

FIRST ADVERTISING

It Was Done In Egypt, on Papyrus, Thirty Centuries Ago.

ANCIENT PUBLICITY DEVICES.

The Greeks Used Town Criers and Music, and Then Came Symbols and Signboards—The Revolution That Accompanied the Art of Printing.

The Egyptian gentleman who sought a runaway slave 3,000 years ago and advertised on a bit of papyrus for his recovery turned out the first piece of advertising copy.

Whoever he was, he was a genius in more than a small way. His copy still lives, preserved in the British museum as an exhibit of considerable archaeological importance and as an example of what our advertising experts of today would do if they, like the Egyptian, did not have the benefit of up to date information.

The Egyptians knew nothing about the topography of advertising nor the effect of different colors. He didn't know, for instance, that red is the most effective eye catching color and that green is second and black third.

Of these and a thousand other things that influence the character of present day advertisements he was totally in ignorance. But he gets full credit for making the first attempt at a written advertisement.

The Greeks, with a fine regard for art, usually made music a part of the advertising program. They gave us the idea of employing bands to attract attention, undoubtedly one of the most successful methods of drawing a crowd at any place and time.

At first a town crier, accompanied by a musician playing a lyre or a harp, mingled among the Greek people and used only the best and choicest Greek in his extravagant praises of the product he was exploiting. Later, however, private advertisements in writing began to be introduced, particularly on the whitened walls of the homes, giving some information regarding the social standing and the age of the residents, their financial rating and the family lineage.

The Romans advertised in many ways. They named their streets, advertised shows, exhibitions and sales on the terra cotta walls of public baths, acquainted the public with sales of estates and absconded debtors and began the practice of notifying the Romans of articles lost and found and houses for sale or rent.

The Romans are commonly credited with the origin of the sign board. Today we have the bulletin board, which corresponds to the Roman tabella found in the ruins of Pompeii and Herculaneum, where public announcements were made.

Advertising met the same fate as the Romans did when the Huns came sweeping down from the north. Until the middle ages very little of it is seen. But with the appearance again of the town crier, supplied with the customary long winded declamations and a choice supply of adjectives, advertising began to make itself felt in the conduct of business affairs. The public criers began to organize themselves both in France and in England, and they were persons with considerable prestige.

From crying out the superior qualities of merchandise and all kinds of goods and wares the crier soon began to make announcement of things lost and found, of sales, weddings, christenings and other interesting events.

Gradually as time went on inns began to use distinctive signs and symbols to mark their hostleries. Just as individuals had employed coats of arms, all kinds of devices were used and are still used by inns to the present day. All such signs as the blue anchor, the black dragon, the three tuns, the bear's head, the red lion, and so on, made definite representations and implications.

Of course with the development of the printing press advertising took a great spurt. The use of posters came into vogue, and all kinds of pamphlets were printed and distributed. Printing gradually began to supersede the hand-written manuscript. William Caxton set up his press in Westminster abbey in 1471, and two centuries later, in 1622, a newspaper, believed to be the first real newspaper, was printed. It was called the Weekly News and purported to contain news of doings in Germany, France, Hungary and Bohemia.

From then on newspapers, mostly weekly publications, began to appear from time to time in increasing numbers. Advertisements of medicines began to be inserted in the newspapers at an early date. The insertion of the first real newspaper advertisements, however, is credited to Nathaniel Butler, who advertised books.

The first two magazines to carry advertisements were Godey's Lady-Book and Peterson's, but it was not until 1804 that magazine advertising really began, and it was not until 1880 that a general use was made of magazines for advertising purposes. — Philadelphia Press.

Literal Promise.

"Uncle Bill promises me a rousing time on his farm."
"He'll give you a rousing time, don't fear. It will be somewhere about 5 in the morning."—Baltimore American.

Fame can never make us lie down contentedly on a deathbed.—Pope.

Shearings

Levies for Library

The city council met Wednesday night and levied the taxes for the ensuing year. Eleven mills is the amount, one mill for the public library and ten mills for the city.—Harney County Tribune.

Bachelor Club Faces Dissolution

The Bachelors' club of Silver Lake, is in danger of dissolution—another member having abjured his vows of celibacy and ventured into matrimony. His obvious felicity seems to have cast a shade of gloom over the few remaining members. Even the president acknowledged publicly that he was willing to recant, and that he was ready at any time to resign his office in favor of a fire-side and congenial spouse.—Silver Lake Herald.

Dry Farmers Meet

A meeting of the North Unit Dry Farm Association was held in Metolius on last Saturday and was attended by a large number of farmers from different parts of the county. It was an all-day affair and the time was largely spent in a careful study of the present Irrigation District Law. Hon. Claud McCulloch, of Portland, was present upon invitation of the association and delivered a very able address. Mr. McCulloch has had much experience with this law and its application and his address was not only interesting but very instructive as well. He pointed out the many weaknesses in the law as it now is and made many suggestions for amendments, so that the attempted use of the law might not involve the home owner in a labyrinth of difficulty, as it has done in several places in this and adjoining states, where they have organized irrigation districts and are now in serious financial trouble.—Deschutes Valley Tribune.

Will Build Brick Block

Madras is on the eve of a building boom which will transform the town in a few months. At present there is but one modern business building in town, that of the Madras State Bank. Soon, however, there will be at least two more brick buildings erected, and possibly three.—Madras Pioneer.

Building New School

The first local contract to be let on the new school building has been secured by F. M. Loveland and Son for the lumber required in the construction of the building. This bill will amount to about \$3,000. The arrangements for the contract were made this week while Mr. Zoph, who has the general contract, was in Paisley, looking over the ground preparatory to going to work. Loveland has made arrangements for the purchase of the Chewaucan Lumber Co. mill on the Chewaucan river about four miles west of town and will have it in operation in a very short time.—Chewaucan Press.

Hunters Have Fair Luck

Although thousands of geese and ducks are feeding at Crane Prairie and Davis Lake, the many hunters who went after them during the past week had only fair luck. No big kills were made, although each man returned with a few birds.—LaPine Inter-Mountain.

Stockmen Buy Land

A large amount of land has been sold during the past two weeks by the Oregon & Western Colonization Company. The lands are situated east of Prineville, and will add materially to the plants of some of the principal stockmen in that part of the country. The following sales were closed on the recent visit of President Watson P. Davidson, of the company, who was in Prineville on Sunday. J. P. Connolly, 2560 acres; A. Venator, 1250; Tip Stoy, 560; Joe Post, 640; J. H. Upton, 160; O. B. Gray, 1920; Logan Bros., 640, and Blanchard, Calavan and Johnson 1080.—Crook County Journal.

Wants Trout Returned

Pearl Lynes and family returned from Bend Saturday. Mr. Lynes has been in charge of the State Fish Hatchery at that place during the past season and reports that this section has received more than usual consideration in the distribution of trout fry. Paulina and Odell lakes have been stocked with Steelhead trout, while nearly all the streams have received a supply of Reddies. An effort should be made this year to have the entire hatch of Odell and Crescent lakes placed in Paulina lake and returned to their original waters. Mr. Lynes is strongly in favor of this movement, and with a little assistance from the LaPine and Crescent Commercial clubs, it is believed the State Game and Fish Commission will make the order.—Crescent News.

A desirable bread knife free with every annual subscription to The Bend Bulletin.

Early cold snaps, storms and sleet, snow and slush, cause coughs and colds. Foley's Honey and Tar acts quickly, cuts the phlegm, opens air passages, allays irritation, heals inflammation and enables the sufferer to breathe easily and naturally so that sleep is not disturbed by hacking cough.—Adv.

CHURCH NOTICES.

Catholic.

Masses on Sunday, 7:30 a. m. and 10 a. m. Mass on Saturday, 8:30 a. m., followed by religious instruction for children.

Christian Science.

Christian Science services are held in Sathers hall every Sunday morning at eleven o'clock.

Scandinavian

The First Scandinavian Lutheran church, services Sunday afternoon at 2:30 o'clock, in the Methodist church. Everybody welcome.
J. H. BROWN, Pastor.

Baptist Church.

10:00 a. m. Bible school. Last Sunday was a bad day and our attendance was small. Let's make up for it next Sunday, December 10, 11:00 a. m. morning worship and sermon; the subject is, "The Great White Plague," or "The Gospel of Good Health"; 6:30 p. m., Christian Endeavor society meets; 7:30 evening worship and sermon. Tuesday, December 12, the women will hold a bazaar and sale of good things to eat, at Bennett's store. Come and have a social time.
J. L. PERINGER, Pastor.

Methodist Episcopal Church

Services at M. E. church Sunday, December 10. We urge all Sunday schoolers to be present, something of special interest will be announced. Bring someone with you. 11:00 a. m., children's service. The pastor will preach a special sermon, "The Man Who Swallowed Himself." Special music. 2:30, Sunday school, Kenwood; 6:30, an aeroplane flight at Epworth League, come and see how high it will go; 7:30, popular service at the "homelike church"; stirring music and spiritual songs. Special music. The pastor's topic will be, "What is the Matter with the Church?" Two letters which the pastor has recently received, relating to the subject, will be publicly read. You will find a comfortable seat, an open hand, genial ushers, a hymn book, and a warm welcome awaiting you at "the homelike church."

We will keep you wondering where we get such bargains in Candy, Hardware, Stationery, China, Dry Goods, Notions. Come to us first and save your dimes. At Stockmon 5c, 10c, 15c, 25c Store.—Adv.

To Stop Self-Poisoning.

For furred and coated tongue, biliousness, sour stomach, indigestion, constipation and other results of a fermenting and poisoning mass of undigested food in the stomach and bowels, there is nothing better than that old-fashioned physic—Foley Cathartic Tablets. Do not gripe; act promptly. Sold everywhere.—Adv.

REAL ESTATE TRANSFERS

The Bend Co to Mary F. Miller, wd lt 4 b 28, Park add Bend, \$1.
U. S. to Frank Hurwitz, pat se 3 w 1/2 e 1/2 10-20-14.
U. S. to Jas. R. Beatson, pat lts 1-2-7-8 se 12-20-15.
Staats & Hunter to H. A. Warrington, wd lt 4 b 7 Deschutes, \$10.
Ken. Pro. Co. to J. Ryan, wd. lt 4 e 1/2 5 b 11, Kenwood, \$10.
The Bend Co. to T. J. Ward, wd la 2 b 2 Lava Road add Bend, \$1.
Henry Linster to Shevlin-Hixon Co, wd pt se 12 nw 13-18-11, \$1.
M. D. Knutson to J. Farnham, wd lt 5 b 2 Park add Bend, \$10.
T. Coble to D. E. Hunter, wd lt 28 b 13 Park add Bend, \$10.
U. S. to J. D. Stevens pat lts 1-2-3-4, S 1/2 N 1/2 5-20-18.
U. N. Hoffman to John Todoroff wd lt 10 b 17 Park add Bend, \$10.
M. L. Coe to W. C. McCuiston wd H. J. Overturf to M. E. Ryan wd lts 3-4-14-15 b 1, 7-8 b 2-4, b 3, 6-7 b 4, 2-3-6-7-8 b 7 Kenwood Gardens, \$10.
H. J. Overturf to J. Ryan & Co, qed lts 14-15 b 6 Kenwood Gardens, E 1/2 W 1/2 lts 1-2, W 1/2 3 b 6 Kenwood Gardens, \$10.
J. Ryan to C. C. Davenport, wd lt 4 b 11 E 1/2 5 b 11, Kenwood, \$10.

A window full of toys. To strengthen our trade, we offer you these at 15c and 25c. At Stockmon's 5c, 10c, 15c, 25c Store.—Adv.

TEACHERS' EXAMINATIONS

Notice is hereby given that the County Superintendent of Crook County, Oregon, will hold the regular examination of applicants for State Certificates at Prineville, Oregon, as follows:

Commencing Wednesday, December 20, 1916, at 9 o'clock, a. m., and continuing until Saturday, December 23, 1916, at 4 o'clock, p. m.
Wednesday Forenoon—U. S. History, Penmanship, Music, Drawing.
Wednesday Afternoon—Physiology, Reading, Manual Training, Composition, Domestic Science, Methods in Reading, Course of Study for Drawing, Methods in Arithmetic.
Thursday Forenoon—Arithmetic, History of Education, Psychology, Methods in Geography, Mechanical Drawing, Domestic Art, Course of Study for Domestic Art.
Thursday Afternoon—Grammar, Geography, Stenography, American Literature, Physics, Typewriting, Methods in Language, Thesis for Primary Certificate.
Friday Forenoon—Theory and Practice, Orthography, Physical Geography, English Literature, Chemistry, Physical Culture.
Friday Afternoon—School Law, Geology, Algebra, Civil Government.
Saturday Forenoon—Geometry, Botany.
Saturday Afternoon—General History, Bookkeeping.
J. E. MYERS, County Superintendent.

Don't buy your China or Glass until you see our new line of 10c, 15c, 25c goods. At Stockmon 5c, 10c, 15c, 25c Store.—Adv.

BUSINESS AND PROFESSIONAL DIRECTORY.

GEORGES S. YOUNG Civil and Irrigation Engineer. U. S. Mineral Surveyor. Room 5 First National Bank Building	REDMAN & MOORE LAWYERS Log Cabin Bldg. BEND, OREGON
ROBERT B. GOULD Civil Engineer Bend Oregon	CENTRAL OREGON PLUMBING & HEATING CO. PLUMBING AND HEATING 117 Minnesota Street. Estimates Cheerfully Furnished Jobbing Promptly Done.
W. W. FAULKNER, D. M. D. DENTIST Suite 6-8-10, O'Kane Building Bend, Oregon	Tinning and Sheet Metal WM. MONTGOMERY. Furnaces, Spouting, Guttering, Cornice and Skylight Repairing promptly attended to Prices right, work guaranteed
DR. J. C. VANDEVERT Physician and Surgeon Phone Red 271 Hours—9-12 a. m.; 1-5 p. m.; 7-9 p. m. O'Kane Building.	Oregon Life Insurance Company "EXCLUSIVELY OREGON" HOME OFFICE, CORBETT BLDG., PORTLAND ASHLEY FORREST, District Manager.
W. G. MANNING, D. M. D. Dentist. Suite 12-14, O'Kane Building Tel. 511 Bend, Oregon	H. C. ELLIS Attorney-at-Law United States Commissioner First National Bank Building BEND, OREGON
WILLARD H. WIRTZ LAWYER Prineville, Oregon.	DR. IRA W. BLACK DR. NANA H. BLACK SPECIALTIES: Electric Treatments, Massage, Acupuncture, etc.
C. S. BENSON Attorney At Law Benson Building, Wall Street Bend, Oregon.	WILLIAM A. JACKSON Bend's Auctioneer Conducts Stock Sales—a Specialty. Opposite Kenwood Greery.
VERNON A. FORBES LAWYER First National Bank Building Bend, Oregon	BEND ART STORE Lessons in Embroidery, Crocheting and Tatting given free when material is purchased. THE NEEDLECRAFT SHOP Minnesota St., next to Home-seekers' Land Co.
J. B. Bell A. W. Sims CROOK COUNTY ABSTRACT COMPANY (Incorporated) Successors to The J. H. Haner Abstract Co., Prineville, Ore. Abstracts Insurance	Erickson's Grocery Successor to T. R. McClary STAPLE AND FANCY GROCERIES Quality and Service Our Motto. Phone Black 211 AUTO DELIVERY
DR. R. D. STOWELL Nagrapathic Physician Over Logan Furniture Co. Wall Street Hours 9 to 5 Phone Red 482	H. P. SMITH Plain and Ornamental PLASTERING ALL WORK GUARANTEED
C. P. NISWONGER, Bend, Ore. UNDERTAKER Licensed Embalmer, Funeral Director. Phone Red 421. Lady Asst.	POLICIES THAT PROTECT. The Oldest Insurance Agency in Central Ore. WE WRITE INSURANCE IN ALL ITS BRANCHES "It's the way we write our policies." Our companies pay 100 cts. on the dollar. We have over 400 satisfied policy holders. The largest insurers in Crook County are our leading customers Bend Insurance Agency Bend, Oregon POLICIES THAT PROTECT.
DR. J. H. CONNARN DENTIST Office in Sather Building. Hours 9 to 12, 1 to 5. Sundays and evenings by Appointment.	H. H. De ARMOND LAWYER O'Kane Building, Bend, Oregon

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