

THE BEND BULLETIN

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NEWS IN EXCHANGE EXPANSION

To the good news of the year add the announcement made yesterday by H. C. Kerron, manager of the Pacific Telephone and Telegraph Company in Bend, regarding his company's plans for extension and development of the local system. It is good news to the many who are still awaiting the filling of their orders for installation of telephones, for new equipment to be placed in the company's present headquarters on Bond street after the removal of the business offices to leased space on Wall will permit 400 more instruments being put into use. It is good news also for those who see in the number of telephone services a dependable index to business activity and community growth. And it is equally pleasing to the nearly 3,500 telephone users of the present who may properly interpret the \$80,000 plant increase as a means to better, faster service.

Rapidly increasing load since pre-war days has affected the quality of service here and has affected it adversely. The number of switchboard operators is controlled by the number of mechanical units and it is in this matter of units—the mechanical side of an exchange—that it was impossible for several years to keep up with demand. It was not that calls were being put through more slowly, but that there were many more calls to be put through the same equipment by the same number of operators.

Extensions on the board will ease this situation by allowing for the employment of more operators. We will guess, at least, that this is the intention. Whether it works out will depend on whether, even with the announced program, the company will be able to balance new demand at the same time that it strives to catch up with the needs that were accumulating in the time of acute material and labor shortages.

A GOOD REPORTER, TOO

Oregon paid tribute this week to Willard L. Marks, lawyer, legislator and educator. It is in these classifications that he will be chiefly remembered and especially in that last named. For 14 years he served as a member of the state board of higher education in Oregon. Except for the first year he was its president. In the capitol governors came and went, on the board there were changes from time to time. But Willard Marks stayed on. He would have stayed for many years more had not death decided otherwise.

The period in which he served was a most important one in Oregon higher education. It was a period in which unification and coordination of the state system were to be achieved and it was to be the task of the new chairman to aid and direct this undertaking. His training in the law, his experience as a member of the state senate and finally as its president enhanced his value to Oregon in his last public position.

Almost casually it has been mentioned in the biographic material published after his death that Willard Marks was once a newspaper man. To this casual mention we would like to add that he was a very good one. In the transition period when he had left full time news work and was studying for his bar examinations in the office of his future firm while holding a deputy's berth in the Linn county clerk's office, he was a godsend to cub reporters, digging up interesting bits for them and unobtrusively but none the less effectively giving suggestions and instruction in matters of procedure and routine. Fortunate was the beginner who had his help.

Presently he became a member of Albany's leading law firm. Gradually he attained a larger place in the public eye. He made and not infrequently was news. But as long as we knew him he never forgot the time when he was recording it. His news sense was never lost. It was not the least of his assets in a successful public life.

Bend's Yesterdays

FIFTEEN YEARS AGO (November 21, 1932) "Cappy Rieks," Bend high school senior class play, is to be presented tomorrow night at the high school gymnasium. The lead role of Cappy Rieks is played by Willard Farnham. Myron H. Symons, Al Leary and Craig Coyner were among local men who hunted at Summer lake yesterday. Leonard Standifer, Chalmers Noce, Ernest Inkster and Merton Gillis drove out Century drive yesterday to Bachelor butte, where they reported sufficient snow for skiing. While returning from Summer lake yesterday Dr. J. C. Vand...

vert's car burned out a bearing, caught fire and was extensively damaged. He was towed to Bend by Ray Jackson. THIRTY YEARS AGO (November 21, 1917) Kenneth E. Sawyer returned to his home in Bend this morning from American lake. Theda Bara will be seen in a magnificent super-picture production of "Camille" at the Grand theater Sunday and Monday. Howard F. Dyer and David C. Rogers were in from Millican today on business connected with their homesteads. R. N. Stansfield, speaker of the house of representatives in the Oregon legislature, today announced his candidacy for the United States senate. W. P. Downing has purchased the vacant lot between the Myers...

Oregon Prepares Homecoming



University of Oregon, Eugene, Nov. 21 (Special)—Homecoming back in 1906 when Virgil Earl was a student, was on a smaller scale than now, but it was held with the "good old Oregon spirit," the former Oregon dean of men tells members of the 1947 homecoming committee. Dean Earl shows his scrapbook, with mementoes of early homecomings to 1947 Homecoming hostess Zeta Sinclair, Lebanon; Morven Thomas, Portland, homecoming chairman, and Bill Andrews, Grants Pass, publicity chairman. Theme of the homecoming this year, on Saturday, is "Return, Recall, Recapture — Oregon Spirit."

N. W. Redmond

Northwest Redmond, Nov. 21 (Special)—Mr. and Mrs. Henry Morrison and son, Perry, of La Grande were overnight guests Saturday evening of the D. L. Penhollow home. Mr. and Mrs. Morrison were formerly of Powell Butte and were here for the Lord's auction. Mrs. Lottie Ditterline was a guest at the Oscar Hood home near Prineville Junction, Tuesday. Mr. and Mrs. Earl Thompson and daughter, Judy, of Alfalpa and Mrs. Nellie Thompson and granddaughter, Sharon, were Sunday evening visitors at the Penhollow home.

Plainview Grange Elects Officers

Cloverdale, Nov. 21 (Special)—Vernon Peck has been elected master of the Plainview grange for the coming year, with Mrs. Laura Varco as lecturer. The election was held Nov. 15. Other officers are as follows: Jess Edgington, overseer; Sherwood Nicholas, assistant steward; Clarence Sunkler, chaplain; Allen Harrington, treasurer; Byrle King, secretary; Elva Varco, gatekeeper; Darcey Clary, cures; Mrs. Trachel, Pomona; Mrs. Ernest Hammock, Flora; Mrs. Sherwood Nicholas, lady assistant steward. Executive committee members are Ellis Edgington, Mel Harrington and Jap Thompson.

Hospitals Sought For Alcoholics

Portland, Nov. 21 (Sp)—A Portland circuit judge today had called upon the state to divert some of its liquor revenues for the establishment of hospitals for alcoholics. Judge Walter L. Tooze made the recommendation Thursday as he sentenced Carl V. Anderson, 33, Portland, to one year in the county jail for passing a bad check. Judge Tooze said that excess use of liquor and the writing of bad checks seem to go hand in hand. He added: "This is a cause in which churches should interest themselves at once."

Washington Column

By Peter Edson (NEA Washington Correspondent)

Washington, D. C. — A great big guess as to what life will be like in 1960 has just been made by Kiplinger's Magazine, published here. It is based primarily on a voluminous Twentieth Century fund study called "America's Needs and Resources." But the Kiplinger experts have doctored up this high-powered economic treatise with some original ideas of their own. Such as the one that bubble gum of 1960 will also whistle. Do you think you can stand it? Right at the beginning, the predictions are based on two big ifs—if the world can avoid a war and if it can avert another depression. If it can't do both—well, the book says a lot of people just won't be around to compare notes.

Even taking the optimistic view that war and depression can be averted, the experts predict Europe still won't be settled down. At home there will still be strikes and lockouts and rackets, sickness, poverty and crime. Human nature and the economic machinery will still have kinks. U. S. population will be about 155 million, roughly 10 per cent more than today. Sixty million people will be at work, but there will always be some three million temporarily unemployed. The work week will be 35 hours. In general, people will be making and doing about the same things they make and do today.

The living standard will be about a third higher than it was in 1940, but, to show what this means, examples are given for three typical families, with incomes of \$150, \$266 and \$1000 a month. The \$12,000-a-year family will live in a custom-built house in the suburbs, and may commute by helicopter to city limits. At the other end of the scale, the \$1800-a-year family will still have tough going. It will live in a 20-year-old house, with a second-hand radio-phonograph and mechanical refrigerator, but still no car.

The average guy will be making \$3196 a year, including a little

profit-sharing and a guaranteed annual wage. The house the average family lives in should be better than today's. Garbage cans will be fewer because more home disposal units will be in service. Insects will be fewer. Home laundries will be more automatic. Molds will be scarcer, but house-cleaning corporations will send a squad around once a week to scrub floors and wash windows. In spite of gardens, housewives will still work long hours. People will still be eating too much starch and sugar, not enough green and yellow vegetables. There will still be just as much indigestion, and patent medicines will still be sold, but dentists will have television on the ceiling. There won't be enough doctors, but prepaid health insurance and clinics for group practice will be catching on. Mental hospitals will still be crowded. There will be more federal aid for education, but it will still be difficult for many people to see things even halfway straight. There will be 45 million cars on the road, instead of today's 30-odd million. New cars will have television, telephone, one tray of ice cubes and underseat toilets. Tires and upholstery will last as long as the car. The traffic problem will be terrific, but a few cities will have eliminated rush hour by making people park cars in suburbs and use high-speed urban transit systems. Private flying will still not have caught on. Airplane fares will be 3 cents a mile. The 1947 "train of tomorrow" will be on a branch-line milk run in Georgia. Atomic energy will just be coming into general use. A rocket will have been shot to the moon. The clothes of all three income groups will look pretty much alike, though they differ in quality. Cotton and wool will still be competing with synthetics. Prices will be a little lower than in 1947 but won't be back to pre-war levels. In the 1950's the wholesalers and retailers will finally get together and begin to shave prices to stop the recession. That is something you simply must wait to see.

Advertisement for All-Heidelberg Beer featuring a cartoon character and the text 'First choice of thousands' and 'YOU CAN NOT BUY A BETTER BEER'.

Advertisement for Lydia E. Pinkham's TABLETS with the headline 'ARE YOU PALE WEAK, TIRED due to MONTHLY LOSSES?' and 'YOU girls and women who lose so much during monthly periods that you're pale, weak, "dragged out"—it's all due to lack of blood-iron.'

Advertisement for VICKS VAPORUB with the headline 'Best-Known home remedy for relieving miseries of children's colds.'

Advertisement for Personalized Checks with the headline 'PERSONALIZED CHECKS are distinctive and inexpensive' and 'When your bank checks bear your own name and address, they become truly distinctive.'

Advertisement for Farmers Low Cost Plan with the headline 'Have Your Auto Insurance Rates Increased? if so investigate Farmers Low Cost Plan' and 'E. M. Bucknum, District Agent'.

Advertisement for Shevlin Quality Ponderosa Pine with the headline 'Shevlin Quality PONDEROSA PINE Lumber and Box Shooks'.

Advertisement for Consumers Gas with the headline 'Now Available A Gas Burning Garbage Disposal Unit... INCINOR' and 'INTRODUCING MISS FLAME Symbol of Thrifty Fuel'.

Advertisement for Pontiac cars with the headline 'Be wise WHILE YOU WAIT' and 'We know you're waiting patiently for your new Pontiac and we're doing all we can to deliver it to you as soon as possible.'

Advertisement for Ward Motor Co. with the headline 'USE THIS HANDY CHECK-LIST TO DECIDE FOR YOURSELF WHAT SERVICE YOUR CAR NEEDS' and 'GET NEEDED REPAIRS NOW'.

Advertisement for Bend Branch of the United States National Bank with the headline 'BEND BRANCH OF THE UNITED STATES NATIONAL BANK' and 'Member Federal Deposit Insurance Corporation'.

Cartoon titled 'FRECKLES AND HIS FRIENDS' by Merrill Blosser, featuring characters talking about roast possibilities.

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