

Wanted

Men, Women, Girls, Boys... Children and babies, to buy their shoes while the price is way down. Every shoe has got to leave its happy home. We believe honesty is the best policy... because we have succeeded, and honesty is our only policy.



Around the Clock with GHIRARDELLI'S

Electric Shoe Store... S. J. IMMEL, Prop. 180 South Broadway

O. A. C.

FARMERS' AND HOME-MAKERS' WEEK AND RURAL LIFE CONFERENCES... January 3 to 8, 1916

Information, Practical Help for the Home... the Farm, the Community.

Investigation of Oregon's Greatest Industries... the Oregon's Most Vital Problems

LECTURES—DEMONSTRATIONS—EXHIBITIONS—ENTERTAINMENTS

Thousands of people attended last year... It is a great place to make friends with live thinkers and live thoughts, good workers, and good work.

WINTER SHORT COURSE... January 20 to February 4, 1916

Practical Agricultural Course in a Nut Shell... Applied Science in Actual Work of the Farm and Household.

COURSES IN FRUIT RAISING, FARM CROPS, DAIRY STOCK RAISING, DAIRY WORK, COUNTRY FISHING, GARDENING, COOKING, SEWING, HOUSEHOLD ARTS, HOME BURNING, BUSINESS METHODS, ROAD BUILDING, FARM ENGINEERING, RURAL ORGANIZATIONS, MARKETING.

Correspondence Courses Without Tuition. Expert Instruction in Music. Reduced railroad rates.

Programs write to The College Exchange, Oregon Agricultural College, Corvallis. (15-1-16)

WALL PAPER... See VIERS About it.

QUATERNAS STUDIO... QUALITY PHOTOS... Opposite Blanco Hotel. Phone 106-L.

MARSHFIELD, OREGON

GOODRUM'S GARAGE... HOME OF THE CADILLAC AND DODGE

AUTO SUPPLIES FOR ALL MAKES OF CARS

347 Central av. Phone 373-L... may be obtained in Marshfield SPIRELLA CORSTS from Mrs. Annie Holland, Corsetier.

62 So. 5th St. Phone 200-X

FOR TRANSFER AND STORAGE OF HOUSEHOLD GOODS FREIGHT AND BAGGAGE Call FERGUSON TRANSFER Phone 163 Residence Phone 13-J Market Ave. and Waterfront

HAVE THE ROOF FIXED NOW See CORTELL Phone 3171

What the User Thinks

ADVERTISING analysts before preparing copy, always try to find the "view point" of the user. It is the first step towards making a successful appeal. But do they always search for the user's point of view when they come to place their advertising? If they did, the newspaper would be the one great universal medium. The newspaper is the place where the consumers as natural turn to the advertising message as they do for the information as to current events. The secret of the success of newspaper advertising is the fact that it reaches "the view point" of the user.

When Your Health Must be Served

"There are times when all other things must give way to 'getting well,' when body strength must be zealously conserved. Then the question is not how much food but what kind."

A cup of delicious Ghirardelli's Ground Chocolate at 3 o'clock in the afternoon bridges the lapse from luncheon to dinner, sustains and rebuilds. Ghirardelli's is a beverage food that is all nourishment and always appealing to the taste.

A tablespoonful, a cent's worth, makes a cup. Buy it in the three pound hermetically sealed can and you'll be doubly economical.

Order from Your Grocer Today

Ghirardelli's The Only Ground Chocolate. In 1/2-lb., 1-lb. and 3-lb. hermetically sealed cans. There's a double economy in buying the 3-lb. can. D. GHIRARDELLI CO. Since 1852 San Francisco

Getting People Into Your Store. Naturally, you have to give them a reason for coming there. Then why not let them know you have something people want to see. Advertise to them in THE TIMES. Turn the manufacturers' newspaper advertising to your own advantage. Show newspaper advertised goods in your window at the time the advertising is running. Get your store in the public eye and people will leave their footprints on your door step.

We Write It "1916" AND WISH YOU A Happy New Year. Begin the New Year right by getting some new VICTOR RECORDS that will bring pleasure and joy to every member of the family. We assure you of our appreciation of your business the past year and hope by service and satisfaction to merit it the coming year and for many years to come. Thomas Music House Exclusive Agents for the Wiley B. Allen Company.

IN SOCIETY

(Continued from Page 2)

YOUNG PEOPLE'S PARTY

Last Thursday evening, Miss Eva Dresser and Miss Margaret Volz entertained at an evening of cards and games at the home of the former on South Fourth Street. The parlor was prettily adorned with decorationsavoring of Christmas. At "500" prizes were won by Ed Steele and Miss Isis Marsh, and those winning prizes in the games which followed were Will Goodrum, Miss Ethel Reese and A. Y. Myers. At a late hour, the hostess served a delightful luncheon. The list of guests included: the Misses: Mildred Ripley, Helen Landrith, Isis Marsh, Myrtle Cowan, Alice Curtis, Ethel Reese, Grace Griffin, Ellen Larson, Pauline Bahr, and Messrs: Jay Doyle, A. Y. Myers, J. T. Brand, Will Goodrum, George Murch, Ed Steele, John Ferguson, J. A. Smith, W. A. Ackerman, Will Curtis, and V. A. Johnson.

NORTH BEND LIBRARY RECEPTION

Today from 3 p. m. to 9 p. m. a public reception is being held at the North Bend public library informally. Refreshments are served and the music is furnished by the North Bend High School Band.

DANCE AND WATCH PARTY

Last evening Mr. and Mrs. N. S. Mattson entertained at an informal dance and watch party at their home on North Tenth Street, serving sumptuous refreshments at the hour of midnight to the following guests: Mr. and Mrs. A. B. Loud, Mr. and Mrs. G. R. Anderson, G. J. Anderson, Mr. and Mrs. Will Irish, Mr. and Mrs. J. H. Lupton, Miss Steenburg, Mrs. L. L. Gorr, Mr. and Mrs. D. A. Jones, Mr. and Mrs. Atchison, Mr. and Mrs. A. E. Diment, J. Jones and Mr. and Mrs. Feller.

SERIES OF PARTIES

On Wednesday, Thursday and Friday afternoons of this week, Mrs. E. Kelley entertained at sewing parties followed by a five o'clock tea. Decorations for the delightful affair consisted of choice roses and ferns. Those enjoying the hospitality of Mrs. Kelley this week were: Mrs. C. H. Marsh, Mrs. Frances Hazard, Mrs. D. C. Carty, Mrs. Lily Friedberg, Mrs. Alice Hall, Mrs. F. E. Allen, Mrs. Mary McKnight, Mrs. Eleanor McMullen, Mrs. J. H. Stadden, Dr. June Martin, Mrs. Charles Thorwald, Mrs. D. L. Rood, Mrs. Chas. Fenster, Mrs. Dan Orr, Mrs. Alva Doll, Mrs. L. L. Gorr, Mrs. Dan Keating, Mrs. Liddell, Mrs. E. M. Barry, and the Misses: Helen Sprague, Frances Franse, Beulah Stebno, Myrtle Tripp, Belva and Bess Flanagan, Hogue, Isis Marsh, Ruth Allen, Beng Immel, Stalley, and Ada Clinkenbeard.

ENTERTAINS HIGH SCHOOL CLUB

Miss Bertha Davis was hostess last evening to the members of the L. T. G. Club, a former high school organization at a movie party at the Nole and then at a delightful informal social evening at her home on South Fifth Street. Music, games and dancing comprised the diversions until midnight when a delightful luncheon was served. The party guests were: Misses Nell Warwick, Ruth Cowan, Dagmar Fliesburg, Ruth Dunagan, and Messrs: Ralph Dresser, Ed Bolt, Ignatius Chapman, Clarence Burrows, and Chester Isaacson.

METHODIST WATCH PARTY

Last evening, the various departments of the Methodist church joined in a watch party at the church parlors, which was attended by about sixty people. A delightful time is reported. From 9 to 10, the Epworth had charge, and led in a pleasant social hour, in games and music. During the next hour refreshments were served by the Ladies Aid, and this was followed by a half hour of religious service conducted by the Brotherhood of the organization. At 11:30, Rev. Knotts preached the New Year's sermon "Watch and Wait," and at midnight, the entire congregation joined in singing the Doxology, as the church bell was being rung.

DAHLIA CLUB PARTY

Last evening, the ladies of the Eastport Dahlia Club were hostesses to their husbands at a delightful watch party at the home of Mr. and

EVENTS THIS EVENING

The Firemen are giving their annual New Year's dance this evening at the Eagles hall. A good time and a large crowd are anticipated by the boys. The Coos and Curry Telephone Company is giving its annual dinner and dance this evening to their employees at the Chandler Hotel. The ladies of the North Bend D. M. C. Club are entertaining their husbands this evening with a card party at the home of Mr. and Mrs. Charles Williams.

NEWSPAPER MEN ARE GUESTS OF DR. HAYDON

Invited to Dinner and to See the Old Year Out With An Old Friend. By no means the least important of the closing of the year events was the entertainment given a number of newspaper men of the city by Dr. W. Haydon at his apartments. The affair was limited strictly to the doctor's newspaper friends who were his supper guests and who were invited to see the old year out with him. Dr. Haydon may truly be said to be the only real Bohemian in the city. His quarters are a highly interesting museum, containing a rare collection of relics, and as well as being the headquarters for a wonderful store of information concerning scientific matters and facts about Coos Bay. There is probably no place in the state where there can be found as complete a collection of data and scientific specimens pertaining to the locality as has been gathered by Dr. Haydon. From a scientific standpoint his Coos Bay collection could hardly be more complete, he having spent many years in research work on this part of the coast. Dr. Haydon's quarters have always been open to the newspaper men, who have found themselves welcome visitors at any hour, however informal. Many distinguished persons and scores of town visitors have been entertained at Dr. Haydon's but probably none have enjoyed more his hospitality than the representatives of the press. It was therefore quite fitting that they should see the old year out with the doctor.

CHANDLER DINNER PARTIES

A large number of dinner parties were given last evening at the Chandler hotel, the tables having been engaged some time before. Mr. and Mrs. A. O. Rogers had as guests, Mr. and Mrs. W. H. Kennedy, and Mr. and Mrs. F. V. Catterlin. Mr. and Mrs. C. W. Cumbers were guests of Mr. and Mrs. George Stephenson of North Bend. Dr. George E. Dix entertained the following: Mr. and Mrs. A. H. Powers, Lucy, Florence, Hazel and Albert Powers, Dr. and Mrs. E. E. Straw, Mr. and Mrs. F. W. Powers, Mrs. Talty, Dr. and Mrs. W. A. Toye and Frank Laise. Miss Maloney and J. E. Montgomery were dinner guests of Mr. and Mrs. Charles Hall. The following young men were seated at one table: Messrs: A. Y. Myers, Frank Harlock, Roy Gill, Walter Butler, Joe Williams, John Kronholm, and Claude Thompson. Mr. and Mrs. J. W. Gardiner of North Bend were host and hostess at the Chandler to Mr. and Mrs. Neilson of Bandon and Miss Heath. The guests of Mr. and Mrs. J. A. Matson at the Chandler were Mrs. E. K. Jones, Mrs. Edna Richardson, Judge and Mrs. John S. Coke and Miss Evelyn Anderson. Mr. and Mrs. Laraway were dinner guests of Mr. and Mrs. T. B. James. Mr. and Mrs. Swenson were dinner guests of Mr. and Mrs. Earl Powell. The following were guests of Mr. and Mrs. J. C. Kendall: Mr. and Mrs. J. W. Flanagan, and Mr. and Mrs. Claude Nasburg. Among other guests at the Chandler were: Miss Florence Aiken and Jack Meehan, Miss Pauline Bahr and J. A. Smith, Mr. and Mrs. M. L. May, Mr. and Mrs. A. K. Arkley, Mr. and Mrs. S. A. Carmichael, and S. A. Williams.

EMPLOYEES ENJOY BANQUET

The Coos and Curry Telephone Company this evening, is giving its annual banquet and dance at the Chandler hotel in honor of its employees at Gardiner, Powers, Bandon, Coquille, North Bend and Marshfield. Preparations are being made for over fifty guests, including the wives of the employees. The banquet will take place from 6:30 to 9 o'clock, and from this on until midnight, dancing will be indulged in. The gentlemen friends of the young ladies will join them for this part of the program. It is expected that former employees of the telephone office will again take their old places to-night so that all of the local operators will be able to attend this delightful affair.

INFORMAL WATCH PARTY

Miss Mable Lang was hostess at an informal watch party at her home on Seventh and Donnelly last evening, which was very prettily decorated for the occasion with clusters of greens. Mrs. L. G. Lang, Mrs. Olivia Edman and Mr. and Mrs. Mel G. Duncan played whist, while seated around the table where pit was played were the following: Mrs. L. E. Mauzey, Mrs. J. E. Mauzey, and the Misses Helen McLaughlin, Mable and Alpha Mauzey, Janet Escott, and Frances and Mable Lang. Music followed these diversions and just before midnight, the hostess, assisted by her sisters Mrs. L. E. Mauzey and Miss Frances Lang served a delicious luncheon. By this time the ground was covered with snow and as farewells were said the girls snowballed each other in fine style.

NEW YEARS PARTY

Last evening, Mr. and Mrs. A. C. Vestal entertained at one of the most pleasant watch parties of the season, "500" being played during the last few hours of 1915. The host and hostess's apartments at the Hague were prettily and appropriately decorated in keeping with the Christmas spirit. Two Christmas trees were in evidence, and an artistic arrangement of huckleberry and other greens was intertwined with red bells and other yuletide tapestry. First prizes at cards were won by Mr. and Mrs. Harry Nasburg, and the consolation trophy was awarded to Mrs. C. E. Ash. At a late hour delectable dainties were served the following guests: Mr. and Mrs. Lionel Gordon, Mr. and Mrs. C. E. Ash, Mrs. Elizabeth Hyde, Mr. and Mrs. F. L. Grannis, Mr. and Mrs. M. L. May, Mr. and Mrs. Harry Nasburg, Miss Mildred Ripley, Miss Grace Williams, Ben Fisher, Mr. Ripley, and Harry Gordon.

BOYS IN NAVAL MILITIA

Fifteen Join at Portland Aboard the Boston. What is said to be the first enlistment of boys in a Naval militia was made in Portland a few days ago when some 15 lads of the Washington high school took the oath of allegiance on the decks of the U. S. gunboat Boston. This is the vessel that visited Coos Bay at the time a company of naval militia existed here. Most of the boys are in the vicinity of 17 years of age. It is expected the present number will be increased to between 50 and 60 boys. At least 40 nights a year will be spent aboard the ship in training. The new crew will be given instruction in three branches of naval procedure, in the duties of seamen, with the engineering force or in the department of navigation. In the summer the lads will go on a cruise and possibly the first one will be to Alaskan waters. The gunboat Boston came to Coos Bay several years ago, having no difficulty in entering the harbor. This craft is now stationed in Portland for the benefit of the Oregon Naval militia.

STICKS TO THE ROAD

MILITARY HIGHWAY NO VAGUE DREAM SAYS ORIGINATOR. Project is Modified and Urgent Cost Greatly Reduced—Urges That Work Be Continued. Tenacity of purpose and "stick-to-itiveness" marks the efforts of F. W. Harris, civil engineer of Renton, Washington, and father of the movement already launched for a coast military road. He has just written a personal letter to J. W. Motley asking the opinion of this vicinity regarding the move and urging that the good work be continued. The original program of a coast road stretching from Seattle to Mexico paralleling the coast all the way, has been cut down somewhat, says the engineers, to take advantage of the Pacific Highway in several places. He believes this change will give the movement a better chance before Congress and he expresses the belief that the measure will eventually carry. With the Pacific Highway extending from Seattle to Portland and thence to Eugene Mr. Harris says this road should be included in the project. Lane county is now undertaking the proposition of building a road from Eugene to Florence. This would bring the highway at once to the coast and it would parallel the sea through Coos Bay to Eureka where it would join the northern end of the California State road. The section between Florence and Eureka is the most important strip now," says the writer. "Senators Lane and Chamberlain are in a position to put this road through. I would urge that the matter be again put before the Portland Chamber of Commerce. The project needs a real driving force. I can only present the plan; you people must apply the pressure."

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