HOW MAGAZINE PROVED BELIEF IN ADVERTISING

How the old story of the cackling hen, the bashful duck and the marketable egg was applied by the business staff of what is now one of the great American periodicals, is told by Frederick C. Little of Chicago, western advertising manager of the Literary Digest.

That advertising has really paid as far as increased circulation of the Digest is concerned was the assertion of Mr. Little. He asserted that his firm now expends annually $4,000,000 for newspaper advertising alone.

"A man of great vision," said Mr. Little, "once made the statement that if you have a business that you cannot advertise then advertise it for sale. Advertising, to my mind, is to commerce what oxygen is to the blood, in view of the fact that 84 per cent of the business failures of 1920 were made by firms that did not appreciate the value of advertising.

Advertising Is Bought.

"In our New York office five years ago a staff conference was held to find out why the prestige and circulation of the Literary Digest could not be increased. At that time the circulation of the periodical was 350,000. One of the directors pertinently inquired, "What do we sell?"

"Someone answered 'advertising', and the director then asked, "Do we believe in the value of advertising?"

"Everyone concurred in the belief that we did.

" 'All right, then,' was the director's laconic reply, 'let's buy some.'

"And from that time on we have bought advertising. Immediately after our decision a campaign of newspaper advertising was started and continued with the result that in one year we spent with 400 selected daily papers $4,000,000. We have increased our circulation to 1,300,000, and indications are that that number will be swelled to more than 1,500,000 before the present year is out. During this time our revenue has increased more than 360 per cent.

Progress Is Due to Advertising

"And now to intelligent persons the Digest is known as one of the greatest of publications and is better known abroad than any other American periodical. And it all came about because we had the courage and vision to buy what we sell—advertising.

"We plan to continue for an indefinite period our great newspaper advertising campaign, for there has never been a year in our history in which it is so necessary to advertise as in 1921."

Mr. Little said that in his opinion consistent advertising of any good product will always bring success.

NICARAUGUANS THOUGHT PLANE WAS HUGE BIRD

SAN JUAN DEL SUR, Nicaragua, March 6, (By Mail)—There are even yet in remote parts of the world who never even heard of an airplane. Some of these people live in the little Nicaraguan village of Gigante, where the naval plane NC-6 was forced down by a hurricane while on its flight from San Diego, Cal., to Panama along with about a dozen other planes in January.

They thought the NC-6 was a huge bird, an albatross, which had come in search for some unfortunate mariner who had offended it and they hid in the woods for several hours.

Near the little cove where the NC-6 came down are two ranches. After The Associated Press correspondent had found the missing NC-6 he visited one of these ranches and asked the woman if they had seen the plane arrive. One of them replied:

"Mio Dios, I should think so. At the sight of the horrible thing skipping over the white caps, without flapping its wings, and spitting fire from both sides of its body and roaring like 20,000 bulls we all took to the timber where we remained for about four hours. We only came out when we say a foreign gentleman passing near where we were hiding."

The women added that before the great war, when sailing ships used to visit the Nicaraguan coast to load mahogany and cedar, the captains had told them of a wondtrful bird called the albatross that was an inhabitant of the southern seas and they supposed this bird had come after some offending sailor.

The Office Cat

BY JUNIUS

My Dictaphone

You are never late in the morning,
You never get restless at four,
And I've never known you to giggle or chew;
You never use slang, what is more.

Your custume is simple and quiet,
Your color is always the same;
And I'm seldom impelled by the words you've misspelled
To heap maledicks on your name.

Yet I feel that there's something I'm missing;
My life seems peculiarly bare
In spite of the fact that your every act
Is performed without fixing your hair.

For I've found that your soul is a motor,
Your motives are amperes and volts;
Your memory's wax, if you drop it it cracks,
And your posture's dependent on bolts.

So I think I'll recall Miss Ima Pippen
To sit at the desk at my right,
Her eyes are quite blue—And I think Ill hand you
To the clerk she went out with last night!

We often wonder what the Prudential Life Insurance company (Adv.) would have done if the Germans had succeeded in blowing up Gibraltar.

We Don't Believe This

"Nowadays," says a critical sociological periodical, "office girls are putting everything they own on their backs."

That would surely make 'em look funny from the front, wouldn't you say?

We have just sent in our income tax blanks to the treasury department. Our income itself last year was more or less of a blank.

He Wants A Goat

T. L. Stanley had returned from lodge and was talking about the goat. Which reminded his little boy, Dwight:

"Papa, get me a goat," the youngster said.

"Oh, no. A goat would horn you," remarked father.

"I'd cut his horn off,"

"He'd butt you."

"Then I'd cut his buttons off. Please get me a goat."

W. O. Smith says that just because two young people happen to like the same phonograph records it doesn't necessarily mean they were made for each other."

In The Salem Asylum

"What's the matter with the fellow up on the ladder who is twiddling his fingers?"

"Why, he went crazy over buttoning his wife's waists."

"And why is he up on the ladder?"

"He thinks he has the contract for buttoning the waist of the Statue of Liberty."

Well

The young lady was taking the church census, and a tall young man with a clerical appearance had just requested her to step inside, as they had sickness in the house and he didn't like to leave the door ajar. Influenza prevailed in the neighborhood, and the young lady was cautious.

"It isn't anything contagious, I hope?" she queried suspiciously.

The young lady "flu."

Alex Stevens says a storage battery has a camel beaten 40 ways, but even a battery will die if you never give it a drink.

NELSON COULD HARDLY PUT ON HIS COAT

"RHEUMATISM CERTAINLY HAD ME IN ITS CLUTCHES," SAYS SEATTLE MAN.—TANLAC RESTORES HIM.

"There isn't any mistake about it, this Tanlac hasn't an equal," said C. A. Nelson, 424 Harrison St., Seattle. Mr. Nelson is employed by the city of Seattle as an ecetylene welder. To quote his words:

"I had trouble with my stomach and sometimes I had awful spells of indigestion, but my main trouble was rheumatism. It certainly had me in its clutches. My arms, legs and shoulders hurt me so bad I could hardly stand it, especially in damp weather. I suffered agony every time I dressed myself and it was all I could do to put on my coat. The pains just travelled around my body, first one place and then another. Sometimes my back hurt so I couldn't step over and straighten up again without suffering torture. I didn't get much sleep, either.

"But Tanlac drove the rheumatism right out of my system, put my stomach in apple-pie order and made me feel like a new man. I haven't a pain or an ache and have gained ten pounds in weight. I sleep all night without turning over once and feel fine in the morning. Tanlac is far and away the best medicine I ever heard of. It certainly does the work."

Tanlac is sold in Klamath Falls by Star Drg Co., in Lorella by James Merc. Co., and in Merrill by Southern Oregon Drug Co., at Modoc Point, E. A. Sutton & Son, at Dairy, W. E. Sedge.—Adv.

Bend Bricklayers And Carpenters Cut Wage Scale A Dollor

BEND, March 23.—Following the lead set by the bricklayers' union, the carpenters local, has reduced the scale from $8 to $7 a day. The cut announced by the bricklayers was from $10 to $9 a day. The new carpenters' schedule, carrying by a big majority, was voluntarily made for the purpose of "getting things started" in Bend.

New York City's first fire chief was paid sixty dollars a year for his services.

KLAMATH TO BE REPRESENTED AT U. S. C. OF C.

Senator Charles McNary and H. D. Mortensen will represent the Klamath county Chamber of Commerce at the ninth annual meeting of the United States Chamber of Commerce at Atlantic City, April 27-29, Secretary Stanley of the local organization announced today.

Senator McNary is national counselor for the local chamber. Mr. Mortensen expects to be in Atlantic City late in April, and in the event he is there has promised to represent the local chamber.

The theme for discussion at the national meeting is "In the public interest—more business methods in government; less government management of business, a slogan with which a good many citizens who have wearied of government control will be in hearty accord.

All of the questions to be brought before the meeting will be approached as they relate to the general subject. Speakers will include government officials and leading business men in many lines of finance, commerce and industry.

Much of the work of the convention will be done as heretofore in group sessions. Groups representing the major divisions of business will take up, first—problems peculiar to the industries or interests within the group, and second—major problems common to all business, which will include the question of the tariff and that of taxation.

Italians in the seventeenth century ascribed the origin of influenza to certain stars which had an evil influence.

BABY LIKES CHURCH

Who said a baby can't behave in church? Here's one who can and does—"The Salvation Army Baby." She's Victoria Booth Demarest (that's her mother's name,too,) and she's only six months old. The baby is a great granddaughter of General William Booth, founder of the Salvation Army, and the mother is a traveling evangelist. She takes Virginia to her meetings and puts her in a chair in the pulpit.

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 the day.

	Max.	Min.	Precipitation
Mar 1	60	35	—
Mar 2	68	34	—
Mar 3	65	35	—
Mar 4	62	40	11
Mar 5	50	38	35
Mar 6	48	34	—
Mar 7	59	27	—
Mar 8	52	29	—
Mar 9	58	26	—
Mar. 10	55	37	—
Mar. 11	57	32	—
Mar 12	54	24	—
Mar 13	48	36	02
Mar 14	49	32	—
Mar 15	48	37	—
Mar 17	61	39	17
Mar 17	57	36	02
Mar 18	46	31	24
Mar 19	43	26	01
Mar 20	47	28	—
Mar 21	42	32	03
Mar 22	46	30	—

Herald classified ads pay you.

Get results by using class ads.

DOINGS OF THE DUFFS BY ALMAN

After the Waiter Had Served the Food