

OERDING MANUFACTURING CO., Inc.

---BEAUTIFUL MYRTLEWOOD NOVELTIES

One of the most important manufacturing industries in this district is the Oerding Manufacturing Company, Inc., the manufacturing plant of which is located on the waterfront. This company manufactures seventy-five differently designed articles from the celebrated Myrtlewood, including nut bowl, serving trays, candle sticks, hair receivers, fruit bowls, bud vases, candy boxes, smoking sets, gavel, etc.

This company is owned and operated by the seven Oerding brothers, George H. Oerding, president-manager; H. E. Oerding, vice-president; Walter F. Oerding, secretary; Chas. H. Oerding, treasurer; Wm. Oerding, Albert T. Oerding and John C. Oerding.

Myrtlewood, a native wood, which nowhere else in the known world has attained a growth sufficient to make it a commercial wood other than in Coos, Curry and Douglas counties,

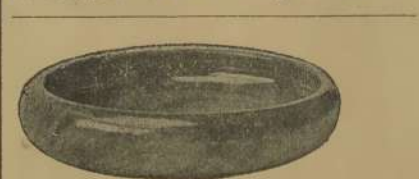


MYRTLEWOOD NAPKIN RINGS

is without question the most beautifully grained and colored wood grown. Myrtlewood, as mentioned in biblical days and found in the Palestine country in the form of shrub growth, is found in these counties, having attained a majestic tree growth oftentimes of 60 to 80 feet. The butts of these larger trees have been known to attain a size of nine feet across and the various estimates of age of the trees place them from 250 to 1000 years old. The myrtle tree of this district grows in the valleys and on the mountain sides near the ocean, and in its beauty of grain, burl and color is indeed the masterpiece of nature. Myrtlewood is hard, very firm, fine-grained and rich yellowish brown, often beautifully mottled, has all the colors of the rainbow and takes a marble-like finish. The bark of the tree is dark brown and scaly, while the leaves are dark green, both bark and leaves containing a large quantity of oil of a very fragrant penetrating odor suggesting camphor. The tree bears a berry resembling an olive in both size and color.

Myrtlewood has been in use for

years in the manufacture of the higher grades of furniture and novelties. Articles made of this beautifully figured wood have found favor with people who appreciate rare wood and skilled workmanship. The regal beauty of design in the wood is due to the fact that it comes from burly wood which twists fibres into many fantastic shapes. The artistry of the finished wood is brought out by the creative talent of each craftsman.



MYRTLEWOOD FRUIT BOWL

The myrtle tree, after being cut and trimmed and sawed in the mill into great slabs, is stacked in the open for the sun and air to season it for two years or more. After this air seasoning the slabs are further seasoned in the storeroom of the manufactory for periods ranging up to three and four years, to assure a perfect condition of the wood when it is manufactured.

A great variety of ornamental and useful articles are manufactured, as mentioned above, from this beautiful and rare wood. Improved methods have been developed which have made possible production in sufficient quantities to meet the growing demand for these products, at a most reasonable cost. This company both wholesales and retails selected myrtle lumber and veneer and novelties.

Oerding Brothers are acknowledged as the most expert woodworkers in the country. They are efficiently trained in the knowledge of how best to handle the work this most beautiful and difficult wood to attain the uniformly high class of products which they manufacture.

They also are now prepared to do all kinds of building construction work, handling general building contracting complete, with plumbing, wiring, papering or plastering and painting. They have installed a complete planing mill and a completely equipped special sash and door mill. They also own a complete saw mill and equipment for the handling of hard woods, doing an extensive business in alder, ash, maple and myrtle. This is the largest myrtlewood factory in the world.

THE POINSETTIA Confectionery & Lunch

One of the popular mercantile establishments of Coquille that has enjoyed a rapid growth is the Poinsettia confectionery and lunch establishment, located at 378 Front Street.

This is one of the leading confectionery and lunch rooms of the city, carrying a full line of candies, fruits and ice cream. The candy department is equal to any in this state and only the best is carried.

This popular establishment has enjoyed an increase in patronage that is unusual. This store is equipped with table service for the accommodation of small parties and has built up a fine reputation for its home cooked meals and light lunches. This establishment is owned and conducted by Mr. and Mrs. Brown. They personally select and purchase all of the foodstuffs used in the establishment. It has been their constant idea in the conduct of this store that only the best shall be offered its patrons.

The employees are selected with care as to their fitness for their special line of work and are noted for their prompt and efficient service and courteous attention to the patrons.

In equipping this store care has been taken to install all of the modern equipment and fittings that would tend to add to the pleasing appearance of the establishment and the better displaying of the goods carried. In the selecting of the store equipment and the choice of the store, the comfort of the patrons and their satisfaction in the goods offered has been kept in mind.

In enumerating the concerns that stand out in foremost leadership in this district the Poinsettia confectionery and lunch establishment must be given a position of prominence in its line, and its owners are deserving of recognition as assets in the leadership of this district.

Graham's Garage announces that a chassis of the new 1925 Chevrolet will be on display in their show room on Front street on Saturday, Sunday and Monday, Jan. 31, Feb. 1 and 2. The public is cordially invited to come in and inspect it.



H. E. HESS' FARM HOME ACROSS THE RIVER FROM COQUILLE

City Cleaners & Tailors Have Well-Equipped Plant

One of the things which distinguishes civilized man from barbarians is clothes, not so much in the value, because sometimes semi-barbarians wear cloths, (furs, for example), much more valuable in dollars and cents than the comparatively simple but good looking and perhaps even stylish garments worn by the most highly civilized races. The difference in clothes is more in the way in which they are worn and the condition in which they are kept than in the intrinsic value.

That is why in the leading communities of the world, the places where the people are best educated and where society is the most highly organized, the matter of cleaning, repairing, pressing and dyeing clothes of both men and women, is given such an important place.

It has also a very great commercial value, owing to the fact that clothes properly looked after not only give the wearer a hundred per cent more satisfaction when worn, but they generally last much longer. In other words, it is just as essential, if not more so, for clothes to be looked after as it is that they be properly purchased in the first place.

These are some of the reasons why a place like Coquille possesses such a modern establishment as the City Cleaners & Tailors, located at 351 West First Street. This plant is operated by C. H. Lowery, who had had lengthy experience in every branch of the business and whose view is that this city and the surrounding community must have the best in cleaning, dyeing and tailoring.

One of the strong points offered by Mr. Lowery is that the City Cleaners do odorless cleaning. Those who have taken clothes to cleaners and received them back smelling strongly of gasoline and other materials used in the various cleaning processes, and

Arthur L. Hooton Electric Wiring

One of the business establishments of Coquille that shows the present growth and development of this city as a progressive and promising business location is the Arthur L. Hooton electric shop on West Second.

This electrical fixture and appliance store is in position to supply all of the needs of this community in this line, and Mr. Hooton has equipped himself with knowledge and experience and stocked his establishment with a line of the best known electrical goods most carefully selected for their ability to give the best service for their particular use and the greatest value at their selling prices.

The slogan of this shop is "everything electrical." Mr. Hooton is prepared to supply either from stock or on short notice any electrical equipment for any purpose that this district might call for. He is prepared to accept electrical work such as house wiring, motor installation and general repairing, either on a time and material basis or on contract, in fact Mr. Hooton specializes in this class of business. Mr. Hooton carries a representative stock of the more ordinary lines of electrical fixtures, carrying out any design or style a customer might desire.

A complete line of electrical appliances is always on display for the inspection of customers of this establishment. He realizes the fact that stability in business calls for superior workmanship, the best material, and the best adapted appliances all at prices that will show most favorably on comparison as money savers to the customer. By this system and endeavor Mr. Hooton has the full trade and support of the people of this trade district.

Arthur L. Hooton is a man of pleasing personality and address, and readily makes friends with all newcomers who call at his place of business, and he gladly consults with those who are needing anything in his line. He also takes an active part in the development of the city of Coquille, and is never too busy to do his duty as a town booster, of which class of men Coquille is proud.

TITLE GUARANTEE & ABSTRACT CO. ---BOOSTERS FOR COQUILLE

One of the concerns, which has been particularly active in the movements to upbuild Coquille and the surrounding district and which has been active in bringing to the notice of the investors and developers the possibilities of this district is the Title Guarantee & Abstract Company at 355 South Taylor.

The present management acquired control of the company recently, and have inaugurated several pertinent lines of work, prominent among which is the bringing down of a complete set of tract abstract books, making the records held by this office both complete and absolutely reliable.

The services rendered by an abstract company are very important. The possibilities of court actions can be removed with very little expense and trouble by consulting a reliable abstract firm and obtaining advice on the necessary procedure.

It is only safe in the purchase of land and the accepting of mortgages as security to have a search and abstract made by an expert, and it is also advisable for those owners of land in this district who have accepted land without having had a title search made, to have that work done now, the cost of this being small. It makes possible the removing of any cloud which might be against the title which might at some time be the cause of expensive litigation and possibly a loss to heirs.

The Title Guarantee and Abstract Company is one of the best and most generally known in this district, this company conducting an office at Marshfield as well as at Coquille.

The officers of the company are E. W. Smith, president; and E. C.

Smith, secretary and manager. These officers are experienced in this line of work and are valued citizens of this district. They have gained extensive experience in abstracting work and are by nature careful and their responsibility is realized by every one who has had business dealings with them.

The work of an abstract search is the easiest thing in the world, and it is absolutely essential that the person looking up the records must be familiar with the court dockets in order to know where to look for the instruments. When an abstract is completed by this office and its seal placed thereon, it can be depended upon to be right, as shown by the records.

This company is also prepared to care for all kinds of investments for non-residents and to look after assessments and taxes. They have had considerable experience in these lines, and are well qualified to handle anything covered by these lines.

This establishment has been brought to a position of unusual prominence in the past due to the reputation of the management behind it, and we feel free to forecast a considerable increase in its business during the year. The personnel comprising the company are popular business people and have a host of friends throughout this community. They are some of the progressive citizens who at all times stand ready to do all in their power to make the city and county more prosperous by bringing more people here. They are foremost in all undertakings for the betterment of the community and give of their time and money to these efforts.



FRED VON PEGERT'S RANCH HOME ON THE HIGHWAY

Rainbow Confectionery Makes Own Candy

One look at either the windows or the interior of The Rainbow, high class confectionery establishment at 480 South Taylor Street, will convince any one that Coquille possesses there an institution of a higher grade than a majority of the best of its kind in many a larger city.

Kenneth L. Kistner, the owner of this store, is experienced in this line of business. It has been found also that he is of that class of citizens who never shirk a responsibility or fail to do their full part in every movement undertaken for the good of the community in which they live.

Mr. Kistner believes in giving patrons the best of everything at a reasonable price, and with that end in view makes his own candies, thus not only insuring that the best and freshest materials are used in the manufacture of all varieties, but he is able to pass on to his customers most of the profit which would otherwise go to candy makers in other cities.

Care is taken in buying all ingredients to see that they are high class, clean and fresh. It is well known that candies could be made of cheaper materials, and in some establishments quality is sacrificed to cheapness, but here only the highest grades are used and a fair price is maintained owing to the candies being made right here in Coquille and high rents and other overhead expense reduced to a minimum.

Another department of the store deserving of special mention is the soda department. The store is equipped with a modern soda fountain which is supplied with the finest and purest of true fruit flavorings and extracts. Mr. Kistner will not permit the use of any ingredient at the fountain not of the very best quality, and the fountain foods dispensed here are always of the wholesome, pleasing nature. The fountain is presided over by a competent worker who is ready to make any of the fountain drinks the public may call for.

Here also are carried the popular brands of cigars, cigarettes and tobaccos and this department enjoys a large patronage.

Cleanliness is one of the special attributes of this progressive store. It is always kept in the foreground. In his effort to provide for the people of Coquille and this district confections of the highest quality, Mr. Kistner is meeting with gratifying success. His store is commodious and patrons are always given the opportunity of looking over some of the special varieties which are rapidly making a name for themselves.

Tragedy Recive
While visiting in Nevada with his son recently, L. D. Frakes was struck with the following recipe which he found posted on one of the bulletin boards at a railroad station: "Take one natural born fool, add three big drinks of bad liquor. To this mixture add a fast high-powered motor car. Allow fool to soak well in liquor and let him go. After due time, remove him from wreckage and place in black satin-lined box and garnish with flowers."



J. L. STEVEN'S MEAT MARKET "THE PEOPLE'S MARKET"

Holocross Cigar Store Affords Recreation

The Holocross Cigar Stand located at 452 West Front Street and conducted under the personal supervision of its owner, J. L. Holocross, is proving itself a necessary business establishment in the life of the community.

The establishment handles a fine assortment of cigars, tobaccos and candies and dispenses a high quality of soft drinks and is the representative for the Oregonian in Coquille.

A pool room is also maintained through which recreation of a high and clean order is afforded. It is equipped with both carom and pocket billiard tables, both of which are maintained in first-class condition, and makes possible the playing of either carom or pocket billiards as games of high skill. This form of recreation, which is restful to the nerves, is one that is beneficial in many other ways. It develops a keenness of vision and judgment of distance and dexterity in the application of force as imparted to the cue ball. The many technical shots and combinations of shots made in these games by the more expert players are possible of exact execution on the tables found in the Holocross establishment.

The presence of such establishments as this one, under the active management of its proprietor, J. L. Holocross, is a decided asset to the community, furnishing a clean, wholesome form of amusement and relaxation for the tired business man, and those who find time hanging heavy on their hands will find a game at this place a source of amusement and recreation when played against an adversary of equal or greater skill. These games will stimulate effort to excel, helping to develop the will, the eye, and correlate the muscles of the body to respond to the immediate judgment of the eye.

We number the Holocross establishment and its owner as among the assets of the Coquille community.

No more cranking your car when you have your battery repaired at Coquille Service Station. All work guaranteed.

NED C. KELLEY INSURANCE

Insurance has become recognized as one of the most important assets of any community and the well being and happiness of the people is very often governed by the amount of insurance carried.

Insurance is the only form of saving that many people have besides the money invested in a home or in carrying on a business. It is therefore very important that as many as possible of those who are supporting families carry insurance as a protection against the inevitable consequences of sickness, accident and death.

Ned C. Kelley is the agent for all kinds of insurance, including fire, life, casualty, automobile, health and accident and maintains the only exclusive insurance office in Coquille.

Mr. Kelley maintains an office on South Taylor street next to the Coquille Hotel, where information and rates can be had. This information will also be supplied by phoning Mr. Kelley, whose number is 36L.

It is the watchword and the policy of the Kelley insurance office to accord every patron full insurance safety and service at the lowest minimum cost commensurate with adequate protection to the insured. This agency also handles all kinds of insurance as well as those lines of insurance before mentioned, including also plate glass and liability insurance.

It is to such establishments and men as this one and its proprietor, Ned C. Kelley, that are building up the high reputation which Coquille has gained throughout this section for responsibility and satisfaction. It affords us pleasure to devote this space in our Anniversary Number to this most worthwhile concern and one of the most active boosters of the city. Anyone not having a policy with one of the companies which Mr. Kelley represents will do well to investigate the many advantages he has to offer.

For Rent: Private Garages for single cars with wash racks and water connections conveniently located. Inquire of C. A. Gage, Liberty Theatre.