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AUTO SUPPLIES FOR ALL

MAKES OF CARS

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DVERTISING analysts before preparing copy, always try to find the "view point of

It is the first step towards makng a successful appeal,

But do they always search for the user's point of view when they come to place their advertis-

If they did, the newspaper would be the one great universal medium,

The newspaper is the place here the consumers as naturally turn for the advertising mesage as they do for the information as to current events.

The secret of the success of aewspaper advertising is the fact that it reaches "the view point of the uses.

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***************** TIMES WANT ADS GET RESULTS



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School's out. The children are home raiding the pantry for something to eat, sweets preferred. Their health demands that you give them nourishing food easily assimilated.

A cup of Ghirardelli's Ground Chocolatemade in a minute, a tablespoonful to the cup, a cent's worth-is the solution. You won't have to drive the children to Ghirardelli's. The urge is in the cup.

For growing children Ghirardelli's Ground Chocolate is just the thing-richer in tissue building material than any other food you can give them.

Order from Your Grocer Today

Ground Chocolate

In 14-16., 1-1b. and 3-1b. hermetically sealed cans. There's a double economy in buying the 3-lb. can.

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(INCORPORATED)

PIANO VOICE VIOLIN HARMONY AND HISTORY OF MUSIC

Pupils of the Conservatory are admitted free to the chorus classes (Ask for booklet.)

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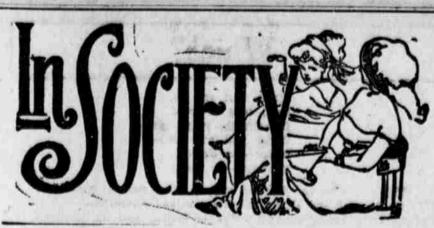
COOS BAY WATER COMPANY

MARSHFIELD AND NORTH BEND, OREGON.

PARCEL POST YOUR LAUNDRY

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

Times Want Ads Bring Results in which, a social afternoon was es E. Bally and W. G. Woods were Edwards, Julia Bengtson, Elsie Hill-



(Continued from Page 2)

THE COOS PAR LIMES, I ANSHERING BREGON, SATURDAY JAMINAR - 1916 EVERTHE FINGELS

PLEASANT SOCIAL

the holiday season took place on L. F. Falkenstein, Mrs. F. M. Flye, Tuesday evening when a large com- Mrs. W. E. Hoagland, Mrs. Henry pany of friends gathered in the Lu- Hoeck, Mrs. Charles La Chapelle, theran Hall to give a public reception Mrs. L. G. Lang, Mrs. J. O. Langto Rev. Albert F. Bassford, who was worthy, Mrs. F. L. Sumner, and Mrs. formerly for several years the well- R. H. Walter. known pastor of the local Baptist church.

A delightful spirit of good fellow- Bend. ship pervaded the reception as the occasion was a kind of reunion of old friends. A splendid and highly LEAGUE BASKET SOCIAL entertaining literary and musicat

happy and long to be membered eve- ning was spent. ning to a close with a short remintscent address followed by prayer and the benediction.

The program and names of those present were as follows: Hymn by audience.

Instrumental music... Mrs. C.

Miss Bessie Ayre.

Clifford Doane.

bert F. Bassford. Bessie Ross, Miss Carrie Ross, Miss Rose and Mrs. I. B. Bartle. Laura Ruth, Miss Velma Ross, Miss In two weeks, the club will meet Edith Ayre, Miss Anna Downs, Mr. with Mrs. Greves, and at this time Chas, Smith, Miss Marion Wright, nominations will be made for new of-Miss Clemence Wright, Miss Vera ficers which will be voted on at the Harris, Miss Bernice Patchett, Mr. following meeting. Clifford Doane, Mr. L. A. Woodworth, Miss Catherine Hoffman, Miss Myrl Cox, Mr. Howard Kelley, Mr. Chas. Doane Jr., Miss Besste Flanbert F. Bassford Jr., Dorothy Bass- home of Mr. and Mrs. G. L. Dindinford, Lois Bassford, Paul Bassford, ger at Flagstaff. The little girls and the guests of honor Rev. and brought their dolls and spent the uf-Mrs. A. F. Bassford.

ATHENE DELPHIAN SOCIETY |

Miss Etta Taylor reported on "Ar- aldine Sandon. chitectural Bequests of Early Nations to Greece," and Miss Helen Mende's paper was "Early Nations least influential." The following topics came under general discussion: "Early nations most influential," "Traces of antiquity in present day life," and "Modern ficsociety will meet again next Tuesday evening in the library.

Those present were: Mrs. Milas Richardson, Mrs. Charles Kaiser. Taylor, Katherine Mende and Car-

LADIES ART CLUB

again yesterday afternoon at the home of Mrs. A. S. Blanchard on Emery, and Miss Lorena Lister. South Fifth Street, and elected officers to serve for the coming year. Those chosen were: Mrs. E. D. McArthur, Pres.; Mrs. R. H. Walter, Vice Pres; Mrs. H. G. Hoy, Sec.;

berry branches. Mrs. Dan Keating was present as special guest and assisted the hostess in serving a dainty luncheon to the following members: Mrs. A. K. Arkley, Mrs. Jas. One of the happiest social events of Cowan Sr., Mrs. W. B. Curtis, Mrs. Next Friday, the club will meet at

was prettily arranged with huckle-

the home of Mrs. Arkley in North

program was given by some of the About 26 young people attended friends present to the manifest the leap year basket social given last pleasure of their auditors. Later on evening by the Epworth League in a variety of mirth provoking games their hall, and according to reports. were played in which old and young the affair was one of the jolliest and alike participated, and it was some most pleasant of events given this times impossible to decide whether season. The boys not only brought the participants or the spectators the baskets, which were bid in by the were getting most fun out of the girls at not exceeding 27 cents, but they also paid for them. The first The ladies served an elaborate and basket went for 26 cents and all the satisfying spread which left nothing rest for the limit price. Various as dinner guests Christmas day, Mr. choral works. The music has arsatisfying spread which left nothing rest for the limit price. Various to be desired in that respect. Late in games were played, songs were sung, Myrle, Ira, Wilson and Herman Anaroused by the unqualified success of

NORTH BEND THIMBLE CLUB

Music Miss Myrl Cox bility of the Thimble club's joining by the visiting guests, was served. Reading Miss Bessie Flanagan the Federation of Clubs. A com-Trio . . Mr. and Mrs. Geo. Ayre and provement. The resignation of Mrs. Hantz. H. E. Kennedy, who is now living Dialogue, Mrs. Chas Doane and in Columbia Falls, Montana, was accepted. Plans were partially made Address and benediction by Rev. Al- for a Valentine evening party to be given February 14th at the home of Chas, Hoffman, Rev. and Mrs. Lyons, remainder of the afternoon was spent Mr. and Mrs. Patchett, Mr. and Mrs. by the ladies in a social way, in sewney, Mr. and Mrs. H. M. Shaw, Mr. and Mrs. Henry O'Mara were pres and Mrs. J. C. Doane, Mr. and Mrs. ent as special guests, the former as-Geo. Gulovson, Miss Mayme Gulov- sisting the hostess in serving a dain-Mrs. Flanagan, Mrs. J. M. ty luncheon to Mrs. F. E. Glazier, Wright, Mrs. David Ross, Mrs. J. E. Mrs. V. E. Watters, Mrs. George Ford, Mrs. C. H. Curtis, Mrs. John Mandigo, Mrs. Wm. Vaughn, Mrs. Nagle, Mrs. M. Dye, Mrs. Stutsman, J. H. Greves, Mrs. M. E. Everitt, Mrs. A. Schwartz, Mrs. F. H. Dres- Mrs. J. G. Mullen, Mrs. Fred Kruse, ser, Mrs. Harris, Mrs. D. McCarty, Mrs. A. Derbyshire, Mrs. C. S. Kaiser, Mrs. Byers, Miss Rilla Ross, Miss Mrs. Gebhardt, Mrs. I. B. Bartle, Mrs.

DOLL PARTY

. . .

agan, Mr. Harry Schwartz, Mr. A doll party was given yesterday Steele, Jacobson and Richardson. Lloyd Byers, Mr. Curtis, Nagle, afternoon for Miss Emma Bell Stad-Marvin Shaw, Robert Hoffman, Alden who is a guest at the suburban ternoon with the honor guest in games and childish prattle. Mrs. Dindinger, assisted by Mrs. Alex Sandon served toothsome dainties at the close of the afternoon to the The Athene Delphian Society of following guests: Emma Bell Stad-North Bend met at the library last den, Gladys Durrand, Dorris Durled was "Review of Early Nations." Rust, Essie Dyer, Irens Sandon, Ger-

W. C. T. U. MEETING

The W. C. T. U. of North Bend met with Mrs. Fred Lister Tuesday afternoon at her home on North Bend Heights. The meeting opened with tion with ancient settings." The songs and prayer after which, various matters of business were discussed. The ladies plan to meet in the near future with the Marshfield W. C. T. U. The remaining hours and the Misses Helen Mende. Etta of the afternoon were spent pleasantly in chat and towards evening, the hostess served refreshments.

Those present were: Mrs. Chas. Chappell, Mrs. F. D. Stevens, Mrs. Parkhurst, Mrs. Renchauser, Miss Minnie Renchauser, Mrs. Sherman Woods, Miss Leona Chappell, Mrs. After adjourning for the holiday Robert McCann, Mrs. Colby, Mrs. season, the Ladies Art Club met Youngmeyer, Mrs. Elmer Woods, Mrs. George Everist, Mrs. Robert * * *

MARRIED IN NORTH BEND

spent following the business session united in marriage at North Bend by strom, Stella Haglund, Mildred Stor-

the Rev. C. G. Price, pastor of the Christian church. The bride is well known in North Bend and Marshfield and has many friends on the Bay. Mr. Woods is manager of the Allen Shingle Mill at North Bend, and is also very well known. Mrs. Bailey was attended by her two little daughters, Ione and Marguerite, and Miss Alta Lash, and was becomingly gowned in brown silk poplin with trimmings of old lace, and carried any Music will be sung by the Choir

Mr. and Mrs. Woods will reside on 11 a. m. South Sherman avenue. . . .

SUNDAY DINNER PARTY

Tomorrow afternoon Mr. and Mrs. Jubilate Dec Foster J. W. Hildenbrand will entertain at Hymn-"Brighest and Best of the dinner in honor of their 15th wedbe Mr. and Mrs. Wm. Schroeder, Mr. and Mrs. J. G. Kinney, Mr. and Mrs. Presentation of Alms-"Praise C. W. Cumbers, Mr. and Mrs. H. E. Bultmann and Louis Schroeder. . . .

CHRISTMAS DINNERS

which have been reported was that at which Mr. and Mrs. Lewis Dweese Mr. and Mrs. Wm. Wilson, Misses be present. Gladys Ferry, May Wilson, Irene and The program for the next concert ly and Thomas Bolding.

A SURPRISE PARTY

At the meeting of the North Bend Cox were pleasantly surprised Thurs- son Mrs. B. S. Hantz and Mrs. Sarah gard, Rev. and Mrs. B. F. Bengt-Thimble Club yesterday afternoon day afternoon by the ladies of North Mrs. A. Sandquist will entertain Invocation Rev W. N. Lyons with Mrs. R. B. Hazer, Mrs. C. S. Bend Rebekah Lodge. The after- at the next meeting. Kaiser and Mrs. Gebhardt were ap- noon was spent in social chat and pointed as a committe to look into fancy work, and at a late hour a Reading Miss Carrie Ross the matter and report on the advisa-dainty luncheon, which was brought

Reading Miss Rilla Ross mittee consisting of Mrs. Arthur Der- Mrs. Wm. Vaughn, Mrs. J. M. Thom- lightful session at the club house on Those phesent were Mrs. Chase, Reading Mrs. John Nagle byshire, Mrs. R. B. Hazer and Mrs. as, Mrs. Yarbrough, Mrs. Hattle Coos River Thursday, the morning Solo Miss Bessie Ayre I. B. Bartle was appointed to care Cousins, Mrs. Sarah Cox, Mrs. B. S. being spent in sewing, and after Reading Mrs. Harris for matters of civic interest and 1m- Hantz, George Vaughn and Vera. the sumptuous dinner at noon, the

AFTERNOON PARTY

vid Nelson entertained a number of weeks in the club house and the ladies informally at a delightful following ladies will entertain: Mrs. Geo. Ayre, Mr. and Mrs. C. O. Gos- ing and chat. Mrs. George Hazer sewing party, and served tempting L. Saunders, Mrs. T. L. Stanley and

HONOR MISS WATTERS

visit at the home of her parents Mrs. J. A. Goodwill, Mrs. E. R. the following young people:

Mende, Miss Anna Truman, Miss Jenson. Lila Hamilton, Miss Richardson, Mrs. Miles Richardson and Miss Weldy, Messrs. Lyle Chappell, Clarence Kibler, Merrill Moon, Edward

NEW YEARS PARTY

New Years eve, Miss Caroline Howell of North Bend entertained a few friends at a watch party at the home of her sister in Bangor, Mrs. Lester Eaton. Cards and dancing were the principal diversions of the evening, and at a late hour the hostess served a delicious luncheon. low. Mrs. S. A. Simonson, one of North Bend met at the library last gend. Marcia Rust, Emily Duncan. Those present were: Misses Myrtle low. Mrs. S. A. Simonson, one of the transfer of their regular library last gend. Marcia Rust, Emily Duncan. Those present were: Misses Myrtle the teachers read a splendid paper on literary program. The lesson stud- Libbie Duncan, Mary Smith, Emma Helm, Ida Nielson, Louise Eisiminger, Dorothy Coleman and Caroline Howell and the Messrs. Merlin Chappell, Glen Hart, Leonard Russell, Calire Cavanaugh and Mr. and Mrs. Lester Eaton. . . .

SWEDISH LADIES AID

Swedish Lutheran church held its Louis Olson, Mrs. Simpson, Mrs. L. first meeting of the new year Wed- E. Roberson, Mrs. S. A. Simonson, nesday Jan. 5 in the church hall Mrs. E. Kelley and Miss Bess Flanentertained by Mrs. C. J. Hillstrom agan. and Mrs. Wm. Hagquist.

Those present were: Mrs. A. Storgard, Mrs. Otto Oren, Mrs. Albert Wicklund and Son Kermit, Mrs. Wm. Hagquist, Mrs. John Backman, Mrs. Alfred Jacobson, Mrs. Chas Salin, Mrs. C. J. Hillstrom, Mrs. A. Josephson, Mrs. Carlson, Mrs. Alex Lund, Mrs. John Lund, Mrs. Erik Johnson, Mrs. H. Asplund, Mrs. Alex Matson, Mrs. Wm. Asplund, Mrs. M. Rudnes, Mrs. Ju- ning, Mrs. Perkins served dainty relius Hagquist, Mrs. L. Stone, Mrs. A. Bishop, Mrs. A. Sandquist, Mrs. Olivia Edman, Mrs. M. Kronquist, and Marion McKinney, Lucile Doug-Mrs. Otto Bjorkquist, Mrs. Wm. Henry, Mrs. J. R. Hillstrom, Mrs. Mrs. L. G. Lang, Treas. The parlor On Thursday evening, Mrs. Franc- Boyd. Misses. Maria Cloe, Selma Irene 1, ...dworth.

MUSICAL CIRCLES

EPIPHANY MUSIC PROGRAM

The following program of Epiphtomorrow in the Episcopal Church at

Processional-"From the Eastern Mountains" Mann Gloria Patri Mornington Te Deum Kotzschmar

Sons of the Morning" . . . Harding ding anniversary. Their guests will Baritone Solo-"Nazareth" . Gounod Mr. Andrew Landles

God" Bourgeois Recessional-"As | With Gladness Men of Old" Kochner

+ + +

RESUME REHEARSALS MON-DAY

Choral Club and the Male Chorus were host and hostess at their home will resume their regular rehearsals in Porter on Christmas day. The Monday evening at the Gjerdrum guests were: Mr. and Mrs. Chas. Conservatory. The Male Chorus Dweese and family, Mr. and Mrs. will meet as usual at 7:15, and the Isaac Wilson, Mr. and Mrs. E. W. Choral Club at 8:00, and every mem-Ferry, Mr. and Mrs. Arthur Craig. ber of both organizations is urged to

Maxine Dweese, and Archie Wilson, will consist of numbers by both Thomas Freeman, Warren Weather- choruses followed by Hlawatha's Wedding Feast., by Coleridge-Tay-Mr. and Mrs. Louis Anderson had lor, one of the most beautiful of all the last concert, there is no doubt but that the next concert will be the finest of its line ever heard in

. . .

RAINBOW CLUB

ladies dispensed with matters of business and enjoyed an afternoon of social diversions. Hostesses for the day were Mrs. Radford, Mrs. W. H. Smith, and Mrs. T. F. Smith. Those invited were Mr. and Mrs. Mr. and Mrs. George Mandigo. The On Wednesday afternoon, Mrs. Da- The club will meet again in two present this week were Miss Minnie Cutlin and Miss Helen Landrith. and the members out were: Mrs. H. E. Bessey, Mrs. Lorenzo Cutlip, In honor of Miss Alice Watters Mrs. J. J. Clinkenbeard, Miss Ada who is here from Oregon City on a Clinkenbeard, Mrs. E. L. Dexter, Judge and Mrs. V. E. Watters in Hodson, Mrs. W. F. Hodson, Mrs. North Bend, Miss Marguerite Weldy M. Jutstrom, Mrs. Jas. Landrith, entertained a few friends last Wed- Mrs. Wm. Richards, Mrs. T. F. nesday evening. A delightful so- Smith, Mrs. W. H. Smith, Mrs. J. cial time was spent informally by A. Smith, Mrs. T. L. Staney, Mrs. L. Saunders, Mrs. W. L. Wirth, Miss Alice Watters, Miss Helen Mrs. R. Radford and Mrs. Johanne

> PARENTS AND TEACHERS CLUB

Vesterday afternoon, at 2:30 in the Bunker Hill school house, was held the monthly Parents and Teachers meeting, with the new president, Mrs. Schwartz presiding, A short program was given consisting of two songs by the primary Department, recitation by Edith Orr, and Norman Orr, plano solo by Dorls Phillips, and vocal solo by Miss Doris Galbraith. Roll call was respond-"Mothers List of Books for Children", and this was followed by a round table discussion of the subject. The meeting adjourned to convene again on Friday afternoon. January 28 and quotations will be from Whittier.

The members out this week were: Prof. and Mrs. T. C. Young, Mrs. Schwartz, Mrs. Wm. Phillips, Mrs. The Ladies Aid Society, of the Dan Orr, Mrs. Axel Erickson, Mrs.

CLASS PARTY

Last Saturday afternoon, Miss Helen Perkins entertained her Sunday school class of which Mrs. A. B. Woodworth is the teacher. A pleasant time of games and music was enloyed by the girls and towards evefreshments. Those present were: Mrs. Woodworth and Misses Alice las, Maxine Fensler, Guendolin Hedger "essie Spade, Roxie Hall.

(Continued on Page Eight)