

COOS BAY TIMES

An Independent Republican news paper published every evening except Sunday, and Weekly by The Coos Bay Times Publishing Co.

Dedicated to the service of the people, that no good cause shall lack a champion, and that evil shall not thrive unopposed.

Address all communications to COOS BAY DAILY TIMES, Marshfield : : : : Oregon

Entered at the postoffice at Marshfield, Oregon, for transmission through the mails as second class mail matter.

M. C. MALONEY Editor and Pub. DAN E. MALONEY News Editor

SUBSCRIPTION RATES.

In Advance.

DAILY.

One year \$5.00
Six months \$2.50
Less than 6 months, per month .50

When not paid strictly in advance the price subscription of the Coos Bay Times is \$6.00 PER YEAR.

WEEKLY.

One year \$1.50

The Coos Bay Times represents a consolidation of the Daily Coast Mail and The Coos Bay Advertiser. The Coast Mail was the first daily established on Coos Bay and The Coos Bay Times is its immediate successor.

Official Paper of Coos County.

OFFICIAL PAPER OF THE CITY OF MARSHFIELD.

THE ART OF SELLING.

IN ARTICLE "On the Selling Line," in Saturday Evening Post of April 30 should be read by every merchant, as it describes the why and wherefore of profit making by retailers.

In this article it is stated that thirteen of the New York department stores spend \$250,000 a month in newspaper advertising. The average amount spent by each firm is one and one-half per cent of its gross sales. The test of the advertisement is the amount of business it brings as compared with the amount done on the same day of the previous year. It is stated that a good retail advertisement averages in cost not more than seven per cent of the total sales of the day.

"The smart advertiser," says the writer, "does not as a rule spend anything like seven per cent for advertising purposes—indeed, he does not know how much he does spend. If he secures a large volume of business through advertising he is satisfied. On the whole of the amount of money devoted to advertising in small towns and cities, especially in the west, is too small. An advertising appropriation of \$1000 or \$1200 each year should not under normal conditions be excessive for a town of 6000. There are many legitimate promotion ideas which the public and small towns take to kindly, and they can be put into execution at a cost of not over three to five per cent of gross sales.

"The successful dealer spends in printers' ink all the way from practically nothing up to five per cent of his annual sales, the former when location and windows are exceptionally good. Under average conditions, beginners should spend from one to one and one-half per cent of their annual sales in newspapers, perhaps two per cent would be better.

"When well done, printed matter undoubtedly influences people to come into your store. The right expenditure of a modest amount of money in newspapers not only makes the use of leaders more effective, but to some extent serves to diminish the amount of money necessary to spend in leaders. Advertising copy should be simple and direct—people should be told plainly in the simplest manner what the merchant is going to do. A promise to the public once made should never be broken. The reason that so much advertising is not successful is that it is prepared in a slap-dash and shiftless way by one who has not studied the subject. The advertising is one of the most important tasks in the store."

THEIR SHAME.

ILLINOIS is disgraced. Two grand juries are probing the dirty mess of the late senatorial election in that state. Three legislators have confessed that they received \$1,000 each for their votes for William Lorimer, who was elected on a money basis. Lorimer is in the senate, a senator so-called, and, by the grace of a corruption fund, a greater fraud, than Dr. Cook in his pretensions about discovering the North Pole. Democrats and republicans in the legislature swarmed in division of the loot and in perpetrating this colossal fraud upon the state of Illinois and on the citizens of the United States. A more revolting spectacle

in public life was never seen, a spectacle that is the natural and inevitable product of a system in which the choice of a senator with all its tremendous issues and temptations for the corruption of men, devolves on a small body of legislators. Yet, Chairman George, and his cohorts want to fix this system again upon the state of Oregon, and renew the orgies that once debauched the state legislature, perverted its sessions, swelled its extravagance, destroyed legislation and shamed the state! Let those who are going to "put the knife" to Statement No. 1 keep their eyes on Illinois, on Lorimer and the bought legislators!—Portland Journal.

TOPICS OF THE TIMES.

About all that is necessary to start a new religious sect is to predict the end of the world and take up a collection

A country editor who speaks from experience soliloquizes thusly:

"Verily, the life of a country editor is a path of thorns.

"His bread is promise and his meat is disappointment.

"His creditors chase him by day and old Satan grinneth at him in his dreams by night.

"One subscription is wood, and behold! It is rotten and soggy and of short measure.

"He boometh his town and all things therein and yet receiveth no support, and is a prophet without honor in his own country.

"Two young people marry and he giveth them a great puff; they goeth to housekeeping and taketh not his paper."

DIVORCES OUTSTRIPPING MARRIAGES IN OREGON.

Ratio Places State Sixth in America—Desertion Often Veiling Many Sins, Chief Cause.

Mismatched couples find Oregon one of the easiest divorce resorts in the world. It has not been widely known that Oregon stands among the first six favorite commonwealths of the United States as a haven for marital disruption. The five states outranking Oregon are Washington, Montana, Colorado, Arkansas and Texas. These states have the highest divorce rates in the world, exceeding even that of Japan. Now that Oregon's fame is spreading it may be well to pry into the statistics that reflect this commonwealth's conjugal infelicity. But first let us quote the law that makes this an easy place for casting off the yoke:

Section 507. The dissolution of the marriage contract may be declared at the suit on the claim of the injured party, in either of the following causes:

1. Adultery.
2. Conviction of felony.
3. Habitual gross drunkenness contracted since marriage and continued for one year prior to the commencement of the suit.
4. Willful desertion for the period of one year.
5. Cruel and inhuman treatment or personal indignities rendering life burdensome.

Records of the Census Bureau show desertion is the pretext of reason for 68.2 per cent of the divorces granted to the husband in Oregon and of 49.2 per cent of those granted to the wife. "Cruelty" comes next, with a percentage of 19.2 of the decrees granted the husband and of 37 per cent of those in favor of the wife. Infidelity and drunkenness appear as only minor causes of divorce. It is manifest, therefore, that the charge of desertion is made to cover a multitude of sins and that the offending party voluntarily submits to the charge in order either to conceal the real cause of complaint or to facilitate severing of the tie.

In Oregon in 1900, 150,640 of Oregon's 413,536 people were married. This year's census will probably show the number increased to 250,000. Marriages will have increased from 3650 to probably 7500 and divorces from 620 to 1800. In other words, while marriages will have more than doubled in 10 years, divorces will have trebled.

Statistics make out that twice as many women as men seek divorces. In the period from 1887 to 1906, 7002 wives were granted divorces and 3146 men. The three most conspicuous causes were:

	Awarded Husband to Wife	Awarded Wife to Husband
Desertion	2144	3443
Cruelty	602	2593
Infidelity	649	124

Oregon's high divorce rate—368 per 100,000 population—has a big lead over that of the entire United States, which is 73 for each 100,000 population. Bad as the totals are in the United States, they are therefore worse in Oregon. They even exceed the ratio of Japan, 215, where divorce is more common than any place in the world.

WITH THE TOAST AND TEA

GOOD EVENING.

MAKING THE WORLD GO ROUND.

MEN who are making the world go round. Bright as a dollar and firm and sound: Touch 'em and find that they ring true—Making the world go round—are you?

PATIENTLY, quietly, silent and strong. Humming an air from a popular song Whistling a snatch of a lullaby sweet. Up in the office and down on the street.

MEN that are moving the east and the west. Riding the foam of the wave to its crest: Making the world go round as they swing—Join in the chorus and help them sing!—Baltimore Sun.

HOST AND GUEST.

No place in the rich man's world I hold,
No man envies me silver or gold.

No man grudges me princely wage,
Houses or lands or equipage.

Yet none who possess what I do not
May dare to mock at my simple lot.

For my humble roof is still wide to bless
With its shelter him who is shelterless.

Who by want to my door is led,
He may share my cup, he may break my bread.

Of the cheer of my home I can give a part,
In the warmth of my heart he may warm his heart.

He may go his way as seems to him fit,
Grateful or thankful, what matters it?

For any good at my hands he has had,
'Tis I who am thankful, 'tis I who am glad.

—Carlotta Perry.

If you would please your neighbor say less than you think.

To Mr. Roosevelt life is just one grand triumph after another.

The woman suffragist who hisses the President is no gentleman.

When a fool gets angry he furnishes the proof of his foolishness.

No, Cordelia, it isn't called "common sense" because it is so common.

There is always a chance that undesirable children will outgrow it.

Wherever he goes Mr. Roosevelt finds a bully good time waiting for him.

When it comes to keeping out of the penitentiary women are more successful than men.

"An Indiana man wants a divorce because his wife chews tobacco." Finecut or plug?

A St. Louis pastor says he wants to go to heaven by the quickest route. He is not, however, in a hurry to start.

Mr. Rockefeller says he never liked Mr. Roosevelt. He is the only king who has expressed any such sentiment as that.

Jack Johnson seems to be full of filial affection. He has promised his mother that he will be a good boy and lick Jeffries.

Halley's comet without question is of the feminine gender. Its head swelled after months of comment on its form and train.

It was an Irish policeman who married the Swede cook at the White House. No wonder this is a great country.

Mr. Henry Watterson is an optimist. He doesn't believe that either Roosevelt or the comet will cause the world to come to an end.

A Pittsburg woman wants all married men to wear a ring so that girls may recognize them. But such a plan might unnecessarily expose the bachelors.

Mr. Rockefeller has become impatient waiting for congress to aid him in the matter of giving away his fortune. It seems like a shame to let him suffer.

Good Taste Dictates

the avoidance

of extremes—Our lines

of CLOTHING and

FURNISHINGS BEAR

the earmarks of cor-

rectness in styles and

pricing.

FIXUP

There's a Good Deal

In cooking a meal, but there's still more in buying the groceries. If you want on your table

Best Food Products

That are produced, buy of a store you know carries only Good products and guarantees satisfaction. Buy of

C. W. Wolcott

THE GROCER.

PHONE 97 J

Have that Roof Fixed

Now

See CORTHELL

PHONE 169-L.

Livery, Feed and

Sale Stable

Rigs at all hours and a carry-all that we will send out with parties wishing to go in crowds.

L. H. HEISNER

Marshfield, Ore.

Phone 120-J

OIL SUPPLIES

The Coos Bay Oil and Supply Company under the management of J. W. Flanagan will continue to handle the Union Oil Company's gasoline, distillate, benzine and coal oil at their oil house across the Bay to which place they have moved their office. Phone 302.

THE HEIGHT OF CIGAR

QUALITY IS ACHIEVED IN A

DERBY

WE ARE CLEARING OUT OUR

Fixtures and Glassware

at reduced prices.

Special on all fixtures and appliances. Investigate.

Coos Bay Wiring Co.

EXPERT ELECTRICIANS.

Respectfully ask your patronage. PHONE 237-J.

"You Don't Have To!"

worry about who does the best laundry work, ask any one of our numerous customers. Our prices are in anyone's reach. Always the same old price. Laundry work is our trade. It is the trade we have practiced and studied for years here on Coos Bay. Send us a trial bundle and be convinced.

MARSHFIELD H. & S. LAUNDRY Phone 2295.

"Our wagon goes any old place." Mauley Bros., Props.

Have your letter heads, bill heads and envelopes printed at The Times office.

YOU CAN AFFORD IT NOW

IT IS THE POLICY OF THE NEW MANAGEMENT OF THE COOS BAY GAS AND ELECTRIC COMPANY TO PLACE ALL ITS PRODUCTS WITHIN REACH OF ALL THE PEOPLE THEY CAN REACH. WITH THIS END IN VIEW THE PRICE OF

GAS

HAS BEEN REDUCED TO \$1.70 CENTS PER THOUSAND WITH A DISCOUNT OF TWENTY CENTS—MAKING THE NET RATE

\$1.50 Per Thousand

PHONE US AND A MAN WILL CALL.

Coos Bay Gas & Electric Co.

PHONE 178.

Abstracts and Real Estate

To anyone interested in above we would say, it is important when buying to see that you get title as well as value.

We are best prepared to give you both. Our work is reliable. Are General Agents for Eastside and Sengstacken's Addition. Hence you will consult your own interests to come to headquarters to do business.

Title Guarantee and Abstract Co.

Branch Office, Coquille City.

Henry Sengstacken, Manager.

STATEMENT OF CONDITION OF THE

First Trust and Savings Bank

OF COOS BAY, MARSHFIELD, ORE. March 29, 1910.

RESOURCES.

Loans and discounts	\$86,473.18
Overdrafts	211.90
Bonds and securities	25,603.90
Banking house, furniture and fixtures	56,811.10
Cash on hand and due from banks	59,798.50
Total	\$228,898.58

LIABILITIES.

Capital stock paid in	\$100,000.00
Surplus fund	500.00
Undivided profits	1,962.48
Deposits	126,436.10
Total	\$228,898.58

We invite your attention to the strong condition of this bank as shown by the above statement to-wit:

Cash reserve 47 per cent of deposits.
Reserve required by law 15 per cent of deposits.
Reserve in excess of legal requirements 32 per cent of deposits.

OFFICERS AND DIRECTORS

JOHN S. COKE, President. JOHN F. HALL,
HENRY SENGSTACKEN, STEPHEN C. ROGERS,
DORSEY KREITZER, Cashier. W. S. CHANDLER,
WILLIAM GRIMES, DR. C. W. TOWER,

M. C. HORTON, Vice President and Manager.

DOES A GENERAL BANKING AND TRUST BUSINESS. YOUR BUSINESS SOLICITED.

THE FIRST NATIONAL BANK OF COOS BAY

STRICTLY A COMMERCIAL BANK

Wells Fargo Nevada National Bank, San Francisco, Cal.
The United States National Bank, Portland, Ore.
The National Park Bank, New York, N. Y.
The Corn Exchange National Bank, Chicago, Ill.
The Bank of Scotland, London, England.
The Credit Lyonnais, Paris, France.

In addition we draw drafts on all principal banking centers in Europe, Asia, Africa, Australia, China, Japan, North, Central and South America.

Personal and commercial accounts kept subject to check.

Certificates of Deposit issued. Safe Deposit Boxes for rent.

FLANAGAN & BENNETT BANK

MARSHFIELD, OREGON.

Oldest Bank in Coos County, Established in 1889.

Paid up Capital and Surplus, \$80,000.00.

Assets Over Half Million Dollars.

Does a general banking business and draws drafts on the Bank of California, San Francisco, Cal.; Hanover National Bank, N. Y.; First National Bank, Portland, Ore.; First National Bank, Roseburg, Ore.; The London Joint Stock Bank, Ltd., London, England. Also sells exchange on all of the principal cities of Europe. Individual and corporation accounts kept subject to check. Safe deposit lock boxes for rent.

OFFICERS:

J. W. BENNETT, President. J. F. WILLIAMS, Cashier.
J. H. FLANAGAN, V. Pres. GEO. E. WINCHESTER, Asst. Cash.
INTEREST PAID ON TIME DEPOSITS.

STEAMER M. F. PLANT

Sails for San Francisco Fridays

FREIGHT RECEIVED UP TO THURSDAY NIGHT AT

OCEAN DOCK.

Sails every Tuesday for here

F. S. DOW, Agt.

Portland & Coos Bay S. S. Line

Steamer Breakwater

Sails from Ainsworth Dock Portland, Monday at 9 a. m., May 9th. Sails from Coos Bay Wednesday 1 p. m., May 11th.

W. F. Miller, Agt.

Phone Main 35-L.