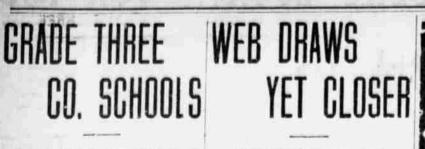
THE COOS BAY TIMES, MARSHFIELD, OREGON, FRIDAY, APRIL 23, 1915-EVENING EDITION.



County School Supervisor F. A. (Continued from page one.) Golden returned last evening from several checks he wanted aid in cashthe headwaters of the north fork of ing.

the Coquille River near the Douglas "At North Bend I cash one," con-County line where he visited three tinued Mundich. "I get pair shoes, schools. In the Riverton District and \$30,70 back. The fat man wait which is a very small one having only outside, I give him the money. He 11 pupils of school age, ten of these give me 70 cents. By and bye he attending school now, the school come to me and say, 'You better get was standardized with a grading of out of here,' and I go.

96 per cent out of a possible 100. When caught at Bridge Munich This school is 14 miles from the near- had \$8.35 in his pocket. He descriest post office and 18 miles from the bed his fat friend as being 40 years nearest store, yet the equipment is of age, medium heighth, broad shoulunsurpassed in the whole of Coos dered and weighing 180 pounds. county. The district has just complet-

Mustache is Gone.

ed a new huilding with modern heat- Penovitch was brought into the ing plant. The achool room has ad- room. "That's the man who was in justable desks, and a separate 11- our store Saturay night," exclaimed brary room has been provided. The Mrs. Margaret Davis, of North Bend. equipment of maps and globes is She said Penovitch cashed no check complete. They have a drinking but appeared as the tutor of Seanich, fountain and their yard is in good the young Austrian now in custody. shape. The teacher of this model He emphatically denied the stateschool is Miss Esther Byerly of East- ments. "You say wrong," he fairly yelled. side.

TWO

Supervisor Golden also visited and Mrs. May Taylor, keper of the standardized the Sitkum school with boarding house where Penovitch staya grade of 94 per cent. He particular- ed for two weeks appeared. She rely commends the principal, I. C. cognized him. "You've shaved off Young who has made many expendi- your mustache, haven't you John?" tures from his own pocket in order she queried. Denial, emphatic, that the school might receive the She told a plain story. "He came necessary marks for standardization. to his room several times on Satur-He purchased towels and aluminum day and each time changed into difdrinking cups and has offered a prize ferent clothes," she said. "The next of a kodak to every pupil who is morning when the deputy sheriff neither absent nor tardy during the came he told me not to tell of these school year. changes. He went into his room at

While away Mr. Golden also vis- 9:30 Saturday night and said he was ited the school at McKinley, which tired and going to bed." he reports in good condition.



UNIVERSITY OF OREGON, EU- "You say wrong," snapped Penovich. GENE, Ore., April 22,-"The man who idbean't advertise is the man also recognized Penovich. She said who pays the costs of advertising. He that he came to her rooms Saturday bears the burden of the expenses of night with other Austrians, rented a advertising, while the consumer and room and disappeared between 12 the advertising manufacturer, job- and one o'clock Sunday morning. ber and dealer reap the profits.

"Good advertising enlarges the market and creates greater demand. Lakeside, said that he had worked The greater output resulting from for Hauser and Hauser for the last tal is reported recovering. the use of advertising, increases pro- six months. He is well known in fits and enables the manufacturer to North Bend. He said that what he left this week for Canada to visit thereby giving the consumer greater up on the street. Statements alleg- for fifteen years.

"The greater cost in advertising Timekeeper Balley at camp 10 in ed this week from an extended visit comes out of the greater production, front of witnesses, Dukich contradict- at Oakland, Oregon. and the manufacturer, jobber or ed flatly yesterday. He, too, claims



All Over the County BANDON BREEZES completed in 80 days, the expiration

E. F. Russell, who has spent the News of the City by the Sea Related die of June, though the work might past ten days in Curry County, re-

This eviently was a ruse, for 30 turned home yesterday, minutes later Penovitch had slipped into the Fred Kruse home on Union ed to Bandon yesterday, to visit with nothing left of it .- Bandon Recordout and down to the barber shop of avenue during Mr. and Mrs. Kruse's their daughter Mrs. Thomas Robison, er. William Hoffman where he had had stay in Empire, where the former his mustache shaved off, supposedly is employed for the present. for the purpose of disguise. Peno-V. C. Gorst left this week for San that town for a few days last week vich previously stood by his story Francisco where he contemplates looking for tie makers. Mr. Larsen that he had shaved shortly before purchasing a new type of car for his transit business, "And you told me the next morn-

ing that you knew who cashed the prised of the serious illness of Louis coast, checks, too," continued Mrs. Taylor. Balsiger at Newberg, Oregon, where he and Mrs. Mrs. Balsiger are now Mrs. E. M. Jones of the Elks Rooms residing.

Lyle Chapelle has returned from Quincy, Oregon, where he has just completed teaching a term of school. The family of A. L. Sweeny arrived to see how matters are progressing in North Bend this week to join Mr. Sweeny who is located here,

Dukich, brought yesterday from Mrs. L. E. Milledge who was operated upon recently at Mercy Hospi-

Morris Anderson of North Bend reduce the selling cost of his goods, knew of the affair had been picked his parents whom he has not seen ed to have been made by him to

of which time will be about the mid-

by The Recorder he completed sooner. He states that Mr. and Mrs. J. Denholm, formerly this work will practically finish all Mrs. H. E. Kennedy has moved of Bandon now of Portland, return- of Tupper rock and there will be

Tomorrow

N. H. Larsen, proprietor of a shingle mill at Port Oriord was up from J. H. GRIFFITH **Glasses That Please** says that Port Orford is growing steadily and just at this time is as North Bend friends have been ap- prosperous as any place along the

> 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 on the new house he is building in this city. Mr. Barrows is an expert saw filer 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

These Ugly Spots.

There's no longer the alightest

need of feeling ashamed of your

freckles, as the prescription othine

-double strength-is guaranteed

Simply get an ounce of othine-

double strength-from any drug-

lighter ones have vanished entirely.

complexion. Be sure to ask for

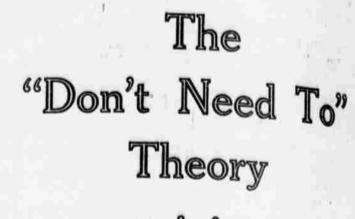
the double strength othine as this

is sold under guarantee of money

back if it fails to remove freckles.

Phone 58-J.

Glasses Fitted Government Engineer C. R. Wright tates that the local ore Chester Sanford left this week soon be ready for active jetty work, Lenses Duplicated for Sacramento where he will be em- but that the work may be delayed ployed on the building being erect- somewhat waiting for the completion



TN A RECENT debate at Havana, Mistah John 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 hasbeen.)

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 sidestepping, 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.



potition.

"There are two ways to advertise: one is by traveling salesmen; the other by some advertising medium, name of Joe Davis, picked up in has been offered an excellent posiand experience shows the latter to Noth Bend as leader of the gang tion,

and the advertiser cannot afford to leh. He claims to have the positive overlook any opportunities. Many proof and that the identification advertising campaigns fail because sizes up with a man wanted in Vanthey are 'penny wise and pound fool- conver, Boise and Montana for bad ish'.

These were some of the statements manager of Lennon's, a Portland secured. glove, hostery and umbrelia estab- Stani Martinz is the man supposed lishment.

cating the people.

"Mr. Wrigley, of 'Spearmini' fame, In this country for the past ten years. began adverting about 10 years He speaks fairly plain English and the road work near Leaton's place. ago," said Mr. Berg. "Today he understood easily the questions ask- He is working a small crew as yet. spends \$2,000,000 in publicity, and ed of him, answering them without his big business requires the pay- hesitating.

000,000

"The best example of advertising handwriting on checks drawn up efficiency, I believe, is that of the north. Ford automobile, Advertising has

increased the domand until the daily out put is 1,200 cars, an the profits Quarter at Noble Theater next Monhave made it possible to establish a day and Tuesday nights. 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.

R, T. SPAULDING auditor for the • State Industrial Accident Commis- 🕈 sion 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 novely.

dealer who doesn't advertise pays the that he came originally from Spocost when he is forced to meet com- kane. Most of the Austrians make this same claim.

Penovich said he had never seen her.

seven o'clock that evening.

Davis Has Record.

The heavy set fellow giving the be far more effective and profitable. there, has been identified by Detect-"Busines is an uphill proposition fve Alkus as a man named Mak Mat-

check operations.

When caught Davis or Matich had made by Charles F. Berg, of Port- a dozen or more checks in his sock land, Friday afternoon in his lecture ready for cashing. It is alleged on "Advertising Pays," the second that he got rid of none himself but school started last Tuesday, a lady to remove these homely spots. of the series of lectures in the uul- gave them into the hands of dupes, from Klamath Falls is the teacher. versity course in "Advertising Prac- coaching them up to their work, af- We did not learn the name, tice." Mr. Berg is vice-president and terward relieving them of the money

to be still at large and one of the there will be several more pupils have begun to disappear, while the Advertising successes are not built leaders of the outfit. He secured a next month, on chance, said Mr. Berg, and he room at the Clint House in North read nor write though he has been pretty good.

ment of a \$3,000 a day war tax. With the aid of tracing paper, De-Hart, Schaffner & Marx, began ad- tective Alkus has taken copies of all vertising a dozen years ago. Their the handwriting he can find that has annual income now amounts to \$15,- been done by the men implicated. This, too, he is sizing up with the

Don't miss the Rotarian Male

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

> ************** CITY AUTO & TAXI CO. Day and Night Service. Hotel

Chaudler Hotel LYNN LAMBETH, Prop.

1: 1: New Cars + D. Cohan. Contral Avenue. Opno • New Cars :: • • • • • • • • • site Chandler Hotel. Phone 71.

ed for Captain Edgar Simpson, E. F. Russell returned this week being built at Portland for this work. from Wedderburn, Oregon, where he The contract provides that they be

The Alumni association condered a surprise party to Prof. Grubbs on last Wednesday night, the occasion being the anniversary of his 39th Now is the Time to Get Rid of birthday.

ALLEGANY ITEMS

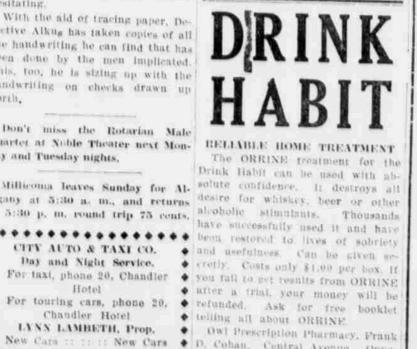
(Special to the Times.) We understand the Glen Junction The West Fork schools is to begin gist and apply a little of it night

the third of May we understand. and morning and you should soon see that even the worst freekles

Our school is gaining in attendance

cited a number of cases of big busi Bend on April 10 and remained there motorcycle up Monday evening and ounce is needed to completely clear Rinaldo Stemmerman brought his it is seldom that more than an ness successes due to the systematic until Saturday when he disappeared. has been up each fork of the river the skin and gain a beautiful clear Dukich alleges that he can neither several miles and reports the going

Stull reports good progress over







TORIC LENS

Eyes Examined

OUR BEST

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	7:80

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.

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.

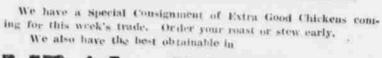
You might as well tell the insurance man that you are so healthy you will drop the policy for a few years as to stop advertising because business goes on without it.

"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.



CHICKENS

VEAL, PORK and

BEEF properly cooled in our up-to-date refrigerator,

THE UNION MARKET J. E. Ford & Co.

174 South Broadway.

