

The Bend Bulletin

(Weekly Edition)
Published by
THE BEND BULLETIN
(Incorporated)
Established 1908.

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.....\$3.00
Six months.....1.00
Three months......50

THURSDAY, MARCH 3, 1921.

CIRCULATION AND CONTESTS

Outside of the publisher's office the circulation of a newspaper is of interest only to the advertiser. He wants to know how many people see his advertisement in the paper and how regularly they see it. The shrewd advertiser, in determining how many see his advertisement, takes into account the circumstances under which the paper is going to the subscriber. It is not sufficient to him that the paper is sent to so many hundred people. He wants to know how it happens to be sent to them, whether it is because they want it or for some other reason.

The Audit Bureau of Circulations, which we have mentioned several times in this column, takes these questions into account when it determines a paper's circulation and on behalf of the advertisers and advertising agencies who use its statistics points out when circulation is obtained by other than approved methods. Disapproval does not mean that there is anything reprehensible in the methods indicated. There is nothing immoral in circulation contests or the use of premiums, but the modern advertiser recognizes that circulation stimulated in this way is not the best circulation for the purpose of obtaining readers of his advertising.

The Bulletin has used both methods in the past, but has come to see their weakness. It is much more satisfactory to it now to realize that in less than a year it has gained several hundred subscribers by the worth of the publication than to have added double the number by a contest. Its advertisers, also, undoubtedly appreciate the difference in the quality of the circulation.

In this connection we are reprinting remarks on the subject of subscription contests which recently appeared in a Mississippi paper, the Belzoni Banner. Says the Banner: "We note the Vicksburg Herald is advertising the fact that it is going to give away three touring cars, on March 26th, to parties who turn into the office the greatest number of paid-up subscriptions. To save our life we cannot see why reputable newspapers will enter into such a contest as this. It is all right to make an honest-to-goodness campaign for subscribers, but when it

comes to making a man take a paper for a number of years in order that some sweet girl, beautiful woman or some charitable organization get a prize, the Banner draws the line. No paper should force its subscription upon anyone. A newspaper's subscription list should be one that the paper merits. A young lady wants an auto and she finds the newspaper a ready field to get one. She enters the race. She tackles John Smith for a subscription for a year; he subscribes and she gains a thousand or more votes. The contest waxes warm. She feels that she will lose out if her friends do not come to her relief. She tackles John Smith again and tells him her tale of woe, and begs and beseeches him to subscribe for five years in advance. The consequence is that Smith has a newspaper for six years that he never looks at, and the newspaper has spent his money and all the other money in commissions and for the prizes, and after all the newspaper finds that its condition at the last was worse than at the first. If the Banner ever gets any subscribers by placing a contest it will be when the present management has quit or been laid beneath the sod. A newspaper not read is worthless, and we had rather have a few hundred who read it and believe in it than 3000 who never unfold its pages and swear because they were forced into subscribing for it. If you think the Banner is not worth \$2 a year we are not going to get up a contest to get you to subscribe."

OVERTURF

Honest confession is good for the soul and we congratulate the Crook County Journal on its frank confession of error in respect to Representative Overturf. After opposing him last fall the Journal now says that he has shown himself to be "the most reliable and perhaps the most able legislative timber Central Oregon possesses." Possibly some day the Journal will get around to a change of that opinion concerning Bend which is indicated in its reason for opposing Overturf. Concerning Mr. Overturf the Journal says:

"Crook County, with the Journal at the head of the class, owes Jim Overturf an apology, and a future vote of confidence.

"As for the apology, here is the Journal's part of it.

"During the campaign, we said in these columns that Overturf was the least desirable of the three candidates asking for support, and we believed it, because of the location of his home.

"Evidently our belief was shared by many of the people because the total vote cast for Mr. Overturf as we remember was 125.

"Throughout the present legislature, Mr. Overturf very courteously replied to every communication

from Prineville, so far as we have knowledge, which is more than can be said of his colleagues. He has voted and worked for the interests of the people and from present indications is the most reliable and perhaps the most able legislative timber Central Oregon possesses.

"Crook county voters must remember and vote for H. J. Overturf at the next opportunity. You owe it to him."

To this The Bulletin is glad to add the statement of an independent observer who has been in Salem during the session. He writes, "Overturf has been strictly on the job all the time during the session and has made a good impression on the other legislators. He has taken a considerable part in debate and has become rather prominent among the members of the house."

THE Y AND THE GYM

It is unfortunate, we feel, that the Y. M. C. A. is obliged to give up its work in Bend. Functioning in its highest degree the organization is a valuable one in any city or town. It reaches boys and young men, gives them worth while recreation, and frequently is able by vocational work to help them into better jobs. For those interested there is religious instruction. Because of the handicap of insufficient funds and a building awkwardly arranged for its purposes the association has been unable to carry out in other than a minor degree the plans originally made for its activity here. These facts must be remembered in any judgment that is passed.

In preparing its first budget the association manager pointed out that donations outside the regular revenue would be necessary to maintain the building. If the American Legion, or any other organization, takes the building over we imagine some subsidy will be as necessary as in the case of the Y. M. C. A. This is something that we might as well make up our minds to, figuring the expense as what we must pay for the privilege of having a building as useful as the gymnasium at times can be and as expensive to maintain.

The Legion is undoubtedly the one organization in town to take over the building, not because it is skilled in the management of such an institution, but because it needs a home, because there is a sort of joint interest on the part of the public in both the building and the Legion, and because it can probably command support that has hitherto been withheld. As the home of the Legion we trust that there will be a continuation of the community activity in the shape of swimming instruction and use of the gymnasium. In that the Y. M. C. A. management did a really fine thing for the town and while there is nothing too good for the Legion we hope its plans will take the rest of the town in wherever possible.

FRANK IRVINE

The other day we read in the Oregon Journal of a man who had committed suicide because he feared that he was going blind. There was nothing so very unusual about this. Scores of men who have been faced with some loss or physical infirmity have thrown up the sponge. Death to them seemed better than to face the world with a handicap, and so it was with the man whose end was reported in the Journal. Those, however, who read the article and knew one other fact must have thought a bit and made a comparison.

The other fact is that the editor of the Journal, B. F. Irvine, or Frank Irvine, as he is better known to the newspaper men of the state, is blind. He has not been blind from birth. The tragedy of blindness came over him in three days, after he had enjoyed his sight for over 40 years. And here, then, is the comparison between the quitter and the man who stayed and is editing the paper that told the story of the other man's end.

In a famous poem William Ernest Henley gave thanks for his "unconquerable soul." Frank Irvine has an unconquerable soul. "Out of the night that covers" him his spirit emerges daily to his tasks and his friendships. He radiates cheer and optimism. He stays young. From his own lips you will never know of his blindness and when you hear him describe beautiful scenery or see him, only lightly touching the arm of a friend, walk a fallen log or a railroad trestle, you will almost deny it.

The will to rise above his infirmity is strong in Frank Irvine. The handicap is tremendous, especially in the position he holds. He cannot overcome it, but he can, and does live as though it were not. He is an inspiration to all who know him. His story should be an inspiration to everyone handicapped in life's race.

NEWSPAPER ETHICS

There has recently been mention made in The Bulletin and its weekly contemporary of the subject of newspaper ethics. Possibly readers of neither paper are interested in this phase of the business, but since the subject has been mentioned we beg leave to present for their consideration a code of ethics recently adopted by the Washington State Newspaper association. This code is as follows:

"The members of the Washington State Press association, believing in journalism as a profession and its opportunities for service to our state, do hereby establish the following code of rules and ethics for government of professional practice as obligatory on every member of the association:

"To give due credit for all matter copied from other papers or magazines.

"To investigate all questionable advertising and refuse space to misleading and illegitimate advertisements.

"To use every endeavor to elevate the standards of journalism and to so conduct our papers that competitors may find it wise, profitable and conducive to happiness to emulate our example.

"To strive for no circulation or success that is not founded on the highest justice and morality.

"Not to publish or claim circulation in excess of actual figures.

"Not to cut prices below published rates.

"Not to speak disparagingly through editorial or news columns of competing papers or editors.

"Not to engage help employed by a competitor without first informing the competitor and giving him an opportunity, if he wishes, to retain his employe."

These rules or like ones have been followed by The Bulletin for years. In the recent unpleasant controversy and in one that occurred last year The Bulletin said what it did concerning its contemporary only after an attack had been made upon it or one of its employes in direct violation of the next to the last rule stated above. The Bulletin has no intention of violating that rule, but it will not be silent under attack. On the other hand, believing in the principles set forth in this code of ethics, we pledge ourselves to observe them to the best of our ability.

When the war department publishes the slacker list we suggest that there be published also the list of those who got their names listed during the war as subscribers to patriotic causes and then failed to make the payments. There's at least one Red Cross list that would make interesting reading right here in Bend.

This Panama-Costa Rica war is a good opportunity for some showman to get a few comic opera stunts.

The losers in a recent rabbit hunt gave a dinner. Must have been of rabbit.

The Central Oregon Bank

D. E. HUNTER, President
CARLETON B. SWIFT, Vice President
E. P. MAHAFFEY, Vice Pres. and Manager
H. M. STEPHENS, Cashier

BEND, OREGON



To The People of Deschutes County:--

The character of your transactions will dictate the banking requirements necessary for the proper handling of your financial affairs. Not only in aiding you to acquire saving, thrifty habits, but in all other phases of banking service, will you find your acquaintance with the Central Oregon Bank a valuable one.

That is to say, the nature of your business activities, your household accounting methods, and your personal interests call for many and varied facilities which are offered you.

The Central Oregon Bank carries out all possible banking purposes. Its various departments are at your disposal.

The Central Oregon Bank

D. E. HUNTER,
President.

E. P. MAHAFFEY,
Vice President.

PLAY SUITS!

This week specials. Jenny and Joe, the best of Blue Denim Coveralls, heavy, large and strong; trimmed in red; guaranteed to satisfy you. All sizes, 2 to 8 years, at.....95c
Lighter weight at.....69c
Children's Heavy Ribbed Black Stockings; the kind that stands the rough use; all sizes, 6 to 10; priced at.....29c

THE FAIR STORE

Whenever a young bank clerk gets away with a few hundred thousand someone makes the excuse that he was not paid enough. The point to be remembered, though is that what he carries off in the satchel never makes up the difference between what he gets and what someone thinks he ought to get.

Fifteen Years Ago

(From the columns of The Bulletin of March 2, 1906.)

At a meeting held at Redmond last Saturday it was agreed to induce, if possible, R. H. Bayley of Laidlaw to enter the field for nomination for commissioner to represent this end of Crook county.

The Oregon Eastern surveyors are still camped on W. P. Vandevort's ranch at Lava, but expect to move in six or seven days to Rosland.

I. E. Wimer and Charles Spangh of Tumalo are making some extensive improvements on their land.

Mrs. Lilly Miller, wife of Bert Miller, died at her home near Laidlaw last Sunday morning. This is the first death that has occurred in the vicinity of Laidlaw.

Wilson Bros. expect to commence

work at their sawmill at Sisters in a few days. Thomas & Hodson, who are cutting logs, have 150,000 feet ready.

Complaint was brought against Hugh O'Kane Friday for running a bowling alley and a pool room without paying the city licenses. It is understood that O'Kane will fight the charge on the grounds that the city was not legally incorporated and that therefore the ordinances are null and void.

The spring influx of home-seekers has already started into the Deschutes valley.

E. A. Griffin and J. N. Hunter left Wednesday for Silver Lake to appear as witnesses for parties making final proof on timber claims.

Mrs. John E. Ryan arrived in Bend from Chicago last Tuesday evening and she and Mr. Ryan are now stopping at the Pilot Butte Inn. They will make Bend their future place of residence.

KENWOOD GROCERY SOLD

N. E. and N. R. Gilbert have purchased the Kenwood grocery from John McMurray and will operate their newly acquired establishment in connection with the Gilbert grocery, which they are already conducting on the corner of Minnesota and Bond street. N. R. Gilbert will be in charge of the store in Kenwood.



Oldsmobile

4

The Sensation of the Season

We just received our demonstrator this morning. And its some car. You will say so too when you see it. We claim it to be

The Best Four Cylinder Car Made.

Beautiful body, valve-in-head motor, the best of upholstery, in fact the car is as a whole the best piece of workmanship put on the automobile market for anywhere near the price.

\$1695 in Bend

Southworth Bros.

BOND STREET

Call and let us demonstrate this winner