

# Little Talks on Advertising

TALK No. 6

In Butler Brothers' breezy book "Success in Retailing," the following points are given as to the different uses of newspapers and circulars:

"As a general proposition local newspapers are the best and most effective means of reaching the people. Especially is this true in the small enterprising town with a lively daily newspaper that is taken home and

read by every member of the family. Merchants who have tried other means generally go back to the newspaper as the safest and best under all conditions. Although circulars may be extremely effective, quite contrary to the general belief they are usually more expensive and unless they are very well gotten up are apt to be less satisfactory.

## SCHOOL LAWS ARE CHANGED

**PROVISION FOR GOVERNING BODY FOR COUNTY PUBLIC SCHOOLS EXPECTED TO BE VERY BENEFICIAL.**

**SALEM, Ore., Mar. 1.**—Two very important educational laws were enacted during the recent session of the legislature, the Huntington act, which provides a plan for the improvement of rural schools, and the Hawley act, which will tend to raise the standard of the entire teaching profession. The former act provides that in each county having more than 60 school districts the county superintendent shall appoint four members of a county educational board, of which board the county school superintendent shall be ex officio chairman. Members of the board receive no compensation for their work. They are to meet on the first Monday in June and divide all the school districts in the county into supervisory districts.

No supervisory district shall contain less than 20 nor more than 50 school districts. This board will also elect a supervisor for each supervisory district, shall direct the work of the supervisor and aid the county superintendent in carrying out educational work throughout the county. Members of this board will be chosen from the representative men and women of the county who are especially interested in the welfare of public schools. Through the workings of this educational board and the direct supervision that the rural schools will hereafter receive, there is no doubt that the efficiency of rural school work will be increased at least 100 per cent during the next two years, in the opinion of State Superintendent L. R. Alderman.

**Premium On Training.** The certificate law places a premium upon thorough preparation and special training, yet denies no one the opportunity to take an examination for a certificate. The graduate of a standard normal school will receive from the state department without examination, a certificate to teach in the elementary schools, the one year, two year and three year high schools of this state. The graduate of a standard college or university will receive from the state department, without examination, a certificate to teach in any of the high schools in this state. A plan is provided whereby a teacher may secure a certificate through the examination methods. County certificates are abolished and all examinations will be conducted by the state department. An examination equivalent to the present second grade county certificate will be given for a one year state certificate. This paper is renewed once. Examinations for a five year state certificate will be equivalent to the present state certificate.

Examinations for a life state certificate will be the same as the present life paper, with the addition of three subjects: Geology, American Literature and History of Education. This will raise the life paper to the standard of any other state in the United States. The five year state certificate secured through examination may be renewed when the holder has attended an institution of higher education for 32 consecutive weeks within six years of date of issue of such certificate, or may be renewed by taking the same examination.

**No County Examinations.** This new certificate law has the advantage of giving to the teacher when she has once held a certificate the right to teach in any part of the state without having to take another examination every time she crosses a county line. It is also in conformity

with an agreement reached by a conference of the state school superintendents who met at Salt Lake City in November, 1910, and in accordance with this agreement the holder of a state certificate secured under the provisions of this law will be entitled to teach in any state in the Union. It is expected that this plan will do more than any other one thing to raise the standard of the teaching profession. One other estimable feature of the law is that it gives to any four year high school in the state the privilege of adding a teachers' training course, and graduates from this teachers' training course will be entitled to a one year state certificate. In order for a school to take advantage of this law it must provide one teacher who shall devote not less than four hours a day to the training course and such teacher shall be a graduate of a standard normal school or its equivalent. For the work in this teacher's training course, three credits are given on the basis of 16 credits required for graduation in the high school.

## North Bend News

Amil Peterson, the Daniels Creek teacher, made a short visit to relatives here Sunday.

Lee Culbertson expects to leave on the Redondo for Oakland to assist Stella Culbertson who is reported by the Oakland officers in trouble there.

Mrs. D. Y. Stafford and Miss Emma Erickson of Marshfield, were in North Bend today to visit Miss Olive O'Mara who recently underwent an operation at Mercy hospital.

**"Beautiful as a Dachshund."** It is in the drawing rooms of the German diplomats and their friends that you meet occasionally the long haired, aesthetic masculine beings whom you have perhaps noticed skating in the Tiergarten, with their long coats flapping in the breeze, or hunched over a Journal at Bauer's—artists and writers whose names every one knows, and there are dozens of young army officers, their cheeks scarred with the wounds of many duels. They talk Wagner and Schopenhauer with serious appreciation, and in the midst of the waltz as they are spinning fraulein giddily around and around like an animated top you may overhear them whispering in her ear, "You are as beautiful as a dachshund." It is their supreme compliment.—*Delimitator.*

**A Growsome Bequest.** What is probably the strangest and at the same time the most horrible bequest ever made is to be found in the will of Lieutenant de Pap, formerly an officer in a smart regiment of Austrian hussars, who was executed by strangling some years ago for the murder of his brother. Previous to his execution the murderer requested that he might be photographed while hanging on the gallows and a copy of the ghastly picture sent to his father.

**Phil May's Habits.** The all night and next day habits of Phil May, the artist, have furnished material for many a story. Joe Tapley, the singer, said that he came across May one night and heard that the latter had not been to bed for four nights and days. He remonstrated, and May said: "Never mind, Joe; we'll make a bargain. Don't you lose any sleep on my account, and I'll promise that as soon as I feel tired I'll go to bed."

**To Win Notice.** Mrs. Greene—One does not like to be ignored. I wore a brand new gown at the reception last night, and I don't believe a soul noticed me. Mrs. Gray—There's where you made a mistake. Now, I wore my old black silk that has been turned twice, and everybody saw me fast enough.

**Crooked and Straight.** In all things throughout the world the men who look for the crooked will see the crooked and the men who look for the straight will see the straight.—John Ruskin.

No one is useless in this world who lightens the burden of it for any one else.

**TOPICS OF THE TIMES.**  
**THE QUIET OBSERVER SAYS:**  
"It's all right to go into the chicken business but don't base your ideas of profits on the ads. in the magazines."

A Southern California embezzler disappeared, leaving a note stating that he had "gone to the devil." The police located him in San Francisco, and now he sees the folly of leaving such a plain clue behind.

Mr. Bryan has a new lecture entitled, "The Fruit of the Tree." Bet it don't make as big a hit as the fruit of the tree in the Coos county orchard.

### CAN THESE BE ANSWERED?

How far is a far cry?  
Is it wrong to steal a march?  
Can you hum an air of unconcern?  
Does it hurt to be struck by an idea?  
Did you ever see the shadow of a doubt?  
Can the voice of conscience be cultivated?  
What artist painted the picture of health?  
When the welkin rings, who answers the ring?  
What florist raises the pink of propriety?  
When Fortune smiles, does she show her front teeth?

### INK, MINK, PINK.

The popular colonel of this city who once went to a livery stable and engaged a charger for a holiday parade with a distinct understanding that he didn't care what color the horse was if it were only white, says an exchange, now has a counterpart in the girl who goes to the department store and orders a gown with the simple stipulation that it may be any hue of the spectrum so long as it is pink—"Helen pink."  
The new shade of dressgoods is named after the present daughter of the White House.  
Soon we shall be dazzled with an outburst of pink hats, pink ribbons, pink lingerie, pink stockings, pink shoes and pink parasols.  
Pinkeye, a variety of ophthalmia, will be fashionably epidemic.  
Pink teas, after a period of innocuous desuetude, will rage again throughout the land.  
Can't it be stopped?  
Or must we suffer in silence as we did during the reign of terror under "Alice blue," when men of normal vision prayed for a temporary spell of color blindness?  
O, Helen, frown down this latest fad; give it the count—ink, mink, pink, and out; and thus earn for yourself the everlasting gratitude of everybody who hates monotony, whether it be in raiment or music.

**Advice.**  
Go to the aunt, thou sluggard, and see what she will do. Perhaps you still can work her. The uncle's on to you.

**Not So Strange.**  
"One thing about my uncle, he always puts his best foot forward, which is perhaps why he succeeds so well."  
"Does he never forget?"  
"Never, never, never."  
"That is marvelous."  
"It would be even more so if the worst foot was amputated."

**Wrong Relation.**  
"How did you come out with the heiress?"  
"She said she would be a sister to me."  
"And you wanted her for a rich uncle."

**Afraid They Would Bite Him.**  
"So Chawley has given up his fishing trip."  
"Yes."  
"What for?"  
"He heard the fish were biting."

**Easy Expedient.**  
"He got more than was coming to him."  
"Don't see how he could."  
"He simply ran after it, and he was a good runner."

### AMONG THE SICK.

Mrs. J. Bothner of South Marshfield is ill of pneumonia.

Mrs. E. Conklin of Hall avenue is reported quite ill.

Esther Holms, the little daughter of Mr. and Mrs. John Holms, is ill of pneumonia.

Mrs. F. E. Lea is reported quite sick of a gripe.



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

**PIANOS DIRECT FROM FACTORY**  
By buying a piano from us, you save the middle profit,—namely, that of the retail dealer. We guarantee every piano, as we use only the finest material obtainable, and employ only the most skilled workmen.  
Pay a few dollars down, and the balance monthly. We have a special proposition for you. Call and investigate. Open evenings.  
**BUSH & LANE PIANO CO.**  
O'CONNELL BLDG. MARKET AVE. AND 2ND ST. 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 SCHEETTER, Agent.** C. P. BARNARD, Agent, ROSEBURG, Ore.  
120 MARKET AV., Marshfield. PHONE 11

**THE FAST AND COMMODOUS** (Equipped with Wireless)  
**Steamer Redondo**  
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

**FOR GOOD WORK**  
Bring your clothes to us. Cleaning, pressing and repairing a specialty, by experienced men. Satisfaction guaranteed.—**BLANCHARD & DODSON, South Broadway.** Phone 74L. 264 Front St.

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



**O.B. WILLIAMS THE SASH AND DOOR KING**  
"I know what you want—I have what you need—the best quality SASH AND DOORS. I keep them in stock for quick delivery. I have but one price and sell for cash only. I have my own factory. It costs me much less to make my goods and less to sell them—because I make and sell in large quantities. These prices are taken from my catalog—copy of which I will gladly mail on request:  
Frost Doors, double thick glass \$2.25 up  
Fancy Front Doors, sash - \$3.00 up  
Fancy panel Doors, for painting \$1.25  
Gloss panel Doors, for staining \$1.30  
Pine Casement Door for bungalow \$1.60  
2 1/2" Windows, check rail - \$7.00 up  
4" Extra Sash - - - 42c up  
Curtain Doors, with plain glass \$1.00  
Call on or write Mrs. O.B. Williams, 212 North Front Street, Marshfield, Ore.  
Do not fail to send your list of materials for prices and freight charges. Write for Catalog No. 10.  
**O.B. WILLIAMS CO. Seattle, Wash.**

**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 57-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.

**400 TRAP NESTED BARRIED PLYMOUTH ROCKS.**  
Our matings have produced standard-bred specimens of exhibiting 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 Yard.  
**FRED. BACHMAN, Prop.**  
Marshfield, Box 485. Phone 28

Electric lamps suited for every purpose. For the home, Office, Launche, Automobile, Miniature Flash Light Colored Lamps for decorative purposes for sale or rent.  
Open until 6:30 o'clock week days Saturday until 9:00 P. M.  
Phone your orders for delivery.

**Coos Bay Wiring Co.**  
PHONE 237-J.

### COOS BAY LIVERY

We have secured the livery business of L. H. Helsner 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 driver, horse, a rig or anything needed for the livery line. We also do 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 it get in shape for you.  
Cleaned, Repaired and Pressed we do it will make it look like new. Satisfaction guaranteed.  
**COOS BAY TAILORING CO.**  
J. W. JOSEPHSON, Mgr.  
180 South Broadway.

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

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

**J. W. BENNETT, Lawyer.**  
Office over Flanagan & Bennett Building Marshfield.

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

TRY A WANT AD IN TIMES IF YOU WANT QUICK RESULTS