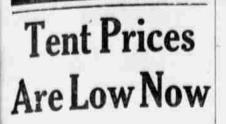
THE COOS BAY TIMES, MARSHFIELD, OREGON, THURSDAY, SEPTEMBER 9, 1915-EVENING EDITION.



10 24 Wholesalers and manufacturers have just announced a big reduction in the prices of tents and we are now giving the people of this section the advantage of it.

We have just received a shipment of the best wall tents madein various sizes,

They are guaranteed by the maker and by us.

Come in and let us show them to you and quote prices on the size tent you desire.

Johnson-Gulovsen Co. The Quality Name with the Service Fame NORTH FRONT STREET

Second Hand Pianos & Organs

We have an over stock of second-hand planos and some slightly used instruments that will be sold at exceptionally low prices, and terms to suit.

L. L. THOMAS **MUSIC STORE**

73	Central	Avenue.	1
G00	DRUM'S	GARAGE	::
•	HOME OF	THE	٠
• CADI	LLAC AN	D DODGE	•
AUTO	SUPPLIE	S FOR AL	L
• M	AKES OF	CARS	:
• 847 Ce	ntral av.	Phone 373	L .
QUAT	TERMAS	STUDIO	

THAR'S two things yet to be invented -a gun that'll shoot around the corner, and a "process" that'll take the bite out of tobacco an' leave the flavor in.



VELVET is cool and biteless because it is mellowed by age. Two years the best Kentucky Burley is sealed in wooden casks, until every last vestige of flavor and fragrance is brought to the surface-but every particle of rawness eliminated. The VELVET way is nature's way.

Vetvet Joe

Liggett Myers Tobacco Co.

double your business

-suppose you knew a man who kept his shades drawn tight all day and burned keroscne instead of letting in the sunlight;

-suppose you knew a man toiling along a dusty road who would not accept a lift-when there was plenty of room in the wagon;

-suppose you knew a miller-with his mill built beside a swift-running stream—who insisted on turning the machinery by hand.

-all foolish, you say?-and yet look around youhow few retailers take advantage of the great advertising campaigns run by food, tobacco, cloth and every other manufacturing line that you can name! -think a moment !- what was the last advertisement you read and wondered just which store in town would be progressive enough to have the goods. in stock so you could see them-and purchase?

-more goods are sold under the evening lamp at home than you dream of-practically every live re-

tailer advertises in The Times

-put up your lightning-rod!-let your customers know that you can deliver to them the goods which great advertising, paid for by manufacturers, has interested them in.



In Need

[By Amoulated Press to Coos Bay Times.]

ue of British contributions to war

charities during the first year of

Raised Recruits By This Means and Also Used Printers Ink for War Loan

SUMS SINCE WAR STARTED

[By Anto-lated Press to Coos Pay Times.]

war is estimated at \$125,000,000. LONDON, Sept. 9 .- Tow many The gifts made through agencies Stimulation of the industry will cermillion dollars the British Govern- in the British possessions would tainly result from the increasing of ment has spent in advertising dur- perhaps bring this total up to nearing the first year of the war no ly \$175,000,000. Australian conexpert accountant has yet had facil- tributions in money alone exceeded itles to estimate. It is a safe state- \$15,000,000.

The Prince of Wales fund for ment to make however that no nation ever spent one tenth as much the year reached a total of \$27,000,on printer's ink in the same period. 000, and local collections bring this Kitchener's army has been raised sum up to \$40,000,000; the Belgian gan berries, and, with this accomby advertising. Full page, half relief Commission has had gifts of plished, the farmers intended to

page and smaller advertisements in nearly \$10,000,000; the Times Red he papers are almost daily occur- Cross fund was about \$8,000,000; The billboards have been while other large sums were given side stated that the logan berry marcovered with the greatest variety through the Young Men's Christian ket had had a bad slump and the of posters any advertiser ever had Association and other organiza-

WILL DISTRIBUTE BOOK ON ECONOMY

as the war continues. There are England Teaching Her People to be Saving During the War Time Period

> Ifty Associated Press to Coos Bay Times.1 LONDON, Sept. 9 .--- "Saving means spending less than we get" is INDUSTRIAL BUREAU

the maxim around which the Parliamentary War Savings Committee

has built up a text-book of economy which it will distribute broadcast throughout Great Britain with the aim of teaching Englishmen how to help meet the cost of the war. The instruction given is practical and elementary. The people must They should "travel by train, omnibus, and tram car as little as posthese means of transport, and saving coal and gasoline. Everything wheat, chickens, rabbits, beef, mutton, etc., is a gain to the country." There must be "a revolution in na-

tional habits." 1,740,836 PRUSSIAN LOSSES TO AUGUST 24

Published Lists Detail Huge Numbers Slain in Big War

JUICE IS IN DEMAND

T.IREE

Coos Bay May Become Coast Center For Industry-Market

Loganberry juice will probably be placed on a par with the juice of other berries for cooling and refreshing summer drinks. Lately in-LONDON, Sept. 9 .- The total val- to the Northwest have come many orders from eastern confectioners and hotel men for this juice which, they say, is rapidly gaining favor, such demands, say the producers of the berry.

> Farmers of Kentuck Inlet, weeks ago, asked the aid of the local Chamber of Commerce in securing machinery necessary to attend to the extraction of the juice from the lo-

> Reports at that time from the outproduct raised in the Willamette Valley brought far from standard prices. This news for a time halted the project, and nothing more was done toward establishing the berries here on Coos Bay.

Manager Holt, of the Eugene ruit growers' Association, after a visit of the region in this section, returned saying that never had he seen such soil of natural conditions for the raising of the logan berry.

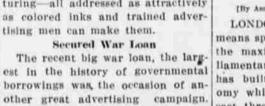
HAS BEEN SUGGESTED

Toledo Man Outlines Good Plan at **Gathering** in Session at Rochester, N. Y.

[By Associated Press to Coos Bay Times.]

ROCHESTER, N. Y., Sept. 9 .-A central bureau of industrial hybuy less from abroad and sell more, glene composed of members of firms for the dissemination of knowledge for their mutual benefit was advosible," thus setting free for state cated by Dr. D. C. Selby of Toleservice the labor of those who work do, O., in an address before the American Public Health Association. Dr. Selby pointed out that many they can grow or raise for them- employers are installing departments selves "in the form of vegetables, of hygiene sanitation and accident prevention. Employers of large numbers of men should afford to do this, but the relatively high cost prohibits the employers of a few men from following this example.

"The functions of a commerce club, or other civic organization, can very well be broadened to render this service, upon a mutual plan, for the employers of few men," he said. "The service could take form in a separately organized, yet



other great advertising campaign. Even the big advertisers who have contracts for the outside pages of the dailies were pushed into the inside so John Bull could ask Britons to pour their savings into the nations till. If the public had not become accustomed to Great Britain as a big advertiser because of the proportions of the army recruiting crusade, the dimensions of this campaign of advertising for money woud seem startling, for in itself it was althogether without precedent among nations before this war.

Thrift Campaign

Now there are signs of a third big advertising movement by Great Britain in its "thrift campaign." Already the posters are urging the people to eat less mea, to eat more vegetables, to insist that each loaf of bread weighs two pounds, to report any dealer trying to sell a smaller loaf, and giving similar advice as to economical housekeeping.

printed. A collection of these tions. would reveal every play of ingenious appeal advertising experts are capable of inventing. The signs on trams, busses and private motorcars increase rather than decrease appeals for recruits in prose and verse, in cartoon and suggestive picturing-all addressed as attractively

