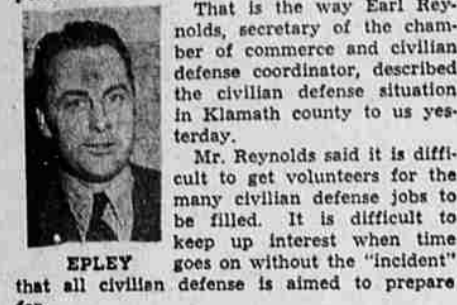


Member of THE ASSOCIATED PRESS... Herald and News... A temporary combination of the Evening Herald and the Klamath News.

Member of AUDIT BUREAU OF CIRCULATION... Represented Nationally by WEST-HOLIDAY CO., INC.

Today's Roundup

By MALCOLM EPLEY... IT'S a tough job to keep civilian defense going right—because nothing ever happens.



Civilian defense in Klamath county is probably no worse off than in other similar counties, but it is worse off than it should be.

An "incident" that can happen without the visit of a Japanese landing force or airplane is a huge forest fire.

In this connection, the fire-fighting agencies are hoping to build up a fire-fighters' reserve.

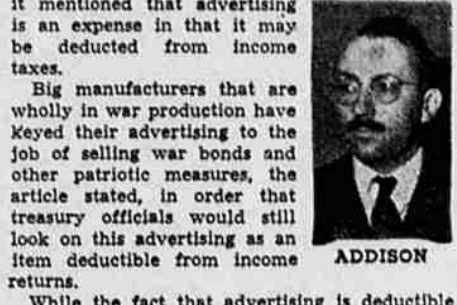
The enemy may attempt to set our forests on fire this year. But whether he does or not, there is always a terrific fire danger in this area.

Short Shots at Weekend

REVERSING the usual procedure, Lieutenant Jack Lindh of the air corps has sent some North African cigarettes home to his dad, Gus Lindh.

Advertising Roundup

By DELBERT ADDISON... TIME magazine, not long ago, carried a section on advertising which analyzed the trends under total war.



While the fact that advertising is deductible has probably influenced the decisions of boards of directors in okaying ad budgets, still nobody has ever made a financial success of spending two dollars to save one.

Advertising has, of course, been turned into the channels of selling bonds, aiding the Red Cross and like projects.

It All Depends on the Ad

A CONVERSATION on advertising with Jim Kerns brought up the statement (agreed on by both of us) that no one particular ad or type of advertising can possibly reach everyone.

These ideas lead on to the fact that it's not the size of the ad, but what you put in it, that attracts attention.

A glance through the latest report of the Continuing Study of Newspaper Reading brings this out with startling clearness.

The newspaper collected the same amount from the creamery for each of the ads. But one ad cost the creamery about 10 times as much as the other, or they got 10 times the results from the one—whichever way you look at it.

SIDE GLANCES



COPY, 1943 BY NEA SERVICE, INC. T. M. REG. U. S. PAT. OFF. 8-70

CITY BRIEFS

First Aid Club—There will be a regular meeting of the Klamath County American Red Cross First Aid Instructor's club at the Red Cross building, 418 Main street, on Monday night, April 12, at 7:30 o'clock.

Improving—Charles McCain employed by the Big Logging company at Quartz mountain, is reported improving at Klamath Valley hospital.

Amputation—W. S. Hayden, 33, 103 1/2 Pine street and employed at Ewauna mill, suffered the amputation of a finger on the right hand following an accident which occurred at the plant Friday night.

Name Son—Mr. and Mrs. Francis McNeal of 2549 Hope street, are parents of a son, Wayne Charles, their second child, born at Klamath Valley hospital April 8.

Goes Home—Little Regina Hannon, daughter of Mr. and Mrs. Walter Hannon of 737 Lincoln street, was dismissed from Klamath Valley hospital Friday.

Improving—Mrs. Albert Langer has sufficiently improved after a serious illness to be able to leave the hospital where she received treatment for several days and return to her home on North Seventh street.

Here on Visit—Mrs. Nellie H. Carter of Ashland is here visiting at the home of her daughter and son-in-law, Mr. and Mrs. Stephen Sabo of 3840 South Sixth street.

Dismissed—Mrs. Lloyd Derby and daughter Joanne, left Klamath Valley hospital Friday for their home, 930 North Ninth street.

Visiting Sister—Mrs. Harry Ackley left Friday evening for San Francisco where she will visit her sister, Mrs. C. F. Cole, for a few weeks.

From Ashland—Mr. and Mrs. Roy Edmanson of Ashland were in town on Friday, visiting at the home of Mr. and Mrs. W. C. Little, 2444 Orchard way.

Look Folks! OPENING DANCE SATURDAY, Eagles' New Hall

TRUCKS FOR RENT You Drive - Move Yourself Save 1/4 - Long and Short Trips

For Your Information

Table with 2 columns: Item and Price. Includes American Can, Am Car & Fdy, Am Tel & Tel, etc.

MAIL CLOSING TIME

Table with 2 columns: Mail type and Time. Includes Train 19 Southbound, Train 20 Northbound, etc.

W. C. Fields to Pay \$8000 for Gags to Hoboken Merchant

LOS ANGELES, April 10 (AP)—W. C. Fields must pay \$8000 of the \$20,000 Harry Yackoe claimed was due him for gags the film funnyman used in a movie which the Hoboken, N. J., merchant and amateur writer alleged were his.

VITAL STATISTICS

M'NEAL—Born at Klamath Valley hospital, Klamath Falls, Ore., April 8, 1943, to Mr. and Mrs. Francis McNeal, 2549 Hope street, a boy. Weight: 6 pounds 10 ounces.

CARD OF THANKS

We wish to thank our many friends for their kindness and beautiful floral offerings at the time of our recent bereavement and loss of our beloved husband, father and grandfather.

When in Medford Stay at HOTEL HOLLAND Thoroughly Modern Joe and Anne Earley Proprietors

RAYMOND DAIRY'S Wholesome Milk and Cream Now Being Delivered on Our Retail Routes

Markets and Financial

STOCKS REGAIN FOOTING AFTER FRIDAY BREAK

NEW YORK, April 10 (AP)—The stock market regained a portion of its equilibrium today, but many leaders continued in the minus column.

Few expected any sharp rebound in the wake of Friday's worst break in nearly three years. The Associated Press 60-stock average still was about 15 points above the bottom of a year ago while the 30-industrial index retained around 20 points of its upswing.

There were isolated advances of a point or so. Top quotations failed to hold in most cases near the close and losses were widespread.

In the resistant area were Southern Pacific, Great Northern, N. Y. Central, General Motors, Goodyear, Boeing, Allied Chemical, Anaconda and American Can. Rising reluctance was displayed by American Telephone, Chesapeake and Ohio, Radio, Homestake, Sears Roebuck, Youngstown Sheet and Goodrich.

Table with 2 columns: Stock Name and Price. Includes American Can, Am Car & Fdy, Am Tel & Tel, etc.

Fir Plywood Gets Ceiling Increase

SAN FRANCISCO, April 10 (AP)—Producers' ceilings for all grades of Douglas fir plywood were increased 10 per cent, effective April 15, in an announcement last night by the office of price administration.

Wheat

CHICAGO, April 10 (AP)—An upturn of more than a cent in rye, reflecting a sharply higher market at Winnipeg, paced advances in all grains today. Trade reports said some of the heavy rye stocks were going into mixed livestock feed.

Potatoes

CHICAGO, April 10 (AP-USA)—Potatoes, arrivals 42; total US shipments 496; old stock; supplies very light, track trading very tight on account of lack of offerings of table stock; market unsettled; North Dakota Cobblers Commercial tagged seed stock \$3.86; North Dakota Bliss Triumphs Commercial tagged seed \$3.66; Maine Chipewas U. S. No. 1, \$4.10; Idaho Russet Burbanks utility grade \$3.50.

LIVESTOCK

SOUTH SAN FRANCISCO, April 10 (AP-USA)—CATTLE: For five days 250 compared Friday week ago; good steers, heifers and range cows steady, week's quotable steer top \$16.50; medium to good \$15.50-\$16.25.

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NEWS from HOME

Well, fellas, the high school at this place, which many of you attended, is lining up more and more with the war program.

The old home county got a shock this week when it was announced we would have to raise \$1,269,000 in the second victory loan drive from April 12 to April 30.

Algoima mill shut down this week for good... Out of timber... Other mill and logging operations are beginning to pick up speed as weather improves.

TOO LATE TO CLASSIFY

- BETTER OIL gives you more heat per coupon. Buy Standard Burner Oils. Peyton & Co. 4-30
FOR THE BETTER grades of fuel oils, accurate, metered deliveries, try Fred H. Hellbroner, 821 Spring street, telephone 4153. Distributor Shell Heating Oils. 4-30
FURNACES vacuum cleaned. Phone 7149. 4-10
CHIMNEY SWEEP - Phone 7149. 4-10
OIL BURNER SERVICE - Phone 7149. 4-10
VACANCY—Steam heat, Alameda Apts. Call afternoon or evenings. Phone 6945. 4-13
FOR SALE—Good lawn swing, dining room set and kitchen nook table with chairs. Phone 6831. 4-13
WANTED—Experienced time-keepers and senior clerks. Apply Morris and Knudsen Co., Esquire Theatre Bldg. 4-14
FOR SALE—Violin, guitar, radios, typewriter, 12 by 14 tent, cookstove and electric range. Alkooton Auto Camp. 4-13
LEARN to play piano the new quick way. 407 N. 9th St. Phone 3498. 4-16
ACCORDION LESSONS. 407 N. 9th. Phone 3498. 4-33
WANTED TO BUY—2 bedroom home, dinette, hardwood floors. Mills Add'n. preferred. 2346 Radcliffe.
WANTED—Pasture for 14 head dairy heifers and calves. Ira B. Morris, Rt. 2, Box 535. 4-12
AT FIRST SIGN OF A COLD USE 666 666 TABLETS, SALVE, NOSE DROPS

TOO LATE TO CLASSIFY

- FURNISHED house E. Main near Lucas Furniture. \$30.00. Also Apt. West Main, good view. \$36.00. Both have gas heat. 733 Main. 4-20
1937 STUDEBAKER coupe, private owner, excellent condition, good paint and good tires. Has radio and heater. Call 8548 or see it at 1457 Crescent St.
FOR SALE—Half acre and three room house with fenced in chicken yard. \$250 cash. Inquire or phone Keno cafe, Keno, Ore. 4-17
FOR SALE—Small dry onions, some suitable for planting. Cozers, 4880 Hilyard, south end of Ward St. 4-16
OUTSIDE ROOMS. Crater Hotel. 129 N. 2nd. 5-9
UNFURNISHED house. Adults only. No pets, 737 Alameda. Phone 4451. 2630if
FOR SALE—Good house on Oregon avenue, corner lot, two bedrooms, closed in porch, garden space, shade trees. Phone 3725. 4-16
WANTED TO BUY—1 or 2 acres with house. Close in. Reasonable. Phone 4477. 4-10
TWO 3-room modern houses on highway in Weyerhaeuser, Kalpine, Kesterson district. Completely furnished, including inside linoleum, electric ranges, hot water, and garages, \$23.50 and \$25.00. Water and wood furnished. Phone 5927 for appointment. 4-1
Wear out your old shirts now. It soon will be time to leave off the coat and vest.



His Future

His future as an American citizen becomes more difficult without the guidance of his father. The Equitable educational program will assure your son or daughter of the proper training in the principles of American living.

John H. Houston REPRESENTING THE EQUITABLE LIFE Assurance Society 114 N. 7th Phone 3331

Mrs. A. A. Ward Owner WARD'S KLAMATH FUNERAL HOME 725 High St. Phone 3334 Announces the appointment of Arthur W. Larsen as acting Manager during the absence of Willard Ward