

COOS BAY TIMES

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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 Mall and The Coos Bay Advertiser. The Coast Mall was the first daily established on Coos Bay and The Coos Bay Times is its immediate successor.

SUBSCRIPTION RATES. DAILY.

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One year.....\$1.50

Official Paper of Coos County.

OFFICIAL PAPER OF THE CITY OF MARSHFIELD.

EFFECTIVENESS OF THE "SHOW-ME" PLAN.

DOWN IN CALIFORNIA they are demonstrating the value of the "show-me" plan of exploitation. The commercial bodies of Los Angeles and San Diego counties taking note of the communal advantage that has accrued from exhibits at the various expositions which have advertised local products and resources, have concluded that a continuation of such exhibits in the principal cities of the East would mean the maintenance and even the increase of the advantage gained at the expositions, says the Portland Telegram. Accordingly, the two counties in conjunction, as we understand from reports of the matter that have appeared from time to time, have assembled a traveling exhibit, which has been sent abroad under the direction of competent men, and which makes such impression and brings such results as it was expected to do. The report of James A. Jasper, directly in charge of the San Diego exhibit, as gleaned from a communication to the Union of that city, is interesting and to the point.

It appears that the exhibit opened at Pittsburg, and of the experience at that place Mr. Jasper writes: "I opened the lecture hall at Pittsburg with an audience of 600, and as proof that I didn't queer myself I will say that I never had less than 1,000 thereafter, and sometimes my audiences ran as high as 1,500. By the time we visit Chicago, more than 1,000,000 persons will have seen our exhibit, and more than 25,000 will have heard our lectures." Mr. Jasper says further, speaking of his later experience: "We have exhibited to delighted crowds wherever we have gone. These eighteen-hour stunts, including Sundays, have taxed us to the limit. We are having a week's rest now while waiting to get into the Coliseum next Monday."

At Cincinnati a half-million people saw our exhibit and our four weeks' run there will bring results. At Richmond, Ind., and at Pittsburg, our exhibit was the star attraction, and a fine class of people turned out to inspect it. Our trip has turned the eyes of hundreds of people to the Pacific coast."

The proof of the pudding is in chewing the bag. It is a homely old saw, but it applies with peculiar pertinence to this matter of communal exploitation. California has developed the art to the supplementing of the printer's-ink crusade by a carefully planned and well-conducted "show-me" campaign. It is the sort of campaign that will be effective with the people of the East, and Oregon needs to appreciate that fact to keep step with the procession.

There is no state on the Pacific Coast that has more to show than Oregon. No state could make its exhibit more attractive. Having spent time and money in writing about these things, it is now up to us, as complying with the new and advanced order, to show the goods. It is an active method of publicity cam-

aigning that we should take in hand without delay; that we should bring to practical consummation just as soon as possible.

WHAT EVERY WOMAN IS LEARNING NOWADAYS.

Every woman is coming to know that advertising has a value to her. In olden days, under olden conditions, store advertising was a very negligible thing. It consisted of either the dull, formal announcements of the conservative stores, or of the hysterical, misleading and "stamped" style of advertisements resorted to by the irresponsible stores. In neither case was advertising important to the housewife, nor of the nature of "service" to her in planning her purchases.

Within the three decades just past advertising has evolved from these olden conditions into its present status of store-service. No worthwhile store would now think of omitting it, or of limiting it too much in the scope of its usefulness. It would be as wise to try to do business in quarters wholly inadequate or with no delivery system, nor clerks. For the advertising is as much a part of store service as any other phase of store-keeping.

Women have learned, and are learning, that only stores that are adequately advertised are able to give real values—are able to compete in value-giving with other stores that advertise. The store that does not advertise is not considered at all except as a mere neighborhood shop, to which we are driven by necessity sometimes—always to our loss.

Women are learning that the advertised store, selling great quantities of goods, is able to sell them at a much smaller per-sale profit than the unadvertised store, which must make its profits from a small number of sales. This truth makes store-advertising of real importance to every woman—to every buyer—Exchange.

OBSERVATIONS

An egg differs from many Coos Bay people in that it can never be too fresh.

Most of us have already forgotten how bitterly we hated the house fly during the summer.

If every man would regard every woman as a lady until she proved herself otherwise and if every woman would regard every man otherwise until he had proved himself a gentleman, there would be many less lost souls in the ranks of the womanhood of the world.

I once read the story of an Englishman who hanged himself because they had brought him his tea without sugar. There are hours in life when the most trifling cross takes the form of a calamity. Our tempers are like an opera glass, which makes the object small or great according to the end you look through.

I have always been struck at the ease with which the poor forget their wretchedness. Being only used to live for the present, they make a gain of every pleasure as soon as it offers itself. But the surfeited rich are more difficult to satisfy; they require time and everything to suit before they will consent to be happy.

Economists have been long inquiring what is the best disposal of the industry of the human race. Ah! if I could only discover the best disposal of its leisure! It is easy enough to find it work; but who will find it relaxation? Work supplies the daily bread; but it is cheerfulness which gives it a relish. O philosophers! go in quest of pleasure! find us amusements without brutality, enjoyments without selfishness; in a word, invent a carnival which will please everybody and bring shame to no one.

YOUNG'S MAIDEN SPEECH.

Junior Iowa Senator Takes Jolt at Cummins in Talk. (By Associated Press to Coos Bay Times.)

WASHINGTON, D. C., Dec. 16.—Senator Lafayette Young of Iowa, made his maiden speech in the Senate today. Incidentally he stepped on the toes of his colleague Cummins, and while agreeing that tariff revision is necessary, he refused to endorse the Cummins proposal to amend the rules on the Senate and House to bring such a thing to pass. In closing, he called on those republicans pledged to revision to accomplish what they can by March 4th and then, to subside with their agitation and give the country a rest."

WITH THE TOAST AND TEA

GOOD EVENING.

USEFULNESS.

It is a great satisfaction at the close of life to feel that you have lived not for yourself alone, but that you have been useful to others. You may be assured also that the same feeling is a source of comfort and happiness at any period of life. Nothing in this world is so good as usefulness. It tends to the improvement of your own character.

A PRAYER FOR THE DAY.

In Time of Rain.

Lord, thou sendest down rain upon the uncounted millions of the forest, and give the trees to drink exceedingly. We are here upon this isle a few handfuls of men, and how many myriads upon myriads of stalwart trees! Teach us the lesson of the trees. The sea around which this rain recruits, teems with the race of fish; teach us, Lord, the meaning of the fishes. Let us see ourselves for what we are, one out of the countless number of the clans of thy handiwork. When we would despair, let us remember that these also please and serve thee.—Robert Louis Stevenson.

AN UNLUCKY MAN.

There lived a man in our town And he was pretty tough; He played football and broke his crown And yet had not enough, So hid him in an aeroplane. Some hundred feet or so, Until he struck a weather-vane And toppled down below, Alas, his ill luck followed strong; Ere he could start to rise, A racing auto came along— And tossed him to the skies.

An ordinary day's work is enough to distinguish a man, if he does it well.

"A bashful man," says an old proverb, "will make a woman brave."

Down at the bottoms of their insurgent hearts' suffragettes greatly admire womanly wamen.

The average woman doesn't believe her husband truly loves her unless he also loves her kin.

In draping things, and in arranging flowers, every woman thinks she has particularly good taste.

It is creepy to stay in a house alone at night; under such circumstances a man gets the listens.

All we know about Latin is that it isn't particularly interesting to those who don't understand it.

ANOTHER PROPOSITION. All summer she has kept her sleeves rolled up—her arms are brown; But home again, with work to do, She promptly rolls them down. —FRANK HAGUE.

When a man reaches the point of giving a second mortgage his affairs are reaching a dangerous state.

When a married woman congratulates a bride at a wedding she always says: "I hope you will be as happy as I am," but a spin has to make up something new every time.

ROSEBURG TAX LEVY.

Tea Mills to Raise About \$25,000 For the Coming Year.

ROSEBURG, Ore., Dec. 16.—At the regular meeting of the city council the tax levy for 1911 was fixed at 10 mills. According to a statement filed by the county clerk the real and personal property in Roseburg amounts to \$2,105,830, from which \$21,058.30 will be realized from a 10 mill levy. This sum will be increased materially, however, when the valuations of the Southern Pacific Company, Pacific Telephone & Telegraph Company, Western Union Telegraph Company, Postal Telegraph Company, Pullman Car Company, Union Oil Tank Line and Wells-Fargo Express Company, are levied by the tax commissioners. County Assessor Frank Calkins estimates that the city of Roseburg will realize approximately \$25,000 for the year 1911 from the 10 mill levy. In the year 1910, the city raised a little over \$18,000 from a similar levy, the present increase being due to increased valuations.



STOP
At
Goodrum's
Tog Shop
For your holiday wants. Never before have I been in a position to give you such an assortment of Men's Wear.

Suggestions

High Art Suit or Overcoat, one that holds its shape and is all wool, and fits better.
Beautiful line of Packard Shoes in Gun metal, Patent, tan in buttons and lace.
Cluett Shirts, a special shipment of new patterns for the Holidays.
Unexcelled line of Neckwear in Persian, Japanese and all the new designs and shades.

"EVERWEAR" hose for men and women, in Holiday boxes, 6 pairs guaranteed for 6 months.
Initial Handkerchiefs in silk and linen.
Belts, — Dent' and Wilson Bros' Gloves — Silk Hose, — Suspenders, — Hose Supporters, — Umbrellas, — Sweaters.

See **Geo. Goodrum**
THE GENTS' FURNISHER
MARSHFIELD

FIGHT WITH BULL.

D. B. Magill of Eden Valley, Has Narrow Escape.

D. B. Magill, of Eden valley, recently had quite a thrilling experience with a Jersey bull which belonged in the neighborhood, and was allowed to run at large. He was coming in from the woods in the evening when the animal attacked him. The rush at him was so sudden that he did not realize his danger until he was knocked down and the brute ready to make the second attack. The boy had a rifle with him and before the bull reached him the second time he managed to fire a random shot which took effect in the animal's shoulder and caused him to check his gait which gave the boy a chance to get out of the way, after receiving a considerable jarring up and a wound from one of the animal's horns in his side.—Coquille Herald.

CHICKENS FOR SUNDAY DINNER AT STAUFF'S GROCERY.

BOYS' BASEBALL suits for \$1.50 at MILNER'S.

GRANGE ELECTS OFFICERS.

Now Officials Will Be Installed at Meeting in January.

The Coos Bay Grange will meet the second Saturday in January in Marshfield to install their newly elected officers which were chosen at the last meeting. They are as follows:
Master—Jay Landrith.
Overseer—Wm. Smith.
Secretary—H. E. Bessey.
Treasurer—John Hendrickson.
Lecturer—Mrs. I. O. Roberts.
Chaplain—W. I. Bonebrake.
Steward—Robt. Rooke.
Ass't Steward—E. A. Williams.
Lady Ass't Steward—Mrs. H. E. Bessey.
Pomona—Mrs. Wm. Smith.
Flora—Catherine Bessey.
Ceres—Mrs. Lucy Ross.

An umbrella would make an ELEGANT XMAS PRESENT for her this rainy weather—RED CROSS Drug Store.

Your CHRISTMAS money goes further at MILNER'S.

THE WHEAT MARKET.

(By Associated Press to Coos Bay Times.)

CHICAGO, Dec. 15.—December wheat, 92 1-8c; May, 96 1/4c; July, 93 1/2c.

PORTLAND, Dec. 15.—Wheat is changed.

"This Market Basket Is Important"

WE MAKE A SPECIALTY OF FRESH FRUITS AND VEGETABLES

PICKLED PIGS' FEET.
SAUER KRAUT.
MAMMOTH QUEEN OLIVES.
RIPE and GREEN OLIVES, SWEET SOUR and DILL PICKLES in bulk.
UMBRELLA PRESSED FIGS.
ORANGES, LEMONS, CITRUS.
PEAR, LAYER RAISINS.
Our list of FRESH FRUITS and VEGETABLES for SATURDAY follows:

Fresh Vegetables.
CELERY., CAULIFLOWER.
SWEET POTATOES, SQUASH.
PUMPKINS, HOTHOUSELETTUCE.
GREEN ONIONS, CARROTS.
BEETS, PARSNIPS, RUTABAGAS.
CABBAGE, CRANBERRIES.

Fresh Fruits.
NEW CROP ORANGES.
FRESH PINEAPPLES, BANANAS.
LEMONS, FANCY APPLES.
COCONUTS, EATING APPLES.
COOKING APPLES, GRAPE NUTS.

Depot for fresh Butter and Eggs.
Just received a shipment of the National Biscuit Co's crackers and "cookies."

PHONE US YOUR ORDER.

Closing Out Sale

Fixtures for Sale

We can save you money—Here among countless gatherings of select Christmas offerings for friends and relatives. You should not miss this great opportunity to buy your gifts at less than wholesale price. That people are appreciating this sale is proved by the way they have responded to the big bargain offerings.

\$3.00 Family Bibles, special \$1.00
\$1.50 Favorite Poets, best leather binding. . . . \$1.00
50c Standard Fiction. . . . 25c
\$1.00 Standard Fiction. . . . 45c
60c and 75c Boys' and Girls' Books. . . . 35c

Xmas and Fancy Stationery at big Bargains. Gifts Books and Children's Books at a snap.

CROSBY & HOMER

144 CENTRAL AVENUE 144, CENTRAL AVENUE

OLLIVANT & WEAVER

The Pure Food Grocers

A good place to trade.
PHONE 275-J
COR. 3RD AND CENTRAL STS.
MISTLETOE FOR SALE