

1926 BEST YEAR SINCE PERKINS CO. ORGANIZED

Ford, Lincoln Garage Is Celebrating 4th Anniversary This Month

BUSINESS VOLUME UP 20 PER CENT

Several Additions Made During Past Season—Used Car Market to Be Continued.

The biggest year since starting into business here in 1923 was experienced by the Perkins Motor company during 1926. This month marks the fourth anniversary of the company in La Grande, having started here in February, 1923.

The company's volume of business for 1926 showed an increase of 20 per cent over any previous year since the establishment of the business in La Grande four years ago, and now the company is looking forward with optimism to the fifth year in La Grande.

During the year was the addition of a used car market, which the company occupies on the lot on Adams avenue across from the garage as an outlet for used cars taken in on sales.

The Ford garage here—or the Perkins Motor company—is one of the largest garages in Eastern Oregon, housing many departments in the large building. In addition to the shop, which is exclusively a Ford shop, the parts and accessory department, service station, etc., this year a special Lincoln department was added and a tire vulcanizing department and a lacquer paint department.

In the parts department of the garage a complete line of genuine Ford parts are carried, in addition to a full line of accessories.

Insist on Ford Parts. Ford owners should always insist on genuine Ford parts, according to W. C. Perkins, because of the fact that parts made by other manufacturers are not inspected closely enough and for this reason do not fit when put in place, causing a strain on other parts of the car and proving unsatisfactory.

Another reason why Ford owners should demand genuine parts is, Mr. Perkins says, the fact that Ford parts are made under Ford's own process of steel manufacturing, while similar parts made by other manufacturers are usually made of material as cheap as they are able to procure and for this reason are not satisfactory.

Lincoln Department. The Lincoln department of the garage is equipped especially for servicing Lincoln cars in this territory and a man is hired especially to do this work, and although he specializes particularly in Lincoln work, he also services other makes of cars.

The Perkins Motor company is one of the few garages in the city which has a regular gasoline service station in connection with it. Many of the garages have gasoline pumps, but few of them are equipped to give regular filling station service. At the Ford service station Red Crown gasoline is sold and various kinds of oil, including Mobil, Quaker State, Veltex and Zerolene.

Besides having one of the largest garages in the city and doing a big volume of business the Perkins Motor company employs a large number of people for a concern of this kind. Last year 27 people were employed by the company here and with the addition of new departments for 1927, others will probably be added to the list of employees.

Payroll Large. During 1926 the payroll was a trifle over \$40,000.

Although the number of sales on Lincoln cars in 1926 did not come up to the 1925 figure—which was an exceptional year—the Lincoln car business was good, Cy Perkins reports.

Constant Improvement. "According to Ford's policy of no changes in models, but constant improvement, we are pleased to announce the various improvements in Ford cars during the past year," Mr. Perkins stated.

Ford models now come in colors and are finished in lacquer instead of varnish. Better carburetion has been provided and some of the mileage tests recently held over the state show as much as 51 miles to the gallon of gasoline. While this may be extreme mileage from 30 to 40 miles on a gallon of gas is not uncommon.

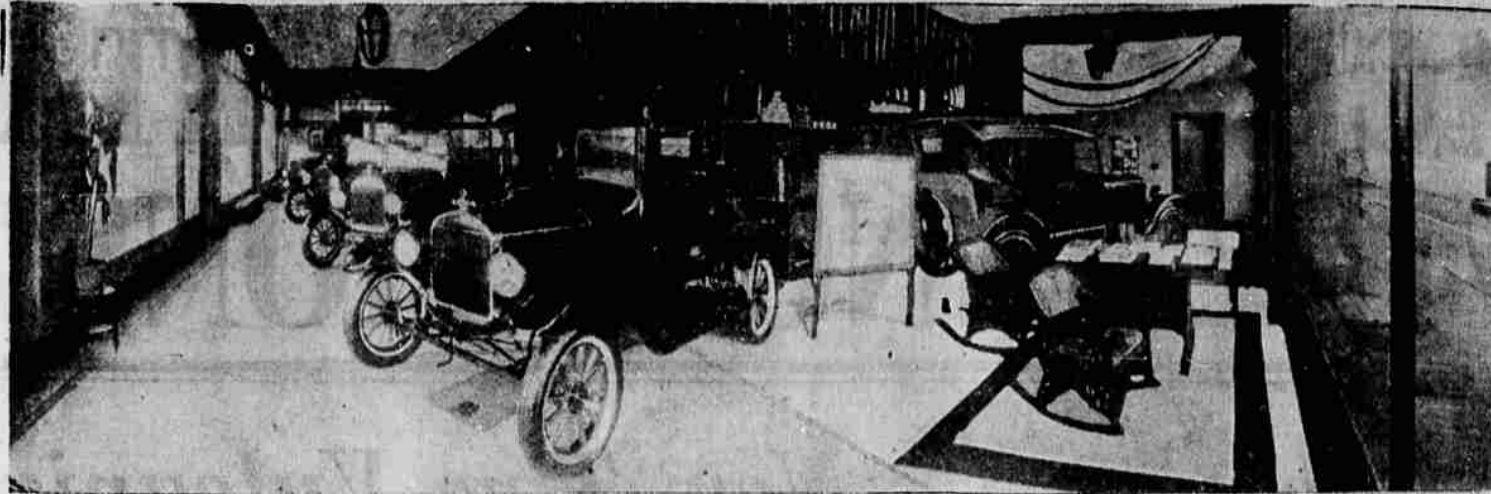
Better motor performance has been provided by lightening the working parts of the motor—connecting rods, etc., and because the motor is being fit at a greater degree of precision, which has a tendency to increase the power and limit the vibration.

The Ford two-door sedans, four-door sedans and coupes now come in fawn gray, highland green and royal maroon. The roadsters and touring cars come in phoenix brown and gemmet blue and the trucks in emerald green.

The company had a very satisfactory truck business during 1926, selling about 24 trucks during the year. A great many people are of the opinion that Ford trucks are right and for this reason should only be used for light hauling, but during the past year a great many Ford trucks have been sold and equipped with extra transmission and in some cases trailers, making a two-ton truck out of them to be used in hauling logs, lumber, wheat, gravel, etc.

New Brake System. As an improvement in Lincoln cars four-wheel brakes have been added. The Lincoln car is so constructed that with the addition of the four-wheel brakes there is a six-brake system—the four-wheel mechanical brake, the emergency

AN INTERIOR VIEW OF THE PERKINS MOTOR COMPANY



An interior view of the Perkins Motor company, local distributor of Fords and Lincolns. The above picture shows the front showroom facing both on Fourth street and Adams avenue. The interior is especially attractive, as every step has been taken to insure comfort for patrons. Through the window may be seen one corner of the company's gasoline station.

THE PERKINS MOTOR CO



Above is a picture of the Perkins Motor company, local distributors of Ford and Lincoln cars. The garage, one of the most imposing in La Grande, is located at the corner of Fourth street and Adams avenue, near the federal building.

New Paint Shop and Vulcanizing Department Added to Perkins Garage

Two new departments, for the purpose of better serving the automobile owners of La Grande, have been added to the Perkins Motor company garage here during the past few months and are now in operation.

The two additions are a lacquer paint department and a tire vulcanizing shop, both of the most modern type and equipped with the newest machinery.

The lacquer paint shop, which is one of the most modern to be found in the state of Oregon, has just been finished. With spring approaching when auto owners feel that their cars should look the best this will in all probability be a very busy department.

Best of Equipment. Necessary equipment for a department of this kind of the most modern type available has been installed. The spray room has been made as nearly dust-proof as possible—one of the necessary elements for successful painting—and the wiring is of the marine type, protecting it from water or other elements necessary in this kind of work.

The new department will require two additional men for its operation, both experienced in the line of work.

Vulcanizing Department. The other new addition at the garage is a tire vulcanizing department, where the Firestone method of the repairing is used and has been found to be very successful. The system is very new and is fast becoming more and more popular.

This department, which has just been installed here, is the only one of its kind in this section of the state and there are only two or three of its type in Portland.

Instead of using the older cavity-mold process of mending tires, what is known as arms are used in the mending work and are said to be much more successful.

No Chance of Breaks. The damaged part of the tire is completely removed and a new piece is set in, including the inside cords, which are carefully arranged to correspond with those of the tire and safeguarding against any break.

After the new piece has been set in, a matrix, with the same markings as the old tire, is used and a new tread is placed on the tire, then sanded down until after the car has been driven a short distance there is no difference between the new section and the original tire.

More Men Employed. Additional men have been employed for the tire vulcanizing and have been turning out some excellent work.

In addition to using the Firestone system of repairing the Perkins Motor company also has the agency for Firestone tires in La Grande, which according to W. C. Perkins are the best tires manufactured today.

prices being as low or even lower than tires sold through the mail order houses or chain stores. "Firestone built balloon tires about two years before anyone else, which is perhaps one reason for their quality. Another reason is that a gum-dripping process is used, which is not used by any other tire manufacturer."

Isle Royale in Lake Superior, a whole township of Keweenaw county, Michigan, has but two winter residents, a game warden and his wife.

NEW HOTELS TO BRING TOURISTS

Modern Accommodations Will Make La Grande Stopping Place

Tourists, a modern day caravan of scenery seekers that apparently has no end, are expected to be diverted in ever increasing numbers to La Grande and from La Grande into the Wallowa county country, with its Wallowa, Anerold, Ice and other lakes, its majestic mountains

and innumerable pleasures for the summer traveler.

And a major reason for this will be the construction of one and possibly two six or more story hotels in this city this spring and summer.

Tourists as a class, are divided into two groups—the driver who "tramps" from town to town and ekes out a meager living and gasoline and oil money as he travels, and the vacationist, who leaves his home for a trip ranging from two weeks to two or three months with his pockets bulging with money.

and to furnish only the best for their patrons.

Lack of hotel accommodations, such as the city is soon to enjoy, have been a major item in failure to secure great publicity, it is conceded.

La Grande Natural Stop. Now the traveler may stop at La Grande, enjoy every comfort and convenience, play a game of golf if he chooses, and then motor to Wallowa lake, a pleasant three-hour

drive through a country noted for its wonderful scenery, spend as much time as he wishes to at the resort or in the rugged area back of the lake, return to La Grande and continue his trip.

When completed, there will be no better hotel accommodations to be secured between Portland and Boise and to the motorist who is going along the Old Oregon Trail highway, whether east or west, La Grande will become the central stopping point. A day from Boise to La Grande, a side trip to Wallowa wonderland of a day or more, and another day to Portland or vice versa, will become a regular schedule on east and west trips through the northwest. It is generally believed.

It is also believed here that the construction of one or two modern hotels in La Grande will also increase rail travel to the Wallowa lake country, with a stop over in this city.

The Union Pacific system and other intersecting railroads may be expected to devote more and more space in their publicity to the Eastern Oregon country—seen from La Grande, because such systems, in their advertising, strive

POPULARITY OF NASH MODELS IS INCREASING HERE

Trachsel and Trekell See 1927 as Sure to Be a Good Season

INCLUDE PACKARDS IN LIST OF AUTOS

Several Improvements Made to Modern Garage on West Adams Avenue.

A year and a month ago A. R. Trachsel came to La Grande and started into business as representative of Nash automobiles, and today the number of Nash cars in this territory is noticeably greater than a year ago.

Present indications are that even more Nash cars will be sold this year than ever before, considering the popularity and demand for this make of car over all the country, Trachsel declares.

About the middle of last year the Nash agency moved from the Bohonkamp building on Jefferson avenue to the new building which

drive through a country noted for its wonderful scenery, spend as much time as he wishes to at the resort or in the rugged area back of the lake, return to La Grande and continue his trip.

It now occupies at Adams avenue and Third street, built especially for the agency, which now has one of the newest and most modernly equipped garages in the city.

Joined by Trekell. Since moving to the new location Trachsel has been joined by Harry Trekell, who came here from Couer D'Alene, Id., and the firm is now known as Trachsel and Trekell.

In addition to the garage building, which houses a completely equipped shop for doing Nash and Packard servicing particularly, of which Kenneth Keeney, known as one of the best mechanics here, has charge; one of the most attractive automobile show rooms in the city, arranged with an indirect lighting effect, which gives it a pleasing appearance at night; the office and the parts department consisting of auto parts sufficient to meet the needs of the cars handled, and a stock of accessories, a service station is maintained located at the corner of Adams avenue and Third street.

The service station was opened shortly after the move was made from the old location, July 31 of last year. Two kinds of gasoline—General and Union—are handled through the station, along with Parabase, Quaker State, and Atlas motor oil, which, according to Trachsel are second to none.

Several Improvements. During the past few months several improvements have been made at the station, all of which are not quite completed. The grease pits were covered over and a wash rack installed. The grease pits are now equipped to do all kinds of auto greasing, featuring the Alente service.

The wash room will be finished

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LA GRANDE'S Pioneer Service Station

Still leads today in careful attention to details—you need not soil your hands when dressed for a drive. Let us check your oil, test your battery, fill your radiator, clean your windshield and side glasses.

WE GIVE SERVICE because we appreciate your business and to help you out in every need we carry a stock of necessary accessories, including light bulbs for all cars, tire repair kits, flashlight batteries, body polish, liquid radiator solder, top dressing, cup grease, spark plugs, etc.

Miller and Racine—Tires, Tubes Veltex Gas and Oil

La Grande Filling Station

KUHN and ZWEIFEL

Cor. Jefferson and Hemlock on Highway to Island City

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WHAT IF YOUR WIFE WERE Throwing Money Out Of The Window?

Tossing to the four winds so much good cash without reasonable chance of getting it back? Sounds idiotic, doesn't it? But that is what you will do if you have an automobile accident without protective insurance. Smash your own car, damage someone else's car, injure somebody—and you pay the bill, no matter how big, UNLESS you've already hired a reliable insurance company and relieved yourself of all that worry.

Don't jeopardize your bank account and your entire estate—get our figures today on adequate automobile coverage. When you have an accident, you'll get a check for all the damage IN A HURRY! That's what counts in insurance—and that's typical of Security Land & Savings service.

Security Land & Savings Company Real Estate G. L. Dutton, Mngr. Insurance Dept. Main 250