



# For Better or For Worse?

Whether the June bride will begin her new life under the best conditions or not, depends largely on her kitchen. No matter how good a cook she may be she will be at a great disadvantage if she has to put up with an out-of-date cook stove.

## Give Her a Gas Range and Be on the Safe Side

The gift of an all-gas kitchen will be the most welcome one which you can make. It will be the gift which will last through the future years, one of the greatest helps to your permanent happiness. Many a romance has been shattered by poor food. Take no chances. See that she cooks with gas.

## Oregon Power Co.

## Koontz Garage

Agency for  
VERLAND CARS—GOODYEAR TIRES—EXCELSIOR  
MOTORCYCLES—UNION GAS ENGINES  
Marine and Automobile Repairing a Specialty  
North Front Street :: :: :: Phone 180-J

Kind of Job Printing Done at The Times Office

# A Friend of the Family

All things being equal, the newspaper that goes into the home and is read there is the most valuable advertising medium.

A newspaper like **The Times** like this is really one of the best advertising mediums in the country. It goes into the home and is thoroughly read there.

It's a family newspaper. Our merchants can begin to sell their goods at the fireside. They can finish the sales in the stores.

The Times acts as a salesman in the home.

## Coos Bay Times

Phone 133

## NEWSPAPERS THE STANDARD FORM OF ADVERTISING

R. J. Reynolds Says They Are the Right Mediums to Reach People with a Good Article

CITES HIS OWN SUCCESS

Manufacturer of Prince Albert and Camels a Firm Believer in Power of Daily Press

BACKS BUSINESS JUDGMENT

Depression or no Depression, R. J. Reynolds Co. Never Hesitates to Advertise, Because Buyers Will Respond — Optimistic Over Trade Conditions

This big National advertiser, who spends millions in advertising, after investigating the merits of the various newspapers in Southwestern Oregon, placed his Prince Albert tobacco advertising exclusively in the Coos Bay Times, because he knew The Times would produce results and it has. As Mr. Reynolds says, he has no money to throw away, and he places it in newspapers of established reputation and with quality circulation as well as quantity.

From boyhood days, as a tobacco factory laborer to president and active director of one of the world's largest tobacco industries, tells the snapshot life story of Richard J. Reynolds, of Winston-Salem, N. C. Mr. Reynolds believes in advertising. He reinvests between two and three per cent. of his annual sales in advertising. When you know that in 1914 the R. J. Reynolds Tobacco Company's output amounted to many millions of pounds of tobacco, it isn't difficult to understand just what two or three per cent. in advertising means in dollars and cents. The Reynolds advertising account is among the heaviest ever known.

In 1894 Mr. Reynolds first realized that, properly applied and backed by tobacco worth all he asked for it, advertising was profitable. He invested \$4,000 that year and saw his business grow over 200,000 pounds. Next year he spent five

### Pithy Views of a Big Newspaper Advertiser

Extracts from the interview with Mr. R. J. Reynolds:  
"Newspapers are unquestionably the standard form of advertising."

"Newspapers are good advertising mediums or this company would have found it out before it began investing hundreds of thousands of dollars in their columns annually."

"A manufacturer who has a good product and will tell the truth about it in the daily newspapers will make an unequalled success."

"It would be hard to depreciate the value of the newspaper as an advertising medium."

times as much—and his business doubled.

### Sincere Belief in Quality.

From that period to the present the R. J. Reynolds Tobacco Company has surged forward with sincere belief in the quality of its brands—and firm confidence in marketing them with intelligently conceived and applied newspaper and magazine advertising.

The story of Richard J. Reynolds' career is of real interest to every man in business, because, humble as was its beginning, it proves what ambition and sincerity and a fine realization of square dealing can produce in success. Principles that governed Mr. Reynolds' work from the start are the foundation of the present enormous business.

Mr. Reynolds was one of the first men to see the possibilities of the culture and manufacture of tobacco in the world-renowned Piedmont region, and not lacking in courage and boldness, risked everything he had to try it out. The venture has not only blessed personally the labor of his own hands, but likewise the labor of thousands and thousands who depend entirely upon the culture or manufacture of tobacco for their livelihood.

### Development of the Industry

Tobacco, as an industry, lacked all system when Mr. Reynolds entered the business years ago. The grower was subject to the laws of greed and chance, which means he was paid for the tobacco he grew any price speculators chose to fix. With the development of manufacturing came real competition for the leaf, which in turn, developed splendid warehouses for its proper handling. This produced a system of weighing and grading that completely uprooted practices of the speculator and gave all an equal chance.

Mr. Reynolds is a modest, unassuming man of unusual size, with indefatigable energy and independent will. Among all the many thousands of employees in the great factories at Winston-Salem, there is no one more approachable, more democratic in character than the founder and president, who watches with the closest scrutiny and directs with extreme foresight every phase of his immense business.

Mr. Reynolds talks as interestingly as reads the story of his business success. "I started my career in growing and manufacturing tobacco when I was a boy," said the founder, as he chatted to the writer in the big executive building at Winston-Salem a few weeks ago, "serving my time as a laborer in a tobacco factory. At the age of eighteen I was promoted to superintendent of this factory. In those days tobacco factories only ran four months in the year and the other eight months I was engaged as a tobacco salesman."

### Only to Make a Fair Profit.

"The principles that governed my work from the beginning are the foundation of this business. In the early days some of the boys on the road had an idea that the ones who could lie the biggest were the best salesmen. Nearly all of these fellows were glib talkers and their influence was not the best for a boy. My father realized this, told me the day that I started out to sell tobacco that a man who would lie for a dollar would steal a dollar, advising me always, under all conditions, to tell the truth about the tobacco I was selling and never ask a price that would yield more than a fair profit."

"In the section in which I was raised at that time railroads were few and far between. I, therefore, loaded a wagon with tobacco, and would drive through the mountains, calling on farmers, selling them their supplies for a year, taking in exchange for this tobacco money or farm produce. The experience I gained in manufacturing tobacco and selling the output of the factory to actual consumers has been and is to-

day, valuable in the conduct of this business.

### Experimenting in Advertising

"In 1872 I felt the need of a more thorough business education and gave up this work to take a course at a business college. In 1873 I began the manufacture of tobacco in a log cabin factory sixty miles from a railroad in Patrick County, Virginia, with a capital of \$2,700. The first year in business I manufactured 40,000 pounds and then sold my brands and trade marks to my partners, and moved to Winston-Salem for the benefit of railroad facilities, and on account of this town



R. J. REYNOLDS  
Founder and President of the R. J. Reynolds Tobacco Co.

being located in the center of the belt in which the finest tobacco in the world is grown.

"I erected here a plant that cost \$2,400 and began business with a capital of \$7,500, taking in a partner, whom I bought out two years later. We manufactured the first year 150,000 pounds, which was the capacity of the plant. From then on, about every other year, this factory was built on top, bottom and additions were made to each end, until the business was increased to 1,000,000 pounds, having taken 18 years to secure this volume.

"In 1892 the business amounted to 1,085,929 pounds; in 1893, the business amounted to 1,096,101 pounds. Seeing that my business had lost over the previous year and having had accumulated more capital than was necessary to run the business, I decided to experiment in advertising. It was really my first experience and I have found it profitable ever since.

### Big Returns from Advertising

"I spent about \$4,000 in 1894 and secured an increase to 1,215,328 pounds. Seeing that the profits on the increase I made more than reimbursed me for the money invested I was influenced to make an appropriation for the next year of \$40,000 and erect a building with a capacity of ten times the business that was being done at that time. The \$40,000 expenditure increased the business that year to 2,126,763 pounds.

"The sixth year this factory was over-worked, the output representing 11,389,822 pounds. Since that time the appropriation for advertising has been increased year after year proportionately with the increase in business."

Mr. Reynolds is a firm believer in surrounding himself with able lieutenants. As early as 1888 he effected an arrangement with some of his employees, whereby they would share in the profits of the business. In 1895 a company was formed and incorporated. The percentage of profits that employees were receiving represented the percentage of stock they secured in the company. A number of the same employees are engaged in this business today.

### Newspapers are Standard

"Newspapers and magazines have constituted the backbone of all our advertising," continued Mr. Reynolds.  
"I believe that a manufacturer who has a good product with which he can make a popular appeal, and will tell the truth about it in the newspapers, backed by a good selling organization, will make an unequalled success. I have had ample experience with this form of advertising to prove, beyond any doubt, that newspapers are, unquestionably, the standard form of advertising."

"This business is international in its scope. We, therefore, have passed the stage on several brands as far as local advertising is concerned. Hence, in connection with newspaper advertising, we use national publications. In establishing brands we cover the country section by section, relying on newspapers for our main advertising support.

"When you consider the number of newspapers that daily go into the millions of homes and how dependent we all are upon them for the world's news, it would be hard to depreciate their value as an advertising medium. After all, it's a simple matter of manufacturing a good

article—and letting the people know the truth about it.

No Retrenchment Owing to War. Using mediums, or this company would have found it out before it began investing hundreds of thousands of dollars in their columns annually.

"This company thought enough of advertising as a selling medium not to retrench on expenses in this division. Yes, newspapers are good advertising of the business when the European war broke out. As a matter of fact, more money was appropriated to advertising than we would have otherwise expended. As a result we are doing the largest business in our history."

"We conduct our business conservatively, having no money to throw away in any direction. But this company never hesitates to back its business judgment, depression or no depression. If we waited for good times to roll around to get business, there would be mighty little incentive for work. The time to work is all the time. And the time to pull that extra spurt that every man has stored away is slack times. We meet conditions, and overcome them."

"As a matter of fact, business throughout the entire land is improving; very much faster than the pessimists dare to admit."

### Notable Examples of Success

Returning to the subject of advertising, Mr. Reynolds said: "Probably the best example in this history of advertising is Prince Albert pipe and cigarette tobacco. Six years ago it was a new brand. Real and true tobacco quality behind every printed word has made Prince Albert the largest selling brand of smoking tobacco in the world. It is today sold in every civilized country.

"Camel Cigarettes is another example. Less than a year ago we introduced Camels to the public, and through advertising, backed by unquestioned quality, are now selling in a national way. This company has several other brands that are by far the largest sellers in their respective markets."

### WILL SPEND MILLIONS

Big Public Work Planned for City of Sydney

(By Associated Press to Coos Bay Times.)  
SYDNEY, June 4.—Public works involving an expenditure of more than \$50,000,000, including ten railway lines, two water conservation schemes, harbor works, and a canal project, are provided for in a single contract just signed by the New South Wales Government with an Anglo-Australian contracting firm, Norton Griffiths and Company.

The contractors agree to finance the operations, which will be done in accordance with plans drawn up by the department of public works. The government will allow the firm a profit of five per cent on the entire cost of construction.

### WANT NEW MINISTRY

English Have Plan to Form Another Department of Government

(By Associated Press to Coos Bay Times.)  
LONDON, June 4.—At the annual meeting of the Association of Trade Protection societies a resolution was passed urging the establishment of a Ministry of Commerce and expressing the belief that such a ministry would have prevented many of the difficulties which have arisen during the recent months.

The matter has been taken up by several newspapers and although the question of cost is considerable, it is argued that the work now being done partly by the Foreign office, the Board of Trade and the Colonial office would, if co-ordinated and consolidated in a single branch, greatly assist in the extension of British trade and at the same time smooth the contraband difficulties which traders in almost every branch of commerce are suffering from at the present time.

### NO WOMEN CENSORS

All Those Employed in Government Office are Discharged

(By Associated Press to Coos Bay Times.)  
LONDON, June 4.—Women have been found unsuitable for work as government censors in London. It is officially announced by the War office, that a number of women censors, hitherto employed, have been discharged "having been found either incompetent or unsuitable for the work."

Of the 581 censors now employed in inspecting mail from the continent, 52 are Belgians, 7 are Russians, and 4 are French. The censors of British nationality number 480. Other nationalities represented are: Danes, 2; Dutch, 8; Norwegians, 6; Portuguese, 3; Swedes, 3; Swiss, 2; Italians, 1; Spaniards, 1; Moroccan, 1.

**SOUTH COOS RIVER BOAT SERVICE**  
LAUNCH EXPRESS  
leaves Marshfield every day  
8 a. m. Leaves head of river  
at 3:15 p. m.  
STEAMER RAINBOW  
leaves head of river daily at 7  
a. m. Leaves Marshfield at 2 p.  
m. For charter apply on board.  
ROGERS & SMITH  
Proprietors

## DUCKS FLY NORTH

WILD GEESE GO TO NORTHERN BREEDING GROUNDS

Deputy Game Warden Thomas Sends Report to Government on Flight of Game Birds

Practically all ducks and geese left Coos Bay between May 17 and 22 flying north to islands in Alaska for their breeding season according to Deputy Game Warden Thomas who has been keeping strict account of the birds through the season. His last report to the Department of Agriculture regarding game birds in this vicinity was sent a few days ago.

State laws were not uniform in their protection of game birds and Congress created federal zones, limiting the hunting seasons in each to comply with the breeding seasons of the birds.

Judges in but two states of the Union have declared the law unconstitutional says Mr. Thomas. In two months the matter will be definitely decided by the United States Supreme Court.

Should the law be declared unconstitutional, he says, the government will in all probability place more game inspectors in the field for the better protection of game birds.

### No Increase in Ducks

"There are three stations in this county," said Mr. Thomas, "and from the reports of the season I believe there is little change in the number of ducks for this vicinity. However the geese are practically all gone. Very few still left on Coos Bay and the lakes near by."

One station is at Goose Point, between North and Haynes Inlets, another at Bandon and the third on Coos Bay. During the season the warden keeps in close touch with them all, noticing specifically the flights of the game birds.

"Night shooting, which is illegal, has done much to drive the geese and ducks from Coos Bay. The birds won't light where their roosting and feeding is interfered with," he stated.

### Big Breeding Grounds

The government has set aside an island in southern Alaska as a breeding ground for these birds. Thousands flock there in the season. Some of the mallards and the wood ducks remain here in the sand hills to breed.

North Ten Mile and Lake Takemitch, believes the game warden, are the best duck lakes in the state with the exception of those at Klamath Falls.

He says that his observations have shown him that wood ducks nest in the trees.

### Carries Young To Water

"There is a man named Slonick who has lived near Lake Takemitch for years," declared Mr. Thomas, "that tells of seeing a mother wood duck carrying her young on her back to water and further her own life has always been pretty good."

The old man said that he had found a mother with 12 little wood ducks. They were all half a mile from water when he saw them and eight of the youngsters were riding in state on the mother's back while the four more sturdy of the lot traveled, walking fast, at her side.

### NEED FIELD GLASSES

Wanted at the Front But Plenty at London Races

(By Associated Press to Coos Bay Times.)  
LONDON, June 4.—While hundreds of appeals for field glasses appear in the personal columns of the London papers in behalf of young officers at the front, the followers of the races still have plenty of binoculars with which to view the horses. A picture of the crowds at Newmarket, showing the crowd with glasses to eyes following the race, appears in one of the London newspapers, while below appears the appeal for these instruments made by Lady Roberts. Commissioned officers must largely furnish their own kit in the British army, and their pay is only nominal. Glasses are naturally out of the reach of the non-commissioned officers. One of the last acts of Lord Roberts was an appeal to sportsmen for glasses for the front, and before leaving on his trip to France he wrote a second appeal, which was found after his death.

**MERCHANTS CAFE**  
Popular Place for  
Good Meals  
Prices Reasonable  
Cor. Commercial and B'd'wy.

**SAVE MONEY**  
by ordering the famous  
**HENRYVILLE COAL**  
Nut coal, per ton ..... \$4.00  
Lump coal, per ton ..... \$5.50  
Or half ton of both ..... \$4.75  
D. MURSON, Prop.  
Phone 18-J or leave orders at  
Hillyer's Cigar Store.

**Chimneys Fireplaces**  
**J. N. BAYLISS**  
Any kind of brick work at prices that are right.  
And all work guaranteed.  
Call at "The Residence," Johnson Bldg., 137 Second St.  
French ranges, boiler work.  
Phone 434-J