

COOS BAY TIMES

Entered at the postoffice at Marshfield, Oregon, for transmission through the mails as second class mail matter.

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Address all communications to
COOS BAY DAILY TIMES,
Marshfield 11 11 11 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.

One year \$6.00
Per month50

WEEKLY.

One year \$1.50

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

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

NEAR TO HOME PROBLEMS.

THE TIMES prints in another column this evening a program for the city proposed by a progressive citizen. A number of excellent suggestions are to be found in it, but that is not the chief reason for calling attention to it. It serves its best purpose in fixing attention upon our local problems at the opening of this new season which should be a season of growth and development.

What Coos Bay needs more than anything else in this next five years and in that respect Coos Bay may stand for Coos county, is attention to the local situation. Five years given to building Coos Bay and Coos county will be well spent, better spent in any other possible way.

Let us get our attention fixed on our own door yards and after they are attended to expand our interest gradually as we are justified. But let us do no more worrying about the problems afar off until those nearer home have been satisfactorily disposed of.

PLANT TREES.

THE PRAYER, "Woodman, spare that tree," has met in the past with little response. It was this omission that occasioned the establishment of Arbor Day. An observant citizen calls the attention of The Times to the fact that with its splendid observation of Arbor Day this year in the Marshfield public schools there was a notable omission. The programs were replete with references to the glories of trees. Children talked trees, sang trees but did not plant a single tree. We have not reached a point on Coos Bay where trees are missed but the custom is too important to be neglected. There is said to have been provision made for planting a few trees on the school grounds. As the scholastic bodies are the only ones at present who seem to be awake to the situation the actual work of planting a tree would on such a celebration of the occasion be a splendid object lesson, re-enforcing the suggestive exercises with actual achievement.

OREGON'S AGRICULTURE.

STATISTICS as to the general condition of agriculture in Oregon are now being disseminated by the Bureau of the Census. In the decade wonderful progress has been shown. In the total value of the farm land alone, the increase has been 262 per cent; in the total value of farm lands and improvements, such as buildings, 243 per cent. The average values have increased in like ratio. That the Oregon farmer is paying attention to the preservation of his soil is evidenced from the fact that the increase in the total expenditure for fertilizers in that decade is upwards of 132 per cent. The only decrease noticed during the decade occurs in the average acres per farm, which is 8 per cent.

The statement shows in detail that there has been an increase of 9,291 farms, or 36 per cent, in Oregon between 1900 and 1910, but the increase of acreage has only been 15 per cent; 1,557,960 acres. The increase has chiefly been made by white settlers, for, as in 1900, 98 per cent were white. In the decade there came in 9,225 white farmers, or at the rate of 900 per annum, while the increase of non-white farms was only

65. Most of these farmers also own their own land, for the "all-owners" increase for the same period was 8,493, a number nearly equal to the total number of new farms. The increase has chiefly been in small farms of under 100 acres. The increase for over 100-acre farms for the decade was 1,500, as against 8,000 of under 100 acres. Out of a total number of farms reported as 45,128, 6,000 were under 19 acres; 7,000 between 20 and 50 acres, and as many between 50 and 100 acres. That is to say, nearly half of the farms in Oregon are under 100 acres. Thus the percentage of small, or intensified farming is, therefore, largely upon the increase.

ONE HUNDRED YEARS HENCE.

WHAT difference will it make a hundred years from now?

A hundred years ago the Willamettes and Multnomahs ruled the land of Oregon. One of their chief burial grounds, where more than 1,000 were laid at rest, was near the present town of Gresham. The man who owns it, in extending his farm, finds it necessary to clear and level the old burial ground. He is turning up piles of skeletons. That is all that is left of the men that loved, labored and ruled, a hundred years ago—bones!

And that is all that will be left of you in 2,011, except the influence you lend to the shaping of events. You are one of the forefathers of the future. Will you bequeath free institutions, or—just bones?

STATEMENT REQUIRES MODIFICATION.

There will be no fig, orange and lemon crops in Oregon this year, solely because those fruits do not grow here.—Oregonian.

With the Oregonian's kind permission, or, barring that, with the liberty one paper sometimes takes with another, we wish to at least modify the above statement. There will be some lemons grown in Oregon this year right here in Coos county near Libby. There are, also, oranges and figs grown in Oregon, but nothing like California produces when not destroyed in that state by frost and freeze as has happened this year. Oregon will never be an orange and lemon producing country of consequence, but it must be remembered that this state can produce about everything that grows outdoors from the frigid to the temperate zone and Pat Hennessey might get even with the Oregonian by sending a few from his lemon orchard near Libby.

OBSERVATIONS.

We shut our eyes to wrongs because

There's money in it.

We make a jest of breaking laws—

There's money in it.

We put up jobs on other men;

We soak our fellow citizen;

We lie and steal a lot—but then

There's money in it.

We vote for chumps with fervor blind;

There's money in it.

We do no good unless we find

There's money in it.

We grab and clutch and then we die,

The undertaker lays us by

And smiles at our departure—Why?

There's money in it.

Women call it "figure"; men call it

"shape."

When is a gown a fit fit? When it

gives you a fit or a fit?

When you speak kindly of any one,

some people believe you have been

bribed.

We all do a great deal of grumbling;

and there is usually something

back of it.

Probably there never was a man

IS FOR CLEAN NEWSPAPER

Prominent Portland Business Man Talks Science of Advertising.

PORTLAND, Ore., April 25.—"Put your advertisements in newspapers that are fit to go into the home," was the advice of W. F. Lipman, of the firm of Lipman, Wolfe & Co., in talking to 100 ad men and members of the Portland Ad Club at the weekly luncheon. The speaker was acting as chairman of the day and before proceeding with the addresses on the programme he took occasion to digress sufficiently to give his views upon the "ad" question. He said:

"Today 90 per cent of the advertising is accomplished through newspapers. It is the most successful and the only correct medium when results are to be obtained. Today, no matter what the business, the first question to be determined is the advertising. Second comes the medium and it is of the medium which I wish to talk. Marshall Field, I believe, was said to have laid down the rule: 'First show me that the paper is the paper of the home and I will take up the question of the size of my advertising.'"

"In other words, Mr. Field held to the theory that the newspaper must be a home paper and to be a home paper you must first print the news that is fit to print. He always said that he never cared to advertise in a paper whose circulation was on the street and in the by-ways. 'Fake' advertising, even in papers of the home, in the end will bring failure.

"Primarily, a concern to last in the advertising field must tell the truth. The goods must be of the value as represented. No man can succeed in the establishment of a business upon a false foundation. Quality and square treatment are the sound watchwords of a sound business. I would rather have an 'ad' in a paper that went to the homes, no matter how small, than the entire contents of a paper which circulated here and there and lived by false representation. A newspaper to secure a foundation must tell the truth, be accurate and be clean in the treatment of the affairs which it pretends to report. Pick out the clean paper to do your advertising. Never select the mushy kind, for they will do you no good. Advertise in the paper that is read at home, is liked for the comfort it brings to the home and for the truthfulness and the care with which it prepares its reading matter. You surely will get results!"

SOME OREGON CROPS.

Oregon can go some when it comes to raising fruits and vegetables of remarkable size. Investigation seems to show that the fertile soil of the Northwest grows better and larger agricultural products than any other portion of the country, if not of the world.

Florence boasts a turnip that measured 13 inches one way and 11 the other.

Sunnyside, near Milton, produced strawberries for both Christmas and New Year.

Benton County grain fields looked green and promising as early as January 14.

A crop of oats sown near Sheridan in September was harvested December 29.

Jacksonville had a cactus in bloom during the winter months, certainly an evidence of a warm climate.


A woman picked ripe strawberries in her garden in Lafayette on January 4.

Corvallis believes it could hold a mid-winter rose show, so numerous were the blooms on out-of-door bushes during the last few months.

Eugene lays claim to having had second-crop new potatoes for Christmas Day, with grapes and raspberries ripe and luscious, still on the bushes at that season, and roses blooming and lawns as green as in summer.

Mrs. E. Blaisdell of Portland, will have to be considered when it comes to an egg-producing flock of hens. Her nine full-blooded Buff Orpingtons laid 126 eggs between March 6 and March 20, or an average of nine and two-fifths eggs a day.

BREAKWATER sails FRIDAY afternoon at 1 o'clock from Marshfield FOR PORTLAND.



Magnes & Matson


announce

Their Spring Exhibit of New Models of The Red Cross Shoe

Pumps will be in great vogue and the newest fashion is the waist-line pump with a strap a little lower than the instep. Any of the new styles in pumps will be suitable for practically every occasion.

Oxfords with ribbon laces or with two or three buttons will be worn for walking. Oxfords look especially well with linen suits.

Black suede, velooze, patent leather, dull leather, glazed kid and white canvas will all be seen.



First National Bank

OF COOS BAY

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

OFFICERS:

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

TRY A TRIP
DOWN TOWN
IN THE EVENING

Marshfield show windows are rapidly gaining a reputation for attractiveness of display and effective lighting.

The ELECTRIC LIGHTED WINDOWS and the ELECTRIC SIGNS are making our business streets cheerful after nightfall.

If you feel a little "off color" try a walk down town in the evening. Inspect the window displays of fine and LOW PRICED merchandise and food stuffs. See the latest fashions. Visit the theatres. You'll feel the better for it.

Flanagan & Bennett Bank

Established 1889

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

Interest Paid on Time Deposits

Parties Desiring Monuments to be Erected Before Decoration Day

Would do well to call at the Pacific Monumental Works, South Broadway and make selection from the large stock now on hand. Mr. Wilson has in his employ the only practical marble and granite cutter in Coos county. And none but the best work is turned

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

OREGON POWER COMPANY

TELEPHONE 178

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.

TRY A WANT AD IN TIMES IF YOU WANT QUICK RESULTS

Don't forget the Turkish Bath BONE 214-J.