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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.

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All subscriptions are due and PAYABLE IN ADVANCE. Notices of expiration are mailed subscribers and if renewal is not made within reasonable time the paper will be discon-

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Make all checks and orders pay-able to The Bend Bulletin.

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 and becomes something of a city when it posseses a daily newspaper. And it is because Bend is forging ahead so successfully that we venture to make

the move.

1 .B's are immeasurably pleased. The pleasure is not simply because It is a sort of double pleasure, aside from commercial considerations: first, because The Bulletin has been so long a part of Bend and has labored so faithfully for its upbuilding, sharing lean years and its times in the local postoffice, and will offer of prosperity, that it is wonderfully many suggestions to givers at this gratifying to feel at last that we are all out of the woods with big things safe and sure before us; and, secnewspaper men in the world, whose hearts are really in their work, who and thought is evident upon looking and ears" must be presented to the haven't looked forward to the time when they can have the satisfaction of producing a daily newspaper.

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, warn us that a daily may be a losing venture in Bend for some time to come. They point to the fact that not one daily in six, and in towns larger than Bend, make any money.

But somehow, Bend is different from any other town we know. It Zero does things which other towns can't. It has that sort of people which make progress possible. And that is why Bend is Bend, and why Bend is bound to become a real sizeable city. So we are banking on Bend being able to support a daily newspaper, and we shall do our level best to give it a daily with which its people may be satisfied and which will go forth as another testimonial progressiveness of the community.

any money from the daily. We shall Clear days were in the majority. be satisfied if it pays its way for the with 15, as against eight cloudy and first year or so, and nothing more. 7 partly cloudy.

But even that won't be an easy task. The daily temperatures and char-

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 and have equipped it with the best service and features obtainable for smaller afternoon newspapers. And just as fast as the business increases we will increase the size and the scope of the paper.

Because we want, above everyeverything 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, and every cent received will go back into the paper. That, of course, isn't just unselfishness; it is simply wise business, for later on a good newspaper will be worth conducting. But also, a good paper, now and in the future, will be helpful to the town, and what is good for the community in such a way is good for every business man and land owner in it.

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. Naturally, we hope that every loyal Bender will become a subscriber, and of Bend advertisers, our only request is that they will be as discerning and consistent patrons of the columns of the daily as they have been of the weekly,

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

The Bend Bulletin "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."

ing of his customers this year. That's government lines will not be extenwhy every merchant is putting his stock of holiday goods out for showing earlier than usual. Early sug- one line. gestions, they believe, will conduce to earlier shopping. The merchants are also asking their customers, both city and country, to watch their advertisements this year, because they have more to offer, and better things for both of these places. At the to suggest. The holiday shopping present, the forest has about 275 season, following this year so closely upon the Thanksgiving season, merchants are being crowded to the

Christmas shopping the country over this year promises to be the the step means a larger business. 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. Already these notices have appeared Christmas time.

Stores Dress Up.

Rend's business center is beginning over the holiday specials which are clerk for mounty, and they must be get behind this great enterprise, being put forth. The stores, in all, not more than four months old, also

Another proposition of tremend look quite "citified."

busy holiday trade this year, basing feet. their predictions upon the early shopping that is being done, both by local shoppers and people from out of town.

The one thing they now wish to impress upon the minds of their pa-"SHOP EARLIER FOR CHRIST-

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. The exact figure

acter of c	lay wer	e as fo	Hows:
Date	Max.	Min	Char. Day
1	70	22	Pt. Cloudy
2	68	20	Cloudy
3	67	28	Pt. Cloudy
4	68	20	Pt. Cloudy
5	41	16	Cloudy
6		1.5	Cloudy
7	39	17	Cloudy
8		14	Clear
9		1.0	Clear
0		8	Clear
1		9	Clear
2		2	Clear
3	38	3 5	Clear
	4.1	5	Clear
5	4.8	8	Clear
6	51	1.0	Clear
7	47	9	Clear
8	45	8	Clear
9	51	13	Cloudy
0	42	9	Cloudy
21	54	14	Cloudy
22	56	10	Clear
23	51	13-	Clear
4	54	11	Clear
5		28	Pt. Cloudy
6	56	29	Pt. Cloudy
7	4.8	30	Cloudy
8	47	27	Clear
9	50	32	Pt. Cloudy
0	54	37	Pt. Cloudy
1	51	30	Pt. Cloudy
			The second secon

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, former Yale football player, according to a statement filed at the capital today by appraisers.

The will bequeathed to his widow Elizabeth Shevlin, \$1,081,430 and \$824,996 each to his son, Thomas Henry, and his daughter, Elizabeth urday evening.

FOREST PLANS TO IMPROVE

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 M. Allen, telephone expert of the district U. S. Forest office in Port-land, working with W. G. Hastings, of the Deschutes National forest Under the plan, with a slight amoun of alteration in the present system. the local forest will have an efficien system of communication with al

points on the forest. With the present arrangement it is frequently necessary to talk over great distance to reach a point near That's what every merchant is ask- at hand. The re-arrangement of the sive, but odds and ends of lines which have been improvised to meet emergencies will be brought under

La Pine will be made the center communication point of the south end of the forest. Sisters will be made the center of the north end of the forest and Bend will be in direct communication as the main station miles of its own telephone line.

LAW NOW EFFECTIVE

Crook County Will Pay for Rabbits and Sage Rats.

every sage rat or rabbit killed in the county after that date shall be paid for by the county upon prewhere, when and by whom they were

The rabbits will be paid for by that they must be killed after the Local merchants are expecting a date on which the law goes into ef-

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. The money made by the selling of the baskets amounted to \$47.65. Part NOVEMBER WEATHER of this will be used to buy play apparatus and other school needs, while the rest will be put in the district school fund. Everyone enjoyed the program and the contents of the bas-

WILL RECEIVE ALLOWANCE

SALEM, Dec. 5 .- The State Industrial Accident commission has re-the convention. He expects to an-coelved the official report of the nounce the list of speakers very is 15.5 degrees and the mea nmax- death of Henry Tweet, of Bend. soon. imum 47.1, making the mean 31.3. Probably this week the case will be The highest temperature reached acted upon by the commission, Unmonth. This is the first fatality under the congress.

law reported from Bend.

BUDGETS COMING UP

Because of the election, the council which was to have been taken up last night, until tonight. The Crook morrow at Prineville.

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 "Uunder Two Flags," of the most thrilling and spectacular of the Algerian army dramas. this film, Theda Bara appears in a new role far remote in spirit from the roles for which her name as a movie star has become famous

The new theatre is a credit to Bend and every effort is being made by Mr. Rudow to meet the standard of high class entertsinments,

Workmen today are rushing the finishing of the interior, that the theatre may be in readiness for Sat-

TELEPHONE COMMUNICATION PROGRAM FOR CONGRESS TOLD It Was Done In Egypt, on Papy-

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 gravest importance in the development of Oregon as a state, and will cover other subjects than those of irrigation. This will be done because of the convention immediately preceeding the meeting of the Oregon legislature at Salem.

Approximately 500 delegates are expected to be in atendance, clear-The rodent bounty law went into thinking men who are giving earnest effect December 1. It provides that consideration to development problems.

Among the big propositions will sentation of not less than fifty scalps be a session devoted to consideration | ples and used only the best and choicat one time, to the county clerk, of the construction of the Oregon, with the proper aifidavits concerning California & Eastern Railway through Central Oregon. The Strahorn project will be presented by the to take on the gala holiday aspect. the clerk at the rate of five cents president of the company, Robert E. ondly, because there never were Practically every merchant has his each and the rate at two and one-half Strahorn, and it is expected that the newspaper men in the world, whose stock attractively displayed, and care cents. The law says that the "scalp congress will develop means whereby the communities of the state may

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. other change is said to be needed in to make irrigation district bonds acceptable to eastern buyers.

At least one session of the comgress 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," 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. Brower to arrange the program for

The Oregon Irrigation Congress has some mighty creditable work to was 770 degrees on the first, and der the law the widow is entitled to its credit. It was responsible for the to the substantial prosperity and the lowest three below, on the 13th. \$30 per month during her life, and construction of the Tumalo project, progressiveness of the community.

There were six and a balf inches each child under sixteen years of age and the surveys made by the state Frankly, we don't expect to make of snowfall during the month and of snowfall during the month and reaches sixteen. Mrs. Tweet has three Malbeur projects, as well as for much children, aged 2, 7 and 9, so that of the present code of laws. The her total payment will be \$48 per coming sixth annual convention is expected to rate with any previous

> In the minds of many irrigationto irrigation projects. The matter tuns, the head, the red lion, and postponed the hearing on the budget, is going to be forced before the consideration of the congress.

The congress will conclude with county budget will be taken up to- a banquet at the Portland Chamber bers of the legislature being guests

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

Wallace, Tumalo, secretary. important reports to submit o the congress:

Executive committee-J. N. Burgess, chairman, Pendleton, A. W. Trow, Ontario; D. G. Burdick, Red-Powers, Corvalits; P. Holland, McEwan; Porter J. Neff, Medford; C. C. Clark, Arlington.

National Reclamation Conference Committee-O. Laurgnard, chair-man, Portland; H. W. Gard, Madras; Asa B. Thompson, Echo; O. C. Leiter, Portland; J. T. Hinkle, Hermis-

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

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

THIS PAPER REPRESENTED FOR FOREIGN ADVERTISING BY THE MERICAN RESS SSOCIATION

GENERAL OFFICE NEW YORK AND CHICAGO BRANCHES IN ALL THE PRINCIPAL CITIES

FIRST ADVERTISING BEND DEFEATS

rus, 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 papyros for his secovery 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 archaeolegical 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 snow, for instance, that red is the most effective eye catching color and that green is second and black third.

Of these and a thousand other things that influence the character of present day advertisements be was totally in ignorance. But he gets full credit for making the first attempt at a written advertisement.

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.

At first a town crier, accompanied by a musician playing a lyre or a harp, mingled among the Greek peoest Greek in his extravagant praises of the product he was exploiting. Later, however, private advertisements in writing began to be introduced, particularly on the whitened walls of the homes, giving some information regarding the social standing and the age of the residents, their financial rating and the family lineage.

The Romans advertised in many They named their streets, adways. vertised 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. To-day we have more swingern board, was neorresponds to the Roman tabella found in the rains of Pompeli 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 lown order, supplied with the customary long winder declarations and a choice supply of adjectives, advertising began to make itself felt in the conduct of business affairs. The public criers began to organize themselves both in France and in England. and they were persons with considerable prestige.

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

Gradually as time went on luns began to use distinctive signs and symbols to mark their hostelries, just as individuals had employed coats of arms. All kinds of devices were used and are still used by inny to the pres tending the benefits of the Rural ent day. All such signs as the blue Credits law of the state and nation anchor, the black dragon, the three so on, made definite representations and implications.

Of course with the development of the printing press advertising took a of Commerce, all delegates and mem- great sport. The use of posters came into vogue, and all kinds of pamphlets were printed and distributed. Printing gradually began to supersade the handwritten manuscript. William Caxton set up his press in Westminster abbey in 1471, and two centuries later, in 1622. a newspaper, believed to be the first real newspaper, was printed. It The following committees will have was called the Weekly News and purported to contain news of doings in Germany, France, Hungary and Bobemia.

> From then on newspapers, mostly weekly publications, began to appear from time to time in increasing numbers. Advertisements of medicines began to be inserted in the newspapers at an early date. The insertion of the first real newspaper advertisements bowever, is credited to Nathaniel Butler, who advertised books.

> The first two magazines to carry advertisements were Godey's Lady Book and Peterson's, but it was not until 1864 that magazine advertising really began, and it was not until 1880 that a general use was made of magazines for advertising purposes. - Philadel-

Literal Promise. "Uncle Bill promises me a rousing time on his farm."

"He'll give you a rousing time, don't fear. It will be somewhere about 5 in the morning."-Baltimore American,

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

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. Euras came back strong and hard, playing both a better offensive and defensive game by 50 per cent than in the first engagement. The Sagebrushers were fast er, more sure in the execution of their plays, got away for frequent long gains, and kept Bend on edge, especially in the first half, during which Bend scored only one touchdown:

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. Benef. took the ball up the field, and early in the second quarter Boland was sent off left tackle on the 10-yard line for a touchdown. This was the only score to the first half. Bend used alightly different tactics in the Turkey Day game, playing more open and using the pass, with which it got away frequently for long gains.

Bend Speeds Up. In the second half, Bend spened

with a dush, corrying the inil all over the field, but in a pinel 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 unce pected and got away with it marv lously. Instead of plugging the Ren by trying passes just over the good line, he called Stover away round right and to also the common toward on a face pass. The entire Burns eleven was drawn into the center of the line and Stover shot stround Burns' right and and glided over rehum for the second touchdown. Ke kicked zoal. Burns Scores Teachdown

Up to this time it looked as: Burns was going to be held score-less. After the touchdown Beneficked to Birns and the hall was blayed backfield then began to scinkillate a little, with Jenkins learing off 40 yards around Bend's left and, and Preiceast doughig in a broken field for 35 mids. In the fourth quarter Purns had Bend on Bend's 10-yard line without gain, when Boland, for the first time in the game, punted. Breicount recovered the ball on the 50-yard line, and tore up the field. existing the Bend sade and backs and went clean for a touchdown. This Brewovat is just about the textest football man who has ever bet cleats in Bend sod. Page kicked

goal. With about three plautes to play Bend received the ball, and a few long gains through the line by Steld! Kelly and Boland, brough: the pigshin to Burns' 15-yard line, when Bohnd shot a perfect pess to Clifford on left end and the Bend midget left end carried the bad over for his first touchdown this year.

Both teams played clean, hard ball. Barne was a surpriso to the biggrowd, a large majority of whom saw Bend walk away with, a 16 to 7 victory the previous Sunday. The Burns line was much stronger and Benu was unable to get away with gains on line bucks, as it did in the trat game. The flurns backfield flom a dire a direct pass more formidly

The Bend line was just as impegetrable as it was in the first game, Burns falling to make first down once through line plunging.

The Burns team left for their homes Friday morning by automobile, a'ter spending six days is the guesta of the Bend team. day night they were guests of the Bend term at the George-Parklew boxing emiest, and later at a dance at the Eablem club.

The lireup in Sunday's game was: as follows: BUINS BEND Gilber, re Wither, rt Locke, rg Clifford, te Bennett, Z Cole, Boyl, lg Wallep, c. Latham. Stevens, Lamberson, rg Trip Boyd Ketchum, rt. Lucio Par Breicos Jenki Stover, Minning, re Woeflen, Erskine, qb Steidl, Kelly, Ih Erskine, Kelly, rh V The Boland, fb Referee, Dr. W.

Umpire, Steve Stole