Every Now and Then

This article-to Advertise

Advertising - was written

for the Associated Adver-

tising Clubs of the World,

by Hugh Chalmers, presi-

dent of the Chalmers Motor

Comany.

-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 smokesit'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

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 ear, or last month, or, indeed - than vesterday.

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 railroadsgreat 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 and to tell him some of the reasons that , think him wrong. Which is a pretty good way to burnish up and strengthen my own faith.

Expert Advice For the Automobile Owner

Queries and Replies Covering Matters of Importance to the Man Who Runs a Car

expansion of the exhaust gas, which in

an elector defect.

would it load up?

creased to get best results.

off the current to plugs?

might be due to weak magnets, or it

The distributer which be out of time

with the specifications of the engine

Possibly the gears are too far ad

vanced when the spark lever is retard

ed or in normal position, so that when

the lever is brought war up on the

quadrant it puts the ignition entirely

the running conditions require the

site end to the position it is in wher

the spark is fully retarded. Usually,

when the spark lever is fully retarded

at the bottom of the quadrant, the best

running position is three-quarters of

Is it better to put the top of a car up

Standing for a long period in a folded

or leave it down when storing the car?

condition the top is apt to get creased

and damaged, so when storing the car

atlowing it to remain in smooth shape

material. Besides this, the top will

catch much of the dust which would

ordinarity settle un the upholstery.

the leather it is hard to remove.

What are the cubical contents of the

compression chamber for a five inch bore by seven inch stroke motor above

the piston when it is on top dead cen-

ter, to get eighty-five pounds compres-

sion cold, assuming that the inlet

The displacement of one sylinder of

According to the accepted tabu-

a 5 by 7 motor is 137.5 cuble inch-

pounds compression the cylinder clear-

ance should be about 23 per cent of

the piston displacement, liguring low.

the compression space would be 31.625

The above clearance is taken as the

minimum. Under maximum conditions

pounds per square inch compression

the cylinder clearance can be 35 per

cent of the piston displacement. All

the pressures given above are in

Does starting the engine of an auto-

mobile on compression affect the en-

its effects were seriously considered

pounds per square inch absolute.

With this percentage the volume of

be remedied?

center?

ruble inches.

the way up.

magneto?

it is alternating.

When I stop my engine with the switch I have no trouble in starting it, but when I stall the engine or kill it I have to crank and spin it around great deal before I can get it started again. What can be the trouble and

now can it be remedied? The fact that your motor acts in the way you describe should not disturb you, but, on the other hand, is an indication that the carburetor is adjusted excellently for the purpose of securing maximum efficiency. You could easily change the situation and make the motor easy to start after stalling by giving the carburetor an adjustment to provide a richer mixture.

The reason that the motor acts as it does is because when you stop the motor on the switch it has a chance to rotate one or two times and thus draw in a fresh charge of gasoline into the combustion chambers. When the motor is stalled or killed it is stopped instantly, with the result that the gasremaining in the cylinders is dead and does not possess the power to explode. Should the carburetor be so adjusted that a much richer mixture would be supplied the influence of the inert gases in the cylinder would be overcome and the motor would fire immediately whether it had been stopped from stalling or for any other reason. This condition being true shows that the carburetor must be adjusted for as tine a mixture as is possible for good running. It is assumed that the motor acts well while running, since you do not state that any other condition exists. If, however, you notice that the motor is apt to sputter and flash back when the throttle is opened quickly it would be well to give a slightly richer adjustment on the carburetor. Unless there is some indication that the adjustment is not correct it would be better for you to leave the motor as it is and

What is the temperature inside of a motor car cylinder at the time of the explosion?

be careful in driving never to stall the

Usually from 400 to 500 degrees F.

Can you give me the formula for

Gear bronze that is most generally used is an alloy containing 88 to 90 per cent copper and 12 to 10 per cent tin. There is no standard gear bronze adopted, but the above is in quite common use. Of course manufacturers sometimes have their own special for-June, 1914, together with the costs mula, but the 88-12 alloy has proved very successful.

Will you kindly advise me the extreme bore, regardless of the length of with interest from the 18th day of the stroke, which could be used in a June, 1914 for work, labor and motor to come under 300 cubic inches

By this you no doubt mean to infer that the motor must be within the limit of practical design, and since you do not mention the number of cylinders, a four cylinder motor will be assumed. Service of this summons is made Taking a motor of three inch stroke as upon you by publication pursuant being about as little as possible to come under the head of even reason-Watson, County Judge of the Coun- able practice, the bore of such a motor would be five and five-eighths inches to give a displacement of 295.2 cubic

Still better for the upholstery would be The timing gears in my four cylinder runabout rattle. What remedy This is especially true if the upholstery would you suggest to prevent this? of several months is not easy to get The rattle is undoubtedly due to excessive wear. The back lash in the

gears causes the noise. We advise you to install new timing gears, Can you explain how the power de-veloped by the engine and the speed at

which the car runs are affected by manipulation of the spark and throttle levers?

The power developed by the engine must necessarily depend on the number of explosions charged in the cylindidate for Sheriff of Coos County der; hence if you open the throttle more there will be more gas in the cylinder and therefore more power. Advancing the spark permits the explosion to take place early in the stroke and, by allowing the motor to take advantage of the expansion of the burning gases, gives a higher mean effective pressure.

> What is meant by three point suspension, and of what advantage is it? Three point suspension means the

Ed Stevens, Powers; A. Ellingsen, suspension of the power plant at three points making a triangular layout. The edvantage is that racking of the frame ir twisting of the side members has a minimum tendency to impose strains on the motor supports.

> Can you explain the difference petween brake horsepower and horse-power at the drawbar? Also is the orsepower the same for all manufacturers, and is its value 550 foot pounds per second?

> Brake horsepower signifies the horse power delivered by the crankshaft of the motor and is generally measured upon some form of braking device. Horsepower at the drawbar is generally a measure of the towing power of the vehicle.

The general consensus of opinion is Horsepower means the same to all tity, meaning 33,000 foot pounds per than the ordinary one that no harm after the testing to the north of Coor

rould possibly result. Plaintiffs; versus J. Harling Turthe 22nd day of April, 1916, for Mrs. W. Bohlerde, Blue Ridge; Ben
Johnson, San Francisco; J. A. Bolan- tage Grove; W. I. Butters, Allegany; Johnson, San Francisco; J. A. Bolan- tage Grove; W. I. Butters, Allegany; M. Smith states that he is confident

tin, Larson Inlet.

II. Bramer, Allegany; Lauren Hodson, Coquille; S. A. Griswold, toos and methods and he has received

THE REVIVAL DRAWS CHERRIANS COMING

BIG CROWD

Largest Audience Ever Assembled Will Print a Newspaper on the Spic-In Methodist Church Gathers to Hear Evangelist

(By Rev. Joseph Knotts) terday the committee is busy today With most cars that have been run looking for more so as to accommo- The Cherrian Club has already for some time the muffler has become date the big crowd Sunday. Since made arrangements for rates to the clogged with carbon to a certain ex- the large social hall was built on Coos Bay railroad celebration and to the Methodist Church it has nev- will have special train consisting of turn causes back pressure. Back presser been seated to its capacity. At three or four Pullman cars, diner and sure reduces the effective pressure of the end of one weeks meetings it a band. There is a great deal of enthe explosion and consequently cuts is clearly seen that Bruce Evans thusiasm in Salem over this popular down the power of the motor. Obvious will soon need a larger auditorium. trip.

ly, when the gas is permitted to ex- The meeting started off fine last haust directly to the air through the night. Jack Thompson led off with The Cherrian Club is on; of the cut-out the back pressure is minimized the music. Mrs. Evans delighted livest organizations in the state. It With certain properly designed types the audience with a piano solo, a has a band, beautiful suits and gives of muillers tests have shown actual selection from Carmen. Then Jack a number of drills and stunts. Undecrease in power when the muffler sang that song "One Day". The au- doubtedly the presence of the Cherand exhaust pipe were removed. The dience showed their appreciation of rians on Coos Lay will be one of difference in this case is attributed to the music. Marshfield people know the most desirable and attractive fea-Both the production of a loud, snappy

report and the reduction of back pressure depend on the rapid expansion of the exhaust gas. That means, open the next Monday night would be "The perance drinks of Oregon, is at the exhaust pipe as wide as possible as Church with a Hobble Skirt". The head of the Cherrians and is an enclose to the motor as possible and with church members will want to hear thus astic booster for his own town as direct a shoot from the valves as that. They enjoy getting stirred up, and the state of Oregon, particularly Bruce seems to enjoy giving his the Coos Bay country. audience a bump once in a white, Can one increase the size of the carbureter on the same manifold and same Its keeps them awake and afert.

"The Son of Man is come to seek portholes and increase the speed, or This dispensis on the motor. Usually it is ne essary to increase the manifold when the carburetor size is in

but he never touched on the whole made now are worked out. What is wrong when advance of the spark lever to the top of the sector cuts nine points. The audience felt "It is planned to have a printing some relief with the latter part of press in the baggage car, to elect This might be due to several causes. the utterance. If the car has magneto ignition it

are three reasons why it was hard put out one of the most saffron might be caused by a weak coll whether for Zancheus to be a Christian. you have magneto or battery ignition

Ist-He was a sinner. 2nd-He was a publican or tax yet been set."

3rd-He was rich. "Every child needs to accept Christ."

'Every tendency is down." off. However, it is seldom or ever that "A man doesn't need brains or About 50 Present at Millicoma Club backbone to throw mud or criticize." spark lever being brought to the top of "It takes a man to stand by the the quadrant or to the extreme oppo-

> "It is harder to do the right thing than the wrong thing."

"Wealth does not hurt, its how one allows riches to affect his life." "A rich man has more temptations than a poor man."

How does the current generated by a dynamo differ from that produced by a After discoursing on the dark side the Evangelist turned to the bright-The current generated by a dyname of the type used in automobile prac- er side of Zaachous' life.

"There are three things that made Club will be held. easy for Zaacheus to live a The officers eected yesterday were: tice is direct, whereas with a magnete

Christian life. Ist-He wanted to see Jesus.

2nd-He made an effort to see

3rd-He was willing to obey Jeout after he saw him." it is advisable to put the top up, thus

Commenting on these three points against cracking or creasing of the Gruce said "We use less horse sense about religion than anything else. Zaacheus was a little man, and so had to climb a tree to see Jesus. Ar,n't you too small to see Jesus? a sheet or tarpaniin spread over it. The only thing that will ever save is cloth or any cloth preparation. Dust you is to surrender your will to Jeaus Christ."

out of the weave, and it never does any "Are you on the moral side of a fabric any good. Even in the folds of battle?"

> Appreciation of Courtesies By the courtesy of Messrs Hale

How may a squeak in a clutch brake and Warner the piano is in tune. Put a little neatsfoot oil on it. When By the courtery of the Masonic the car is new this little brake some. Lodg: a large number of chairs times squeaks until the leather gets a have been placed in the half. Came glaze, when it should operate satisfactonight and enjoy the meeting.

TEN MILE SECTION TO HAVE COW closes thirty degrees past bottom dead

TESTING ASSOCIATION

-Writes Is Enthusiastic Ovr New Interest Being Shown

chance of havin theiretaoletao letaola are remaining. The planking is beare enthusiastically endorsing the ing laid over the new road, four in of tightness, etc., to obtain eighty-five chance of having their cows tested the center and two on the side, thus and word from J. L. Smith, county ag- making a double roadway, and herericulturist, states that 165 cows have after vehicles will have no trouble already been included from that sec- in passing each other. This will be tion in the lists of the Coos Bay Cow a road that can be used 12 months Testing Association.

Mr. Smith, for the first time, has able ere this to extend the association through to Empire and at other times This method of starting will not that far because of the slow means of the trip has taken upwards of an harm the motor, although at one time transportation. E. P. Black, tester hour, because of the ruts and the of the local association, will also look | bogs.

After visiting through the diet et the farmers about Ten Mile are interested in modern dairy qu' on grades of dairy cows and about silos. 352 So. 5th St. Phone 200-X

BRUCE EVANS PREACHES TO SALEM CLUB TO ATTEND RAIL-ROAD CELEBRATION HERE

ial Train While Making Trip

To print a newspaper on the spec-The audience began coming early ial train from Salem to Coos Bay on and in spite of the fact a large the occasion of the railroad celebranumber of chairs were added to the tion is the plan of the Cherrian Club Is a cut-out beneficial to a car, and, if seating capacity of the church yes- of Salem which is coming full force Will Have Special

good music when they hear it. They tures for the people of Coos county. Mr. F. G. Deckebach, who makes the Eruce announced his subject for famous Luju, one of the popular tem-

> Paper On the Train A Salem paper says:

"A newspaper printed on the exand to save that which was lost." cursion train that takes the Salem As Bruce announced his text he Cherrians to Marshfield when the added that his two and a half hour completion of the new railroad is sermon had nine points (A regular dedicated, will be one of the unique sermon is supposed to have three), features of that trip if plans being

an editor and reportorial staff, also Bruce began with Zaachus, "There a competent advertising force, and sheets ever printed in the State, The date of the excursion has not

"MILLICOMA LADIES" ORGANIZED YESTERDAY

and Officers Are Elected-Mc)t Twice a Month

At a meting called yesterday afternoon at the Millicoma Club about 50 women met and organized the 'Milicoma Ladies." Invitations have been sent to about 100 women to join. It was agreed that meetings shall be held the first and third Friday of each month. On April 28 a party for the men of the Millicoma

Mrs. J. W. Bennett, president; Mrs. C. C. Going, vice President; Mrs. A. T. Haines, secretary; Mrs. George F. Murch, treasurer.

MOTOR CAR OFF RUN

The Southern Pacific motor car is finally off the Marshfield-North Bend run for good. It is now in the roundhouse. It is possible the car will be taken to the Willamette Valley ater for use. The city council several weeks ago agreed to let the company do away with the hourly service between the two towns for a period of at least five years.

TIME UP APRIL 19

CAN IMPROVE TIME

TEN MINUTES NORTH BEND TO EMPIRE ON NEW ROAD

Planking Almost Half Laid From North Bend - Will Be Great Intprovement for Local Traffic

Ten minutes via auto between North Bend and Empire is the time set for the trip by autoists after the

planking, now being laid, has been bitions, in order to obtain eighty-five Efforts of L. J. Smith Are Rewarded completed. The work is about half finished and probably will be down within the next two weeks. The roadway is already done for

a distance of a mile and a quarter Farmers of the Ten Mile district out of North Bend and two miles yet of the year.

Heretofore during the worst of the been in the Ten Mile country signing winter months, it has been practice up the dairymen, not having ocen ally impossible to get a machine

> SPIRELLA CORSTS nay be obtained in Marshfield

Consetier.

from Mrs. Annie Holland.

For Sale

RANCH-51 acres - 30 acres richest bottom-on tide water -half mile to school, church, post office and S. P. 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 \$4,000 and on as liberal terms as you could ask. This is a bargain counter shap of a staple article, so get

LOTS-We are offering two

iots on McPherson near Vir-

ginia Street. \$1050.00 for the two. They are worth \$2000.00.

BUSINESS BUILDING right in the very test location in the city-\$7000.00.

RESIDENCE-House and turee 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-\$15,000.66. At-

tractive terms. We have many attractive

KOOS OREGON DEVELOPMENT CO. PIONEER BLOCK NORTH BEND, OREGON

PARTE & AS

SUMMONS.

the above entitled court and cause within six weeks from the first pub-In the Circuit Court of the State lication of this summons, to-wit: of Coos, in and for the County within six weeks from the 11th day buille: Edna McDonald. e.Froside of March, 1916; and if you fail so quille: Edna McDonald, e.Froside E. G. Perham and A. B. Gidley. to appear and answer, on or before Mrs. W. Bohlerde, Blue Ridge; Ben that being the last day of publica- Marsee, Blue Ridge. To J. Harling Turner, Defendant: tion, for want thereof, the Plaintiffs the complaint filed against you in with interest from the 18th day of Tattle Fowler, San Francisco; Dave land; J. W. Gibney and family, Cot-O'Connor, Gardiner.

Phone 180.1

CASELL

and disbursements of this action.

This action is brought against you to recover the said sum of \$641.90 services consisting of excavating, piston displacement? rendered by plaintiffs to you at your special instance and request, of the reasonable value and agreed

price of said sum. to order made by the Hon. James ty of Coos, State of Oregon, on the 11th day of March, 1916, directing that the same be published in the Coos Bay Times for a period of six

> JOHN D. GOSS, JOHN C. KENDALL, HERBERT MURPHY,

Attorneys for Plaintiffs, Date of first publication March 11, 1916; date of last publication April 22, 1916.

-FOR SHERIFF-

Subject to the wishes of the electors at the primaries May 19, 1 hereby announce myself as a canon the Republican ticket. My plat-"Efficiency form is brief: economy; strict enforcement DANIEL BARKLOW,

********* AT THE HOTELS

Myrtle Point, Oregon.

I....... Chandler Hotel

Coquille: Peter Mclatosh, Sumner; Tom Dashney, Powers; W. N. Gatther, Seattle; B. C. Swaggert, Oakland; E. A. Hollingshead, Portland; O. J. Stewart, Portland; Frank S. Glover, Portland; Charles Buston, Portland C. T. Nelson, Seattle; C. D. Gabrie! son, Salem; Q. S. Stevens, Portland; S. M. Calkins, Portland; E T. Willis, San Francisco; W. M. Kaiser, North Lake; George Croop, San Francisco; H. T. Cotton, Portland; Walter Statter, San Francisco; W. G. Eylestob Oakland; A. L. Hammell, En one.

St. Lawcence Hotel

Mrs. N. S. Thorn, Blue R.dgs, eGo.

Lloyd Hotel

In the Name of the State of Orewill take judgment against you for
by required to any of you are herethe sum of Six Hundred Forty-one
by required to any of you are herethe sum of Six Hundred Forty-one
by the State of You are herethe sum of Six Hundred Forty-one
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by the State of You are herethe sum of Six Hundred Forty-one by required to appear and answer dollars and ninety cents (\$641.90) huille; M. B. Gezard, Roseberg; Miss Miss Moore, Gold eBach; P. G. Olsson, Reedsport; J. E. many inquiries regarding better grades of dairy cows and about siles.

Complaint filed.