

# 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

**DR. RICHMOND**  
PHYSICIAN AND SURGEON.  
Office in Richmond-Barker Building,  
COQUILLE, OREGON.  
Office Phone Main 211.

**Dr. C. W. Endicott**  
DENTIST  
Office over First National Bank  
Phone Main 431. Coquille, Oregon

**E. D. SPERRY**  
Attorney and Counselor at Law.  
Office in Robinson Building

**W. C. CHASE,**  
ATTORNEY-AT-LAW  
Office in Richmond-Barker Building.

**C. R. BARROW**  
Attorney and Counselor at Law  
Office Phone 335 Main  
Residence Phone 346 Main  
COQUILLE CITY, ORE.

**J. J. STANLEY**  
LAWYER  
Martin Building Front Street  
COQUILLE, OREGON

**A. J. Sherwood,**  
ATTORNEY-AT-LAW,  
NOTARY PUBLIC.  
Coquille, : : Oregon

**Walter Sinclair,**  
ATTORNEY-AT-LAW,  
NOTARY PUBLIC.  
Coquille, : : Oregon.

**E. G. D. Holden**  
LAWYER,  
JUSTICE OF THE PEACE  
U. S. Commissioner, General Insurance  
Agent, and Notary Public. Office  
in Robinson Building.  
Coquille Oregon.

**DR. K. A. LEEP**  
PHYSICIAN AND SURGEON  
First National Bank Building

**R. B. HOAG, M. D.**  
PHYSICIAN AND SURGEON  
Richmond-Barker Building.  
COQUILLE, - - OREGON.  
Both Phones.

Phone 494 Office Hours  
9:30 to 12, 2 to 5  
**DR. A. P. INGRAM**  
CHIROPRACTOR  
Chronic Diseases a Specialty  
Room 2, Laird Bldg. Coquille, Ore.

Children are much more likely to contract the contagious diseases when they have colds. Whooping cough, diphtheria, scarlet fever and consumption are diseases that are often contracted when the child has a cold. That is why all medical authorities say beware of colds. For the quick cure of colds you will find nothing better than Chamberlain's Cough Remedy. It can always be depended upon and is pleasant and safe to take. For sale by all druggists.

Have you paid the printer?

### LOCAL NEWS.

Have you registered?  
April-fool-day next Monday.  
"Vanity Fair" at the Scenic was a great success.

Plain and fancy sewing—Mrs. M. Nosler.  
Easter goods suitable for the occasion and reasonable in price at Folsom's.

Myrtle Point elects three councilmen, treasurer and recorder Monday, April 1.

Wanted to buy—a second-hand typewriter. Herald office for information.

New laces and embroideries of every description at The White House.

Mrs. Maggie Ogren contemplates going to California soon for a sojourn of two or three months.

The Tillamook left Portland at 5 o'clock Tuesday evening and is expected to arrive in Coquille not later than Friday morning.

"Heaven," from a capitalistic and labor standpoint, will be the subject of a lecture at the Little Church tonight.

W. Smythe Hall, the mineralogist and interesting conversationalist upon topics galore, returned from San Francisco yesterday.

William Candlin left the first of the week for a business trip to Langlois, Port Orford, Wedderburn and Gold Beach and will probably be absent about ten days.

Members of the Farmers' Union were out in full force last Saturday and among other things a substantial, sumptuous feast prepared by the farmers' wives was enjoyed in the W. O. W. hall.

Hereafter the steamer Breakwater will leave Portland on Wednesday mornings instead of Tuesdays and those ordering shipments from that port should govern themselves accordingly.

A Masonic lodge will be instituted at Langlois Saturday, March 30. This will be the first lodge of the mystic tie in Curry county, and will have members as far south as the Rogue river.

A meeting of the Educational League will be held at the High School at 3:30 Friday afternoon, April 5. Miss Hopkins will deliver an address on, "Personality—How to Develop it."

Saturday sales will begin at The White House this week. Big silk sale next Saturday.

Perry Brewer, who lives near Arago, was married March 24 at Oceanside, California, to a young woman at that place. After the ceremony Mr. and Mrs. Brewer left for their Oregon home.

W. W. Faust, who has been ill for some time, is now able to be about although is yet quite weak. He now weighs but 145 pounds, nearly one-seventh of his weight vanishing to unknown realms.

Petitions to prohibit prize-fighting in Marshfield are being widely circulated and scores of names are secured thereto which, doubtless, will have the salutary effect of putting an end to these brutal seances upon the Bay.

E. D. Fred, an all-round printer, is among the late arrivals in Coquille. His wife is a nurse. Mr. Fred likes our city very much and we trust opportunities will justify his making a permanent residence among us.

J. S. Lawrence wrote insurance to the amount of \$215,310 in the Oregon Fire Relief Association, in Coos County, for the year ending December 31, 1911. The amount written by all agents for the entire county for the same period was \$219,710.

P. M. Hall-Lewis, chairman of the Republican county committee, fruit inspector, etc., was in the city this week looking to the proper pruning and care of business entrusted to him. The woolly aphid on some of the politicians might need attention.

Sheriff Gage met with a mishap one day this week. While splitting wood a stick returned boomerang fashion and struck him on the cheek and over the eye inflicting a painful wound. That no more serious results accrued through the accident than perhaps a small scar is a miracle. Though slightly disfigured—unlike Teddy's hat—he is "still in the ring," and the dimmed vision of one optic does not deter him from viewing all matters aright.

### MURDER AND SUICIDE ENACTED AT BANDON

At an early hour this (Thursday) morning we learn that Bert McDuffee of Bandon shot his wife and then turned the weapon upon himself with fatal results. The wife at this writing is alive, although seriously wounded.

The couple had trouble extending over a considerable period of time, Mrs. McDuffee attempting to get a divorce from her husband some two years ago, but finally an agreement was entered into and the divorce proceedings dropped.

A farm belonging to Mrs. McDuffee is located near Bandon, the husband having considerable stock thereon and it is thought business differences were not mutual which is largely responsible for the commission of the crime. Several children resulted from the union.

Ethan McDuffee, a brother lives in Coquille. Mrs. Arthur Coach and Mrs. A. R. Clinton of this city are sisters of Mrs. McDuffee.

The steamer Favorite which has been subject to many "sinking spells" in the past, is now, with the aid of many devices and considerable labor, recovering from a recent like affliction. The name of the boat does not seem appropriate in view of former antics.

C. E. Kopf, editor of the Bandon Recorder, was in the city yesterday for the first time in two years. He notices vast improvements in Coquille since that time, and he speaks with favor regarding the future prospects of the county seat. Business is brisk at Bandon and renewed activity is manifested in all lines.

Rev. C. H. Cleaves, pastor of the M. E. Church South, has in preparation a neatly printed program of the Easter services at his church. This is said to be the first of its kind inaugurated in Coquille and it reflects credit upon the able pastor, and will be heartily appreciated by the large congregation he represents.

Ned C. Kelley of the Coos Collection Company has decided to be more neighborly with the Herald hereafter. He is fixing up a cozy office in the Leneve building in the room formerly occupied by the Farmers and Merchants bank, adjoining this office on the west. We greet him with the glad hand of fellowship.

The Scenic Theatre has been exceptionally well patronized for some time past proving that the people appreciate the scenes presented at this popular photoplay house. The proprietors are in a position to secure the best subjects, and that they avail themselves of the privilege is attested nightly, as a visit will amply demonstrate to the most exacting critic.

J. S. McEwen, for ten years editor of the Herald, who has been visiting relatives and friends in Coquille for some time past, returned to San Francisco by Steamer Fifield last Tuesday. Mr. McEwen will be missed by many, even to the little tots for whom he always extended a hearty greeting. His kind visage ever radiant through a luxuriant beard, which he has worn since 1861 when he shouldered a musket in the civil war, will likewise be a memory during his absence. Mr. McEwen will be temporarily located at 865 Eddy street. His plans for the future are not fully matured but he may return to Coquille.

Senator W. C. Chase took ye editorial force out to his orchard the other day, just outside the city limits, and it is certainly a magnificent tract of land admirably situated both as regards the well-being of the trees and the view obtained therefrom. The Senator is contemplating building thereon and engage extensively in the chicken business. The feathered tribe would be of value in the destruction of insects as well as proving lucrative from the products made known by their cackle, a double reward resulting from their keeping. Mr. Chase could have a fine home upon this tract sufficiently near the city not to interfere with his profession, and we congratulate him, without a particle of envy, upon the fortunate conditions with which he is blessed.

FOR RENT—A large ranch located on Fishtrap suitable for farming or dairying. Apply to E. A. Wimer, Arago, Oregon. Phone Farmers 5xx.

Have you paid your subscription to The Herald?

### 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. Halvorson.

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.

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.

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.

LADIES—If you wish a new dress of silk, crepe de chine, foulard, satin or messaline, attend the silk sale at The White House, Saturday.

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.

K. Halvorson 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. Halvorson 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 sheet 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 skimmed 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.

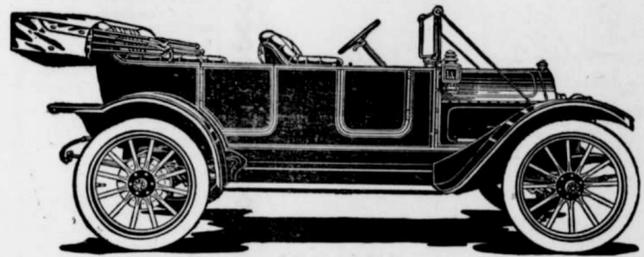
Our output is enormous, which means small overhead expense. Our system is perfect. Efficiency here has been worked out to the finish.

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 nor too small, 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.

The lamps are enameled, 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 over-tired. 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 Leavers—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.