

Standard Oil Company's

(California)
ZEROLENE
 OILS & GREASES
RED CROWN
 GASOLINE

received highest honors at the Exposition. Zerolene was first in lubricating efficiency; Red Crown, first in carbureting qualities, in purity and uniformity.

Awarded GOLD MEDALS San Francisco 1915



JUST AS EASY!

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.

High Quality Groceries

Our own prompt and particular delivery service—Efficient clerks—being out of the high rent district and keeping our prices as low as consistent with good business makes

Conner & Hoagland

—The Leading Grocers—Dealers in Good Groceries—
 797 South Broadway. Phones 348-J and 326

Puget Sound Bridge & Dredging Co.

Dams, Bridges, Buildings. General Construction
 COMPLETE PLANTS FOR HARBOR WORK
 Our Coos Bay office has available for Oregon Coast work the

Dredge "Seattle"

the most powerful, best equipped and most thoroughly modern twenty-inch hydraulic dredge in Pacific waters

Coos Bay office, Marshfield, Oregon. Main office, Seattle, Washington.

Koontz Garage

Agency for

—GOO DYER TIRES—EXCELSIOR

MOTORCYCLES—UNION GAS ENGINES

Marine and Automobile Repairing a Specialty

North Front Street :: :: :: Phone 189-J

PARCEL POST YOUR LAUNDRY

We Pay Return Charges. Prompt and Efficient Service
 COOS BAY STEAM LAUNDRY

Effective Advertising

Herbert F. Miller
 Business Manager Chicago Association of Commerce

PUBLICITY cannot create facts, but it can exploit knowledge of the facts.

Untruthfulness and exaggeration are going out of style in all kinds of advertising. The best and simplest way to approach any community problem is first to discover all the facts and then tell the truth and make the most of it. Business men who will not stand for misrepresentation to promote individual business should not tolerate it collectively in community advertising.

There is no broader field and no greater opportunity for originality in method than in the field of community advertising. Here is room for a new profession, or, at least, a post graduate study for the experienced commercial secretary. The creation and censorship of community advertising should be the responsibility of the strongest and most influential civic and commercial organization, working under the auspices of a carefully selected publicity committee of representative citizens.

The worst possible mistake in community advertising is to begin with self deceit. Exaggerated claims and over confidence can never bring real success to the community or individual. The world expects everybody to make good. The town which boasts of imaginary attractions may deceive itself but cannot deceive others. Civic ego is not civic pride.

It is perfectly logical and perfectly natural for everybody and everything in this world to have faults, but it is perfectly foolish either to ignore the fact or to brag about it. I congratulate certain communities in this country where the newspapers do not print stories of local hardluck, such as earthquakes, floods, crop failures, or frosts—and only mention fires for the sake of the insurance.

The first step in the solution of the community advertising problem is for a town to know itself. It should determine if it is willing to answer

the following questions frankly, convincingly and with self satisfaction.

1. What excuse have we for advertising?
2. What has this town to advertise and offer in competition with other towns of like situation and circumstances?
3. Will the facts justify this community in claiming equality with or superiority over our competitors?
4. Have we any special attractions or exclusive advantage?

A careful survey or investigation will leave the way clear for the consideration of ways and means and methods. If you can find satisfactory answers, then the final question is: How can we make the facts known to the world in a simple, direct and convincing manner?

If your city is experienced in advertising, it can do no harm to ask three other questions:

1. Are you really advertising anything?
2. Are you advertising the right thing?
3. Are you advertising it in the right way?

Many cities, large and small, enter the field of community advertising by asking the world to send them factories or industries, capital and capitalists, or home seekers and tourists. Others make bid for conventions and use their physical attractiveness or facilities for recreation and amusement as a commercial asset. The larger cities advertise for wholesale trade or exploit to the world the superiority of home manufactures. Almost every city has something to sell and something to exploit. It is largely a matter of selection.

This advertising can best be done by painting the most complete and the most beautiful picture possible of the city, leaving out none of those things which go to make that city either great or beautiful and making no excuses, but, above all, painting the picture true. By this I mean, claiming nothing that your guests will not be able to find when they come to your city.

LUMBER HIGHER CITY OWNERSHIP

PRICE IN AUSTRALIA HAS GONE UP SOME

Cause Is Big Increase in Freight Rates On Account of War Conditions

(Special to The Times.)
 WASHINGTON, D. C., Aug. 10.—Oregon lumber has been substantially advanced in Australia according to word received here. This is because of the high cost of transportation. This information says:

"The timber merchants have advanced the prices of American timbers. This is the first movement in imported timbers since the commencement of the war. Oregon has been put up nearly 50 cents per hundred superficial feet and redwood approximately 25 cents per hundred feet. These prices do not represent anything like the increased cost of importation, and on over-sea prices merchants would have been justified in advancing local rates months ago. They felt, however, that it was far better to keep the building trade going even at a small profit than to charge what might seem to be a fair rate and lose a lot of business because of people refraining from building. It is felt, however, that the time has now arrived when an advance can be no longer delayed.

"Practically it is the freight charges which have made the increase necessary. The f. o. b. charges in America have remained unaltered at \$10 per 1000 superficial feet. Freight, however, have advanced during the period of the war from \$7.05 to \$19.20 per 1000 superficial feet and the cost of landing Oregon lumber is now \$30.40 per 1000 superficial feet, compared with \$18.25 a year ago. The cost of importing redwood today is \$5.15 per 1000 superficial feet, whereas 12 months ago it was \$37.70.

"Oregon, it will thus be seen, costs \$1.20 per 1000 superficial feet above rates a year ago, while up to the present only 50 cents more is asked from the user. The advance follows a reduction of about 12 per cent recently made in the rates of Australian hardwood."

TO MAN BLIND FOR 15 YEARS

SIGHT COMES AS HE WALKS
 PENDLETON, Or., Aug. 11.—Carl Gulott, a musician, is enjoying the recovery of his sight in one eye after a period of complete blindness lasting fifteen years. He suddenly regained his vision yesterday while walking and he rushed to his home to behold his wife and child, neither of whom he had ever seen. Although blind, Gulott teaches piano playing and is a member of an orchestra.

LUMBER HIGHER CITY OWNERSHIP

Low Rate Offers of Private Company Rejected and New Station Ordered

ROCHESTER, Minn., Aug. 11.—After an active campaign in a desperate effort to win public sentiment in their favor, the City of Rochester again turned down the proposal of the Consumers Powers company to supply the city with electric juice. It was the seventh offer made to the city in the past five years, each one of which was a trifle lower than the preceding proposal.

Decided on New City Plant

The Consumers Power company offered a contract for fifteen years at \$1.25 a kilowatt hour and after three years at \$1.45 with two transmission lines, giving the city the right to terminate the contract at the end of five years of found unsatisfactory. At the council session called to hear the proposal, many business men, protested against the contract at any figure. The councilmen authorized the utility board to begin building operations on a municipal plant to cost \$125,000.

MANY OF JAPANESE STAMMER IN SPEECH

Declared That Over 700,000 in the Country are Afflicted in that Manner.

(By Associated Press to Coos Bay Times.)
 TOKIO, Aug. 11.—There are over 700,000 stammerers in Japan according to Shuji Izawa, a member of the House of Peers and organizer of an educational institution for the correction of stammering. He has been making a close study of this subject in the United States and at the request of the Japanese authorities proposes to make a lecture tour in Japan, particularly in the northern provinces where pronunciation is especially defective.

BIG BENEFIT SOCIAL SATURDAY, AUG. 14

A basket social, dance and free moonlight excursion will be given at Goodwill's pavilion on Coos River Aug. 14. There will be no limit placed on the boxes. There will be a charge of 50 cents for dance tickets. Free transportation both ways. Launch Express will leave Marshfield at 7 o'clock in the evening and the Rainbow will return after the dance, Summer Orchestra.

All ladies please bring boxes. The proceeds will go to the aid of the Fred Aasen family at Camp One.

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

NEWS OF WORLD'S GREATEST WAR DAY BY DAY

KOREA WILL SHOW PROGRESS MADE

Special Buildings Being Erected for Celebration Which is to Be Held There

(By Associated Press to Coos Bay Times.)

SEOUL, Korea, Aug. 11.—To commemorate the fifth anniversary of the annexation of Korea to Japan, the government-general is arranging an industrial exhibition to show the world the progress Korea has made since coming under the control of Japan. The exhibition will begin September 1 and continue until the end of November.

The sight chosen is the grounds of the so-called North palace, the entrance to which is guarded by two big stone lions, so often admired by American visitors. Special buildings are being erected.

The chief structure will be the agricultural hall, dedicated to illustrate the great strides made in Korea in agriculture. Among the particular exhibits will be those showing the establishment of modern farms, seed stations and sericulture training stations, the production of rice and silk, and the cultivation and development of waste lands. Specimens of live-stock—cattle, horses, pigs and fowl will constitute a distinct feature. Governmental protection of the peasant proprietors will be described by appropriate exhibits.

The industrial building will show the development in weaving, paper-making, cotton-ginning, mat making and tanning, the tobacco industry, and the mining undertakings. In the fine arts hall will be displayed old Korean porcelain as well as the products of the modern school, represented both by governmental and private manufacture. Other halls will be concerned with forestry and education.

As this will be the first exhibition ever held in Korea on a large scale, great interest is manifested everywhere and big crowds are expected from all parts of Korea and Japan.

A garden in European style will be laid out and two pagodas of five and seven stories each are being erected. In the amusement section the Korean band and Ex-Emperors Yi's household will play throughout the period of the exhibition. Prince Kan-in, cousin of the Emperor, is expected from Tokio.

MANY WOUNDED SAVED

Germans Claim 912 Out of 1,000 Injured Soldiers Recover

(By Associated Press to Coos Bay Times.)

BERLIN, Aug. 12.—Eight hundred and forty-eight of every thousand wounded soldiers brought into German military hospitals, not in the war zone in August, 1914, were discharged fit for service, and thirty of the remaining 152 died. In April the number restored to duty had risen to 912, and the deaths had fallen to fourteen. With the single exception of March the death rate shows a steady decrease and the average for nine months from August to April inclusive is but 1.9 per cent. The percentage of those discharged fit for duty show a steady increase, and the average of 88.5 per cent.

The home hospitals do not, of course, receive a great number of the severely wounded, but assuming the number received to have been fairly constant, the figures indicate a steady gain in surgical and medical work. In the Crimean War, 28 per cent of the wounded died; in the Italian war of 1859, 17 per cent; of the Prussians in the war with Denmark 15.5 per cent; in the Russo-Japanese war, 6.8 per cent Japanese and 3.2 per cent Russians.

LACK SMALL COINS

French Populace Donate Copper Pieces to Country's aid

(By Associated Press to Coos Bay Times.)

PARIS, Aug. 12.—Paris and all French cities are suffering from a dearth of coppers, for the two-sou pieces have all gone into the tin collection boxes carried throughout France by women and children on the four "Tag" days—Red Cross day, Belgium's day, day of the "Seventy-five," and War Orphan's day. The four days netted between three and four million francs, each and a fifth collection confined to Paris a million or more. It is stated by the organizing societies that between forty and fifty per cent of the contributions were made in one and two sou pieces. The Bank of France has issued a statement that as soon as the sums can be counted weighed and wrapped they will gradually be replaced in circulation.

Invitations printed at The Times office.

AMERICANS ARE HELPING SERBIA

Sanitary Conditions in That Country Has Improved Conditions Greatly

(By Associated Press to Coos Bay Times.)

LONDON, Aug. 11.—A. S. Ward of Boston, secretary of the American Sanitary Commission in Serbia, has returned from that country with the news that the work of the American doctors and sanitary experts is proving successful beyond all expectations.

Mr. Ward said: "The work of the American doctors and sanitary engineers in Serbia is directed towards prevention rather than cure of the various epidemics, and they are rapidly cleaning up the towns in order to prevent a further outbreak. The cisterns are rapidly being destroyed and artesian wells substituted.

"Dr. Richard P. Strong, who is in charge of the American sanitary corps in Serbia, is trying to stamp out every particle of infectious disease before the cold weather begins.

"The work of disinfecting the Serbian soldiers and their clothing by the American doctors is an undertaking, which is proving eminently successful in ridding the country of the vermin which carry typhus. It was impossible to transport the troops to any one station so it was necessary to improvise a traveling disinfecting plant. The train is side-tracked at any large camp and dressing tents are erected. From these the men jump into the bath car where the hose is turned on them. When dried the bathers are oiled with petroleum, which kills the vermin. When the bathers clothes are removed they are placed in the sterilizing car to be thoroughly steamed and dried. As many as a thousand men and their clothes are cleaned in one day by the sanitary train. In some places men are found to be suffering from scurvy and separate treatment and medicine are given them."

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SEEK HIDDEN WIRELESS

(By Associated Press to Coos Bay Times.)

BRUSSELS, Aug. 12.—The German authorities here have offered a reward of \$500 to anyone who will give them information regarding a mysterious wireless telegraph station which is believed to be working in some private house in Brussels.

For nine months the police have been searching in vain for the apparatus, which is believed to have revealed to the people of Brussels a lot of important war news.

DYING SOLDIER'S LETTER

Pathetic Appeal Made by Italian Officer to Young Son

(By Associated Press to Coos Bay Times.)

ROME, Aug. 12.—The following letter was written from his deathbed by Lieutenant Colonel Negrotto, one of the most popular Italian commanders, who fell mortally wounded when leading his men on the bank of the Isonzo. It is addressed to his little son:

"To you, Enzo, my son, at the moment of his quitting this life forever, this is the message and legacy your father bequeaths to you:

"Be ever obedient and dutiful to your mother. She who will now be alone in the world, clinging to the name and the memory of your father has a right to find her consolation in you, our dear son.

"Be always and in all places, honest, hardworking, and brave, and proud of the name of an Italian. See that all you do helps to increase the power and glory of our people and tends to honor the unspotted name which I leave you as an heirloom.

"I close with a kiss. From your old father who has been very fond of you always."

The letter has been widely quoted in Italy as an example of patriotic devotion and fatherly affection. It has been read in hundreds of schools and churches, and committed to memory by thousands of Italians.

Float English Loan.

(By Associated Press to Coos Bay Times.)

TOKIO, Aug. 12.—The subscription to the British government's 4 1/2 per cent war loan floated in Japan through Sale and Frazer Ltd., was closed with a satisfactory result. The loan was taken up almost exclusively by British residents. No Japanese subscribed. The exact amount was not announced.

COOS BAY TIMES
 WAR MAPS, TEN CENTS
 BUY AN UP-TO-THE-MINUTE
 WAR MAP WHILE THE
 SUPPLY LASTS

SURGEON SHOWS A NEW TREATMENT

Teaches Soldiers to Tie Up Their Wounds With Application of Ashes

(By Associated Press to Coos Bay Times.)

FRANKFORT, Germany, Aug. 12.—A surgeon whose work is almost exclusively among the Cossacks has shown the medical world of Europe a new wrinkle in the speedy and handy healing of dangerous wounds—especially when in the field and far from hospitals. The means consists simply of applying to the wound a thick coating of ashes—preferably made by burning cotton or wool cloth—and then binding it up with the bandage which every soldier carries. The ashes seem to draw the pain from the wound, and to act curatively in a remarkably short space of time. The method is particularly effective in saber and bayonet wounds.

TELLS OF GRAND DUKE

Leader of Russian Army Has Remarkable Voice and Physique

(By Associated Press to Coos Bay Times.)

LONDON, Aug. 12.—"The Grand Duke's voice is one of the striking things in his personality," says the Right Rev. Herbert Bury, Anglican bishop of northern Europe, in describing a recent interview which he had with the commander-in-chief of the Russian armies.

"His voice is not only very deep, strong, and clear, but it has a peculiar sound and satisfying effect upon the ear," explains the bishop, "and it seems to me that his soldiers listened as though they loved just to hear him speak.

"The Grand Duke is a tall man, standing far above everyone else, and he has a very serious, almost sad, expression.

"There are three qualities which I have observed him to possess. He is a man of quick decision in emergencies; he has the faculty of gathering round him the best and strongest men in the country; and he has the modesty and humility which is the mark of real greatness. He has no desire for popularity or applause; he does not care who gets the credit so long as the thing is done."

DENTISTS FOR ARMY

England Finally Follows Example of U. S. in Providing Them

(By Associated Press to Coos Bay Times.)

LONDON, Aug. 12.—Dental surgeons were not made a part of the British Army Medical corps until last January, although the United States army has a dental department for about fifteen years, and up to May 30 only 58 British dentists had been given a lieutenant's commission. In a force of three million men, 58 dentists do not make much of an impression. Moreover, dentists do not appear to be welcomed by the army medical men.

Complaint against the small representation given the dental profession and the prejudice against it in the medical corps is made in a statement issued by the chairman of the representative board of the British Dental association.

Some of the large training centers in England are unprovided with dentists, and in some districts there is only one dentist to 50,000 men or more.

FIGHT IN AIR

Stirring Tale of Battle of Russian and German Aeroplanes

(By Associated Press to Coos Bay Times.)

FETROGRAD, Aug. 12.—A report has been published here of a fight in the air between one of the giant Russian Sikorsky aeroplanes and three smaller German machines.

The big Russian plane was carrying out a reconnaissance near Chem at a height of 8,000 feet when it was attacked by the German aircraft, which used its machine guns.

The Russian fought at a disadvantage because less speedy and sometimes unable to bring the full weight of her artillery into action. She nevertheless was able to inflict serious damage on one of the enemy, which ventured to approach too closely.

One of the Russian crew was wounded, and the Sikorsky had several of its motors and one of its propellers put out of action, besides receiving sixteen holes in its gasoline tanks. Another of the crew had both hands frozen in endeavoring to stop the leaks in the tanks at the great height at which the battle was fought.

The Russian plane reached its base in spite of injuries which would have destroyed any other type of heavier-than-air machine.

Times want ads bring results.