



PANORAMIC VIEW OF THE COQUILLE MOTOR CO. GARAGE AND THE COQUILLE SERVICE STATION AT THE CORNER OF TAYLOR STREET, LOOKING UP SECOND.

## THE COQUILLE MOTOR CO. LINCOLN-FORD-FORDSON

The authorized Ford Dealers establishments have become recognized the country over as among the greatest assets of the communities in which they are located, and in no community is this more true than in the Coquille community. The Ford Products are handled exclusively in this community by the Coquille Motor Company of which C. A. Baer is the manager. This is one of the best, down-to-the-minute automobile sales and service establishments one will find in any community of like size to this one.

Mr. Baer is a keen and loyal business man, who is thorough in his effort to give his every customer that satisfaction that will not only retain the patron's business, but such as will make the customer a loyal one to the establishment and a constant booster for the Ford products.

The Ford products have come to be too well and favorably known to need detailed comment to point out their superior worth and high value at their selling price, and the class of service which follows every sale by Mr. Baer has been such as to add to the popularity of this line of products.

The building which is occupied by the Ford agency was designed and constructed to handle the exceedingly large business which it now enjoys. The display room is one that is right and of ample size to permit not only displaying the automobiles and tractors, but to allow room for customers to inspect the machines. The parts department is also a large one and is stocked with a complete line to take care of every need of the owner and user of any of the Ford products.

The garage and service department is in keeping with the sales room and parts department. In the design and construction it follows the latest development and is a model daylight factory working plant.

Every bit of equipment that will tend to make the work output or make the handling more economical has been provided. The mechanics that are employed are all efficient men who have specialized in working on Ford products. Each has been trained either in one of the Ford company plants or under a mechanic who has had special departmental training in a Ford plant, which has fitted them as experts in their particular line of work.

The Ford Motor Car Company to-

day, after being established only about 20 years, is ranked as one of the leading manufacturing organizations of the world. This company, under the leadership of that great genius, Henry Ford, has probably done more to lead manufacturing out of the rut of custom than any other. In fact, they have in more ways than one revolutionized manufacturing both in methods and in their treatment of the individual workman, in a much more substantial way than ever before.

The Ford company from its very start assumed a position of leadership in the production of a good automobile at a price which every one realized was a reasonable. The Ford car is selling today at a price lower than ever before, a reduction in price having been announced a short time ago on all models of Ford cars. The continued improvement of the Ford automobile and the constant lowering of its selling price has not only made it the universal car but has influenced the quality and price of all automobiles, and the Ford automobile stands out today as one of the greatest values at its selling price that has ever been produced.

Another of the Ford products that is a pronounced leader in its line is the Fordson tractor, the little tractor with the big accomplishments. The ready adaptability of the Fordson to all kinds of tractor work, its low original cost, together with its power and sturdiness and its low cost of operation and upkeep, has made it the leader of the tractor industry.

The newest of the Ford products, the Lincoln automobile, is destined in its class to outrival the popularity of its companion products. The Lincoln is the last word in high class automobiles and is meeting with such a buying demand that the sales under the Ford management have increased to such an extent as today to be beyond the factory output.

In connection with the repair department a well equipped paint shop is maintained for the painting of automobiles at most reasonable prices.

In concluding this brief reference in our Anniversary edition to this worth while establishment and its genial and popular manager, C. A. Baer, it is done with a wish for long continuance of the business success and growth he is so deservedly enjoying.

## Finest Service Station In Southern Oregon

The Coquille Service station, located at Taylor & Second Sts., is one of the finest and best equipped stations in the State, and the people of Coquille are to be congratulated on having a service station of this caliber.

Walker Bros., the owners of this establishment, take particular pride in keeping the place up to date in appearance and equipment, and during the past year have expended \$8,000.00 in improvements so as to enable them to take care of their fast growing business in the best and most efficient manner.

This station is one of the few in Oregon that really give complete service. In addition to gas and oil a full line of automobile accessories is handled, also a complete line of the famous Goodyear pneumatic and solid tires. The battery and vulcanizing departments are in the hands of experienced and capable men. Free crankcase service, car greasing and washing are other features of this business and satisfaction is guaranteed.

As progressive citizens, Walker Bros. can be numbered as among the live assets in the business life of this community. They realize their business growth and prosperity depend upon the growth and prosperity of this district and are always willing and ready to do their part in any effort to improve business or living conditions of Coquille and the surrounding country.

## A. W. Chapin & Son Carry Large Stock

The Chapin & Son cash grocery store has come to the front in the business life of this district so that today it occupies a very important position in the commercial field of the community. This store is located at the corner of First and Taylor Streets in the heart of the business district.

Messrs. Chapin are experienced grocers of long experience and are of that class of citizens who never shirk a responsibility or fail to do their full part in every movement undertaken for the progress of the section in which they live and do business.

This store is one of the city's largest mercantile establishments in point of floor space and in volume of stock, carrying a full and complete line of staple and fancy groceries, fruits and vegetables.

The personal attention here given in meeting the wants of the customers assures the patron a service that is always pleasing and in every way satisfactory. The aim of this concern is first and foremost to develop its business through satisfied customers. In order to do this, care is exercised in the selection of goods carried in stock, and the aim is to sell only dependable merchandise at a price that, on comparison, is always found to be most reasonable.

By being conducted on a strictly cash basis this business has eliminated certain expenses and also the losses due to credit extension. This makes possible the prices quoted and has been the means of attracting much of the success the establishment has acquired.

This store depends on a large volume of business at close prices which are quoted on all merchandise handled, permitting quick and frequent turnovers of the capital invested, to make a profit on its business. This business policy is one that is proving very popular with buyers, as it assures them always a fresh, new line of goods to select from, and makes it possible for people to live at reasonable cost.

It is a pleasure to devote this space in our special Anniversary Number to a reference to the Chapin & Son grocery and its live owners, each of whom is an asset to the city and community.

Coquille is only 12 miles from the ocean, 18 by highway.

## Coquille City Schools

(Continued from ninth page)

Wilson are graduates of Willamette University.

For three years Mrs. Rosa M. Glossop has been principal of the grade school building. The requirements for teachers in the grades are high, no one but normal school graduates with successful experience, if possible, being chosen. In the high school building the departmental Junior High School work is in the hands of Miss LaVerne Lamb, Miss Lena Crump and Miss Freda Cumming. Miss Cumming is president of the local teachers' association. Miss Louise Mattheyer, Sixth and Seventh, Miss Anna Lewis, Fifth and Sixth, and Miss Martha Seebaum, First grades, are also in the high school building.

In the grade school building Mrs. Lauree Miller teaches Fourth and Fifth grades, Miss May Helen Hellwell and Miss Anne Hendrickson Third and Fourth, Mrs. Bertha Ditt, Third, Mrs. Belva Gage, Second and Third, Miss Jessie Cypher, Second, and Mrs. Inez Chase, First. Miss Vina Cronk will take the new First grade room in the basement of the M. E. Church South.

Coquille is fortunate in having a school board composed of public-spirited men who are willing to sacrifice their time to make the school system the best possible. The Board of Education for School District No. 2 is composed of J. A. Noyes, Chairman, A. T. Morrison, and C. C. Farr. Business affairs of the district are in the efficient hands of O. C. Sanford, clerk.

For a number of years the average increase of the school census was about 20, until this year, which shows an increase of 126 over last year. In October, 1923, there were 298 boys and 378 girls in the district between the ages of 4 and 16, a total of 673, and in October, 1924, there were 377 boys and 432 girls, a total of 809. School districts in Oregon with 1,000 or more school children are districts of the first class, and have certain privileges in making courses of study and choosing text books. If the school population increases in the next few years as it has the last year, Coquille will soon be a first class district. If that occurs in the next year or so, Coos county will be the first county to have three first class districts.

The unexpected increase this year has necessitated the employment of two extra teachers, and has resulted in general congestion in all rooms. In both grades and high school the students are crowded to the point that there is bound to be interference with the work. Four classes are meeting in the study hall at high school, with students studying around, a condition that puts teacher, students and those trying to study at a disadvantage. Several grade and high school classes have to meet in the basement rooms, and the new class of beginners has made it necessary to use the basement of the M. E. Church South as a school room. With greatly increased attendance in sight for next year, it becomes apparent that the problem of caring for the greater number will be an important one.

Schools are an important part of the life of any community, and new settlers in considering a locality want information on the educational possibilities first. Coquille stands at the threshold of an era of unprecedented expansion, and one of the strong arguments for this growth is the excellent schooling afforded here.

Men are changed to coyotes after death, the Indians of the Klamath tribe in Oregon believe, and they have so opposed the work of the government trappers that there are more coyotes on the Klamath Reservation than in any other part of the Northwest.

While \$1,000,000 was paid to the dairymen of the Coquille valley last year, there is room for many times the number of cattle that now are pastured, in its fertile valleys.

## COOS & CURRY TELEPHONE CO. HAVE HIGH STANDARD OF EFFICIENCY

The Coos and Curry Telephone Company is a popular service corporation which, by its reliable service and reasonable rates has built up a large locally owned telephone company, and is contributing to the growth and expansion of Coquille and the surrounding territory.

The Company owns its own quarters at Coquille and its attractiveness receives daily commendation from the public.

The officers of the company are Charles Hall, President; Earl W. Gates, Superintendent, and Jas. A. Sullivan, Accountant, and under this efficient management the company has expanded until it is the largest independently owned telephone company in Oregon. Its securities are readily purchased locally and by the large banks of Portland, which proves the stability of the community, as well as the company.

Mr. Hall has organized a force of efficient employees for his company that are loyal and that are constantly striving to accord the general public with better service for which the company has established a reputation. In addition to this Senator Hall is constantly working on projects to further the advancement of Southwestern Oregon, and giving his time to further community interests.

Mr. Gates, the Superintendent of the company, has demonstrated his engineering ability and fitness to oversee and direct the affairs of such a company as this one. He is constantly in contact with the general public and the company's customers, giving conscientious consideration to the telephone service and expansion, as well as serving the public.

The Telephone Company employs

six operators at Coquille and serves this section with local and long distance telephone service, which service permits the patron to get connection with practically the entire outside world.

The common battery harmonic equipment of this exchange is as modern as any manual operated switchboard can be made.

The operators employed are competent and take an interest in keeping up the high standard and efficiency of the service rendered.

The maintenance of the switchboard and line service is in the hands of experts and the very few failures in the company's service is a demonstration of the ability and effort of these employees.

The capital investment which has been made in the installation of this system is one that in its size is much greater than the layman would appreciate. Though the present operating cost is much lower than is the case with most telephone companies, this is due entirely to the efficient management and cooperation of all employees.

We believe Coquille and the territory supplied by telephone service by this company can boast of one that any community might well be proud of.

The community owes much to that class of progressive men of which the above gentlemen are notable examples. It is with no small degree of pleasure that we point out in this Anniversary number the strongest evidence which are indicative of the march of progress being made, and we believe we can claim the concurrence of every customer and subscriber in this district in this statement of appreciation.



HANDSOME RESIDENCE OF C. J. FUHRMAN ON SPURGEON HILL

## THE VARIETY SHOP GROWING IN POPULARITY WITH SHOPPERS

One of the busy mercantile establishments of Coquille, which can be pointed to as exemplifying the progressive methods and business of this city, is The Variety Shop, located on West First Street.

The Variety Shop, under the personal supervision of Fred Wimer, is a store that has shown a phenomenal growth and which under the careful attention of Mr. Wimer is daily building up a popularity second to no commercial establishment in this trade district. The multiplicity of goods, toys, novelties and the usual and useful household articles that are handled by this store are so numerous as to be beyond our limited space to describe. The general business of this store is to carry that line of goods, which is ordinarily hard to find unless one is willing to pay an excessive price. The ordinary mercantile establishments cannot afford to handle this class of goods where it is handled as a side line. It is a class of goods that is sold in such stores as this one at a close margin figure. In fact, the majority of the goods handled by this establishment is retailed to the customer at a figure that is practically what it would cost the ordinary retailer to buy and handle it.

The successful handling of such a stock and business as this one depends upon an exceedingly large buy-

ing ability, the use of a large ready capital that will permit of talking over cash discounts and buying in such quantities as to consume the entire output of various manufacturing establishments. These features have made it possible to quote selling prices that eliminate the possibility of competition and that give to the customer of the store greater value than would otherwise be possible.

The variety of the goods handled by this store is so large as to make it impossible of enumeration in an edition of this kind. We feel we can give a good impression of the extent of the lines of merchandise handled by saying, The Variety Shop carries all of the goods usually found in the up-to-date 5, 10 and 25 cent stores and in addition to these carry a large variety stock of better class goods as well.

Mr. Wimer, the genial manager of this business, is one of the younger progressive class of business men, who by their activity and interest in community affairs are indicating that new spirit of life and progress that is so apparent to the casual observer of the life not only in evidence in Coquille itself but in to be found in the entire surrounding community.

The success this business establishment and Fred Wimer is enjoying is well merited and deserved.

## COQUILLE MACHINE SHOP IS EQUIPPED FOR ANY SIZED JOB

One of the leading business concerns which stands out with prominence is Gardner's Machine Shop located on Hall Street. This establishment is conducted by Charles W. Gardner, who is a first-class mechanic who is fitted by wide experience and a natural ability to successfully handle all classes of machine shop work, and it is a well known fact that every job undertaken at this shop is handled in a workmanlike manner. Only first class materials are used. Every piece of work undertaken is handled with expert care, and the customer is charged with only the time necessary to be consumed and the exact material used.

This machine shop is the best and most complete plant of its kind in this section. It is equipped with turning lathes, punch machines and is prepared to undertake any and all kinds of machine work from the simplest, most exact dimension work to the heaviest of machine work.

This shop also has the most complete acetylene welding outfit in this section. Mr. Gardner's experience in welding has been such as to qualify him as an expert, and in his effort to meet the demands of this section in welding he has in his shop equipment for the welding and repairing of automobile frames, blocks, cylinder heads and such other work as

may need welding. In fact, this establishment is looked to to handle a large portion of this class of work for garages and automobile owners in this district.

In the selection of his employees Mr. Gardner has been most careful to the end that he has a corps of finished and well trained workmen. He has surrounded himself with the most efficient mechanics to be had—men who are experts in their special lines of work. They are each of them equipped by knowledge and experience to undertake the work that is entrusted to them, and turn out the high class of work that has built the reputation of the establishment. There is no automobile repair or rebuilding job that cannot be efficiently and economically handled by this establishment.

In listing the concerns that stand out in foremost leadership in this district the Gardner Machine Shop must be given a position of prominence in its line, and Chas. W. Gardner is a man deserving of recognition as an asset in the citizenship of this district. He is not only a live business man but a booster for Coquille and Coquille Valley. It is, in fact, such men and establishments that maintain Coquille in its position of leadership.