

Youth-

Sparkling eyes, brilliant color, glowing, young skin—the result of good health! Even if Nature has endowed you with health and beauty—you must preserve them. You must retain your youth—of spirit—of action—of beauty!

Healthy, young skin creates the impression of beauty, more quickly than any other asset. And there are Purola Creams for every summertime use—to protect your skin from strong sunshine or wind—to cleanse the skin—to build tissue—to keep your skin clean and young.

PUROLA PERCO CREAM is a greaseless, fragrant, vanishing cream which cleanses and softens the skin, making an excellent base for powder. It is particularly fine for skins inclined to be oily.

At all druggists. Try it.

REG. U.S. PAT. OFF.
PUROLA
AIDS TO HEALTH AND BEAUTY



GUARANTEE
All Purola Preparations are guaranteed to give thorough satisfaction or the price you paid will be cheerfully refunded.

Prepared and Guaranteed by the
BLUMAUER-FRANK LABORATORIES

TEACHERS ARE WITHOUT STATUS RABBI DECLARES

OREGON AGRICULTURAL COLLEGE, Corvallis, June 22.—"Teaching must be more than an interlude between graduation and the first marriage proposal," said Rabbi Stephen S. Wise of New York city, and formerly of Portland, in an address to students of the O. A. C. summer session.

Consecration, which he defined as a sense of devotion to the calling, was held up as the one factor that is needed most to restore teaching to its former status. Preparation was another qualification needed. The teacher has no status in the community life of America, Rabbi Wise asserted. Time was when the teacher was named in the group of professional folk, but they have now lost the distinction together with the influence that goes along with it.

"More for the teacher and more by the teacher," is his prescription for rehabilitation of the calling. "The community must pay for teaching service, provide for care of teachers on retirement, and make its young people feel that the teacher is the greatest civic force in their lives. My cook is paid more than the college graduates in the first three years of teaching in New York schools," he exclaimed, calling it a tragedy. "Soldiers are paid pensions for a few months' service. Teachers are not paid pensions for many years of scarcely less important service."

About 60 per cent of the world's copper emanates from America.

A new American industry is the manufacture of glue from corn cobs.

In proportion to population Switzerland has nearly five times as many savings bank depositors as the United States.

According to experiments made at the Pasteur Institute in Paris, an average of about six quarts of alcohol can be made from each 100 pounds of seaweed.

A Classified Ad will sell it.

BIG JAZZ DANCE

AT
OPEN AIR PAVILION
TOMORROW NIGHT
Largest dance floor between Portland and San Francisco
SPECIAL JAZZ MUSIC
Everyone Invited
COME! COME!

MONUMENTS

Believe no man who stretches the truth—Seeing is believing. Our thousands of patrons are our best endorsement. See our splendid line now on display.



Klamath Falls Marble & Granite Works
GEORGE D. GRIZZLE, Prop.

POT POURRI

By LONE STAR

Recently there appeared in this column, and article which contained a reference to a certain old business man, criticizing the methods used by a young business man in his advertising. Tonight we will devote this whole column to the subject of advertising, and see if we cannot analyze it a little, to find out just what is the reason business men advertise, and to also try and find out if the money spent on advertising is wasted, or if it really pays. The very fact that over half the space in the average daily paper is filled with advertising matter, brands it of sufficient importance to inquire into.

To begin at the beginning—just what is advertising?

To be concise, advertising is the act of a business man telling the general public what he has to offer for sale. This, and nothing more. The methods adopted by the business man are as diversified as the stars in the heavens, each business man may use a different method—some use the personal letter—others use the columns of the newspaper—still others use the picture show, and there are some who use them all. But the definition of advertising, given above is not altered by the method pursued. No matter what method is used, the object of all advertising is the same, and that is—telling the public what you have to offer them.

Many and varied are the opinions offered as to the most efficient means of advertising, and this point we shall not dwell on at all. All are agreed, however, that advertising of some kind is necessary to the healthy growth and development of any business. We say A. I. L. are agreed—but perhaps we may modify that statement a little, for there are a few left, who take the stand that the people all known where they are located, and therefore, it is not necessary to keep continually telling them of the fact.

We will eliminate that class from our discussion, however, as they are in the very small minority, and are further, mostly all of the "old school," brought up on old fashioned notions, and hardly daring to depart from the time-honored "customs" of their predecessors.

Ninety per cent of the business men of today, however, see the need of advertising, and do advertise, and it is rather a remarkable testimony to the value of intelligent advertising, that—the more successful a firm is, the more they advertise.

Let's take a little instance of what happened not so very long ago, in a city not so very far from here.

Bill and John, two young men, decided to engage in the grocery business. Both had about a like amount of capital, and both had a similar location. Furthermore, both borrowed a like amount of money from a bank to help them to get their start.

When the stock had been secured and placed away they both opened their doors for business on the same day.

Six months later, John's place had a sheriff's attachment notice on it, while Bill's place was crowded from morning till night, and was employing three more clerks than it did when the business opened.

John failed while Bill made it.

When Bill opened up, he came out in the local paper with a full page ad, telling the people that his store was open for business. He told them where his store was, and furthermore he told them what he had for sale, and just exactly what it would cost them. So that, anyone buying anything from Bill, knew, before they left their home, just exactly what they would have to pay for it, and could judge their purse accordingly.

When John opened up, he made a little quarter page announcement in the paper, and that was about all the advertising he ever did. When asked one day why he did not advertise, John replied "It's a waste of money—everyone knows I am here and open for business, and why should I keep telling them of it?"

When shown some of the ads that Bill was running, John replied "You see—the money that Bill is spending for advertising, I have in my safe"—and yet—six months later, John was on his uppers while Bill was doing the business of the city.

This is not a mythical illustration, but really happened, and not so very long ago at that, and not so very far away from here either.
Lone Star will go so far as to say

that you never yet saw a really successful business man, who did not advertise. Usually, the more successful they are, the more they advertise.

Whenever talking machine is mentioned to you, the thought VICTOR immediately, and subconsciously flashes through your mind. And—notice this—in the copy of the Saturday Evening Post which lays upon my desk, is a ten thousand dollar double page advertisement by the Victor people.

Chances are, that the Victor Talking Machine company would never have been heard of had they adopted the policy of saving the money they made and putting it in the safe, as Brother John did. Neither did this same firm, when they had attained success, discontinue their advertising, because they had made a success. No sirree—when they saw the benefits they were reaping from their advertising, they immediately doubled their yearly advertising allowance.

Suppose Mrs. So-and-So asks you to bring home an alarm clock today, the chances are that you will take home a Big Ben. Why? Because when you think of alarm clock—the first thing that enters your mind is "Big Ben." And why—in this same issue of the Post is a full page ad, costing \$5,000, telling you that Big Ben is the best alarm clock made. You go home with a Big Ben—the Big Ben people have made a sale, and incidentally, a profit.

Let someone mention "chewing gum" to you, and take careful note of what passes through your mind. Why is it? It's because Wm. Wrigley spends more money for advertising than any other firm in existence—that's why. And in the same copy of the Post on my desk, is a double page \$10,000 ad. If Wm. Wrigley says it pays him to spend a million a year to advertise a 5c article, don't you think it will pay you to advertise what you have to offer?

Ever notice how quickly you think of advertising when you see your competitor coming out with large attractive ads? My friend—you have nothing to fear from the competitors who never says a line in the paper about his goods. Just leave him alone—he'll die a natural death before long.

But keep your eye on the man who continually—continually—continually keeps his name before the public. It is a psychological fact that an impression once received by the mind is never forgotten. It may be buried for a while, but it leaves its imprint there just the same. And just so do repeated impressions—the more they are repeated, the more indelibly are they engraven on the mind.

Suppose that you, tomorrow, decide to buy a suit of clothes. It is a psychological fact that your idea of a new suit, will, in spite of yourself, link itself with the name of the man who sells suits, and stamped his name on your mind.

You will never think of the clothier who never advertises. You know he's there—you know he sells clothes—but unless he has stamped indelibly the name of his business on your mind, you will never think of him. Consequently, the man that has advertised will be the place where you will buy your suit, and it was for this very reason, that John went out of business. Get the point?

It is a noteworthy fact that here in Klamath Falls every bank regularly, consistently advertises. Go and ask O. D. Burke if it pays him to advertise his bank, and see what he will tell you. Go and ask Mr. Reames if it pays him to advertise his bank, and see what he will tell you. The fact that they advertise at all, is conclusive proof that they see where it is returning to them. Lone Star has no use for some of these old moss-backs who elevate their hands in horror every time they see an ad in the paper which says something that means something too.

If you can get a cinch on your line of business, and somehow arrange it that you will get the business anyhow—then don't advertise. But we have never seen a "cinch" on business last very long yet. Usually some live-wide-awake fellow will put the "kibosh" on that cinch. So don't live in the fool's paradise of thinking that the public HAVE to deal with you—they don't, and just as soon as a "liver man" than you steps in, you will find out that they won't either.

The reason the United States Government so successfully fought Liberty loans was because they hired

the greatest advertising experts in the country, and advertised.

To me, the idea of running a business without steady, consistent advertising, is just like trying to run a car without gas—it can't be done—unless you are running a box-car which has to be pulled along with a bunch of other cars.

CALIFORNIA NEWS

MCCLOUD, June 22.—The McCloud Country club's main structure, near the head of the McCloud river, was destroyed by fire last week. The loss is placed at \$40,000. Other buildings were saved.

WESTWOOD, June 22.—The Red River Lumber company's shipments for the year 1919 totaled 5,358 carloads, according to complete figures, which have been compiled. Lumber and box shook made up the bulk of the output.

It is stated that the shipments totaled 201,400,700 pounds and that the freight bill was only a little short of \$1,000,000.

YREKA, June 24.—In the superior court, in the damage suit of F. W. Bush against the Weed Lumber company, Judge James F. Lodge granted the motion of the defendant to nonsuit.

Bush had asked for \$25,000 for personal injuries received by the over-turning of a crane at a logging camp near Weed.

The Weed company had offered a reward of \$100 for the location of a spring which would supply by gravity water for their camp No. 3. It was while trying to earn this reward Bush was injured. The court held he was not an employee of the company.

SAN FRANCISCO, June 24.—The railroad commission has granted Ida F. Bass authority to sell her telephone system, operating in Shasta county, to George W. Johnstone.

H. W. Williams, owner of the Williams telephone system operating in Shasta, Lassen and Siskiyou counties, has been authorized by the commission to sell his business to E. R. Feuz.

SAN FRANCISCO, June 23.—Miss Vivian Hutton Wightman of this city was believed to be the woman whose body, weighted down by a suitcase full of books, was taken from the waters of Carquinez straits, near Benicia Tuesday. The body was found by a fisherman with whose nets it became entangled.

CHICO, June 23.—Mrs. Sophia Pence, one of the most notable of Butte county pioneers, widow of the late M. Pence, who was elected a member of the first board of supervisors in 1855, died at her home in Paradise.

WOODLAND, June 23.—Philip O'Donnell of Tancred has retained an attorney to investigate the accident in which his 13-year-old son, John W. O'Donnell, lost his life

June 5, and ascertain if the facts are sufficient to commence action for damages against the Southern Pacific Railroad company.

Young O'Donnell was killed when a freight train crashed into an automobile in which he was riding on the crossing near Tancred. The coroner's jury in the inquest was unable to fix the blame for the accident.

CHICO, June 23.—Richard P. Stagner, for many years in the sewing machine sales business in northern California, with headquarters in Chico, died at a local hospital. He was a native of Missouri, where he was born in 1851. Surviving are his widow and several children.

AUBURN, June 23.—The body of John Fratis, a section hand on the Southern Pacific railroad, was found in Forebay No. 5 of the Pacific Gas & Electric company north of this city. Fratis is believed to have committed suicide while temporarily insane.

WILLITS, June 23.—The entire faculty of the Willits high school has resigned, and the board of trustees is having difficulty in filling their places on account of the low salaries offered.

EUREKA, June 23.—Charles Willis Ward, prominent lumberman and bulb grower, died here, aged 64.

SAN JOSE, June 23.—Miss Clara Field, a music teacher, jumped or

(Continued on page 7)

WEATHER RECORD

Hereafter the Herald will publish the mean and maximum temperatures and precipitation record as taken by the U. S. Reclamation service station. Publication will cover the day previous to the paper's issue, up to 5 o'clock of that day.

	Max.	Min.	Precipitation
June 1.....	74	38	—
June 2.....	78	35	—
June 3.....	83	47	—
June 4.....	75	50	—
June 5.....	74	35	—
June 6.....	72	39	—
June 7.....	62	25	—
June 8.....	70	25	—
June 9.....	72	22	—
June 10.....	70	37	—
June 11.....	71	47	—
June 12.....	67	50	—
June 13.....	65	48	—
June 14.....	64	48	.13
June 15.....	64	46	.17
June 16.....	73	33	—
June 17.....	68	51	—
June 18.....	79	33	—
June 19.....	86	48	—
June 20.....	81	58	—
June 21.....	90	57	—
June 22.....	85	49	—
June 23.....	71	40	—
June 24.....	71	39	—
June 25.....	70	41	—
June 26.....	70	43	—
June 27.....	81	47	—