

Coquille Valley Sentinel

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Development of Southwestern Oregon

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R. Iph P. Stuller M. D. Grimes
Publishers

Ralph P. Stuller Editor
W. C. Pritchard Advertising Manager
Ellen Nesbitt Society Editor
W. H. Ortman Mechanical Supt.
M. D. Grimes Linotype Operator
Leo Call Pressman

Member
OREGON NEWSPAPER
PUBLISHERS ASSOCIATION

They're Going To Be Nice

A recent news item on the front page of our esteemed Curry County Reporter contemporary notes the fact that "from now on, everything is going to be harmonious at the mouth of the Rogue river." In fact, the Curry county newspaper goes on to say that a committee of three guides and three resort owners will each week line up the boats and set up marker poles on each side of the jaws.

Now this is as it should be, for the rough and ready tactics employed by boatmen and guides on the Rogue has made the rounds of every sporting club throughout the land. We've heard that members of the Union club in Chicago told with some relish and much eye-popping by their more rotund and sedate members how they almost got dumped in the jaws of Oregon's famous Rogue river when two guides stated jockeying for positions.

Down South in Hollywood where the effete are getting more and more the color of pansies, we've heard that it is said that a trip to the Rogue and a go at the struggle for position on the Rogue makes pale blood turn a shade more crimson, and the heat of excitement wafts new tonic to tired Californians.

In fact we dare say that there are going to be a lot of disappointed fishermen come next spring all the way from Maine to Texas when these anxious anglers again make their pilgrimage to the river beside the sands of Gold Beach.

And we feel a faint loss, too, at the thought that down in Curry county, a county which has held its reputation firmly for individualistic good old-fashioned cussing, rugged making of its own laws and regulations, and has held on, too, to its trenchant, tough and tornado-like ability to look out for itself, those red and plaid shirted guides are going to say, "Yes, sir," "No, Sir," "Is that my position today, sir?" "Thank you kindly for such a good spot."

Time marches on, a national newsweekly says, and yes, it does, and with it, a certain part of the West goes out to never come back.

Highways Are A Challenge

Repeated assertions by a number of our friends around the main drag of Coquille that the highway skirting the edge of Coquille will cost merchants thousands of dollars is open to question we feel. Just what

the cost in loss of business will be to Coquille depends in a large part on just what Coquille merchants do about it.

Enlargement of facilities to give a better display of merchandise; the holding of regular staff meetings to train and prepare help to influence people and make friends; wise buying geared to the modern-day demand for good goods, and stylish articles, at fair prices; advertising thoughtfully planned and placed at the correct time—all these are part of the challenge of a new highway.

We tend to feel that with the highway a modern and easily traversed highway that new cars, many of them, will use the coast highway in preference to the inland route. With well-designed, attractive entrances into the city of Coquille, tourists will not bypass the county seat, but instead will drop into Coquille to look around.

And this in itself is a challenge if we want to get tourists to stop and shop. Stores must be on their toes; windows must be attractively and well decorated; merchandise must be new and standard—in other words follow the wishes of your wholesaler in presenting his nationally advertised products, and you'll do all right.

As to the people of Curry county and the rural areas of Coos county, a modern four-lane highway to Coos Bay will make it easier for them to shop in Coos Bay. But why shop in Coos Bay?

Coos Bay has narrow streets. Coos Bay has a tough and sometimes not too pleasant a city police force. Coos Bay has some pretty uppity clerks.

Coos Bay in fact trades on the fact that it is Coos Bay and hence is just a little bit above the ordinary cut of things. And if this gripes our farmer friends as much as it does this writer, then Coos Bay is certainly no threat providing Coquille makes itself a completely self-sufficient shopping center.

Main complaint that we have heard about Coquille is that of not being able to get a selection of articles when buying. This is a common complaint in every town. We've heard the same from Coos Bay friends who tell how they have to drive to Eugene; and we've heard Eugene people tell how they have to drive to Salem, and Salem to Portland, and yes, from Portland friends who tell us that the place to shop is Hillsboro, Gresham, or Oregon City.

If the challenge of the new highway is to be accepted, Coquille must get on its toes and sell the people of this great Southwestern Oregon empire on the fact that here is a city where courtesy abounds, where clerks are glad to see you and treat you like a friend, and we hope, know you by your first name. Here is a town where you get nationally advertised products. And we hope that Coquille can be a town where prices are comparable to any other city in the state of Oregon.

A modern highway cannot be stopped. It's time some of us faced the facts of life and grew up. A modern highway can hurt only those who are too lazy to do anything about it. Gougers are going to get it in the neck. Sloppy merchants are in for a bad time. But the merchant who is in business to make money and to give service will find, we'll bet you \$100.00 and take all comers, will find that there is an area between here and Bunker Hill that will say, "Let's go to Coquille, it's such a nice place to shop, the stores are friendly and modern, the stocks are good, the clerks are our friends, there's parking room, the streets are not cluttered with the highway, and it's warm over there today."

Hillsboro, Oregon City, Gresham, Forest Grove, McMinnville, and many another town close to Salem or Portland have shown great progress when their merchants decided to go modern. It can be done.

Coquille Lodge, No. 58, I.O.O.F., last week voted to complete the deal made with Mrs. Bert Dean for her 7½-acre tract just north of the Masonic cemetery.

The first of the month the post-office at Lee, which has been conducted at the Webb Mast home since the office was inaugurated in 1884, was discontinued by the post-office department.

The organization meeting of the Fishtrap Drainage district is advertised to be held at the C. A. Keitner home at Fishtrap on Oct. 20.

The following Lions club committee will be in charge of the sports at the annual Corn Show: Homer Gant, C. C. Archibald, P. C. Roper, William Zosel, George J. Bohrer, Dr. F. G. Bunch and Dr. J. B. Gillis.

Carl Ensel is building a six-room modern bungalow for Floyd Peterson on So. Henry street.

THE EARLY SPOOK GETS THE BIRD I



My Heritage

My life is my heritage,
Freedom to write a page.
To take a wife,
That will gladden my life.
To each his own;
May his life belong.
The right to learn,
So that I may earn.
I have the right, a family to raise.
A god to worship and praise.
A right to fight in self defense,
A choice of going over, or under the fence.
I have the right to think my thoughts,
Wherever I cast my lot.
For this freedom I haven't fought,
Because this, is my Heritage.

—Carl Jacobson

(The above poem was written in the English class of Mrs. Mathilda Engen, Coquille high school English instructor, and is reprinted by The Sentinel because we think it shows unusual talent. The Editor)

Letter to the Editor

Gentlemen: Please accept my thanks for the splendid editorial in your paper of September thirtieth, and for including by name among the county officials referred to in your editorial.

Gratefully, Clara Stalff.

August Deaths Low

Oregonians climaxed a summer of record traffic volumes last August by establishing the lowest death rate in the state's automotive history, Secretary of State Earl T. Newbry has announced.

News Views



By DAVE BIEGGER

The Army has been running experiments to discover what kind of men stand up best in the Arctic. They found that the cold and dreariness of the far North soon put the skids under the enthusiasm and tempers of most of the frigid "guinea pigs." Strangely enough, it was the big husky lads who broke down first. They not only talked to themselves... they began getting answers. That wasn't so bad, but the answers started making sense. The quiet introverts came out on top like horns on a moose. They were content to be quiet and read a book. Now, if somebody will invent an exploding book, we'll be prepared for Arctic attacks.

This week is National Business Woman's week and across the nation our hats are off to the women who help run the country's businesses. They have done a great job of it, and it is a great change from the days when they were considered the weaker sex. No longer are they so considered. And the proof is in the business women all around us.

The Commerce Dept. reports that the average income in America has doubled since 1929. The quickest way to double your income is to fold it before tucking it in your wallet. You can also boost your income by patronizing our friendly establishment, where prices are pegged to take the strain off that tired pocketbook, make a habit of visiting the BIEGGER FURNITURE COMPANY, 460 West Front Street... you'll find it pays off in quality merchandise. Phone: 262.

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Guaranteed

What does 'guaranteed' mean to you?

Is it just an expression used to sell an article to you? If the article is not satisfactory must you look to the manufacturer — where is he? How will you go about it? Are you in the middle while the seller and manufacturer settle the matter?

We at Masons offer you only the best merchandise we can buy for the money. We personally guarantee every item we sell. That is why we say

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Mason Hardware and Paint Co.

Phone 68

"YOUR FRIENDLY STORE"
Store hours 8 A. M. to 6 P. M.

Coquille

PARAGRAPHS OF THE PAST

From The Sentinel Files of 20 Years Ago

(Taken from The Sentinel of Friday, October 5, 1928)

Seventy lots and tracts have been sold by the sheriff's office during the sale of property for delinquent taxes during the past week, the total amounts bid being \$108,600.33.

At the session of the city council Monday evening it was decided to buy a \$1638 pump with a capacity of 150 to 200 gallons a minute to test the new well recently dug for the city.

The Farmers and Merchants Bank of Coquille now has four new associates in the Pacific Bank corporation, John E. Ross announces.

Mr. and Mrs. J. J. Stanley returned Monday from their 20,163 mile trip in their Chevrolet sedan to the Atlantic seaboard.

The directors of the Chamber of Commerce met Wednesday evening and decided unanimously to begin plans for holding the best and biggest Corn Show this month that Coquille has ever presented. Appointed on committees were Harvey S. Hale, J. A. Lamb, J. E. Norton, O. K. Beals, Alton Kay, J. W. Laird, E. D. Webb, C. C. Archibald, A. N. Gould, H. A. Young, H. C. Gant, J. Arthur Berg, Lyman Carrier, George George Hampton, C. V. Smith, C. T. Skeels, Lafe Compton, John E. Ross, J. J. Stanley, S. M. Nosler, F. G. Leslie, J. P. Beyers.