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 Editor

Herald and News
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MALCOLM EPLEY
 Managing Editor

A New Year Opens

By MALCOLM EPLEY
HAPPY NEW YEAR!
 This page and this column today assume new typographical form. It is an innovation that comes with the New Year.
 The by-line and the "mug" result from a growing conviction with us at The Herald and News that an editorial column should reflect a personality. This writer has long written the editorials on this page, but they have appeared anonymously. We suppose that only a small percentage of our readers have known just who has done the writing.
 Now, they all know him and they can cuss him by name.
 It is our purpose to present here our views and opinions on things as we see them. We will not always be right. But what we say here will be honest opinion, and we will continue, as always, to respect the opinion of those who disagree and to give such opinion space upon this page.
 In general, it is the function of this column to discuss local, district and state subjects. It will sometimes reach into larger fields, as in the past, but Herald and News comment upon the national and international scene will be handled largely in Frank Jenkins' front page column. Delbert Addison, Herald and News advertising manager, will write a column from time to time for this page, and otherwise we will carry here our regular Washington column.
 With all that explanation out of the way, let's get on with our job.



Advertising's New Job

By DELBERT ADDISON
 Herald and News Advertising Manager
PEOPLE in newspaper advertising, since shortly after Pearl Harbor, have been alternately frowning over a declining volume of their business, and shrugging it off with the thought that retail advertising just does not thrive in war time.
 It's true enough that the advertising of goods for sale does not thrive when the standard of living is going down. More of our income being sunk in the war and more restrictions and shortages of things to buy are beginning to lower our standard of living.
 Advertising was important in giving us all the things that made our standard of living what it still is today. A brake on the standard of living has acted as a brake on advertising.
 However, present conditions are different than anything we've experienced before, and we're just beginning to realize that advertising has a bigger job to do than ever. Also, it is a more constructive job than ever.



LOOKING back on the dead year on this New Year's day, we find much that was good. Against difficulties and problems, the Klamath area did its job. The reviews appearing in yesterday's paper on the lumber industry, agriculture, manpower problems, and other subjects, told the story pretty thoroughly.
 There is little hope that these difficulties will be any less serious in the coming year. Some of them may be even tougher to handle. The manpower outlook, for instance, is a disturbing element in the prospects for the year in both industry and agriculture. What will happen when all industry here opens up, and farming activities get into high gear, is a question that is of serious concern to the community.
 We believe Klamath will come through again, as it did in 1942.
 But we believe also that the people of this community, like those throughout the land, will do a better job if they are not bothered too much by government agencies. Let the government set the goals and lay down the general principles, but if it is going to force our people to spend their time trying to conform the multitudinous and detailed regulations of their almost every act, they simply will not be able to do the productive job of which they are capable.

MANY of the community and civic goals which are usually worthy of discussion at the New Year need not be covered now, because these are not normal times and much that we consider community progress will have to wait.
 A word, however, is in order for harmony among our people. We have not had a great deal of local bickering in the past two or three years, and we won't have time for it in 1943.
 If there are a few who want to fight, let them do it between themselves, and the rest of us can keep out. Let's not let local and petty bickerings develop into one of the big stories of 1943.

for the New Year. Come and worship the Lord with us at this hour.
 Evening Gospel hour, 7:30 p. m. A half hour of evangelistic singing and a short message from the Word of God concerning, "Andrew, Simon Peter's Brother."
 Orchestra practice, 8:45 to 7:15 p. m. Sunday. If you play an instrument and wish to play in our orchestra, we invite you to be with us for 30 minutes of practice Sunday evening.
 Wednesday, 7:30 p. m., prayer and Bible study at the church. Continuing in the Epistle to the Romans, we will consider the subject, "God's Way of Sanctifying Saints." Bring your Bible and study with us.
 Young people's meeting Saturday evening at the home of the pastor. If you desire transportation to and from this meeting, call 7400 and a ride will be supplied.

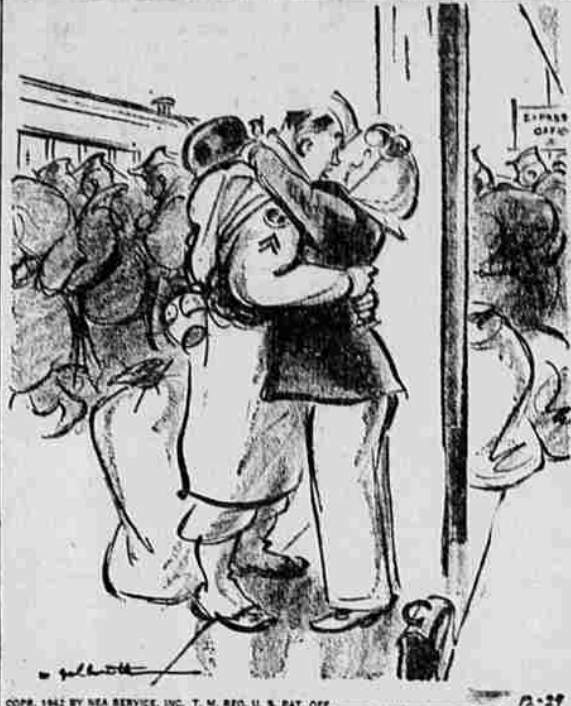
KLAMATH CHURCHES

Allamont Community Presbyterians
 The Allamont Community Presbyterian church meets in the Allamont Junior high school on South Sixth street. Mrs. Kenton Knight is director of the choir; A. C. Olson, superintendent of the Sunday school which meets at 9:45 a. m.
 Morning worship begins with the prelude, "Prelude" by Rachmaninoff. The offertory will be a solo, "In the Garden," sung by Leland Reeves. The postlude will be, "Pizzicato," from "Silvia." Rev. Hugh Mitchellmore will have charge of the services. Choir practice meets Wednesday night at 7:30 p. m., at the home of Mr. and Mrs. A. C. Olson.

Immanuel Baptist Church
 Located at the corner of North Eleventh and High streets. Pastor, Rev. William B. Rice. Residence, 720 Jefferson street. Phone 7400. Director of music, C. E. Loggerwell.
 Sunday school, 9:45 a. m. We have classes for all ages and a fine staff of Bible teachers who are sincerely interested in your children. Start the New Year right by bringing your boys and girls to Sunday school and you are invited to our adult class. Mrs. J. D. O'Neil is superintendent. Morning worship, 11 o'clock. The pastor will speak on the subject, "A Place Where Two Ways Meet." A spiritual inventory and some suggestions

CHRISTMAS SPIRIT
SACRAMENTO, Calif. — It was a little late for Christmas, but the spirit of good will was there.
 Officers reported receiving a Christmas looking package from Salt Lake City addressed to an inmate of the county jail here.
 It contained a 12-inch hack-saw.

SIDE GLANCES



"Take care of yourself, Sally—I'll be worrying about you in that war plant while I'm in a nice safe tank!"

OBITUARIES

CHARLES OREWILER

Charles Orewiler, a resident of this city for the last 16 years, passed away near Tulelake, Calif., on Thursday morning, December 31, 1942. The deceased was a native of Hillsdale, Mich., and was aged 73 years 9 months and 8 days when called. He is survived by one son, Victor Orewiler of Klamath Falls; one daughter, Mrs. Stella Wilcoxson of Grants Pass, Ore.; one brother, Raymond, of Seattle, Wash.; two grand-daughters Billie Williams of Klamath Falls and Mrs. Ruth Eagen of Portland, Ore. Ward's Klamath Funeral home in charge of arrangements.

FRANK BAKER

The funeral service for the late Frank Baker, who passed away at the Klamath Agency, Ore., Monday, December 28, 1942, will take place from the Methodist church at Beatty, Saturday, January 2, at 1:30 p. m., the Rev. B. V. Bradshaw officiating. The commitment service and interment will follow in the Chief Schonchin cemetery. There will be a morning service Saturday, commencing at 10 o'clock. Friends are respectfully invited to attend the services. Ward's Klamath Funeral home in charge of the arrangements.

Milk Dealers Get Relief Measures

FORTLAND, Jan. 1 (AP)—Oregon milk dealers, hard hit by the war, will get some aid from the state milk control board.
 The board announced yesterday that the limit on customer credit should be 60 days, that dealers could charge retailers and wholesalers for bottle losses and that exchange or return of

unsold milk and cream should stop.
 The board offered some suggestions for further bettering of the business situation: Reduce delivery schedules, cut down on number of products and container sizes, restrict deliveries to reasonable minimum orders—one case at wholesale, two quarts at retail.
 Even bold people are shy right after Christmas.

Dealer shortages put new value on used merchandise. Cash in on your "junk" through a classified ad. Phone 3124.

TRUCKS FOR RENT
 You Drive — Move Yourself
 Save 1/4—Long and Short Trips
STILES' BEACON SERVICE
 Phone 8304 1201 East Main

GOOD WILL and RESOLUTIONS . . . ALL YEAR

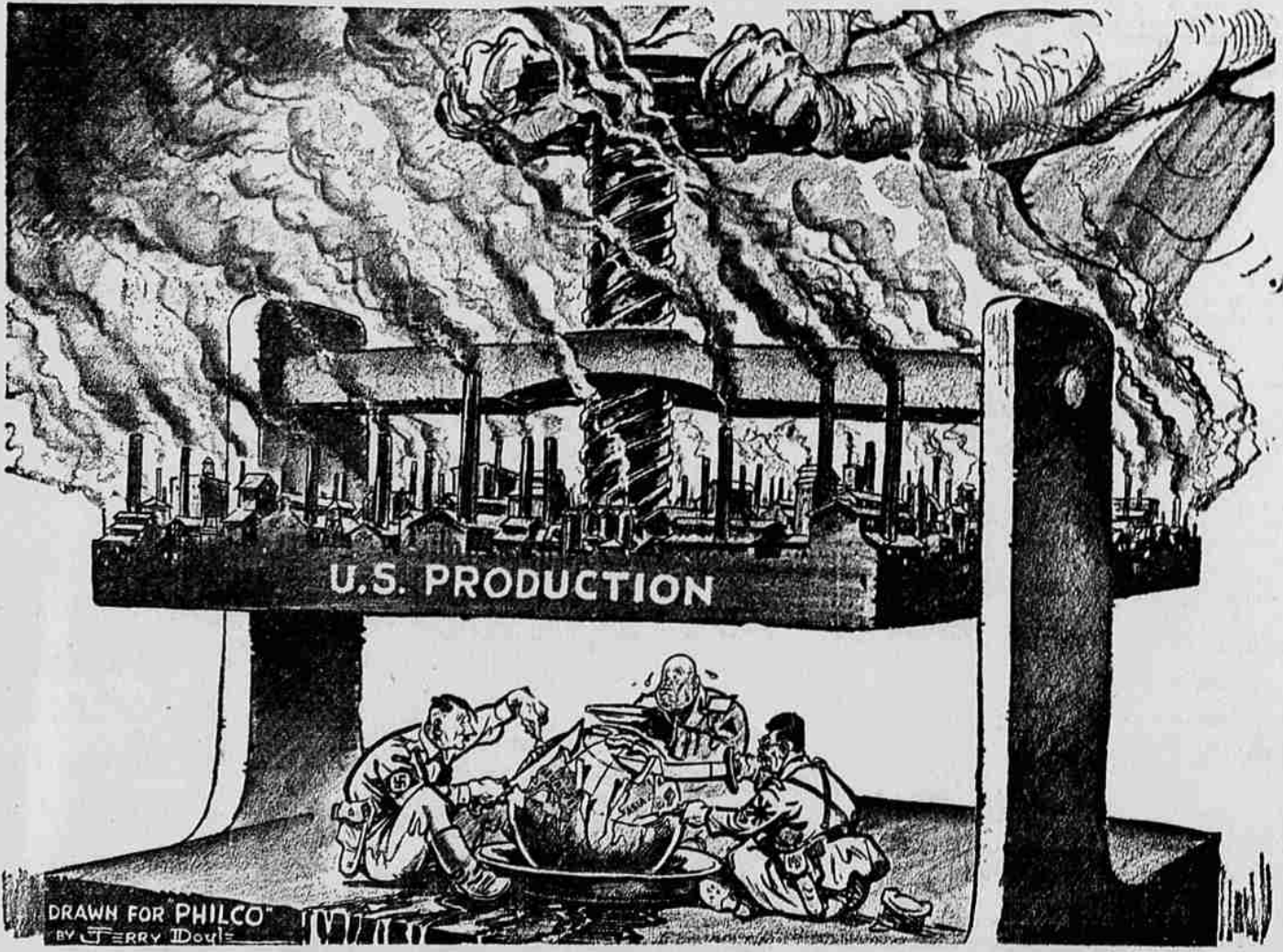
WITH the exchange of Christmas and New Year Greetings comes a more genuine feeling of friendliness than that experienced at other times of the year. Our faith in God, in ourselves and in our fellow man is more completely manifested. A man's adherence to his creed, whatever it may be, brings forth this feeling of friendliness and sincerity.

The pity of it all is, that too quickly we are again consumed by the pettiness of our worldly struggles. The holiness we sense at the Christmas season seems to lie dormant soon after. Could we but retain a small percentage of our good intentions and resolutions each year, the conduct of our lives would pyramid to a real happiness.

If at this anniversary of the Child we can rededicate our lives to a physical victory over the enemies of righteousness, these same enemies of our beloved land, and a moral victory over our personal shortcomings, we will have decided upon a course bound to bring peace to a troubled world and to ourselves.



New Year's Greeting to the Axis



The War Bonds YOU Bought . .

Started Tightening the Screws on the Axis. BUT---the Job Is Just Started! It Will Take More and More Bonds in 1943. Let's Show What Klamath Can Really Do!

First Federal Savings and Loan

6th & Main ASSOCIATION OF KLAMATH FALLS Phone 5195

Girls' Dress Reduction

Corduroy Jumper Dresses
 Reduced to
\$2.27 and \$2.97

Complete Size Runs
MONTGOMERY WARD