

# REXALL EMULSION

Purified petroleum, emulsified with hypophosphites of lime and soda.

Tonic, stimulant, nutritive, intestinal, anti-septic, anti-tubercular.

**\$1. the Bottle**

# FUHRMAN'S PHARMACY

The Rexall Store

# COQUILLE STUDIO

George & Madison, Props.

General photographic work, portraiture and viewing, developing and printing for amateurs. Call and see us and get price. Branch at Myrtle Point.

A Stupendous Production of Thackeray's

# Vanity Fair

Vitagraph's Wonderful Three Reel Feature Picture

Correct in Every Detail

A fortune in scenery and costumes. Every character portrayed by an artist. Vanity Fair is pronounced by critics to be the best feature picture ever produced. See Miss Helen Gardner in her great role, Becky Sharp.

# SCENIC

The House of the Photoplay

Monday, Mar. 52

# DR. HERMANN

EYESIGHT SPECIALIST

WILL BE AT THE

BAXTER HOTEL

COQUILLE

March 22 and 23

Call and see the latest methods of refraction.

# EGGS

S. B. Leghorn \$1.00 Setting

S. C. White, \$1.50

Indian Runner Ducks, \$2.00

J. C. WATSON  
COQUILLE

## LOCAL NEWS.

Have you registered? "Vanity Fair" scenic next Monday.

Attorney Barrow went to Bandon Wednesday morning on a business trip.

Miss Dollie Skeels is visiting her sister, Mrs. Charles Lorenz, of Bandon.

Easter goods suitable for the occasion and reasonable in price at Folsom's.

Genevieve, the little daughter of Senator Chase, is quite though not seriously ill.

Registration books close April 9. If you would vote at the primaries April 19, you must register.

"The Coquille Garage" is substituted by J. C. Walling for the one formerly known as the Lyons.

Died—In this city Wednesday, March 10, 1912, Miss Ida Lafferty at the residence of Harvey Tyrrell.

Assessor Thrift has been at the Bay for several days past upon matters pertaining to his official duties.

G. H. Rodd, manager of the Nelson Iron Works of Marshfield, was in the city Monday in the interest of his firm.

The Bandon steam laundry renewed operations last Monday under the management of a trustee for the benefit of creditors.

K. H. Hansen of Myrtle Point has a card in this issue announcing his candidacy for the nomination of assessor on the Republican ticket.

Married—Grover C Wyant and Nettie M. Leath, Monday, March 13, at 12 o'clock, Rev. C. H. Cleaves of the M. E. Church South officiating.

Raymond Bunch of Gravel Ford gave the Herald a very pleasant call Monday. He was on a business trip to points on the Coquille river.

J. E. Norton of the firm of Nosler & Norton left for San Francisco Tuesday on the steamer Fidelity for the transaction of business in the interest of his firm.

B. F. Ross, credited with building the first house in Coos county at Empire, in 1853, died Friday, March 15, at his home on Catching Inlet at the age of 85 years.

Rev. F. M. Sanderlin of Bandon visited the county seat yesterday, paid his taxes and renewed his subscription to the Herald. He reports everything lovely by the sea shore.

City Recorder Lawrence up to this writing has issued eleven dog licenses which have enriched the city treasury \$27.50. The license is \$2.50 for male and \$1.00 for female canines.

Mr. L. J. Davison, wife and daughter of Bandon, passed through the city on Wednesday en route to Portland and our neighboring state on the north, on a trip of sight-seeing and recuperation.

F. C. True has been visiting the more important places of the county during the past few days in the interest of his firm. He reports business picking up and predicts renewed activity in all lines of trade.

Bandon holds an option on fifteen acres of land in the western part of that city which it purposes to buy for a city park. Consideration \$6,000. Another evidence of enterprise by our sister city by-the-sea.

Frank Burkholder has sold eight lots in block four Elliott's addition to P. M. Hall-Lewis who intends to put the tract into asparagus, as Mr. Lewis regards the land as very suitable for the production of that vegetable.

Anglers are anxiously awaiting the coming of April in order to cast tempting bait for the speckled beauties, and among the more ardent admirers of the rod and reel is a noted divine of this city. We trust his basket may overflow upon our pathway.

W. H. Bunch, county superintendent of schools, favored the Herald with a pleasant call Monday last and chatted upon matters pertaining to educational work, demonstrating to our satisfaction that the confidence reposed in him by our people has not been misplaced.

A. W. Kelly has workmen engaged in moving his cigar and confectionery stand north to the adjoining building, thus permitting the addition of several feet to his store on the south side. He will also build a store-room in the rear. With the addition of a show-case, which he has purchased, and other features he will have a neat establishment.

J. C. Walling is editing a considerable portion of the Herald this week in the interest of "Reo the Fifth." It will prove interesting reading to those who admire beautifully constructed mechanism, as well as prospective buyers of up-to-date automobiles.

J. S. Lawrence has been visiting Bandon and river points the past few days in the interest of the Oregon Fire Relief Association of McMinnville, of which he is the local agent. It is a strong company and being a home institution is of good repute especially among the farmers.

F. S. Bunch, president of the Southern Oregon conference of the Seventh Day Adventists, returned Monday to resume work in that institution. He had been spending several days with his family at Gravel Ford, which is his custom whenever favorable opportunity offers.

E. C. Barker was in the city Tuesday shaking hands with friends. He will open a jewelry store in Marshfield as soon as goods ordered from Chicago arrive. His acquaintanceship coupled with his expert knowledge of the business, are features that will augur for his success.

Miss Madge Yoakam informs us that the recording fees of a mortgage recently given by the C. A. Smith Timber Company to Leon A. Loehrer et al, amounted to the sum of \$70.40. It covered several pages and was of such magnitude she could not give full description of the transaction in The Bulletin.

Married—March 20, 1912, in this city, at the judge's office, Edwin A. Vallier and Mabel Pearl Miller, both of Marshfield, Judge E. G. D. Holden officiating. These young people are well and favorably known among the younger denizens of our sister city, who join with us in wishing them long, prosperous and happy lives.

Steamer Tillamook arrived in port at 2:00 o'clock this morning with forty tons of freight for local merchants. Captain Antonsen reports a delightful trip, just reaching the Columbia before the recent storm. The steamer left this afternoon and will load fifty tons of coal at River-ton. She will leave Portland next Tuesday, March 26, at 5 p. m.

T. A. Walker was attacked with hiccough on the Steamer Breakwater while bringing prisoner Belieu here for trial, and has suffered with this unusual malady ever since. Physicians are in attendance but, we are informed, thus far their efforts to successfully cope with the affliction has proved but of little avail.

The laughable comedy "Ole Olson" will be rendered at the Hazlet Theater Wednesday evening, March 27, by home talent of North Bend. Bay papers speak in the highest praise of the actors and the conceptions of the droll, kind-hearted Swede as acted by P. L. Swearingenn. Those who enjoy a hearty laugh will surely attend. Admission 50, 35 and 25 cents. Seats at Fuhrman's.

Five dressed chickens were stolen from the City Meat Market Friday and a mystery as to the mode of their disappearance is occasioned by the fact that the door of the establishment was found securely locked. It is probable they were taken during the daytime while the butcher was busy. Some one is enjoying a repast of chicken at an expense of \$6.25 to Mr. Rhorer. May the wishbone become entangled in the miscreant's throat and cause him to confess his great love for chicken fricassee.

John Dequer, district organizer for Douglas, Josephine and Jackson counties for the Socialists delivered lectures at the Little Church last Sunday both morning and evening. He was favored with a large audience at the evening lecture and many expressions of delight at the scholarly and convincing manner Mr. Dequer handled the subject at command are heard from those who attended the meeting. Wit and wisdom were characteristics of his remarks and nourishing food for the thoughtful was given out by a master mind equal to the cause he has espoused. Speakers endowed with the qualifications of Mr. Dequer cannot fail to add many converts to Socialism.

We are often admonished to "take the bull by the horns," but the trouble is to find the bull that will stand for it.

## BUSINESS GETTERS

Bargains—Fair Store. Visit the Fair Store for bargains. Choice onion sets at Knowlton's Drug Store—12 1/2c lb.

Wanted—Woman to work in confectionery store. Inquire Herald.

Cow for Sale—Fresh, first-class dairy cow. Inquire of K. Halverson.

Large supply of garden grass and field seeds at Knowlton's Drug Store.

Plain sewing—satisfactory in price and work. Mrs. W. H. Boyle.

For Sale—One mare coming three—one gelding coming four. Apply to W. A. Custer, Coquille. 2t

Eggs wanted—The City Bakery will pay eighteen cents cash for eggs.

Northern grown garden seeds, thoroughly tested, 3 papers for 10c, at Knowlton's Drug Store.

All kinds of bargains at the Fair Store.

School Teacher Wanted—Dist. 67. Apply to Frank Miller, Arago.

Buy your garden seeds in bulk—peas, beans, corn, onions, radishes, etc. All fresh, choice seeds at Knowlton's Drug Store.

Nice line of neckwear and embroideries for ladies at the Fair Store.

Eggs wanted—The City Bakery will pay eighteen cents cash for eggs.

Folsom has a fine line of Easter goods on display which can be obtained at reasonable figures—call and see them.

Buy your garden seeds at Knowlton's Drug Store. Full stock of northern grown seeds, both bulk and papers.

The 5c, 10c and 25c counters at the Fair Store are well worth patronizing.

The onion sets at Knowlton's Drug Store are the finest that can be grown—12 1/2c lb.

See the 5c, 10c and 25c counters at the Fair Store.

Garden seeds, 3 papers for 10c, at Knowlton's Drug Store.

Ladies bags—latest out—Fair Store.

Finest onion sets it is possible to grow—12 1/2c lb., at Knowlton's Drug Store.

For Sale—Team of work horses, weight about 3,000, ages 6 and 7. An inside price on this team if taken at once. Also one mare, weight 1,300; one yearling Bruce-Wilkes colt. For further particulars call at Lyons' garage, or phone Farmers 263. J. C. WALLING

K. Halverson has moved his tailoring establishment in the building on First street formerly occupied by Schroeder, the jeweler. He has on hand a very choice line of samples for gentlemen's spring and summer wear, and he invites all who desire to be clothed first-class at reasonable price to give him a call and satisfy themselves that he merits their patronage. He will be in a position to do dry cleaning and pressing next week in his usual satisfactory manner. Mr. Halverson invites a call from all his old friends in his new quarters.

Many sufferers from rheumatism have been surprised and delighted with the prompt relief afforded by applying Chamberlain's Liniment. Not one case of rheumatism in ten requires any internal treatment whatever. This liniment is for sale by all druggists.

## ANNOUNCEMENT

Hereafter my patrons will find me in the store formerly occupied by E. C. Barker & Co.—having purchased the stock and good will of the same.

I am now possessed with every facility found in a modern jewelry store for watch repairing, engraving, etc., and with a stock of goods replete with everything in the jeweler's art, your every want in my line can be gratified.

Prices right, workmanship the best.

A call and inspection invited. Respectfully,

W. H. SCHROEDER.

# My Ideal of a Car

## Built to Justify Men's Faith in Me

BY R. E. OLDS, DESIGNER

Reo the Fifth—My Farewell Car—in Every Detail Marks the Best I Know. And I Have Spent 25 Years in this Business. If any Man can Build a Better Car, He's a Better Man Than I.

### NOT FOR \$1,055

Many able designers say the best in a car can't be given for \$1,055. And I almost agree with them.

Reo the Fifth was not designed to sell at this altruistic price. I fear that this price in the long run, is impossible. It will doubtless be advanced.

But this much I assure you: So long as I direct the making, this car will embody the best I know, regardless of price or profit.

### IT DECIDES MY FATE

I have spent 25 years in winning my place as a designer of automobiles. I have designed 24 models, and built tens of thousands of cars. It has been a long, hard road. And I, like other men take pride in what I have accomplished.

Reo the Fifth marks the climax. I have spent 18 months to make this car the cap-sheaf of my career.

All I have gained in a lifetime of effort is at stake on this car's performance. And for this season, at

least, I have complete charge of the making.

So you may be sure that Reo the Fifth won't be skimped to meet a price.

### PRICE NOT FIXED

The last car I designed—a car smaller than this—sold for \$1,250. And that was considered a marvelous value.

The cost of materials has fallen since then. New machinery has cut our factory cost.

We figure this new car will double our output—and it will. We also save a great deal now by building only one chassis in this enormous plant.

By thus paring our costs, then our profits, we got the price down to \$1,055. And we take pride in this amazing price as evidence of our efficiency.

But this price is based on ideal conditions, and on cost for materials the lowest we have had in years.

So this price is not fixed. Any added cost must be added to it. Our

contracts with dealers all provide for advance.

We announce this to avoid future misunderstanding.

### OUR MODEL FACTORY

We have built up here what men regard as a model automobile plant. Engineers from everywhere come here to inspect it.

The labor-saving machinery is largely of our invention. It was built in our shops.

It gives us utter exactness. It makes like parts interchangeable. And it has cut labor cost to the minimum.

In this model factory we build the whole car, so no profits go to parts makers.

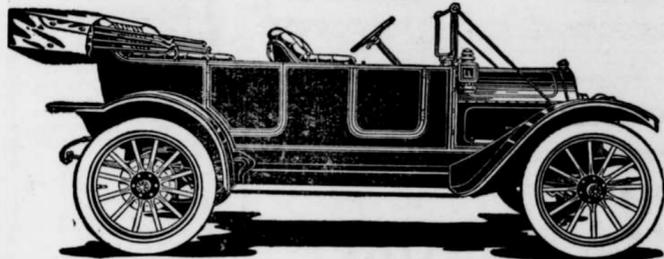
Our output is enormous, which means small overhead expense. Our system is perfect. Efficiency here has been worked out to the finish.

Then we are not overcapitalized—have no bonded debt. So that factor in cost is eliminated.

We ought to give more than others give for the money. We expect to, and will. But this initial price, in my estimation is too low to last.

## REO THE FIFTH \$1,055

30-35 Horsepower, Wheel Base 112 Inches, Wheels 34 Inches, Demountable Rims, Speed 45 Miles per Hour, Made with 2, 4 and 5 Passenger Bodies.



Top and Windshield not Included in Price. We Equip this Car with Mohair Top, Side Curtains and Slip Cover, Windshield, Gas Tank and Speedometer—all for \$100 Extra. Self-starter, if Wanted, \$20 Extra.

# JUDGE FOR YOURSELF

## If a Car Can be Built any Better

### THE STANDARD CAR

There are cars larger and smaller than Reo the Fifth. I have built all types myself, up to six-cylinder sixties.

But Reo the Fifth, in my estimation, typifies the car of the future. More and more experienced motorists are coming to this standard type. It is not too large, not too small, too light nor too heavy. It has ample power for any requirement. It is large enough to be a roomy car for five.

Cars overpowered and over-sized cost too much for up-keep. Under-sized cars grow to seem insufficient.

The popular type is the 30 to 35 horse power, four-cylinder car. Cars of this type are sold all the way up to \$2,500. So I adopted this type for My Farewell Car. And this factory now turns out no other model.

I don't claim, of course, that over-sized cars need not be more costly. But I know of no way, in a car of this type to add one iota of value.

### MARGINS OF SAFETY

The best I have learned in 25 years is the need for big margins of safety.

I have learned this by watching tens of thousands of cars, with all sorts of drivers under all road conditions.

It is not sufficient to have parts strong enough. They must have several times the needed strength. So my axles and driving shaft, wheels and springs are all much larger than necessary. So is every part where weakness ever develops.

I use Nickel Steel for axles and driving shaft—Vanadium Steel for connections. My differential was designed for a 45-horse power car.

I use roller bearings—Timken and Hyatt—instead of the usual ball

bearings. There are only three ball bearings in this whole car, and two are in the fan.

### UNUSUAL TESTS

To make utterly certain that parts are right I use very unusual tests.

Each lot of steel is analyzed to make sure it accords with my formulas. The slightest variation causes me to discard it.

It is usual to test gears with a hammer. I have built a crushing machine of 50 tons' capacity, to prove to exactness what each gear will stand.

I put magnetos to a radical test which only two makes tested here will stand.

Inspection here is carried to extremes. Engines are tested again and again against unusual loads.

We use the same clutch as \$5,000 cars—the same grade of springs—the same efficient type of brakes.

I ran one of these cars for ten thousand miles—night and day, at top speed, on rough roads. I did this to learn if any part of the car would fail to meet any requirement.

Then we took the car to pieces and examined every part. We could hardly discover in any important part the slightest evidence of wear.

All this is done to make sure of perfection in this, My Farewell Car.

### OUTER ATTRactions

Another thing I have learned is that men—and women—want a classy and beautiful car.

So the design of this car shows the last touch of up-to-dateness. The body finish consists of 17 coats. The upholstery is deep. It is filled

with hair. The covering is genuine leather in this whole car, as per the latest vogue. Even the engine is nickel trimmed.

The wheel base is long, the tonneau is roomy, the wheels are large, the car is overbuilt. There are ventilators in front which open and close. There are demountable rims.

You will find no shortcomings when the car is compared with the costliest cars on the market.

### CLOSE TO FINALITY

I regard Reo the Fifth as pretty close to finality. In every detail it marks the best I know. And I do not believe that this plant or others will ever build a much better car.

Better materials are certainly impossible. Tests and inspections cannot be carried further. The features and devices are the best yet discovered, and there appears little chance for improvement.

Fashions may change in some minor details, but no designer, in my estimation, will ever get more of real worth in a car.

### ASK FOR OUR BOOK

Our book shows the three styles of body—touring car, demi-tonneau and roadster. The roadster sells for \$1,000.

It pictures all of the details, so you may compare them with higher-priced cars.

You should know these facts, for Reo the Fifth is the most interesting car of the season.

Write today for the book, and we will tell you where to see the car. Address

# J. C. WALLING

Agent, Coquille, Oregon

### New Center Control—Exclusive Feature—No Side Levers—No Reaching

Reo the Fifth brings out, for the first time, our new center, cane handle control.

All the gear shifting is done by this convenient lever between the two front seats. It is done by moving this lever less than three inches in each of four directions.

No noise, no grinding, no reaching. Just a slight, easy motion.

Both brakes are operated by foot pedals, and one of the pedals also operates the clutch.

So there are no side levers to get in the way. The entrance in front, through either door, is as clear as the tonneau entrance.

This arrangement permits of the left side drive, heretofore possible in electric cars only. The driver sits as he should sit, close to the cars which he passes and on the up side of the road. He sits where he can look back in making a turn.

The operation of this car is simplicity itself—as simple as an electric. Your wives and daughters can drive it. This center control is the best new feature brought out in any car this year.

Yet this is but one of the details which reveal this car's up-to-dateness. When you see them all you will say with me that Reo the Fifth comes pretty close to finality.