

COOS BAY TIMES

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

GET AN IDEAL.

"THERE is nothing better for a man," wrote the mysterious preacher in the book of Ecclesiastes, "than that he should make his soul enjoy good in his labor."

That is true because it is the lot of every man to work and if he enjoys no good in his labor, he is sure to miss happiness out of his life.

But how may a man make his soul enjoy good in his labor?

Does it depend on the work itself?

Hardly, for even a lumber jack may find joy in his wearying toil while another man may find nothing but wretchedness in a cushion chair at a roll top desk.

Getting soul enjoyment out of labor depends upon the man. It depends upon the purpose with which he works.

Does he see in his task nothing more than the few dollars it brings him at the end of each week or month? Every day will be a disappointment to him.

Does he see in his task something more than that—a chance to do something for others as well as himself; a chance to add to the growth of the world and its improvement, even if only in a little way?

Then every day will bring new inspiration. Make your task contemptible, and you rob life of its chief glory.

Make your task, whatever it may be, worth while, and you give to life its finest meaning. Remember that while we think we work only for our daily bread, as Dr. Newell Dwight Hillis puts it, what we really get out of work is character.

Are you sick of your job sometimes? Does it all seem vain and useless many times? Does it become monotonous and wearisome until it seems impossible to go on with it?

Fitth your job to an ideal, then, and let the ideal left it up and make it worth while.

Take this thought from the wise Bishop Westcott and let it help you: "The vision of the ideal guards monotonous of work from becoming monotonous of life."

POE'S WATER WAGON.

A MANUSCRIPT letter by Edgar Allan Poe, sold at the recent sale of the Hoe library in New York City, fixes attention once more on the poet's personal habits.

He said: "My habits are vigorously abstemious. The desire for society comes upon me only when I have become excited by drink. Then only I go—that is at these times I have been in the practice of going among my friends who seldom or in fact never having seen me unless excited take it for granted that I am always so."

"The Raven" and other poems have made far-fung friends for the dead poet. In these creations of fancy and phrase, he has stolen quietly into the good will of thousands who will read receptively and appreciatively his own defense of his unfortunate weakness.

Doubtless, there is much of truth in his statement. One explosive step in personal conduct travels faster and further than half a career of virtuous deeds. One of Poe's "excited" evenings attracted more attention

that 365 "quiet" evenings at home. As has been remarked one joy ride touches the public mind with more force than a dozen long journeys on the water wagon.—Journal.

HOW TO KEEP YOUNG AND HAPPY.

"THE spirits of the wise," said some ancient author, "laugh at mortals," and mocking Puck cried: "What fools these mortals be!"

The laughter springs from such mortal tasks as the search for undying youth. It lies around us. The kingdom is within men themselves. But they seek it afar and look for it outside of their own spirits.

Ponce de Leon struggled to reach some mystic fountain of youth in the swamps and jungles of Florida, growing old the while through the hardships of the quest, and we sophisticated folk of the twentieth century laugh at the childishness of his fancy.

But we moderns soak ourselves in baths of mud or springs of sulphurous water and flatter ourselves that we are wise in our questing for youth.

Scientists have begun to show that youth dwells within the spirit. Youth is a state of mind. Mind molds the body and the spirit of youth may long hold the bodily ravages of age at bay.

Many a woman of 40 today is younger than the woman of 20 a century ago—simply because she has interests that are waters of life springing toward perpetual youth.

The elixir of immortality was sought by mediaeval alchemists in chemical compounds. The modern elixir of youth, according to a famous doctor, is distilled from spiritual elements.

Spend an hour or two every day with your boy and girl. Enter into their interests. Look at life and the world through their eyes.

Arnold of Rugby proclaimed that nothing so sweetens the blood as children do. Keep learning. The world is a school where one can learn till death.

Nature has so many secrets that the course of study can never be exhausted. To lose oneself in some study crams life with interest.

PLEA FOR ONE-CENT POSTAGE ON LETTERS.

AN ASSOCIATION that is trying to secure one-cent postage on letters asserts that some firms spend \$50,000 annually for first-class postage and that "last year the post-office realized a profit of about \$60,000,000 from first-class mail."

It therefore thinks that the rate on letters in the United States should be reduced from 2 cents an ounce to 1 cent.

The association adduces interesting figures in support of its contention. Forty-two letters to the pound are carried on the average. An enormous number of business letters never leave the place where they originate.

Business pays postage on first-class matter at the rate of 84 cents a pound, or \$168 a ton. Since the rate is the same for short hauls or city delivery as for long hauls, the government, it is alleged, makes a particularly large profit on letters that do not leave the city or go but short distances.

There are hundreds of American cities where business men spend millions every year for first-class postage. Every business in the country would save half of its expenditures for this item, if the rate could be reduced to 1 cent.

The taxpayers have a right to postal service from the government at cost, because this is a public utility and is not run for the sake of making money.

CIVILIZATION AND DEGENERATION.

JUST AS we are beginning to flatter ourselves that we are directing the evolution of civilization evidence accumulates that civilization has got the upper hand of us and is rushing us into physical deterioration.

The pace is too swift, the pressure too high. The latest bit of evidence of this impairment of the strength of the race is now presented to us in the form of the "automobile face," a symptom, so we are informed, of the harmful effect on heart and lungs of air pressure at high speed.

How much more can the white race stand, and not merely survive, but do battle for its continued supremacy against an awakened East and an awakening Africa?

It would be hard to say when this destructive influence of our civilization began. We are concerned here merely with some of its earlier symptoms. One of the earliest we remember is writer's cramp, which was first discovered and diagnosed, we believe, in Indiana. Its ultimate result has

\$1.00 Spent at the Boston Store Will Go as Far as \$2.00 Spent Elsewhere

The most eager buying ever seen on Coos Bay was witnessed at The Boston Store during the past week. Hundreds of thrifty men and women took advantage of this great bargain feast, and laid in supplies for many months to come.

They not only came here once but two, three and four times, each time finding other articles on which they were able to roll up a big saving. If you have been skeptical, just ask your neighbors to show you their purchases made here, and get their opinion—not ours—of this bona fide bargain event.

Boys' Wool Suits, ages 3 to 14 years. knickerbocker pants \$4 to \$5 grade, suit only... \$2.45

Fine Swiss Embroidery, 4 to 8 inches wide. Very pretty patterns. Worth 20c to 25c. Yard only 11c

Ladies' Black Cotton Hose. Regular 15c values. All sizes. To close out, pair... 7c

Men's Work Pants, in corduroy and cotton materials. Mostly medium and large sizes. Pair... 95c

19-inch All-Silk Taffeta, mostly every shade. Best \$1.00 grade. Good lengths. Yard, only... 37c

Boys' Heavy Ribbed Hose, fast black. Sizes 6 to 9 1/2. Formerly sold at 25c. To close, pair... 10c

Men's Work Shirts, in 65c and 75c grade. Sizes 14 1/2 to 19. To close out, each... 45c

Men's All-Wool Overcoats, in light and dark patterns, values \$15 to \$20. Each only \$7.65

Colored Dress Linens, 34 inches wide. colors navy, green, salmon, Alice blue and lavender, was 25c yard... 15c

Broadway and Commercial

The Boston Store

Broadway and Commercial

"Every Article a Big Bargain"

Don't Buy It Elsewhere If You Can Get It Here

not yet been ascertained, but it appears to lead to poor writing rather than to cessation of authorship—to deterioration, not necessarily to extinction. It is not contagious, but has been known to cause deplorable aesthetic and intellectual disturbances in others.

More serious is the athletic heart, one of the unforeseen by-products of our elaborate higher education, to which can be traced also a goodly proportion of the baseball fingers of which their possessors are so ingeniously proud.

Football hair may be dismissed as a passing affliction without after-effects. It is different with poor man's gout, which should be on the increase just now, considering the growing proportion of cost of living to income.

Housemaid's knee has apparently disappeared, and the things that preservatives in our food must have done to various organs are fortunately of the past. Let us forget them.

It is a wonder that the white race continues to flourish with all these destructive influences of its civilization at work to reduce its efficiency. We shall, no doubt, know in good time the harmful effect of flying on the airman; sufficient unto this day is the automobile face thereof.

But now that we have diagnosed the effect of the speed mania upon the speed maniac, let us not forget to study its influence upon the face, the nerves and the heart of the pedestrian in constant danger of injury and sudden death.

ATTENDING TO THE HOME.

THE anti-universal suffrage women, recognizing the fact that so many women go into the ranks of the suffragists because there they have something to occupy their minds, have organized a counter movement in the form of courses of lectures on scientific home-making—the chemistry of food values, sanitation, hygiene, dietetics, nursing, textiles, household furnishing and decoration.

It is said that instruction of this character is generally thrust upon women of the poorer classes, but it is needed fully as soon among the women of the middle and upper classes, where "appalling ignorance" exists. If woman suffrage has to be fought, this is a splendid way to

fight it, for if it would fail, there would be somewhat glorious rescued from the fall.

It is reported that the suffragists will join their opponents in this homemaking propaganda, for it is one of their doctrines that voting and good cooking go together, and that enjoying the franchise tends to make the home more comfortable.

WHERE WOMEN LOSE.

A man whose hair is sere and wan Whose lovely parting ways are gone Is surely bald

And sporty called Yet women often dote upon The scamp.

But let a woman lose her hair Her life is wrapped in deep despair She uses rats

And dotes on cats But finds no lover anywhere Poor tramp

Her life's without A resting-place In lover's arms Or fond embrace.

A man whose waist has gone before, Whose figure's sylphlike nevermore Is surely fat.

But what of that? His shape he never need deplore Because

The laws That rule the realm of sentiment All give the fat man special place

And compensate for youthful grace And as for love

'Tis far above The rule of mere avoiddupois, But let a woman pass the line Of say one hundred eighty nine,

'Tis tragedy. She cannot charm the critic eye Or e'en incite the poet-sigh. She's fat.

Just that. Nor all the anguish of denial Can help the figures of the dial That tells her weight

And makes her hate Her friends. Thus fate to women is unkind, The double standard makes us blind And fairness ends.

MOORE'S POISON OAK REMEDY 30 YEARS THE STANDARD NEVER FAILING PILES, CHILBLAINS, FLEAS, BURNS, ETC. A VALUABLE HOUSEHOLD SALVE. ALL DRUGGISTS HAVE IT OR WILL OBTAIN ON REQUEST. ACCEPT NO SUBSTITUTES. Price 25 Cents. LANSLEY & MICHAELS CO. SAN FRANCISCO

Little Talks on Advertising

TALK No. 18

ADVERTISING OF ONE MANUFACTURER SAVED MONEY FOR MILLIONS OF PEOPLE

"ADVERTISING frequently lessens the cost of goods very materially by providing a market, allowing production on a greatly magnified scale, thereby permitting economies which smaller production would not allow," says William H. Ingersoll of the Ingersoll Watch company, a manufacturer and advertiser. "A large enough market to make the dollar watch a possibility would not have been attainable except through advertising, yet this article has saved money to millions of those who have purchased."

The Coos Bay Times reduces the cost of distributing goods to the homes of Coos Bay and tributary districts. It is the most economical means there is of reaching the homes of this section.

HOW THE QUITTER SUFFERS IN DOING HIS ADVERTISING.

There is no field of endeavor in which quitters suffer so quickly as they do in advertising and there is no way to make money so easily or quickly as through a very carefully arranged advertising campaign of a useful article or business.

"You need not go out of your own community or among strangers to find a verification of this statement," says an expert in that line. "Where advertising campaigns have failed it is because the man who laid out the plan was either a bungler or a quitter. In business 'Tis at turn, the wisest win, as the tide goes clear out it comes clear in."

The quitter is the commercial suicide whose burdens become more than he is willing to bear, and this is the worst sort of cowardice. A policy once adopted must be persisted in. Be sure the policy is the right one, that it is daily newspaper selling force—then don't be a quitter. This means success spelled with 'T'

"Selling force—advertising—is what makes the business grow, not simply some novelty which is handed about among the children for a plaything. Novelties are side issues, to be indulged in when the cash drawer will justify, to tickle the trade, but they do no possess any real selling force.

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Pure ICE CREAM, three flavors, also Sherbet.—LEWIS CONFECTORY, phone 246-J.

FLAGS and BUNTING for DECORATION Day at A. M. PRENTISS & Co.

If you have anything to sell, trade rent or want help, try a want ad. Have your job printing done at The Times office.

Read the Times' Want Ads.