



You wouldn't be thinking of painting the town red, now, would you? Anyway, there's reason aplenty for feeling happy and carefree and confident as the New Year of 1948 approaches. May this New Year bring happiness to you and yours.

Jess Barton
INSURANCE



The stork depositing the young cherub is the traditional symbol of the New Year.

Just as traditional is our old-time wish for all our old-time friends: That good health, good cheer, good friends and good fortune may be your lot in

1948

★
J. W. Sayre
Builder's Supply Co.



We can look back a long way . . . back to years that were better . . . back to years that were not quite as good; but always, as we look back, we see the smiling faces of a multitude of loyal friends.

At the threshold of 1948 we renew our pledge to you of service and cooperation. We reaffirm our faith and confidence in our community.

J. L. STEVENS
Peoples
MARKET
"Your Ideal Meating Place."



**HAPPY NEW YEAR,
EVERYBODY!**

We know of no better way to begin the New Year than by extending our thanks to our friends for their generous patronage. We hope that we can be of still greater service to you in 1948, and may the best of everything be yours!

PENNEY'S
J. C. PENNEY CO., INC.



• Janus, the ancient Roman deity who presided over all beginnings, was represented by a double head that looked both ways.

• At this beginning of 1948 we voice the hope that good fortune will come to you not from two ways alone, but from every direction!

Logsdon
Jewelry



Each year we welcome the New Year, certain it can bring only better things. Under New Year's familiar lights we share memories of struggle, of triumph, of hope.

May all your hopes for 1948 come true! And may you enjoy a very happy New Year.

Coquille Typewriter
Shop



As the years come and go we can count our friends in ever increasing numbers. We like to think that neither luck nor chance accounts for this, but that the answer lies in public recognition of our determination to give our customers superior service and value at all times. Here is hoping that you may all enjoy

A MOST HAPPY NEW YEAR

Ivan E. Smalley



SEASON'S GREETINGS!

To our Faithful
old friends
and our valued new ones
we send these
greetings of the New Year.

Taylor's Sport Shop
"STRICTLY SPORTS"
Second and Taylor Phone 33



Hoopskirts and sideburns belong to a legendary era now. External ways of life change constantly, but friendship remains ever the same. And just as friends wished each other a Happy New Year a hundred years ago, so we on the eve of 1948 extend our warmest greetings to you.

Coquille Service Station



The pursuit of happiness is every American's right

. . . the Constitution says so. May you catch your full share of it in 1948 . . . that is our sincere hope, as another New Year's Day rolls around.

W. S. Van Auken
REAL ESTATE - INSURANCE
360 W. Second St.



New gleams of hope, fresh streams of courage, come with the dawning of the New Year.

★ We cherish the thought of the fine associations that have been ours for many years past, and take this means of expressing our deep appreciation of your valued friendship.

Gant's Grocery