

A HEN LAYS AN EGG; cackles and makes a "fuss" about it.
A MAN LAYS A BRICK; Draws his pay and says nothing about it.
A WOMAN LAYS HER PLANS on Baking Day, for the Whitest, best Bread possible, and asks her Grocer for,

PEACOCK FLOUR

"The Housewife's Friend" and gets such **SPLENDID RESULTS**, she tells all her friends about it.

That's Why It Sells.

It never fails—when made by,

"Mother's Recipe"

"At noon, cook two medium potatoes in three pints of water till done, remove and mash, adding one tablespoonful of flour one of salt and three of sugar. Then pour over hot potato water and stir; dissolve 1/2 cake yeast in warm water and add when mixture is cool. Keep in warm place until night, when white foam has formed on top, then mix into stiff dough, grease over top, let stand until morning; mould into loaves, let raise very light and bake." Try it.

EVERY SACK GUARANTEED

DAVIS-SCHULTZ Co.

Wholesale Grocers, North Bend, Oregon

SOLE DISTRIBUTING AGENTS FOR SOUTHWESTERN OREGON

THE FLOUR MARKET IS WEAK

Any decline will be followed by a corresponding decline in the retail price of

Sound Ring

Price Today

\$1.45 Per Sack

MOVING PICTURES ILLUSTRATED SONGS

CRYSTAL THEATRE

Pratt will Perform and Expose the Famous Chair Trick
TONIGHT ONLY
Performance 7:30 and 8:45 Admission 10cents

THE RINK—Now open 7 to 9:30 p. m.
Saturday Afternoon 2 to 4:30
Special Rates to private parties 9:30 to 11:30 p. m.
Wednesday Afternoon, Ladies Exclusively
C. B. Schiffer, Floor Mer D. L. Avery, Prop.

WHY DO PEOPLE BUY IN SENGSTACKEN ADDITION? BECAUSE

It is choice inside residence property, lots 50x100 with alleys, is well sheltered with a good bay view and prices of lots are reasonable. For particulars see

TITLE GUARANTEE & ABSTRACT CO.
Henry Sengstacken, Manager.

TYPEWRITER PAPER

50c, 75c and Up Per Box

RIBBONS

75c and \$1.00

NORTON & HANSEN

Front Street

Favor Us and Yourself

By buying your furniture here. This is the only furniture store in the city where no second hand goods are carried and our prices are right too. A fair profit is all we ask, Anything in the furniture line to be had here.

SOME SPECIAL PIECES

of high grade furniture that just arrived are now on display at this store. Come and inspect the stock whether you wish to buy or not.

C. A. JOHNSON

FRONT STREET

EASTER CARDS

EASTER EGGS

EASTER DYES
EASTER CHICKENS

EVERYTHING FOR Easter

A. M. PRENTISS & CO.

Post Cards, Novelties, General Merchandise.
Front street, Marshfield.

TRY

GUITTARD'S Pure Coffee

IN ONE OR THREE POUND AIR TIGHT TINS

It is the best Coffee from several Countries, blended and matured in the Green State then roasted just right.

It is so good you will want more when you have tried it.

Watch for Prize Contest

Orpheum Theatre

—TO-NIGHT—

Film.—Temptation.
Film.—The Price of a Kiss.
Film.—The Haunted Kitchen.
Film.—Costumes of Centuries.
Film.—Mr Hurry-up of New York.

ILLUSTRATED SONGS

"Way Down East Among the Shady Maple Trees" and "At the Old Cross Roads"

TRAVELLE MAGIC

Admission 10 and 15 cents
Performances 7:30 and 8:45 p. m.

IMMEDIATE VICINITY

It is the policy of this bank to confine its business to the immediate vicinity. In following this course, the bank not only enhances its own stability, but promotes the highest interest of the community.

FIRST NATIONAL BANK OF COOS BAY, Marshfield, Ore.

O. B. Hinsdale W. S. McFarland
President Cashier
John Prues R. T. Kaufman
Vice Pres. Asst. Cashier

GET YOUR

Coal AND Wood

FROM ..

JOHN ARLANDSON

Hall & Anderson
Agents

Phone 817.

Latest New

York Styles

AT

JENSEN'S

Where Good Clothes Are Made

Let Us Make a New Easter Suit out of that Old One

Don't throw away your old clothes but bring them to the—

UNIQUE PANTATORIUM

and you won't know them when we get through with them.

Steam Cleaning a Specialty.

We can fix your old Panama so that you will be proud of it.

PHONE 1444.

MANGAN'S

Undertaking Parlor

New O'Connell Bldg.

MARSHFIELD, OREGON

Telephones: Office 2161
Residence 2171

Drink Weinards' BOTTLED BEER
Marden's Wholesale Liquor House
Phone 481 Orders Delivered Free

REAL DEFINITION OF SOCIALISM IN ESSAY.

W. C. Weaver Explains the Objects and Teachings of True Socialism in Letter

Editor "Times":
Referring to that \$5 prize by a debating society in Manayunk, for the best definition of Socialism, I should like to analyze the definitions you printed in a recent issue of The Times.

The definitions submitted are the following with my analysis:

1. "Socialism means that no man has a right to starve to death where millions are suffering from indigestion." A socialist's definition but a clumsy one. Instead of saying no man has a right to starve it would be better to say no man should be forced to starve by means of unemployment, low wages or infirmities.

2. "Socialism is other people's money." This is an anti-socialist definition and is proposed by one who opposes socialism. I say anti-socialist because all socialists have read and studied economics a little. The definition shows the writer of it has not. Socialists do not vote the ticket "because father did," but because they have arrived at a conclusion through a process of scientific reasoning. "Other people's money" has nothing to do with the socialist—he wants only his own earnings, realizing that if he gets more than he earns some one else must get less than he earns.

3. "Socialism is the selfishness underneath trying to annihilate the selfishness on top." This definition is proposed by a capitalist mind who wishes to measure your corn in his half bushel. There can be no selfishness in a theory or system which has for its primary object the giving of every person an equal opportunity. Every privilege the socialist asks for himself he also asks for you and every other person. Is that selfishness?

4. "Socialism is the revolution of the stomach." A very close definition, but about 2 feet 6 inches too low in the average socialist. Socialism is a revolution of the head.

5. "Socialism is envy legitimized." An extreme anti-socialist statement showing either the rankest kind of ignorance of the socialist theory or the deepest malice towards the movement. Too ridiculous for comment.

The following one got the prize: 6. "Socialism is a combination of efforts and theories tending to establish legally among all mankind the greatest possible equality of wealth and misery." No one can truthfully say there is any selfishness, envy, consideration in the plan of socialism. Read that last definition again. It is a good one and will answer most ordinary purposes, but there are others. Any one wishing to find out what socialism stands for should get the National Platform or go to a socialist. Do not go to the enemy and expect to get the truth—if he knows it you won't get it. Our public officers are generally supposed to be the best informed citizens on the subject of government and economics, but there is not one of them in ten who can speak or write one hundred words on socialism without showing his ignorance of the subject.

Socialism invites the broadest kind of investigation and discussion, but would like to be investigated before it is discussed.

W. C. WEAVER.

BRIEF ANALYSIS OF TAX EXEMPTION AMENDMENT.
To the State Press—Answering requests for a concise statement, the Oregon Tax Reform association submits this analysis of the tax exemption amendment. Its general aim is to release industry and improvements from the repressive pressure of taxation.

First—Exempts dwellings. Every new home strengthens our State. The present law encourages gambling in homesites until a good site costs as much as a comfortable dwelling. This demand that the savings of years be given up for the mere chance to build necessitates postponement and congests population.

Second—Real estate agents will find plenty to do bringing together the "land poor" man who finds withholding money from use unprofitable, with the homeseeker who can and will gladly pay the tax when the speculative value has thus been squeezed from the purchase price, and the house he builds and everything in it will be exempt.

Third—Exempts farm production and improvements. The farmer, insisting on taxing everything, always pays taxes on everything of his own, while the bulk of the wealth drained from farms to cities eludes the assessor. Farm belongings are not of the nature to be concealed. Constituting less than 25 per cent of the population, farmers have been paying more than 50 per cent of the State taxes, and the Supreme Court has now abolished the customary \$300 exemption. Let farmers compare the assessment of vacant land alongside of them with that of their improved farms which make that vacant land valuable. Compare taxes paid per acre by land grants with that of improved farms. But, while dwellings and farm improvements are subject to taxes, farmers will pay, and railroads and city franchises will not. The only way of farmers to have anything exempt is to exempt it open and above board by law.

Fourth—Manufacturing exempt. Manufacturers everywhere agree that manufacturing will be stimulated, thus creating a home market for Oregon farmers—not in Massachusetts, but in Oregon.

Fifth—Workmen's tools exempt. Increased competition for workers in factory, farm and building trades will reverse the present order where the only competition is that of workers against each other for jobs.

Sixth—Benefits merchant. Vacant lots and land grants buy no dry goods and groceries. With raw material worked up at home, freights would be saved; workers would have

Short Talks on Advertising

By W. C. Davis

Sticking to It

No enterprise ever succeeded without making mistakes; those who fail, fail because the same mistake is frequently repeated. No man—no business can succeed which does not learn from mistakes made once. I have often heard the expression: "Advertising does not pay; I have tried it and I know." This is no reason why advertising is a failure. We might as well say that it does not pay to send men out to sell goods because Jones, or Brown, or Smith failed at selling goods. If they have failed, there is a good, logical reason for it. They lacked some of the positive qualities, they possessed too many of the negative qualities.

The same thing is true of your advertising. It is not the fault of the business, nor is it the fault of the publisher; the fault lies at the door of the man behind the business or the man behind the advertisement. If you have failed after one, or two, or three attempts, look for the cause. Find out what is the matter with your selling talk, analyze it as you analyze the goods. It is wrong somewhere, and it is only by analysis that you can make it right. Make a new start. Make new starts as often as it is necessary to succeed. Always remember that if you fail today and note your mistakes there is a better chance to succeed tomorrow.

There is no disgrace in having failed, and there is no excuse for not succeeding. A man who refuses to try again need never hope to succeed. If you have an article which the public uses, or should use, it is just as practical for you to sell it by advertising as to hire a man to go out and sell it, or to go out and sell it yourself by individual solicitation. In the case of the advertisement you always have an audience; in personal salesmanship you may waste hours and days to get that audience. Don't be like the raven and croak, "nevermore." Be up and at it.

HOW TO GET TRADE.

Farmer Tells Merchant How to Improve Advertising.

As advertisers build up the trade and trade makes the town, you should give your trade to those who advertise. Coos Bay has some excellent advertisers. If two or three more branches of trade were as well represented in advertising as are dry goods, clothing, drug and furniture interests, an increased trade would be brought to Coos Bay. Prices talk, and when prices are left out a suspicion is left with the patron. There is a grain of truth in the following from a farmer which business men should consider:

"If mail order houses get \$1,000 out of the county each month that belongs to the home merchants, the fault is with the merchants themselves. These houses advertise and give us prices on everything. They tell us what they have and what they want for it. Of course we get soaked once in awhile. Then we can try some other house. Most of the merchants who advertise don't quote prices. They neglect to tell us what we want to know—the prices. Of course we can go to the store and ask, but you all know how it is—one does not know so well what he wants to buy when he gets into a store as when he is at home. And here is where the mail order houses

make their hit. They send their advertising matter into our homes, and we read it when we haven't anything else to read.

"Right here is where the home merchants fall down. If they talked their business to us in our homes the same as the mail order houses do, the people would be in to see them the next time they came to town and in many cases would make extra trips to see the things at once that they didn't know they wanted until they were brought to their attention.

"The home merchant can save the expense of getting out a catalogue. We read the home paper more carefully than we do the catalogue, and if the home merchants want to talk business with us let them put their talk into the home papers and put it in so that we know they mean business. The merchant likely nine times out of ten sells his goods as cheaply as the mail order houses, and, believe, in many things they are much cheaper, but how are we to know if he does not tell us about it?"

"A merchant must not think that even his best customer knows his goods so well that he can tell what he wants without being shown. It is none of my business, but I don't like to see the roasts in the papers all the time about us fellows who get a little stuff shipped in once in a while and never anything said on the other side. There are always two sides to a question and I have given you mine. If it is worth anything to you, you can take it."

VESSELS ARRIVED AT AND SAILED FROM COOS BAY DURING THE MONTH OF MARCH, 1908.

ARRIVED.	SCHOONERS.	SAILED.
March 5, Omega,	March 4, Barkentine Arago,	
March 16, Sausalito,	March 14, Esther Buhne,	
March 17, Hugh Hogan,	March 15, Repeat,	
March 17, Advent,	March 18, Omega,	
March 25, Barkentine Arago,	March 28, Bertie Minor,	
	March 28, Advent,	

ARRIVED.	STEAMERS.	SAILED.
March 2, Alliance,	March 1, Gasco,	
March 3, Berwick,	March 4, Alliance,	
March 4, Redondo,	March 6, M. F. Plant,	
March 5, M. F. Plant,	March 6, Hunter,	
March 5, Hunter,	March 7, Breakwater,	
March 5, Robarts,	March 9, Robarts,	
March 6, Breakwater,	March 11, Redondo,	
March 11, M. F. Plant,	March 13, Berwick,	
March 13, Breakwater,	March 14, M. F. Plant,	
March 17, Hunter,	March 14, Breakwater,	
March 18, Alliance,	March 18, Hunter,	
March 20, Breakwater,	March 20, Alliance,	
March 20, M. F. Plant,	March 21, Breakwater,	
March 20, Robarts,	March 21, M. F. Plant,	
March 25, Nann Smith,	March 25, Robarts,	
March 25, Alliance,	March 27, Alliance,	
March 25, Redondo,	March 27, M. F. Plant,	
March 26, M. F. Plant,	March 28, Breakwater,	
March 27, Breakwater,		
March 29, Robarts,		
March 30, Hunter,		

JAS. MAGEE.

more wages to spend and there would be more workers, and producing farmers would take the place of idle sections, reflecting their prosperity in that of business in general. Oregon's enterprising merchants will never object to so greatly stimulate production by shifting the tax upon public made values of franchises and vacant lands.

Seventh—The banker. It will give our bankers a chance to loan our millions of deposits on legitimate enterprise instead of on speculative schemes discounting the future—in short, give money to industries and not to speculation.

Eighth—It will discourage grabbing for holdup purposes, just ahead of industry, of our unsurpassed natural resources, and make more profitable the employment of the able brains of our public service corporations in their proper business as common carriers.

Ninth—Thus the amendment is opposed only to his interests who fences natural opportunity away from labor, and to such a one it opens the pleasing prospect of getting down from the fence and becoming a useful citizen.

OREGON TAX REFORM ASS'N.

TRY GUETTARD'S PURE.

SNAKES—We got'em, Coos Bay Cash Store.

RUNNING DOWN FRAUDS.

Discoverer of Land Thieves Now After Bank-Wreckers.

MADISON, Wis., April 1.—The Rev. John Schell, who was the first to expose the Oregon land frauds, has worked successfully for the indictment of the bankers involved in the failure of a bank at Ladysmith about six years ago. Father Schell, when a missionary priest in Oregon, notified the authorities of the S. A. D. Pater and McKinley land frauds. Later he went to Nebraska, where he forced the Indian agents to honesty in their dealings with the redskins. After going to Ladysmith he took up the bank case.

In the far West, working as a telegraph operator in Oregon or Washington, one of the men, J. A. Corbett, formerly cashier, is now working. He will appear before a court commissioner in the West, if located.

SOAP PRICES CUT IN TWO.

To introduce the famous A. B. Naptha soap, I have cut the price in two, selling ten-cent bars for five cents. It is the best washing and cleaning soap on the market. We have only twenty-five cases which are going fast. Order quickly if you want to get in on the bargain.
F. A. Sacchi
The Reliable Grocer.