

Others Follow

You probably have noticed that others follow the GOLDEN RULE. In a vain attempt to achieve something of our success we have been followed from one location to another. We do not object to this, in fact we rather like it. However, the secret of our success lies much deeper, and yet it is no secret. It is simply buying and selling force. Ability to make the right price. One of the most difficult things in the world. The Mercantile Highway is strewn with the wrecks of those who have tried and failed. Statistics show that 95 per cent of all ventures in the mercantile world are failures. Some, after years of struggling, others in a few months meet the inevitable and pass on. Why? They lacked buying and selling force, ability to make the right price; also, perhaps, ability to keep expenses below the danger mark.

The GOLDEN RULE never expands until expansion is absolutely necessary. We never add to our expense until business will positively justify it. Ours is not the growth of a mushroom.

Ask your neighbors why they trade at the GOLDEN RULE. Nine chances out of ten you will get an answer something like this: "I can almost always get what I wish and at a better price." So we grow and so we will grow.

Amoskeg outing flannel, white or cream, per yard.....	10 Cents
Amoskeg Fleece-down, white or cream, per yard.....	12 Cents
Regular 12 1-2 and 15c fancy outing, exceptionally good patterns, per yard.....	11½ Cents

THE GOLDEN RULE

ALWAYS BUSY. THERE IS A REASON. ASK YOUR NEIGHBOR

WITH TOAST AND TEA

GOOD EVENING.

Neither are we to value ourselves by any one action, but upon the whole habit of mind. —Seneca.

TARIFF AT THE FIRESIDE.

Now that the Tariff's settlin' down—has come to spend the day. Willin' to be sociable, you don-no what to say!
You want to be famillar—talk like you knowed it all;
"Whereabouts now hurts you? And how fur did you fall?"

And soforth, and soforth!
But it's little that you say
And yit it's at yer fireside
And come to spend the day!

So mixed up on the schedules, 'bout all you've got in sight
Is a hazy sort o' feelin' that they hit the grit all right!
The words you're saying to it are "corkers," you'll allow;
"Looks like we'll have weather? How's your rheumatism now?"

And soforth and soforth!
It's in yer house to stay—
Settin' by yer fireside,
And you treat it thataway!
—Frank L. Stanton.

It is not natural for some women to act unnatural.

The man who fears the hereafter knows he deserves what he expects.

One enemy will give a man more free advertising than a dozen friends.

THE WISE GUY SAYS

"A fool and his money are soon spotted."

Most Coos Bay women know that they landed blockheads long before their wooden wedding.

For every man who wants to borrow trouble, there are a hundred willing to lend it.

Some of Coos Bay's self-made men should have let the job to a jack-knife carpenter.

THE CYNIC SAYS:

The love of money is the root of much matrimony.

A boy thinks he can do as he pleases when he is 21. But he gets married and learns different.

Some Coos Bay men will touch you for two-bits and then kick because the coin is a little smooth.

QUICK HELP TO BACKACHE AND RHEUMATISM

The man or woman who wants quick help from backache and rheumatism, will find it in Foley Kidney Pills. They act so quickly and with such good effect that weak, inactive kidneys that do not keep the blood clean and free from impurities, are toned up and strengthened to healthy vigorous action. Good results follow their use promptly. Owl Prescription Pharmacy, Frank D. Cohan, Opposite Chandler Hotel, Phone 74.

SPIRELLA CORSETS

may be obtained in Marshfield from
Mrs. Annie Holland,
Corsetier.
352 So. 5th St. Phone 200X.

YOU DON'T GET MAD



and throw away your linen when it comes back from our Laundry. There is no reason for anything but satisfaction in the condition of the linen we send back to your home. Our methods of washing and ironing provide against any injury to the most delicate fabrics. We give you high-grade work but charge only reasonable prices. Our prompt deliveries please our patrons.

Coos Bay Steam Laundry
PHONE MAIN 57-J.

BIG GAIN IN POSTOFFICE

RECEIPTS IN MARSHFIELD SHOW MARKED INCREASE OVER CORRESPONDING TIME LAST YEAR—PLAN TO MOVE THIS MONTH.

The Marshfield postoffice receipts continue to show a marked gain over the corresponding period of a year ago and the indications are that the receipts for the postal year will crowd \$25,000.

The total receipts for the three months ending September 30 were \$4,726.13 against \$4,315.68 for the same period of last year. The receipts for the first quarter ending June 30 were \$4,730.58. The postal year ends March 31 and the big quarters, owing to the Christmas and other holiday business are the last six months. The total postal receipts for the twelve months ending June 30 were \$20,100.35.

The Postoffice is getting ready to move into the new quarters in the Williams building and will move about October 31. Contractor Tealander is now fixing up the Williams building in fine shape for it. Part of the present fixtures will be used but a number of old lock boxes will have to be abandoned, the postal authorities insisting that only automatic boxes be used. There are 758 lock boxes used.

NEW SEWAGE SYSTEM BUILT

FIRST ADDITION PROPERTY OWNERS AWARD CONTRACT FOR WORK—WATER SUPPLY SOON TO BE INSTALLED.

The owners of lots on South Tenth street in First Addition to Marshfield have let a contract for a sewer to accommodate their properties, the expense to be borne by the several property owners. Hagquist and Borgquist have been awarded the contract.

The problem of installing a sewer here is comparatively simple because of the slope of the ground. Only 600 feet of trunk line is necessary for the project.

O. M. Johnson, H. A. Harris and Carl Thompson have built residences in the improved district and will benefit from the improvement at once. The owners of some of the other lots expect to build soon.

The Reynolds Development company have closed a contract with the Coos Bay Water company to furnish water for that section for a time and the mains will soon be installed. While the company has a good water supply of its own, it did not feel that the demand at this time warranted the expense of opening up the supply.

WIDE STREETS COSTLY.

Now that the time for paved streets has arrived, it is found that the liberality displayed by the founders of the city in laying out wide streets was a case of mis-placed generosity, and it is proposed to vacate land at the sides of the streets and bring them down to a 60-foot width. —Coquille Herald.

DANCE SAT. NIGHT, EAGLE'S HALL. KEYSERS' ORCHESTRA.

Libby COAL. The kind YOU have ALWAYS USED. Phone 72. Pacific Livery and Transfer Company.

Henry A. Johnson, a business man of L'Anse, Mich., writes: "For years, Foley's Honey and Tar Compound for coughs and colds has been our family medicine. We give it to our children, who like it on account of its pleasant taste. It is a safe cure for coughs and colds." It contains no opiates. Owl Prescription Pharmacy, Frank D. Cohan, Opposite Chandler Hotel, Phone 74.

The Kitchen Is the Spot

where poor plumbing raises havoc with home happiness. If the hot water boiler doesn't work, if the stationary tubs are not tight things go wrong with a vengeance. Have us attend to your kitchen plumbing. We'll make the wrong right with thoroughness, promptness, little muss and at little expense.

Willey & Schroeder
393 North Front Street.
PHONE 77-J



WHO

is ready to wait on and give you service every hour of the day and night between you and your BAKER — BUTCHER — FIRE DEPARTMENT — DOCTOR — GROCER — POLICE DEPARTMENT — and hundreds of your friends? Of course, it is the

TELEPHONE

If you have none already let us instal one for you and see how much better and safer you will feel.

Rates and any information will be supplied by our local manager.

Coos Bay Home Telephone Co.

Main Office. Marshfield, Oregon.

You Auto Call Foote

PHONE 144-J NIGHT AND DAY.
Stand front of Blanco Billiard Parlor.
THREE NEW CARS
After 11 P. M. Phone 255
Residence Phone 28-J.
Careful Drivers Go Anywhere

T. J. SCAIFE.
W. S. BROWN & A. H. HODGINS
Marshfield PAINT AND DECORATING CO.
Estimates Furnished.
Phone 187-L. Marshfield, Ore.

JUST RECEIVED
A large shipment of Electric Cut Glass Shades.
Call and see our stock of glass-ware. We also have some of the latest designs in shower fixtures from two light to five. Everything in electrical supplies.

Barnard & Langworthy

SCHOOL SHOES

See the new school shoes at the
Electric Shoe Store
—the best in town—
180 SOUTH BROADWAY.

"MERCHANT BLOCK NOW FOR SALE."

We are offering fine, level lots in this long desired tract, right near the business center, unquestionable investment value, easy terms, and prices under the market. Exclusive agents.

L. S. KAUFMAN & CO.,
177 Front Street.

City Auto Service

Good Cars, Careful Drivers and reasonable charges. Our motto: "Will go anywhere at any time."
Band Blanco Cigar Store. Day phone, 78. Night phone 139-X.
TOM GOODALE, Proprietor.

Marshfield & North Bend Auto Line

Cars leave every 20 minutes from 7 a. m. to 7 p. m.; from 7 p. m. to 12 o'clock every half. Fare 15 cents one way, round trip 25 cents. Commutation books, 20 rides, \$2.00. Cars leave Chandler Hotel, Marshfield and North Bend News Co., in North Bend.

GORST & KING, Props.

STADDEN

ALL KINDS of PHOTOGRAPHIC WORK, Bromide Enlarging and Kodak Finishing.

WE WANT

every farmer in this section to take a look at the

Dowden Potato Digger

on our wharf. The most economical and satisfactory way of coaxing the potatoes out of the ground ever invented.



Pick Your Heater Today

Heating stoves are going out of our store every day. Soon our stock will be broken and you may not get the one you want.

Will be glad to show you our line if you buy or not.

Prices Always Right



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