

Advertising Head Foresees Growth For West Coast

The West Coast and far Southwest area which gained population so rapidly during the war will probably continue to grow during post-war years, according to Dr. Vergil D. Reed, associate director of research of J. Walter Thompson Company and formerly acting director of the Bureau of Census, in a newly published booklet on "Population and Purchasing Power," based on government figures. Decentralization of industry in the West Coast and southwestern states as a result of new freight rates favoring these areas will be an important factor influencing many American workers to settle. Just as was the case during the war and during the "Grapes of Wrath" depression migration of the '30's, Dr. Reed says most of the increase in population in the West and Southwest will be matched by a loss on the part of northern and eastern states. States which have gained most rapidly since 1935 are Washington, Oregon, California, Nevada and Arizona.

Florida attracted a steady stream of new residents during the same period. The only gaining northern and eastern states were Connecticut, Rhode Island, Michigan, Maryland and Virginia.

In conclusion, Dr. Reed writes: "We have the natural resources, the industrial facilities, labor force, capital and management to turn out a national product of \$200,000,000,000 a year. We can do it because we have already done it. But one further important force should be considered in connection with our population and the possibilities of maintaining the high standard of production which we have attained. This is the psychology of the population. If the people feel secure in their jobs and secure as to the peace, there is little reason to be concerned about depression. If people are ridden with fear as to the loss of their jobs or as to the security of the peace, they will not only hesitate to spend from their savings, but they will try to hold on to their current income. Industry as well Government must keep in mind this factor and create the greatest feeling of security possible—the 'climate' for prosperity."

Files Candidacy

County Treasurer Charles Stauff has filed his candidacy for the May 17th primary elections to succeed himself. He filed in the office of County Clerk L. W. Oddy. He stated on his copy for the ballot that he wished placed there: "Present county treasurer; courteous and efficient service will be continued."

Stauff was appointed treasurer in 1930 for a four-year term and was re-elected in 1934, 1938 and 1942.

F. R. Burr

Phone 303 Night 106-L
FIRST with the LATEST Aircraft Insurance

Coos County Has First Balance Sheet

Coos county this week went on "the records" as having the first complete, up-to-the-minute balance sheet, in its history, it was announced by court officials.

According to Judge L. D. Felsheim, the need has been evident for some time, but the job of getting the county setup for a complete well-audited, accurate set of bookkeeping was not attempted until a trained accountant could be secured.

The services of Al S. Montgomery,

accountant with offices in the First National Bank building of Coquille, were secured, and Mr. Montgomery immediately started to set up the bookkeeping set patterned on the City of Portland's.

This week Mr. Montgomery ran off the first balance and made his report. The books are simplified, yet complete, and can give a picture of the condition of any department in the county in a few minutes.

Coquille Man Vacations In England

ARMY AIR FORCES REINFORCEMENT DEPOT IN EUROPE, Furstenfeld-Bruck, Germany — Cpl. Sidney H. Johannesen, son of Mr. and Mrs. Carl Warkner, 685 S. Ninth, has recently received a fifteen-day furlough to England. This vacation from occupational duty is a part of the expanded educational and recreational program now in effect at this station.

Formerly a crack Luftwaffe training school, the Army Air Forces Reinforcement Depot now utilizes the attractive modern garrison for pro-

cessing the thousands of soldiers each month who arrive in the theatre to take up their occupational duties. Nucleus of the present unit are those men who made up the Eighth Air Force Replacement Depot at Stone, England, which for three years served the air forces in the United Kingdom.

Cpl. Johannesen arrived overseas in February, 1944. He has received the European-African-Middle Eastern Theater Ribbon, the Meritorious Service Unit Plaque, and the World War II Victory Medal.

Broadbent Boy To Come Home

Pearl Harbor, T. H.—Pfc. William E. Johnson, of Broadbent, Ore., is one of 1,630 army veterans returning to the State aboard the S. S. Azalea City which left Yokohama, Japan, January 19, and is scheduled to arrive in Seattle about February 3. The S. S. Azalea City is one of many Merchant Marine ships which assisted the Navy in maintaining supply lines to island bases seized throughout the Pacific.

University Slates Retailers' Meeting

UNIVERSITY OF OREGON, Eugene, February 21 (Special) — The first conference of members of the Oregon Retail Distributors' Institute since before the war is scheduled to convene on the University of Oregon campus May 12 and 13, according to plans made by the board of directors in a recent meeting in Portland.

Other board members are: Floyd E. Miller, Miller Mercantile company, Eugene, president; Charles E. Snell, Meier and Frank company, Portland, first vice-president; Peter G. Cosovich, Astoria Stationery company, third vice-president; E. S. Heydenburk, Rogue River Hardware company, fourth vice-president; Earl Byrom, Byrom and Kneeland, Eugene, treasurer; and directors, Harold Wendel, Lipman, Wolfe and company, Portland; Richard G. Montgomery, Montgomery advertising agency; A. E. Burkitt, J. C. Penney company, Portland; and Frank Nau, president of the Frank Nau Drug company, Portland.

Sentinel Classified Ads will sell it.

Out-of-Doors Stuff

by LANS LENEVE

Ben Hur Lapman's pen has been laid aside for many moons now, and we are eagerly awaiting the time when once again this old warrior of the press will convert his thoughts through the pages of The Oregonian.

Ben Hur suffered a heart attack which forced his temporary retirement from active writing, but we are sure that when Old Man Winter finally retires from the scene, when the flowers bloom again and the joyful songs of birds welcome the first warm days of Spring—all of which are music to the heart of Ben Hur—that his heart will find new strength in the offerings of The Red Gods and that he will soon return to his desk in the editorial office of The Oregonian.

In a recent telephone conversation with the valiant old sportsman, he referred to his illness as "just a tap on the shoulder," a characteristic remark of such a man as Ben Hur Lapman. Here's hoping that there will be no more "taps" for years to come and that in the coming years many gems of thought will again grace the editorial page from his pen.

We wish to thank the many discharged Vets who have stopped to inform us of the fact that they enjoyed this column while reading it at many different points of the globe. We also appreciate the letters received from overseas regarding it. One lad referred to it as a morale builder, which needless to say tickled our vanity. It is such comment as this that really serves to gladden the heart of a writer and we are, indeed, grateful. Thanks again, fellas!

That 85-mile gale that struck the coast a short while back will be long remembered and especially by the dairyman who lost part of his barn, others who lost fences and small buildings blown down by the

force of the wind and it will be especially remembered by one fisherman (the writer).

Having resided in Oregon as long as we have, we have learned to accept the weather as it comes. When a hunting or fishing trip is planned, we carry through with it regardless of the weather, so we did not deviate from our usual habit that memorable morning of the big blow. We headed for a coastal stream, in the face of the gale, long 'ere dawn made its appearance.

Our headlights, struggling through the swirling rain, brought into relief the swaying trees bordering the roadside, some bent almost double by the extreme force of the gale. Small branches crashed upon the highway and the velocity of the thundering wind swayed the car as if it were upon the high seas.

It is strange how one becomes attached to some possession. Usually it is something of small value and yet it holds a spot in a sportsman's heart. It may be an old frayed fly, one that brought unusual good luck upon some one, or several, fishing trips; or an old rusty spinner that has proved its worth in the past. And somehow, it always grieves us to have to part with an old frayed hunting coat, one that has snuggled close to us down through many hunting seasons, or an old worn fishing creel, one that holds a store of golden memories. For somehow, after long associations with such old friends of the marshes and streams, a fellow is wont to grow sentimental concerning them; they sort of worm their way into your affections, for they are tried and true and casting them aside is somewhat like throwing over a tried and true friend for a new acquaintance.

Two weeks prior to the big blow, we had been fishing the same stream we headed for the morning of the tearing gale. And upon its banks we had lost an old treasure—a small hook hone. For twenty-five years we had carried this little hone and

sharpened hooks that had become dull, while casting.

We put in a good two hours searching for the hone when we discovered that it had in some manner fallen from our pocket but the search was in vain. Of course, the hone could be replaced by a new one, but a new one could never replace the old one in our affections. After all, twenty-five years is a long association.

Well, here we are blown back to the storm again. No one but a crazy person or a fisherman would fare forth on such a day. Perhaps after all, a fisherman may be slightly "tetched in the haid" at time, when it comes to angling in any sort of weather. But be that as it may, we received a good wetting, caught no steelheads in that storm, but a miracle occurred! In all that litter of sand and rocks upon the bank of that stream, we chanced upon our lost hook hone. Our trip had not been in vain!

RHEUMATISM and ARTHRITIS

I suffered for years and am so thankful that I found relief from this terrible affliction that I will gladly answer anyone writing me for information. Mrs. Anna Pautz, P.O. Box 825, Vancouver, Wash. Adv. 1f

"I LOST 52 Lbs.!"

WEAR SIZE 14 AGAIN!

Mrs. C. D. WELLS, FT. WORTH

As Pictured Here ->

You may lose pounds and have a more slender, graceful figure. No exercise. No drugs. No laxatives. Eat meat, potatoes, gravy, butter.

The experience of Mrs. Wells may or may not be different than yours, but why not try the Ayds Plan? Look at these results.

In clinical tests conducted by medical doctors more than 100 persons lost 16 to 18 pounds average in a few weeks with the AYDS Vitamin Candy Reducing Plan.

With this Ayds Plan, you don't eat out any meals, starches, potatoes, meats or butter, you simply eat them down. It's simple and easier when you enjoy delicious (vitamin fortified) AYDS before each meal. Absolutely harmless. 30 days supply of Ayds only \$2.25. If not delighted with results, MONEY BACK with the very first box. Phone



BARROW DRUG CO.

Army Engineers Will Hear Pleas To Change Pier

The application of the Weyerhaeuser Timber Company, of North Bend, Oregon, for a revision of the Harbor Lines in Coos Bay at North Bend, Oregon, will be considered at a public hearing on the subject, to be held by the War department engineer in the city hall, North Bend, Ore., at 10:00 a. m., Tuesday, March 12, 1946.

Sentinel Classified Ads will sell it.



In Appreciation

A Message on behalf of our Retailers

DURING the war years it was imperative for us to ration Sicks' Select Beer to our retailers because of our firm policy to maintain the unvarying high quality of our product. Even now, with the return of peace, rationing must be continued until our plant expansion program will enable us to meet the tremendous demand with quality unimpaired. Through this trying period the cooperation of our dealers has been, and is, so generous that we wish to make public acknowledgment of it. The fact that Sicks' Select Beer is rationed requires a sacrifice on the part of your dealer and may mean that he cannot always immediately supply you. If this should ever occur, we ask your patience on his behalf as his stock will be regularly replenished. You may be sure it is always his desire, and ours, to serve you with as fine a Beer as it is possible to brew.

Sicks' Seattle Brewing & Malting Co.

Since 1878 - E. G. Sick, Pres.



THE FREEDOM FOR WHICH GEORGE WASHINGTON FOUGHT

The Declaration of Independence set forth the rights of free men and denounced those who would limit them.

One of the charges in this immortal Document is as follows:

"He (the King of England) has erected a multitude of new offices, and has sent hither swarms of officers to harass our people and eat out their substance."

Our forefathers fought valiantly to escape from this "multitude of new offices" or bureaus and it is a continuing fight.

Without freedom of private enterprise we shall be engulfed in that flood of official tyranny which ignores the Inalienable Rights of Free Americans.

Mountain States Power Co.
A Self-Supporting, Tax-Paying, Private Enterprise