

The Bend Bulletin

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

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 23, 1932.

THE HEALTH CRUSADERS

A few days ago a news story in The Bulletin told of the exercises held in the Terrebonne schools in connection with "The Modern Health Crusade." It was an interesting story and described a feature of the activity of the county nurse that means a great deal.

Let a teacher go from school to school and, in a perfectly correct but school teacherly way, talk to the pupils, telling them that good health is an important thing in life and that to have good health, they should brush their teeth regularly, eat only wholesome food and keep regular habits and hours, it will go in one ear and out the other. Children are being told what they should do from the time they are old enough to sit up until they pass out from the parental authority. If they retain half of what they are told the instructor thinks he has done well. The problem, then, is to get the desired instruction to the child in such a way that he will absorb it and follow it, and the "Modern Health Crusade" has been devised for that purpose.

The crusade plan very wisely calls the things the child is instructed to do "chores." These are: Keeping the hands and body clean, taking regular exercise, having plenty of sleep, and like things, to the number of 11. They are not tasks, but regular and daily operations, and undoubtedly the child is told just what a chore is that he may see there is really nothing unpleasant suggested by the word.

For the regular doing of a certain number of chores, a child receives credits that entitle him to certain rank in the order of knighthood, and the fascination and pleasure in advancing in the ranks must exist for him just as for his father in passing through the degrees of his lodge. The whole plan is well worked out and must be having a fine effect on the school children of the county. It is one of the things that go to justify the employment of a county nurse.

GOOD FOR THE AD CLUB

One would suppose that the United States war department would be sufficiently jealous of its good name to see to it that fly-by-night merchants did not use the words "army store," or other like phrases to suggest to the public that they represented the department in selling stores of surplus army material. And yet it has remained for the better business bureau of the Portland Ad club to take action looking toward the elimination of such advertising in the papers of that city. So far as known, the department itself has never done anything to correct the abuse.

Two years ago the war department undertook the sale of surplus material of all sorts, opened a store in Portland and advertised its bargains extensively. For months it did a large business and thoroughly acquainted the public mind with the fact that army goods were being sold by the army. Then, quietly and without advertising of any kind, the unsold goods were disposed of to private individuals, and in due course they took up the advertising of the "Army retail store," with no announcement of the fact that it was now in private hands. The situation was the more likely to deceive the public because the same quarters occupied by the original army store were used by the private individuals.

According to a statement by the better business bureau, these owners were not willing to run a line in their advertising stating that their store was privately owned and had no connection with the government. That is, they cunningly planned to mislead and to make the public think the store was still under government management. Therefore the bureau has taken action under an Oregon law providing penalties for misleading advertising.

The two outstanding facts are that the war department left it to a private organization to correct this abuse, and that there is such organization ready to act on such cases of deception. Honest advertisers everywhere should be grateful for this work, for unless the public can depend on the advertising news it finds in the papers, the advertising loses its force and effect.

At the same time one wonders why

reputable and otherwise high-minded newspapers will permit such advertising in their columns.

A WAY TO HELP

At a time when the country is suffering from a more or less widespread business depression the suggestion that, so far as possible, buyers spend their money at home instead of sending it to other cities and states in payment for their purchases is very much to the point. Self-interest dictates that everything possible be done to keep the home industries going. The way to keep them going is to use their products. That enables them to maintain their payrolls, puts them in the market for supplies, which in turn helps another industry and another pay roll, and so helps create and maintain business in general.

Spending your money at home, of course, means several things. In the first place, it means buying of the local merchant. If he is treating you fairly in the way of prices, quality and service, he is entitled to your business. If you think he is not treating you fairly you ought to tell him why and give him a chance to explain, or do better. If you have some mail order prices that look better than his, go over them with him and compare quality as well as price. In short, go to the same effort to spend your money at home as you would to send it away.

Another phase of spending at home is in buying articles manufactured in the town or the state. Keep Oregon dollars in Oregon and, whatever the state of depression may be, it will be less here than elsewhere.

BEND'S SOLIDITY

Those who have had fears in respect to the stability and growth of Bend should take the time to study carefully the figures of school attendance reported by Superintendent Moore at the last meeting of the school board and reproduced in this issue of The Bulletin.

Bend was given an official population of 5415 by census taken nearly a year ago. Since that time the evidence has multiplied to the effect that, though the population found by the census enumerators may have been correct, there has been a steady growth. Postoffice records, the evidence of the service demands on public utilities, directory listing, all indicate that in the past 12 months the population has increased to the point where it is now well over 6000.

The latest evidence comes in these records of school enrollment in the months since school opened in September. Starting with a total enrollment in September of 1139, the December figure is 1347. At the same time the attendance records show a like increase, going from 929 in the first month to 1175 in December, the last figure being greater by 36 than the total enrollment at the beginning of the school year. And yet there has been a temporary lessening of the normal business activity of the town. That Bend is too solidly founded and two well entrenched to have this minor depression affect it seriously is well shown by the school figures.

THE STATE TAX

The announcement of the state tax to be paid by Deschutes county in 1932 is a staggering blow. For all county purposes the levy is 12.85 mills and the levy for the state, 11.34, or almost as much. In the present year the state tax was \$44,703; for 1932 it is \$99,278.90, or more than double this year's figures.

The chief reason for the higher state tax is, of course, the millage levies voted by the people at the special election last May. Chief among these were the extra appropriations for the state educational institutions. The Bulletin urged their passage and will not now crawl when the bill is presented. Indeed, until the new tax is analyzed and it is shown just how the total is arrived at, and comparison with this year's state tax made, one is only jumping at conclusions when he says that the educational tax is largely responsible for the big increase.

Such analysis should be made, however, not so much to place the blame for the high state tax as to discover just how it is made up, and to see how expenses can be reduced to make it lower another year. The people will vote high taxes for necessary expenses; they will ask now more carefully than before to be shown why an expense is necessary. That is as it should be.

Fifteen Years Ago

(From the columns of The Bulletin of December 23, 1917.)

The Oregon Eastern surveyors are now working northward from Forked Horn butte.

The Crook County Educational un-

ion held its Bend meeting last Saturday, J. M. Lawrence presiding.

Colonel Smith and C. M. Mudd of the Columbia Southern Irrigation Co. were out last with two crews, making surveys for reservoirs to reinforce the irrigating system. The examination had in view the construction of reservoirs in the neighborhood of the Tumalo postoffice.

John Steidl will start a few days after Christmas on an extended trip to the south.

P. M. McCaffery and Mr. Morgan came up from Redmond today.

W. J. Ward of San Francisco, who was in Bend the first of the week, left Tuesday morning with J. N. Hunter to look over timber to the southward.

H. C. Ellis of Bend, superintendent of the Deschutes Telephone Co., went over the line from Bend to Prineville the past week and put it in condition for the winter.

What's Doing in the Country.

GRANGE SCHOOL HAS CHRISTMAS PROGRAM

GRANGE HALL, Dec. 23. — The Christmas festival at Grange Hall Friday night was a great success. The hall was decorated for the occasion with tinsel, bells, stars and evergreens. One side of the hall was lined with sideshows, beginning with "A View of the Blue Sea," "The Groundhog," "The Hinde Magician," "The Snake Charmer," "The Worries of Childhood" and "The Gypsy Maid," ending with "The Barrel of Fun" and the fish ponds. Space on the other side was taken up with popcorn, candy, embroidery and lunch booths. Each booth was elaborately decorated. The embroidery booth displayed many beautiful articles, made by the pupils of the school under the supervision of the teacher, Mrs. Rasmussen. A hand-embroidered dress, embroidered piano scarfs, table runners and sofa pillows showed skillful work done by the pupils.

The Festival was opened after County Superintendent of Schools J. Alton Thompson showed some interesting and instructive stereopticon views. The following program was given:

Song, "Silent Night, Holy Night," by audience; "Hallelujah," Frank Nelson; "The Cradle," Erling Helgeson; "Christmas Spirit," Howard Helgeson; song, "The Church in the Wildwood," school; "Christmas," Everett Chase; "Origin of Santa Claus," Bennett Young; "Being

Good," Edward Young; "An Old Maid's Kiss," Katharine Helgeson; song, "Santa Claus," five boys; "Christmas Eve," Esther Erickson, Violet Hestman, Elizabeth Reynolds; instrumental duet, Herbert Nelson, Katharine Helgeson; "Betty and Charlie," Gladys Dahlia; "Disappointed," Howard Helgeson; "Jokes," Leroy Smith, Chris Steele; musical operetta, six girls and one boy; song, "Christmas Bells," school; tableau, "The Manger," six girls.

The lucky number for the hand-embroidered pillow was drawn by O. P. Dahle. The number for the box of chocolate candy was drawn by Clyde Smith.

E. E. Butler conducted a "sweepstakes auction" at the close of the program, swelling the sum taken in during the evening to \$72.05.

SHIP STOCK FROM CLOVERDALE FARMS

CLOVERDALE, Dec. 22. — Sterlie Fryear shipped a carload of beef cattle to Portland for Monday's market.

Jess Black delivered three veals to the butcher in Bend Thursday.

Mr. Quigley of the Farmers' warehouse, Redmond, was a business visitor in this community Tuesday.

W. F. Arnold had the misfortune to break an axle on his Ford car returning from Bend Saturday evening.

R. O. Andrus left his car at the garage in Bend for repairs Saturday.

W. F. Arnold, wife and daughter, were Sunday visitors in Sisters.

Dick Doty and family were shopping in Redmond Saturday.

Black Bros. & Harrison shipped a carload of beef cattle to Portland Saturday.

Several men of the neighborhood were busy Tuesday making benches to put in the school house to accommodate the crowd expected to attend the box social Wednesday evening.

G. Rolling and family spent an evening at the Doty home last week.

Mrs. Bradley was a school visitor Tuesday.

J. B. Minor of Bend has sold his ranch here to a Mr. Mills of Tacoma. This was formerly the Ed Stayton ranch. Mr. Mills and family are living at present in the house on the old Earthing place. They expect to build on their own ranch as soon as they can get the trees cleared off and lumber hauled.

Word was received here Tuesday of the serious illness of Mrs. H. B. Ward of Tumalo. Mrs. Ward was formerly a resident of this section and her many friends hope for a speedy recovery.

Raymond Andrus is on the sick list this week.

Thomas Arnold and granddaughter were business visitors in Sisters Saturday.

Mr. Peck is hauling hay to the road camp this week.

Food for Horses.
It has been demonstrated that saw wood, after the salt has been extracted by a specific process, forms excellent food for horses and that the animals evidently enjoy it.

New Propeller.
A propeller invented by a Massachusetts man for motorboats has a single blade that oscillates like a fish's tail or the motion of an oar in sculling.

The Difference.
"A good housewife is very different from a good husbandman." "How so?" "She is always setting tears."

EMPLOYEES IN WOODS CUT SNOW BLOCKADE

After two weeks of enforced seclusion, caused by the deep snow, the residents of Shewlin-Hixon camp No. 2 are now able to get out to the main highway, following the opening of the road by snow plows.

Trade Secrets.
Among the ancient trade secrets are the Chinese method of making a brilliant vermilion color and the Turkish method for inlaying gold or silver on the hardest steel.

Christmas Greetings

May the Holiday find you overwhelmingly happy and bestowed with many invaluable Gifts.

That is our Greeting to you and our Heartiest Wishes for a Bright and Prosperous New Year go with it.

BUCHWALTERS SPORT STORE

PRACTICAL GIFTS

FOR HER--at Savings, the likes of which have never been seen before in Bend. All up-to-the-minute High Class Merchandise.

Women's Coats—	
Reduced to	\$12.50 to \$78.00
Children's Coats—	
Reduced to	\$4.98 to \$17.50
Women's Dresses—	
Reduced to	\$12.50 to \$38.00
Women's Suits—	
Reduced to	\$22.50 to \$37.50
Blouses and Waists—	
Reduced to	\$2.90 to \$13.80
Separate Skirts—	
Reduced to	\$5.75 to \$19.50
Middy Blouses—	
Reduced to	\$2.25 to \$7.50
Silk Camisoles—	
Reduced to	98c to \$2.98
Silk Envelopes—	
Reduced to	\$3.98 to \$5.98
Silk Blouses—	
Reduced to	\$3.49 to \$5.98
Silk Vests—	
Reduced to	\$2.48 to \$3.98
Silk Gowns—	
Reduced to	\$8.50 to \$11.50
Silk Hosiery—	
Reduced to	\$1.38 to \$3.78
Lisle and Cotton Hosiery—	
Reduced to	29c to 98c
Ladies' Sweaters—	
Reduced to	\$5.98 to \$15.00
Children's Sweaters—	
Reduced to	\$2.98 to \$6.50
Ladies' Handkerchiefs—the most wonderful assortment ever shown in Bend	
Single Handkerchiefs—	
Reduced to, each.....	8c, 15c, 25c up to 87c
Handkerchiefs in Fancy Boxes—	
Reduced to, box.....	\$1.00 to \$2.50
Ladies' Felt Slippers—	
Reduced to	\$1.65 to \$3.48
Ladies' Silk Petticoats, new arrivals; Reduced to	\$5.50 to \$8.50
Ladies' Bath Robes—	
Reduced to	\$5.90 to \$12.50
Children's Bath Robes—	
Reduced to	\$4.98 to \$6.25

Only Three More Shopping Days
Shop As Early As You Can!

The People's Store
BEND, OREGON

A JOYOUS CHRISTMAS

A Very Merry Christmas
to the
Great Throng of Customers
Who Have Made This the Banner
Year in Our Long Experience.

Link & Brown

Greetings

Here's to you—the good people of Bend, who have made this the merriest of all Christmases for this store.

May the day be as merry and bright to you as it is to us, and may the New Year bring you joy, sunshine and prosperity.

Golden Rule