

The Oregon Coast Highway Association

What It Has Done

What has the Oregon Coast Highway Association done in 1932 that justifies continued confidence and support in 1933? In spite of a very meagre income and a late beginning, in May 1932, it stands on this remarkable record:

1. It has brought to a consummation the object of more than ten years of effort and expense in the opening of the Coast Highway along the entire Oregon Coast at the time of the dedication of the Patterson Memorial Bridge across Rogue River, May 28, 1932. Except for the sustained effort of this Association and its predecessors this fact could not be recorded.

2. It has survived and maintained and strengthened its organization under the most trying economic conditions of 1932. This fact alone justifies its continued support. There is much to be done toward completing the Highway, securing its fullest use and developing the Oregon Coast Country.

3. It has promoted and developed intercommunity goodwill and cooperation which are so essential to the fullest development of the Coast region.

4. It has aroused interest in and developed goodwill for the Coast region in communities of the interior. This has brought about increased reciprocal travel and commerce.

5. It has opened the Crescent City gateway from the south by proper goodwill contacts, overcoming prejudice and jealousy, and cooperating in improvement of the Highway junction there. In like manner the best cooperative relations have been established to the north along the Washington Coast.

6. It has held the interest of the Oregon State Highway Commission to the Oregon Coast Highway to complete the surfacing of the highway, plan for bridges, improve and extend the ferry service, and secured appropriations for construction on the new Cannon Beach-Neahkamie Mountain section.

7. It has created and developed public opinion in favor of maintaining the income of the State Highway Commission in order that construction may continue and improved ferries and bridges may be provided.

8. It has so cooperated with the State Highway Commission and Bureau of Public Roads that all unsurfaced portions of the Highway will be graveled by February 1st, 1933, and every portion of the Highway will be oil-surfaced by August 1st, 1933.

9. It has fostered and aroused an interest in and promoted the preservation of the early history, Indian lore and customs, legends and heroic romance of pioneer days in the Coast region.

10. It has—in spite of a late beginning and almost without funds—effected such extensive publicity of the attractions of the Oregon Coast as to greatly increase travel over the Coast Highway even in a year of depression. This is the only highway in Oregon showing an increase of travel in 1932 over 1931.

11. Many addresses were delivered, several thousand letters were written.

Over 26,000 pieces of printed matter—art letter heads, leaflets, map folders, etc., were widely distributed. Results will accrue to other years.

12. This activity has brought great financial benefits to all communities of the coast region. A careful survey made by the Marshfield Chamber of Commerce reveals the fact that over \$100,000 of new money was brought into this community in 1932. Others have benefited proportionately. It is estimated that over \$1,000,000 of new money was distributed along the Coast in 1932 by tourists.

13. It has cooperated with local Chambers of Commerce or community clubs wherever permitted, in strengthening their organization and promoting their local activities, and their primary hospitality industries. A better understanding will extend this function of the Oregon Coast Highway Association in 1933.

14. It has made such contacts and arrangements with persons and organizations, travel directors and travel developers as will—without further effort—greatly increase travel along the Coast in 1933. If these relations are extended and sustained—followed up—during the spring of 1933 this travel along the coast will be doubled during 1933.

A Financial Statement

The Oregon Coast Highway Association has received from all sources during May to December 1932 inclusive, the sum of \$2,385.00.

There has been paid out during the same time,

Printing, photography,	cuts, etc.	\$389.88
Office expenses		137.29
Salary		1165.00
Travel expenses		690.99
Cash on hand in the treasury		Jan. 1, 1933—1.84

Total paid out—\$2385.00
Less than \$2,500! So much for so small a cost! It would not have been possible but for the Loyal Cooperation and self sacrificing support of officers, directors and members of the Association and the press. How much or how little did your community share in this?

A Plan And Program For 1933

The emergency plan sponsored by the Marshfield Chamber of Commerce was to provide means to carry the Oregon Coast Highway Association through the winter to April 1st. The plan here submitted was the outgrowth of that plan. But this plan here submitted is to provide means to enable the Oregon Coast Highway Association to carry on through all of 1933.

1. We must reduce our budget for 1933 to the lowest possible minimum—just enough to get by on. There are some accounts and bills payable from 1932. These must be included and provided for in the plan for 1933. All items of expenditure in 1932 were kept much below the budgeted allowance. But some communities did not contribute their part. Taking these factors, the necessary sacrifices of the times, and the will to carry on into account, we will need for purely living organization expenses to carry through 1933 not less than \$3,-

600—\$300 per month.

2. This amount to be allotted to the several Chambers of Commerce or Community Clubs along the Coast, to be adopted by them as a part of their annual budget and to be raised in the same manner as their annual budget is raised, and contributed to the Oregon Coast Highway Association in monthly payments. The Coos County Chambers of Commerce—one of them off the Highway—have already adopted this plan and will contribute more than \$100 per month.

3. All publicity funds and expenses of the Oregon Coast Highway Association—the advertising fund in addition to the above purely living organization funds—to be provided by hotels, service stations, auto camps, service garages and food stations along the Coast Highway. The hotels have already agreed to contribute 50 cents per room and not less than \$10 or more than \$50 for the year.

The Advertising Program

The extent of this for '33 will depend on the number of service stations, hotels, auto camps, etc., who join in this program. The Oregon Coast Highway Association has done much by way of news publicity and goodwill contacts with other communities and travel directors and automobile clubs. We will continue to make the most of this but it will be necessary for us to merit the developed goodwill with service and hospitality in addition to our God-given attractions.

1. We must develop the habit of helpful hospitality toward the guests along the Coast, even when there is no profit in it for us. We must promote their welfare. We must all become enthusiastic cordial salesmen.

2. We will publish and distribute 35,000 to 50,000 folders with a map of the Oregon Coast Highway and bordering region, setting forth attractions, reasons for visiting us. The contributing service stations, hotels, resorts, auto camps, etc., will be listed under their respective towns, with distance between and the particular outstanding attraction each affords.

3. Shields will be provided and loaned to all supporting travel service businesses to be displayed before their respective places of business. This is an invitation to patronage and a guarantee of acceptable service and price.

4. If the funds are sufficient, additional publicity and distribution will be undertaken and extended as widely as possible. Many plans are in mind. Suggestions will be appreciated.

Now is the time for decision on plans for '33. Budgets must be carefully considered. In these times we are as on quicksands. We cannot stand still. We must move forward or sink.

Communities do not grow spontaneously. It depends upon the people and their leaders. It is a matter of effort and cooperation, often sacrifice, to achieve the desired end. It takes vision, decision and action.

"What were best when done, were best done quickly".

Manager's Office
Coast Highway Association
Marshfield, Oregon

WHAT IS A HOME WITHOUT A GARDEN?

Place: City Hall.
Time: 7:30 p. m.
When: First and Third Tuesdays.
President—Geo. W. Taylor, Sr.
Treas.—Mrs. John A. Martin
Cor. Sec.—Mrs. Edna Kern.

We are sure having funny weather but, I guess, it will change after a while. Some people are, or rather have been; trying to make gardens, but it is rather early for that, even if the catalogues are tempting one to start in while the ground is still too wet. And those catalogues! I think they are more alluring than ever this year. One wants a good fat pocket-book and ten acres of land when he looks at them and sees all the things he wants to try. Vaughn's have put out a very fine catalogue this year and so have Puder's, Burpee, Ferry-Morse, Charlotte M. Haines and others. In fact, when you look at them you are at a loss to know which one is really the best. A good catalogue leisurely and intelligently examined, is one of the best educations in flower names and culture that you can obtain and costs you nothing most of the time. My son calls my flower catalogues, "Mother's wish books," and I am afraid he is about right, for I always wish for more ground and more money. But there is one way in which we can obtain quite a variety of plants at small cost and that is for two or more friends to go in together in making up their seed and plant lists, each one choosing different seeds and then either planting all of her own seeds and dividing the plants, or dividing the seeds of each packet and each one raising her own plants. It is astonishing how far a few cents spent that way will go, and I know it works for a friend and I did that for years and we even went to far as to try to get enough for two whenever we had plants or bulbs given us by other friends. Just try it, folks, and see how it goes and if you don't find it fun as well as profitable, I will miss my guess.

Don't forget your flowering branches for the next club meeting. While in Marshfield the other day, I visited Bergen's greenhouses at Englewood and certainly spent a delightful and profitable time. While there was not as much bloom in the houses as there had been or will be, it was certainly time well spent and I am sure my friends learned a lot as well as I did. We were too late for the chrysanthemums, but the Cyclamen, Coleus and dwarf Callas, as well as many other things, made up for them. It is worth anyone's while to go through this place and I can assure you that you will receive a hearty welcome and courteous treatment.

Now for the Flowers in May:
Perennials
Delphinium formosum, Indigo blue, violet. Plant clumps October to December. Set new plants in March.
Siberian Wallflower (cheiranthus sibiricus), Bright orange. Set plants March, April.
Verbena, many colors. Plant in March, also sow seeds.
Wallflower (cheiranthus cheiri), many colors. Plant clumps Oct. to December. Set new plants March, April. Sow seeds for fall planting.
Columbine (agilegia) in species and varieties, many colors. Plant clumps and new plants September to December.
Day Lily (Hemerocallis), in variety, orange, yellow, copper. Divide clumps October to January. Set new plants February, March.
Calceolarias (purse flower), brown, yellow, mahogany. Plant clumps Oct. to Dec. Set new plants March, April.
Rock Cress, (rabis albidus), white. Divide clumps Oct. to Dec. Set new plants March, April.
Purple Cress, (Aubretia), purple, lilac, rose. Plant February, March.
Canterbury Bells (Campanula Medium), many colors. Plant clumps and new plants Oct. to Dec. Sow seeds for fall planting.
Hollyhocks, in variety, many colors. Set plants and clumps Oct. to Jan.
Meibanthemum, in variety, many colors. Divide plants October to Jan. Set new plants February, March.
Catnip (Nepeta musini), lavender-mauve. Plant clumps Oct. to January. Set new plants March to May.
Peony, many colors. Divide clumps Oct. to December.
Garden Pinks (Dianthus plumarius), pink, rose, white. Plant clumps Oct. to Dec. Set new plants February, March.
Sweet William (Dianthus barbatus), many colors. Plant clumps Oct. to Dec. Set new plants in March.
Carnation (Chabaud's and Marguerite varieties), many colors. Plant in March.
Mexican Poppy (Erigeron muconatus), pink, white. Set plants February, March.
Matalija Poppy (Romneya coulteri), white with gold centers. Plant clumps Oct. to Dec. Set new plants in March.
Coral Bells (Heuchera sanguinea), coral red, pink. Plant clumps Oct. to

Dec. Set new plants February to April.

Forget-me-not (Myosotis), in variety, blue, pink, white. Plant clumps of perennial kinds Oct. to Dec. Set new plants Feb., March.

Virginia Blue Bells (Mertensia virginica), plant clumps Oct. to Dec. Set new plants in March.

Moss Pink (Phlox subulata), lilac, white, pink. Divide clumps Oct. to Dec. Set new plants February, March. Sedums, creeping varieties, yellow, white, pink. Divide clumps October to March.

Bulbous Plants

Iris, Bearded and German, many colors. Plant August to March.

Spanish Iris (Iris Xiphium), many colors. Plant Sept. to Oct.

English Iris, white, lavender, purple. Plant Sept. to Nov.

Iris, Spuria hybrids, many colors. Plant Sept. to Jan.

Iris ochroleuca, creamy white. Plant Sept. to Jan.

Tall crested Iris (Iris fimbriata), lilac, yellow. Plant Aug. to Dec.

Tulips, Darwins, Breeders, Cottage varieties, many colors. Plant Oct. to Jan.

Anemone coronaria, in variety; many colors. Plant bulbs Sept. to Nov. Set new plants March.

Ranunculus, in variety, many colors; plant clumps Sept. to Nov. Set new plants in March.

Star of Bethlehem (Ornithogalum umbellatum), white; plant Oct. Nov.

Freesia, many colors; plant Aug. Sept.

Sparaxis, scarlet, yellow; plant Sept. to Nov.

Babiana, purple, blue, magenta; plant Sept. to Nov.

Watsonia, in variety, many colors; plant August to October.

Mariposa Lily (calochortus), in variety, many colors; plant Sept. to Nov.

Peruvian Lily (Alstrameria), golden yellow, orange-red. Plant Sept. to Nov.

Lilium umbellatum, orange, red. Plant Oct. to Dec.

Lilium Lausonii, bright orange; plant Oct. to Dec.

Bleeding Heart (Dicentra spectabilis) rose-red, white; plant Feb., Mar.

Oxalis, rose, white; plant Feb. Mar.

Glaudiolus, large-flowered types, all colors. Plant Oct. to Dec.

(To be continued)

Educational Costs Decreasing

That higher education in Oregon has already gone far with economy in state affairs by reduction in expenditures of about 22 percent in the past two years, and will cut still further to more than 31 percent on the basis of prospective income from present authorized sources, is shown in the biennial report of the state board of higher education recently issued for distribution to members of the legislature, state officials and libraries.

Average annual reduction for the past two years amounts to \$1,161,291 as compared with the average expenditures for each year of the 1929-30 biennium, the report shows. Curtailments effected by the board included salary reductions throughout the system already in effect ranging from five to 15 percent, which involved savings at the rate of \$182,000 per year.

In order to meet further shrinkage in income from present authorized sources, additional curtailments for the system aggregating \$830,000 are outlined by the board in its report, part of which will be made up by further reducing salaries so that the total cut under the 1931-32 base will range from nine to 27 percent. Additional drastic savings in the salary account are being made by heavy reduction in number of staff members, made possible through consolidation of certain departments, decreased enrollment and complete elimination of some former activities.

Continuing appropriations restricted to branch experiment stations, extension work and similar projects in agriculture and home economics—the only state income outside of the millage now coming to higher education—will be automatically reduced through shrinkage in county appropriations which are matched by the state, the report points out.

"Such changes in organization will be effected as will insure the greatest possible efficiency at the lowest possible cost," the board's report concludes. "Effort is being made in all cases to retain as many as possible of the most essential types of work in the various institutions."

While reductions have already been such that efficient service is threatened in many phases of work, the board is deeply conscious of the economy emergency through which the state is passing and is resolved to make the best of the situation.

If you want to subscribe for a Portland daily the clubbing combination we offer with the Sentinel will save you money.

The Pioneer Methodist Church

Philip D. Hartman, pastor.
Rev. R. U. Waldraen, of Corvallis, Oregon, Presiding Elder of the Portland district, will preach at 11 a. m.
The pastor will bring the message at the evening worship hour.

Church school at 10 a. m., Lyman Carrier, superintendent.

The Wesley Fellowship Group convenes in the auditorium at 6:30 p. m. Chester L. Ward, leader.

Both departments of the Young Peoples' Division meet at 6:30 p. m. for devotionals.

Boys' and Girls' World Club meet at 6:30 p. m. in Pioneer Hall, Mrs. Chas. H. Oerding in charge.

Prayer meeting Wednesday evening.

Choir rehearsal Saturday evening, F. G. Leslie, director.

Special vocal musical selections at both services Sunday.

A cordial welcome awaits you at all of our services.

Foursquare Gospel Church

Second and Heath Streets
Rev. and Mrs. T. R. Jackman, Pastors
Farewell services for the pastors will be held Sunday evening as they are leaving for a trip to the Holy Land. Special music by the splendid Foursquare orchestra and choir. Sermon by Mrs. Jackson on "Sailing Life's Sea."

Crusader meeting at 6:30 p. m. Stereopticon pictures on "The Life of Christ."

Morning worship at the usual hour, sermon by Mr. Jackson on "In His Steps."

Sunday School at 9:45 a. m.

Cathedral of the Air program every Tuesday, Thursday and Saturday at 1:30 to 2:00 p. m.

Church of Christ

Turner B. MacDonald, Pastor
Sunday, 10:00 a. m. Bible School. Departments for all ages. Ned C. Kelley, superintendent.

11:00 a. m. Communion and morning worship. Sermon by the pastor.

6:30 p. m. C. E. groups meet for devotionals.

Wednesday, 7:30 p. m. Bible Study. Willett Jesse, leader.

You are cordially invited to all of these services.

Methodist Episcopal Church

Evening Preaching 7:30 p. m.

Prayer meeting Wednesday 7:30 p. m.

Preaching at Bandon 11 a. m.

Scriptural, Spiritual Preaching. Everyone welcome.

G. A. Gray, Pastor.

107 E. 2nd St., Coquille, Ore.

Baptist Church

Sunday School 10 a. m.

B. Y. P. U. at 6:30 p. m.

Evening service at 7:30 p. m.

Prayer meeting Thursday evening.

We invite you to come.

Calling cards 100 for \$1.60.

St. James Church

(Episcopal)

Church school every Sunday at 10 a. m. Perry Roper, superintendent.

First Church of Christ, Scientist

Coquille, Oregon

Sunday School at 9:30 a. m.

Sunday Service at 11 a. m.

Subject for next Sunday, "Love."

Wednesday evening meeting at 8 o'clock.

Free public Reading Room open in Church Building every Tuesday and Friday afternoons except holidays from two to five o'clock.

The public is cordially invited to attend our services and to visit the Reading Room.

Church of God

Seventh and Henry streets, 2 blocks north of Henry street bridge

Pastor, Rev. Geo. S. Murphy.

Sunday School 10:00 a. m.

Preaching 11:00 a. m.

Prayer meeting 7:30 p. m. Thursday.

A place where a stranger does not feel strange

At Christian Science Churches

"Truth" was the subject of the Lesson-Sermon in all Churches of Christ, Scientist, on Sunday Jan. 22.

The Golden Text was, "I will praise thee, O Lord, among the people: I will sing unto thee among the nations."

For thy mercy is great unto the heavens, and thy truth unto the clouds" (Ps. 57:9, 10).

Among the citations which comprised the Lesson-Sermon was the following from the Bible: "The truth of the Lord endureth for ever" (Ps. 117:2).

The Lesson-Sermon also included the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy: "Truth is immortal; error is mortal. Truth is limitless; error is limited. Truth is intelligent; error is non-intelligent. Moreover, Truth is real and error is unreal. This last statement contains the point you will most reluctantly admit, although first and last it is the most important to understand (p. 466).

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