

SPRAGUE URGES SALVAGE GROUP IN EACH COUNTY

Asks Civilian Defense Chairmen To Set Up Machinery To Save Everything.

Salem, March 11.—(P)—Governor Charles A. Sprague asked chairmen of county civilian defense councils today to appoint county salvage committees of five to nine members each to begin immediately to collect waste in the "salvage for victory program."

"In our total effort for total victory, every pound of waste materials must be salvaged," the governor said.

He listed the following items as examples of the kinds of waste that is wanted:

Scrap metals: Iron, steel, brass, copper, aluminum, lead, discarded tools, metals beds, stoves, railings, tire chains, pots and pans, picture frames, hangers, toothpaste containers, pipe and hardware, batteries,

When Chest Colds Strike Give—

—give the important job of relieving misery to the IMPROVED Vicks treatment that takes only 3 minutes and makes good old Vicks VapoRub give BETTER THAN EVER RESULTS!

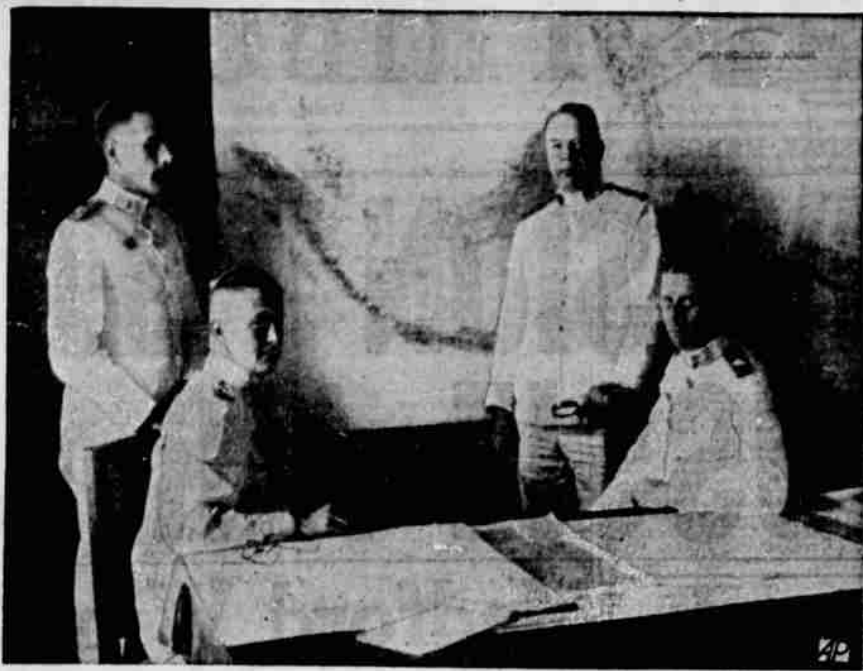


ACTS 2 WAYS AT ONCE to bring relief... PENETRATES to upper breathing passages with soothing medicinal vapors... STIMULATES chest and back surfaces like a warming poultice... and WORKS FOR HOURS to ease coughs, relieve muscular soreness or tightness, and bring real comfort.

To get this improved treatment—just massage VapoRub for 3 minutes ON BACK as well as throat and chest. For Better Results then spread a thick layer on chest and cover with warm cloth. Try it!

VICKS
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The Improved Way

"Man of the Gate" and Aides



With a map of his vast battleground behind him, Lieut.-Gen. Hein Ter Pooten—the name means "man of the gate" in Dutch—stands (right) with his staff at his headquarters in Bandoeng, Java. He commands the land forces on Java since the departure of Wavell for his old post in India. Others, left to right, are Major R. B. Van Dijken (standing), Capt. D. C. Buurman van Vreeden, and Lieut.-Col. P. G. Mantel.

and anything else made of metal, except tin cans.

Waste paper: Wrapping paper, cardboard cartons and boxes, paper bags, newspapers and magazines.

Old rubber: Discarded auto tires and tubes, rubbers, over-shoes.

Old rags: Cast-off clothing, burlap bags, draperies, mattresses, pillows and discarded carpets.

In all cases, the governor said, citizens are instructed either to sell waste materials to a collector, or give it to charities, schools or other organizations which collect it. He asked that wherever possible, people take their waste to dealers to relieve the strain on collection facilities.

Governor Sprague asked that county defense councils, after selling waste materials, invest the profits in defense stamps or bonds.

Reese Creek

Reese Creek, March 11.—(Sp) American Union Sunday school met March 8 with several new pupils enrolled. All are welcome to join in the Sunday school at the schoolhouse.

Home and School Circle met in regular session March 6 with Mrs. E. E. Jackson as president. Refreshments were served by the sixth grade mothers. Mrs. Thurston's room provided a short program. Kathleen Vestal played two numbers on the accordion.

There will be an all-day get-together party Friday, March 13, at the home of Mrs. J. E. Grow. All the old neighbors who have moved away from Reese Creek and all here are cordially invited to come, bring their own table service and a covered dish for the dinner to be served at noon. New members of the community are especially invited.

Glen Tindley of Central Point delivered land plaster to several ranchers here March 6.

Mrs. Margaret Lamb left March 6 for Ft. Stevens, Ore., to spend the week-end with her son Ralph Lamb, who is stationed in the army there.

Mr. and Mrs. Charles Humphrey moved home from their mine on Applegate for the season March 7. Mr. and Mrs. Ivan Hatfield of Ashland were overnight guests of Mr. and Mrs. W. R. Lamb March 7 and 8. They spent Sunday with Mr. and Mrs. Charles Humphrey.

Bruce Baxter and sister Sally Jane of Medford are staying for a while with Mr. and Mrs. J. E. Grow and attending school here.

Little Janet Lucas had the misfortune to fall off a teeter board March 4 and broke her arm. Mrs. Thurston took her home.

Mrs. George Clark was a school visitor Thursday. She also called on Mrs. Homer Martin, Mrs. Ralph Mer-

ritt and Mrs. W. R. Lamb.

Mr. and Mrs. Ray Bickerstaff of Crater Lake highway visited Mr. and Mrs. W. R. Lamb March 6.

Mr. and Mrs. Wallace McDowell are staying with Mr. and Mrs. H. Ball for a while. Mr. McDowell is working on the cantonment.

Highway to Alaska to Be Done in Year Asserts Secy. Ickes

Washington, March 11.—(P)—Interior Secretary Ickes said today present plans call for completion "within a year" of the United States-Alaska highway.

"The road," he reported, "will be protected from the sea by Alpine country unpassable for airplanes for at least fifty percent of the time due to coastal fogs and storms. Along this route trucks and tanks could move easily and quickly in a continuous life-line between the United States and Alaska."

Saying it was his conviction that the highway "is one of the most important of all the things waiting to be done," Ickes, member of a cabinet committee handling plans for the road, declared "this highway must be constructed in a hurry."

He said that army engineers now were surveying a route tentatively approved, and that heavy equipment for construction would be moved in while the ground was still frozen, so that progress would not be delayed unduly by the spring thaw.

The road would run approximately 1,500 miles from Washington state to Fairbanks, and estimates of its cost run from \$25,000,000 to \$50,000,000.

When the first World war started in 1914, General Nelson A. Miles said: "This is the biggest and the last of the great wars."

BRITON SPENDING 58 MILLION DAILY

London, March 11.—(P)—Introducing a supplementary vote of credit for 250,000,000 pounds (\$1,000,000,000) for war needs, Sir Kingsley Wood, chancellor of the exchequer, told the house

of commons today that Britain's expenditures were two and a half times greater than two years ago.

Britain's expenditures for war needs is 14,500,000 pounds (about \$58,000,000) daily and the expenditure will show a further rise in the next few weeks," the chancellor declared today.

The total governmental expenditure was approximately 88,500,000 pounds (\$354,000,000) weekly from votes of

credit, of which the fighting services took 68,000,000 pounds (\$272,000,000) weekly—nearly 9,750,000 pounds (\$37,500,000) each day, he said.

YOUTHS FOR WAR JOBS
Northwood, N. H. (U.P.)—Roger D Hutchins has started a night class in welding and machine maintenance to train youths for national defense jobs. During the day he runs a garage and attends to the duties of five public offices he holds.

IT WON'T TAKE A MINUTE...

—FOR A TRAINED RACE HORSE
TO RUN A HALF MILE...

(WHIRLAWAY 46 SECONDS)



...OR FOR YOU TO GET THIS FREE TIME-SAVER
FROM TRAINED STANDARD SERVICE MEN!



(42 SECONDS TO POLISH YOUR
WINDSHIELD MAY SAVE YOU AND
SOMEONE ELSE A COLLISION!)

MAKE YOUR CAR
LAST LONGER...

...AT THE SIGN OF
FINE PRODUCTS



Newspaper advertising in a nation at War

NEVER BEFORE have people turned to newspapers so eagerly, trustingly, hungrily, and in such large numbers...for all the news, for full reports, for complete details.

Total war, into which this country was forced so suddenly, has added immeasurably to the responsibility of American newspapers...a responsibility they have been quick to meet, regardless of the cost and the effort.

It is a two-fold responsibility...

A responsibility, first, to the public...to keep it fully informed in these critical days, to bring it the vital news of the day, completely, accurately and quickly.

A responsibility to advertisers, too...to give them the best means of telling their story, presenting their merchandise and services to the public where and when it will do the most good. In fulfilling this responsibility, newspapers are serving not only manufacturers and retailers who have things to sell...they are also serving the millions of readers who must continue to

buy the countless things they need and want.

In newspapers the advertising is news, too... more so today than ever before. In newspapers the advertising is received as a welcome, helpful service. That is why, as The Continuing Study of Newspaper Reading shows, people read the ads as well as the news so thoroughly.

And the Study shows that big news, war news, increases the reading of newspaper ads... that when big news breaks, the advertiser can count on even closer attention to his message by even more people than in normal times.

To the men and women of this country the newspaper is more valuable today than ever before. That's what makes it so valuable a medium today for all advertisers...whether their problem is to produce more sales, build good-will, describe their part in the war program, advise consumers on the war-time use of their products, or to maintain brand identity, dealer friendship, and public acceptance for the peace-time years to come.

MEDFORD MAIL TRIBUNE

☆ The Bureau of Advertising ☆ American Newspaper Publishers Association ☆ of which this newspaper is a member ☆

"Take it
from me
...it's
the real thing"



Quality is the first rule in buying things to eat and drink at home. Nobody wants less. Coca-Cola has quality, —the quality of genuine goodness. Its taste has a thrill that is pleasantly exciting. Its refreshment satisfies.

You trust its quality

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