Member of THE ASSOCIATED PROSE Associated Frees is exclused to the use of re-ceptible to the use of re-ception of all news dispatches ted to W or not otherwise ted in this paper, and also local news published therein.

FRANK JENKINS

Herald and News

Entered as second class matter at the postoffice of Klamath Palls, Ore., on August 20, 1905 under act of congress, March 8, 1879.



MALCOLM EPLEY Managing Editor

Member of Audit Bussau Or Cinculation

Represented Nationally by WEST-HOLLIDAY Co., INC.

San Francisco, New York, Se-attle, Chicago, Portland, Los Angeles.

Today's Roundup

BY MALCOLM EPLEY WHAT kind of news promotes war bond sales? That question

in part by the local reaction to the news that our side has taken Tunis and Bizerte and virtually won the

African campaign. Last month's bond campaign was undoubtedly helped by announcement of the execu-

tion of American fliers in Tôkyo, in fact, it appears the news was timed to give a push to the second war loan drive. That wasn't good news, but it was news that fanned the

EPLEY anger of the people. Lots of no doubt, expressed their feelings by added bond purchases.

The Tunis-Bizerte story is good news. Will there be a tendency to translate rejoicing over this victory into bond purchases that will help to "keep it rolling," or will a lot of folks consider that the war is about won and withdraw their personal support as evidenced in bond-buying?

Anyone who thinks twice will know that we have only started to win the war. In fact, we have hardly done that in the Pacific, while the battle of Europe must follow the battle of Victories such as that won this week take a terrific toll in equipment that must be replaced if the tide, now turned, continues to flow as we want it to flow.

Locally, this situation is dramatized in the effort of the Lions club to pile up May bond sales to \$350,000—enough to buy a Flying Fortress. That Fortress will replace a ship lost in the successful drive in Africa, or lost in the sweeps over Hitler-held Europe, or lost in the attacks on Jap ships or installations in the Pacific

The Lions have set a high goal, but this community has not missed yet on its bond ob-

Advertising Roundup

By DELBERT ADDISON

disinterested and meritorious public service

Without checking the record, it comes to mind

that the 1942 award to the World-Herald is the first one made for an advertising cam-

This No. 1 prize for newspaper excellence was made to the World-Herald, the trustees an-

nounced. "for its initiative and originality in

planning a state-wide campaign for the col-

If you'll think back about a year, the big

problem toward winning the war, and keep-

ing moving at home, was that of collecting scrap metal and rubber for the manufacturers.

throughout the country turned loose their ad-

vertising columns and the scrap started rolling in. While the collection of scrap is a continuing

need, this brief, nation-wide advertising cam-

paign put the country over the hump. Ships

are still abuilding and you can get your tires

THIS newspaper scrap drive was the first

kind in this war. Its outstanding success stimulated the use of advertising for many other

public programs. The sale of War Bonds, of

course, is outstanding.

Newspapers didn't take over the whole job

of collecting scrap by any means. In this

particular "newspaper scrap drive" in Klamath county, for instance, The Herald and News pro-

vided the advertising that speeded the scrap

into the hands of our existing salvage com-

Newspapers paid for the advertising them-

selves, first, because officials dared not wait

for other sponsorship to be organized, and sec-

ond, because papers wanted to prove that it

Publishers naturally were glad to do their patriotic duty, but it was good business also.

It proved that paid advertising could put over

an idea to the country, and get immediate ac-

tion. It led to other campaigns, paid from other sources, that in part have made up for the

loss of advertising revenue from war conditions.

THIS question bobs up from time to time:
Why shouldn't newspapers run all this sort
of advertising gratis? Papers can't give away

the product they manufacture for sale and still

mittee organizations.

would work.

nation-wide advertising campaign of its

recapped by showing that they need it.

First Big War-Time Campaign

On the plea of Donald Nelson, newspapers

lection of scrap metal for the war effort."

rendered by an American

newspaper" during 1942. The Medford Mail-Tribune

received this award in 1934,

for cleaning up the political

mess that led to bloodshed in

the paper giving the outstand-

ing performance of the year (and generally the most dra-

matic one) in the interest of

the public - its subscribers.

The Pulitzer prize goes to

the Rogue River valley.

The Omaha, Nebraska, World-Herald was

awarded the Pulitzer prize for the "most

ADDISON

"Gag" Thinking

WE HAVE commented here on a tendency E HAVE commented here on a tendency erend Eugene Hibbs, pastor of government officialdom to use the church, will be in charge of war as a reason for withholding from the public information that is without military significance and belongs to the people in a country where the press and speech are supposed be free. This has gone so far that government ranks are packed with people who think first of the "gag" and secondly of free press and the free flow of information.

A local incident serves to illustrate how government representatives slide easily into that and high school athletic letters way of thinking.

At the outset of the hearing held here Saturday on the question of retroactive pay dates in the pine awards, this newspaper was informed that the meeting was not "open" and that clearance must be obtained from the OWI before it could be reported in detail in the

This was a strictly non-military matter, and any suggestion that the hearing should be closed was ridiculous on its face. The government representative said he had no personal objection to the reporting of the hearing, both the union and employer representatives said they favored an open hearing, but an OWI o.k. was required before we could cover it.

The OWI office in Portland quickly granted the clearance, and indicated that it was not necessary. But the fact that the referee in charge here believed it was required clearly illustrates the sort of thing we have been talk-

Oscar Peyton

SCAR PEYTON'S death removes from our midst a fine gentleman, a loyal friend, and a man who has given much in publicspirited service to this community.

Mr. Peyton entered business here in 1911. and from that time until his death he was vitally interested in the welfare of the Klamath basin and its people. Members of his family have been active for many years in civic, business and fraternal circles. This newspaper joins a wide circle of friends in expressing sympathy to them at this time of bereave

course. The news columns continue to IN-FORM, and the editorial columns continue to INTERPRET and DIRECT. That's their job. The job of paid advertising in this respect, is to PROMOTE.

Newspaper advertising, to promote matters of national concern, is purchased in large amounts by the governments of British coun-

The American Newspaper Publishers association, meeting in New York a couple of weeks ago, was warned by its president, Walter M. Dear (who directed the newspaper scrap drive) to have no part in the proposal by Senator Bankhead for a government financed advertis

American papers would rather stand or fall without benefit of government subsidy. While the proposed treasury department advertising would be a small per cent of a paper's income still it might open the door a crack for government control.

A "free press" must depend upon individually self-sustaining newspapers. The Herald and News, for instance, sells its papers to some 10,000 individual families, and its advertising to several hundred individuals and businesses The biggest advertiser accounts for less than 10% of this paper's income.

With the average daily paper's income spread out like this, it would be hard for any special interest or government agency to dictate what

Comics, Ads Beat the News

THE government in war times, of course, tells newspapers what NOT to say. Anybody will admit that there must be censorship. Any body will admit that it can't function perfectly And the newspaper, operating under censorship, doesn't want to be in the bellyacher class.

Let's say it's amusing then, to note that the first information on how the Focke-Wulfs met the problem of our Flying Fortress formation flying was told by—Captain Easy on the comic page. And if you want to know how Uncle Sam will lick the submarine menace—see the current Prince Albert magazine ad.

After-the-War Prospects

QUOTING from a Department of Commerce analysis on postwar markets:

The amount of accumulated savings which might be spent after the war defies even approximate measurement. If the war lasts until the end of 1944, it will be somewhere between 40 and 60 billion dollars."

The analysis says that by 1945 there might be a demand for additional automobiles and replacements which would require an output of over 6 million cars a year for four years, and that the accumulated demand for housing might FOR THE BEST in tailoring, suits to easily cause a boom in this field which would

last a full decade. This report includes in the group with little if any war expansion, and a capacity probably inadequate for full use of available manpowe at civilian production after the war: food and kindred products; printing, publishing, allied

industries; lumber and lumber products.

It looks like a little expansion might be in order for all of us in Klamath when the shoot-

This applies to paid advertising only, of

Who Pays the Price

BONANZA SENIOR **ACTIVITIES TOLD**

Senior class activities are an nounced by E. LeRoy Coyner, superintendent of Bonanza

On Sunday, May 9, baccalaureate services will be held in the Bonanza church at 3 p. m. Revthe ceremony. Rev. Peterson will deliver the sermon to the graduating class.
On Monday, May 10, the sen-

iors will hold their farewell as-sembly at 3 o'clock in the high school gymnasium. The class-prophecy will be read and pan-tomimed by the seniors. Follow-ing the senior skit, school awards

March," Cyril Sanders; Invocation, Rev. E. Hibbs; Salutatory, Danny Givan; Vocal Selection, "A Perfect Day," Kathleen Sus-mill; Commencement Address, Rev. Victor Phillips; Vocal Selection, "By the Water of Minne-tonks," Kathleen Susmill; Valedictory, Merrill Driscoll; Presentation of Diplomas, Superintendent Fred Peterson; Bene-diction, Rev. E. Hibbs; Reces-sonal, Cyril Sanders.

Bonanza graduating class members are Mae Benedict, James Bradshaw, Betty Brewer, Betty Clark, Merrill Driscoll, Danny Givan, Neil Grohs, Glen Hankins, Wesley Hankins, Charles Hartley, Mary Higham, Earl Hitson, Dorothy Jones, Mae Lilly, Peter Lorenz, Goldie Pauls, Willie Mae Randall, How-

From East Coast-Rollo Eng land, son of Mr. and Mrs. R. F. England of this city, arrived home Friday night for a brief stay en route to San Diego where he reports for duty with the US navy. He has been in

TOO LATE TO CLASSIFY

FURNISHED ROOMS and apartment. Reasonable. Two blocks from Esquire theatre. Phone

TWO FURNISHED apartments close in. Gas or wood heat. Electricity and water furnished. \$30 and \$37.50. 733 Main or 635 N. 9th

FURNACES CLEANED. Phone 8404, res. 8940. 5-11 OIL BURNER SERVICE. Phone

CHIMNEY SWEEP. Phone 8404, res. 8940.

WOMAN WANTED for full time position in doctor's office. Ap-ply between 12 noon to 2 p. m. Monday, May 10th. Dr. Harry S. Stone, 127 S. 7th St. 5-8

THOMAS NATURAL SHORT-HAND—SNAPPY — QUICK and THOROUGH — Just the thing for a SUMMER COURSE, One student took dictation at 80 words per minute in 1 month of study, and 155 words at the end of 3 months. You may do the same if you try, KLAMATH BUSI-NESS COLLEGE, next to the Esquire Theatre.

RETIRED lady or young girl to watch phones and light work. Room and board and perhaps added pay. Apply in person and make arrangements. Position held open a week. Dr. A. A. Soule', 1945 Main St. 5-8

ODD JOBS at odd hours. See Dr.

FOR SALE-Walnut desk, one unpainted desk, radio, card table and chairs, chest of drawers. Phone 6787. 5-8

FOR RENT-2 bedroom completely furnished home for June, July and August, \$120 cash in advance. No children or pets. Phone 5436.

FOR SALE—Lady's spring coat, size 16, \$5. 133 Henry. 5-8

FOR RENT-Modern 3-room unfurnished house, newly deco-rated, kitchen stove, 2437 Gar-den St. Adults. Inquire 2416 Orchard Ave.

FOR RENT—Small house in Hot Springs, near town. Inquire

remodeling, repairing, suits to order (men's and ladies') al-ways see Ryte-Way Tailors. 110 No. 8th, phone 6862.

5-ROOM house for sale or trade, Phone 7340, 5-11

EXPERIENCED stenographer, knowledge bookkeeping, wants work for two or three months. Phone 7809. 5-11

Mechanic

WANTED-Experienced over-haul mechanic, steady employment, good wages, guarantee, See Service Manager, DICK B. MILLER CO.

NEWS OF THE THEATRES



A romantic moment from Joan Crawford's latest M.G.M film "Reunion in France," in which John Wayne, who plays the role of an American R.A.F. filer, and Philip Dorn play opposite her. The locale of the story is Nazi dominated France. The film starts Sunday at the Esquire theatre.



Jack Benny and Ann Sheridan appear in the riotous comedy hit, "George Washington Slept Hore," which is scheduled to open Sunday at the Tower. "The Land of Hunted Men" is the



Charles Boyer and Rita Hayworth head the greatest cast of stars ever seen together in Hollywood's most talked of film, "Tales of Manhattan," which heads the Pine Tree program Sun-day. The second feature, "About Face," features William Tracy



Claudette Colbert, Joel McCres and Rudy Valle co-star in Preston Sturges new hilarious comedy, "The Palm Beach Story," opening tonight midnight at the Pelican.

VITAL STATISTICS

SEELY-Born at Klamath Val-

In Valley-Stanley Woodruff, principal of KUHS, left Thursday for Eugene and Corvallis where he is interviewing appliley hospital, Klamath Falls, Ore., where he is interviewing appli-May 3, 1943, to Mr. and Mrs. cants for positions in the high John C. Seely, 3115 Cannon avenue, a girl. Weight: 8 pounds 1 Eugene, he attended the track

ANNOUNCEMENT! DR. BOYD F. SPRAGUE

will be located at the KLAMATH MEDICAL CLINIC

Monday, May 3rd TELEPHONE 5274

City Briefs

Passes—Jerry S. Shannon, who made his home here for several years during the time he was employed as salesman for the U. S. Rubber company at the Black and White Service station, died Friday morning in Vancouver, Wash., following a lengthy illness. Friends here have been advised that funeral services will be held Monday at the Masonic Temple starting at 9:30 a. m. State Treasurer Leslie Scott, deputy to the sovereign grand inspector general, will be present. The hirtieth and thirty-second described by the conferred upon a services will be held Monday at the Masons. Lutz Funeral home in Portland.

News of Death-Friends here learned of the death of Mrs. Mary Houston Coultas of Colorado Springs, Colo. Mrs. Coultas her husband, who is in the armed services, but had lived inthis city for some years. She is survived by her husband and two children. Her funeral was to be held Saturday in Baker, police court report.

Program - Members of the American Legion and the auxiliary will sponsor a program Sat- alarms. urday evening, (tonight), in the Legion hall, honoring mothers of World war I and II. Numbers on the program will include a dance by Barbara Moore, "Star

Treatment-Mrs. Leo C. Byrne of the Pondosa apartments, is re ceiving medical treatment at Klamath Valley hospital.

Telling The Editor

words in longth, must be writ-ly on ONE SIDE of the paper inust be signed. Contributions these rules, are warmly well

MY HAT IF OFF TO MOTHER

My hat is off to Mother. In my heart there is no other, greater than mother.

nember when she held me on her knee. And the many things she said
I'd do and be.

Some day to manhood you will grow, that I know,
And marriage will hold its sway. She too, a mother will be some day-so to her be kind, lov-

ing and true and happiness will come to you. Then to mother, a kiss, a caress and a prayer I plant, that happiness, long life, God

My hat is off to Mother. In heart there can't be any oth-er, greater than mother.

By SAM ACKERMAN,

In Ashland - Superintendent of City Schools Arnold Gralapp spent Friday in Ashland with Dr. Redford concerning candidates for teaching positions in in Colorado Springs with Klamath Falls elementary

No Calls - The fire department reported a quiet day with the only calls being false

For Your Information

MAIL CLOSING TIME (Effective Feb. 15, 1943) Train 19 Southbound: 5 p. m. Train 20 Northbound: 11 a. m. Train 17 Southbound: 7 a. m. Train 18 Northbound: 10 p. m. Medford Stage, Westbound, 3:30 p. m., Evening Airmail. Stages to Alturas, Ashland, Lakeview and Rocky Point. 7 a. m.

Business Meet-The Catholia Daughters of America will hold a business meeting and election of officers on Monday, May 10,

at 8 o'clock in the parish hall. Saturday Dance—The Eagles auxiliary and drum corps will hold its regular Saturday night dance at the KC hall from 9 until 1 o'clock. Estin Kiger's orchestra will play and the public is invited

Police Reserves - Police Reserves will drill Sunday morning at 11 o'clock at the city

PILES_ SUCCESSFULLY TREATED NO PAIN - NO HOSPITALIZATION
No Loss of Time
Permanent Results!

DR. E. M. MARSHA Chiropracile Physician 138 No. 717 - Esquire Theatre Bidg Phoor 7775

DANCE at SKATELAND

SATURDAY NIGHT

PAPPY GORDON'S HILL BILLY ORCHESTRA Auspices V.F.W.



This year, MOTHER'S DAY must share the lines with vital war calls

War calls come first. Delays will occur. We will gladly do the best we can.

Many people in other years have used Long Distance on Mother's Day. We fully understand their desire to do it again this year. But we want to explain the situation.

War is on the Nation's Long Distance lines . . . and war does not step aside. The lines are carrying the heaviest volume of calls in history -vital war calls. They must come first. The lines must carry those calls on Mother's Day-Sunday, May 9-just as they carry them every

More lines cannot be built-the materials are needed for war. That situation will continue, until Victory is won. So we must ask your assistance in using Long Distance only when it is absolutely necessary.

We believe that many people would not make calls on Mother's Day this year if they realized that such calls might delay calls that help speed the building of guns and bombers and the launching of ships.

Thank you for your help.

Buy War Bonds for Victory

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY 120 North 8th Street Telephone 3101

CARD OF THANKS

meet the payrolls

We wish to thank our many friends for their kindness and beautiful floral offerings during our recent bereavement.

Blanch Stephens Morris.

Granddaughter.

Recovering—Ray Coulam of Melrose street is recovering at the Hillside hospital from a major operation undergone last week. Coulam is the local West-liting another son in Redding, Calif.

will be presented.

Graduation exercises will be held Wednesday evening at 8 p. m. in the high school auditorium. Program: Processional, "Priest