

THE COQUILLE HERALD

VOL. 33, NO. 24

COQUILLE, COOS COUNTY, OREGON, TUESDAY, MARCH 2, 1915.

PER YEAR \$1.50

CITY DIRECTORY

Fraternal and Benevolent Order
A. F. & A. M.—Regular meeting of Chadwick Lodge No. 68 A. F. & A. M., at Masonic Hall, every Saturday night in each month on or before the full moon. D. PIERCE, W. M. R. H. MAST, Secretary.

O. E. S.—Regular meeting of Beulah Chapter No. 6, second and fourth Friday evenings of each month, in Masonic Hall. MARY A. PIERCE, W. M. ANNA LAWRENCE, Sec.

I. O. O. F.—Coquille Lodge No. 53, I. O. O. F., meets every Saturday night in Odd Fellows Hall. H. B. MOORE, N. G. J. S. LAWRENCE, Sec.

MAME REBEKAH LODGE, No. 20 I. O. O. F., meets every second and fourth Wednesday nights in Odd Fellows Hall. EDNA ANDERSON, N. G. ANNIE LAWRENCE, Sec.

COQUILLE ENCAMPMENT, No. 25 I. O. O. F., meets the first and third Thursday nights in Odd Fellows Hall. J. S. BARTON, C. C. J. S. LAWRENCE, Sec.

K. NIGHTS OF PYTHIAS.—Lycurgus Lodge No. 72, meets Tuesday nights in W. O. W. Hall. R. R. WATSON, K. R. S. O. A. MINTON, C. C.

PYTHIAN SISTERS—Justus Temple No. 35, meets first and third Monday nights in W. O. W. Hall. MRS. GEORGE DAVIS, M. E. C. MRS. FRED LINDBAR, K. of R.

RED MEN—Coquille Tribe No. 46, I. O. O. M., meets every Friday night in W. O. W. Hall. J. S. BARTON, Sachem. A. P. MILLER, C. of R.

M. W. A.—Regular meetings of Beaver Camp No. 10,550 in M. W. A. Hall, Front street, first and third Saturdays in each month. C. D. HUDSON, Consul. L. H. IRVING, Clerk.

R. N. A.—Regular meeting of Laurel Rump No. 2972 at M. W. A. Hall, Front street, second and fourth Tuesday nights in each month. MARY KEES, Oracle. LAURA BRANDON, Sec.

W. O. W.—Myrtle camp No. 197, meets every Wednesday at 7:30 p. m. at W. O. W. Hall. LEE CURRIE, C. C. JOHN LENKIE, Sec.

EVENING TIDE CIRCLE No. 214, meets second and fourth Monday nights in W. O. W. Hall. ANNE BURKHOLDER, G. N. MARY A. PIERCE, Clerk.

FARMERS UNION.—Regular meetings second and fourth Saturdays in each month in W. O. W. Hall. FRANK BURKHOLDER, Pres. O. A. MINTON, Sec.

FRATERNAL AID No. 398, meets the second and fourth Thursdays each month at W. O. W. Hall. MRS. CHAS. EYLAND, Pres. MRS. LORA HARRINGTON, Sec.

Educational Organizations and Clubs
COQUILLE EDUCATIONAL LEAGUE—Meets monthly at the High School Building during the school year for the purpose of discussing educational topics. EDNA SKELLES, Pres. EDNA HARLOCKER, Sec.

KO KEEL KLUB—A business men's social organization. Hall in Laird's building, Second street. L. J. CARY, Pres. W. C. ENDICOTT, Sec.

COMMERCIAL CLUB—L. J. CARY, President; L. H. HAZARD, Secretary

Transportation Facilities
TRAINS—Leave, south bound 8:10 a. m. and 2:40 p. m. North bound 9:20 a. m. and 4:20 p. m.

BOATS—Six boats plying on the Coquille river afford ample accommodations for carrying freight and passengers to Bandon and way points. Boats leave at 7:30, 8:30, 9:20 and 9:50 a. m. and at 1:00, 3:30 and 4:45 p. m.

SFAGE—J. L. Laird, proprietor. Departs 5:30 p. m. for Roseburg via Myrtle Point, carrying the United States mail and passengers.

POSTOFFICE.—A. F. Linegar, postmaster. The mails close as follows: Myrtle Point 7:40 a. m. 5:20, 2:35 p. m. Marshfield 9:05 a. m. and 4:15 p. m. Bandon, way points, 8:45 a. m. Norway and Arago 12:55 p. m. Eastern mail 5:20 p. m. Eastern mail arrives 7:30 a. m.

City and County Officers
Mayor—A. T. Morrison
Recorder—J. S. Lawrence
Treasurer—R. H. Mast
Engineer—P. M. Hall-Lewis
Marshal—A. P. Miller
Night Marshal—Oscar Wickham
Water Superintendent—S. V. Epperson
Fire Chief—W. C. Chase
Councilmen—Jesse Byers, C. T. Skeels, C. I. Kime, Ned C. Kelley, W. H. Lyons, O. C. Sanford. Regular meetings first and third Mondays each month.

Justice of the Peace—J. J. Stanley
Constable—Ned C. Kelley

County Judge—James Watson
Commissioners—W. T. Dement, Geo. J. Armstrong
Clerk—Robt. Watson
Sheriff—Alfred Johnson, Jr.
Treasurer—T. M. Dimmick
Assessor—T. J. Thrift
School Supt.—Raymond E. Baker
Surveyor—C. F. McCulloch
Coroner—F. E. Wilson
Health Officer—Dr. Walter Culin

Societies will get the very best
PRINTING
at the office of Coquille Herald

FROM THE NATIONAL CAPITAL

Events of Interest Reported For The Herald

(By J. E. Jones.)

THE ATTACK ON MOUNT VERNON
Another effort is being made by the idle agitators who breed in prolific numbers at the national capital, to stir up sentiment against the management of Mount Vernon on the Potomac, the home of General Washington and his family. As usual, the critics pick out particular incidents to make it appear that the "clutch of greed" is apparent in the administration of Mount Vernon. However, the facts are that about the time of the civil war the government of the United States and the Commonwealth of Virginia had permitted the mansion at Mount Vernon to become a dilapidated old structure, and the entire estate was in a condition of shameful neglect. Mount Vernon was actually saved to the people of this country by the Mount Vernon Ladies Association, founded by Miss Ann Ramela Cunningham, known as the "Southern Matron." The Mount Vernon Ladies Association has had among its members some of the most prominent women of the country, among whom are the present Regent, Miss Harriet Clayton Comegys, a member of one of the best Delaware families; Mrs. Phoebe Hearst, mother of the great publisher; Miss Alice Longfellow, daughter of the immortal poet; Mrs. Mary T. Leiter, wife of the great Chicago financier; Mrs. J. Dundas Lippincott, whose family is known to the publishing world throughout the country; Mrs. Jane A. Riggs, the fame of whose family in banking is known wherever banks and bankers exist; Mrs. Horace Mann Towner, wife of Congressman Towner, of Iowa, and many other equally well known women.

The Advisory Committee for 1914 also indicates the high character of people called by the Ladies Association to their counsels. The committee is as follows: Chief Justice White, Washington, D. C.; Henry Cass Ledyard, New York, N. Y.; Honorable George Gray, Wilmington, Delaware; Colonel William Anderson, Lexington, Virginia; Honorable Edwin Warfield, Baltimore, Maryland.

The Mount Vernon Ladies Association has caused an admission fee of twenty-five cents to be charged all visitors, and the funds have been used to restore Mount Vernon to its old grandeur. First-class men have been employed, and they have given their "intelligent industry and lives to the work of perpetuating and preserving the place. They have very properly been paid good salaries, but perhaps less than the same class of service would have cost the government itself, had it done its duty in acquiring Mount Vernon. There is no historic relic in the world better preserved, and the management of which ought to be free from criticism than Mount Vernon. The institutions under government control do not, as a rule, show good care, and the splendid results which every observer beholds at Mount Vernon, are clear proofs that attacks upon the Mount Vernon Ladies Association are outrageous. The agitators are asking for a congressional investigation. Perhaps such an investigation would be a good thing, as it might clear the atmosphere of the untruths that have been circulated against the women, who have performed so noble and patriotic a duty in behalf of their country. Congressmen, or individuals who look into the affairs at Mount Vernon are always convinced that the best possible results have been obtained.

GOVERNMENT ENVELOPES
A total of 2,500,000,000 stamped envelopes are used annually in the conduct of official business of the government. There are three hundred and fifteen different styles, sizes and grades of wrappers used at the Capitol and in the Departments. None of these envelopes are of any use to the general public, as they are of the class that are stamped "penalty for private use to avoid payment of postage \$300." THE STRUGGLE OF NEUTRALITY
The most perplexing problems

are brought before the nation day by day as a result of the European war, and if the men in charge of the government were as ready to resent insults, real and imaginary, as are most of the public, the United States would undoubtedly have been at war with most every nation in Europe before this. The moral is: Keep Cool and this applies with equal force to every class of people.

STATE IMMIGRATION LAWS
California has brought herself into prominence in consequence of anti-alien laws, but the manner in which Arizona has tackled the question is unique. A bill which has recently passed the lower House of the state forbids any persons to engage in hazardous occupations unless able to read and write. This law is described as "water-tight against protest by Japan." Most any kind of occupation can be discovered to have a hazard if the competition of cheapness of labor becomes too pressing. An editor of one of the leading newspapers of the country comments that "if the legislature passes the law of its own volition it is entitled to most of the credit for the ingenious evasion of the spirit which annulled its previous effort."

WHERE WILL TAXATION END?
In view of the fact that the federal government has been turning short corners to escape deficits that run into many millions, the warning of Leader Underwood, of the House of Representatives, is of moment. Mr. Underwood says that there must be some systematic method of "control" devised for appropriations, otherwise it will be impossible to predict "where the burden of taxation of the American people will end."

Ex-President Taft is devoting most of his energies to this same problem, and perhaps the determined effort being made upon the part of some of our great public men may result in greater efficiency and economy, and a definite policy in fixing the extent of appropriations by Congress.

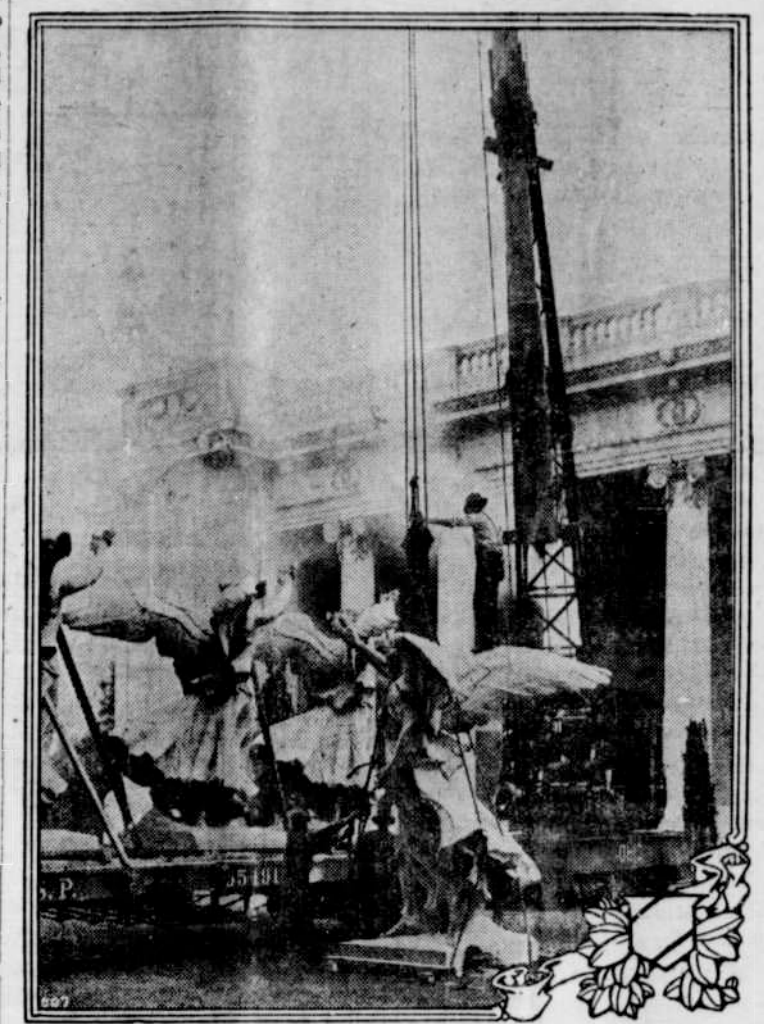
THEY ALL DO IT
There has been considerable complaint manifested in the House of Representatives over the alleged extravagance in the use of automobiles by William B. Wilson, Secretary of Labor. Wilson was placed in the Cabinet because he was a member of the mine-workers' union, and now it is claimed that he has four automobiles, all paid for by the government. The garage charges for Secretary Wilson's machines amounted to \$596.41 during 1914.

PROTECTING THE TREES
The forestry squad in Washington have invented a tank-wagon that carries a large supply of sulphur and lime. This is mixed with water and by means of a long hose, the highest of trees are sprayed. Washington is literally a city of trees, and the development of means for more effectively preserving this great wealth of natural beauty has furnished the Forestry Department an opportunity to directly observe the progress of many methods which have been produced from time to time. While a good deal of the experimenting has been done locally, still the whole country has benefited from the methods that have been tried out in Washington.

RAILROADS REGAINING COURAGE
The railroad people have evidently regained courage, as they have ceased hanging about the doors of Washington, and whether the increase in rates is responsible or not, their reports to the Interstate Commerce Commission show a more healthful and encouraging condition. Since the first of the year \$30,000,000 in orders for locomotives, cars and equipment have been placed.

THE PATENT OFFICE
The officials of the patent office at Washington report that there are 47,000,000 copies of patents scattered about the establishment, "stacked on wooden shelves and exposed to danger from fires." This condition has existed for years, and some day the old rattle-trap, which looks like a "hurricane's nest," may be destroyed, with its priceless records, just as the officials have been predicting year after year for a quarter of a century.

Teaching the Angels to Fly at the Panama-Pacific International Exposition



Of course angels fly. That's why they have wings. A visit to the Panama-Pacific International Exposition at San Francisco any day that the winged ladies are taking their places on the roofs of the exhibit palaces will be convincing if the accompanying photograph does not serve that purpose. The particular winged ladies in question are called "the acroteria." There are to be thirty-two of them distributed about the various exhibit palaces. They are thirteen feet in height and weigh about 1,400 pounds; hence the presence of the locomotive crane to assist in their flight to the roofs of the buildings.

Southern Pacific to Show Wonder Spots

A reproduction of the Pacific Coast wonder spots in miniature—that is the main exhibit of the Southern Pacific Company which 1915 visitors to the Panama-Pacific International Exposition will see in the company's own building on the exposition grounds at San Francisco. The entire exhibit will be enclosed in a miniature woodland, with trails leading among real trees and foliage; with wild flowers growing on native soil, and the horticultural beauties of California and other coast states blossoming in full bloom according to season.

Passing from the foyer into the central part of the building the visitor will find himself in a different world. The entrance leads through the heart of a California big tree, just as the road passes through the famous "Wawona" in the Mariposa Big Tree grove. Here and there are the views of the best known scenic features reached by the company's lines. Mossbrae Fall, near Shasta Springs, with her glistening waters, is just before the entrance, while Yosemite Valley is seen in the distance on the right and Lake Tahoe on the left. As the trails are followed through the woodland other scenes come in view. There is Crater Lake, Ore., reproduced with a faithfulness even exacting the identical color of the water. Again there is Mount Shasta with her towering snow-clad peaks; and a picturesque view of the Santa Clara Valley and Lick Observatory. There is Midway Point on the Monterey Peninsula; the Santa Barbara Mission; Catalina Island; the Riverside Orange district; Palm Canyon; the headgates of the Truckee Carson Irrigation project, Nevada; the Roosevelt Dam and Cliff Dwellings, Arizona; the famous old Alamo of San Antonio and a Louisiana plantation on Bayou Touche.

An idea of the pains taken by the company to accentuate the local color of each view may be gained from the fact that it has obtained carload after carload of soil, shrubbery, etc. from each district represented in the exhibit. For example, Santa Clara county sent several carloads of trees and foliage; Arizona, several cars of cactus and other plants. The whole is intended to give the exposition visitors a faithful idea of the scenic and other features to be found on the Pacific coast—to show the man who thinks of Europe in contemplating a journey or vacation that he is missing something REAL when he fails to see America First.

Game Laws Made to Favor Portland Sports

Editor Herald:
Some one got a bill through the last Legislature, to prevent the shooting of quail at any time in the year. The deer season was also shortened two weeks, and it is reported that they tried to pass a bill to prevent the shooting of all kinds of upland birds, even down to hawks. A law was also passed prohibiting the use of dogs in hunting what few upland birds we are allowed to kill. The man that got that bill through evidently never had a gun in his hand, or never even saw a quail, grouse or pheasant. Taking everything into consideration, that is the way they have our duck law fixed, a man might just as well sell his gun and dog. It is a mystery that some one didn't try to get a bill through to prevent the shooting of blue rock pigeons.

Taking a number of things into view, it is very evident that if a certain per cent of Coquille's sportsmen were million dollar men, as Portland's sportsmen are, the duck law would be a good deal different. Around Portland they have large lakes, all of which are rented by these big clubs. The ducks are fed throughout the year, and it is easy for the Portlanders to get shooting at any time of the day they wish. The way they have the time law fixed we have to quit shooting at the time the ducks start to fly of an evening. So now isn't it very plain if we get no shooting, or very little here of a winter, that that will make it all the better for these clubmen the following winter. For when the ducks leave here in the spring on account of low water they go into the lakes around Portland by the thousands, not only from this county but from many others. So now isn't it plain to you why we want our duck law changed and extended, and why Portland sportsmen(?) want theirs to stay just as it is. Don't think that we are envious of Portland for we certainly are not. We just simply want a fair show at the birds in a sportsmanlike manner and do not wish to hog the whole business.

To Shoot for Cup

The Coquille Rod and Gun Club is going to hold a shoot for the Fred Gilbert loving cup at this place between March 15th and 20th. Fred Gilbert is unquestionably the most popular and expert trap shooter that ever lived. The cup is given in honor of Mr. Gilbert's 20th anniversary as a trap shooter.

The Dupont Powder Company has secured a large number of these cups, and one will be given to each club making the proper request for one. At a recent meeting of the Rod and Gun Club it was decided to send for a cup, and it will be awarded to the man making the best score out of a possible hundred, at the traps. There must be at least ten members compete for the cup, and from the interest shown at the last meeting, the entire club will likely be out after the cup, and as the club consists of perhaps fifty members, a lively shoot is anticipated.

Will go to Fair

Harry Lockwood, of Bandon, was in town last Friday. He is getting together a bunch of boys to attend the San Francisco Fair. Chas. and Vannie Willard of this place have volunteered to go, and he says that he expects to have at least twenty from Bandon, Coquille and Marshfield to represent Coos county. They intend leaving in a couple of weeks.

Knights Entertain

Last Tuesday evening the Knights entertained at the W. O. W. hall in honor of the K. of P. anniversary. The evening was given to games and dancing. Mrs.

Ray Watson and J. F. Schroeder danced the old-fashioned dance called the "Valsovicuna." No one could play the music for this dance, so Mrs. Watson sang it; but Mr. Schroeder soon became winded and protested that she sang too fast. At midnight refreshments were served. All present enjoyed themselves until a late hour, and voted the affair a success.

A Local Sensation

Among the marriage licenses in last week's edition of the Herald was one reading: "Harold Moore and Nellie Church." Upon reading this, Dr. Moore, father of Harold of this place, got an idea. Of course the license wasn't issued to his son Harold, but upon going home, Dr. Moore conveyed the impression to his wife that the Harold named in the paper was their own offspring. Mrs. Moore became so excited that the doctor beat a retreat until Harold appeared at the house. When Harold and his mother had finally adjusted the difficulty, after lots of arguing on Harold's part, the doctor appeared on the scene and informed them that most everybody in town was under the impression that Harold was married. In the meantime, Willie Schroeder and several others were busy getting a bunch of boys together and posting them on the state of affairs, and later, with the doctor's assistance, they had a regular "charivari" party arranged for Harold for that night.

The boys descended upon the unsuspecting Harold at about 7 o'clock, and he was dragged from the house and many were the congratulations that were showered upon him. He was then escorted by force to Leneve's confectionery store and ordered to "set 'em up;" but he refused to do this, and departed, swearing vengeance on his namesake.

Baxter in a New Role

Charlie Baxter, on his recent trip here from the Bay, undertook to assist J. P. Tupper in some light carpentry work. He was standing on a rather high box trying to nail up a transom over the door of a building. After several futile attempts to hit the nail, Charlie lost his balance and fell backward, and in doing so he managed to knock down a stove and several yards of stove pipe. He was seen limping to the railroad station on a very game leg, and it is rumored that he had to cancel a dinner engagement as a result of his fall. It is a good thing for Charlie that his bones are well cushioned.

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NON-ADVERTISER PAYS BILL

New Idea Sprung on U. of O. Students

University of Oregon, Eugene—Three firms handling a line of the same grade in the same territory revealed to an investigator their advertising and their selling cost figures:

C spent \$29,000 in advertising; his selling cost was six per cent. B spent \$49,000 in advertising; his selling cost was four per cent. A spent \$85,000 in advertising; his selling cost was two and one half per cent.

Naturally A's price to the consumer for a line of the same grade in the same territory could be no greater than B's and B's no greater than C's. Yet though A spent nearly twice as much in advertising as B, his selling cost was nearly 50 per cent less. He lowered his selling cost by selling more goods, and he sold more goods because he advertised more. H's profits grew as his selling cost decreased. Accordingly, the man who paid the cost of A's extra advertising over B was B, and the man who paid the cost of B's extra advertising over C was C.

This illustration was used to hammer home an advertising epigram before the class in advertising at the University of Oregon recently. The lecturer was C. F. Berg, of Portland, vice president of Lennon's, the widely known glove, hosiery and umbrella firm of Portland and Seattle. The epigram was as follows:

"The man who does not advertise is the man who pays the cost of the other fellow's advertising." This is not the only advertising point driven home by Mr. Berg, but it was the one that made the greatest impression upon the students, of whom many will some day be consumers of advertising themselves and who are now trying to learn the methods and results of advertising so that they may waste as little money as possible when in business.

"Consumers read the costly full page ads. of great national advertising campaigns and think they pay the ultimate cost," said Mr. Berg. "But they don't. Neither does the manufacturer, who cannot decrease the quality of his article or make it cost more to the buyer than a rival article. Neither does the jobber or retailer pay the cost; their profits remain stationary."

"The successful firm's advertising is bought and paid for by the firms that are less successful."

"Take 10 stores, each doing \$100 a day business, each with overhead expense of 25 per cent of goods sold, and each with 25 per cent profit. One of the ten owners sets aside 10 per cent of his sales receipts and doubles his sales. He thus reduces his overhead expense to 12 1/2 per cent and his advertising expense to five per cent. His profits, accordingly, are increased to 37 1/2 per cent, less the five per cent advertising expense, or seven and one half per cent more than in the beginning. His additional sales to a great extent mean correspondingly decreased sales among the other nine owners; they have paid his advertising bill, increased their overhead proportionately and lessened their profits proportionately."

Mr. Berg described the benefits brought to farmers and rural residents by advertising. "Millions of dollars in labor-saving devices are annually sold to farmers through the press," he said.

"When an auto has to ascend a hill, you do not pinch off the gas to save money; you turn on more gas. Now, business is all uphill; there are no level grades. Advertising is the gasoline of business. Use it with judgment, but do not try to make your saving on it."

"Local dealers should use local papers in connection with national campaigns by manufacturers." Mr. Berg's lecture was illustrated by advertising results secured by well-known manufacturers of autos, watches, hosiery, roofing and other lines.