

"HE THAT will not be ruled by the rudder must be ruled by the rock;" and the merchant who does not "believe" in newspaper advertising is his own worst enemy. The experience of successful business men all over the country confirms the fact that newspaper advertising pays.

MERCURY was the Roman Divinity of Commerce and Gain—and they used to say: "A Mercury is not carved out of ANY piece of wood." Meaning much the same as when WE say that a business is not successfully advertised through ANY sort of medium or methods—the BEST being essential.

GROVER CLEVELAND STRICKEN AT PRINCETON HOME TODAY

Only Democratic President Since Civil War Suddenly Succumbs. HAD BEEN AILING FOR LONG TIME.

News Prostrates Wife and Comes as Shock to Entire Country.

PRINCETON, N. J., June 24.—Former President Grover Cleveland died here today at 8:40 a. m. The passing away of Mr. Cleveland was not immediately announced pending the preparation of the official statement by Drs. Joseph D. Bryant, George R. Lockwood and J. M. Carnochan, which was as follows: "Mr. Cleveland for many years had suffered from repeated attacks of gastro-intestinal troubles. He also had long standing organic disease of the heart and kidneys. Heart failure complicated with pulmonary thrombosis and oedema were the immediate causes of his death."

Says Heat Caused It. The oppressive heat of yesterday had much to do with the death of the former president. When asked for further details Dr. Bryant said, "the heart failure which caused death was induced within twenty-four hours of the end. Death was finally due to the heat."

Great Shock to All. While Mr. Cleveland had been seriously ill from time to time the announcement of his death came like a thunder bolt to those who had been watching his illness. Last night's visit of Dr. Bryant created some apprehension that something was seriously wrong but the statement of Mrs. Cleveland that there was no occasion for alarm reassured his friends. Mrs. Cleveland was at home when her husband passed away. The children were at their Cleveland summer home at Tamworth, N. H., in charge of Mrs. Perrine, Mrs. Cleveland's mother.

Wife at Bedside. Those at the bedside were Mrs. Cleveland and the three physicians. The former president spent a fairly comfortable night notwithstanding the oppressive heat, but shortly after eight o'clock this morning, he began to fail.

The physicians worked over the patient who lapsed into unconsciousness and at 8:40 o'clock he passed away.

As soon as Mrs. Cleveland recovered her composure, she sent for Professor West of Princeton, who attended to the many details immediately necessary, with the assistance of Professor Hibbin.

Funeral On Friday. The following bulletin was issued to the Associated Press: "The funeral of former-President Cleveland will be held Friday, June 26th, at 'Westland,' Mr. Cleveland's residence on Bayard Lane, Princeton, and will be strictly private."

The fixing of Friday for the funeral was done to make it possible for Roosevelt to attend.

CLEVELAND'S HISTORY.

Born at Caldwell, N. J., March 18, 1837, of English-Irish parents, his father being a Presbyterian minister. Taught school when seventeen and began study of law at Buffalo in 1855, doing clerical work and acting as book-agent meanwhile to support himself and a widowed mother.

Became assistant district attorney in 1863, and was elected sheriff of Erie county in 1870.

Elected mayor of Buffalo in 1881 and governor of New York in 1882.

Was nominated by Democrats in Chicago in 1884 for president and defeated James G. Blaine, the Republican candidate. His advocacy of lower tariffs resulted in his defeat for reelection in 1888 by Benjamin Harrison. After a hard fight, he was renominated by Democrats in 1892, and was elected over Harrison. While the country was very prosperous during Cleveland's first administration, labor troubles and other causes resulted in a panic that lasted throughout his second term.

NEWS SHOCKS THE PRESIDENT

Roosevelt Wires Mrs. Cleveland His Sympathy Over Death.

OYSTER BAY, June 24.—President Roosevelt will not attend the Yale-Harvard boat races at New London tomorrow owing to the death of Mr. Cleveland. He sent a message of condolence to Mrs. Cleveland and expressed his intention to attend the funeral if it takes place on any other day than Saturday when he has an important conference.

The President addressed the following telegram to Mrs. Cleveland: "Your telegram shocked me greatly. Mrs. Roosevelt joins with me in very deep and sincere sympathy. I have of course abandoned my intention of starting today for the New London boat races, so that if the funeral is either Thursday or Friday I can attend. I can also attend if it is Sunday, but if it is Saturday, a number of men are coming here from various parts of the country on a business engagement which I cannot very well break. Will you direct some one to wire me when funeral is to be held and where? Theodore Roosevelt."

The President issued a proclamation paying great tribute to the life of Cleveland and directing in testimony of the respect in which his memory is held by the government and the people of the United States that the flags of the White House and departmental buildings be displayed at half mast for a period of thirty days and that suitable military and naval honors under orders from the Secretary of War and of the Navy be rendered on the day of the funeral.

SHOCK TO CORTELYOU.

WASHINGTON, June 23.—Secretary Cortelyou, acting as a head of the administration, on the first news of the death of Mr. Cleveland, received a telegram from the President at Oyster Bay instructing him to promulgate an order that on all executive departments the national flags be hung at half mast. They probably will thus remain for thirty days. Mr. Cortelyou, who served as confidential stenographer to Mr. Cleveland during his last term, was greatly shocked.

Since his retirement, he had lived at Princeton, practicing law and acting as a director of the Equitable Life Assurance society of New York.

Had honor of being only Democratic president since the civil war.

Mr. Cleveland was the only president married in the White House, where, on June 2, 1886, Frances Folsom, the daughter of his old friend and partner at the Buffalo bar, became his wife. Ruth, the first of their children, was born October 3, 1891, at their home in New York city. During Mr. Cleveland's second term as president, she was widely known throughout the country as "Baby Ruth." On January 7, 1904, she died at Princeton of heart failure, occasioned by a mild attack of diphtheria. Esther, the second daughter, was born September 9, 1893, and has the distinction of having been the only child of a president born in the White House. Marion, the third daughter, was born at Buzzard's Bay, the Cleveland summer home, July 7, 1895. There was great rejoicing in the family when the three girls were followed by a son. He was born at Princeton, October 28, 1897. With the announcement that a boy had come to the house of Cleveland the students at Princeton dubbed him "Grover Cleveland, Jr." at once. This name sticks to him, though he was christened Richard. Another boy was born at Buzzard's Bay, July 18, 1903. He was named Francis Grover for his mother.

MANY ARE SLAIN AT TEHERAN

Persian Uprising Results In Small Civil War But Shah Appears to be Master Still.

(By Associated Press.) TEHERAN, Persia, June 24.—It is generally confirmed that the first shot of yesterday's fight was fired by members of the Anjumans, or political clubs. The Nationals fled when reinforcements of troops arrived. The Cossacks had fifteen killed, three officers and twenty men wounded. Bombs were thrown. British and Russian representatives have requested the Shah to take immediate steps to restore order.

(By Associated Press.) LONDON, June 24.—Private dis-

patches say that only a small number were killed in the fighting at Teheran yesterday. The Shah is apparently master of the situation at Teheran. The attitude of the provinces is uncertain. Foreigners are in no danger.

(By Associated Press.) ST. PETERSBURG, June 24.—The Foreign Office has been advised that fighting in Teheran ceased at night fall yesterday.

(By Associated Press.) BERLIN, June 24.—The Tageblatt publishes a dispatch from Teheran that the firing of small arms and artillery continues today. It is impossible to give the exact number of casualties in yesterday's fighting, but the Cossacks alone, the dispatch says, lost seventy killed.

HOLLAND ANDERSON'S TRIAL LIKELY TO CLOSE TOMORROW

FRANCHISE IS TABLED AGAIN

Council Unexpectedly Delays Action on Proposition For New Phone System.

In order to give the Pacific States Telephone Company another opportunity to promise to fix up their Marshfield exchange, the city council last night laid the application of R. T. Durett for a franchise for an independent telephone system on the table again for a week. The action came rather as a surprise as Mr. Durett had practically permitted the council to draft the franchise under which he proposed to instal his system. Mr. Durett and his attorney, W. U. Douglas, showed deep chagrin at the action taken, the vote having followed a talk by Mr. Douglas urging that the council either grant or refuse to grant the franchise and not dilly-dally along in an unbusiness like way. Councilmen Flanagan, Lockhart, Nasburg and Savage voted to lay the franchise on the table and Nelson and Sacchi against it. The motion was made by Mr. Flanagan and seconded by Mr. Lockhart.

Oppose Higher Rates. The proposed franchise was discussed at some length last evening, following the reading of the draft that had been prepared by City Attorney Farrin in accordance to the agreement reached by the council last Friday night. The only question in particular raised was in regard to the table of maximum rates which Mr. Durett submitted and which are higher after the number of phones here reaches 1,000, than the existing rates. Mr. Durett explained that these were maximum rates and that the rates that would actually be charged would be considerably less unless the growth of Marshfield necessitated the operation of several thousand phones.

Mayor Straw's Investigation. Mayor E. E. Straw read several telegrams that he had sent to mayors of Oregon cities where independent systems had been installed inquiring about the advisability of granting a second franchise here. Practically all of the responses were to the effect that a second system meant much better service and was very satisfactory. A message from the mayor of Hopkinsville, Ky., which has a phone system and fire-alarm system like Mr. Durett proposed to install on Coos Bay, was to the effect that it had been very satisfactory there, in fact that Hopkinsville considers its system one of the best in the country.

Plea For Delay. Councilman Nasburg inquired of Manager L. R. Robertson of the Pacific States Company, if his company would agree to take Mr. Durett's proposed franchise and put in that kind of a system at once. Mr. Robertson said that he could not answer but that their division superintendent who would be here next week might be able to give a definite answer as to that.

W. U. Douglas said that he thought the city council had sufficient experience with the Pacific States Company to know how much reliance to place in their promises and that he didn't see how the council expected to get improvements by them in view of the message from the president to Mayor Straw a few days ago. He said that if the council men wanted to compel the citizens of Marshfield to put up with the poor phone service which the Pacific States Company is giving for seven years more, the time the company's franchise is to run, he believed they were making a serious mistake.

However, the motion to table the franchise was passed.

PIANO STUDIO of Louis H. Boll, located in First Trust and Savings Bank building, second floor, parlors 17, 18, 19 and 20. Will teach during the summer months.

State Rested Its Case at Noon and Defense Opened at 12:30 O'clock.

NORTH BEND MEN ARE WITNESSES.

Judge Hamilton Rules Out Part of Woman's Dying Declaration.

(Special to The Times.) COQUILLE, Ore., June 24.—The state rested its case in the trial of Holland Anderson, charged with the murder of Mrs. E. S. Gordon at Marshfield, at noon today, and at 12:30 o'clock the prosecution opened. The trial is likely to end tomorrow.

A sensation was sprung when, after long arguments by the attorneys, Judge Hamilton ruled out part of Mrs. Gordon's dying declaration as taken by Deputy District Attorney L. A. Liljeqvist at Marshfield. Judge Hamilton admitted the part of Mrs. Gordon's declaration in which she stated that she came to Marshfield on the day of the shooting determined to take Anderson back to North Bend with her or to kill him. The part ruled out was Mrs. Gordon's claim that Anderson had stolen \$70 from her.

The prosecution relied greatly on this dying declaration and Judge Hamilton's ruling greatly weakens their case. The defense is elated and claim that it is practically certain that Anderson will be acquitted on the grounds of self defense.

Captain and Mrs. O'Kelly, witnesses of the shooting, were the principal witnesses for the prosecution. The defense started by attacking Mrs. Gordon's character and trying to show that she was a dangerous woman. Among the witnesses who will be called this afternoon to prove this are, Attorneys Guerry and Hollister of North Bend, Richard Coke, L. J. Simpson, L. F. Falkenstein and F. C. Shaw of North Bend.

FIND DROWNED MAN.

The body of Thompson Vapesick, the Bay City man who was drowned several days ago, was found late today within fifty feet of where he was drowned.

IS DROWNED NEAR BANDON

Harry Kronenberg Falls From Boat to Death In Coquille River Today.

(Special to The Times.) BANDON, Ore., June 24.—Harry Kronenberg, the nineteen-year-old son of John Kronenberg, one of the most prominent citizens of the Coquille valley, was drowned this forenoon near the Aberdeen mill, four miles above Bandon. Young Kronenberg accidentally fell from the boat and all efforts to rescue him were futile. The body was recovered later.

Mr. Kronenberg, the father of the dead boy, has been a resident of Coos county for years and has been a prominent factor in the lumber business. For years he had charge of the Doe estate which owned much property around the Parkersburg mill. At present, he is heavily interested in the lumber business in the Coquille valley.

The accident has cast a gloom over the entire section as the young man was well known and very popular.

REDMEN'S BALL at I. O. O. F. Hall, Saturday evening, June 27, by Coos Tribe No. 33. Music by Coos Bay Orchestra.

COLUMBIA BAR GETS DEEPER

Portland Paper Claims That There Is 26 Feet of Water at Low Tide.

(By Associated Press.) PORTLAND, Ore., June 24.—The Evening Telegram says that a government survey of the Columbia river bar, just completed, shows a depth of 26 feet in extreme low water in a channel 3,000 feet wide as against a depth of 25 feet and 300-foot channel last year. This means an approximate depth of 34 feet at an average high tide.

CRAFTS HERE JULY FOURTH

Three Torpedo Boats and Destroyer Plan Visit to Coos Bay.

ASTORIA, Ore., June 24.—The destroyer Goldsboro and the torpedo boat Rowan have arrived from Puget Sound, and will leave with the torpedo boats Davis and Fox now at Portland, for Coos Bay, where they will remain during the Fourth of July celebration.

No advices have been received here concerning the proposed visit of the torpedo boats, but when the attention of Secretary Walter Lyon was called to the above dispatch, he immediately took steps to get in touch with the commander of the fleet. If the dispatch is correct, he is in favor of making the vessels a feature of the Fourth of July celebration.

FOR CIVIC IMPROVEMENT.

Otto A. Welle of Spokane, Delivers Address Before City Council.

Owing to an unusual press of news matter, an eloquent and most excellent address by Otto A. Welle, formerly city engineer of Spokane, Wash., before the Marshfield city council, last evening, was crowded out of The Times today but will appear in detail tomorrow. Everyone interested in Marshfield or Coos Bay should read it.

MAY HONOR FULTON.

Washington Paper Says He May Be Member of Taft's Cabinet.

WASHINGTON, D. C., June 24.—The Washington Post in speculating on prospective cabinet changes, says: "Senator Fulton has been a consistent Taft boomer, and the secretary likes him. The Pacific Coast will have a seat somewhere around the cabinet table, and the chances of Senator Fulton for appointment as Attorney-General or Secretary of Commerce and Labor are as good as those of any man who has been named."

HILL TRIBES MURDER SIX

Filipino Outlaws Slay Two Americans and Four Natives On Island of Negros.

(By Associated Press.) MANILA, P. I., June 23.—A telegram today from the Island of Negros tells of the murder of H. D. Everett, government forester, and T. R. Wakeley, a school teacher, and four Filipinos by the hill tribesmen. The party has been missing six weeks. No details are given.

FIRE LOSS IS TWO MILLIONS

Three Rivers, Quebec, Swept by Disastrous Blaze Monday and Tuesday.

(By Associated Press.) THREE RIVERS, Quebec, June 24.—It is estimated that the actual loss in Monday and Tuesday's fire was over two million dollars. The liabilities of the insurance companies is about \$1,066,750. The fire was not got under control for hours, and the ruins are still smouldering.

SHERMAN IS BETTER TODAY

Republican Vice-Presidential Candidate Reported Considerably Improved.

(By Associated Press.) CLEVELAND, Ohio, June 24.—Jas S. Sherman, the Republican vice-presidential nominee who was taken very ill here, was reported resting easy at noon.

While hopes for his recovery were practically abandoned early yesterday, his friends now express confidence that he will recover.

The physicians say that an operation is now unlikely.

DROWNED NEAR ROSEBURG.

ROSEBURG, Ore., June 24.—While driving logs in the North Umpqua River, 24 miles east of here, Arthur Fulk, aged 27 years, was drowned.

Bertie Minor In Today.—The Bertie Minor arrived here today from San Pedro and will load with lumber for the south. She was towed up the bay by the Columbia.