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SPECLAL ANNOUNCEMIENT


## On <br> FFRIDAY

APRIL 23rdl
We Will Hold another conplitit dEMONSTRATION

## Nationall

 Biscuit Company's Pure Food ProductsWe cordially invite you to come in and sample
as many of the different as many of the different
varieties as you wish

## OLLIVANT \& WEAVER

 $\mathbb{T H} H I \mathbb{N}$ NK UNEEDA BISCUITIn response to many requests from our patrons we will continue our special demonstration of NATIONAL BISCUIT COMPANY'S PRODUCTS For One Day


BUY THE YERY BEST Marshfield BUTTER
Creamery


| MERCHANT's CAFEPopular place forGood Meals.Prices Reasonable.Cor. Commercial \& B'dw'y |
| :---: |
|  |  |




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

II N $A$ RECENT debate at Havana, Mistah John Some few years ago Mr. Johnson surmounted the color line and was the leading man in his ine of work. Business was good and profits were high.
Having all the money he could handle at the To be concluded to take a rest.
To bure he planned to get into the field To be sure he planned to
gain 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 should spend so many hours a day keeping his
muscles lithe and strong and his wind good and muscles lithe and strong and
Eventually the meeting with Mr. Willard was arranged. Mr. Johnson was still tolerably content with what he had done
(Brother, a has-done is about as bad as a hasbeen.
Mr. Johnson did not care to stand up in the training ring and punch and take punches. He did not see the necessity of practicing side steps
and feints and rushes. and feints and rushes.
He knew all about them. Why he had done Mr. Willard did not overlook the boxing and the wrestling and the clinching and the sidestepping, etc.
As a result, Mr. Johnson received Mr. Wib lard's compliments to the point of the jaw, and his business career closed.
Advertising a business is the training of that business.
Advertising keeps a business healthy.
It tones up its liver, strengthens its biceps steadies its heart and keeps its nerves in orde. Once in awhile a man decides that he is doing for a while and run on momentum.
Momentum is the gradual process toward a full stop.
The momentum business is usually prematurely full-stopped by the straight left jabs of the well-trained competitor who finds his opeans
in the 26 th round. in the 26th round
If you want to stay in business stay in the advertising 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 will eottinue without it.
You might as well tell the insurance man that you are so healthy you will drop the policy for 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 <br> Coos Bay Times will keep your business in training

