

Oregon Adopts New Liquor Advertising Code

This article was read by Mrs. W. P. Laws at the Friday W. C. T. U. meeting and should be of interest to the public:

The state of Oregon has adopted a new 21-point liquor advertising code, which will be of interest to other states contemplating such a move.

Since repeal more than \$200,000,000 have been spent for advertising by the various branches of the liquor business. Under the Federal Alcohol Administration, the United States government for six years attempted to exercise an extremely mild measure of control, legal guidance, and censorship over the more reckless varieties of liquor sales publicity, but now that the Federal Alcohol Administration as a distinct bureau has been shifted to the Treasury Department and emphasis is being placed on collections rather than enforcements, liquor advertising is reaching a new high both in the press and over the radio.

With the Oregon code comes a movement by the state to regulate advertising within its borders. A comprehensive program, denoting considerable care given to its preparation, bans:

Any alcoholic beverage advertisement carrying a Sunday date-line. Any statement, design, device, or representation obscene, or indecent. Any statement, design or device representing that the liquor has food value or the use thereof has curative or therapeutic effects.

Any statements, seals, flags, coats of arms, crests and other insignia, or graphic, pictorial, or emblematic representations thereof, likely to mislead the consumer to believe that the product has been endorsed, made, or used by, or produced for or under the supervision of, or in accordance with the specifications of, the government, organization, family or individual with whom such seal, flag,

coat of arms, crest or insignia is associated.

Any advertisement of alcoholic liquor, that includes, is connected with or makes any reference to the conducting of any form of contest, or lottery, or to the awarding of prizes, premiums or considerations.

Any likeness or caricature of a woman, child, or family scene.

Any illustration of a person serving or preparing drinks, or holding a bottle, or other container, indicating the consumption of liquor.

Comic-strips, or illustrations of pets appealing to children.

Any advertisement of alcoholic liquor which contains any reference, either directly or by inference, to any person, persons, firm or co-operation, as recommending, using or purchasing such liquor.

Illustrations depicting athletic or participants in athletic events.

Any illustrations of public characters, past or present.

Any advertisement of alcoholic liquor referring to any religious holiday or festival, or any symbol, sign, or other character, associated with such holiday or festival.

Any advertisement of distilled spirits containing a recipe or formula for using same.

Marriage Licenses

Jan. 18—Wayne C. Wagner and Stella Segura, both of Marshfield.

Jan. 16—Leslie G. Burns, of Reedsport, and Fay Marion, of Marshfield. They were married by Rev. H. L. Graybeal at his home here last Thursday.

Jan. 18—Thomas Clark and Doris Johnston, both of Petrolia, Calif. They were also married by Mr. Graybeal, last Saturday.

Jan. 20—Perley A. Wasson and Betty Guay, both of Coquille. They were married Monday by Rev. E. C. Swanson at the John Wasson home here.

Jan. 22—Andrew K. Anderson and Clarice R. Nagle, both of North Bend.

Calling cards, 50 for \$1.00.

Red Devils Tie For First Place

Conference	W	L	FC
Coquille	3	1	.750
North Bend	3	1	.750
Myrtle Point	1	3	.250
Marshfield	1	3	.250

Friday night's results: Coquille 38, North Bend 29, Marshfield 31, Myrtle Point 28.

Basket ball dope was smeared all over the valley last Friday evening when the Coquille Red Devils and the Marshfield Pirates posted wins over the teams that had previously defeated them—North Bend and Myrtle Point.

Coquille's win was due to the phenomenal speed and accurate shooting of the Red Devils; also to the fact that Gene Crouch, did such an excellent job of guarding the North Bend star, Sammy Crowell, that the latter, good as he is, got too few shots at the basket, and then after laying out for more than a quarter, had to leave the game midway the last canto when the fourth foul was called on him.

Bud Trendell and Russell Kollar were "on" that evening, the latter caging two perfect throws that did not graze the basket's rim from almost out to the court's center line.

But the most remarkable thing about the game was the lightning speed with which the Red Devils played the game, after coming out of a melee with the ball when to the spectator the Bulldogs had it in their hands.

After watching Coquille's basketball team for nearly a quarter of a century this writer feels safe in saying that the six boys who got on to the floor Friday night played as fast a game as any C. H. S. team ever did, and at a swifter pace than most of them have.

Charlie McIntee, Duane Terry and Dale Stevens did not shoot so often for the basket but were most important cogs in the machine-like precision with which the ball was got into position for the others to shoot.

Except for the first few moments when North Bend was leading 3 to 2, the Red Devils were in front all the way. They led 14 to 9 at the quarter, 20 to 13 at the half, 32 to 23 at the third quarter and still led by nine points at the close, 38 to 29.

The Bulldogs B team won all the way in the preliminary the score being North Bend 19, Coquille 11.

North Bend (29)	FG	FT	PF	TP
Fox, f.	1	0	2	2
Ruppe, f.	2	1	2	5
Devereaux, c.	1	2	3	4
Crowell, g.	5	5	4	15
Weekley, g.	1	0	0	2
Snidow, g.	0	1	1	1
Totals	10	9	12	29

Coquille (38)	FG	FT	PF	TP
D. Terry, f.	1	0	2	2
Crouch, f.	3	0	3	5
Stevens, f.	0	0	0	0
Trendall, c.	5	3	2	13
McIntee, g.	2	0	3	4
Kollar, g.	6	1	2	13
Totals	17	4	12	38

Coos County Music Festival

The Coos County Music Festival committee made selections of songs on Saturday for the County Music Festival. The members of this committee are Mrs. Marcella Rawe, Riverton; Miss Margaret Weaver, Bunker Hill; Miss Marjorie Johnson, Myrtle Point; Thomas Cauthers, Coquille, and Harold Withnell, Powers.

The committee organized by selecting Mrs. Marcella Rawe, of Riverton school, as chairman and Thomas Cauthers, Coquille, as director, for the county Music Festival.

The date set for the annual meeting will be announced in the next issue of this paper.

The selection of songs and general instructions will be sent by Mrs. Martha E. Mulkey, county school superintendent, to the schools in the county.

February 1, at 10:00 a. m. has been set as the time in which each one of these committee members will be glad to receive any teachers and others who may care to have help with the songs selected. Following is the arrangement: Thomas Cauthers, Coquille High School; Mrs. Marcella Rawe, Riverton School; Miss Marjorie Johnson, Myrtle Point Grammar School; Miss Margaret Weaver, Bunker Hill School.

Highway Work At Bay Started

Preliminaries for construction of the super-highway unit of the Oregon Coast highway between Midway and the north end of Broadway in Marshfield were started last week by Roy Houck, the contractor who will build the road of two 30-foot lanes with a parking between of 10 feet.

Portions of the unit this past fall were filled with dirt taken from the Bunker Hill slide, houses and signs removed from the right-of-way and since then buildings between Hemlock and Broadway are being razed.

Since the construction requires moving of the Southern Pacific company tracks to the east the work at first will be confined to the west side of the highway.—Harbor.

Judge Brand granted a divorce in circuit court here Tuesday to Benj. C. Knight separating him from Iva G. Knight.

Mr. and Mrs. John Darby and son spent the weekend at Oakland, where they visited friends.

A. L. Hooton, electrical contractor and dealer, 274 Second St., Coquille. Complete stock of wiring supplies. 13

MEN!!

YOUR OPPORTUNITY IS HERE

THE GREATEST SUIT VALUE EVER PRESENTED IN COQUILLE

3 PIECE

Suits \$13.00

- Single Breasted
- Double Breasted
- Hard Finish Worsteds
- Large Selection of Patterns
- Beautiful Drapes
- Your Answer to Your Clothing Problem

You Can't Afford To Miss These Values

At This Low Price—It Would Be Impossible to Make Alterations

PENNEY'S

J. C. PENNEY COMPANY, INC.

Free GAS AND OIL FOR 10,000 MILES

WILLYS MANY TIMES WINNER IN GILMORE-YOSEMITE ECONOMY RUN... THIS YEAR CELEBRATES THE GILMORE-GRAND CANYON ECONOMY RUN WITH YOU by inviting you to share the thrill.

Win an easy economy victory yourself. You select the route. You select the speed. Test in your own way the Big Gas Mileage of the new high-powered, full-size, beautiful WILLYS AMERICAR.

BIGGEST CAR IN AMERICA AT LOWEST PRICE
Gas for 10,000 miles on gasoline mileage basis by Willys Americar in Gilmore-Grand Canyon Run this year will be furnished to national winner of this contest.

COQUILLE AUTO COMPANY
COQUILLE GARAGE
Ralph Menning Glen Menning

ELECTRICITY IS SERVICE

... not just "Juice"



It's very simple. With the flick of a switch comes the electric "juice" that brings comfort and health for you and your family... and precious eye protection, too.

But... to provide this reliable, valuable service is not a simple thing. It involves the ceaseless care and watchfulness of trained employees... thousands of miles of wire, forests of poles, thousands of transformers. Millions of dollars are invested in power plants, substations and other equipment. Each year many thousands of dollars are spent for maintenance to keep all this equipment in good working order... to make sure that you will have dependable electric service.

Good Electric service doesn't "Just Happen"

Mountain States Power Co.

"A Self-Supporting, Tax-Paying, Private Enterprise"

HURRY! HERE ARE PENNEY'S JANUARY BARGAINS

COME ONE — COME ALL!
We're Ready with a Store FULL OF RED HOT BARGAINS!
Stock up on Family Needs At Real Savings

REDUCED TO CLEAR!

LADIES' MILLINERY 70c

LADIES' SHOES \$2.10

Boys' Striped Polo Shirts, long sleeves 40c

MEN'S DRESS SHIRTS \$1.10
Formerly higher priced

MEN'S SWEAT SHIRTS 55c
Red Lettering

MEN'S DRESS PANTS Smart style, New fabrics \$1.98
Many much higher priced

LADIES COATS 3 Only - Just the thing for Spring. \$5.00

TO MAKE WAY FOR THE NEW!

MEN'S SWEATERS Coat Styles and Slippers Not all sizes 98c to \$2.50

LADIES' BLACK OXFORDS \$1.00
Real Values

CHILDREN'S PATENT STRAPS \$1.00
Practically all sizes

CHILDREN'S PRINT DRESSES 49c

NEW STOCK! INDIAN DESIGN

Blankets \$1.49

Many Patterns and a Good Big Size.
Boys' Sweat Shirts - 49c

WORK CLOTHES

Work Pants 1.98

Husky enough for YOUR job yet smart enough for dress! Sanforized! rayon and cotton blends. Patterns

Men's General Utility MEN'S BIB OVERALLS Husky (8 oz.) denim, Sanforized! Graduated patterns to fit every man! 98c

MEN'S WORK SHIRTS Sanforized! Super! Heavy covert or chambray, triple stitched! 49c

MEN'S WORK GLOVES Tough gloves to fit any job! Canvas, napout and jersey types. Save! 15c

MEN'S WORK SHOES For farm or shop! Husky retain leather uppers, composition soles. 1.98

Maleskin Pants - 1.49
Strong Cotton Socks - 10c
Men's Sweat Shirts - 70c
Men's White Caps - 25c
Men's Big Bandanas 3 for 25c
Men's Work Suspenders 49c
Men's Lunch Kits - 49c

PENNEY'S

J. C. PENNEY COMPANY, Incorporated