

A NATION-WIDE INSTITUTION A NATION-WIDE INSTITUTION A NATION-WIDE INSTITUTION

MERITING YOUR CONFIDENCE

How The J. C. Penney Co. Goes About It

We know of no better way to express it than to quote from the instructions given every employe entering our service.

Here they are: The J. C. Penney Company was founded and builded upon the Golden Rule: "Do unto others as you would have them do unto you." In the conduct of our business this is not merely a stock phrase adopted for advertising purposes, but is the embodiment of the

desires of the founder of this great organization. Keep the phrase ever before you and let no temptation to make a sale ever cause you to digress from it. Our merchandise needs no misrepresentation to sell it. Know your merchandise and speak the truth regarding it. Never Under Any Circumstances gamble with the confidence of your patron. Non-compliance with this rule will be considered cause for dismissal from our employ.

THE STORE WHERE YOU CAN SHOP WITH SAFETY

Just arrived! New! Different! Up-to-the-Minute!

Georgette Over Blouses
Beautifully made, lowest prices.
Priced \$2.98

Aprons!—Aprons!
A beautiful assortment of Bungalow Aprons
Priced 29c, 89c, 98c, \$1.19

Japanese Crepe Aprons
Trimmed in contrasting colors.
Priced \$2.79 and \$2.98

Flowered Witchery Crepe
The Newest in Crepes
Priced 49c a Yard

Petticoats Galore
Tremendous values at lowest prices.
Priced 98c

Heatherbloom Tops with Taffeta Flounces
Priced \$1.98

A Work Shirt Special

We are again passing on to you the benefit of our immense buying power. Mr. Workingman, take advantage of it and put in your supply.

KHAKI PANTS, Priced \$1.19, \$1.49, \$1.69, \$1.98

SUMMER UNDERWEAR

Fine ribbed Union Suits; long and short sleeves.

Priced 98c to \$1.69
Athletic Underwear
Priced 89c and \$1.25

Men's and Boys' Tennis Shoes

Men's Brown and White Tennis Shoes priced at \$1.39
Boys' Tennis Shoes, leather trimmed, priced at \$2.49 and \$3.49
Boys' Tennis Shoes at \$1.39
Youths' Tennis Shoes at \$1.29

The Golden Rule Our Motto



Service and Quality Our Contribution

312 DEPARTMENT STORES

A NATION-WIDE INSTITUTION A NATION-WIDE INSTITUTION A NATION-WIDE INSTITUTION

WANTS A TENTH MORE ON PRICE OF STREET JOB

REED OFFER REFUSED BY COUNCIL

SEWER NOT TO BE DUG

Contractor Unwilling To Handle City Bonds On Any Further Improvements Unless Price of Work Is Boosted, He Says.

Improvement of the east half block of Minnesota avenue, including sewer construction and paving, was abandoned by action of the city council yesterday in a special meeting held in the office of Mayor Gilson. Announcement by C. S. Reed that he would demand a price 10 per cent above his former paving contracts caused the refusal to authorize the improvements.

Mr. Reed, who was present at the meeting, declared that on any further improvements, on which he would take bonds, an additional 10 per cent would be added to the price.

The paving of this section was proposed to give a solid stretch of paving from the fire hall to the business section.

RATES TO BEND ARE SHOWN ON POSTERS

Posters which are being distributed in the east, advertising Oregon's advantages to prospective settlers, contain a list of passenger rates to Bend, the only city named on the poster, a copy of which has been received at the Commercial club offices.

The reason for singling out Bend, it is believed, is that this city is a terminus of the railroad system which is cooperating with the Oregon State Chamber of Commerce in its colonization efforts.

Secretary L. Antles of the Commercial club left Monday night for Portland to attend a meeting of the secretaries' association, which is working out an organization department which will serve the small town chambers in the same way that the American City bureau serves the cities. He will also hear a report on the immigration campaign, and may on his return recommend whether or not the Bend club should take part in this effort to bring settlers to Oregon.

MANY SEEK LOANS ON NEW BUILDINGS

Building loans are in such great demand throughout the northwest, says V. W. Burke, representative of the Western Loan & Building Co., that his firm is unable to take care of more than a small percentage of the applications. Building everywhere has been greatly increased in the past few weeks, he states. Mr. Burke is here on business with the company's local representative, H. J. Overturf.

Island Poppies Bloom All Summer.

Iceland poppies are perennial poppies from the far north, which will produce flowers from seed almost as soon as the annual varieties. They grow less than a foot high and bear small blossoms of yellow, white or deep orange on graceful stems. If cut before opening, the blossoms keep satisfactorily. If dead blossoms are picked off, the plants will continue to blossom all summer and far into the fall.

Possibility of Another Ice Age.

A succession of such eruptions as that of the Mt. Katmai volcano in Alaska in June, 1912, would plunge the earth into another ice age by reducing the sun's temperature to a low degree on earth. Dr. Robert E. Griggs said before the American Association for Advancement of Science.

STREET SPORTS AND FIREWORKS WILL FEATURE CELEBRATION OF JULY 4—FIREMEN STAGE FIGHT

With the financing of Bend's Fourth of July celebration practically assured, committee chairmen are going ahead with the detailed arrangements, with the purpose of making the day one to be remembered until the next Fourth rolls around.

A high-class fireworks display has been ordered by S. H. Stockmon, chairman of that department. Brilliant rockets, bombs, air showers and floral pieces will be set off after 9 o'clock in the evening from Awbrey Heights, to the delight of the youngsters, as well as of the older folk, who have missed seeing such displays during recent years.

Maurice Cashman has a program of street sports outlined which will draw the crowds in the early afternoon. Footraces, long and short, are planned, including a half mile run. There will be a potato race, sack race, backward race, three-legged race, wheelbarrow race, slow auto race and bicycle races. Prizes for all these events will be announced soon.

One exciting feature, which has never been seen here before, will be a water fight with hose streams at a pressure of 60 pounds to the square inch, between the Bend and Redmond fire departments.

Two teams of 10 men each will line up 60 feet apart, armed with a high power hose. A space of one yard square is allowed each man and if, under the punishment of the opposing stream of water, he leaves that space, or lets go of the hose, he is out of the fight. The team still remaining in its allotted space, or having the most men still on the hose at the end of the time set, is declared winner.

The Bend department has already had some experience with this kind of warfare, and it is understood that the Redmond boys are soaking each other with their hydrant pressure each evening, to get accustomed to the wet sport.

NO REASON FOR CONFUSION

Christian Chronology Really Quite Simple Matter, Though It Requires a Little Explanation.

Using the birth of Our Lord as a starting point for counting time did not become general until the Christian religion had made considerable progress. Some confusion arises from overlooking the fact that the ancient nations had their own systems and their own starting points. For instance, the Romans counted from the founding of their city, Rome, and when Our Lord was born it was the year 753 according to Roman chronology. Having taken the year in which Our Lord was born as the starting point of the new or Christian chronology, the years preceding that starting point could only be counted as years before Christ and the farther you go back into the past the greater their number, just as the greater the number the farther you come down from the starting point towards the present. There is nothing confusing in this, and the same principle is applied on any through railway timetable. A transcontinental time-table counts distances from a terminal both ways, one way east and the other way west. In our chronology the year of the birth of Our Lord is the starting point, and the years are counted both ways—those that had passed before that event and those that have passed since that event. This system is, of course, in use only in Christian countries. The Jews begin to count from the creation, and there is no counting backwards because it is impossible to go back of that event.

USED SYSTEM OF HIS OWN

Professor Refused to Allow Proper Spelling to Weigh at All Heavily Upon Him.

Of course "enough" spells "nuff" and yet "calf" is not spelled "caugh." School boys, seasoned business men, not to mention school teachers, often find the spelling of the English language a bit troublesome. But here is a one-time university professor and now eminent scientist who not only admits that spelling "gets him rattled," but goes so far as to invent his own form of spelling, which exactly follows out the sound of the word.

Hence we find such sentences as these in a recently issued volume by the anthropological department of the university museum:

"His hair was still black."
"The two writings when they wer don, or course wer not alike."
"Some paragraphs ov hiz own wer dropt."
"I say az nearly az possible becauz—"

The author of the volume, which is the translation of a legend of the Kereh Indians of Guatemala, is Robert Burditt, an Englishman.

Complicated Prescription.

She's sorry now that she didn't spend more time studying and less time on prom class day and similar committees when she was in school and she's trying to make up for it by noting down every new and unfamiliar word she hears to be looked up later in the dictionary. This habit caused her a bit of embarrassment the other night.

A friend had told her a new remedy for sore throat and had written down its long name on a slip of paper.

Going to the busy prescription counter she handed a slip of paper to a clerk. He looked at it. He looked hard at it. The other waiting customers were beginning to get impatient before he finally turned to the girl.

"I can't figure it out," he admitted. "Why, it's simple," she told him. "It's for sore throats, see—oh!" She had started to read the "prescription" aloud when she noticed she had handed the wrong memorandum to the clerk. On it were the words: "Precarious, Imperceptible."

Accommodating.

Some years ago, before prohibition was in force, I was traveling, making a great many small towns. As a rule there was only one hotel in a town, and invariably a saloon in the same building. I disliked this exceedingly, and determined to avoid stopping at such a place where possible. One evening, alighting from a train in a small town, I was accosted by two local hotel hack drivers.

"Hotel, lady!" I thought to myself, surely both of these hotels do not run saloons.

So I said to the nearest driver, "Does your hotel have a saloon in connection with it?"

He replied, "No, lady, but we will send out and get anything you want."

—Chicago Tribune.

Paper Once Royal Gift.

There was a time when only the nobility, the great personages of history, could enjoy the use of paper, and then in only the most meager quantities. Only 1,800 years ago Emperor Trajan of Rome was the delighted recipient of a magnificent gift consisting of 20 reams of paper from the emperor of China. In that age and time, 20 reams of the precious fabric was considered a royal gift indeed, and only a potentate with the vast resources of China at his disposal could afford to give a present of such value.

CHAMPION WILL FIGHT TAYLOR

LEADING BANTAM SIGNED FOR BOUT HERE JULY 4—OLD FAVORITES TO BE IN ACTION AFTER LONG REST.

Bert Hughes, bantamweight champion of Canada, will meet "Kid" Taylor here on the evening of July 4 in the main event of the boxing commission smother being arranged by Matchmaker E. C. Brick. The fight will go 10 rounds at 118 pounds. Hughes, who is in Seattle, insisted on the weight stipulation, but Brick says Taylor can make it with ease.

"I saw Hughes two years ago in Portland," said Brick, "and I know he is a good boy. Taylor will have to be at his best to hold him." Brick declares this is the highest priced bout he has ever brought to Bend, and that those who attend are assured of their money's worth.

Duffy Knorr of Redmond and Billy Ryan of Portland are billed to furnish an eight-round go at 125 pounds and Speck Woods of Bend and Willie Mack of Salt Lake City will travel six rounds at 142.

Two local boys, Gene Rose and "Frenchie" Le Clair, who, Brick says, have been itching for some time to settle their differences in the ring, will furnish a curtain raiser which the matchmaker promises will be a scream.

The smother will be in the gymnasium, beginning at 7:30 o'clock on the evening of the Fourth.

Advertise in The Bulletin. It gets results.

CLASSIFIED ADVERTISEMENTS

Classified advertising charges per issue 20 cents for 20 words or less. One cent per word for all over 20. All classified advertising strictly cash in advance.

FOR SALE.

FOR SALE—14 stand of bees, one McCormick mower and rake, one Mitchell wagon, all in good condition. Sam Welsh estate, George E. Aldrin, administrator, Sisters, Oregon. 6-15-16c

FOR SALE—One dozen good, fresh milk cows. Address J. B. Fox, La Pine, Ore. 6-15-16p

FOR SALE—One registered bull, Shorthorn, Red King, 5-year-old, 1500-1600 pounds; very 2 title, \$100; one 650-pound separator, like new, Butterfly, \$50. R. Langner, Post Rock, Oregon. 7-13-17p

WANTED.

WANTED—Hides and furs; custom tanning solicited. Arthur E. Smith, corner of West Railroad and Heyburn. 9-14-17p

WANTED—To buy 2 horses, one saddle and one pack horse; must be well broken and not old; weight 900 to 1100 pounds. Address box 95, or call 165 Hawthorne avenue, Bend, Oregon. 8-15-17p

WANTED—Want to hear from owner having farm for sale; state cash price and full description. John J. Black, Oregon street, Chippewa Falls, Wis. 29-12-17p

STRAYED.

STRAYED—On April 14, 3 head of work horses, a bay, weight 1400; white and black, weight 1200 each; all had roached manes; bay and white had halters on. Reward for information leading to recovery. W. R. Henderson, Tumalo, Oregon. 12-9-12p

FOR RENT

FOR RENT—Great opportunity for person who has a little money and wants to make more; 100 head of stock, 700 acres of grain and farming outfit; will lease 1300 acres, all fenced. Address or see J. B. Fox, La Pine, Ore. 6-15-16p

LOST

LOST—Steel-rimmed pair of glasses, in case. Finder please call 13F2. 9-14p

LOST—On highway between Bend, Oregon, and Shaniko, Oregon, one all-leather suitcase, with name, Muri Bottomly, printed on side. Contents, clothes and honorable discharge paper of Muri Bottomly. Finder please return to Bulletin office. 9-14p

ARTHUR E. SMITH
CUSTOM TANNER
All Work Guaranteed
West Railroad and Heyburn Sts.

Brand Directory

Right side; right ear cropped; wattle right hind leg. B. L. TONE, Sisters, Ore. adv. 100a

Lone Woman Drives Car 2700 Miles Through Snow and Mountains, Taking Only 12 Days; No Accidents Mar Trip

A record of 2700 miles in 12 days has just been hung up by Mrs. R. A. Parsons, wife of Dr. Parsons, bureau of animal industry expert. Driving alone in a 490 Chevrolet roadster, Mrs. Parsons has completed a trip from Sioux Falls, S. D., which started on March 1, was interrupted six days later by heavy snows encountered in the mountains in Montana, and was resumed on June 1.

Mrs. Parsons reached Helena in March, and was forced to leave her car in the Montana capital, proceeding by rail to join her husband in Bend.

With the coming of real spring weather she returned to Helena. On the last lap of her trip to Bend, she found good roads from Helena through Missoula and Wallace, but experienced hard driving in the Bitter Root country on account of the snow. From Spokane to Pendleton the roads were good, but from Pendleton through Fossil, Condon, and Antelope, the roads were in bad condition.

During the entire journey, Mrs. Parsons had no tire trouble.

KEYSTONE TERRACE OPENED TO BUYERS

Mrs. M. Muller Purchases First Lot In New Addition—Rapid Sale of Building Sites Predicted.

Mrs. M. Muller was the first to purchase a lot in Keystone Terrace, the new addition to Bend which was placed on the market Monday, E. L. Vinal, manager of the Bend Investment Co., sales agent for the property, stated. Mrs. Muller selected a lot on the corner of East Clay and Railroad streets.

Much interest is being manifested in the new addition, Mr. Vinal says, and from the number of inquiries which have been coming in, he expects that the sale of building sites in Keystone Terrace will be rapid.

What Man Learns.

Another thing the thoughtful man learns after a while as he blunders along through this old vale of tears and laughter, trying to do the best he can under all the circumstances, is to distinguish rather carefully between the reformers who really mean it and the ones who are doing it to make their jobs last.—Ohio State Journal.

SCHOOL BONDS SELL AT SMALL DISCOUNT

Silver Lake school district bonds to finance the building of the new high school building in Silver Lake sold at a discount of two per cent, it was announced here this afternoon. The issue is for \$40,000, will draw six per cent interest, and will mature in 20 years. The Western Bond & Mortgage Co. is the buyer.

Danger in Too Close Shave.

According to the statement of a New York physician, shaving increases the liability of the individual to neuralgia and other nervous troubles of the face, and close shaving of the upper lip each day often has been credited with weakening the nerves that affect the eyes, causing acute eye trouble that disappeared when the mustache was permitted to grow.

English Cattle Importation.

The importation of horned cattle from Ireland and Scotland to England was prohibited by law in 1603, but later the law was repealed and the importations were very large, but not until 1842 did England receive importations of cattle from foreign countries, and until 1846 levied a considerable tax on each animal imported.