

# PORT ORFORD NEWS

VOL. I

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No. 52

## National Advertisers Oppose Billboards; Endorse Movement

Washington, Oct. 26.—One hundred and forty-one of the largest national advertisers in the country and 16 of the leading advertising agencies have agreed that business can succeed without using the landscape for advertising, and have endorsed the policy of restricting billboards to commercial districts, according to announcement made by the General Federation of Women's clubs, largest of the nine co-operating organizations represented on the national committee for the restriction of outdoor advertising.

The value of newspaper advertising, as compared with billboard advertising, is a large factor in this change of policy, according to the letters which the advertisers and agencies are writing to the committee. In a letter to Mrs. W. L. Lawton, Glens Falls, N. Y., the federation's representative on the committee, the J. B. Haines' Advertising Agency of Philadelphia wrote:

"We have carefully checked over the various forms of advertising and found that the newspaper and magazine offer the most publicity for the dollar spent—while we have not been able to check any great tangible results from outside billboard advertising.

Accordingly, we prefer the newspapers and cannot see why our beautiful landscape should be marred by promiscuous advertising."

Quotations from other letters follow:

"You may add our name to the list of companies who have agreed that business can succeed without the use of the landscape for advertising."

"My own attitude is that nobody would suffer very much if all printed signs and billboard advertisements were abolished, as there are certainly enough other forms of advertising available."

"We are heartily in sympathy. The beauty of the roadways of America is an invaluable national asset."

"We realize that advertising which of itself stimulates objections on the part of those to whom it is addressed has very little likelihood of accomplishing its object."

"I believe that I am conservative when I say that an advertiser has the odds very much against him for getting the cost of his advertising back from billboards outside of commercial sections."

"In our judgment the General Federation of Women's Clubs is doing a very fine piece of work through its interest in the conservation of the beauty of our landscape. We give you our pledge of co-operation and our moral support in the excellent work you are undertaking."

## Klamath Falls Man to Deal for Newspapers

We are informed by a prominent member of the committee in charge of the shopping news in Marshfield that this week's issue will be the last put out as a Mr. Murray of Klamath Falls is supposed to be in Marshfield in a few days to make an effort to buy both papers. Our informant said that the Times owner, are asking \$100,000 for the plant which offer does not include the building. The News management has all along offered to meet the committee on any reasonable basis that looked to consolidation. Business men, so our informant declared, are of the belief that Marshfield's growth would be enhanced through the influence of a consolidated newspaper.—Harbor.

## Highway Worker Finds Hoof Prints in Rocks

B. O. Johnson, who is boss of the highway work in Curry county, discovered in blasted rock hoof prints of an animal believed an ancient horse. The find was made in the vicinity of the Colegrove place in southern Curry. Mr. Johnson said the prints are plainly defined and the rocks are being sent to some state geologist who may reach conclusions as to how the prints became imbedded in the rocks.

## BATTLE ROCK VIEW OBSTRUCTED

Old Building Moved Onto Lots, Obstructing View of Historic Battle Rock.

Since the nine heroic men, commanded by Captain Kirkpatrick, fought a bloody battle with some 300 hundred savages in 1851 on Battle Rock, in the Port Orford harbor, as the advance guard of civilization of the Curry region, the lands lying in front of this historic spot, although in private ownership, have remained vacant, as if by common consent the memory of these brave men should be forever kept alive through permitting the public to view the scene free of commercial obstruction. Not until last Saturday was this situation changed. On that day, and Sunday following, an old building was bodily moved onto one of the lots, and it is commonly understood that Robert Macher, lately of the Wedderburn district, is to open a myrtle wood shop therein. The lot is owned by Rudolph Leutwyler, and the building was moved from the rear of his blacksmith shop in Port Orford.

The citizens of Port Orford and vicinity who are sincerely interested in preserving Battle Rock amid a proper setting are wondering why this particular spot was chosen at this particular time for a commercial purpose of this character, especially after the state highway commission, at its meeting on October 25, decided to acquire the lands lying between the Roosevelt highway and Battle Rock for parking purposes, and further, in view of the fact that the Spanish war veterans dedicated Battle Rock as the site of a memorial to our late president—Theodore Roosevelt—a bill for an appropriation for the erection of which is now pending in congress.

## Cancels Program For Navy Day

Crescent City, Cal., Oct. 27.—The two destroyers, the U. S. S. Thompson and the U. S. S. Farquhar, that arrived here Tuesday forenoon with the intention of staying here over today to help in the celebrating of Navy day, put to sea Wednesday morning at about 8:30 o'clock after having spent the night. Orders to sail having come after the officers learned that the county was being quarantined in an effort to prevent the spread of infantile paralysis.

County Health Officer Dr. C. H. Barnes, with residence at Smith River, was in Crescent City Tuesday and gave it out for publication that all the county was to be quarantined against the infantile epidemic that seems to be prevalent in the county at this time.

## Lands in Federal Net

Ted Green, youthful automobile thief, is now in custody of the United States department of justice officials in Portland and is facing a dual charge of transferring a stolen automobile from one state to another.

He was turned over to the federal authorities last Saturday by Sheriff F. J. Huntley, following a signed confession of his recent criminal exploits in which he admitted the theft of seven automobiles within the past six months, two of which thefts were committed in Curry county.

Following Green's sensational escape from the county jail on October 14, where he was being held for stealing the car of W. F. McCabe, checker on highway construction work on October 8; his theft of the car of R. M. Foster, local abstractor and his subsequent arrest in Del Norte county, Calif., Sheriff Huntley communicated with United States District Attorney Neuner in Portland and the latter consented to prosecute the prisoner on a federal charge.—Reporter.

## Chetco Fishing Good

In southern Curry county, fishermen living near the Chetco river are making good money taking silversides which are running there.

## Our First Anniversary

With this issue the PORT ORFORD NEWS completes its first year, and a review of the work performed and things accomplished is proof sufficient that it is fully carrying out its announced purpose to assist in the upbuilding of the Port Orford region, and Curry county generally, and the full development of the rich and varied natural resources of this great area.

The NEWS was instrumental in defeating the ill conceived project of establishing a game reserve of all the lands lying west of the Roosevelt highway in Curry county; it supported the movement which resulted in the correction of the offensive sewage condition that existed in the business district of Port Orford; it supported the movement which resulted in the stopping of the practice of dumping garbage on the bluff in front of Battle Rock; it supported the "Save the Roosevelt" movement which resulted in the elimination of signs of a large oil company along the Roosevelt highway from Bandon south to the California line; it supported the movement which resulted in the state highway commission deciding to acquire the lands lying between the Roosevelt highway and historic Battle Rock for parking purposes;

it supported the movement to incorporate Port Orford, which though unsuccessful, was a step in the right direction; it is supporting the movement to save the Port Orford beach from despoliation by the maintenance of a private sewer with an outlet in the vicinity of Battle Rock; it is supporting the movement sponsored by the United Spanish War veterans for the erection of a memorial to Theodore Roosevelt on Battle Rock; it is supporting the movement for the preservation of wild life, including the sea lions found off the Port Orford shore; it is supporting an educational movement with view to causing the public to refrain from picking the beautiful rhododendrons and azaleas along the Roosevelt highway; it has consistently fostered the development of the immense stands of merchantable timber and mineral deposits in the tributary region, as well as the extensive deepsea fishing banks off shore; it is supporting the movement for the larger development of the natural deep water harbor at Port Orford; it is supporting the movement for the fullest development of the great recreational region along Southwest Oregon's coast line; it is supporting the Port Orford chamber of com-

merce in giving wide publicity to the resources and advantages of the Port Orford district; it is supporting newly founded Port Orford library; and, above all, it has endeavored to faithfully publish the news of this great undeveloped region, without fear or favor, and modestly believes that it has accomplished its purpose in this regard.

With the scenic Roosevelt highway completed through Curryland to through north and south traffic, the NEWS predicts that the second year of its existence will witness a still greater realization of the progress of developing this wonderfully rich region, and at this time reaffirms the policy announced in its initial issue of supporting the full development of the Port Orford district and Curry county generally.

No newspaper can accomplish its maximum service to the public unless it has the support of the community and region in which and for which it labors, and the NEWS is no exception to the rule; therefore, for the NEWS to be of the greatest benefit to those it seeks to serve, the citizens of Port Orford and Curry county must support it in the fullest measure.

—THE EDITOR.

## Port Orford Family Breaks Quarantine

The George Horner family, residing near Port Orford, came to Bandon today and their appearance on the street caused consternation among citizens who were aware of the fact that the Horner baby had been quarantined for infantile paralysis. Their presence was reported to the local officials and County Health Officer Wheeler of Curry was notified. He told the local officers to send the family home with instructions to remain there until the quarantine on their home is lifted by him.

## Quarantine Lifted At Grants Pass

Grants Pass, Ore., Oct. 28.—The infantile paralysis quarantine was lifted here today. With only two cases reported in the past two weeks and none since last Saturday, the authorities believe the epidemic had passed the danger point. Seven deaths occurred here from the disease. High school will open Monday and grade schools a week later. The quarantine was in effect for a month.

## Oregon State Society Offers Annual Prizes

The Oregon Historical society has selected "The Provisional Government of Oregon" as the subject for the 1928 C. C. Beckman history prizes and medals. The prizes are four in number: first, \$60; second, \$50; third, \$40; and fourth, \$30. They will be awarded for the four best original essays on the above named subject written and submitted by girls or boys over 15 years of age and under 18 years, attending any public or private school, seminary, college, university, or other educational institution within the state of Oregon. The rules governing the contest may be had from the school principal, public library, or by writing the Oregon Historical society at 253 Market street, Portland. The material on the subject may be secured from the local library and also from the state library.

## New Gun Club

(From Western World) The Star Ranch Gun club is the name of the latest addition to the sportsmen's organizations of this section. Ten local men have clubbed together and leased the hunting rights on the Star ranch at Langlois and already have had good success in bagging ducks. Improvements are planned in the way of a cabin, boats and blinds.

## TO OUR SUBSCRIBERS:

With this issue the NEWS completes its first year, and subscription renewals are the order of the day. For prompt payment of renewal subscriptions for one year the NEWS will be sent for a period of one full year from January 1, 1928, there by giving subscribers the paper free from date of expiration of present subscription to December 31, 1927. This advantage will likewise be extended to new paid-in-advance subscribers during the month of November. Prompt payment of renewal subscriptions will be greatly appreciated by the NEWS. The Editor.

## Port Orford Wins

David and Goliath had another meeting on the Oregon coast and David won, as usual. George W. Soranson, editor of the Port Orford News, was the David, his weekly newspaper was the sling shot and pebble and one of the greatest oil companies in the world was the Goliath. It was like this: The oil company erected a large advertising sign on the Roosevelt coast highway which could not by any stretch of the imagination be considered as improving the landscape. Editor Soranson protested in his columns; the Port Orford chamber of commerce passed resolutions; copies of the resolutions were sent to all the commercial clubs along the length of the highway; the highway commission joined in the protest and a few days ago the objectionable signs on the coast highway came down. A complete victory for the editor, who is in the city and registered at the Imperial. Mr. Soranson says that conditions are quiet at Port Orford because of the rains which have prevented the cedar logs from being taken out. He says that the cedar within trucking distance has about all been cut down but there are immense quantities of it further back and with this forest behind the town and the deep-water harbor at the port conditions are just right for a big development which can get the famous cedar out by flumes or logging road.—Portland Oregonian.

## Overloading Prohibited

The Oregon state highway commission last Wednesday at a meeting held in Portland, reduced the maximum loads on 14 macadam highways west of the Cascade mountains, including the Roosevelt highway from Coquille to the California state line. The order limits the loads to 16,500 pounds, on solid rubber tires, with a tire width of not less than 30 inches, and the new regulations go into effect immediately.

## Paralysis Situation Generally Improving

Washington, D. C., Oct. 28.—A general decrease of infantile paralysis occurred over the country for the week ending October 22, the number dropping from 579 the previous week to 490. Public health service figures today, however, showed that increases took place in three states. Massachusetts' cases jumped from 78 to 99; Illinois' from 26 to 37, and Pennsylvania's from 33 to 45. The peak of the outbreak seems to have long passed, the service declaring there has been a general decline in cases since the week of September 17, when the highest total, 656, was reached.

## Medford Blames Milk For Typhoid Fever

Medford, Ore., Oct. 28.—The public health department authorized a statement denying newspaper reports in other cities on the coast that Medford is suffering from a typhoid epidemic. According to the statement there is some typhoid in Medford, from which two deaths have resulted, but it is not in epidemic form and no new cases have been reported since the first of the week. The cause has been traced to a milk supply and the contamination corrected. Medford's new water supply is declared 100 per cent pure. The infantile paralysis quarantine has been raised, and the department declares health conditions in general are good.

## Local Girl Wins Prize

Denmark school—Third prize for school exhibit, \$6. Francis Kreutzer, Denmark, first prize garden exhibit, \$5. Francis Kreutzer, Denmark, fourth prize, potato exhibit, \$2. Alyce Kreutzer, Denmark, second prize, cooking I exhibit, \$4. Virginia Kreutzer, Denmark, second prize, canning I, \$4. Virginia Kreutzer, third prize, cooking I, \$3. June Crumley, Port Orford, third prize sewing I, \$3. Floyd Guerin, Langlois, first prize, camp cookery, \$5. Jack Guerin, Langlois, second prize, camp cookery, \$4. The Denmark school, a rural one-room school with an enrollment of 12 pupils, has made a most excellent record, having this year won \$24 in prizes on school and club exhibits. Francis Kreutzer, of this school, won the boys' capital prize of a free trip to the state fair. Mrs. Eva Capps Donaldson, who taught the school last year, acted as leader of four club projects, and supervised the preparation of the prize winning school exhibit.

Langlois and Port Orford also did splendid club work last year. June Crumley of the latter place being the winner of the girl's capital prize. She did her work under the leadership of Mrs. Louise Scofield.

## Big Power Dam Contemplated -- Rail Development Possible

### STR. COOS BAY TOTAL LOSS

U. S. Inspectors Will Not Announce Decision on Liability For Few Days.

San Francisco, Cal., Oct. 27.—The Coos Bay Lumber Co. of Marshfield, owners of the wrecked freighter Coos Bay, today abandoned hope of salvaging her and announced they would turn the hulk over to the underwriters. Captain B. W. Olson and officers testified at a hearing late yesterday that the ebb tide and series of fog whistles which drowned out the Point Bonita fog horn, were the cause of the wreck. Captain Bulger, government inspector, took the case under advisement and will announce his decision within a few days.

### Charter Ship Due Monday

The Corsicana, chartered by the Coos Bay Lumber Co. to replace the Coos Bay, will arrive here Monday. She is of 1287 net tons, practically the same size as the Steamer F. A. Warner. The steamer, F. A. Warner, arrived in this morning from San Pedro and will load for Bay Point, probably getting out tomorrow.

The company has about five million feet of lumber on the docks here, leaving them room for a week or ten days cut without the yards becoming jammed. Parties from San Francisco said that few realized the density of the fog in which the Coos Bay was lost Saturday night. She sent out her first SOS call shortly before 8 o'clock and it was nearly two hours before the rescue crews were able to locate her.—Times.

### California Traveler Praises Highways in State of Oregon

The San Francisco Chronicle of recent date makes editorial mention of Oregon's fine roads in quoting a tourist in the following words: "An intelligent traveler just back from a northern motor tour expressed an opinion that Oregon must be a much richer state than California. 'The roads,' he said, 'show it.' Wonderful roads in Oregon. This man's reaction to Oregon's fine roads is worth thinking about. Oregon, in fact, though in affluent circumstances, does not claim to class with California's wealth, yet her magnificent road system makes the visitor think she is richer. Good roads—that means good streets, too—are good schools making a lasting impression on visitors. They make a state, and a city, look well dressed and prosperous."

### Los Angeles Banker Builds Lodge in Curry

A. T. Jergins, president of the A. T. Jergins Trust company of Long Beach, Calif., who is erecting a magnificent lodge on the Eszard property on the Rogue river which he purchased some time ago, left for home with a party of guests whom he had been entertaining for some time. The guests were Mr. and Mrs. Cole and daughter and Mrs. A. Ford, all of Los Angeles.

Mr. Jergins is spending between \$15,000 and \$20,000 on his lodge and when it is completed he will have one of the most magnificent summer homes on the Rogue river. He plans on spending much of his time in this section.—Gold Beach Reporter.

### Eureka Schools Are All Closed

Eureka, Calif., Oct. 25.—All Eureka's elementary and secondary schools have been ordered closed for an indefinite period because of a flare-up of the infantile paralysis epidemic which has claimed nine lives in Humboldt county. The Arcata board of health issued a similar order exempting college students in the state teachers college.

### Public Spirit Appreciated

The Port Orford chamber of commerce desires to express its appreciation of the public spirit manifested by S. J. Spoerl, Everett Eggleston, Fred Pfeister, David McKenzie, Henry Johnston, W. J. Paulman, E. L. White, R. C. Ostrander, Henry Adolphsen, H. Preisendanz, W. H. Sheridan, W. T. White, Cr., Sea View ranch, L. B. Hatton, Ed. Skog, Inman Lumber & Development Co., in providing the expense needed to present the matter to the state highway commission acquiring the lands between the Roosevelt highway and Battle Rock for parking purposes to the commission at its meeting in Portland on October 25. PORT ORFORD CHAMBER OF COMMERCE.

### Agness, Or., Oct. 31.—(Special to The News)

—The erection of a huge hydro-electric power dam at or near Copper canyon, about seven miles below Agness on the Rogue river in Curry county, is seen in the activities of an engineering crew now in the field making surveys and acquiring options. About a year ago several large water power sites on the Rogue river were filed on by Berkeley, Calif., parties, and the engineering party now at Agness is from Berkeley and San Francisco. Engineer Lee, who, with his wife, has been at Agness for some time past, has quietly been taking options on certain lands, and last week Engineer Bradley, with a crew of three other engineers, appeared on the scene and began taking levels. Engineer and Mrs. Lee left for California Saturday. A dam 150 feet high at Copper canyon, which it is understood is contemplated, will back the water up the Rogue river for a distance of 20 miles, and will develop many thousand horsepower. The cost will run well into millions and the work will take several years to complete, should it be ordered done. Much speculation is rife as to the identity of the company behind the project, but it is believed to be either the Southern Pacific company, to provide for the electrification of the Shasta route, or the Hill interests, to provide power for the extension of the Oregon Electric south from Eugene along the coast for a California outlet.

### North Bend C. of C. Against Road Signs

The North Bend chamber went on record at noon today as opposed to the construction of advertisements and signs along the state highways, especially the Roosevelt highway. This action has grown out of a letter received from Robert W. Sawyer of Bend, new member of the state highway commission, who is bitterly opposed to "littering the public roads of Oregon."

### Think Engineers With Hill Lines

According to apparently authentic reports today, Wm. Pinkney and Theo. H. Hillebos, Portland engineers, who passed thru here yesterday en route Powers, are closely affiliated with the engineering department of the Hill rail system engineering department in Portland. It is not understood that they are steadily connected with the Hill line engineering department but it is understood that they do considerable work for that department.

Their visit, following reports of plans for the Hill lines to extend the Oregon Electric to Coos Bay, is regarded as being significant.

When asked about their work here yesterday, both Pinkney and Hillebos were reticent, saying they might have a story later.—Times.

The offer made to the state highway commission by Archie Philip on behalf of the ranchers on Larson and Haynes inlets to construct a dyke across the inlets where the Roosevelt highway bridges are located and eliminate the bridges, was looked upon favorably by the state highway commission at their meeting of this week and three engineers arrived on the scene yesterday to start the survey.