

COOS BAY LOOKS FORWARD TO EVEN MORE PROSPERITY

Inhabitants Jubilant Over Prospects and Point With Pride to Splendid Location of Port.

Six years ago this month a new rail line was completed for the Southern Pacific company from the Willamette valley to Coos Bay and jubilant populace was awakened to a realization that a prosperous development was soon to follow.

This month, upon the anniversary of the advent of rails, a renewed interest is being taken in the prospects of the future after a six-year period when interest was centered in a world conflict and subsequent adjustment of internal affairs.

The populace of Coos Bay is again planning upon the future of the coastal region tributary to that port. They are watching the influx of new settlers, new business men and new tourists, for during the past few months an unmistakable development has taken place. Doubts and discouragements of former years have been brushed aside and confidence is enthroned in the hearts of every Coos county resident.

GROWTH NATURAL

The foundation is laid for the prospective flourish of new business and new industry. Coos Bay never has had a mushroom growth. Business has grown steadily for more than 50 years, keeping pace with a vigorous development of industry and agriculture. The foundation is complete for the future.

Even when the railroad was pushed over and through the coast range from Eugene and business men from San Francisco, Portland and all cities and towns between gathered for the memorable jubilee August 24, 25 and 26, 1916, these visitors were surprised to find progressive communities with paved streets and fruitful valleys intensively farmed, instead of frontier villages and uncultivated lands.

It was on that occasion that The Journal and the Chamber of Commerce sent two special trains to Marshfield and North Bend to join three other special trains from Salem, Eugene and San Francisco and stories of prosperity in the Coos country were brought back and passed from tongue to tongue.

POPULATION GROWS

That first year of the railroad's operation into the Coos region was an active one. The population grew by leaps and bounds. Then came the war to divert attention to new affairs. Development was dropped when every energy was put forth to win the conflict.

At the conclusion of the war the focus of public interest continued to be turned from development. Every ounce of energy was needed to keep established industry running.

But the war and its aftermath have passed and business is casting about for new fields to conquer. That is the reason for the renewal of interest in the Coos Bay district. With keen insight the commercial interests of the Coos region have felt the development coming. They have seen financiers and industrial leaders come and go and they have watched the steady movement of new residents into the country. They are pushing their port development and hastening their good-roads program.

TOURIST TRAVEL BIG

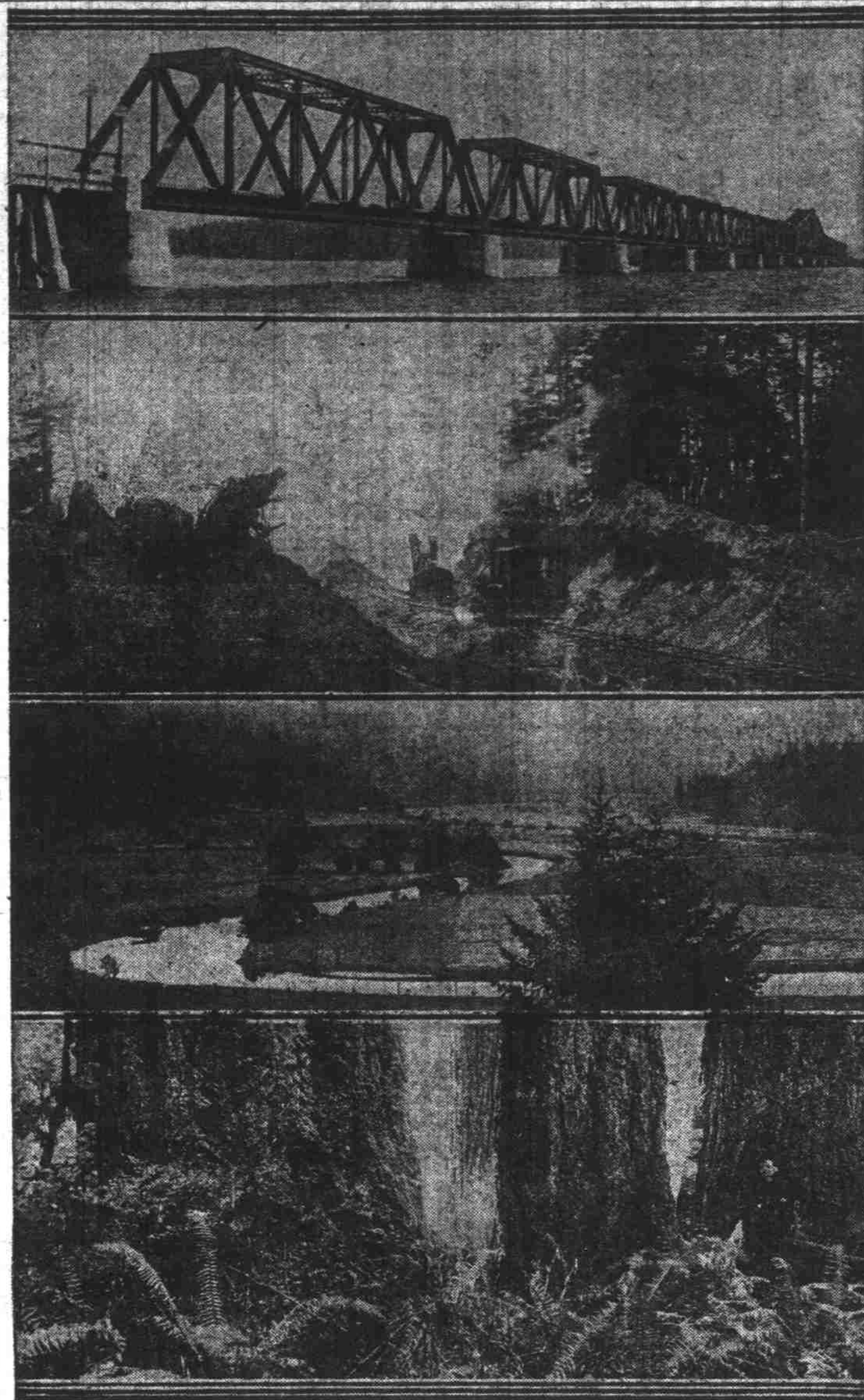
Interest likewise has been directed to the unusual growth of tourist travel this year. Larger crowds have traveled over the Coos Bay line to fish and camp along the mountain streams, beautiful lake shores and ocean beaches, than have been reported since the first year the road was completed.

Eventually these mountains, inland lakes, rapid flowing streams and ocean shores will be the mecca for more thousands of summer vacationists. The Coos Bay country is one blessed with all the attractions that take residents of the city out of doors.

At this season a great army of sportsmen is preparing to penetrate the coast and Siskiyou pen canyons. There is a profusion of wild life all through Coos and Curry county to the south.

With the attractions of a vacation mecca, added glamor is given the commercial prospects. Coos Bay is a port

PICTURESQUE COOS AND ITS DEVELOPMENT.



When the Southern Pacific company entered the Coos Bay district it made its construction of the most permanent nature as shown in the picture (at the top) of the steel and concrete railroad bridge, a mile in length, over Coos Bay. The second picture shows the railroad under construction seven years ago and the lower two the country reached by the rail line. The third picture is taken on the Coos river near Forks and the lower is an example of some of the huge trees which grow in Coos county.

destined to be a world trade center. Coos vessels have used this port for years to draw the vast volume of products out of the coastal region.

HAS COAL MINES

Tributary to Coos Bay is about one-twelfth of the standing timber of the United States, about 175,000,000 feet of the finest fir, spruce and the famous Port Orford cedar, found only in this

district. It also has a large variety of hard wood including myrtle, maple, oak, ash and alder. The myrtle wood is common only to Coos county and the Holy land.

Altogether Coos county has within its boundaries almost 700,000 taxable acres of land and more than 300,000 acres of this amount is timber land. The timber stand in this county alone is estimated at 30,000,000,000 feet.

Coos county has the only coal mines in operation in the state of Oregon, and the United States geological survey shows approximately 450 square miles underlain with coal of a sub-bituminous nature. Many of the farmers have their own coal banks.

FARMS FERTILE

The farms of Coos county are wonderfully fertile. Most of them are located on river delta lands which are overflowed and renewed in richness each year. There are 24,941 acres in the county in pasture or crop and 181,623 acres awaiting development. Dairying is of primary importance.

Commercial fishing has assumed considerable importance during the past few years with the result that many packing plants have been established for salmon and other sea foods.

Chief among the industries of the county are lumber and logging, coal mining, dairying and correlated lines of work. Coos county has a dozen large sawmills and the rail line serves to take this product either to Marshfield or North Bend on Coos Bay for loading into ocean carriers or into the Willamette valley for further shipment or mill use.

Pioneers of the old Coos country were drawn there early in the fifties by the reports of another native resource—gold. Other Coos Bay resources soon attracted the early settlers to stay and send for their friends.

STUDY MAP

From its very beginning the Coos Bay territory has been a manufacturing district and an export coast port, sending out great quantities of its products to the world, but receiving little in return. A sawmill was established on Coos Bay as early as 1858 and two years later a ship yard was started, according to the history of that country.

The residents of the country are firm believers in careful map study and they fully appreciate the importance of the location of the bay. It is in the path of world commerce and one of the few ocean inlets on the Pacific coast with a deep ocean inlet.

Along the Atlantic ocean are many ocean harbors and on all are located sea ports of prominence. When the world trade center moves to the Pacific the future of such ports as Coos Bay will be guaranteed.

CITY WILL SELL PROPERTIES AT PUBLIC AUCTION

September 10 Is Date Fixed for Sale; Lots Affected Located in Various Parts of Portland.

Announcement has been made by City Treasurer Adams that he will sell at public auction at 10 a. m. on September 8, properties in various parts of Portland on which there are delinquent assessments for public work to the amount of approximately \$10,000. The list includes:

For improving Brazeal street, from East 27th to East 28th street, parcels of land in Brazeal street addition.

For the Killingsworth avenue and East 18th street sewer system, lots in Varnon.

For the Ainsworth avenue and Killingsworth street sewer system, lots in M. Patton's tract, Piedmont and West Piedmont.

For the Ainsworth avenue and East 18th street sewer system, lots in Cedar Park, Columbia Heights, Highland Park.

For the East 18th street trunk sewer, lots in Ainsworth tract, Alameda Park, Olmstead Park, Almo, Albina Heights, Arieta Park, Beverly, Cloverdale extension No. 2, Cloverdale tract, Columbia Heights, South block, Concord Heights, Eastover, El Tovar, Farrell's second addition, Florence Heights, Foxchase addition, Fullerton, Gerard, Going street addition, Grendell Park, Highland, Highland Park, Hilton, Ina Park, Irvington Park, Kennedy's addition, Killingsworth avenue addition, Lamonte, Lester Park, Loveleigh, Love's addition, Lyons' addition, Oakhurst, Nevara, Olmstead Park, Oregon Heights, Piedmont, Rosedale, Rosedale annex, Roselawn, Roselawn annex, Roslyn, Sarratoga, Scofield's addition, Stansberry addition, Tate's addition, Trautman's addition, Vernon, Wait's Cloverdale annex, Walnut Park, Willamette addition to East Portland, Woodlawn, Woodlawn Heights.

For improvement of Vista avenue from Patton road to Sorling street, lots in Alta Vista and Georgias Court.

For the improvement of 63d street southeast from Woodstock avenue to 55th avenue southeast, lots in Tremont Place.

Shoplifters Bane of Stores Thieves Pilfer Many Things

Portland merchants are passing through the most stupendous epidemic of shoplifting in their commercial history.

Every day in every one of the department stores the house detectives find thieves in the act of slipping goods from counters into handbags, pockets or clothing. Usually nothing is said or done about it, officially, except to reclaim the stolen articles and banish the thief henceforth from the store. But sometimes exceptional cases appear—the professional and recognized thief, the systematic, cunning artificer in dishonesty—that lead to arrest and prosecution.

Believing that more can be accomplished by preventing crime than by punishing criminals, most of the stores now have detectives on watch constantly to surprise a possible offender before he has had a chance to steal, prevent actual commission of the deed and send him on his way with a warning.

Store detectives say most of the pilfering is being done by amateur thieves—people who yield to a momentary temptation; people who see in theft the only way to tide over a financial emergency; people who take what they can because of the irresistible impulses which used to be called "kempomania."

Occasionally a regular thief appears, one with a prison record, one who concentrates on shoplifting as an easy and profitable vocation.

"But you would be surprised to know," explained Miss Coraen Walker, house detective for Lipman, Wolfe & Co., how many little girls pick up in the course of a week. They steal perfume, powder, lipsticks, hair nets, silk stockings, blouses, lingerie. Usually I find a package of cigarettes in their handbags along with the loot."

EXPERIENCES YAB

Miss Walker is the detective who staged a running fight with a millionaire's wife several months ago in trying to make an arrest on shoplifting charges, the fugitive knocking her down twice, tearing her clothes and ruining her hat during the street scuffle.

But she only laughs about that episode now and cites it as one of the few "extreme cases." Usually she merely follows the suspected thief out of the store, reclaims the goods, takes a keen survey of the culprit and that ends it

unless the thief "starts something." In that case a policeman is usually near by who does the rest.

On the other hand Mrs. Dennis of the Meier & Frank company usually takes the suspect to the office and they "have it out" in seclusion. The frequency of these calls at the manager's office is, however, alarming.

One of the worst as well as most touching of recent cases of shoplifting involved the arrest of the mother of seven children. She was caught as she was teaching two of her young to steal from the counter and turn over the loot to her. This was too much even for the sympathy of the store officials, most of whom have children of their own whom they are trying to raise to be honorable men and women.

So the mother was arrested. Later investigation disclosed that the father earns a small pittance as a laborer and that another child is expected soon. The court, the prosecuting attorney and the store detective were all of one mind. The woman was released on probation.

"But what sort of goods do people steal most?" a reporter asked the house detectives of the larger department stores.

The answer was succinct: "Everything." It is easiest to steal from the bargain counters, except that the thief who wears cotton hose would rather steal silk ones which don't get on that counter so often. But the wiles of the more experienced thief are equal to almost any department.

DETECTIVES OFTEN FOOLED

Very often the thief is able to elude the watchfulness of the store detectives. Often suspected persons, kept under watch, are so clever that they are able to get away with wares under the very noses of salestolk and sleuths. But—and the detectives are very positive about this—they seldom pursue their course long without being "spotted" and usually they are caught in time.

Often when one of those strange psychological persons is entangled who has no reason whatever for stealing, friends and influential relatives bring all manner of pressure to bear on merchants to have the whole affair smothered up. Persuasion, threats and promises are employed. Usually it is considered better business to let the

matter drop, get the goods back and hope for reform.

The same policy is usually adopted when persons of less influence are entangled. Inquiry is made as to the circumstances, the culprit and in many instances the store officials find themselves able to give positive and direct help to the very ones they have put under detention.

CRIME PREVENTION IS AIM

That is to say, even a soulless corporation has a heart, because however impersonal a corporation may be it is administered by men and women of human sympathies who appreciate the misfortunes and frailties of their fellow-beings.

All of which means a concerted policy of watching vigilance and prevention of crime. Every person who enters a store usually gets a thorough looking-over by some of the detectives who may be peering about in the guise of customers, sales-people or floorwalkers. The vast majority pass the scrutiny test, but the people who just "come in to look around" are the ones who get the longest looks.

While the department stores suffer most, all the stores are encountering constant losses from theft. Store owners explain that they have no wish to change their policy of sympathetic handling of these cases but the evil has grown to such proportions that they wonder if, after all, they should not turn over all shoplifters to the police.

Although the hot, dry weather has somewhat injured the crops, farmers of the Cascade, Idaho, section will this year ship approximately 400 carloads of head lettuce.

WHY NOT FLY?

We have saved THOUSANDS of Portland people AIRPLANE RIDES over the city. Everyone entirely satisfied; no one had other than an enjoyable experience. You really enjoy this sensational treat. WE ARE SAVING THOUSANDS AT A FIFTH OF THEIR VALUE, and can teach you to really FLY in short time. Phone or write.

V. VERRION, Manager

Oregon-Washington Idaho Airplane Co.
RDV. 83 214 SPALDING BLDG.

Hold Off! Wait

Stop Buying!

Doors of the Lion Clothing Co. Locked

READ

Here Is a Clothing and Furnishing Goods Message

We would like to shout from the house-tops—we want to drive it home to every man and boy in this part of Oregon. It is vital to the economic welfare of the masculine.

SATURDAY NIGHT THE DOORS OF THE LION CLOTHING COMPANY were locked, preparatory to launching the greatest legitimate, bona fide, sacrifice sale of men's, young men's, youths' and boys' clothing and furnishing goods ever put on record in the west.

A Sale With a Reason and a Purpose—READ

Taking advantage of an unusual opportunity to acquire the complete control of the best located, most popular and one of the most successful men's clothing establishments on the entire Pacific coast, Mr. Gus Kuhn, President of THE LION CLOTHING COMPANY, has just purchased the entire interests of Mr. Samuel I. Fox, former Vice-President of the company.

The terms of this gigantic deal involves the immediate sacrifice of this huge stock in order to pay Mr. Fox an enormous sum in a very short time. With this brief explanation we announce a sweeping

SALE OF THE ENTIRE LION CLOTHING COMPANY STOCK

BEGINNING WEDNESDAY MORNING, AUGUST 16, AT 10 A. M.

at reductions that will shake to the foundation Portland's former trading traditions and smash to "smithereens" all previous records in price cutting. Positively nothing will be reserved from this mighty sacrifice. Even the new fall merchandise which is arriving daily will be included at substantial reductions.

—And let us make this point clear—the price reductions we quote on all lines of merchandise are genuine, based on today's worth, not that of "war days," or even six months or a year ago.

THE LION CLOTHING COMPANY needs no introduction to the people of Portland. For thirty years this firm has had the reputation of selling nothing but sterling merchandise. Thousands and thousands of people who know the fine reputation of this store have the same confidence in buying here that they have in dealing with their most substantial banker. During this sale, as always, the high integrity and reputation of the store will be maintained to the letter.

REMEMBER—THE STORE IS CLOSED ALL DAY TOMORROW AND TUESDAY

SALE STARTS WEDNESDAY MORNING AT 10 O'CLOCK

Lion Clothing Co. MORRISON AT FOURTH

Low Prices on Willard Batteries

\$17.45

For 6 volt 11 plate for Fords, Chevrolets, etc. Quality plates—selected cedar wood separators.

EASY TERMS AND CONVENIENT PAYMENTS, IF YOU DESIRE—

Sizes for All Cars

6 Volt 13 Plate	\$20.75	12 Volt 7 Plate	\$26.50
BUICK STUD. NASH HUP		DODGE MAXWELL	

WILLARD SERVICE STATION
Battery Service for All Cars

9TH and EVERETT E. 12TH and HAWTHORNE
Broadway 3287 East 9854

"MADE IN OREGON"
(Not a bad slogan)

Some of the very best things are made in Portland.

ONE OF THEM IS THE NESS GAS FURNACE

Surely, if you are going to BUY A FURNACE You will, at least, SEE THE NESS BEFORE YOU BUY SEE IT PERFORM

At 206 Cal St. Ness Furnace Co.