

Just prior to the enjoyments and merrymaking of Christmas time comes a period of perplexity familiar to all buyers of gifts. The selection of just the right and desirable present for each one who is to be remembered is oftentimes a burdensome task. Feeling confident that we can be of the greatest assistance in overcoming these difficulties and can smooth the way for the Christmas buyer in the matter of selection, we are pleased to invite your attention to our holiday stock for 1911-a revelation in pleasing and appropriate gifts.

Whatever earnest effort and experience can do to provide our patrons with the latest and best has been done, and we are confident our efforts will not fail to give pleasure and the best of satisfaction.

The time of every Holiday Shopper will indeed be well spent in looking through our bright, fresh selections of up-to-date gifts. Timely hints and valuable sugg gestions will be made to you by the goods themselves, the fitness and desirability of many articles will recommend them as most appropriate and satisfactory for those you wish to remember

At the present moment it is probable that you have a list of people in mind who should receive gifts from you, and the anxious question of the hour is WHAT t get them.

Come and see our varied line of really desirable gifts and the problem will immediately be changed to the simpler question of WHICH to get them. We acknowledge a more than common pride in our Holiday display this season, caused by the excellence of the goods represer
forded for perfect satisfaction in the selection of anything from an inexpensive little remembrance to a solid and substantial gift.

OUR SALE OF LADIES' SUITS, COATS AND WRAPS STILL CON--TinUes, AFFording a substantial Saving on strictly HIGH CLASS AND UP-TO-DATE GARMENTS.

OUR STORE WILL BE OPEN EVENINGS FROM THIS DATE UNTIL AFTER THE HOLIDAYS. YOU MAY CHOOSE YOUR GIFTS NOW AND HAVE THEM SET ASIDE FOR DELIVERY ANY TIME BEFORE CHRISTMAS.

## Magnes \& Matson

## COOS BAYTIMES



 $T \begin{gathered}\text { HE old sayling that "time is } \\ \text { money" long ago suceume }\end{gathered}$ money" long ago succumbed to
the dawn of truer wlodam. Time
 In dollars and cents, to an hour, are
.00 carpunters. m mill workera, and others
of that usetul brotherhood.
The man who does the blg things, $81 . b 0$
 when he is at work. In fact, he
wound often like to abolish the clock
altosether.
Bu, he is very caroful not to try
to perform in one hour just as much to perform in one hour Just as much
as lee performed the hour before, or
as he hopes to accomplish in a com-
ing hour.
He knows the value of relaxation,
 spend much time, occasionally, In a
manner so apparently $1 d \mathrm{l}$ and pur-
poseloss that he wound seem in dan-
ger of never getting anything done. ger of never getting anything done.
Mix so ywars ofn prives
HORSE to YEARS OLD

stcoming the great.
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