

COOS BAY TIMES

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

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

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

An Independent Republican newspaper 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.

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.

SUBSCRIPTION RATES. DAILY.

One year \$6.00 Per month .50 When paid strictly in advance the subscription price of the Coos Bay Times is \$5.00 per year or \$2.50 for six months.

WEEKLY.

One year \$1.50

Official Paper of Coos County.

OFFICIAL PAPER OF THE CITY OF MARSHFIELD.

ADVERTISING AN ART.

THE "art of advertising" is the way to express it. Advertising that is not art is money wasted. The object of advertising is to attract the attention of prospective buyers and those who may become buyers solely because of the artistic advertisement calling them to take advantage of a special offering or bargain.

A merchant named Lehmann, once famous in Chicago business circles, knew the art of advertising and employed it successfully in his big store. He made no effort to enumerate all the good things the customer might find within his mammoth place of business. He knew that would be practically impossible, and his knowledge of the art of advertising warned him against surfeiting the readers of his advertisements.

An incident in the career of Lehmann: He once expended in the daily newspapers of Chicago more money than his entire stock advertised was worth. He announced a special sale on ribbons, and offered such rare bargains that his store was crowded all day with women eager to grasp a bit of the frenzy. And these same women saw in that store many other articles that they purchased—and they had come to the store solely to buy ribbons.

The next problem is when and how to advertise. Easy. Advertise persistently but consistently. Always present something that is new and attractive to the reader. Offer special bargains in certain lines. Bring the people to the store through curiosity, if nothing more. And some of them will buy.

The average merchant knows and will admit that the merchant who advertises is the man who does the business. And it is not necessary that the smaller merchant attempt to equal his more pretentious business colleague in the matter of space. The amount of advertising should be gauged by the amount of capital invested. True, the page ad is more readily seen than is the four-inch double column. And the double column reaches the eye of the reader quicker than does the inch or two-inch advertisement. But the artistic ad, be it large or small, will be seen by those interested, and after a time will be as eagerly looked for as is a special department in the reading columns of the newspaper.

Pick up a publication with a worldwide circulation that charges thousands of dollars a page for advertisements—and hundreds for a small double-column ad. Then stop and consider that the articles therein advertised are also largely exploited in the daily newspapers—and are in demand everywhere—are "household words." Think of the thousands of dollars invested in advertising little articles so generally sought by the housewife. Imagine the vast amount of such articles that must be sold to meet the cost of advertising alone—and you will have solved the beauty of the art of advertising.

PEIRCE HAS A COME BACK

Candidate Replies to Herbert Hume's Article on Joint Representative.

MARSHFIELD, Sept. 20, 1910. TO THE VOTERS OF COOS AND CURRY COUNTIES:

Mr. Herbert Hume, in an effort to answer my article that appeared in The Times on the 17th inst., loses his temper and becomes personal. I believe some one has said "The person wearing the shoe knows better than any one else where it pinches." Now the voters are bored enough by the various candidates, where they confine themselves to politics alone, without entering into personalities, so will not answer Mr. Hume in his own style.

Regarding my record as County Clerk and as a citizen, I have nothing to say, as I am known in Curry county and am willing to have the people judge me by the vote I get on the 24th in my own county. He says I have the reputation of being a chronic office seeker. I retired from the Clerk's office twelve years ago and ran for the Legislature six years ago, and am seeking the nomination now. If an attack at six-year periods is chronic, why Mr. Hume is telling the truth. He says I was overwhelmingly defeated by Robt. Burns. Mr. Burns beat me 38 votes in a total of 3,100. He says Mr. Burns was only temporarily located in the county. This statement is made by Mr. Hume presumably as a precedent, and a plea to the voters that they treat him likewise. At least, Mr. Burns was a resident of the district.

When I made the statement that Mr. Hume was an advocate of the "Assembly Plan," I did so advisedly. Mr. Hume told me in Port Orford that he had been endorsed by the Assembly. Col. Rosa also told me so at Dalryville on the 3d, and Mr. Hume's name is included in the list of candidates nominated by the Assembly, said list appearing in the local papers as a paid ad. He says the people of Curry are likened to the people of Missouri. Also that they would like to know why I desire to be Representative. Now, I will say that he is in error. I do not think the people of Curry want Mr. Hume as their spokesman, either at the present or in the Legislature this winter. In stating why he is seeking the nomination he mentions a committee composed of himself, Judge Bailey and J. R. Miller (thinking probably that it looks good in print), but does not show wherein said committee requested him to run. Possibly Mr. Herbert Hume, the chairman of said committee, made the request.

Of the men requesting him to run, Mr. Doyle is a Democrat, and John R. Miller, I believe, is a Republican.

Regarding the quotation I made from Mr. Hume's fish article, I stated that I could not quote word for word, but I think by comparing the two quotations, in substance, they are the same. Very truly,

S. P. PEIRCE.

(Paid Advertisement.)

CONFESSES TO MURDER.

Girl Claims to Have Killed Father and Uncle.

(By Associated Press.) NEWKIRK, Okla., Sept. 20.—It is believed by the authorities here that Ebby Shepperd, the sixteen-year-old daughter of J. W. Shepperd, who confessed that she killed her father and uncle with an axe had an accomplice in the crime. It is believed the murdered men came home unexpectedly found a young man in the house with the girl and that the murder followed.

SOUND VESSEL AGROUND.

Pueblo Runs on Mud in Dense Fog Near Bellingham.

(By Associated Press.) BELLINGHAM, Wash., Sept. 20.—The Pacific Coast Company's steamer Pueblo, which went aground inside of Deadman's Point buoy while leaving the harbor in a dense fog yesterday, it is believed will be floated on the high tide. It is not believed the vessel was injured and when floated she will proceed to Vancouver.

HOW'S THIS

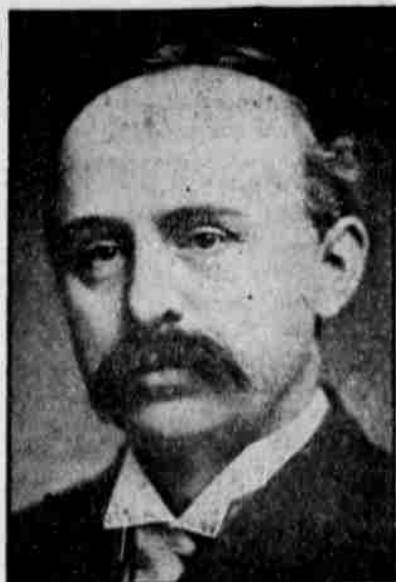
We offer one Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure. F. J. CHENEY & CO., Toledo, O. We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly reliable in all business transactions and financially able to carry out any obligations made by him.

SILK SHIPMENT STOLEN.

Ten Bales, Valued at \$4,000 Taken From Liner Minnesota. (By Associated Press.) SEATTLE, Wash., Sept. 20.—Ten bales of the 120 bales of a shipment of silk put on board the Great Northern steamship Minnesota were stolen. The silk is valued at \$4,000. The theft was discovered when the steamer reached Manila. The steamship officials believe the silk was stolen at Hong Kong just before the vessel sailed. The padlock on the silk room had been sawed off. The silk was insured by New York bankers.

STRIKES SECOND STATUE.

Memorial of Henry Clay Damaged By Lightning. (By Associated Press.) LEXINGTON, Ky., Sept. 20.—Lightning struck the statue of Henry Clay in the Lexington Cemetery, shattering an arm and a leg of the figure. The memorial was unveiled in July and took the place of a similar monument which was struck by lightning in July, 1908.



W. S. D. UNIWA

Direct Primary Candidate for STATE PRINTER

Asks a second term on his record of ECONOMY and EFFICIENCY. By cutting out grafts has made the printing department the cheapest department of the State government. (Paid Advertisement.)

BEST MENS' SUITS ON EARTH at \$8.50

FIX UP

Have that Roof Fixed Now See CORTHELL PHONE 189-L

Turkish Baths 210-213 Coos Building PHONE 214 J

Electrical Fixtures at Less than the Manufacturer's Prices.

THINK OF A \$55.00 FIXTURE SELLING FOR \$27.50, AND CHEAPER ONES IN PROPORTION. THIS IS A RARE BARGAIN IN THE ELECTRIC LINE NEVER BEFORE OFFERED IN MARSHFIELD. COME IN AND LOOK OUR LOT OVER AND BE CONVINCED.

Coos Bay Wiring Co. EXPERT ELECTRICIANS. Respectfully ask your patronage. PHONE 237-J.

"LET PINEGOR DO IT."

Let me fix that stove, kitchenware or vessel, lock, door, window, furniture or anything you have. Rates reasonable and work guaranteed.

R. E. PINEGOR.

G. W. Dungan Undertaker

Marshfield, Oregon. Parlor, 189 South 3d St. Telephone, Day or Night, 195-J.

Let Us Figure With You on POWER

WITH AN ELECTRIC MOTOR INSTALLATION WE CAN SAVE YOU MONEY, SPACE, TIME AND WORRY.

NO MATTER WHAT YOUR LINE, IF YOU ARE USING STEAM OR GASOLINE POWER, WE CAN MAKE YOU A PROPOSITION WELL WORTH INVESTIGATING.

TELEPHONE 178 AND OUR NEW BUSINESS REPRESENTATIVE WILL CALL ON YOU.

The Coos Bay Gas & Electric Co.

TELEPHONE 178

STATEMENT OF CONDITION OF THE

First Trust and Savings Bank

OF COOS BAY, MARSHFIELD, ORE., SEPT. 1, 1910.

Table with columns for RESOURCES and LIABILITIES. Resources include Loans and discounts, Overdrafts, Bonds and securities, etc. Liabilities include Capital stock paid in, Surplus and undivided profits, Deposits, etc.

OFFICERS AND DIRECTORS: JOHN S. COKE, President; HENRY SENGSTACKEN, Director; DORSEY KREITZER, Cashier; WILLIAM GRIMES, Director; JOHN F. HALL, Director; STEPHEN C. ROGERS, Director; W. S. CHANDLER, Director; DR. C. W. TOWER, Director; M. C. HORTON, Vice President and Manager.

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.

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.

Coos Bay--Roseburg Stage Line.

Daily stage between Roseburg and Marshfield. Stage leaves daily and Sunday at 6 A. M. Fare, \$6.00. OTTO SCHETTER, Agent, 120 MARKET AV., Marshfield. C. P. BARNARD, Agent, ROSEBURG, ORE.

STEAMER M. F. PLANT

Sails for San Francisco every eight days. TICKETS RESERVED UP TO THE ARRIVAL OF THE SHIP. RESERVATIONS WILL BE CANCELLED AT THAT TIME UNLESS TICKET IS BOUGHT.

F. S. Dow, Agent. Marshfield, Ore.

Beaver Hill Coal

MOUNT DIABLO AND JOSSON CEMENT. The best Domestic and Imported brands. Plaster, Lime, Brick, and all kinds of builders material. HUGH McLAIN GENERAL CONTRACTOR 816 SOUTH BROADWAY PHONE 301

PROFESSIONAL CARDS.

DR. J. W. INGRAM, Physician and Surgeon. Office 208-209 Coos Building. J. W. BENNETT, Lawyer. Office over Flanagan & Bennett Bank. WM. S. TURPEN, Architect. Over Chamber of Commerce.

NOTICE TO THE PUBLIC. I have placed in public service a bus to meet all trains and will make calls on phone orders—phone number 138-J; livery transient feed barn, 120-J; residence, 49-L; main office, 138-J. I do all kinds of draying and hauling—haul anything that is loose at both ends. I also handle a good grade of coal. Why pay \$5.00 or \$6.00 per ton for coal when I will bring it to your place 'most anywhere for \$4.50 per ton? Look at these figures and see which looks the best in hard times—Lump, \$4.50; nut, \$2.50; screenings, \$1.00. L. H. HEISNER, Livery and Sales Stables.

HOME LAND Co

See us for investments on Coos Bay. We guarantee owner's price to be our price. Phone 74L. 264 Front St.

BREAKWATER HOTEL.

Front St., Marshfield, Ore. UNDER NEW MANAGEMENT. Has been thoroughly renovated and newly furnished. Rooms reasonable, by day, week or month. Mrs. J. H. O'DONNELL, Prop.

NEW TRANSFER LINE.

M. E. Maguire has started a new transfer line in Marshfield and arranged for prompt service for all kinds of hauling. He will have his stand at "The Busy Corner" drug store or parties can reach him by telephoning orders to 298.

For Strictly Fresh Butter

Sterilized Cream Sterilized Milk Butter Milk Bean-Pot Cheese and Ice Coos Bay Ice & Cold Storage FREE DELIVERIES 8 A. M. and 2 P. M. Phone 73-J.