

THE BEND BULLETIN

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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

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Make all checks and orders payable to Bend Bulletin.

WEDNESDAY, JULY 31, 1912.

THE TRUTH, ETC.

Emanating from its tender regard to the unvarnished truth, The Spokesman of Redmond publishes a rather hysterical but well intentioned outburst under the caption of "Wildcat Advertising."

The *casus belli*—meaning the bone that got stuck in the Redmond editorial throat—is the fact that some exaggerated statements regarding Bend were published in a Los Angeles paper. The Bulletin agrees with the critic that such advertising is harmful to the country; also, it is confident that there is enough and to spare of first class copper riveted truth right here in Bend to supply the most grasping advertiser with ammunition, without any excursions into the realm of fancy and falsehood. Therefore it, too, regrets that the Los Angeles enthusiast told lies, simply adding that it knows that said lies were the unauthorized action of someone who had lots to sell and did not have sense enough to employ proper methods.

But, in its zealous effort to cleanse the goddess of truth, the Redmond paper, it seems, goes rather out of its way to do a little exaggerating, itself. If it wasn't for the fact that a tinge of dyspeptic sour grapes appears to lurk beneath the four-column dissertation, it wouldn't be worth while to go further. But, by way of correction, we venture to call attention to the following, believing that it is a very shortsighted pot that calls a kettle black.

The Spokesman says Bend is 20 years old. There was, we believe, one or two settlers at "The Bend" previous to 1890, but careful search fails to reveal the fact that there ever were more than a dozen humans here, for any length of time, before 1901. If one family comprises a "town" in the judgment of The Spokesman, perhaps Bend will have to plead guilty to a decrepit middle age.

"What would any sane man think of paying \$200 to \$250 for lots in a town of less than 1500 population?" is a lament offered by The Spokesman. The Bulletin humbly believes the answer is that the man who failed to buy, at such terms, in some towns, is several kinds of a fool. Also, it may be well to remind our brothers to the north that some of us, in palmy days not so far gone by, have paid even such fabulous prices for lots but a stone's throw from The Spokesman's own editorial sanctum. Nor are we entirely sorry.

"The wildest imagination would hardly give Bend more than 2 to 5 per cent of Crook county's lumber output in future years." Oh, dear! And there is a lot more like that, one learned sentence remarking, in effect, that the largest sawmill in Crook county cuts only 20,000 feet of lumber a day—while any one with the gumption to find facts can learn that one Bend mill cuts 30,000 feet every day, and just now is running a night shift as well, doubling the output, while another mill cuts in excess of 20,000 feet daily.

"The thermometer in Bend has ranged from 10 to 22 degrees below zero every winter for the last ten or twelve years at least." The lowest temperature recorded here last winter by the government thermometer was 9 degrees below.

But what's the use?
"There is so much good in the worst of us,

And so much bad in the best of us,
That it little behooves any of us
To talk about the rest of us."

A WORD TO THE WISE.

The following is an article that recently appeared in The Timberman of Portland:

There is no set of men engaged in any line of business effort who give more and receive less in the way of compensation than the editor of the average country newspaper. He is expected to be the mouthpiece and personal organ of every cause in which his community is interested. It rarely ever happens when a local organization for mutual benefit of the town in which he lives is to be formed by a few live, progressive, but often very thrifty citizens, that the cost of the necessary and absolutely essential publicity is paid to the local editor. He is supposed to be a charitable megaphone—and too often he is—for anybody or anything that happens along.

The local merchant often feels that the small monthly pittance doled out in exchange for a generous advertising space, is like money doled out to any charitable institution—orphan asylum or home for the feeble-minded. It rarely occurs to the local merchant, irrespective of whether he is a dry goods merchant, grocer or local retail lumber dealer, or simply an individual who has decided that merchandising consists in buying a few goods and marking up a price without regard to quality or previous condition of servitude. And this is often—too often—the type of merchant he has to deal with.

To succeed, the average country newspaper man has to be as wise as a serpent and harmless as a dove. The plea of many of the merchants against supporting the country newspaper is based upon the theory that either everyone in the community knows the store is in existence, or the big mail order houses of Spokane, Great Falls, Billings, Salt Lake, Seattle, Tacoma, Portland, San Francisco, Minneapolis, Chicago, New York, or Paris, are getting the business, and hence advertising would be probably of little more value than a serenade at a funeral.

The editors of the Inland Empire met at Spokane on June 22, and organized an association of mutual helpfulness, at which it was the pleasure of The Timberman editor to be present. The resolution which hits the nail squarely on the head when a lot of maudlin sympathy is being extended to the mossback merchant, is to the point. Here it is:

"We further believe that the merchants of the small cities and towns are in a measure responsible for the broads of the mail order houses upon their trade. Having the advantage of immediate and personal contact with their customers, they should, by adopting modern merchandising methods and thorough, intelligent and persistent advertising, be able to compete successfully with said mail order houses."

The resolution also deprecates the sending of money away to the various large cities when the goods can often be purchased at home for less money—believing that such a course is inimical to the development and upbuilding of the community. Sound, reasonable and logical doctrine, but only country newspaper men—who have bled, suffered and died—the poignancy of grief and shedding of crocodile tears by the average merchant who feels that his best interests are often served by sending a way for his job work, in direct contravention to the policy he is attempting to carry out for the benefit of the town—and aptly illustrating the "difference twixt tweedledum and tweedledee."

This now brings us to the crux of this article: What the lumber manufacturing interests owe to the country newspapers, and the policy they should pursue towards them.

A recital of a few of the active campaigns which these powerful local organs for molding public opinion have assisted to carry out to success:

The forest fire legislation of the various Western states was made possible largely through their advocacy of the cause.

Without the co-operation of the country newspapers the strong and vigorous public sentiment which sustains the efforts of the local state forest fire associations, and the broader and more comprehensive work of the Western Forestry and Conservation Association would not be possible.

In the passage of the splendid workman's compensation law now in effect in the state of Washington, the zeal and disinterested advocacy of the country press was the real dominant power which forced this meritorious piece of humane legislation through a none too willing legislature. Backed by the ambulance-chasing lawyer, the casualty insurance company, which fattens at the expense of the injured workman on one hand, and the imperative necessities of the employer on the other.

The passage of similar laws in the various states can only be made possible through the co-operation of the country newspapers.

For reasonable and just taxation laws affecting every class of property.

In national affairs the country newspapers of the states of Montana, Idaho, Washington, Oregon and California did their full share in the passage of the amendment to the interstate commerce act which guarantees to every shipper the right to be heard before his rate can be advanced. A stable freight rate is as essential to the manufacturer as a stable currency.

In the passage of the Borah irrigation bond bill, providing for the issuance of \$20,000,000 of bonds to complete the national irrigation proj-

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.

ects in the West, Senator Borah will bear testimony to the invaluable service of the country press. Irrigation means more to the lumber business of the West than to any other single industry.

In this brief cursory review of some of the measures which the country press has aided, the writer speaks with authority, as it came to his hand to help create the sentiment which made possible the enactment of much of this legislation.

When labor troubles come—and they come unbidden like a plague of locusts—the I. W. W. horde swept all before them for a time. The country press, always conservative, counseled the men to remain and work, and discouraged the movement in every way possible.

In financial crises in many a community the personal equation of the editor of the local newspaper—often scarcely known and little appreciated—has helped stem the tide of disaster. But why continue?

What can be done by the lumber industry to repay and continue to deserve the support of these brave country newspaper men—who with often only a hatful of type help fight the battles? One word tells it all: Advertise, and advertise liberally. See that every man jack around the mill and office subscribes for the paper. Have your job work printed by the local press, wherever possible. If the local newspaper offices are not equipped to do the work, let them handle the order. The big printers in the city will pay a commission and in time, as the community develops, the local plant will be prepared to do the work; but give him a chance first.

Although the operations of the local Boy Scouts have been upon a small scale, they are deserving the highest praise, and certainly the camping trip taken by the boys was an admirable enterprise, and those who made it possible deserve much credit for the trouble to which they put themselves. If this outing has taught a dozen Bend lads something about how to take care of themselves in the open, how to keep camp and leave clean camps behind them, how to care for fires and take precaution against their spreading, not to mention the physical benefits they have derived, it has proved itself a valuable precedent.

Governor Marshall, Democratic candidate for the vice presidency, admits unblushingly that the only fish he ever caught were dog fish, and that he never intends to fish again. It is to be regretted the Governor can't find time to visit the Deschutes and learn the fun of real fishing.

EASY MONEY.

(Portland Journal).

The Bend Bulletin gives an interesting account of the net profits of Lee Hobbs at hog raising on his farm at Powell Butte, Crook county.

The First National Bank of Bend imported brood animals from Nebraska, and sold them on time to farmers last December. The cost of Hobbs' five sows was \$148.50, and his note was given for the amount.

Time and the five sows have prospered Mr. Hobbs. He has been offered eight and one-half cents per pound for the pigs from the five animals. Had he sold at the figure, the proceeds, after deducting the cost of feed, would have left him \$316 as net profit, all made without the outlay of a cent in cash for the original stock. The five old sows are now worth much more than the \$148.50 which was paid for them. The Bend paper says the profits of Mr. Hobbs at the business are typical of the returns other Crook county farmers have realized from the hog business introduced by the Bend bankers.

The building up of the industry as it is being done at Bend by the bank in co-operation with the farmers is an example of public effort all kinds of bankers can well afford to emulate. It has a counterpart in the expansion of the dairy industry through the initiative of bankers at Independence, Polk county. (The local bank that brought in the hogs has also imported 43 head of Holstein dairy cows and sold them to the farmers of this vicinity.—Editor.)

Skating rink open every Wednesday evening. 21-4p

Currants and Gooseberries
Can be had for the picking, at 25 cts a gallon for currants and 30 cts a gallon for gooseberries, at L. D. Wiest's. 21

Get your application for hunting license at The Bulletin office.

CLASSIFIED COLUMN

RATES: Five cents a line for first insertion in this column, four cents a line for each subsequent insertion. Cash in advance unless you have an account with The Bulletin. Count six words to the line, including the address.

For Rent.

FOR RENT—Good pasture one mile east of Bend, newly fenced. Mrs. Harriet Barnes, Bend. 20-3p

FOR RENT—4-room painted house Deschutes addition with water \$12 per month. Inquire Bulletin.

FOR RENT—10-room flat, nicely finished; heart of city; cheap. Oregon Land & Immigration Co. 20f

FOR RENT—Rooms over postoffice in Triplett building. Also part of store room next to postoffice. See F. O. Minor. 19f

FOR RENT—Cabin furnished, \$5. One block east of depot, 7th and Fir. Inquire W. H. Lesh. 18-21p

FOR RENT—Four room house. Inquire at Postoffice. 21f

Wanted.

WANTED—To rent typewriter for several months. J. C. Rhodes. 19f

WANTED—Girl for general housework. Small family. Apply Mrs. H. E. Allen. 19f

WANTED—Rags. Will give in exchange old newspapers. The Bulletin.

WANTED—Crew manager and 5 solicitors at once. The best of wages paid. Address Circulation Department, Pacific Homestead, Salem, Oregon. 18-23

LOCAL Representatives, both lady and gentleman in every town and village. Salary and commission. Address Superintendent of Agencies, Room 9, New Breyman Block, Salem, Oregon. 18-23

DISTRICT MANAGER—For state of Washington. Must be live, up-to-date newspaper man and be able to handle crew and crew managers. Only live wire need apply. Address Circulation Manager, Room 9, New Breyman Block, Salem, Ore. 18-23

WANTED—TO buy or rent a sheep ranch. Parties interested write C. O. Tronson & Son, Glenham, S. D. 19-22

WANTED—Steady employment in Bend by married, sober man of 30. Experienced clerk in dry goods or groceries. Good references. Steady job wanted. Address H. Box B, Camas, Wash. 21-22p

For Sale.

FOR SALE—Span of horses, 5 & 7 yrs. old, wt. 2400. N. E. Gilbert, Park addition. 20f

FOR SALE OR TRADE—Irrigated holding upon Deschutes river. About 20 irrigable acres. Two acres in vegetables. Address T. Holland, Deschutes, Crook County, Ore. 21p

FOR SALE—Fancy saddle horse, or will trade for a driving horse. Inquire "L." Bulletin

FOR SALE—Second hand furniture and rugs. Inquire Central Oregon Trucking Co., at Eastes office. 18f

FOR SALE—Good team, wagon and harness. N. E. Gilbert, Park Addition. 18f

FOR SALE—Strawberry plants, will be ready in about a month. Orders must be placed now. Mrs. Henry Linster. 21-24p

FOR SALE—Reo 1-cylinder runabout, in first class condition. Top, lamps, jumper seat, etc. Bargain at \$135. F. R. Barbour, Laidlaw. 21

FOR SALE—Cook stove, bed springs, mattress, table, frying pans, dishes, etc.; full bachelor's outfit; everything new last winter. Bargain at \$25 for whole outfit. Inquire at Bulletin. 21

FOR SALE—40 acres 4 miles from

Bend, on county road; unencumbered; water right; \$10 an acre cash, \$45 on terms. Address 801 East 27th street, Portland, Ore. 21-22p

FOR SALE—Typewriter, in good condition, cash or easy terms. Apply Bulletin office. 21f

For Sale or Trade.
WILL EXCHANGE old newspapers for clean rags. The Bulletin.

TO TRADE—House and lot in Bend, value \$800, for farm property within 5 miles of town. Address Hope's Furniture Store. 14f.

WILL EXCHANGE for ranch or

timber claim 50 horsepower Speedwell automobile, cost \$3000, is in perfect running order. P. O. Box 212, Bend, Ore. 21-24.

TO EXCHANGE—175 acres irrigated land 16 miles north of Bend, 94 acres cleared, fenced and watered and being put into cultivation. Will exchange for residence property in Bend. Address M. C. Bulletin, Bend, Oregon. 21p

Taken Up.
TAKEN UP—Sorrell mare, blotch brand on right side. Geo. Lowell, on road to Burns, 7 mi. of Bend. 17-21

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