THE FLAG
PLAY FIIST CLLASS


WILL MARK JETTY
In

## DUMB MERCHANTS

IT MIGHT WELL BE SAID THAT "THERE ARE NONE SO DUMB AS THEY WHO WILL NOT SPEAK."
There are merchants who would consider themselves sorely afflicted if they could not talk, yet who willfully and deliberately place themselves in the silent ranks of the non-advertisers.
In the modern business world the non-advertiser is like the unfortunate mute, but with this handicap:

HIS FAILURE TO UTILIZE THIS POWERFUL modern weapon-publicity-is a reflection on his courage and intelligence.
His voluntary silence-liis failure to tell his story
to the world -encourages belief that his story will to the world-encourages belief that his story will For a merchant's proposition must have substantial merit if it is to be advertised successfully in The Coos Bay Times. It is there subjected to the censorship of both The Times and The Times' highly intelligent body of readers, trained to demand sincerity and cleanliness in advertising.
Times readers know that Times advertisers are the livest, most progressive, most responsible of all those seeking
their patronane. their patronage.

coos bay TIMES

