

The Sentinel

A GOOD PAPER IN A GOOD TOWN
H. A. YOUNG and M. D. GRIMES
Publishers
H. A. YOUNG, Editor

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Three Months80
No subscription taken unless paid for in advance. This rule is imperative.

Advertising Rates
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Entered at the Coquille Postoffice as Second Class Mail Matter

Office Corner W. First and Willard St.

WHITHER RADIO ADVERTISING?

Radiocasters, it is reported, are regarding with anxiety, and even viewing with alarm, a growing proportion of commercial information in the programs that are being put on the air. Radio listeners have also noticed this tendency. A comprehensive inquiry by the Radio Manufacturers' Association, putting the question to all sorts and conditions of listener, indicates that the invisible audience is so easily bored by the invisible salesmen that in many cases the impulse to turn on the radio is being weakened and in many others an impulse to turn it off is being encouraged. Such reactions evidently do not lead to the purchasing of new radio sets; they raise a cloud on the horizon that threatens the hitherto sunny landscape of the radio industry. But the advertisers who sponsor programs and pay for the radiocasting are apparently unaware of this cloud. The initial practice of depending upon the entertainment to make grateful listeners think well of the sponsor and become therefore the more likely to buy his product is being enlarged by this more active salesmanship. Results in many cases seem to have justified the original practice and made the radio a valuable help to other forms of advertising. The enlargement apparently is an error of judgment.

It is, of course, not surprising that advertisers should be tempted to introduce more and more direct advertising. But here in practice two ideals come into immediate conflict. The ideal of the listener is all program; the ideal of the advertiser is all advertisement. More than that, the two parts of the radiocast are often ludicrously inharmonious. The salesman inconspicuously interrupts the musician; the interruption apparently is as much resented by the invisible audience as it would be if it occurred in a concert hall. Multiply such interruption, and perhaps the invisible audience will invisibly retire. The necessary program—for it is generally admitted that no appreciable public would purchase receiving sets for the sole purpose of listening to advertisements—in proportion as it is successfully entertaining the listeners, makes direct advertising more intrusive. It would appear also that there is material for savants in a comparative study of spoken and printed advertising. May not a slogan, for example, be effective in print and tiresome when repeated vocally? It is an appalling possibility in radio that a speaker might conceivably think he was addressing a vast audience and yet only be talking to himself. This possibility, apparently, is what the radiocasters and the radio manufacturers believe the advertisers are in danger of leaving out of consideration. They apprehend a time when the announcer might appropriately say, "There will now be a brief pause in this advertisement—during which the orchestra will play."—Christian Science Monitor.

WHO TOWN DOCTOR IS

The Town Doctor, whose editorials have been running in The Sentinel for several weeks, was once asked the direct question, "Who is the Town Doctor and just what does he do?" His answer was: "The Town Doctor is a physician, surgeon and diagnostician to Sick Cities, Tired Towns and Vanishing Villages, administering inoculations, vaccinations and injections of preventives against community diseases of thought, deed, attitude and activities; prescribing antidotes, tonics, diets and exercises that will revitalize, invigorate, wake up and put pep into any community suffering from Civic Pride Paralysis, Low Citizen Pressure, 'Contemptuous Familiarity,' Civic Dizziness, 'Chronic Knocker-itis,' and Myopia (short sightedness)." Mr. A. D. Stones, The Town Doctor, is a man who has spent his life in studying and analyzing towns, cities and communities. He has traveled over 400,000 miles of United States highways and byways, seeking causes and working out effects of every phase of community ways of doing things, during which time he has compiled what is considered to be the most complete, bona fide, usable territorial analysis system ever devised. He has served towns, communities, various associations, many of which were international in scope, both actively and in advisory capacity, to an extent that there are few, if any, men in the country better able or more qualified to write and speak on the subjects covered in Town Doctor Articles.

Mr. Stone is the head of Dyckston, Inc., Chicago, who are specialists in Community Survey Work and Business Analysis. These editorials come to us sponsored by the Coquille Lions Club, furnished to them by the International Association of Lions Clubs, of which the local club is one of some 1800 clubs.

R. A. Easton's Weekly Letter

One of the things which has occurred recently to give joy to the souls of men who have respect for the decent things of life and living is the fact that that moonshiner, bootlegger, sheriff of the Gray's Harbor country, Washington, with his deputy co-laborer and his other fellow workers in crime could not escape the rewards of their crimes and are now housed by the United States government in the U. S. pen on McNeil Island in Puget sound. That creature of evil who insulted the people who elected him to office—unless the boozers gangs of that part of Washington state are the majority and he was therefore a criminal officer elected by a criminal majority—has with his male consorts found out that he could not dodge the penalty for his crimes. It is probable that the lawyers who defended those foul birds of office are now in possession of the ill-gotten gains. The spikes in the highway of the man who tore down his barns to build greater were: "Son, remember." Unless their soul's depravity is so depraved they have lost all appetite and regard for the decent respect of their fellows, the food of their thoughts is reasoned with "Son, remember," and one of the "remembers" is the loss of citizenship. The question arises? If the possession of citizenship is not appreciated is the loss of citizenship deplored? Is the booze vote of Wisconsin evidence of the sentiment of that state outside the city of Milwaukee? It is possible it is evidence only of the activity of the boozers and the indifference of the dregs to exert themselves in a way which casts no influence. For the constitution of the United States and the Volstead Act are not repealed by a simple vote of that state.

The booze-runner who has doubts as to his continuous good health should remember that safety first for him lies in quitting the business, not in trying to belittle the law enforcement officers.

Now that the debenture graft is discarded, it may be the congressmen with word-making propensities will hatch up another word to use as a feather to tickle the ears of the Grangers.

Hoover knows what he wants and he knows that good government for the people as a whole is right government and that right government is that which the people as a whole want and expect—not a government of cliques and clans.

R. A. Easton.

Call Farr & Elwood for transfer and fuel.

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(The Doctor of Towns)

—SAYS—

HOW YOUR TOWN LOOKS IS IMPORTANT

What is there that some communities have that others lack, which makes the difference between compliments and criticisms—"that something" that invites you or repels and oppresses you—that difference which so distinguishes from the ordinary? It is largely a matter of that which, for want of a better name, has been termed by the advertising profession as "atmosphere."

Lack of "atmosphere" in a town is that which is responsible for motorists going through your town without seeing it, or remembering it. How often have you heard the remark, referring to business houses, places of amusement and even homes—"It doesn't appeal to me, there's no atmosphere"?

How your town looks IS important, for while people weigh values, they constantly compare towns. There are thousands who would go out of their way to patronize your town if the surroundings were such that created "atmosphere."

"Atmosphere" attracts, induces, tempts, allures, fascinates and impresses—it sells your town; while the absence of it in any community creates a pall, and silence that shouts to the world, including its own inhabitants, "This place lacks what you are looking for."

In every section of this great land of ours, cities, towns and villages have, to a greater or less degree, thought of, talked about, and in many cases, started a Clean-up Campaign. To what extent it has been carried out depends upon the wide-awakeness of the people.

There is something about the first few days of every spring that gives us mortals an urge to shed ourselves of drab surroundings—to sort of "brighten the corner where we are," so to speak. Full of pep, enthusiasm and with fine ideas of doing big things, we materially add to the joy of the paint store man, the seed merchant and the seller of garden and yard tools, and it is fine for everybody. But our hands are soft, our backs are weak, and our will not too strong, and altogether too soon the glamor and incentive of the first days becomes the fever of the weeks and the job is left half done.

Verily, in a few short weeks many now tidy and much boasted of gardens will be but weed patches, unattended and forlorn. Likewise, many a Clean-up Week, widely heralded, urged and exploited by a loyal press, will pass with the May flowers unless you and your neighbors and all of their neighbor's neighbors recognize the real value and keep at it until it is done—and well.

Do not have a Clean-up Week—make it the year 'round, for your customers, from whence they may come, are becoming more critical—they demand "atmosphere," and there can be none without cleanliness all of the time.

Eight Grade Graduates

The following is a list of the eighth grade graduates, last month and this, as compiled and just released by County School Superintendent Mulkey, for schools in the Coquille valley: Coquille—Usruia Ayrell, Delores Belloni, Donald Burch, Lois Forsythe, Frederick Fuhrman, Gus Gallas, Chas. Gaslin, Winnie Henderson, Clarence Ireland, Norman Jacobson, Margaret King, LaVerne Knife, John McCarthy, Madeline McKeown, Robelle Oerdkirk, Eleanore Oerding, Elizabeth Pierce, Helen Robinson, Pat Savage, Margaret Staninger, Olive Stewart, Rita Varney, Dorothy Wiggins, Viva Wood, Carol Young, Mahalah B. Young.

Broadbent—Milton, Bell, Cornelia Clausen, Ruth Donald, Edith Lillenthal, Thekla Moll, Lloyd Smith, Aileen Dement, Josephine Robbins, Henry Whobrey, Glen Wolf.

Arago—Agnes Aasen, Ruth Keltner, Shelby McAllister, Farm Patrick, Lois Schroeder.

Riverton—Wendall Cook, Irene Cusic, Lewis Floyd, Harold Houston, Howard Schroeder, Ray Smith, Frances Tucker.

Cunningham—Rose Gwen Martin-dale, Elwyn Nosler.

Parkersburg—Verna Haga, Velda Hahn, Fred Hull, Marvel Smith, Pauline Miller.

Fat Elk—Lorene Clark, Ethel Roth, Alfred Pleasp.

Randolph—Georgia Philpott.

Riverside—June Baker, Harold Berry, Viola Johnson.

Lee—Frances Barton, Elizabeth Harrison, Leanna Schroeder.

Fairview—Sam Kohnher.

Gravel Ford—Elton Clinton, Iris Clinton, Violet Bright, Mildred West.

Powers—Margaret Benoe, Bernice Briggs, Waive Davis, Millard Hubbard, Grace Morris, Bonnie Noah, George Powers, Donald Rawlins, Gerald Saint, Dortha Sell, Peter Serafin, Eileen Shepherd, Gladys Tanner, Ruby Woodring, Mary Dunham.

Myrtle Point—Cecil Barker, Sybil Cooper, Gilda Dietz, Karrol Christensen, Letha Hazelton, Marion Lakey, Frieda James, Grace Parry, Velma Rogers, Naomi Roberts, Janet Martin, Billie Lund, Blanche Massie, Robert Steele, Stanley Steinhoff, Leonard Shelton, Zelma Thompson, Albert Volkmar, Elmer Ocheltree, Genevieve Norris.

Norway—Eva Schroeder, Theda Schroeder.

Roy—Yvonne Cross, Virgil Harrison, Lenora Shull.

Shiloh—Bernice Bennett, Gwendolyn Shores.

Bandon—Donald Auer, Lon Burford, Margaret Corson, Beryl Cox, William Ganong, Frank Henry, Clinton Ice, Emma Lorenz, Chloe Nesbitt, Erwin Richert, Lois Rosenblad, Claude Sell, Dorothy Strong, Mary Treadgold, Grace Whitaker, Gale Woodworth, Robert A. Gardner.

Prosper—Viola Bieseke, Arthur Pleasp, Marjorie Ray.

Valley View—Roy Rhule, Ferryl Hughes, Alice Stanford, Lester Cunningham, Howard Caudill.

Sitkum—James Crowley, Eloise Crowley, Daniel Parks.

Leneve—Alice Conlogue, Ellis Newton, Eva Steele.

Alder Crest—Ruth West.

Bridge—Jonella Curtis, Archie

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To An Oregon Home

The following is a poem sent Mrs. Thos. Hanly from Chicago by a friend who visited her at Leneve recently. Without a doubt the friend taught the Oregon spirit and was impressed by the glories of our wonderful commonwealth when she wrote:

IN OREGON

O joyous Oregon Matron!
O, gladsome Oregon Maid!
To have "a shack with a lean-to"
In a verdant Oregon glade.
You have a kitchen window
To look through while you cook.
And hills of blue with trailing clouds
To bless you when you look.
Perhaps you have a rose vine
To clamber 'cross the view—
In spring some cherry blossoms
As lace across the blue.
And in the distance pine trees
Point upward like church spires
To lead you from your kitchen
To land of high Desires.
—Joy-on-the-Farm, Oregon

Trespass Notices, printed on cloth, for sale at this office.

Rupture Shield

Expert Coming to

MARSHFIELD

on MONDAY & TUESDAY June 24 & 25 at

CHANDLER HOTEL from 10 a. m. to 4 p. m. Evenings by Telephone Appointment Only

TWO DAYS ONLY

No Charge for Consultation

Mr. C. F. Redlich, the successful expert says: "The 'Perfect Retention Shields' hold the rupture perfectly, no matter what position the body assumes or how heavy a weight you lift. They give instant relief, contract the opening in a remarkably short time and strengthen the weak tissues (the real cause of rupture) so that they frequently recover their previous natural retaining power, needing no further outside support. Stomach trouble, backache and constipation often caused by Rupture promptly disappear.

Truly remarkable and prompt results have been obtained not only with recent and not fully developed ruptures but also with old, long neglected ones.

Ingenuous, recently perfected devices are now holding ruptures firmly which heretofore never had been retained.

No elastic belts nor filthy legstraps are used.

I guarantee the durability of my absolutely sweat and moisture proof, sanitary appliances.

75 per cent of ruptured children recover completely through expert mechanical treatment according to statistics.

Do not waste your money on widely advertised mail order contraptions. You cannot fit yourself.

C. F. REDLICH, Rupture Appliance Expert, Home office, 535 Boston Block, Minneapolis, Minnesota.

Mr. and Mrs. O. M. Durrell, from Baldwin Park, Calif., who are stopping at Myrtle Point, visited at the Perley Crowley home Sunday and Monday. Mr. and Mrs. David Crowley and family from Myrtle Point also visited at the Crowley home Sunday.

Genevieve Crowley left Sunday morning for Ashland, where she goes to attend the summer session of the Ashland Normal school.

Jessie Laird, of Coquille, and Miss Doris Durrell, of Myrtle Point, visited friends in the valley Sunday.

Mrs. Fannie Alford and Elwin Alford visited Mr. and Mrs. Marshall Alford Sunday. Mrs. Marshall Alford is very ill with heart trouble, having been confined to her bed for some time.

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To look through while you cook.
And hills of blue with trailing clouds
To bless you when you look.
Perhaps you have a rose vine
To clamber 'cross the view—
In spring some cherry blossoms
As lace across the blue.
And in the distance pine trees
Point upward like church spires
To lead you from your kitchen
To land of high Desires.
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MAJESTIC

Electric Radio
New Models Just Out

The last word in Radio.
Proclaimed at the Chicago Radio Show as the outstanding Radio for 1929-30.

Model 91—Lowboy—with tubes \$175.00
Model 92—Highboy—with tubes 205.00
Model 181—Combination 331.00

No better Radio made today regardless of price.
Investigate the New Majestic before you buy.

Call
OERDING HARDWARE
for Demonstration in your Home.

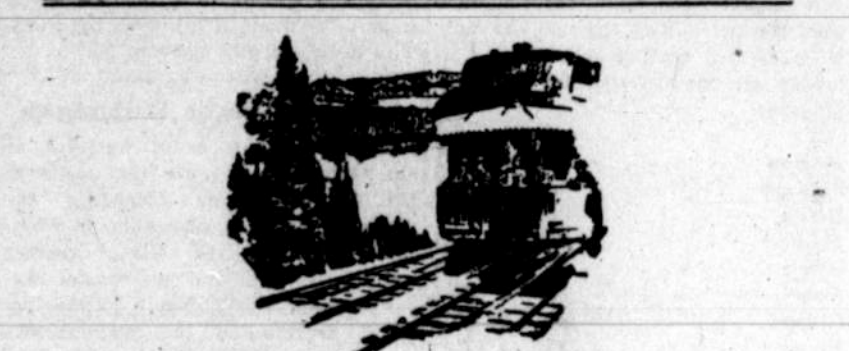
H. T. Wimer & Son

Coquille, Oregon

Day and Night Service
on all Machine Work and Electric Welding

For Timken Bearings, Main Line Swivels and Logging Supplies All Guaranteed

Get our Prices on Machine Work and Boiler Repairs.
No Job too Small or too Big.
COME IN AND SEE US.



Fares Cut for summer travel

Low summer vacation fares, fast, fine trains and a host of world-famous resorts and playgrounds is Southern Pacific's invitation for the finest vacation you ever had.

San Francisco, Los Angeles, Hollywood, famed National parks and resorts of the Pacific Coast—all are easily and quickly reached by Southern Pacific.

Send to the East
At summer excursion fares you can double the enjoyment of a trip East by taking advantage of Southern Pacific's circle trips. One way thru California, return via northern lines.

Your local Southern Pacific agent will be glad to give you any travel information and help you plan your entire trip.

Southern Pacific

FRANK A. POOK, Agt.

Kills 'em dead

ronite FLY SPRAY

flies, mosquitoes, roaches & moths, lice and many other insects

STANDARD OIL COMPANY OF CALIFORNIA