

A Word to the Wise Is Sufficient

TWENTY-EIGHT DAYS until Christmas, and the wise buyer is the one who realizes that at Christmas time the best policy is to

Do Your Shopping Early

For you not only have a greater variety from which to make your selection, but you are afforded the opportunity of leisurely deciding just what you want and at the same time you

Avoid That Holiday Rush You Always Find at the Last Minute

We feel we can help you greatly in making your selection, because we have exercised every effort to make our stock complete. Furthermore, through very careful buying we are enabled to offer you prices that, to use a conservative term, "cannot be discounted." We will gladly reserve anything for you, so why not come in now and make your selection?

We Really Invite Comparison

Our SPECIAL SALE PRICES ON LADIES' SUITS AND WRAPS have attracted many purse-wise shoppers. Great savings can be effected now as we are offering every garment without reserve at from 20 to 50 per cent under former selling prices.

Magnes and Matson

EVERYTHING TO WEAR.

Grocers Cannot Advertise Wooden Nutmegs Profitably

It is important that the public knows what advertising means. Especially important is the fact that plenty of advertising almost invariably means AN EXCELLENT AND HONEST PRODUCT.

If you read that a man had invested a million dollars in a factory of brick, stone and iron you would not need to be told that he would refrain from setting fire to that factory, especially if it were not insured.

There are many business men that have put not one million, but five millions and ten millions, into an advertising reputation.

They have put their millions into words and have created by them a reputation as solid as any brick or any iron. That reputation IS THEIR FORTUNE—that reputation is their life work. It is not insured. It cannot be insured.

For the man who has put his millions into advertising, to lower the quality of his goods, to deceive the public, it would be like setting fire to his millions without any insurance.

The man who advertises gives hostages to the public and proves that it is his intention to succeed by giving value, by living up to that which he has promised.

There are, of course, fraudulent advertisers, although they are constantly becoming fewer. And they are becoming fewer, thanks TO THE POWER OF ADVERTISING ITSELF. For the advertising of honest goods has made the work of deceitful advertising more and more difficult, less and less remunerative.

Advertising is no longer used to sell wooden nutmegs or to sell "a fine steel engraving of George Washington for fiftycents," which turns out to be a United States two cent stamp with George Washington's face upon it.

Advertising builds up the honest man and kills off the dishonest man. There is more profit in building up a grocery business and selling the best of nutmegs at a fair, small profit, than there could possibly be in selling wooden nutmegs.

If you are thinking of plans for an advertising campaign for your business, consult the advertising man on THE COOS BAY TIMES.

The Giving of Gifts

If one is going to give a Christmas present it should be with a cheerful heart. If you can't give in this spirit do not give at all. We give presents to our friends at Christmas because they are our friends and because we derive pleasure from each giving. In the giving of Christmas presents there should be none of that spirit which suggests commercialism. There should never be any expectation of reciprocity. The giving of a Christmas present should be from the heart. The present itself counts for little. The spirit and motive which prompt the giving are all important.

NOTICE TO CONTRACTORS
Notice is hereby given that sealed bids will be received by the Common Council of the City of Marshfield, Coos County, Oregon, until seven o'clock p. m., Monday, the 1st day of December, 1913, for the construction of sewers in portions of Front street North, Fir avenue, Hemlock avenue, Broadway street North and Greenwood avenue, in the City of Marshfield, Coos County, Oregon, pursuant to Ordinance No. 603, according to the plans and specifications on file in the office of the City Recorder and there open to the inspection of all persons interested therein.

All bids must be in accordance with the requirements accompanying said specifications, and upon blanks for that purpose which will be supplied upon request at the office of the City Engineer.

A certified check of five per cent of the amount bid must accompany the bid to be forfeited to the said City of Marshfield, in case the contract is awarded the contractor and he fails to enter in a contract with the said city within five days.

The Common Council reserves the right to reject any and all bids.

Dated this 21st day of November, 1913.

JOHN W. BUTLER,
Recorder.

DANCE SIMPSON'S PAVILION
SATURDAY NIGHT, NOV. 22. Lew Keyser's Orchestra.

Times Want ads bring results.

A GIFT.
WHAT shall I send you for Christmas, dear?
What can a penniless rimester send
But the wish that when skies are filled with gloom
For you blithe April buds may bloom
And that every throb of the heart of you
May whisper of days when the skies were blue?
What shall I send you for Christmas, sweet?
What can a friendless minstrel send
But the prayer that when days drag drear
and long
Your heart will sing snatches of sweetest song
And that every flake of the Yuletide's snow
May speak of the dreams of the long ago?
What shall I send you for Christmas, my own?
What can a lonely bardling send
But the wish that when life grows dark
and chill
The roses of summer may bloom for you still
And in moods when the fond old dreams
still cling to you
That the birds may return, my sweet, and
sing to you?
—Irving Dillon in Life.

The Day After Christmas.
A graceful flush is one of the most essential touches of any successful venture. The pianist does not drop his hands abruptly from the keys as soon as he has played the last note, but holds them there a moment longer until the music dies away. Diners out would be indignant if the table were whisked clean the moment the last mouthful was swallowed. They find the lingering on a little while over the coffee and nuts most delightful.

Christmas is too beautiful and too solemn a festival to drop in this hasty fashion the moment the clock strikes midnight, for any occasion which needs especial preparation also needs an adequate closing, and particularly is this true of those things whose value lies in sentiment.

There are many things to be done after Christmas. There are letters to be written, houses to be put in order, gifts to be arranged, and every one of the countless details may be done either with grace or without it. In the theater the final curtain falls with fitting dignity or appropriate gaiety. It has all been a play; but, even so, the actors do not walk off after the last word is said and allow the stage hands to rush on. That would offend the mood of the audience. How much truer this is of something which is not a play, but a very real part of life!

The days after Christmas should be as mystical in their way as were the days before Christmas. The ornaments that decked the tree should be put away with the same care and pleasure with which they were brought out, the greens taken down with the same reverence that accompanied their going up. The afterglow is sometimes the most beautiful part of the sunset, and sometimes it is even more beautiful than the sunset itself.

The Royal TONIGHT



NORMAN, FITCHETT & HARRISON
in a roaring musical comedy sketch entitled
"FUN IN A MUSICAL ACADEMY
The Comedy Kids
IN THREE BIG ACTS.
The feature of the night.
THE AUTO BANDITS will be repeated tonight.
FOUR OTHER NEW REELS.
FIVE VAUDEVILLE ACTS.
SEVEN REELS OF PICTURES.

THERE WILL BE NO MORE BOATS UNTIL AFTER
THANKSGIVING

PLACE YOUR ORDER NOW FOR THE

Fruits and Vegetables for Thanksgiving Dinner

READ THIS LIST

CHOICE CAULIFLOWER	YOUNG ONIONS
NICE CRISP CELERY	RUTABAGAS
CABBAGE	RED BEETS
CARROTS	PARSNIPS
WHITE AND YELLOW TURNIPS	PARSLEY
SQUASH	PUMPKINS
SWEET POTATOES	CRISP LETTUCE
	FRESH TOMATOES

Fine Fresh Fruit

COOSBAY CRANBERRIES	ORANGES
HUCKLEBERRIES	BANANAS
GRAPES, WHITE AND PURPLE	LEMONS
GRAPE FRUIT	CHOICE APPLES

ORDER YOUR HEINZ MINCE MEAT, CITRUS, ORANGE AND LEMON PEEL FOR THE THANKSGIVING COOKING EARLY

OLLIVANT & WEAVER

PURE FOOD GROCERS GOOD PLACE TO TRADE
Phone 199 Cor. Central and Third St.
A NEW SHIPMENT OF FRESH GOLDEN DATES JUST RECEIVED

HER CHRISTMAS PRESENT

BY WILLIS BROOKS

ELNATHAN TODD kept company
With Lucy Kerr so ternal
long
The women all declared that he
Was doin' her a greejous wrong.
They 'lowed he ought to let her know
What his intentions really were,
Or give somebody else a show
To come a-shinin' up to her.

But always when Elnathan tried
To pop the question—so I've heard—
He'd stammer like his tongue was tied
And choke all up, he was so skeered.
And Lucy, bein' bashful, too,
Would set and tremble like a leaf,
And havin' nothin' else to do
Would gnaw her pocket han'kerchief.

At last the women folks agreed
'Twas time for them to take a hand,
So, under Widder Barton's lead,
They told the parson what they planned.



And, bein' that the parson was
Pursuin' of the widder's heart,
He 'lowed they had a righteous cause
And promised he would do his part.

So when the Chris'mas doin's were
The church was full as full could be—
And all the gals but Lucy Kerr
Got presents from the Chris'mas tree—
At last the parson, with a smile,
Called Lucy's and Elnathan's names.
And they went blushin' up the aisle,
Not knowin' of the women's aims.

"Take hold o' hands," the parson said,
And, not suspectin' what it meant,
Before they knowed it they were wed,
Both havin' give their full consent.
Then all the congregation stood,
While Widder Barton pitched the key,
And ev'rybody sang that good
Old hymn, "What Shall the Harvest
Be?"

CHRISTMAS 100 YEARS AGO.

Apprehension Felt From British Navy
In the War of 1812.

Six months of the war of 1812 had elapsed when the people of the United States celebrated Christmas a hundred years ago. Hull had surrendered Detroit, but another Hull had won a decided victory over the British ship Guerriere, while another ship, the United States, had captured the Macedonian. In New York a great Christmas banquet was given to Captain Isaac Hull, commanding the Constitution, "Old Ironsides," which had won the battle with the Guerriere, and to Captain Stephen Decatur, commander of the United States.

The banquet was given in the City hotel, which occupied the whole front of a block from Cedar to Thames streets, in the vicinity of Wall street. This was the last Christmas festival in New York till after the signing of the peace treaty, for in 1813 the city was plunged into black despair over the fear of the British navy and the distress that had been caused to our commerce and shipping.

Looked at from this distance, it seems little less than a miracle that the comparatively puny American navy should have whipped the navy of Great Britain, then the greatest in the world. The panic in which our chief seaport town was thrown by the fear of attack from the mistress of the seas is easily understood.

The First Christmas



A STABLE served him for a dwelling,
And for a bed a manger mean,
Yet o'er his head, his advent telling,
A new and wondrous star is seen.
Angels resounded to men the story,
The joyful story of his birth.
To him they raise the anthem,
"Glory
To God on high and peace on
earth!"

Times Want ads bring results.