

NOVELTY IN BUSINESS

Necessary Feature of Advertising For Home Trade.

VALUE OF COMMERCIAL CLUBS

Changes That They Have Brought About in the Way of Trade and Progress—How Publicity Campaigns Help in Booming Towns.

There are many ways to advertise a town, but all of them require keeping eternally at it. The world will believe almost anything if told it often enough. A story made familiar has the weight of authority and accepted belief in its favor. That is more than half the battle. Perseverance, public spirit and printer's ink produce progress. If that is not sufficiently alliterative, add push as another ingredient.

One necessary feature of advertising for home trade and growth is novelty. There are so many new things in this age that people have come to look for the new. Whatever they may think of new thought, they at least want new sensations and new entertainment. This element of novelty in advertising was recently exhibited by Muscogee, Okla. Muscogee may be a young town, but is old enough to have a commercial club and a get-up-and-go spirit that should carry her far. Recently her commercial club started 100 of the town's most hustling citizens out on the road to talk for trade and progress. "Count 'em! One hundred!" That is quite a bunch of people for a municipality of that size to rally forth as advance agents of prosperity. But the town that is not afraid of doing big things is the one that is on the way to becoming a big town.

The most novel feature of Muscogee's delegation was this badge pinned to each of these hundred men:

WATER-WAYS,
RAIL-WAYS,
ALWAYS—
MUSCOGEE, OKLAHOMA.
We burn natural gas, coal, oil—and
money.
JUST WRITE.

Another way in which Muscogee showed that she is alive was by reviving river transportation. Though she has three navigable streams, the railroads maneuvered to get all the trade and to shut off water commerce. Then the merchants got into the game, the railroads after having killed the boat trade showing a disposition to raise rates. The same commercial club already mentioned bought a boat three years ago and began navigating it as a profit. Two years later another boat was built, and it, too, is more than paying its way. Thus rates have not only been lowered, but the town has been enabled to advertise its water routes as an inducement to manufacturers to locate in its midst.

An example of what may be done for a city by judicious, plentiful and persistent advertising is shown by Los Angeles. In the memory of those now living she was a little Mexican town of 10,000, without life, business or prospects. In those sleepy days she had the same delightful climate as now. The only trouble was that nobody knew of its charms. Now all the world knows them.

The story of the campaign of publicity by which this fame has been carried abroad is also the story that tells how Los Angeles has grown into a beautiful and thriving city of 300,000 people. That transformation has not been accidental. It did not come of itself. It did not fall as manna from the skies or arrive as a matter of course. Like everything in this world worth having, it was planned, worked for, fought for. It started by people in Los Angeles believing in Los Angeles. They united to spread their belief throughout the world. In printer's ink they found a messenger swifter and more potent than Mercury. By keeping this sleepless messenger busy throughout the years the miracle has been wrought, and the end is not yet. The advertising has only begun to do its work. In the development of the new and greater Pacific civilization Los Angeles has before her a future that it would be idle to attempt to prophesy. America has not begun to grow, and any American town has before her a like opportunity if she but seizes and makes the best of it. It may not be as great an opportunity as that of Los Angeles, but if so it differs only in degree, not in kind.

A tale similar to that of "the City of the Angels" could be told of Spokane, Seattle and other rapidly growing towns of the Pacific coast. Yet the epic of progress is by no means confined to the west. One of its most thrilling cantos recounts the manner in which Louisville, Ky., was changed from a city of factional fights and feuds that gained her a bad name abroad to one united for home trade and upbuilding. As in the case of Muscogee, the change was wrought largely by a commercial club. Because of its intelligent work strangers are no longer advised to shun Louisville, but the impression is going abroad that she is a city with a future in which it is well to locate.

The same song is heard on the Atlantic coast. Boston, Providence and even New York are organizing publicity campaigns in behalf of larger trade. All of this bears out the verdict of the Municipal Journal, which puts it thus: "It has become a more or less universal opinion in most sections of the country that any city that does not make some active effort at direct advertisement is dead and sure to fall behind the time."

JAMES A. ROBERTSON

PARLIAMENTARY DON'TS.

Rules That Will Help the Clubwoman to Preside.

Don't misappropriate the funds of the club. That sounds most dreadfully harsh. It makes a noise like an absconding cashier. But that is not the idea. It is not the don't for the one who dishonestly makes away with the money. It is a simple rule of parliamentary law and business law that money should be used for the purposes designated in the constitution. These are the only legitimate uses for moneys raised by dues and assessments in federated bodies. For instance, a body will after long deliberation fix upon a certain amount for dues for its members.

All of the uses for which this money is to be put will be carefully gone over. The necessary traveling expenses perhaps of the officers are to be paid. No provisions are made for anything but the bare necessities of the organization. At some meeting an enthusiastic member, without any consideration of what are the legitimate and constitutional uses of that money, will jump to her feet and move that we donate \$50 for some altogether foreign purpose. The president, without a moment's hesitation and before the assembly has really sifted the matter, puts the motion, calls for remarks, which the careful and conservative ones are afraid to make, and the motion is carried by default. There is no thought of how many fifteen, twenty-five, thirty-five cent dues it is going to require to pay this sum. There is no thought that the organization is going to be almost bankrupt. The president, who is the guardian of the law and constitution of her body, has not said: "This is unconstitutional. If you wish to divert our money into this channel, you must first amend your constitution. It is clearly illegal. I must not let you do this." The treasurer, the watch set over the money, should have demurred. But under the little excitement of doing some good work, of helping along a "cause," the funds have been misappropriated, and the organization suffers. And the blame lies with the presiding officer, who should be watchful for just such things.

It is often the case that assessments for necessary expenses must be made simply because the funds constitutionally provided and collected for the purpose have been all used carelessly for other things. If you wish to branch out in donations, if you wish to make gifts to officers, see to it that your constitution has covered the point or else serve notice that you wish to do these things and have a little bigger sum for dues, stating what use is to be made of the money in the amendment. If this were always done there would be more harmony in clubs and it would save the respect of organizations which have gone under just because the drain of assessments and dues are unbearable.

GAME FOR YOUNGSTERS.

Peanut Jab, the Funniest, Newest Thing Out.

A good game to start the ball rolling at a party would be peanut jab. As many disks for water are provided as there are couples. These are placed on small card tables. On the top of each dish of water a dozen peanuts are set floating. Then each individual is provided with a hatpin and the game is called.

The object is to jab the nuts with the pin and land them in a pretty dish for this purpose without touching them with the fingers. When time is called the couple that has been most successful retains the nuts in lieu of score cards. The game is progressive, the successful contestants working toward the head table. Prizes may be in keeping with the season. Among these are summer bonnets made of raffia to hang beside a dressing bureau and hold hatpins; fluffy ducklings, chicken powder puffs, white jack rabbits, egg cups and other little novelties.

Among the old fashioned forfeits were the following:

"Bow to the prettiest, kneel to the wittiest and kiss the one you love best."

Recite a nursery rhyme with appropriate gestures and elocutionary affect.

Recite the table of nine in the multiplication table backward.

(If a lady)—Tie a gentleman's necktie.

(If a man)—Show in pantomime how a woman does up her hair.

Sit crosslegged and with folded arms on the floor, Turkish fashion, and get up without unfolding the arms.

Pose for your picture—"Look pleasant, please."

Hippy-hop around the room, bowing to each lady as you pass.

Name the presidents of the United States.

Eat two dry crackers and immediately sing a song.

As to Art Stenciling.

So easy the merest youngster can do it, yet not too simple to interest grown-ups—that is what it is. Simply lay the designs on the material, put on the colors, and there you are.

And the best part of it all is that the designs are really artistic—pretty, even in their crudeness. In fact, their very simplicity is the chief charm.

Use unbleached muslin, burlap, crash, whatever you choose. And you may make scarfs for tables, bureaus or chiffoniers, hangings of all sorts for summer homes, pillow covers or any number of pretty little articles.

You may procure whole sets to do the work or simply buy the design and your own colors. Either way it is not very expensive.

Woman's World

SCHOOL FOR MOTHERS.

An Institution Which Gives Needed Instruction to Young Wives.

A train out of the Grand Central station, New York city, for Hartsdale recently carried some interesting passengers. They were tenement house mothers, some of them scarcely more than girls, and each had a two-week-old baby in her arms. They were for the most part factory girls who had jumped from the workroom into marriage and knew little about taking care of babies. The faces of the babies were white and wan. Occasionally children of two, three or maybe four years tagged at the heels of the mothers.

Had you asked the women where they were going they would have said "To school," not to a school like those near their city homes to which the older children go, but to a school for tenement mothers which George H. F. Schrader has started up among the hills of Hartsdale, New York state. It is called Caroline Rest, in memory of Mr. Schrader's mother.

It is not only a sanitarium where young mothers can go to rest and recuperate; it is also a school where the ignorance that kills some 5,000 newborn babies each year in the New York tenements can be overcome by knowledge of a scientific sort. It was two years ago that a cottage was secured among the hills of Hartsdale for the establishment of Caroline Rest.



CAROLINE REST SANITARIUM.

Here some ten young mothers were domiciled and cared for. Amid healthful surroundings they grew well and strong again, and their babies thrived.

Now the cottage has been replaced by a picturesque English structure which accommodates thirty mothers and their children. There is a wide veranda where the convalescing mothers may sit beside the big clothes-baskets in which, comfortable and happy, the babies rest. As you enter the house there is a reception hall in which on dull days, before a cheerful fire in the big fireplace, the mothers can sit. A sun parlor is another feature of the place, and there is a nursery for the older children.

It is the schooling which these mothers get that is to help them most. There is a well defined course followed by the pupils, a curriculum as carefully planned as that of a normal college.

On the day a mother arrives with her baby she is simply allowed to rest and adjust herself to her new surroundings. The next morning, if she is able, she gets her first lesson, which consists of how to wash the baby.

"You must remember," explained the nurse in charge, "that many of the mothers who come here are little more than girls themselves and have gone right from the factory into their own home and motherhood with no more preparation than a child. One young mother I have here now is only fourteen, and you can imagine how much she knows about bringing up her child."

"The first thing the mother is taught is the use of the bathtub and basin. It seems almost incredible that it should be necessary to teach this, but you know in many of the tenements the use of the tub is not considered necessary."

"After learning how to wash the bathtub and other utensils the mother is taught to bathe and dress the baby under supervision. She is instructed in the care of the icebox in which the milk is kept and sees how all the dishes used to prepare the baby's food must be sterilized. Preparing the barley mixtures and food comes next."

"It happens very frequently that a young mother cannot come to Caroline Rest unless she brings some of the younger children with her. So these, the runabouts, as they are called, are also looked over, and if any trouble exists it is used as an object lesson for the mother, so that she may avoid a repetition of it in the little new baby she brought with her."

"One of the features of Caroline Rest is that the time of the mother's stay is unlimited. She can remain two, three or six weeks, as the need may be, and some have remained three months."

Pitted Dates and Cheese Are Delicious.

Pitted dates masked with cream cheese which had been mixed with minced nuts were dressed with mayonnaise and served on lettuce leaves at a luncheon party recently. The dates are more tender if they are scalded with boiling water and allowed to soak for a few minutes before they are pitted. Dates for any purpose whatever are better treated in this way.

Space For Exhibits

Orvil Dodge, accompanied by C. C. Carter, president of the Myrtle Point Commercial Club, departed Tuesday for the Seattle fair. Mr. Dodge in an interview Tuesday morning stated that he would personally look into the matter of space for Coos county in the Oregon building and would notify our people if any were available for exhibits through the press. If space is available those who have promised material for an exhibit may forward same to Mr. Dodge at Seattle. —Sentinel.

Teachers' Institute

Aug. 17 to 19

The Annual Teachers' Institute for the year 1909, will be held in the school house in Coquille August 17 to 19, 1909.

Arrangements are perfected for the most successful institute ever held in the county. The outside help and local assistance will be of the very best. Every department of school work will receive due attention.

Very respectfully,
W. H. BUNCH, County Supt.

27 31

Report Deer are Pentiful

Deer are said to be unusually plentiful this season and Coos river residents report that they are tamer than they have been in years. During the last few weeks, many does and fawns have been seen down on the river banks, but the bucks keep farther back during the day time out occasionally at dusk they may be seen.

Yesterday, campers on South Coos river had the pleasure of watching a doe and fawn playing and munching the grass along the bank for hours. They were near Catlip's grove. The employes of the Fish Hatchery on South Coos river have a tame fawn which has been added to the attractions for visitors there.

The deer season does not open until August 1 this year and then only buck deer can be shot. —Times

Presbyterian Church

Services will be held at the Presbyterian Church, the first, second and third Sundays of each month at 11 a. m. and 8 p. m. Sunday School and Christian Endeavor at their usual hours. All are welcome. C. O. ROACH, pastor.

Coquille River Transportation Co.'s Schedule

	Leaves	Arrives
Bandon		Coquille
Coquille,	6:30 a m	8:30 a m
	11:00 p m	3:00 p m
Dispatch,	7:00 a m	10:00 a m
Favorite,	1:30 p m	4:00 p m
	Leaves	Arrives
Coquille		Bandon
Favorite,	7:30 a m	10:30 a m
Coquille,	3:30 a m	11:30 a m
	4:00 p m	5:30 p m
Dispatch,	1:00 p m	5:00 p m

The Coquille connects with the trails at Coquille for Marshfield and Myrtle Point.

The up-river passengers can come to Bandon on the Favorite and have three hours here in which to do their trading and other business.

ROOMS and LODGING

Newly furnished large light rooms Telephone Electric Lights Rented by single night, week or month

INQUIRE AT OFFICE OF
The BANDON STEAM LAUDRY

BANDON TRANSFER CO.

C. H. PATTERSON & SON
Dray and General Delivery

Meets all boats. Orders carefully handled
BANDON --- OREGON

Great Combination Offer

THE RECORDER management has made arrangements with the San Francisco Bulletin whereby we can give subscribers the advantage of a gigantic combination offer that will furnish them all the news of the country in a metropolitan daily and all the news of Bandon and vicinity in the Recorder at a marvelous low price

The Daily San Francisco Bulletin, \$3.00 per year
The Bandon Recorder, 1.50 per year
Total, \$4.50

Both papers through this office if paid in advance, per year **\$2.75**

NOTICE FOR PUBLICATION

Department of the Interior
U. S. Land Office at Roseburg, Oregon,
June 23, 1909.

Notice is hereby given that Ellen W. Gouly, whose postoffice address is Bandon, Oregon, did, on the 28th day of January, 1909, file in this office Sworn Statement and Application, No. 02738, to purchase the n 1-2 of n 1-4, section 18, township 29 south, range 11 west, Willamette Meridian, and the timber thereon, under the provisions of the act of June 3, 1878, and acts amendatory, known as the "Timber and Stone Law," at such value as might be fixed by appraisal, and that, pursuant to such application, the land and timber thereon have been appraised, \$200.00; the timber estimated 230,000 board feet at \$0.50 per M, and the land nothing; that said applicant will offer final proof in support of her application on and sworn statement on the 7th day of September, 1909, before C. T. Treadgold, U. S. Commissioner, at Bandon, Oregon.

Any person is at liberty to protest this purchase before entry, or initiate a contest at any time before patent issues, by filing a corroborated affidavit in this office, alleging facts which would defeat the entry.

BENJAMIN L. EDDY,
Register.

First publication July 8-10

FURNISHED ROOMS

AT

The Pacific

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Nice clean rooms 25 and 50c a night; \$1.25 a week; \$5 a month

BANDON --- OREGON

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Carries a fine line of

Watches, Clocks and Jewelry

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FINE ENGRAVING

If you wish a bottle cold—
Call at the Eagle,
If you love the goods that's old—
Call at the Eagle.

"Taint no use to sit and blink
If you really need a drink,
Just make a sign or ring a bell,
And you bet they'll treat you right
Down at the Eagle

Alvin Munck, Prop.
BANDON, OREGON

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PATENTS

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DESIGNS

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Dealer in Boots and Shoes.

Repairing neatly and promptly done at lowest living prices

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