

The Bend Bulletin

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THURSDAY, DECEMBER 4, 1919

COMMISSIONER KIDDLE.

While no one who knows Ed. Kiddle, of Union City, newly appointed member of the state highway commission, can have anything but confidence in his ability we think it safe to say that a large portion of Oregon east of the Cascades is disappointed in the selection. In saying this we make no reflection on Commissioner Kiddle. The disappointment would have been equally great had any other man from northeastern Oregon been appointed.

Since the creation of the highway commission in its present form three men have been appointed to membership on it from the section east of the Cascades and every one of them has come from the extreme northeastern part of the state, two from Umatilla county and new one from Union, which adjoins Umatilla on the east. We had no criticism to make of the appointment of Mr. Burgess and we regretted and still regret his untimely death. When, however, it became necessary to appoint someone to succeed him on the highway commission we hoped that another portion of eastern Oregon might be given representation.

A glance at the map of the state will, we think, indicate the reasonableness of the hope, and a study of the contracts let by the commission will show its reason. We have not the figures before us but we venture the assertion that leaving out work on the Columbia highway through Wasco county, there has not been spent on highway construction in Wasco, Jefferson, Deschutes, Crook, Lake, Klamath, Harney and Malheur counties since bonds were first voted one twentieth of the sums spent in northeastern Oregon.

We agree that these are sparsely settled counties and that roads across them must be long ones but that, we assert, makes no difference. The test is whether the roads, if in good shape, would be used by tourist travel and in what degree. On that point, and so far as the Dalles-California highway is concerned, we believe there can be no argument. Until recently, however, Oregon Voter, to the contrary notwithstanding, this important tourist route has been wholly neglected by the commission.

The counties named are not hogs. They do not want one cent for their through roads that they are not entitled to. On the other hand they do want every cent that is due. They have felt that in the past they have not had their due, and that northeastern Oregon, through its representation on the commission, has had more than its due. That is why they hoped for representation at this time and why they are disappointed at not getting it.

They will place their confidence now in Mr. Kiddle, just as they placed it in Mr. Burgess and will look to him to justify that confidence by giving attention to the road needs of Central and South Central as well as North Eastern Oregon.

GOOD PUBLICITY.

Bend has been spoken of at various times as the best advertised town in the northwest. Wherever one travelled, if it became known that he came from Bend there was always someone who said, "I've heard of that town. Pretty good place," and so on.

One of the reasons why the town has been so well advertised is the fact that there has always been so much of especial, almost romantic, interest in its growth and development. In the beginning a pioneer town, miles from the railroad, where thousands of acres of sage brush land were being reclaimed; headquarters for a tremendous timber locating rush; then the goal of a race of railroad giants when Hill and Harriman battled for supremacy in the Deschutes canyon; the location of the finest pine mills in the country; the town that grew in a year and a half from 1,800 people to over 5,000; more recently recognized as the center of a region of unsurpassed scenic attraction; all these things as they became known to the outside world created interest, attracted attention, advertised Bend.

Lately the town has been advertised through the fine advertising given to the work of the First National Bank in developing the agricultural resources of the surrounding country. Portland papers have made frequent mention of the bank, of its president, C. S. Hudson, also president of the Oregon state bankers association, and of his plans for betterment of agricultural interests all over the state. Now comes recognition from a more distant point, a recent number of the Spokesman-Review, of Spokane, containing a highly appreciative editorial mention of the bank's monthly publication, devoted to farm interests.

While primarily this editorial is advertising for the bank it is also a good piece of publicity for the town where the bank is located. Bend is fortunate to be in a position to obtain such publicity.

The editorial from the Spokesman-Review is as follows:

"The First National bank of Bend, Ore., issues a monthly news booklet that is the best thing of its kind that The Spokesman-Review office has received. It is issued for the benefit of the farmers and stockmen of the Bend region, whose problems the bank evidently is anxious to make its own. The November issue leads with an announcement that the bank is trying to arrange for a special car to take central Oregon stockmen to the livestock exposition in Portland.

"While livestock occupies a large amount of space in the Bend bank's bulletins interest is shown in a wide diversity of other topics. Potato growing, the use of snufflers as silage, information about cream tests and critical discussions of various fall fairs are included.

"The most significant thing about the publication is its extreme practical usefulness to the farmers for whom it is intended. A more practical way of yoking bank and farm together for public service would be hard to find."

A CONTINUING MOVEMENT.

The Treasury savings movement is not a campaign for a single year, but a continuing growing force in American life. The results already obtained fully justify its continuance. Millions of people who before the war never laid aside anything now have goodly amounts invested in Government securities. Millions who were wasteful and improvident are now thrifty.

The policy for the continuance of the movement is clearly defined. The business of the Savings Organization is to promote saving and the purchase (from the Treasury or in the market) and continued holding of United States Government war securities of all kinds. Saving is taught not as an end in itself but as a means to investment in United States war securities and continued holding thereof. The "holding" is as important as is the "buying," because holding protects the Government's credit and the Treasury has more borrowing to do.

The Treasury savings movement is one of the great forces of reconstruction and merits the continued support of those who in the past have worked for its success and of those as well who up to the present time have not learned the advantage of saving and investment in Government securities.

Analysis of the voting list kept at the school bond election on Saturday indicates that only two voters bestirred themselves to come out to vote. There were 12 voters listed. Four of these were election officials, one was a school director who had to be present, three were men who were at work in the building during the election, one was the janitor of the building and one was the janitor's wife. The other two are believed to have had no cause for troubling themselves to vote other than an interest in the schools.

How carefully do you address your letters? An article in a current magazine suggests that it is advisable

to write state names out in full if you want to be sure to avoid the delays incident to having a letter mis-sent. Says the article: "In" looks like "La." Col like Cal, Me like Mo or Md. and Miss like Mass. Letters for Pittsburgh, Pa., get into the Cleveland, Okla., get into the Cleveland, Ohio."

Down in South America, on the boundary between Chili and Argentina, stands a monument entitled "The Christ of the Andes," symbolical of the good will existing between the two nations. When will it be time, we wonder, to erect a like monument on the summit of the Cascades between eastern and western Oregon?

As has been remarked so often before, do your Christmas shopping early. Also, having shopped early, ship early and help to eliminate the Christmas congestion. And see that every package bears a Red Cross seal.

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