

LA GRANDE-WALLOWA LAKE DRIVE COLORFUL, PICTURESQUE

MORE AUTOISTS ON HIGHWAY AS SEASONS PASS

Smooth, Macadamized Roads and Ever-Changing Scenery Exert Powerful Influence on Motorists From Over All The Nation.

Eastern Oregon Residents Awakening to Beauties of Trip to Wonderland; Out-of-State Visitors Declare District Compares Favorably with the Best America Offers; Panoramic View of Two Counties at Their Best Afforded by Drive.

Picturesque in the extreme is the drive from La Grande to Wallowa lake, over the highway that has been completed but recently by the state highway commission.

It has been said, and with truth, that residents of Union and Wallowa county cannot comprehend the true beauties of the drive.

Only recently have Western Oregon motorists become acquainted with the fact that the Wallowa Wonderland, at the head of the marvelous drive, is so easily accessible to the main route of travel and with this discovery, the trend of their journeys are increasingly pointed along this route.

Two and a half hours of easy driving, chock full of vistas that fill the human brain with ecstasy, along a smooth, wide road, and then Wallowa lake and its magnificent offerings—what more can any one want?

That question surely is unanswered because the stream of visitors ever increases in size and all, when time for departure comes, leave with regret and with a glowing word of praise to pass along to a neighbor.

No matter who the driver may be, whether he hails from Portland, Walla Walla, Boise, or Salt Lake City, he must pass through La Grande, often termed the "gateway city" to Wallowa's wonderland.

La Grande, with a population of 19,000 people and the hub of Eastern Oregon commercial, industrial and agricultural activities, is the beginning point of the trip.

The traveler leaves La Grande and Adams avenue by turning into Hemlock street which, at the city limits, connects with the paved Island City-La Grande stretch of the La Grande-Wallowa lake highway.

Between Island City and Imbler the scenery is typical of the Grande Ronde valley. Rolling, productive farms, featuring wheat crops, average producing some of the best potatoes raised in the northwest.

At Island City the highway, now macadam, turns to the left for a short distance until, after crossing the tracks of the O.-W. branch line heading into Wallowa county, it swings back to the right again on its nearly straight course to Imbler, the next stop on the journey.

Between Island City and Imbler the scenery is typical of the Grande Ronde valley. Rolling, productive farms, featuring wheat crops, average producing some of the best potatoes raised in the northwest.

At Imbler one gets first view of the extensive orchards that give the Grande Ronde valley much prestige as a fruit-raising territory within Oregon.

Apples are grown in great quantities in and around Imbler and the orchards stretching over many acres of cultivated land, with their rows on rows of geometrically correct trees, present a sight that attests to the diversified productivity of the valley.

Dismissing from the main topic for a moment—what cannot the Grande Ronde valley produce that can be grown in temperate climates? As a partial answer, it is a fact that tobacco culture, on a small scale, was successfully practiced at Union several years ago.

Imbler, a quiet, peaceful hamlet, is fed by agriculture in general and its money-raising orchards. It feels that, with natural growth and development, it has a great future ahead, and with that idea in the front, is making preparations for

the times to come. More orchards. As one leaves Imbler, headed for Elgin, some eight miles distant, more orchards greet the view. Finally these give way to wheat land and the occasional farm houses.

After a few miles, zipping over a viaduct that spans the Grande Ronde river, one drops into a small yet beautiful canyon, rugged in a small way and giving promise of what is to come.

Then Elgin. Elgin, with a pine tree setting, is at the extreme end of the Grande Ronde valley and the gateway to the upland route that ends at Wallowa lake.

To get the best view of the town and surrounding valley, one must wait until climbing a fairly abrupt grade for a backward glance. Then the scene unfolds its green-cast appeal, making an impression that will linger long.

Leading to the Canyon. Three miles of gradual ascent, ever changing directions, and glimpses of many miles of billable and tiled land stretching tributary to the highway. Entire hills furnished—reminding one of a checker-board or an old-fashioned piece-work quilt. The little white schoolhouse, spick and span generator of education.

Finally the car reaches the top of the elevation and starts the descent that leads through the canyon—majestic, sometimes forbidding, but gorgeous and awe-inspiring in its depth and sheer steepness. The road here, made safe by passive fences at the edge, was one of the greatest engineering problems the state faced in building the road, but the working out of the difficulties stands as a monument to the ability of its designers.

At viewpoint, a place where the canyon is deepest from the road, one can look down hundreds of feet into the cascading waters of the Minam river, which attracts fishermen to its shores during the spring, summer and fall. Its canyon stretches off into the distance, amazingly pristine to the average spectator, its heavily wooded and demands a great deal of applause from the nature seeker.

Minam and the Wallowa River. From these on, through the lumbering zone, called Minam from the Wallowa river and the Minam fish forest, until one reaches the broad stretches of the fertile Wallowa valley, the trip is never-ending in its delights.

The Wallowa canyon, several miles in length, winds its tortuous way onward, revealing at every turn new wonders it possesses. Abruptly comes the entrance to Wallowa valley, dotted with farms from end to end. In Wallowa, it ranks a close second to the Grande Ronde district and its fertility brought settlers in the early days from remote districts, where they fought the Indians many years before possession was secured.

A trip through the entire valley is interesting and worthwhile but most must follow the highway on into Wallowa, a progressive, growing town which derives its life blood not only from the cultivated land but also from a saw-milling

AT THE END OF THE ATTRACTIVE LA GRANDE-WALLOWA LAKE TRIP



Beautiful Wallowa lake and nearby scenes, found at the end of the famous La Grande-Wallowa lake drive. This region, once selected by Chief Joseph as the ideal location for a home site, is now enjoyed by modern man as a playground, steeped in the richest of natural wonders which have gained for it the name, "The Switzerland of America." (1) Wallowa lake, (2) Falls above Wallowa lake, just an hour's hike from the hotel, (3) Mirror lake, one of the many beautiful spots in Paradise valley, nearby.

industry of no mean proportions. Enterprise, the County Seat. Eighteen miles further along, through Lostine, and Enterprise, the beautiful county seat, comes into view. Rarely does one see a town of its size with such well kept streets, lawns, such attractive buildings—both residential and business structures—and business activity. To the one who expects to find Enterprise far from the hustle and bustle of a big city, its modernity is a pleasant surprise.

Near Enterprise one gets a first view of the Wallowa mountains, snow-capped guardians of one of the most colorful sections of the west.

The next stop is at Joseph, the final town before reaching the end of the highway. In fact, it is the end of the macadamized highway although a good dirt road leads

on the remaining five miles to the head of the lake. Joseph derives its name from the famous Chief Joseph, Nez Perce leader who made such heroic efforts to retain a portion of his heritage for his red brethren.

First View of the Lake. A mile or so on and the car sweeps around a curve, giving one a first glimpse of Wallowa lake, largest gem of a collection of some 60 or 70 water jewels, set neither in the rugged Island Empire crown.

After the machine, straggles out along the edge of the lake, the mountainous character of the landscape assumes a more definite shape and one begins to marvel at the revolutions of grandeur.

Great granite peaks, lifting their lofty heads high into the skies and centering around Matterhorn and Eagle Cap, the two tallest mountains in Eastern Oregon—both near the 10,000-foot mark—greet the eye. And they merely screen many of the wonders to be viewed if the pleasure seeker has time to trek back into the territory around Wallowa lake.

At the head of the lake the highway comes to an end, at Wallowa Lake Wonderland resort, which is being developed by a group of local men. Here rests a modern, yet rustic, hotel; cabins, tents, and camping spaces; a bowling alley and dance hall; playgrounds for the kiddies—and what not.

Those who have spent weeks at the resort say that it is the easiest thing imaginable to find new adventures and exploits each day, no matter if the stay be months in length. The region around Wallowa lake has a diversity that is

unique in the west. The scenery is a thing of the past. Nowadays, if you want to take a ride you get in your car and go. But not so when automobiles were in their prime. In those days, a trip was an event, even if it led no further than Uncle Jack's place seven miles out in the country. It was an adventure, not to be lightly entered into, and one for which you dressed with as much punctiliousness as if you expected to encounter the king on the highway.

When dusters—men and women both wore them, voluminous excelsior garments that fell to their feet and buttoned up to their chins. Goggles Were Popular. The men wore wide-brimmed caps, and for further protection, leather-framed goggles. The better to grip the steering wheel, they drew great gauntleted gloves over their hands.

Even more picturesque was the appearance of the ladies. Their dresses to the occasion took

wearing motor veils. Sometimes the girls found them in turlur fashion with one end draped carelessly over the left shoulder. The milliners quickly took a hint and concocted ravishing little bonnets equipped with flaps across the forehead to hold the veils away from the face when they were not in use.

Then came the automobile caps, a sort of outdoor version of the bonnet cap. Women called all their talents and imagination into the making of them. There were silk caps, knitted caps, crocheted caps, beaded caps. They came in all shapes, colors, and materials. And incidentally, they were called all kinds of names, from dust-caps to mud-caps.

The "Dignified Successors." Their more dignified successors were tailored hats with veils. They were considered extremely smart, especially the non-veils, which caught the wearers just above the nostrils and cut their faces into

Highway Shop Is Caring For Ten Counties

State Vehicles from All Eastern Oregon Parts Serviced in La Grande Headquarters.

The state highway shops here—until about a year ago one of only two shops of this kind in the entire state, and the second largest in Oregon—at present employ 14 men, all of whom make La Grande their home. When the shops started to operate here June 22, 1922, only eight men were employed. Since then the shop has employed as many as twenty-four men at one time.

At present the shops are located in the building known as the old sugar beet washhouse, near River side park, which is owned by the county. The county shops are housed in a part of the building, the state shops occupying a tract of land 90 by 210 feet, including the land where the building stands.

The building is a brick structure 60 by 80 feet. There is a small tract of land behind the building used to store equipment. The ground to the front is 90 feet in width and 140 feet from the road. Since the highway shops have occupied the grounds there has been constructed a long shed on one side of this piece of land running from the road up to the building, which is used to house cars and equipment.

Cares for 10 Counties. Highway equipment from ten counties in the state is taken care of here, including more than one hundred pieces of machinery. Thirty-seven light cars, 57 trucks, 25 graders, 38 snow plows (both truck and tractor plows), and sixteen tractors are serviced here; also a number of other state cars such as those belonging to traffic officers working in this territory and cars from the bureau of public roads. All state equipment carries a state highway sign and equipment number by which it is listed in the shops.

The main state highway shop is located at Salem and about a year ago one was opened at Klamath Falls. When the state found it necessary to have a shop of its own a small building was rented at Salem and work started on a small scale. This was in 1912 and it was only a few months later that it was realized that a larger building was needed so the present shops there were constructed. During the same year a branch shop was located at Pendleton. At that time there was a highway division office both at Pendleton and Baker. When the office at Pendleton was discontinued and the Baker office was moved to La Grande the shops were also moved here, considering this a more centrally located point.

H. A. Farnam in Charge. H. A. Farnam, shop superintendent here now, was placed in charge of the Pendleton shops when they were first located there. Previous to that time he was employed by the state highway department at Salem. He was transferred to La Grande when the shops were moved and has been in charge here since. S. H. Whitted, M. W. Heaney, and C. F. Elye, employees of the shops, were also transferred to La Grande from Pendleton and have been employed here during the four years in La Grande. Practically all of the other men employed at the shops at present have been there for the past four years.

The monthly payroll of the shop averages about \$2400. Some months it goes over that amount and other months under. The pay-

ment is made by the state highway department.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

The shops are open from 8 a. m. to 5 p. m. and are closed on Sundays and holidays.

EXPERTS SEEK BETTER SERVICE FOR MOTOR CAR

New Methods Are Being Adopted to Insure Repairs at a Reasonable Cost—Legitimate Service May Be Made to Pay a Profit

Success of New Movement Depends Entirely on Owner Cooperation—Drivers Must View Service Stations as Maintenance Quarters Rather Than Trouble Stations—Long Neglect of Car a Big Hindrance.

From The New York Times. (By FREDERICK C. RUSSELL)

New models in service are being devised to take care of the new models in cars for 1926, and just as the success of the new cars rests very largely with the care they receive, so the success of the new developments in service hinges on the buyer's cooperation.

Service experts point out that service will be a more important factor than ever before because of a number of recent improvements in car design which, in eliminating much of the drudgery of car care, have at the same time put the average car owner in a position where he finds himself out of practice.

Service stations are being called upon to handle work which the average motorist formerly did for himself, and the new situation is calling for a new type of cooperation. In addition, many of the conveniences now offered with the new cars have developed new service problems which the average owner is in no position to cope with individually.

There is also the financial consideration. Legitimate service has never been a profitable business. At this late date many of the most progressive dealers are actively engaged in analyzing and revising their elaborate systems with a view to making them pay, while at the same time making it more economical for the motorist to have his car serviced regularly where he bought it.

Flat rate service systems have been subject of national discussion in the automobile business, and no solution is in sight until the American car owner realizes the part he must play in the success of such plans. The flat rate idea is based upon volume. Every one has witnessed what volume production has done for motorhood. This idea is now to be applied to service.

A large distributor in New England has come to the conclusion that service cannot be profitable, either for dealer or customer, unless the volume of work is at a maximum and kept constant. Viewing the situation from the other angle, it is evident that car owners are not enjoying the advantages of systematized service at minimum rates because they do not take their cars to the service station regularly.

It has been estimated that if all car owners during the past ten years had been satisfied to keep their cars open cars, forgo the new innovation in design and patch up their cars as best they could to get along, the 1926 car would be double the price and not nearly so attractive. Car owners, however, still seem satisfied to risk mistakes in tinkering with their own cars and feel that they are economizing when they turn their cars over to back alley repairmen who are scarcely qualified to change a tire.

A number of innovations in service methods are impending, but they are awaiting the financial success of the average service station. Plans are under way for unit replacements whereby a motorist in trouble would be enabled to use his car with a substitute generator, starter, cylinder head and valve gear, transmission and so on, while the ailing unit was being repaired. All night service whereby the car will be repaired "while you sleep" is another of the novelties in store for the motorist when he awakens to the importance of volume in service. Little progress, however, can be made until service stations are put on a paying basis.

Owner's Cooperation Needed. The car owner's role in this connection involves some interesting features. Even psychology is involved. One service manager contends that it is depressing and demoralizing to the service business the way many car owners exaggerate their troubles. He feels that this is largely the result of the mistaken idea as to what a service station exists for. Owners view service stations as trouble stations rather than as maintenance quarters.

"Little progress will be made in service until owners grasp the idea that progressive dealers are selling maintenance systems," he explains. "The custom to neglect the car until it develops some serious complaints and then seek the service station when inexperienced roadside mechanics have taken a shot at it without a vestige of success. Comparatively few motorists take the attitude that they are bringing in their cars to prevent trouble."

One of the reasons why so many automobile dealers have failed to make progress with flat rates is because car owners have overlooked the maintenance thought in modern service. It is a comparatively simple matter to find the

average cost of grinding in valves or of retuning brakes, and a equally simple matter to add a percentage for profit and arrive at a flat rate. But if the car owner fails to ward off serious troubles by giving them the care, the advantage of regular maintenance, the service stations become overrun with special work which upsets the carefully prearranged plans. Dealers who have tried to put everything on a flat rate basis have met with immediate failure while those who do not carry the flat rate idea to extremes find that very often special work more than offsets the advantages of the flat rates.

All this is the result of a wrong attitude toward service. The dealer can estimate in advance the cost of cleaning the teeth, or photographing them or of filling cavities, but when he is offered complex work the cost cannot be predetermined. Unless he is amazingly accurate in estimating he will have to load his charges somewhere along the line in order to come out ahead. So long as most of his patients take the preventive treatment, however, he can risk lower rates and smaller profits. The automobile dealer is in very much the same position. If anything, the dealer's position is even more precarious because he is selling the time and labor of his mechanics rather than his own personal skill.

Benefits of Piecework. With a view of simplifying this feature of the problem one progressive dealer has put all of his mechanics on a piecework basis. Men get so much for every job they do. This stimulates speed and efficiency, accuracy being assured through an arrangement whereby each mechanic guarantees his work. Here again the matter of volume in service is directly dependent upon the car owner. Mechanics can make more money on this basis, and favor it, provided the volume of work keeps up. So long as the volume is maintained the car owner enjoys the advantages of speedy and good work.

Service systems are getting to the point where the motorist cannot compete successfully with the aid of a self-service plan. This applies to greasing as well as to work of a more mechanical nature. At one service station a complete car is lubricated in forty-five minutes. The mechanic who greases cars in the shop does nothing else. The more cars he greases each day the more money he makes. And the shop, of course, is record work, but in the majority of instances the motorist can have the work done in a morning or an afternoon.

Putting the mechanics on a piecework basis resulted in having them turn out two brake jobs per day as against one when working on a straight time or salary basis. This is a tremendous saving to the

motorist.

With a view of simplifying this feature of the problem one progressive dealer has put all of his mechanics on a piecework basis.

Men get so much for every job they do. This stimulates speed and efficiency, accuracy being assured through an arrangement whereby each mechanic guarantees his work.

Here again the matter of volume in service is directly dependent upon the car owner. Mechanics can make more money on this basis, and favor it, provided the volume of work keeps up.

So long as the volume is maintained the car owner enjoys the advantages of speedy and good work.

Service systems are getting to the point where the motorist cannot compete successfully with the aid of a self-service plan.

This applies to greasing as well as to work of a more mechanical nature.

At one service station a complete car is lubricated in forty-five minutes.

The mechanic who greases cars in the shop does nothing else.

The more cars he greases each day the more money he makes.

And the shop, of course, is record work, but in the majority of instances the motorist can have the work done in a morning or an afternoon.

Motoring Styles Undergo Many Changes;

Modern Apparel Replaces Dusters, Veils

The popularity of motoring is a thing of the past. Nowadays, if you want to take a ride you get in your car and go. But not so when automobiles were in their prime. In those days, a trip was an event, even if it led no further than Uncle Jack's place seven miles out in the country. It was an adventure, not to be lightly entered into, and one for which you dressed with as much punctiliousness as if you expected to encounter the king on the highway.

When dusters—men and women both wore them, voluminous excelsior garments that fell to their feet and buttoned up to their chins. Goggles Were Popular. The men wore wide-brimmed caps, and for further protection, leather-framed goggles. The better to grip the steering wheel, they drew great gauntleted gloves over their hands.

Even more picturesque was the appearance of the ladies. Their dresses to the occasion took wearing motor veils. Sometimes the girls found them in turlur fashion with one end draped carelessly over the left shoulder. The milliners quickly took a hint and concocted ravishing little bonnets equipped with flaps across the forehead to hold the veils away from the face when they were not in use.

Then came the automobile caps, a sort of outdoor version of the bonnet cap. Women called all their talents and imagination into the making of them. There were silk caps, knitted caps, crocheted caps, beaded caps. They came in all shapes, colors, and materials. And incidentally, they were called all kinds of names, from dust-caps to mud-caps.

The "Dignified Successors." Their more dignified successors were tailored hats with veils. They were considered extremely smart, especially the non-veils, which caught the wearers just above the nostrils and cut their faces into

grotesque unmatched halves. Truly there was more need for protection from the dust in those days. The early automobiles had neither tops nor windshields, nor even doors to keep out the flying grime. And the roads, one recalls were no motorists' paradise.

Times Have Changed. In this era of coupes and limousines, one's motoring wardrobe is nothing to worry about. The shopper by automobile wears the same street clothes she would choose were she walking all the way. Similarly, she dons her most fragile evening gown without a thought for dust or rainy weather.

On a cross-country tour or a motoring vacation, the modern woman usually adopts the knicker suit as the most practical and comfortable garb.

With only a few exceptions, and those in the direction of simplicity, the tourist wardrobes have remained the same for five or six years.

(Continued on Page Five)

(Continued on Page Three)