

LA GRANDE IS THE FRANKLIN CITY OF U. S.

More Cars Here Per Capita Than in Any Other Place in America

GEORGE MCLURE HAS LOCAL AGENCY

Dealer Is Represented Here by Bird F. Lewis, Who Made First Long Trip from This City.

La Grande is the Franklin city of America.

There are more Franklin cars per capita in this vicinity than in any other region in the United States.

And with the acquisition of this territory by the George E. McClure distributing company, the representation is showing a steady increase.

Mr. McClure now has the Franklin contract for southeastern Washington and all of Eastern Oregon.

Franklin Agent 10 Years

For 10 years, Mr. McClure has dealt exclusively in Franklins. He took his first contract under the Portland dealer, and covered central Oregon, with his headquarters at The Dalles.

"A Franklin car was a curiosity in that territory when I started selling them there in 1915," recalled the distributor.

When he sold there about five years ago he went to Yakima, where he has been operating ever since.

Fourteen employees handle the business through the four distributing points of the territory, La Grande, Pendleton, Walla Walla and Yakima.

Bird Lewis Sales Agent

Bird F. Lewis, one of the earliest automobile owners in Eastern Oregon, and the first person in La Grande ever to cross the continent by motor, is the sales representative here.

Mr. Lewis has been selling Franklin cars for 10 years, his employees including Milton and McManis, Dave Stoddard and the Bohnenkamp company, prior to

Perkins Motor Company Building



FINEST PLANT IN OREGON IS IN LA GRANDE

Perkins Motor Company Leads Rest of State in Ford Equipment

CAR A DAY SOLD HERE SINCE 1922

More Than 2,000 Automobiles Disposed of Since Agency Was Taken by W. C. Perkins.

The finest Ford plant in Oregon is the one operated by W. C. Perkins at the corner of Fourth street and Adams avenue.

There are no larger establishments in the state, but there is none better adapted to the sale and servicing of Ford and Lincoln automobiles.

It was built in July, 1924—the materialization of plans that Mr. Perkins started to evolve soon after he took over the agency here in February, 1923.

It picked this corner as the logical location for an automobile business when I first came to town," asserts the Ford dealer. "And I was not satisfied until the work on the building was commenced."

Largest Establishment

Now he has the largest retail establishment in La Grande—though it doesn't at all represent the kind of occupation in which he hoped to excel when he launched out for himself in Montana several years ago.

He began in the mercantile business, and after nine years as an employe, organized a store of his own. He liked the work, was successful in it, and had every expectation of following it for the rest of his life.

Expecting to be called into the service, Mr. Perkins disposed of his business. Almost immediately he was offered a salesmanship with the Ford agency. Sell Ford? He laughed at them. Why, he had never driven a Ford so much as three miles in his life. Besides, selling automobiles was farthest from his interests.

Gave Ford a Trial

But the offer was persistently repeated until finally he consented to give Ford-selling a trial. In six months he was manager of the company.

He remained with the firm until 1924, when he decided that he wanted an automobile business of his own. For the next three

months he hunted for the best location, investigating every inch of territory in his effort to find a satisfactory location.

"But I couldn't make up my mind to settle in any of the east cities. The people were not the kind I was used to dealing with. So I came back to Eastern Oregon. And here I found what I wanted: western climate, western ways of doing things, and generally big-hearted western people."

Came to La Grande

With R. C. Friddle as his partner, he opened his first garage at Baker. They had La Grande in mind from the beginning as the prospective location of their next business venture.

That was in 1922. The next year Perkins sold his Baker place to Friddle, and purchased the Ford agency in La Grande from the Rosch Motor company, stationed in the Rosch building at the east end of Adams avenue. Some of the nerve he instilled into the then sluggish business is marked in a comparison of the sales volumes for the year preceding and the one following his taking over the agency.

305 Sales in 1923

In 1922, only 90 Fords were sold out of this city. In 1923 there were 305—one for every day of his first year in a new territory. And he has maintained that record of output ever since.

Two thousand cars, new and second-hand, have been sold by the Perkins Motor company since it was organized here three years ago this month.

Moreover, he has placed more Lincoln in this territory than have been sold in the same length of time in any other Oregon city outside of Portland. A Ford dealer who disposes of more than 200 Lincoln cars in a year achieves a higher ranking with the company.

With those whose sales never rise above that number. Last year W. C. Perkins sold seven of the 100 type eight.

Business Shows Increase

His business for 1925 reveals an increase of 20 per cent over that of the year before. And if the mid-winter sales are any indication, he believes the present year will be the biggest since he came to La Grande. During December, 1924, and January, 1925, he sold 14 cars. The same period this winter saw 44 automobiles delivered from the Perkins garage.

Bobbie motor cars and trucks, this \$60,000 plant dispenses tires and accessories—complete stocks of Lincoln, Ford and Fordson parts.

The spacious showroom and new car department occupies the full glazed areas next to Fourth street and the avenue. Behind it is the office, recently enlarged to accommodate five desks.

Planned to economize the waiting motorist's time, the service department is laid out as close as possible to the merchandising department. Seven Ford mechanics, one Lincoln expert and three floor men compose the force, which works in night and day shifts.

Used automobiles are handled through a special department operated by a man who devotes his entire time to that phase of the business.

New cars, when they arrive from the factory, come "knocked-down." The bodies are set on the frames at the tracks, and run into the assembling department, located in the garage basement, where they are put together. One workman is employed expressly to assemble new cars.

Best Equipped Shop

The Perkins Motor company claims the best equipped Ford shop in the northwest. Six thousand dollars worth of special Ford

tools are at hand for everything and reconditioning jobs. There are motor stands, rear end stands, rearing machine, reconditioning tools, drill and arbor presses. The largest investment is in labor-saving tools—mostly small hand tools—each built for a particular purpose. An electrical department is in conjunction, with eight-hour battery charging set, electrical test stands and other apparatus indispensable to complete service.

So well manned and outfitted is the Perkins shop that work can be done there for less than the regular prices recommended from Ford headquarters in Detroit. A gas and oil filling station, operated on the Adams avenue side of the garage with an attendant always in charge.

20 Men Employed

There are now 20 names on the firm's payroll, with a prospect of additions during warm weather, as the demands of business warrant. Four of the employes constitute the sales force, which includes one city and two general salesmen, and a truck salesman who gives his time to farming and industrial prospects.

All of Union county, with the exception of Elgin, buys its Fords, its Lincolns and its Fordsons from the Perkins Motor company.

We sure despise That traffic cop. Just as we're there. He signals, "Stop."

"Oh, dear, I'm afraid that officer is going to catch me for fast driving."

Dear Old Lady: "Can't you drive faster?"—Life.

Stop, Get Ready, Go!

"Pa," said Clarence, "what are the lights of a city?"

"Red, Yellow and Green, son," replied his dad.—Cleveland News.

ROAD BUILDING HISTORY TOLD

Twelve years after the landing of the Mayflower, America's handful of white settlers, finding the crude Indian trails poorly adapted to transportation, began agitation for road construction.

It was the House of Burgesses of Virginia that passed the first American road law. That was in 1622. The first American road built by the white man was at Jamestown a few years later. In the north road building began in 1659 with the construction of a post road between Boston and Plymouth. New York, Maryland and Pennsylvania soon followed by passing road acts.

To Pennsylvania goes the credit for the first important macadam road built in the United States—the old Lancaster to Philadelphia—built in 1794.

Built Toll Roads

Thus at the time of the organization of our government, highway construction had scarcely begun. The few roads were mere trails which had been widened to admit passage of vehicles. The first wagons crossed the Alleghenies two years after the Revolutionary war. Then the need for better roads became so strong that private capital was attracted and numerous toll roads were built through the different states.

The federal legislature soon recognized the need of adequate means of transportation and passed the act ordering the building of the National road from the Atlantic to the Mississippi in 1806. Construction started two years later. Beginning at Cumberland, Md., on the Potomac this broad stone highway passed through Pennsylvania, Ohio, Indiana and on through Illinois to the Mississippi. For 32 years the government struggled with this enterprise until appropriations finally ceased in 1838.

Road Building Lags

With the advent and advance of the steam railroad in the Civil war era, road building lagged. As the close of the nineteenth century approached, however, the wide popularity of the bicycle gave the people of the United States cause for a new interest in road building. Earth and gravel roads sprang up everywhere and with the dawn of the twentieth century came the automobile and the clamor for good roads became louder.

As the number of motor vehicles quickly mounted into the thousands and then to the million mark, people saw that the old temporary roads were doomed. Soft-surfaced roads with their heavy maintenance costs began to be replaced with paved roads that were permanent. They required little upkeep, transportation was speeded up and operating costs were kept down.

18,000,000 Cars Now

Today there are upwards of 18,000,000 motor vehicles on the 2,600,000 miles of road of all types in the United States. Less than 100,000 miles of this is paved. The American people, however, are beginning to appreciate the economy in building highways that will stand up under the ceaseless pounding of traffic. States are issuing road bond issues. Gasoline taxes and motor license fees are providing millions of dollars to pay for the construction of highways that are adapted to the motor traffic of today. A network of paved highways is in the making. When completed the U. S. will have a good road system that will prove of lasting benefit and will continue to pay dividends for years and years to come.

It is rumored that parking restrictions in some of the larger cities are to be extended to front porches.

Motorist—"Wanta ride?" She biker—"No, thanks. I'm walking to reduce." Motorist—"Well, yer lost. This is the road to Fall Creek."

Sue—"I walked thirteen miles yesterday." Lon—"For goodness sake!" Sue—"Yes."

No safety device has yet been invented to take the place of the one just above the cars.

Native—"Be ye tourists?" Wary motorists—"No, detourists."

operation of a car by Edward Haynes of Kelso, Ind., is said to have been July 3, 1894.



Above—The Perkins Motor company is one of the finest garages of its kind in the state—the home of Fords and Lincolns. In the background part of the Blue Mountains. Below—W. C. Perkins, proprietor of the Perkins Motor company.

she finished business college. She has been so successful that Mr. McClure plans to place her in charge of the sales department at Walla Walla. Others on the Yakima force include J. G. Torry, Robert Crews, Emmett Alexander, S. V. Johnson, Arthur Johnson, and James Scott.

Celebrating Anniversary

With dealers and owners all over the country, Mr. McClure and his helpers are joining in the celebration this year of the twenty-fifth anniversary of the Franklin automobile. They see in the air-cooled motor the principle that will eventually pervade all motor cars, and look to the day when the Franklin will again be recognized as the pioneer and the leader in the great advances of the industry.

The Franklin people, it is remembered, were the first to offer the public a four-cylinder motor. They were first on the market with the six-cylinder, also. And their car was the first to abandon the earlier idea of placing the motor under the seat for its present position under the hood.

The recent announcement that the government has adopted the air-cooled principle for its airplane motors, ordering the Liberty motors changed to comply with the requirements, is taken by the Franklin people as another indication that their leadership in this direction will become generally recognized. An eastern engineer has predicted that within five years all engines will be air-cooled.

"Last spring the Franklin people asserted their priority in another direction by producing a model of such architectural correctness that it will still be in good taste eight or 10 years hence," Mr. McClure declares.

"In order to insure the accomplishment of their aim along the line of good style, the company employed de Causse, who is universally classed as one of the world's leading stylists. The result was the present Series 11."

Seventy per cent of all the cars the Franklin company has made in its 25 years are still under license. There is an old Franklin at Boise that was one of the first 100 cars built. Another first year model is owned by a dealer at Seattle. Both automobiles are still in good running condition, and appear each year in the Franklin parades.

CHARLES DURYEA FIRST BUILDER OF AUTOMOBILE

SPRINGFIELD, Mass.—A new link in the chain of evidence authenticating the claim of Charles Duryea of Philadelphia as the inventor of the first gasoline-propelled automobile successfully operated in America has been discovered by the Springfield chamber of commerce, in an article appearing in a Springfield newspaper of September 16, 1892.

The article describes in detail Duryea's car and gives the estimated cost of manufacture on a commercial scale at \$400. Smithsonian Institute of Washington has asked for photostatic copies of Springfield newspaper articles relative to Duryea's invention, and these will be furnished for exhibition along with the early products of Duryea now to be seen there. These articles tell of the operation of a car by Duryea as early as February 10, 1892, while the date of

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Adams Avenue, La Grande's Main Street



Looking along Adams avenue, the main business street of La Grande, a city of 10,000 population. From Adams avenue one starts either the Pendleton-La Grande or Baker-La Grande drive. Turning off Adams avenue onto Henlock street, one starts the enjoyable trip to Wallowa Wonderland.

If it's a Leighton job --It's right!

If it's a Leighton job --It's right!

Does It Cost Too Much To Own A Car?

What does it cost you, year-in and year-out, to own an automobile? What does it cost in gas, oil, tires, repairs, garage storage, interest on your investment, and DEPRECIATION?

If you had all the figures before you, would you say that it costs TOO MUCH to own a car? And the two largest items that would influence you are REPAIRS and DEPRECIATION in practically every case. How can those items be cut down? How can the cost of ownership be reduced?

Leighton's service offers a solution. First, by having your repair work done by expert mechanics and machinists—men you have confidence in, who know their job through long years of experience and special training. Second, by having your car rebuilt instead of selling it and suffering heavy depreciation. You can have your engine rebuilt, the block reground, bearings replaced—have your car as mechanically perfect as the day it came from the factory—at less than a year's depreciation cost.

The solution for less expensive car ownership is in greater mileage, decreased depreciation over a period of years. Our service insures you a job of lasting satisfaction—"If Leighton does it, it's done right."

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