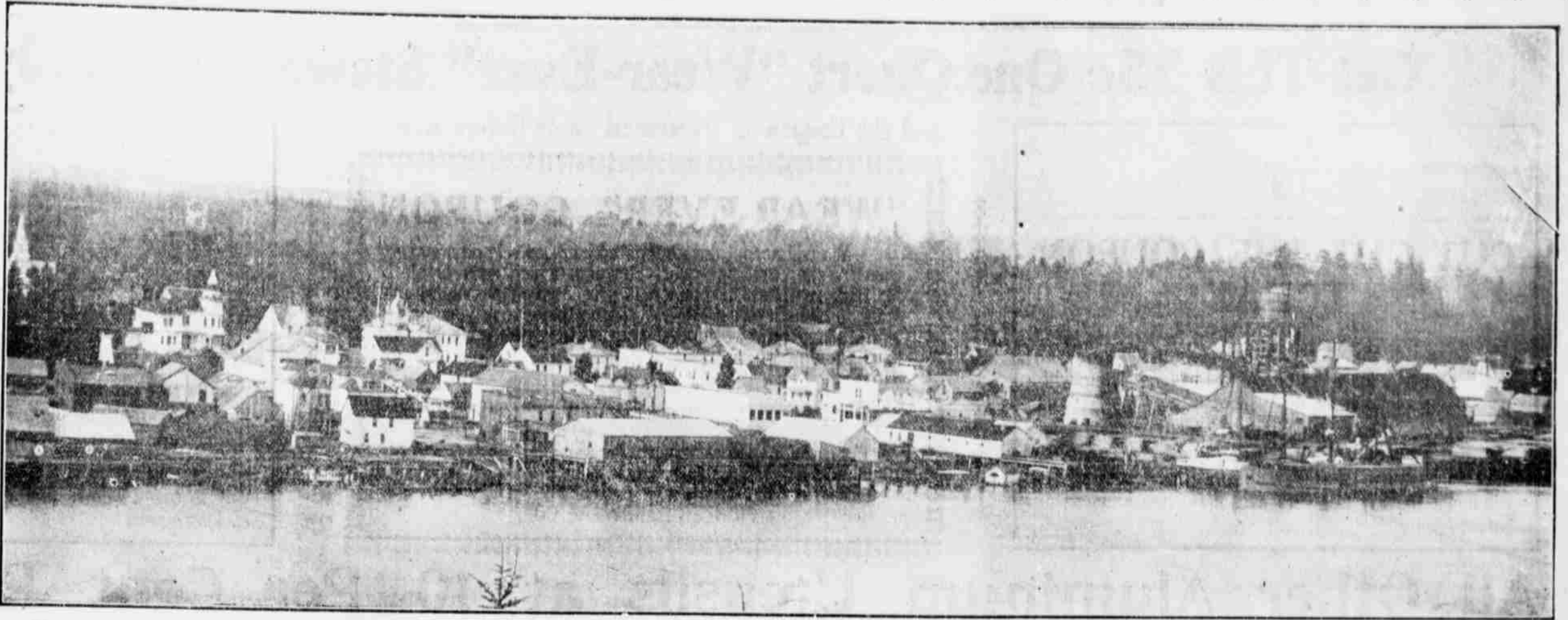


BIRD'S EYE VIEW OF FLORENCE, OREGON



Florence, Lane County, Oregon, "The Rhododendron City." Florence, the seaport of Western Lane County is a city of 800 inhabitants. It is situated at an elevation of about 30 feet and overlooks the Siuslaw River. There is a regular steamship service between Florence, Portland, San Francisco and Coos Bay. The harbor is being improved by the government and the Port Commission. Its industries are lumbering, logging, dairying, farming, horticulture, salmon fishing and packing, poultry raising, and live stock. Butter, salmon and lumber are shipped out. Florence has two salmon canneries, saw mill and concrete block yard. Owns a municipal waterworks and sewer system. Has an electric lighting plant, has a high and graded school, several churches and lodge organizations, grange, commercial club, two weekly papers, a bank with a capital and surplus of \$11,000 and deposits of \$150,000. This view was taken from an elevation across the river from Florence which explains the appearance of looking down on the town. The town is not all shown in the picture, but this is the best view possible with a single shot of the camera.

PROFESSIONAL DIRECTORY

- H. Harper**
HOUSE BUILDER
General Reparing and Cabinet Making.
Phone 349-J.
- M. Wright**
Phone 188-R.
BUILDING CONTRACTOR
Estimates furnished on request
- H. M. Shaw**
Eye, Ear, Nose and Throat.
GLASSES FITTED
MATTIE B. SHAW
Dresser of Women and Children
Phone 330-J. Rooms 200, 201
202, Irving Block.
- Benjamin Ostlund**
CONSULTING ENGINEER AND ARCHITECT
Office, 206 Irving Block
Phone 103-L or 267-J.
Marshfield, Oregon
- G. Chandler**
ARCHITECT
Rooms 201 and 202, Coke Building
Marshfield, Oregon
- S. Turpen**
ARCHITECT
Marshfield, Oregon.
- Riley Ballinger**
PIANIST AND TEACHER
Music Studio, 217 No. Third St
Phone 368-L.
- ROOFING**
PAINTING, CONTRACTING,
ROOFING MATERIALS,
FELTS AND CEMENT
J. L. BRICE
118. P. 89.

HAVE THAT ROOF FIXED NOW
See **CORTHELL**
Phone 3171.

MERCHANT'S CAFE
Popular place for Good Meals.
Prices Reasonable.
Commercial & B'dw'y

SAVE MONEY
by ordering the famous
HENRYVILLE COAL
Coal, per ton\$4.00
Soft Coal, per ton\$6.00
Half ton of both\$5.00
D. MUSSON, Prop.
Phone 18-J or leave orders at
Hillyer's Cigar Store.

AUTO CALL
FOR FOOTE'S AUTOS
Phone 260-L.
Night and Day.
Right Cafe.

WESTERN LOAN AND BUILDING CO.
Assets \$2,340,000.00
Savings 8 per cent on savings

S. KAUFMAN & CO.
Local Treasurer

DRY WOOD
—AT—
WHEELER'S WOODYARD
North Front Street
Phone 270

CITY AUTO & TAXI CO.
Day and Night Service.
For taxi, phone 29, Chandler
Hotel
For touring cars, phone 20,
Chandler Hotel
LYNN LAMBETH, Prop.
New Cars : : : : New Cars

THE REAL QUESTION
The question is not, will men
do you for your work?
Does your work honor
you? Your concern is not
to create profit for
yourself, but to make that
which will profit many be-
lieve yourself.
COOS BAY STEAM LAUNDRY
Phone 57-J.

Photures & Framing
Walker Studio

WATER WASTE

Little drops of water dripping from many faucets and leaky fixtures makes a flood of waste. New washers are easily placed in faucets and does not require a plumber if there is a valve to shut off all the water from the house as there should be in every case. A new washer costs about nothing but if a leak is allowed to continue long, the valve seat may be cut and an entire new faucet required.

A faucet leaking to the extent of only separate drops of water will waste 16 gallons per day and 5840 gallons per year. A hole 1-32 inch in diameter is so small that an ordinary pin will nearly fill it, yet in one day 528 gallons or in one year 191,700 gallons of water will be wasted, which is as much as 3 or 4 families will use in the same time. Multiply the waste from one faucet by several hundred and the figures are so enormous that it is easily understood why water systems all over the country are trying to educate the public in preventing waste.

Coos Bay Water Company.
MARSHFIELD AND NORTH BEND, OREGON.

Don't take any chances
Aetna-ize Yourself Today

You cannot afford to be without health or accident insurance. You not only need the insurance, but you want to be sure and have the correct policy in the best and most reliable company in the business.

See me or phone me at once and I will explain it to you.

E. I. CHANDLER, Agent
Marshfield, 300 Coke Building.

Universal Telephone Service

The LONG DISTANCE LINES of this company have been CONNECTED with the exchanges of the Coquille Valley Telephone Company (FARMERS' LINES) at MYRTLE POINT and COQUILLE. Our patrons will find it very convenient to use the direct telephone communication to subscribers of the Coquille Valley Company.

COOS AND CURRY TELEPHONE COMPANY

High Quality Groceries

Our own prompt and particular delivery service—Efficient clerks—being out of the high rent district and keeping our prices as low as consistent with good business makes

Conner & Hoagland
—The Leading Grocers—Dealers in Good Groceries—
797 South Broadway. Phones 348-J and 326

DON'T BE MISLED

They say WAR PRICES are high. We say OUR PRICES are not high and WE CAN SAVE YOU MONEY as we carry no overhead expense and save you that on the cost in HARDWARE, PLUMBING and FARM IMPLEMENTS, which is to YOUR ADVANTAGE.

Schroeder & Hildenbrand's
Hardware & Plumbing.
General repair shop.

QUATERMAS STUDIO
QUALITY PHOTOS
Opposite Blanco Hotel.
Phone 106-L.
MARSHFIELD, OREGON

SMITH'S VARIETY STORE.
North Bend,
for Fancy and Domestic
CHINA

NEWS OF NORTH BEND

E. F. Russell, who has been postmaster at North Bend for eight years left this week for Wedderburn where he has been offered an excellent position with the McCleay estate.

Messrs. Moughmer and Roop, who have been engaged in the contracting business on Coos Bay for the past year and a half, will leave Saturday with their families for Long Beach, California, where they will locate.

Judge Watson has ordered the sale of the Negithon ranch on Kentuck Inlet valued at \$3,000 to satisfy the claims of creditors amounting to \$1,900. John Negithon or Clam Jack as he was generally known was killed in an auto accident last summer. His estate goes to relatives in Scandinavia.

Archie Phillips has been appointed by the city authorities to act as paving inspector during the laying of streets and sidewalks this season.

A logging camp has been opened on Isthmus Inlet by Thos. Dempsey and others. They will deliver logs to the North Bend Lumber Co.

Mrs. W. G. Ingram, accompanied by her sons, Neil and Ivan, will leave immediately for Browsersville, Minn., where they have been called by the illness of her father.

Elmer Russell is suffering from an attack of mumps.

Anderson & Klockars, of this place have been awarded the contract for repairing the South Slough Bridge, the contract price being \$2,449.25.

R. D. Hevener and Rex Stratton have returned from Ashland where they were called by the illness and death of Mr. Hevener's mother.

Chief of Police Anderson visited relatives in Myrtle Point this week.

NEW RECORD EATING EGGS

Connecticut Man Swallows 26 Raw Eggs in Eleven and One Half Minute
Eggs in 11 and 1-2 Minutes

NEW BRITAIN, Conn., April 16.—What is believed to be a record was set by Frank Weltsky when he swallowed twenty-six raw eggs in eleven and one-half minutes, thereby winning \$25 from Sam Berkowitz, who challenged him to do the act. The first ten eggs were thrown off with no apparent effort, but the others were put away with considerably greater effort.

The bet was on Weltsky's ability to swallow twenty-five, but just for good measure he broke open the one extra and gulped it down amid the murmurs of surprise by the crowd.

So confident is Weltsky that he later made an offer to bet \$25 that he can swallow thirty eggs, one after another, but nobody took the bet.

BUY WAR HORSES IN ROSEBURG

A representative of one of the purchasing agencies on the Pacific Coast, spent the day in Roseburg buying horses and mules for service in Europe. A number of animals were purchased during the day and will soon be shipped to San Francisco. From there they will go to the warring nations of the Old World where they will be placed in actual service.

—Roseburg Review.

GOOD ROADS BENEFITS

THE old theory regarding highway construction was that the only persons interested or concerned in the conditions of roads in a given township were the citizens of that community. The new theory is that, while the people of the immediate community are primarily concerned, the interests of the county and the state also are so vital that both should be required to share in the costs of road building.

Incidental to this new conception of highway policy is the doctrine that all highway improvement shall be of permanent character and that such construction work shall be performed under the supervision of a competent state engineer and in accordance with established standards.

Under the new highway laws, which have been enacted in many states, all movements in behalf of road improvement must be initiated by the small community; the town must make its appropriation for road building before the county may help, and the county also must take action before the state will give its aid. Hence it still is possible for any backward community to keep its old-time roads if it sees fit to do so.

In every community there should be organized effort in behalf of good roads. Inasmuch as each community must contribute its quota in the county and the state taxes levied for road building in communities

NOTES OF INTEREST

For the use of divers a sledge has been invented that can be towed by a motor boat, while its elevation can be regulated by air tanks controlled by an occupant.

Motion pictures for the blind have been invented by a Paris doctor, an electrically operated machine causing a series of reliefs to pass under their fingers.

A Baltimore inventor has patented an automobile fender designed to pick up without injury a person or car equipped with it may strike.

Artificial wood for matches is being made from straw by an inventive Frenchman.

COMMUNITY CENTER A SUCCESS

THE community center theory idealized by progressive educators, has passed the experimental state in Osseo, Wisconsin. This city is to have a municipal opera house, an art gallery, a moving picture theater, a public library and a gymnasium, according to plans just launched by citizens.

One building—the school house—will house them all. The old school building which has been the scene of many public meetings, is to be torn down.

Some time ago Dwight H. Perkins, an expert on community building, gave a talk in which he said that building a school house for community center purposes as well as the regular school needs, helps rather than hinders the regular school work. Also it is possible, he told the citizens, to secure the equipment for five buildings, so constructed, almost as cheaply as it could be secured for the one. The building, when completed, will give Osseo a model community structure.

SOME EXCITING NEWS!

BEN HECK CAME IN AND PAID HIS SUBSCRIPTION THIS MORNING. BEN INFORMS US THAT HE HAS MADE A LOT OF IMPROVEMENTS LATELY. HE'S PAINTED HIS HOUSE, GOT AN AUTOMOBILE, AND NOW HE SMOKES

Oasis

THE EXCEPTIONAL CIGARETTES

VALUABLE COUPONS IN EACH PACKAGE
Lippitt & Meyer, Inc.

Ye EDITOR

20 FOR 10¢