

COOS BAY TIMES

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Address all communications to
COOS BAY DAILY TIMES,
Marshfield, Oregon

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.

SUBSCRIPTION RATES.
DAILY.
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Per month50
When paid strictly in advance the subscription price of the Coos Bay Times is \$5.00 per year or \$2.50 for six months.

WEEKLY.
One year \$1.50

Official Paper of Coos County
OFFICIAL PAPER OF THE CITY OF MARSHFIELD.

STUDY THE MAP.

J. N. TEAL of Portland, before the Interstate Commerce Commission at a recent session of that body offered an argument in favor of greater justice to Oregon in the matter of railroad rates, and among other very pertinent and powerful illustrations summarized the position and importance of Coos Bay, and the manner and purpose of its unfair suppression as a common point, with great natural advantages and splendid water facilities for transportation, in the following cogent style:

"Coos Bay is on the Oregon coast about 200 miles south of the Columbia river by ocean and about 400 miles north of San Francisco. The community living on this bay is served by competing lines of steamers from San Francisco and competing lines of steamers from Portland, and both of these respective cities and the steamer lines operating from the respective cities are competitors for this business. Under these conditions the rates are correspondingly low. This section contains vast and varied natural resources, and for its complete and proper development requires railway facilities. These it is endeavoring to secure.

The Southern Pacific railway runs north and south between San Francisco and Portland through Oregon and California paralleling the coast line, and at Drain station in Oregon, is 60 or 70 miles distant from Coos Bay. The distance by land from San Francisco to Coos Bay would be about 500 miles. If a railroad is built to Coos Bay and is to participate in the traffic to the bay it can only do so by meeting the conditions as it finds them, that is the water rate, whatever that rate may be.

Under counsel's theory, it can only do this at such cost and under such penalties as are almost necessarily prohibitory, for at all intermediate points between San Francisco and Coos Bay and between Portland and Coos Bay, rates could not exceed the Coos Bay terminal rate. If it builds this road it faces the consequences of not only making water competitive rates on Coos Bay traffic, but on all intermediate traffic as well. What would result? It would either build the road and not participate in the competitive Coos Bay traffic, or it would build, meeting the rate at Coos Bay points, giving all intermediate points the same rate, or it would not build. Then what results? Coos Bay is either deprived of the benefit of its location and natural advantages or forced to do without a railway.

Injustice Would Result.
It is as much deprived of the natural advantages of its water location by making its water rates the maximum to all intermediate points as though it were not given rates to which, by its position, it is entitled. Following this thought, what possible wrong is done any intermediate point or community on the line of this road (providing the rates are reasonable, if the railroad meets, or partially meets the water rate at the terminal at Coos Bay, providing that rate pays some profit over cost of operation. If such water rate pays a profit over the cost of operation, does not that profit to the extent it is made, tend to a reduction of all other rates? In other words, is it not an aid and not a burden on other traffic?

Little Talks on Advertising

TALK No. 10

IMPORTANCE OF PUBLICITY.

Extracts From An Address On Advertising by Arthur Brisbane, of the New York Evening Journal.

ADVERTISING is to industry, to manufacture, what the electric light bulb is to the steam engine and to the dynamo in the electric light power house.

The steam engine and the dynamo do the work, but you only know what they do by the light as shown in the electric bulb.

The factories in America do wonderful work, but the people only know of it as they see results stated and energy displayed in the electric light of advertising.

Advertising is part of the most important work in the world. That work today is distribution.

You know that man's labor, broadly speaking, consists of production or manufacture and distribution. Production without distribution would be valueless. Advertising with its distributing power does for industry what the clouds and sunshine, drawing up water, do for the earth in scattering the ocean's great waters.

There is plenty of water in the ocean, seas and lakes, and yet we have arid deserts, through lack of distribution. Until the sun's power raises up the water, until the wind that blows the clouds and that water falls on the fields that need it, the water in the ocean is useless to the earth.

It is the distribution of water over the earth that makes the earth fertile and makes the ocean useful. And the greatest work that our government is doing now is the wonderful work of irrigation or water distribution in the west.

In industry, advertising is the great distributor, doing the work of sun, clouds, wind and rain.

If you can advertise flour properly you can make it worth the while of the miller to produce the highest possible grade in order to live up to his advertisement.

Advertising not only distributes goods, it improves the quality of goods.

No amount of advertising will last or be profitable unless there is actual value behind it. And once a man has invested his money—millions of dollars sometimes—in advertising, he is bound to keep up the quality of his goods and his service to the public as a matter of self-interest.

But the man who advertises on a big scale invests his money in advertising and in a public reputation just the same as he would invest it in real estate or machinery.

When a man has put millions into machinery or factories, he would not pull down or destroy that plant. In the same way, when a man has built up a name, an actual plant of value, he would no more destroy that by deceiving the public than he would destroy a factory, or mill, or a steamship.

Public confidence is one of the greatest elements of business success. Before you can get the confidence of the people, the people must know about you and have reason to trust you. Advertising is the short road to confidence. You tell millions of people what you have to say. You endeavor to live up to your statements in the goods that you sell.

You earn the people's confidence, having invested your capital in a short cut to the public notice. And you keep that confidence by good service.

The man who knows enough to fit his advertisement to the changing moods of the times—he is a man of genuine ability. He must study the public not only materially, but psychologically as well.

He must realize that truth needs to be presented in a new dress occasionally, as everything else requires occasional adornment.

The thing that the eye has seen very often the brain ceases to notice. Therefore, ingenuity must be used constantly to attract the attention of the public over and over to the same thing.

The well-written advertisement requires the use of absolutely simple language. And simple language is the language most difficult to write. You can make a man read a poem, or an editorial, because the things in it actually interest him. Fiction or newspaper matter may be dull and still be read. It is easy to make people read about a lady falling off the

Flatiron building. Much more difficult to make people read an advertisement about flatirons.

The man who writes fiction or news matter may use up all the words and all the white paper he wants. They pay him for the number of words. Whereas, the writer of advertisements must understand the most difficult art, condensation. He isn't paid for the words he writes. Every word that comes from his pen, or typewriter, or out of his phonograph, means an actual putting out of money by the man behind him.

Nothing is more difficult than conciseness. You all remember Madame de Sevigne's "If I had more time I should have written you a shorter letter." It takes brains as well as time to write short.

And the writing of short things is not only important because it saves in the advertising bills—that is, at least of it—it is especially important because it saves the time of the reader, saves his patience, makes it easy and agreeable for him to read it as advertising.

Advertising writers cannot save space in the advertising columns. They can add indefinitely to the size of the advertisement without any added expense.

There are two ways of writing. You can be diffuse, wordy—as is this article, for instance. You can say at length everything you have to say, and a great deal more than you really need say. Or you can do what the advertising writer ought to do—you can say very little and make the reader add immensely to it in his own mind.

If you take up little space in a newspaper, and if the things that you write compel the reader to think other things along your lines, you have got all of that into his head without any expense whatever, and his thinking about your advertisement is the most valuable kind of advertising.

If you write a thousand words about a certain kind of soap, you pay for the thousand words that you put into the magazine or newspaper. But if you write ten words about that soap, write the ten words cleverly, make them convincing and interesting, you can perhaps make the reader think 999 words more, and then you have inserted that much into the advertisement reader's head without any cost whatever.

Don't think for a moment that there is no personality or literary style involved in the writing of advertisements. There is personality in everything that a man does, in his handwriting, in his voice at the telephone, in his walk, his gestures. A man's personality can express itself in his advertisement writing so that no man can possibly take his place, once the public have got used to him, once they have accustomed their brains to taking in statements of facts as he presents them. In no line of work does personality count for more than in advertising.

Business is spreading daily. The little shop is vanishing, and the great store or the hundreds of stores under one management are taking its place. The manufacturer, or merchant, who dealt formerly with a few hundred people, now deals with thousands and even millions. The business man's ambition today does not stop at anything. His effort is to make the best thing in the world, and there is no reason why he shouldn't succeed, if he can do the right kind of advertising, as well as the right kind of manufacturing.

For many years to come advertising as a profession will grow in importance and in profit.

To resume:
The advertising man is a distributor of wealth.

The advertising man represents the short road to success.

The advertising man is representative of the modern American system, achieving quick results through great energy.

Advertising trains the mind, improves the style, compels close writing, unmistakable meaning, clear thought.

NOTICE TO ELKS.
There will be a meeting Wednesday night for the annual installation of officers, balloting on candidates and other big doings. Every member of Marshfield Lodge No. 1180, and all visiting Elks are urged to be present.
GEO. GOODRUM, Sec.
Remember a **TURKISH BATH** will do you good. Phone 214-J.

WITH THE TOAST AND TEA

A woman will do anything for love, and a man will do anything for a woman; so there shouldn't be many things undone in the world.

A West Marshfield woman says she can't understand why it is that Johnny cake is the only kind of cake her little boy Johnny doesn't care for.

A grand moral lesson may be drawn from a recent news item in telling of the death of Henry W. Suits, aged 105 years, at Council Bluffs, Ia. He chewed tobacco for 99 years without swearing off for a single day and undoubtedly that is the reason he did not live to a ripe old age.

"That new steamship they're building is a whopper," says the man with the shoe-button nose. "Yes," agrees the man with the recalcitrant hair, "but my uncle is going to build one so long that when a passenger gets seasick in one end of it he can go to the other end and be clear away from 'the storm.'—Life.

A communication addressed to this department asks if the cost of gasoline, rubber ties and a chauffeur is properly a part of the actual cost of groceries and other things included in "high living." We can't speak from actual knowledge, but it would seem reasonable to assume that it does; however, the enquirer would better refer the matter to some one who lives high.

OBSERVATIONS.

"Out in the silent spaces,
Where none might hear or see,
A man went forth to battle
With his spirit's enemy,
And he met his sin and slew it,
And no man marked its fall,
But the hero of the silent war
Was the bravest of them all."

The country, according to Woodrow Wilson, has been in the grip of an evil system, with many honorable men behind it. What he advises is not to treat these men as public enemies, but show them that they are mistaken. There truly is the ideal of all reform, for in the last analysis right conduct is better for the individual as well as for the public. The highest goal of reform is undoubtedly not to punish the wrongdoer, but to divert his energies from ways of darkness to ways of light.

These big Chicago mail order houses send out trash at an enormous profit, and the western farmer thinks he has gotten a bargain. One of the houses recently cut up a \$10,000,000 dividend, mostly grafted from the western farmer. The farmer who helps build up the institutions that pay the taxes is the helpful one to the community.

PROFESSIONAL DIRECTORY

D. 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

D. R. J. W. INGRAM,
Physician and Surgeon
209-210 Coke Building
Phones: Office 162J; Residence 162I

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

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

REWARD THE MERCHANT WHO SHOWS ENTERPRISE

Merchants of Marshfield are lighting their display windows the modern way in order to better exhibit their goods to the public.

Only honest merchandise can be placed in electric lighted windows. Effective illumination is too penetrating for inferior products.

The best the market affords may be seen to splendid advantage in Magnes & Matson, Woolen Mill, Hub Clothing & Shoe Co., Brown Drug Co., Merchant & Kammerer show windows ANY EVENING.

"Why not buy in Marshfield?"
OREGON POWER COMPANY.
TELEPHONE 178

First National Bank

OF COOS BAY

Capital fully paid \$100,000.00
Surplus 5,000.00

OFFICERS:
W. S. Chandler, M. C. Horton, Dorsey Kreitzer,
President, Vice-President, Cashier,

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

M. C. Horton.

Does a general banking business.
Interest paid on time and savings deposits.
Rent a safety deposit box for your valuable papers at \$3.00 and up per year.

Flanagan & Bennett Bank

Established 1889

Capital, Surplus and Undivided
Profits Over \$100,000
Assets Over \$500,000

Interest Paid on Time Deposits

COOS BAY-ROSEBURG STAGE LINE

Daily stage between Roseburg and Marshfield. Stage leaves daily and Sundays at 7 p. m. Fare, \$6.00.
OTTO SCHETTER, Agent, C. P. BARNARD,
120 MARKET AV., Marshfield. Agent, ROSEBURG, Ore.
PHONE 11

400 TRAP NESTED BARBED PLYMOUTH ROCKS.
Our matings have produced standard-bred specimens of exhibition quality with records of 242,227,222 eggs in 365 days.
Italy 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

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 trucking business of all kinds.
BLANCHARD BROTHERS,
Livery, Feed and Sales Service.
141 First and Alder Streets.
Phone 138-J

WATCH! NOTICE!

Homer Mauzey, one of the drivers and the solicitor for us is out for sundry. Watch him! he is liable to stop you on the street and explain all details of Laundry and also to be at your home any time. He knows Laundry business from A to Z.

Marshfield Hand and Steam Laundry
BATHS—E. W. SULLIVAN, Prop.
PHONE 220-J

SAFE INVESTMENTS.
For information concerning high-class bond investments, bearing 6% interest net, write O. B. Hinsdale, care J. H. Adams and Company, Los Angeles, California.

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 ranges \$10.00 to \$18.00 per month. FREE BATHS—E. W. SULLIVAN, Prop.