

COOS BAY TIMES

Entered at the postoffice at Marshfield, Oregon, for transmission through the mails as second class mail matter.

M. C. MALONEY Editor and Pub. DAN E. MALONEY News Editor

Address all communications to COOS BAY DAILY TIMES, Marshfield, Oregon

An Independent Republican newspaper published every evening except Sunday, and Weekly by The Coos Bay Times Publishing Co.

Dedicated to the service of the people, that no good cause shall lack a champion, and that evil shall not thrive unopposed.

SUBSCRIPTION RATES. DAILY. One year \$6.00 Per month .50 WEEKLY. One year \$1.50

When paid strictly in advance the subscription price of the Coos Bay Times is \$5.00 per year or \$2.50 for six months.

Official Paper of Coos County OFFICIAL PAPER OF THE CITY OF MARSHFIELD.

THE SELDEN PATENT.

NOTHING has happened in a long time in the automobile industry so important as the decision of the United States court of appeals declaring that the famous Selden patent does not carry the exclusive right to apply gasoline power to motor cars. It upsets a former decision of the United States circuit court, in which it was held that gasoline automobiles not manufactured and licensed under the Selden patents were infringements. If it is upheld by the United States supreme court it will throw open the doors to the free use of gasoline power for motor cars, whereas heretofore manufacturers have been obliged to secure a license from the owners of the Selden patent or subject themselves to prosecution for infringement.

The Selden patent has been in litigation for a good many years, but at different times manufacturers charged with infringement yielded rather than fight to a finish and allied themselves with the owners of the patent. It remained for several manufacturers, however, to prosecute a vigorous and expensive contest in the courts. They were badly defeated in the decision of the circuit court, but now they, in turn, are victors in the higher court. The question will now be taken to the United States supreme court as soon as possible.

The Selden patent, curiously enough, lay in the patent office at Washington, unused, for sixteen years before its value was appreciated. George B. Selden, as far back as 1879, invented a road locomotive, as it was called, which was in design and principle substantially the same as the present day gasoline automobile. He got his patent, but it seemed to have no practical value and it was left in the patent office. It was practically forgotten until various American and European constructors had developed and marketed gasoline cars, apparently without knowledge of the Selden patent.

Then, in 1895, sixteen years after his patent was granted, Selden awoke to its value. He proceeded against the manufacturers of and dealers in gasoline cars for infringement of his rights. There was a show of fight at first, but later most of the manufacturers conceded the validity of the Selden patent, arranged with Selden for its use and formed the Association of Licensed Automobile Manufacturers. This association has vigorously attacked every alleged infringement and it is the prosecuting party in the suits just determined in the court of appeals.

Which ever way the final decision may be, the automobile industry will not be concerned greatly about the Selden patent after this year, for the life of the Selden patent expires in 1912. Then the bars will be let down altogether for the application of gasoline power to automobiles.

MAKING THE BEST OF LIFE.

IT IS a good thing to greet the day with a smile. It helps to make it sunny for you. Most of us are too much given to worry. And most of our worries are without reason. We worry so much over the everyday trifles that when a really big trouble comes along we have not

enough reserve force left to meet it. Some people have the happy faculty of rising victorious over the petty worries of life. Though they may not loom large in history, they are the world's greatest conquerors. Some are naturally gifted with a happier and more cheerful temperament than others. But there is no reason why the melancholy man may not change his point of view, which is merely a matter of habit.

The man who lives his life cheerfully without complaint rises steadily in the scale of happiness and strength, while the grumbler slips a notch downward each day and at last lies flat on his back in the slough of despond.

The funny thing about it is that we actually worry a lot about troubles that never come. By the readiness with which we meet it, worry might be thought to be our dearest friend.

Life is short; do, for goodness sake, let us make it as cheerful as possible.

Trouble is bad enough without being exaggerated, without carrying the worries and ill-feelings of one day over the next, without permitting them to be a constant wear and tear on the temper and nerves.

Remember the happy hours forget the sad ones—as the goldseeker clings to the nugget and casts away the dirt.

BLIND REVERENCE FOR THE COMMON LAW.

THERE are judges who, in construing laws, often act on the principle that words do not necessarily mean what they seem to mean. This is a principle they are peculiarly fond of applying when the natural construction of the words—the layman's construction—would clash with some hoary, moss covered dictum of the common law. These judges love the common law. The older and more uncommon it is the more they love it. They agree with Coke that it "is nothing else but reason." Whenever they see the rude hand of an innovator raised to strike it they avert the blow if they can.

Congress passed a law not long ago empowering married women in the District of Columbia "to sue separately for torts committed against them as fully and freely as if they were unmarried." It excepted no body. A woman supposing the law meant what it said sued her husband for damages for assault and battery. She did not want a divorce. She did not wish to prosecute him criminally. She wanted damages.

The lower courts in the District ruled against her. They rejected as monstrous the idea that congress meant to allow a wife to sue her husband for damages. It was abhorrent to the common law conception of the married woman's inferior status. The Supreme court took the same view. It refused to put a construction on the act which would work a radical and far reaching change in the policy of the common law.

There were three honorable dissentients, the three H's—Hughes, Harlan and Holmes. They said "the judgment just rendered will have the effect to defeat the clearly expressed will of the legislature by a construction of its words that cannot be reconciled with their ordinary meaning."

This is well said. It is timely judicial condemnation of a too frequent judicial vice. That vice is the strained construction of statutes to nullify provisions objectionable to judges but which the legislature plainly meant should be the law.

GOVERNORS OF NORTHWEST ON THE RIGHT TRACK.

GETTING together and forwarding the development of the west has seized the governors of states. Governor Norris of Montana has requested the official heads of Idaho, North Dakota, Oregon, South Dakota and Washington to appoint delegates to a meeting at Helena this month for the formation of a league for the development of the northwest.

Governors Burke of North Dakota, Hawley of Idaho, Vasey of South Dakota and West of Oregon have appointed delegates, or will cause them to be appointed, and are glad to unite in the movement.

Montana's commercial organizations are inviting those of the northwestern states, and the proposed meeting seems assured of success so far as attendance and enthusiasm constitute success.

The thing that the Pacific northwest needs to exploit it is the maintenance of a department of publicity by every state and by each city. Portland, Spokane, Seattle and Walla Walla and other communities have done so and found much profit in ad-

Little Talks on Advertising

TALK No. 12

HINTS FOR WRITING ADS.

Prices should be quoted where possible. This conveys information at a glance.

A newspaper advertisement should be just as explicit as a salesman, the advantage being that while a clerk can talk to only one individual at a time an ordinary issue of a newspaper carries the same story to many.

In newspaper advertisements writers frequently shoot over the heads of their readers, often generalizing, whereas pointed and explicit information should be given in exactly the same language that would be used if speaking to a customer, printed matter merely having the advantage of rendering repetition unnecessary, as is frequently necessary when talking to a customer in order to emphasize the good points of the article he is trying to sell.

My judgment is that big space should always be used. One big, bold advertisement is worth many small ones. Every eye will catch the big advertisement—only those who study

advertising themselves and seeking settlers. Canada has such a bureau, and its branches are in every important town of the United States and western Europe. The result is seen in the swarming of hundreds of thousands of high-grade immigrants into the dominion.

One of the means that can be employed to advantage is to send a representative of such a department, or several of them, to meet people who contemplate coming west. These representatives ought to be perfectly at home with the northwest; with its conditions and with the several sections and cities. They should be above misrepresentation. Those whom they induce to come should be met by a representative of a local commercial body. This representative can put them into touch with the local conditions.

WITH THE TOAST AND TEA

GOOD EVENING.

Cultivate a spirit of love. Love is the diamond among the jewels of the believer's breastplate. The other graces shine like the precious stones of nature with their own peculiar lustre, but the diamond is white. Now in white all the colors are united, so in love is centered every other Christian grace and virtue. —Rowland Hill.

MAYBE

There'll come a time when woman-kind Will always be of settled mind; When all that sex we know as fair Will wear their own, their native hair— Maybe!

There'll come a time when man will roam Infrequently away from home; When he'll respectfully decline To stay out late and juggle wine— Maybe!

There'll come a time when candidates Will never promise consulates And other jobs, unless they should Be positive of making good— Maybe!

There'll come a time when poets will Possess the sesame of the till; And editors will never bluff, But hurry up and buy their stuff— Maybe!

There'll come a time when plumbers will Omit all fiction from a bill; When dairymen will never jump To swell their output by the pump— Maybe!

There'll come a time when suns are cold, The stars are black and babies old; When it will be our earthly noon When overhead suspends the moon— Maybe! —Baltimore Sun.

Evidently the weather man believes variety to be the spice of life.

the newspaper carefully will see the small ones. The latter need constant repetition to be effective. By big space I mean at least one-quarter or one-third of a newspaper page. Another advantage of the big advertisement is that once the eye is arrested the mind is at once placed in a receptive mood.

Cuts by all means. Nothing conveys its story so quickly and effectively to the eye as an illustration. For instance, a photograph is practically the person himself. No description of an individual is nearly so instructive or complete.

I don't like fancy type if it can be avoided for firm names. May be all right in any kind of printed matter except newspaper advertisements. Plain and bold types catch the eye much quicker and save repetition.

I consider the firm name next only in importance to the heading of the advertisement. The subject matter and heading are of first importance—next to fix and constantly keep the firm name before the public.—Montreal Herald.

The way he alternates the good and bad days is a caution.

All the difference between viewpoints enters into a speed-limit argument between the man with the star and the man with the car.

It is never too late to mend, but sometimes it hardly pays.

Some Coos Bay men have a polar bear front with a coyote disposition.

The woman that weeps for joy would probably giggle in the face of destiny.

Some Coos Bay parents raise their boys to be pets and then wonders why they won't work.

The homeliest woman needs a mirror and the squashest hat needs to be put on straight.

"They may Can You, but it's up to you whether they're going to Solder You Up!"

Tacoma professes to be well satisfied with the working of the anti-treat law and they're going to let it stand. Maybe that sound that's borne in upon the evening breeze is but the "moaning of the bar."

One of the surest ways to make friends is to ask people to do you a lot of reasonable favors.

THE QUIET OBSERVER SAYS: "It's when we begin to hate to hear the truth about ourselves that we're ready for the Reverse Gear!"

A man can seldom get any one to take the good advice he proffers, but the bad advice—they eat it alive!

The only way that some Coos Bay women can get even with husbands who pour whisky down their throats is to put money on their backs.

"That man is a cool proposition." "How so?" "I thought I had him in hot water, but the first thing I knew he had turned it into lemon sherbet."

THE BACHELOR GIRL SAYS: "The man who insists on being 'boss around the house' is usually one who hasn't succeeded in cutting much of a figure anywhere else."

A lady rushed into Will Ekblad's hardware store yesterday a few minutes before two o'clock and said to Will, "Give me one of those two-bit mouse traps; and will you please hurry! I want to catch a boat." Will says if they can catch boats with his mouse traps he is going to raise the price.

A Bunker Hill kid declares he heard his sister's beau tell her the other night that she was dearer to him than his life. "What did she say?" a chum asked little brother. "Why, she just kept still," he replied. "She has been acquainted with this guy a long time, and I guess she knows what kind of a life he's been leadin'."

FOLLOW THE BAND to BANDON, Sunday, MAY 7.

NOTICE!

Fresh Fruits and Vegetables for Saturday: THE PURE-FOOD GROCERY

Fresh Telephone Peas, New Potatoes, Fresh Tomatoes, Cucumbers, Lettuce, Radishes, Onions, Rhubarb, Spinach, Cabbage, Parsnips, Carrots, Beets, Rutabagas, Asparagus, Bunch Turnips.

FRESH FRUITS. Oranges, Lemons, Apples, Bananas.

DRIED FRUITS. Apples, Pears, Apricots, Peaches, Prunes; Black, White and Pressed Figs and Dates.

All kept in first class shape under Switzer Glass covers.

PHONE US YOUR ORDER.

OLLIVANT & WEAVER

PURE FOOD GROCERYMEN

A GOOD PLACE TO TRADE.

PHONE 275-J CORNER THIRD AND CENTRAL

\$2,000,000

FOR NEW ELECTRIC SIGNS

According to "Signs of the Times," the leading periodical of outdoor advertising, this was the amount invested in one year alone—1910.

Isn't this proof sufficient to the business man that electric advertising pays the advertiser?

Where \$2,000,000 went into new electric signs in 1910 it is safe to say that many times this sum came out of them in business that would have gone somewhere else.

Let our New Business Department prepare SPECIAL DESIGNS for YOU.

TELEPHONE 178

OREGON POWER COMPANY

First National Bank

OF COOS BAY

Capital fully paid \$100,000.00 Surplus 5,000.00

OFFICERS:

W. S. Chandler, M. C. Horton, Dorsey Kreitzer, President, Vice-President, Cashier.

DIRECTORS:

W. S. Chandler, John S. Coke, W. U. Douglas, Wm. Grimes, John F. Hall, S. C. Rogers, F. S. Dow, W. P. Murphy.

M. C. Horton.

Does a general banking business. Interest paid on time and savings deposits. Rent a safety deposit box for your valuable papers at \$3.00 and up per year.

Flanagan & Bennett Bank

Established 1889

Capital, Surplus and Undivided Profits Over \$100,000 Assets Over \$500,000

Interest Paid on Time Deposits

COOS BAY-ROSEBURG STAGE LINE

Daily stage between Roseburg and Marshfield. Stage leaves daily and Sundays at 7 p. m. Fare, \$6.00.

OTTO SCHEPPE, Agent, C. P. BARNARD, Agent, ROSEBURG, Ore. PHONE 11