COOS BAY TIMES


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Saturday Special

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## In Peace and War Modern <br> Methods and Weapons Win

To send an army into action equipped with the reapons of fifty years ago would be to send it to quick destruction.
To try to do modern business, nowadays, on the lines that were usual fifty years ago is equal folly. Fifty years ago the muzzle-loading rifle was the vogue. Today, not even squirrel hunters use it. In
modern warfare it would be little better than a Fifty years ago business was conducted on the muzzle-loading plan. If a man sought work, he walked about asking his friends to look out for an opening for him. If a man wanted to sell real estate, he placarded it. If he sought tenants, he
placed a card in the window of the vacant prop-
All that constituted "muzzle-loading publicity"
Today, quick-firing publicity is the vogue.
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Using it you are on an equal footing with your
competitors. Neglecting it, and reverting to muzcompetitors. Neglecting it, and reverting to ming
zle-loading publicity, you have no competitive chance at all.

## Coos <br> Times

