

COOS BAY TIMES

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

Official Paper of Coos County

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

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 month50
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.

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

HOW TO MAKE ADVERTISING INTERESTING.

MERCHANTS who cannot afford to hire a man with special training for advertisement writing sometimes say they have difficulty in writing advertisements that interest the public.

Many merchants can not write notices with literary finish and smart epigrams. But there are a few basic principles by which any merchant can write an effective advertisement.

Sparkling English or imaginative sentences often do more harm in an advertisement than they do good. They amuse or interest the public in the writer, but they do not interest the people in the goods the writer is trying to sell.

There are three ways in which a person can be induced to interest himself in an article of merchandise, assuming that it is some article that he would like to possess. The first is to suggest to him that the article is offered at a low price. The second, that it has unusually good quality. The third, that it is unusually attractive in appearance or style.

If a merchant has a customer face to face and is trying to persuade him to buy a certain article, he does not use flowery English nor does he try to be funny. He states the price, believing it to be low for the value. Then he tells in a few simple words why the material is unusually good in quality, or why it is particularly smart and stylish. A good advertisement mentions all these three elements. Price is the very first importance. An advertisement is not usually well written unless definite figures are given. The next thing is to give a few facts indicating the worth of the article. The third is to say something about its style.

These principles are so simple that no merchant needs to worry because he can not hire an advertising expert. Talk to the newspaper audience as you would talk to the buyer in your store. Stick to the three fundamental motives of price, quality and appearance. There are no catch-penny contests or fake schemes that can take the place of honest values in your goods and satisfactory store service for your patrons.

IS IT A DEAD LETTER?

(From the American Press)

THE most far-reaching regulatory rule ever enforced upon American newspapers was the Federal law put in operation over a year ago requiring the publication of a sworn statement of the bona fide circulation of every newspaper and magazine. Those publishers who had been honest in regard to circulation statements prior to the passage of this law found nothing to fear in its provisions. But now many of them are inclined to inquire whether this federal statute is not really a dead letter—whether some publishers do not violate it with impunity.

Speaking before the American Advertisers' association in convention in Chicago a few days ago on "Advertiser and Circulation," Miss Ida Clarke said:

"A paper in the middle west gave the government a statement for the six months ending June, 1913, which showed 3200; a new management found that they had only 1800. A western paper claimed 15,000 under its old management; the new management found that they had only between 10,000 and 11,000."

These may be designated as only isolated instances of business obliquity. But, if these two papers could "get past" the federal regulation, presumably others similarly inclined can do likewise. In fact, the editor of the American Press recently received a letter from a gentleman who purchased a certain western daily and is now suing the former owner for heavy damages, alleging distortion of facts material to the condition of the paper and its sale value, and, among other things, this publisher writes that after adding 2500 new subscribers to the list he now has 1500 fewer than the newspaper claimed to have prior to purchase.

The most vital element in a newspaper's existence is its circulation. In very truth, it is the life-blood of the business. If it becomes inoculated with septic poisoning in the form of dishonesty the whole business system is likely to become gangrenous. The patient thereafter merely cumbers the earth until it dies a lingering death.

If Dr. Uncle Sam can cure the disease, well and good. But he is administering the dose to the sick and well alike. Perhaps it doesn't hurt the latter, but in some cases it doesn't appear to help the former. A healthy man, as a rule, doesn't object to vaccination in order to prevent an epidemic. But if he has to undergo the inconvenience he wants the doctor to make sure that the stuff "takes."

WITH THE TEA AND TOAST

GOOD EVENING.

He thinks best with his head
Who thinks also with his heart.
Youths Companion.

-H-H-

THE SEASONAL BARD.

He wrote a song of April,
Of tempered, tender breeze,
Of gently nodding flowers,
Of softly humming bees,
But when the verse was published
And people read the ode—
It snowed.

He wrote a song of sunshine,
A lit of cloudless skies,
Of shadows on the grasses,
Of flitting butterflies,
But when the verse was published
The weather maker scored—
It poured.

So now the gentle minstrel,
Whenever he may sing
A song of bitter winter,
Or summertime, or Spring,
He simply adds a footnote,
A simple thing I wis—
Like this
*Weather permitting.

Berton Braley.

-H-H-

An exchange says: "We shall see
calves higher this spring." Are
they really going to increase the
length of those skirt slashes? My,
my, what is the country coming to?

-H-H-

Any old time a Coos Bay
man lends a girl a helping
hand he wants her to hold it
for a while.

-H-H-

When you size up your yesterdays,
I thing you'll find, my son,
That you're entitled to some praise
For what you haven't done.

About as soft a job as we
can imagine is that of an in-
nocent-looking, sweet-voiced fe-
male magazine agent calling on
the bachelor trade.

-H-H-

HOT AIR.

THOUGH the world may
all go daffy, there'll still
be demands for taffy; for
men seem to tire of truth but
not of bunk. All truths carry
with them singers; so most
pleasing, modern singers en-
tertain with junk. If you
want to make a killing, hit a
pleasant way of filling up the
people with injections of hot
air. They will know you are
a faker, but will still prefer
the maker of a joke to truth
and care.

—Anon.

PEOPLE YOU
KNOW
ABOUT

R. S. THORSHEIN leaves this week
for Portland.
C. S. MISH leaves for Portland the
last of the week.
K. F. McCloud leaves the last of the
week for Portland.
L. A. BAILEY will leave for Portland
the last of the week.
A. E. RHOADES expects to leave
soon for Portland.
C. P. ORDWAY of Bandon, leaves on
Saturday for Portland.
ANDREW FLECKENSTEIN leaves
for Portland this week.
A. H. SANFORD leaves the last of
the week for Portland.
CLARENCE GOULD of Allegany is a
Marshfield visitor today.
MRS. MARTHA ROSS leaves the last
of the week for Portland.
MRS. J. HANSELL expects to leave
this week for Portland.
MRS. C. C. FAIRCHILD leaves on a
visit to Portland this week.
F. L. WISHERD will leave for Port-
land on business this week.
W. J. PARTMAN will leave for Port-
land the last of the week.
FRANK DRYDEN left on the morn-
ing train for Bandon today.
W. J. HOWARD of North Inlet is a
visitor in Marshfield today.
E. R. THOMPSON leaves for Port-
land Saturday on business.
C. A. MADDUX leaves for Portland
this week on the Breakwater.
MRS. D. C. VAUGHN leaves this
week for Portland on a visit.
MRS. GEORGE SANFORD of Sumner
is shopping in Marshfield today.
MRS. JUD MILLS of Sumner is visit-
ing friends in Marshfield today.
MISS NETTIE SAVAGE leaves this
week for Portland on a visit.
MRS. C. M. MILLIGAN leaves the
last of the week for Portland.
GUS WEEKS of North Inlet is visit-
ing friends in Marshfield today.
ED SPOONER leaves this week for
Portland and other points north.
MR. AND MRS. FOSTER and child-
ren leave this week for Portland.
JESS SMITH of Coos River is a busi-
ness visitor in Marshfield today.
FRANK THOMAS leaves this week
for the north on the Breakwater.
MRS. ARMS of North Bend leaves
the last of the week for Portland.
R. D. ROGERS of Coquille leaves
this week for Portland via Coos
Bay.

REN SMITH of Daniels Creek is a
business visitor in Marshfield to-
day.

MRS. P. PETERSON of Haynes Inlet
is visiting friends in Marshfield to-
day.

GEO. A. MASS of Haynes Inlet is a
business visitor in Marshfield to-
day.

E. C. MORGAN, an insurance man
who was here trying to adjust the
case of Donald McIntosh, the Ban-

don agent who was arrested for
\$11,000 shortage, left yesterday for
Portland.

FRANK REED of Coos River is a
business visitor in Marshfield to-
day.

JOHN KEEFE of Haynes Inlet is a
business visitor in Marshfield to-
day.

TOM LAWHORN of Allegany is a
business visitor in Marshfield to-
day.

K. R. WOOD, of Coquille, expects to
leave for Portland the last of the
week.

GEO. LAIRD, of the Bandon Water
company is a visitor in Marshfield
today.

C. M. MILLIGAN leaves this week
for Portland and other northern
points.

MRS. C. W. MILLER of Ist'mus In-
let was a visitor in Marshfield yester-
day.

J. F. NESS of Allegany came down
on the Steamer Alert for Marsh-
field today.

MRS. JOHNSON of North Bend will
leave on the Breakwater Saturday
for Portland.

MISS GERTRUDE JENNINGS of
Haynes Inlet is shopping in Marsh-
field today.

VERN BARKER, of Coquille, leaves
for Portland via Coos Bay the last
of the week.

MISS HELEN DOTSON of North
Bend expects to leave this week
for Portland.

TOM NICOLS and wife left yesterday
for San Francisco where they will
visit for a time.

MRS. THOMAS HOWE and baby will
leave this week for Portland on
the Breakwater.

SAM NASS of Prosser, the well-
known fisherman, leaves for Port-
land this week.

P. F. CROUCH of Haynes Inlet was
a passenger on the Messenger for
Marshfield today.

MRS. ANNA MASSE, of Gardiner,
leaves for Portland via Coos Bay
the last of the week.

HARRY BULTMAN left on the morn-
ing train to attend a "shoot" to be
held at Bandon today.

MRS. H. A. WELLS returned today
from a visit with her mother who
has been ill in Portland.

JAMES RICHMOND, of Coquille, will
leave for Portland by way of Coos
Bay the last of the week.

R. R. PINKERTON of North Inlet
came down on the Launch North
Star for Marshfield today.

J. PAULSEN and L. Paulsen expect
to be passengers on the Breakwater
for Portland on Saturday.

MR. AND MRS. J. J. CLINKEN-
BEARD of Coos River are visiting
friends in Marshfield today.

MR. AND MRS. B. H. MEET of Bandon,
leave this week for Portland,
going by way of Marshfield.

C. D. GABRIELSON has completed
his Coquille Valley trip and will
leave for Portland Saturday.

MR. AND MRS. J. C. McCULLOCH,
and son of Haynes Inlet are visit-
ing friends in Marshfield today.

A. STONEWALL and wife, of Gardi-
ner, will make a trip to Portland
this week by way of Coos Bay.

ALAN COLLIER one of the substan-
tial business men of Coquille was
a visitor in Marshfield on Wednes-
day.

LESLIE BLANCHARD has accept-
ed a position with McDonald &
Vaughn Logging company on Dan-

LESSER FAMILY
GRIEF BY AID

Plan to Raise Funds for Funer-
al of McHale Boy—Kind-
Hearted Women Assist.

Pathetic beyond description was
the death last night of Patrick Mc-
Hale, son of Mr. and Mrs. Wm. Mc-
Hale, in Eastside. It was another
tragedy in the life of the family
whose cup of sorrow has been over-
flowing for some time and today the
neighbors at Eastside and others
on the Bay are endeavoring to alle-
viate their grief by kindly aid.

The family came here last Decem-
ber from California. Soon after their
arrival, sickness overtook them and
their oldest son, Patrick had a long
siege of illness and so did Mrs. Mc-
Hale. Their funds were soon depleet-
ed and McHale was out of employ-
ment. Then came the notice that
they had to move out of their house
because they were unable to pay the
rent. Reading in The Times of the
family's plight, a number endeavored
to assist them and secured a house
at Eastside for them.

However in the trip over, Patrick
caught cold and suffered a relapse
and this is said to have caused his
death. Three years ago the family
lost a fifteen-year old daughter.
There are several children living.
They have been lacking in furniture
and housekeeping necessities but
have been trying to get along and
Mrs. Ledward and others have been
aiding.

Just now they are anxious to give
their son a regular burial without
being forced to do it as a county
charge. Some kindhearted woman
headed by Mrs. Ledward of Marsh-
field, Mrs. Fred Moore, Mrs. Walter
Robertson and Mrs. M. E. Thurston
of Eastside today started out to raise
funds to defray the funeral expense
and at noon they had raised quite a
sum. Arrangements are made that
anyone who wishes can leave dona-
tions at the Brown Drug Company
in Marshfield. It is believed that
small contributions from the vari-
ous ones will take care of the case
nicely and give the family a new
start and lessen the despair that
has encircled them. Everyone who
can is urged to assist the worthy
cause.

The funeral will be held tomorrow
morning at 10 o'clock from the Marsh-
field Catholic church.

Isla Creek and left today to take
up his labors.

MRS. R. MCANN of North Bend is
visiting at the home of her daugh-
ter, Mrs. E. Geo. Smith, on Coos
River.

C. A. MYRICK returned last even-
ing from Coos River, where he
has been completing a new house
for Herbert Rogers.

S. F. FESLER of the Oregon Home
Builders Association and wife ar-
rived here today to spend the sum-
mer.

MRS. ROYD M. RICHARDSON and
daughter, Rosemary, will go to
San Francisco tomorrow for a
short visit.

MRS. J. H. STADDEN and little daugh-
ter returned on the Breakwater
today from a visit with relatives
in Washington.

FRED CAUGHILL, Frank Caughill
and Wesley Gauntlett of Gold
Beach, leave this week for Port-
land on the Breakwater.

MRS. JERRETT, sister of Capt. W.
A. Magee, left yesterday for her
home in California after a visit
with relatives and friends on the
Bay.

FRANK H. PAGE, the well-known
and popular representative of
Kline & Co., Portland, has complet-
ed his trip in this territory and
returns to Portland Saturday.

For Two Generations
The Wiley B. Allen Co.

Come in and let us talk to you about that piano you have
been thinking of buying. We can make it easy for you.

The Wiley B. Allen Co.
FOUNDED 1873

L. L. THOMAS,
MANAGER.



CENTRAL
AVENUE

SHIPPING NEWS

BREAKWATER IN
EARLY TODAY
ARRIVE TODAY
ON AROLINE

Steamer Arrives From Port-
land With Ninety-Seven
Passengers

The Breakwater arrived in at 6
o'clock this morning from Portland
bringing three autos and 400 tons
of freight and ninety-seven passen-
gers.

She will sail Saturday at 1 o'clock.
Among those arriving on her were:
H. L. Porter, Mrs. Anna Peltto,
H. L. Monheimer, Anton Annes, Joe
Annes, Henry Lane, B. H. Grant,
C. R. Seely, J. S. Reed, Miss F.
Plum, Harold Borchert, A. Hansen,
G. Fillers, A. P. Russell, C. Chabo,
Mrs. C. Chabo, Jas. Chabo, Marie
Chabo, Ella Chabo, M. Chabo, Alvin
Smith, Otto Stephens, A. A. Se-
lander, Mrs. Selander, Mrs. C. C.
Southard, R. J. Rice, A. N. Olson,
C. Tietze, Mrs. H. A. Wells, Mrs.
C. R. Flanagan, Fred Peters, Mrs.
Chas. Russell, Jas. Forsythe, Miss
Clara Motley, C. W. Martin, Mrs.
Martin, Frank Hardy, C. L. Waggon-
er, Mrs. Waggoner, Marie Waggon-
er, Mrs. H. Huntley, H. E. Royer,
Mrs. A. W. Spencer, M. Cohen, J.
Konto, A. Price, J. B. Brookler, J.
Rube, J. Bartin, Miss A. Keating,
Leah Hilligoss, W. L. Mack, M. G.
Hard, W. E. Wood, Mrs. J. H.
Ladden, R. Lutz, C. W. Goodman,
Mrs. Goodman, J. H. Everest, Mrs.
Everest, Belle Cushman, G. R. Walk-
er, G. R. Baker, C. E. Washow, Mrs.
Anna Walsh, S. F. Foster, Rita Sav-
age, B. W. Covell, Harold Warner,
W. M. Burden, L. C. White, A. B.
Reid, Mrs. L. C. Beauchamp, L. C.
Beauchamp, Lulu Miller, Dr. W.
Cullis, Miss Mabel Ford, G. H. Hew-
itt, Mrs. Hewitt, Mrs. Martha Rice,
Fern Rice, Lester Rice, James Rice,
G. Hewitt, R. M. Gaines, B. Misner,
C. Mason, O. Schneider, C. B. Mey-
ers, M. Brasbasaki, A. Rudolph, J.
Papou, M. Papou, Jno. Andrews, J.
McGeorge, Jno. File and W. E. Es-
tep.

PERSONAL OVERFLOW

My, but the carpenter is slow.
With him my patience fails;
He even stops his work to go
And manure his nails.

W. C. CHASE is here from Coquille
on business and pleasure.

E. L. BRYSON was here from North
Bend today on business and pleas-
ure.

FRED SAX was here from North
Bend last night. He is trying to
arrange a boxing bout there about
April 24.

CAPT. EDGAR SIMPSON was here
from North Bend today. Mr. Hyde
accompanied him, and he is still
beating traces of the race.

MRS. CLARA MOTLEY arrived here
today from Appleton, Mo., to join
her husband, who is now at the
Price Dairy Ranch at Sumner.

MISS AGNES HUTCHISON left yester-
day for San Francisco to visit
and also consult specialists about
the injuries she sustained some-
time ago.

JOHN D. GOSS and wife arrived
home today on the Adeline from
a trip to various California points,
including a short stay at Palo Alto.

HOMER RING, whom Cell Ireland
says is the greatest Coon hunter
in this section, arrived here yester-
day for a few weeks stay. He has
been on the Conlogue camp on the
lower Coquille which was closed
down last Friday on account of
troubles between the Coach Estate
and Moore Lumber Company.

F. D. COHAN, Cornell Lagerstrom,
Mrs. Vernon Smith and her guest,
Miss Walton, yesterday enjoyed a
trip to the Smith-Powers camp
near Coaledo. Miss Walton ex-
pects to leave Saturday on the Ad-
eline Smith and Mr. and Mrs.
Smith may accompany her to
Berkeley.

"Esmeralda," Senior play, Masonic
Opera House, Friday night, April 17.

The Aroline crossed in at 5:45 this
morning from Portland after a good
trip down the coast. She had about
fifty tons of freight for Marshfield
in addition to the North Bend freight
and a fair list of passengers. About
Tom James has moved into the new
offices here on north Front street
and all the baggage and freight was
brought down early. There was
quite a crowd out to see the ship
land.

The Aroline will sail at 5 o'clock
Saturday afternoon for San Fran-
cisco.

Among those arriving on her were:
B. Church, W. J. Rooper, J. O. Con-
nor, Ralph Roms, H. J. Lea, Miss
Asbee Geo. Laird, M. Turner, O. C.
Rounds, Wm. Rounds, Cal. Green-
berg, R. K. Booth, W. T. Powell,
W. J. Becker, Chas. Burns, Mrs.
Burns, W. J. Vaughan, O. P. Carpen-
ter, C. F. Gay, N. Sheets, E. R. Veau,
Mrs. Veau, W. N. Stokes, Mrs. Stokes,
H. B. Wynkoop, L. Williams, E.
Smith, B. H. Hersey, Chas. Saxon.

Praises at Portland.

Captain Sears brought a full list
of "boosters" on the steamer Aroline
this trip, judging from the praise
given the skipper and Steward Jor-
gensen "by the travelers yesterday,
and the mariners were initiated in-
to the Good Fellows' Club and pre-
sented with life memberships. The
officers disclaim having gone out of
their way to add to the pleasure of
the trip from Coos Bay, but the pas-
sengers viewed their treatment other-
wise and went so far as to circulate
a round robin for signatures.

Steward Jorgensen modestly takes
issue that the saloon fore is the main
drawing card, and says it only com-
pares with the best on the Coast.
As he was on the Camino for a long
time and was able to please
Captain Ahlin, Frank Hollam and
other epicures, he feels that he is
a graduate in culinary arts.

Foley Kidney Pills Successful for
Rheumatism and Kidney Trouble

Positive in action for backache,
kidney and bladder troubles. F. J. Boyd, Opt.
Texas, writes: "After taking two bot-
tles of Foley Kidney Pills, my rheu-
matism and kidney trouble are com-
pletely gone." Safe and effective.
Frank Owl Prescription Pharmacy, Frank
O. Cohan, Opposite Chandler Hotel,
Phone 74, Central Avenue Drug
Store, local agency.

WIZARD TRIANGLE
POLISH MOP

The Wizard Triangle Mop also
comes chemically treated. As
easily washed as the Polish Mop,
but unlike the Polish Mop does
not have to be renewed, since
washing does not harm its dust
absorbing properties. It is es-
pecially adapted for use on
WAXED FLOORS.

"THE QUALITY KIND."
JOHNSON-GULOVSEN CO.

The Parisian
FASHION'S CENTRE

A big line of COATS, SUITS and DRESSES
just in from our Eastern buyer, bought at excep-
tionally low prices, being LATE. We offer the
customer the benefit of these bargains by placing
them on sale at

Lot No 1—
Coats, Suits, Dresses \$12.75

No two alike; all novelty materials and serges.
These are beautifully tailored garments.

Lot No. 2—
Coats, Suits, Dresses \$15.00