

# Why We Can Undersell

1st. We co-operate in buying with Golden Rule Stores all over the Northwest.  
 2nd. We buy directly from Eastern Factories and Importers.  
 3d. We sell for cash or its equivalent only. We thus avoid the necessity of compelling you to help pay the bill of the fellow that refuses to pay.

4th. We keep your expenses down. A big show is nice, but it costs money, and it must of necessity come out of the pockets of those who patronize the place. Therefore we forego this show in the interests of our customers.  
 If you appreciate right prices and wish to make your dollars buy all they are worth, come and see us. It costs you nothing to investigate. Look over these prices. Where can you duplicate them? Everything just as represented.

## Shoes

We have an especially strong line of shoes for children. A fine kid shoe for children. Heavy extended sole. An honest shoe.  
 Sizes 5 to 8, per pair.....\$1.15  
 Sizes 8½ to 11, per pair.....\$1.35  
 Sizes 11½ to 2, per pair.....\$1.48  
 Marine Calif. A splendid shoe. Medium weight. Heavy extended sole.  
 Sizes 5 to 8.....\$1.15  
 Sizes 8½ to 11.....\$1.33  
 Sizes 11½ to 2.....\$1.48  
 Kangaroo Calif. A heavy weight school shoe. Will not rip. Give splendid service.  
 Sizes 8½ to 11.....\$1.38  
 Sizes 11½ to 2.....\$1.50  
 Our ladies' shoes are without an equal, price considered. We have them from \$1.50 to \$3.00.

## Underwear

We can save you big money on ladies' and children's underwear. We have a good, fine ribbed, fleeced, cotton garment in vests, pants and drawers at this remarkable price.  
 Nos. 16 and 18 each.....10c  
 Nos. 20 and 22 each.....15c  
 Nos. 24 and 26 each.....20c  
 Nos. 28 and 30 each.....25c  
 Nos. 32 and 34 each.....30c  
 We have a very superior ribbed, wool garment in vests and drawers at a price very little above what others are charging for cotton underwear.  
 No. 18 each.....30c  
 No. 20 each.....35c  
 No. 22 each.....40c  
 No. 24 each.....45c  
 No. 26 each.....50c  
 No. 28 each.....55c  
 No. 30 each.....60c  
 No. 32 each.....70c  
 For boys we have heavy fleeced shirts and drawers at prices as follows:  
 No. 24 each.....25c  
 No. 26.....28c  
 No. 28.....30c  
 No. 30.....35c  
 No. 32.....38c  
 No. 34.....40c

## Boys' Overalls

Age 4 to 12, per pair.....25c

## Boys' Shirts

"Just Like Dad's" good gingham, each only.....25c

## Children's Dresses

Made of good chambray gingham. Neatly trimmed, each.....25c  
 Outing flannel dresses. Nicely made and trimmed, each.....45c and 58c

Boys and Girls Cap a big Assortment your choice 23c

## Handkerchiefs

If you have any thought of buying handkerchiefs soon, don't do so until you see our line. In a few days we will have the largest and most complete line of handkerchiefs ever shipped to Coos County. These will go for about one half their value. Don't forget this.

## Outing Flannel

We have a good outing in dark colors, just the thing for comforters.  
 Per yard.....5c  
 Light colors, good grade, per yard.....7c  
 White, cream or pink outing per yard.....10c  
 Heavy outing. Nice assortment of colors, per yard.....9c  
 Best grade only, per yard.....11c

## Men's Ties

Fine assortment of men's ties at 25c, 35c, and 45c. These are 50c and 75c goods.

## Notions

Don't forget that you can buy your notions here for just about one half what you have been paying. See these prices.  
 Shell hair pins.....6 for 5c  
 Large size hair pins.....2 for 5c  
 Large size hair pins, best grade.....5c  
 Common pins, best grade.....5c  
 Toilet pins, large cube, black or white.....8c  
 Safety pins, best grade.....4c  
 10c Cabinet hair pins.....5c  
 10c Pearl buttons, per dozen.....5c  
 10c Collar buttons.....5c  
 5c Thimbles, each.....2c  
 10c Thimbles each.....4c  
 Boys' suspenders.....10c, 15c and 20c  
 Cord elastic, per yard.....1c  
 10c Garter elastic, per yard.....5c  
 Baby ribbon, per yard.....1c  
 25c Hair brushes.....15c  
 35c Hair brushes.....23c  
 75c Keep Clean hair brushes.....48c  
 Toilet paper, extra large roll.....2 for 15c  
 Best steel pens, per dozen.....5c  
 50c Cloth brush.....30c  
 75c Cloth brush.....48c  
 Tooth brushes.....5c, 10c, 15c and 23c  
 Envelopes, best grade, per bunch.....5c  
 30c Box soap.....20c  
 35c Box soap.....25c  
 \$1.25 Alarm clock, warranted one year.....85c

## Hosiery

Have you tried our hosiery?  
 Infants' hose fine lambs wool, silk heels and toes, black.....23c  
 Some in white.....25c  
 We have a regular 25c stocking for misses, fine ribbed, while they last.....18c  
 Our 15c heavy ribbed stockings for boys and girls is a dandy. You will find it the equal of any 25c stocking in town.  
 Ladies' hose.....15c, 25c and 45c  
 Ask to see these.

# THE GOLDEN RULE

"We Sell It For Less" O'Connell B'ld'g A St.

## MAYOR STRAW WINS VICTORY

Election Laurels Rests on Brow of the Present Executive.

A WELL FOUGHT CONTEST Result Accepted Cheerfully by Contestants and Harmony Reigns.

**THE RESULT.**  
 For Mayor:  
 E. E. Straw.....404  
 I. S. Smith.....339  
 For Recorder:  
 J. M. Upton.....417  
 C. L. Pennock.....282  
 For Councilmen:  
 F. A. Sacchi.....391  
 J. N. Nelson.....286  
 Peter Clausen.....280  
 Thomas Nichols.....235  
 W. C. Deubaer.....105  
 For Extension of Limits.....399  
 Against Extension of Limits.....64  
 For increased indebtedness.....355  
 Against indebtedness.....102

The voters of Marshfield endorsed Dr. Straw's administration yesterday. The mayor will now proceed to work out the many improvements and changes which he has had in mind during the past two years. The contest was the most intense that Marshfield ever witnessed in the way of a political contest. Heretofore, the greatest number of votes polled at a city election was two years ago when he was elected for the first time, when the vote was

312. Yesterday it ran up to the handsome figure of 772. There was no diffidence in yesterday's fight, for both sides were determined to get out every vote that could be corralled. The rigs and automobiles were constantly in service and there were few voters who escaped an invitation to come out and express their choice. The interest in the count during the evening was intense. Smith was ahead in the first hundred votes counted. The count was very close until about half of the ballots were counted, when Straw commenced to slowly draw ahead. The enormous vote kept the judges and clerks busy until half past eleven. The tally was given out to the waiting throng regularly and the people on the streets and waiting about the city hall were at all times conversant with how the vote was going.

Shortly after eleven o'clock the count had reached a stage where it was known that Straw could not be overtaken by Smith, and then the Straw adherents turned loose with their enthusiasm. Crowds of admirers traveled up and down Front street cheering for the mayor, but soon departed for their homes well satisfied with the victory.  
 Many comments were made over the very orderly conduct of the voters during yesterday's polling and at night during the count. There were no disturbances, though the excitement was at fever heat all day and evening.

**The Mayor.**  
 Dr. Edwin E. Straw, the man who will bear the title of mayor for another two years, is but thirty years

of age, and it is said that at the time of his prior election, two years ago, he was the youngest mayor in Oregon. "Doc," as he is addressed by most of his friends and acquaintances, is a Virginian, and naturally, a democrat in politics, of decided determination and always ready to state his position. He was born in Virginia, and reared there until he had graduated from the Vanderbilt university, at Nashville, Tennessee, from the medical department. After graduation, Mr. Straw practiced his profession for one year in Virginia, and then decided to cast his lot in the west. He went at first to Ashland, Wisconsin, where he took up practice. He remained there a year and then came further west, locating at Klamath Falls, Oregon. He was a resident of that city for two years, and built up a large practice in that city, only to leave it to come to Coos Bay in 1901. He made an immediate success in practice in Marshfield and has enjoyed the confidence and friendship of many during those years. In 1905, he was induced by his friends and admirers to become a candidate for the mayoralty, but did not consent until it was too late to have his name printed on the official ballot. Those who had requested him to make the run stayed by him and made a vigorous campaign in his behalf. The result was, that despite the fact that he was handicapped by the absence of his name on the ballot, he was elected by a majority of 76 votes.

Governor Chamberlain appointed him health officer for this district several years ago, but the office was abolished by the legislature of 1904. He was recommended to the Surgeon General of the United States public health and marine hospital service as quarantine officer for this port and so appointed. He was married in April, 1907, to Miss Sara Lakeman, at her home at Santa Rosa, California.

**The Recorder.**  
 J. M. Upton, who received the largest vote of any candidate on the ticket, comes of a newspaper family, and that is likely the cause of his

popularity. He is a Californian, and worked for many years in various newspaper work with his father in that state. Among the journals on which he had experience were the San Francisco Examiner and the Chronicle. He was in the bay city when the Dennis Kearney agitation was at its height and saw the accompanying excitement of those days. The Judge came to Coos county in 1880, but has been in other sections of the state since then. He worked with the Oregonian and the old News in Portland, and with editor Jackson, of the Oregon Journal, when Jackson was the owner of the East Oregonian. He spent a number of years at Bandon, and was for several years, recorder and ex-officio mayor of the city. He improved his time while in the newspaper work by reading law. This was when he was engaged with the Oregonian, and he obtained his tutelage under Governor Gibbs. He was admitted to the bar in 1893. His ability has several times been recognized by political nomination for larger offices than that of recorder, but being a democrat in a largely republican district, he failed of election. He made a campaign against Mr. Yates for district attorney, and was at the last general election in the race for the legislature. Judge Upton is recognized as an able attorney and has built up a good practice since living in Marshfield. He stands well with the bar in Coos and Curry counties and in the outside districts of the state. His services as police judge have impressed themselves upon the people of Marshfield as fair and just, which is shown by his handsome vote of yesterday.

**The Councilmen.**  
 F. A. Sacchi, who made such a splendid run for the council, came to Coos Bay fourteen years ago at the instance of a brother-in-law, for whom he worked for three years. When those three years were completed, Mr. Sacchi started in business for himself and conducted a grocery store in the building on Front street now occupied by the Pullman Bar, and has ever since

been engaged in the same line of trade. Three years ago, he moved his store to the building where the Chamber of Commerce now has its headquarters, and last spring, he went to the corner of B and 2nd streets, where he had erected a fine two story building for housing his grocery business. This building is 50x70 feet and makes a fine business location. Mr. Sacchi is Swiss, having been born in Switzerland. In his business dealings the people of Marshfield and the surrounding country have always found him obliging and courteous and strictly honorable. The fact that he had a margin of 100 votes over his nearest competitor, shows plainly that Mr. Sacchi is a popular man with the rank and file of voters in the city of Marshfield. He has never interested himself in politics and at no time during his residence in Marshfield has he held a public office.

Jacob N. Nelson, who was elected councilman yesterday, is not a novice at conducting the affairs of a city, and has served in the past in the capacity of councilman for nine straight years. He came to Coos county 23 years ago and settled in the Ten Mile country, where he remained for a few years, afterwards moving to Marshfield that his children might have better school facilities. He is a native of Sweden and comes from Gotland. Upon first coming to America, Mr. Nelson spent a few years in Kansas and Nebraska. The people of Marshfield have great confidence in the honesty and integrity of Mr. Nelson and those who were residents at the time of his first incumbency say he was vigilant and watchful over the interests of his constituents. He will make a valuable servant in the councils which are certain to be of great importance during the coming development of the next two years.

Mr. and Mrs. J. Dnehoff, now of Portland, formerly Bandon residents, are passing through on their way to the city by the sea, where they will visit and renew acquaintances.

## FALSE FIRE ALARM

Fire Ladders Have Little Practice Run as Result of Burning Brush.

A fire alarm was turned in yesterday afternoon shortly after four o'clock. The fire boys responded promptly and all the apparatus was quickly on the way to the supposed conflagration. Parties on A street had seen flames shooting into the air on the hill in the western part of the city, and it was supposed that the fine home the Stutsman family lately occupied was a fire. It was learned before the fire company had passed the Merchant corner that the fire was not in the house, but a burning brush pile which was between the house and the downtown district.

## NEW YEARS CALLS

IN THE CITY HALL

City Hall Extension Expected To Be Ready for Occupancy by January First.

The city hall extension on Front street, is being rapidly built and the frame work for the two stories is up. Five carpenters are at work on the structure rushing it as fast as possible. It is the hope of the administration to have it ready for occupancy before New Years. The work was hampered considerably by slowness in driving the piles, accountable to the great depth to bed-rock.

## GOW WHY

Always has on hand a good stock of General Merchandise AT PRICES THE CHEAPEST All Kinds of Groceries and Clothing