

SANDBERG IS NAMED AGAIN

(Continued from page 1.)

dredge, would amount to about \$800.

Councilman Albrecht said the city had the plans, specifications and profiles for North Front street, they having been prepared last fall. Mr. Butler said these had been turned over to Mr. Sandberg the other day when Mayor Straw ordered the latter to prepare new plans for the improvement.

Mayor Straw wanted to know if the council intended to improve North Front street at all. He said it was a main thoroughfare and he thought the council should do something about it. He further declared that he had heard intimations of suits for damages because the council didn't improve it.

Councilman Coke wanted to know if all this "chewing" didn't mean that the mayor wanted to provide a job for Sandberg and this lead the mayor to declare his intention to reappointing Sandberg and later followed it by making the appointment.

North Front Street.

The North Front street improvement was the subject of considerable discussion which finally resulted in a special meeting of the council being called for Friday night at 7 o'clock when the property owners will meet with the council to discuss the matter.

Councilman Powers reported that Engineer Leefe, in charge of the dredge Oregon, had informed them that the dredge could move up the bay shortly and cut down the Cold Storage shoal and pump in enough to fill the street. However, the bulkhead must be put in properly and arrangements made for handling the slickings or he would not come up now. If the dredge is moved down to the Pony Inlet shoal, it will be kept busy there until June 1 when it goes to Bandon and this would mean that a year would elapse if advantage is not taken of the present opportunity to fill the street.

As the filling by dredge of the street alone will save the property owners \$4,000 not to speak of the benefits they will receive from having part of their lots filled to grade at the same time, Mayor Straw said he thought the city should see that advantage is taken of the opportunity. He also thought that steps should be taken concerning the improvement of the street after it is filled.

Councilman Coke and Albrecht said that the property owners had been given permission by the council to have the fill made by the dredge and that as soon as this was done, the council would look after the further improvement of the street.

Mayor Straw said the property owners were putting in the bulkhead all right but that they were expecting the city to look after the engineering, etc.

Councilman Ferguson said that his understanding was that the whole matter of the fill and bulkhead had been referred to the property owners at their request and thought they could look after it all right.

Councilman Albrecht said it was not necessary to have an engineer in connection with the fill, that the engineering work would come later in connection with the paving. He said he was willing to help the property owners in any way possible.

Councilman Coke said that any laborer could look after the moving of the dredge pipes and see that the street was approximately filled to grade.

Finally after a lot of other similar discussion, the matter was referred to a special meeting Friday evening when the property owners will be called in.

GRAFT IN CINCINNATI.

Deputy Tax Collector and Breweries Work "Skin Game." (By Associated Press to Coos Bay Times.)

CINCINNATI, Feb. 8.—Six indictments charging bribery were returned by the grand jury today against Jacob Baschang, deputy tax collector and prominent in local politics. The bills follow an inquiry of alleged fraud in the practices by which certain breweries are said to have obtained refunds on liquor taxes.

Try 'The Times' Want Ads

THE TEN IMPORTANT TESTS IN ADVERTISING

HERE are ten important tests which I have learned to put in every advertisement.

1. Is the advertisement natural? A good photographer will not take the pose which his customer self-consciously assumes. He will lead him to talk of other things and when he has forgotten the photograph will quietly bring the bulb. The good advertising man will reflect perfectly the wants of his advertisers, without being stilted. He will express the spirit of the man so well that one cannot help but recognize the picture.
2. Is it specific? Or will it answer just as well for the business of a competitor, if the name in the ad were changed? It should reflect the man who is advertising so perfectly that readers will know it could apply to no one else.
3. Is it timely? Are you advertising the right things at the right time? You must grasp the psychological moment.
4. Is it pertinent? I tried for a long time to write advertisements for a piano store which would bring business and did not satisfy the proprietor. He stopped advertising. One day I sent a country solicitor around to see him, principally because he wanted to try his hand at advertising and I wanted to get a notion out of his head and keep him in the country. He went to the man's place and wrote an ad something like this: "Why do boys leave the farm. Because the attractions are not sufficient to keep them in the country. Why, then, not make the farm more attractive, by buying one of Mr. Schmidt's pianos?" The man was pleased and got business on the advertisement.
5. Is it consistent? A bank need not advertise as a circus would. Advertising does not have to be sensational. It must be in keeping with the nature of the business handled.
6. Is it persistent? The element

of persistency is important and it may be in evidence even in a single advertisement. By this I mean the use of a trade-mark, which indicates the advertisements. It gives stability to the advertisement.

7. Is it authoritative? One should leave no room for argument in his advertisement. It need not be brutally emphatic, but it may be couched in terms which mean the same thing, but convey a pleasant impression on the reader's mind. It is the difference between the man, who, when you enter his office, jumps up and says, "Let me take your hat and coat," and at the same time grabs them from you and hangs them up, and the other man who turns on you, points to a hook and says, "Hang up your hat." The former has pleased you. The latter's gruffness and lack of courtesy repels. The first man accomplished his purpose better than the second.

8. Is it institutional? We must be guided by certain limitations. We must suspend judgment in many things, because we are parts of big institutions. Diversity of ideas and interests have been compromised. The advertisement must in a certain sense be guided by the principles of the institution it represents.

9. Is it plausible? Plausibility is an appeal to the heart. A man may tell the truth in such a way that no one will believe him. The story must be told so well, and at the same time without unnecessary flourishes, that people will unconsciously believe it.

10. Is it sincere? A man must believe in what he is advertising and must believe that he can make other people believe in it. A man's sincerity is as apparent in his advertisement as it is in his words. A pessimist cannot write a good advertisement, any more than a pessimist can boost your city. The sincere man tells his message simply, possibly in an unobtrusive way, but with effect.

WM. GALLIER PASSES AWAY

Well-Known Coquille Valley Pioneer Succumbs at Bandon.

BANDON, Ore., Feb. 8. — The funeral of Wm. Gallier, one of the best known residents of Bandon was held this afternoon from the Bandon Episcopal church. Mr. Gallier died at the home of his sons, Stephen and Edmund Gallier, here Monday night after a long illness.

Concerning his life, the Bandon Recorder says: "Mr. Gallier was born in Sutton, Coldfield Warwickshire, England, February 21, 1827. He was married in England in 1848, and has one daughter by his first wife, who lives at Glidden, Iowa. His first wife died in 1850. Mr. Gallier came to America in 1850 and landed in Philadelphia, where he was employed by Roland Bros. in a spade and shovel factory. He went to Illinois in 1853 and in 1856 was married to Matilda Heustis, with whom he lived over 50 years or until her death January 27th, 1907.

"January 2, 1871, he boarded the train for El Dorado county, Cal., his family following him in April, and in the fall of 1871 they drove to Jackson county, Oregon, and located at Phoenix. Here his health was bad and he came to Coos county, settling on the Coquille river September 4, 1873; then moved to the Sixes river and remained there six years; from there he moved to Floras Creek, then to Coquille in 1881, and came to Bandon in 1892 where he went into partnership in a blacksmith shop with his son, Edmund. They kept the shop four years, when Mr. Gallier returned to Coquille and opened a hardware store which he operated for a few years and then came to Bandon again and has resided here since. He was also engaged in the hardware business here for some time, afterward selling his store to T. W. Robinson.

"Mr. Gallier leaves one sister, living in Nebraska, one daughter living in Iowa; two sons, Stephen and Edmund of Bandon, ten grand children and two great grand-children."

BIRD MEN IN GREAT FLIGHTS

Geo. Rotnor Attends Aviation Meets—Business Outlook Is Very Encouraging.

Geo. Rotnor, manager of the Woolen Mill store, returned this morning from an extended combination business and pleasure trip to California during which he visited San Francisco, Los Angeles and San Diego.

While away he had the pleasure of attending the two big aviation meets, one at San Francisco and one at Los Angeles. He saw the first successful attempt ever made in the world by an airship to land on the deck of a sea-going vessel, which was done by Curtiss at San Francisco, as told in the press dispatches of the Times when it occurred. He also witnessed the first successful flight of an airship starting from the water which was done at San Diego.


The business situation at San Diego is very encouraging. Trade is excellent in all lines and the evening effects of the Panama canal is already in evidence in the Southern California city. There is much building in progress and everyone is hopeful that 1911 is going to be a record breaking year there. They are also planning for a big fair in San Diego in 1915.

The revivifying influence of the location of the big Panama exposition is already apparent in San Francisco. Mr. Rotnor said the difference could be easily noted in business circles in the Golden Gate city between the time he passed through on his way south and on his return a few weeks later, Congress having decided in favor of San Francisco in the interim. The people are looking forward to five of the best and most prosperous years the city has ever known. There is a feeling of buoyant, hopeful and cheerful confidence that amounts to enthusiasm.

Mr. Rotnor expresses himself as glad to get back to Coos Bay and feels hopeful that this section will share in the prosperity and progress that is about to be experienced all along the Pacific coast.

"Achievement"

Nettleton Shoes for Gentlemen have a National reputation for Superiority won by 31 years of full satisfaction



"The Reason"

Involved in their construction are the most excellent material, skilled labor and a thorough understanding of the anatomy of the human foot

"What it means to you"

If you are not yet acquainted with them, they will afford you a new degree of shoe-satisfaction. Their style is in advance of other makes, and their wearing qualities will effect a saving in your foot-wear expense

We shall be glad to have you inspect the early spring shapes now arriving.

Hub Clothing and Shoe Co.

Bandon "MONEY TALKS" Marshfield

FRESH Frozen Oysters

PRICE IS RIGHT QUALITY BETTER

ALL GROCERS HAVE THEM

Beaver Hill Coal

MOUNT DIABLO AND JOSSON CEMENT. The best Domestic and Imported brands. Plaster, Lime, Brick and all kinds of builders material.

HUGH McLAIN

GENERAL CONTRACTOR

OFFICE, SOUTH BROADWAY. PHONE 201.

"THE FRIEND OF COOS BAY"

STEAMER ALLIANCE

Connecting with the North Bank road at Portland EQUIPPED WITH WIRELESS.

Will sail from Portland for Coos Bay at 8 P. M., Wednesday, Feb. 8, leaving Coos Bay for Eureka, Saturday, Feb. 11.

NORTH PACIFIC STEAMSHIP COMPANY.

C. F. McGEORGE, Agent

STEAMER BREAKWATER

Sails from Ainsworth Dock, Portland, at 8 P. M., every Tuesday.

Sails from Coos Bay every Saturday at service of tide. Reservations will not be held later than Friday noon, unless tickets are purchased.

L. H. KEATING, AGENT PHONE MAIN 35-L

THE FAST AND COMMODIOUS

Steamer Redondo

(Equipped with Wireless)

Will make regular trips carrying passengers both ways and freight between Coos Bay and San Francisco. All reservations for passengers made at Alliance Dock, Marshfield and Inter-Ocean Transp. Co. Union Street Wharf No. 2, San Francisco. For information, phone 44-J or 285. Will sail from Marshfield for San Francisco Saturday, February 11, at 9 A. M.

INTER-OCEAN TRANSPORTATION COMPANY.

400 TRAP NESTED BARRED PLYMOUTH ROCKS.

Our matings have produced standard-bred specimens of exhibition quality with records of 242, 227, 222 ggs in 365 days.

Baby Chicks and Eggs for Hatching

Book your orders now for spring delivery. A few cockerels from easy laying stock for \$5.00.

Plymouth Place, Poultry Yards

FRED. BACHMAN, Prop.

Marshfield, Box 485, Phone 288

I have some of the prettiest valentines at the most reasonable prices ever seen on the Bay. And remember that I always have the latest line of postal cards.

AUGUST FRIZEEN.

68 Central Ave. Marshfield, Ore.

FOR GOOD WORK

Bring your clothes to us. Cleaning, pressing and repairing a specialty, by experienced men. Satisfaction guaranteed—BLANCHARD & DODSON, South Broadway.

O.B. WILLIAMS THE SASH AND DOOR KING



6 I know what you want—I have what you need—the best quality SASH AND DOORS. I keep them in stock for quick delivery. I have but one price and sell for cash only. I have my own factory, it costs me much less to make my goods, and less to sell them—because I make and sell in large quantities. These prices are taken from my catalog—copy of which I will gladly mail on request.

Front Doors, double thick glass \$2.50 up

Fancy Front Doors, styled \$2.25 up

5-cross panel Doors, for painting \$1.25

6-cross panel Doors, for staining \$1.30

New Craftsmen Door, for banisters \$1.50

2-light Windows, check rail \$1.75 up

4-light Barn Sash \$1.75 up

Cupboard Doors, with plain glass \$1.00

K. D. Door Frames 75c, K. D. Sash Frames 90c

6 I do not fail to send you your list of materials for prices and freight charges.

6 Ask for Catalog No.

O.B. WILLIAMS Co. Seattle, Wash.

Coal Cheapest Fuel on Coos Bay

Lump coal \$4.50. Nut coal \$3.00.

We do all kinds of hauling and contracting. Horses and vehicles for sale. For quick delivery call on

L. H. HEISNER

or phone 120-J or 49-L.

Good Evening

HAVE YOU ANY LAUNDRY?

If so, do not forget that this is THE laundry where you get the best work, and prices are in every one's reach. Call up and one of the drivers will call and explain all details to you. All telephone calls are quickly attended to, because we are running no wagons.

OUR GUARANTEE IS YOUR SATISFACTION.

MARSHFIELD HAND AND STEAM LAUNDRY.

Mauzey Bros., Prop. Phone 220-J.

FAMILY HOTEL

THE LLOYD

MARSHFIELD'S POPULAR

Rates reduced to: Day—50c, 75c and \$1.00; week—\$2.00 to \$5.00. House-keeping apartments with gas ranges \$10.00 to \$18.00 per month. FREE BATHS—F. W. SULLIVAN, Prop.

LIBBY COAL

I have secured the last two months' run of the high grade coal from the old Libby mine and am able to sell and deliver it now for \$5 PER TON. Send in your orders at once. Orders promptly filled.

Remember I am still giving the best livery service possible.

W. L. CONDRON'S LIVERY AND FEED STABLES

PHONE 273-J.

SAVE MONEY

By having your old clothes pressed and cleaned. Makes them look better and wear longer. Satisfaction guaranteed.

COOS BAY TAILORING CO.

J. W. Josephson, Mgr.

180 South Broadway, Marshfield

Turkish Baths

210-213 Coos Building

PHONE 214-J

COOS BAY LIVERY

We have secured the livery business of L. H. Heisner and are prepared to render excellent service to the people of Coos Bay. Careful drivers, good rigs and everything that will mean satisfactory service to the public. Phone us for a driving horse, a rig or anything needed in the livery line. We also do a trucking business of all kinds.

BLANCHARD BROTHERS.

Livery, Feed and Sales Service.

141 First and Alder Streets.

Phone 138-J

DR. G. W. LESLIE,

Osteopathic Physician

Graduate of the American school of Osteopathy at Kirksville, Mo. Office in Eldorado Bldg. Hours 9 to 12; 1 to 4; Phone 161-J; Marshfield; Oregon.

DR. J. W. INGRAM,

Physician and Surgeon.

209-210 Coke Building.

Phones: Office 162-J; Residence 162-L.

J. W. BENNETT,

Lawyer.

Office over Flanagan & Bennett Bank Marshfield, Oregon.

WM. S. TURPEN,

Architect.

Over Chamber of Commerce.