

COOS BAY TIMES

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DAN E. MALONEY News Editor

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DON'T EXIST MERELY; LIVE AND ENJOY LIVING.

VACATIONS have ended. Until Thanksgiving bestows a breathing spell for a day, the tollers in factory and office, school and shop will be tempted to consider existence "one demijohn grind." Until next June we shall keep our noses at the grindstone and stub our toes in chase of the elusive dollar.

All who do so under the lash of stern necessity to earn the daily bread may be judged indulgently. But there are many hard workers who could obtain enough to live comfortably and yet secure far more time for culture and recreation than they now allow themselves.

Doing is not all life. Being is an essential element of true life. The man who all his life rushes and sweats in a treadmill of work and never becomes acquainted with himself or intimate with his friends or a winner of culture and character through fellowship with literature or history, science, philosophy or art, does not enjoy real existence. He becomes a human machine for the production of results.

The summer vacation is the ideal season for enjoying the delights of sailing or of steeping one's nature in the joys of the open road. But autumn offers ideal days for taking a day off from work and enjoying a tramp in the golden weather through the fields and woods. Winter brings perfect days for escaping the poisoned air of the stuffy office under skies of azure. But we yankees haven't the sagacity to take occasional recesses by the way through such means as these—simple, practicable and inexpensive—and refresh our spirit and renew our flagging energies of body.

The pity of it!
Let us highly resolve to be wise in this matter for the next ten months. While we journey through life, let's live more as we journey.

ADVERTISING TALKS.

WHY should people buy goods of your competitors? You know yours are better, but do you tell the people why they are better in your advertising? People nowadays look to the advertisements for information on the goods they want to buy and for suggestions as to what to buy. This

saves them from calling only on stores who carry the goods they want.

When people turn to the advertisements for suggestions and ideas—they are in a receptive mood. Their minds are open—they want something.

You practically have a Virgin Field that needs Seeds of Information. Are these the seeds you plant? Do you nourish them by sprinkling WHYS in your advertisements? Crops of Desire spring from such cultivation.

Your goods have a hundred reasons WHY they should be purchased every one of which will gradually strengthen desires aroused by the ones before. Find out these reasons and make them applicable to your customers' needs and desires.

The more people know of your goods the more they will appreciate them—because they can and do apply them to their ideas and requirements.

For instance, if you are in the shoe business, have you ever figured out why men should buy your shoes? If he is a clerk, storekeeper or office man, he wants shoe comfort, appearance, wear, easy to polish and not too high priced. Can you think of anything else? Do you know if your shoes possess those merits?

If he is a collector, superintendent, or general outdoor man, he wants shoes that will stand hard knocks in walking, waterproof, comfortable—anything more? Have you shoes which measure up to these standards?

If he is a professional man—doctor, lawyer, etc.—they want shoes that are comfortable and of good appearance, stylish, durable—what else? How many of your customers are professional men?

How about the youths—the "swell dressers"—college boys and club men? They want style, first, last and always—something real "classy." Do they wear your shoes?

And the youngsters—both sexes—that slide and kick everything. Do their parents know the strength and wearing qualities of your shoes?

And the weaker sex. They want shoes for wet weather and dry weather. They want their feet to look small and neat. They simply must have comfort and style.

Seeds like the above sprout into desires because they are planted in the Garden of Personal Requirements and Adornment.

You strike a sympathetic chord and make your customers see your shoes by the light of Personal Advantage.

It is only by bringing this knowledge of your goods home—whether shoes or men's clothing—applying it to specific cases—adapting it to the reader's personal requirements and circumstances—will you arouse desires and interest

people sufficiently to buy YOUR goods.

RALPH KAYE.

RANGE REFLECTIONS.

The Picture.

Old pard Bill brung in the mail; Never knowed that boy to fall When it comes to doin' things, Bill's the angel 'thout wings.

It jus' made me kind o' laugh, When he brung a photograph Which he said belonged to me— He weren't joking, I could see.

I was jus' a little scared, Openin' it while they all stared. So I rode out on the range, With my heart a-feelin' strange.

Then I took the pictur out— It were mine, beyond a doubt, For I seen before me there, Face, the fairest o' the fair.

Seen a woman's smilin' eyes, Bluer than the blues' skies— Seen a mass o' wavy hair Like you don' see ev'rywhere.

Seen the one that ust to be, Ever watchin' over me— Seen the one that always stood By me, when I'e bad—or good.

Then I wiped away some tears, Like I hadn't done for years, While I set out there alone, On my little, trusty roan.

Had to let them tear-drops start— That there pictur broke my heart, For I set out in that place, Lookin' in my mother's face.

—Bob Stanley.

GOOD EVENING!

Intense, unfathomed broods the human soul,
It feels—not knows—there is a clue divine,
That leads us with sweet music to the goal,
Where kindred hands stretch out to thine and mine.

J. S. WOODS.

THE QUIET OBSERVER SAYS:

A knock spreads faster than a boast—but that's a mighty poor reason for starting one!

The summer girls think she's not a success unless she succeeds in making it hot for some man.

While the men are indulging in frenzied finance the women are plunging into frenzied matrimony.

The woman who thoroughly understands men is wise enough to pretend that she doesn't.

YOU CAN GET IT FOR LESS AT THE COOS BAY CASH STORE.

Your portrait in sepia or colors—Walker Studio.

WOULD CHANGE STREET ANGLE

Council Discusses Plan of Making Curve to Conform With Tracks.

The matter of changing the sharp angle at the north end of Front street to conform with the right of way of the Terminal company was discussed at the meeting of the City Council last night. An effort will be made to try in some way to arrange the matter.

W. S. Chandler, representing the Terminal company, was present and explained the situation. There is a sharp angle in Front street. It is impossible for the railroad to make such an angle with the tracks so two lots at the corner of Elm and Front street were purchased by the Terminal. The tracks will curve and will extend from the street across the ends of these lots which are owned by the company in order to make the curve, and again extend on Front street. This requires the tracks crossing the sidewalk twice. It was suggested if the city could in some way secure the two lots south of the two owned by the Terminal company it would permit of changing the street so that it would curve instead of making an angle and would conform with the curve of the tracks.

The matter was discussed by the different councilmen and city attorney. The position of the council was that the city could hardly afford to vacate the street at the angle on the bay side and then pay out money for the lots on the west side in order to change the streets. It was suggested that possibly the property owners on each side might be able to reach some agreement as to an exchange.

The trouble with such an agreement is that the lots on the west side of the street are not deep and to cut off part in the front for a street would leave the property of little value, being shallow lots. On the other hand the lots on the bay side are now 200 feet or more, so the adding of more land to these lots does not materially benefit them.

Will See Owners.

Of the two lots which it will be necessary to acquire one is owned by Claude Nasburg and the other by Mr. Benson of California. The only regular action taken was that the city recorder was instructed to write the non-resident owner and find at what price he held his property and Councilman Cople was appointed to see Mr. Nasburg and find what arrangement could be made with him.

The Federal Construction Company has a contract for paving which is to extend to Elm street. This is the point where there is an angle in the street. The paving now contracted for extends past where the curve, if made, would begin. Therefore if the paving is completed under the present contract it would be laid on a portion of land which would be vacated as a street if the new arrangement of a curve instead of angle was adopted. However this would only be a small three cornered piece.

The Construction company is anxious to finish the job and as the contract is signed there is nothing to do but let the company go on with the paving under the present contract.

Other Matters.

A few other matters were given attention by the council. The Federal Construction company was allowed partial payments on work as follows: Third street, \$1,094.57; Market, \$2,016.24; Fourth, \$326.

There was some discussion of opening Sixth street from Commercial to Central but no action was taken. The council adjourned to meet next Tuesday night.

AUTUMN.

Now we hear the Autumn calling and her face is wreathed in smiles; and the wilting leaves are falling in the quiet forest aisles. Put away your trusty swatter 'mong the trophies in your den, let the carnival of slaughter cease till summer comes again. For the frost is on the pumpkin and the fodder's in the shock, and the drowsy rural bumpkin leaves his couch at three o'clock that he may afield go shucking ere the sun has come across; and the old gray mare is bucking, for her hair is full of frost. Put away the wire screen swatter, let surviving flies remain; for a fellow hadn't oughter have destruction on the brain. Now the pastures are too seedy to support the cows, alas, and the cattle, lank and weedy, bawl for predigested grass, and the hogs are chewing nubbins which in nourishment are rich, and the mule, with futile rubbin's, would alleviate the itch. Oh, on all the land and waters coldly gleams the autumn sun. Let us put away our swatters, for the summer's work is done. Let us put away our swatters till the flies return next spring, when we'll soak their sons and daughters as we caracole and sing.

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Duck Mason

JOHNSON MAY FIGHT.

Offer of Sixty Thousand Dollars for Three Contests Made. (By Associated Press to the Coos Bay Times).

CHICAGO, Sept. 28.—Jack Johnson, world's heavyweight champion, announced last night that he was anxiously awaiting the arrival in Chicago of W. C. J. Kelly, representative of Hugh McIntosh of Australia, who says he is authorized to offer the pugilist \$60,000 for three fights.

COUNTY FAIR

Exhibits First Class, Races Fine and Attendance Is Satisfactory.

The Coos and Curry county fair at Myrtle Point closes this evening. It has been a great success in every way. The attendance has been good and the fair association will come out all right financially.

Everyone who attended the fair is high in the praises of the show. There was a fine display of farm products and of live stock. Many said that they did not know there

was such fine live stock in the county. The races have been made an es-

pecial feature and were the best races that have been seen in the county for many years. This was the first fair to be held by the Coos and Curry County Fair Association and the success of future undertakings by the association is assured. The members of the organization did everything in their power to make the fair a success. Many from out of town went home by way of Myrtle Point in order that they might attend the fair.

CAPT. LEVINSON KILLED.
Was Here When His Steamer Was Being Built.

Capt. H. O. Levinson of the steamer F. S. Loop which has been loading at Portland, was caught by a wave in Marshfield during 1907 to suspend the construction of the F. S. Loop. The vessel was built for F. S. Loop Lumber Co., by Kruse & Banks when the firm had yards in the north part of Marshfield.

Times' Want Ads bring results.

A Message From The Big Chief:



HEENDEE MANUFACTURING CO.
Springfield, Mass.

SPRINGFIELD, Mass., 9th Moon, 17th Sun.

EKBLAD & SON,

Chiefs of the Marshfield Tribe.

The Big Chief sends greetings! Heep How! Heep Hello!

He stands in the doorway of the Big Wigwam, and shading his eyes with his hands, he looks out upon your villages dotting every portion of the hunting ground, from the darkened north to the sunny south, from the shining east to the purple west. He sees the smoke of satisfaction ascending from every Wigwam. He sees your warriors seated about the council fires, passing the peace pipe from one to the other, and recognizes the nods of contentment, as they glance from time to time towards their silent steeds, by white men called "INDIAN MOTOCYCLES."

He sees your wampum belts overflowing with heap plenty wampum. He looks out o'er all the landscape, but sees nothing but noble Indian Chiefs and warriors, and hears nothing but words of praise and the noises of happy "pow-wows."

It is Great to be Big Chief! Big Chief Heep Happy! Big Chief Heep Proud! Listen, therefore all, for the Big Chief is again about to speak. Listen! lest some word of wisdom, some word of wisest warning should escape you!

White man bartered for ten times one thousand INDIANS 1911—white man's time. Come pumpkin time this year, white man bartered for nineteen thousand eight hundred INDIANS called Motocycles. For year 1913, Big Chief's Wigwam two times as big. Make thirty-five thousand INDIANS called motocycles. Braves get them, start October, white man's time. Nothing like since buffalo time. More INDIANS called motocycles soon than ever buffalo on prairie. Means plenty busy, plenty wampum, plenty time to come!

In plain, common English, on top of ten thousand INDIAN MOTOCYCLES made and sold in 1911, and nineteen thousand eight hundred in 1912, all distributed through INDIAN agents, there will be thirty-five thousand INDIANS for 1913, deliveries beginning the latter part of October, 1912. We are proud of our factory, also proud of our equipment, our working force, our organization, and our product. Unless you have visited the Wigwam, no correct conception of the magnitude of the works can be appreciated. A personal invitation is extended to you to visit the INDIAN plant.

"Beautiful is the sun, O strangers,
When you come so far to see us,
All our town 'at peace awaits you,
All our doors stand open to you,
You can enter all our wigwams,
For our heart's right hand we give you."

While we have always been the largest producers of motocycles in the world, the enormous additions being erected for 1913 business increases our production many fold. The factory consists of four distinct buildings, all connected by bridges or otherwise, and known as Building No. 1, 2, 3 and 4. Number one is two hundred fifty-six feet long, fifty feet wide, five stories high. Number two is two hundred fifty-four feet long, forty-two feet wide, five stories high with sub-basement under entire building. Number three is two hundred eighty-eight feet long, forty feet wide, three stories high. To this we are adding two whole floors, making the building five stories in height. Number four is in process of construction and is three hundred feet long, forty-four feet wide, five stories high, with sub-basement under the entire building. The four floor additions on Number three are completed, and Number four building will be ready for occupancy by November first. In addition there has been erected a storehouse capable of holding five thousand crated motocycles. When finished this factory devoted exclusively to the manufacture of INDIAN MOTOCYCLES will exceed seven and one-half acres of floor space, and will be equipped with all the latest modern machinery. When in full operation, it is estimated that the capacity will be a complete motocycle every three minutes of the working day.

A vigorous advertising campaign has been inaugurated for the benefit of INDIAN dealers during the past year, and will be succeeded by a still more energetic one for 1913. We are highly gratified in the way which the INDIAN agents followed this campaign in their local advertising, which added so much to our mutual success.

Now, as to the machines for 1913.

We have something in the way of a surprise for you. Many radical changes you have hardly dared hope for, but they are there on INDIANS for 1913. Watch out! Our announcement containing these radical changes, together with prices for 1913 will soon be made.

Now comes a few words of wisdom. Listen, all! Reduce your stock of new and second-hand machines to the lowest possible point. Things will take on a different aspect when our new machines, with their radical changes are announced, so be prepared. Then again, a few more words of wisdom. Consider well the number of machines you will want for the coming year, and receive our announcement. With the radical changes on INDIAN MOTOCYCLES for 1913, it will not be a question of how many we can sell, but how many we can make. In accepting orders for the coming season for INDIAN MOTOCYCLES, they will be entered livery in exact rotation as received. To insure prompt delivery, all orders should be accompanied with deposit, as all such orders will have preference. Act accordingly!

We thank you for your co-operation and assure you of a square deal and continued prosperity for 1913.

The Big Chief has spoken!

Heep much respect!

GEO. M. HEENDEE, Big Chief.

EKBLAD & SON

WE SELL HARDWARE

AGENTS FOR INDIAN MOTOCYCLES.

Voters Attention!!!

SPECIAL MUNICIPAL ELECTION, MONDAY, SEPTEMBER 30.

There is no specified project stated for the expenditure of a quarter of million dollars by the City of Marshfield.

If a bond issue is required it should be clearly shown in what way the bonds are to be used.

Vote No

on increasing the limit to 15 per cent.

The amendment placing the city elections under control of the state law is good and should carry.

Vote Yes

on this amendment.

DUNCAN FERGUSON.

(Paid Advertisement)