


# U. S. PLANES BATTER ROMMEL 



# NAZI GENERALS SQUABBLE OVER COMMAND POST IN AFRICA* 



Times-NEWS, TWIN FALLS, idaho
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The bakers of BUTTER-KRUST Bread, eager to do everything they can to help win the war, are ready to accept wholeheartedly the orders just issued by Uncle Sam for wartime production, packaging and distribution of bread. The new regulations amounced by the Department of Agriculture and the OPA, and applying to all bakeries in the country, become effective Monday, Jan. 18. The purpose is to conserve manpower and materials and to forestall price increases that might contribute to inflation. Realizing that it's the duty of everyone to do his part during our present emergency, we'll not grumble. We'll do the best we can under the circumstances, with no thought of resorting to anything that might impair BU'TTER-KRUST'S enviable reputation in Magic Valley. We'll cooperate in every way to the best of our ability ...


## ... and BUTTER-KRUST'S Quality Will Be Maintained

As you might expect, the government's orders do not in any way lessen the mutritive value of bread which it recognizes as being one of our most basic foods and upon which it is depending largely for keeping the Amerien poople healthy and strong.
Of course it has been a real convenicnte for housewives to huy their bread ready slised, bat Uncle Sam has good reasons for discontinuing slicing for the duratinn. These same housetyfes-nlso muth prefor a bread that contains no "holes," but that is now impossible fince the processes known as twisting, cros-panning and braking must niso be discontinued. Because unsliced bread contrins more of its
moisture, there is little beed for a double wrapper.

The one provision that all white bread must now be enriched with vitamins serves as official endorsement of the auded food value in BUITER-FRLST Brend which already has been enrichel for more than a year.

Inasmuch as no exchanges or returns will be allowed under the new ragulations, It ahould be apparent to everyone in Mngic Vnlley that it's to their ndvantaine to buy BUTTER-KRUST, the bread most likely to be fresh at all times hecause it's baked and delivered the same doy, right here in our own community.
There'll be a difference in the texture of BUTTER-KRUST Brend nnd it will como to you in the whole lonf in a single wrapper. But that anme excelient flavor, that same superior food value, that same high quality produced with the bast of ingredfents will be there.

Duiring war or pence, the quality of BUTTER-KRUST will be maintained. It will continue to warrant its outstanding popularity in Magic Valley.



## SOCIAL EVENTS and CLUB NEWS

Red Cross War Aid Has Wide Response
Wool Auxiliary to Give . F
"Lost Horizon" Will Be H: S. Junior Play Offer
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Why Be Troubled By Wartime Constipation?


Know Your Health Condition! Come to My Clinic JANUARY 14-15-16





## Calendar


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## RICKEY SAYS BASEBALL SHOUED BE CONTINUED FOR-MORALE



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