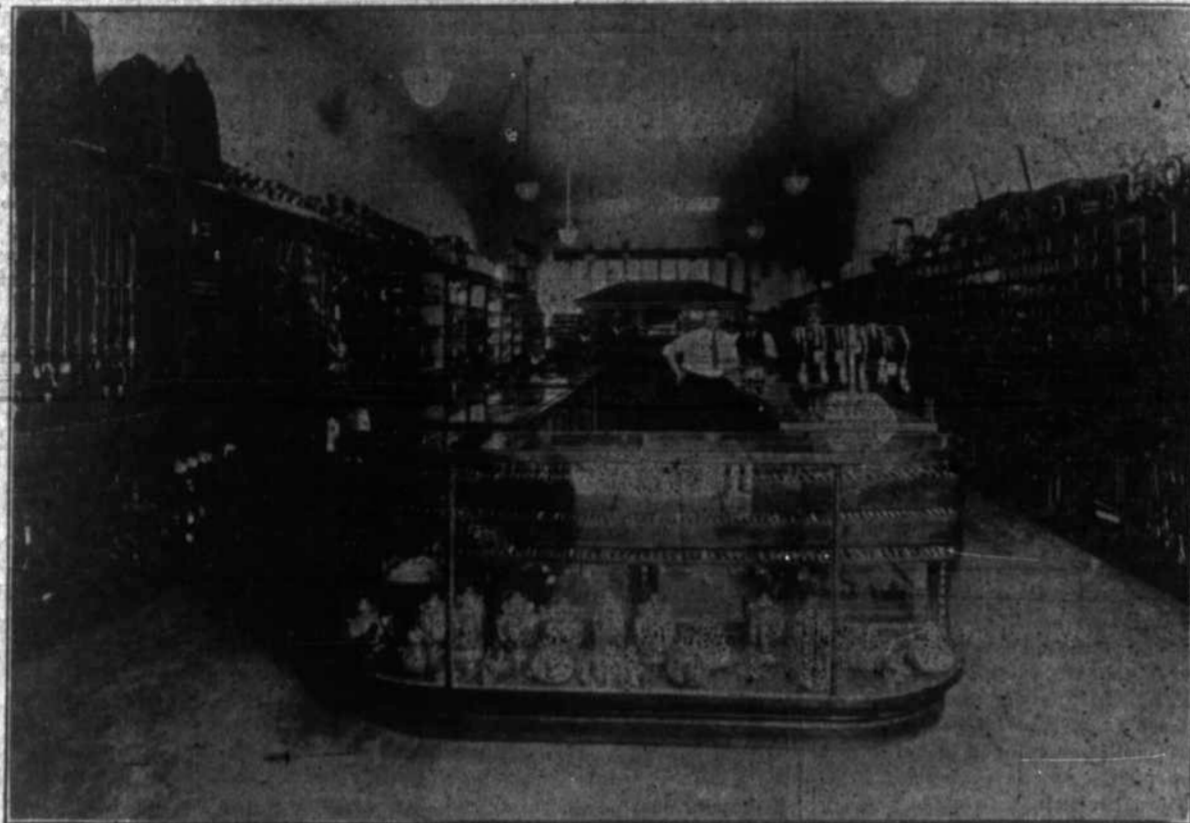


THE COQUILLE HARDWARE CO., THE WINCHESTER STORE

One of the most attractive business places and one of the most substantial firms of the valley is the store conducted under the name of the Coquille Hardware Company, Inc., at 456 Taylor, and its officers: J. W. Miller, president; Arthur Ellingsen, vice president; and R. F. Miller, secretary-treasurer. Each of these gentlemen are leaders in the business and social life of the valley. No effort is every undertaken for the good of this neighborhood and its people

ried will rank most favorably with any store of its kind, even in towns of larger size than Coquille. It has always been the effort of this store and the men connected with it to be prepared with a stock that will meet every demand of the people of this community as that need or demand arises. The stock carried at this store is well displayed in the fine daylight store room, in floor and wall display cases, permitting the customer an op-

portunity to inspect samples of the big stock in such a way as to make a satisfactory selection in the most easy manner. The stock covers a complete line of light and heavy hardware, builders' hardware, mechanics' and farm hand tools, and a full line of electrical goods. This store is the Winchester store for this district, carrying a complete stock of Winchester goods. This establishment is in close touch with the manufacturers and jobbers in the various lines of goods carried. This puts them in touch with all of



INTERIOR VIEW OF COQUILLE HARDWARE CO., WHICH VISITORS SAY IS THE BEST APPEARING AND MOST COMPLETE HARDWARE STORE IN SOUTHERN OREGON.

that does not receive the hearty support, both in time and money, of these live business men and Coquille boosters.

This is one of the oldest business establishments in the city, having been established in 1891 by Mr. Ellingsen, who has since been continuously interested in the store's ownership and management. The active management of the store is at present personally attended to by J. W. Miller and R. F. Miller.

This store is one that in appearance and in the complete stock that is car-

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goods are offered the customer here. It affords us pleasure to give recognition to such an establishment as the Coquille Hardware Company and to such men as those in charge of the company's business in this Anniversary Number, believing that such men are deserving of full recognition for their unselfish efforts and the accomplishments through their efforts of the privileges which we, as the citizens of the city and district, are now enjoying.

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Watch Coquille in 1925.

Radio-Electric Hardware Co. Carries A Complete Stock

The Radio-Electric Hardware Company store located on West First Street is one of the most completely stocked and centrally located stores in the city.

The store is one that in its appearance is most attractive and adds to the attractiveness of the business district of the city. This store will not give space for the carrying of any goods that do not represent full value at their selling price and no goods are handled because they can be sold at low figures unless they represent worth while quality.

This store is owned and operated by the seven Oerding Brothers, who are all leading business men of this community who have devoted an unusual amount of their time and effort in advancing the interests of Coquille Valley both in a business and social way. In selecting the goods that are offered at their store the Oerding Brothers inspect every item that is offered in their stock and carry only such goods as they personally are willing to stand behind as practical, and such goods as are most liable to give the customer complete satisfaction, both in service and wear.

This store carries a full and complete line of electrical fixtures and a representative line of the most approved electrical appliances, and are prepared to serve the people of this district in the sale and installation of appliances of all descriptions. They do a general electrical contracting business, and are fitted by experience as well as with equipment to properly handle every kind of electrical installation work, as well as repairing electrical appliances.

They also are preparing to handle in wholesale as well as in a retail way, roofing, composition shingles, and all kinds of building material. They are also installing a complete stock which will be handled both wholesale and retail covering a full line of mill supplies, such as belting, saws, rabbit, and in fact, every item that makes up a general line of mill supplies.

The Oerding Brothers will not number their store with goods which they do not personally know to be proper in their construction and adapted to satisfactorily fill their use.

In describing the variety of goods carried, we feel we can best cover that by saying it includes every hardware or electrical want that might come up. Any hardware want can be immediately supplied from the stock. The stock as carried in this establishment is a well balanced one. They have not specialized in a particular line of goods, but rather specialize in making all of their lines the best that experience, judgment and good buying facilities make possible. We do feel, however, that mention should be made particularly of the builders' hardware line, paints, stains and varnishes, as well as a complete line of sash and doors which are made in Coquille at the company's waterfront plant. This company offers the free service of estimating cost on any special work.

A complete radio department is maintained under the supervision of Charles H. Oerding, who is a radio expert. A large stock of the best known and most reliable radio receiving sets is carried, ranging from the lowest in price to the most elaborate sets. This department takes pleasure in demonstrating the various sets recommended by them. They are always pleased to give customers help and advice. It is the plan of this department to extend to every customer maintenance service that will help to give every patron complete satisfaction. They are the exclusive agents for the Stromberg-Carlson radio sets and the Day-Fans sets and also handle in addition to these many other of the best known and most satisfactory sets.

The business of the Radio Electric Hardware Company has been built on the advantages the store is able to give its customers, and the prosperity of this store is reflected in the confidence and investments shown in the city of Coquille by its owners.

The Coquille Chamber of Commerce is one of the live wire organizations in the county, which is planning on a larger campaign this year than any ever undertaken here before. Persons contemplating a change of location would do well to get in touch with the local chamber.

Highways via Coquille

(Continued from ninth page)

struction when the state engaged in its first big road building enterprise. Up the river valley from this city except for a mile or two at Myrtle Point now being graded, for a crossing of the North Fork, the gravelled road has been finished all the way to a connection with the paved Pacific highway just before reaching Roseburg in the great central valley of Oregon.

The completion of such a highway through the narrow canyon of the Middle fork required months and years of labor; but the result is a wide gravelled highway that will last for all time. On each side it is lined by the forests primeval of the coast range. Between Coquille and Bridge the wide stretch of the valley has been mostly cleared, and the encircling hills, crowned with forests of fadeless verdure, form royal setting for the endless pictures that delight the eye. And the nearer Coquille one comes the more in evidence is the beautiful myrtle, with its broad, brightly gleaming leaves; which adds a beauty all its own to the evergreen forests of our valleys. Nature was certainly in a most lavish mood when she added that finishing touch of gleaming emerald to the wealth of our southwestern Oregon forests.

While the road down the Coquille valley forks at Coquille, the continuation of the Roosevelt highway to Bandon, Port Orford and the Rogue river section brings it back again to what is, after all, the greatest attraction of the Roosevelt highway, as it winds around great promontaries and from heights, hundreds of feet above the shore, presents the ever-shifting panorama of the Pacific. Here we have that combination of forest, mountain and sea, whose beauty and grandeur are excelled no where in our state, if indeed they can be in all our borders, not even by the truly wonderful highway up the Columbia highway.

Added to this our climate—never too warm and seldom cold enough for frost—is an added attraction to the tourist, and invites him to linger amid enchanting scenes and enjoy them without alloy.



TAYLOR-DITTO BATTERY STATION—ONE OF COQUILLE'S POPULAR SERVICE STATIONS

TAYLOR-DITTO BATTERY STATION AUTOMOBILE IGNITION EXPERTS

The wants of the people of this district along the lines of automotive electrical work are well taken care of by the establishment of the Taylor-Ditto Battery Station located at the corner of Second and Taylor Streets.

This is one of the largest establishments of its kind and as complete as any in the district. In this shop all kinds of automotive electrical work is taken care of, such as the installing and overhauling of ignition, lighting systems, starters and the general handling of battery work. The battery service here is a service that covers both examination and work on all makes of batteries.

The equipment of this shop is in every way a modern one for the recharging and rebuilding of batteries. It is a recognized fact with people of this district who have availed themselves of the service offered by this establishment that old worn out batteries are so worked over here that the old battery is given an extension on life that makes its satisfactory service extend over a period frequently longer than the new battery gave.

In addition to the battery service

maintained by this establishment, Messrs. Taylor and Ditto are in position to do all kinds of automotive electrical work and are both experts in the care and installation of this line of work. They are always pleased to inspect your automotive electrical equipment, test your battery, and advise owners in such a way as to give them better service with less trouble.

All work done at this shop is under the personal supervision of one of the owners, and only experienced and thoroughly competent mechanics are employed. The men in charge and their workmen also are always courteous to their customers and take a personal interest in seeing that the proper work is done to every car that is brought to them.

A large stock of tires and auto accessories is also carried. This establishment specializes in Samson, Miller and McClarin tires and tubes, all of which Messrs. Taylor and Ditto recommend as carrying the greatest value at their selling prices.

The treatment given a customer in an establishment of this kind is one of the best advertisements obtainable,

and the Taylor-Ditto shop stands high in the esteem of auto owners who have had business dealings with them, and each satisfied customer has been the means of bringing new customers.

This shop is in every way one of the modern establishments to which prominent reference must be made in this Anniversary Number. The owners of the shop, George Taylor and Glenn A. Ditto, are numbered among the most wideawake and progressive of our business men, who are always ready with their efforts and financial support in the community.

We believe a personal inspection of this shop and its work will be worth the while of every owner of an automobile or truck who lives in this community, and to the visitors we recommend a trial of this institution.

It affords us pleasure in concluding this reference to the Taylor-Ditto Battery Station to recommend it as an establishment well worth while and showing the progressive spirit of Coquille. We can recommend this shop and its owners as trustworthy, substantial assets to Coquille.

L. Myrberg, Repair Shop & Shoe Store

One of the modern and up to date establishments of Coquille is the shoe repair shop and shoe store conducted by L. Myrberg on Front Street.

Mr. Myrberg has installed all of the latest shoe repair machinery that is intended to facilitate the repairing of shoes. He is an expert workman, who possesses the ability of taking a big interest in his work, and it is a pride to him to turn out the best appearing job possible where the best best materials and good workmanship are used. And every job will give the maximum of wear possible.

Mr. Myrberg established in business in Coquille November first, 1915. This shop is today the oldest established shoe repair shop in the community. April first, 1923, he purchased the building his business is now located in, one of the most commanding business locations in the city.

In the years that he has been in business in Coquille, Mr. Myrberg has succeeded in building up a trade far in excess of his anticipations when he located here. This is largely due to the satisfaction of his customers in the appearance, comfort and wear of the shoes he has repaired, and to the quick service he is able to give because of his modern equipment.

Mr. Myrberg's experience in new shoe manufacture and in repair work has fitted him to develop his standing as one of the leaders in his chosen line of work. In giving service Mr. Myrberg has always in mind two ideals—to give the customer the best work and material possible, and to fix a most reasonable price for the work.

Mr. Myrberg also carries a good line of new shoes and is confident that a purchaser of these shoes will receive full satisfaction in comfort, style and wear.

Mr. Myrberg's efforts on behalf of his customers is appreciated by the people of the city and surrounding territory, which statement will be readily realized by the visitor at his shop in seeing the amount of work being handled there.

It is a pleasure to join with the host of Mr. Myrberg's friends in wishing for him and his business a continued prosperity such as he has enjoyed in the past.

It rains in Coos county, but it keeps the grass green the year round, to the dairymen's benefit.

THE TITLE CO., INC., RELIABLE ABSTRACTERS

One of the first things to be considered when about to purchase a piece of property, whether a town lot or a farm, is the title. There is but one way to know absolutely whether the title is good or bad, and that is to obtain from a reliable abstract company a history of the title back to the time when the land was first patented by the United States. This history is called an abstract; and its chief claim to value is in its completeness, its correctness and the reliability of its makers.

The plant and equipment of The



J. S. BARTON, MGR.

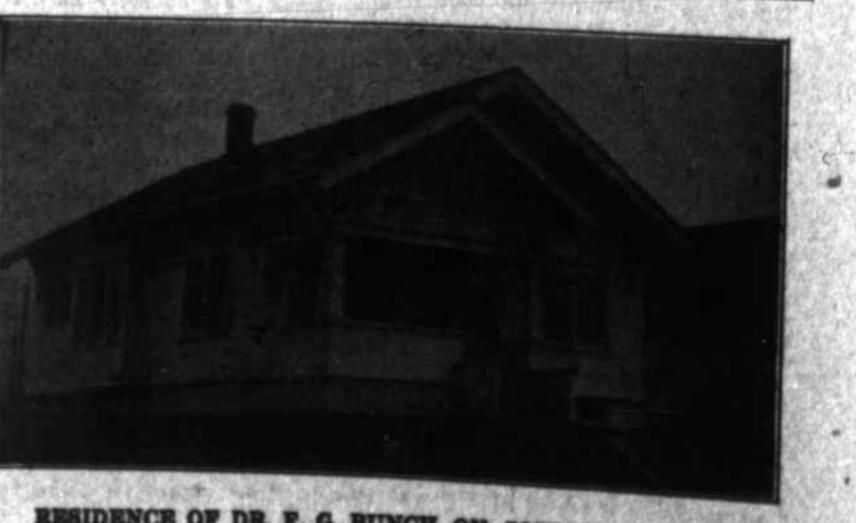
Title Company was first started in Coos County by W. L. LeVique in the early seventies; was afterwards pur-

chased and conducted by J. Hacker; afterwards by A. S. Hammond, and has been under the management of the present owners since 1917, enlarging with the growth of the County until today it is one of the largest and best equipped abstract plants outside of Portland.

The Title Company, Inc. is composed of J. S. Barton, President, and F. A. Barton, Secretary-Treasurer, with offices at 422 West First Street. Mr. Barton has had over twenty-seven years' experience in the abstract business, over eighteen years of which have been in Coos County; his long years of experience and familiarity with the County Records is, in itself, a most valuable asset in compiling your title and is so recognized by those who desire the best service possible.

Parties buying or selling real estate will do well to have The Title Company, Inc. prepare an abstract of their title. If there are any defects in their title they will be brought to light and may be remedied. It is well for those owning property to have an abstract made even where there is no thought of selling. Should any defect be found in the title it may be remedied while all parties are living and can be found, and thus avoid the expense of going into court, and if the property is sold in future years, there will be no trouble in making good title.

This company is able to give their customers an unsurpassed service in furnishing abstracts and you can make no mistake when having abstracts made by The Title Company, Inc.



RESIDENCE OF DR. F. G. BUNCH ON COULTER STREET