

Biegger Furniture Holds Open House April 8th and 9th

Coquille Valley

Sentinel

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DEE BROWN

Introducing Dee Brown

Dee Brown, assistant manager at Biegger's, hardly needs an introduction to Sentinel readers, having been with the firm for the past ten years.

Although he was born in Washington, he has resided in Coos county the greater part of his life. He attended school in Myrtle Point and worked in the logging industry for a time before joining the staff at Biegger's.

During the war years when Mr. Biegger was in the service, Dee took over the management of the store, and did a good job, too, according to Mr. Biegger.

Dee, his wife and young son, make their home at 420 South Heath street.

Introducing Gene Flescher

In charge of the used furniture department at Biegger's is Gene Flescher, who has been with the firm since September, 1947.

Mr. Flescher had had previous experience in the furniture business having worked for a store in Medford before coming to Coquille.

Although he was born in Illinois, he has lived in Oregon since childhood. After graduating from high school in Salem, he worked for a time in a meat market. He says, however, that he much prefers the furniture business. Store work in general appeals to him, principally because of the opportunity for making contacts with people. Mr. Flescher is also floor salesman.



GENE FLESCHER

Introducing Hollis Selmer

In the used furniture department at Biegger's, specializing in upholstery, is Hollis Selmer, who came to Coquille from Boise, Idaho.

Mr. Selmer did upholstery work in Idaho before coming to work for Biegger's, and previous to that time he spent forty-four months in the service during the war. He served with the Infantry in the European theatre for three years of that time.

Most of Hollis' boyhood was spent in Salem where he went to school.

Mr. Selmer, his wife and little son, have lived in Coquille a little over two years.



HERSCHEL LOY

Introducing Herschel Loy

In charge of the Appliance department at Biegger's is Herschel Loy, who came to Coquille in November from Portland.

Born and raised in Effingham, Illinois, Mr. Loy came to Portland direct from service in the Navy. He served as Y3/c in the Navy for three years during the war, seeing action in the Southern Pacific.

After his discharge in Portland, Herschel attended a Portland Extension college, majoring in business administration, and previous to coming to Coquille worked for two and a half years with the General Electric Supply Corporation in Portland.

Herschel is enthusiastic about Coquille and about his work at Biegger's. With him in Coquille are his wife and eighteen-month old daughter.



RUBY NOLAN

Introducing Ruby Nolan

Ruby Nolan, the latest member to join the staff at Biegger's, has had wide bookkeeping experience. She came to Coquille in March from Coos Bay where she had worked for a number of years for the Marshfield Fuel and Supply company.

Mrs. Nolan, a native Oregonian, is making her home at the Chase apartments in Coquille. She has two children, both married; a son residing in California and a daughter in Coos Bay.

She was affiliated with the Church of Christ in Coos Bay and was active in church work. But with raising a family and working for a living, Mrs. Nolan says she has not had much time for other outside activities. Let's are in strong favor.



HOLLIS SELMER

Introducing Charles Siefert

Charles Siefert, who is now in charge of the linoleum department at Bieggers, has resided in Coquille for the past three years. He has a wife and young daughter, and owns a home in the north end of town.

He worked for a time at the Coos Bay Lumber company mill when he first came to town from his native Los Angeles. He joined the staff at Biegger's in December of last year.

During the war, he served for two years in the merchant marine, seeing service in many parts of the world.



CHARLES SEIFERT

Pastels tell the story with blue very much in the title role. Ropes of pearls and beads, bibs, drapes and cascades are designed to fill in the more open necklines decreed by fashion. Scatter pins, so versatile in style and price, remain important.



MODERN FURNITURE AND HOME FURNISHINGS STORE is this Biegger E. L. Perrott and Son, contractors, and designed by Don Beyers, architect, Portland. Furniture company store at the corner of Third and Taylor. Said to be one of the The building is fifty feet by one hundred feet and designed to give the utmost in most beautiful and most modern furniture stores in the Northwest. It was erected by modern use.

Milady Wears Her Hat At New Angle For This Spring

Fashion predicts a new face as framed by the inspirational millinery for the approaching season emphasizes small to medium brimmed hats worn at a new slant.

In hats as well as in ready-to-wear, the Empire mood is carried through. Small to large hats develop a decided tilt and maintain a cloche-like, bonnet type look. Even huge brimmed, picture hats are to be worn at a fetching angle.

Millinery designers choose light, airy straws selected for their suppleness . . . milan, ballbuntl and bakou, rank with the top favorites. Sheer hats of maline, chiffon, hair braids as well as of nylon, lend themselves to a feminine yet not fussy look. Manipulated sheer wools and felts are again popular.

Peaked bonnets in a new version of the head-hugging hat . . . turban techniques in supple straws . . . brimmed hats with irregular or contoured shapes are predicted to be the most noteworthy of the Spring 1949 millinery silhouettes.

Again, sailors are very much a part of the fashion picture. This year sailors will sport deep crowns and will be worn at a rakish slant.

Crisp silhouettes are softened by exciting trimming details! Velvet binding and bows, wheat sprays, feather butterflies, and gay bright flowers bedeck the new hats. Grosgrain, pique, crim, and taffeta ribbons keep their popularity. Maline, dotted, fine mesh veiling, nylon veiling also highlight the Spring millinery lines.

Millinery modes this Spring approach the practical angle for a "light-headed feel" . . . easy-to-pack suppleness and a go-with-everything styling. From crisply tailored suits to frankly feminine frocks in the Empire manner, all fashions are definitely enhanced by the new hat styles. Every skin, every color ensemble will be flattered by the new, pale neutrals or the pale excitement of the new shades. Black, navy, and white become even more lovely, more versatile by their smart trimmings in Spring millinery hues.



Introducing Cys Biegger

Joint owner of the Biegger Furniture company, and active in assisting with its operation is Mrs. Biegger, known to her many friends about town as "Cys."

Mrs. Biegger was born and raised in Coos county, the daughter of Mr. and Mrs. Ed Forrest who are widely known throughout this area. Mr. Forrest operated barber shops in North Bend, Coquille and Myrtle Point and was residing in Broadbent at the time of his death. Mrs. Forrest now

makes her home in Coquille. Mrs. Biegger obtained the greater part of her schooling in North Bend. Since her marriage she has worked hand-in-hand with Mr. Biegger in the promotion of both the cleaning business which they operated on first coming to Coquille, and the furniture store which has become one of the town's major retail houses. Mrs. Biegger is a business woman in her own right. For three years with her sister, Mrs. E. H. Sommers, she successfully conducted a shoe business in Coquille, "The Bootery," which she later sold to Mr. and Mrs. Jack Bowers.

Montag Electric Range To Make Some Woman Happy Saturday