

GENERAL NEWS

Siuslaw News editor to speak at City Club Jan. 5

The Friday, Jan. 5, meeting of the City Club of Florence will kick off its 2018 schedule of speakers in its new location in the Bromley Room of the Siuslaw Public Library.



COURTESY PHOTO
Ned Hickson

Siuslaw News editor-in-chief Ned Hickson will be the featured speaker, beginning at noon.

In addition to his duties as editor of the local newspaper, Hickson is an award-winning syndicated columnist with his weekly offerings of wit and humor appearing in dozens of newspapers in the U.S. and Canada.

He has been awarded "Best Local Column" from both the Oregon Newspaper Publishers Association and the Society of Professional Journalists. He is also a published author of two books, "Humor at the Speed of Life" and "Pearls of Writing Wisdom: From 16 shucking years as a columnist."

Prior to launching his career in journalism at the Siuslaw News, Hickson was a corpo-

rate chef in Dallas, Texas and Atlanta, Ga.

He has deep roots in the Florence community and, among other activities, has served as a volunteer fire fighter with Siuslaw Valley Fire & Rescue from 2011 to 2017 before being elected to the SVFR Board of Directors in November 2016.

He has also portrayed "Elvis" twice in CROW's annual Holly Jolly Follies community Christmas show.

Hickson said he believes in the importance of local newspapers providing information, chronicling history and encouraging dialogue that builds stronger communities.

He will be talking about his 19 years of experiences at our local newspaper, as well as the role of small town papers throughout America.

The Siuslaw Public Library is located at 1460 Ninth St.

Please allow ample time for parking.

Chamber reveals 2018 Rody Fest theme, logo

The Florence Area Chamber of Commerce announced its selection of "Rhody Rendezvous," submitted by Jack Hannigan of Florence, as the theme for the 111th Rhododendron Festival.

The Chamber board of directors requested a design that incorporates elements that convey a fun gathering with iconic local and festival images, such as rhododendrons and Florence imagery, and the words "Rhody Rendezvous."

To bring the idea to life, the Chamber hired the team of Susan Johnson of Susan D. Johnson Design and Scott Steward of Creative Wave Marketing Solutions to design this year's official logo. The pair have collaborated on the event's logos since 2012.

"This year's 'Rhody Rendezvous' theme intends to evoke a feeling of coming to Florence and meeting up with friends and family for a great time here in Oregon's Coastal Playground," said Chamber executive director Bettina Hannigan.

The final image combined a



The winning 2018 Rhododendron Days logo, designed by Susan Johnson and Scott Steward.

1960s era microbus, along with motorcycle, Ferris wheel, evergreen tree and rhododendron below the Siuslaw River bridge.

"We are delighted with the design for its vibrancy, local icons, fun elements and its ability to transcend all media," said Bettina Hannigan. "Susan and

Scott captured what we were looking for in celebrating our 111th anniversary and evoke a sense of an exciting gathering."

This year's logo will soon start appearing in print, broadcast and online materials to promote the event and draw visitors to Florence. The logo will be printed on commemora-

tive pins, banners, advertisements and print guides.

The Rhododendron Court will sell pins featuring the logo. Proceeds go toward scholarships for Queen Rhododendra, the King of the Coast, and members of the Rhody Court.

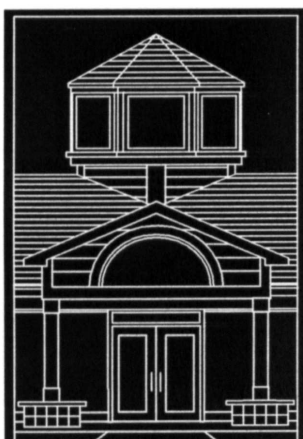
The 2018 Rhododendron Festival will be held May 18, 19 and 20, with preliminary events beginning as early as Wednesday, May 16.

Traditionally the Davis Shows Carnival opens on Wednesday afternoon at the Port of Siuslaw parking lot; the Rhododendron Court coronation takes place Thursday evening at the Florence Events Center; and the town begins filling on Friday.

There is a junior parade on Saturday afternoon and the grand floral parade on Sunday.

The event also includes a vendor's fair in Historic Old Town, a spectacular rhododendron show along with live music, art and other festivities at the Florence Events Center, and Three Rivers Casino Resort will host its annual motorcycle show and other events.

Library Tidings



News about the Siuslaw Public Library

Library Tidings, a regular feature of the Siuslaw News, features news about upcoming Siuslaw Public Library programs for adults and children, new books and videos, and other library news of interest to the community.
— By Kevin Mittge

Book Review "The Kelloggs: The Battling Brothers of Battle Creek" by Howard Markel

From the much-admired medical historian, Howard Markel, author of "An Anatomy of Addiction," comes the story of America's empire builders: John and Will Kellogg.

John Harvey Kellogg was one of America's most beloved physicians; a best-selling author, lecturer and health-magazine publisher; founder of the Battle Creek Sanitarium; and patron saint of the pursuit of wellness. His younger brother, Will, was the founder of the Battle Creek Toasted Corn Flake Company, which revolutionized the mass production of food and what we eat for breakfast.

In "The Kelloggs," the author tells the sweeping saga of these two extraordinary men, whose lifelong competition and enmity toward one another changed America's notion of health and wellness from the mid-nineteenth to the mid-twentieth centuries, and who helped change the course of American medicine, nutrition, wellness, and diet.

The Kelloggs were of Puritan stock, a family that came to the shores of New England in the mid-seven-

teenth century, went west to the wooded Michigan frontier to start a farm that became one of the biggest in the country, and then renounced it all for the religious calling of Ellen Harmon White, a self-proclaimed prophetess, and James White, whose new Seventh-day Adventist theology was based on Christian principles and sound body, mind, and hygiene rules - Ellen called it "health reform."

The Whites groomed the young John Kellogg for a central role in the Seventh-day Adventist Church and sent him to America's finest medical school, Bellevue Hospital Medical College. Kellogg's main medical focus-and America's number one malady: indigestion (Walt Whitman described it as "the great American evil.")

Author Markel gives us the life and times of the Kellogg brothers of Battle Creek: Dr. John Harvey Kellogg and his world-famous Battle Creek Sanitarium medical center, spa and grand hotel attracted thousands actively pursuing health and well-being. Among the guests: Mary Todd Lincoln, Amelia Earhart, Booker T. Washington, Johnny Weissmuller, Dale Carnegie, Sojourner Truth, Henry Ford, John D. Rockefeller Jr., and George Bernard Shaw. And the

presidents he advised: Taft, Harding, Hoover, and Roosevelt, with first lady Eleanor. The brothers Kellogg experimented on malt, wheat, and corn meal, and, tinkering with special ovens and toasting devices, came up with a ready-to-eat, easily digested cereal they called Corn Flakes.

As Markel chronicles the Kelloggs' fascinating, Magnificent Amberson-like ascent into the pantheon of American industrialists, we see the vast changes in American social mores that took shape in diet, health, medicine, philanthropy, and food manufacturing during seven decades-changing the lives of millions and helping to share our industrial age.

Quattrosound at the Library

The library is pleased to present Quattrosound, the Grammy award-winning group playing a mix of classical, jazz, and Latin pop, at a free outreach concert on Wednesday, Jan. 17 at 3 p.m. in the Bromley Room. This event, a previous concert of their later performance that evening at the Florence Event Center, is free and open to the general public. Special thanks to Seacoast Entertainment Association for making this event possible.

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JANUARY 5 - 11	FRI 5	SAT 6	SUN 7	MON 8	TUE 9	WED 10	THU 11
DARKEST HOUR - Future Oscar Winner! PG-13 114 MIN - "The resulting performance is unlike anything Gary Oldman (as Churchill) has previously delivered... the master actor rejects mere mimicry, constructing from the ground up a full-bodied and impressively nuanced version of the historical figure." Variety	12:50 PM 3:30 PM 6:15 PM 8:45 PM	12:50 PM 3:30 PM 6:15 PM 8:45 PM	12:50 PM 3:30 PM 6:15 PM	12:50 PM 3:45 PM 6:45 PM	12:50 PM 3:45 PM 6:45 PM	1:10 PM 3:45 PM 6:45 PM	12:50 PM 3:45 PM 6:45 PM
THE GREATEST SHOWMAN - Final Week PG 105 MIN - "The feel-good (and feel good about it) movie every holiday season needs." Tampa Bay Times	1:10 PM 3:50 PM 6:30 PM 9:00 PM	1:10 PM 3:50 PM 6:30 PM 9:00 PM	1:10 PM 3:50 PM 6:30 PM	1:10 PM 4:05 PM 7:00 PM	1:10 PM 4:05 PM 7:00 PM	12:50 PM 4:05 PM	1:10 PM 4:05 PM
JUMANJI: WELCOME TO THE JUNGLE PG-13 119 MIN - Stars Duane Johnson "In the end, the filmmakers have given us one of the most fun movie-going experiences I've had this yea." Chicago Sun-Times	12:20 PM 3:20 PM 6:10 PM 9:10 PM	12:20 PM 3:20 PM 6:10 PM 9:10 PM	12:20 PM 3:20 PM 6:10 PM	12:20 PM 3:35 PM 6:40 PM	12:20 PM 3:35 PM 6:40 PM	3:35 PM 7:00 PM	12:20 PM 3:35 PM 6:40 PM
THE POST - Steven Spielberg's timely drama PG-13 116 MIN - Stars Meryl Streep, Tom Hanks "Even if its goals are lofty, the movie is so fleet and entertaining that you never feel you're being lectured to. This is a superhero movie for real grownups." Time							7:00 PM
STAR WARS: THE LAST JEDI PG-13 150 MIN. - "Easily its most exciting iteration in decades - the first flat-out terrific "Star Wars" movie since "The Empire Strikes Back." LAT	12:00 PM 3:00 PM 6:00 PM 8:50 PM	12:00 PM 3:00 PM 6:00 PM 8:50 PM	12:00 PM 3:00 PM 6:00 PM	12:00 PM 3:15 PM 6:30 PM	12:00 PM 3:15 PM 6:30 PM	12:20 PM 3:25 PM 6:40 PM	12:00 PM 3:15 PM 6:30 PM

Events & Performing Arts:	FRI 5	SAT 6	SUN 7	MON 8	TUE 9	WED 10	THU 11
SIUSLAW NEWS PRESENTS "A PLASTIC OCEAN" NR 102 MIN - Tickets are free, pick them up at City Lights box office.						12:30 PM 6:30 PM	

Box Office opens 30 min. prior to 1st Film | 1930 HWY 101 | www.citylightscinemas.com | Times: 541-305-0014

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY
JANUARY 3	JANUARY 4	JANUARY 5	JANUARY 6	JANUARY 7	JANUARY 8	JANUARY 9
Partly Cloudy	Showers	Rain	Showers	Showers	Showers	Partly Cloudy
55°F 44°F	55°F 46°F	54°F 44°F	50°F 42°F	51°F 43°F	53°F 43°F	55°F 45°F

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