

COOS BAY TIMES

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THE KEY CITY.

THE TIMES OFFERS the Chamber of Commerce what it regards as a good suggestion, both for its proposed new book and its future plans of advertising. It has noted that most cities which make pretensions to be or to become important, adopt some significant nickname, pseudonym or appellation by which it become known to fame and immortality. Thus New York City is called Gotham; Philadelphia, the city of Peace; Chicago, Porkopolis; Boston, the Hub; Duluth, the Zenith City and Portland the Rose City. The list could be greatly extended. Now the city of Coos Bay should have a name by which its peculiar and most important characteristic should be heralded forth—and The Times suggests that Gate City is too common but that Key City is just the thing.

And why Key City? Because the whole of Coos Bay, North Bend, Empire, Marshfield, Eastside and the cities of the eastern shore, born or unborn, constitute and are the instruments by which all of Southwestern, Central and Eastern Oregon, and all of Southern Idaho, a vast empire hitherto locked up and withheld from use, will be released to the commercial world. What is the key to Oregon? The great harbor of Coos Bay. But this great harbor has no real connection with Oregon. Neither has much of Oregon outside of the Columbia and Willamette valleys any real connection with the outside world. Most of Oregon and all of Idaho, suffer from lack of direct transportation accommodations with the world. They are LOCKED UP and LOCKED out. Therefore, UNLOCK UP Oregon and her LOCKED UP resources, must be unlocked and it must be done by a key. The Rose City is not that key. She is too far removed from the key hole. She cannot be inserted. She is 250 miles farther by easy grades from Southern Idaho than Coos Bay. She cannot reach Central Oregon, Harney and Malheur counties except in a most crooked and round-about way. The proof of her inability to unlock Oregon's resources is to be found in the fact that in all the half century during which she has been the metropolis of Oregon she has done nothing to accomplish that result except along the narrow fringes of the Willamette and Columbia. Let us make no mistake. Portland is a great city, but she can't unlock Oregon.

The Key City—Coos Bay—can unlock Oregon. With an east and west line she will give—not the 7,000 or 8,000 people of Coos Bay alone—but the 175,000 people now living in Southwestern Oregon and their \$80,000,000 worth of imports and exports connection with the cheap water facilities of the ocean. She will unlock the great Locked Up Empire of Oregon and Idaho. So significant is this suggestion that it should be used in all Coos Bay's future literature—the Literature of the Key City. A key should be its symbol. Every business man should adopt it and every advertisement should emblazon it. The Chamber of Commerce should adopt it and proffer forth the cities of Coos Bay should be proud to declare themselves to be—The Key City.

YELLOW JOURNALISM.

DECLARING that Moses was the first editor—and a yellow journalist, to—and that Luke was the first star reporter, Walter Williams, dean of the School of Journalism of the Missouri University, caused the members of the Ministers Alliance of Kansas City to gasp, says a Kansas City dispatch. In an address he spoke of the similarity of the Bible to modern journalism.

"The best journalist with whose work I am acquainted," said Mr. Williams, "was Moses. He was the first great editor. You plead for the publication of the good only and the beautiful in your favorite daily journal."

"It was an earlier people, not a wiser one, who cried, prophesy unto us smooth things."

"In a single slight book of ten five, which Moses edited, a book, the contents of which would not occupy a half page in today's newspaper, Moses, the first great editor, gave more criminal news and that more graphically than today's newspaper would dare report—the disobedience of Adam; the drunkenness of Noah; the falsehoods of Abraham; the iniquity of the whole City of Sodom; the villainy of Schem, the son of Hamori; the wickedness of Judah, with Tammar, the woman in black, who sat by the roadside."

"The best reporter with whose work I am acquainted was Luke. His story has the characteristics of the best reporting—clearness, vividness, truthfulness, facts in due proportion, human interest. His Christian story has been read the world around for 2,000 years."

"The whole Bible is indeed a model of good Journalism. It interprets the facts of everyday life. How full it is of the details of biography, the personal gossip, if you please, I confess to a fascination for the details of biography, the news about people."

TOPICS OF THE TIMES

A SONG OF LIFE. Don't let this word be the final word—the sum of your life-work provin'; 'He kept the saw in the log all right, but he didn't keep it movin'!"

The time is brief From sun to moon: Make it as glad As a hurrah-tune!

Don't let this word at the last be heard—like grief on the night-wind sighin'; "The airship bright was in his sight, but he wasn't much at flyin'!"

Oh, the time is brief From sun to moon: Make it as glad As a hurrah-tune! —Frank L. Stanton.

"IN THE HOLE HE GOES"

A little San Francisco girl was an awe-struck but attentive witness at the baptism of her baby brother. Not long afterward there was another birth in the house. Her big maltese cat was the proud mamma of a kitten. So little Ethel thought if the latest arrival was to have a name it ought to be given officially and with all due ceremony.

Without consulting the rest of the family Ethel carried the kitten to the beach one sunny afternoon and, holding it under one arm, scooped up a hole in the sand, which soon filled with water. Ethel poised the kitten solemnly over the little pool. "Your name's 'Fuzzy,'" she pronounced slowly. The Father, the Son, and in the hole he goes." And in the hole he went.

OREGONIAN MEN HERE.

Representatives of the annual edition of the Oregonian arrived here today to confer with the Marshfield Chamber of Commerce relative to the latter taking advertising space in it. They say Coos county and Marshfield, in particular, are to be given a vast amount of publicity in the columns of the Oregonian, the fiftieth anniversary number of which is to be published soon after January 1.

An entire section of the special issue which will contain about 128 pages, will be devoted to Coos county and other counties in the state. Statistics regarding local resources, information and ready reference date, which homeseekers are clamoring for, besides special articles on Marshfield and other Coos Bay cities will appear. In addition the section devoted to this county will carry many photographs depicting the various industries of the community.

JUST THINK OF IT.

When your church gives an entertainment who buys a ticket from you?

Your Home Merchant. When your club gives a dance, who buys a ticket from you?

Your Home Merchant. When you raise a subscription for a sick or needy brother, who leads the list?

Your Home Merchant. When you yourself or some other of your family is sick, and your pay-day envelope won't reach around, who gives you credit?

Your Home Merchant. Did you ask the Mail Order Man to help your church, buy a ticket for your dance, subscribe for your sick brother's benefit or give you credit until next pay-day?—Ex.

VERY PRONOUNCED.

The hair so fair which she doth wear Beneath her mammoth hat Is brilliant but erratic; with The accent on the "rat."

—GEO GOODRUM.

ALLIANCE calls for PORTLAND Tuesday, Dec. 6. Reserve passage now

SPECIAL SERMON. "Warning around the Wrong Fire," at Baptist Church Sunday evening. Hear this sermon.

ALLIANCE calls for PORTLAND Tuesday, Dec. 6. Reserve passage now

Fine DUCK DINNER at PALACE RESTAURANT, SUNDAY at 5:30 P. M. Don't miss it.

The CHANDLER will serve a special TURKEY DINNER Sunday DECEMBER 4.

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The CHANDLER will serve a special TURKEY DINNER Sunday DECEMBER 4.

Send in your entry sheets for the Coos Pet and Poultry Show quick so the COMMITTEE can estimate the necessary space required.

LIFE INSURANCE.

When in the market for life insurance, see that you get the insurance which insures: The Mutual Life Insurance Company of New York, with 561 million assets deliver the goods. For particulars, see HENRY SENGSTACKEN, Local Agent, Mutual Life of New York.

NOTICE OF ANNUAL MUNICIPAL ELECTION OF THE CITY OF MARSHFIELD.

Pursuant to the direction of the Common Council of the City of Marshfield, notice is hereby given that on Tuesday, the 6th day of December, 1910, there will be held in the Council Chamber in the City Hall of the City of Marshfield, Coos County, Oregon, a regular general election, for the purpose of electing two members of the Common Council to serve for a term of three years each, commencing the first Monday, in January, 1911, and of electing a Recorder to serve for the term of one year, commencing the first Monday in January, 1910.

The said election will be held between the hours of nine o'clock A. M. and six o'clock P. M.

That J. R. Lightner, J. H. Milner and A. D. Walcott have been heretofore by the Common Council of said city appointed as Judges of said election, and Roy Lawhorn, J. C. Merchant and C. H. Marsh as Clerks of said election.

Dated this 25th day of November, 1910.

JOHN W. BUTLER, Recorder of the City of Marshfield, Coos County, Oregon.

Walk-Over Shoes

The "Happy Club"

The WALK-OVER Shoe Maker, The WALK-OVER Shoe Dealer, The WALK-OVER Shoe Wearer.

The maker is happy because his "honesty-is-the-best-policy" methods make him prosperous.

The dealer is happy because he has the sole agency for a shoe that makes friends.

And the most important of all, The Wearer is happy because he enjoys foot comfort and foot style and because he finds WALK-OVER shoes trustworthy.

Are you one of us? The initiation fees are

\$3.50
\$4.00
\$4.50
\$5.50

Magnes & Matson

NOTICE TO CONTRACTORS.

Notice is hereby given that sealed bids will be received by the Common Council of the City of Marshfield, Coos County, Oregon, until half past seven o'clock P. M. Tuesday, the 13th day of December, 1910, for the improvement of that portion of Front Street North from the north line of Alder avenue east to the south line of Elm avenue east in the City of Marshfield, Coos County, Oregon, according to the plans and specifications on file in the office of the Recorder and open to the inspection of all persons interested therein.

Bids will be received for the whole work necessary to complete the proposed improvement and also for each class of work included therein i. e., for the bulkhead and piling, for the grading, for curbing and paving the roadway and for the sidewalks.

A certified check of five per cent of the amount of the bid must accompany each bid, to be forfeited to the city of Marshfield, in case the contract is awarded and the contractor fails to enter in a contract within five days from the time the contract is awarded him.

The Common Council reserves the right to reject any and all bids.

Dated this 2nd day of December, 1910.

JOHN W. BUTLER, Recorder of the City of Marshfield, Coos County, Oregon.

THE ROYAL

(House of Amusement, Instruction and Entertainment.)

TONIGHT

Sell's Great Production of Kipling's "THE VAMPIRE"

Introducing Sir Edmond Burne-Jones Painting.

"THE EDUCATION OF ELIZABETH" (Cowboy Comedy)

OTHER FINE PICTURES

KATHRYN BAKER will sing another of her clever Illustrated Songs.

Performance Begins at 7:00

Admission, Adults 10c, Children 5c

The Clothcraft Label Means All Wool

YOU always find the Clothcraft label inside the Coat Collar, as shown above, and the makers' signed guaranty in the right inside coat pocket.

This Guaranty, which we also give you on our own responsibility, insures you pure all-wool clothes—the Clothcraft non-breakable coat front, first-class trimmings and workmanship, and the longest wearing quality.

Think of it! An absolutely pure all-wool suit—styles designed by fashion authorities who keep the keynote of good taste throughout—shape that lasts the life of the clothes—at \$10 to \$25.

You could search the town over and not find anything else approaching such an offering. Why do it when your Clothcraft suit is waiting for you here with the guaranty?

The Woolen Mill Store

Mill-to-Man Clothiers - Marshfield Oregon.

Clothcraft All-Wool Clothes \$10 to \$25

Coos Bay—Roseburg Stage Line

Daily stage between Roseburg and Marshfield. Stage leaves daily and Sunday at 7 p. m. Fare, \$6.00.

OTTO S'CHETTER, Agent, 120 MARKET AV., Marshfield. PHONE 11

C. P. BARNARD, Agent, ROSEBURG, ORE.

Perfumes

THERE'S NOTHING MORE ACCEPTABLE AS A XMAS GIFT FOR YOUR WIFE, MOTHER, SISTER OR SWEETHEART THAN A BOTTLE OF FINE PERFUME.

IN EUROPEAN AND ORIENTAL COUNTRIES PERFUMES ARE CONSIDERED NECESSITIES OF LIFE, AND IN AMERICA THEIR USE IS CONSTANTLY GROWING MORE POPULAR.

OUR STOCK OF PERFUMES, BOTH AMERICAN AND IMPORTED IS MORE COMPLETE THIS YEAR THAN EVER. BEAUTIFUL PACKAGES FROM 10 CENTS TO \$7.50. ALSO BULK GOODS FROM 50c TO \$5.00 PER OUNCE.

A BEAUTIFUL CUT GLASS ATOMIZER FILLED WITH CHOICE PERFUME MAKES AN IDEAL GIFT.

BROWN DRUG CO.

Graduate Chemists "The Quality Store"

A Want Ad will sell it for you