

Coos Bay Times

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SUBSCRIPTION RATES.
In Advance.

DAILY.
One year \$5.00
Six months \$2.50
Less than 6 months, per month .50
WEEKLY.
One year \$1.50
Local readers, 10c per line.

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

AN INDEPENDENT REPUBLICAN NEWSPAPER PUBLISHED EVERY EVENING EXCEPT SUNDAY, AND WEEKLY BY

THE COOS BAY TIMES PUBLISHING CO.

Address All Communications to
COOS BAY DAILY TIMES
Marshfield Oregon

HIGH SCHOOL ON COOS BAY.

The people of North Bend have shown the right spirit. They believe in education and are willing to put up their money and their credit to establish the best high school west of the Willamette valley. Perhaps one of the reasons for this spirit of progress in educational lines is that this high school, is the most westerly institution of higher learning in all the length and breadth of continental United States. That is a distinction not to be overlooked and North Bend has a class of citizens who may be depended on not to overlook anything good. When, by an overwhelming vote, the people of North Bend voted to issue \$40,000 for a high school they showed themselves no better than most progressive towns beyond the confines of Oregon and a few straggles ahead of some larger Oregonian cities. Not that Oregon lacks interest in education? Far from it! She is one of the most intelligent and best educated of states, even if she has been (not is) a little slow.

But what about Marshfield with her five thousand one hundred and twenty-five population? Where is the high school she voted to authorize the school board to provide for? Where are the additional equipment, the four years' course, the new corps of teachers? What has the school board done? Mr. President, we rise for information and protest that our questions are not intended to disturb the equanimity of Marshfield's happy untroubled temper. But in the splendid exhibition which North Bend and Marshfield are making on the race track of municipal supremacy, it is unpleasant to see one of the two get ahead of the other. The excitement insists in seeing the racers keep neck and neck so that they may go under the wire of consolidation together. No doubt Marshfield's school board are taking measures to provide as good a high school building and as good a high school course as North Bend is to have. No doubt—only we haven't heard of it—and, "as we said before" we rise for information. So far as we are informed no levy has been made to meet the demands of progress in the respects mentioned. Perhaps arrangements are being made for a bond issue to meet the needs of the institution.

ARE YOU PLANNING YOUR ADVERTISING?

It is not how much goods you sell, or how much profit you make, that determines whether your year's business has been successful.

How much dead stock you have on hand at the end of the year is what determines how much you have made.

The only way to keep dead stock from accumulating is to work off your lines in proper season by a well constructed newspaper advertising plan.

Look at the fences, trees and bridge advertisements. They are a directory of the dead and failures in three cases out of four.

Another mark of successful advertising is concentration—do not scatter your advertising fund if you would get results.

It's the aim behind the shot that counts.

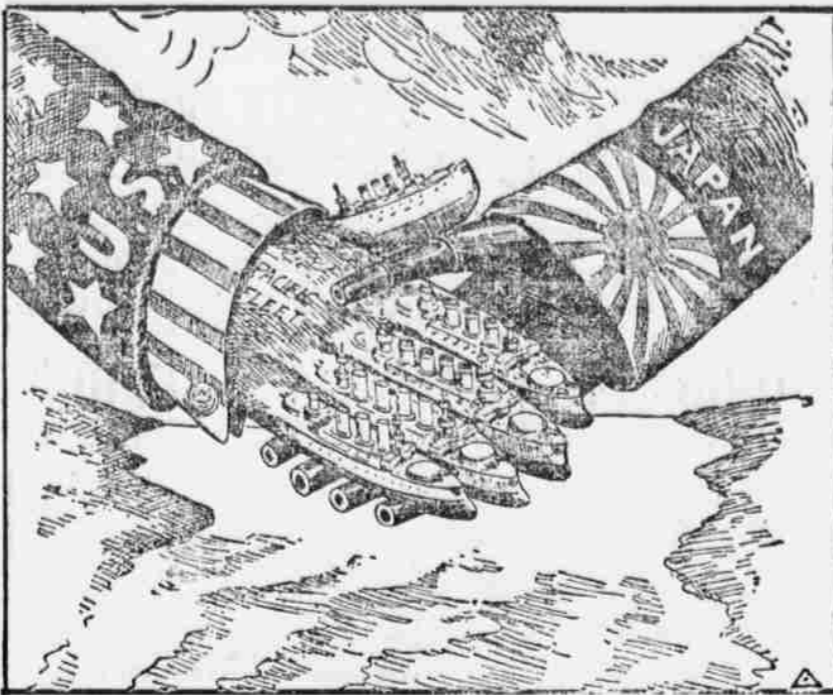
And the plan is what makes a successful advertising campaign.

First decide what you can or what you ought to accomplish, then fix and apportion the appropriation and lay out the lines along which you should work.

The preliminary carefully-thought-out program most likely to accomplish what you desire—the forecasting preparedness which work on schedule—is unquestionably a most important factor in an economically-conducted, success-insured campaign.

With the Toast and Tea

PERFECT PEACE.



—De la in Philadelphia Record.

GOOD EVENING

The longer on this earth we live
And weigh the various qualities
Of men—
The more we feel the high,
stern-featured beauty
Of plain devotedness to duty;
Steadfast and still, nor paid
with mortal praise,
But finding amplest recompense
For life's ungarlanded expense
In work done squarely and unwasted days.
—Lowell.

I HAVE NOT LIVED IN VAIN

If I can cheer some heart,
Some tired way-worn heart upon
life's rugged road;
If I can buoy the feet and help to
bear the load;
If I can buoy the feet, and to the
fear-dimmed eye
Of some poor bowed-down pilgrim
that is passing by,
And some sweet joy impart;
If I can ease some pain,
Or make some pale face brighten
with a touch of light,
And turn some wayward feet into
the path of right;
If I could lend a strong hand to the
fallen one
And bid him rise and start anew
and help him on,
I have not lived in vain.
—Selected.

"Everything has its compensations," remarked Bill Lawlor after he came over from the oil house. "How so?" asked his friend. "Well I'm not much stuck on the odor of this, but it saves my eating clothes."

No matter how small or how large your expenditure for advertising the investment should be made strictly along lines first determined as best to follow.

There are definite things to be accomplished and usually a specified sum of money is expected to accomplish those certain things.

Then plan ahead, as far ahead as you can see straight; schedule your work—then stick to it as long as it doesn't prove entirely wrong.

In most cases it is quite possible to plan the entire year's advertising expenditure at the beginning of the year.

But if this cannot be done, by all means make plans for six months ahead, or even three months ahead.

Building business by advertising might well be likened to the building of a sky-scraper or a farm house.

No builder would think of starting work on a sky-scraper without having previously planned how much ground it was to cover, how big it was to be, how much it was to cost, or without contracting in advance for necessary materials.

The same principles are involved in business-building by advertising.

While it is possible to build a brick at a time, such methods are costly and very uncertain; and when half the intended expenditure has been made it will likely develop that one and another important detail was overlooked, so that all the work and expense proves utter loss.

Most small advertisers, and a great many big ones, neglect this important planning ahead to their own great disadvantage.

Indeed many conspicuous failures, and many more less conspicuous, are due to the lack of any definite predetermined plan of action.

This newspaper offers free consultation as to a successful advertising campaign—try us.

An exchange very truthfully remarks. When a man in search of a home or business location goes to a town and finds everybody full of hope, energy and enthusiasm over the prospects of their city, he, too, soon becomes imbued with the same spirit, drives down his stakes and goes to work with interest.

Common Phrases Explained.
"Pity is akin to love." And a mighty poor relation.
"Every man has his price." Excepting always those who give themselves away.
"A complication of diseases." What a man dies of when the doctors don't know.

"Riches have wings." But the millionaires' sons usually open the cage doors.

"Ignorance is bliss." It must be, judging from the happy expressions of the majority.

"Love laughs at locksmiths." With a milliner, grocer and ice man, however, he is usually serious.

HOT-HOUSES FOR COOS BAY

Vegetables for Local Market Will Be Raised On Isthmus Inlet.

- TODAY'S GOOD THINGS IN THE MARKET**
- Choice steak cuts 15c.
 - Choice rib roasts, 15c.
 - Good steak, 10c.
 - Plain steak, 10c and 12 1/2c.
 - Bolling, 10c.
 - Mutton, pork and veal, 10c and 15c.
 - Vegetables—
 - Green peas, 12 1/2c.
 - Rhubarb, 2 lbs. 25c.
 - Oregon celery, 15c.
 - Cal. celery, 10c.
 - Cauliflower, 10c and 15c.
 - Sweet potatoes, 4 lbs. 25c.

Coos Bay will soon be independent from San Francisco and Portland from a vegetable standpoint if the plans of a Rogue river truck farmer are carried out successfully. This gentleman is now putting in a hot house in Millington, up Isthmus Inlet, and it is his intention to put in several more. He will raise vegetables of all kinds for the Coos Bay market. This is the first project of its kind in the Coos Bay country and the grocersmen are hoping that he will meet with unqualified success.

Coos Bay faces a threatened onion famine. This commodity comes from Portland and the demand there is now a trifle more than the supply. Prices advanced in the Portland wholesale market to 3 1/2 cents a pound and are still soaring skyward. The present supply of onions on Coos Bay is selling for 5 cents a pound but on the next shipment, if any comes, it is sure to advance a cent or two. Very little relief was afforded the local market by the Breakwater. Her tonnage consisted largely of machinery and every other freight but vegetables.

A Special Ranch Bargain.
—200 acre ranch, about 60 acres bottom land, the balance can be used for fruit and pasture land. Good 8 room house, good barn, modern improvements and farming implements of all kinds, Jersey cows, horses, chickens and all go for \$7,000.00 For full particulars, see Stutsman & Co.

Business Directory

Doctors.

D. R. GEORGE W. LESLIE
Osteopathic Physician
Graduate of American School of Osteopathy
Office Hours—9 a. m. to 4 p. m. Other Hours by Appointment. Office in Nasburg Block
Phone 1611. Marshfield, Ore.

D. R. J. W. INGRAM
Physician and Surgeon.
Office over Sengstacken's Drug Store.
Phones—Office 1621; Residence 783.

D. R. A. L. HOUSEWORTH
Physician and Surgeon.
Office over First National Bank.
Residence, two blocks north of Crystal Theater. Office Phone 1431. Residence Phone 1656.

Lawyers.

Francis H. Clarke Jacob M. Blake
Lawrence A. Liljequist

CLARKE, BLAKE & LILJEQUIST,
ATTORNEYS-AT-LAW
Times Building, Marshfield, Ore.
United States Commissioner's Office.

J. W. BENNETT,
Office over Flanagan & Bennett Bank.
Marshfield, Oregon

C. F. MCKNIGHT,
Attorney at Law.
Upstairs, Bennett & Walter Block
Marshfield, Oregon

COKE & COKE,
Attorneys at Law.
Marshfield, Oregon

A. H. EDDY
ARCHITECT
Modern cottages a specialty. Office opposite Blanco Hotel, Over Telephone Building.

CARPENTER
Call R. A. Corthell.
For all kinds of carpenter and cabinet work. Show cases and office furniture a specialty. Phone 561.
Corthell's Delicatessen.

M. R. ALBERT ABEL,
Contractor for Teaming of all kinds
Phone 1884.

PIANO TUNING,
By J. F. O'Reilly,
Resident Tuner.
Address Box 249, Marshfield.

ELMER A. TODD, Director
Coos Bay Academy of Music.
Voice, Piano, Pipe Organ, Harmony etc., from beginning to graduation. Singers coached in style diction and interpretations, for opera, oratorio or concert work
New O'Connell Building, Marshfield.

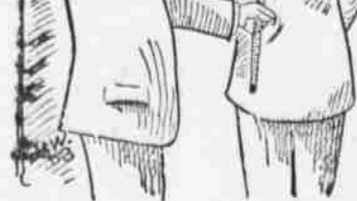
Flanagan & Bennett Bank
MARSHFIELD, OREGON.
Capital subscribed \$50,000
Capital Paid Up \$40,000
Undivided Profits \$5,000
Does a general banking business and draws on the Bank of California, San Francisco Calif., First National Bank Portland Or., First National Bank Roseburg, Or., Hanover National Bank, New York, N. M. Rothschild & son, London, England.
Also sell charge 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 \$5 a year.
INTEREST PAID ON TIME DEPOSITS

Steam Dye Works
C Street.
Ladies' and Gents' Garments
Cleaned or Dyed
Philip Becker, Proprietor.

BONITA and NORTH BEND
FASTEST BOATS ON THE BAY.
Half Hour Schedule.
Run Between Marshfield and North Bend Made in 12 Minutes.
Private Landings.
Fare: One way, 15c.; round trip, 30c.
J. A. O'KELLY, Proprietor.

HEISNER, MILLER & CO.
Livery, Feed and Sale Stable.
Wood for Sale.
Third & A St. Phone 1201 Marshfield

GOODRUM FITS YOU OUT WITH CLOTHES FROM COLLAR-BUTTONS DOWN TO HOSE



They are all the rage in the cities and I am

the first to get them to Coos Bay so get one while they are new and be up to the future.



Wood Fiber Ties in all colors - 50c
Wood Fiber Hat Bands - 50c
Ladies Coat Sweaters in white and red - \$4.00

Geo. Goodrum
THE GENTS' FURNISHER.
REPRESENTING STYLE AND QUALITY

The Steamer **STEAMER PLANT**
SAILS FROM MARSHFIELD
Sails for San Francisco Tuesday Jan. 28th. No reservations held after the arrival of the ship unless ticket is bought.
F. S. DOW, Agent
MARSHFIELD, OREGON

E. C. BRECKENRIDGE **G. L. DEAN.**
New Owners of the
COOS BAY TRANSPORTATION COMPANY
We do a general Transfer and Storage business. Orders taken by Phone will receive prompt attention.
Water Front foot of A St. Phone 1631.

California and Oregon Coast Steamship Company
Steamer Alliance
B. W. OLSON, Master.
COOS BAY AND PORTLAND
SAILS FROM PORTLAND SATURDAYS, 8 P. M.
SAILS FROM COOS BAY TUESDAYS, AT SERVICE OF TIDE.
F. P. Baumgartner, Agt. L. W. Shaw, Agt.
Couch St. Dock, Portland, Ore. Marshfield, Ore., Phone 441.

WHY DO PEOPLE BUY IN SENGSTACKEN ADDITION? BECAUSE
It is choice inside residence property, lots 50x100 with alleys, is well sheltered with a good bay view and prices of lots are reasonable. For particulars see
TITLE GUARANTEE & ABSTRACT CO.
Henry Sengstacken, Manager.

WE MAKE GAS ENGINES AND BOATS
Speed Launches and Engines a Specialty
All Classes of Boat and Engine Repairing Promptly Attended to
Shops in the North Bend Woolen Mills North Bend, Oregon
H. R. BEVIER, Mechanical Engineer C. H. ALLGER, Boat Builder

ST. VALENTINE'S DAY
A day sacred to St. Valentine; the 14th of February. It was a very old notion alluded to by Shakespeare, that on this Day birds begin to mate. Hence, perhaps, arose the custom of sending love tokens at that time.
We have the most complete line of COMIC and PRETTY VALENTINES to be found in the city.
NORTON & HANSEN
Front Street

Portland & Coos Bay S. S. Line
BREAKWATER
Sails from Portland Wednesday at 8 p. m.
Sails from Coos Bay Saturdays at Service of Tide.
C. F. McCollum, Agt.
Phone Main 34 - - - - A. St. Dock