

Chain to Open Riviera Store

A new Coast-to-Coast Hardware Store will open its doors Wednesday in the just-opened Riviera Shopping Center at River Road and River Avenue.

It follows by just one month the opening of the first store on the site, Tiffany's Drug Store. The hardware store is situated in a 3,600-square-foot building between Tiffany's and the other major building at the center, to house an Irish & Swartz market — due to open soon.

Coast-to-Coast is owned and will be managed by Mr. and Mrs. John F. Martilla of Eugene. It will feature mainly nationally sold brands of hardware, plumbing and automobile supplies, housewares, electrical equipment and major appliances.

Founded First Store

Besides Mr. and Mrs. Martilla, the store will employ three or four persons, including Joseph Jones, who has been employed with the one other Coast-to-Coast store in Eugene — at 870

Williamette St. Jones formerly owned the first Coast-to-Coast store founded in Eugene 17 years ago.

For the past three years, Martilla has been employed in the appliance department of Bon Marche Russell's department store in Eugene. His wife, Jean, is a former employee of the First National Bank in Eugene.

The store will continue its grand opening Wednesday through Saturday. Store hours will be from 9 a.m. to 9 p.m. Monday through Saturday, with plans to remain open on a limited basis on Sundays.

General Expansion Program

According to Donald W. Walker, regional representative for Coast-to-Coast Stores in the Pacific Northwest, the new Eugene store is a part of that company's general expansion program, undertaken since the firm became a wholly owned subsidiary of Household Finance Co. last October.

Other Coast-to-Coast stores, each one independently owned and operated (but serviced by Coast-to-Coast Stores, Inc.) are located in Springfield, Cottage Grove, Oakridge, Reedsport, Newport and Drain. There are about 100 stores in Oregon.

Used Underwood Electric Typewriter

199.50

LANE COUNTY OFFICE

MACHINES CO.

1416 Orchard St. DI 3-2127

Parking right outside the door!

Look for this emblem

when buying a new

or used car. It stands

for integrity

13th & OAK

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Specialists in Servicing

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REX O. KESSINGER

H. E. (HANK) NILSEN

THE EQUITABLE LIFE ASSURANCE

SOCIETY OF THE UNITED STATES

72 West Broadway Eugene

DI 5-8556

Excavation is well under way at 28th Avenue

and Williamette Street for this new \$63,000

structure to house the Eugene Hardware

Store. The building, designed by Eugene

architect James W. Keefe, will contain 6,000

square feet of floor space on the main floor,

3,000 in the basement. There will be off-

street parking for 18 cars. Builder Edward

Walters is expected to complete the job in

June. The hardware store now is located at

the northwest corner of Broadway and Oak

Streets — the site of a proposed new First

National Bank building.

Ground Broken

Business Records

Corral Court, by Jake Knipstra.

Authorized Auto Sales, by L. E. Mock.

Temple Broker, by Roy C. Belknap.

Bob Davis Realty, by Robert W. Davis.

Springfield U-Drive, by Elbert W. and Wyoming Stiles, and E. A. and Esther Nicholson.

Alden's Body Shop, by Alden J. and Deloris C. Bauck.

Reewood Builders, by Elmer H. Res.

Alkins Texaco Service, by Keith L. Alkins.

Esteb General Insurance Agency, by Wayne E. Hoobler.

Heater & Davis Logging Co., by Clyde Heater and Rodney Davis.

McKenzie River Agency, by Bill L. Bevans.

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