

Booster Day  
SATURDAY  
October 23

# Bend Booster Special

TAKE ADVANTAGE  
OF THE BOOSTER DAY  
SPECIAL PRICES

## WHAT BOOSTER DAY MEANS TO BUYER

**Merchandise Priced at Cost  
and Less in Merchant As-  
sociation Member Stores**

During the past two years the nation has seen a general wave of wise investing. Never before in the history of the country has there been such a universal disposition to put money into something that would guarantee returns or help to curb the extreme high cost of living.

The condition of under production, scarcity of labor and an increased demand for every manufactured product forced prices to a level never reached in such a general way before.

There have been times when some products have been high in price, each in its turn, and each adjusting itself without causing a material change in the modes and methods of buying and without affecting the disposition of the public at large. But the present period of high prices has been so universal in affecting everything bought by the jobber, retail merchant and consumer alike that it has affected a complete change in the buying markets.

The buyer, whether a retail merchant or a consumer, has accustomed himself to buy only what he thinks is reasonably priced or what will directly and quickly reimburse him. This fact has been more conspicuous among the consumers than among other buyers.

This season, in all lines of manufactured products, a decided increase in quality has been noticeable. In this way prices have been substantially reduced, but to date few of the commodities most in demand have reflected a price decline.

Since the organization of the Bend Merchants' association the problem of how to sell merchandise at the very lowest price has been the principal consideration. To aid in this endeavor, Booster day was originated. Each member of the association prices at least one article, and not more than three, at cost, and, in

many instances, less than cost, and offers these articles for sale on a set day of each month—Bend Booster day.

With the bargains of each store combined in one great sale comes the possibility to save on many needed articles, and those who are taking advantage of the big bargain day are to a great extent beating the high cost of living.

### WIN FIVE DOLLARS IN MERCHANDISE

The Bend Booster will give \$1 credit in any five stores represented in this issue to the person mailing to the editor the nearest correct answer to the following problem, no answer to contain more than 50 words:

Two boys were selling oranges in Minneapolis in 1854. One was getting 10 cents for two oranges, the other was selling his three for 10 cents. Toward evening the two-for-a-dime orange peddler had to attend to an errand and told his competitor:

"I've got 30 oranges in my basket, and you have 30 in yours. Mix 'em up and sell them five for 20 cents."

When the oranges were sold, the boy found he had \$2.40, but he only gave the other lad \$1.40 when he returned. This young merchant claimed he had \$1.50 coming, as he had consigned 30 oranges at two for 10 cents. It was pointed out to him, though, that by selling at five for 20 cents there was a loss of 10 cents in the transaction. Who should lose the dime, and where did it disappear?

Address your answer to Editor Bend Booster, care Bend Bulletin, Bend, Ore. The person having the correct answer will be notified through the Booster of next month.

### WOMAN DECLARES FOR STANDARDIZED GOWNS; TELLS WHY

BUFFALO, N. Y., Oct. 21.—Declaring that it's a big mistake for manufacturers of women's apparel and millinery to produce so many styles of garments and hats, Miss Eleanor Gilbert of New York, expert on the problems of women's apparel, advocated standardization of style, advocated standardization of style and price in women's lines, in addressing a meeting of merchants and advertising men.

"Women today are unable to tell whether or not they are getting their money's worth when purchasing suits, dresses, millinery or other items of feminine apparel," said Miss Gilbert. The merchants were urged to advise manufacturers to reduce the number of styles and make women's cloths more standard. She declared that manufacturers of men's clothing, hats, caps, etc., have the right idea of fashions.

Miss Gilbert said that, although manufacturers of men's apparel change the styles from season to season, the garments are so standardized that production costs are lowered and quantity production is the keynote of the factories. She pointed out that in women's apparel manufacturers only make a few garments of each style or design. This, she contends, adds to the cost.

The advertising men were warned that women shoppers no longer care to have their intelligence insulted by advertisements containing senseless exaggeration.

"For years," she said, "the favor-

ite sport of the women of the country was trying to conceal their real thoughts from men, and it only has been recently that conditions have changed. Women should no longer be treated as children, and women have a considerable degree of intelligence.

"Some of the men who have made this discovery are those who have carried wild, unbelievable tales in advertising directed to women. In the publicity for articles, purchased almost exclusively by women, a lot of silly advertising is being done. Advertising of that sort does not measure up with the intelligence of American women and they resent it."

### FALL SACK SUITS SHOW LOWER WAIST, BUTTONS

Styles in men's sacks for fall show lower waist lines, lower buttons and lapels and a shortening or elimination of vents as outstanding features.

**Brown in Hats.**  
Cap styles call for a loungy, rugged appearance, while the smaller shapes are predominating in demand. Rough tweeds, homespuns and cheviot effects are strong sellers for fall, too. The autumn shades of brown and brownish-green are going over in an unusually strong way.

### IT ALWAYS PAYS TO BE ORIGINAL

What's the use of carrying in your head what has already been reduced to black and white? A crammed

memory offers no leeway for originality. Think over your schoolmates. Did the letter-perfect lads get very far? Pedantic brains, like phonograph records, move only in fixed tracks and contain nothing unique. The prodigies who recite every important date and glibly name the principal characters and points in history aren't noted among the groups changing it.

Leave your library home. Familiarize yourself with the authorities and refer to them at need. Know where the formulas are—don't bother to poll parrot them. Devote your energies against precedent—look ahead and pretty soon you'll locate a prospect there, the proceeds of

which will enable you to hire staffs of men who "write a perfect hand" and have all encyclopedic facts on tap. It's the knowledge which has not reached print that counts.

### WILLING TO GO

"Want to go on an investigating commission?"

"Maybe," said Senator Spug.

"What's it about?"

"Dunno."

"Who's on it and what are they going to investigate?"

"Dunno."

"Well, it's all right, so long as we meet in Paris."

Put it in The Bulletin.

## 20% OFF

ON EVERY SUIT IN THE STORE  
PRICES RANGING FROM

**\$13.40 TO \$60.00**

Watch for big special bargains in Shoes and Men's Ready-to-Wear at the opening days

FRIDAY AND SATURDAY

In our new quarters in the Baird Bldg.  
on Oregon Street

**ROY LOVEN**

## Where Quality Counts

AS BOOSTER DAY SPECIALS WE  
OFFER YOU OUR REGULAR  
35c SQUARE CAKES AT

**25c**

30c RAISED DOUGHNUTS AT

**25c**

## Bake-Rite Sanitary Bakery

## You Can

ALWAYS GET THE BEST QUALITY  
JEWELRY AT THE LOWEST PRICE

AT

**Symons Bros.**

JEWELERS

O'KANE BLDG.

OREGON ST.

SATURDAY, OCT. 23

IS

**COOKIE DAY**

AT THE

**American Bakery**

BOOSTER PRICE  
PER DOZEN

**20c**

## Butcher Knives

AN ASSORTMENT OF SIX SIZES

Best Quality Steel

BOOSTER DAY SPECIAL

**39c each**

**HEYBURN HARDWARE CO.**

## READ CAREFULLY

We place on sale Booster Day a Bargain in Boys' Underwear; medium weight Ribbed Union Suits in grey; sizes 6 to 16 years; regular \$1.35  
Special **\$1.23**

FOR THE CHILDREN on Booster Day Crayolas; 16 assorted colors; regular 23c; Special **19c**

**Stockmon's 5c-10c-15c-25c Store**

Bargains All The Time

BIGGER AND BETTER BARGAINS FOR  
BOOSTER DAY

Men's \$3.25 Union Suits at  
**\$2.55**

MEN'S FELT SLIPPERS—Five dozen Men's black felt slippers; all sizes; regular \$1.95; Booster Day Special.

TWO AND ONE HALF DOLLARS FREE  
TO THE BOYS

With every Boys' Suit sold on Saturday we will give \$2.50 free to the boy. Knee pants Suits in sizes from 6 to 16 years. No matter what the price is, you get a present of \$2.50.

See?

**CASHMAN**  
BEND'S CLOTHIER  
Home of Hart Schaffner & Marx

## Shoes, Gloves and Waists for Booster Day

Boys' Hi-Top Shoes; two buckle; sizes 11 to 2; reg. \$4.50; Special... **\$3.50**

Sizes from 2½ to 5½; regular \$5.00; Special **\$4.00**

Logger's Mitts; made of solid leather; regular 90c; Special **68c**

Ladies' Waists; all sizes, shades and materials; reg. \$3.98; special **\$2.95**

**THE HUB**

## Paint, and Paint Now

SEE OUR DISPLAY WINDOW

VARNISH AT 50% REDUCTION

PAINT AT \$1.50 GALLON LESS

**BEND HARDWARE  
COMPANY**