

Little Talks on Advertising

TALK No. 4

The unawake merchant often wonders how some rival "can afford to spend so much money for advertising." He is sure that he could not—that it would bankrupt him in short order to "plunge" into publicity on the scale that the other fellow does. "The other fellow is not worrying about the cost" of his advertising, for the simple reason that he doesn't have to pay it. The competitor who cannot "afford" to advertise, really, in effect, pays the bills of the man who can "afford" it.

He pays them in the loss of business caused by his failure to adver-

tise. The business he ought to have—his "share" of the trade in his line—goes in large part, to the competitor who seeks it, who can afford to advertise for it. The profits on the trade drawn away from the timid advertiser by the aggressive one pays the latter's advertising bills—and leaves a comfortable surplus.

This is a fact which progressive merchants are providing all the time—so it ought to have some personal significance to the overcautious business men who are waiting to get rich before "risking" adequate advertising campaigns.

FASTEST ROUND TRIP IS MADE

Nann Smith Establishes Record of Four Days and Seventeen Hours.

When the Nann Smith arrived in from Bay Point yesterday, Capt. B. W. Olson established a new record for time on the run. She was exactly four days and seventeen hours making the round trip.

This is time included discharging a cargo of nearly 1,800,000 feet of lumber at Bay Point, stopping at the city wharf and taking on a big shipment of oil. She would have beat the time she made some had it not been for a northwesterly wind delaying her progress all the way the coast.

She had a very fine trip down. In the last ten weeks, she has maintained a schedule of a round trip a week, doing better than anyone had thought it possible for the big lumber carrier to do.

This time she also brought up some of the machinery for the large traveling electric crane which is being installed at her loading slip and which will expedite the loading.

Capt. Olson reports that San Francisco and the Golden Gate cities are already beginning to show the boom that the locating of the Panama exposition there means. The lumber market there is consequently picking up and the prospects are for one of the best years that San Francisco has enjoyed in a long time.

OBSERVATIONS.

Alfalfa always does better on lower land, as the whiskers remarked to the bald head.

Cultivating a thirst is another form of intensive agriculture that doesn't increase the net yield much.

According to the Seattle papers a miner has returned from the Klondike with \$150,000 in his cork leg. He should be careful or some one will pull it.

URGE LORIMER VOTE.

Friends of Illinois Man Want Senate to Decide.

(By Associated Press to the Coos Bay Times.)

WASHINGTON, D. C., Feb. 24.—Determination to get a vote before adjournment was expressed today by a friend of Senator Lorimer who were on hand in force in the Senate chamber at the beginning of the session today.

DAVILLA QUILTS RACE.

Revolutionary Leader in Honduras Will Hasten Peace.

(By Associated Press to the Coos Bay Times.)

PUERTO CORTEZ, Feb. 24.—General Manuel Davilla, leader of the revolutionary movement, has withdrawn formally as a candidate on the provisional presidency of Honduras and there is prospect of an early agreement with the government.

The choice of a temporary successor to Davilla may be forced upon Thomas C. Dawson, special representative of the United States at the peace conference.

MYRTLE POINT WINS GAME

Basket Ball Team Now Leads Coos County League—North Bend Tonight.

The Marshfield High school basket ball team went down again to defeat before the fast Myrtle Point team by a score of 22 to 4. The game, however, was a good one, and most of Myrtle Point's baskets were made on long throws. Marshfield played a snappy game and equalled the Myrtle Point boys in team work but most of the shots for the basket were spoiled by Brewer and Davenport, the Myrtle Point guards. Most of the onlookers pronounced Myrtle Point the best team that has been seen in action on the Bay. The crowd was small, less than a hundred people turning out to the game.

Following was the lineup:
Marshfield Myrtle Point.
C Clarke r f Schneider
Stutsman l f Neal
S Clarke c Dement
Carlson r g Davenport
McCormack l g Brewer
Mr. Brown of Myrtle Point acted as referee and S. Briggs as umpire. Tonight Myrtle Point meets North Bend at North Bend, and Coquille goes to Bandon to play the Bandon team.

The standing of the Coos county teams now is as follows:
Played Won Lost Pct.
Myrtle Point 5 4 1 .800
Bandon 4 3 1 .750
Coquille 4 2 2 .500
North Bend 2 1 1 .500
Marshfield 5 0 5 .000

DECLINE IN LONDON.

Price of American Railway Stocks Drop Considerable.

(By Associated Press to Coos Bay Times.)
LONDON, England, Feb. 24.—American railroad securities took a big drop today as a result of yesterday's decision of the Interstate Commerce Commission. The drop ranged from two to six points.

AMENDMENT IS ADOPTED.

Measure Affecting Popular Election of Senators Is Adopted.

(By Associated Press to Coos Bay Times.)
WASHINGTON, D. C., Feb. 24.—The Sutherland amendment to the Borah resolution for the popular election of Senators was adopted by the Senate 59 to 37.

FLEEING BROKER CAUGHT.

Robert E. Davie Wanted in Boston Arrested at Rio de Janeiro.

(By Associated Press to Coos Bay Times.)
BOSTON, Mass., Feb. 24.—The authorities have been advised of the arrest at Rio de Janeiro of Robert E. Davie, the missing Boston broker, who is charged with embezzlement of a half million dollars in money and securities from a large number of persons.

CHARLTON CASE UP.

Case of American Murderer in Italy Reaches Highest Court.

(By Associated Press to the Coos Bay Times.)
WASHINGTON, D. C., Feb. 24.—The case of Porter Charlton, the young American in custody on the charge of murdering his wife in Italy last year, reached the Supreme Court of the United States today.

TOPICS OF THE TIMES

ADVERTISING
Is the key that when turned in the lock of Business opens the Portal of Prosperity.

No joke is very funny when a man has chapped lips.

Few Coos Bay men are made round shouldered by sawing wood.

If puffs are really going out it will mean a hair's breadth escape for some of us.

A man in Eastern Oregon drilling for water found oil. Let's hope he wasn't thirsty.

Mother, may I go out to fly?
Oh, yes, but dear, beware.
Hang your shoes on the flying machine,
But don't go in the air.
D. Y. STAFFORD.

For a while New Orleans dealers may be too peevish to advertise Panama hats in their list of summer headwear.

The Washington, D. C., people who started a row when told that Christ would return in 1915 are evidently not prepared to welcome him.

"I hear there are rumors of a scandal at the rooming house."
"Where there are so many roomers there are almost sure to be scandals."

That girl who killed herself because she was afraid she would be an old maid might at least have waited until she had met Nat Goodwin.

SPRING'S ADVENT

The jonquills soon will dot the ground;
The gay lamb chop
Ere very long will frisk around
The butcher shop.
HARRY McKEOWN.

Rare is the man in love with a beautiful and intelligent woman who is frank enough to admit that opposites attract.

We may have freak legislators in Oregon, but nothing to equal the New Jersey solon who proposes to limit by statute the amount of food a person may consume at each meal.

A great deal of fuss is being made over the fact that a Salem, Ohio, woman slept for a week and suffered no harm as a result. There are times when many of us feel that we could duplicate the feat.

The hobble skirt is going out.
We're glad to see it go—
But it's so narrow roundabout
It moves almighty slow.
DORSEY KREITZER.

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 heavy laying stock for \$5.00.
Plymouth Place, Poultry Yards.
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 FRIEND OF COOS BAY"

S. S. ALLIANCE

CONNECTING WITH THE NORTH BANK ROAD AT PORTLAND WILL SAIL FROM PORTLAND FOR COOS BAY AT 8 P. M., TUESDAY, FEBRUARY 28, LEAVING COOS BAY FOR EUREKA THURSDAY, MARCH 2.
NORTH PACIFIC STEAMSHIP COMPANY.
PHONE 44
C. F. McGEORGE, Agent

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
OFFICE, SOUTH BROADWAY. PHONE 201.

MOSLEMS DIE IN SHIPWRECK

Rumor That Turkish Vessel Filled With Pilgrims Was Burned at Sea.

(By Associated Press to Coos Bay Times.)

CONSTANTINOPLE, Feb. 24.—A local newspaper reports the Turkish steamer Harriet filled with Moslem pilgrims was burned at sea. Not one of the passengers escaped. The report is not confirmed.

WAS IT SPELLED WITH "D"?
A drop of ink makes thousands think.
As you have often heard,
But one drop spilled has often 'stilled
Pop's thought into one word.

Halliday House

North Front Street, over Breakwater office.
N. C. HALLIDAY, Prop.
Under new management and conducted in first class shape. Completely overhauled and now best European hotel on the Bay.
Rooms from 25 cents up per day.

HOUSES FOR RENT

5 room Houses, \$11, \$12 and \$13.00
6 room Houses, \$14.00 and \$16.00
7 room Houses \$20.00
AUG. PRIZEEN,
68, Central Ave., Marshfield.

HOME LAND Co.

See us for investments on Coos Bay. We guarantee owner's price to be our price.
Phone 741. 964 Front St.

COOS BAY LIVERY

We have secured the livery business of L. H. Heisner and are prepared to render excellent service to the people of Coos Bay. Careful drivers, good rigs and everything that will mean satisfactory service to the public. Phone us for a driving horse, a rig or anything needed in the livery line. We also do a trucking business of all kinds.
BLANCHARD BROTHERS.
Livery, Feed and Sales Service.
141 First and Alder Streets.
Phone 138-J

NOW IS THE TIME

To dig up that old Suit and let us get it in shape for you.
Cleaned, Repaired and Pressed as we do it will make it look like new. Satisfaction guaranteed.
COOS BAY TAILORING CO.
J. W. Josephson, Mgr.
180 South Broadway, Marshfield

PROFESSIONAL DIRECTORY

DR. G. W. LESLIE,
Osteopathic Physician
Graduate of the American school of Osteopathy at Kirksville, Mo. Office in Eldorado Bldg. Hours 10 to 12; 1 to 4; Phone 161-J; Marshfield; Oregon.

DR. J. W. INGRAM,
Physician and Surgeon.
209-210 Coke Building
Phones: Office 162J; Residence 162L

J. W. BENNETT,
Lawyer.
Office over Flanagan & Bennett Bank
Marshfield, Oregon

W. S. TURPEN,
Architect.
Over Chamber of Commerce.



It's a wise head that wears a
Stetson Hat
New Spring Styles Now on Display
—MONEY TALKS—
Marshfield Hub Clothing & Shoe Co. Bandon

FREE CONCERT

Saturday Afternoon, Feb. 25
At 2:30 P. M.

The Bush & Lane Piano Company will give a free concert tomorrow afternoon, on their player-piano. This instrument is manufactured in their own factories and is made of specially selected materials. This is the only player piano that has a special solo attachment in which the melody can be played above the accompaniment, and any note desired can be accentuated.

Come and hear this wonderful instrument tomorrow afternoon. The concert will take place in our salesrooms, O'Connell bldg., and to each lady and child present, we shall give a beautiful and useful souvenir.

BUSH & LANE PIANO CO.
O'CONNELL BLDG. MARKET AVE. AND 2ND ST.
Next to Golden Rule Store Marshfield
R. P. MEYER, Manager.

FIRST NATIONAL BANK

OF COOS BAY

Capital fully paid \$100,000.00
W. S. Chandler, President;
M. C. Horton, Vice-President;
Dorsey Kreitzer, Cashier.
Ray T. Kaufman, Asst. Cashier

DIRECTORS:
W. S. Chandler, John S. Coke, W. U. Douglas,
John F. Hall, Wm. Grimes, F. S. Dow, S. C. Rogers,
W. P. Murphy, M. C. Horton.

DOES A GENERAL BANKING BUSINESS.
Interest paid on time and savings deposits, safe deposit boxes for rent in our steel lined fire and burglar proof vaults.

Flanagan & Bennett Bank of Marshfield, Oregon

Oldest Bank in Coos County, Established in 1880.
Paid up Capital, Surplus, and Undivided Profits over \$160,000.
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. H. FLANAGAN, V.-Pres.
R. F. WILLIAMS, Cashier. GEO. E. WINCHESTER, Asst. Cash.
INTEREST PAID ON TIME DEPOSITS.

THE FAST AND COMMODIOUS
Steamer Redondo (Equipped with Wireless)
Will make regular trips carrying passengers both ways and freight between Coos Bay and San Francisco. All reservations for passengers made at Alliance Dock, Marshfield and Inter-Ocean Transp. Co. Union Street Wharf No. 2, San Francisco. For information, phone 44-J or 285. Will sail for Marshfield from San Francisco, Saturday, February 25.
INTER-OCEAN TRANSPORTATION COMPANY.

OLD RELIABLE
STEAMER BREAKWATER
ALWAYS ON TIME
Sails from Ainsworth Dock, Portland, at 8 P. M., every Tuesday. Sails from Coos Bay every Saturday at service of tide. Reservations will not be held later than Friday noon, unless tickets are purchased.
L. H. KEATING, AGENT
PHONE MAIN 35-L

TRY A WANT AD IN TIMES IF YOU WANT QUICK RESULTS