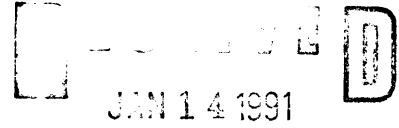


United States Department of the Interior National Park Service



National Register of Historic Places Registration Form

NATIONAL REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Coke, J. S., Building
other names/site number American Building

2. Location

street & number 150 Central Avenue
city, town Coos Bay
state Oregon code OR county Coos code 011 zip code 97420

3. Classification

Table with 3 columns: Ownership of Property, Category of Property, and Number of Resources within Property. Includes checkboxes for private/public ownership and building/site/structure/object categories.

Name of related multiple property listing: N/A
Number of contributing resources previously listed in the National Register: N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.
Signature of certifying official: [Signature]
Date: December 31, 1990
Oregon State Historic Preservation Office

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.
Signature of commenting or other official:
Date:
State or Federal agency and bureau:

5. National Park Service Certification

I, hereby, certify that this property is:
[X] entered in the National Register.
[ ] See continuation sheet.
[ ] determined eligible for the National Register. See continuation sheet.
[ ] determined not eligible for the National Register.
[ ] removed from the National Register.
[ ] other, (explain:)
Signature of the Keeper: [Signature]
Date of Action: 2/20/91

**6. Function or Use**

Historic Functions (enter categories from instructions)

Commerce/Trade: business  
professional  
financial institution  
specialty store

Current Functions (enter categories from instructions)

Commerce/Trade: business  
specialty store  
Work in progress

**7. Description**

Architectural Classification  
(enter categories from instructions)

Early 20th Century American Movements:  
Commercial

Materials (enter categories from instructions)

foundation concrete on wood piles  
walls brick  
roof asphalt: built-up  
other wood: cornice, window sash

Describe present and historic physical appearance.

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DESCRIPTION

OPENING STATEMENT

The Coke Building, commonly known as the American Building, was constructed in 1910 and represented one element of a fundamental shift in the Marshfield business community away from the waterfront. The three story, brick masonry building was designed by W. G. Chandler and built by day labor under his direct supervision. Exterior elevations of the Commercial style building are conservatively articulated in the Classical (Italian Renaissance) tradition and are distinguished by regular fenestration and a prominent cornice attached to the parapet.

One and one-half story additions were made to the building in 1923 and again in the early 1940's. The building was originally designed to house retail establishments on the ground floor and professional offices on the second and third floors. This use pattern has remained throughout the life of the building. Today the ground floor is partially occupied by retail activities while the remainder of the floor undergoes a cosmetic interior renovation. The second and third floors are currently unoccupied. The building is structurally sound, but requires renewal of most interior finishes and renovation of HVAC, electrical and plumbing systems.

The Coke Building was a key architectural and economic element in the new downtown business district of Marshfield. This business district represented a shift away from the waterfront and a trend toward multi-story, fire resistant masonry and concrete construction. This trend began with construction of the Chandler Hotel (National Register property) in 1908 and continued with the First Trust and Savings Bank Building (1908-09), the Coke Building (1909-1910), the Chandler Hotel annex (National Register property - 1913), the Irving Block (1914), the Elks' Temple (National Register property - 1919-20) and the Coos Bay National Bank Building (National Register property - 1924). These buildings were all constructed within one block of the intersection of Central Avenue and Second Street in downtown Marshfield and together developed a geographic, architectural and political focus for Marshfield's emerging business community.

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As these six historic buildings are restored and/or rehabilitated, the City of Coos Bay (formerly Marshfield) is permitting (and encouraging) the selective removal of mall canopies established when the city created a downtown pedestrian mall in the late 1960's. The City of Coos Bay recognizes the significance of these structures and is pursuing a formal policy of encouraging and reintroducing both pedestrian and vehicle traffic into the downtown core area. The Coke Building and the other historic structures will play pivotal roles in the downtown Coos Bay future.

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GENERAL DESCRIPTION

The original Coke Building was constructed on Lot 7, Block 11, Plat of the Town of Marshfield (now Coos Bay), Coos County, Oregon. The original building occupied the entire lot and measured approximately 50 feet by 100 feet. Its longer axis ran east and west and the east end of the building had a common wall with the adjacent First Trust Building. The building contained three floors. See the Plates 1 and 2 Statement of Significance.

The exterior walls, approximately 15-1/2" thick, are brick masonry with common brick used as the structural (interior) wythe (Photo 1) and a facing of hard yellow California brick laid up in a running bond (Photo 2). The interior framing consists of posts and beams (Photo 3) which transfer the interior loads to a piling foundation. The exterior walls are bearing and anchor the interior beams. The building was constructed with an elevator shaft on its east wall adjacent to the First Trust Building. Newspaper articles at the time of construction state that the building was so designed to accommodate two or three more floors at a later date, and when this was done an elevator would be installed. The additional floors were never built, but an elevator was installed shortly after the building was finished. A visual examination of those walls and the interior load-bearing posts today indicates that they probably could not have supported additional stories, even considering 1910 construction standards. A stairwell from the ground floor to the third floor was constructed adjacent to the elevator at the east end of the building. The building's main entrance opened into a short hallway leading to the stairwell and elevator. (See views of entrance and hallway [Photos 4 and 5] and third floor elevator door [Photo 6].) The roof consists of a new built-up membrane over new plywood sheathing on diagonal sheathing over roof rafters, with rafters braced to ceiling joists. The roof is pitched to the southeast and northwest.

During emergency repairs to the southwest corner recently, opening the wall revealed the exterior yellow brick is stamped "Carnegie". This brick was shipped from San Francisco to Marshfield as ballast in returning empty lumber vessels. Early in the research for this nomination, it was thought that some connection might exist between this brick and the wealthy industrialist Andrew J. Carnegie.

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Further research revealed that a manufacturer known as the Carnegie Brick and Pottery Company operated at 519 California Street in San Francisco in 1910 and was likely the manufacturer of the Coke Building brick. No connection has been established between this company and industrialist Carnegie. Wood structural members for the building were produced locally. Since John S. Coke was the legal counsel for the C. A. Smith Lumber Co., it is likely C. A. Smith furnished most of this material.

The original building was wired for electricity in the early "split knob" fashion and it had the usual water and waste plumbing for a building of its era. The building was heated with steam generated by a small boiler in an unfinished, partial basement. At the time of the building's construction, the Coos Bay area was both a substantial wood producer and an active coal exporter. The original boiler could have been fueled with either wood or coal. No evidence of it remains at this time. Over the years, steam heat was retained but the boiler became oil-fired.

SALIENT EXTERIOR FEATURES

The classical theme of Weary Chandler's Coke Building in downtown Marshfield reflects notable architectural trends in the early 1900's commercial architecture. His purposeful employment of Classicism gave the owners a building which reflected Marshfield's prosperity in a turn toward the establishment of the city's significant commercial buildings on Central Avenue.

In 1923, after the American Bank addition was complete, the focus of the building was the pedimented entry portico. Paired Ionic columns on raised plinths supported a full entablature beneath the pediment roof. The ridge of the pediment roof extended upward nearly into the second floor windows. (See Photo 7, second building on the right.) A pair of doors fitted between the pairs of columns led one into the lobby of the American Bank offices. On either side of the portico, the exterior treatment included pairs of transom windows over pairs of windows with tall, slender proportions. The outline of the entry roof is visible today in brick replacement (Photo 2).

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To the west of this portico, at the southwest corner of the building, the lower floor was articulated by two Chicago style window bays, each with leaded multi-paned transoms above. Portions of these windows remain. These window bays were framed by brick columns with corbelled capitols. These columns support panels of brick which were framed top and bottom by soldier courses. Directly above this band, and separating the first floor elements from the different detailing of the second and third floors, is a concrete and sheet metal belt course continuous on the south and west elevations (Photos 8 and 9).

The upper floors of the building are capped by a nicely proportioned cornice with a soffit that originally displayed heavy modillions which have been removed within the last ten years. A parapet wall extends above the cornice approximately two to three feet and is capped by metal flashing (Photos 10 and 11).

The windows in the north, south and west elevations of the upper floors are the original single hung, wood sash with a slightly corbelled sill on the south and west elevations, the head of each window opening is a radial soldier course pattern erected with keystone-like articulation flush with the surrounding brick surfaces (Photo 12).

The north elevation, in common brick, has a series of arcuated windows at the second and third floor levels overlooking the roof area of the one and one half story addition to the north (Photo 13). It appears these windows were once part of a two story light well constructed along the north side of the building. This light well gathered light through these window openings as well as a skylight behind the north parapet.

The yellow California brick used on the south and west elevations is applied in a uniform running bond pattern. The building has quoining on the building corners on the upper two floors which yields to a recessed panel on the first window bay from each corner (Photo 14). On the south and west elevations, between these two story recessed panels is another two story recessed panel without the quined edges which surrounds three window bays on the west elevation and ten window bays on the south elevation (Photos 11 and 12).

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Scuppers penetrate the wall just below the cornice at the northwest and southeast corners of the building. The scuppers empty into a sheet metal drain box, below which is a sheet metal downspout to the street level (Photo 10).

The west elevation has a fire escape which extends to the top of the mall canopy roof, approximately ten feet from the pavement (Photo 11).

The east elevation is a blank wall which is common with the First Trust and Savings Bank Building adjacent.

SALIENT INTERIOR FEATURES

Repeated alterations over the years have destroyed the original interior fabric on the main floor. Although some of the original interior finishes on the second and third floors have been removed or altered, the majority of the finishes, spatial divisions, relites, doors, transoms, trim, hardware and toilet rooms remain (Photos 15, 16 and 17). On these floors, a hallway (Photo 18, second floor, and Photo 19, third floor) runs the length of the building, east to west. This hallway is constructed north of the building's east-west axis and the offices opening from it to the south have greater depth than offices to the north. The second and third floor walls and ceilings were finished in lath and plaster (Photo 3). The original finish floor was tongue and groove fir, now covered by miscellaneous floorcoverings.

The original staircase handrails, balusters, etc. (Photo 20), remain as constructed with the exception of some areas having been coated with paint. These materials are in excellent shape and would require only cosmetic restoration unless current Uniform Building Code requirements were strictly enforced as to the handrail height.

The original hand cranked, wire cage elevator remains in the shaft adjacent to the stairwell described above. The metal folding gate with restrained, classic detailing remains operative (Photos 5 and 6).



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ADDITIONS AND MODIFICATIONS

About 1921, the building had an internal fire which was probably caused by the basement heating boiler. Although no structural damage occurred, the fire did scar some of the posts and beams in the basement and require replacement or "doubling up" of some first floor joists.

In 1923-24, the eastern half of the building was expanded northward some 50 feet with the construction of a one and one-half story addition to the building. This expansion was made to accommodate the American Bank business. The space occupied by the bank is shown as it exists today in Photo 21. The bank also installed a vault and constructed the Classical Greek portico entrance for its use. Another structure, owned independently of the Coke Building, had been constructed on the western half of Lot 6. The back of this building joined the Coke Building expansion. The final Coke Building addition occurred in the early 1940's when the one and one-half story addition was extended further north to include all of Lot 3 and the structure on it. Today all of Lots 3, 6 and 7 are covered with what appears to be one single building. (See Photo 13, west elevation.) The original three-story Coke Building occupies Lot 7 and its one and one-half story additions "wrap around" the independent ownership in the western half of Lot 6.

PRESENT BUILDING CONDITION AND HISTORIC FABRIC INTEGRITY

Limited building restoration began in 1989 and is continuing at the time of this writing. In recent years, the original building's roof had deteriorated to the point where water had rotted some roof sheathing and rafters and some joists and sheathing on the third and second floors. The building's major structural elements were not damaged, however. The built-up roof has been replaced and the damaged joists, rafters and sheathing have been renewed. A structural diaphragm was installed prior to the reroofing. New metal flashing, copings and parapet fire protection have been installed with the roofing. The post and beam frame has been reinforced by the addition of tie straps and angle clips (Photo 3). Damaged or leaking windows on the second and third floors have been temporarily covered to preserve the building's watertight envelope (Photos 1, 11 and 12).

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Work is now concentrated on the rehabilitation of the ground floor for lease to a variety of commercial tenants (Photo 21). Concurrent with interior ground floor renovation, the ground floor exterior will be stripped of much of the "modern" fabric added in later years. This includes stucco, some glazing systems of storefront section, inappropriate doors, lighting, etc. (Photos 2, 4 and 14).

The building's original exterior fabric above the ground floor is in remarkably good condition. The original building shows evidence of settling, but this has not caused serious structural damage. The exterior masonry on the south and west elevations are experiencing some cracking generated by structural steel window headers rusting and expanding, placing some stress on the masonry at those locations. The masonry above the ground floor requires cleaning, repair and selective repointing, but it has withstood the elements well for 80 years. The building cornice will be restored to match the original design using the existing metal for a template. Because they have been boarded up for many years, the building's windows are in remarkably good shape, but will require minor replacement of some elements and repair, paint and sealant.

The next phase of building work will address the second and third floors, currently used for storage. The current plan is to remove portions of the interior partitions on these levels (saving any millwork removed) to install structural diaphragms on each floor as required by the UBC. The stair will be retained and restored. The elevator will be replaced by a new one, but perhaps the metal gates may be reused in some fashion. The window trim and details will be returned to the original.

Regardless what is done to the interior, the exterior of the original building will be returned as near as practicable to its original appearance.

**8. Statement of Significance**

Certifying official has considered the significance of this property in relation to other properties:

nationally     statewide     locally

Applicable National Register Criteria     A     B     C     D

Criteria Considerations (Exceptions)     A     B     C     D     E     F     G

Areas of Significance (enter categories from instructions)

Commerce  
Economics  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Period of Significance

1910-1931  
\_\_\_\_\_  
\_\_\_\_\_

Significant Dates

1910  
1924  
\_\_\_\_\_

Cultural Affiliation

N/A  
\_\_\_\_\_  
\_\_\_\_\_

Significant Person

Coke, John Scory

Architect/Builder

Chandler, William G., architect

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

See continuation sheet

## 9. Major Bibliographical References

### Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested  
 previously listed in the National Register  
 previously determined eligible by the National Register  
 designated a National Historic Landmark  
 recorded by Historic American Buildings Survey # \_\_\_\_\_  
 recorded by Historic American Engineering Record # \_\_\_\_\_

See continuation sheet

### Primary location of additional data:

- State historic preservation office  
 Other State agency  
 Federal agency  
 Local government  
 University  
 Other

### Specify repository:

Crow/Clay and Associates,  
Architecture and Planning, Coos Bay

## 10. Geographical Data

Acreeage of property 0.29 acres Coos Bay, Oregon 1:24000

### UTM References

A 

110	40117410	48022220
Zone	Easting	Northing

B 

Zone	Easting	Northing

C 

Zone	Easting	Northing

D 

Zone	Easting	Northing

See continuation sheet

### Verbal Boundary Description

The nominated area is located in SE $\frac{1}{4}$  SW $\frac{1}{4}$  Section 26, Township 25S, Range 13W, Willamette Meridian, in the original town of Marshfield in Coos County, Oregon. It is composed of Tax Lots 3800 and 4000 at said location and is more particularly described as follows:

See continuation sheet

### Boundary Justification

The boundary described includes all of the property occupied by the historic J. S. Coke Building and its additions from 1910 onward. The original block together with its annex of 1924 which housed the American Bank makes up the contributing feature on a single tax lot (3800). The northernmost addition of 1940 occupies a separate tax lot (4000) but is structurally connected to the annex and is therefore included in the nominated area as a non-contributing addition.

See continuation sheet

## 11. Form Prepared By

name/title Steve L. Clay, Architect; Carl L. Sandstrom, Jr., Associate Economist  
 organization Crow/Clay and Associates date August 3, 1990  
 street & number 833 Anderson Avenue telephone (503) 269-9388  
 city or town Coos Bay state Oregon zip code 97420

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The three-story Commercial style building of 1910 standing on Central Avenue at Second Street in downtown Coos Bay, Oregon, was designed and constructed by William G. Chandler for W. S. Chandler, the architect's father and principal of the Chandler Investment Company, and John S. Coke, a local attorney, owner of the lot and co-developer with his friend, Chandler the elder.

The brick masonry building with its timber post and beam interior framing system meets National Register Criterion A as one of the half dozen pivotal, large-scale business blocks that Chandler, Coke and their associates erected along Second Avenue between 1908 and 1924, thus redirecting the course of development in the Coos River lumber port westerly of the waterfront. It was the first of the substantial new commercial buildings to be built on speculation rather than for a predetermined function, and it illustrates a mounting confidence in local economy at the opening of the second decade of the 20th Century. Throughout its history, the Coke Building housed a variety of commercial and professional tenants. The initial annex of 1923-1924 was constructed to accommodate the American Bank, which folded in the Depression, its assets going to the Coos Bay National Bank. The Classical pedimented portico which marked the American Bank entrance has since been removed. The historic period of significance extends to 1931, when the American Bank closed its doors.

An early name for the shipping center on the southern Oregon coast was Marshfield.

The nominated building is locally significant also under Criterion B as that which is most importantly associated with John Scory Coke, a prominent lawyer and civic leader who had served as mayor of Marshfield and as State legislator by the time of the building's construction. Coke was named Circuit Court Judge for Oregon's Second Judicial District and moved to Portland in 1923. His career, and those of W. S. Chandler and Reidar Bugge, more than any other Marshfield businessmen, shaped the community's commercial climate in the early years of the 20th Century.

Of the six buildings that signaled a shift in the central business district to construction in durable brick and concrete, the Chandler Hotel and Annex (1909-1913), the Marshfield Elks Building (1920) and the Coos Bay National Bank (1924) have been listed in the National Register. The rehabilitation of these buildings in

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recent years has encouraged removal of sections of the pedestrian mall canopy that was installed along Central Avenue in the 1960s to the detriment of lower facades. The subject building is undergoing rehabilitation for continued retail and professional office use.

The original block of the Coke Building was a three-story volume measuring 50 x 100 feet in ground plan. It extended its principal frontage along Central Avenue, opposite the Chandler Hotel. Its street elevations were finished with yellow face brick manufactured in California and they were formally composed in the Classical tradition with regularly-spaced bays framed by outer bays set off by serrated pilaster strips. Windows are simply framed with brick sills and flat brick arches with radiating voussoirs. A wood cornice originally replete with modillions is attached to the parapet. At the time the building was enlarged by its first one and one-half-story addition, in 1923, a temple-fronted portico was added to the main entrance on Central Avenue. (It is no longer extant). To the perpendicular annex a 50 x 100-foot volume, also one and one-half stories in height, was added in 1940, making a U-shaped configuration of the whole. In keeping with National Register policy prohibiting the delineation of boundaries through interrelated construction, the entire U-shaped configuration is included in the nomination, with the 1940 addition designated as non-historic, non-contributing. The ground story interior has been remodeled over the years, but the original staircase and hand-cranked elevator cage are intact, and upper stories retain their original corridor arrangement and finish work. Ground story structural bays are expressed, though presently they are obscured by non-historic coverings.

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S T A T E M E N T O F S I G N I F I C A N C E

SUMMARY OF STATEMENT

The Coke (commonly known as the "American") Building is significant under both National Register Criteria A and B.

It is significant under Criterion A because it was one of six substantial modern buildings constructed within one block of the intersection of Central Avenue and Second Street in downtown Marshfield, Oregon, during the period 1908 to 1924. The construction of these buildings was an important chapter in local commercial and economic history because it marked the permanent shift of Marshfield's business district away from the waterfront in response to the community's prosperity and confidence in continued growth. The Coke Building is a particularly appropriate example of the business district's shift because it demonstrated the economic confidence which motivated the shift. It was the first of these buildings to be built on speculation for multiple commercial and professional uses and not for a predetermined special function or committed major tenant. At the time of its construction, it represented the best in general commercial design and was considered by some to be superior to the recently completed Chandler Hotel. A contemporary local newspaper referred to it as "the most substantial" building in the city.

It is significant under Criterion B because it is associated with John Scory Coke, one of the four early twentieth century commercial pioneers who initiated and guided the development of the new business district. Their activities set a downtown economic development pattern in Marshfield which persisted for a half century. The Coke Building was the only building of the six in which all four individuals were involved: J. S. Coke acquired the property, W. S. Chandler and (probably Coke) provided the money, W. G. Chandler designed and built, and Reidar Bugge helped rescue the troubled bank for whom it was later named and eventually he had an interest in the building. In addition, the Coke Building was probably W. G. Chandler's first significant design effort. The activities of three of these men, the Chandlers and Bugge, have been described in earlier National Register nominations for three of the six buildings commonly associated with their lives. The

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fourth man, John S. Coke, was a major actor in the development drama but has not heretofore received the recognition he deserves for his significant contribution to Marshfield's economic history. The Coke Building is a particularly appropriate example of his activities and the relationship between him and the other three pioneers.



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ORGANIZATION OF STATEMENT

This statement will begin by examining the forces which were shaping and radically changing Marshfield's business environment during the period 1908 to 1924. This examination will be followed by a listing and brief description of the six buildings which established the city's new business district. Biographical data about the four men who created this district will be presented next. Since the activities and accomplishments of three of these men have been documented in detail in other National Register nominations, information about them will be limited to that necessary for background in this nomination. Detail on the fourth man, John S. Coke, will be expanded. The biographical data will be followed by a chronological history of the Coke Building. At appropriate points this history will bring in the four principal players and other minor figures, describe the building's significance and establish relationships. The building's history will emphasize the period of its significance, 1910 to 1931, and the period from 1931 to the present will be discussed in more general terms. The statement will conclude with four plates: (1) a lot plan indicating property acquisitions; (2) a map showing relationships between buildings; (3) a summary of real property transactions relating to the building; and (4) a chart showing the common banking relationship between the four men and the six buildings.

MARSHFIELD, 1908 TO 1924

The town of Marshfield, Oregon, grew up along the waterfront of Coos Bay, the largest harbor on the Pacific Coast between San Francisco and the Columbia River. At the time of its establishment, and during the period of its early growth, roads were nonexistent in the area. In fact, the Marshfield area did not have a reliable, all-weather road to the "outside" until the depression-era road and bridge construction programs of the 1930's were completed. Water served as the only means of transportation from Marshfield to the outside world and from Marshfield eastward to its market area in the Coos River system. During the period 1893 to 1915, a railroad was constructed reaching from the Coos Bay region through the Coquille Valley and south to Powers, Oregon. This railroad was, however, a log, coal and freight carrier only.

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In response to its dependence on water transportation, the original town of Marshfield was platted along the waterfront north of Mill Slough and west of the bay. Mill Slough was located approximately where Anderson Avenue is today. This slough and other low-lying areas in Marshfield and around the bay were later filled in with suction dredge spoils in the early 1900's. When the town of Marshfield began to form, construction was on pilings adjacent to the bay or on bits of dry land which were surrounded by water at high tide. Nearly all of Marshfield's principal commercial, retail and manufacturing facilities were initially housed in wood frame buildings (many pile-supported) along the waterfront from the present location of Front Street west to the present location of Broadway, now the southbound couplet of U.S. Highway 101.

When construction began in 1908 on the Chandler Hotel at the southeast corner of Second and Central, the movement of Marshfield's business district away from the waterfront commenced. Between 1908 and 1924, six modern substantial masonry buildings were constructed within one block of the intersection of Second Street and Central Avenue. Five of the six are visible in Photo 7. On the left side of the street, beginning in the foreground, are the Irving Block, Chandler Hotel and Coos Bay National Bank Building. On the right side of the street, beginning in the foreground, are the First Trust and Savings Bank building and the Coke Building. They are listed in chronological order and described briefly in the following section.

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THE NEW BUSINESS DISTRICT

Please refer to Plate 2 in the last section of this Statement for relative building placement.

The Chandler Hotel (National Register property) was constructed between 1908 and 1909 on the southeast corner of Central Avenue and Second Street. It is a five-story masonry structure with part basement and was financed and owned by the Coos Bay Hotel Company. John S. Coke was President of the company, and he and W. S. Chandler each subscribed to \$15,600.00 of the total \$75,000.00 stock issue required for the hotel's construction. A two story annex, designed by W. S. Chandler's architect son, W. G. Chandler, was added to the east side of the hotel in 1913.

The First Trust and Savings Bank Building was constructed, probably in 1908-1909, on the northwest corner of Broadway and Central Avenue. Information about this building is incomplete because it has not been researched in detail. The building is a two-story masonry structure and was designed to accommodate a bank and retail stores on the ground floor and professional offices on the second floor. It was owned by and constructed for the First Trust and Savings Bank, a commercial bank which started in Marshfield in 1907. John S. Coke was the founder, president and a director of this institution. W. S. Chandler also had an undetermined stock ownership. It is unclear whether Mr. Coke, Mr. Chandler or the bank, or some combination of the three, financed the construction of the building. In 1911, the First Trust and Savings Bank merged with the First National Bank of Coos Bay, an institution in which W. S. Chandler had recently acquired a predominant financial interest. The merged institution became known as the First National Bank and the building is commonly known today as the First National Bank Building rather than the First Trust Building. The building's historic exterior is largely intact and its exact history could be determined. It may be a candidate for National Register status.

The Coke Building was constructed between 1909 and 1910 at the northeast corner of Second Street and Central Avenue. The building was designed by architect W. G. Chandler and built by day labor under his direct supervision. John S. Coke acquired the land for the building in 1906 and sold a one-half interest in it to W. S.

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Chandler in 1907. After the building was finished, Coke sold the remaining half to Chandler Investment Co. Coke likely had a financial interest in the building itself during construction but the extent of that interest is unknown. According to several newspaper accounts, Chandler named the building in honor of Coke. The three-story, pile-supported building was constructed at a cost of \$43,000. It was designed to house a wide variety of commercial and professional tenants. In 1924 and the early 1940's one and one-half story annexes were added to the north sides of the building. The 1924 expansion also included first floor remodeling to house the newly-charted American Bank. This bank owned the building and remained in it until 1931 when its insolvency caused its sale to Bugge's Coos Bay National Bank diagonally across the intersection. The building is commonly known today as the American Building, not the Coke Building.

The Irving Block (building) was constructed between the annex to the Chandler Hotel and Broadway shortly after the annex was completed, probably between 1913 and 1914. The building was owned by W. S. Chandler and designed by his architect son, W. G. Chandler. It is a two-story, masonry building constructed on a pile-supported foundation. W. S. Chandler's recent success with leasing space in the multi-purpose Coke Building and his continued optimism for the future of Marshfield prompted his investment in the creation of this building. The Irving Block was designed to house general commercial tenants on the first floor and professional offices on the second floor. Like the First Trust (First National) Bank Building, additional research must be done to fully document its history. Since the basic structure is intact, it may also be eligible for National Register status.

The Elks' Temple (National Register property) was constructed on the northeast corner of Second Street and Anderson Avenue, adjacent to the Chandler Hotel. The building was built by the Coos Bay Elks' Lodge No. 1160 in 1920 and was financed by a \$66,000 loan from W. S. Chandler to the lodge. This building was also designed by Chandler's architect son, W. G. Chandler. The Temple is a two-story masonry structure on a pile-supported foundation and the first floor was designed for a variety of commercial tenants. The lodge occupied the second floor. The building has been restored and is currently owned by Security Bank and used as the bank's

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administrative headquarters. Some space on the ground floor is leased to professional tenants.

The Coos Bay National Bank Building ("Bugge Bank Building") (National Register property) was constructed during 1923-24 on the southwest corner of Second Street and Central Avenue, across the street from the Chandler Hotel and diagonally across the intersection from the Coke Building. The building is a two-story concrete structure on a pile-supported foundation. The Coos Bay National Bank occupied most of the ground floor in the preferred location adjacent to the intersection. The remainder of the ground floor was leased to commercial tenants and the entire second floor was leased as office space. The Coos Bay National Bank was a conservative financial institution and easily survived the depression. It acquired all of the assets of the American Bank in the Coke Building, and the building itself, in 1931 when that institution became insolvent. Coos Bay National's Reidar Bugge eventually established a personal ownership interest in the Coke Building. In 1956, the Coos Bay National Bank was sold to the United States National Bank of Portland.

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THE CREATORS OF MARSHFIELD'S NEW BUSINESS DISTRICT

Please refer to Plates 2 and 4 in the last section of this statement.

John Scory Coke

John S. Coke has not yet received the recognition he deserves for the role he played in establishing Marshfield's new business district. His name has appeared from time to time in connection with the histories of some of the district's buildings but the extent of his involvement was not apparent until research was conducted for this nomination. Emphasizing Mr. Coke's role is not intended to detract, in any way, from the contribution made by the Chandler family but is intended to give Mr. Coke the credit he deserves.

John Scory Coke, the fifth of John Stephen and Mary E. Coke's eight children, was born in Tennessee in 1867. According to his son John Morton Coke, the family left Tennessee for California, lured there by the promise of a minor gold strike. The gold discovery was insignificant and in 1872 they moved to Brewster Valley in Coos County. The family relocated again to Marshfield when John was a young man. The date of this move has not been established but it was probably between 1880 and 1885.

John's father became a leading citizen in the Coos Bay area. While the first Coos County seat of Government was still located at Empire City (now the Empire District of Coos Bay), he served as Coos County School Superintendent. He later served as U.S. collector of customs at Empire City. John studied law in law offices at Portland and Marshfield and at the University of Oregon. He established his own law practice in Marshfield about 1895. John married Annie Laurie Anderson, daughter of Mr. and Mrs. E. A. Anderson of Marshfield, in 1903. They had two children, John Morton and Virginia, both of whom are still living. John practiced law in Marshfield until 1923, when he moved his family and his law practice to Portland.

While in Marshfield John, Annie and their two children lived in various homes on North Second and North Third streets. According to John's son, John Morton Coke, no evidence of these homes

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remains. The Coke Building is the only surviving structure directly associated with the activities of John Scory Coke as an entrepreneur.

John was an important civic, political and business leader in Marshfield during his residence there. In addition to maintaining a full time law practice, he served as mayor of Marshfield; State Senator from the joint Coos and Curry County Legislative District for the 1905 and 1907 sessions; and as Circuit Judge of the Oregon Second Judicial District from 1909 until 1923. His move to Portland in 1923 resulted from his appointment to the Federal bench in that city.

According to his son, John was not born into a wealthy family although his parents were slave owners in Tennessee. By the time they arrived at Brewster Valley, they started with nothing like most early settlers. However, John's parents were industrious people and John was raised in a family which encouraged the work ethic. It is not surprising then, according to his son, that John acquired his wealth by hard work in his law practice, by extra income from judicial appointments and by successful outside investments. He bought and sold timberlands and owned a dairy farm on Isthmus Slough, a short distance past the present Eastside District of Coos Bay.

John was the founder of, and had a substantial ownership interest in, the First Trust and Savings Bank. He was a director of the bank and its first president when it opened in 1907. After the First Trust merged with the First National he continued as President of the surviving institution. In addition, he was the president of the Chandler Hotel Company and matched the wealthy W. S. Chandler dollar-for-dollar in the hotel's stock subscription. According to son John Morton Coke, his father's law practice was lucrative and he represented many of the area's prominent businesses and individuals. His clients included doctors, businessmen and the C. A. Smith Lumber Co., then the largest sawmill in the world.

In addition to being business partners, John S. Coke and W. S. Chandler were close personal friends. During the period 1908 to 1914, which saw the creation of the Chandler Hotel, Coke Building, Chandler Annex, First Trust Building and Irving Block, W. S.

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Chandler suffered several bouts of serious ill health and was constantly shuttling between Marshfield and his other business interests in San Francisco. Mr. Coke quietly and effectively looked after Mr. Chandler's interests in Marshfield during this time. Although no direct evidence is available to support this hypothesis, Mr. Coke's rise to financial prominence in organizations in which Mr. Chandler had an interest may have been covertly financed by Mr. Chandler.

William S. Chandler

William S. Chandler, the son of a wealthy San Francisco businessman, was a mining engineer who came to the Coos Bay area in 1898 and began the opening of the Beaver Hill coal mine for its owners, the Spreckles Company of San Francisco. In 1907, the mine was sold and Mr. Chandler left Marshfield to return to San Francisco. After 1907, he commuted frequently between his winter home in San Francisco and his summer home on Coos River. During this period, he acquired a financial interest in the Chandler Hotel Company, helped build the Coke Building, built the Irving Block and may have had a financial interest in the First Trust Building and the Chandler Hotel Annex. In addition, his large loan to the Elks' Lodge was instrumental in creating the new Elks' Temple. Because of his investments and his inherited wealth, he was considered, at the time of his death, to be the most wealthy man of the Coos Bay area.

William G. Chandler

William G. ("Weary") Chandler, the second son of William S. Chandler, was graduated from the University of Oregon in 1907 with a B. S. degree in engineering. In 1919, when the State of Oregon began its registration and licensing of architects, he was the fourth architect registered in the State. Although some members of the Chandler family maintain that he designed the First Trust Building immediately after college graduation, this has not been independently verified. An undated newspaper clipping from the Chandler family scrapbook (circa 1912) states the Coke Building was W. G. Chandler's first effort. The building was remodeled in the early 1920's and it is likely he designed the remodel work. He did design the Coke Building in 1909 and it was constructed by day labor under his direct supervision. In 1913, he designed the annex



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to the Chandler Hotel and this was immediately followed by the design of the Irving Block. In 1919, he designed the Elks' Temple and this was his last major work associated with Marshfield's new business district. In 1925, he moved to Los Angeles and practiced there for the remainder of his professional career.

Reidar Bugge

Reidar Bugge was born in Norway in 1879, emigrated to the United States and eventually settled in Marshfield. In 1915, he and two other men organized the Scandinavian-American Bank of Marshfield. This effort was assisted by Bugge's immigrant father-in-law, C. H. Henricksen, the president of the Scandinavian-American Bank of Portland, and by other Coos Bay area investors. The bank was well-managed and successful. In 1922, it was rechartered as a national bank, the Coos Bay National Bank. Next year, it began construction of its new building on the southwest corner of Second Street and Central Avenue. In 1931, the Coos Bay National Bank acquired the assets and assumed the deposit liabilities of the defunct American Bank in the Coke Building. One of the assets was the Coke Building itself.

Reidar Bugge served as the bank's cashier from its founding in 1915 until 1941. In that year, the President, Ralph F. Williams, retired and Bugge became President. Since he started his banking career as cashier of the area's first bank, the Flanagan and Bennett Bank, in 1889, Ralph Williams is generally considered the pioneer or "dean" of Coos Bay banking. However, Bugge was the day-to-day manager of the bank's affairs and he guided it from its inception in 1915 until 1956. Ralph Williams and, later, his son Joe Williams were major owners and executives but the affairs of the bank are more closely associated with Bugge. He was a classic "small town" banker of the early 1900's--in constant touch with the local business community, active in civic affairs, instrumental in the development of the community, and involved in outside business interests which came his way as a result of his position in the bank. His role in the Coke Building's history will be discussed later.

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THE COKE BUILDING

Property transactions affecting the original Coke Building and its subsequent additions are complicated and somewhat confusing. While reading the paragraphs which follow, please refer as necessary to Plates 3 and 4 at the end of this statement. With one exception, early deeds in the Coke Building's chain of title do not indicate the true monetary consideration for the property transfer. Instead, the then-common practice of stating consideration as "\$10.00 and other consideration" was followed.

The property for the original Coke Building (Lot 7, Block 11) was acquired by John S. Coke in 1906. In 1907 Coke sold an undivided one-half interest in the lot to W. S. Chandler. In late 1910, when the building was completed, Coke sold his remaining one-half interest to the Chandler Investment Co. In 1911 Chandler conveyed his personal interest to his corporate investment company.

Piles for the foundation were driven in late 1909. The building was substantially completed in mid-1910 and the first two floors were occupied. Some evidence from plumbing fixtures indicates that the third floor may not have been finished until a year or two later.

The first floor was initially occupied by the Coos Bay Gas and Electric Company, Norton & Hansen's retail store and the Title Guarantee and Abstract Company. Part of the second floor was occupied by the Marshfield Public Library. The remainder of the second floor contained offices for Judge John Coke, C. F. Mc Knight and several unnamed professionals. At the time of building opening, part of the second floor did not have firm tenant leases.

The Chandler Hotel may be viewed as a "trial balloon" whereby Chandler and Coke evaluated the market for modern buildings and gauged the community's acceptance of a shift in the business district. Since the Chandler Hotel was an immediate success, the two business associates concluded that the new fledgling business district could support a general commercial and office building. When the building was in the initial planning stages, they considered using the first floor for commercial enterprises and the upper stories for flats and apartments. As their evaluation of the

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market continued, they decided to substitute professional offices for the flats and apartments.

The Coke Building was constructed a cost of \$43,000, exclusive of the site. As noted earlier, it is impossible to ascertain what Coke paid for the lot. The building was designed by W. G. Chandler and built by day labor under his direct supervision. Apparently the Chandler family and Coke served as their own general contractor for the project. The Coke Building shared a common wall with the First Trust Building to its east. In retrospect, it is now apparent why Chandler and Coke did this. Immediately after the Coke Building was constructed, Chandler merged his recently-acquired First National Bank with his friend Coke's First Trust. The Coke Building's elevator was planned to serve both buildings.

The Coke Building was financed and owned jointly by Chandler and Coke during the period of its construction. A local newspaper article early in 1912 states that W. S. Chandler and John S. Coke would build the building. Coke's contribution may have been limited to the lot itself or he may have participated in the building's financing. Eighty years later it is impossible to tell exactly what happened.

The 1920's marked a transition for Marshfield's new business district. By that time three of the principal actors in the drama had left the area and the fourth rose to prominence. W. S. Chandler had moved his winter home back to San Francisco as early as 1907. In 1923 John S. Coke moved his law practice to Portland in response to the judicial appointment. In 1925 W. G. Chandler moved his architectural practice to Los Angeles. Their personal financial presence in the activities along Central Avenue was replaced by Reidar Bugge's presence. The Chandler and Coke interest in the Chandler Hotel terminated in 1924 when the Hotel Company sold the hotel to other investors. In 1923 the Chandler Investment Company sold the Coke Building to Charles Hall's American Bank, then organizing, for \$60,000. Although Chandler's son Ben continued to represent the Chandler family banking interest and other area investments as President of the First National Bank, by 1924 Chandler and Coke had effectively terminated their investments in Marshfield's new business district.

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The history of the Coke Building between 1923 and 1931 centers around the activities of the American Bank, its owner and principal occupant. Besides being an important part of the Coke Building's history, the American Bank and its founder Hall are related to a very interesting segment of Oregon's history.

In 1923 Charles Hall, then president of the Bank of Southwestern Oregon in Marshfield (formerly Flanagan and Bennett Bank/Bennett Trust Company), began organizing the American Bank and purchased the Coke Building. Also in 1923 Hall purchased the eastern portion of Lot 6 north of the Coke Building and contributed it to the American Bank. In 1924, when the American opened for business, Charles Hall left his position with the Bank of Southwestern Oregon. In 1923-24 the Coke Building was modified to accommodate the new bank. It received a one and one-half story addition to the north on the eastern portion of Lot 6 and its ground floor was extensively remodeled to include, among other things, a vault and new entrance for the bank on the south side of the building. As originally constructed, the building's south elevation at the ground floor contained four window bays and an entrance leading to the stairwell and elevator. The American Bank's new entrance replaced the eastern two window bays (Photos 7 and 8). The 1923-24 addition is, like the original building, a contributing resource because it occurred during the structure's period of significance and directly related to a significant activity.

Even though the American Bank only occupied the Coke Building for seven years and was not a successful business enterprise, the building is commonly known in the community today as the "The American Building". The probable reason for the name "American" is an interesting sidelight on Oregon history.

In the early 1920's, the Ku Klux Klan made a determined but little-remembered effort to establish a political power base in Oregon. Most of their political philosophy centered around the nationalistic thesis of American preeminence and freedom from foreign control. They made repeated and vicious attacks upon the Roman Catholic Church because, according to them, it threatened to dominate America through the control of a "foreign" Pope. The Marshfield area of Southwestern Oregon seems to have been a haven where clan lecturers found audiences delighted in listening to attacks on the Roman Catholic Church.

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In the May 1922 Republican primary, Governor Ben Olcott was seeking renomination. Charles Hall, then president of the Bank of Southwestern Oregon at Marshfield, opposed Olcott and was narrowly defeated by him. Hall's candidacy was sponsored by the Federation of Patriotic Societies, a group with many ideological links to the Klan. No evidence has been discovered which indicates Hall was a Klan member but he shared many of their beliefs, and in the 1922 campaign he received the active support of the Klan in Oregon. It is probable the name "American" which Hall gave to his new bank resulted from his political beliefs.

The American Bank was not a strong financial institution and it became insolvent early in the Great Depression. Fortunately, however, the depositors of the American Bank did not suffer a loss. In 1931 the Coos Bay National Bank stepped in, took American's assets (including the Coke Building and many worthless others), and assumed American's deposit liabilities.

During this period, bank regulatory agencies and accepted bank accounting principles required banks to de-emphasize the value of any real estate holdings, regardless of their cost or market value. Banks carried their banking houses on their books at one dollar and avoided holding any other real estate. It is not surprising then that, one week after it acquired the Coke Building, the Coos Bay National Bank sold the Coke Building to the Bank's President, Ralph Williams. Williams continued to lease the building to a variety of tenants.

In 1935, Ralph Williams sold to his Cashier and fellow banker, Reidar Bugge, a one-third interest in the Coke Building. Between 1935 and 1941, it continued as a leased commercial and office building. In 1941, at the time he became President of Coos Bay National Bank, Bugge purchased Lot 3 of Block Eleven, the lot just north of the Coke Building's addition. Immediately after acquiring this lot, Bugge transferred a one-third interest to Ralph Williams and a one-third to Ralph's son Joe. Joe had continued on as an active officer in Coos Bay National Bank after his father's retirement. Ralph died in 1953 and his interest in the building passed to his son Joe. Reidar died in 1960 and left one heir. Joe died in 1969. During the period 1941 to 1975, the building was, therefore, owned and managed by combinations of the three principals, their estates and their heirs. In the early 1940's,

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the second one and one-half story addition was created on Lot 3. This second addition is a noncontributing resource because it occurred after the structure's period of significance and was not associated with a significant activity. The building continued to have retail and commercial tenants on the ground floor and professional tenants on the upper floors.

In 1975, Bugge's sole heir sold her one-third interest and the heirs of Joe Williams sold their two-thirds interest in the building to Shelton P. and Irene Steinberg and Robert Malin. On October 24, 1989, they sold the building to Douglas M. and Carol J. Fletcher, husband and wife, and the building had its first single ownership in 78 years!

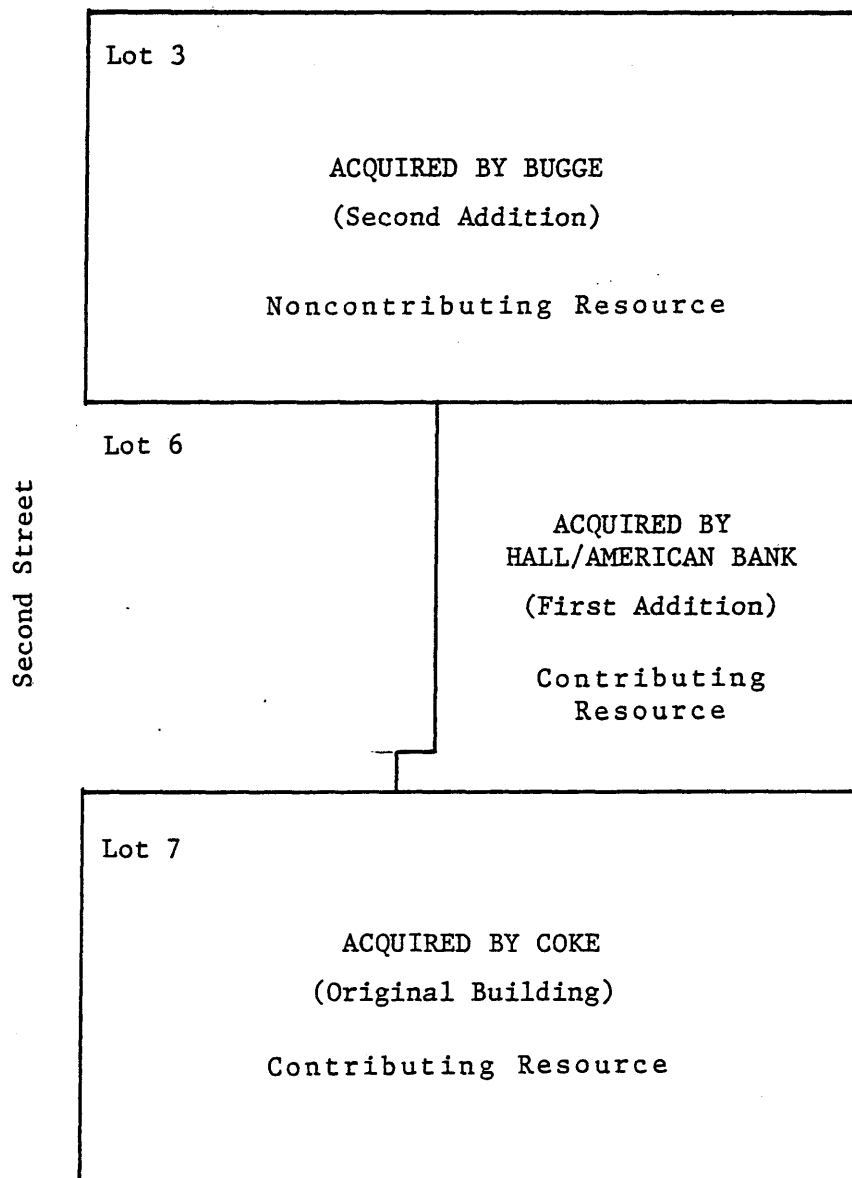
Until it was vacated for remodel/renovation in 1989, the building continued to have a variety of commercial and retail tenants on the ground floor and professional tenants on the second and third floors. The Hub, Inc., a department store which had acquired the old Irving Block, leased much of the Coke Building's ground floor for an annex from 1964 until the early 1980's.

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PLATE 1  
LOT PLAN

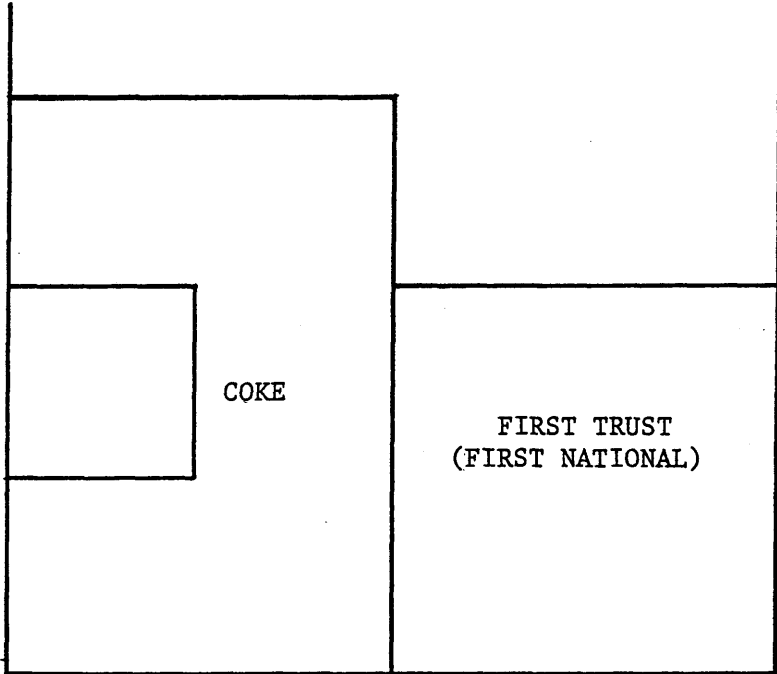


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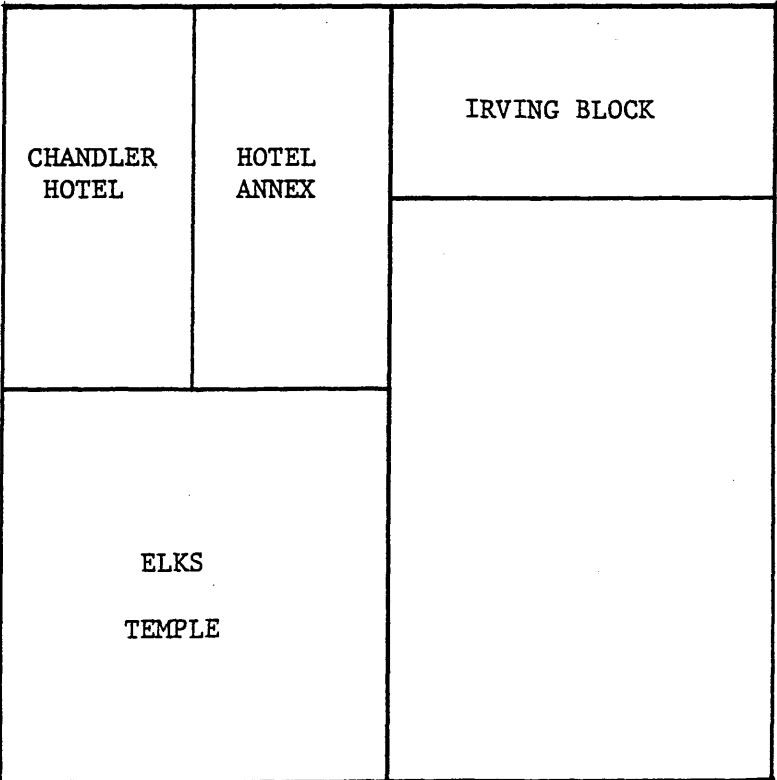
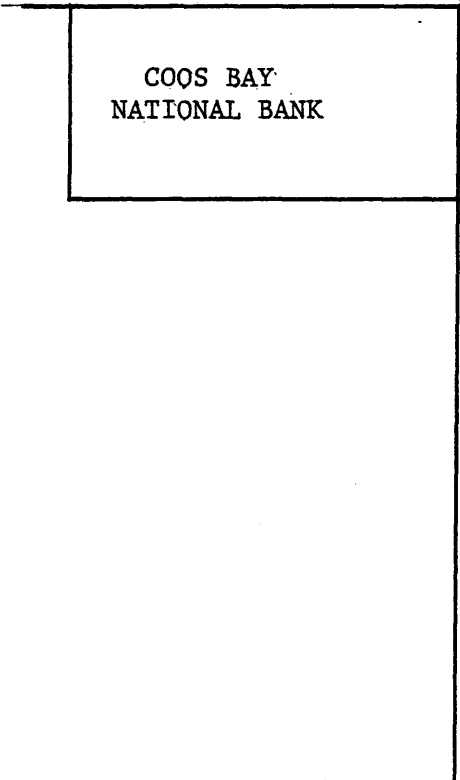
PLATE 2  
BUILDING  
RELATIONSHIPS



Second Street

Central Avenue

Broadway



Anderson Avenue



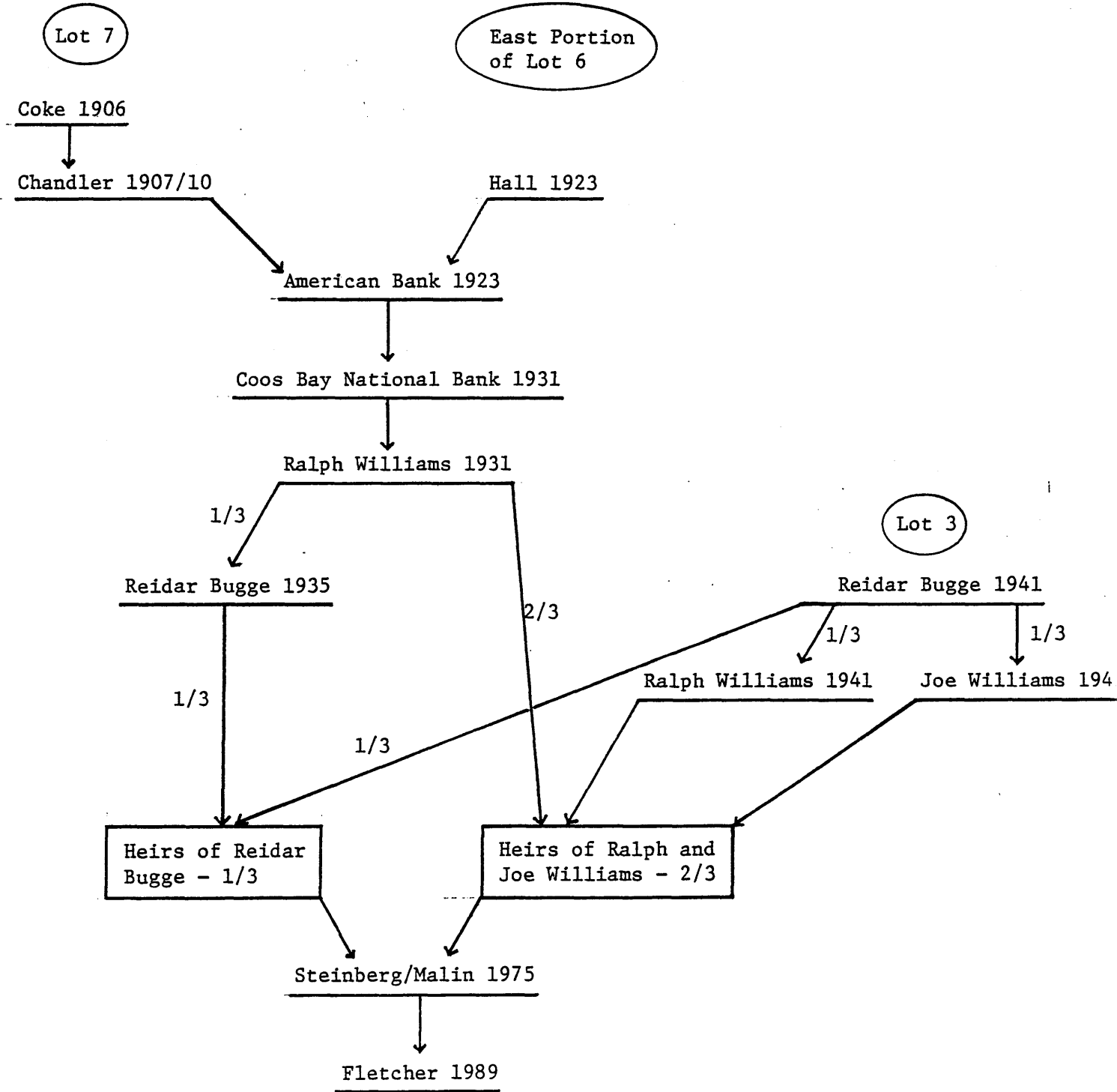


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PLATE 3  
SUMMARY OF PROPERTY TRANSACTIONS

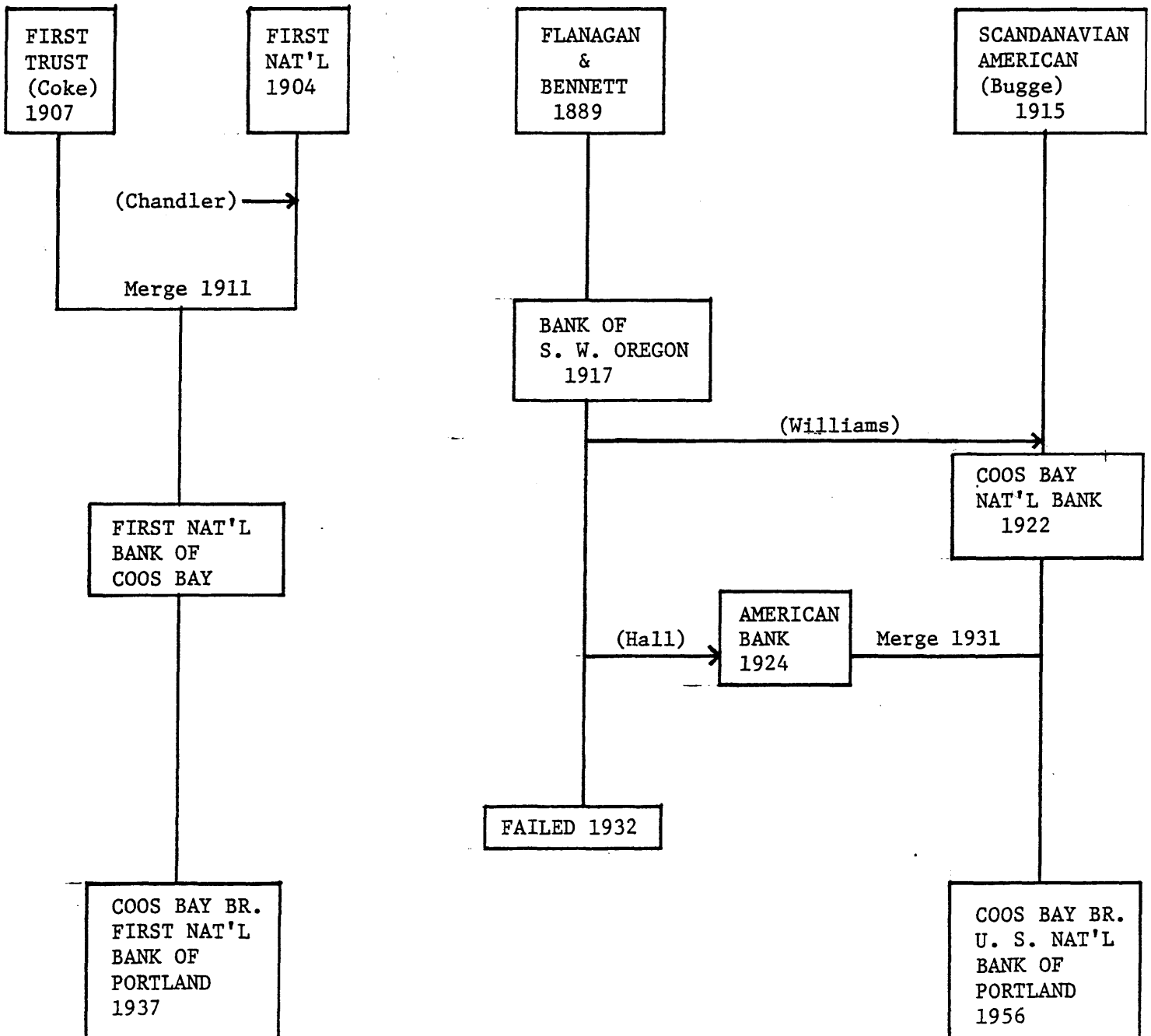


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PLATE 4  
BANKING RELATIONSHIPS



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4. John Morton Coke, Personal interview in Otis, Oregon, by Carl Sandstrom, Jr. on February 12, 1990. (Video tape)
5. Saalfeld, Rev. Lawrence J., Forces of Prejudice in Oregon 1920-1924, Archdiocesan Historical commission, Portland, Oregon, 1984, pp. 7-11, 26, 31-40.
6. Price, Nancy Waterman, Coos Bay National Bank Building, Coos Historical Journal, Coos County Historical Society Museum, North Bend, Oregon, 1987, pp. 3-16.
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8. Chandler Family Scrapbook, newspaper clippings (many undated) from the period 1907 to 1914. Key dates verified by examination of newspapers on microfilm in the Coos Bay Public Library.
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10. Oregon Department of Insurance and Finance, Division of Finance and Corporate Securities (banks), Telephone conversations with Carl Sandstrom, Jr., January 1990.
11. Key Title Insurance Co., Coos Bay, Oregon, copies of all conveyances relating to Lots, 3, 6 and 7, Block 11, Town of Marshfield, for the period 1906 to 1990.

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VERBAL BOUNDARY DESCRIPTION

Lots 3 and 7, Block 11, Town of Marshfield, Coos County, Oregon, according to the plat thereof prepared by William Hall for E. B. Dean & Co.

ALSO the following property: Commencing at the Southeast corner of Lot 6, Block 11 aforesaid; thence Northerly along the lot line to the Northeast corner; thence Westerly along the North line of said lot, 55 feet and 5 inches to a point; thence Southerly on a line parallel with the East line of said lot to the South lot line of lot 6; thence Easterly along the lot line to the place of beginning, being the Easterly 55 feet 5 inches of said lot.

TOGETHER with a parcel upon which a chimney is erected 4 feet and 8 inches square; commencing at a point on the South line of Lot 6 for a distance of 55 feet 5 inches from the Southeast corner; thence Northerly parallel to the East line of said Lot, 4 feet 8 inches to a point; thence Westerly 4 feet 8 inches on a line parallel to the South line of said lot to a point; thence Southerly 4 feet 8 inches on a line parallel to the East lot line, 4 feet 8 inches to a point on the South lot line; thence East to the place of beginning.

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INFORMATION FOR ALL PHOTOGRAPHS:

Subject: Coke ("American") Building

Location: 150 Second Street (Northeast corner of Central Avenue and Second Street)  
Coos Bay, Coos County, Oregon

Owner: Douglas M. and Carol J. Fletcher  
201 South Broadway  
Coos Bay, Oregon

Original  
Negative: Crow/Clay and Associates, Architecture and Planning  
833 Anderson Avenue  
Coos Bay, Oregon

INFORMATION FOR PHOTOGRAPHS #1 THROUGH #6:

Photographer: Andrew J. Locati, Crow/Clay and Associates

Date: August 2, 1990

1. Third floor west elevation window viewed from interior.
2. Location of American Bank entrance portico, south elevation. Roof outline visible in brick replacement.
3. Second floor example of lath and plaster technique, structural reinforcement and original wiring.
4. Main building entrance, east corner of south elevation.
5. First floor entrance corridor and stairwell. Elevator visible in background.
6. Third floor elevator door.

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INFORMATION FOR PHOTOGRAPHS #7 THROUGH #9:

Photographer: Unknown

7. Date: Late 1920's  
Direction: West

Central Avenue from Broadway intersection. Buildings on south side of Central, from foreground: Irving Block, Chandler Hotel, Coos Bay National Bank. Buildings on north side of Central, from foreground: First Trust Building and Coke Building.

8. Date: Circa 1915  
Direction: West

Central Avenue from midpoint between Broadway and Second Streets. Chandler Hotel on left; Coke Building on right.

9. Date: Circa 1915  
Direction: South

Second Street from midpoint between Commercial and Central Avenues. Coke Building in foreground; Chandler Hotel in background.

INFORMATION FOR PHOTOGRAPHS #10 THROUGH #21:

Photographer: Andrew J. Locati, Crow/Clay and Associates

Date: August 2, 1990

10. South elevation of Coke Building looking west on mall-covered Central Avenue.
11. West elevation of Coke Building.
12. South elevation of Coke Building.

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13. North and west elevations of original Coke Building, west elevation of second addition ("Checkerberry's") and west elevation of intervening independent ownership.
14. Southwest corner of Coke Building.
15. Typical second and third floor interior trim.
16. Typical north wall window opening to former light well.
17. Typical second and third floor office door and transom.
18. Second floor hallway looking east.
19. Third floor hallway looking east.
20. Stairwell connecting second and third floors.
21. Main floor area formerly occupied by the American Bank. View north from approximate location of bank's entrance. Bank vault behind stairs at right.

SE 1/4 SW 1/4 SEC. 26 T. 25 S. R. 13 W. W.M.  
COOS COUNTY

1" = 100'

