

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 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.

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Official Paper of Coos County.

OFFICIAL PAPER OF THE CITY OF MARSHFIELD.

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Marshfield :: :: :: Oregon

A CONSERVATIVE COMMUNITY.

COOS BAY may congratulate itself upon having a citizenship that is safe, sane, business-like and not easily swept off its feet by that optimism which may bank too much on the future. If any other community of the Northwest had half the resources and natural advantages of Coos Bay it would contend with a fair sized boom, because people who live at other places are of a more excitable and enthusiastic nature. Even Portland people when they visit Coos Bay are forced to admit the admirable qualities of this location for a large city. Coos Bay people are willing to admit it but they refuse to get excited about it. Conservatism demands that the goods be delivered. Nothing is inflated here, not even hope. Calmly and with judicial attitude the people wait for every untried thing to make good. There is no tendency to tear the lid off and whoop things up. Progress would have to set a pace of two miles a minute before the people of Coos Bay would get excited and pat it on the back.

In some towns the fact that every mill is running, with thousands of men at work for good wages would be the basis of confidence and assurance; on Coos Bay where the people are inclined to scrutinize values without enthusiasm, it is accepted as a matter of course.

One of the leading business men of Marshfield says that ten great years are ahead of this community. The location of the Fair at San Francisco, the opening of the Panama canal, the prospective influx of new immigration all tend to make this a most fortunate community, but most Coos Bay men are evidently waiting, without being flustered to see what these things will develop.

If any other city was able to announce, in the first month of the new year, that it found every one of its established industries running and prosperous, that its greatest industry was planning to extend the scope of its operations the welkin would be made to ring with glad acclaim.

Other cities have grown fat and prosperous by exploiting their climate and scenery and places of recreation; but Coos Bay, secure and serene in the possession of the best the nation affords, waits for Mohammed to come to the mountain.

Conservatism is the ruling spirit of the hour in this community. It is the safety valve that prevents an explosion which might sound like a boom. Enthusiasm is a crime generally chargeable to youth. However, Coos Bay is still a young community and if enthusiasm might occasionally be allowed to break forth the citizens could be forgiven for their rashness. It is impossible to pick a quarrel with conservatism, but when it is ingrown it becomes a grouch. Let us hope, therefore, that conservatism will not be so generally accepted here that it will become a fault rather than a virtue.

Another great nuisance in Marshfield is the man who is always in-

WHO PAYS THE COST OF ADVERTISING?

IT IS doubtful if there is any other subject of universal interest more misunderstood by men of intelligence than advertising. Or perhaps it is not so much that they misunderstand it as it is that they fail to understand it. The above question—Who pays the cost of advertising?—particularly has been argued in a variety of ways—even by men who are advertisers themselves.

For instance, one man says the consumer pays for the cost of advertising. It is paid on the cost of the article by the manufacturer-advertiser and is carried through by the middlemen to the retail selling price. This seems to be the most general conception.

This is untrue for advertising increases the sales and makes possible a lower margin of profit on each article.

Then there is another school who realizes the theoretical, abstract character of the subject, who dive way down below the bottom and get caught in the mud, who somehow arrive at the conclusion that the non-advertiser pays for it. But in that case, who would pay for it if all manufacturers of a given commodity were good advertisers?

Not to go any further into this discussion—it is now well established that advertising, if judiciously conducted, pays for itself. And this is the fact which certain advertisers are now wisely making use of for educational purposes.

That is to say, suppose a manufacturer to be spending money lavishly in the exploitation of his trademarked product. The goods sell. But along comes a salesman for a non-trade-marked, unadvertised commodity who gets off this line of talk: "Why do you charge your customers for advertising which they never get the benefit of? The manufacturer may make more money by advertising through increased sales. But that's no reason why you should stek your customers for it. Here's the same thing (or better) not advertised and therefore selling for less money. It means a smaller investment for you, and you can get more business by selling at a lower price than by meeting what little demand may have been created by the other fellow's advertising?"

That sounds pretty good. But if you "fall for it" you soon discover that the unadvertised product, far from proving as good as the advertised, isn't any better than the advertised would be at the price you paid. You think you have been swindled in quality—and you have according to the salesman's representations. But as a matter of fact you probably got all you paid for;

WITH THE TOAST AND TEA

Honor and fame from no condition rise; Act well thy part—and advertise.

A Marshfield woman has such mussy looking hair when she is dressed up that it is said she fixes her hair with an eggbeater.

Possibly that St. Louis woman who admits she has been kissed by 10,000 men does so for the purpose of discrediting the germ theory.

The human race, according to one scientist, is 18,000,000 years old even the knockers will admit that before it loaches its age Coos Bay will have a railway.

It is all right to get up early in the morning, but it is nothing to brag about. If you have succeeded as you should it isn't necessary for you to get up early.

According to the new census there are 83,402,151 people in this country, and yet every now and then there is a Coos Bay young man who thinks that there is only one girl in the world for him.

An exchange reports that a mile of railway is being built every day in Texas. Now if Coos Bay could only be moved to Texas or those railway building Texans could be induced to move to Coos Bay, what a great combination we would make.

Another great nuisance in Marshfield is the man who is always in-

you were swindled in his logic.

That's why this educational advertising is good stuff. The following letter, issued by a "big advertiser," is an illustration:

"We sometimes hear the expression, 'Why don't you save the cost of advertising and give it to the dealer in the price?' Our answer is this: Never before in the history of our business has our product been sold at so close a margin as now. And yet, let us say here, that we are doing more today to put on the market a better article in every way than we ever made before. If our advertising has done nothing else, it has induced us to strive harder than ever to make an article that any dealer could stand back of and recommend to his customer. Our product today has got to be a thing that will yield the dealer a good profit; it has got to be a thing that will stick with his customer after he has sold it; it has got to be a thing that will move, that will be one of the live, profit-yielding wares in the dealer's store."

"We have not for one minute forgotten the dealer. Our advertising is an asset to the dealer as well as to us. Our advertising is to be one of the means of saving the industry we are engaged in. Our advertising is to be an influence especially in the regeneration of the goods we make. Has any dealer under the canopy of heaven profited by manufacturers' cutting prices? Gentlemen, let us think a moment seriously on this subject. There is not a retailer on earth who will deplore the fact that any given article is in good repute with the public. No man will say it is an evil to have his customer think well of, have confidence. Suppose each article you sell were cheapened; where would you come out?"

"Now, there is a certain point in price below which an article cannot be sold if the maker and retailer are going to stay in business. You, as a dealer, are familiar enough with the goods you carry to know approximately what the labor and material cost is of everything you sell. Substitution and fraud means loss of confidence on the part of the public. This is the logical conclusion of all price-cutting. With competition as it is today, it is utterly impossible for any manufacturer, whether he advertises or not, to get an unreasonable profit on his goods."

That's the kind of talk a buyer should take stock in. It doesn't knock the other fellow. It builds business on merit and asks for it on merit alone. And as a rule, this is the kind of goods that are good and that afford a "reasonable profit" to the dealer.

quiring: "Where can we find a good man to run for mayor?"

Sometimes a man is driven to the bankruptcy court mainly because his marriage was a failure.

Aside from going to sleep and forgetting there doesn't seem to be any general rule for happiness.

That California man of 81 who has just taken his sixth bride is determined to have his funeral attended by a widow, it seems.

That breach of promise suit in which Caruso has become involved appears to indicate that he has been up to more monkey business.

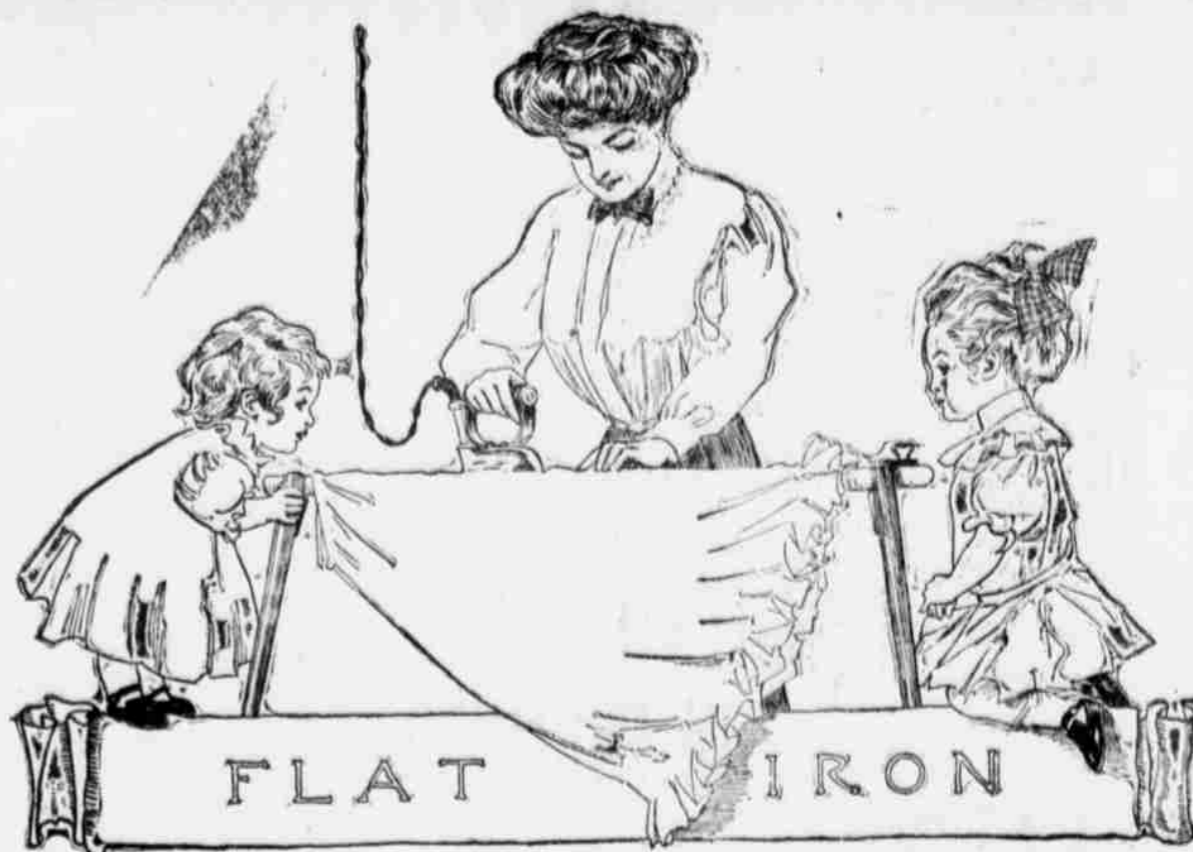
Men do not like to eat away from home. Somehow a meal away from home never tastes as good as one at home, where they have the privilege of grumbling with it.

Never again will we believe women are not blessed with presence of mind. When a Joplin, Mo., man caught a burglar in his parlor and brandished a butcher knife over his head, his wife cried out: "Don't cut his throat! The blood will spoil the carpet!"

\$100 Reward, \$100

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength in building up the constitution and settling nature in doing its work. The proprietor has no such faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials.

W. J. CHENEY & CO., Toledo, O. Sold by all Druggists. Take Hal's Family Pills for constipation



People Use Electric Flat Irons the Year Round

They are equally as convenient in fall and winter as they are in the hot weather. There may be less discomfort from kitchen fires, to be sure, but the electric flat iron has many other advantages than saving heat. They save drudgery. They save footsteps between ironing board and stove. They never need changing. They are always clean and uniformly hot—ready at your elbow.

Thousands of Women

use them who prefer to iron little things themselves in their own room, or elsewhere, on short notice. An electric iron once tried is never afterward dispensed with. Why not try one yourself. Ask us for particulars.

Oregon Power Company

Eastside Winners

- 1 Block in Home Addition, containing over 3 acres for \$900
6 Lots for \$475, East Marshfield
10 Lots for \$600 East Marshfield
16 Lots for \$800 Eastside

ALL GOOD BAY VIEWS --TERMS EASY
OTHER GOOD BUYS
Business property, 50x100, on Second street, 50 feet north of Central. \$6,000—a snap
90x100 in Songstacken addition, with two-story house nearly new \$1,500—a money-maker

See Title, Guarantee & Abstract Co. HENRY SENGSTACKEN, Manager

Coos Bay-Roseburg Stage Line

Daily stage between Roseburg and Marshfield. Stage leaves daily and Sunday at 7 p. m. Fare, \$6.00. OTTO SCLETTER, Agent, 120 MARKET AV., Marshfield. C. P. BARNARD, Agent, ROSEBURG, ORE.

Pacific Monumental and Building Works

H. H. WILSON, Proprietor MARSHFIELD, ORE. All kinds of monumental work promptly and artistically executed. Call at our works on South Broadway.

GET YOUR JOB PRINTING DONE AT THE TIMES' OFFICE.

VINCENT'S TRANSFER, CALL 298— E. V. VINCENT Hauls everything, any time, at reasonable price, satisfaction guaranteed.

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 at their oil house across the Bay to which place they have moved their office. Phone 302.

400 TRAP NESTED BARRED PLYMOUTH ROCKS.

Our matings have produced standard-bred specimens of exhibition quality with records of 242, 227, 222 eggs in 365 days. Baby Chicks and Eggs for Hatching. Book your orders now for spring delivery. A few cockerels from easy laying stock for \$5.00. Plymouth Place, Poultry Yard. FRED. BACHMAN, Prop. Marshfield, Box 485. Phone 288

FOR GOOD WORK

Bring your clothes to us. Cleaning, pressing and repairing a specialty. by experienced men. Satisfaction guaranteed.—BLANCHARD & DODSON, South Broadway.

THE LLOYD MARSHFIELD'S POPULAR FAMILY HOTEL

Rates reduced to: Day—50c, 75c and \$1.00; Week—\$2.00 to \$5.00. House-keeping apartments with gas ranges \$10.00 to \$18.00 per month. FREE BATHS.—E. W. SULLIVAN, Prop.

Coos Bay Steam Laundry

PROMPT SERVICE SATISFACTORY WORK REASONABLE PRICES OUR WORK WILL PLEASE YOU. Phone Main 57-J and a wagon will call. Marshfield Oregon

NOTICE TO TAXPAYERS.

We are in position to give personal attention to the payment of taxes. If you cannot give this your attention and desire to have your lands checked up and taxes paid, call, write or phone the COOS COUNTY TAX ASSOCIATION, 200 Coke Building.

Every family has need of a good, reliable liniment. For sprains, bruises, soreness of the muscles and rheumatic pains there is none better than Chamberlain's. Sold by all dealers.