COOS BAY TIMES
 Ottiotal Paper of Coos County



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Bay Times to s5.00 per year
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'History of the Telegraph


NEWS OF NEArBY TOWNS

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## Police Court News <br> CELLS WILL BE PuISNE HAD MOPE NOTING 93223 IN CASH



## The parisian

Tailor-made Clothes Ready to Wear
There is no denying the fact that ready-tailored
 The great establishments which tailor ready-toar apparel nowadays employ the very best tailors nd the most skillful designers.
That these concerns are better able to study and the small tailor; is only natural. at a less cost than Che smith
the good clothes we sell at 415 and up

## ELEVEN SPECIALS

FOR WEDNESDAY, THURSDAY AND FRIDAY, AT GET YOUR SHARE OF THESE BARGAINS. COME AND GET YOUR SHARE OF THESE BARGAINS


## The Fair

It's not what you Pay
It's what you Get
That makes a satisfactory Trade
FOR THE ACME OF EXCELLENCE IN MUSICAL INSTRUMENTS
,


Have you ever noticed how an audience yawns in the face of an uninspired speaker

Enthusiasm is the buoyant expression of truth. To impart belief in anything a man must believe it deepry himself. We call such a man an enthusiast. © lean for wand, have you noted how ans when the speaker reveals enthusiasm?
This applies to the written word also-particularly o advertisements. When the manufacturer really believes in his wares, his enthusiasm will almost is vitally find expression in ADVERTISING. And enthusiasm will be contagious-his audience - the coders of the newspaper-will, figuratively speaking, "lean forward and listen intently."

To be convincing, an advertisement must convey an unmistakable impression of en-
husiasm. This it will only do when the
article advertised has inherent worth.
Sincerity - Enthusiasm - Advertising - Three
Try Them in THE TIMES

