

Industrial Review of the State NEW FACTORIES, improvements and enterprises that
increase the payrolis and provote the deveror INCREASE THE PayRolls and promote the develop-
MENt of oregon.

Nomen Now



## ans 100 -horsepower have Installed




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 GRIL FIRGS INUGHT HIM TO SNAE
Inter-Ocean Transportation Co.
Semivivelly gervice Coos Bay and San Fruncisoo.

## S. S. Redondo

thursiday, avgest 13, at ess and submarifie bel.<br>Passengers and freight.

## S. S. NANN SMITH

Equipped with wireless and submarine bell. Passengers and freight.
sails from san francisco for coos bay,
San Francisco office, Greenwich street pier No. 23 and 600 Fife building.
Coos Bay Agent, C. F. McGrorae, Phone 44.


## The Pull Of Advertising

Advertizing does not jerk-IT PULLS," says John Wanamaker.
Illustrating this remark the observations of a large roofing manufacturer are interesting. He makes a branded article and advertises it exclusively in the newspapers the world over.

If it is an advertisement of our company the reader encounters it gradually, and subconsciously the thought filters through his mind that this roofing is the best purchasable roofing.
A that he buy roofing, he thinks of this kind of roofing and asks for it.

If he talks about the contemplated purchase of roofing with the members of the family, they, too, have read the daily papers, and say, 'Why don't they believe they know something about this kind of roofing, and they DO know about it."


