

E. E. Hanscam & Sons Pioneer Store, Overlooking Chetco River Mouth, Tripled Floor Space During Past Five Years



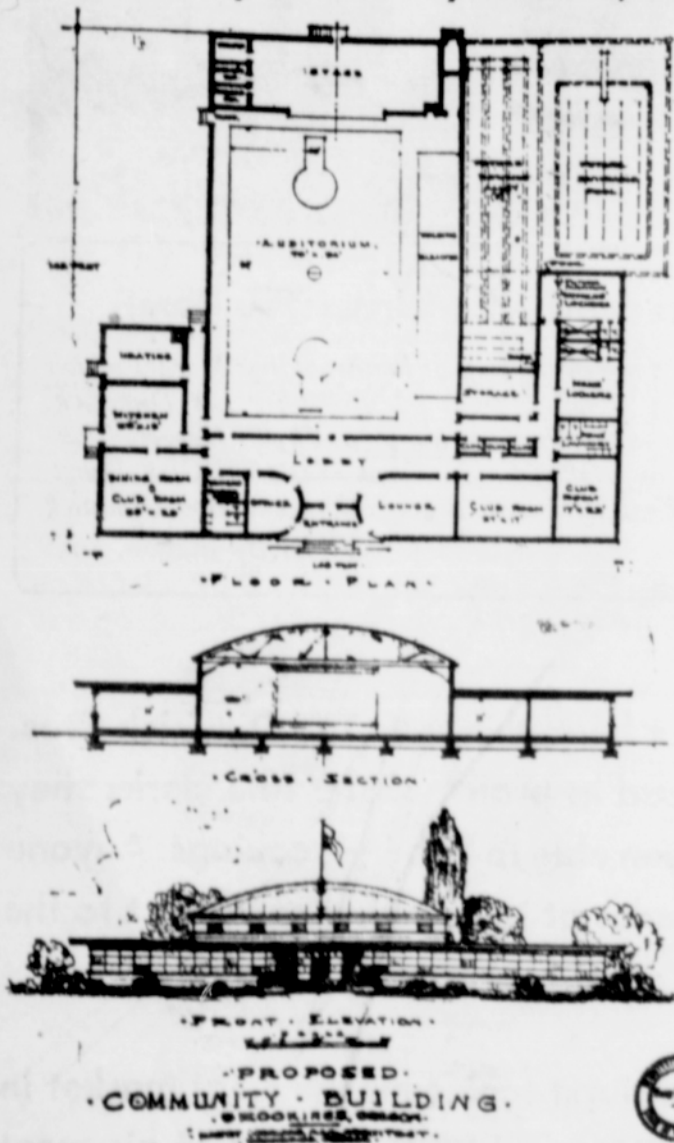
Chetco River, noted for its fishing for silverside and steelhead salmon, offers to probable future investors in the fishing industry, something of a haven, provided a jetty of some sort is erected to prevent tidal action from "filling" the mouth with sand. However, this scene offers much, as it is, to the people who love fishing from row boats, or with outboard motor rigs. E. E. Hanscam & Sons' Harbor Store is shown in the center foreground. Pioneers in the mercantile business of the area, this establishment has more than tripled its floor space in the last five years.

Even Day Completed Grade School Was 'Inadequate'



In 1947, when the district voted to build this grade school building, many felt it would be adequate for the community for many years. By the time it was completed and ready for occupancy, it was too small. Two shifts of students, two shifts of faculty members tax it beyond recommended standards set by the state board of education. Elsewhere in this issue appears data concerning enrollment, valuation, etc. These figures, since they were printed, have become obsolete. The community actually is growing that rapidly. New school facilities must be built soon.

Community Hall Sorely Needed, Too!



In addition to more school facilities, possibly the need most felt in this community is that of a community building of some sort, similar to the one proposed four years ago and prevented by some who felt "there was no future" to this community. At that time, had an effort actually been made, costs would have been about half that of today, and those months could have seen enough revenue from all sources to have paid for the structure. The need still exists, and sooner or later must be erected.

Curry County Lbr. Co. Pioneered In Building Materials

Curry County Lumber Co., established late in 1945, is owned by Homer Kessler and his two sons, Kay and Connor, who came here from the Willamette valley to open a complete building materials business, the first of that nature in the area.

Backed by years of building and contracting experience, Mr. Kessler is able to advise builders in many ways, how to "cut corners" here and there and to get certain desired results.

Born in Indiana, Mr. and Mrs. Kessler went to Craig, Colorado, where they spent many years in the building field. As soon as their two sons were discharged from the army, they, too, joined their dad in the business. Kay was in the paratroopers in France and Germany, while Connor was in the signal corps, most of the time on the west coast.

From a small room, the business has expanded, at the present time employing two trucks, Doyle Rause, as driver of a truck and E. W. Warriner as plumber, and Clive Manley as electrician.

Mr. Kessler is a member of the Rural School Board, of Rotary Club, and active in civic affairs. He wants this area to be the best possible place to make a home.

Matot Invests In Brookings Business

A. J. Matot, who said he had retired a number of times, liked this area immensely, bought a home here a few years ago, but had to leave for business reasons. While away, he found he could not "stand" being away from the ocean breezes and the rain — on those special days, so he and his family returned.

Last fall he felt he had to get into the heating business—a line he had long studied and enjoyed. He built a business, and before he

was nicely situated, he had to enlarge, just a little. Now, after about two months, he had to almost double size of his building. A booster of this community, Mr. Matot finds a keen rival in the person of his wife, whose father came here, or through this area long time ago—long before there was anything but a store and post office at Harbor.

Like everyone in this area, the Matots say they are "put" now and expect to remain where the wardrobe is the same the year around (except for slickers).

Goetz Expands In Building Program

Gordon Goetz, many years connected with a telephone company in the Los Angeles area, likes this area so well, on one of his trips through here that he bought the Woody Cottages, and the street property, then occupied by the Chevron Station. Since then his program has been one of expansion.

When the Chevron Station was moved to its new home, Goetz has erected a two-story building on the site, housing the Par Store on the first floor, with apartments on the second. He has almost doubled the number of rentals in his string of cottages.

Living in Brookings is a pleasure for Goetz, who is active in the Rotary club, Chamber of Commerce and the Rod and Gun Club. His entire energies are devoted to civic improvement.

Grayshel Heads O. C. A. In 1952

Oregon Coast Association, an organization boosting for travel on Highway 101, in Oregon, is made up of progressive people in all the Oregon coastal coun-

ties, and Del Norte County, California, working for a single cause of mutual benefit. Its membership, each year, elects officers to plan campaigns of attraction.

For year, 1952, Charles Grayshel, of Brookings, heads this organization in one of its most ambitious campaigns, when many of the officers and directors went to San Francisco to interest all travel agencies in the beauties of the Oregon Coast. Grayshel, in his capacity of President, hopes to point the way for future campaigns. He has been an active member of the association for a number of years, and on the board of directors since 1947.

Arrell Boasts Real Modern Pharmacy

Francis A. (who answers to the monicker of Frenchy) is the best booster Brookings could find —yet he is a relative newcomer. Being a registered pharmacist, he purchased the Chetco Drug from Mr. and Mrs. T. W. Zenier, and has expanded by moving into the new Manley building late last fall. "I am just getting started," he likes to tell friends when in conversation about this area.

"Frenchy" isn't new to the Oregon coast. He came here from Coquille. Both Mr. and Mrs. Arrell wouldn't "leave here for the world."

Mr. and Mrs. Jos. Taylor Opened Inn

After a decade or more during which the Chetco Inn had been under different owners, and used part of the time as a church, two years ago, Mr. and Mrs. Jos Taylor of Los Angeles purchased the old landmark, and remodeled it from cellar to garret.

Once again the famous hotel

is open to the public, complete with dining room and other service accommodations. The dining room serves both the Rotary and "other groups" as well as any other function which requires such a place.

Under Adrian, the dining room has come to be recognized as a gathering place for many social functions.

For the enterprising, for the ambitious who have any skill to use their abilities, it may be said that Southwestern Oregon offers much. A number of fields are open to those who wish to invest. Come here to find out!

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SERVING Brookings



While serving Brookings the last six years, we have seen many, many changes—all for the good—in this community and are glad we have chosen it for our home. We welcome all newcomers to the area, and hope that we may be of service. Be sure to call—at any time!

Our first concern is service to your transportation. We follow the slogan—"We say and mean, we take better care of your car!" Our business has been built on that service we have to offer. Try us—and we feel sure that we will have you won.

We are especially grateful for the part which Brookings Plywood Corporation is playing in the further advancing this little city of our own Southwest Oregon. Remember, this is the last place for expansion—this is the last area which is not crowded for those with vision and ambition. We wouldn't like to live anywhere else!

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