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Editor

**Herald and News**  
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**MALCOLM EPLEY**  
Managing Editor

**Today's Roundup**

By MALCOLM EPLEY  
**LOCATION** of the local rationing board offices in the same building with the district OPA office, suggested as a logical move in this column several months ago, appears now to be a possibility for the near future.



The ration board, according to recent news stories, has been having its troubles because it has no money with which to pay rent. The Odd Fellows lodge, which owns the building in which the board offices are now located, provided the quarters rent free for many months as a praiseworthy patriotic act. It has been recently reported the lodge has asked for rental money, and finding money for that purpose has been a subject for discussion between ration board and district OPA officials. It is understood the latter contend that no OPA money is available for rent of local ration offices.

OPA has never made full use of the space and facilities provided in the district offices established here. There exists the possibility the current problem can be solved by locating the offices in the same building.

From the standpoint of public convenience and elimination of confusion, having all the OPA functions here quartered together makes good sense. Frequently, people with business to do with the OPA have to go from one office to another, and at times one does not know whether he should visit the district or local office to transact his business. Putting the offices together would solve these problems.

A decision on this matter is expected within a few days.

**Saving Rubber**

**ANNOUNCEMENT** by Ed Ostendorf, OPA district manager, that state police are to be asked to "clock" motorists in an effort to enforce the 35-mile-an-hour speed provision, indicates that there has been a public tendency to violate the war-time limit.

Purpose of the 35-mile-an-hour provision is to save rubber, and anyone who has been driving regularly within the limit knows that slower speeds do wonders in tire conservation.

Tires that long ago would have been worn out and discarded, under the peace-time high speeds, are still on hundreds if not thousands of

**Advertising Roundup**

By DELBERT ADDISON  
**EVERY** man who has successfully built up a business sincerely believes that it is the most wonderful thing going. He has worried and worked at it over a period of years probably, and all the little things that he has done day by day, and all the things his outfit has accomplished, give him this unalterable conviction.

Sooner or later, for one reason or another, there'll come a time when the urge to transmit this conviction to others will bring him to advertising.

Unfortunately, unless he's the exception, he'll want to voice his own conclusions, and expect the rest of us to agree with him.

What he overlooks is, it was the little specific things, coming day after day over a period of time, that sold HIM on his business or product . . . and that it will take the telling of these same little specific things, over a period of time, to sell the rest of us.



**Business in the Dog House**

**BUSINESS** people (big AND little) have been hurt, disillusioned and embittered in recent years to find themselves the butt of the jibes and insults that go with being in the dog house.

Clifton Fadiman, the book reviewer and "Information Please" man, said the trouble with business men is, they quit reading books just before Sinclair Lewis wrote "Main Street." So, not knowing the reason for the ridicule, they don't know what to do about it.

A lot of things have happened to jar people loose in their thinking since Fadiman wrote that, so there may be some hope for the tired business man without him keeping up on the latest best sellers.

**War-Time Ad Trends**

**THERE** are two main developments of advertising in these war times. One is the advertising on direct war needs. You don't have to look any farther than the ads on the "Klamath Pelican," appearing in The Herald and News this month, on this score. If a Flying Fortress doesn't carry the name, "Klamath Pelican," over Tokyo, it WON'T be because our business people failed to back it.

The other trend, just starting to develop, is coming from the man who is convinced that his business is wonderful, has been baffled by others not sharing his views, and who is doing something about it.

This is public relations advertising, actually. (And the term, "public relations," has a nasty

cars in this area. They are still giving service in a time when rubber shortage is a critical national problem.

This has been accomplished because people have slowed down their driving speeds. Universal compliance with the 35-mile-an-hour regulation is definitely in order.

**Bonds For Fighters**

**WHEN** a person buys a war bond, he is really not spending a cent, although it may be difficult sometimes for him to realize that fact. War bond buying is not the unselfish contribution that some seem to think. It is a safe investment, and therefore an excellent place to put all spare money.

We were told today about a Klamath county man whose bond buying is done on a more unselfish basis than that of the rest of us.

He is C. J. Bricco, 72-year-old business man of Fort Klamath. Mr. Bricco is buying bonds, but he is not buying them for himself. He gives \$25 bonds to men in the service, chiefly men from the Wood River valley where he lives.

Mr. Bricco has bought forty-two \$25 bonds and presented them to service men.

That, friends, is something! Mr. Bricco did not tell us about what he is doing, but an acquaintance of his who knows the facts has reported it to us, and we know the public will be interested in this fine demonstration of kindness and unselfish patriotism.

Others Could Do It  
**RELAXED** and happier than they have been for many months, four more wounded fighting men have just gone back to a bay area hospital after a visit to Klamath Falls as guests of Klamath's great Commandos.

What is done here for the wounded men brought to the city by the Commandos could be multiplied by thousands if other communities would follow the inspiring lead taken by the Klamath Commandos. Authorities at the bay hospitals have only the highest praise for the local effort, pointing out that the people must take over where the doctors leave off in rehabilitating these wounded men. There are great numbers of them, and Klamath, alone, can care for only a comparative few in this way.

But there is every indication that these few have benefited tremendously from the local project. Nothing that has happened in years has given us a greater pride in our community, and to the Commandos and those who have helped them so the credit.

**Poppy Sale in Tulelake Set for May 28**

**TULELAKE** — The petals of the poppy have been dyed afresh by the blood of young Americans and reverently the poppy must be worn in their honor this year as well as in memory of those others who made the supreme sacrifice 25 years ago.

The little red flower of remembrance will again be made available to everyone in the Tulelake community on May 28 and 29 by the volunteer workers who will contact the public under the direction of Mrs. Eddie Gresham, Tulelake auxiliary poppy sales chairman, and Mrs. Helen Thomas, auxiliary president. Girls of the junior auxiliary will assist the adult workers.

More Americans than ever before, according to those on the committee are expected to wear the flower this year as a tribute to those who have already given their lives, and to the disabled veterans of World War I and their families. The sale is one of the major projects of the year for the local organization.

Mrs. Leah Cloney, departmental president of auxiliaries of California, urged on a recent visit here an all-out effort in this year's sale of the blossoms. Members here learned from Mrs. Thomas that veterans who are able to manage making the blooms also make quotas for those men who are blind.

Mrs. Thomas stated this week that 8000 poppies scheduled for delivery in the Hawaiian Islands have failed to arrive and have either been lost at sea or sent elsewhere.

The local unit will sell 1000 poppies.

**Been Done Wrong By**

**THIS** column has been badly treated by supposed best friends. To start with, Jus McDonald, the strong right arm of this advertising department (the gent who looked after my duties while I was (1) hunting, (2) fishing, (3) gardening, etc.)—McDonald received some kind of a note from Washington to see a sailor in Portland at once.

LEUTENANT JUNIOR GRADE Justin A. McDonald spent all of 15 minutes between trains explaining in detail all the intricacies of taking care of the large volume of advertising he had handled, where to find the mats (in that pile behind his desk), and so on, etc.

No time for a column last week.

Next, the alleged columnist next door, in his libidinous desire for something of interest for a change, deliberately stole my anecdote about the LEUTENANT JUNIOR GRADE ducking into the train to dodge some gold braided only to find that it was another green pea, Lt. (j. g.) Tom Stoddard. (The story fell a little flat anyway.)

At any rate, here's a picture of the LIEUT. J. G., and that silly looking grin is on account of the picture being taken at the farewell party we gave him. (And now I have to trot along and take care of some of his ex-business.)

I hope it's hot in Tucson.



charges of burglary not in a dwelling.

Keller, whose bond has been set at \$2000, allegedly forcibly entered the New Method cleaning establishment for the purpose of theft on May 15.

The new Mustang dive-bomber, equipped with dive brakes, bomb racks and six high-caliber machine guns, is the fastest dive-bomber in the world.

It is expected that most of the army air force men will cling to aviation as a vocation or avocation after the war.

**SIDE GLANCES**



"Well, I never thought my kid sister would take my place when I enlisted—I used to think this work was pretty rough!"

**ATTU JAPS CHOPPED IN THREE SECTIONS BY FINAL U. S. PUSH**

(Continued From Page One)  
fire. Attu village was completely destroyed with the exception of a church and one other building.

"4. On May 21 army Liberator heavy bombers (Consolidated B-24) attacked the Japanese main camp area on Kiska. Due to weather, results were not observed.

**Southern Front**  
"South Pacific: (all dates are east longitude):

"5. On May 20-21 during the night Liberator heavy bombers (Consolidated) attacked Japanese installations at Kahili and Balala in the Shortland Island area. Hits were scored on the runway and enemy searchlight positions at Kahili."

Today's report on the Attu battle followed a declaration by Secretary of the Navy Knox last yesterday that the campaign was successful and it had already entered the stage of mopping up.

From today's communique, however, it was obvious that the mopping up involves some stiff fighting since the Japanese, although split into three groups and pinned with their backs to the sea, were in rough country and capable of putting up stubborn local resistance.

**Nick Long Calls Meeting of Retail Merchants Tuesday**

A meeting of retail merchants has been called by Nick Long, chairman of the Klamath Retail Trade bureau, to be held Tuesday, May 25, at 11 a. m.

All city merchants are urged to attend as several pressing problems must be decided by the retailers. The meeting will adjourn promptly at 12.

**Funeral Services Set for Don Taber**  
Funeral services for Aviation Cadet Don Taber, killed Thursday in a basic training plane crash at Garden City, Kas., will be held Tuesday afternoon at 2:30 o'clock from the Girdner Funeral chapel in Yreka, Calif., according to the young flyer's sister, Mrs. William Listoe.

Don Taber was a Klamath Union high school athlete and son of Mr. and Mrs. Roy Taber, formerly of this city and now residing in Yreka.

**Defense Calendar**

The luncheon hour Friday at Block Leader council meeting was taken up with reports to Chairman Jean Puckett of the progress being made in the various areas.

Several areas are nearly completed in the "V Sticker" campaign and the registration of nurses. Others have found some reorganization necessary, but in general the work is progressing satisfactorily.

Attention is called to another source of salvage which many citizens may have missed, and that is: salvage of the base of burned-out electric light bulbs. Save the brass bases and put them in your salvage bin.

All precinct leaders are urged to attend the food preservation conference to be held at the chamber of commerce on Tuesday, May 25, at 1:30 p. m. There will be a general discussion of various methods of food preservation, under the direction of Mrs. Winnifred K. Gillen, chairman of the county nutrition committee. Don't forget the date!

Memory is best between the ages of 11 and 14, according to an eminent London doctor.

**WILCHER FACES THREATENING CHARGE**

Appearing before Judge J. A. Mahoney in justice court Saturday morning Ed Wilcher was charged with threatening to commit the crime of murder.

In her complaint against Wilcher, Leona Kelley, a young negro woman, said that Wilcher threatened to murder her.

The accused was committed to the county jail under \$1000 cash bail.

Large numbers of sheep, calves and colts are killed by porcupines.

**WESTERN UNION OFFERS GIRLS and HOUSEWIVES PART or FULL TIME WORK**

You can play a vital part in winning the war by delivering telegrams to and from the front lines of production.

APPLY  
**WESTERN UNION TELEGRAPH CO.**  
718 Main Street

**STUDENTS GET YEAR AWARDS AT ASSEMBLY**

At a closing day assembly at KUHS Friday morning, various awards were presented and the new student body officers were introduced to the students by this year's president, George Proctor.

New officers are Jerry Einarsson, president; Letty Linman, secretary-treasurer; Bob Perkins, first vice president; Lois Cada, second vice president; Ray Byrnes, yell leader.

Mrs. Wayne Scott awarded letters to girls in the Girls Letter club, an athletic organization. The awards went to Clara Redkey, Rosemary Russell, Betty Russell, Bertha Russell, and Ruth Biehn. A pin for the outstanding girl in athletics went to Margaret Blair, president of the organization.

Wayne Scott, tennis coach, presented letters to five boys, Jim Noel, George Proctor, Charles Metz, Dick Newman, and Bernard Vaillancour.

Clifford Rowe, journalism advisor, also made several journalism awards. Marjory Steinselfer received a certificate and a \$25 bond for being the advertising solicitor who brought in the most advertising and who made an outstanding contribution to the advertising department. Nancy Bennet received the News and Herald award for being the outstanding junior on the staff of the Krater for this year.

Pins and certificates were also given for membership in Quill and Scroll, a national honorary society for high school journalists. New members are Nancy Bennet, Edna Kahl, Marie Helfrich, Ann Mueller, Daryl Elton Wright, Pat Morgan, and Marguerite Picard.

One of the high points of the program came when Clifford Rowe presented to the school the service flag, made by the Krater staff and the Parents and Patrons club.

Carmen Stockstill presented to the school a bond as a gift from the Pep Peppers.

Track awards were also given by Paul Deller, track coach. Pelican letters went to Ralph Foster, Richard Vaillancour, Pat Patzke, Jim Bocchi, Dave Persing, Dave McCabe, Al Bellotti, Vern Yank, Richard Hunter, Don Bigger, Rex Young, Elwyn Silva, Al Davis, Stanley Dawson, Dave Henthorne, Henry Schortgen, Bud Petersteiner, Harry Tindall, Fred Foulon, and Jim Keenan, manager.

Wildcat letters went to Ben DeVore, Bill Hendricks, Dale Constans, Jim Palmer, Charles Thurman, Jim Pope, and John Paul Foster.

**FUNERAL**

**ELVA WHEELER CARLETON**  
Funeral services for the late Elva Wheeler Carleton, who passed away at her home near Merrill, Ore., on Friday, May 21, 1943, following an extended illness, will be held in the First Presbyterian church in Merrill, Ore., on Monday, May 24, 1943 at 2 p. m., with the Rev. Hugh T. Mitchelmore of the Altamont Community Presbyterian church of this city officiating. Interment family plot in IOOF cemetery. Friends are invited. Arrangements are under the direction of the Earl Whitlock Funeral Home of this city.

**Decorated—Decorations given University of Oregon ROTC members at ceremonies held Friday in Eugene, included a Scabbard and Blade awards to freshmen, Robert L. Mueller of Klamath Falls and Maurice E. Drenkel of Lakeview.**

**TOO LATE TO CLASSIFY**

**INTERSTATE BUSINESS COLLEGE** will welcome all students interested in summer business courses. You may enroll Monday, May 24th or any day following. 432 Main. 5-22

**FOR SALE—Swiss Jersey and Guernsey cows.** 5514 So. 6th. 5-25

**LOST—Girl's glasses, rimless, yellow gold ear pieces.** Reward. Phone 3851. 5-25

**WANTED—Twin beds with box springs and mattresses.** Josephine Avery, Dorris. 5-25

**LOST—Gas book A, Herbert Swisher, 2315 Wantland.** 5-25

**Squashing of Nazi Tripoli Stand Told**

**PORTLAND, May 22 (AP)** — Marshal Erwin Rommel intended to make a fight for Tripoli but allied bombers changed his mind.

So asserted Captain John B. Harding, Klamath Falls pilot home from the African front, in a speech before the City club.

"The Germans were definitely preparing to make a stand in Tripoli, but we simply covered them and they couldn't make a move without our pounding on them. In one bombing attack my unit destroyed 137 German airplanes on the ground, some of them having just been assembled and never used," he said.

**EDITORIALS ON NEWS**

(Continued From Page One)  
the Japs. Fish is an immensely important item in the Jap diet.

In the past three days our planes have destroyed 285 axis planes in Mediterranean Europe—most of them smashed on the ground, which in itself is important.

Planes are effective ONLY IN THE AIR. When they're smashed before they can get off the ground it's a bad sign for the smashes.

**HITLER and Mussolini today exchange congratulations on the fourth anniversary of the Rome-Berlin treaty. (In an exceedingly hollow tone of voice, you may be sure.)**

**AN ominous silence, today's dispatches tell us, prevails on the Russian front, and evidence points to the approaching zero hour of the long-expected German offensive.**

**Moscow tells us the Germans are continuing to pile up supplies of men, tanks and ammunition. It is certain the Russians are piling up corresponding supplies to meet the thrust if it comes.**

**Watch it. If Germany DOES NOT attack, it will be a pretty sure sign of weakness.**

**READ all the rumors. Listen to the talk. Watch all the developments.**

**But remember that the primary purpose back of all of it is to mislead the other fellow if possible and hit him hard when he isn't looking and WHERE HE ISN'T READY.**

**Gonzaga Track Star Dies From Accident Hurts**

**COEUR d'ALENE, Idaho, May 22 (AP)**—Bob Howard, football and track star at Gonzaga high school, Spokane, Wash., died today of injuries received last night in an automobile accident which injured three other Gonzaga athletes, none seriously.

Sheriff's officers said the car struck a barricade at the junction of two roads and overturned.

Howard was to have participated in the annual Central Valley relays today in Spokane where he was entered in the shotput.

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**TOO LATE TO CLASSIFY**

**FOR SALE—115 sacks seed potatoes.** J. R. Blatch, Merrill, Ore. Phone 31, Merrill. 5-24

**FOR SALE—Almost new bicycle.** 745. 2225 Darrow. Phone 7302. 5-25

**I BUY USED PIANOS for cash, and add only value of reconditioning work and sell on terms.** Louis R. Mann, Tuner, Derby's, 120 N. 7th. Phones 4519 or 7175. 6-21m

**WANT TO BUY—Baby walker in good condition.** Phone 6298. 5-25

**WANTED—Rent farm, close in.** Call 838 Oak. 5-22

**FOR SALE—Six head good grade long yearling Hereford bulls.** Ph. 9036 after 9 a. 5-25

**FOR SALE—Heavy breed pullets and fryers.** Phone 7898. 5-22

**10 GUERNSEY and Holstein springer heifers for sale.** One mile from Oregon Hot Springs. Lloyd Embrey. 5-29

**WANTED—High school boy 16 years or older for vacation work.** Apply 780 Market St., 7-8 p. m. Tuesday. 5-25

**BRUSH-UP** courses in shorthand, typing, bookkeeping, as well as our regular business training are in continuous progress the entire year, at the KLAMATH BUSINESS COLLEGE, next to the Esquire Theatre. 5-22

**LAKE COUNTY TAKES HONORS IN BOND DRIVE**

**PORTLAND, May 22 (AP)** — Lake county won top honors in Oregon's second war loan drive, co-Chairman E. C. Sammons and David W. Eccles announced today. Crook county was second and Marion county third.

Final figures for the drive showed bond purchases of \$100,435,651. Of this total, \$21,066,000 was invested in E bonds.

A higher percentage of sales per population was recorded in Lake county than in any other. Average purchase per person also was higher. A total of 1189 of the county's 5394 persons bought bonds and their purchases averaged \$74.82, it was announced. The county will receive a silk flag.

Sales were made to 974 of Crook county's 5124 persons, and the average sale was \$60.09. Of Marion county's 66,734 population, 13,559 purchased bonds. The average sale was \$34.81.

**TOO LATE TO CLASSIFY**

**ZOE BRUCE, formerly of Hazel's Beauty shop is now with Louise's Beauty Service, 435 Main. Phone 8280. 5-22**

**FOR THE BETTER grades of fuel oils, accurate, metered deliveries, try Fred H. Hellbronn, 821 Spring street, telephone 4153. Distributor Shell Heating Oils. 6-13m**

**PINE body wood, \$10 cord; fir body wood, \$11 cord. Get it while it lasts. Phone 9009 leave orders at 20 Main. 6-21m**

**EVERGREENS for the cemetery; flowering shrubs, trees and evergreens for the home; fruit trees and berry plants for the garden. Plant now to beautify your home and raise your own canning fruit. We guarantee our trees and shrubs to grow. Call us for landscaping and lawns. Lakeshore Gardens' Nursery. Phone 4082. 6-19m**

**FOR SALE—Seed spuds, some certified stock, Guernsey heifer, soon fresh. F. Clink, Box 823, Tulelake, Calif. Phone 2013. 5-28**

**FOR SALE OR RENT—Steam roller, suitable for power plant, Altamont Trailer Park. South 6th St. 5-24**

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**Edgar Swift Is Back at the Quality Barber Shop**

2325 S. 6th Telephone 5461

**AUTO DRIVERS**

Have you complied with the new financial responsibility law? Is your driver's license protected? Our Public Liability and Property Damage Policies meet the requirements of the new law, effective June 9.

**Redman Insurance Agency**  
111 So. 8th St. Telephone 5461

**Redding Man Waives Preliminary Hearing**

**Labern Frank Keller** waived preliminary hearing in justice court Saturday after being brought here from Redding by Dale Mattson Friday to answer

**Redding Man Waives Preliminary Hearing**

charges of burglary not in a dwelling.

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