

MEN OF THE HOUR



CARDINAL MICHAEL LOGUE.

Among the distinguished visitors at the Catholic centennial in New York city was Cardinal Logue of Ireland, who came to America expressly to attend the celebration. The cardinal is archbishop of Armagh and primate of all Ireland. He is a man of most engaging personality and a brilliant orator. On the occasion of his departure from Ireland he said he was going to America to carry greetings to the native sons of the Emerald Isle who were in exile in the new world.

The Scrap Book

Attractions of a Pastoral Life.
A philanthropist sent a child from the New York slums to the country. To this child, raised among slum horrors, all the beauty and poetry of a pastoral life was offered. One day the man went to see the little girl. He took her on his knee, glanced with approbation about the quaint old farm kitchen and said:
"And do you find the country very beautiful, my dear?"
"Oh, beautiful," the youngster answered.
"And what have you seen during the week's sojourn here?"
"I've seen eighty-seven turkeys killed and a man's nose broken in a pumpkin raffle."

THE ETERNAL CIRCLE.
If this great world of joy and pain
Revolve in one sure track;
If freedom, set, will rise again
And virtue, down, come back,
Woe to the purblind crew who fill
The heart with each day's care
Nor gain from past or future skill
To bear and to forbear.
—Wordsworth.

Coin of the Realm.
During civil war times Gilman Fay, a local character known by all as Gil, went to the general store in Fayville, Mass., kept at that time by Colonel Dexter Fay, to make his purchases. The amount was 68 cents, and Fay tendered the clerk a dollar bill. Change being scarce in the store, as was often the case during those strenuous times, the clerk passed him some slips of paper with figures on them to equal the amount of change due. Gil looked at the change and then at the clerk and slowly said, "What's all this?"
"Why, that is what we are giving for change now. When you get a dollar's worth we will redeem them," replied the clerk, and Gil went out.
A day or two later Gil went to the store again for some tobacco. The clerk passed out the plug, and Gil put his hand in his pocket and pulled out a handful of pumpkin seeds and handed them to the clerk, saying:
"These are what I am using for change now. When you get a dollar's worth I will redeem them."

Priest and Parishioner.
There was a priest who had among his parishioners an Irishman who, with a lot of others, was digging a ditch under an Italian boss. The priest thought he would get a rise out of his parishioner as he met him going to work.
"Good morning, Pat."
"Mornin', father."
"How do you like your 'ginny' boss, Pat?"
"Oh, all right, father. How do you like yours?"

The Exception.
Two old negroes, gazing at a many colored circus poster, were comparing the merits of the old time circus with those of the up to date performance.
"Der am no argument necessary," said Rastus emphatically. "It have been 'knowledged dat de John Robinson circus am de best in de world."
"What fo' you talk like dat, man?" Jackson replied. "Der am only one circus worf mentioning, and dat am de Barnum & Bailey greatest show on earth. Look at de picture, man! See where it say 'greatest show on earth?'"
"Shore Ah sees dat, but you neglect 't look in de far corner where it say 'something else.'"
"What else it say?"
"It say, 'greatest show on earth' S-E-P-T 1, 'cept one-an' dat one am de John Robinson circus."—Lippincott's.

Tried to Make Good.
"What's become ob dat little chameleon Mandy had?" Inquired Rufus.
"Oh, de fool chile done lost him," replied Zeke. "She wuz playin' wif him one day, puttin' him on red to see him turn red and on blue to see him turn blue an' on green to see him turn green, an' so on; den de fool gal, not satisfied wif lettin' well enough alone, went an' put him on a plaid, an' de poor little thing went an' bust himself tryin' to make good."—Everybody's.

John's Memory.
A perspring man, laden with bundles, bustled into a railway station, upset a small boy, carried away half a yard of flounce from the skirt of a lady and finally stopped, panting and exhausted, beside a small woman sitting tranquilly in the waiting room.
"John!"
"There, now, I know what you are going to say, June—that same old question. My dear, I forgot nothing."
"But, John!"
"No, I did not forget to buy the fruit or the towels or the seven and three-quarter yards of cambric or the spool of silk. There you are—the whole list; not a thing missing."
His wife smiled up into the triumphant face and said, "Yes, dear, but in which shop did you leave your hat?" And then the train came in.

A Loyal Partisan.
"It was just after W. O. Bradley was elected governor of Kentucky in 1905, and the Republicans in my county were holding a big ratification meeting," said Colonel W. P. Thorne of Kentucky, telling of one of his experiences. "Brass bands, all kinds of floats and banners and hundreds of men and women and boys had been parading the streets. A young girl claimed that while standing on her front porch, which was almost covered with vines and foliage of different kinds, she was repeatedly hugged and kissed by a young man whom she hardly knew. A warrant was sworn out for her assailant, and

HOW TO ADVERTISE A TOWN TO GET BEST THE RESULTS

Suggestions From an Expert as to a Publicity Campaign.

BUSINESS MEN IN CHARGE.

First Important Duty is to Lay Plans For Securing a Larger Rural Population From Which to Draw Local Trade—Present Facts That Appeal.

More than a hundred cities and towns in the United States are now conducting successful advertising campaigns in their own behalf. Some Canadian cities also boom themselves by this direct method of publicity. In a recent paper read at a meeting of commercial clubs by Curtis L. Mosher, manager of the publicity bureau of St. Paul, some valuable suggestions were given. Mr. Mosher's remarks on municipal advertising are applicable to any town which desires to present its attractions to the outside public. Among other things he says:
"No municipal advertising campaign can succeed until it has the united support of practical business men. Somebody must be responsible for the collection of necessary funds, even though only a moderate and economical campaign is decided upon. Some one must be responsible for the results. Otherwise the campaign will be only desultory and unsatisfactory. The best and most practical man the municipality can bring forward should be made chairman of the general committee in charge of the work or be officially designated by some similar arrangement as the manager and director in charge of the work."
"The best beginning that a municipality can make in considering an advertising campaign is to look well to its appearance, attractiveness and local improvements."

Mr. Mosher dwells upon the importance of clean and well lighted streets, good sidewalks, the removal of dilapidated buildings along business streets, a first class hotel, a public library, attractive approaches to the railway station, rest rooms for women and public drinking fountains.
"As no town or city," continues Mr. Mosher, "can grow faster than the business from its local and tributary population permits, the first important duty of local business men is to consider the possibility of securing a larger rural population on which to draw for increased business. To get this population and to build up the agricultural resources of the tributary territory is one of the important ends to be sought in the local advertising campaign."

The merchants with country trade should get lists of friends of their customers living in distant states and send them a letter framed up something like this: "Mr. —, who is a prosperous farmer living — miles from this town, is successfully farming — acres and this year raised such and such crops, clearing such and such profits. He has given me your name, and I am writing you to tell you of the splendid agricultural resources of this section and the excellent opportunities near this town and adjacent to the farm operated by your friend, which you

may perhaps wish to utilize." Make the letter strong and to the point. Set forth the kinds of soil and crops, the values of land, etc., so that the man who gets it will have a clear idea of the situation.

"Inclose with the letters lists of farms for sale within easy reach of the city; also tracts of unimproved lands.
"If the business men of the town can secure from a hundred farmer customers the names of only five farmer friends or relatives in 'the old home districts,' it means 500 agriculturists upon whom direct advertising work may be started. Each hundred farmers added to the tributary rural population means \$100,000 a year added to the trade of the city or town. Such work can be done at the cost of a few postage stamps and a little effort."

Mr. Mosher dwells at considerable length upon the desirability of keeping commercial clubs supplied with local data and information; of having county exhibits at the state fair; of securing state and district conventions; of having products marked "Made in —."
"The most dangerous error commonly made in direct advertising for the city or town is to yield too far to the natural feeling of local pride and construct the advertisement or printed matter in such a way that as a matter of fact it is more energetic in praising and placing the city in an agreeable light than it is in presenting purely business facts and arguments that will appeal to a business man."

"Give all your forms of direct advertising a neat and substantial appearance. Decorative effects do not appeal to business men. By all means publish a booklet even though it cannot be pretentious. Fill it with facts and terse business arguments and use all the illustrations you can. Edit it carefully to see that all its statements can be proved and that there is no waste of words. It should answer the question, 'Why, as a business man, investor, farmer or citizen in search of summer outing attractions or a suitable residence or city, should I be interested in —?' This is the best guide to the proper construction of a booklet that can be given without extended comment."

Reward For Ten Words.
Business men of Emporia, Kan., are offering a reward of \$100 to the Kansas editor who will write the best ten words about Emporia. The winning words will be used as a city slogan of publicity.

Current Comment.

Chancellor Day says "the rich do not live long." No, but they do a lot of living in a short time.—Baltimore Sun.
A New York inventor has built a home in which everything goes by electricity except the cook, who goes by contraries.—Dallas News.
A pay as you enter bar is suggested by the Washington Herald. Good idea. It would break up the treating habit, and that is the cause of most of the trouble.—Florida Times-Union.
It seems that the Mormons are rapidly moving to Canada. That is one of the easiest ways out of a bad situation that we have ever experienced. But our sympathy is with Canada.—Philadelphia Inquirer.

FINANCIAL

STRENGTH

In a bank lies, first, in the ability and experience of its officers. "The men behind the gun;" second, its board of directors who advise with and direct the officers; and third, the Capital.

LIBERALITY—In a bank is its willingness to furnish funds to depositors to assist them in carrying on their legitimate business. Our motto is:

"STRONG AND LIBERAL"—Look us up and if you find us deserving, give us your business.

First Trust and Savings Bank

OF COOS BAY
Capital Fully Paid \$100,000.00

Officers and Directors,
John S. Coke, Pres. William Grimes,
W. S. Chandler, S. C. Rogers,
Henry Sengstacken, Dr. C. W. Tower,
Dorsey Kreitzer, cashier, Judge John F. Hall.
M. C. Horton, Vice pres.-manager.

IMMEDIATE VICINITY

It is the policy of this bank to confine its business to the immediate vicinity. In following this course, the bank not only enhances its own stability, but promotes the highest interest of the community.

FIRST NATIONAL BANK OF COOS BAY, Marshfield, Ore.

O. B. Hinsdale, W. S. McFarland, Cashier
John Pruess, R. T. Kaufman, Vice Pres. Asst. Cashier

Flanagan & Bennett Bank

MARSHFIELD OREGON.
Capital subscribed \$50,000
Capital Paid Up \$40,000
Undivided Profits \$25,000

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 & Co., 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 50 cents a month or \$5 a year.

INTEREST PAID ON TIME DEPOSITS

You can BUY or SELL through The Times "WANTS" with ease, dispatch and profit—try them.

STEAMERS.

—THE—

Steamer M. F. Plant

SAILS FOR SAN FRANCISCO, SATURDAY, JUNE 27.
FROM MARSHFIELD.

No reservation held after the arrival of the ship unless ticket is bought.

F. S. DOW, Agent

MARSHFIELD, OREGON

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. H. W. Skinner Agt.
Couch St. Dock, Portland, Ore. Marshfield, Ore., Phone 441.

Portland & Coos Bay S. S. Line

CITY OF PANAMA

Sails from Portland Wednesday at 8 p. m.
Sails from Coos Bay Saturdays at Service of Tide.

S. S. CZARINA

SAILS FOR SAN FRANCISCO, FRIDAY NIGHT, JUNE 26, 1908.
CARRYING FREIGHT AND COMBUSTIBLES ONLY.

C. F. McCollum, Agt.
Phone Main 34 - - - A. St. Dock

SUNSET BAY STAGE

Leaves North Bend stables Monday, Wednesday and Fridays at 8 a. m. Returning at 4 p. m. Fare \$1.50 round trip For Seats Apply NORTH BEND STABLES - Phone 111

QUICK DELIVERY

For convenience of Call patrons the Laundry office will be open Saturday evenings until 8 o'clock.

Phone 571 today. Our wagon will call.

COOS BAY STEAM LAUNDRY

Marshfield and North Bend.

FOR TABLE USE TRY Weinhard's Bottled Beer

MARSDEN'S LIQUOR HOUSE
Phone 481
Orders Delivered Free.

A Dollar Saved IS A DOLLAR EARNED

Save a Dollar by buying South Marshfield Coal at \$5 Per Ton Delivered
Phone 534

The Steamer Eureka

Sails from Coos Bay on the following dates:

For Eureka:	June 29
July 5	July 8
July 14	July 17
July 23	July 26
August 1	

No reservation of berth held after ship's arrival unless paid for.

The right is reserved to change steamers or schedule without notice.

CHAS. P. DOE & COMPANY,
San Francisco Agents,
F. S. DOW,
Agent for Coos County.

A Times Want Ad will sell it for you.

Business Directory

Doctors.

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

D. R. GEO. E. DIX
Physician and Surgeon.
New Flanagan & Bennett Bank Bldg. Phone 1681.

D. R. J. W. INGRAM
Physician and Surgeon.
Office over Sengstacken's Drug Store.
Phones—Office 1621; Residence 793.

D. R. A. L. HOUSEWORTH
Physician and Surgeon.
Office second floor of Flanagan and Bennett New Bank Building.
Residence, two blocks north of Crystal Theater. Office Phone 1431. Residence Phone 656.

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

COKE & COKE,
Attorneys at Law.
Marshfield, Oregon.

Miscellaneous

OAKLEY & ARNOLD
Civil and Mechanical Engineers,
North Bend, Oregon.
Surveying. Maps.

CRIBBS & MASON
Photographers,
Coos Bay Monthly Bldg.
Marshfield, Oregon.

NATIONAL EMPLOYMENT
OFFICE, Room 214 Coos Bldg.
Phone, Marshfield 814.
Rooms and offices for rent—Houses for rent. Your property cared for while you are away.
My commission very reasonable. Call and see me. WM. WICKENS

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

MUSICAL

WILHELM G. HOLL,
RESIDENT TUNER
Pianos tuned and repaired.
All work guaranteed.
With W. R. Haines Music Co.

MABLE CLARE MILLIS
Vocal Instruction.
Italian and German Diction.
Studio, Phone 511.

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.

PROF RAYMONDS STUDIO
Private lessons, Violin, Mandolin and Guitar.
Dancing: day hours—9 to 11; 2 to 4
Evenings—7 to 10.
Room No. 9. Strictly Private
Over Magues & Mason's Store

FAMILY ORDERS FOR WEINHARD'S BEER—

By mail or Phone. Delivered Free
MARSDEN'S LIQUOR HOUSE

Cab Call Service at Any Hour
Good Horses and Vehicles.
HEISNER, MILLER & CO.
Livery, Feed and Sale Stable.
Wood for Sale.
Third & A Sts. Phone 1201 Marshfield

HERE'S YOUR GOOD HEALTH.

Weinhard's Beer
MARSDEN'S LIQUOR HOUSE.
Phone 481
Orders Delivered Free

THOMASON & HANSON
—DEALERS IN—
'Hay Grain and Feed'
Free Delivery Phone 1761