COOS BAY TIMES
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## Real, Good Cozy Mini Living Roon FURNTTURE

Pays its clally dividend, in comfort, as well as giving you the satisfaction of knowing that your pieces will last for years. That's why we emphasize QUAL ITY at JOHNSON \& GULOVSEN'S. A piece of furni ture may have Style, Finish and Lowness of Price but if it does not possess QUALITY it lacks the one essential thing that makes it desirable for your home.



We never permit cheapness in price as a sulusitity for QUALITY. That's a feature we insist on tron the manufacturer. When you may be certain of th QUALITY no matter how low the Price.

## Johnson-Gulovsen Company



## ADVERTISING DOES PAY?

There is really no question about this but at times it confronts the minime man who, when the advertising solicitors calls on him, is inclined to bedin

it does not. The reason for this is he has never planned an advertising at raign or advertised to help himself, but more to help the publication in niti bis ads have appeared. Mr. Merchant for an illustration, suppose you al 10,000 worth of merchandise in a year at 40 per cent profit. You
in $\$ 14,000$ and your gross cash profit will be $\$ 4000$. Out of this anount leduct $\$ 3000$ for clerk's hire, rent, ete., leaving you a net profit of $\$ 0001$ just ten per cent on the original investment. Now then you decide the qual arises: "Why should I do that and only leave eight per cent profit"" 1

## Will Increase Your Sales

and more sales at eight per cent will yield more profit that fewer sales ai tort As business men express it, advertising causes a more rap Gurat er of capital. By spending 50 cents a day for advertising which 50 cal eed Holeproof Socks at $\$ 1.50$ per one-half dozen pairs, on these sodss, was made, a merchant was enabled to increase his sales on
hree more half dozen a day. Or by investing 50 cents for adrertising, made a profit of $\$ 1.00$. Mr. Merchant, how does the reading pue consignurel oure selling Men's Holeproof Socks, or that you have rid of instead of a of merchandise which you will sell cheap in orthe them over another year? A desire for the goods is created by pain word picture of the articles, and people coming to your store to youl ain article which you advertised will usually buy other things if of for ?

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