## FINE HOEL TO GLEE CLUB TO

 OPEN APBiL 4 GVE COMCEBT

An advertising man, well known all over the Pacific Coast, once described an advertisement in the following way:
"An advertisement is a paid announcement desigined to assist the merchant or business man in reducing his selling cost. To be elltirely successful in its task, it must be 'news' it must be intended to influence the pubila, and it must TELL THE TRUTH.
When P. T. Barnum said that the public liked to be fooled, he must have referred to the circus business. The business man who fools his customers with prevaricating ads soon loses their confidence in him. That is largely because an advertisement acts as the connering link between those who HAVE and those who WANT. The wise merchant has leaned this-other merchants are coming to realize it more and more.
The advertising columns of THE TIMES furnish the "trade news" to the people engaged in the biggest and most important business in tio city-the business of home-making,

## Coos Bay Times

Phone 133.

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[^0]:    TYPEWRITERS-All standard makes, sold on cess ments, new and rebuilt. Fox, Underwood,
    Oliver, L. C. Smith, and Smith Premier, for rent polidy Oliver, L. C. Smith, and Smith woerk guarnteed.
    Cleaning, repairing or new phate TYPEWRITER EXCHANGE AND SUPPLY CO.

    Have Job Dreinting Done at Times' Office

