## "The Gunnery"



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## Spalding Line of Sporting Goods



This includes
SPAULDING'S ALL-WOOL SWEATERS
ITHLETIC JERSEYS BASEBALL AND TENNIS SHOES
GYMNASIUM SHOES
STRIKING BAG

## Baseball Goods <br> verithing in the lint or atheretio

 GVERYTHING IN THE LINE OF ATGOODS AND GYMNASIUM SUPPLIES

## "The Gunnery"

bront street<br>marshfield

## All Painting Is Not Art

## All Singing Is Not Music

A!! Publicity Is Not Advertising

The school of Experience, whose graduates have passed into the Kingdom of Success, teaches all who pursues its curriculum that the real and rational advertising is that done in newspaper space. The wise business man of today accepts that doctrine as final, and refuses to experiment.

Other methods might help, but in newspaper space properly handled there is a certainty. The newspaper goes into the homeinto the very heart of the family. It is present when the buyer for the houschold is planning and providing for the needs of the home. Your advertisement in the newspaper is your representative that hits while the iron is hot.
The certainty resulting from judicious advertising is what the leading business houses of Coos Bay get when they use space in The Times. Their advertisements are read in homes that consume the bulk of the goods sold on Coos Bay

The merchant who has goods worth talking about will find it profitable to talk about them.

COOS BAY TIMES

## Coquille River Coal

Guaranteed free of shack and dirt and not
Full weight and prompt service
$\$ 5.50 \mathrm{Per}$ Ton
COOS COUNTY FUEL CO.
GEO. A. BAINES.

Goodrum's.Garas
CADILLAC and FOOD
Auto Supplies for All Makes of Cars

