

**THE BEND BULLETIN**

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Editor and Publisher.

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Managing Editor.

An independent newspaper standing for the square deal, clean business, clean politics and the best interests of Bend and Central Oregon.

One year..... \$1.50  
Six months..... .80  
Three months..... .50

All subscriptions are due and PAYABLE IN ADVANCE. Notice of expiration will be mailed subscribers and if renewal is not made within reasonable time the paper will be discontinued.

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WEDNESDAY, JULY 24, 1912.

**LET'S BE SELFISH.**

"The time has come when the business men of Seattle must be aroused to the actual conditions which now prevail in this city and meet the issue precisely as has been done in three of the most prominent cities of the Pacific Coast.

"It is a fact that until about one year ago the growth and prosperity of this city were so great that scarcely one business man in the city thought of anything else—except his own progress and profits.

"From July, 1897, when the 'gold ship' touched the wharves of Seattle, until September, 1910—a period of more than thirteen years—the business men of Seattle were simply vying with each other in the amounts of profits they could make, without being required to put forth a solitary effort to obtain additional business.

"It took less than twelve months of 'reform' politics, however, to stop the march of progress and turn the tide of prosperity and success in favor of Portland and Los Angeles—and ever since that occurred those cities have been in the lead.

"Now the business men of Seattle realize—perhaps for the first time—that while Seattle was making her wonderful history of financial progress, other cities were working with might and main to secure a portion of that which seemed to be coming to Seattle in a mighty stream.

"Now the business men of Seattle find that in order to induce industrial organizations to locate in this city and become a part of its upbuilding, great effort must be made on the part of the Chamber of Commerce and its subsidiary organizations, and the most flattering inducements offered."

"White raiment is an asset to Seattle. It has been tried, with results most gratifying to all concerned. When the Seattle legions descended upon Portland last week they took with them the Potlatch clothes, and today they are harkening to praises from all parts of the Pacific Northwest, praises of Seattle's enterprise and unity of action. Other cities made an impression; but the popular verdict is that Seattle, with its delegations in white suits, carried away the honors of Portland's week of festivity."

The foregoing quotations were taken from the editorial page of a recent issue of a Seattle newspaper. They are significant. All prosperity comes in waves; and each city has its steadily recurrent periods of activity and rest. Nothing can entirely prevent this natural ebb and flow in the growth of cities; but much can be done to prolong the periods of progress and to shorten and make pleasant the halts by the way.

The Seattle papers seem to lay the blame for the recent stagnation—and in passing it might be well to remark that what Seattle calls stagnation, an Eastern city would call rapid growth—entirely upon the "reform element" in the city's politics. This is wrong. Unwise political restraint is not what was the matter with Seattle. The cause of the lull of the last two years was simply narrow selfishness.

The phrase is carefully selected. In all of our work we must of necessity be selfish: if we were not, our usefulness would soon be at an end. But there are two kinds of selfishness. One is narrow, the selfishness of the miser; and the other is broad, the selfishness of men like James J. Hill. Narrow selfishness is contemptible; and if it does not always fail, it does at least fail to accomplish more than a tithe of what it might.

The speculator who buys land, holding it all unimproved, and waits until you and I are compelled to buy it for our homes or our industries at one hundred times what he paid for it; the merchant who would rather sell one article at a profit of \$2.00 than sell five articles at a profit of \$1.00; the "prominent citizen" to whom a stranger carries an introduction and who unloads upon that

stranger at an exorbitant profit some security or property that he could sell only at a narrow margin to a townsman acquainted with the facts; the barber who "soaks" the embarrassed and unsophisticated countryman with all the concoctions under the mirror and then "soaks" him also for seven dollars; the hotels and restaurants that advance their prices whenever a convention comes to town; the "public-spirited" citizens who, because of their prominence in Commercial Club, Board of Trade or Chamber of Commerce, know of the large transactions that affect the city's growth, and who, when they hear that an immense corporation contemplates the purchase of the only available site for a plant to cost millions and employ thousands of men in it, quietly buy that site, quadruple its price, and in trying to make a fabulous profit only succeed in driving the corporation to another town; these are the policies that were responsible for the condition of Seattle; and it is the reverse of these policies that is now bringing Seattle to the fore.

The "Ad Club," the "Tillikums," the Rotary Club, the Arctic Club, the Commercial Club, the Potlatch Association, the Chamber of Commerce and many other municipal organizations, few if any of which existed five years ago, are permeating the whole business atmosphere of the city with a spirit of good-will, enthusiasm, advertising, fair dealing, clean competition, hospitality to the newcomer and helpfulness, especially on the part of men to men in their own line of work, men who a few years ago would have been opposed and repelled as competitors. Three different Seattle firms recently bid on a piece of work. To each the other two were mentioned as competitors; and each of the three praised the other two, and did it heartily and sincerely. This is selfish. It makes a good impression and gets each of these men more business than he could get by any other method. But is it not the most difficult and delightful selfishness in the world?

Nearly every city has made the mistake that was made by Seattle; but few have so nobly and promptly realized their error and risen to the defence of their municipal reputation. All this is selfish; but it is hardly more selfish than patriotism, is almost as admirable, and is closely akin to it—this broad, unselfish selfishness that does big things.

Let's be selfish. Let's profit by the experience of other cities, make fewer mistakes and more successes. We have already made a better start than any city we know of. Let's be selfish. Philanthropy is all right; but less of it would be necessary if more deals were made like one made recently in Bend. The kind of thing that counts is when a man has faith and the means and industry to cement the interests of several citizens by entering into a campaign of years to induce 500 or more people to invest in Bend, collect \$125,000 from widespread sources and spend the whole of it, \$75,000 in Bend and \$50,000 outside, before he makes one cent of a possible profit of \$40,000 or \$50,000, which he will certainly have earned, if he gets it, by several years of hard work for the direct benefit, not of one industry, but of the whole community—of you and me and the circulation of this paper. The most expensive advertisement in The Bulletin's recent Development Number, for instance, contained no reference to the advertiser. Another of our advertisers has been running an ad in which he says, "If you don't buy in our addition, buy somewhere else in Bend." This is selfish. He knows that the buyer knows, if his competitor's lot is a poor investment, that his lot also is a poor investment. If his competitor's miserable little lot is a good investment, then his own nonpareil paragon of a lot must be an unparalleled bargain. Let's be selfish.

One year ago, when Bend was mentioned in the large cities, even in Portland, ninety-nine out of every hundred strangers said, "Where's Bend?" Today, ninety-nine out of every hundred know something about it; many know much about it; some know all about it; and nearly everyone knows it favorably. This has been brought about by great expenditure, great effort and untiring labor. Men and women have worked 12 to 18 hours a day, not for a few days but steadily, month after month, for more than a year. The windows of offices in cities many miles from Bend have been lighted in her service far into the night. One organization has collected \$20,000 and expended \$40,000 in this work. Some

**BE COMFORTABLE**

BE WELL DRESSED. How? By getting your clothes where they sell good things that look well and wear well and cost little. A full line of the famous

**Hart, Schaffner & Marx Clothing**

and everything you will want for the summer in Suits, Hats, Shirts, Underclothing, Shoes, etc.

**R. M. SMITH CLOTHING CO.**  
WALL STREET.

of these people have been paid for what they have done. Others expect to be paid. This is selfish; but to do such things demands great faith in our town, steadfast loyalty to the town's best interests, far-sighted, unselfish methods and tremendous courage. Let's be selfish.

A bank takes its financial pen from behind its monetary ear, rolls up its aristocratic sleeves and imports hogs. It does this to build up the country and so build up its deposits. This is selfish. A corporation donates a lot for a church. If they were unselfish, they would donate the money to allow the church to buy and build in some other addition; but they donate a lot so that the church will be built in their own addition. This is selfish.

Then there are those men who put \$100,000, more or less, into an electric plant in a town so new and small that they cannot get their money out for years. But they know that ultimately they will make immense profits. This is almost but not quite as selfish as those men who build mills costing a million dollars apiece, each employing 500 men or more. True, the town would not amount to much if it were not for such men, but they are purely selfish. And in a burst of selfishness almost unheard of, the railroads have spent \$23,000,000 and then in addition have done more for Bend than we have ever known of their doing for any other town. That they would do this makes them everlastingly deserving of our gratitude and assistance. But we will forget this some day in our pride over things which the railroads have made possible.

That the railroads could do for any town what they have done and are doing for Bend would be only because the town was so overwhelming to the one city of its region that no intelligent observer could deny it. These experienced and far-seeing railroad men would not dare give Bend such preferential advertising if they did not know that Bend will become and remain for all time the largest inland city in Oregon.

These railroad men, bankers, lumbermen, real estate men, development workers, these investors and advertisers, would not be surprised to see Bend become the largest inland city between the coast and the Mississippi valley; and it will not be their fault if it does not. But whether Bend has a quarter of a million inhabitants or 15,000, it rests with us who are now living in Bend to encourage these men work with them cordially and loyally to build and uphold Bend's reputation. This will be selfish; but let's be selfish. Let's begin now.

If a man comes to Bend from Redmond, Burns or Prineville with a favorable impression of these neighbors, let him find no man in Bend who will fail to say every good and true thing that he can to send the visitor out of Oregon with that impression unchanged or enhanced. If he comes with a bad impression, let every man he meets endeavor to remove it; and make him see all the good there is in our neighbors.

If a man comes to Bend to buy a farm, let him find not one man who does not encourage him to buy and then help him to start right by putting him in correspondence with the agronomy department of the Oregon Agricultural College at Corvallis. If a farmer will follow the instructions he receives from that source, he will produce results unsurpassed anywhere almost. If he will not follow the instructions of those who know, he would fall in the Garden of Eden.

If a man comes to Bend to buy a lot, help him to buy, not your lot, but the lot he is considering or the kind of lot he wants. If Bend is to be a city, there is not a platted lot that is

not a good investment; and let no intending buyer find a man in Bend who does not encourage him.

If a man comes to Bend to live or to establish a business, let's help him to select the place best fitted for his purpose, whether it be our lot, yours or another's. In short, let us begin now, and continue forever, to pull together for the good of Bend, the newcomer, the investor and ourselves. Let's be selfish. And whatever other impression a visitor carries away from Central Oregon, let's be certain that he goes away with the feeling that at Bend he found the most hospitable people and the squarest lot of loyal citizens that he has found anywhere in the world.

The open season for deer is from August 1 to November 1, and all who go out in quest of game are required by law to provide themselves with a license before they start. The open season for "deer" is the year round, and at the end of the quest a license is required if the hunter has been successful.

The article by John R. Wimer, in reply to the recent letter of J. R. Couch, was not received in time for publication this week but will appear in the next issue.

According to the Times-Herald, the population of Burns is "nearing the 1500 mark."

- DIRECTORY OF OFFICIALS.**
- United States.**
- President ..... William H. Taft  
Vice President ..... James S. Sherman  
Secretary of State ..... P. C. Knox  
Secretary of Treasury ..... F. MacVeagh  
Secretary of Interior ..... W. L. Fisher  
Secretary of War ..... H. L. Stimson  
Secretary of Commerce and Labor ..... Charles Nagel  
Secretary of Navy Geo. Von L. Meyer  
Secretary of Agriculture Jas. Wilson  
Postmaster General ..... F. H. Hitchcock  
Attorney General G. W. Wickersham
- State.**
- Governor ..... Oswald West  
Secretary of State ..... H. W. Olcott  
Treasurer ..... Thos. B. Kay  
Atty General ..... A. M. Crawford  
Superintendent Public Instruction ..... L. R. Alderman  
State Printer ..... W. S. Dunlavy  
Commissioner Labor Statistics ..... O. P. Hoff  
Game Warden ..... W. L. Finley  
State Engineer ..... John H. Lewis
- United States Senators.**
- George E. Chamberlain  
Jonathan Bourne, Jr.  
Congressmen ..... A. W. Lafferty  
..... W. C. Hawley
- Seventh Judicial District.**
- Judge ..... W. L. Bradshaw  
Attorney ..... Fred W. Wilson
- Crook County.**
- Judge ..... H. C. Ellis  
Clerk ..... Warren Brown  
Sheriff ..... T. N. Balfour  
Treasurer ..... Ralph Jordan  
Assessor ..... J. D. LaFollette  
School Supt. .... R. A. Ford  
Coroner ..... Dr. E. O. Hyde  
Surveyor ..... Fred A. Rice  
Commissioners ..... R. H. Bayley  
..... James Rice
- The Courts.**
- Circuit—Meets first Monday in May and third Monday in October.  
Probate—Meets first Monday in each month.
- Commissioners—Meets first Wednesday in January, March, May, July, September and November.
- Bend School District No. 12.**
- Directors ..... H. J. Overturf, Chmn  
..... F. M. Ray  
..... Clyde M. McKay  
Clerk ..... Miss Marion Wiest
- City of Bend.**
- Mayor ..... G. P. Putnam  
Recorder ..... H. C. Ellis  
Treasurer ..... H. J. Overturf  
Chief of Police ..... S. E. Roberts  
City Engineer ..... George S. Young  
Councilmen ..... H. E. Allen  
..... A. L. French  
..... M. S. Laffin  
..... S. J. Spencer  
..... John Steidl  
..... J. H. Wenandy

**CARD OF THANKS.**

To the many friends and to the members of the Bend lodge of Masons who showed so many kindnesses during the last illness and subsequent to the death of Mr. Sellers, we desire to express our most sincere thanks.

MRS. W. B. SELLERS.  
MRS. CARRIE WILLIAMS.  
MISS LAURA WILLIAMS.

Innes & Davidson's barber shop is located now, temporarily, on Oregon street, in the old Taggart Hotel building. Three good barbers to serve you.

**MEANS SOMETHING.**

(R. H. Miller, O.-W. R. & N. Co.)

I wish to congratulate you on your issue of July 3. It is a credit to you and to Bend. Five sections and forty-four pages mean something.

The deer season opens August 1 and you will need a license to go hunting. Applications at The Bulletin office.

The Bulletin has a supply of application blanks for hunting licenses which anyone can secure by calling at this office.

**In order to clean up the odds and ends on all low cut shoes I will make the following prices**

All \$4.00 oxfords, now..... \$2.70  
All \$4.50 oxfords, now..... \$3.15  
All \$5.00 oxfords, now..... \$3.70

**30 per cent discount on all summer suits**

**They wont last long at these low prices**

**A. L. FRENCH**  
Oregon Street

We Have Taken Over the Entire Stock of

**LUMBER**

of the Pine Forest Lumber Co., and are in a position to fill orders of any size. In addition we carry a full line of

**Building Material  
Lime, Cement, Plaster  
Brick and Fire Clay.**

Also COAL and LAND PLASTER.

**Overturf-Davis-Miller Co.**  
Bend, Oregon.



**MCCORMICK MOWER**

Wears longer than any other and gives better service.  
For Sale by

**Bend Hardware Co.**  
BEND