

## 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 350 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 saw 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 wonderful bird called the albatross that was an inhabitant of the southern seas

## 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 costume 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 Pippet To sit at the desk at my right. Her eyes are quite blue—And I think I'll 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."

and they supposed this bird had come after some offending sailor.

## 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 acetylene 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 Drug 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 Dollar

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.

"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.

## DOINGS OF THE DUFFS BY ALMAN

After the Waiter Had Served the Food



## Hot Water Each Morning Puts Roses in Your Cheeks



To look one's best and feel one's best is to enjoy an inside bath each morning to flush from the system the previous day's waste, sour fermentations and poisonous toxins before it is absorbed into the blood. Just as coal, when it burns, leaves behind a certain amount of combustible material in the form of ashes, so the food and drink taken each day leave in the alimentary organs a certain amount of indigestible material, which if not eliminated, form toxins and poisons which are then sucked into the blood through the very ducts which are intended to suck in only nourishment to sustain the body.

If you want to see the glow of healthy bloom in your cheeks, to see your skin get clearer and clearer, you are told to drink every morning upon arising, a glass of hot water with a teaspoonful of limestone phosphate in it, which is a harmless means of washing the waste material and toxins from the stomach, liver, kidneys and bowels, thus cleansing, sweetening and purifying the entire alimentary tract, before putting more food into the stomach.

Girls and women with sallow skins, liver spots, pimples or pallid complexion, also those who wake up with a coated tongue, bad taste, nasty breath, bilious spells, acid stomach or constipation should begin this phosphate hot water drinking and are assured of very pronounced results in one or two weeks.

A quarter pound of limestone phosphate costs very little at the drug store but is sufficient to demonstrate that just as soap and hot water cleanses, purifies and freshens the skin on the outside, so hot water and limestone phosphate act on the inside organs. We must always consider that internal sanitation is vastly more important than outside cleanliness, because the skin pores do not absorb impurities into the blood, while the bowel pores do.

Women who desire to enhance the beauty of their complexion should just try this for a week and notice results.

## 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	43	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 16	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.

## PUT CREAM IN NOSE AND STOP CATARRH

Tells How To Open Clogged Nostrils and End Head-Colds.

You feel fine in a few moments. Your cold in head or catarrh will be gone. Your clogged nostrils will open. The air passages of your head will clear and you can breathe freely. No more dullness, headache; no hawking, snuffing, mucous discharge or dryness; no struggling for breath at night.

Tell your druggist you want a small bottle of Ely's Cream Balm. Apply a little of this fragrant, antiseptic cream in your nostrils, let it penetrate through every air passage of the head; soothe and heal the swollen, inflamed mucous membrane, and relief comes instantly.

It is just what every cold and stuffed-up and miserable catarrh sufferer needs. Don't stay

## WEAK, WEARY WOMEN

Learn the Cause of Daily Woes and End Them.

When the back aches and throbs, When housework is torture, When night brings no rest nor sleep, When urinary disorders set in, Women's lot is a weary one. Doan's Kidney Pills are for weak kidneys.

Have proved their worth in Klamath Falls.

This is one Klamath Falls woman's testimony. Mrs. Dora Bruley, 911 Upham St., says: "I know the value of Doan's Kidney Pills and can't say too much for them. My kidneys were weak and I had such pains across my back that I could hardly do my housework. I became run down and tired easily, especially mornings. After I took cold the trouble was always worse and the action of my kidneys was irregular. Doan's soon stopped the backache, that tired worn out feeling left and my kidneys acted regularly." Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Bruley had. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

## SULPHUR SOOTHE ITCHING SKIN

The First Application Makes Skin Cool and Comfortable.

If you are suffering from eczema or some other torturing, embarrassing skin trouble you may quickly be rid of it by using Menthos-Sulphur, declares a noted skin specialist.

This sulphur preparation, because of its germ destroying properties, seldom fails to quickly subdue itching, even of fiery eczema. The first application makes the skin cool and comfortable. Rash and blotches are healed right up. Menthos-Sulphur is applied like any pleasant cold cream and is perfectly harmless. You can obtain a small jar from any good druggist.—adv.

Get results by using class ads.