

# BROOKINGS-HARBOR PILOT

Entered as second-class matter, at the postoffice at Brookings, Ore., March 7, 1946, under the Act of March 3, 1879.

DEWEY AKERS, Editor and Publisher

National Advertising Representative  
**NEWSPAPER ADVERTISING SERVICE, INC.**

an affiliate of the

National Editorial Association

**N. A. S.**

Serving America's Advertisers and the Home Town Newspapers

188 W. Randolph — Chicago 1, Ill. • OFFICES • Holbrook Bldg., San Francisco, Cal.

### Subscription Rate:

Per Year, in Curry County, Oregon.....\$2.50  
 Per Year, outside Curry County.....\$3.00

## Budget Passage Has Significance

People of this area, it was demonstrated last Wednesday evening, showed confidence in their school board and schools by voting 216 to 163, to levy the district for the \$27,000.00 needed to meet the proposed budget for the coming year. This vote demonstrates to the world at large that this area is cognizant of its school needs, and its attempt to keep schools above the average.

Opposition to the vote came from misunderstanding on the most part, and from agitation on part of others who object to paying taxes of any kind, regardless of where. However, this district, this county and this state should cut in other sections and places rather than at expense of the schools. This column is reminded of worthless bridges and roads of no return that could be eliminated to save plenty of taxpayers money.

Whenever schools must suffer for lack of funds, perhaps it would be best that all of us forget about asking for good roads—and scores of other items which are esser in importance.

The greatest pleasure this newspaper has is to announce to the world that this area thinks enough of its schools that it will vote the funds necessary for their continuance.

## Advertisements Are Often Invitations

Many people misconstrue the purpose of advertising. Many do not realize the intent of advertising place in any newspaper. They fail to see that it is an invitation.

Guests wanted at a wedding are sent invitations, as a rule, graduates from high schools and colleges send invitations to their friends. Presence is what is desired.

A store places an advertising, for purpose of inviting people to come there to trade. For inducement, prices oftentimes are told, or a sales talk is designed to create a desire to buy—an invitation.

In these days when the dollar has lost much of its elasticity, homemakers look to those places where they can cover the most with what money they have at hand—those places showing her how this may be done will be the ones favored.

## Work Must Be Done To Succeed

Dr. Elmo Stevenson, president of Southern Oregon College of Education, in his talk to the seniors last Friday evening, not only told them how to face life, but gave their elders something for thought. "Watching the trends" is a piece of advice that all of us could profit by doing.

Education, since the first world war, has become increasingly more necessary than ever before due to the specialization trend of society. Gone are the day of being "jack of all trades."

In looking at the meaning Dr. Stevenson intended to convey, we are reminded that you will not in most of the advertising placed in the newspapers, trade journals and other publications, few are the exceptions which do not include: "College man or woman preferred." In these days of competition, and high cost of living no business feels it can afford to train people by the old apprentice-ship methods. Employees are expected to have a general idea of the business before they can hope to gain employment.

Education starts with the grade school, continues through the high school and is completed in colleges or trade schools. These secondary schools must be adequate.

"Work" has become an obsolete word among too many of the youth today, Dr. Stevenson emphasized. Work must be done, or the station in life will never be lifted above the very beginning of a life's career. Business expects work from its employees.

While Dr. Stevenson did not directly say it to the seniors, he certainly meant to impress them with the idea that "If you did

not do more than you were paid for, you'd never get paid for more than you do." Advancements always come to those who have ideas and are prepared to take advantage.

## Otto Ismert Tells Of Life Here Back Before Roads Came

Otto Ismert, resident of Pistol River, who came here with his parents in 1887, told Brookings Rotary club, Tuesday, of the conditions existing here before the turn of the century and immediately afterwards.

While he had no prepared review, Mr. Ismert relied upon a few questions to give him leads on what to tell.

He was county commissioner for southern Curry county in 1912, he told the club, and in those days there were no roads of any extent anywhere in the county, except a 4-foot trail in most places. The highway was built in the '20s.

"We came by wagon to what is now the Charley Warnock place, and packed the rest of the way back to Pistol River, where my dad had purchased 160 acres.

"Making a living in those days was little if any more difficult than today, and as our wants were fewer, we didn't care too much," he said in answer to a question. "We used to ship our hogs out by boat, but the cattle and sheep were bought up by buyers who rode through the country and who drove them to what is now Arcata.

"W. J. Ward built the first telephone line from Brookings to Gold Beach. A lot of us put in money, but often we wondered if we got service enough to justify our investment. This county is growing, and the growth, if my idea is taken for anything, is good, the right kind.

"I wish I had more time to check dates and prepare some better kind of talk," he apologized, in closing.

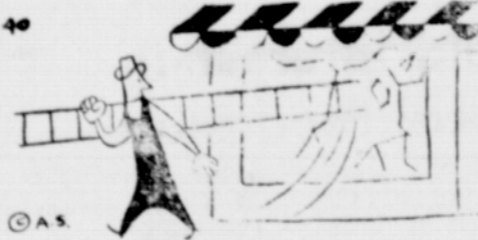
## LOCAL NEWS

John Hogan, local agent for Battleship Roofing, left Monday for a two-weeks selling trip up the coast for his company. He returned last week from a trip which included the Coos Bay vicinity.

A cord from Mr. and Mrs. Cal Musser, who left here last December to occupy his homestead in Wyoming, states that their mail address has been changed from Heart Mountain to Raiston, Wyoming. His parents, Mr. and Mrs. John Musser are there

## Now you Know!

ANSWERS TO EVERYDAY INSURANCE PROBLEMS\* BY PETE LESMEISTER



Question: I have been intending for some time to take out insurance on plate glass windows in my store. However, I've just decided to do some remodeling of my store front and wonder if the plate glass insurance covers breakage by workmen on the job.

Answer: Yes, your plate glass insurance policy will pay you for any damage caused to the windows by workmen doing the alterations.

\*If you'll address your own insurance questions to this office, we'll try to give you the correct answers and there'll be no charge or obligation of any kind.

PETE J. LESMEISTER

Real Estate and Insurance  
 Crissey Building Brookings

helping with the work.

Mr. and Mrs. M. C. Beem were called to Coos Bay, where, Thursday, they will attend the funeral of Mr. Watson, father of their son-in-law, Fred Watson.

Mr. and Mrs. Henry Kerr returned Sunday evening from a business trip which took them to Seattle, Wash.

Mr. and Mrs. Gene Bock of Coos Bay are parents of a seven pounds, 15 ounce son, named Eugene Edward, born May 18. Mrs. Bock will be remembered here as the former Betty Benson Brammer.

Mrs. Elmer Hanscam Jr. and two children were to leave Portland by plane during the week-end for Louisville, Kentucky, to visit her family for several weeks as her mother is ill and in the hospital.

Mrs. Dorothy Wilber and son, Cecil, arrived from Yamhill last week and are visiting her brother, Donald Payne, and family.

Mrs. Joe Zumpfe and daughters spent the week-end in Dunsuir, visiting her parents, Mr. and Mrs. George Hiland. The special occasion was the double birthday of her father and brother.

Mr. and Mrs. LeRoy Tungate and Les Casey of Butte Falls brought Mr. Tungate's father, Jack Tungate over Friday for an extended stay with the Herbert Payne family.

Mrs. Kathryn Reekman left on Tuesday for McNeil Island, Wn.,

where she will visit her brother, Emerson Pratt, and family, for a few days before going on to Ontario to attend the State Grange Convention which to be held there June 12 to 16. She will also visit relatives at Klamath Falls and Ashland, before returning home. Mrs. Frances Payne is assisting at the Harbor Post Office during her absence.

## Dr. Silvia Challoner

Osteopathic Physician  
 Hours 10 a. m. to 5 p. m.  
 Open Evenings 7:00 to 9:00  
 On Hwy 101  
**At State Line**  
 Mail Address  
 Smith River California

## NORINE HARVEY

accredited teacher  
 of  
**PIANO**  
 Studio Building  
 Brookings, Ore

## OCEAN VIEW CAFE

We specialize in Fried Chicken Dinners, or orders of fried chicken to take home or on picnics.

MR. AND MRS. R. J. "BOB" STOKEN

Half Mile North On Hwy. 101 Brookings

## STANDARD LIFE INSURANCE CO. Helps American Families to Help Themselves

four your insurance needs see

MRS. EVA LEA LONG, Agent,

At Pete J. Lesmeister Office Brookings, Ore.

## Don Feed Store

DON VAUGHAN, Proprietor  
 Basement of Dimmick Bros. Market

### PRICES

of Feed For This Week

EGG MASH . . . \$4.85  
 SCRATCH . . . \$4.50  
 WHEAT . . . \$4.50  
 ROLLED BARLEY . \$4.50

Free Morning Delivery in  
 Brookings and Harbor

If We Don't Have It—We'll get it for you!

Hours 8-10; 4-7

## FLAG DAY DANCE

Smith River Community Hall

SATURDAY NIGHT, JUNE 10

Sponsored By  
 American Legion Post, No. 712  
 and Auxiliary

Virginia Card and Her  
 Klamath Falls Westerners

Les Gardiner and his 3-neck Steel Guitar  
 Johnnie Halloway, base and singer  
 Ruby Rainwater, drums and singer  
 Frank Gard, guitarist; Virginia Card, pianist

Music that you will enjoy dancing with, from ten to three, and spiced with plenty of entertainment.

Refreshments Served the Entire Evening