

Short Talks on Store Policy

No. 4

THUS far, these little talks of ours have not been for the purpose of selling goods, altho that is to be the final result. We merely wish to make you familiar with the policies on which this business was founded and developed.

Back of them is a quarter of a century of successful operation in this community. They will not be changed. We are only going to add modern methods to our merchandising.

We are going to tell you of our goods, our prices and the reasons it will be to your advantage to become a regular customer of LANDO'S.

Read our announcement in tomorrow's "Times." It will mark a new epoch in the development of this store. Watch for it.

LANDO'S

GOOD GOODS.

PROMPT DELIVERIES—PHONE YOUR ORDERS

218-252 FRONT STREET.

PHONE 161-L.

COOSBAY TIMES

M. C. MALONEY Editor and Pub.
DAN E. MALONEY News Editor

Official Paper of Coos County.
OFFICIAL PAPER OF THE CITY
OF MARSHFIELD.

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Dedicated to the service of the people, that no good cause shall lack a champion, and that evil shall not thrive unopposed.

THAT REST ROOM.

THE action of the City Council in making a provision for a rest-room for women was commendable. It is a move along the right line in making the municipality provide those things necessary for the comfort and convenience of its citizens and their guests, as the stranger and neighbor within our gates are for the time being.

The establishment of a permanent headquarters where the wives and families of farmers and visitors from outside can find a place to rest and perform those little acts of comfort and personal appearance so necessary for women, is a rational proposition and may be termed a necessity. Other communities have realized the demand for such conveniences and in Eastern cities there are many in actual operation. Marshfield is a progressive town and could not afford to lag behind in the forward march for improvement and modern methods.

RECOGNIZING HUERTA.

WHAT would the United States gain by recognizing the Huerta administration in Mexico?

Huerta won his place by treachery and murder; he maintains it by force. Such an administration is doomed to failure, no matter how many nations may give it official sanction.

Mexico, instead of being better off under Huerta than under Diaz, would be worse off, the people who arose with Madero, instead of gaining, would lose.

If the United States is to have any hand whatever in the future of Mexico, it should be to make conditions better, life and property more secure.

A SURPLUS OR DEFICIT.

THE national government's balance sheet for the fiscal year that ended on June 30 shows a surplus or deficit according to the point of view. Excluding the expenditures for the Panama canal and the public debt there was a surplus of \$40,000,000. Including them there was a deficit of \$2,149,000. Inasmuch as these financial transactions are in the nature respectively of an investment and of a saving it seems as if the government should be credited with the surplus rather than with the deficit.

The report of the department of the treasury abounds with interesting information that should convey instruction to every taxpayer, such as every federal citizen already is indirectly, especially in view of the fact that the proposed income tax will make every person with more than \$2000 of annual income a direct payer of national taxes. Study of the report bring home to every American the enormous expensiveness of the government.

Receipts during 1912-13 amounted to \$723,782,921, disbursements to \$682,699,692. The excess surpassed that for 1911-12 by \$5,750,000. Corporation taxes yielded \$24,948,870, an increase of \$5,365,766 over the yield for the preceding year. Duties on imports of foreign goods brought in \$318,142,000—a sum that is 41 per cent of the nation's revenue—and this sum represented an increase of nearly \$7,000,000 over the revenue from customs duties in 1911-12. Internal revenue produced \$209,478,600, or over 42 per cent of the total receipts, an increase of \$16,500,000 above those receipts the preceding year. The country appears to be making money.

The only disbursement announced in the press epitome of the report is that for pensions. These took \$175,134,000 of the people's money. In connection with the publication of the report Secretary McAdoo makes a gratifying statement. It is that hereafter the treasury's daily announcement will have the shape of a budget. This will enable the public to see at a glance whether the finances of the government are moving up toward a surplus or down toward a deficit. The Thursday budget is expected to show government assets of nearly \$2,000,000,000 and liabilities of about \$1,725,000,000. The issuance of such a budget is a step in the right direction.

WITH THE TOAST AND THE TEA

GOOD EVENING.
We are such stuff
As dreams are made on,
And our little life
Is rounded with a sleep.
—Shakespeare.

HOW ABOUT DAD?

I've searched the magazines and papers for, lo, these many days. But I haven't found an item that gives father any praise. I've read them over carefully, I've read and studied all. But the sturdy representatives of Adam's early fall seems to have escaped the notice of the poet's lucid powers. And the one who bit the apple first has gathered all the flowers.

Why no bloom from all the vistas of the poet's floral land. Was never given father, I could never understand.

While mother sat beside the fire and darned the children's socks. Wasn't father out a hustlin' to gather in the "rocks?"

When Bessie had the fever and Bessie was so sick, Who tumbled out for doctor, and brought him mighty quick?

I would not rob dear mother of one single bit of praise. For faithfully she did her duty in childhood's anxious days.

And all through youth she was a mother ever kind and true. But I've got a chunk of praise to hand to father, too.

How he worked and sweat and grumbled, whistled sang and smiled;

Toiled until his back was bent for mother, home and child. I am not feeling grouchy because mother's praise is sung.

For I remember her sweet kiss on my lips when I was young. But I also recollect a great big, burly, manly form.

Whose heart was where it ought to be, whose smile was broad and warm.

And I think it would be just, e'en in this later day.

When picking flowers for mother, to give father a bouquet.

Most husbands have a charge account with their wives in which they are credited with a lot more bad things than they ever did and a lot more good ones than they ever dreamed of doing.

Montana's Milk River is mostly water.

Truth is what a man knows; what a woman believes.

Theoretically, girls do not believe in flirting.

Many a man has lost his self control and acquired a black eye simultaneously.

What has become of the old-fashioned girl who used to part her hair in the middle?

No woman can be happy before she succeeds in getting a strangle hold on her jealousy.

A childless woman can't understand why a mother should not spank her offspring at least three or four times a day.

Because of the foolish people who crowd the world, one dares not say much on the subject for fear of being considered personal.

One may sometimes guess how a young man will turn out by noting the time he turns in.

A competent young widow can be just as much interested in a man as if he was really interesting.

An old man who suffers from dyspepsia has but little sympathy for a young woman who merely has a broken heart.

Earrings and bracelets are being advocated for men. And yet the law says we must not carry guns.

PERSONAL OVERFLOW

ARCHIE JOHNSTON has returned from a business trip to San Francisco.

NEIL MacLEOD of North Bend, was a Marshfield business visitor today.

JAY LAWYER of the Reynolds Development company, is here from Spokane for a few days stay on business and pleasure.



Cadillac Leadership in Scientific Motor Car Development Is Once More Strikingly Demonstrated

A New Quality of Luxury A New Element in Efficiency A New Source of Economy

Each year you have looked to the Cadillac for the real and substantial progress in motor car development.

You have looked to the Cadillac for the great essentials in the practical motor car.

And you have not looked in vain.

Now conceive, if you can, a Cadillac with its essential functions sharpened, accentuated and refined.

Conceive such a process of refinement culminating in an entirely new riding quality of unexampled ease.

That is precisely what has come to pass in this new car.

The principal contributing factor—the two-speed direct drive axle—is described in detail elsewhere.

The Cadillac Delco electrical system of automatic cranking, lighting and ignition, the first practical system ever made and first introduced by us,

has, after experience with it on 27,000 Cadillacs, been still further developed, improved and simplified and the slight attention required from the user materially reduced.

The carburetor has been improved, its efficiency and its well-known economy increased. It is hot water jacketed and electrically heated to facilitate starting in cold weather.

The rear springs are six inches longer.

The body designs are new and strikingly handsome.

Front seat passengers may enter or leave the car at either side.

These and many other refinements of essential details make for a greater and a better Cadillac and serve to more firmly establish its position as America's leading motor car.

The Cadillac Company has never disappointed you in the smallest particular or in a single promise.

We promise you again, in this new car, a positive revelation in motor car luxury.

Cadillac Two-Speed Direct Drive Axle

The advantages of this axle do not lie in its being an improvement so far as its functions as an axle are concerned, but rather in the manifold advantages attained in other directions through the medium of the axle.

In place of the single bevel pinion and single bevel driving gear common to ordinary construction, there are two bevel pinions and two bevel driving gears. This affords two different gear ratios, each driving direct from the engine to the axle without intermediate gearing.

The usual single drive gear ratios range from about 3.5 to 1 down to 4 to 1 according to the car. Any single gear ratio is necessarily what it is because a single gear ratio must be, or should be, the particular one which is best adapted for all around general use.

No one single gear ratio can possibly be just right for all speeds and for all conditions. But by using two direct gear ratios we have exactly doubled the means for promoting the economical and efficient application of power developed by the engine to the driving of the car.

In the new Cadillac axle we have, as before stated, two direct drive gear ratios. The low direct drive gear, which is 2.66 to 1, is especially adapted for city driving, where starting, stopping and slowing down are frequent and where cautious operation is necessary.

The high direct drive gear ratio, which is 2.4 to 1, is of special advantage where speeds of about 16 miles or more per hour are permissible and desirable.

The change from one gear ratio to the other is made by means of a simple, convenient electric switch.

The advantages of the high direct drive gear ratio lie primarily in the fact that with it, any given speed of the engine produces an increase of about 42 per cent in the speed of the car. For example: at an engine speed of 700 revolutions per minute, with the low direct gear engaged, the car will travel approximately 21 miles per hour; while on the high direct gear it will travel approximately 30 miles per hour with no increase in engine speed.

This great increase in car speed in relation to engine speed accomplishes a number of desirable things.

Among these is a decrease in gasoline consumption for a given mileage. This is due to the fact that with the engine turning over slowly—comparatively speaking—a given quantity of gas is utilized to greater advantage and generates more actual power than with the engine turning over more rapidly. Friction also is materially reduced by reason of the parts operating more slowly, and this, too, is a factor in reducing gasoline consumption when driving on the high gear.

Another great advantage is that with this direct drive high gear ratio, there is obtained an extraordinary luxurious smoothness in running, together with a marked quietness and a comparative freedom from the vibration which, to a greater or less extent, is ever present when traveling at high speed with a low gear ratio.

In attaining these much desired qualities, instead of adding complications to the power plant which make for greater fuel consumption and for greater upkeep expense, they have been attained by methods which are strikingly the reverse, viz., by methods which lessen the fuel consumption, methods which decrease friction with its resulting wear and methods which make for longer life, together with an appreciable decrease in the cost of operation and maintenance.

Specifications in Brief

ENGINE—Four-cylinder, 4 1/2-inch bore by 5 3/4-inch stroke silent chain-driven cam shaft, pump shaft and generator shaft, enclosed valve mechanism. Five-bearing crankshaft.

HORSE-POWER—10-50.

COOLING—Water, copper jacketed cylinders. Centrifugal pump, radiator, tubular and plate type.

IGNITION—Delco dual system.

CRANKING DEVICE—Delco Electrical, patented.

LUBRICATION—Cadillac automatic splash system, oil uniformly distributed.

CARBURETOR—Special Cadillac design of maximum efficiency, hot water jacketed and electrically heated, air controlled from driver's seat.

CLUTCH—Cone type, large, leather faced with special ring in fly wheel.

TRANSMISSION—Sliding gear, selective type, three speeds forward and reverse. Chrome nickel steel gears running on five ball bearings.

CONTROL—Hand gear change lever and hand brake lever at driver's right, inside the car. Service brake, foot lever. Clutch, foot lever. Rear axle gear control, electric switch. Throttle accelerator, foot lever. Spark and throttle levers at steering wheel. Carburetor air control, hand lever on steering column.

DRIVE—Shaft, to two sets of bevel gears of special cut teeth.

AXLES—Rear, full floating type; special alloy steel live axle shaft; two speed direct drive (see detailed description). Front axle, drop forged I-beam section with drop forged yokes, spring perches, tie rod ends and roller bearing steering spindles. Front wheels fitted with Timken bearings.

BRAKES—One internal and one external direct on wheels, 17 inch by 2 1/2 drums. Exceptionally easy in operation, both equipped with equalizers.

STEERING GEAR—Cadillac patented worm and worm gear sector type, adjustable. 18-inch steering wheel with walnut rim, aluminum spider.

WHEEL BASE—126 inches.

TIRES—36 inch by 4 1/2 inch; Q. D. demountable rims.

SPRINGS—Front, semi-elliptical. Rear, three-quarter platform.

FINISH—Calumet Green with gold stripe.

STANDARD EQUIPMENT—Cadillac top, windshield, full lamp equipment, gasoline gauge, electric horn, power tire pump, fuel rail and cocoa mat in tonneau of open cars, robe rail, tire holders, set of tools, tire repair kit, Warner Autometer.

Five passenger Touring Car \$1975.

Seven passenger car	\$2075
Phaeton, four passenger	1975
Roadster, two passenger	1975
Landaulet Coupe, three passenger	2500

All prices are F. O. B. Detroit and include standard equipment.

This announcement of the Fourth Epoch in the development of the automobile, meets and surpasses the expectations of automobile enthusiasts. Its demonstration of efficiency and economy, the two principal factors in the use of the auto, is important.

I need add nothing to the above interesting description of the details by which these features are achieved. I am naturally pleased that I am the Coos County representative of the Cadillac, the car that has made this progressive movement possible. Always in advance of others since the automobile has become such a great factor in modern life, the Cadillac still continues to lead. There's a reason—several reasons. Some of them are given above. There are others—many of them. I will be pleased to talk with you about them at any time.

If you are thinking of buying a car now or in the future you cannot afford to overlook the 1914 Cadillac. There's saving and satisfaction in it for you.

The 1914 Cadillac is the last word in automobiles.

GOODROADS GARAGE

357 Central Avenue

Marshfield, Oregon