

Little Talks on Advertising

TALK No. 5

ADVERTISING A SMALL STORE.

(By Frank Loomis.)

In Gill's Bulletin, Portland, Oregon.

The best way to open this article is to tell you frankly my personal opinion of advertising in general. To do this it is necessary to go back a few years to the time when I gave up the study of medicine to become a professional advertisement writer. After looking the field over East and West I came to the conclusion that there was not a firm in the country, big or little, that wouldn't be forced to advertise within a few years or be forced out of business.

With this idea in mind, I took up the study of advertising with the intentions of making it my life's profession. Since that time, I have seen small dealers grow up to be large ones and I have also seen small dealers stand still and in some instances grow smaller as the result of their attitude for or against advertising.

Providing they know how, every firm or individual engaged in business could do a certain amount of profitable advertising.

To those merchants who declare that advertising does not pay, it is only necessary to point to the immense amount of paid advertising matter contained in any national or local magazine or newspaper and to remind them of the fact that these ads are inserted voluntarily by the dealer, that their space is increased each year, and that the rates for space also increase each year.

Don't overlook the fact that the majority of these same heavy advertisers started in business a few years ago on a small scale and labored tediously along on a small scale until they realized the value of retail advertising, and provided for it in their regular yearly appropriation.

Every time a merchant displays his goods temptingly in his windows or on his counters, and particularly

when he embellishes them with price tags or show cards, he is advertising—although he may not admit it or realize it.

The shrewdest, most cautious, and most farseeing merchants of the present day, are almost invariably heavy advertisers, and when one stops to consider the vast sums of money expended each year by these well informed and widely experienced dealers, does it not seem likely that their example would be good to follow? Does it not seem likely that had they found advertising anything but unprofitable they would have discontinued it long ago?

It is true that the advertising policy adopted by a large concern would not be at all the thing for a small merchant, but it should be remembered that the big store's advertising policy today isn't what it was fifteen or twenty years ago, when the big store was a little store.

The experience of the proprietor of a large business house, who started in in a small way a number of years ago, is best expressed in a few words as spoken to the writer by the proprietor in question. "We have learned by experience the value of advertising. Over forty years ago we began business in the usual way in a small corner store in a small country town. For over twenty-five years we didn't advertise because it cost too much. One day about fifteen years ago we woke up and started doing a little advertising. Good results were noticed, and we increased our space. This was repeated from time to time until today we use more newspaper and other advertising mediums than any other concern of our kind in the entire country and we have the largest business. Each year we increase our advertising appropriation and thereby our sales. We believe that had we neglected to advertise we would still be occupying a small corner store."

This is the Gill book stationery store in Portland.

AFTER ALL.

There is nothing in life but the joy of the minute,

There is nothing in love that we do not put in it,

There is nothing can happen unless we begin it,

There is nothing worth winning but what we can win it!

There is nothing so sad as to set us a-sighing,

There is nothing we'd do that is not worth the trying,

There is never a danger too great for defying,

The beauty of earth it is folly denying!

There is never a sorrow should cause us repining,

For sorrows were made for the spirit's refining;

So turn all your clouds inside out 'til their lining

Of silver shall rival the sun in its shining.

If you think that too long you have waited and striven,

Then remember you've gotten as much as you've given.

In the leaf of your burden just look for the leaven;

For God's in the world—and the world is His Heaven.

Try Times' Want Ads.

TO BAR TRUSTS IN AUSTRALIA

Formal Notice Served On Business World That They Will Not Be Allowed.

(By Associated Press to Coos Bay Times.)

MELBOURNE, Australia, Feb. 27.

—The commonwealth of Australia served notice on the business world today that it would not harbor foreign "trusts". In a memorandum on the subject, Sir W. W. Best, minister of trade, says: "The action of the government will extend to trust operations in Australia whether conducted directly or indirectly and will not permit a repetition in Australia of the scandals and merciless methods characterizing monopolies in other parts of the world."

WANTED—Competent girl for general housework. Apply to Mrs. M. C. Horton.

If you have anything to sell, trade, rent or want help, try a want ad.

ARRIVE HERE ON HONEYMOON

Jas. H. Hutcheson and Bride of Eureka Visit Relatives On Coos Bay.

Jas. H. Hutcheson and his bride arrived here Saturday evening for a visit with Mr. Hutcheson's mother, Mrs. A. Hutcheson of Pine street. "Jimmy," for that is what all his host of Coos Bay friends still insist on calling him, is being warmly welcomed here.

The Eureka Herald gives the following account of the wedding and the departure of Mr. and Mrs. Hutcheson:

"Blue skies and a radiant sunshine smiled their congratulations on the wedding day of Miss Clara Rogers and James M. Hutcheson whose marriage, which was solemnized at the home of the bride's mother, Mrs. Katherine Rogers, on H street, is one of the most interesting events that has illuminated Society's chronicle for many days.

"A charming simplicity characterized the details of the pretty ceremony, which was read by the Reverend Father Kennedy of St. Bernard's Catholic church, and only the relatives and intimate friends of the happy young people were present, the usual attendants being dispensed with.

"A handsomely tailored traveling suit of navy blue with a smart black hat encircled in royal blue ostrich plumes was worn by the bride, who is of the dainty brunette type of beauty. She carried an exquisite bouquet of white blossoms.

"Following the ceremony, the bride and groom led the way to the dining room, where a dainty wedding breakfast was served, and here a merry hour was passed while the charming bride and happy groom were made the inspiration of innumerable toasts and good wishes before the hour of departure, drawing near, warned them that it was time to leave.

Fun-loving friends had decorated the carriage in white ribbons, with a few dangling shoes that had seen better days to finish the picture, and as the bride and groom boarded the Topeka they were showered with quantities of rice and old shoes. Over one hundred of their intimate friends were awaiting them at the dock to tender them an ovation such as departing newly weds are seldom honored with. As they stood on deck, a crowd of mirthful friends gathered in an admiring circles on the wharf and a band of vocal musicians led by Joseph Walsh, who was seconded by Charles De F Case, James Sullivan and others rendered serenades in honor of the bride. The groom also figured in the musical attentions as strains of "He's a Jolly Good Fellow" and "Good-bye Jimmy," accompanied by sundry showers of rice thrown between times. The staterooms had been decorated with placards, bouquets of carrots, beets and other garden products, and nothing was left undone that could show that the popular couple had been neglected.

"Both Mr. Hutcheson and his bride are too well-known to need any further introduction, he being numbered among the leading progressive business men of the city, prominent in affairs social, while Mrs. Hutcheson is one of the fairest members of local society, whose sweetness, beauty and charm is admired by all. The wedding itinerary includes a leisurely trip through the southern part of the state, no specified time being arranged for the absence, after which Mr. and Mrs. Hutcheson will return to this city to make their home."

Now Is the Time to Plant Garden

I have practical knowledge of the kind of seeds that are best suited to Coos county climate and soil. This knowledge was gained by planting seeds and growing vegetables.

I Have Selected Seeds

With great care and can guarantee them. I can give you information about best time for planting and other information. I have some fine onion sets raised from seed. Come in and talk it over with me. It will cost you nothing and may be money in your pocket.

IVY CONDRON

Pioneer Grocery
PHONE 84-J.



It's a wise head that wears a Stetson Hat
New Spring Styles Now on Display

Marshfield Hub Clothing & Shoe Co. Bardon

PIANOS! PIANOS!

Consider the exceptional opportunity of being able to get one of the world's finest pianos direct from the factory, by paying only a few dollars down, and the balance in monthly payments extending over three years if desired.

Call and investigate. Open evenings.

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

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 Sengstacken addition, with two-story house nearly new for... \$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 Sundays at 7 p. m. Fare, \$6.00.

OTTO SCHEPPE, Agent, C. P. BARNARD, Agent, ROSEBURG, Ore.
120 MARKET AV., Marshfield. PHONE 11

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 from Marshfield for San Francisco, Thursday March 2nd.

INTER-OCEAN TRANSPORTATION COMPANY.

"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. WEDNESDAY, MARCH 1, LEAVING COOS BAY FOR EUREKA FRIDAY, MARCH 3.

NORTH PACIFIC STEAMSHIP COMPANY.
PHONE 44 C. F. McGEORGE, Agent

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

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. FRIZEEN,
68, Central Ave., Marshfield.

HOME LAND Co.

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

First Class Laundry

work is most desirable to anyone wishing their linen to possess that particular finish so necessary to good taste in dress. WE DO THAT CLASS OF WORK One Trial will Convince.

Coos Bay Steam Laundry
PHONE MAIN 37-J

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.

LADD, HUNT and Co.

CONTRACTORS AND BUILDERS.

All kinds of repairs and shop work promptly attended to and neatly done. Phone 161X.

Good Livery Service

Fancy new rigs, good horses and careful drivers are now at the disposal of the Coos Bay public at REASONABLE RATES

Rigs or rigs with drivers ready for any trip anywhere any time. Horses boarded and rigs cared for. New hearse and special accommodations provided for funeral parties.

W. L. CONDRON'S
LIVERY AND FEED STABLES
PHONE 273-J.

Good Evening

HAVE YOU ANY LAUNDRY?

If so, do not forget that this is THE laundry where you get the best work, and prices are in every one's reach. Call up and one of the drivers will call and explain all details to you. All telephone calls are quickly attended to, because we are running two wagons.

OUR GUARANTEE IS YOUR SATISFACTION.

MARSHFIELD HAND AND STEAM LAUNDRY.

Mauley Bros., Prop. Phone 229-J

Have That Roof Fixed

NOW See CORTHELL

Phone 3121.

FAMILY HOTEL

THE LLOYD

MARSHFIELD'S POPULAR Rates reduced to: Day—50c, 75c and \$1.00; week—\$2.00 to \$5.00. House-keeping apartments with gas range \$10.00 to \$18.00 per month. FREE BATHS—F. W. SULLIVAN, Prop.

400 TRAP NESTED BARRED PLYMOUTH ROCKS.

Our matings have produced standard-bred specimens of exhibition quality with records of 242, 227, 221 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.

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; 1:30 to 4; Phone 161-J; Marshfield; Oregon.

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

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

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

The Enterprise Meat Market Will Move Tonight

Into the store room directly across the street from the present location into the place formerly occupied by Mother's Restaurant. We

Will Be Open Tomorrow

With a full line of CHOICE BEEF — PORK — MUTTON and SAUSAGE.

GIVE US A CALL.

ENTERPRISE MARKET

Geo. W. King, Proprietor.

PHONE 52-J

TRY A WANT AD IN TIMES IF YOU WANT QUICK RESULTS