

THE BEND BULLETIN

"For every man a square deal, no less and no more."

CHARLES D. ROWE, EDITOR

SUBSCRIPTION RATES:
 One year \$1.00
 Six months .50
 Three months .25
 (Invariably in advance.)

FRIDAY, SEPTEMBER 18, 1908.

WHAT MAKES A GOOD AD.
 For some years there has been in progress all over the country an educational movement, aimed to create new readers of advertisements. It became obvious to all progressive newspaper managers that mere circulation, as represented by number of copies printed and sold was not the deciding factor in fixing the right kind of an advertising medium. In the final analysis it became a question of how many of a newspaper's readers were in the habit of reading and answering advertisements. It followed that a good deal of the effort that had been expended formerly in securing new subscribers was more profitably employed in persuading the old ones to become habitual readers of advertisements. This educational work is bearing excellent fruit and today there are more people in this community whose purchases at stores are influenced or governed by advertising than ever before. The result is, of course, that newspaper advertising has become to be far more effective—that results from it are not only sure but that they are usually quick and easily traceable to the ad. which produced them. It has become possible to very nearly gauge and measure the amount and kind of newspaper advertising which will be required for a specific purpose—to carry through some particular store sale or to introduce a project or product, float a business venture, rejuvenate a run-down store or sell a piece of property.
 Time was when merchants imagined that it was good advertising to merely keep the name and location of a store in the public eye, with an occasional generality concerning the store's aims and purposes. This probably served as well as anything in the days when people did not generally read advertising, nor let it influence their buying and selling. Under the new conditions, however, people are reading advertisements in pursuit of information concerning the particular and specific things the stores have to sell, or that people have to offer. They expect to find in a store advertisement descriptions and prices of the particular things that interest them at the moment. The advertisement which does not contain this information may be well written—may be calculated to leave a pleasant impression of a store or a business, but it will not serve directly and promptly to sell the goods. On the other hand an advertisement, not half so well written, but containing facts, information AND PRICES, will sell goods, will bring results, will accomplish things. It takes more space, of course, than the ad. which does not sell the goods—but the advertising bill is also easier to pay.
 In 72 point bold face the Bend Bulletin yells across the six columns of its last issue "Harriman Will Build Into Central Oregon." In a six point body with a three point face we feel like proclaiming to the world "Harriman won't build until he gets dat good and ready." Especially to Coos Bay. We add that before Chas. Rowe gets a chance at us with his quill.—Coos Bay Harbor.
 Aw, now, sour grapes, what's the use of getting jealous about it? Why don't you come over into a good country, a country into which both Harriman and Hill are going to build, evidently both of them now being "dam good an' ready." You see, Harriman never even asked us to assure him a 4 per cent

profit on the investment, for he can see with his eyes shut that much of a return and more by building into Central Oregon. You see, Bro. Whisnant, what comes from living in a good country. Better move over and join us. But really, brother, you people over there have our sincere sympathy.

ADDITIONAL LOCALS.

Mr. and Mrs. Vic O'Connor expect to leave tomorrow for Portland, where they will remain for a time. Vic plans to engage in business with his brother, but the nature of the business and the location has not yet been determined. Mr. and Mrs. O'Connor have lived at Redmond and Bend for the past four or five years and have a host of friends who regret their departure but who will wish them success wherever they locate.

E. O. Check of Silver Lake was in Bend Thursday to engage Attorney C. S. Benson to represent him in an appeal from a decision by the Lakeview land office regarding Mr. Check's homestead. Mr. Check recently made proof on his homestead and was turned down by the Lakeview officials on the grounds of non-residence and non-cultivation. This was a great surprise to Mr. Check as he has resided upon the place constantly with the exception of a few times when he left to work a week or two at Silver Lake, but even then he would return to his homestead on Sunday. He has 40 acres fenced and quite a little of it under cultivation. If the facts are as represented there is little doubt but that the General Land Office will reverse the decision of the Lakeview office.

The lawn social last Saturday evening was a very successful affair from every standpoint, especially from the financial standpoint. The ladies sold out everything they had except a very few watermelons, although the Gypsies had a large supply of "fortunes" left. The gross proceeds amounted to about \$75, and from this the club will clear about \$40. Part of this sum will be used to purchase reference books for the use of the Bend schools. The teachers report that the scholars are badly in need of such books, and the ladies have agreed to purchase whatever the teachers would recommend. It is understood they have recommended Rulph's History of the World, and this set of histories will be bought if the funds on hand will permit it. The matter of price is now being looked up. This shows in a small way the material assistance a library may be to a town. The Ladies' Library Club surely deserves commendation.

Would This Work in the Bend Country
 William Benning has been doing effective work with the kerosene torch in the sagebrush on the North Side. Last Friday he burned 30 acres which, at the prevailing price of \$5.00 an acre, is equivalent to a saving of \$150. Mr. Benning states that the torch works all right in dry weather and can be profitably used where the brush grows densely. Favored by the wind, it is possible to burn large areas with very little trouble. Hundreds of acres have been cleared of sagebrush on the North Side by this means in the past few weeks.—Twin Falls News

Quick Relief for Asthma Sufferers.
 Foley's Honey and Tar affords immediate relief to asthma sufferers in the worst stages and if taken in time will effect a cure.—C. W. Merrill, druggist.

Bids Wanted.
 To clear and plow 40 acres of land on w 1/2 sec 14 of Sec. 2, Tp. 18 south, R. 17 east, W. M. Also to make enough juniper posts to fence it.
 J. BAUMGARTNER,
 27-28 Astoria, Or.

White Leghorns.
 Prize winning strain. A few choice cockerels for sale. \$2.50.
 W. H. STAATS,
 27-30 Bend, Or.
 Subscribe for THE BULLETIN.

A Careless Trick.

Someone threw a bottle of carbolic acid in an alley in the eastern part of town and the Brosterhous, Scuffield and other children in that neighborhood found it. The youngsters did not know what the liquid was and, with the customary childish inquisitiveness, began to investigate. At first they thought they would taste it but finally decided not to. Instead each child dipped its fingers in it and rubbed the acid on the tip of its nose, on its cheeks and on its chin. Of course it soon began to burn and the youngsters made a run for some water and when that failed to relieve the pain they ran to mother. The mothers began to investigate and the children took them and showed them the bottle. Fortunately nothing serious resulted, but there might have been a decidedly serious outcome of the affair. It certainly was a foolish trick to throw a bottle of carbolic acid into an alley where it could easily be found by children.

Millions of bottles of Foley's Honey and Tar have been sold without any person ever having experienced any other than beneficial results from its use for coughs, colds and lung trouble. This is because the genuine Foley's Honey and Tar in the yellow package contains no opiates or other harmful drugs. Guard your health by refusing any but the genuine—C. W. Merrill, druggist.

For Sale.

Household goods—including furniture, rugs, stoves, dishes, flatirons, brass ornaments, etc. etc—we have the rest. Come immediately with the spondules and make your own price at V. J. O'Connor's.

Land For Sale.

In the Powell Buttes district—80 acres in section 33-14-14, and 80 acres in section 34-15-14. This is all choice land; price \$1000.00 per 40 acres. See C. A. Jones, Bend, Or., or write to Martin Sullivan, Kimberly, Idaho.

Bend Nursery.
 Hardy and acclimated plants. Send for catalogue.
 2641 L. D. Winger, Prop.

Har-das
 A Delightful Liquid Face Powder, imparts a rare softness, beauty and delicacy to the skin. Although invisible it is a perfect aid to beauty, restraining the ravages of sun, wind and time. Eliminates tan, sunburn, freckles, sallowness and imperfections of the skin. Preserves a dairy clinging odor exclusively its own.
 PRICE 50 CTS. BOTTLES FREE AT DRUGGISTS
 MOUNT CHEM. CAL. CO., PORTLAND, ORE.

This Pleases the Editor.
 The Bulletin recently sent a statement to a Minneapolis subscriber with the remark that his subscription had expired on a certain date, and said that we hoped and believed he would wish the paper continued. In response thereto the subscriber remitted for another year, and added: "You bet I want your good paper. It is a dandy and I am proud of it. Am hollerin' for your country all the time."

Will Interest Many.
 Every person should know that good health is impossible if the kidneys are deranged. Foley's Kidney Remedy softens kidney and bladder disease in every form, and will build up and strengthen these organs as they will perform their functions properly. No danger of Bright's Disease or Diabetes if Foley's Kidney Remedy is taken in time.—C. W. Merrill, druggist.

SEEDS
 SPECIAL OFFER:
 Make a habit of buying SEEDS from the SEEDS COMPANY. Write to-day! Mention this Paper.
 SEND 10 CENTS
 to get your seed and receive the valuable catalogue of seeds, vegetables, flowers, etc. etc. in return. Write to-day! Mention this Paper.
 H. W. Johns, 215 1st Ave. S., Seattle, Wash.

Don't Patch Your Roof With Dollar Bills
 Every dollar spent for painting, coating or replacing your roof is a Money Trick that you can avoid if you use J-M Asbestos Roofing—which requires no coating or painting to preserve it.
J-M ASBESTOS ROOFING
 is made of asbestos, an incombustible mineral. Cannot rot or rust, melts fire and is not affected by acids, alkalis, heat or cold. Its first cost is the only one. That is why it is the "cheapest per year" roofing. Easily applied by anyone.
 Asbestos is an Asbestos Filing for buildings and the most economical, durable and easily applied lining known.
 Ask for samples and prices.
H. W. Johns-Manville Co.
 516 1st Ave. S., SEATTLE, WASHINGTON.

A Complete Stock of Dry Lumber
 Rough, Surfaced and Moulded
 Always carried in stock. I have all sizes of the following:

INCH COMMON DIMENSION SHIPLAP RUSTIC T. & G. FLOORING WINDOW CASING WINDOW JAMBS	HEAD BLOCKS O. G. BASEBOARDS STAIR TREADS WATER TABLE O. G. BATTINS MOULDINGS FENCE PICKETS
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LATHS FOR IRRIGATING SPOUTS

SEE ME BEFORE YOU BUY ELSEWHERE. I CAN SAVE YOU MONEY.

J. S. WILLIAMS
 [AT THE HENRY LISTER STAND]
 BEND, OREGON
 Office with the Central Oregon Realty Co.

Bend-Shaniko Livery & Stage Company
 J. H. WENANDY, Prop.
 W. P. Hatley, Agent, Shaniko
 New Covered Stages between Bend and Shaniko
 ALSO
 Livery and Feed Stables at Shaniko, Madras and Bend.
 We run our rigs to please the public.
 Stages leave each way every day.
 Rigs to all parts of Central Oregon. Careful drivers furnished
 Special Attention Given to Express and Baggage.

A Complete Stock of DRY LUMBER
 At Bend, Oregon. Rough, Surfaced and Moulded. At Bend, Oregon.
LUMBER
 All Widths, Lengths and Thicknesses

Reasonable Prices Good Grades Dry Stock	INCH COMMON DIMENSION SHIPLAP RUSTIC T. & G. FLOORING BEADED CEILING WINDOW JAMBS WINDOW CASING HEAD BLOCKS O. G. BASEBOARDS STAIR TREADS WATER TABLE O. G. BATTINS MOULDINGS P. R. D. PATENT ROOFING FENCE PICKETS SHINGLES ETC., ETC.	Lumber Delivered at Low Cost Anywhere on The Lands of The D. I. & P. Co., or The C. S. I. Co.
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CUSTOM FEED MILL IN CONNECTION.
 APPLY TO
Central Oregon Development Company
 BEND, OREGON

JUST ARRIVED!
Camp Chairs and Stools
Reclining Chairs
Hammocks
 AND
Cots
 Just the thing for the porch or lawn, and especially just the thing for hot weather.
 A LARGE SUPPLY OF
Lime and Cement
West's Furniture Store.

Central Oregon Realty Company
 (Successor to C. D. Brown & Co.)
 BEND, OREGON
 DEALERS IN ALL KINDS OF
Central Oregon Real Estate
Timber and Desert Lands a Specialty
 We buy or sell your land no matter where situated. We can supply you with any class of land at any time. Call on us or write for further particulars.

WHEN IN BEND STOP AT
THE PILOT BUTTE INN
 Table always supplied with the best that the town affords.
 Neat and Comfortable Rooms.
 BEND, OREGON