

# THE CENTRAL AVENUE BOOSTER

CENTRAL AVENUE, FRIDAY, OCTOBER 29, 1915

No. 64

**IS NO SUCH WONDER**  
 Tricks without straw are possible, no doubt.  
 And so is "Hamlet" with the Dane left out.  
 But who'er saw—now stop and think a minute—  
 A movie play at Marsden's with no policeman in it?  
 —JAY DOYLE.

**FRIENDS OR FIENDS**  
 Friends of W. A. Reid, D. L. Rood and others are urging them to run for mayor. It is said. Have a care, gentlemen: they may be friends, and they may be  
 "these juggling fiends  
 Who keep the word of promise to our ear  
 And break it to our hope."

**THE CENTRAL AVENUE BOOSTER**  
 Published Every Friday in the Interests of Coos Bay in General and Central Avenue in particular.

Entered at the Postoffice as strictly First-Class matter; there is nothing Second-Class about Central Avenue. Subscription Price.—Your good will, and membership in the Booster Club

**OUR PLATFORM.**  
 One Street, One Flag, One Country, ... and One Wife at a time...  
**OUR RELIGION.**  
 To Do Good.  
**OUR POLITICS.**  
 More Business.

**PITY THE EDITOR**  
 EDITORS' troubles never end. Here comes a Kansas widow who is suing one of the craft for damages because the unfortunate editor said in an obituary writeup that her husband had gone to a happier home.

**SMILE-A-WHILE**  
**A LITTLE CENTRAL AVENUE HISTORY**

**A** FEW short years ago there was no business on Central Avenue except where the loose end of Front Street was bent around towards Broadway. Beyond this short stretch Central Avenue was a street of ancient dwellings and venerable maples. It looked like Springfield, Illinois did about the time A. Lincoln moved there. Nobody had much hopes for Central, and some people had poked fun at Ralph Williams not long before, because he swam his horse across the North arm of Mill Slough and picked out a residence site on Central and Ninth, where he could have plenty of privacy.

We reckon it was Ernest Drews who first saw business possibilities in the street. He got a lease on the rear of the lot where the First National bank building now stands with quiet dignity, and put up a small frame building where he started business with two copper candy kettles, a hand ice cream freezer, and a lot of enterprise. Dave Stafford later bought him out, and developed the business till it had to have brick walls to hold it in.

Along about 1907 William Grimes and M. C. Horton happened along and bought the corner on which this building stood. They built thereon a brick block, regardless of cost, and started the First Trust & Savings Bank, giving Central Avenue its first big boost. Incidentally they started in to depopulate the State of Oklahoma for the benefit of Marshfield, and only the strenuous efforts of the Commercial bodies of that State prevented their entire success. Later they took over the First National Bank, name and all, and Central Avenue became the real financial center.

Then a first class hotel was needed, because some of those we had were in danger of falling down, and again Central Avenue stepped to the front. Judge Coke and W. S. Chandler staked their corner at Central and Second on the enterprise, and extra money besides, and with the assistance of Gow Why and other enterprising citizens from all over town, the Chandler Hotel became a proud reality.

Not yet satisfied with what he had accomplished, Mr. Chandler next erected the "Coke Building." This finding ready tenants, M. P. Gulovsen was inspired to fill up the staring vacant space on his lot across from the Bank, and drove piling for the foundation of a frame building. Other property owners on the street objected because it would cut off their view of the blacksmith shop juan.

DR. W. A. TOYE,  
 DENTIST  
 Hours 9 to 12; 1 to 5.  
 Room 204, Irving Bldg.  
 Central Avenue, Marshfield.

South, and for other reasons. Furthermore, it was found that there was a city ordinance declaring it to be impolite to put up a frame building within the fire limits without first getting permission from the Council. Feeling delicate about doing this, Mr. Gulovsen felt impelled to sacrifice the corner to Mr. Chandler at a mere fraction of what it was worth, with a few ciphers added for good measure, and the result of this deal was another fine brick building for Central Avenue. The Chandler Hotel Annex completed the continuity of solid construction throughout the entire block, making it the finest on Coos Bay, if not elsewhere also.

T. C. Russell caught the fever, and built the "Russell Building" on the corner West of the Coke Building. There was some expression of regret that he did not put up a brick building, but Mr. Russell has never had occasion to regret it. The latest big addition to the Avenue was the fine Noble Building, further establishing the stability of Central Avenue. It is now possible for a shopper to get anything he wants without leaving Central Avenue—that is, it will be till January 1st, and the development of this thoroughfare stands as a forceful proof of the growth of Marshfield and the enterprise of her public spirited citizens.

**SMILE-A-WHILE**  
**"IF"**

(With acknowledgements to Kipling)  
 If you can keep your head when all about you  
 Are after it, and out to get your hide;  
 If you can think you're sane when all men doubt you,  
 And do not mind expressing it beside;

If you can work, be worked, and still keep working,  
 Or scared, and "tell pale hearted fear it lies;"  
 And not get rattled when they yell  
 "you're shirking,"  
 And keep a level head, and just look wise;

If you can let the public be your master;  
 If you can make "to please them all" your aim;  
 If you can face political disaster,  
 And still keep pegging on, and take the blame;

If you can stand to have your oratory  
 Mis-spelled and censored by a "loyal press;"  
 And take each time two dollars and the glory  
 You've won yourself by "making things a mess;"

If you can take the public's heap of troubles,  
 And sort them out, and make each kicker glad;  
 If you can soothe them when the tax rate doubles,  
 And show them "where its gone" and not so mad;

If you can back your play with nerve and sinew,  
 And not back pedal when they talk "recall;"  
 And keep your footing when the spurs are in you,  
 And hold the road, and run again next fall;

If you can keep your head when all about you  
 Are after it, and out to get your hide;  
 If you can think you're sane when all men doubt you,  
 And do not mind expressing it beside;

If you can work, be worked, and still keep working,  
 Or scared and "tell pale hearted fear it lies;"  
 And not get rattled when they yell  
 "your shirking,"  
 But keep a level head, and just look wise;

If you can face the crowd and keep your temper,  
 And never be too rough, nor yet too bland;  
 If you can smile when people yell  
 "Sie semper Tyrannis," and not swear "to beat the band,"  
 But take the gaff, and still be happy thinking  
 That you are doing just the best you can;

And not fly off the track and take to drinking;  
 Why.—Rob, YOU ought to run for councilman.

**SMILE-A-WHILE**  
**MANY KINDS**

Frank Harlocker said he was thinking of studying law.  
 "Pain, martial, unwritten, or lynch?" asked J. T. Brand.

**SMILE-A-WHILE**  
**TOO BAD, POOR FELLOW**

They were talking on various things when Doc Houseworth asked "Do you know Poe's Raven?"  
 "Why, nb," replied Gene Crosthwaite, "what's the matter with him?"

**CENTRAL AVENUE SAYINGS**

**War Note.**—J. T. Harrigan has wired that he will take ten thousand of the German war loan.

**SMILE-A-WHILE**  
**The Regular Answer.**—When is the best season for business on Coos Bay? asked a newcomer of Henry Sengstacken. "Why," he replied, after quick thought, "next spring, usually."

**SMILE-A-WHILE**  
**Hard to Reconcile.**—Lady, in Gordon's shoe store. "This shoe is not of the size I called for." Lionel Gordon, soothingly: "I guess you're right, madam, but its certainly the size your foot calls for."

**SMILE-A-WHILE**  
**A Distinction and Difference.**—A. E. Labowitch, the g. & p. Central Avenue merchant, cheerfully sent to Portland for a clergyman to christen his infant son, and yet some people kicked, not long ago, because they had to send over to North Bend to get a preacher to marry them.

**SMILE-A-WHILE**  
**Hard Not To Be Cynical.**—Jay Doyle says he thinks sometimes its no use to try to give the public the best service. A man brought him an old coat the other day, and he cleaned it so well that he had a row trying to convince the customer he was giving him back his own coat.

**SMILE-A-WHILE**  
**Some Snap.**—We notice a sign in the White Temple on the corner of Central and Third stating that the place is "for rent or sale,—\$50." This snap ought to be picked up by somebody, and if it isn't, it ought to convince Assessor Thrift that he's way too high on Central Avenue values.

**SMILE-A-WHILE**  
**Another Busy Week.**—Frank Cohan, of "The Owl" is busy making arrangements for Good Housekeeping week which is to be observed next week. Frank says with "Dollar Days," "Display Week," "Dress Up Week," "et cetera, et cetera, life is getting to be just one boost after another."

**SMILE-A-WHILE**  
**Leases Store.**—Geo. Anderson of the Coos Bay Stationery has leased the room in the Blanco hotel building, formerly occupied by the White Elephant Cafe, for a term of four years at \$45 per month. He will occupy it about January 1 with a fine stock of stationery, supplies, news stand, etc.

**SMILE-A-WHILE**  
**A Clincher.**—Dr. Straw and L. J. Simpson agreed that they would change cities and run for mayor, and nobody objected. This being an indication that Marshfield is willing to trade Doc for L. J., North Bend should never have any more wicked doubts that Marshfield is her friend.

**SMILE-A-WHILE**  
**May Have To Do It.**—Judging from the eagerness with which candidates for city offices are showing up, it looks as if we may have to resort to conscription, like England, to get anybody to dedicate himself to the good of his country. We do hope Recorder Butler won't zig back on us; we've grown to depend on him, anyway.

**SMILE-A-WHILE**  
**PERSONAL MENTION.**

FRANK COHAN, went to Smoking again Thursday. He quit Wednesday because he thought it was hurting him.

**SMILE-A-WHILE**  
**GENE CROSTHWAITE,** who does business next door to a hair foundry and ought to know says hair restorers are frauds and vanities and mockeries. He is saving up his money for a toupee to wear with a stiff hat.

**SMILE-A-WHILE**

J. T. HARRIGAN drove down Central avenue Tuesday with an auto load of British victories. He says his offer to bet a beefsteak dinner with Henry Sengstacken that the Germans will not reach Petrograd for Christmas dinner, still holds good. How about it, Henry?"

**SMILE-A-WHILE**  
**BEN CHANDLER,** Assistant Cashier of the First National Bank, one of our leading financial institutions, leaves for San Francisco and the Fair Sunday morning. He has been busy all week making financial arrangements and getting pointers on the Zone from John Ferguson and Gene Crosthwaite.

**SMILE-A-WHILE**  
**JAKE HILSTROM,** the popular and

handsome manager of the Sanitary Food Store, gave ye scribe a good item this wk., but we can't remember what it was. We can afford to make this admission because as both reporter, editor, manager and printer of The Booster we are responsible to ourselves.

**SMILE-A-WHILE**  
 "You talk about thirst," said the man with a nose that looked like the tail light of a six cylinder, "but my idea of nothing to drink is a pint of grape juice."

**SMILE-A-WHILE**  
 "Dad" Welch walked into the Smokehouse the other day and asked Gene Crosthwaite for ten cents worth of Smokeless tobacco. Gene handed out a plug of chewing tobacco.

**COFFEE, TEA and SPICES** are our SPECIALTIES  
 Try our HAMS and BACON  
 EGGS we GUARANTEE  
 Fresh Vegetables Daily.  
 Future Canned Goods Arriving

PEAS in small cans	TOMATO SAUCE WITH CHILI.
TOMATOES in small cans	TOMATO PUREE small cans
PEARS in small cans	PIMIENTOS small cans
PEACHES in small cans	SLICED PINE-APPLE small cans
APRICOTS in small cans	
ASPARAGUS in small cans	

Try our Dromedary Golden Dates  
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 Spectacles, Eyeglasses, Good Lenses, \$1.00 pair.  
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 We will be glad to arrange terms if you cannot pay all cash.

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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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 is generally a good booster.

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**Haines**  
 Central Ave. and Waterfront

**Housekeepers' Attention**

The quality of your meals and the size of your grocery bills largely depend on where you trade. We do not claim the lowest prices, but we sell good goods at reasonable prices, and with your co-operation there will be no complaint on quality, cost or service. Here are a few suggestions for your market basket this week:

COOKING APPLES, Waxen, Baldwins, Kings, per box only 50 cents  
 FANCY EATING APPLES, per box, only 75 cents  
 CHOICE COMB HONEY, per frame, only 20 cents  
 FRESH SARATOGA CHIPS.

We have just received a fresh supply of the choice HEINZ bulk pickles. The Santa Clara will bring us additional fruits and vegetables. Our list this week includes:

CHOICE HEAD LETTUCE	SQUASH
FANCY CAULIFLOWER	CANTALOUPE
EGG PLANT	RIPE TOMATOES
BRUSSELS SPROUTS.	GRAPE FRUIT
SWEET POTATOES	RIPE PINEAPPLES
GREEN PEPPERS	ORANGES
CARROTS	TOKAY, MALAGA AND BLACK GRAPES
PARSNIPS	GRAPE FRUIT
CUCUMBERS	BANANAS
CELEERY	EATING PEARS
PARSLEY	PEARSIMMONS
CABBAGE	POMEGRANATES
PUMPKINS	

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 The pieces are light and can be sent by mail at low cost. The prices are most reasonable.

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 Will call anywhere any time.  
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 and anywhere else in the United States—will find that the safest way to carry their funds is in the form of "A.E.A." Cheques.  
 They are accepted where a personal check might naturally be refused. Self-identifying. Issued in \$10, \$20, \$50 and \$100.

**First National Bank OF COOS BAY**



See figure surrounding Court of the Coos Bay, Pismo Pacific Exposition

**PLAN TO TAKE SUNDAY DINNER**  
 — AT THE —  
**Chandler Hotel**  
 The Hub of Central Avenue  
 a Good Menu

**FEEL TIRED?**  
 Why not take a bottle of  
**COD LIVER OIL, SQUIBB**  
 a tablespoonful dose three times a day will in a few days prove to you it's building-up properties.

**"THE OWL"**  
 The Central Ave. Drug Store  
 Phone 74.  
 Remember, too, we deliver promptly.