

COOS BAY TIMES

M. C. MALONEY, Editor and Pub. DAN E. MALONEY, News Editor

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EUROPEAN WAR ONE YEAR AGO TODAY

JANUARY 11, 1915 German airmen drop bombs at many places in France. At Dunkirk, Belgium, aviators engage the Germans in battle, 9000 feet in the air.

PREPAREDNESS

PREPARING for war to avoid war is about as consistent logic as for a preacher to get up and advise his congregation to "prepare for hell to keep out of it."

NEWSPAPER'S PROVINCE

THE province of a newspaper is one that rises above the feeling of those who fill its columns. It is never a place for personal grievances.

OIL AND WAR

PESSERED by the necessities of war, the Germans become more and more inventive. An instance is found in the discovery of the fact they have been using New England cod liver oil in the manufacture of explosives.

EQUAL PARTNERS

PART from all political considerations, the equality of the sexes in the marital relation as regards material interests has been clearly accepted by a justice of the supreme court of New York.

REMEMBER THE SICK

"I said I would go and see Margaret at the hospital this afternoon," said a young woman, "but I don't believe I'll go—the weather is so bad and I don't feel very well myself."

THE CALL OF THE WEST

The haze of the far horizon, The tint of an autumn sky, The infinite ocean of wheatfields With the wild geese flying high, The hum of the busy binder, The laugh, the song, the jest, All of earth's wild freedom— This is the call of the West.

GOOD EVENING

The holiest of all holidays are those kept by ourselves in silence and apart, the secret anniversaries of the heart, when the full tide of feeling overflows.—Longfellow.

PAY UP DAY

WE HAVE had a surfeit of "days," such as "apple days" and "orange days" and "rice days" and "tag days" galore; but before closing the calendar, why not have a few "pay up days."

1916 BANNER YEAR

THE traveling men are just about unanimous in the opinion that 1916 is to be a banner year for business. And the successful salesman, while a natural born optimist, is likewise a pretty good judge of conditions.

THE MATTER WITH THE LUMBER BUSINESS

WE RECENTLY received a circular from the U. S. Forestry department which goes a long way toward confirming the idea that nearly every Oregonian has known what is the matter with the lumber business and has been the matter with the lumber business ever since the Underwood tariff bill passed.

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With The Tea And The Toast

The Brotherhood of Better Things

He dreamed of a better city, he longed for a fairer fame, For the home of his daily labors, and he talked of a brighter name For the scenes of his children's playtime and the place of his children's birth.

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Try Your Hand At This 1916 Prophecy

See how Many of the Following Questions You can answer, Then Clip This Out, Fold it and Tuck It in an Envelope. At the End of 1916 Take it Out and See What Kind of a Prophet You Were.

- Will the United States become involved in war? Will the Democratic Presidential nominee be a pacifist? Will the European war end? What will be the number of mills in Marshfield's tax levy next year?

January in History

JANUARY has more births of prominent men than perhaps any other month in the year. There were also many historic happenings in January. The jewel for the month is garnet, emblem of constancy.

NEWS OF OREGON

PENDLETON—A man who states that he has shot six different men, has applied for the position of city policeman. GRANTS PASS—The annual stockholders' meeting of the Rogue River Valley Creamery was held and the plan of installing a cheese factory as well as butter plant was considered.

THE LAUGHTER

I do not remember when I heard laughter—yet I know I loved it that day and thereafter. Why, I never have heard it deep in my heart the pines of my breast, till I throw back my head and I laugh with the sun. Give me dress, give me some me penance and pain—but O, me leave just to laugh once again!

For the last ten years we have used BAKER'S CHEMICALLY PURE CHEMICALS and SQUIBB'S SUPERIOR CHEMICALS in our prescription and analytical departments.

BROWN DRUG CO. GRADUATE CHEMISTS 21 Market Avenue, Marshfield, O.

DRUNK ON MILK Now that Oregon has gone dry the Oregon Dairymen's Association has adopted resolutions to the effect that an unusual opportunity is afforded for the extensive sale of milk.

What the User Thinks

ADVERTISING analysts before preparing copy, always try to find the "view point" of the user. It is the first step towards making a successful appeal.