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Do your family ironing the Electrical way. It can be done quickly and fretlessly. It can be done with the maximum of comfort and the minimum of expense.

Hot Summer Days Become Cool Days for Ironing

For, with an Electric Iron—easily attached to any convenient socket—ironing can be done in the coolest spot about the house—out on the porch if desired. And ironing by Electricity is very economical too.

Oregon Power Co.

Abstracts

FOR RELIABLE ABSTRACTS OF TITLE AND INFORMATION ABOUT
COOS BAY REAL ESTATE, See
TITLE GUARANTEE & ABSTRACT CO., Inc.
 MARSHFIELD AND COQUILLE CITY, OREGON
 GENERAL AGENTS, EASTSIDE AND SENGSTACKEN'S ADDITION
 AGENTS FOR CANADIAN PACIFIC RAILROAD LANDS
 HENRY SENGSTACKEN, MANAGER

Our Own EMERSON

EMERSON might have said
 "Advertising is the expression of a man's pride in his product."

NO man with goods or good service to sell keeps quiet.

He is too self-confident, too enthusiastic.

He wants every one to share his pride and to benefit by what he has to offer.

If he is wise he chooses

The Times

advertising as his voice.

Through it he hears the satisfying sound of the echo at his cash register bell.

PHONE 133

COOS BAY TIMES

The Game Laws of Oregon

State Commission Sends Out Copies Through State—Shows Just What Hunters and Anglers are Allowed to Lawfully Kill This Season

The Oregon Fish and Game Commission is sending out through the state copies of the fish and game laws. These explain that a resident hunter's license costs \$1 a year and for non-residents \$10 a year. Resident angler's licenses cost \$1 a year and a combination hunter and angling license, \$2 a year. Civil War veterans can secure licenses free of charge by making proof of their service in the army. The laws contain many points which every hunter and fisherman should be familiar with. The following is a federal law which supercedes the state law:

No shooting of migratory birds between sunset and sunrise. There is a closed season until September 1, 1918, on the following migratory game birds: wild or band-tailed pigeons, little brown, sandhill, and whooping cranes, swans, curlews, wood ducks, and all shore birds excepting the black-breasted and golden plover, Wilson or Jack snipe, woodcock and the greater and lesser yellowlegs.

For This District.

All counties west of the Cascade comprise the District No. 1, in which the open hunting seasons are as follows:

- Buck Deer with horns—August 15 to October 31.
- Silver gray squirrels—September 1 to October 31.
- Ducks and geese—October 1 to January 15. (Federal law.)
- Rails and coots—October 1 to January 15. (Federal law.)
- Shore birds, black breasted and golden plover, Wilson or Jack snipe, woodcock, and greater and lesser yellow legs—October 1 to December 15. (Federal law.)
- Chinese pheasants and grouse—October 1 to October 31, Jackson County—October 1 to October 10. No open season in Coos, Curry and Josephine counties.
- Quail—Open season in Coos, Curry, Jackson and Josephine counties—October 1 to October 31. Closed at all times in other counties.
- Doves—September 1 to October 31.

Bag Limits

- Buck deer with horns—3 during any season.
- Silver gray squirrels—5 in any seven consecutive days.
- Ducks, geese, rails, coots and shore birds—30 in any seven consecutive days.
- Chinese pheasants, native pheasants and grouse—5 in one day including 1 female Chinese pheasant and 10 in any seven consecutive days, including 2 female Chinese pheasants.
- Prairie chickens and sage hens—5 in one day and 10 in any seven consecutive days.
- Quail—10 in any seven consecutive days.
- Doves—10 in one day or 20 in any seven consecutive days.
- Geese killed in Wasco, Sherman, Gilliam, Harney, Crook, Morrow and Umatilla counties may be sold after having metal tags attached.

Open Angling Seasons

- Trout over six inches—April 1 to October 31—Bag limit 75 fish or 50 pounds in any one day.
- Trout over ten inches—All year—Bag limit 50 fish or 50 pounds in one day.
- Bass, crappies, Williamson's white fish, cat fish and graylings—All year—Bag limit 40 pounds in one day.
- "Yanks" in Wallowa Lake—All year, except September 15 to October 10—Bag limit, 50 pounds in one day.

It is Always Unlawful

- To kill mountain sheep, antelope, elk, beaver, female deer, spotted fawn, silver pheasants, golden pheasants, Reeves' pheasants, English partridge, Hungarian partridge, Franklin grouse or fool hen, bob-white quail, swan, wood duck, wild turkey, least sandpiper, western sandpiper, solitary sandpiper, semi-palmated plover, snowy plover, and all other birds of any kind, except those on which there is an open season.
- The following are not protected at any time: Duck hawk, sharp-shinned hawk, prairie falcon, goshawk, English sparrow, great horned owl, northern shrike, cormorants, American merganser, crows and ravens, magpies and blue jays.
- To rob any birds' nests except such birds as are not protected by law.
- To hunt without having hunting license on person, and to refuse to show same on demand of proper officer or owner or representative of real property where hunting.
- To hunt at night.
- To sell or have in possession plumage of protected birds.
- To hunt on any same reservation.
- To disguise sex or kind of any game.
- To hunt deer with dogs.
- To lie in wait near licks while hunting deer.
- To sell game of any kind except when propagated according to law.
- To shoot game from public highways

or railroad rights of way. To wantonly waste game. For aliens to hunt without a special gun license.

To shoot from any power sink or sneak boat, or sink box. To hunt on enclosed or occupied unenclosed lands without permission of owner.

To trap fur-bearing animals without a license.

To burn fires between February 15 and September 15, excepting by permit from State Game Warden. To have in possession more than 40 pounds of jerked venison.

To trap, net or ensnare game animals, birds or fish, except as expressly provided.

To hunt within the corporate limits of any city or town, public park or cemetery, or on any campus or grounds of any public school, college, or university, or within the boundaries of any watershed reservation as set aside by the United States to supply water to cities, or within any national bird or game reservation.

To resist game wardens or other officers charged with the enforcement of the game laws.

To angle for any fish without having a license on person and to refuse to show same on demand of proper officer.

To fish by any means other than by hook and line.

To use salmon spawn in Willamette River and tributaries south of East Independence station, Marion County.

To cast lumber waste, dye, chemicals, decaying substance, etc., or to use powder or poisonous substances in streams.

To fish at night or on stream within 200 feet below any fishway.

To sell trout, bass, crappies, cat fish, white fish or grayling.

To maintain an irrigation ditch without having it screened at the intake.

Additional Provisions.

All game is owned by the State. Any game animal, bird or fish raised in captivity may be sold if properly tagged. Any game animal or bird may be held during closed season if properly tagged. Any game animal or bird may be imported from without the United States and sold if properly tagged. Any navigable stream and any streams flowing through public lands are highways for fishing. Taxidermists must pay a license of \$3.00 per year. The State Board of Fish and Game Commissioners are empowered to summon and examine witnesses under oath, to suspend open seasons, offer rewards to apprehend violators, and to acquire any kind of game for propagation, experimental or scientific purposes.

Penalties.

Any person killing any mountain sheep, mountain goat, antelope, elk, or moose, may be fined from \$200 to \$1,000 and imprisoned not less than 60 days or more than six months. Unless otherwise provided, violations of other sections carry penalties of not less than \$25 or more than \$500 and costs, or by imprisonment not less than 30 days or more than six months. Besides fines, anyone violating laws shall be subject to a civil liability ranging from \$2.00 for each game bird to \$300 for elk and mountain sheep; shall forfeit all guns, dogs, traps, fishing apparatus and implements used in violation of laws, and shall forfeit his hunting license for the balance of the calendar year in which the offense was committed.

A BETTER WORLD

By Frederick C. Howe

"I WANT to live in a world where 100 warships, costing \$200,000,000 will not be properly paraded before a city too poor to feed its hungry school children; to live in a world where the opinions of long-dead grandfathers—inscribed in constitutions—will be of less consequence than the mangled arms and limbs and the destitute women and children of our factory workers; where breaker boys will not be permitted in coal mines, where it will be criminal to place little children in canneries. "I want to live in a city where the daily wages of women and girls will support life; where the lost job means something other than the street or starvation. "I want to live in a country where prostitution will not be the price we pay for our bargain counter economies, in a country where the doors of the prison will open outward for those who have become tangled in the machinery of the modern industrial world. "I want to live in a world that hates these things, hates them so thoroughly that it will abolish them. "I want to live in a world that thinks of its people rather than of business, of consumers rather than producers, of users rather than makers, of tenants rather than owners; in a world where life is more important than property and human labor more valuable than privilege."

Have your LETTER heads, bill heads, etc., printed at THE TIMES office.

Psychology of Advertising

ADVERTISING is not an amusement but a business. Not many years ago most merchants and manufacturers who had finally been persuaded to advertise did it in a half amused way, as if to humor the whims of the newspaper or magazine owners and only vaguely expecting any benefit from it.

The faker was the first to use the advertisement successfully and with rich results. The merchant and the manufacturer saw this, but were suspicious of it, looking upon advertising as a sort of "circus business," and they were slow to accept it, for there was no one to assure them of its efficiency, no one to say how they should advertise, no one to tell them what to say in their ads., not even show them what benefits would result.

Finally one ventured to advertise a little. He sold some goods—not many—as a result, but it was encouraging. He ventured a little further and sold more goods. He found out also something about selling goods. With something akin to wonder he found that a new road went straight to the thousands, where he had been slowly reaching the hundreds; then to millions, where once he had sent his salesmen to thousands.

Commercial advertising was not only discovered, but invented, and is still in the process of development.

A Story in Point

You may have read a recent issue of one of our weekly publications, the little "story of the fountain pen."

In brief it was as follows: Under the stairway in the old Tribune building in lower New York City, at the rear of a news stand, a remarkable discovery was made. By chance while pausing to make a purchase, an advertising manager first learned of something that was to be of vital interest in the world of invention. Back of this news stand stood a kindly appearing man with a small tray of goods which he was offering for sale. He demonstrated his product and told his story to the advertising man, who returned to his office firmly believing that he had made a great discovery.

The man who displayed his first invention in the old Tribune building was Lewis Waterman, and the article he showed was the Waterman Ideal fountain pen. This was a little more than twenty-nine years ago. The inventor, knowing nothing about advertising, knew of no other way than going out and personally peddling his wares.

"Let me run a quarter page ad. of your pen," he suggested to Mr. Waterman. But the inventor had not the money it would cost. So great was the faith of the advertising man in the product that he loaned Mr. Waterman the price of a quarter page ad.

The first advertisement of the L. E. Waterman Company appeared in November, 1884. Prior to that time Mr. Waterman, by personal solicitation had sold about 300 pens in all. Within a few weeks after the advertisement appeared, such a large number of orders had been received that the inventor borrowed \$5,000 with which to have the pens made and delivered. An intelligent advertising campaign was carried on and business increased with rapid strides. In 1889 900 pens were sold; in 1900 227,000 sales were made, and 1912 1,250,000 pens were sold.

Waterman discovered the way to make a fountain pen, but an advertiser

ing man discovered Waterman—and therein lies the story.

Still in Developing Stage

The advertising and the advertising principles of today are not those of yesterday. Tomorrow they will have advanced another step. The progress has been so rapid and so varied that it is impossible to keep pace with the details, but some good business men are not going to spend their money for advertising without reaping their reward in dollars and cents. They no longer look upon advertising as a speculation, but as an investment bearing a good rate of interest.

Yesterday it was held that an advertisement paid if it did no more than keep the name of the advertiser before the public. Today the advertiser insists that it shall actually sell his goods. If it does not he looks for the trouble and gets rid of it. The trouble may be only the way he presents it to the public. It is here that the psychology of advertising comes to the rescue. If he is a grocer he may have said in his catch line, "I want to sell groceries." Well, that's his viewpoint, not yours. Or he may have said, "My groceries are good," which may interest you or may not; but if he says, "Let me cut your grocery bill down," that is talking from your own viewpoint, and you are attracted at once.

A successful advertisement must appeal to the people. To be successful it must attract attention, be pleasing, give information, and it must make some of its readers buy the goods.

Time and place also have their psychological effect. An ad. which would appeal to you at one season of the year might not at another.

From the standpoint of the public the effect of advertising has many beneficial points—in business, in society and in the home. Did you ever stop to think how many modern utilities and conveniences we have which might never have been made or marketed had it not been for the printed and pictured description and salesmanship? Some may say, "I would not buy an advertised article because I have to pay for the advertising." On the contrary, the wider distribution of the advertised article makes it possible to sell at a much narrower margin of profit than when only a limited number are sold.

In our everyday dealing with the business world advertising acts as a corrective. It helps to regulate prices. Time was when the goods we bought were simply marked, at the discretion of the dealer. Now a woman knows what she should pay and what she should get. Thus we are benefited by advertising, even without our knowledge or consent. Again through his ad, a merchant or manufacturer makes a reputation for himself that he must live up to. He must not only have the merchandise, but he must back up what he says in regard to it.

Advertising has been slow in reaching its full power because much of it was so long untruthful, misleading and generally untrustworthy, but the motto of the advertising man has changed from "Get the money" goods." A satisfied customer is always "See that they buyer gets the ways a good advertisement."

There are many sides to this subject of advertising, but from a successful business standpoint it all simmers down to two facts—have the goods and let the people know it.

Public Markets Help Producer and Consumer

PRACTICALLY every European town has its public market," says Dr. Hector Macpherson, of the Oregon Agricultural College. "Town and country meet in the market square, where the city dweller deals with the grower of his meats, fruits and vegetables. The market habit is born and bred in every inhabitant of both town and country. It is a habit with the force of generations behind it. "But it is a habit which has never been widely acquired in America. Our rapid development, the early rise of commercial agriculture, the marvelously rapid growth of our cities, and the demand of our city populations for a much greater variety of products than the surrounding country could produce, have all conspired to make the building up of a public market difficult. Our households, even in country towns, practically draw upon the whole world for their food supply. This gives the retail dealer his foothold. The telephone system and the delivery wagon, wasteful as they are, entrench him in his position. "Hence it is, that it has been almost impossible to maintain a public market except in such of the older American cities as early adopted the European institution. Many of these older cities have the marketing habit as firmly fixed as the cities of the Old World. "That there are certain advantages in the public market no one would

deny. It gives the individual farmer every opportunity to build up a reputation. In such markets as those of Baltimore, Boston and New Orleans, are stands which have been occupied by the same families for two generations. They have their specialties and have built up reputations which are assets, just as is the good-will of an old established business. Thus, a premium is placed upon excellence, energy and enterprise, which is much to be desired. Moreover, investigations of many of these old public markets have shown that, even allowing for their time, many of the stallholders are doing much better than they could by selling their products to the local retailers. "Not only does the farmer get better prices for his products, but the city consumer gets the produce fresh from the farm and at much more reasonable prices than he could buy them from the retailer in the absence of a local market. "The difference in price to the consumer is best illustrated by the results attained through the establishments of markets as a result of the recent advance in the cost of living. Many cities have attempted to relieve the situation by the establishment of public markets on conditions especially attractive to the farmer, and under the pressure of high prices and trying to cultivate a marketing habit among their citizens."

News of Nearby Towns

CAR OVER GRADE

Reuben Mast Has Thrilling Time Near Bandon

The car driven by Reuben Mast went over the grade on the Bandon road Saturday night when the steering gear went wrong as the result of the hub cap hitting a post. Reuben had turned around and transferred loads with Paul Ford. It was while turning around that the hub cap struck the post, badly bending one of the rods of the steering gear. Unaware of the damage the driver started the car, but when he tried to make a small turn the wheel spun around without changing the course of the car. He called to the passengers and put on the brake, but before he could stop the car it reached the edge of the bank and ran over, landing nearly bottom side up. One of the passengers left the car before it went over and none of those who stayed with it were injured.

HEALTH DISTRICTS

New Plan of the State Health Department

A Roseburg paper says:

"Dr. Roberg, the newly elected state health officer, spent a day in Roseburg conferring with Drs. A. C. Seely and George Houck with reference to dividing Oregon into what will be known as health districts. In each of these districts will be an official whose duty it will be to keep the state board of health conversant with health conditions. It will also be the duty of this officer to keep a complete account of all deaths, births and other data required by the health laws passed at the last session of the state legislature. Dr. Roberg will also assume his duties as state health officer upon the retirement of Dr. Calvin White, the present incumbent of the office."

TROUBLE OVER ESTATE

Clash Over \$3,000 Left by John Fitzgerald at Roseburg

Alleging that by reason of a contract by which the widow agreed to give up her share in the estate, two heirs to the estate of John Fitzgerald, who died on July 22, asked that J. T. Goodman of Looking Glass be appointed administrator of the estate. In the contract mentioned, Mrs. Fitzgerald abandoned a suit for divorce for \$500 and gave up her interest in the deceased's property which has a value of about \$3,000. The heirs are residents of another state.

Two of Fitzgerald's children by his first wife live at Coos Bay. They are J. E. Fitzgerald and Mrs. Herbert Rogers.

TROUBLE IN ROSEBURG

Elmer Stanley Arrested for Hotel Disturbance

In answer to a plea of disorderly conduct, Elmer Stanley appeared before Recorder Wimberly and entered a plea of not guilty. Staley was accused by Mrs. Edith Atwood of trying to enter her room in a local hotel last Friday night. According to his explanation, Staley said that he was looking for some girls from Marshfield, and merely knocked on the door of the room. After several knocks, he says that he was confronted by a revolver in the hands of Mrs. Atwood. The latter, it appeared thought that he had been sent there by her husband, the couple being parties to a divorce suit. —Roseburg Review

NEWS OF COQUILLE

Coos County Set Events As Told By The Herald.

Mrs. J. W. Leneve received a bouquet of Dahlias from Mrs. Frank Sacchi, of Marshfield, one day last week. They are some of the largest ever seen at this place, some of them measuring nine inches across the face of the flower.

Peter Axe, of Bridge, brought in his first load of fruit yesterday in his little Studebaker truck. He left home about six and reached Coquille about the middle of the forenoon. He brought 20 boxes of apples, selling some here and taking the rest to Marshfield.

Sunday Mrs. Wm. Hall accompanied by her son, Master Jack, left for Portland where they will be joined by Mr. Hall. They will reside in Portland in the future. Mrs. Hall has been engaged as chief operator at the Coos and Curry Telephone office at this place for a number of years.

Mrs. A. R. Stambuck and daughter Margaret, of North Bend, returned yesterday from a trip to the exposition and a visit with relatives in San Francisco and San Jose.

Times want ads bring results.