

GRADE THREE CO. SCHOOLS

County School Supervisor F. A. Golden returned last evening from the headwaters of the north fork of the Coquille River near the Douglas County line where he visited three schools. In the Riverton District which is a very small one having only 11 pupils of school age, ten of these attending school now, the school was standardized with a grading of 96 per cent out of a possible 100. This school is 14 miles from the nearest post office and 18 miles from the nearest store, yet the equipment is unsurpassed in the whole of Coos county. The district has just completed a new building with modern heating plant. The school room has adjustable desks, and a separate library room has been provided. The equipment of maps and globes is complete. They have a drinking fountain and their yard is in good shape. The teacher of this model school is Miss Esther Byerly of Eastside.

Supervisor Golden also visited and standardized the Slikum school with a grade of 94 per cent. He particularly commends the principal, I. C. Young who has made many expenditures from his own pocket in order that the school might receive the necessary marks for standardization. He purchased towels and aluminum drinking cups and has offered a prize of a kodak to every pupil who is neither absent nor tardy during the school year.

While away Mr. Golden also visited the school at McKinley, which he reports in good condition.

TALKS ABOUT ADVERTISING

UNIVERSITY OF OREGON, Eugene, Ore., April 22.—"The man who doesn't advertise is the man who pays the costs of advertising. He bears the burden of the expenses of advertising, while the consumer and the advertising manufacturer, jobber and dealer reap the profits."

"Good advertising enlarges the market and creates greater demand. The greater output resulting from the use of advertising, increases profits and enables the manufacturer to reduce the selling cost of his goods, thereby giving the consumer greater value for his money."

"The greater cost in advertising comes out of the greater production, and the manufacturer, jobber or dealer who doesn't advertise pays the cost when he is forced to meet competition."

"There are two ways to advertise: one is by traveling salesmen; the other by some advertising medium, and experience shows the latter to be far more effective and profitable."

"Business is an uphill proposition and the advertiser cannot afford to overlook any opportunities. Many advertising campaigns fail because they are 'penny wise and pound foolish.'"

These were some of the statements made by Charles F. Berg, of Portland, Friday afternoon in his lecture on "Advertising Pays," the second of the series of lectures in the university course in "Advertising Practice." Mr. Berg is vice-president and manager of Lennon's, a Portland glove, hosiery and umbrella establishment.

Advertising successes are not built on chance, said Mr. Berg, and he cited a number of cases of big business successes due to the systematic use of advertising as a means of educating the people.

"Mr. Wrigley, of 'Spearmint' fame, began advertising about 10 years ago," said Mr. Berg. "Today he spends \$2,000,000 in publicity, and his big business requires the payment of a \$2,000 a day war tax. Haert, Schaffner & Marx, began advertising a dozen years ago. Their annual income now amounts to \$15,000,000."

"The best example of advertising efficiency, I believe, is that of the Ford automobile. Advertising has increased the demand until the daily output is 1,200 cars, and the profits have made it possible to establish a profit-sharing plan, and to make a minimum wage for employees of \$5 a day."

"These results are due to the power of the ad," said Mr. Berg.

H. T. SPAULDING auditor for the State Industrial Accident Commission is expected here shortly to examine the books of employers who have taken advantage of the state insurance.

A rubber cover to protect straw hats from rain is a novelty.

WEB DRAWS YET CLOSER

(Continued from page one.)
several checks he wanted aid in cashing.

"At North Bend I cash one," continued Mundich. "I get pair shoes, and \$30.70 back. The fat man wait outside. I give him the money. He give me 70 cents. By and bye he come to me and say, 'You better get out of here,' and I go."

When caught at Bridge Mundich had \$8.35 in his pocket. He described his fat friend as being 40 years of age, medium height, broad shouldered and weighing 180 pounds.

Mustache Is Gone.
Penovitch was brought into the room. "That's the man who was in our store Saturday night," exclaimed Mrs. Margaret Davis, of North Bend. She said Penovitch cashed no check but appeared as the tutor of Seanich, the young Austrian now in custody.

He emphatically denied the statements. "You say wrong," he fairly yelled.

Mrs. May Taylor, keeper of the boarding house where Penovitch stayed for two weeks appeared. She recognized him. "You've shaved off your mustache, haven't you John?" she queried. Denial, emphatic.

She told a plain story. "He came to his room several times on Saturday and each time changed into different clothes," she said. "The next morning when the deputy sheriff came he told me not to tell of these changes. He went into his room at 9:30 Saturday night and said he was tired and going to bed."

This evidently was a ruse, for 30 minutes later Penovitch had slipped out and down to the barber shop of William Hoffman where he had had his mustache shaved off, supposedly for the purpose of disguise. Penovitch previously stood by his story that he had shaved shortly before seven o'clock that evening.

"And you told me the next morning that you knew who cashed the checks, too," continued Mrs. Taylor.

"You say wrong," snapped Penovitch. Mrs. E. M. Jones of the Elks Rooms also recognized Penovitch. She said that he came to her rooms Saturday night with other Austrians, rented a room and disappeared between 12 and one o'clock Sunday morning. Penovitch said he had never seen her. Dukich, brought yesterday from Ukieside, said that he had worked for Hauser and Hauser for the last six months. He is well known in North Bend. He said that what he knew of the affair had been picked up on the street. Statements alleged to have been made by him to Timekeeper Bailey at camp 10 in front of witnesses, Dukich contradicted flatly yesterday. He, too, claims that he came originally from Spokane. Most of the Austrians make this same claim.

Davis Has Record.
The heavy set fellow giving the name of Joe Davis, picked up in North Bend as leader of the gang there, has been identified by Detective Alkus as a man named Mak Matich. He claims to have the positive proof and that the identification sizes up with a man wanted in Vancouver, Boise and Montana for bad check operations.

When caught Davis or Matich had a dozen or more checks in his sock ready for cashing. It is alleged that he got rid of none himself but gave them into the hands of dupes, coaching them up to their work, afterward relieving them of the money secured.

Stant Martin is the man supposed to be still at large and one of the leaders of the outfit. He secured a room at the Clint House in North Bend on April 10 and remained there until Saturday when he disappeared. Dukich alleges that he can neither read nor write though he has been in this country for the past ten years. He speaks fairly plain English and understood easily the questions asked of him, answering them without hesitating.

With the aid of tracing paper, Detective Alkus has taken copies of all the handwriting he can find that has been done by the men implicated. This, too, he is sizing up with the handwriting on checks drawn up north.

Don't miss the Rotarian Male Quartet at Noble Theater next Monday and Tuesday nights.

Millicoma leaves Sunday for Allegany at 5:30 a. m., and returns at 5:30 p. m. round trip 75 cents.

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- CITY AUTO & TAXI CO. •
- Day and Night Service. •
- For taxi, phone 20, Chandler •
- Hotel •
- For touring cars, phone 20, •
- Chandler Hotel •
- LYNN LAMBETH, Prop. •
- New Cars ••••• New Cars •••••
-

SATURDAY SPECIALS Tomorrow ONLY

COME TO OUR
Men's Suit Department
tomorrow and take your choice of any of our
SNAPPY UP-TO-THE-MINUTE CLOTHES
underpriced for tomorrow's selling as follows:

MEN'S \$17.00 SUITS	MEN'S \$20.00 SUITS	MEN'S \$22.50 SUITS	MEN'S \$25.00 SUITS
\$13.60	\$15.95	\$18.00	\$19.95

MEN'S \$27.50 SUITS	MATSON'S QUALITY STORE	MEN'S \$30.00 SUITS
\$22.00		\$23.95

Newsy Briefs From All Over the County

NORTH BEND NEWS
E. F. Russell, who has spent the past ten days in Curry County, returned home yesterday.

Mrs. H. E. Kennedy has moved into the Fred Kruse home on Union avenue during Mr. and Mrs. Kruse's stay in Empire, where the former is employed for the present.

V. C. Gorst left this week for San Francisco where he contemplates purchasing a new type of car for his transit business.

North Bend friends have been apprised of the serious illness of Louis Balsiger at Newberg, Oregon, where he and Mrs. Mrs. Balsiger are now residing.

Lyle Chapelle has returned from Quincy, Oregon, where he has just completed teaching a term of school.

The family of A. L. Sweeney arrived in North Bend this week to join Mr. Sweeney who is located here.

Mrs. L. E. Millidge who was operated upon recently at Mercy Hospital is reported recovering.

Morris Anderson of North Bend left this week for Canada to visit his parents whom he has not seen for fifteen years.

Mrs. L. G. Platt and baby returned this week from an extended visit at Oakland, Oregon.

Chester Sanford left this week for Sacramento where he will be employed on the building being erected for Captain Edgar Simpson.

E. F. Russell returned this week from Wedderburn, Oregon, where he has been offered an excellent position.

The Alumni association censored a surprise party to Prof. Grubbs on last Wednesday night, the occasion being the anniversary of his 39th birthday.

ALLEGANY ITEMS
(Special to the Times.)
We understand the Glen Junction school started last Tuesday, a lady from Klamath Falls is the teacher. We did not learn the name.

The West Fork schools is to begin the third of May we understand.

Our school is gaining in attendance there will be several more pupils next month.

Rinaldo Stiemmerman brought his motorcycle up Monday evening and has been up each fork of the river several miles, and reports the going pretty good.

Stall reports good progress over the road work near Leaton's place. He is working a small crew as yet.

BANDON BREEZES
News of the City by the Sea Related by The Recorder

Mr. and Mrs. J. Denholm, formerly of Bandon now of Portland, returned to Bandon yesterday, to visit with their daughter Mrs. Thomas Robinson.

N. H. Larsen, proprietor of a shingle mill at Port Orford was up from that town for a few days last week looking for tie makers. Mr. Larsen says that Port Orford is growing steadily and just at this time is as prosperous as any place along the coast.

Al. Garfield took a flying trip to Marshfield and return Monday, on matters connected with the automobile business.

A. Barrows was over from Marshfield for a couple of days last week to see how matters are progressing on the new house he is building in this city. Mr. Barrows is an expert saw filler in the employ of the Smith company and took a vacation when the mill shut down owing to the blowing out of a cylinder head in one of the plant's power engines.

GOOD BYE TUPPER ROCK
Government Engineer C. R. Wright states that the local preparations will soon be ready for active jetty work, but that the work may be delayed somewhat waiting for the completion of the two government scows now being built at Portland for this work. The contract provides that they be completed in 80 days, the expiration of which time will be about the middle of June, though the work might be completed sooner. He states that this work will practically finish all of Tupper rock and there will be nothing left of it.—Bandon Recorder.

FRECKLES
Now is the Time to Get Rid of These Ugly Spots.

There's no longer the slightest need of feeling ashamed of your freckles, as the prescription ointment—double strength—is guaranteed to remove these homely spots.

Simply get an ounce of ointment—double strength—from any druggist and apply a little of it night and morning and you should soon see that even the worst freckles have begun to disappear, while the lighter ones have vanished entirely. It is seldom that more than an ounce is needed to completely clear the skin and gain a beautiful clear complexion. Be sure to ask for the double strength ointment as this is sold under guarantee of money back if it fails to remove freckles.

Marshfield-Coquille Auto Stage

Leave Marshfield	Leave Coquille
A.M.	A.M.
5:30	7:00
8:30	9:00
11:00	11:00
P.M.	P.M.
1:00	1:00
3:00	3:00
5:30	6:30
7:30	7:30

MARSHFIELD-COQUILLE AUTO STAGE TIME SCHEDULE

Schedule arranged to connect with boats to Bandon, Stages to Myrtle Point, Wagner, Roseburg.

No delays.

Fare from Marshfield to Coquille: \$1.25 one way; \$2.00 round trip Round Trip good any time.

J. H. GRIFFITH
Glasses That Please



TORIC LENS OUR BEST

Eyes Examined Glasses Fitted Lenses Duplicated
ROOM 10 Over Land's Drygoods Store

CHICKENS

We have a Special Consignment of Extra Good Chickens coming for this week's trade. Order your roast or stew early. We also have the best obtainable in

VEAL, PORK and BEEF

properly cooled in our up-to-date refrigerator.

THE UNION MARKET
J. E. Ford & Co.
Phone 58-J. 174 South Broadway.

DRINK HABIT

RELIABLE HOME TREATMENT
The ORRINE treatment for the Drink Habit can be used with absolute confidence. It destroys all desire for whiskey, beer or other alcoholic stimulants. Thousands have successfully used it and have been restored to lives of sobriety and usefulness. Can be given secretly. Costs only \$1.00 per box. If you fail to get results from ORRINE after a trial, your money will be refunded. Ask for free booklet telling all about ORRINE.

Owl Prescription Pharmacy, Frank D. Cohan, Central Avenue, Opposite Chandler Hotel. Phone 71.

The "Don't Need To" Theory

IN A RECENT debate at Havana, Mistah Johnson failed to convince Mr. Willard. Some few years ago Mr. Johnson surmounted the color line and was the leading man in his line of work. Business was good and profits were high.

Having all the money he could handle at the time, he concluded to take a rest.

To be sure he planned to get into the field again at the proper time.

But everything was rosy and there really seemed no good and sufficient reason why he should spend so many hours a day keeping his muscles lithe and strong and his wind good and his heart and nerves in trim.

Eventually the meeting with Mr. Willard was arranged. Mr. Johnson was still tolerably content with what he had done.

(Brother, a has-done is about as bad as a has-been.)

Mr. Johnson did not care to stand up in the training ring and punch and take punches. He did not see the necessity of practicing side steps and feints and rushes.

He knew all about them. Why he had done all of that he ever needed to do.

Mr. Willard did not overlook the boxing and the wrestling and the clinching and the side-stepping, etc.

As a result, Mr. Johnson received Mr. Willard's compliments to the point of the jaw, and his business career closed.

Advertising a business is the training of that business.

Advertising keeps a business healthy.

It tones up its liver, strengthens its biceps, steadies its heart and keeps its nerves in order.

Once in awhile a man decides that he is doing so much business that he can stop advertising for a while and run on momentum.

Momentum is the gradual process toward a full stop.

The momentum business is usually prematurely full-stopped by the straight left jabs of the well-trained competitor who finds his opening in the 26th round.

If you want to stay in business stay in the advertising field.

No matter how much business you are doing, keep up the energy that makes it.

You might as well cut off your legs because you are running well in a foot race, as to cut off your advertising because your business will continue without it.

You might as well tell the insurance man that you are so healthy you will drop the policy for a few years as to stop advertising because business goes on without it.

"Don't need to" is the eventual preliminary to "Can't do it."

The only man who doesn't need to advertise is the man who has retired from business.

The only policy holders who doesn't need to pay his premiums is dead.

Mr. Johnson doesn't need to train any more. He is licked.

The Coos Bay Times
will keep your business in training