

COOS BAY TIMES

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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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Marshfield - - - - - Oregon

LESSON FOR ADVERTISERS

As an instance of the value of newspaper advertising to increase or force trade, the following facts are remarkable. During December the orders received by the Douglas Boot and Shoe company, of Brockton Mass., fell off in consequence of the business depression following the panic. The advertising manager of that large concern mentioned the matter to Governor Douglas, and asked his advice, whether under the circumstances they should place the usual amount of advertising during the months of January and February which are usually the slowest months in the year in the shoe business. The governor at once ordered an increase of 30 per cent in the amount appropriated for advertising, declaring that such an increase would help to overcome the unfavorable business outlook. There was considerable skepticism about the result amongst the principal owners of the Douglas company. But the result showed almost an immediate improvement in business which is now averaging more than last year during those usually dull months.

Thus the business sagacity of Governor Douglas has overcome the hard times, and his optimism has proven an antidote to the panic. The advertising manager of Governor Douglas explains the phenomenon of increased sales, when by all the rules of business there should have been a decrease, as entirely produced by the increased advertising. Other advertisers of shoes were drawing in their horns and many of their former customers were induced to patronize the Douglas Shoe because it was more than ever brought to their notice.

It seems that persistent advertising pays, for last year nearly 8000 newspapers carried the Douglas advertisement, and the profits of the business were larger than ever. The business managers of newspapers should point out these facts to those who decrease or decline to advertise at all when business is dropping and show them that persistent advertising pays and that increased advertising pays better and that the newspaper is the best advertising medium.

INTERESTING FACTS.

The deepest hole in the world has been bored in Silesia. It has reached a depth of about 7,000 feet, and passes through eighty-three beds of coal.

The sanctuary of the tomb of the Prophet Mahomet, at Medina, Turkey, is to be lighted with electricity. The contract has just been given to an English construction company.

The development of the water-cress growing industry in Dorset, England, is enormous. One farm alone employs forty persons in picking, packing and preparing the cress for the market.

The city of Berlin has appropriated \$12,500 toward the fund for combating tuberculosis, to be named in honor of Dr. Robert Koch. About \$40,000 has been subscribed from private sources.

The artificial cultivation of snails is an extensive and flourishing industry in France, no less than 2,500,000 pounds of this succulent delicacy are Frenchmen consider it—being consumed annually.

The tiny stormy petrel is a bird of immense wing power; it belongs to every sea, and, although so seemingly frail, it easily braves furious storms. Petrels have been observed 2,000 miles from the nearest land.

Foremost among the minerals, etc., which Russians regard as the source of color, coal, manganese, copper, platinum, emeralds, topazes, asbestos, glauber's salt, rock salt and all probability, naphtha.

The world contains at least four oceans composed of almost solid hydrogen. One is in Mexico, one in the United States, another in India and a fourth in Africa just below the Sudan, and there have been reports of such a mountain existing in Siberia.

GET HERRING BY BUCKETFUL

Big Run of Fish Enters Coos Bay and Makes Fishing Easy at North Bend.

One of the largest runs of herring that has ever been seen on Coos Bay came in last night and this morning the water front of North Bend was thronged with men, women and children who were catching the fish by the bucketful. Some fine, large ones were being caught, the majority being from six to eight inches long. No trouble was encountered in getting lots of the fish as the high tide washed them along the saw logs where they were left by the receding waters. The fish are said to be in fine condition and are excellent eating.

NEWS OF COQUILLE.

Events at Coos County Seat as Told in the Herald.
The Coquille high school defeated the Bandon high school in the oratorical contest here last Friday night, carrying off the honors in all three classes.

Chas. Hill, who brought his parents, Mr. and Mrs. B. F. Hill, down from Bridge lately to reside in this city, will start soon for Texas. He goes to Sherman and will assist a brother-in-law to conduct a large bottling works in that city.

W. H. Norval, superintendent of the Riverton mill, made us a pleasant call yesterday. He now has the mill running again after a rest of several weeks, during which time some important repairs were made.

Mrs. John Snyder and niece, Miss Hunt, came in from Marshfield Monday.

G. H. Smith with a party of four or five, passed through town yesterday on their way to the Eckly country to look at some vacant timber land with a view to filing on claims.

Ned C. Kelley, J. H. Oerding and E. O. Clinton from the camp in Coquille, and W. W. Gatchel and Lee Ray from that of Myrtle Point, went to Marshfield yesterday as delegates to attend a county meeting of the Modern Woodmen of America which convenes there today.

Walter Caldwell who has been connected with our contemporary, the Sentinel, for several months past, was taken ill and left the office last week. He is with his sister, Mrs. E. E. Bender of Myrtle Point, at present. He will make a trip to the mountains when the weather is better.

Major Tower, Customs House officer of Coos Bay, came over on Friday and proceeded to Price's shipyard at Bandon to take the measurements of the steamer Daisy, now in course of construction. He informs us that the boat is 175 feet in length, 38.7 feet beam and 14 feet depth of hold. While he had not figured out her net tonnage, he was of the opinion that she would be of about 500 to 700 tons burden.

J. B. Sneddon, the coal mining man who has been at Riverton for some time, has moved to Marshfield.

Prof. G. Conley and wife, late of Myrtle Creek, this state, passed through this city Friday on their way to Riverton, the Professor having accepted a school in that vicinity. They were pleased with the look of our valley so far as they had seen.

BOY'S FEET CUT OFF, BUT HE DOESN'T CRY.

"I Guess I Can't Skate Any More," Was the Only Comment He Made.

PHILADELPHIA, April 1.—With both feet crushed by the wheels of a trolley car, 5-year-old William Hunt of 1811 Sigel street recently showed unusual courage when he refused to cry or show any other emotion over his injuries. "I guess I won't be able to skate any more," was his only remark as he was being lifted from his position under the car. Even the sight of his shoes dangling from the ends of the crushed limbs failed to dismay him. The boy is the only child in the Hunt home. Last night he was sent by his father on an errand to the grocery store just across the street. Laughingly he ran from the house and into Eighteenth street, directly in front of a northbound car. The motorman applied the brakes but the car could not be stopped in time. He was hurled to St. Agnes' hospital in a passing wagon. Both legs were amputated at the ankle.

ODD INFORMATION.

Coal was used first in 1381. Hall never falls upon forests. The baobab tree lives often to 5,000 years. There is a lizard in Guinea that runs erect. Every four months a man eats his own weight in food. The proper pronunciation of "khe-dive" is "ked-o-was." Boys grow most in their seven-leventh, girls in their fourteenth year. At Welbeck, in Germany, marriage licenses are not granted to drunkards.

WITH THE TOAST AND TEA

CITY LIFE.

A fat little pollywog, raised in a bog, Set out from his home on a cityward sail. A big city mudturtle, passing en route, Grabbed hold of the pollywog's little black tail!

"Ho! Ho!" said the pollywog: "take it along! 'T was loose as the dickens and much in my way; I'm not to be scared from the city by that, Because I expect to be famous some day!"

Just then a huge dragon fly, winging along, Collided head-first with the pollywog's eye And blasting the cornea's sight, belowered forth: "Turn out to the right on the street passing by!"

A kingfisher, darting around in the air, Espied the poor pollywog there in the muck And noting his eye was quite out on that side, Just gave him a peck in the head for good luck!

Now lost, with no rudder, "wog" stuck in the mud And found that some feet he had grown in the night, And where he was black, he was turning quite green— The pollywog gazed at himself with delight!

But now a great rattlesnake struck at its prey! The pollywog jumped with his funny new feet And landed quite safe on the top of a pad That rocked in the lilies—a very fine seat!

"Ho! Ho!" cried the pollywog, "look at me now! I'm changing myself to a frog, I declare!" Just then a huge pickerel sprang from the stream And caught Mr. Frog as he leaped in the air!

"Alas!" moaned the pollywog, bleeding and torn, His breath ebbing fast in the swirl and the swish, 'Tis better to be just a plain pollywog Than food for the sharks in the craw of a fish!"
BYRON WILLIAMS.

Out of sight out of pocket. Strength of mind is rarely evinced by strength of language.

The man who doesn't mix in the affairs of others doesn't have a sore head to commemorate the event.

Change is the universal order of the universe and of the twenty dollar gold piece.

A friend is a good comforter, but don't try to turn your comforter into a shield or you may sleep cold some night.

Being happy is easy when it is the only thing you have to do.

It is usually quite too expensive to answer a fool according to his folly.

Our idea of the millennium is to have a pay day every time a bill falls due.

The confidence man prays for success, and afterward the sucker prays for success.

There is nothing to beat the decrease of the outgo except augmenting the income.

An inherited prejudice should be disinherited as expeditiously as possible.

A candidate for political honors found himself in front of a house near which a number of children were playing.

"Madam, I may kiss these beautiful children, may I not?" "Certainly," replied the mother. When he had finished his wholesale contract he turned to the woman and said:

"Seldom have I seen lovelier children. Yours, madam?" The woman blushed deeply. "Ah, of course they are," gallantly suggested the politician. "The little treasures, from whom else could they have inherited those limpid eyes, those rosy cheeks, and those musical voices?" But still the lady blushed.

"By the way madam," said he, "may I impose upon your good nature to the extent of asking that you tell your estimable husband that Mr. Coekrell called upon him." "Excuse me, sir," said the woman, "I have no husband." "But these children, madam—surely you are not a widow?" "I fear there's some mistake, sir. This is an orphan asylum."



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