

The Bend Bulletin

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ROBERT W. SAWYER
Editor-Manager.

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THURSDAY, FEBRUARY 20, 1919.

ADVERTISING MAKES FOR LOWER PRICES.

Among the many forces tending to raise the cost of living, it is encouraging to find one other whose tendency is in the opposite direction.

Advertising is the friend of the consumer. It tends to lower prices. It does this in two ways. By leading to larger volume of sales, it makes possible the economies of large scale production, resulting in a lower cost of production per unit.

The second way is by reducing the costs of distribution. A large element in the total cost of most products is the cost of getting them from the factory out into the hands of the final consumer.

Just what items the costs of distribution include depends upon the method of distribution; but, in general, most products pass through the hands of the jobber and then through the retailer to the consumer. This path from the manufacturer to the consumer might be called the channel of distribution.

The effect of advertising is to lessen the resistance to the flow of the product through this channel. That is, the advertising enables both the jobber and the retailer to sell the goods more easily and quickly and in larger quantities, and to turn their stocks oftener—resulting in lower costs of selling.

This all works to the best interests of the consumer—a lower retail price.

SOMEWHAT SARCASTIC.

Commenting on a recent report in The Bulletin of criticism voiced at the latest Commercial club meeting in respect to Representative Burdick's failure to obtain larger recognition of Central Oregon in the state's highway program, the Redmond Spokesman says:

"If our friends at Bend will consider for a moment, they will find an excuse for this apparent oversight, and to which the Spokesman takes pleasure in calling their attention.

"Mr. Burdick has been so busily engaged in philanthropic work that he has probably lost sight of roads. It appears to have devolved upon him to see that our public officials who have been dubbing along on \$3000 to \$4000 a year should have a raise on account of the high cost of living, and to this end his energies have been largely directed. We realize that some evilly disposed persons have criticized this great work and have called it all sorts of names—salary grab and the like—and have claimed that, at this time, when the state is bending every energy to keep within the limit of the law in its needed expenditures, the increase in salaries is wholly unwarranted, and all that, but it is truly a great work, and as the total will amount to only a few thousand dollars the taxpayers will hail the increase with great delight.

"Will Bend please consider this?"

OUR TRANSPORTATION PROBLEMS.

Some of our national transportation problems and difficulties can be better understood when it is remembered that in the northeastern section of the United States, including New York, Pennsylvania, adjoining states and New England, the population is 693 persons to every mile of railroad; in the south the figures of 467 persons per mile, and in the west, 252.

There are 15 square miles of land to every mile of railroad in the west, while in the east there is one mile of railroad to every five square miles of land. There are innumerable factories in this eastern theater, and the bringing in of coal and raw material and the carrying out of manufactured products make up a tremendous freight tonnage.

The railroad administration is solving gradually many problems. By the elimination of many unnecessary passenger trains several thousand engines are diverted from passenger to freight traffic, which relieves the situation materially. Also by loading the freight cars to full capacity a great saving is being accomplished. Routing freight by the most direct route and other methods adopted by the administration are doing much to ease the strain on our transportation facilities.

A railroad is to start south from Bend.

FARM BUREAU WORK IS MAKING PROGRESS

Agricultural Agent Arranges Meetings for Organization of Units in Various Communities.

The organization of the various farming communities into a part of the Deschutes County Farm bureau is going forward rapidly. Lower Bridge is already organized and other communities are scheduled for organization meetings this week. The meeting of the executive committee was held in County Agent Ward's office and plans for the campaign discussed. The matter of co-operative shipments, the irrigation school and other topics were discussed. Meetings in the communities will be held on the following dates: Bend Grange, evening, February 20; Pleasant Ridge, evening, February 21; Cloverdale, evening February 22; Terrebonne, evening, February 24; Tetherow Butte, evening, February 25. The executive committee of the farm bureau, consisting of President Fred N. Wallace, Gus E. Stadig, J. O. Skirving, John Marsh, Dr. P. H. Dencer, L. A. Hunt, Charles Hofstetter, as well as County Agent Ward and F. L. Ballard of the department of agriculture, will be present at the meetings.

COUNCILMAN LEARNS OF BROTHER'S DEATH

(From Friday's Daily.)

G. Benson, city councilman, received word today through the bureau of insurance, U. S. treasury department, of the death of his brother, Reinholdt Benson, a member of the American expeditionary forces in France. No details were given in the communication received by Mr. Benson. His brother had been overseas for seven months when last heard from three months ago. He was a member of Company B, 47th infantry.

LEGISLATURE END IS NEAR

(Continued from Page 1.)

mother's son of a soldier returning from overseas will be absolutely and completely taken care of for the rest of his natural life.

Some one suggests that there be an entertainment for the soldiers. "Issue bonds," is the answering shriek. Some one else weakly pipes up that perhaps the soldier would rather have a job than a reception. "Issue bonds," shouts the chorus. Some one wishes to build a prison, another to build a university, a third a reconstruction hospital, a fourth would have 40,000 returning soldiers hauled from the trains as fast as they arrive and marched out under guard to shovel rocks onto public highways at \$3 a day, as the state's wonderful appreciation of their glorious record in the blood-muddied trenches of France; another feels that the solution would be in building a mighty merchant marine, and still another would have them hew down the forests and after the forests had been hewed down then proceed to hew them up again into railroad ties; still another suggests this and another suggests that. With each new suggestion the chorus all drolled up in legislative tight shrieks out "issue bonds" until it becomes first a chant and then an anthem and then a pandemonium.

Soldiers' Welfare Forgotten.

The boys want to reconstruct all right. Some of them are downright sincere and want to reconstruct for the benefit of the soldiers. Others want to reconstruct their rather sorry political fortunes, and still others wish to reconstruct because they haven't any idea in the world as to what else in the world to do.

In the meantime, the soldier is coming home and wondering what it is all about, and in most cases isn't saying a word, except to his old boss and asking—and getting—his old job back.

Plans have been advanced for a special election to put all of these proposed reconstruction measures onto the ballot, with all of the special appropriation bills besides which the legislature couldn't touch because of the 6 per cent. amendment, and also to put on the same ballot all of the proposed constitutional amendments which have arisen in veritable hordes, and in addition some two or three dozen other miscellaneous measures which have arisen from nowhere and are tending in the same direction.

If this special election plan goes through it is certain that the ballot thereof will be a fearfully and wonderfully made affair. It is a frequent expression of the Oregon supreme court that it takes up a document by "all four corners." If the court ever attempts to take up this proposed ballot by all four corners

it will need an arm as long as the head that hasn't gone supremely crazy about all of these reconstruction measures.

Reformers Emphatic.

The legislature, or a part of it, is endeavoring to frame up a ballot of such dimensions and character that the people will swat all of the measures, from their very inability to grasp the meaning of any of them out of the plethora of theories and chimeras that will be placed in front of them.

There are several Abraham Lincolns in the reconstruction outfit that are endeavoring to stir up the grand old state. Each one of them is thoroughly satisfied that if the rest of them would listen to his particular suggestion or suggestions the whole business could be finished up in a week, and they are also satisfied that if the rest of them would follow their suggestions they would at the next election become congressmen, or United States senators, or become attached to some sort or other of lucrative office.

It might be said as an aside that this idea of lucrative offices runs very, very largely through a lot of the hot air that has been peddled here for 40 days by a few of the most accomplished hot air artists who ever turned the legislative halls into a pair of steam heated furnaces.

In the main, the legislature is made up of some serious, earnest-minded, sober-thoughted men, who wish to do something for the state and after it is done get home. But they have been discredited in the eyes of the world by a few loud-mouthed, long-winded, political job seeking individuals who have consumed so much time during the session that the legislature started on its last week far behind with its work, and its calendars and committees congested to the last notch.

Hot Air Abundant.

Some of these individuals are as certain right now that they have automatically elected themselves to some high office by shooting off barrels of heated ozone as they are certain that they are members of the present legislature. Others who have watched their work are just as well satisfied that they have completely and effectually barred themselves from public esteem for all time. As to who these individuals are, let us draw the mantle of charity. All that the inquisitive need to do to ascertain their names is to look through the front page headlines of certain big city dailies on any day of the 40 just closing. They will find these names emblazoned there each day, and underneath the headlines will be found columns and columns and columns of tommyrot, bunk and self-aggrandizement.

This legislature in the main has been pretty fair, with the exception that it hasn't done anything and the chances are that it won't do anything very much. Aside from that it has advanced with masterly strides.

NOTICE OF SHERIFF'S SALE.

By virtue of an execution in foreclosure, duly issued by the clerk of the Circuit Court of the County of Deschutes, State of Oregon, dated the 18th day of February, 1919, in a certain suit in the Circuit Court for said county and state, wherein Joseph Nitachke, as plaintiff, recovered judgment and decree against Frederick B. Wilson and Byron C. Cady for the sum of Three Hundred (\$300.00) dollars, with interest thereon from September 16, 1916, at 10 per cent. per annum and costs and disbursements taxed at Ten (\$10) dollars, and attorney's fees in the sum of Fifty and no/100 dollars, on the 31st day of January, 1919.

Notice is hereby given that I will on the 22nd day of March, 1919, at the front door of the court house in Bend, in said county, at 2 o'clock in the afternoon of said day, sell at public auction to the highest bidder, for cash, the following described property, to-wit:

The northwest quarter of section thirty-two in township fifteen south of range twelve east Willamette meridian, in Deschutes county, Oregon, taken and levied upon as the property of the said defendants, Frederick B. Wilson and Byron C. Cady, or as much thereof as may be necessary to satisfy the said judgment and decree in favor of plaintiff against said defendants, with interest thereon, together with all costs and disbursements that have or may accrue.

S. E. ROBERTS,

Sheriff.

Dated at Bend, Oregon, the 19th day of February, 1919. 51-3c

NOTICE OF SALE.

Notice is hereby given that pursuant to an order made and entered by the justice of the peace for Bend district, Deschutes county, Oregon, on the 18th day of February, 1919, the following described estray, to-wit:

One red yearling steer branded with an undistinguishable brand, with white spot on forehead and on front feet and on end of tail, split in both ears, will be sold at public sale to the highest bidder for cash at the farm of F. E. Toomey, about five miles north of Bend, at the hour of 2 o'clock in the afternoon of the 8th day of March, 1919, to pay the damages and expenses of the undersigned in keeping said estray, and of the publication of notice and expenses of this proceeding, including advertising costs and expenses of sale.

Dated this 15th day of February, 1919. 51-2c F. E. TOOMEY.

The Armenian Situation

On Saturday, February 22, commences the eight day drive in Deschutes County to raise \$3,100.00 for the American Committee for Armenian and Syrian relief, of which over \$800.00 has been already voluntarily subscribed and paid in.

The Committee (of New York) hopes in this drive to raise the sum of \$30,000,000 for the purchase of food supplies and seed grain, etc., and for the further purpose of returning the Armenian and Syrian people to their own country.

The Committee believe that if they are able to get these people back on their own land, with food and seeds sufficient to harvest one crop, that this trouble will be definitely ended.

There have been deported by the Moslems since 1914 (as a so-called military necessity) approximately 4,000,000 people, of whom over 25%, or 1,000,000, have since died. These people are now in abject poverty, and scattered through southern Palestine and along the Suez Canal, absolutely without food, clothing, or funds. Their lands have been devastated, buildings burned, and their property confiscated or destroyed by the Turks. It is now possible for the Committee to go back into Asia Minor, and begin that reconstruction which the Armenians are so fully qualified to carry on without help if they can be cared for until one harvest time.

The Local Committee believes, that without regard for the fact that the great World War is over, every person in Deschutes county will (as they will in every corner of the United States) lend their influence and donate of their plenty to the relief of the people of Asia Minor, a people oppressed by the Moslems to the point of almost absolute extinction.

Armenian and Syrian Committee for Deschutes County

(Paid Adv. Donation)