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# Mammoth Reduction Sale In MILLINERY 

New Goods at Half Price
Hats that sold at from $\$ 4.00$ to $\$ 15.00$
Now go at from $\mathbf{\$ 2}$ to $\mathbf{\$ 7 . 5 0}$

## Sale Starts Friday May 29 <br> MRS. A. G: AIKEN

Coos Building
Market Avenue

## The Parisian <br> Men and Boys' Outfitters


WHY?
Because We Sell For Cash

TO OUR PATRONS:
There will be
No Deliveries Saturday
on account of LEGAL HOLIDAY. STORE CLOSES at NOON SATURDAY.

Place your orders early for Friday delivery. Boat in from the south with all kind of FRESH FRUITS AND VEGETABLES
including
CANTALOUPES, APRICOTS AND PEACHES

## Ollivant \& Weaver

## tux rome moderne

Phone 190.

There Are Stores on Coos
Bay so Good That They Could Use Twice as Much Advertising Space AND MAKE IT PAY!

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 HE BETTER THE STORE THE BETTER THE ADVERTISING PAYS. Your own observations ihe store-world will confirm this truth.
PUBLICITY is bad only for a bad propposition. It is just as surely good for a good: one.
What is a "good store"? One that really SERVES THE PUBLIC, protecting its patrons as to VALUES, not merely as to PRICES.
There are many stores in this city answering to that definition completely, In every city
that do not.
An important phase of a GOOD STORE'S SERVICE TO ITS THORON is its newspaper advertising. This should be complete, frank, informing. It should
tell the store news, as fully as a good newstell the store news as fully as
paper tells the news of the day
Perhaps the best possible NEW POLICY for the GOOD stores of this city to
adopt would be that of DOUBLING THE ADVERTISING SPACE THAT THEY USE-thus giving them "elbow room," giving them bigger opportunities for telling their patrons, in detail, about every selling event, about every bargain offering; about every dollar's worth of new stocks. of course, even HALF ENOUGH ADP; but ADEQUATE ADVERTISING would pay much better.
coos bay times
phone 133

Have Job Printing Done at Times' Office

