

The Bend Bulletin

DAILY EDITION
 Published Every Afternoon except Sunday.
 By The Bend Bulletin (Incorporated).
 Entered as Second Class matter January 8, 1917, at the Post Office at Bend, Oregon, under Act of March 3, 1879.
ROBERT W. SAWYER, Editor-Manager
HENRY N. FOWLER, Associate Editor
C. H. SMITH, Advertising Manager

An Independent Newspaper, standing for the square deal, clean business, clean politics and the best interests of Bend and Central Oregon.

SUBSCRIPTION RATES

By Mail	
One Year	\$5.00
Six Months	\$2.75
Three Months	\$1.50
By Carrier	
One Year	\$6.50
Six Months	\$3.50
One Month	\$0.60

All subscriptions are due and PAYABLE IN ADVANCE. Notices of expiration are mailed subscribers and if removal is not made within reasonable time the paper will be discontinued.
 Please notify us promptly of any change of address, or of failure to receive the paper regularly. Otherwise we will not be responsible for copies missed.
 Make all checks and orders payable to The Bend Bulletin.

THURSDAY, AUGUST 4, 1921.

"We know nowadays that even a universal education supplies only the basis for a healthy republican state. Next to education there must come abundant, prompt, and truthful information of what is going on in the state, and frank and free discussion of the issues of the times." H. G. Wells, "The Outline of History."

MYSTERY WHERE THERE IS NONE

One of the curious things about men who have things to sell, from the man who has a good, eatable currant bun on his counters, to him who has a \$20,000 machine on the market, is that many of them look on advertising as something mysterious. Indeed, there are some who hedge it about with so much mysticism that they soon engender incredulity and therefore do not advertise at all. Such men are their own worst enemies.

But where do you find a READER of advertisements who looks upon them as mysteries? Nowhere. The great mass of people who read newspapers and magazines, look on advertisements with much the same spirit that they do on the news, reading features, editorials and stories.

The trouble with that man who has something to sell and who considers advertising as something mysterious, is that he has an entirely wrong view of the subject. There can be no mystery in an industry—advertising—whose greatest power comes from playing in the open.

Lies and misrepresentation in advertising are splendid routes to the poor house. It is easily proved that it is far—FAR AWAY—more profitable to tell the truth every time in an advertisement.

No great education is needed to prove the truth of the effectiveness of advertising. If the man who is in doubt about it, or who looks on advertising as a mystery, will make up his mind to give 10 hours of his life—ONLY 10 HOURS—to a reading study of its value, he will get all the education he needs.

Read one book by an expert on the subject and your eyes will be opened—WIDE.

BEND AND THE EDITORS

Bend's hospitality, as shown in the recent gathering of the editors of Oregon here, receives a real tribute in an editorial published by the Morning Register of Eugene. The Register, under the caption of "Bend and the Editors," says:

"It is evident from the reception given at Bend to the Oregon editors that the old-time generous spirit of Central Oregon is still alive. Western Oregon cities will be hard put to it to equal the entertainment given to the fortunate delegates at the last meeting of the editorial body.

"Perhaps it was Bend hospitality and Bend open-heartedness that made the editors so responsive to the code of ethics suggested by one of the delegates from the state university. At any rate it is a great step forward when a state editorial association directs that a code be drawn up for action at the next newspaper meeting, which will be at the university next winter. A code of ethics is significant of the transition of newspaper work from a business to a profession, and the unanimous readiness of the men present to get behind a statement of the strictest of prin-



Somewhere

A torrid wind is blowing across the wilting wold, the sun new curves is showing, the sky's like hammered gold; but somewhere it is snowing, and men complain of cold. Somewhere the clouds are dishing all kinds of snow and sleet, somewhere the boys are wishing, while thawing out their feet, for weather fit for fishing, a sport that can't be beat. The weather's something awful, the pavements smoke and hiss, the man hands out a jawful of language, hit or miss, and says he has his craw full of climate such as this. But somewhere men are freezing amid the frost and snow, through arctic nights they're sneezing, and colder still they grow, and there's no way of easing the agonies they know. Upon the map I'm tracing the lands with arctic goods, where famished wolves are racing in lonely neighborhoods, and polar bears are chasing the voters through the woods. The heat, in language spiteful, we roast till we're disgraced, but in those regions frightful where snowdrifts go to waste, they'd think it most delightful if they could have a taste. Somewhere men dress in leather, to shield them from the blast, and have chilblains together, in wildernesses vast; so let us prize this weather, which is too good to last.

principles shows how journalism progresses.

"Both to Bend for its kindness and to the editorial association for its high-mindedness, compliments are due."

Again the Oregon Journal complains against the rates charged for carrying its paper through the mails and on the same page expresses its editorial approval of President Harding's recent declaration against the growing tendency to apply to the central government for legislation in aid of private enterprise. Until the journal demonstrates that the postal charges are not correct for the service rendered it would seem hardly the thing to be asking for a change that will amount to a government subsidy in its behalf.

Fifteen Years Ago

(From the columns of The Bulletin of August 3, 1906.)

A. B. Hammond, president of the Corvallis & Eastern railway, announced last week that this road will be extended across the state from its present terminus to some point on the Snake river.

Redmond people are hard at work planning for their big fair, which is to be held September 26 to 22, inclusive.

Forest fires are raging in the direction of Paulina and Sisters. The air is filled with smoke.

R. J. McCann and W. R. Wilkinson walked from Paulina lake to Bend last Saturday.

F. S. Stanley and son George drove to the fish trap on the upper Deschutes last Sunday for a few days outing.

Mrs. Hugh O'Kane returned last week from Portland, where she has been visiting a sister.

Joe Taggart was in from his home-stand at Rosland last Wednesday.

Ralph Spencer passed through Bend Tuesday on his way to Silver Lake, where he will take over the management of the Central Oregonian.

Mr. and Mrs. A. C. Lucas gave another pleasant dancing party at the Pilot Butte Inn last Saturday evening.

Advertisements in The Bulletin. It gets results.



Representing, as we do, the best companies in the world, we are well able to write the Insurance you need in whatever amount you wish.

J. F. ARNOLD

324 Wall Street

SATURDAY POST STORY IS SCREENED BY RAY

Charles Ray in a role different from anything he has ever done before is the promise held out by the announcement that "Scrap Iron" will be the First National attraction at the Liberty theater for three days, beginning tonight. In this production the star portrays the role of a young mill hand, who goes through a series of heart-stirring and dramatic incidents which disclose him as an actor of high emotional talent.

The story, written by Charles E. Van Loan and published in the Saturday Evening Post, relates the trials and tribulations of John Steel, the character portrayed by Ray, in trying to keep faith with his widowed invalid mother. There is humor in it in abundance, but underlying the whole story is a deep vein of pathos that makes it absorbingly interesting and sympathetic.

A fight scene, in which Steel offers himself as the sacrifice to a local champion, furnishes the big thrill of the production, and it is a fight that will stir the blood of anyone seeing it. He must last three rounds or the money needed to keep his mother provided with the necessities of life will not be his, and for three rounds he stalls and blocks and takes a terrific beating. The fourth round is another story, and as exciting a story as one could wish to see.

Bulletin Want Ads bring results—try them.

When you need your Suit Cleaned or Pressed, come to--

LOVEN'S
 Bond Street
 First Class Work
 Guaranteed.

OPPORTUNITY

For a single or a couple of women who would like to be independent.

Bend's only Hairdressing Parlor for sale. Will teach the trade to the inexperienced free of charge, and will stay with them until they master the business perfectly.

Mrs. Muller's
 Hairdressing Parlors

140 OREGON STREET
 PHONE 269-W

Nesto Lashes are the newest. Try them; they make your Eyes beautiful.

ADVICE FOR UNDER DEVELOPED CHILDREN IS GIVEN BY NURSE

Advice on problems frequently confronting the county nurse in connection with the care of children is given by Miss Julia Clock, public health nurse in Deschutes county, in a schedule showing the most common causes of under development, and the best methods for overcoming this condition. The outline she has prepared is as follows:

Causes of Undernourishment.
 Every child should be weighed once a month and the record kept. The average gain of a school child is approximately half a pound a month. The malnourished child should gain much more than this in order to reach the average weight for his height, not age. If a child is not gaining at the normal rate, the parent should know why. The reasons for malnutrition are very significant and every parent should know them. As given by Dr. William B. F. Emerson, of Boston, after 12 years of scientific work, the causes of underweight and undernourishment are these:

1. Physical defects, especially obstructions of the breathing passages. Children must all be "free to breathe" if they are to be "free to gain." Adenoids, enlarged or diseased tonsils, or growths in the nose; eye strain, defects of hearing, hollow chest, crooked back, flat feet, will all hold children back from normal gain.

2. Lack of home control. This means that the parents must assume the intelligent direction of the family, and not leave it to the children, who are usually ready to assume this responsibility, especially in America.

3. Over-fatigue. Rest is as important as food in a child's development, and few of them have enough of it. The school program is often too intense for the growing child; he has too many outside activities, such as classes, clubs, or lessons; he is up much too late at night, and is too fatigued to get proper nourishment from his food.

4. Insufficient food and improper food habits.

5. Faulty health habits.

Program for the Underweight Child.

1. A complete physical examination by a competent physician, in the presence of the parents.
2. The remedy of defects found, i. e. diseased tonsils or adenoids removed; teeth treated; eye strain relieved, etc.
3. The usual three meals a day, eaten very slowly, consisting of milk, butter, bread, cereals, vegetables, fruits, some sweets, and little meat.
4. Two extra lunches, at 10:30 and 3:30, of milk and crackers or bread and butter. Never give sweets

between meals, as they impair appetite.

5. A rest period of one hour in the morning and another of half an hour in the afternoon, lying flat; 10 hours of sleep at night, all with windows wide open.

6. School hours shortened or given up entirely if need be until health is gained; outside classes and clubs omitted.

7. No vigorous exercise until weight is normal, but plenty of play-time out of doors.

8. No nervous excitement—few parties, movies, or picnics, until the habit of weight gaining is established.

9. Children should have at least one regular bowel movement a day, preferably just after breakfast, and should be taught great respect for all their bodily functions.

This program is simple, possible and cheap. There is no magic about it, but, as a wise old physician once said of the cure for tuberculosis: "It is just living as everybody should live all the time."

'Twas the Room Went Upstairs.

Teddy had returned from the city and was describing a large department store he had visited. He seemed greatly impressed by the height of the building and the number of floors. One of his little playmates who had been listening attentively finally inquired: "Did you go away, 'way upstairs'?" "No," said Teddy. "We just went into the finest, finest little room and stood still and the little room went upstairs."

Calgary's Name.

The city of Calgary, Alberta, received its name in 1876 from Col. Macleod, then in command of the royal northwest mounted police at that point. He named it after his old home, Calgary, a small estate on the Isle of Mull, Scotland.

You Can't Afford To Have An Accident

If you are hurt and unable to work, your expenses are increased by doctor's bills—and you're fortunate if you come through by drawing on your savings alone, and not falling up to your neck in debt.
 It is this suddenness of accidents that makes Travelers Accident Insurance so popular.
 Carry this insurance and you know before your accident happens just how much it will cost you—merely the very reasonable sum that you have already paid as your premium.
 Wishing you had insured won't pay the bills after you are hurt. Get it today.

J. C. RHODES
 INSURANCE SPECIALIST
 801 Wall St. Telephone 7
 "Goodbye Anxiety"

Odd Marriage Customs.
 In all Slav weddings the bride is fetched by the bridegroom, emblematic of the time when his forebears carried their mates away forcibly. At Albanian weddings it is correct for the bride to weep and show great reluctance to leaving home. The bridegroom must present the bride with a handsome dress for the marriage, no matter what his circumstances are, so that it is known by all the guests that the dress the bride is wearing shows the taste of the bridegroom.

How Ohio River Got Name.
 The Allegheny and Ohio rivers were regarded by the French as one stream. The name given by them, La Belle Riviere (the beautiful river), is a translation of the Seneca term "Ho-be-yu," changed by the whites, both English and French, at a later date into Ohio.

Tiny Infants Become Robust.
 Parents whose children are abnormally small or feeble can take heart, for recent science shows that tiny infants frequently grow up quite robust and of normal proportions.



Your Shoes will smile with satisfaction over the splendid job of repairing they will receive at our hands.

Lindberg & Hanson
 120 Minnesota Street

WE BUY
 SELL or EXCHANGE
 Good Used Ranges,
 Furniture, Phonographs or Office
 Furnishings

ELECTRIC VACUUM
CLEANERS RENTED
 24 Hour Day—50c
 All makes of Sewing Machines rented by the day, the week, or the month.

BEND FURNITURE CO.
 (Exchange Department)
 TELEPHONE 271-W

The "sterling" mark of circulation

Most cities employ a City Sealer who verifies the accuracy of the scales from which you purchase your food, materials, etc. In buying cloth you have the yardstick.

Circulation likewise has its measure, the one standard by which it can be correctly gauged. That measure, of course, is the A. B. C.

The Bend Bulletin is a member of the A. B. C., and our records are always open and ready for your inspection.

The Bulletin Board

If you forgot to order those statements tell us Monday and sample our service.