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FRIDAY, NOVEMBER 4, 1921.

BETTER THAN RUBIES:— Search the Scriptures: for in them ye think ye have eternal life; and they are they which testify of me.—John 5: 39.

PEARLINE

If you are not less than 35 years old, or thereabouts you remember Pyle's Pearline, a washing powder that was extensively advertised and widely used in your youth. You will remember that it was a standard article and enjoyed a large sale. How long since you heard of it? Do you know the reason why it has disappeared? It is because the owners stopped advertising. Here is the story as told in "Tibs and Nibs."

"Twenty years ago one of the best known names in national advertising was James Pyle's Pearline. The advertising had run continuously since 1873. In 1904 the appropriation for that year amounted to \$500,000.00, which was a great deal of money in those days. In 1907 the concern having passed into the hands of an estate, the trustees saw an opportunity by which they could save many hundreds of dollars by cutting out the advertising. Pearline lost favor rapidly and in 1914 tried to come back. Several hundred thousand dollars were spent, which amount would have made a considerable dent on the market for a new product, but Pearline was not a new product. It was trying to come back which was infinitely more difficult.

"In 1915, according to our information, Pearline was sold to a competitor for just the cost of the machinery as junk and the stock on hand as raw material.

"Another nationally known product stopped advertising for one year and it took from five to seven years to regain the volume it lost.

"A merchant can build up a splendid business in his town if he will advertise constantly, and it will continue to grow as long as he advertises. He cannot afford, however, to stop advertising as the growing generation must be constantly kept informed so as to obtain new customers, and the older generation must be reminded. It is only the older generation who remembers Pearline. The young man and woman know nothing of it.

"About 18 per cent of our population each year reaches the age of understanding or purchasing ability. You must gain the attention of these 18 per cent, obtain their good will together with retaining the business of the older folks, or gradually disintegrate.

"Advertising is the modern miracle worker, but it must be done consistently and constantly. You cannot stop in the middle of the stream and expect to get across."

One set of people in Portland is now working with the tax levying bodies in an effort to lower taxes and another is campaigning for an additional tax for the proposed exposition. One wants to reduce taxes now and the other five years from now.

Newspaper men who remember that when the divorce case of Willard Hawley the paper maker's son was first in court the price of newspaper advanced, will view with alarm the filing of the second suit.

Reading in Bed.
One may read in bed without excessive eye-strain if care is taken to have good light and to sit up so that you look down at the print. Reading in a prone position is usually tiresome because we look up at the type. The eye is used so much to look at objects held below its level that the muscles which turn the eyes up have become weak from lack of use and become, therefore, easily tired. — Popular Science Monthly

Wisdom Lies in Correction.
Don't make too much of the faults and findings of those around you; even be good to yourself, and don't carry your soul over your own blunders and mistakes.—Ada G. Sweet.



The Mourner
My mind had grown so galled and sore, from viewing social smashes, I started for the sackcloth store, to buy a ton of ashes. "These modern ways," I said, aghast, "are all beyond enduring, and every stand-by of the past has broken from its mooring. I do not like to kick and carp, or shed the tears in billows, but I must hang my famous harp upon the well known willows. For things have changed since I was young and lived in far Aurora, and dizzy curves are daily sprung, that capture my Angora." And, thinking of that storied town, old men I recollected, who used to wander up and down, disconsolate, dejected. Oh, that was forty years ago, and they were always saying that modern things were steeped in woe, and virtue was decaying. "And are we old boys dotard sires?" I cried, "has old age hipped us, that we intend to hang our lyres upon a eucalyptus? Have I grown like those graybeards dour who groaned in bygone seasons, and said the world was turning sour, and bored us with their reasons? I'll have to can the sob and sigh, discard the mourning border; no bolt of sackcloth shall I buy, no ashes shall I order." And then I went to Jimpson's shop, where ice cold drinks are mingled, and drank three quarts of lemon pop, and through my works it tingled.

Mackerel Run in Great Schools.
Some schools of mackerel are half a mile wide and twenty miles long, and are estimated to contain 1,000,000 barrels of fish.

Women's Club in 1747.
A women's organized women's club existed in New York as early as 1747.

Patching Wallpaper.
To match wallpaper successfully, instead of cutting the paper tear it across irregularly. The white edge made by the tearing will not be on the patch, but on the unused paper. By matching the design the patch will be almost invisible.

Kiddies' Colds Can Be Eased Quickly

Dr. King's New Discovery will do that very thing, easily and quickly. Don't say, "Poor little kiddie, I wish I knew what to do for you." When the cough first comes, give a little Dr. King's New Discovery as directed, and it will soon be eased.

It's a good family cough and cold remedy, too. Loosens up the phlegm, clears up the cough, relieves the congestion. No harmful drugs. For fifty years a standard remedy for colds, coughs, grippe. At your druggists, 60c a bottle.

Dr. King's New Discovery For Colds and Coughs

Constipated? Here's Relief! Cleanse the system, with Dr. King's Pills. They prompt free bile flow, stir up the lazy liver and get at the root of the trouble. All druggists, 25c.

PROMPT! WON'T GRIPE Dr. King's Pills

Explains Cuckoo.

Can the cuckoo justly be accused of that lack of parental duty which leads her to deposit her eggs in other birds' nests? One is inclined to consider her less harshly when the circumstances are examined. Nature has ordained that to every hen cuckoo born there shall be five or six males. How is she to meet this dilemma, asks a writer in a contemporary? It would be says, baffle the devices of the most domesticated wife to bring up a family while there are five or six husbands in the house. So she farms out her youngsters and, for the good of her race, philosophically adopts polyandry as her fate.—Chicago Journal.

Franklin on Thrift.

A man may, if he knows how to save as he gets, keep his nose to the grindstone all his life and die not worth a groat at last.—Benjamin Franklin.

Bet your bottom dollar!

CHESTERFIELDS "satisfy"
—fully and completely
—like a long, cool drink "satisfies" when you're thirsty
—but unlike anything you ever experienced in a cigarette before.
A better flavor, yes; a more pleasing aroma, yes; but more than that, a rounded out "completeness" that is wholly satisfying.

That's how Chesterfields "satisfy."
And the blend—that's why Chesterfields "satisfy." A blend of Turkish and of Burley and of the choicest of other fine home-grown tobaccos in a new combination!

They Satisfy
—and the blend can't be copied

Chesterfield CIGARETTES

LOONEY & MYERS TOBACCO CO.

Have you seen the new AIR-TIGHT tins of 50?

The Delight of Eating

lies as much in the Service as it does in the Food Served

? Why Not Dine Where They Combine

Regular Dinner, \$1.00; Sunday, \$1.25 or a la'Carte Service

This Week's Specials

Pilot Butte Club Sandwiches
Sea Food Cocktail or Salad
Fresh Crab Flakes a la Louis
Squab Chicken a la Maryland

Pilot Butte Inn



William Russell,
starring for Fox Films, writes:

WILLIAM RUSSELL
HOLLYWOOD, CALIFORNIA
September 7, 1921.
Monroe Clothes,
New York City.
Gentlemen:—Price makes a lot of difference these days, especially to the motion picture actor, whose wardrobe must always be full and complete.
I find I can obtain the utmost in style, service and economy by wearing Monroe Clothes.
Respectfully yours,
W. Russell



The judgment of 500,000 New York men now wearing Monroe Clothes, confirms Mr. Russell's statement. We invite you to verify it personally by inspecting our stock.

\$25 \$30 \$35

Style Service Satisfaction

THE GOLDEN RULE

Better Get The Ball Rolling



The alleys at the American Legion Building will soon be ready for use, and Shevlin-Hixon wants to put a winning team out this season. Ye bowlers get together—start your talk now and do your acting when the season opens.

Would it not be advisable to start a small sinking fund for your Christmas shopping? The holidays will soon be here and a small savings will be handy when Christmas buying time comes.

The Brooks-Scanlon Lumber Co.