

MRS. JOHN D. ROCKEFELLER DIED IN NEW JERSEY EARLY TODAY

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wife of E. Parmelee Prentice; Edith who married Harold Fowler McCormick, and John D. Rockefeller, Jr.

Laura Celestia Spelman Rockefeller was born in Wadsworth, Ohio, of well-to-do New England parents, on September 9, 1829. She was her husband's junior by two months. As a child she lived in Wadsworth, in Burlington, Iowa, in Akron, Ohio, where her father, Harvey S. Spelman, achieved a competence in the dry goods business and later in Cleveland. In the grammar school at Cleveland she met John Rockefeller when they were fifteen years old.

Rockefeller was a country boy. She was the daughter of one of Cleveland's leading citizens. His home was a little farm house; hers one of Cleveland's handsomest residences. His associates, outside of school, were mostly farm hands and country boys; hers were talented folk of affairs drawn to her father's handsome home, for her father then was a member of the Ohio legislature, a public-spirited citizen interested in philanthropies and a man of many activities. Notwithstanding other differences the awkward youth and the city girl had in common a love of study and simple tastes, and they became fast friends.

Laura Spelman's school mates knew her as a quiet, studious girl who would rather read a good book than go to the theater; as a devout churchgoer and as a girl who was always well dressed in good taste, avoiding extremes and seeking simplicity. She was intensely practical

and home-loving. At high school she caused some surprise by taking not only the prescribed course, but bookkeeping and other commercial studies little pursued by young women in those days.

Search for Job.

There seems to have been little sentimentality in the friendship between Miss Spelman and young Rockefeller, but for ten years each was the other's best friend. During the day of Rockefeller's early manhood, when he saw his hopes of a college education fade away, and soon thereafter, when he tramped the streets of Cleveland for weeks in a seemingly hopeless search for work, she encouraged and cheered him. Soon after he had established himself in his first place—as bookkeeper at \$500 a year—she left Cleveland to complete her education at Worcester, Mass. She returned when she was twenty years old and taught in Cleveland's public school, now known as the East Fourteenth street School. And she renewed her friendship with young Rockefeller.

In 1862 Miss Spelman, described by her superiors as a splendid disciplinarian and a perfect teacher, became assistant principal of the school. Rockefeller, absorbed in business, took the books of his firm to her of an evening, and together they would go over his affairs. Both of them were interested together in church work, too; she as a Congregationalist, he as a Baptist; and neither ever attended a dance or the theater.

Young Rockefeller prospered beyond his fondest hopes. As soon as he felt that he could ask her to become his wife he did so. They

were married on September 8, 1864, the eve of her 25th birthday, and started to keep house in a little two-story brick residence on one of Cleveland's side streets. Upon her marriage she became a Baptist and to her religion and her home she devoted her entire time.
Good Wife and Mother

"To be a good wife and mother is the highest and hardest privilege of a woman," was one of the sayings accredited to her by the little circle of friends she knew at this time. The borders of her world were home. Her whole life was wrapped up in her husband and children. She avoided all social functions and joined no clubs.

When Mr. Rockefeller's wealth was mentioned in seven figures they left their first home for a residence remarkable only for its unpretentiousness, on Euclid avenue, Cleveland's "mille of millions." Here Mrs. Rockefeller reared her four children; a fifth died in infancy.

The training given the Rockefeller children by their mother is declared to have been almost Spartan. Although the Rockefeller wealth increased in leaps and bounds, there was only one carriage and a horse cared for by a man who acted as both coachman and hostler. Those were used mostly Sundays on the trip to Church. Mrs. Rockefeller employed two maids but still insisted on doing much of the work herself. She also supervised every detail of the care and training of her children, particularly seeking to instill in their minds the lesson of thrift. It is related that on one occasion she averaged up the gas bills for a year and promised as spending money to her eldest daughter any sum she might save each month by watching that no lights were left burning needlessly.

A relative told of her suffering under a particularly bitter newspaper attack in Cleveland against her husband. At her insistence, the guards around the Forest Hill estates were doubled. Although Mr. Rockefeller received scores of let-

The Parisian

Stetson Hats Fownes Gloves



Onyx Hose Knox Hats

A Spring Suit For Work or Play

In doors or out-of-doors; at a party or at the ball game—wherever American men gather, you see the BLUE SERGE suit.

Nothing more dressy or smarter than a well tailored Blue Serge. It is the suit for all occasions.

We have a great variety—all made the

Adler-Rochester

way. And that means up-to-the minute design, perfect tailoring, consequently fashionable and elegant in appearance.

A range of prices to suit the purse of any man.

Fisk Tires

NEW LOW PRICES

HERE IS THE NEW STANDARD FOR TIRE VALUES

Size	Plain Tread Casing	Non Skid Casing	Tube
30x3	\$ 9.00	\$ 9.45	\$2.35
30x3 1-2	11.60	12.20	2.70
32x3 1-2	13.35	14.00	2.80
34x3 1-2	14.90	15.65	2.95
34x4	19.40	20.35	4.00
36x4 1-2	27.35	28.70	5.20

ADJUSTMENTS MADE ON THE SPOT.

No need to pay more than FISK prices for better values cannot be bought. Gorst & King operating 18 cars have tried out eight other kinds of tires in comparison with FISK. They have adopted FISK exclusively. If FISK tires save money for Gorst & King they will save money for you. We wish you to try FISK.

"THE GUNNERY"

Fisk Distributors for Southwestern Oregon

We Repair Inner Tubes

Coquille Agents:

Kime & Von Pegert Garage.

North Bend Agents

Gorst & King Garage.

FISK

Red Tops

YOU! Mr. Business Man

The following was NOT written by The Times advertising department, although we have been hammering away along the same lines for years. This is clipped from the first page of a catalogue sent out by a large firm of piano makers to their dealers. The advertising man who wrote the following is an expert and knows whereof he speaks. Read it, Mr. Business Man, read it. And then think it over.

YOUR ADVERTISING

Before entering into an advertising campaign, the amount of money available for the purpose should be decided upon. This is usually a certain percentage of the gross sales per month or per year, although many times a specified sum is appropriated. The appropriation should then be apportioned among the various methods which are to be used. It is important, of course, that a definite plan be followed, and this plan must be prepared in advance. Just as the architect prepares complete plans for building a house, the advertiser or his agent must prepare definite plans to be followed in building a profitable advertising campaign.

Having decided on the amount to be invested in newspaper advertising, calculate the number and size of the advertisements. It is also well to bear in mind that it is better to appear often with a small space than only once or twice with full pages, unless the smaller space is so small that it is ineffective. Repetition is one of the strongest factors in advertising and can be obtained only by frequent appearance.

If you have not been advertising regularly, do not expect large returns from the first few insertions. Advertising does not act that way. But if persisted in, like a child, it grows and develops in power. And once full grown, it is a powerful agent in the sale of goods.

Dollar for dollar, consistent advertising pays far greater dividends than intermittent or spasmodic appearances. It is the steady, consistent pound, pound, pound, which forces the public to know who you are, where you are, and what you have to sell. Do not stop advertising because business is dull. That is when you need it most. A sick man is more in need of tonic than one in perfect health. And advertising is the proper tonic for a sick business.

The wonderful force of advertising is splendidly brought out by an experiment with a cork and a bar of steel. A heavy steel bar was suspended by chains, and alongside of it on a cord was suspended a cork of ordinary size. Mr. Cork began to advertise on the bar of steel by being thrown forcibly against it. This was kept up for some time without any visible effect on the bar. After another period had elapsed the bar began to tremble slightly, the movement becoming more and more pronounced as the cork swung to and fro, gently at first, but with a steadily increasing movement, until the momentum was tremendous. The seeming impossible had been accomplished.

And so it is with all our problems. They look impossible at first, but if we plan correctly and stick to it, concentrated, well-directed effort will produce wonders. It is the steady drop, drop, drop of water that wears away the stone. Results may not be noticeable at first, but if we keep pounding, pounding, pounding, sales are bound to swing our way. And after you have been advertising regularly for some time you will notice increased returns from an equal investment. This is the cumulative effect of your advertising, brought about by your persistent effort.

This Screen Star Loves To Play In Thrillers



MARGUERITE SNOW, THAUHOUSER-MUTUAL STAR, IN "ZUDORA."

Marguerite Snow in the title role of "Zudora" has established a character unique on the screen. Zudora is a girl defective of refinement and genius, who, subjected to every possible danger and unexpected hazard, accomplishes her work in a manner highly satisfactory to the eye and with a naturalness completely convincing.

To Miss Snow the creation of this character has given much enjoyment because of the letters she is receiving from her admirers throughout the country.

"To me the motion picture actress playing stellar roles should have as much joy and satisfaction in the creation of roles as actresses on the speaking stage," said Miss Snow recently in commenting on her work. "I am required to adopt attitudes which in themselves are so interesting that it is an absolute pleasure to work out the details on the screen for the benefit of my admirers."

"There are so many thrills written into the action that I am just as eager as a little child to get to them and experience the real joy of being whirled away in colorful automobiles, rescued from exploding freight cars, carried across armies on narrow planks, dragged from a horse and tossed out of a window, and oh, I have forgotten what the other thrills are! But I know they are there because a scenario writer is devoid of heart. All he wants is action, and never a bit what happens to the poor leading woman."

In the role of Miss Snow, as Zudora, she has a wonderful hypnotic power over the audience which is essential to the success of the picture. The manner of the picture is so thrilling that Zudora gets herself into and incidentally out of, a most remarkable climax.

If You Want the Best In the Meat Line Telephone Us

TELL US THE SIZE AND THE CUT THAT YOU WANT AND WE'LL DELIVER THE GOODS

We buy the best that Coos County and Portland can furnish us. We have equipped our market to keep and ripen meats and give the most prompt and efficient deliveries possible.

THE UNION MARKET

J. F. Ford Co.

174 South Broadway.

Phone 58

- Some nice NEWTOWN PIPPIN APPLES. \$1
- Very fine. Per box 25c
- Some choice fresh GREEN PEAS. 25c
- Per pound 25c
- NICE FRESH ASPARAGUS. 5c
- Per pound 15c
- CRISP FRESH RADISHES. Per bunch
- ARTICHOKES. Two for



NASBURG'S GROCERY

The Good Housekeeping Store

THE DELICATESSEN CO.

136 NORTH BROADWAY

We carry at all times a large variety of DELICIOUS READY PREPARED FOODS for the table and family trade, ready to serve. We give our best attention and efforts to all special orders for social functions and private gatherings.

TRY OUR QUICK SERVICE COFFEE BOOTHS

Delicacies of all kinds to choose from. A lunch to suit your taste in Quality and Price.

FRECKLES

February and March Bring Out Un-sightly Spots. How to Remove Them.

The woman with tender skin dreads February and March because they are likely to cover her face with ugly freckles. No matter how thick her veil, the sun and winds have a strong tendency to make her freckles.

Fortunately for her peace of mind the recent discovery of a new prescription, othine—double strength, makes it possible for even those most susceptible to freckles to keep their skin clear and white. No matter how stubborn a case of freckles you have the double strength othine should remove them. Get an ounce from your druggist and banish the freckles. Money back if it fails.



Stop here when on business, pleasure or shopping tour. Service and Equipment BEST IN THE WEST. Lowest rates by comparison. Rates to You: 50 rooms \$1.00 100 rooms with bath \$1.50 100 rooms with bath \$2.00 200 large outside. Make this your headquarters.

BRING YOUR JOB PRINTING TO THE COOS BAY TIMES