of the wood frame. It is fastened snugly at the back with a long, slide fastener. Here's a unique covering machine to stretch in the cover, measure the headboard carefully before cutting out the slip cover, or make a paper pattern. The cover should fit snugly, or it will look sloppy when on. Almost any material with sufficient body will do.

### HAN THAT TAN

Carol Bruce, young star of the Broadway musical hit, "Lendme a Hand," has the best-looking tan on Broadway—but even she is busy these days getting rid of it so that she will look her best in new fall clothes. To lighten her skin, she uses this formula which she passes on to you: "Take a glass of milk and mix it with a little lemon juice, a dessert spoonful of alcohol and a little alum, bring to a boil and skim."

First discovered in 1792, uranium was isolated until 1942. It is a white, heavy, and metallic element.

## SAFETY MARKS SLEEK HUDSONS

Stock design, "symphonic" styling and power with safety and smooth handling are the distinguishing features of Hudson's 1941 contribution to the automotive world.

Hudson is noted this year for its spacious baggage facilities, strong frame and powerful motor for cubic inch of displacement," said H. H. Packey, owner of the State Motor company, distributor of Hudson motor cars, in commenting upon the new models. "It is also well known that the Hudson holds AAA records for speed and endurance, which makes an ideal combination with symphonic styling."

The term, symphonic styling, refers to the selection of interior color combinations that harmonize with exterior colors at no extra cost, a feature never before offered in any low priced car, according to Mr. Packey.

### Cars "Hokey"

Housewives of the Hudson make it an ideal car for the family, the traveling man and for nearly every other purpose. In harmony with this trend, more baggage space than that built into the average sedan body is provided.

Counted with the Hudson's ability to "get ahead in the world" is its equally patent ability to stop with a minimum of distance, as patented double-safety hydraulic brakes are one of its features. This consists of the extra protection of two brake systems, hydraulic and mechanical, working from the same foot pedal, to eliminate any possibility of brake failure.

Another safety feature is patented auto-stop front wheel control, which operates to keep wheels on their true course, even when a tire blows out. Closely related to this is true center-point steering. Independent front wheel and pendulum arms to driving and riding control.

### Transmission Silent

Also of interest in the drive is improved all-steel four-tooth transmission.

With Hudson's fluid-coupled automatic clutch, the operator may drive all day without touching the clutch pedal. A simple movement of the hand shift and a touch of your toe, and the car is underway.

An integral part of symphonic styling is the dashboard, which represents the near ultimate in simplicity. Dangerous knobs are replaced by panels and decorative glass is reduced to a minimum. Buttons are available in both silver and chrome and in a range of textures, body designs and colors to meet every taste.

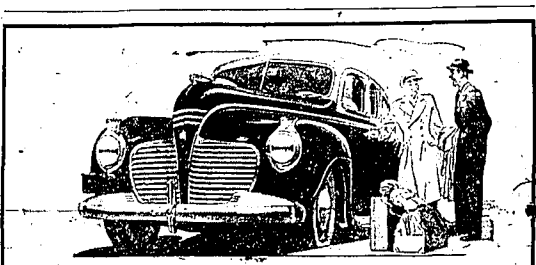
A practical touch for the practical man or woman is the protection against motor temperature or theft of parts by interior locking of the hood, so that it can be raised only after releasing of the lock from within the machine.

During the first half of 1940 the domestic demand of aviation gasoline averaged about 400,000 barrels monthly.

## "Symphonic Styling" Hudson Feature



On display at the State Motor company in Twin Falls are the new 1941 Hudsons, featuring "symphonic styling" and a host of other improvements. Discussing new developments in the Hudson line here are H. H. Packey, owner of the State Motor company, and Jack Kelly, sales manager, showing the wheel. (News-Times Photo and Engraving)



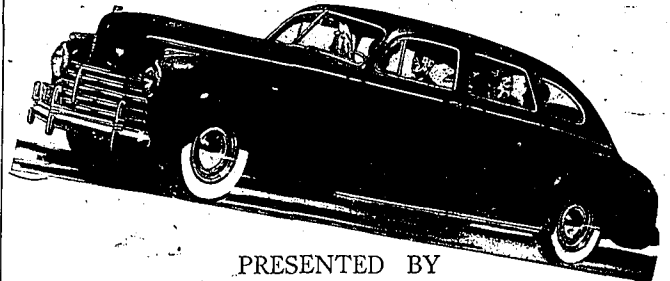
**PLYMOUTH The "ONE" for '41**  
See It at The Fashion Review and Auto Show, Friday, Sept. 27, 7:30 p.m.

See it at the Auto Show, Friday night and then come down to the Baish Motor Company and drive it. You'll thrill to Plymouth's new longer, lower, and wider bodies and you'll thrill, too, to Plymouth's new power and smoothness or operation.

DISPLAYED BY

**BAISH MOTOR CO.**

for 1941....  
**A NEW MORE BEAUTIFUL Chrysler**



PRESENTED BY  
**BARNARD AUTO CO.**

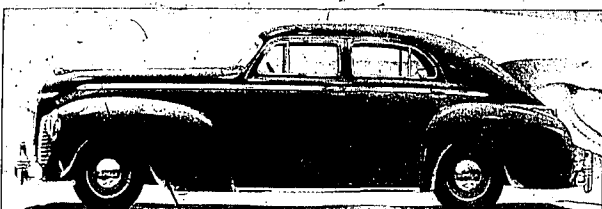
ON DISPLAY

IN OUR SHOWROOMS and  
at the FALL FASHION REVIEW  
Friday, Sept. 27th — 7:30 P. M.

WE proudly present the new Chrysler for 1941 and cordially invite you to see it on display during the Fall-Fashion Review and Auto Show. It's longer... it's lower... it's wider... and it's more beautiful than ever. Ask for a demonstration and know the thrill of Chrysler's Fluid Drive.

Attend The Auto Show and Fall Fashion Review  
Friday, Sept. 27th, 7:30 P. M.

## MAGEL AUTOMOBILE CO.



presents  
**The 1941 DODGE With Fluid Drive**

We are proud of the 1941 Dodge... proud of the sleek new lines of the body... proud of the beautiful harmonizing appointments... and proud indeed, of the many new advanced engineering features... so we cordially invite you to attend the big Fall Fashion Review and Auto Show and see for yourself why we say "See It and Drive it... Words Can't Describe It."

ON DISPLAY  
At the Big Fall Fashion Review  
and Auto Show  
TOMORROW NIGHT  
On Main Street  
Sponsored By  
Twin Falls Merchants Bureau

## Jewels and Furs Glitter in Special 1940 Fall Opening



Sally Milgram's fashion opening featured this original hair stuck through a slit in its top.

**APARTMENT PIANO**  
Especially suitable for the small home or apartment are new spinet type pianos that are small in size, yet have the depth and range of a grand piano. The remarkable tone is achieved by their peculiar construction which provides longer string lengths, perpendicular tuning pins, direct blow action and greater sound board area. The cases are of fine walnut or mahogany.

## American Designers Score As Successors to French

BY ALICE HART  
(NEA Service)

No chic-conscious woman could look at the fashions displayed at the recent New York fall openings in New York without thinking about her face and figure. For instance, consider:

The new straighter silhouette which calls for a slim neckline.

The pompadour—varied to suit individual, of course—but always taking the hair up and away from the face.

Plunging neckline, and deep-show evening dresses, demanding white, smooth shoulders, a beautiful back and complete absence of hollows around collar bones.

For shoes, transparent shoes of vinylite, shoes which glitter in the dark—all beautiful, but all drawing attention to feet and ankles.

**Spare The Hips, Spoil The Gown**  
Fall's fashion picture, as shown in American designers' openings is an exciting one. But it puts the business of improving her looks right up to every woman.

You won't be flattered by new day and evening clothes, especially those with swathed hips and straight skirts. If your hipline measures more than you know very well it should or if there are bulges on your thighs.



HATTIE CARNegie's evening head-dress of stretch silk, topped with a large, dark, feathered collar, is a new fall creation. The hair is parted in the middle, swept upward all the way round, finished in a roll. The roll is loosened slightly on the left to soften the features and create a modified pompadour effect.

fully turned under ends and long, cut - square - neck - the forehead hair.

All of the others, whether their hair was long, medium-long or short, had brought it up and away from the face at temples and in front of ears. In most cases, the front section over the forehead had a pompadour-like look about it.

Purple, pink, a new color, and the baby blues, recommended for winter day dresses and suits, were countered on models with pretty white skins. Sophie Gimbel's beautiful shade - a creamy, pale beige - tone - seemed nearest on the unadorned models.

Beached streak is new - except it's new to have a beached streak in your hair from one side of the forehead, through your pompadour roll to back of the head. This is supposed to resemble closely the kind of streaks the light-haired get after the hair has been exposed to bright sunlight all summer long.

Mind you, I'm not suggesting that you dash out and have your hair-dresser bleach a section of your hair. I'm only telling you that it's a new idea, and that I saw several be-pompadour models, with light, beached streaks in their hair at last week's openings.

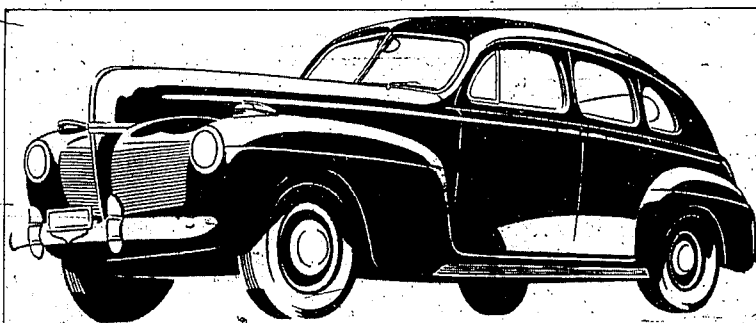
**JACKETS IMPORTANT**  
Advance news on autumn fashions indicates that there will be a preponderance of jacket dresses in the early fall collection. Even the evening dresses will have their own jackets. For example, one particularly lovely evening frock of turquoise jersey has a matching jacket. It is beautifully embroidered with gold fringe. Jackets will be nicely fitted to accent the figure line, have slim lapels.

## Gold Ring Necklace on Blue



Miss Virginia Stam, modeling for J. C. Penney company, wears a soldier blue tulle dress, the gold jewel touch set off by a dark-colored bodice. The gold detail is repeated on her velvet hat, and her accessories are in black. (Times-New Photo and Engraving)

## The big car that stands alone in economy! 1941 MERCURY 8



MERCURY 8 TOWN SEDAN

Never before has a brand-new big car been so quickly accepted by American motorists—and never before has a big car offered all the luxuries of size, power, comfort and brilliant performance PLUS ECONOMY. New ideas have won the Mercury 8 its fame—and the new 1941 Mercury has still MORE NEW IDEAS. View this marvelously designed car today and you'll understand why it is marked for a higher-than-ever popularity. Its size, style, beauty, performance and ECONOMY is carried to greater perfection in the 1941 model offered now for your approval. See it—you'll agree with the more than 150,000 already enthusiastic owners that it's America's greatest big car!

Now on display at

**UNION MOTOR CO.**

TWIN FALLS

**JEROME MOTOR CO.**

JEROME

**FALL FASHION REVIEW**  
of Modes and Motors for  
**1940-41**

Visit downtown Twin Falls and see the spectacular showing of ladies' and men's apparel—and new automotive styles for the coming new season.  
**FRIDAY, SEPT. 21  
7:30 P. M.**



American designer Sophie Gimbel's dramatic gown, with black silk jersey bodice and skirt of pink slipper satin with velvet dots the size of your fist, stopped the show at Saks Fifth Avenue's fall opening.

**NEW YORK**—Sparkling jewels, precious furs, luxurious fabrics and a wealth of expensive, hand-made details are making Manhattan's fall fashion openings a splendid spectacle as well as a superior style showing.

Showing of fall designs by the famous Sophie Gimbel and Emmet Joyce won applause for the dramatic presentation itself as much as for the glamorous clothes.

As superbly cut, exquisitely finished and essentially wearable models were paraded before the white-tie-top-hat audience, it was evident to experienced fashion writers that here were the clothes of truly great dress-makers—designers with more than adequate originality and talent to make New York retain its present place as fashion capital of the world.

A glittering emerald, as large as a walnut, dangled from a single gold chain about a stunning Rubie's model's throat. Rubie was suspended from the back of a shimmering gown on an afternoon dress. A huge emerald, flower-shaped lapel ornament had, for a center, a diamond that must have weighed twenty carats.

**Albino Mink Coat**  
Over a slender, clinging dinner dress the only albino mink coat in the world was shown. It seems a slim breed, saved the albino pelts until he had 75, then sold them to Saks—for the average coat, 3 for a pet little hat. The price of the coat is nine thousand dollars, in case you're interested.

Sophie Gimbel and Mr. Joyce are playing both ends against the middle in the question of shoulders. For evening, their collection strikes a fifty-fifty balance between the bamboo silhouette (slim with horizontal interest at shoulders and hips) and full-skirted grandeur.

**Waistline Lower**  
Day skirts, with concealed fullness, look slim and are slightly shorter than those in other collections. Side drapery is featured in both day and evening dresses, made to resemble two-piece ones, are highlighted.

Dinner skirts which are divided in front but not in back are sensational. The waistline is lower. And the British port of Liverpool has 38 miles of quays.

business of drawing attention far below the waistline, by putting trimming or some outlandish detail at hips or at knees, goes on here as elsewhere.

Sophie Gimbel likes the light look for late fall and winter. Blouse, the palest beige shade, and soft baby blues are shown under mink, leopard and beaver minked awagars.

There's no doubt about it, leopard is this year's fur. Other headline-making features in the collection include: Venetian blind tucks; bag and gloves V-shaped necklaces; transparent shoes of the new plastic, vinylite; black velvet dots as big as your fist on pink slipper satin; "peep-show" evening dresses that "out-peepshow" all others seen so far.

One of the "peepshow" gowns has the entire bodice made of sheer lace over pink net.

American designer Sally Milgram's afternoon showing of beautiful, wellbred, expertly-designed day and evening clothes was unusually spiced with evening headpieces to match evening gowns; swish back skirts; spun-sugar embroidery; tassel Maharanee embroidery; a new color combination—lemon yellow and pale pink—lane leaves embroidered on the hipline of an evening dress with white silk jersey skirt and gold lane top.

Sally Milgram likes soft, muted tones of red, green, blue and gold. Powder blue, trimmed with powder pink, is shown for evening. White usually is accented with gold. A bright, new shade is called "red-that-would-stop-a-fire-engine."

Deep, inky blue is new for winter day dresses.

**NEW LIPSTICKS**  
The new fall crop of makeup is now on display. Most exciting of all are the giant lipstick. Several manufacturers are making double size varieties in a wide-range of colors. You may choose a conservative case in plain gold or black with gold top. Or you may amuse yourself with a novelty case, such as a red plastic, candle-shaped one with a small cotton candle wick at the top of the case.

Styled at the Waldorf

Platinum Fox Trims This

Metal-Trimmed Velvet Frock

Side Draped Skirt Returns



Three fur coats, modeled by Miss Verne Richards, left, and Miss Maurine Lake, right, are style show models worn at the Waldorf-Astoria show in New York City this fall. Seen at the Fur Shop, Miss Richards' silver fox is in the popular 32-inch jacket length, collarless, with two rhinestone belts on a half-inch cord to fasten the pocket at the throat. Miss Lake is modeling a Russian Kolinsky with pique back, swaggar bolt up collar and bell sleeves.



Platinum fox trims the torso-length jacket of this powder brown costume suit from the Sweetbriar shop, worn by Miss Dorothy Coulton. Her off-the-shoulder brette is of matching brown, as are her hat and gloves, and as contrast she wears juniper green shoes and carries a juniper green bag.



Gold metallic eyelid detail "toughs up" this two-piece black velvet frock, worn by Mrs. William Adams for the C. C. Anderson company. Her off-the-shoulder turban is of matching black velvet, and with it she carries a black Northern seal coat and a black patent leather and kid purse.



Miss Katherine Chandler models one of the Paris Shop's new side-draped black crepe dresses with rhinestone dagger trim. Her black bag is of antelope and her shoes of suede. Her hat is of the popular off-the-line style and a red fox chubby completes her costume.

CHRYSLER SHOWS MANY FEATURES

Big, dynamic and distinguished by the fluid drive, 1941 Chrysler are now attracting the public eye in the Barnard Auto company show room in Twin Falls.

Augmenting the fluid drive feature, which eliminates gear shifting and provides breath-taking performance, are airflow lines, rich new colors and luxurious interiors which match appearance with mechanical excellence, according to W. H. Barnard, company owner and distributor of Chrysler and Plymouth.

Besides simplifying driving, the fluid drive is a real asset in hill climbing or in hilly country where it eliminates the danger of stalled motors.

Most striking and readily apparent change for 1941 is the new "artistic" body, which has been completely redesigned, as have hood and fenders. Overall height of the car has been reduced 1 1/2 inches. Much of the additional roominess has been achieved where it counts most, below the window line. The body holds out at this point, so that on either front or rear seats three large adults may ride in comfort.

Power Stepped Top Mechanically the car has been improved by a number of new features and refinements. Horsepower has been stepped up by refinements in engine design and by use of a new type of multiple-jet carburetor, which both increases horsepower and promotes economy of operation.

A new type of fuel habit, main and crankshaft bearings achieved by Chrysler corporation engineers, increases bearing life up to 500 percent. "Vacumatic" transmission used in conjunction with "fluid drive" provides automatic safety control. Other mechanical betterments include: oil bath type air cleaner, new bending type oil return to oil suction pipe; thermostat and water pump redesigned for quicker warm-up and better performance of radiator; transmission on right cylinder cars are equipped with "torque" shift mechanism which prevents locking in gear and reduces effort required to cross over; pedal travel reduced; clutch housing ventilation improved by means of new screens and louvers; transmission shift lever remote control linkage redesigned giving smoother and easier operation and reducing noise and wear; rear spring leaves made with ground cross section, decreasing stresses and increasing life; transverse sway bar added just ahead of the rear axle to reduce side-sway at the rear of the car; offset brake pedal eliminated with pedal moved 2 1/2 inches from car center; new master cylinder combined with pedal bracket gives more fluid connection and better brake action; new safety rim to reduce hazards from blowouts by keeping bead on the wheel.

Harmless to the eyes Lines of the new airflow body are long and graceful. A wider radiator grille with six chrome bars stretches out to the headlamps. The hood is longer and its lines blend harmoniously with the massive arched fenders and the lower gentle-curving top lines. The bumper is protected by three ornamental bumper guards. The windshield has been slanted back, combining beauty with utility. Its area has been increased to 67 square inches. This, combined with narrower corner posts, adds to visibility.

Outstanding is the rear window, in which area has been increased 47 per cent, measuring 524 square inches. In describing the interior treatment of the 1941 line, Chrysler has adopted the expression, "tailored to your taste," which is indicative of the large variety of upholstery and trim combinations. The instrument panel is of new design, fashioned of a harmonious combination of plastic and metal. The speedometer and other instru-

ments are grouped in a panel directly in front of the driver's seat. A direction-signalizer is included as standard equipment on some models and optional on others. A lever mounted on the steering column operates flasher lights on the front fenders and tail lights to indicate the direction of a turn. Doors on all models have electric hold them open to maximum width and to prevent undesired slamming.

New Body Styles Two entirely new body styles are offered for 1941, a club coupe seating six passengers, available in all models except the Crown Imperial, and a town sedan that may be had throughout the line. The club coupe has a full-length rear seat, which has been raised to give the passengers greater visibility and legroom and has been increased four inches over previous coupe models.

The town sedan, a car that lends itself particularly well to luxurious interior treatment, has very large front and rear doors, measuring

40 1/2 inches and 37 inches respectively. This year Chrysler offers four lines, with a total of 26 models, ranging in size and luxury of appointments to cover the whole price field except the lower brackets. Three models are designated respectively as the Royal, Windsor, New York and Crown Imperial.

Engineering Advancements Offering "big car" comfort in the lower-priced brackets, the new Plymouth models being shown at the Barnard Auto also combine numerous engineering advancements contributing to performance, luxury and driving ease.

Smoothness in traffic is achieved by new "high torque" engine performance, stepped up in power and torque. New powermatic shift reduces driving effort and a "get away" gear in second speed eases down driving motion. Number one safety contribution this year is a new "safety rim" which design that reduces hazard of blow-out or puncture by holding a tire

securely on the rim. Choice of 11 smart new colors to go, extra cost and new two-tone color combinations are also provided. Harmonizing two-tone upholstery is also an attraction. On the practical side, there is new rust protection in which the distributor is sealed against moisture for quick starts in any weather.

FIRM PROUD OF NEW CHEVROLET

"Meet the New Chevrolet for 1941 and you'll meet a motor car of such thoroughly first-rate design and quality that we are confident you'll say it's one of the finest cars you've ever seen," officials of the Glen O. Jensen Chevrolet company of Twin Falls said today in announcing the new line.

The Chevrolet this year, officials

point out, is the result of almost 10 years of Chevrolet leadership in motor car sales. The Chevrolet for 1941 is a much bigger car in all ways, with a longer wheelbase and greater overall length, with longer, larger and wider Fisher bodies and with exceptionally comfortable interiors giving "three-couple roominess" or ample space for six passengers in the sedan model.

Better Acceleration Because it now boasts a 60-horsepower, valve-in-head "victory" engine, and because it gives the motorist extraordinary acceleration and hill-climbing ability together with even greater power and even greater economy, Chevrolet officials declare that it is the car for the thrifty motorist.

The new car has the Chevrolet original vacuum-power shift, the latest knee action with balanced springing front and rear and improved shock absorbers. Double interlocking hood catches with a handy lock release knob under the dash and a safety catch at the front, insure that the hood cannot be opened accidentally or by unauthorized persons. No draft vents; doors are equipped with locks and protected by drip guards that prevent rain from entering the car.

Beauty and Utility are efficiently combined in the instrument panel, handsomely finished in bright metal and plastic. Particularly effective is the large, clear speedometer dial. In the special de luxe model

a clock syntactically balances the speedometer. Fully adjustable sun visors (one on the master—two on the special) may be swung to the side or moved lengthwise to cut off sun glare from any direction. In the instrument panel is a spacious compartment for small articles. It is fitted with a lock, operated by the same key as that which is used for the rear luggage compartment. An added convenience in the special de luxe model is an electric light, with automatic switch, to illuminate the interior.

Vacuum Grashift is a new Chevrolet feature. Gearshifting in the new Chevrolet is virtually effortless, because of Chevrolet's exclusive vacuum Grashift. Eighty per cent of the effort required to shift gears is supplied by a vacuum cylinder. Shifting is performed quickly and surely at the touch of a finger.

Officials of the company extend a cordial invitation to the motoring public to inspect the new cars now being shown.

Brings Discovery

A curious skin bandoler worn by African natives led to the discovery of the animal known as the akapi. For a long time, such bandolers were the only bits of evidence pointing to the existence of such an animal.

The United States has one-half of the world's telephones.

DESIGNED FOR

Fall

... AND DESIGNED TO COMPLEMENT YOUR NEW FALL OUTFIT!

Be sure you completely complement your new fall outfit with correct shoes! Come in and let us show you the styles we would suggest for various ensembles. Our style selection is complete... All styles illustrated below.

Suedes, Kids, Patent Brown, Black, Antique

\$5.00

Other Styles Priced \$2.50 to \$5.00



Style-Tips FOR FALL

- See the new, novelty heels they're comfortable and smart.
- Black plays an important role in the fall fashion picture. Especially adaptable to fur and patent.
- Flannelled shoes are still in the limelight... their snug, comfortable fit has won the heart of the American woman.

All Mail Orders Promptly and Carefully Filled

MODERN SHOE CO. INC. ROGERSON HOTEL CORNER TWIN FALLS

ALEXANDER'S JOIN The FALL FASHION PARADE



While They Modernize BARGAINS PREVAIL THROUGHOUT THE STORE ON ALL NEW FALL WEARING APPAREL MEN'S SUITS With Style and Distinction

There's truly smart suits that will set you off as one of the best dressed men in town... the new button style or the popular double breasted. They are being featured in rich looking Autumn colors. For the last word in style these suits are tops. Priced the way you like them during the last few days of our remodeling sale.

PRICED IN 3 GROUPS \$13.95 \$15.95 \$18.85

This Winter Be Warm in a TOP COAT

Don't go walking down the street this winter... Step out looky in one of our new topcoats. We expect you mean to really go for them... In fact we're sure of it and that's why we have stocked up with hundreds of these smart coats. If you need a top coat then here is your chance to get one at a price that is truly a history making value.

PLACED IN 2 GROUPS \$14.95 and \$18.85

NOTICE!

We wish to thank our many friends and patrons for their generous patronage during our remodeling sale. In order to show our appreciation, we will continue to give drastic reductions on all new fall merchandise until remodeling has been completed. We deeply regret we were not able to join the thrifting of windows at the fall opening. We sincerely trust you will be present at the formal opening of our new store. Watch local papers for formal opening date.

450 Pair Men's Oxfords

This special group of Men's True Oxfords consists of all new Fall Styles. The season's most popular laces, moccasins, brogues with wing tip. Colors: tan, copper, black. Men these are real duds. When you see them you want two or more pairs. Buy now! Save the dollar.

VALUES TO \$4.00 Sale Price \$2.59

REDFORD SHIRTS

What a group of shirts to select from. Every conceivable pattern and color. All have the patent faced collar—full sleeves and values to \$1.65. Sale Price 98c



ENSLY SHIRTS

Hundreds of these fine quality, highly tailored shirts values to \$1.25. All have the famous Turnbull collar—and the fabrics are Woven Madras and Silk Mixtures. Sale Price \$1.29

Or Two Shirts for \$2.50