

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.

Address All Communications to COOS BAY DAILY TIMES Marshfield Oregon

NATIONAL REPUBLICAN TICKET

For President, WILLIAM H. TAFT, Of Ohio For Vice President, JAMES S. SHERMAN Of New York. Presidential Electors, J. D. Lee, of Multnomah county, F. J. Miller, of Linn County, A. C. Marsters, of Douglas county, R. R. Butler, of Gilliam county.

FRANCHISES AND CORPORATIONS.

Marshfield is at the threshold of its development. It is at a point where it is beginning to attract the attention of capitalists and investors of more important pretensions than purchasers of a single lot. These business men looking for resources that may be developed and public utilities that may be exploited, are also seeking franchises. Heretofore, these franchises have not been eagerly sought or thought to be of any great value. Now it is different. The Times believes that these men seeking investment should be given every encouragement consistent with safeguarding the communal interests but we should move with caution. Portland is just now experiencing the grief that follows hasty and inconsiderate action in giving away its franchises. Marshfield should profit by Portland's experience and example. Here is what the Portland Telegram has to say in reference to the matter:

From the overshadowing corporate citadel in Portland comes a declaration of war. The Portland Railway, Light & Power Company refuses to comply with the provisions of the Charter amendment which were voted for the construction of a new Madison-street bridge; because of the terms of a franchise, which that corporation did not obtain from the city, and which was practically a deed of gift to those who did obtain it. It is said that the Portland Railway, Light & Power Company will refuse to use the new bridge, when built, rather than surrender the old franchise and accept a new one at the terms proposed. We are told that there is an entire willingness on the part of the corporation to subject thousands upon thousands of Portland's citizens to discomfort and inconvenience, for an indefinite time, rather than concede a point which it is thought can be legally maintained.

Of course, a contract with a city as big as bidding as a contract with a private individual—sometimes more so, when a corporation is at the other end of it. Business is business, and a shrewd bargain is a shrewd bargain; though as between the manager of a corporation and a loosely conducted city government, there is opportunity for chicanery and corrupt dealing in which the future rights of the city suffer intolerably. The ethics of the situation, and the demand for new conditions commensurate with civic progress have nothing to do with the attitude of the corporation. The latter is entitled to its pound of flesh, and it insists upon the letter of the bond, though the community bleed for it.

It will, indeed, be humiliating if Portland does not accept the challenge of this great and powerful corporation, and force it to some conception of what is inherently fair dealing. When a corporation comes into the open with an admission that it is doing business for the sole purpose of exploitation; and that it has no concern with what accommodates or benefits the public, except there is greater corporate profit in every advance, it is high time that the rod of strict regulation was laid on with severity. An ill-tempered public sentiment should demand, and insist upon the demand, that every franchise obligation be rigorously enforced; and, in addition to this, the

city has the right to demand a service adequate to its needs, and that demand should be enforced. The city should no longer stand for a reduction of car service in rapidly growing suburbs to an extent of lessening the former by one-half, while the latter increases in the same percentage.

Whenever a corporation assumes that it is master of the situation, as against the interests of the city, the dignity and welfare of the municipality demand that that corporation should have its bellyful of fight. Time will come when, in any event, it will devolve upon Portland to defend itself against this same railway and lighting monopoly. Already we are aware that we cannot undertake to amend our Charter, or to take any similar step which correct judgment and good conscience dictate for the future need, but the chief and controlling advisers in the business must be either in the pay of this corporation or within the sphere of its influence. There is no affinity between monopolies of this character and the sort of city government which Portland requires. In the very nature of things the purpose of the monopoly is to bind the city hand and foot, that corporate abuses may be continued with impunity so long as they pay. All things considered, it is perhaps just as well that the conflict is precipitated, and the time to fight the matter out is now.

SENSIBLE ADVERTISING.

For some years there has been in progress all over the country an educational movement, aimed to create new readers of advertisements. It became obvious to all progressive newspaper managers that mere circulation, as represented by numbers of copies printed and sold was not the deciding factor in fixing the right kind of an advertising medium. In the final analysis it became a question of how many of a newspaper's readers were in the habit of reading and answering advertisements. It followed that good deal of effort that had been expended formerly in securing new subscribers was more profitably employed in persuading the old ones to become habitual readers of advertisements. This educational work is bearing excellent fruit and today there are more people in this community whose purchases at stores are influenced or governed by advertising than ever before. The result is, of course, that newspaper advertising has become to be far more effective—that results from it are not only sure but that they are usually quick and easily traceable to the ad. which produced them. It has become possible to very nearly gauge and measure the amount and kind of newspaper advertising which will be required for a specific purpose—to carry through some particular store sale or to introduce a project or product, float a business venture, rejuvenate a rundown store or sell a piece of property.

Time was when merchants imagined that it was good advertising to merely keep the name and location of a store in the public eye, with an occasional generality concerning the store's aims and purposes. This probably served as well as anything in the days when people did not generally read advertising, nor let it influence their buyings and sellings. Under new conditions, however, people are reading advertisements in pursuit of information concerning the particular and specific things the stores offer. They expect to find in a store advertisement descriptions and prices of the particular things that interest them at the moment. The advertisement which does not contain this information may be well written—may be calculated to leave a pleasant impression of a store or a business, but it will not serve directly and promptly to sell the goods. On the other hand an advertisement, not half so well written, but containing facts, information and prices, will sell goods, will bring results, will accomplish things. It takes more space, of course, than the ad. which does not sell the goods—but the advertising bill is also easier to pay.

STEAMER BREAKWATER sails from Marshfield for Portland, Saturday, September 26, at 10 a. m.

VOTING CONTEST COUPON

NOT GOOD AFTER, OCTOBER 2, 1908. THE COOS BAY TIMES VOTING CONTEST. For Dist. Address. Good for one vote filled out and sent to The Times office by mail or otherwise on or before expiration date. No ballot will be altered in any way, or transferred after being received by The Times.

WITH THE TOAST AND TEA

GOOD EVENING. Books are the best things, well used: abused, among the worst. EMERSON. My Fiancee.

She smiles; the cruel world seems bright, The sun is ever shining; Each bird has anthems new to me, Each cloud a silver lining.

She laughs; the very heavens seem Transported here below; The winter seems like gentle spring, The earth devoid of woe.

She weeps; the world is cold and drear And darkness reigns supreme; The sunlight falls on others, but On me it casts no beam.

She sings; my very heart stands still, Perhaps you've heard her sing? I softly steal awhile away; I can't stand everything. ANON.

Wise foolishness is a better trait than foolish wisdom.

The surest way to make a Coos Bay woman happy is to envy her.

The advice of a true friend should never be looked upon as a charity.

It is easier for a Coos Bay woman to keep her face straight than her hat.

The gold brick industry has suffered since it has become so easy to sell blue sky.

The optimist sees good in everyone; the pessimist in no one, not even himself.

Some marriages have their inception in heaven, but they are early transplanted.

A man has no cause to be ashamed of any vocation if he follows it with all his might.

A slight error assumes enormous proportions when told by someone else.

A hill is sometimes called a bluff because it looks steeper from the bottom than it really is.

"That he who runs may read" does not apply to a danger sign. It then becomes "That he who reads may run."

By the time a man has lived long enough to graduate from the school of experience he is too old to utilize his knowledge.

There are some men on Coos Bay who say the world is getting worse every day and are doing all they can to make it so.

Concerning the habit of "butting in" Permit an observer to utter The simple truth that it doesn't win, And often is bad for the butter.

The man who complains of hard work at the bottom of the ladder will certainly not find it any easier as he nears the top.

If we said as many kind things about our friends as we would like them to say about us the world would be greatly improved.

Some men boast of what they have done; others of what they are going to do, but there are a few who say nothing and do things.

A Paris woman wants a divorce because her husband's hair doesn't match the parlor furniture. Why doesn't she do like the American wife and pull it out then?

When you pay your subscription, be sure that you get your votes for The Coos Bay Times Popular Voting Contest.

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 Kretzer, cashier, Judge John F. Hall, M. C. Horton, Vice pres.-manager.

Flanagan & Bennett Bank MARSHFIELD, OREGON. Paid Up Capital and Undivided Profits \$75,000 Assets Over Half Million Dollars. Does a general banking business and draws on the Bank of California, San Francisco, Cal., First National Bank, Portland, Ore., First National Bank, Roseburg Ore., Hanover National Bank, New York, N. M. Rothschild & Son, London, England. Also sell exchange 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

The First National Bank of Coos Bay MARSHFIELD, OREGON STRICTLY A COMMERCIAL BANK This bank solicits the checking accounts of firms and individuals and extends every reasonable courtesy and facility. O. B. HINSDALE, President. W. S. McFARLAND, Cashier. JOHN PREUSS, Vice-President. R. T. KAUFMAN, Asst.-Cashier.

STEAMERS

Portland & Coos Bay S. S. Line S. S. BREAKWATER Sails from Portland Wednesday at 8 p. m. Sails from Coos Bay Saturdays at Service of Tide. S. S. CZARINA SAILING BETWEEN SAN FRANCISCO AND COOS BAY, CARRYING FREIGHT AND COMBUSTIBLES ONLY. L. W. Shaw, Agt. Phone Main 2331 - - - A. St. Dock

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

THE Steamer M. F. Plant SAILS FROM SAN FRANCISCO, AT 2 P. M. EVERY TUESDAY FROM COOS BAY EVERY FRIDAY AT SERVICE OF THE TIDE. No reservation held after the arrival of the ship unless ticket is bought. F. S. DOW, Agent. MARSHFIELD, OREGON

Steamer Wilhelmina LUDVIG CHRISTENSEN, Master. Sailing for Bandon every Monday. For full information, apply Chas Thom owner, or H. W. Skinner, agent.

"ALERT" Captain C. E. Edwards. Time-Table. Leaves Allegany, daily at 7 a. m. Returning—Leaves Marshfield 2 p. m. For terms of charter, towing, transportation or freight, apply on board. C. E. EDWARDS, Owner. STEAMER FAVORITE Two trips daily between Bandon and Coquille connecting with all Marshfield trains. Leaves Bandon . . . 6:45 a. m. Leaves Bandon . . . 1:20 p. m. Leaves Coquille. . . 9:15 a. m. Leaves Coquille . . . 4:00 p. m. Travelers leaving Marshfield in the morning reach Bandon at noon. People on Coquille River can spend over three hours in Marshfield and reach home the same day. COQUILLE RIVER TRANSPORTATION CO.

HIGH GRADE MEATS The odor of good roast beef however appetizing, can only be suggestive of the delicious taste and flavor that goes with every piece of meat we sell. All our meats are the choicest we can produce. R. H. Noble—The CITY MARKET—Phone 1941 C and Front Streets, Marshfield, Oregon

Business Directory

Doctors. D. R. E. GOLDEN Physician and Surgeon 202-03 Coos building. Office hours: 10 to 12 m. 2 to 5 and 7 to 8 p. m. Phones: Office 1051 — Residence 2351.

D. R. A. C. BURROUGHS Homeopathic Physician Chronic Diseases a Specialty. Residence and office, corner 'C' and Second Streets, Marshfield.

D. R. GEORGE W. LESLIE 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 Nasburg 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 208-209 Coos Building Phones—Office 1621; Residence 781.

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

MRS. NETTIE HOVEL Midwife Obstetrical Nursing With E. W. Kammerer Phone 1474

Lawyers.

Francis H. Clarke Lawrence A. Liljeqvist Jacob M. Hlake Attorney-at-Law CLARKE, BLAKE & LILJEQVIST, ATTORNEYS-AT-LAW United States Commissioner's Office Trust Building. Marshfield, Ore.

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

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

MUSICAL

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

Miscellaneous

W. S. TURPEN Architect. Over Red Cross Drug Store MARSHFIELD, ORE.

MARSHFIELD TURKISH BATHS 210-213 Coos Building. Hours:—Ladies, 10 a. m. to 6 p. m., except Saturday—Gents, 7 p. m. to 1 a. m., except Friday. Phone 2141. TURKISH BATH \$1.00. C. L. BUTTERFIELD, Prop.

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

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

HEPNER, MILLER & CO. Every, Feed and Sale Stable. Wood for Sale. 3d and 'A' Sts. Phone 1201 Mrfd.

Masters and McLain General Contractor's Building Material and Beaver Hill Coal Office: Broadway & Queen St Phones 2011 - 826

Garden City Tailoring Company Cleaning, dyeing and pressing ladies and gents fine clothes a specialty. PHONE 914. Over Club Cigar Store.