

The Bend Bulletin

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WEDNESDAY, DEC. 6, 1916

THE DAILY BULLETIN. Today, The Bend Bulletin becomes a daily newspaper. In a way, a community ceases to be just a town...

We are immeasurably pleased. The pleasure is not simply because the step means a larger business. It is a sort of double pleasure, aside from commercial considerations...

That is one side of it. The other is not so satisfactory. A goodly number of men who know the daily newspaper game, and know it right here in Oregon...

But somehow, Bend is different from any other town we know. It does things which other towns can't. It has that sort of people which make progress possible...

It is surprising how much actual money is required to run a daily. Of course we can't start out with a very large paper, but we are arranging to make it thoroughly good...

Because we want, above everything else, to build up a really worth-while newspaper, no profits (even if available) will be taken from the enterprise for some years to come...

So we are commencing our daily with the belief that we can make it a creditable one and still "break even," and confident that it will receive the support and approval of the community.

The Commercial club committee should go after that federal building with a vim. Bend deserves it just as much, and more, than many communities which have been favored.

"SHOP EARLIER" MERCHANTS ASK

HOLIDAY SPIRIT IS IN THE AIR.

Local Stores Have Dressed Up for Christmas Time and Patrons are Urged to Make Their Selections Soon as Possible.

"Shop earlier." That's what every merchant is asking of his customers this year. That's why every merchant is putting his stock of holiday goods out for showing earlier than usual.

Christmas shopping the country over this year promises to be the heaviest that has ever been experienced. Special measures are being taken by the postoffices in the way of directing people in the matter of mailing to expedite the delivery and assure safe arrival in the mails.

Stores Dress Up. Bend's business center is beginning to take on the gala holiday aspect. Practically every merchant has his stock attractively displayed...

The one thing they now wish to impress upon the minds of their patrons is, "SHOP EARLIER FOR CHRISTMAS."

NOVEMBER WEATHER

Zero Temperatures Pull Minimum for Month Down.

With extreme low temperatures about the middle of the month, unusual for this time of year, the mean minimum temperature for the month of November was lower than for many years past.

Table with daily weather data for November: Date, Max, Min, Char. Day

THE SHEVLIN ESTATE

Will of Late Yale Football Star Gives Widow More Than \$1,000,000. (Oregonian.) ST. PAUL, Dec. 4.—An estate valued at \$3,189,965 was left by the late Thomas L. Shevlin...

FOREST PLANS TO IMPROVE TELEPHONE COMMUNICATION

Outlying Points Will Be Brought Into Closer Connection With Bend When Changes are Made.

Plans for one of the most ideal telephone systems in any national forest in the United States have been worked out in the last two weeks by C. M. Allen, telephone expert of the district U. S. Forest office in Portland...

With the present arrangement it is frequently necessary to talk over a great distance to reach a point near at hand. The re-arrangement of the government lines will not be extensive, but odds and ends of lines which have been improvised to meet emergencies will be brought under one line.

LAW NOW EFFECTIVE

Crook County Will Pay for Rabbits and Sage Rats.

The rodent bounty law went into effect December 1. It provides that every sage rat or rabbit killed in the county after that date shall be paid for by the county upon presentation of not less than fifty scalps at one time...

BASKETS ARE AUCTIONED. A Thanksgiving program was held last Friday night at the Mountain View school, in charge of Miss Perle Leibo, after which baskets were auctioned off by Mr. McNaught.

WILL RECEIVE ALLOWANCE

SALEM, Dec. 5.—The State Industrial Accident commission has received the official report of the death of Henry Tweet, of Bend. Probably this week the case will be acted upon by the commission.

BUDGETS COMING UP

Because of the election, the council postponed the hearing on the budget, which was to have been taken up last night, until tonight.

DREAM OPENS DEC. 9

Manager L. C. Rudow Makes Announcement—Special Program.

The Dream Theatre is announcing today that it will hold its formal opening of the new Dream Theatre in the O'Kane building next Saturday, December 9, evening, with a special program for the occasion.

Under the direction of Mrs. Genevieve MacLaurin, special musical features, made up of an orchestra of six pieces, with specially prepared music and local vocal talent will be given, which will consume about 30 minutes of the evening's entertainment.

As his opening film, Mr. Rudow, when recently in Portland, made arrangements for the showing of Theda Bara, in "Under Two Flags," one of the most thrilling and spectacular of the Algerian army dramas.

PROGRAM FOR CONGRESS TOLD

IRRIGATION MEETING TO BE IMPORTANT.

Members of Legislature Will Be Invited to Attend—Proposition to Revise Irrigation Law Will Be Up for Discussion.

What is expected to be the most important conference ever held by the Oregon Irrigation Congress will be the convention to be held in Portland, January 4, 5 and 6.

At that time it is hoped to assemble all members of the Oregon legislature and to invite them to attend the meetings and to take part in the proceedings. The program will present matters of greatest importance in the development of Oregon as a state...

Approximately 500 delegates are expected to be in attendance, clear-thinking men who are giving earnest consideration to development problems.

Among the big propositions will be a session devoted to consideration of the construction of the Oregon, California & Eastern Railway through Central Oregon.

Another proposition of tremendous importance will be a proposal to revise the irrigation laws of the state. It is deemed necessary that Oregon should have Federal aid, and to get it, the laws must be changed to conform to Federal requirements.

At least one session of the congress will be devoted to a discussion of new Federal legislation that may be recommended for the aid of irrigation. Another will be given to papers on "Irrigation Practices," by practical farmers and engineers.

With most of the members of the legislature in Portland, it is easily imagined that the congress will furnish the first big debate in advance of the opening of the legislature.

C. C. Chapman has accepted the appointment from President J. W. Brewer to arrange the program for the convention. He expects to announce the list of speakers very soon.

In the minds of many irrigationists, a way must be found for extending the benefits of the Rural Credits law of the state and nation to irrigation projects.

The officers of the congress are J. W. Brewer, president, The Dalles; Harvey DeArmond, Bend, A. D. Anderson, Madras, C. C. Clark, Arlington, vice presidents, and Fred N. Wallace, Tumalo, secretary.

The following committees will have important reports to submit to the congress: Executive committee—J. N. Burgess, chairman, Pendleton, A. W. Trow, Ontario, D. G. Burdick, Redmond; W. L. Powers, Corvallis; J. P. Holland, McEwan; Porter J. Neff, Medford; C. C. Clark, Arlington.

National Reclamation Conference Committee—O. Laurgaard, chairman, Portland; H. W. Gard, Madras; Asa B. Thompson, Echo; O. C. Lester, Portland; J. T. Hinkle, Hermiston.

Legislative Committee—W. Lair Thompson, chairman, Lakeview; Jay H. Upton, Prineville; James M. Kyle, Stanfield; O. C. Lester, Portland; C. B. McConnell, Burns.

A desirable broad knife free with every annual subscription to The Bend Bulletin.

American Press Association logo with text: THIS PAPER REPRESENTS FOREIGN ADVERTISING BY THE AMERICAN PRESS ASSOCIATION. GENERAL OFFICES NEW YORK AND CHICAGO BRANCHES IN ALL THE PRINCIPAL CITIES

FIRST ADVERTISING

It Was Done In Egypt, on Papyrus, Thirty Centuries Ago.

ANCIENT PUBLICITY DEVICES.

The Greeks Used Town Criers and Music, and Then Came Symbols and Signboards—The Revolution That Accompanied the Art of Printing.

The Egyptian gentleman who sought a runaway slave 3,000 years ago and advertised on a bit of papyrus for his recovery turned out the first piece of advertising copy.

Whoever he was, he was a genius in more than a small way. His copy still lives, preserved in the British museum as an exhibit of considerable archaeological importance and as an example of what our advertising experts of today would do if they, like the Egyptian, did not have the benefit of up to date information.

The Egyptians knew nothing about the topography of advertising nor the effect of different colors. He didn't know, for instance, that red is the most effective eye catching color and that green is second and black third.

The Greeks, with a fine regard for art, usually made music a part of the advertising program. They gave us the idea of employing bands to attract attention, undoubtedly one of the most successful methods of drawing a crowd at any place and time.

The Romans advertised in many ways. They named their streets, advertised shows, exhibitions and sales on the terra cotta walls of public baths, acquainted the public with sales of estates and absconded debtors and began the practice of notifying the Romans of articles lost and found and houses for sale or rent.

The Romans are commonly credited with the origin of the sign board. Today we have the kuhnum durra, which corresponds to the Roman tabella found in the ruins of Pompeii and Herculaneum, where public announcements were made.

Advertising met the same fate as the Romans did when the Huns came sweeping down from the north. Until the middle ages very little of it is seen. But with the appearance again of the town crier, supplied with the customary long shawl, declarations and a choice supply of adjectives, advertising began to make itself felt in the conduct of business affairs.

From crying out the superior qualities of merchandise and all kinds of goods and wares the crier soon began to make announcement of things lost and found, of sales, weddings, christenings and other interesting events.

Gradually as time went on innns began to use distinctive signs and symbols to mark their hosteries, just as individuals had employed coats of arms. All kinds of devices were used and are still used by inns to the present day.

Of course with the development of the printing press advertising took a great spur. The use of posters came into vogue, and all kinds of pamphlets were printed and distributed.

From then on newspapers, mostly weekly publications, began to appear from time to time in increasing numbers.

The first two magazines to carry advertisements were Godey's Lady Book and Peterson's, but it was not until 1824 that magazine advertising really began, and it was not until 1850 that a general use was made of magazines for advertising purposes.

Fame can never make us lie down contentedly on a deathbed.—Pope.

BEND DEFEATS BURNS 19 TO 7

VISITORS SHOW MORE IN SPEED.

Locals Held to One Touchdown in First Half, but Make Two more in Second—Burns Puts Ball Over on Long Run.

Bend had a harder time defeating Burns Thanksgiving day by a score of 19 to 7 than it did the Sunday previous. Burns came back strong and hard, playing both a better offensive and defensive game by 50 per cent than in the first engagement.

Bend received the ball on the kickoff, and marched it consistently to the Burns eight-yard line, when Burns recovered the ball on a fumble and kicked out of danger.

In the second half, Bend opened with a dash, carrying the ball all over the field, but in a pinch for a time it was unable to shove the ball over. When the team had advanced the pigskin to Burns' 10-yard line, Erskine called for the unexpected and got away with it marvellously.

Burns Scores Touchdown. Up to this time it looked as though Burns was going to be held scoreless. After the touchdown Bend kicked to Burns and the ball was played about the center of the field.

With about three minutes to play Bend received the ball, and a few long gains through the line by Stedl, Kelly and Boland, brought the pigskin to Burns' 15-yard line, when Boland shot a perfect pass to Clifford on left end and the Bend midget left end carried the ball over for his first touchdown this year.

Both teams played clean, hard ball. Burns was a surprise to the big crowd, a large majority of whom saw Bend walk away with a 25 to 7 victory the previous Sunday.

The Burns team left for their homes Friday morning by automobile, after spending six days in the guests of the Bend team. Thursday night they were guests of the Bend team at the George-Pembow boxing contest, and later at a dinner at the Emblem club.

The lineup in Sunday's game was as follows: BEND: Clifford, Bennett, Cole, Boyd, Latham, Lamberson, Boyd, Kethum, Stover, Munning, Woelfen, Erskine, Stedl, Kelly, Erskine, Boland, Reforse, Umpra, Stevens, Scobbe, Tripp, Luelo, Pass, Brocken, Jenkin, Allred.