THE COQUILLE VALLEY CENTRE, COQUILLE, CERCOR, PRIDAY, JUNE 28, 1917.

Roll the Dollars Our Way and They Will Roll Back To You Business men of Coquille who have what you want and when you want it

Florsheim Shoes

We bought Florsheim Shoes before the last price advance. We sell thee much lower than they can be secured elsewhere.

Full line of Dry Goods, Shoes, Clothing, etc.

H. LORENZ The Store of Satisfactio Coquille and Powers.

MILLER BROS. Fresh and Salt Meats, Poultry, Fish, etc. Phone 731 8:30 A. M. North.

10:00 A. M. East. 11:00 A. M. Spurgeon Hill

4:00 P. M. Spurgeon Hill. 3:00 P. M. East. 1:30 P. M. North. Deliveries

DO YOU PREFER to know what you are buying. To buy at e from us you not only get as much for your money but exactly as represented. -R. S. KNOWLTON.

Do Your Trading at Home

and more money will stay in your home bank, and more of it will be available for home use. . The dollar that goes away hardly ever comes back.

FIRST NATIONAL BANK

ORIGIN OF THE MAIL ORDER HOUSE

Sixth Story.

"You can start from nowhere and get far up the ladder sometimes, but you'll drop back unless the ladder is planted pretty solidly," said the Rolling Dollar to his friend, the Dollar Greenback.

"I know how one of the biggest mail order houses started. Roberts was a watch peddler up in Wisconsin and he was broke. He had to get to Milwaukee, so he put up his own watch as security for a ticket with the station agent, whom we'll call Stacy. The ticket man was shrewd enough to sell the watch for twice the price of the ticket

"Stacy liked the game, so he got Roberts to express a dozen watches to fictitious names at his station. Each watch was billed at \$25, the bill showing that \$10 had already been paid. Stacy, acting as express agent, unloaded these at \$15 each, for the people who bought them thought it a great bargain. They didn't know tne watches cost \$3.50 each. Finally the railroad fired Stacy.

The pair of schemers opened up in Milwaukee and bought 1,000 watches at \$3 each. All were sent to fake names in Illinois, Wisconsin and Kansas. When the express agent reported them as undelivered, they wrote him some mistake had been made, but as \$10 had already been paid on the watch they would pay him \$2 commission for selling it for \$15.

"That scheme netted them \$10,000. Next they bought a lot of child's furniture, and advertised it so as to lead people to believe they would get a full set of furniture for \$5. Foolish folks all over the country bit on that, but they kept within the law in their advertising, so they went unpunished.

"Both partners are out of it now. Stacy has more money than he knows what to do with, while Roberts, on the other hand, was working for \$18 a week some time ago, having been forced out of business. Yet the house they started is doing millions of dollars' worth of business all over the United States. Roberts has already gone back where he belongs; how long can such a house continue to live off short-sighted or trustful peo-

"A short while ago that house bought 3,000 bicycles, all alike, for \$6.50 each. They devised three different brand names, and sold one brand at \$16.25, one at \$12.50 and one at \$12.75, all the machines being dentical

"That's their system, and that is the kind of com-petition the local merchant has to meet. And the mer-chant is right here all the time to build schools and keep up roads and bridges by paying taxes, besides helping to support the churches, the charities and ev-erything for the public good. "If I was a human being instead of a hard-working dollar here in Centerville I'd certainly give my store-keeper a chance at my trade instead of feeding those people in Chicago. Buffalo and New York." Copyright.

Roll Your Dollars This Way

PAGE THE

and get values you couldn't get a thousand miles away.

Your interest is our interest-our stock is large and complete. BOUGHT RIGHT and we only ask a fair profit. We serve you promptly and are always here to see that you are satisfied.

Keep your money in your own community and it will return to you quicker.

THE BUSY CORNER

Now is the time to buy a John **Deere Plow or Harrow**

Prices will soon advance. Take advantage of present prices. Come in and let us show you our stock.

LAMB & VON PEGERT Hardware and Implements. Plumbing and Heating.

Success in medicine relies solely on its power to THE KEYNOTE relieve illness, according to the demands of its purpose.

The keynote of success in the use of any medicine compounded by us, is in the fact that every drug used is selected with the knowledge of its purity and potency, and compounded according to most scientific methods by efficient pharmacists.

Your doctor knows the value of our work and the results obtained from medicine compounded h desired through its use. nded here and both he and the patient obtain the results

FUHRMAN'S PHARMACY The Rexall Store. Coquille, Oregon FRUIT JARS

The Canning Season is about here. It's time to stock up on fruit jars. We sell the Economy, wide mouth self-sealing ma-son jar. Jelly glasses etc.

LYONS & JONES

people in Chicago, Buffalo and New York." Copyright.

Fine Groceries

