

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.

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WEDNESDAY, MAY 26, 1915.

KEEP AT IT.

Bend has arrived at a milestone in its career. A bad bit of the grade has been behind us. We are well on the way up the hill. We have, in fact, reached the top of an eminence whence is seen a pleasant outlook.

But let us not, in the elation of winning this first hill top, deceive ourselves into thinking that we have gained the summit of the hill of our municipal ambitions. Let us not, for one self-satisfied moment, be content with what we have attained.

Rather, let us realize fully and with unanimous determination, that the bigger hills, the summits really worth gaining, still lie before us. Our ambitions should in no wise abate because we at last seem somewhat above the level. It is rather for us to strive more persistently for the higher positions which we now see with ever increasing clearness ahead of us, cheered in our resolve to reach them by the success thus far achieved.

In other words, Bend has not "arrived." It takes more than one swallow to make a summer as the saying goes; and more than one lumber mill, or even several lumber mills are required to make such a town as we desire Bend to be.

Fortunately, in addition to our timber, which is our great immediate economic asset, nature has given us other notable resources. While doing all we can to assist those who are undertaking the development of the timber opportunities upon a scale that alone will make of Bend a goodly city, let us remember that it is now more than ever a community duty to encourage the upbuilding of our other resources.

To be a prosperous lumber manufacturing town is well enough. We are delighted to be that, and wonderfully pleased that at last milling has come. It means immediate and substantial expansion, the firm establishment of Bend as the population and business center and metropolis of Central Oregon. But we are not satisfied to stop there. Bend must and inevitably will be, a truly important city. It is for us so to make it.

There are towns in Oregon which depend upon fruit raising alone; just now they are poverty stricken, because the fruit business has been overdone. There are towns whose prosperity is founded upon the payrolls of the lumber manufacture; the firm market has gone glimmering, and these communities are having hard times. There are towns where mining is the sole economic foundation; when the bottom drops out of the market for their mineral products they are left stranded. Here and there is a town which has built up a big community business because of its attractions for the health and pleasure seeker; for them these months are lean, as the general depression has forced their usual customers to economize and get their doctoring and recreation at home. And there are towns in plenty whose sole resource is agriculture, and these, for the most part—provided their crop is not dependent upon one crop alone—are normally prosperous, but the agricultural town gets just so far and then stops.

There is a lesson in the above commonplaces. Fundamental prosperity depends upon a diversity of developed resources. When the season is lean in one line, it is apt to be fat in another.

So let us tighten our belts and undertake our town building campaign more vigorously than ever.

We can do a lot to help develop the dry-farm country to the south-east. We can co-operate in building up the big irrigated country to the east and north and northwest; the market for the farmers will be made by the mills, and everything possible should be done to get more acres in production, and more hogs and cows creating wealth. We should continue more strenuously than ever to work with the people of all Central Oregon, so that our growing business as a distributing center for a country large as several New England states may increase more rapidly than ever. Outside of the town itself we should at all times devote our best energies to aiding in the upbuilding of the country and its agricultural possibilities; that means more people to feed Bend and more people to buy their supplies here; and especially it means that railroad development with Bend as a center will be encouraged—for it is but a matter of time before Deschutes water power will be

furnishing electricity for more than one railway converging here.

At home, in town, there is also much to be done. In the past we have worked for a woolen mill and for other industries. Now, it is doubly desirable to renew our efforts; and hereafter it will be easier, for we shall be stronger. A plant will come here, for we have the wool, the water, the power and the transportation. Let us hasten it. Let us encourage establishment here of big industries subsidiary to general lumber milling. There will be place for a starch factory, for enlarged brick and tile plant, important stone quarries, perhaps a pulp mill. No doubt the praiseworthy effort for the establishment here of a sanatorium will be renewed, and with success. There is sound reason for Bend to become a health resort of note, and its out-of-door attractions for tourist and sportsmen rank well with many of the west's best known recreation centers. In that connection help the fishing and the new hatchery, help get more and better roads and trails. Let us, in short, keep awake and take advantage of our opportunities at home and see to it that they become recognized abroad.

Beside the great lumber industry, with its many manufacturing offshoots, we have limitless water power, grain lands, irrigated lands, and homesteads. An enormous sheep and cattle country centers here, backed by splendid summer ranges in the forest reserves and the best of winter feeding grounds. We have altitude and sunshine, nature's golden medicines, and scenic beauty beyond compare.

If we do not make our development complete and many sided, the fault is our own. And if we do, we shall be entrenched wonderfully well against possible economic adversity and Bend will become an important city almost before we realize it.

Bend is coming into its own. The foresight of those who have looked into the future, and who have understood and banked upon their judgment, is being rewarded. The reward will be triplefold, for them and for those who now are casting in their fortunes here, if we do not now for a moment rest upon our oars, but thrust them anew into the stream of community building with an enthusiasm and vigor which will go still further to make the phrase "Bend Spirit" a synonym of success attained.

EDUCATE THEM.

According to his story in the Portland Journal, Marshall Dana went around to railroad offices in Portland, just to see what answers they would give to his queries concerning the scenic attractions of various localities. Here is a partial record of the reply he received at the S. P. & S. depot: "Central Oregon. Nothing but land and sage brush and coyotes."

Nor do we doubt the accuracy of the statement, for we ourselves have encountered the same sort of thing from subordinates of several railway companies.

The higher-ups, the big-salaried, big-brained officials are lying awake nights thinking up schemes to develop the territories served by their lines. The passenger departments are striving to popularize their service. Thousands of dollars are spent annually for lavish publications setting forth the scenic wonders of the country served. But often—so often—the everyday men who are on the business firing line, the little fellows who come in constant contact with the public, know really nothing of the country reached by their lines; have never had the opportunity to develop a vision extending further than the ends of their noses, and couldn't paint a rosy word picture if they wanted to.

We don't especially resent that subordinate's report on Central Oregon above mentioned. It's not fatal that the man questioned knew nothing of the Deschutes, its cascades and neighboring pine forests, of Lake Butte and ice caves, of the snow-covered mountains and the crystal lakes. But it is regrettable.

The railroads are working for us and we for them. Our interests are identical. Our dividends are paid in common coin. And that is why it is permissible for us to wish devoutly that the big men in the remote offices could understand that their optimism is largely being wasted until they have conducted an educational campaign among their employees. Such an education that the men with brass buttons and the men in overalls may know something of the country served by the company which signs his pay check; and above all that he may have the desire and the ability

to tell his story with reasonable conviction.

Some of the railroad's publicity work should begin at home. Until it does more thousands of good dollars will follow fruitlessly after those which have gone before.

And this is not carping criticism, but friendly suggestion, to a business partner. Further, it is based on observation which cannot be contradicted. All we want you to do, Mr. Railroad Official, is to help us—by helping yourself.

GOOD WORK AT EUGENE.

A feature of the University of Oregon which is attracting well-merited attention is the school of Journalism. Under Eric Allen and Colm Dymont the students who mean to adopt newspapering as a profession are getting practical and invaluable tuition, and the many others who receive general Journalism training are obtaining most desirable familiarity with current events and with proper and practical utilization of the English language, both vastly worthwhile assets for every young American.

From the broader standpoint of the University's relations with the public, it is fair to say that no department is doing so much as this one to encourage a statewide recognition for the institution, or accomplishing half so much in properly stating to the people just what is being done at Eugene and what can be done there. The Department of Journalism has won its share of usefulness and merits approbation and support.

Metolius has set out one thousand trees. That's a first rate example. It not only should be an encouragement to tree planting here, but especially it should impress upon us how fortunate we are in having trees which nature planted for us; and perhaps it will help us to think twice before we destroy the beautiful and irreplaceable pines and junipers around town.

Colorado has passed freak laws compelling chickens to go to roost before 7 p. m. and providing that bulls driven along roads at night shall wear lights. Commissioner Daly of Portland, prize legislator of the metropolis, should take note. The Rose City chickens (it is said) are at large during all hours of the night and everyone knows the bull goes on without restriction.

The financial condition of the country is becoming more sound every day, and prosperity more assured. This item from Washington, for instance, is a splendid index of optimism: "Excess of American exports over imports in March this year was \$140,969,347, the largest favorable trade balance for March in the history of American commerce."

The net results of the efforts of Boss Barnes to extract \$50,000 from Boss Roosevelt seem to be that Barnes is out a tidy sum in lawyers fees and Teddy has received about \$100,000 worth of gilt edge advertising. Altogether, the suit was a poor investment for Barnes and no hardship for Theodore.

"We are able to report from an authoritative source, that up to the time of going to press, the county seat has not been moved from Prineville to Bend, regardless of persistent rumors."—Crook County Journal.

For those who have the inclination to gamble in stocks, we recommend livestock. In these days when the bears and bulls of Wall street are sluggish, the steers of the west continue to offer the soundest of money-making investments.

Through the efforts of a few people we are going to have a ball team to represent Bend. It is now up to the rest of the people of the town to help support the team by attending the games and assisting wherever possible.

Let us hope parents will remember the lesson of the past and keep their children off the river as much as possible this summer, just to cheat the Deschutes of its usual toll of drownings.

According to official figures from Washington the average wealth of each person in the United States is

\$1955. In Oregon the figure is set at \$2523. How's your average?

Statisticians say that the Great War is costing \$2,000,000 every hour. If the money could be spent here, we would welcome hostilities for about ten minutes.

Somehow Jefferson county seems to be getting along fairly comfortably despite the dire predictions of the anti-division howlers.

Sometimes being mayor of a small town is no dream; some executives we have known regard their honor as a night mayor.

When they call Mr. Bryan "Colonel" they mean the other kind—the inside of a nut!

We have received the first number of The Crescent News, a new weekly published at Crescent.

From Berlin reports we gather that Russia's is not exactly a standing army.

We are beginning to wonder if Mexico is a nation or a disease.

Classified Advertising

Advertisements inserted under this heading at the rate of ONE CENT A WORD each insertion. Cash must accompany all orders from persons not having a regular account with The Bulletin. No advertisement taken for less than 15 cents each insertion.

WANTED.

WANTED—Gentle saddle pony. Must be reasonable. Inquire Bulletin. 12c

WANTED—Several fresh cows. Inquire Harriman's ranch or Willard Huston, Bend, Ore., Box 248. 1213p

FOR RENT.

FOR RENT—Three room house with light and water near new school house. Inquire EMte Studio. 4tc

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FOR SALE—Two passenger Reo runabout auto. Cheap. Address M. E. Hays, Bend, Oregon. 11tf
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GETS the MILL
and Here's Where you get the Best Values in Town
R. M. Smith Clothing Company
LEARN THE WAY

harness and cart for sale. Bend Garage. 10c
FOR SALE—One team bay mares weight about 1400 pounds. Age 4 past. Well broke. Good wagon and harness. Price \$400. For further information phone or write B. C. Cady, Tumalo, Oregon. 10tf
FOR SALE—Good horse and buggy. Apply American Bakery. 9tc
FOR SALE—De Lavel separator, No. 17. Inquire Bulletin. 5tf
FOR SALE—Farm, southwest side Powell Butte, 320 acres, 150 under cultivation, as much more can be cultivated; 80 fruit trees growing on place. For information inquire at Al-falfa post office. 3-19 p
FOR SALE—Lawn mower, new; also 25 feet garden hose, nearly new. Bedstead, springs, mattress, two rugs. Inquire Bulletin. 12-13c
LOST AND FOUND.
FOUND—Brown mare, about four years, old, white stocking hind legs, branded E on the right shoulder. Owner can have same by paying costs. Apply Bulletin office. 6tf.



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