

SEMI-WEEKLY
BANDON RECORDER

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OFFICIAL PAPER OF THE CITY OF BANDON

Efficient Publicity Is the Best Way to Cure Trust Evils

By
HERBERT KNOX SMITH,



Former
United States Commissioner of Corporations

EFFICIENT PUBLICITY, WITH THE NEWSPAPERS AS THE MEDIUM BY WHICH TO GET FACTS AND FIGURES BEFORE THE PUBLIC IS ONE OF THE MOST EFFECTIVE

WAYS OF CURBING THE GREAT CORPORATIONS AND PROVING TO THEM THAT ILLEGAL METHODS OF DOING BUSINESS WOULD NOT BE TOLERATED. We found that publicity, based on concrete facts coming before the people from an authoritative source, was the BEST AND SAFEST CURE FOR CERTAIN EVILS. That was the history of the Standard Oil rebates. Six months after our report had been given publicity through the newspapers every railroad concerned had CANCELED EVERY RATE THAT WE OBJECTED TO AS ILLEGAL. And that was not be-

cause of the fear of prosecution, but was due to the fact that the railroads could not stand up against public opinion based upon authoritative facts. We recognized one fact—there is only one means of publicity, and that is the NEWSPAPERS. There was no use issuing volumes of statistics and figures which nobody was interested in and would not read.

The facts, as in the case of the Standard Oil rebates, had to be boiled down from three hundred pages or more of manuscript to two thousand five hundred words of READABLE MATTER—about two columns in a newspaper. These were sent out for release on a certain day, and it is safe to say that five million people saw the headlines. That was what we called EFFICIENT PUBLICITY.

Recorder Philosophy

Devoted husbands are usually young.

Optimist: One who expects taxes to be lower next year.

You really have to know a whole lot to know that you don't know much.

Don't humiliate your boy by making him wear curls; all his playmates make fun of him.

Killing husbands is becoming quite a fad. However, its quite expensive; divorce is cheaper.

Now let Bryan talk those mad Japs into a laughing humor and thus demonstrate the power of oratory.

The man who does his 'duty' makes no sacrifice. It pays to do your duty, your sacrifice is in neglecting it.

We have our suspicions of the man who is always fussing about regulating women's dress. Such a man needs watching.

Japan wants to fight the United States, but Bandon is busy just now cleaning the yards. Swat the oyster can, never mind Japan.

We have noticed a slight tendency in some alleged superior persons to save their most valued compliments for themselves.

No doubt the peerless patriots of this glorious union will see to it that our future shall remain secure; but what we are worrying about just now is to get another load of wood from Moore's mill.

What's the matter with Harper's Weekly? It wants to know if the

List of Library Books.

The following is a partial list of the books which will be purchased for the Bandon public library. The remainder of the list will be published Friday.

- American Government, Haskin
- Alice of Old Vincennes, Tarkington.
- A New Era in Old Mexico, Winton.
- Awakening of Helena Ritchie, Wright.
- Anna Karenina, Tolstoi.
- Adam Bede, Elliot.
- Abner David, Hurlbut.
- American Revolution, Trevelyan.
- Ann Veronica, Wells.
- Ave Roma Immortalis, Crawford
- Alexandria the Great, Abbott.
- A Handbook of Classics, Prather.
- Alice Adventures in Wonderland, Carroll.
- A New Conscience and an Ancient Evil, Adam
- American Commonwealth, Bryce.
- American Natural History, Hornaday.
- America's National Game, Spalding.
- Ascent of Man, Drummond.
- Across the Andes, Post.
- A Wayfare in China, Kendall.
- America's Merchant Ships and Sailors, Abbott
- At the Back of the North Wind, McDonald.
- A Little Brother to the Bear, Wm. J. Long.
- Age of Anne, Morris.
- Around the World in 80 days, Verne.
- Brain and Personality, Thompson.
- Blazed Trail, White.
- Ben Blair, Lillibridge.
- Bave Little Holland, Griffin.
- Birds and Poets, Burroughs.
- Boy Scout Movement.
- Birch Bark Roll, Seton.
- Boys, Ilad, Pope.
- Benjamin Franklin, Abbott
- Bunker Bean, Wilson.
- Black Beauty, Sewell.
- Beverly of Graustark.
- Brewsters Millions, McCutcheon.
- Bacteria in Relation to Country Life, Lipman.
- Books of Camping and Woodcraft, Kaphart.
- Bible Ways in Bible Lands, Halbach.
- Beside the Bonnie Briar Bush, MacClaren.
- Bird's Christmas Carol, K. D. Wiggin.
- Boy Soldiers of 1812, Tomlinson
- Blenheim, C. F. Pidgin.
- Battle of Princes, N. D. Hillis
- Conquest of Canaan, Tarkington
- Christianity and Commerce
- Cuba, Wright
- Children's Rhymes, Riley
- Christianity and Social Crisis, Rauschenbuech.
- Captains Courageous, Kipling
- Character Building in China, Robt. E. Speer.
- Chinese at Home, J. D. Ball
- Comrade Yetta, Albert Edwards
- Concert Pitch, Frank Danby
- Dan Beard's Animal Book
- Daughter of the Snows
- Daybreak in Turkey, Barton
- David Livingstone, Hughes
- Decline and Fall of Roman Empire, Gibbon
- Don Quixote, Cervantes
- David Copperfield, Dickens
- Elements of Business Law, Hufcutt
- Eben Holden, Bachelor
- Extempore Speaking, Shuter
- Essays, Macauley
- Elsie Books (Any six)
- Elsie Venner, Holmes
- Engineering of To-day, Corbin
- England, Finemore
- Earth and Sky, Rogers
- Electricity for Everybody, Atkinson
- Essays in Taxation, E. R. A. Seligman
- From Youth into Manhood, Hall
- Famous Speeches, Paul
- First Book of Bird of Oregon and Washington, Lord
- Fredrick the Great, Carlyle
- Florence Nightingale, Wm. Richards
- Famous Speeches, Johnson
- Freehand and Perspective Drawing, Everett
- Face of the Fields, Sharp
- Faerie Queen, Spencer
- Familiar Trees and Their Leaves
- France, Guizot
- Faust, Goethe
- Fifteen Decisive Battles of the World, Creasy
- Friend of Caesar, W. S. Davis
- Games for the Playground, Bancroft
- Gas Engines and Gas Producers, Marks
- Grandet and Country Doctor
- Gentleman from Indiana, Tarkington
- Gulliver's Travels, Swift
- Garden Making, Bailey
- Guide to Pictures, Chapin
- Great Educators of Three Centuries, F. P. Graves
- Home Economics, Parloa
- How to Judge a Picture, Van Dyke
- Home Games and Parties, Mott
- Heroes of the Storm, O'Connell
- Heart of Japan, Brownell
- Harold, Lytton
- Hans Braker, Dodge
- History of Philosophy, Bowae
- Hound of the Baskervilles, Doyle
- Hydraulic Engineering, Turnearve
- Huckleberry Finn, Clemens
- Home Life in Germany, Sidgwick
- Home Life in Holland, Meldrum
- Heroes of California, James
- Heroines of Modern Progress, Adams
- Home Life of the Great Authors, Griswold
- History of the Pacific Northwest, Schafter
- Hossier Schoolmaster, Eggleston
- Henry, Patrick, William Witt
- Hardy Norseman, Lyall
- Isles and Shrines of Greece, Barrows
- Inferno, Dante
- Imitation of Christ, Kempis
- In and Near Athens, Robert Hitchens
- Italian Journeys, Howells
- In Closed Territory, Branson
- In Bethany House, Mary E. Smith
- In Old Kentucky.
- Island of Regeneration, Brady
- Joan G. Paton, Paton
- Knickerbocker H of NY, Irving
- King of the Golden River, Ruskin
- Kenilworth, Scott

(Continued Friday)

LODGE DIRECTORY

Lewah Tribe No. 48, Imp. O. R. M.
MEETS First and Third Tuesdays of each month at 8th run at the Bandon Wigwam. Sojourning Chiefs in good standing are cordially invited to attend.
A. J. Hartmar C. of R. J. C. Shields, Sachem.

Rebekah
OCEAN REBEKAH LODGE, No. 126 I. O. O. F., meets 2nd and 4th Tuesday at I. O. O. F. Hall. Transient members cordially invited.
Alpha Wheel, N. G. Josephine Stoltz, Secretary.

W. O. W.
SOMETHING DOING Every Minute Every Tuesday Night.
SEASIDE CAMP NO. 212, WOODMEN OF THE WORLD, Meets at K. of P. Hall. Visiting Neighbors Welcome.
C. M. Gage, C. C. H. E. Boak, Clerk.

Masonic.
BANDON LODGE, No. 130 A. F. & A. M. Stated communications first Saturday after the full moon of each month. Special communications second Saturday thereafter. All Master Masons cordially invited.
W. E. Craine, W. M. Phil Pearson, Secretary

Eastern Star
OCCIDENTAL CHAPTER, No. 45, O. E. S., meets Saturday evening before and after stated communication of Masonic Lodge. Visiting members cordially invited to attend.
Alice C. Galter, W. M. Rosa Bingham, Secretary.

I. O. O. F.
BANDON LODGE, No. 133, I. O. O. F., meets every Wednesday evening. Visiting brothers in good standing cordially invited.
Chris B. Echter, N. G. Harry Armstrong, Sec.

Knights of Pythias
DELPHI LODGE, No. 64, Knights of Pythias. Meets every Monday evening at Knights hall. Visiting knights invited to attend.
G. R. McNair, C. C. B. N. Harrington K. of R. S.

Professional Cards.

C. R. WADE
Attorney-at-Law
Agent Pacific Surety Company, Office Bank of Bandon Bldg. Phone 102
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Office in Panter Building. Hours, 9 to 12 a. m.; 1 to 5 p. m.
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DR. L. P. SORENSON
Dentist
Office over Vienna Cafe. Telephone at office and residence.
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G. T. TREADGOLD
Attorney and Counselor at Law
Office with Bandon Investment Company Notary Public
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DR. ARTHUR GALE
Physician & Surgeon
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