

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 glad 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.

Expert Advice For the Automobile Owner

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

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 a great deal before I can get it started again. What can be the trouble and how 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 gas remaining 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 fine 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 be careful in driving never to stall the motor.

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

Usually from 400 to 500 degrees F.

Can you give me the formula for gear bronze?

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 formula, but the 88-12 alloy has proved very successful.

Will you kindly advise me the extreme bore, regardless of the length of the stroke, which could be used in a motor to come under 300 cubic inches piston displacement?

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. Taking a motor of three inch stroke as being about as little as possible to come under the head of even reasonable practice, the bore of such a motor would be five and five-eighths inches to give a displacement of 265.2 cubic inches.

The timing gears in my four cylinder runabout rattle. What remedy would you suggest to prevent this?

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 developed 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 cylinder; 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 suspension of the power plant at three points making a triangular layout. The advantage is that racking of the frame or twisting of the side members has a minimum tendency to impose strains on the motor supports.

Can you explain the difference between brake horsepower and horsepower at the drawbar? Also is the horsepower the same for all manufacturers, and is its value 550 foot pounds per second?

Brake horsepower signifies the horsepower 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.

Horsepower means the same to all manufacturers, as it is a definite quantity, meaning 550 foot pounds per minute or 330 foot pounds per second.

Johnson, San Francisco; J. A. Boland, San Francisco; J. A. Boland, San Francisco; J. A. Boland, San Francisco.

Blanco Hotel
Jack Mungrove, Summer; E. M. Moore, Gold Beach; P. Gibb, Portland; J. W. Gibney and family, Cottage Grove; W. I. Butters, Allegany; H. Bramer, Allegany; Lauren Hodson, Coquille; S. A. Griswold, Coos Bay; P. G. Olson, Reedsport; J. E. O'Connor, Gardiner.

THE REVIVAL DRAWS CHERRIANS COMING

BRUCE EVANS PREACHES TO SALEM CLUB TO ATTEND RAILROAD CELEBRATION HERE

Largest Audience Ever Assembled In Methodist Church Gathers to Hear Evangelist

(By Rev. Joseph Knotts)
The audience began coming early and in spite of the fact a large number of chairs were added to the seating capacity of the church yesterday the committee is busy today looking for more so as to accommodate the big crowd Sunday. Since the large social hall was built on to the Methodist Church it has never been seated to its capacity. At the end of one week meetings it is clearly seen that Bruce Evans will soon need a larger auditorium. The meeting started off fine last night. Jack Thompson led off with the music. Mrs. Evans delighted the audience with a piano solo, a selection from Carmen. Then Jack sang that song "One Day". The audience showed their appreciation of the music. Marshfield people know good music when they hear it. They like it.

Bruce announced his subject for next Monday night would be "The Church with a Hobble Skirt". The church members will want to hear that. They enjoy getting stirred up. Bruce seems to enjoy giving his audience a bump once in a while. It keeps them awake and alert. "The Son of Man is come to seek and to save that which was lost."

As Bruce announced his text he added that his two and a half hour sermon had nine points (A regular sermon is supposed to have three), but he never touched on the whole nine points. The audience felt some relief with the latter part of the utterance.

Bruce began with Zechariah, "There are three reasons why it was hard for Zechariah to be a Christian."

1st—He was a sinner.

2nd—He was a publican or tax collector.

3rd—He was rich.

"Every child needs to accept Christ."

"Every tendency is down."

"A man doesn't need brains or backbone to throw mud or criticize."

"It takes a man to stand by the right."

"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."

After discoursing on the dark side the Evangelist turned to the brighter side of Zechariah's life.

"There are three things that made it easy for Zechariah to live a Christian life."

1st—He wanted to see Jesus.

2nd—He made an effort to see Jesus.

3rd—He was willing to obey Jesus after he saw him."

Commenting on these three points Bruce said "We use less horse sense about religion than anything else. Zechariah was a little man, and so had to climb a tree to see Jesus. Aren't you too small to see Jesus? The only thing that will ever save you is to surrender your will to Jesus Christ."

"Are you on the moral side of a battle?"

By the courtesy of Messrs Hale and Warner the piano is in tune.

By the courtesy of the Masonic Lodge a large number of chairs have been placed in the hall. Came tonight and enjoy the meeting.

Appreciation of Courtesies

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Will Print a Newspaper on the Special Train While Making Trip to Coos Bay

To print a newspaper on the special train from Salem to Coos Bay on the occasion of the railroad celebration is the plan of the Cherrian Club of Salem which is coming full force.

Will Have Special

The Cherrian Club has already made arrangements for rates to the Coos Bay railroad celebration and will have special train consisting of three or four Pullman cars, diner and a band. There is a great deal of enthusiasm in Salem over this popular trip.

Live Organization

The Cherrian Club is one of the liveliest organizations in the state. It has a band, beautiful suits and gives a number of drills and stunts. Undoubtedly the presence of the Cherrians on Coos Bay will be one of the most desirable and attractive features for the people of Coos county.

Mr. F. G. Deckebach, who makes the famous Luju, one of the popular temperance drinks of Oregon, is at the head of the Cherrians and is an enthusiastic booster for his own town and the state of Oregon, particularly the Coos Bay country.

Paper On the Train

A Salem paper says: "The newspaper printed on the excursion train that takes the Salem Cherrians to Marshfield when the completion of the new railroad is dedicated, will be one of the unique features of that trip if plans being made now are worked out."

"It is planned to have a printing press in the baggage car, to elect an editor and reportorial staff, also a competent advertising force, and put out one of the most saffron sheets ever printed in the State. The date of the excursion has not yet been set."

"MILLICOMA LADIES"

ORGANIZED YESTERDAY

About 50 Present at Millicoma Club and Officers Are Elected—Meet Twice a Month

At a meeting called yesterday afternoon at the Millicoma Club about 50 women met and organized the "Millicoma 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 Club will be held.

The officers elected yesterday were: 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 after 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 Improvement 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 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 out of North Bend and two miles yet are remaining. The planking is being laid over the new road, four in the center and two on the side, thus making a double roadway, and hereafter vehicles will have no trouble in passing each other. This will be a road that can be used 12 months of the year.

Heretofore during the worst of the winter months, it has been practically impossible to get a machine through to Empire and at other times the trip has taken upwards of an hour, because of the ruts and the bogs.

SPIRELLA CORSTS

may be obtained in Marshfield from

Mrs. Annie Holland,

Corsetier,

352 So. 5th St. Phone 200-X

For Sale

RANCH—51 acres — 30 glnia 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.

KOOS OREGON DEVELOPMENT CO. PIONEER BLOCK NORTH BEND, OREGON

SUMMONS.

In the Circuit Court of the State of Oregon, in and for the County of Coos.

E. G. Perham and A. B. Gidley, Plaintiffs, versus J. Harling Turner, Defendant.

To J. Harling Turner, Defendant: In the Name of the State of Oregon: You and each of you are hereby required to appear and answer the complaint filed against you in

the above entitled court and cause within six weeks from the first publication of this summons, to-wit: within six weeks from the 11th day of March, 1916; and if you fail so to appear and answer, on or before the 22nd day of April, 1916, for that being the last day of publication, for want thereof, the Plaintiffs will take judgment against you for the sum of Six Hundred Forty-one dollars and ninety cents (\$641.90) with interest from the 18th day of

June, 1914, together with the costs and disbursements of this action.

This action is brought against you to recover the said sum of \$641.90 with interest from the 18th day of June, 1914 for work, labor and services consisting of excavating, rendered by plaintiffs to you at your special instance and request, of the reasonable value and agreed price of said sum.

Service of this summons is made upon you by publication pursuant to order made by the Hon. James Watson, County Judge of the County 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 weeks.

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, I hereby announce myself as a candidate for Sheriff of Coos County on the Republican ticket. My platform is brief: "Efficiency and economy; strict enforcement of law."

DANIEL BARKLOW,
Myrtle Point, Oregon.

AT THE HOTELS

Chandler Hotel

Ed Stevens, Powers; A. Ellingsen, Coquille; Peter Melatosh, Summer; Tom Dashney, Powers; W. N. Gathler, Seattle; B. C. Swaggert, Oakland; E. A. Hollingshead, Portland; O. J. Stewart, Portland; Frank S. Glover, Portland; Charles Boston, Portland; C. T. Nelson, Seattle; C. D. Gabriel, 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 Stalter, San Francisco; W. G. Egleston, Oakland; A. L. Hammett, Edine.

St. Lawrence Hotel

Mrs. N. S. Thorn, Blue Ridge, Coos; Cool, Powers; Mrs. A. Carston, Coquille; Edna McDonald, Coquille; Edna McLaugh, Roseburg; Mrs. W. Bohlerde, Blue Ridge; Ben Marsce, Blue Ridge.

Lloyd Hotel

H. E. Wyman, San Francisco; John Stora, Powers; J. M. McPratt, Coquille; M. B. Gerard, Roseburg; Miss Tattie Fowler, San Francisco; Dave