

Member of THE ASSOCIATED PRESS... FRANK JENKINS Editor

Herald and News... MALCOLM EPLEY Managing Editor

Member of ADVERTISING BUREAU OF CIRCULATION... MALCOLM EPLEY Managing Editor

Today's Roundup

By MALCOLM EPLEY... MAYBE it all harks back to a tradition founded in the three-courthouses fight.

Bond Notification

A MATTER which has no direct bearing on the pending legal case, and which may justify some additional clarification...

Court members state that the registered letter from the agent of the bonding company, addressed to County Judge U. E. Reeder...

Minutes of the county court as kept in the journal are confined pretty strictly to actual motions, resolutions, etc., and do not always show such matters as this when they receive the attention of the court.

Enemy Claims

SERGEANT HOWARD ABBEY of Klamath Falls told a story in yesterday's paper which shows the doubtful character of enemy claims of damage to our forces and equipment.

It is possible the Japs didn't know, for sure. And it is possible they made the claim, knowing it was false.

On the other hand, the opposite effect results when the enemy makes a true claim of damage which is denied or permitted to go unconfirmed for months by our own authorities.

The enthusiastic letters from Camp White's 363rd Infantry—from the c. o. down—show conclusively that Klamath Falls did a great job of entertaining the boys over Christmas.

Advertising Roundup

By DELBERT ADDISON... WE gather that the man doing the actual fighting of the war has two things to fear—the enemy, and the folks at home.



The various government bureaus also flood us with admonitions to wake up, a war is on. Coming in the same mail with the latest batch of releases from the Washington bureaus is a bit of reassuring information.

Under "Findings of Special Interest":—The full-page appeal of the Onondaga County United War Fund received the second highest readership of any advertisement in any of the 53 papers examined by The Continuing Study of Newspaper Reading.

Among all the ads published in 53 large daily papers, this ad received next to the highest readership of both men and women.

Of even greater interest to those of us working at it, is this evidence of newspaper advertising doing a new job in our home war program.

THE people of Syracuse employed advertising to do a job that otherwise would have taken many people away from their regular work.

With the shortage of manpower one of our big problems on the civilian front, advertising can well step into line and relieve PEOPLE for other essential work.

Getting back to the soldier and the folks at home—there's going to be more to welcoming him home than putting fried chicken and apple pie on the table.

When you see a large ad in the paper don't think that your merchant is getting rich off the war. He's just trying to help you find the things that are still available, so that he can keep his doors open, pay his taxes, and have a job for your boy when he gets home again.

ADVERTISING on the Pacific coast embarks on the year of 1943 with a program for throwing all of its resources into a united campaign for winning the war.

The first all-war ads to appear in The Herald and News after Pearl Harbor were run on December 10th, 1941, by First Federal Savings and Loan of Klamath Falls and by the U. S. Navy.

First Federal urged the purchase of what we called "Defense" Bonds, and the navy called for volunteers. Both ads got results.

Advertising can't take the place of the boys on the front line," said President Lane, "but as a task force it can help mightily in doing many things. It can sell war bonds. It can inform people on every phase of the war effort.

The marriage climaxed a six-week courtship, which began when the couple met at a war morale rally in New York, and later, with other marine corps heroes toured war plants in an effort to speed up production.

Phone The Herald and News, 3124, to place a classified ad.

SIDE GLANCES



"Just think—if you weren't a married woman you'd probably have joined the WAACs, and you'd have to answer reveille before breakfast!"

From Now on, It's \$5 When You Tear Up a Traffic Slip

From now on it's a \$5 fine when you fail to heed traffic tickets. Chief of Police Earl Heuvel announced Friday that his department would issue warrants to those refusing to bring traffic tickets to the desk sergeant's window, and warrants would cost the offender \$5 instead of the usual \$2.

From Other Editors

EUGENE IS A RAILROAD TOWN (Register-Guard) It is nearly 17 years since Eugene staged the first of its spectacular pageants to celebrate the completion of the Southern Pacific's short-line across the Cascades and the big freight terminals here.

RCAF PILOT WINS AMERICAN MEDAL

ANCHORAGE, Alaska, Jan. 9 (P)—Heroism in insisting on rescue of his three crew members while he was pinned under a burning plane won an American air medal today for Sergeant Major John Maurice Wallace, Royal Canadian air force pilot of 475 Chubucto road, Halifax, Nova Scotia.

TOO LATE TO CLASSIFY

OIL TO BURN — For Union heating oils phone 8404, Klamath Oil Co., 615 Klamath Ave. 1-30m

CAPT. CARL MODEL MARRIED YESTERDAY

NEW YORK, Jan. 9 (P)—Capt. Marion E. Carl, marine corps hero pilot of Hubbard, Ore., and Miss Edna Kirvin, 19-year-old Brooklyn model and "magazine cover girl," were married yesterday at Holy Innocents rectory, Brooklyn.

FOR SALE — 1935 Ford pick-up, good condition, good tires. Priced right. See at 104 Old Fort Road. 1-12

TO TRADE town property lots with two houses for 5 or more acres. Or what have you. 1 1/2 blocks from Montgomery Wards. Phone 3447 or call 225 So. 5th. 1-12

WILL HAVE in stock for a few days, 12x21 wine Axminster rug, \$117.75. Lucas Furniture. 1-12

PUPPIES for sale cheap. 500 Broad. 1-11

FOR SALE — Davenport and chair with new slip covers. Phone 4268 or 5800. 4157f

TWENTY TOWNS CAPTURED IN SWEEPING GAIN

(Continued From Page One) base at Rostov, key to the whole nazi salient in the Caucasus. The nearest column was less than 65 miles away.

Soviet dispatches reported that Lieut. Gen. Constantin Rokossovsky's red army column, leading a three-way race toward Rostov, had pushed on beyond the town of Strakhov and was now probably within 60 miles of the German stronghold.

To the north, a third column under Col. Gen. Nikolai F. Vatutin was battling stubborn German resistance in a southward sweep across the middle Don steppe, mopping up nazi garrisons after a drive to within less than 100 miles of Rostov.

SENATORS CHARY OF POST-WAR FORMULA

(Continued From Page One) toward post-war plans, said those senators speaking "off the record," is based on a belief that Americans are still essentially nationalistic. They expressed doubt that other senators, particularly those who look forward to reelection, would want to take a stand until they knew the temper of the returning soldiers.

EASING OF LABOR PROBLEM FORESEEN

(Continued From Page One) unemployment compensation, to supersede state jobless benefits, which in the opinion of the delegates are not on an equal basis in all states.

Anderson Asks Trucking Permit

E. F. Anderson, doing business as the E. F. Anderson Motor Freight, Klamath Falls, has applied to the public utilities commissioner for permission to acquire the transfer permit heretofore held by C. G. Reymers of the Reymers Auto Truck lines.

Production of aircraft engines is up about 240 per cent measured in terms of horsepower.

Buy it through the want-ads

Oregon's Assembly May Lead Off With Senate Post Scrap

(Continued From Page One) ing the democrats 78 to 12, it appeared that the legislators might work in harmony, except for the explosiveness of the labor issues.

BATTERED JAP CONVOY TAKES NEW POUNDING

(Continued From Page One) plishment without the invincible leadership which they have provided.

FUEL OIL SHORTAGE CLOSES NY SCHOOLS

(Continued from Page One) that driving for fun was not worth the risk of losing their gasoline ration books.

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HEAVY BLOW STRIKES VITAL SUPPLY PORT

(Continued From Page One) rauders—left the trail in havoc in widespread raids on tank concentrations, railroads and airfields.

Yanks Give Japs Taste of Own Medicine in Raid

(Continued From Page One) and a cluster of fragmentation bombs. He is singing "Praise the Lord and Pass the Ammunition."

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For Sound Information and Dependable Service on Matters Pertaining to Life Insurance or War Savings Bonds, Consult a Member of the LIFE UNDERWRITERS ASSOCIATION OF SOUTHERN OREGON. Klamath Falls, Oregon. Myrtle C. Adams, Melvin A. Bowman, R. D. (Hod) Eller, Ben H. Gibson, John H. Houston, Annabelle A. Newton, James Patterson, Lynn Roycroft, Martin Swanson, Geo. C. Ulrich, Paul R. Winter.