

Coos Bay Times

AN INDEPENDENT PAPER PUBLISHED EVERY DAY EXCEPTING MONDAY AND ALSO WEEKLY BY

THE COOS BAY TIMES PUBLISHING CO.

FRED PASLEY, EDITOR.
REX LARGE, BUSINESS MANAGER.

The policy of The Coos Bay Times will be Republican in politics, with the independence of which President Roosevelt is the leading exponent.

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COOS BAY TIMES
Marshfield, Oregon.

ADVERTISING COOS BAY

Tom Richardson struck the key note to successful publicity campaigning in both the speech delivered at Marshfield and North at Bend, when he stated that without "Unity" there could be little accomplished in the building up of cities. The term carries more than usual significance on Coos Bay by reason of the peculiar strategic relations of North Bend and Marshfield.

The cities are really individualized only in thought. There cannot be two cities on this peninsula which gives every indication of becoming not only trans Pacific seaport but an outlet and conveyor for this country whose resources tell their own story. Coos Bay will ultimately be the site for one city. There will be no predominance of one over the other in the evolution of Marshfield. North Bend and Emulre will remain only as mementos of the time when Coos Bay was in the marine.

Anticipations of the future however do not build cities.

From a practical advertising standpoint assume what method would be the more economical and at the same time result most advantageously to the cities on the Bay. The chief object in publicity campaigns is the building up of cities.

It is true that industries also play an important part but industries follow development and development is made by the people.

The fundamental aim of a publicity campaign is the securing of people. Assume that Marshfield places a page ad in the Pacific monthly at a cost of \$75 and that ad brings twenty people. Maybe those people never heard of North Bend. If they have not they will pay a visit to it as soon as they become acquainted with the fact that another city is on the Bay.

So will they visit Marshfield if their visit here is the result of North Bend advertising.

There is probably not another parallel case of the peculiar position which these two cities occupy to one another. It is to Coos Bay that every advertisement reaches people when

Flanagan & Bennett Bank

MARSHFIELD, OREGON.
Capital Paid Up \$40,000
Undivided Profits \$35,000

Does a general banking business and draws on the Bank of California, San Francisco Cal., First National Bank Portland Or., First National Bank, Roseburg, Or., Hanover National Bank, New York, N. M. Rothschild & Son, London, England.

Also sell change on nearly all the principal cities of Europe.

Accounts kept subject to check, safe deposit lock boxes for rent at 5 cents a month or \$2 a year.

INTEREST PAID ON TIME DEPOSITS

Choice Hay

From

California

\$1.25 Per Bale

See Dow

they arrive they will decide on the merits of the respective cities. It seems obvious that for the purpose of bringing people to the bay there could be no better step taken than for the two cities to combine advertising forces on a big broad basis and work as a single unit toward the placing of the resources of Coos Bay before the world.

ELECTED MODERATOR

William H. Roberts Is Voted An Advance.

Columbus, May 17 - William H. Roberts of Philadelphia, a fifteen years state clerk was unanimously elected moderator of the 119th general assembly of the Presbyterian church at the opening session following the delivery of the annual sermon by Rev. Ira Landrith of Nashville, the moderator announced that Rev. Charles Manton, Paris Texas would act as vice-moderator.

NOTICE TO OUR CUSTOMERS

We are pleased to announce that Foley's Honey and Tar for Coughs, colds and lung troubles is not affected by the National Pure Food and Drug law as it contains no opiates or other harmful drugs, and we recommend it as a safe remedy for children and adults. Red Cross Pharmacy.

---EGGS---

I can furnish the following Thoroughbred Eggs at **\$2.00 Per Setting**

- Rhode Island Reds
- Barred Plymouth Rocks
- White Leghorns
- Pekin Ducks

JOHN W. FLANAGAN

Send in your orders Now - Eggs Shipped anywhere in the county.

Dr. Bancroft

EYE, NERVE AND CHRONIC TROUBLES OUR SPECIALTY

WILL BE AT
MARSHFIELD

Room E, Rodgers Building

until

Sunday, May 19, 1907

Bank of Oregon

Capital stock fully paid up

50,000.

Transacts a general Banking Business.

North Bend, Oregon

A Record of 2 Years Hard Work on the Part of the Mayor and Council :: ::

THE SOUTH MARSHFIELD BRIDGE

Oakley & Arnold

CIVIL AND MECHANICAL ENGINEERS

North Bend, Ore.

Phone 1021 Office in Meyers Bldg.

The Steamer

M. F. PLANT

Sails for San Francisco Saturday, May 11

F. S. DOW Agent

MARSHFIELD, : : : OREGON

MARSDEN'S COOS BAY BOTTLING WORKS
ROYAL SELECT GAMBRINUS BOTTLED BEER

Bottled in

Quarts, Pints and One Half Pints.

Phone Orders promptly attended to.

Phone 481.

- Ice Cream
- Ice Cream Soda
- Crushed Fruit
- Nut Sundaes
- Coos Bay Specials

At the

PALM

Sirena Cigars
Solid Comfort

Bradley & Traver

Distributors, Marshfield

Are you a man who appreciates good clothing at within-reason prices?

If you are, you can come here expecting to see many suits to interest you in our tremendous and varied stock of spic-and-span new clothing for Spring and Summer, which in style, quality and assortment is on a par with

that shown by the leading clothing establishments of New York City. If you haven't been in this Spring to see the splendid values we offer in

MICHAELS-STERN FINE CLOTHING

you shouldn't delay coming another day. You can't find the equal of this celebrated clothing anywhere in town under a third more than we ask. Of strictly high-grade, dependable materials, faultless in cut and tailoring and up-to-the-minute in advanced fashion, you can make a selection of any suit at \$12 to \$30 with every assurance of permanent satisfaction—and that you got the best value obtainable at the price you paid.

Your inspection is especially requested of our

Spring Sack Suits at \$15

We ask you to judge these suits by the \$18 and \$20 standards of other stores as far as the quality is concerned, and for style, workmanship and finish, with to-measure-made suits costing \$30 or more. Do this and you will surely purchase one of these suits at \$15 in newest patterned worsteds, chevots and cassimeres in the fashionable gray, blue and brownish tones.

Smart Spring Suits for Boys, \$2.50 to \$12

Clothes made of tested fabrics in handsome patterns, strongly tailored to resist wear and hold their shapeliness permanently—values that sell elsewhere at \$3.50 to \$15, here in a great assortment of attractive models at \$2.50 to \$12.

L. A. FREY

North Bend



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FOLEY'S KIDNEY CURE

Will cure any case of Kidney or Bladder Disease not beyond the reach of medicine. No medicine can do more.

Cures Backache
Corrects Irregularities
Do not risk having Bright's Disease or Diabetes