

NEWS OF NEARBY TOWNS

NORTH INLET

(Special to The Times.) School was closed all last week, Miss Fitzgerald, the teacher, attending institute at Myrtle Point. Mrs. Spencer Small has returned from Massachusetts, where she has been since last spring, visiting at her former home. Mrs. Small was called there by the serious illness of her mother, who recently passed away. Chas. Jensen, of Marshfield, was calling on friends here Sunday. Cranberry picking has begun. The crop will be very small this year. Irwin Pinkerton visited his parents here last Sunday. J. H. Pinkerton, of the local school board, attended directors' meeting at Myrtle Point last week.

FOR BANDON HOTEL

At a meeting last night of the subscribers to the stock for the new Hotel Gallier, it found that practically all the stock had been subscribed and a committee consisting of J. L. Kronenberg, Elbert Dyer and Steve Gallier was appointed to go ahead and incorporate and proceed with the work. This assures that the hotel will be built.—Bandon Recorder.

NEWS OF FLORENCE

Events Among Sinslaw as Told by The Pilot. C. J. Mahoney left Thursday afternoon on a business trip to Eugene. Tuesday evening, August 25, a party was given by Lloyd Saubert in his rooms at Acme, in honor of his niece, Bernice and nephew, Jack, who have just passed their first milestone. There were about fifty guests present including some from Portland, Eugene, Marshfield, North Bend, Mapleton, Point Terrace and Florence. A most pleasant evening was passed by dancing and singing, while coffee and cake were also served. At a late hour the guests departed wishing the young ones many more birthdays to come.

TO DECIDE CONTEST

Benson and McNary Will Know Who Won Judgeship Saturday. SALEM, Or., Sept. 3.—The McNary-Benson race for the nomination for Justice of the Supreme Court will be settled finally Sept. 5. The law provides that no acceptances of nominations for offices may be filed later than Sept. 8, but since Sept. 6 is Sunday and Sept. 7 is Labor Day, Secretary of State Oleott has decided that the matter must be decided by Sept. 5, which is Saturday. The fifteen votes in question in the Sixes precinct in Curry county are to be counted and the returns included in the returns from the other questioned precincts in the McNary-Benson race, according to a letter received by Justice McNary from Governor West. The same letter was also sent to Judge Benson.

BRIEFS OF BANDON.

News of City-by-the-Sea As Told by The Recorder.

C. B. Zeek started the erection of a new modern house on his lots on Garfield avenue this morning. Mr. Zeek is building it for their own and he and Mrs. Zeek will occupy it as soon as it is completed.

Miss Fullerton, who has been chief operator for the Coos Bay Home telephone company for some time, has resigned and accepted a position with the Eandon Furniture company. Miss Ciara McIntosh, formerly of the Coquille telephone office, will take the place of Miss Fullerton as chief operator.

H. M. Childers, a pioneer of Oregon, died at the W. Atterbury home south of town Sunday morning.

Someone threw a rock into the plate glass window of the new First National Bank building last night, breaking a hole in it and badly shattering the whole glass, which cost \$150.

SKELETON IS UNEARTHED.

BANDON, Or., Sept. 4.—Some excitement was caused here by the finding of a skeleton, apparently that of an Indian, on the bluff near here.

MRS. NOAH'S WILL.

An order approving the will of Mary A. Noah, deceased, which has been admitted to probate, has been granted by the County Court. O. P. Coshov, who was named in the instrument, was appointed administrator. The estate has a value of about \$3000, and is to be apportioned among four children and her surviving husband.—Roseburg Review.

FIRE IN COTTAGE GROVE.

Morning Blaze Most Disastrous in the History of the Town.

COTTAGE GROVE, Or., Sept. 3.—The worst and most destructive fire in the history of Cottage Grove occurred Sunday morning when the brick building owned by John Spay burned. The property was occupied by the John Golden dry goods store and the Parker garage. The total loss is estimated at \$30,000.

KAISER FLOUTS GEORGE V.?

LONDON, Sept. 4.—The Express publishes the following, which, however, is not confirmed elsewhere: "When Sir William Edward Goschen went to say good-by to Emperor William, the latter stalked into the room where the British ambassador was waiting. The Emperor was wearing several British orders and medals on his breast, and these he tore off, saying: "Tell your king that is what I think of him and his medals! Whereupon the emperor marched out of the room."

Your next visit to a store should be made in answer to an ad. in today's paper.

Sidelights On The War

In 24 hours 97,000 soldiers joined Lord Kitchener's army, constituting a world's record for a single day's recruiting.

While England waits for news of the 20th century Waterloo without song or cheer, Tommy Atkins is going into battle singing this hit: It's a long way to Tipperary, It's a long way to go; It's a long way to Tipperary, To the sweetest girl I know.

Goodbye, Piccadilly: Farewell, Leicester Square; It's a long way to Tipperary, But my heart's right there.

It has been reported that one of the consequences of the war would be the boycotting of all German music in London. The directors of the Queen's Hall Orchestra deny the report, so far as they are concerned. Wagner, Schubert, Brahms and Schumann continue to figure in their programs.

Influences of the European war are showing with more pronounced effect on the Pittsburgh industries, England, Japan and South America are making inquiries of the mills here for steel supplies for the first time direct. They include structural steel, plates, steel bars, wire rods and wire goods, skelp and steel pipe. One letter received from an English buyer stated that the supply usually obtainable from Belgium and Germany has been entirely cut off and while the English plants are maintaining a fairly regular operation, there is not sufficient steel to meet demands.

"LONG WAY TO TIPPERARY" STIRS THE BRITISH ARMY

Words of the Catchy Song to Which John Bull's Boys March to War.

"It's a Long Way to Tipperary" has become the marching song of the British army, according to London dispatches. It is not widely known in this country. The words are: Up to mighty London came an Irishman one day, As the streets are pay'd with gold, sure every one was gay; Singing songs of Piccadilly, Strand and Leicester Square, Till Paddy got excited, then he shouted to them there:

CHORUS: It's a long way to Tipperary, It's a long way to go; It's a long way to Tipperary, To the sweetest girl I know, Good-by Piccadilly, farewell Leicester Square; It's a long, long way to Tipperary, But my heart's right there.

Paddy wrote a letter to his Irish Molly O' Saying: "Should you not receive it, write and let me know; If I make mistakes in spelling, Molly dear," said he. "Remember, it's the pen that's bad, don't lay the blame on me."

CHORUS: Molly wrote a neat reply to Iris, Paddy O' Saying: "Mike Maloney wants to marry me and so leave the Strand and Piccadilly, or you'll be to blame For love has fairly drove me silly, holding you're the same."

WAR BONNET A NECESSITY, IS RULING OF MILLINERS

Latest Styles in Women's Headgear Given Decided Military Character.

Now comes the war bonnet. Fashion has decreed that no smartly dressed woman is complete without at least one of them—an edict that has gone forth from the convention of the National Association of Retail Milliners at the Congress Hotel. The new styles of headdress were shown to more than 400 women. Goldie Bayer, who volunteered herself as a model, prided herself on the fact that she was the first to wear the creations. The hats are designed along military lines. Simplicity is one of the

main features accomplished by the designer, Mme. Maerie Harries, president of the milliners' association.

A helmet-shaped hat patterned after the military headgear of the German emperor will be known as the Kaiser Wilhelm hat. There also is a design named for Crown Prince William, while other styles are to be known as the Austrian, Cossack, Poincare and Woodrow hats.

READ THE ADS.

Read the war news, but don't forget the store news in The Times. Times Want Ads bring results.

Why Advertise Now?

We are asked to advise if, under present conditions, advertising should be curtailed.

But each line has its own unique "present conditions." Such a question involves several forms of advice.

There are boom times in some lines. Many factories are overwhelmed with orders. Some face a demand far beyond their capacity.

Some cater largely to farmers, and farmers in general seem this year to be getting rather more than their share of prosperity. The farmer with full pockets finds nothing too good for him. He's a magnificent spender.

These fortunate advertisers who are oversold can cut down on their advertising. There is no virtue in selling more than one can deliver.

There are other lines imported, or requiring imported materials, on which there is stoppage of supplies.

There are lines which for these, or other transient reasons, sell now at abnormal prices. There are lines sold at fixed prices, on which advancing costs have decimated profits for a time. On all such lines one might advise curtailment in all forms of salesmanship.

But "present conditions" in general means a degree of depression, a shade of uncertainty. And the query is, if in such situations advertising should be curtailed or stopped.

By all means, no. Should a runner stop for a rising grade, or a swimmer for an adverse tide? If they did, where might their rivals in the race be when they started up?

Advertising ought to be the cheapest salesmanship. Also the most efficient. If it is that, then it is the last force to reduce. If it isn't, then it needs, in good or bad times, rehabilitation.

In National advertising our most prosperous times come during business depression. Then is when men who are on the right lines fight hardest. Then is when waste is eliminated, and the cheapest and best methods are used to the limit. And then is when the weak and inefficient abandon the field to the stronger.

There may be less business to get in dull times, but there are also less men who use the best ways to get it. Some of the greatest harvests ever gathered in advertising have been garnered in times of depression.

We find that good advertising is rarely stopped by misfortune. It is ten times as often stopped by over demand. The chief clients of this house are today pressing advertising harder than ever before.

But is this in reality any time to feel blue? Doesn't it look as though we might be on the verge of unprecedented business prosperity?

Home prospects look better than usual. Big crops at high prices bring smiles to the faces of nearly one-half of our people. The railroads got a little encouragement. Our new banking system will ward off some dangers.

Then what new booms may come to us—like gifts from the dead—as a result of this pitiful war? Reason tells us they must come if we reach out to get them. Life still flows on amid that devastation. People must be clothed and fed. And the markets abandoned by the nations which held them should be supplied by us.

When millions desert the arts of peace, those who abide, well-equipped and ready, surely ought to prosper.

As for war news affecting the value of ads, it certainly doesn't detract from them. It is giving to advertisers increased circulation with no present advance in cost.

The argument that it makes newspapers too interesting is a new one in advertising. The most interesting magazines have always been the best patronized. Why should we seek for dull newspapers? In any event the average woman is not a great reader of the war news. Her favorite pages in the newspaper remain about as ever. She is the house hold buyer. And the majority of advertising—even on men's things—depends on its appeal to her.

No, these are not times to cease advertising save under rare conditions. The harder the fight the more one needs his best weapons. The more quitters there are the more there is for the rest of us. And we who keep ready and active and fit—who keep in the thick of things, dull times and good—will hold immeasurable advantage when the tide comes in.

—LORD AND THOMAS, In Chicago Tribune.

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