

# A CONVINCING ARGUMENT

By ELIZABETH WEED

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Walter Dixon was graduated with the highest honors and, having shown remarkable promise in a literary way, was sent abroad to study the literature of different countries, then given the chair of that department in his alma mater. But Walter was a delicate fellow, and his physicians told him that if he cared to remain on earth he would better find some occupation to take him out of doors. Walter took the hint and set himself up for an advertising broker.

One morning he stepped into the store of John Hobson & Co., importers of foreign fruits, etc., presented his card to the senior member of the firm and asked for patronage.

"Young man," said Mr. Hobson, who was uneducated, "I'm agin advertising. There's so many advertisements that there isn't anybody reads 'em."

"If people didn't read them, Mr. Hobson, the periodicals and newspapers would have to close up."

"I say people don't read 'em, and that's all there is about it. I'm busy; get out o' here."

"I see, Mr. Hobson, that I can't do any business with you without first proving to you the value of what I have to sell. I will give you an advertisement free for that purpose. Kindly mention the name of some article you have for sale."

"Oh, take our preserved ginger and let me alone. I've more important work on hand than staying off solicitors."

Several days later Mr. Hobson noticed that his mail was much larger than usual. The first letter he opened contained an advertisement cut from a newspaper of Hobson's prepared ginger. Mr. Hobson first read the letter inclosing it:

Dear Sir—I would call your attention to the fact that ginger does not grow on trees, especially in northern climates. It is a root and is indigenous to tropical countries. Yours respectfully,  
MARIA L. WILBUR,  
Principal of the High School.

Mr. Hobson glanced at the ad. with surprise and vexation. It read as follows:

Our ginger is grown especially for us in Norway, picked from the trees and cured on the spot. There isn't no ingredients in it that would hurt a baby. It's all carefully peeled and put to soak in vinegar, after which it's boiled in lemon juice and put into jars. In this way we get a flavor that there ain't no discount on.

Mr. Hobson colored and his eyes fired. He opened another letter:

Dear Sir—I have read your ad. and beg leave to call your attention to the fact that there is no "peel" on ginger. Yours truly,  
MARGARET ASHLEY,  
Of the Blackly Cooking School.

Other letters were as follows:

That ad. of yours is a corker. I don't know anything about ginger, whether it is from a Norway or a South American tree; but, having a thorough knowledge of the English language, I should like to write your ads. for you.

In the inclosed advertisement you have used the word "grewed" incorrectly. It should be "grown."

This ad. is ridiculous. You might as well try to get walrus fat out of the Caribbean sea as to try for ginger in Norway.

Mr. Hobson had opened and thrown into the wastebasket a hundred letters from lawyers, doctors, housewives, merchants—indeed, all sorts of persons—and was about to get at his daily work when the postman came in and unloaded another bundle. And such was the case whenever a batch of mail was delivered. Mr. Hobson was obliged to open the letters lest he should throw into the wastebasket something of importance. The next day there were but two or three comments on the ad. and the day following none.

On the third day Dixon appeared. Mr. Hobson faced him and said:

"What do you mean by disgracing my business by putting in that ad. about my preserved ginger? Only an ignoramus would have said what you did."

"The question is not as to the writing of the ad. I don't pretend to know anything about ginger. I wished to prove to you that ads. are read."

"Young man, I'm convinced that people do read ads. But I'd like to know where you got your learning."

"I'm a college graduate."

"Well, all I've got to say is that they'd better burn down the college where you graduated. A college graduate as don't know any more than you about ginger and how to write common language had better put his head to soak."

"If you are convinced that advertisements are generally read and will give me an order you can write the next ad. yourself."

"You bet I'll write it myself. I don't want no more such wrong information and bad writin' about my goods. Set down there a few minutes and I'll talk to you."

Dixon "set" awhile, but it paid him. He left the store with a thousand dollar order for advertisements. And Hobson was convinced from the sudden dropping off of the letters he had received about the test ad. that advertisements must be repented to be of value. The order was continuous.

The business thus gained proved the foundation for a large clientele that was very profitable to Dixon. Constantly out in the air he grew rugged and well to do at the same time. The ingenuity he displayed in getting Hobson & Co.'s business was developed in other directions, so that it was not long before he had all he could attend to. Finally having established his health he gave up his calling and resumed his chair at the university.

### Effect of a Tropical Climate.

"The latest feller I ever see, not harrin' Thompson over there," said the man with the ginger beard, "was down in Central America. Tell you what I see once. I wandered into a little saloon that one of the gypsies kept, and what should I see but a lot of fellers settin' round a table with a lot of dice on it and all of 'em watchin' them dice as if they expected them to turn over of themselves, which, sure enough, they did in a minute. Then I got on to their game. You see, about every three or four minutes they is a earthquake in that country, and them lazy half breeds was lettin' the earthquake do the shakin' of the box for 'em. Now, what do you think of that?"

F. S. Rexford, 615 New York Bldg., Kansas City, Mo., says: "I had a severe attack of a cold which settled in my back and kidneys, and I was in great pain from my trouble. A friend recommended Foley Kidney Pills and I used two bottles of them and they have done me a world of good." For sale by the Bandon Drug Co.

### Shaking Hands at French Funerals.

A most painful custom at French funerals is the posting at the exit door of the church wherein the ceremonies take place of the male head of the deceased person's family, the widower or the eldest son or brother, whose duty it is to shake hands with every person who has been present at the obsequies when once they are over and people are going away. It is not etiquette for the gentleman to speak to anybody, but if he is moved to tears his weeping is considered a most appropriate action.

### FOLEY'S KIDNEY REMEDY

Is particularly recommended for chronic cases of kidney and bladder trouble. It tends to regulate and control the kidney and bladder action and is healing, strengthening and bracing. For sale by Bandon Drug Co.

### Chickweed.

Like the plantain, which the Indians called "the white man's foot" because it sprang up wherever the whites penetrated, the chickweed seems to follow the track of the white colonist, and in New Zealand the Maoris call it "the mark of the paleface." The little flower is a sort of barometer. It opens when fine weather is coming, remains closed if rain is in the air.

The woman of today who has good health, good temper, good sense, bright eyes and a lovely complexion the result of correct living and good digestion, wins the admiration of the world. If your digestion is faulty Chamberlain's Stomach and Liver Tablets will correct it. For sale by C. Y. Lowe.

### Michelangelo's Attempt at Suicide.

Michelangelo after receiving a painful injury to his leg by falling from a scaffold while at work upon "The Last Judgment" became so melancholy that he shut himself in his room, refused to see any one and "resolved to let himself die." Fortunately his intentions were frustrated by the celebrated physician Baccio Rontini, who learned by accident of his condition.

Children that are affected by worms are pale and sickly and liable to contract some fatal disease. White's Cream Vermifuge expels worms promptly and puts the child on the road to health. Price 25c per bottle. Sold by C. Y. Lowe.

### Mending Amber.

To mend amber requires a certain amount of care, though the process is a simple one. Apply some linseed oil to the broken edges and then hold the oiled parts over a gas jet, covering the rest of the amber meanwhile with a cloth. As soon as the oiled parts become sticky with the heat press the edges which are to be united together and hold them very carefully till cold.

### MIDDLE AGED AND ELDERLY PEOPLE

Use Foley Kidney Pills for quick and permanent results in all cases of kidney and bladder troubles, and for painful and annoying irregularities. For sale by the Bandon Drug Co.

### Exposing Her Hand.

Little Brother (whose sister is playing cards with a gentleman)—Mr. Smiler, does Minnie play cards well?  
Mr. Smiler—Yes; very well indeed.  
Little Brother—Then you had better look out. Minnie said if she played her cards well she would catch you.

Whooping cough is not dangerous when the cough is kept loose and expectoration easy by giving Chamberlain's Cough Remedy. It has been used in many epidemics of this disease with perfect success. For sale by C. Y. Lowe.

### He Wrote For Money.

A father remonstrated with his son, an Oxford undergraduate, for wasting his time in writing for local papers and cited Dr. Johnson as saying that a man who wrote except for money was a fool.  
The son wrote back immediately: "I shall follow Dr. Johnson's advice and write for money. Please send me £20."—London Answers.

The uniform success that has attended the use of Chamberlain's Cough, Cholera and Diarrhoea Remedy has made it a favorite everywhere. It can always be depended upon. For sale by C. Y. Lowe.

### Coral Reefs.

Coral reefs and islands are formed by the coral building polyp. This animal lives only in clear water, the depth of which is not greater than about twenty-five fathoms and the temperature of which does not sink below 68 degrees F.

It is worse than useless to take any medicine interally for muscular or chronic rheumatism. All that is needed is a free application of Chamberlain's Liniment. For sale by C. Y. Lowe.

### Notice of Street Improvement

Notice is hereby given, that on May 17th, 1911, the Common Council of the City of Bandon, Coos County, Oregon, at a regular meeting thereof, by resolution ordered that Eddy Street be improved from the South line of Fourth street then running South to the North line of Eighth street in the City of Bandon, said improvement to consist of the following:

Excavating and filling of ground to conform to the established grade on street.

Building board sidewalks on each side of street in accordance with specifications as contained in City Ordinance providing for the building of board walks.

The building of a bridge and bulkhead at a point between Seventh and Eighth streets. Now, unless a written remonstrance be made and signed by TWO-THIRDS of the real property owners of property fronting upon both sides of the portion of Eddy street herein stated and so proposed to be improved, and such remonstrance be filed with the City Recorder on or before July 3, 1911, then the Common Council will declare such improvement by Ordinance and the cost of said improvement to be assessed to the adjacent property abutting upon portion of street herein stated and described.

This notice is published the first time on June 13, 1911.

By order of the Common Council,  
E. B. Kaurud,  
City Recorder.

### Notice for Publication.

Department of the Interior,  
U. S. Land Office,  
Roseburg, Oregon, June 7, 1911.

Notice is hereby given that Edward L. Spaulding, of Bandon, Oregon, who, on July 28, 1904, made Homestead entry No. 13691 Serial, No. 03795, for Lots 3, 6, 7 and 8, Section 3, Township 30 S., Range 14 West, Willamette Meridian, has filed notice of intention to make final five year proof, to establish claim to the land above described, before James Watson, County Clerk Coos County, Oregon, at Coquille, Oregon, on the 17th day of July, 1911.

Claimant names as witnesses: Levi Goff, F. M. Sanderlin, Robert Haunt and Adolph Halberly, all of Bandon, Oregon.  
BENJAMIN F. JONES,  
Register.

### Notice for Publication.

Department of the Interior,  
U. S. Land Office,  
Roseburg, Oregon, May 15, 1911.

Notice is hereby given that John E. Young, of Bandon, Oregon, who, on March 10, 1909, made homestead entry No. 03187, for NE 1-4 SW 1-4, E 1-2 NW 1-4, Sec. 33, and SE 1-4, SW 1-4, Section 28, Township 29 S., Range 14 West, Willamette Meridian, has filed notice of intention to make final commutation proof, to establish claim to the land above described, before A. D. Morse, United States Commissioner, at Bandon, Oregon, on the 7th day of July, 1911.

Claimant names as witnesses: E. H. Hadall, Elgin Shadr, Graydon Treadgold and Kenneth Perkins, all of Bandon, Oregon.  
BENJAMIN F. JONES,  
Register.

### BOOTS - AND - SHOES

You can't expect to get \$2 worth for \$1, but you can get your money's worth at

### M. BREUER'S

Dealer in Boots and Shoes.

Repairing neatly and promptly done at lowest living prices

### Wanted

In Coos or Curry Counties, Lathing, Plastering or Chimney Work. 35 years experience. All work first class at right prices.

A. M. FINCH, Bandon, Ore.

## The White Is King



The Best All Around Family Sewing Machine that can be produced. Made in both Rotary and Vibrator Styles.

The Rotary makes both Lock and Chain Stitch. The latest up-to-the-minute steel attachment with each machine. Sold on easy payments. Send name and address for our beautiful H. T. catalogue free.

WHITE SEWING MACHINE CO.  
1460 Market Street  
San Francisco California

If you wish a bottle cold—  
Call at the Eagle,  
If you love the goods that's old—  
Call at the Eagle,  
Taint no use to sit and blink  
If you really need a drink,  
Just make a sign or ring a bell,  
And you bet they'll treat you right  
Down at the Eagle

Alvin Munck, Prop.  
BANDON, OREGON

### We are Agents for the

## Famous Baldwin Pianos

If you are contemplating buying a Piano, give us a call. It costs you nothing to examine them.

Prices \$250 and up  
Easy Terms

### BANDON DRUG CO.

## A Great Clubbing Offer

Semi-Weekly Oregon Journal, one year ..... \$1.50  
Semi-Weekly Bandon Recorder one year ..... 1.50  
Total ..... \$3.00

Both Papers One Year \$2.00

### The Semi-Weekly Oregon Journal

Publishes the latest and most complete telegraphic news of the world; gives reliable market reports, as it is published at Portland where the market news can be and is corrected to date for each issue. It also has a page of special matter for the farm and home, an interesting story page and a page or more of comic each week, and it goes to the subscriber twice each week—104 times a year.

### The Semi-Weekly Bandon Recorder

Gives all the local news and happenings and should be in every home in this vicinity. The two papers make a splendid combination and you can save \$1 by sending your subscriptions to The Bandon Recorder. We can also give our subscribers a good clubbing offer for the Daily and Sunday, or Sunday Journal in connection with the Semi-Weekly Bandon Recorder.

## Investments

Ten Acre Tracts close to Bandon. Stump land \$30 and \$40 per acre, as good fruit and berry land as there is in the county.

A few choice lots in Waterman's Park Addition, two blocks west of school house, cleared and ready to build on.

House and two lots in Woodland Addition. Fine view and in good condition. This is a snap. If taken quick, \$1000.

House and large lot in West Bandon. \$1250. Look this up if you are looking for a nice home.

I have properly listed in all parts of Bandon, besides some fine farm, fruit and stock raising land; see me before investing in Coos County land of any kind. Always glad to show what I have for sale and will treat you right.

E. E. OAKES

### SHIELDS & KENNEDY

BLACKSMITHS AND WAGONMAKERS  
Wagons of All Kinds Made to Order Horseshoes a Specialty  
Job Work attended to promptly and all work guaranteed to give satisfaction. Prices reasonable. Shop on Atwater Street, Bandon, Oregon.

## Hotel Gallier

Rates \$1.00 to \$2.00 per day. Special rates by week or month. Sample Room in Connection.

Bandon Oregon

## Bandon Light & Power Co.

All Kinds of Electrical Supplies. Estimates Furnished on Wiring and Electric Lighting  
A. S. ELLIOTT, Manager

## Gatchell Bros.' Transfer Line

GATCHELL BROS., Props.  
All kinds of heavy and light draying. Phone orders given prompt attention. Barn Timmons' Old Cannery.  
PHONE 641

## Fast and Commodious S. S. BREAKWATER

Leaves Portland (Ainsworth Dock) 9 a. m. June 5, 10, 15, 20, 25, 30.  
Leaves Coos Bay June 2, 7, 12, 17, 22, 27.

Confirm Sailings Through C. M. SPENCER, Agent Bandon

## THE COQUILLE RIVER LINE

### Strs. Fifield & Bandon

Twin Screw, New and Fast

1st Class Passage, - \$10.00 & \$7.50  
Up Freight, - 3.00

Our interests are your interests. Fair rates and good service our motto

A. F. Estabrook Co., 245 Cal. St., San Francisco  
BANDON WAREHOUSE CO., Agents, Bandon, Oregon

## S. S. ELIZABETH

Large Two Berth Outside State Rooms with Running Water  
Eight Day Service Between the Coquille River and San Francisco

First Class Passenger Fare; - \$7.50  
Freight Rates, - \$3 on Up Freight

J. E. WALSTROM, Agent, Bandon, Oregon.  
E. & E. T. Kruse, owners and managers, 24 California St., San Francisco.  
Reservations: Fuhrman's Pharmacy, Coquille; Perkins' Pharmacy, Myrtle Point.

## Subscribe For The Recorder