



Your
overcoat is so important an aid to good looks, you'd better buy it here. You'll get the Hart Schaffner & Marx style; and you'll pay just enough to get real economy.

WOOLEN MILL STORE
Clothes purchased here kept pressed free of charge.
Home of Hart Schaffner & Marx Good Clothes
MARSHFIELD NORTH BEND

The Parisian
IRVING BLOCK FASHION'S CENTRE
Still Lower Prices
ALL DEPARTMENTS FOR SATURDAY. BUYERS' BEST GAINS GOING EAST, INCLUDING NEW FALL SUITS, HATS AND DRESSES.

PALACE MEAT MARKET
BEST Meat Market
BEST Meats
BEST Bologna,
Weiners and Pork Sausage
BEST Variety,
BEST Service.
THE BEST Booth's Fresh Oysters
THE BEST Delivery Service.
THE BEST Care taken in putting up orders.
180 No. Broadway
Children calling and phone orders given special attention

Globe Theater
TO-NIGHT
"THE PICKFORD, appearing in her greatest triumph, THE DIAMOND FROM THE SKY."
The most romantic novel produced by the American Film Co. fans are wild about it. New chapter shown every Friday night. "THE FORD DETROIT WEEKLY."
Showing several important happenings of America.
"RAMOUNT TRAVEL SERIES"
Installation takes us into South America.
Other two-reel picture will be included in tonight's program—six reels of all new pictures.
Floor, 15 cts.; Balcony, 10 cts.; Children, 5 cts.
Tomorrow night: "The Romance of Elaine." Sunday and Monday: "Gretna Green," with Marguerite Clark.
Are you reading the "Get-Rich-Quick Rufus Wallingford" stories in Sunday Oregonian? If not, you should, as they will appear in this theater very soon.

TALKS WITH BUSINESS MEN
DO YOU pay for advertising? Does advertising increase or decrease the cost of goods to the consumer? Effective advertising may be to the consumers' cost and frequently does.
We are all familiar with the fact that much-advertised \$3.00 shoe. We are all familiar with the fact that the manufacturer, because advertising has made the shoe known the country over. The enormous out-put, the large number of shoes sold, enables him to sell each pair on a very small margin. Advertising built up, and keeps up the demand. The newspaper and magazine advertising, the cost of introducing the shoe would have been larger in proportion to the number of shoes sold. Advertising put the shoe on the market and kept it there.
The famous cracker, or so-called bisquit. There was a time when the grocer scooped all crackers out of a barrel or box, weighed them and placed them in a paper sack. Today you purchase a crisp, wholesome soda cracker at less cost, and it comes in a light, sealed package. The manufacturers knew what advertising would do and made the price accordingly. There was an immediate and nation-wide demand. Advertising created and is keeping this demand.
Advertise wisely and so, effectively. Increase your sales without materially increasing your expenses. Reduce the price on any product you can. Advertise and make your increased business pay for you.
—Nels Darling in Salem Capital Journal.

LOCALS BREVITIES

OCTOBER TIDES

Time and heights of tides at Marshfield. The tides are placed in order of occurrence, with their times on the first line and heights on the second line of each day. A comparison of consecutive heights will indicate whether it is high or low water. High tide on the bar one hour and 54 minutes earlier than at Marshfield.

15 Hrs.	1.28	8.00	1.30	7.98
Pt.	0.0	3.8	2.4	4.8
16 Hrs.	2.38	9.13	3.54	8.34
Pt.	0.2	4.0	2.2	4.5
17 Hrs.	3.47	10.13	4.21	9.53
Pt.	0.3	4.3	1.8	4.5

WEATHER FORECAST
(By Associated Press to Coos Bay Times.)
OREGON—Fair, easterly winds.
LOCAL TEMPERATURE RECORD
For the 24 hours ending at 4:43 a. m., October 15, by Benj. Ostlund, special government meteorologist:
Maximum 63
Minimum 38
At 4:43 a. m. 40
Precipitation 0.0
Precipitation since Sept. 1, 1915 1.73
Precipitation same period last year 12.16
Wind: Northwest, clear.

Former Townsmen Meet.—Earl Watkins, formerly of Bandon, and now registered pharmacist at Portland, visited Messrs. Mast and Jackson of Bandon while they were at the Hotel St. Paul in Portland.

Will Join Party.—Edgar McDaniel, editor of the Coos Bay Harbor at North Bend, who went to Portland to attend the grand lodge meeting of the K. of P., has wired that he will join the delegates from Coos county who are to inspect the road work in Multnomah county.

Visits Through County.—Earl Powell, secretary of the Coos County Business Men's Association, is away making his monthly trips through the county. Last evening he met the merchants in Coquille and tomorrow evening will meet the business men in Bandon.

Had Deer Head Mounted.—Captain John Mosen, of the Messenger, yesterday took home with him a large, well-mounted deer's head. This was of an animal killed some time ago and he intends to put it in the new home he is building. Every year Captain Mosen goes on a hunting trip, generally with a large party and always comes back with venison.

Distribute Booklets.—The Southern Pacific has issued some clever little booklets, illustrated, showing scenes at the Panama-Pacific Exposition and these have been well circulated about the city. The S. P. building is described. The main entrance from the foyer of this building is through a gigantic California Sequoia tree.

Send Recommendation.—By a letter from E. H. Dodd, Lieutenant-Colonel in charge of the Pacific Radio Department of the United States Navy, it is known that a strong recommendation has been forwarded to Washington, D. C., asking that the station be allowed to locate here. Mr. Dodd said that he has little doubt but what satisfactory arrangements can be made.

Endangered Payment.—M. Mullen was arrested last night for carrying a large bond that is prescribed under a city ordinance. He was found also to have been exceeding the speed limit. Mullen, together with his load, was taken to the Hotel City to spend the night, getting back to his normal state again. This morning he left \$5 of a \$25 check to pay for his misdemeanor and a night's lodging.

THE BUSY CORNER
The Rexall Store
Phone 298
We Deliver

Sells Lots.—L. E. McKinley has purchased two lots in Block 17, Bay Park and will erect cozy homes there soon. Daniel Smael has purchased two lots in block 8, Bay Park, and may improve them soon. Both deals were made by L. S. Kaufman & Co.

Get Line.—Gorst & King have practically cornered the jitney business on the Bay, having yesterday taken over the Knox line to Eastport. This leaves Richardson's Bunker Hill line practically the only city service line outside of their system.

Joins Husband.—Mrs. C. H. McLaughlin and four of the children, Howard, Maybelle, June and Gerald left yesterday to join her husband who is now in California. He sent them money to come and promised to provide a home for them. He had not seen her for years. He is rapidly recovering from his recent injuries.

Will Give Masquerade.—The first annual masquerade ball of the Coos Bay Concert Band will be given at the Eagles hall on the evening of November 6. The band has already started making arrangements for the event which it is expected to make a big affair. There will be a twelve piece orchestra to furnish music and many prizes will be offered for the best of different kinds of costumes offered.

Raises Giant Sunflower.—John E. Fitzgerald, of Eastport, has placed an enormous sunflower in the window of the Chamber of Commerce. The stalk is approximately 12 feet in length and has on it 25 blooms. Another sunflower is close to 12 inches across. The seeds are valuable chicken feed. Mr. Fitzgerald has a highly improved small place where he farms on an intensive scale, showing what can be done on small Coos County tracts.

Felt Earthquake.—Mrs. A. L. Houseworth has written from Oakland that she felt the earthquake shock there a week ago. She said that at the time she was sitting in the home of her sister. The house shook violently and five minutes later there was a second shock, but she remained where she was through them both. Mrs. Houseworth is not feeling very well and she writes she will probably return home in a few days.

Chamberlain Will Boost.—Senator Chamberlain, in a letter to the Chamber of Commerce this morning, said that he has received data relating to the need of \$5000 more at the new Coast Guard Station for added improvements and that he will do everything in his power to have the sum appropriated and believes that it can be done. This would provide for a retaining wall to protect the building site and the boat house as well as to make a fill for the dwelling site and lay concrete walks about the station.

Leave for Portland.—For a short course in the construction of good roads, the County Court members, Judge James Watson, W. T. DeWent and G. J. Armstrong, left this morning for Portland, where they will spend several days looking over the Columbia Highway and the roads of Multnomah County. Besides the Commissioners, in the Coos delegation were G. T. Treadgold, of Bandon; A. G. Raab, of North Bend; Charles St. Dennis, of Lakeside, and W. A. Reid, of this city. Charles Hall, going north on business at this time, will also be a member of the party.

Will Return Home.—O. Hibarger, who was on a prospecting trip in Idaho when his wife died in this city, is expected here tonight. There was difficulty in reaching Mr. Hibarger by wire and when he sent back word that he had gotten the message telling of his wife's death and that he would come home, the telegram came an hour after the funeral of Mrs. Hibarger. Had the message arrived an hour sooner the burial could have been postponed. Word was sent Mr. Hibarger that it was useless for him to come but he decided to make the trip back anyway and will be here tonight.

Silhouettes Are Clever.—In the offices of E. L. McClure are two clever silhouettes of Mr. and Mrs. McClure, mounted on panels and done by Baron Spotsford, at the Exposition while they were there recently. The Baron has achieved a national fame for his quick and clever work with the scissors. Patrons stand in front of him and in two minutes time the artist has carved their silhouette out of black paper. This is then pasted on the panels. The silhouettes are exceedingly true to life and appear, even on close examination, to have been done in India ink. Mr. McClure said that the Baron constantly all day long is kept busy at the Fair.

PERSONAL MENTION

P. E. LARSON, of Allegany, transacted business in the city today.

C. M. ANDERSON was down this morning on business from Allegany.

OTTO MUETZEL, of Lakeside, was among the visitors here yesterday.

DEL BENGSTON came home on the Adeline this noon from a visit at the Fair.

S. FOSBERG of Sunset Bay is the guest of his brother-in-law, Vince Pratt today.

FRANK PARSONS has returned from a business trip of several days to Portland.

DEPUTY SHERIFF LAIRD was a guest at the Hotel St. Paul in Portland on his way to Spokane.

DISTRICT ATTORNEY LILJEQVIST was called to Coquille on the morning train on account of legal business.

MR. AND MRS. N. E. DAGGETT and family came down from Allegany today, expecting to leave tomorrow for the Fair.

J. E. MONTGOMERY went up to Gardiner this morning to look after telephone business, expecting to be gone a couple of days.

J. A. ENDICOTT and wife of Los Angeles, who have been visiting at the J. S. Lyons home, left yesterday for Bandon and Coquille points.

MRS. AND MRS. ARTHUR K. PECK arrived yesterday in Seattle where they are to visit a brother of Mr. Peck, and they are expected to arrive here early next week.

MRS. GLEASON who was called here by the death of her mother, Mrs. O. Hibarger, left yesterday for her home at Sunnyside, Wash. Mrs. Carl Hibarger accompanied her north.

HARRY NASBURG and wife and children and his mother will leave tomorrow for Southern California where the women folks and children expect to spend the most of the winter, Mr. Nasburg returning in a few weeks.

HARRY WINKLER and his little daughter, Margaret, and his sister-in-law, Miss Wall, left overland today for Southern California where they may spend some time in hopes of benefitting Margaret's health. They will also consult specialists about her.

J. W. MAST and D. H. Jackson, of Bandon have arrived in Portland. They are delegates from their city to the K. of P. grand lodge. They made a fast and easy trip in Mr. Mast's Ford roadster and are guests of J. D. Mills at the Hotel St. Paul.

VICTOR P. MORRIS is expected in this evening from Eugene where he was called by the illness of his father who is now better. He will remain here to preach at the Christian Church Sunday morning and evening, before returning to Myrtle Point where he teaches.

WALTER BAIRD, formerly of this city, who has lately been in California, has returned. He made the trip from Crescent City through Curry county. He expects to be here for a time at least but probably will go back to California.

Breakfast Specials
These frosty mornings are beginning to whet up your appetite for "Hot Cakes and—"
Athers Pancake Flour 25c
Alber's Buckwheat Flour 25c
1-gal. Tea Garden Syrup 50c
1-gal. Karo Syrup 60c
Thin Breakfast Bacon per lb. 30c
Medium Bacon, per lb. 25c
Large package Oat Flakes 30c
Large package Wheat Flakes 30c
Shredded Wheat, 2 pkgs. 25c
Golden West Coffee, per lb. 35c
special 35c
Extra Caracol Coffee, lb. 35c
Honey, in comb, per lb. 20c

Coos Bay Farmers Exchange
Central Avenue and Waterfront.
Phone 379

WE just received a new shipment of the latest thing in NET WAISTS and Silk Crepe de Chine. They are made of all-over net in cotton and silk.

Think of it, ladies, buying a net waist, worth \$4.50 any where at our price—\$2.98
Silk Net, worth at the very least one-third more. Our price—\$4.98
Crepe de Chine, cut in the latest styles and with long sleeves, \$3.50 value. Our price—\$1.98
Ladies' wool skirts, worth double the price. Our price—\$2.98, \$3.98, \$4.98
Ladies' Suits in blue serge, all wool, cut in the latest pattern, worth double the price. Our price—\$9.90
Wool Poplin, light blue, navy blue, tailored by the best of tailors. Our price—\$12.50
Ladies' Rain Coats, worth at the least one-third more. Our prices—\$1.98, \$2.98, \$4.98
Ladies' Silk Rain Coats, \$12 value. Our price—\$6.90

The Originators of Low Prices
J. C. Penney Co.
We lead Others Follow

Commencing **OCTOBER 18** and for ONE WEEK ONLY we are going to sell GOLDEN WEST COFFEE for:

Per pound 35c
Three-pound can \$1.00
Five-pound can \$1.50
The regular price of this high-grade coffee is:
Per pound \$.40
Three-pound can \$1.10
Five-pound can \$1.75
This coffee is an Oregon product—roasted right, packed right, blended right and sold right. Therefore—just right. Try it and see for yourself, while you can buy it and save from 5 cents to 25 cents per can.

WE SAVE YOU MONEY
Gettings Cash Grocery
NO. BROADWAY, NEAR CENTRAL

KILBURN IS DUE
The steamship Kilburn is due here in the morning from Portland, sailing in the afternoon for Eureka and San Francisco. The Santa Clara will be in from the south early next week.

REWARD—For return of white Spitz dog, lost since Wednesday. Tom Madden, phone 227-L.

FOR SALE—1 1915 Ford touring car. Bargain, Goodrum's Garage.

FOR RENT—Sleeping room in fine modern home. Phone 175-J.

FOR RENT—New and modern 12-room house, with basement and all modern conveniences, including two bath rooms, two toilets, laundry tubs in basement. West Bunker Hill. Rent reasonable. Apply Robert Marsden, Sr., telephone 3125.

FOR RENT—Furnished 5-room apartment in the O'Connell bldg.

LOST
LOST—Large Mink fur on Sunset road. Please return to box "C" Times office. Reward.

FOR SALE—On time or cash, on almost new \$600 Wing player piano, mandolin attachment. Price \$375. Inquire Mrs. A. W. Johnson, Box 310, Coquille, Oregon.

FOR SALE—1 9-year old mare, weight about 950; 1 delivery wagon with top; 1 set single harness, price \$59 cash and must be taken at once. Address J. L. Johnson, Eastside.

FOR LEASE—Lloyd Hotel, furnished. Marshfield, Oregon. Also store room. Apply owner, J. H. Bridges, Gates Hotel, San Francisco.

FOR SALE CHEAP—Good range and other furniture. J. C. Meyers, west Bunker Hill. Phone 316R.

well improved, close to City Coquille, Ore. Address Box 454, Coquille, Oregon.

FOR SALE—Two excellent dairy farms. Well improved, close to creamery. Small cash payment down, balance on time to suit purchaser. 7 percent int. on deferred payments. J. O. Stemmler, Myrtle Point, Oregon.

Pioneer Hardware Co.
CASH PRICES ON A FEW OF THE STAPLE ARTICLES
Other Goods Priced in Proportion (Compare these prices with our competitors' or mail order house prices.)
Wire Nails, Base, \$2.50 per keg;
Cut nails, \$3.00 per keg. 4c
Retail, per pound 4c
Sash Weights, 1c
Per pound 1c
Barb Wire. Heavy galvanized, \$3.40 per 100 lbs; 80 rod spool heavy, \$2.90. 80 rod \$2.20
Galvanized Pipe, price per 100 ft., 1-2, \$4.50, 3-4 \$5.50. \$8.25
1 inch \$8.25
Lime, \$1.90 per bbl. Cement, \$2.90 per bbl. Ex. Superior Manila Rope, 5-8 inch and larger 15c
Per pound 15c
Strictly pure boiled linseed oil, 80c per gallon. Turpentine 65c
per gallon 65c
Pioneer White Lead, \$8.25
100-lb. kegs \$8.25
Pioneer Pure Mixed Paint, gal., \$1.75. 1-2 gallon, 90c. 50c
Quarts 50c
The very highest quality
The very highest grade
Roofing Paper, 1-2 ply, \$1.00 sq. 1 ply, \$1.10. \$1.50
2 ply \$1.50
Valvoline Gas Engine Cyl. Oil. The very highest grade. 55c
Per gallon 55c
Give us your business and justify us in making these prices. These prices will change with the market.

Pioneer Hardware Co.
Marshfield. Phone 101.
North Bend. Phone 401.