

YOU CERTAINLY AUTO



ve your Shirts, Collars, Cuffs, and other important linen done up in the best and most particular fashion, and there is where you can have that satisfaction all the year round.

COOS BAY STEAM LAUNDRY
PHONE MAIN 5-V-J

The Best of Everything in

Bread
Buns
Rolls
Cookies
Cakes
Pies

GOODS DELIVERED DAILY
Coos Bay Bakery
PHONE 111-L

Union Oils

SOLINE DISTILLATE
BENZINE KEROSENE
SAMSON GAS ENGINES
CENTRIFUGAL PUMPS
Coos Bay Oil & Supply Co.
Marshfield, Ore. PHONE 302-J
Mail Orders Solicited.

You Will Find

Solid, comfort and satisfaction in
OUR FURNITURE
made by the best manufacturers it combines elegance durability and comfort. Our goods being substantially made will retain their fine elegant finish and last a lifetime and always prove a source of satisfaction. Another important fact is that our prices are no higher than for poorer quality and trashy goods.
Let us figure with you when you want anything from a kitchen chair to a complete outfit.

C. A. Johnson,
Oldest Furniture Store on Coos Bay

IF YOU HAVE ANY

House to Build
You Will Do Well to See

ADD, HUNT

TRACTORS AND BUILDERS.
Phone 138-J

STOCKHOLDERS MEETING

OF COOS BAY OIL AND GAS COMPANY.
Notice is hereby given by the undersigned incorporators of the Coos Oil & Gas Company that the first meeting of stockholders and subscribers to the stock of said corporation will be held at the Chamber of Commerce in the City of Marshfield, Coos County, Oregon, on the 7th day of November, 1911, at 7:30 o'clock P. M., at which time a Board of Directors will be elected, Bylaws will be adopted and such other business transacted as may be proper when met together.
Held at Marshfield, Coos Co., Ore. October 5th, 1911.
M. C. HORTON,
E. MINGUS,
CASSIUS R. PECK,
Incorporators.

INDIAN SUMMER.

Tinted leaves are falling,
Mountains fringed with gold;
Wild birds now are calling,
Nights are turning cold;
Autumn zephyrs sighing,
Through the stately trees;
Hillside flowers are dying,
Brown the withered leaves.

Political generals who figure on "putting President Taft in a hole" should not lose sight of the fact that they will be needing some hole.

BETTER THAN SPANKING

Spanking does not cure children of belittling. There is a constitutional cause for this trouble. Mrs. M. Summers, Box W, Notre Dame, Ind., will send free to any mother her successful home treatment, with full instructions. Send no money, but write her today if your children trouble you in this way. Don't blame the child, the chances are it can't help it. This treatment also cures adults and aged people troubled with various difficulties by day or night.

Coos Bay Investments

1,500 feet deep waterfront.
Suitable grounds for factory or sawmillsSpecial Bargain
Business corner near depot
50x100 \$3,500
Fine located bungalow, close in and splendid neighborhood \$2,200
Nice modern seven-room house
50x112 in Ferndale, fronting county road \$2,500
Good Coos River Dairy, ranch, 130 acres, well improved, with stock and implements. Good terms \$12,500
Acreage—In tracts to suit including some splendid platting propositions.
Coquille Valley Ranch, on railroad, consisting of 60 acres, 25 acres in cultivation, remainder slashed and splendid land if cleared. Price \$3,300 (\$2,000 cash—balance 5 years.)
24 lots within one block of depot, \$600 Each 1-3 Cash, balance in one and two years at 6%
160 Acres within 3 miles of Marshfield. Land lays good and all underlaid with coal. \$35 per acre
Must be seen to appreciate.
HOME REALTY COMPANY
Telephone 169-R
Successor to Home Land Co. Marshfield, Ore.
Any information regarding Coos Bay Investments will be gladly submitted.



(Ministers and others are requested to hand the Sunday church notices not later than Friday evening to insure insertion Saturday.)

CHRISTIAN SCIENCE.

Service Sunday at 11 a. m.
Subject: "Doctrine of Atonement."
Sunday school 12 M., Wednesday 8 p. m.
Christian Science hall, 327 Third street, North.

SEVENTH DAY ADVENTISTS

T. G. BUNCH, Minister.
Seventh Day Adventist service are conducted every Saturday at their new church as follows:
Sabbath school at 10 a. m. preaching service 10:45 a. m. You are cordially invited to attend.

THE LUTHERAN CHURCH.

Cor. 3rd and Commercial Ave.
Rev. B. F. Bengtson, pastor.
294 Highland Avenue
Phone 94-R
Sunday school—9:45 a. m.
Morning service at 11 o'clock.
Evening service—7:30 p. m.

NORWEGIAN LUTHERAN

Rev. A. G. Lind, Pastor.
Residence 471 Elrod St.
Morning service 10:30 in North Bend.
Evening service 7:30 in Marshfield. Young People's society in Marshfield Wednesday, Oct. 18.
Sunday school each Sunday 10 a. m.

METHODIST EPISCOPAL

Rev. H. I. Rutledge, Pastor.
Sunday school, 10 a. m.
Epworth League at 7 o'clock.
The subject of the Epworth League meeting will be "Some Things We May Know." Milo Sumner will be the leader.
Congregation will unite in Union

FIRST BAPTIST CHURCH.

Rev. G. LeRoy Hall,
Residence 592 Sixth street
Phones:
Residence 256.
Study, 289-L.
Sunday.
10 A. M.—Sunday school. Alva Doll and Wesley Smith, superintendents.
3 P. M.—Estate service. (Take 2:30 ferry).
3 P. M.—Boys and girls' meeting—Mrs. G. L. Hall in charge.
Congregation will unite in Union Revival Services at the Tabernacle at 11 o'clock A. M. and 7:30 P. M.

MARSHFIELD CATHOLIC CHURCH.

Rev. A. R. Munro.
Mass will be celebrated in Marshfield at 8 and 10:00 Sunday morning, the Rev. Father Munro celebrant

CHURCH OF CHRIST

Regular services every Lord's day. Sunday school, 10 o'clock A. M. Communion service 11 o'clock A. M. Y. P. S. C. E.—6:30 o'clock P. M. Prayer meeting Thursday evening each week 8 o'clock.

PRESBYTERIAN CHURCH

J. T. M. Knox, pastor.
Sunday School 10 a. m.
Christian Endeavor 7:00.
Congregation will unite in Union Revival services at the Tabernacle at 11 o'clock A. M. and 7:30 P. M.

EPISCOPAL Emmanuel Church

Rev. Robt. E. Browning, Rector
9:30 A. M.—Sunday school.
11 A. M.—Morning service and sermon.
7:30 P. M.—Evening service and sermon.
Evening service and sermon in St. Mary's Episcopal church, North Bend, at 7:30 Sunday afternoon.

NORTH BEND CATHOLIC CHURCH.

Rev. Father Springer, Rector.
Mass will be celebrated at 8 and 10 o'clock Sunday morning.

NORTH BEND METHODIST CHURCH.

The services for Sunday, Oct. 8, will be as follows:
Sunday school 10:00 a. m.
Preaching 11:00 a. m., 7:30 p. m.
Junior League 4:00 p. m.
Epworth League 6:30. Leader: Miss Ione Hutchins. Subject "Something we may know."
Mid-week Prayer meeting, Wednesday 7:30.
The subject of the morning sermon will be "Spiritual Gravitation." That of the evening discourse "The Unknown Girding of God."

NORTH BEND PRESBYTERIAN

Rev. McLEOD, Pastor.
Sunday school, 10 a. m. sharp.
Y. P. S. C. E. at 6:30 p. m.
No preaching morning or evening owing to the absence of the pastor.

UNITED BRETHREN CHURCH OF NORTH BEND.

Sunday School at 10 A. M.
Christian Endeavor at 6:30 P. M.
Preaching service at 11 A. M. and 8 o'clock.

Running up and down stairs, sweeping, and bending over making beds will not make a woman healthy or beautiful. She must get out of doors, walk a mile or two every day and take Chamberlain's Tablets to improve her digestion and regulate her bowels. For sale by all dealers.

All Children's Eyes

should be examined before sending them to school.
A child's eyes are delicate things. Hence it is only by the rarest skill, are children eyes fitted with glasses, which are in accordance with their requirements. Years of experience enables me to guarantee satisfaction in such cases.
We Do Our Own Grinding
Office over Norton & Hansen's Store.
F. J. HAYES, Optometrist
Optometrist.

Business Building



Specimens of Syndicated Advertising Service
THE C. E. ZIMMERMAN CO.
CHICAGO.

Persistent Advertising Brings Business Success

(By Dundas Henderson)
IF THE money that is spent every year by "occasional" advertisers were added up it would be found to amount to a large sum. By "occasional" advertising I mean the using of space at irregular periods in your newspaper. Local publicity is often done this way under the excuse of helping the paper, but the real reason, if the advertiser could be got to admit it, is that he is half-hearted about the matter. He partly looks upon advertising as a luxury anyhow, and so curtails his expenditure on it to the lowest limit.

Although the retailer may regard publicity as a luxury, it yet seems to be a dream on his part that one day he will make some real success and a handsome fortune through advertising. Indeed, down deep in the retailer's heart is a feeling that money can positively be made through advertising. They know that huge fortunes have been and are being piled up by retail merchants with the aid of this limitless force, and they have secret hopes that one day they also may strike the royal road to success. If they knew it that road lies straight and plain before every retailer in the country if he would only open his eyes to see it.

John Wanamaker, the great New York and Philadelphia retail merchant, on one occasion said: "Advertising doesn't jerk; it pulls." It begins very gently at first, but the pull is steady. It is likened to a team pulling a heavy load. A thousand spasmodic, jerky pulls will not budge that load, while one-half the force in steady effort will start and keep it moving.

Here is the solution in a nutshell—steady effort. The merchant who uses newspaper space "occasionally" is not getting the best results. It is the steady pounding—and pounding again—that makes success in advertising as in everything else. All advertising is good in proportionate degree to how it is done, and even occasional advertising has some value, but to be successful to the point of permanently increasing your bank account, it must be done persistently and systematically.

What would you say about a clerk in your store who waited on your customers for a day or two and then sat down to rest for a few more days, leaving the customers to attend to themselves? You know how long your business would last under such conditions. It is the same with newspaper advertising. Publicity in your newspaper is simply salesmanship on paper, and the same rules apply to it as apply to salesmanship in your store. Continual effort and eternal polishing up of ideas and methods are necessary to make success either as a personal salesman in your store or as a salesman in your newspaper.

You advertise to sell your goods and keep your name in front of the people. It is only reasonable to suppose that you will be better able to do this with persistent effort than with spasmodic attempts. If you were to tell a man or woman daily about the quality and prices of your wares you would produce more effect than if you were to talk to him or her at uncertain intervals. The question of changing the salesmanship or "copy" in your advertising is an important one. It acts this way. Suppose you had a pile of some special goods on sale. Suppose you were determined to sell some of those goods to some particular customer. After you had asked that customer to buy those goods would you, the next time you approached her, use exactly the same language and arguments? You know you would not. You would hunt up new ideas to attract her attention, new ways of convincing her and new methods to get her to buy. You must apply the same principles to your advertising. You must be continually hunting up new ideas,

new arguments and new ways of attracting and holding attention. Salesmanship in newspaper space is just the same as salesmanship behind the counter.

The trouble the ordinary storekeeper is up against is securing this salesmanship on paper I have outlined. He can purchase advertising space readily enough and so long as he buys enough space for a long enough period to make a successful display he has done all that the successful merchant can do in that respect. But when it comes to filling the space the question assumes a different shape.

Advertising constructing is a profession like medicine or law. When you are sick you go to a physician. When your business wants toning up, why should you not go to a business doctor?—an advertising expert? There are on the market a number of what are called Syndicate Advertising Services. These can be obtained for as low as one dollar per week. They give you precisely the same service as is given to department stores and national advertisers by first-class individual advertising managers. These services are usually supplied in a series of fifty-two advertisements, one for each week in the year, together with fifty-two copperplate cuts of high grade illustrations drawn by high salaried artists. The advertisements are constructed by writers of national reputation and with great experience, men who have made success for thousands of other retailers in the same position as yourself. The low price charged for these advertisements is only made possible because of thousands of the same advertisement that are sold to different merchants throughout the country. One only merchant in each town is allowed to use the service for his own trade.

Particulars of the best of these syndicated advertising services may be had from the editor of this journal.

THE LONGEST DAY AT VARIOUS PLACES.

At Stockholm, Sweden, it is 18 1/2 hours.
At London, England, and Bremen 16 1/2 hours.
At Spitzbergen the longest day is 3 1/2 months.
At Hamburg and Dantzic the longest day has 17 hours.
At Wardbury, Norway, the longest day lasts from May 21 to July 23.
At St. Petersburg and Tobolsk it is 19 hours and the shortest 5.
At Tornea, Finland, June 21 brings a day nearly 22 hours long, and Christmas one less than three hours in length.
At New York the longest day is about 15 hours.
At Montreal the longest day is 16 hours.

If you have a GOITRE. See DR. WINKLER.

Libby COAL. The kind YOU have ALWAYS USED. PHONE 72 Pacific Livery & Transfer Co.

ROCKEFELLER VERY RICH, BUT ROTHCHILDS RICHER

The Rockefeller income is so large that it is said John D. could, out of it, buy control of one great system, like the Union Pacific, every year and never touch a penny of his principal. His income today is the second most colossal in the world. It is more than twice as large as that of all the crowned heads of Europe, combined. It is calculated to be 35 times as great as that of the King of England and five times as great as that of the czar of Russia, the richest ruler of any nation.

A recent calculator asserts that the Rockefeller income is at least \$2.95 a second, \$123,66 4/5 a minute, \$7,420.98 an hour, \$178,082.08 a day, \$1,246,674.56 a week and \$65,000,000 a year. With every click of the clock there drops into the Rockefeller strong box more than \$2, according to those who have figured it out to their own satisfaction.

In spite of the fact that Rockefeller's charities have been enormous his pile does not seem to diminish. Upward of \$150,000,000 has already been spent by Mr. Rockefeller on the general educational board, the Chicago University, the Rush Medical College and on research work, institutions and religious work of every description. Although no man can state the amount of the combined fortunes of the Rothchilds, it is estimated that they are at least \$2,000,000,000. This is four times the probable wealth of the Rockefeller clan, and more than six times greater than the nited Astor possessions, which form our largest hereditary fortune. Yet the founder of the Astor estate was a rich man before the first Rothchild was allowed to do business. At 4 per cent the yearly income of the present Rothchild fortune would be \$80,000,000 or more than the whole capital amassed by the original Vanderbilt.

DEAFNESS CANNOT BE CURED

by 1 val applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed you have a rumbling sound or imperfect hearing, and when it is entirely closed, deafness is the result, and unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever. In cases out of ten arrested by Catarrh, which is nothing but an inflamed condition of the mucous surfaces. We will give One Hundred Dollars for any case of deafness (caused by catarrh) that cannot be cured by Hall's Catarrh Cure. Send for circulars, free.
F. J. CHENEY & CO., Toledo, O.
Sold by Druggists. The "Lace Hall's Family Pills for constipation.

Housewives Look! At This List

Table listing household items like Casseroles, Coffee Percolators, Clean Cut Cake Tins, Angel Food Cake Tins, Rosettes, Roasters, Universal Bread Mixer, Flour and Bread Boxes, Rosette Patty Irons, Rosette Wafer Irons, Waffle Irons, Rosette Pastry Bags and Tubes, Krumb Kake Irons.

EVERYTHING FOR THE KITCHEN
COME TO HEADQUARTERS



COOS BAY, OREGON.
YOU WILL WANT A CLEAN, SAFE AND SQUARE DEAL.
COOS BAY REALTY SYNDICATE.
DEALERS AND AGENTS.
COAL COLONIZATION DAIRY, FARM FRUIT, MINERAL and TIMBER LANDS.
ORGANIZING OF INDUSTRIAL COMPANIES A SPECIALTY.

The past has proven that investments in small acre tracts near growing cities are the most profitable. The C. B. R. S. has such to offer. Chas. J. Brusckke, Marshfield, Ore.

Parties Desiring Monuments to be Erected

Would do well to call at the Pacific Monumental Works, South Broadway and make selection from the large stock now on hand. Mr. Wilson has in his employ the only practical marble and granite cutter in Coos county. And none but the best work is turned