

The Daily Bulletin

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GEORGE PALMER PUTNAM, Publisher
 ROBERT W. SAWYER, Editor-Manager
 FRED A. WOELFLEN, News Editor
 HENRY N. FOWLER, Associate Editor
 RALPH SPENCER, Mechanical Supt.

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SATURDAY, DECEMBER 30, 1916

ADVERTISING.

Goods that are well advertised, and consistently advertised, are the first to cross the counter when business is brisk, and the last to lie idle when business is slack.

The merchant who advertises thoroughly and thoughtfully has a little bigger crowd of customers when all other stores are crowded, and always a steady demand when shopping crowds are sparse.

Naturally, people want to buy what they know about, and they do their buying, other things being equal, at the place which most urges them to come.

Today all scientifically conducted enterprises set aside a certain portion of their receipts for advertising. In mercantile establishments, two per cent of gross business is reckoned a conservative appropriation for this purpose. That amount is reckoned a wise investment in advertising space. It is an operation cost considered in the same way as clerk hire, rent or insurance.

After all, advertising in a newspaper means enlisting another salesman. It is like sending an outside man to your customers to tell them what you have. Even in a moderate sized community any store which will spend upon advertising the amount it pays in wages to a clerk, can get returns in increased business equal to the services of that extra clerk, provided, of course, the advertising is well prepared and actually reaches the eyes of a buying public which otherwise would be unlikely to know just what the advertiser was offering.

From the public's standpoint, advertising is as beneficial as it is to the merchant. Good advertising means more sales, and more sales mean larger stocks, and therefore better choice for the purchaser; they mean lower prices, too, because the larger the volume of business handled the smaller can be the margin of profit. Advertising means, also, quicker turning of stock, so the purchaser gets fresh goods instead of an accumulation of stuff that didn't move because it was never properly pushed.

After a year of drought Portland should more readily comprehend the needs and purposes of the Irrigation congress.

FULL LINE

Hardware Implements Hunters' Supplies

Bend Hardware Co.

Cold weather, this! We wear our gloves and our coats, and even bundle up the Ford to prevent a frozen radiator, when we leave it standing. But how about the horses? Are they always remembered? Over in Pendleton the other day the police broke up a revival meeting by making folks who were getting religion come out of the hall for a bit and get blankets for their shivering horses. A good idea, at that. Give our old friends, the hay burners, the same consideration the gasoline gliders get. They deserve it.

Here are the final lines in an advertisement testimonial of the virtues of somebody's backache pills, as printed in a Portland paper the other day: "It has been some time since I took them and I have not felt any symptoms since." Perhaps if he leaves them alone he may never have the symptoms again!

ROAD CONFERENCE TO BEGIN ON JANUARY 3

W. D. Barnes Will Represent Deschutes County Court at Gathering Sponsored by U. of O.

Representing the Deschutes County Court, Judge W. D. Barnes will leave Tuesday night for Portland to attend the conference to be held under the auspices of the University of Oregon, on January 3 and 4, arranged for the purpose of furthering the adoption of a highway code for Oregon. The gathering will take the place of the eighth annual university commonwealth conference.

Authorities on highway construction are listed as speakers, and subjects to be discussed will include a variety of phases of road work and of the needs of state in the matter of road laws.

The speakers include the following: J. D. Brown, president of the Oregon Farmers' Union; Rufus C. Holman, president of the association of county judges and commissioners; John H. Lewis, State Highway Engineer; B. J. Finch, senior engineer of the U. S. forestry service; R. H. Thomson, ex-city engineer of Seattle; Paul D. Sargent, State Highway Engineer of Maine; J. C. Almsworth, of the U. S. National bank, Portland; F. W. Starr, Deputy Highway Commissioner, New York; J. W. Cunningham, of the American Society of Civil Engineers; A. G. Johnson, Department of Public Works, Portland; Prof. S. H. Graf, O. A. C.; A. C. Schmitt, vice president of the First National bank, Albany, Oregon.

NEW HOMES PLANNED

Three Building Permits Issued, the Largest for \$1,000.

Building permits announced today amounted to the sum of \$1,800, for dwellings in Bend which are to be started within the next few days. One was issued to P. G. Smith, in River Terrace, for \$1,000, one to Dane Drajich, in the mill addition, for \$300, and one to Alexander Ferrars, in Lytle addition, for \$500. M. Keeney is the contractor for the Smith house, and the other builders will do their own work.

640-ACRE HOMESTEAD BILL BECOMES LAW

Measure of Great Importance to the Western States Made Law by President.

(Portland Telegram.) WASHINGTON, D. C., Dec. 29.—President Wilson late today signed the Ferris bill, opening up 640-acre homesteads for stock raising and also grazing purposes. It is accounted of great importance to western states.

EVANSTON CHILDREN BECOME ECONOMICAL

(By United Press to The Daily Bulletin.) EVANSTON, Ill., Dec. 30.—Successful financiers are hereby advised to keep one eye on several hundred school kids here who are showing considerable ability in making their bank books show two cents

SOLDIERS ON HATS THE LATEST FAD AMONG THE TRULY CHIC PARISIENNES



PHOTOS BY AMERICAN PRESS ASSOCIATION. Here are two examples of the latest fad in Paris, girls—you have your hat decorated with soldiers' portraits, if you like, and are devoted to one warrior in particular. Nowadays soldiers fight and march and counter-march and perform all sorts of drills on ladies' hats, as is shown in the two pictures reproduced herewith. One hat, a turban shape, has companies of soldiers embroidered in panels on the brim; another wider hat has a French chasseur digging his spurs into a German soldier wearing a "pickel haube" or spiked helmet. The greater the originality displayed in adornment of the hat the greater is its success along the boulevards. The war has been responsible for many alterations and modifications of the modes in Paris, and even on this side. Military cloaks, hats, helmets, etc., furnish the models for the styles in which the women of Europe, despite their sorrows and preoccupations, still evince interest.

LATEST PARISIAN FAD—THE PARISIENNE ADORNS HER HAT WITH A SOLDIER.

where only one cent stood before. Club women here placed their children on an allowance of from five cents to \$2 a week. In three months they have accumulated bank balances that total \$9,000, besides buying school supplies and some clothing out of their allowances.

STRIKERS INCREASE

600 More Join Portland Metal Workers—No Violence Reported.

(By United Press to The Daily Bulletin.) PORTLAND, Or., Dec. 30.—The strike of the metal trades workers assumed large proportions here this afternoon, including 600 employees of the Northwest Steel company, who joined those walking out yesterday at the Willamette Iron and Steel Works. This brings the total of strikers to 1,000. Two hundred from the Columbia Shipbuilding company are expected to quit at any minute. There has been no violence.

WAR RESULTS A DISAPPOINTMENT TO THE EUROPEAN BELLIGERENTS

(Continued from Page 1.)

insufficiently protected. An opportunity for the use of high strategy was thus presented to the German General Staff, and in the trial of military genius that followed, the German commanders wholly outclassed their Rumanian Russian opponents. Thus, an adventure that might have resulted in cutting Teuton communications in the Balkans has ended, for the present, in large material advantage to the Germans who are now in possession of valuable Rumanian grain and oil fields.

The British and French started this summer their combined western offensive, in an effort to demonstrate whether the trenches constructed by the Germans under the most skillfully developed scientific methods, could be overcome by an unprecedentedly intense concentration of artillery fire. The result, up to the end of the year, has tended to show that although fortresses built above ground cannot withstand besiegers' guns, defensive tactics underground seem to be superior to any but very prolonged bombardments which, to be successful, must be confined to small areas.

The French forward movements at Verdun, undertaken while the battle of the Somme was in progress, may, however, change future military opinion of the comparative impregnability of trench warfare. How the French made their quick and successful assaults along the Verdun front is not known. The assumption that the Germans were compelled to denude part of their Verdun line of men and guns, is not borne out by the fact that comparatively unimportant sections of the Verdun front have not given way, while the best defended parts are the ones that were broken. The French higher command may have discovered a new flanking system applicable as yet only to the local conditions prevailing at Verdun, but possibly capable of wider development. Italy's capture of Goritz this year

is her most important success in the Trentino districts. Italy more than holds her own on a balancing of accounts, but the year's developments have indicated that the Italian government is not prepared to pay the cost of victory with continuously large casualty lists. The chance of capturing Trieste on these terms has not been shown to be to Italy's liking. Germany's campaign at Verdun brought very serious losses to her during the year, without compensating advantages. The destruction of Teutonic power in that ill-advised adventure cost General von Falkenhayn his post as chief of the German general staff. The promotion of Marshal von Hindenburg to the supreme command was followed by brilliant victories in Roumania.

GERMANY IS AS READY FOR PEACE AS FOR A CONTINUATION OF PRESENT WAR

(Continued from Page 1.)

That rebirth is already under way. Everyone from the chancellor down to the laborer is playing a role.

The chancellor in the reichstag sounded the keynote of the movement when he said, "There must be free opportunity for all capable people."

In other words, the new movement is a universal change by the erment to give the people by franchise, the reichstag and the government more of a voice in the nation's affairs.

In three ways this new movement has been manifest: First, in the reichstag; second, in the press; third, in the relations between royalty and the commoners.

So far it is almost impossible to say exactly what the reichstag is grasping for. Almost a year ago some radicals said that when the war came to an end the ministers must be thereafter responsible to the reichstag—but in the Neuorientierung this has been undebated.

Various propositions have been advanced in measures introduced in the reichstag. The National Liberals asked recently for the formation of a special committee to advise with the government on foreign affairs. Another member suggested a parliamentary undersecretary of state, responsible to the reichstag.

But even today, although the reichstag does not name ministers,

its members are consulted and, privately claim the unwritten power to make or unmake cabinet members.

The mingling of royalty with commoner has been exemplified on every battlefield.

Two or three instances of this kinship may be cited. First a certain count, whose wife is an American, and who was serving as a captain, was stopped by a private soldier and asked for a match. Before the war such a stop was utterly unheard of. Again, when the kaiser recently met a large number of citizens in the chancellor's palace to discuss the food situation, Dr. Charles Mueller, the only socialist office holder present, was singled out by his majesty for special conversation.

Of the palpable, material developments of the past year, Germany's foremost achievement has been her

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Are sending their friends to us every day. WE ARE ABLE TO WAIT ON ALL WHO COME. It is not necessary to wait weeks and months and go back time and again as you do when patronizing the Private, Ethical, Society, or Trust Dentists, but instead, with our SCIENTIFIC METHODS AND UP-TO-DATE APPLIANCES

THE KING BEE DENTISTS
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 Our Bend laboratory turns out four complete sets of teeth a day. With our experience, equipment and skilled workmen, it is easy for us to satisfy all.

If your teeth need attention, do not put it off. Come without delay and have your mouth examined and find out just what can be done and the exact cost. EXAMINATION FREE.

We do not charge from \$3.50 to \$5.00 for treating a nerve in a tooth—our price is \$1.00.
 We do not charge \$4.00 for an enamel filling—our price is \$1.00.
 We do not charge from \$7.50 to \$15.00 for gold crowns—our price is \$5.00.
 We do not charge from \$20.00 to \$40.00 for crude, clumsy, misfit sets of teeth—our price is \$10.00 for a PERFECT FITTING, NATURAL LOOKING set of teeth which we guarantee.

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