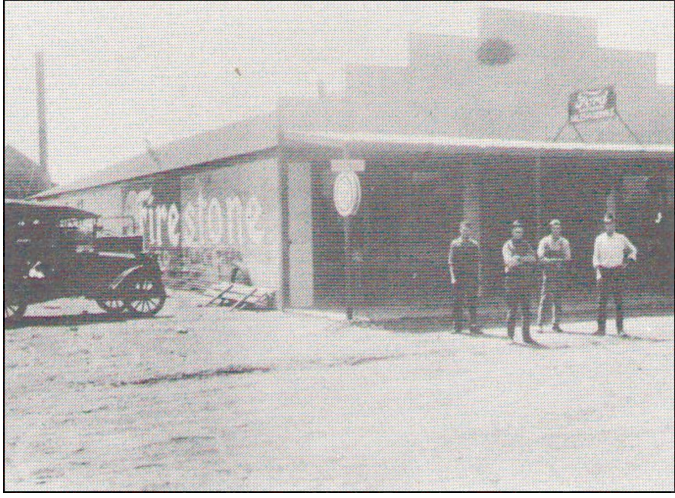
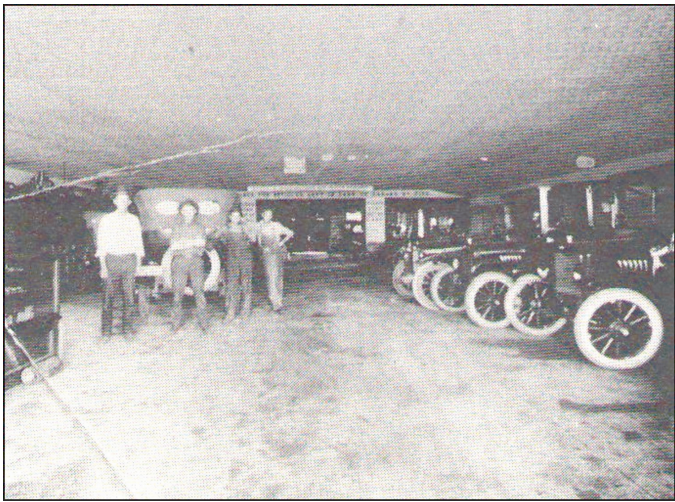


Happy 125th Birthday Coke County!



Orb Craddock, J.S. Craddock, Frank Smith and Sam Russell in front of Coke Motor Comopany in the early 1920s.



Sam Russell, Freeman Clark, Orb Craddock and Frank Smith in the old Coke Motor Company show room.



Parts Department

About 1907, in the midst of a roar and a cloud of dust, the first automobile came into Coke County. The driver went over a stump near Yellow Wolf Creek and bent the drive gear from which the chain worked. Someone took him to Jess Craddock who worked for his father in a blacksmith shop. The auto owner asked Jess if he could repair it and he said he thought he could.

Jess later took over a blacksmith shop in Robert Lee and ran an ad in the paper stating that besides general blacksmithing and horseshoeing, he would keep gasoline and oil and was prepared to do auto repair work. The automobile business was thus born in Coke County.

In 1914, Mr. Craddock acquired a Ford sub-dealership and sold a car. Craddock Motor Company was the name given to his establishment. The next year, five cars were sold.

A direct dealership was acquired in 1917 and the business was moved across the street to the location where Ivey Motor Company, Inc. now stands.

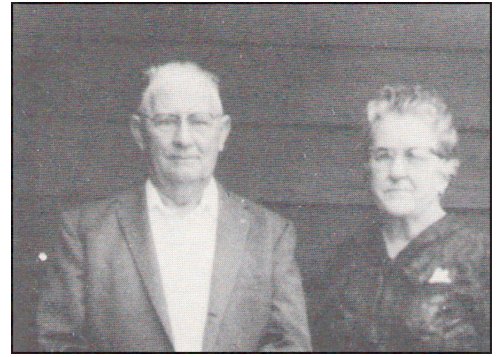
Mr. Craddock's business included the first gasoline pump in the county. He sold gas, at first dispensed from a hand-operated pump attached to pot-bellied barrels. By 1919, cars lined up for a block to wait a turn at the gas pump, especially on Saturdays, as it was the only pump in town. After the gas was dispensed, loud backfires resulted as motors were cranked up again. This disturbed the horses stabled across the street so that they finally had to be moved.

The name of the business was changed to Coke Motor Company around 1922.

Cumbie Ivey Sr. and wife Mary bought the business from Jess Craddock in February of 1944. Cumbie Ivey Jr. and wife Patti moved to Robert Lee in 1955 and became associated with his parents in the business.

In 1964, Ford celebrated their 50th anniversary. The same year, Ivey Motor Company enlarged their show room, expanded the parts department, and built new office space.

Cumbie Sr. retired to pursue ranching interests in 1965. Following Cumbie Sr.'s retirement, the business continued to grow under Cumbie Jr.'s ownership and management. In the late 1990s, long-time Ivey Motor Co. salesman Billy Wayne Roe purchased the dealership which continues to offer sales and excellent service to residents of Coke County and the surrounding areas.



Jess and Lela Craddock



Cumbie Ivey, Sr. and wife, Mary



Cumbie Ivey, Jr. and wife, Patti



Billy Wayne and Dolores Roe

*Celebrating 100 Years
of Sales & Service to Coke County!*

IVEY MOTOR COMPANY, INC.

Robert Lee, Texas

(325) 453-4561