

COOS BAY TIMES

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"HONESTY" IN ADVERTISING

THE keynote, the Associated Advertisers' convention held in the city of Toronto last week, sounded most vigorously, was that of honesty in advertising. The advertisers and publishers present, in the adoption of standards, declared for the sale of advertising as a commodity on a basis of proved circulation and the service the paper will render the manufacturer or the merchant, the publisher to provide the fullest information regarding the character of such circulation and how procured.

Most of the men who attended that convention were expert advertising men who look at advertising for what it is worth and live men in the newspaper business who desire that the advertiser shall receive a return from his advertising proportionate to his expenditure.

The merchant or manufacturer who spends a dollar in advertising his wares, is entitled to know what he shall receive for that dollar. The result of the judicious expenditure of that dollar means an increase in the business of both. The standard adopted by the Toronto convention is nothing more than a suggestion for confidential relations between the advertiser and publisher for their mutual benefit.

Other standards adopted by the convention were as follows: To protect the honest advertiser and the general newspaper reader as far as possible from deceptive or offensive advertising.

To accept no advertising which is antagonistic to the public welfare. This is a declaration for clean newspapers and advertisers are beginning to realize that advertising in newspapers, which abide by such standards is worth more than space in a paper which caters to all classes of business at the expense of cleanliness.

POSTERS ARE USELESS.

THE value of newspaper advertising was effectually demonstrated in Hillsboro's celebration of the 4th this year, says the Independent. In the past it has been the custom to supplement newspaper publicity with expensive posters, but this year it was decided to try a different plan. No posters were printed and the money saved, as well as expense of printing, was used in display advertising in the various county papers. The crowd that thronged the celebration grounds was the result, and it must be remembered that the sole means of announcing the event was through the newspapers. When this fact sinks in, perhaps a light will dawn on some business men who assert that people do not read newspaper advertising.—Newberg Graphic.

THE CLASSIC IDEAL.

THE present tendency to return to the classic type of feminine beauty is suggested by a competition conducted the other day in Paris in which models resembling the famous Venus de Milo in ideal were submitted for the purpose of selecting the best dressmaker's lay figures for the fitting of current fashions.

The incident is significant. When fashion comes to dictate an ideal figure based upon the artistic conceptions which have withstood the change of ages it seems as if we are approaching a more sanely practical appreciation of beauty.

LOWER TAXES.

IF YOU want lower taxes elect a legislature that can be trusted to spend the public funds economically; ditto as to county, township, municipal and school officers. If you want lower taxes see that the levies are cut down proportionately to the increased assessments.

HER BUSY DAY.

The British matron used to sit in gracious dignity, and knit, and patch her husband's duds; with earnest zeal she used to make the bread, and doughnuts and the cakes, and boil the luscious spuds. But times have changed; now, fiery-eyed, she lets her household duties slide, and trends her marital path; and in that land of good roast beef, the men are full of fear and grief, and shaken by her wrath. She says that she will have the vote, if she must set the isle afloat, to drift in Kingdom Come; she burns cathedral, hall and school, and in her dainty reticule, she packs a deadly bomb. She takes her one-piece paragon through costly paintings on the wall of this or that museum; she chases statesmen here and there, until they plunge, in their despair, into the sobbing sea. The king's affairs to take a walk, lost some half matron's club may knock his crown across the street; he shivers on his royal throne, and in her bower, depressed, alone, Queen Mary

was cold feet. The judges send the girls to jail, and take, in fines, their modest kale, but little does it help; from London Town to John o Groat's, the women, for their precious votes, kyoodie, shriek and yelp. So let us glad and thankful be that in this country of the free, the women are more wise; in gentlemanly style they fight, that they may gain their sacred right, the ballot, bless their eyes!—Walt Mason.

THE DEADLY BATHTUB.

This is a prophylactic age. All progressive people have abolished the roller towel, the common drinking cup, the community hair brush, and the public soap cake; the street car strap is under suspicion, the milk and the meat and the plumbing are inspected, but the end is not yet. The hygienic bureau of a New Jersey town has condemned the family bath tub.

The dangers discovered in the bath tub, however, are not those found by an old gentleman in the state of Washington who had always been accustomed to performing his ablutions in the creek in summer and in a wash tub on the kitchen floor in winter. When he confidently stepped into a slippery porcelain tub for the first time his feet flew out from under him and the fall broke his leg.

It is not the smooth interior that condemns the bath tub to the intelligent mind of the New Jersey city's health department. It is some latent danger of infection. The solution is a private bath for each one in the family. Thus bathing may become a luxury prohibited to all but the well-to-do. American ingenuity that invents the folding paper cup will at least be taxed to provide a bathtub substitute within reach of all. If it is not successful we shall perhaps be compelled to agree with the estimable gentleman aforementioned, who, after the deplorable incident of the bath tub, confided to his friends that "the way folks bathe nowadays is carryin' civilization just a little too far."—Exchange.

STORY FOR THE DAY.

At a wedding feast recently the bridegroom was called upon, as usual, to respond to the given toast. In spite of the fact that he had previously pleaded to be excused, blushing to the roots of his hair, he rose to his feet. He intended to imply that he was unprepared for speech-making, but he unfortunately placed his hand upon his bride's shoulder, and looked down at her as he stammered out his opening and concluding words: "This—er—thing has been forced upon me."

THE BAPTIST SUNDAY SCHOOL PICNIC.

To Charleston Beach on our picnic we went. For an outing and pleasure; the day was well spent. Over the water we glided along. With greetings of welcome intermingled with song. Soon did we reach its sandy shore. With its rocks where those streams come rippling o'er; Where the black sand glistens with yellow grains; Where the miner seeks his earthly gains. With our baskets filled with a goodly store, We laid them down where the billows roar. We gazed at the children, at their frolic and glee. As they played with the waves by the open sea. From this pleasure we turned to a table well spread. With good things to eat. Soon the children were fed. Then over the sand where the sun beams down, Bare-footed they ran, with a leap and a bound. And up the steep cliffs they clambered so high. As we watched the big steamers go gliding by. They saluted our gaze with their whistles three. Or bade us farewell as they crossed out to sea. When through with their games, their pleasure and fun, We hastened along to our boats—then home. —M. E. H.

Spend the day at Goodwill's Coos River Resort and eat a home-cooked chicken dinner.

NORTH BEND NEWS

Ruth Lessey, of South Coos River, was a Marshfield visitor last evening.

Mrs. E. L. Bessey and Mrs. T. H. Childer of Milltoona were Marshfield visitors last evening.

Erma Hodson is ill with measles as her home on South Coos River. The Methodist Episcopal, Christian, Presbyterian and United Brethren Churches will have Union services at the M. E. Church tomorrow evening at 8 o'clock.

Mrs. W. Sneddon and daughter Ruth of Roslyn, Wash., and Mrs. D. J. Rees of Marshfield are guests of Mrs. Robert Church on North Coos River.

Mrs. F. Johnson, who has been spending a few days in Marshfield, returned to her home on Daniels Creek yesterday.

Mrs. E. Don McCrary and son, who have been visiting on South Coos River, returned yesterday.

Captain Byrd Latta of the launch Express was detained for about two hours yesterday when his boat caught on a snag. The water in the river was quite low at the time.

WHY?

Why does a horse sleep standing? Let us ask another question which will help us to understand the answer to this one, and that is: Why do we lie down when we want to go to sleep? If you think for a moment, you will see that it is because, if we did not, we should fall as soon as we lost consciousness, because the effort by which we balance ourselves on two legs would no longer be acting, says the Children's Magazine. But it is much more easy for the horse to remain standing with almost no effort at all, simply because his four legs balance his own weight. Some horses, like human beings, prefer to sleep lying down, if they can; and so we see them asleep in the fields, and it is for that reason that a horse tied up in a stable should always have a halter long enough to allow him to lie down if he wishes to do so.

COQUILLE CLUB.

Mrs. Chas. W. Endicott entertained the J. G. W. Club on Tuesday evening of this week in a most charming manner. The meeting was a most interesting one as quite a number of visiting members whose homes are now in other cities were present. Music and friendly converse were most of the program of the evening, until the hostess invited the ladies to a delicious luncheon in the dining room. The tables were decorated with baskets of sweet peas and the club's loving cup, and at each place were dainty little bouquets of sweet peas as favors for the guests. The time was drawing toward the "wee small hours" when the ladies departed, having had a most enjoyable evening. The visiting members present were Mrs. S. S. Norton, of Redding, Cal., Mrs. Andy Larsen, of Los Angeles, Mrs. C. C. Johnson, of Bandon, and Mrs. J. S. Lyons, of Marshfield. Others present were Mesdames Hawkins, Hartson, Slagle, Fuhrman, Jones, H. Lorenz, Lamb, Johnson, Lyons, Ed Lorenz, George Lorenz, Mrs. J. R. Woodford, of Medford, and Miss Mae Jones, of Sacramento.

The club will meet with Mrs. J. S. Lyons in Marshfield at their next regular meeting.—Coquille Sentinel.

GOLD BEACH NUGGETS.

Curry County Seat News as Told by The Globe. Last week Dr. Dunlap, in his auto, took Mrs. Austin Ralph to North Bend, where he assisted in an operation Mrs. Ralph underwent for appendicitis. The operation was very successful and the many friends of Mrs. Ralph will be glad to learn that she will soon return in robust health again.

Deputy Sheriff of Coos County Clyde Gage was an over-night visitor in town last night. He started out after what he thought was a stolen horse, but after reaching here he was advised from his office that the horse had showed up, so he laid aside his official business and has been enjoying himself fishing.

The fishermen on the lower river are all smiles today, occasioned by exceptionally good catches last night. It is said that about twelve hundred salmon were caught on the lower drift during the night. All the boats got from eighty to 200 each.

News From Nearby Towns

PLAYS IN NEW YORK.

of the Margaret Hes Theatrical Company, is in town this week, camping in the grove with Chas. Bunch of Coquille and attending the Seventh Day Adventist camp meeting. Mr. Alcade, who suffered a stroke of paralysis about two years ago, is now able to get about pretty well with a cane. He is residing on a ranch about two miles from Coquille and makes a livelihood raising chickens. Mr. Alcade informs the Enterprise that Margaret Hes, who was a favorite with Myrtle Point theatre-goers several years ago, is now playing in New York City.—Myrtle Point Enterprise.

MYRTLE POINT POINTERS.

News of Upper Coquille Valley as Told by the Enterprise.

Mr. Graves, of the Corvallis Agricultural College, came up from Coquille Saturday, together with H. B. Warner and ladies, and held a meeting at the Schroeder oak grove, demonstrating with cows how to select the best qualities for either milk or beef. Mr. Warner read the record of the cows he has in charge for testing. A bountiful picnic dinner was served, with ice cream and cake for dessert, which proved very refreshing upon such a very warm day. J. C. Roberts and wife, who are here from Portland accompanied by Mayor L. A. Roberts and wife, made a pleasure trip over the new Smith-Powers logging road Tuesday, going to the end of the line on one of the company's gravel trains.

Miss Hazel Radabaugh left last Thursday via Roseburg to Alesia to visit with her sister and family, Mr. and Mrs. Elton Stephens, who are the happy parents of a daughter born July 16.

Allison Roberts and Leland Rackleff have purchased the A. B. Taylor tailor shop at the corner of Sixth and Spruce streets and took charge of same the first of this week.

NEWS OF SUSLAW.

Miss Beulah Kibler of Point Terrace left this morning for Eugene on a visit to friends for a couple of weeks.

Two Sisters of the Sacred Heart of Seattle, Wash., have made this territory along the W. P. R. R. camp, interviewing the laborers in the interest of that institution in charitable work.

Grant Colter has bought from Porter Bros. a passenger truck. He will

DRESS GOODS SPECIAL

These Are All Seasonable Goods at Very Attractive Prices. A Good Assortment of Colors and Patterns.

- 44-inch Heavy Brocade Ratine, was \$1.95—special price now
44-inch Imported Crepe Tosca, was 68c, Reduced Price
41-inch French Crepe Eponge, was \$1.00, now
42-inch Fine Wool Brocade, was \$1.15, now
36-inch Wool Mixed Brocade, was 58c, now

The Golden Rule

put it on the run between Glenada and the lakes, to accommodate the summer visitors. H. P. Dutton, vice-president and manager of the Tidewater Mill Co., arrived in Florence Tuesday morning. He was accompanied by Mrs. Dutton, this being her first trip to the Suslaw. One of the steam shovels which has been at work near the Isthmus camp will be moved and put to work near the crossing of the Fiddle Creek arm of Tsitsoos Lake shortly. Porter Bros. are rushing railroad material to the lakes over the narrow gauge as fast as it is landed at their dock. NEWS FROM ROSEBURG. Coos County People at Douglas County Seat—Many Travelers. S. L. Cozart, of Marshfield, arrived here by stage today to look after business matters before the United States Land Office. Mrs. Mary Halston, of Gladstone, Or., arrived here enroute to points in Coos County, where she will spend the next few days with friends and relatives. Dr. A. F. Sether and Harry Stapleton and wife were here Sunday for Marshfield, and other Coos cities, where they will spend a week or ten days. Mr. and Mrs. Lundin, of Roseburg, who recently passed through Marshfield enroute to Marshfield, returned here this morning, report a delightful trip to the coast and will probably leave for home in Portland tomorrow. William Wimmer and wife, of Marshfield, arrived here today. Mrs. Wimmer continues her journey to Crabtree today, she will visit with relatives and Mrs. Wimmer formerly of this city.—Roseburg Review. John D. Goss, a well known attorney of Marshfield, visited here a short time today, enroute to Portland. In talking to some of the local railroad commission assured them that Marshfield do its utmost in behalf of a road to Roseburg. There was doubt in the mind of Mr. Goss such a road would be built.—Roseburg News.

Let Us Rig You Out for that Camping or Hunting Trip. Our line is Furniture and Furnishings and it is our desire to be able to supply your every need in this business. Just now it is the season for camping and hunting and we have prepared for it with the finest assortment of tents and camp conveniences, at prices that will be a cheerful surprise to you. TENTS.—Sizes from 7x9 feet to 16x24 feet, and priced from \$8.50 to \$41.25. HATTINGOCKS—Fine variety, all styles, priced at from \$2.00 to \$7.00. COUCH HAMMOCKS—Priced at \$10.75 to \$17.00. CAMP CHAIRS—Big variety of camp stools and chairs, priced from 35 cents to \$2.50. BEDDING—COTS—All sizes and descriptions, and fine assortment of camp blankets and bedding. REMEMBER—Everything is of the Johnson-Gulovsen Quality. "WHY PAY MORE?" Johnson = Gulovsen Co. The Quality Name With Service Fame.

GOOD PROPERTY usually comes high. —Not so with Bay Park lots. They are priced within the reach of all, and on terms within the power of all. There's no excuse for your not being a property owner when you can buy a well located lot for \$100, and only have to pay \$10 down and \$5 a month on it till its paid for. Pay little by little, and get your money back in a lump sum. That's the way to accumulate capital. Bay Park lots will grow in value—we know they will, and we know why. Let us tell you why in a few minutes' personal talk. You'll see the point, and it's worth seeing, because there's money in it for you. I. S. Kaufman & Co. 117 FRONT STREET