## COOS BAY TIMES

## Little Talks on Advertising <br> TALK No. 16

 neld, Oregob, for tranmbuston
through the mails as second clam $\frac{\text { mall matter. }}{\text { M. C. MADONE }}$

$\qquad$ Marsilifeled


PErsistence necksaary for scecesh says

‘T
 Shredded Wheat Co., one of the most successful advertine country. "It is the keepling everlantingly at tt which brings results in a
vertising. It is the consecutive, persiatent pounding awny that does th
then in trick in advertising, and the advertiser that does thls year after year the man who known that advertising pays. With him
periment, netther is it an expense. It is a part of his fn
periment, netther is it an expense. It is a part of his nurentment, the name
as the cost of raw material and the cost of production."
The Coos Bay Times offers the bent possible opportunity to get the fult
advantage of the cumulative value of advertising because it renches the
advantage of the cumulative value of advertumg continnous customera an
buy goods in substantial quantities.

## WITH TEA AND TOAST

## CONCERT CHAMINADE CLUB <br> mes. WM. hotsfali, dr., mhector,

 mumatrixaMrs. Elfrida Heller Weinstein, Soprano
Mrs. Delphine Marx, Contralto
Masonic Opera House, May 17 th AT 8:30 P. M.
seats on sale at the "busy corner"
Reservam
seats on sale at the "bisy conder
sEats $\$ 1.00$. genemal admission so cents.

I will not let my wife or
my mother risk heir lives cooking with a gasoline stove

This was the declaration of He was amazed to learn that fine appearing young man we not only give the range in our office a few days ago. away, but rum all the pippes connections, etc., free.
He had called to inquire
about our limited free gas Within 30 seconds his sie.
range offer. He wanted to nature went on an agreement

Will you let the women of your houschold run the danger of gasoline this summer?

## OREGON POWER COMPANY

## 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. Cashiert DIRECTORS:

| W. S. Chandler, $_{1}$ | John S. Coke, |
| :--- | :--- |
| W. D. Dougles, | 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 al $\$ 3.00$ and up per year.

## Flanagan \& Bennett Rank

Establishedà 1889
Capital, Surplus and Undivided Profits Over Assets 0ver
$\$ 100.000$
. $\$ 800,000$

$$
\text { Interest Paid on }{ }_{4}^{\succ} \text { Time Deposits }
$$

## Beaver Hill Coal

MOUNT DIABLO AND josson CEMENT,
HUGH McLAIN
office, GOUTH BROADWAX TRACTOR
A Want Ad will sell it for yol

