Carrier Fleet Launches
Raid on Marshall Isles In New Pacific Assault
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## Allies Gaining in

 Battle for Rome

FDR Honors Eisenhower

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## Allies Ready to Hurl $5,000,000$ Men at Foe

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ROAD DISTRRCTS' Killed in Action
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## Attention! Onion Growers

I have for sale, for immediate delivery, my 1043 crop of genuine Valencin Yellow Sweet Spanish onion seed Home-grown from the finest hand-selected bulbs, the past 14 years.
You can dopend on this fine secd
Supply,Limtted
REX WARREN

## Twnf Falls Re 3




## A Frank Statement on the



## Is there really a shortage？

How much whiskey
is available？

How long will the present supply last？

$I^{\dagger}$T is apparent that there is great confusion on the 1 subject of the present whiskey supply．Surely the pub－ lic is entitled to the facts no matter how discoutaging they may be．Following are frank answers to some of the most pertinent questions：

1．Is there really a whisker shortate in this country Yex－a merinus thortagel

2．Why is there a shortage？
Nour a drop of whiskey has been disxilled since fictenter $8,1942$.
3．Why isn＇t any whiskey bring made in this country？


4．Why does the Goternment need so mach war－ alcohol？
Noolern wars cannot be waged sincessfully withnut it．War－



5．How much whiskey is there actually in storage？ Approximately $303,000,000$ Rallons．
 zallons，ORIGINALLLY pur in barrels， $96,000,000$ gallom thave asthally disispperared through sook kaze and evaprotaion which


 Alcoloclic Tax Lnit publistres these ifuures munthly．
6．Is a comparison between whiskey stocks and whis－ key withdrawals a true indication of how long tho available supply will last？
No．It is an aceepred pracice to blend erain neutral spitits with
 Tolay howe wet，the supply of grain neutral apitizs is only 1
amall fraction of that of tera；git whiskics and soon the supply

7．Can all of this 303 million gallons of whiskey be so＇f now？
No．Prior to the war．the disililing ind ustry carried a normal
inventory in bonded warchoulses of over 500 million gallont which was nceessary to maintrin reasonable standards of quality To 2vord reppetion of conditions which existed in 1934 fol vas offered to the public，it it essential to the public interest that soms reserve be maintained for pos－war requikement． Otherwise，thete will be 2 berie－dry period following the war，
or the pubbic will be commelled to drink ercen，unplatatle

 cerving of rot fres than 100 million gallona is imperative，ever
though onticly ind though entiraly in matequate．

8．How much，therefore，is really available until pro duction is resumed？
About 203，009，000 proof gallons．
And it must be made elcar that the only reason there is ngy ledal whiskey at all，is because uhiskey murs be made today and sold tomortons like most it cannos be ucts．If tt could，the country uould have been bone－dry months ago because there would have been no reason for a stock，Never was the otd odaye more applicable

9．How long would this smoply last at the prescnt un－ precedented rate of demand agkravated by public hoarding，sprculation and black markef oferationis？ Certainly less than a year．
＂Oll present atatements to the effect that there 1 ． ＂plenty of whilikey for five yenrs＂are completely falke． Here＇s what would happen If，tomnrrow morning each
individual distiller abandoned his self－Imposed ration－ ing plan and amply accepted all ordera．Provided they could get enoukh bottlea，corks，cartone and sufti－ cient habor，the entire supply would move out abomit na Gast ng It could be packadid．．．certatnly in LESS Than
A YEAR．Andi surely no one could possibly redurd this as a aervice to the pubitic，the finvernment or the indestry．

10．What has bern done to make the at＇ailable supply last？
For almost a year each dictiller has tien following a self－ imposed sationing pragram．Fwell w，it is extitnated thes a－e
now bousting and teleasing at the annual rate of from 90 and



 ahorage is now universal．The majority of disstillert ate
distributing their prodecrs a aitly anit equitably to the varinus mankets on the lanis of pravinus puthase records，with due
allowances for shifs in pepulation． allowances for shifts in peppulation．

11．Is it true that some of the lower priced brands have disappeared from the market？
Yes．Many rectifiers and arrill distillets who supplied a latre Part of the low priced brands have exhanstect their lisrited stocks． positions made it necessary to cartail or eliminate mine hrands， Quite naturally，such distillers iought to protect the continuity of their most important brands and these were penerally in the
bigher quality brackets．In whicker，as in manu osher cerm－ muntities，carisumer de：mand for luigher quality products has greatly increased．

12．W＇hat have distillers done to helo maintain O．P．A． ceiling prices？
They have puilished eeiling prices in their advertivements and hive admonished the public not to pay mure．They have urged eciling prices．They have urged retailers to display signa reading： ＂O．P． A ．ceiling prices．．．do not pay more！＂lhey have pre－ pared a serics of newspaper advertisements warning the pullice not to buy at black market prices．They have ured the $X$ ．P．A．
to call a conference in Washingtan of tle State liguor admini－ strators for the purpose of inging them to iend theirs support in the enforcement of the O．PA．price cegulations．

13．Have distillers raised their prices on whiskcy？ O．P．A．regulationt provide that dissililers＇prices shall not lations do permit the adilition of Federal Excise Taxes and the elimination of promotional discounts．Just as thase are no one cent sales of scarce drug items today，not secial sales of canned goods，cigarettes and other commoditiss greatly in
demand，there are，of cource，no cut－rate sales of whiskey． demand，there are，of cource，no cut－rate sales of whiskey，
Wholesaler and retailer ceiling prices are also governed by O．P．A．regulations which provide fixed profit ceilings．

14．Have the distillers requested permission to resume the making of whiskeydtring the war：？
The position of the industry has been that at lone as the Govenment requires ita entire distilling facilitirs for the pro－
duction of wat－aleohol，thete facilititr should be devoted $100 \%$ duction of war－al cohol，these facilities should be devoted $100 \%$／
to that purpose．When the total facilizies are no longer needed by the Govertment，the dissillert feel that at least 2 paritial tesumption of the making of whiskey should be granted in
order to alleviate the critucal shortage atid its resulting svila

15．Is if true that large diwillers are trying to buy addl－ tional whiskey，when available？
Yes．Any large distiller who han hin brand，and trademarke to may be ofteral wis may be offered her parchase of whistiet by one company from
However，the purn another does not increase or destexse，by ansingla quart，the aupply availatile far sale to the eonaumes．
16．Are consumers hoarding whiskey？ Beyond question．many consumers have hought beyond theif
immediare needs as they have done with other acarce producte．

17．Has the srade been hoarding whiskey？
Hholesale stock，are lower than at any time in the lant ten yeari．Retail stock ase murh lower than normal．Sorne packag therely avoiding sales to those who mighe be hoarders，ipect－ latort or black market operators．
18．Is there a black market in whiskey？ There it undoubtedty a black market in mhistey as there is in other coinmoditics where a shnrage cxittt and where the consumet demand is glect，，with 21 nylon hose，butter，bect， more rigorous enforcement．．．or the resumption of whikey pro

19．Are the profits of the distilliug industry larger than \＆those of other A merican industrics？
According to a report printed in the New York Journal of
Commerce of January 15 ，194］，the distilling industry ranked in 13 th position amongs 16 major industries from the standpoint of percentage of profit to alacs and likewise in the percentage
of profit to invested capital

20．Is the shortage of whiskey and hither faxes bringing the bootlegger back？
Yes．The greater tif incentive－the greater the temptation
21．Why do distillers continue to advertise their prod tuts when retailers have stuch meager supplies？ The trademarks and trade names of a producer are amons his
most valuable a ssetr．The distiller，fike other producers is trying to keep his brand names before the public so that they mill not be forgotten
22．Why is rum and sin more olcntifnl shan whiskey？ Today rums and gins are inporped，largely from the West Indier，
Mrexico and South America．The alchollic base for these bever－


## CONCLUSIONS

1．There is an acute shortape of whitkey．If the present abnormal rat of demand were fully，satisfied，the supply would be cxhautced in less than a year．
2．Even under the present rationing programs of the individual dis tilerr，condiriona wifl became progressively more acute and argraw is heing replaced．The public must realize thar its consumption of ＊liskey must be curtailed，as has its concumption of all orher cearce commoditice．
3．There can be no sol
4．Black markets and
 just $2 s$ severely as they are by enforcement officials．
Wo know of no other industry $\ln$ Amerlcs which is deroting for production facilities $100 x$ to war work．．．is accounting for over 1 billion dollars in Federal and State taxes annually
．．．and，at the same time，to fillink some portion of the current demands of tis customeirs．When you consider all these facte，Isn＇t it fair to ask your understanding and
cooperation under the present difficult conditione？

## Distilled Spirits Institute，Inc．ג⿱亠幺⿴囗十力

NEW YORK．N．Y．

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## Social and Club News

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 Company ant enurd will hold a christmens
 Gooding ${ }^{*}$ JD ${ }^{*}$ Elect
Bethel Officers


## I WORK BEST IN WINTER WHEN IM KEPT IN A WARM PLACE

Your electric réfrigerator was built to preserve foods safely and to work effitiently for a long, long time. But-as with all mechanical equipment-observing a few rules will greatly help. It's especially important to keep your refrigerator in a warm place for best, trouble-free operation and long service. Below are other easy-to-follow suggestions that will also help. prolong the life and service of your refrigerator

Help Your Refrigerator Do a Full Time Job
$\qquad$
$\qquad$
$\qquad$
4. Promptly ciean off grease or
oil from rubber door gasket hinges oceasionally.
of warm water and buking
seda after defrostima. Dan
5. Periodic oilling for open type mechonism is necessany. If you, be sure to follow manuacturer's instruction's exacty. Hermetically sealed units do not need olling, but all mechanieal parts should be

Remember . . No More Electric Appliances Are Being Made . . Make Yours Last!

IDAHO POWER a citizen wherever it serves


## PRO FOOTBALL LEAGUE ATTENDANCE JUMPS 36．7 PER CENT



| 1，072，469 See <br> Loop Contests |
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Largest Basket Squad In Years out at Filer

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## Ted Williams Gets Diploma


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Trojans Work out For Bowl Game


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## Pimply Skin？



Because of ill health in our fanily，I must sell the equipment，livestock and miscel－


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Lunch on Grounds by Mintor Club）
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WASH TUBBS


BOOTS AND HER BUDDIES


GASOLINE ALLEY


THE GUMPS


## SIDE GLANCES


"Oh, stop,
arert' youp"



THIMBLE THEATER


ALLEY OOP
CTM


STARRING POPEYE


By V. T. HAMLIN



50 Bomb Missions Air Medal, STALIN SHATTERS


## There's Something

 About Good Bread Have you ever stonped to renlize the lavored pooltion that bread holds in the ayernee familly diet Dny niter day. year in and year out, brend is served at practenty every meat. In the norktng mann's dinner pall, for the ehlutren's functits, and even for tiant atternoon bridge party, bread snedtalethes usually are given first constocration. The rason is that bread to the most bula or all foods. Itim good and you know li's good for youl Now that buttre-krust bread is "enriched" whth nutraHous vitninits and alluerals, it is even better for the people ofManste valley. Reconation of that fact to demonatrated by the



BUTTER-KRUST
"Enriched" BREAD
Is Always Good
bUY IT FROM YOUR GROCER

## NEW! NEW! NEW!

 Avaited items . . wanted items . . just arrived!Boys'
Cotton Gabardine
Here they are! Boys' Knit
Raincoots
Chesily woven. water-prof entom gat-
ardine in full cilt, double-breatent army
ardind in full cut, double-breastest army

Just what you have been waiting for. Boys knit shorts with elastic on Pach side. Akes. 2 yars to if yatrs, liet
your now!

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For cold weather! Men's Wool

## GLOVES

A fine warm, new glawe for mon, minde of all wool material in Forest Getcen
shate with long-wearing goat shin wathor shate with long-wearthg
palms-in sizes 8.9 .10.

9988

ABOVE ITEMS ON SALE IN OUR BOYS' DEPARTMENT BALCONY and MEN'S STORE

## New Arrivals in Toyland

 - located in our busy Economy BasementJust received!
NEW
GAME

## BOARDS

## $98 c$

Two very popular games on one bonrd. "Antery popular Rummy games on one bonrd.
ers." Warpp-proof board Chisese checkAnte up Rummy nnd "Chinese check-
ers." Wrpp-proof bonrd-Wood frame. A
game for two or more players.
"Push-M-Up"
VICTORY
BOMBR
GAME
$\$ 149$
Now pin ball game-six games in one. Instructions for cach game. Made with strong wood frame.

You'll love these! NEW FAIRYLAND DOLL 98c
Lovely little character dolls-with illustrated story book. Character dolls 8 tractive box. "Red Riding, Hood," "Goldi-
locks" "Thre Lime locks" "Three Little Bears," "Cinderella"
and Mary Had-n. Little Lamb.

## Widely Assorted Items



IF YOUR HOUSEHOLD IS NOT NOW SAVING KITCHEN FATS... START TODAY!

## IDAH0 DEPARTNENT STORE

