

Every Now and Then

I run across the man who "doesn't believe in advertising"—one who says "advertised goods cost more."

As a general rule—while he says that he at least is not influenced by advertising—he has on an advertised collar and advertised shoes; he shaves with advertised soap and an advertised razor. He reads advertised books—and goes to an advertised theatre. And if he smokes—it's an advertised tobacco.

Every time I meet him—I'm genuinely sorry for him, as I am sorry for the man who doesn't believe in telephones. (For such men still exist.)

The big economic problem of the world is now, as it always has been—

"How can each of us get the most from his day's work?"

Measured in gold, wages may be lower or higher than they used to be.

Measured in things to eat and things to wear; in books to read and music to hear; measured in comfort and convenience—in shoes to walk in or automobiles to ride in—everyone of us gets infinitely more for his day's work than anyone a hundred years ago.

And so, more in proportion than last year, or last month, or, indeed—than yesterday.

This century has made more difference, in the physical things of life, than any other single century ever made. For this century saw the beginnings of steam and electricity. Steam meant quicker transportation of goods—electricity quicker transportation of ideas. If it hadn't been for great and wide

distribution, the great factories—which have made good things cheap and cheap things better—could never have existed.

If it had not been for the railroads—great and wide distribution could not have existed.

If it were not for the advertisements that take to millions of people the news of what the great factories are producing—the factories could not exist.

If it were not for advertising, you might be paying \$2 for something that was better made a hundred miles away for \$1.

And—if it were not for advertising, you would be living today without even knowing of the existence of most of the things that are now necessary to your comfort. The sewing machine costs money—but cheapens shirts.

The printing press costs money—but cheapens books.

The telephone costs millions—and saves tens of millions. Advertising costs money—and not only lowers selling costs, but, by increasing the field of competition, lowers prices too.

And advertising does a finer thing than all of these. For it stirs in men the desire for better goods—for better homes—and so—for finer lives. It is the one biggest, broadest, single economic influence for good in the world today.

So—when, now and then, I meet the man "who doesn't believe in advertising" I am glad. For I am apt to tell him some of the reasons that I think him wrong. Which is a pretty good way to burnish up and strengthen my own faith.

This article—to Advertise Advertising—was written for the Associated Advertising Clubs of the World, by Hugh Chalmers, president of the Chalmers Motor Company.

The Coos Bay Times Magazine Page

FLED FRANCE IN PLANE, HE SAYS

American Tells a Marvelous Tale of Adventures at Front.

FEARED THE FIRING SQUAD.

Arrested After Attempting to Send Dispatches by the Censor, He Broke Out of Jail, Walked Many Miles and Met an American Aviator, Who Took Him Safely to England.

Thomas A. Price, a news writer, of Audubon, N. J., came back from the European battlefields the other day with a story of strange and diverse adventures. The narrative as Price told it—his flight from court martial and death in France, crossing the English channel in an aeroplane and returning to New York as a stowaway aboard the American liner Philadelphia—follows: "I went over last May as a free lance. But I soon found that I could not see anything more than the authorities wanted me to see, and I couldn't send that out unless they were willing. So I went to Kent and enlisted as a Canadian. I was sent to France about the 1st of July to a station at Kemmel, between Ypres and Messines, with the Second divisional ammunition corps. I was made a dispatch rider, and I went all through the French and Belgian lines, under shell fire most of the time.

"I saw the battle of Loos and got sent to the base hospital at Etaples as a result of being buried in a shell crater.

"All this time I was trying to get something out, but I found that everything I wrote was slashed. At last I found a man going to England on leave, and he agreed to take some of my stuff. I don't know whether they trapped him or whether he turned back on me, but I was arrested and held for court martial. The rules are severe in such things, and death is usually the punishment.

"I was put in prison at Westoutre, Belgium, in an old building that had been hit by shell fire. It looked easy to escape, and as I saw nothing ahead but the firing squad I made the attempt. When the sentry was lounging in a corner out of sight I slipped away. I could only travel by night, for I was hemmed in on all sides. At Ploeg street, near the Belgian-French border, I got caught in the middle of a body of troops accidentally, and I had to hide in a haystack for four days without food or water before they moved on. I weighed 170 pounds when I started, and I'm down to 120 now. The whole trip was practically a continuous fast.

"At last I got to an aviation hangar at Ballient, about eight miles across the French border. I hid near by, living on raw turnips from the fields and creeping in when no one was around to gather up the leavings from the soldiers' mess.

"At last one day I heard an American talking. I was hiding behind a hedge fence, and I managed to get him alone. I told him the whole yarn, and I begged him to get my memorandum book home to my folks. But the American—I don't dare to give his name—did more. He was starting with some dispatches across the channel, and he put me on his machine, goggled and disguised as his helper. We were thirty-five miles from the channel, the distance across was twenty miles, and he dropped me near Heudon, where he was going, sixty miles inland, a distance of 115 miles in all. Then he gave me a pound note and left me. I made for my old quarters at London and got some clothes and enough money to take me to Liverpool.

"I sneaked aboard and hid in the sand lockers. I expected to be caught even then, for, although I had my American passport, I wouldn't have dared to show it, for it would have revealed me as Price, a deserter. But I found that I could walk among the steerage passengers without anybody suspecting that I was not one of them. When the ship docked I just walked ashore as one of the crew, and somehow or other I got by with it."

WHISKYTOWN CHANGES NAME.

Now Called Schilling After Man Who Refused to Serve as Postmaster. Schilling is to be the postoffice name of the town of Whiskytown, Cal., between Shasta and French Gulch, on the Redding-Weaverville stage route. The name Schilling was then decided upon by the postoffice department.

Stella is the old postoffice name of Whiskytown. The office was abandoned six years ago when the late John F. Schilling, who had been postmaster for several years, positively refused to serve longer if the department insisted on putting money orders in the office. Schilling held out, and the office was abandoned. It has since been re-established.

Husband Too Nice and Kind. Husband "too nice and kind, and I can't stand it," seventeen-year-old bride explained in Cincinnati court in telling why she left him. "If he would bully me I would like him better." So hobby was advised to bully her awhile.

NECKWEAR AND VEILINGS.

Fashion Cues About Two of the Important Accessories.

Among neckwear it does not matter what the design of the collar if it has an open front. While there are a few extreme dresses seen with high collars, the majority are made with low, flat collars or those with high backs and few fronts.

Some cape collars are made to lie flat, while others have collars with high standing backs attached, with the points turning on either side forming a V.

There are many attractive styles in collar and cuff sets. The collars may be either flat or with a high back and low V front. The cuffs are medium in depth and follow out the design of the collar. Some sets are simply finished on the edge with hemstitching or a picot edge, while others are elaborately trimmed. Ruffles of lace or net about an inch in width are sometimes arranged on the edge in as many as four rows and are finished at the head with hemstitching. The same idea is carried out on the cuffs. Among novelties are leather collar and cuff sets. They are in colors as well as white.

Guimpes and vestees are in many attractive styles. Net, organdie, batiste, voile, marquisette and georgette crepe are the materials employed in their making, with embroidery and lace for trimmings.

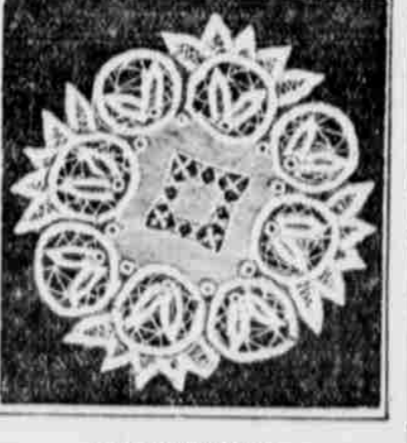
Plaittings of net, organdie and malmes are used in various ways. Plaittings on wide bands are used to wear inside of a high fur or coat collar. Plaittings are also used in making collars, the plaittings being used on both the upper and lower edge of the ribbon band surrounding the neck.

Loose flowing face veils will be much worn this spring. Some are circular; others are draped. The circular veil with a round opening in the center which fits over the crown of the hat is used to quite an extent. Lacy effects with woven scroll patterns are especially effective in veils of this kind. Some are gathered on to an elastic band, allowing it to be adjusted over the crown of the hat. Some hang in straight lines to the shoulders, while others are finished with a ruche or band, which may be caught around the throat. Veils usually match the color of the hat.

FOR NEEDLEWORKERS.

One of a Set of Six and a Bigger Centerpiece.

When you lighten your housework this spring by putting aside heavy tablecloths and using dollies, a set of



THE RENAISSANCE.

these illustrated will be satisfactory. The lace is the revival of Battenberg braid and buttons built around a centerpiece of Mexican drawn work.

Try These Short Cuts.

There are all sorts of short cuts for sewing on the market. The endless task of working buttonholes may be eliminated by using the worked, buttonholes, which may be purchased by the yard at the low cost of 6 cents, suitable for the little folk's underwear. They come worked in fine lawn for shirt waists and the little girl's dresses. The trying task of sewing on hooks and eyes is not now necessary, when they can be bought by the yard ready to be stitched into place. In making a fitted lining it is well to sew on these fastenings before it is fitted in order to secure a good fit. If the springs between the hooks is too wide in some places where there is a strain it does not take long to sew a few on at these points. If, however, you do sew on hooks and eyes you will find it much less difficult to keep the thread from showing through on the right side if you will slip a piece of whalebone into the hem. If the hem is too wide for a whalebone cut a heavy piece of cardboard the proper width and slip that in.

Odds and Ends of Silks.

Look through your bag or box containing odds and ends of embroidery silks and let them prove useful in ornamenting guest towels and other things. It is well to have a few little towels on hand, not only for home use, but to be showered on girls whose engagements have been announced. The most attractive towels can be made by embroidering across their ends little flowers. These can be filled in with French knots made from the various colored silks. The result is really very satisfactory.

Maitre d'Hotel Sauce.

One-third cupful butter, ten drops onion juice, one tablespoonful lemon juice, one tablespoonful of chopped parsley, salt and pepper. Beat the butter to a cream as for a cake, add the lemon juice a little at a time and, when blended, stir in the parsley, onion juice and seasoning. Form into a ball or flat cake and set aside to chill before serving.

THE COMMUNITY CENTER.

The community center is both an idea and a device. As an idea it means community fraternalism. As a device it may enable a community to know itself, its problems and something about their solution. A community center may help a community to be its best self. Physically speaking, a community center may be a schoolhouse, a town hall, a church or any other building open to all the people for the promotion of town betterment and human well being. Abstractly it is the idea of town unity and co-operation, both within the town and with the surrounding country. The schoolhouse is the natural community center. A community center association may be a business as well as a civic and social advantage. It may join civic spirit and business success by promoting between merchant and customer a bond of unselfish friendship. This in turn may strengthen in merchants the spirit of service to their customers. Successful community centers either put or keep their towns on the map of progress and prosperity. —American City.

ORIGINAL STREET LIGHTS.

Consideration and Study Should Be Given to Selection of Fixtures.

There is one feature which every municipality must possess, which, to a remarkable degree, has the power to add to or detract from the general appearance of the city, and that is the street lighting electrolier, says Albert Maple in the American City. There are still many boards of trustees and many city councils that apparently have not yet come to realize that fact, and the cities governed by such bodies are run on the principle of "anything will do the cheaper the better." It is a fact, however, that boards of officials



ORNAMENTAL ELECTROLIER IN RIVERSIDE, CALIFORNIA.

of this character are comparatively few and are daily becoming fewer in this country.

Too much consideration and care cannot be given to the selection, planning and construction of street lighting fixtures. When once constructed the lighting posts generally stand for years and are almost as prominent as the street itself.

There seems to have been a friendly rivalry between the cities of southern California during the last few years in the work of designing and constructing posts of this character. Much thought and study have been given not only to the design, but also to the material of which the posts are made and the positions in which they are placed. The posts erected during the last year or so have been of cement or iron or a combination of the two, but recently there has been a general leaning toward cement and its ally, concrete. This has been on account of the natural durability of these materials as well as because of their attractiveness.

Commercial Arbitration.

The first practical step in the establishment of international commercial arbitration has been taken in an agreement entered into by the Chamber of Commerce of the United States with the Chamber of Commerce of Buenos Aires, whereby there has been instituted a system of arbitration for the settlement of commercial disputes which may arise in the business relations of citizens and residents of the United States and the Argentine Republic. The basis of the agreement is that there shall be inserted in all contracts between merchants of the Argentine Republic and merchants of the United States a standard clause providing that in the event of controversy concerning interpretation, fulfillment or performance of the contract, such controversy shall be submitted to arbitration under rules agreed upon between the Chamber of Commerce of Buenos Aires and the Chamber of Commerce of the United States.

Market For Farmers.

The Hearne (Tex.) chamber of commerce has launched a "safe farming" campaign and will undertake to find a market for the products of the farmers of that section.

WOMAN AND BABY HID DEEP IN MINE

"Just Sat There In Dark and Prayed," She Says.

BANDITS PASSED ABOVE HER

Stayed 1,500 Feet Underground For Two Days With Little Food and Waited Until the Danger Had Passed—Men in Community Were Away at the Time.

Mrs. Wallace Rogers of Detroit, Mich., arrived in El Paso the other day with her fifteen-month-old infant. She told how she had hidden with her baby from Mexican bandits for two days 1,000 feet and more down in the shaft of an abandoned mine near Cananea.

Mrs. Rogers' husband is interested in mining property near Cananea, but was away from home when the little colony fled on the approach of the bandits.

"The whole country around where I was living," said Mrs. Rogers, "was filled with abandoned mines, the shafts of some of which had been sunk 2,000 feet or more. Most of the American men were away when we heard of the approach of the bandits.

"We fled to one of the abandoned mines, carrying whatever food we could snatch up. One of the men took my baby, and we crawled down an abandoned shaft by ladders until we reached the 1,000 foot level. Here we remained for twenty-four hours.

"Finally, as we heard no shooting, one of the men ventured to the surface. He reported everything quiet, and we returned to our homes.

"We had hardly reached there, however, when we again heard the bandits were coming. This time we went down to the 1,500 foot level, where we remained another day. We were in a little spot about ten feet square. We had no lights of any kind, and I had only a couple of cans of condensed milk to feed my baby.

"We just sat there on the floor in the darkness and prayed. At last we could stand it no longer. I think we would have all gone mad if we had stayed there. We crawled up into the sunshine. There was no sign of the bandits, and we made our way safely to Cananea, where we got a train."

Mrs. Rogers declared the Mexican bandits not only had no respect for the American flag, but that it actually incited them to outrages. The only flag that offered any protection at all, she said, was the British flag.

Union Jack Respected.

"I am bitterly ashamed to admit it," she said, "but whenever trouble started we began to hunt for a 'union jack.' It was by no means a bullet proof shield, but it was the only flag I ever saw the Mexicans paid any deference to.

"There was a young Englishman who committed suicide where I was. The Mexicans thought he was an American, and they hurriedly dug a shallow hole and were going to put him away without ceremony when the officer in command overheard some one say: 'I wish we knew where his mother is so we could notify her. She is somewhere in England, but I do not know where.' The officer stopped the burial and asked if the suicide was an Englishman. When he learned he was he ordered the body preserved and tried for four days to get in touch with an English consul."

Refugees continue to arrive in El Paso and at other points along the border, but the majority of them refuse to discuss conditions in Mexico in any way, as they fear their property in that country would be destroyed if they aroused the resentment of the Mexicans.

CUTS OFF AIDE'S FINGERS.

British Aviator Performs Remarkable Stunt While Under Fire.

The heroism of two British air men was demonstrated recently when one of them amputated the fingers of another while under fire.

Lieutenant S. and Captain C. D. were being chased by a German aeroplane. The British aeroplane began to descend, and the Germans fired, wounding the captain in the right arm and smashing two of his fingers. While the captain staggered with his left hand Lieutenant S. amputated the two fingers.

The air men came down to safety, but as they had no more gasoline in their tank they were unable to set fire to their machine, which fell into the hands of the Germans.

IMPROVED ARTIFICIAL HAND.

Successful Invention to Replace Members Lost by Soldiers.

Two new types of artificial arms with hands are shown at the Academy of Sciences in Paris. One is for heavy work, with fingers like the claws of a lobster. The other has articulated fingers, enabling the hand to reproduce closely the action of natural fingers.

Successful experiments were made in the presence of members of the academy by two men, each of whom had lost an arm. One of them sawed through a beam of wood without difficulty, and the other played a violin.

For Sale

RANCH—51 acres—30 acres richest bottom—on tide water—half mile to school, church, post office and S. F. depot—sheltered from winds—simply an ideal place for prosperous ranch home—Price—this property was held at \$12,000 two years ago—It's worth more today but we are offering it for \$4,900 and on as liberal terms as you could ask. This is a bargain counter snap of a staple article, so get busy.

LOTS—We are offering two lots on McPherson near Virginia Street. \$1050.00 for the two. They are worth \$2000.00.

BUSINESS BUILDING—right in the very best location in the city—\$7000.00.

RESIDENCE—House and three lots on Madrone street—only \$1000.00—Terms.

RANCH—600 acres—fine buildings—plenty of rich bottom and cleared—20 cows—team—young stock—fine buildings—orchards—a very desirable dairy ranch—\$15,000.00. Attractive terms.

We have many attractive bargains.

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