COOS BAY TIMES





Dollar Day Sale for Marshlield

THE business men returning from Portland Who have looked into the malter, state merchants of Portland dec are there was never a campaign for bus. Dollar-Day sales held in that city. Some oven went far as to declare more people had visited Portland, beent on shopping, than had ever, in the past, invated the me tropolis. What is true of Portland is refleoted in the Doliar-Day sales which have been held in Eugene. At the latter city, which was town to hoid a Dollar-Day Sale, the merchants and newspapers worked in harmony and there was an ever. lasting amount of business dione. With the idea of car rying on the same method of store sales here. The Times will on next Friday, October 8 undertake the potilication
of a Dollar-Day issue. The merchants will ba sued to get up combination Doilar goods and advertise them as features. The time will be opportune, as the advertising will appeai to the Smith mill employes and to the crowds of visitors who will be here. What The Times would like
to have the merchants understand is that it will wark in conjunction with the stores to make them realize the actual value of adivertising and to make the Dollar Day
so unqualifiediy a success as to ensure its being repeated next year.
More will be said on the Dollar Day sales subject on Monday

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## The Heart Appeal

