

The Bend Bulletin

(Weekly Edition)
Published By
THE BEND BULLETIN
(Incorporated)
Established 1902.

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ROBERT W. SAWYER, Manager

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

One year.....\$2.00
Six months..... 1.00
Three months..... .50

THURSDAY, DECEMBER 18, 1919

TOO MUCH ADVERTISING.

When legislators pass the laws that go into the statute books they have no idea of the strange and unexpected results that may flow from them. A case in point is the national excess profits law designed to bring revenue into the United States treasury and doing so with great success—and also forcing the suspension of many small country newspapers, a result wholly unintended.

The direct reason for the suspension of the small papers is their absolute inability to buy news print or the fact that it can be obtained only for prices that are prohibitive. Never in newspaper history were conditions so difficult. Prices of the news print have advanced by leaps and bounds. Where a few years ago three cents per pound was an average price the rate is now anywhere from seven and three quarters to 13. Contracts are unobtainable. Many papers are living from hand to mouth. Regulations for paper saving more strict than were enforced during the war are being adopted and still the shortage continues and the little fellow is going down and out.

Why is newsprint scarce? One reason is a strong foreign demand. Another is curtailed production, but the chief reason is that there is an unusually large amount being used. The reason why so much is being used is to accommodate the tremendous quantity of advertising now being placed.

Why so much advertising? Because it is paid for by money that otherwise would go into excess profits. As an expense of the business it is a deductible item. If the money were not spent it would go into profits and from 60 to 80 percent would be paid in taxes. Put into advertising 60 to 80 percent of the expense is paid by Uncle Sam and the balance is the actual cost to the advertiser.

The advertisers referred to are of course, the large corporations that advertise nationally. They have taken so much space in the metropolitan newspapers that the publishers have found it necessary to increase the size of their papers.

In so doing they have created an inordinate demand for newsprint and are crowding the little fellow out.

And to think that a newspaper had to go out of business because of too much advertising.

P. S.—The foregoing is not a preliminary hint that The Bulletin is going out of business on account of the newsprint shortage. It has its supply arranged for.

A MISTAKEN IMPRESSION.

The statement now going about that the Y. M. C. A. will not allow any more smokers in the gymnasium is so liable to give the wrong impression that we feel it is important to correct it and to state the exact facts for the information of the public.

The Y. M. C. A. as represented by Mr. Trickey, Mr. Kells and Mr. Duncan, the only members of the organization from the outside who have been connected with the local institution, has never taken any position in regard to professional contests in the gymnasium. No one of these men, whatever his personal opinion has been, has made it a condition of the Y. M. C. A. taking over the management, that no such contests be allowed and in no discussion of the subject has any one of them said that the professional contests must be eliminated.

The action which is now reported came entirely from the local members of the committee of management.

At a meeting of this committee held last Thursday night there were present besides Mr. Trickey and Mr. Kells, T. H. Foley, D. G. McPherson, Frank Inabnit, Frank Brobert, J. E. Purdy, George Gove, Carl A. Johnson, J. A. Eastes, H. E. Allen, F. A. Woelflen and Robert W. Sawyer. Mr. Trickey reported that a request had been made to rent the building for a smoker and asked what the policy of the committee was to be toward renting the building for such purposes. Each member of the committee present was called on for his opinion and when the poll was complete, it was found that it was unanimous against professional contests in the building.

So far as this committee is the Y. M. C. A. the action is that of the Y. M. C. A. It is not, however, the action of the Y. M. C. A. men who have come to Bend to manage the gymnasium. It is a thing voted by the local men who are connected with the management and represents their opinion as to what is proper and fitting for the building devoted to the purposes for which the gymnasium is devoted.

THE DEATH'S HEAD

Several times in the past we have compared the efforts made by the business interests of Bend and Redmond to attract farmers and farm trade to the respective towns. To anyone acquainted with the facts it is clear that the comparison is wholly in favor of Redmond. By creation of a union high school, establishment of rural free delivery routes, and in other ways the town has attracted business from the farms.

In Bend, on the contrary, conditions have been created that tend to repel, rather than attract, farmers.

These conditions include, for example, short banking hours on Saturday, limited store hours and the procedure under the city charter for the handling of estrays. This is not to say that each of these things is not desirable from the town point of view. Viewed from the farmer's side, however, they are not so desirable and it is from his side that we are now looking at things.

Plainly, the reason for the difference between the towns is natural. Redmond is naturally an agricultural center and has been active in improving her position as one; Bend has become more of an industrial town and as such has an assured prosperity up to a certain time and point. Because of this assured business but few have been interested to go after the farmers as the merchants of Redmond have done and there we have lost.

When the Romans feasted they

Your Creamery Builds Business for Yourself

The Central Oregon Farmers' Creamery Will Pay One Cent Above the Market Price for Butterfat Paid by Portland Creameries

Yearly Market Fair, Honest Tests.

The Creamery Should be Your Asset.

Bring in Your Cream

Central Oregon Farmers' Creamery

placed on the banquet table a skull as a reminder of man's mortality. Happy as they might be at the feast the skull told them of the day to come and to those whose vision is beyond today the death's head of our forests' end is a very real thing. Indeed, suppose a mill shut down for any reason next month or next year. Unless we had other resources to fall back on it would mean bad times for Bend.

It is none too soon to begin the development of other resources and the farm trade is the most important and most readily available resources there is.

Will Bend go after it?

"THE TWO ROADS."

We trust that our readers are not tired of the thrift arguments printed occasionally in this column. Here is another taken from the Miehle Bulletin and entitled "The Two Roads." Read it and decide which one you are travelling.

Spendthrift Road.

"This is on me."
"One more of the same."
"Lend me five."
"Just a little game to pass the time."
"Charge this."
"Here, boy."
"Where do we go from here?"
"Let's have another round."
"We live but once."
"You can go home any time."
"Your money's no good."
"I can't be bothered with small change."
"The sky's the limit."
"I'm paying for this."
"Don't be a piker."
"It's all in a lifetime."
"We'll be a long time dead."
"More where this came from."

Thrift Road.

"What's the price of this?"
"One will do."
"The walk will do me good."
"No, thank you."
"I can't afford that."
"Give me your best price."
"I'll carry this."
"I promised my wife."
"I need the money."
"Let me pay my share."
"I can get along without this."
"I'll get it as I need it."
"Is it worth seeing?"
"A penny is as good in my pocket."
"This is what I got for my money."

In view of the plans under consideration for the establishment of a county library the following from the Medford Mail-Tribune is of interest. Says the Tribune:

"Our entire system of political economy depends for its success upon the intelligence and enlightenment of the rank and file. We talk a great deal about Bolshevism, but the super-Bolshevik of all is Ignorance. Any plan that will reduce ignorance is worthy the support of all good citizens, here and elsewhere. Such a

A Few Christmas Facts in Black and White--

If you have been undecided about what to get for Christmas--do this--

- [a] Estimate what your family will spend.
- [b] Find from each one what he wants.
- [c] Find what each expects to give.
- [d] Gather them altogether.
- [e] Find out from each what he or she enjoys the most.
- [f] Then you suggest getting something for the home which every one will enjoy for a long, long time.
- [g] And when you've done this, the conclusion will be a phonograph.

And that phonograph will be SONORA.

from--

L. K. Shepherd

plan is the extension of the city library system to the country districts. If the small financial assistance necessary is available, the county court will have the united support of the people in extending it to the organizers of the county library plan.

Working under conditions more difficult than any it has ever known here the Bend Water, Light & Power Co. has maintained its city service this week in a most creditable manner. All of us are dependent on the company for water, most of us for light, many of us for power and heat. Failure of service in any of these would have been a real calamity. That it has not failed has been due to constant vigilance and real hard work and great credit is due for the results obtained.

The Department of Agriculture's "Better Sires-Better Stock" campaign referred to here yesterday is already under way in this section through the campaign inaugurated by the First National Bank. Its alternative slogan, "Better Bucks, Bulls and Boars Build Bigger Bank Balances" is a statement of what the Department is trying to do and also describes the goal set by the bank for the improvement of central Oregon livestock.

It has taken the destruction of the Kenwood foot bridge to show how important it is in the life of most of the residents of the west side of the river. The bridge that is gone was built by The Bend Company. The city should lose no time in replacing it with a new one to take all kinds of travel.

Now that two senators have called on President Wilson and found that there is no impairment of his faculties they are limited to saying that he is suffering from paralysis below the waist. They are bound to have him paralyzed somewhere.

The United States Railroad Administration has just published a booklet on Oregon with matter descriptive of most sections of the state, and even going into detail concerning the counties. Deschutes county, however, is prominently missing. We wonder why.

It's about time for someone to come forward and tell us that the winters are getting more severe. This one is, anyway.

One trouble with our schools seems to be too much heat in one building and not enough in others.

Did it ever occur to you that the only place in Oregon where nuts grow is west of the Cascades?

The senator from Arizona is unable to make Wilson Fall for his designs on Mexico.

First item on your shopping list for tomorrow. Buy Red Cross seals.

In a Book Store. Customer--Have you a book of synonyms?

Green Clerk--I'll see, madame. (To department head.) Do we carry Mr. Synonym's works?

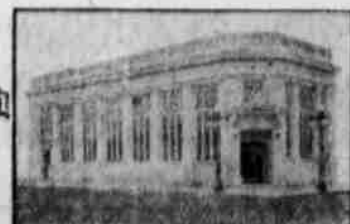


Did you ever hear of a squirrel starving? No—because the squirrel lays away his food supply for the day when he will be unable to obtain it or work. The squirrel may be an example to you. Put away today for the day when you will need.

We Will Help You.
OUR SAVINGS DEPARTMENT
Pays 4 per cent interest

CENTRAL OREGON BANK

BEND



OREGON

SHEEPMEN! ATTENTION!

We have stocks of

COTTONSEED CAKE SOYA BEAN CAKE

Both NUT SIZE and MEAL for-immediate and future delivery. We purchased early.

GET OUR PRICES BEFORE BUYING

Write or Wire

Swift & Company

Animal Food Dept. NORTH PORTLAND, OREGON