## The Guide Post

If the guide post said: "This way to the place you wanted"-that is the way you would go.
You would net let some stranger persuade you to go the opposite direction.
When you read an advertisement in this newspaper you are looking at a series of guide newspap
posts. One of these may give you just the posts. infmation you are seeking. And when it does ask for the article you want by name. ..Do not take something "just as good." Stick to the guide post that points to the road of satisfaction.

- קallg Four job printing To The coos bay times


## For Sale

stock rascri-Near Allegany, mastly totiom, good build-





 tanyporation, to head stokk, team. Price
din temas, with hiterest at tive per cent.


REviLorge coal mine-On tido water, tine coal and
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Has month.


We have oktatoma proverty to trado for coos Bay elty
city proprety
II Jou are lookingy for barraiina and tocationes.

## KOOS OREGON

DEVELOPMENT CO PIONERR BLOCK
NORTH BEND, OREGON
the business of forgelting
-One of the things we all do well is to forget.
-Names that were household words yesterday are gone today.
-The world only looks to its tomorrow-never its yesterdays.
-Because people knew your goods and your store a year ago it is no sign they do today.
-They forget easily.
-You must keep yourself in the public mind by advertising. It is just as important to make old friends remember as it is to win new friends.
advertising does both when the advertising appears in

## Magazine Page of The Coos Bay Times <br> "C.R.B." Appeals to America to Keep Belgian Destitute Off Bread Lines <br> FINEER TIPS AID EDISON TO HEAR



IN BELGIUM AND NORTHERN FRANCE THERE ARE 7,000 OF THESE BREAD LINES, AND THEY GKOW LONGER DAILY Commission Wants New Clothing or Material For Its Manufacture, For More Than 3,000,000 Helpless
 In Belgium and Northern France

## D <br> 




Wireless Helps Daaf Invantor to Preside Over Naval Board. FOOLS DISTINGUISHEO BOOY Assistant Keeps Him Informed of Evvorything Said and Done by Means
of Telegraphing Finger Tips That Touched Edison's Knoe Under Ta:
ble-inventor Himeoif Tollso of Hosus. West Orange, N. J.-Thomins A. Eal-
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tor's denfaess have been marreling Cor's deafness have been marvelling at
the especeas with which he previded at
the recent meetings in washuagton of
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that he heard iltele that was satd dur-
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