

## SPRING LAMB SPRING VEAL

We have a consignment of 10 head of veal and eight head of Spring Lamb for this week's special offering. Order early, as the demand for these meats will be great.

We also have beef, pork and chickens, the finest on the market, properly cooled by our own refrigerating plant.

## THE UNION MARKET

J. E. Ford \& Co.

Phone 58-J.
74 South Broadway.

## FRESH VEGETABLES



NASBURG'S GROCERY

# The <br> "Don't Need To" Theory 

Nixamy Johnson faited to convince Mr.' Willard. Some few years ago Mr. Johmson surmount:
the color live and was the leading man in lis line of work.. Business was good and ppofits
Having all the money he could linade ast the fime, he concluded to take a rest. To be sure he planned to get into the field
again at the proper time. But everything was rosy and there really seemed no good and sufficient reason why he should spend so many hours a day keeping his muscles lithe and strong and his wind good and
his heart and nerves in trim his heart and nerves in trim.
Eventually the meeting with Mr. Willard mas
urranged. Mr. Johnson was still tolerably oom arranged. Mr. Johnson was still tolerably cont
tent with what he had done. tent with what he had done.
(Brother, a has-done is about as bad asi has-
Mr. Johnson did not care to stand up in the
aining ring aud punch and take pund training ring and punch and take punches He did not see the necessity of practicing side steps and feints and rushes.
He knew all about them. Why he had dowe all of that he ever needed to do
Mr. Winllard did not overlook the hoxing and the wrestling and the clinching and the side stepping, ete.
As a result, Mr. Johnson reecived Mr. Wi-
lard's compliments to the point of the jav, aid his business career closed.
Advertising a business is the training of that
business. business.
Advertising keeps a business healthy.
It tones up its liver, strengthens its hiceps,
teadies its heart and keeps its nerves in order.
Once in awhile a man decides that he is doing so much business that he can stop advertising for a while and run on momentum.
Momentum is the gradual process toward a ull stop.
The momentum business is usually prematurely full-stopped by the straight left jabs of the well-trained competitor who finds his opening in the 26 th round.
If you want to stay in business stay in the ad: vertising field.
No matter how much business you are doing, keep up the energy that makes it.
You might as well cut off your legs because you are running well in a foot race, as to cut of your advertising
timue without it.

You might as well tell the insurance man that you are so healthy you will drop the policy for
a few years as to stop advertising because busia few years as to stop
ness goes on without it.
"Don't need to" is the eventual preliminary to Can't do it."
The only man who doesn't need to advertise is the man who has retired from business.
The only policy holders who doesn't need to pay his premiums is dead.
Mr. Johnson doesn't need to train any more He is licked.

## The

Coos Bay Times will keep your business in training

