

# THE CENTRAL AVENUE BOOSTER

VOL. 1.

CENTRAL AVENUE, FRIDAY, OCTOBER 1, 1915

No. 4

We cleaned 167 pairs of white gloves, and 157 pairs of them CLEANED PERFECTLY.

Your Suits go through the same process. TRY IT!

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AGATES CUT AND POLISHED — We have installed complete machinery for cutting agates

EXPERT WATCH REPAIRING

## O. H. Wilson

Formerly with Red Cross Jewelry Co.

### THE BOOSTER'S CROWN

I never wrote a famous play  
Like those that Shakespeare wrote  
Nor yet in verse or roundelay  
Struck the Miltonic note;  
I never painted anything  
Like Michael Angelo,  
Nor does my oratory ring  
Like that of Cicero.

Upon the stage I must confess  
I'm not a second Booth,  
Nor yet do I pretend to dress  
Like Beau Brummel in truth;  
No symphonies have I composed  
To rival Herr Mozart,  
Nor nature's secrets have disclosed  
With Luther Burbank's art.

No continents have I explored  
Like Ponce De Leon,  
Nor ever led the conquering horde,  
As did Napoleon;  
No master of finance am I,  
As Rockefeller is;  
In science I'd not qualify  
With the late Agassiz.

At statesmanship I must admit  
I'm not a Talleyrand;  
Or no inventions have I hit  
With an Edison's command;  
Yet on my tomb let all men read  
My old claim to renown,  
That mine was not a knocker's creed  
—"He Boosted His Home Town."

### SMILE-A-WHILE

#### SAFETY FIRST

THIS slogan has spread over the country like wildfire. It puts in striking form a world old idea. It was the uplifting, though vague preception of the "Safety First" idea that inspired prehistoric man to reach into the leafy branches for the knotted club which enjoyed popularity for so long, and the development of the principal later found expression in the Ark, David's casual selection of six stones, and Bryan's resignation from the cabinet. In fact, from creation's dawn, the principal has been pretty generally recognized by every one except the army and navy department of the United States. Its observance has given humanity the aseofidita bag and the fresh pain sign, and has uniformed the policeman so that his approach can be readily detected.

Central Avenue has applied the idea well, although much remains to be done to put us in the van of the movement.

On West Central, automobiles have to drive very carefully, not only for their own safety, but to prevent injury to people in the houses by flying nails and fragments of planks. This insures a measure of safety to pedestrians if they walk with caution. Down town, that most common danger of being lowtackled by a speeding automobile is lessened by the fact that all autos run with their cut-outs wide open, so that pedestrians are amply warned. This is required by city ordinance. On the Central Avenue bridge, careless speeding would endanger the Mill Slough drain box, jarring it loose from its moorings, and would also give such an uneven motion to the car that the occupants would be liable to seasickness; so the real speeding does not begin until the populous business center is reached.

There is always some danger attending the construction of new buildings, and the public has long been in dread of the work on the brick block at the corner of Second and Central; but is beginning to be stoical, and to think that if this structure must go up anyway, we must be careful, and make the best of it. A garage offers some dangerous features, but the one on Central Avenue plainly warns the public by painting the direction "dodge" in big letters on the front. We suppose this suggests possible danger from explosions, or emerging cars, "routed" wrong.

Quite an advance could be made by

an ordinance requiring head and tail lights on the telephone and electric light poles which embellish the sidewalks to the danger of absent minded pedestrians, and which further imperil bicyclists, who are evidently compelled by city ordinance to ride their wheels on the sidewalk.

More could be said in compliment to the safety of the Avenue without killing the force of the excellent line of Accident Insurance advertising in The Booster. If we had the space. But it is our wish merely to suggest in a broad way, thus stimulating the public to think for itself. On the whole, Central Avenue is a good safe place. There are not many places where one could even fall off the water wagon; but there will be a good many more after the prohibition law goes into effect.

### SMILE-A-WHILE

#### CENTRAL AVE. ARCHITECTURE

MARSHFIELD, Ore., October 1.

—To the Editor of The Central Avenue Booster:  
We object to the somewhat frequent and insinuating references made in your columns to the architectural design of the business houses of the water company on Central Avenue. It only goes to show your lack of discrimination in judging between the renaissance, which it affects, in so far as the architecture of that period partook of simplicity and grace, and the more modern school. We do not wish to be understood as saying that it is a replica of any particular building of any particular era, the architect who designed it was allowed what latitude he wished.

The Water Company's building pioneered the district and naturally had its influence on the architecture immediately following the period in which it was built. Witness, the Masonic Temple, another structure following the simplicity of lines of the period to which we call attention. The Tower block of a more modern date of fabrication goes in more for solidity, and leans to the stately style of architecture, but still did not escape entirely the influence of the pattern of the district. The Hague, of still modern conception, we have been unable to classify architecturally. It must have been an inspiration, is in a class by itself, but is a gem nevertheless, though departing quite radically from the pioneer.

The Noble block, to which you refer with so much gusto, in our opinion is entirely outclassed. It leaves too little to the imagination and tends too much to modernism.

There are other buildings on the street of which we have our opinion, but will refrain from giving the owners offense by giving expression to them on condition that you be more guarded in future in your art criticisms.

After all is said and done we shall still be of the opinion that the structure of the Water Company will out "ware" them all.

By order of the President,  
(J. H. F.)

### SMILE-A-WHILE

HIGH BAWLS  
The tenor had a singing stew.  
The hoose made his voice wheeze,  
And then the bar keep said: "Hey, you!  
Cut out those high bawls, please."

### SMILE-A-WHILE

#### THE QUIET OBSERVER SAYS

"It is better to have loved and lost, than to pay alimony."

### SMILE-A-WHILE

#### IN CAESAR'S DAY

They say 2,000 years ago—  
(How fast the time has flown!)  
That elevators just like ours  
In ancient Rome were known.  
It would have made our heart rejoice  
And filled with joy our cup  
Could we have heard old Caesar shout:  
"Hold on there! Going up!"  
—Bill Chandler

### SMILE-A-WHILE

#### QUESTION FOR THE DAY

Would you figure a chicken's birthday from the day the egg is laid or the day the chicken is hatched?

### SMILE-A-WHILE

#### DR. W. A. TOYE, DENTIST

Hours 9 to 12; 1 to 5.  
Room 204, Irving Bldg.  
Central Avenue, Marshfield

### PERSONAL MENTION.

JOHN MERCHANT says the San Francisco fair was some show, but it will take a still greater attraction to beat him out of his annual outing at Bastendorf's another summer.

GEORGE SEELIG says he will be at the old stand for some time to come, working out the salary he drew down in advance for his trip to the exposition, but he wouldn't have missed it for anything. He and Jay Doyle winks whenever they pass.

R. H. COREY and Tom Bennett deserve great credit for being the only men in town who drive their autos over West Central Avenue without complaining of the condition of the street. J. W. Bennett says its a fine street to ride a horse over.

### SMILE-A-WHILE

#### CENTRAL AVENUE SAYINGS

Which Kind?—Fair customer (in Owl Pharmacy). (Give me a box of powder, please.) Frank Cohau. (politely) "Face, Gun, or Bug, Madame?"

Easy Money.—With Jack Hillstrom offering \$10.00 for a name, and Bob Marsden \$10,000.00 for a suggestion, times oughtn't to be hard in Marshfield.

Weather Signs.—An infinerant umbrella mender made his appearance on Central Avenue Monday. We may now look like rain, and, shortly afterward, for the roof carpenters in shild phians.

Hospitable Central Avenue.—Off shore sailor (slightly "under") passing Goodrum's garage: "Shay, Mike, they shure try to treat a stranger right in this town; here's a sign says "free air."

Serves Her Right.—Otis Wilson has put in machinery for cutting and polishing agates. Hereafter we'll hold the "Agate Carnivals" at Marshfield, and get even with Port Orford for leaving Coos Bay off her map.

Another Triumph.—The Booster extends a welcome to the new flower store opened by Mr. Scott in the Wiley B. Allen rooms. Another addition to the refinements of Central Avenue. We can trust the young men to attend to the distribution of the product where it will do the most good.

An Apology.—In our impetuous editorial on the Architecture of Central Avenue a short time ago, we inadvertently neglected to pay our respects to the "house of seven gables" occupied by Ray Oliviant and Harry Nasburg, and the boys felt so hurt about it that they are going to move out. We are very sorry we did so.

One on the City.—Anson Rogers was a Central Avenue visitor this week. Anson thinks the city overlooked a bet in not taking over the Mill Slough drainage area, as they could make a fine public park at the North arm, with all the attractions of the seashore—fine beach sand, plenty of water, and a stiff breeze.

More Good Booster Work.—The Booster modestly prides itself on having inspired Toota Noble to put in concrete sidewalks in front of the Noble Theater. We worked it through with the assistance of Bob Marsden. We regret not feeling able to claim credit for Dr. Toye's new concrete walk on West Central. John Merchant cut his lawn, and it was Doc's move.

Bicycle Thefts Cause Suspicion.—The recent bicycle thefts have, of course, been charged to small boys, who usually get the blame for everything. We have full confidence in the bravery of our police force in bringing the offenders to justice. But in view of the recent demand of Marshal Carter for a wheel, and the short finances of the city, wouldn't it be well to wait and see if Jack

doesn't make his appearance on a bike of uncertain manufacture, before placing the blame for the theft of parts from the wheels of Mayor Allen and Mr. Doane? Just a suggestion of course.

Almost Persuaded.—We almost succeeded in procuring a new subscriber last week. "Dad" Welch dropt into The Booster office and said he had been thinkin' seriously of subscribin' for the last three or four years and we told "Dad" if he wanted to have a up-to-date paper which would give him all the news of the world and adjacent territory he ought to pay us \$2.00 and have The Booster come to him every week. In order to further convince "Dad" we told him there wasn't nothin' better to tie up packages in, start fires with or spread on the kitchen cup-

board shelves, than back numbers The Booster. This argument convinced "Dad" and he had his ha in his pocket ready to pull out five spot when he should walk in the office but Charlie Van Durn a when he seen what "Dad" was go to do he says:

"Don't do that, "Dad"—you p me a dollar and I will let you re my Booster, after I get thru with and won't cost us but one dollar ea per annum. "Dad" did this at they both departed, leaving us deep disgust. Charlie when he do that was takin' the broad right o of our very month, you might say.

### SMILE-A-WHILE

Don't buy your SUITS until you have read the Woolen Mills Nord Bend Store's special sale ad on page FIVE of The Times tonight.

## Dread of Washday Disappears

when you use

### Electric Spark

The wonderful SELF-WASHING VEGETABLE-OIL WHITE LAUNDRY SOAP—Produces the effect of a WATER-SOFTENER, DIRT LOOSENER or WASHING TABLET and SOAP COMBINED. No rubbing on a board, no boiling being necessary when doing the family washing. Just dissolve soap in warm water, according to directions on the wrapper, let clothes soak in the solution 30 minutes, rinse and they are ready for the line. The soap can also be used in any other way. The soap works excellently in hard or soft cold water. It will not SHRINK WOOLENS and is guaranteed not to INJURE THE HANDS or the FINEST FABRIC. Don't fail to try the soap, as it saves time, fuel, work and clothing. We will be pleased to take your order for the soap at 5 cents a bar.

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of Fire, Life and Marine insurance which insures, see—

## SENSTACKEN the Insurance Man

Good Smokes  
Good Pool  
Good Billiards  
and  
Good Fellows  
are always found at

## The Smokehouse

Central Avenue's popular meeting place.

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JUST RECEIVED

Don't forget our high grade flour

## HAINES

Central Avenue. Phone 52

## FREE Aluminum Ware Absolutely Free

With every new or old account opened on the first day of October with an order of two dollars or more, or with every cash order of two dollars or more, we will give you a

### One qt. heavy aluminum sauce pan

Also with every ten dollar cash order or \$10 paid in advance on a monthly account, we will give you your choice of the following aluminum ware, which we have on display in our window:  
Two-quart heavy aluminum double boiler.  
Six-qt One Combination Aluminum Double Boiler.  
Eight-quart heavy Aluminum Berlin Sauce Pan  
Extra large round or oval Guernsey Casserole.  
We can only give one article to each person.  
Be sure to see the display in our window.



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Corner Central Avenue and Second Street.  
Phone 213.

Travelers to the Exposition— and anywhere else in the United States will find that the safest way to carry their funds is in the form of "A.B.A." Cheques.

They are accepted where a personal check might naturally be refused. Self-identifying. Issued in \$10, \$20, \$50 and \$100.

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Central Avenue and Broadway.

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The Hub of Central Avenue  
a Good Menu

**CENTRAL AVENUE MUSIC STORE**  
PIANOS, ORGANS, VICTROLAS, RECORDS, SHEET MUSIC AND EVERYTHING IN THE MUSIC LINE  
We will be glad to arrange terms if you cannot pay all cash.  
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