

The Bend Bulletin

(Weekly Edition)
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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.....\$2.00
Six months.....1.00
Three months......50

THURSDAY, APRIL 1, 1920

NEWS AND NEWS.

Publishing a newspaper is a business proposition just as much as running a grocery or a bank or a drug store. A newspaper must pay its bills, meet its pay roll and ought to have something left over at the end of the year just as any other business does.

Unlike almost every business a newspaper is called on for a sort of public service for which no payment is expected to be made—that is, by the person asking it. Recognized as the medium for getting information to the public the effort is almost daily made to use it for getting over some special information with some news value, but of more particular interest to the person who asks for its publication. News is wanted by a newspaper at all times. News is sought for, hunted out, run down. Thousands of dollars are spent by individual newspapers every year for news and papers will fight for the opportunity to print news first. But when news comes, as it so often does, with the scent of some special interest or self seeking, then the newspaper becomes chary and holds off.

The question "What is news and what is not news?" is often a hard one to answer. Some years ago a national weekly published the definitions of news submitted by editors from all over the country and there were almost as many different ideas expressed as there were men to express them. However, the definition is phrased, though, editors will generally agree whether the particular item is or is not news, and if there is any suggestion of putting news over for the purpose of advertising they will say it is not news.

The point was well brought out in a recent letter from the editor of a California paper from which we reprint the following paragraphs:

"It is true that by boosting the interests of the San Joaquin Light and Power Company in our columns we would be rendering a public service. But it is also true that by promoting Mellin's Baby Food, we would be offering a similar constructive service to the public. By urging the use of Nuxated Iron we would be offering a public service; by advocating the wearing of the Munson Last Shoe we would be doing a public service. By advocating these things and a thousand others—the use of electricity included—we would be rendering public service, and public service as you and I and every other ethical newspaper man with professional ideals knows is the primary purpose of every properly conducted newspaper.

"However, as in the case where John's fist hits George's nose, public service leaves off where private gain begins—at least this is true so far as the Parlier Progress is concerned. When news, or so-called news, or plain uncamouflaged propaganda reaches the Progress editorial desk, the first question with us is not, 'Does it benefit the public?' but rather, 'From what motive was this prompted?'—Was it primarily from a motive of public service or was it from a motive of private gain? And if we decide that the matter in question, whatever it may be, has been prompted merely from mercenary interest, we send it back to where it came from and generally we inclose our advertising rate card.

"Furthermore, we make no distinction in our judgment between the matter sent us by paying advertisers and the matter sent by non-advertisers. We do not sell our editorial birthright—that of independent news criticism—for a mess of 'ada.' We figure that we are selling our advertising space and not our news columns and that our advertising space is worth every cent that we take for it. We don't throw in our news space with our advertising space any more than the merchant throws in for nothing a pair of trousers with every pair of shoes that he sells."

That's a pretty good platform for any newspaper.

EDUCATE YOUR CHILDREN.

The visit of the University of Oregon Glee club to Bend has brought the state institution it represents a little nearer to us all. To its graduates and former students living in this vicinity the visit has brought back memories of "the golden haze of

student days," while to the rest of us it has made this part of the state's educational system a little more real.

All this is valuable both for us and for the university, and especially valuable at the present time because of the proposal now under consideration to vote a heavier millage tax for the support of it and the agricultural college. It is of the utmost importance that a good majority be given the tax measure. If we can forget that it is taxes we are voting and through these young men who were here Tuesday night see the thing we are voting for—education for the youth of the state—we will be bound to give that majority.

Both the university and the agricultural college are supported by a millage tax. When it was placed at its present figure it was expected that the natural increase of the assessed valuation of the state would be sufficient to produce, with the same millage, sufficient funds to care for the natural growth of the two institutions. Instead of an increase, however, there occurred decreases in valuation. Attendance increased as expected and costs went up in the air. Now a crisis is faced. Either the new tax must be voted or many young people denied the opportunity of an education.

If any are turned away your boy or girl may be among them. Will you vote to keep them out of college?

SCHOOL CONTROVERSIES.

No one can have decided opinions and express them with any degree of frequency without sooner or later crossing almost everyone to whom these opinions become known. That is why, at some time or another, the editorial opinion of a newspaper is at variance with that of some person who thinks for himself. Differences of opinion make horse races, the saying has it, and clashes of opinion produce the heat of controversy and, usually, the light of understanding.

All of which is preliminary to saying that although we frequently disagree with the opinions expressed by the editor of the Oregon Voter we find what he has to say instructive and clear. Frequently he does what all editors are always trying to do—he hits the nail on the head—and we have scored him with a 100 percent mark for recent words on the subject of a school board controversy in Medford.

Mr. Chapman says: "A situation of this kind is almost impossible to straighten out without damage to the schools and injustice to individuals. It is a situation possible to arise in any city where a school board religiously keeps out of politics, employs the best superintendent it can get and backs him up in introduction of methods intended for school betterment. So long as a school board is kept in power it can do little less in honor than stay by its superintendent, unless the superintendent is guilty of mismanagement sufficient to justify his removal before the expiration of his contract.

While lack of harmony in school administration is a severe reflection on a superintendent's administrative capacity, the fault is not always with the superintendent. "One of the best ways to cope with a difficulty like this is to call in an outside educator, or a committee of outsiders, to investigate and make recommendations. Being freed from factional feeling, such a committee often can find where the fault lies and suggest a cure that imposes a minimum of hardship."

VOTE THE AMENDMENT.

Everyone interested in the subject of good roads in Deschutes as well as in the other counties of Oregon owes it to himself, his community and the state to start work among his neighbors in behalf of the measure to be voted on in May permitting an increase in the bonded debt of the state. The limit is now two per cent and all the bonds permissible under that limit have been issued and the money spent—all for good roads. If the limit is raised, as proposed more money will become available at once, and road work can go on. Otherwise, so far as the state is concerned, it must stop.

One thing to be borne in mind in considering this amendment is that it is not a tax measure in any form. No addition to our taxes will come of it under any circumstances. It simply gives the opportunity for the further capitalization of automobile income such as license fees and gasoline tax. That is, the bonds are issued now and the money obtained. Then they are paid off, both principal and interest, by these receipts from automobiles. Elaborate tables have been prepared showing the expected income from this source and the payments that must be made. The income will easily care for the bonds. In the whole matter the only chance for argument is as to the corrections of the estimates as to the expected income. For these it can

RIPPLING RHYMES

By WALT MASON

Back to Normal.

We won't get back to normal ways until we've had some rainy days. So long as roubles grow on trees, and greenbacks wave in every breeze, we'll hit high places and repeat, and scorch the length of Easy street. We can't be prudent while the rest are blowing money galley west. It's epidemic, like the flu, this gorgeous spendthrift howdydo. Some day a panic, large and pale, with four white feet and braided tail, will land upon us while we spend, and to our orgy put an end. Then you will see men out of jobs, and you will hear the housewives' sobs; and you will mark the loan shark thrives, while others scarce can keep alive. Then we'll quit blowing useful coin for canvasback and tenderloin, and thank our gods if we've the price of wholesome liver off the ice. And we'll cut out the silk attire, the princely tips, the chauffeur's hire, and all the costly pomp and vain, and demonstrate that we are sane. Then every sad and chastened gent will ponder ere he spends a cent, and figure for a weary time before he cuts loose from a dime.

only be said that they are conservative and well within the figures of normal growth. Use of the automobile has increased and is increasing faster than anyone estimated a few years ago. Income from it is bound to be sufficient.

Work and vote for the amendment, therefore. It will cost us nothing in taxes and be the means of helping us to better roads.

PUBLICITY.

The other day we spoke here of the sort of news that is sent out by publicity agents—a pile of publicity with a coating of news. Most editors are as well trained to select this stuff from a mass of mail as a bird dog is to point when he gets the scent of the quail. Usually their action is automatic—from the desk to the waste basket without the trouble of opening—and everyone will wager that he missed nothing.

We have just now "pointed" all the publicity matter from a bunch of mail. This time, instead of going through the usual form, we have opened all the envelopes and shall list what we find as of possible interest in considering the editor's job.

Here is the catalog of one mail's chaff: Item—From the assistant to the secretary of war regarding war risk insurance.

Item—Another tire company, more bureau. Wants navy advertising published without charge.

Item—From tire company. Story of its welfare work. Interesting. Also advertising.

Item—Automobile company publicity; that is, advertising.

Item—Lumber association boosting for lumber.

Item—Another tire company. More publicity.

Item—From Department of Justice quoting Department of Agriculture on how to use cheap meats. Why not leave it to agriculture?

Item—Ditto.

Is it strange that the price of paper is high?

One cause of high prices is the way the War department bought everything in sight during the war. Tons of food were withdrawn from domestic consumption and enormous quantities of other materials. For instance, there were ordered 42,000,000 pairs of shoes, of which 32,000,000 pairs were delivered. That meant eight pairs of shoes for every soldier we had in the service. No one grudges money that was spent for a necessary purpose in winning the war, but we all object to the way money was spent unnecessarily.

Why does not the Commercial club take up again the idea of discussing the measures to be voted on at the primary election. Once before the club heard the arguments for and against measures that were pending; it gained a more intelligent idea of them, and added to the interest of its meetings. There's just about time between now and the primaries to correct this year's questions.

The addition of 150 men to the payroll of the Brooks-Seabon Lumber Co. means the addition of several hundred to the population of the city of Bend with attendant growth of business and need for municipal growth, especially in our schools. Look out for the big boom.

When Woodrow Wilson goes to

Woods Hole he will be following in the steps of his Democratic predecessor who used to spend his vacations on Buzzards Bay.

In Australia to combat the H. C. of L. women wear no gloves, use old shoes and eat no potatoes. If it's too high do not buy it. That will help bring the price down.

If this German revolutionary stuff keeps up we suggest that the nation join the league of South American republics.

"Carpenter to take time before going into ring," one headline had it yesterday. Yes, and Dempsey do do time.

Trouble with these agitators seems to be that while Red, they are not well read.

Portland is about to scrape off its moss, according to the Journal. Three cheers.

Fifteen Years Ago

(From the Columns of The Bulletin, March 31, 1905).

Yesterday a movement for a clubhouse for Bend was started, and within two hours, \$300 was subscribed.

J. N. B. and J. O. Getting, from near Walla Walla, have arrived with their families and taken possession of their lands near Tumalo under the Columbia Southern ditch.

Central Oregon is the field toward which all eyes are turning. No railroad story is now complete that does not have Central Oregon for its aim.

William Buckley, of Pullman, Washington, spent a few days in Bend this week, and started a notable development project. He proposes to plant large areas in apple trees in this section, on contracts that will give him part of the proceeds. He believes this country will produce superior apples.

Notwithstanding that the school district has recently been split in two from the Laidlaw district, there are more than twice as many children of school age in the Bend district than there were last year—200 as against 85.

O'Kane's new building alley on Oregon street is now ready for business. Earl Wright is in charge. The city council last Tuesday night voted to dispense with the services of a night watchman. There was a little informal discussion as to the advisability of placing a license on general business, but no formal presentation of such a proposal.

Engineer L. D. West spent last week in Prineville, surveying and rectifying streets, and this week he is locating irrigation plants for a number of farmers north of Bend.

What Dropped.

The dining room of a very exclusive residential hotel. Dinner in full swing. Clatter of knives and forks and the usual buzz of conversation. Suddenly, a crash at one end of the room, a sound of falling dishes. An abrupt pause in the conversation, attention concentrated on the scene of the calamity. Then, suddenly, soaring above a rising murmur of inquiry, one clear voice with the desired information, "Squash, my dear, of all things!"

POULTRY



BREEDING PAYS IN POULTRY

Records of Three Flocks of Leghorns Show Specifically Value of Purebred Males.

(Prepared by the United States Department of Agriculture.)
That the value of purebred males counts as much in poultry raising as in stock raising is shown by the records of three flocks of Leghorns, the data for which have been supplied the United States department of agriculture by the North Carolina experiment station. Flock 1, the egg production of which is included in these records, consisted of common hens; flock 2 was



Purebred White Leghorn Cockerel.

produced by breeding these hens to common males; flock 3 was produced by breeding flock 1 to a rooster from a high-producing hen. The following year the original flock laid 80 eggs a hen; flock 2 laid an average of 88 eggs a hen; and flock 3 laid an average of 130 eggs a hen. This increase of 54 per cent in one year tells very specifically the benefits of using a purebred male. But the percentages alone do not tell the whole story, for a big proportion of the increase came at a season—May and June—when the production of flocks 1 and 2 was relatively low and the prices were good.

POULTRY CULLING PAYS WELL

In One Demonstration in Iowa County 609 Hens Out of Flock of 1,548 Were Discarded.

In poultry culling demonstrations held on the farms of the farm bureau members in Emmet county, Iowa, records kept for eleven flocks showed 609 hens were culled out of a total of 1,548 in the flocks, according to the United States department of agriculture. The average number of eggs laid a day by the entire flocks before culling was 401.5, and the average number of eggs laid a day by the 939 hens left after culling was 346.8. The average number of eggs for ten hens a day before culling was 26; after culling, 3.5. The average number of eggs laid a day by 363 of the culled hens which were not immediately sold was 14.4.

WASHING WILL INJURE EGGS

Gelatinous Film of Shell That Keeps Out Air and Germs Is Removed—Keep Nests Clean.

Eggs should not be washed as this removes the gelatinous film of the shell that keeps out air and germs. The nests should be kept clean so that the eggs will have no chance to become soiled, as removing dirt by washing will allow molds and germs to enter the egg and hasten its spoiling.—Extension Division, North Dakota Agricultural College.

POULTRY NOTES

As grass makes up the bulk of feed for geese, it is doubtful whether it pays to raise them unless good grass range is available during the summer.

The hen that has free range on a farm in summer finds these same things and that is one reason why neglected farm flocks lay well in summer and very poorly at other times.

The results found by experiment seem to prove the contention of some Leghorn breeders that their birds are light eaters in comparison with some other breeds.

If a good lot of well-matured pullets or well-moulted early hens are on hand, and if they are healthy and vigorous, all that is required to obtain a good egg yield is the right kind of care and feed.

There is no one kind of grain that alone will furnish all of the different food elements required to maintain the body of the hen in good condition and also furnish the material of which eggs are made.

Weather and the Death Rate. The general death rate is found to increase with rising temperature, and to diminish with a falling thermometer. These conclusions are reached by Theodore Ellsworth Huntington of Yale, and are a result of a study of about 400,000 deaths in New York city in connection with the weather on the day of death. The peculiarities seem to apply to all seasons. Variety in the weather is healthful and stimulating, and it is believed that some variability is as essential as proper humidity.

Put it in The Bulletin.

POLITICAL ANNOUNCEMENTS

I hereby announce my candidacy for the nomination to the office of County Judge of Deschutes County on the Democratic Ticket, subject to the primary election, May 21, 1920.

If elected, I will promise a progressive business administration of County affairs. Action, economy, efficiency. At your service always.
J. A. EASTES.—Adv.

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We hereby announce the candidacy of John Marsh, of Tumalo for the office of County Commissioner of Deschutes County on the Republican ticket subject to the primaries in May.
TUMALO DEVELOPMENT LEAGUE

I hereby announce my candidacy for the office of county commissioner of Deschutes County on the Republican ticket, subject to the will of the voters at the May primaries.
CHARLES CARROLL.

MILLIONS FOR SPARE MOMENTS

The International Correspondence Schools of Scranton, Pennsylvania, celebrated their twenty-seventh anniversary in October, 1918, with an enrollment of over 2,000,000 students. Thousands of these students have figured in dollars and cents the actual value to them of the spare moments devoted to the study of I.C.S. technical courses and other subjects ranging from Advertising and Salesmanship to Agriculture and Poultry Husbandry.

\$95.00 an hour has been figured by many of these students to be a conservative estimate to them of the value of the spare moments spent in study of I.C.S. Courses.
Reports on 27,000 typical students show 14,999 now receiving \$1,500 a year or more; 2,418 receiving \$1,000 or more; 413 receiving \$500 or more; 29 receiving \$10,000 or more; and 8 with annual incomes of \$25,000 or more.
In the twenty-seven years of its existence the I.C.S. has enrolled six times as many students as Harvard in the two hundred and seventy-eight years since its organization; more than ten times the total enrollment of Yale since its doors swung open in 1791; more than five times the total enrollment of all of the colleges, universities and technical schools in the United States combined.
A letter or a post card will bring complete information regarding the subject in which you are interested.

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- Mechanical Draftsman
- Railway Accountant
- Ship Draftsman
- TRAFFIC MANAGER
- Gas Engine Operating
- CIVIL ENGINEER
- Commercial Law
- Surveying and Mapping
- GOOD ENGLISH
- Miner Foreman or Engr.
- CIVIL SERVICE
- Stationary Engineer
- Railway Mail Clerk
- ARCHITECT
- Automobile Operating
- Contractor or Builder
- Poultry Raising
- Architectural Draftsman
- Auto Repairing
- Concrete Builder
- Mathematics
- Plumbing and Heating
- AGRICULTURE
- CHEMIST
- SPANISH
- SALESMANSHIP
- French
- Italian

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Ship your Hides and Calfskins to the
H. F. NORTON
COMPANY
Portland, Ore.
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