

La Grande Evening Observer

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AUTOMOTIVE SECTION

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EXPECT INCREASED MOTOR CAR SALES THIS FALL

AUTOMOBILE BUSINESS IS GOING AHEAD

Prosperous Fall in Store Not Only Here but Over Nation

LA GRANDE CENTER OF EAST OREGON

Agencies Here Supply Several Counties with New Cars — Highways Among Best.

The modern automobile, only a decade or two old, is now conceded to be one of the greatest factors in the advance of modern civilization. Throughout the world, its influence has become manifest in many and various ways.

Here a tremendous oil industry thrives, furnishing countless gallons to keep the wheels of the world turning; there, a huge rubber farm is supplying tons of crude rubber to be manufactured into modern balloons to keep the nations on wheels from experiencing a shortage of velocity, riding comfort; and over yonder, a smelter is handling thousands and thousands of tons of steel to be transformed into parts for the engine and chassis.

Influence Here
In La Grande, its influence is felt as deeply as anywhere in the Northwest—more so, in fact, because La Grande is conceded to be the center of the automotive industry in Eastern Oregon. Here garages and car agencies supply three and often four counties with beautiful new models with scores of parts, with tires in abundance and with everything that the modern motorist must have.

Supply companies, garages and car agencies, tens of filling stations, repair shops, and oil companies have and prosper as more and more citizens turn to the gasoline engine for their motive power.

1,127 New Cars Purchased
At the end of 1926, a check was made and it was determined that 1,127 automobiles were purchased in Union and Walla Walla counties this figure from such authentic sources as dealers' sales books.

In Union county, of course, the percentage of new purchases was higher because of a larger population and the figures indicated that of the 1,127 machines purchased, a total of 729 were bought by Union county citizens.

In addition to the new-car sales, a large number of used cars were disposed of. For example, one local dealer sold 82 new cars and 142 used cars in 1926. Another disposed of 59 new cars and 79 used cars, indicating that the percentage of used automobiles purchased during the year would run fairly close to the new-car sales.

Big Payroll
Taking the automobile and kindred businesses here, the industry assumes a very important aspect, with a large payroll for the scores of men who are employed. The commissions, including salaries and commissions, runs well above \$25,000 a month, or \$299,999 a year, conservative estimates indicate.

This number of cars in operation in the county and Walla Walla counties is proportionately the same as over the nation. More than 22,000,000 automobiles are distributed among more than 115,000,000 persons in the United States, or a rough average of one car to each five persons.

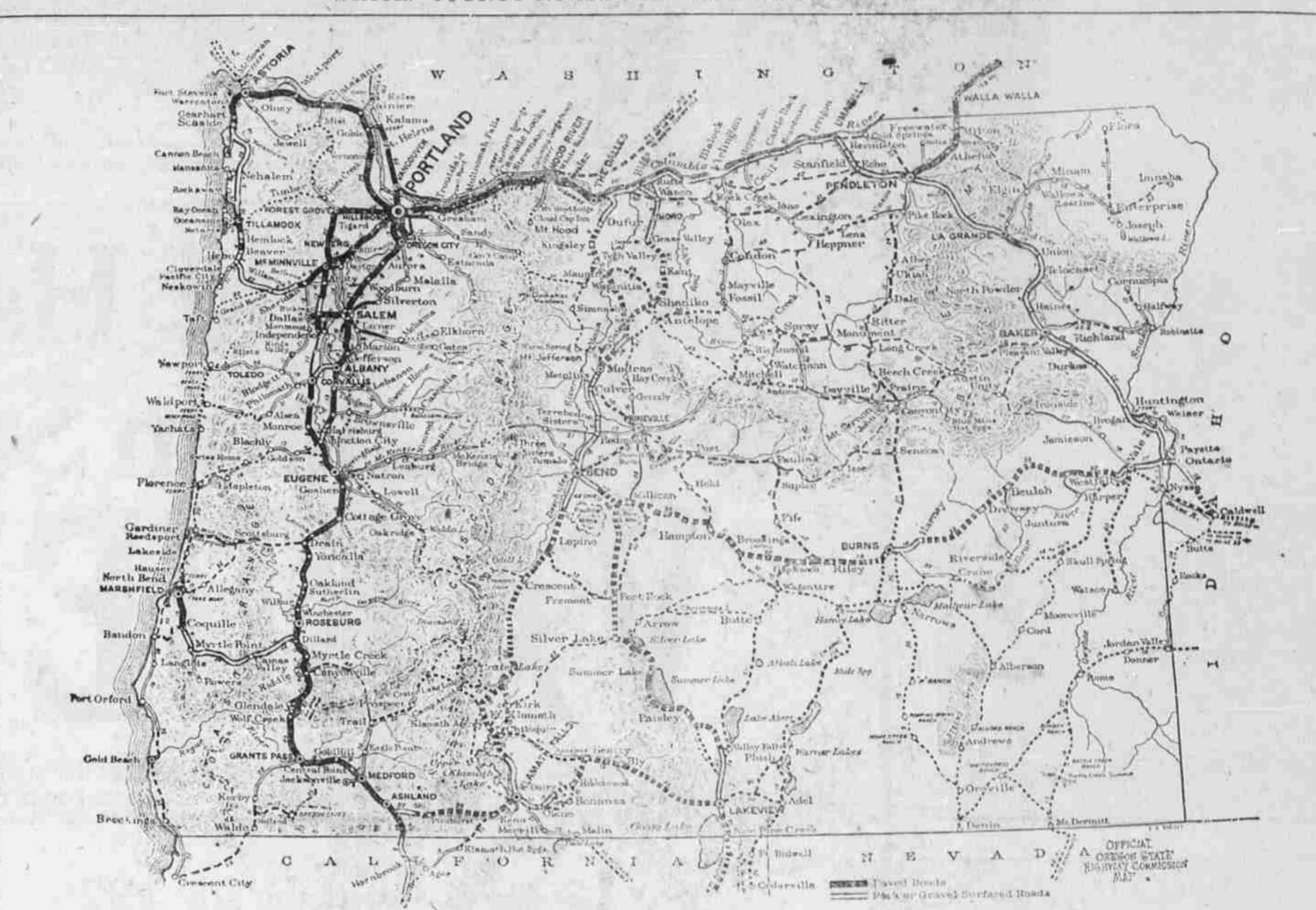
6,223 MOTOR VEHICLES
In addition to the 2,869 passenger cars, 414 motor vehicles such as motorcycles, trucks, etc., are in operation, making a grand total of 6,223 motor vehicles.

Local dealers, following a wonderful business year last year, are expecting this fall to surpass all records and this same condition exists nationally. Motor manufacturers are stepping up production. Henry Ford is putting out a new model car and in general the auto industry is thriving remarkably.

Sales have been very good so far this year but are expected to be even better in the last four months of 1927.

Many Highways Built
Another improvement that is the direct result of the growing popularity of the automobile is the construction of thousands of miles of paved and hard-surfaced highways, especially in Oregon, which is one of the leader states of the

MAP OF OREGON, SHOWING HIGHWAY SYSTEMS; BLACK REPRESENTS PAVED ROADS AND MACADAM SHOWN IN WHITE. COUNTY ROADS ARE NOT ILLUSTRATED ON THIS MAP



nation in this respect. In Union county alone, two great state highways have been built in the last few years, for the reason that the growing demands of motorists for smooth roads could not be ignored.

The Old Oregon Trail highway, once a rough wagon road, that brought hundreds of homeseeking pioneers into the great Northwest, now is a trans-continental highway, as smooth as glass from its start in the east to the turn-off at Seaside, Ore., where it officially comes to an end.

Macadamized and Oiled
This highway, running through Union county and connecting Pendleton and Baker to La Grande locally, is macadamized and oiled in this county, excepting a nine-mile stretch between La Grande and Hot Lake which is paved.

La Grande to Walla Walla
The second state highway, La Grande and Walla Walla, also a terminus and leads into the rich Walla Walla county section, providing the 10,000 persons on the other side of Kigin with a means of automotive transportation.

It, too, is macadamized the entire route excepting the two miles from La Grande to Island City, which are paved.

Both roads are also listed among the Northwest's foremost scenic highways. The Old Oregon Trail, leading through a wonderful country — rugged canyons, picturesque mountains, heavily wooded sections — between La Grande and Pendleton has drawn great praise from tourists seeing its marvels for the first time, and through the Grande Ronde valley and the Umatilla wheat country, it offers different but equally attractive spectacles.

Wonderful Scenery
The La Grande-Walla Walla highway, passing through the Grande Ronde and Walla Walla valleys, and the beautiful mountain scenery between Kigin and Walla Walla, is easily one of the finest drives in the West.

At one point, in the canyon between Kigin and Walla Walla, one may look into the deep Mifflin canyon from a point many rods above it, as it leads upward the side of Walla Walla, all of the immediate grandeur of the world is unclouded before the

Automobile Industry Is Due For Much Activity Over the Nation

Large Plants Stepping Up Production; New Ford Line Awaited

By P. W. Williams
DETROIT (Special)—The automobile industry in all set to go in fact, it has already started, and every indication points in the direction of increased activities. All the larger plants are stepping up production of new models as being announced, employment figures in the Detroit district are showing a steady upward trend of several thousands each week, and parts and accessories manufacturers are at near capacity activities in an effort to supply the urgent demands for makers of a large number of new passenger cars that are about ready for the market.

Dealers, too, are ready and anxious to go, and are determined to make up for months of the past several months, when sales fell below normal. New merchandise will undoubtedly stimulate sales. The change-over period has passed and the new Ford line, which is being introduced in the Detroit district, is now, as a whole, about to proceed at top speed.

Employment Offices Busy
Employment offices here are working over-time in their looking for skilled mechanics and during the past week a total of 4,849 were added to the rolls in Detroit alone. This brought the total close to the 200,000 mark. One year ago, however, the total employed was 125,314, but without doubt this gap will be closed within a month, and last year's figures greatly exceeded.

With the beginning of production on the new Ford line, and even to face a vast army of workmen will be recalled—workmen who for several months have been practically idle—and at least one million dollars per day will be added to Detroit's industrial payroll. This new stimulus to industry, coupled with the fact that General Motors is maintaining a payroll in Detroit alone which approaches \$1,500,000 is sure to have a stimulating influence on business generally.

No authorized statement has yet been made as to the mechanical details of the new Ford line, and no time set for its appearance. However, it is not likely for a month before September, but when production begins it will mean rapidly output for months to come.

Ford Not Feared
Recognized competitors in the

AUTO STAGE IS GAINING HEADWAY

La Grande Serves as Central Point in Eastern Oregon Bus System

A business which is comparatively new in La Grande is the motor bus stage line, which is known as the Motor Transit company and Oregon Trail stages, and operates from a stage depot located on Jefferson avenue between Depot and Third streets.

Motor stages also, just two years old in La Grande, but during that time have made a rapid progress. Heritage Motor, present manager of the stage line running out of La Grande, operated the first stage line here and drove the first 15-passenger Over-Arrow motor bus over the Blue Mountains. Mr. Moser has been in the stage line business in La Grande continuously since that time.

When motor stages first started to operate out of La Grande the various hotels were used as local quarters, but the large motor

stages in use were few. At that time seven-passenger automobiles served as stages in many cases.

Local Lines First
All of the stage lines were local at that time, and made regular runs into Walla Walla county, to Union, Baker, Cove, Pendleton and other surrounding points.

In March 1925 the present stage depot was opened on Jefferson avenue, which was an important step forward in the stage line business. The depot was opened by Mr. Moser, who is still in charge.

Over nearly a year, three private lines were operated out of La Grande from the stage depot, then in July of last year all of the stage lines along the Old Oregon Trail highway consolidated, forming a through stage line from Boise to Portland, and making connections with stage lines going to Walla Walla, Wash., Lewiston, Ida., Yakima, Wash. and other Washington points, also connecting with the Pickett stages, which run the full length of the Pacific coast, stopping at California points, making it possible to reach practically any point on the Pacific coast by motor stage.

12 Stages Operate Here
There are at present about 12 stages operating out of the stage terminal here, all 15 or 18-passenger motor stage cars of the newest and most modern type.

Two stages leave daily for Joseph and Walla Walla, leaving here at 10 o'clock in the morning and at 12 o'clock in the afternoon. At 12:35 o'clock in the afternoon a stage leaves for Boise and Twin Falls, Ida., and at 7:30 in the morning a local stage leaves for Baker. At 11 o'clock in the morning a motor bus leaves here for Pendleton, connecting there with the Portland and Spokane stages and also stages bound for Challis and John Day. At 3:30 o'clock in the afternoon a local bus leaves from the terminal here for Pendleton and Walla Walla.

Terminal Improved
Another step forward was taken by the business last summer when an addition was made to the stage terminal here, a brick building being constructed adjoining the old stage depot on Jefferson avenue. The building measures 50 feet by 110 feet. The building includes a shop for repairing all motor stages, a service station for supplying the stages with gasoline, oil and other necessities and room for storing the large buses when not in use. A driveway runs from Jefferson avenue to the alley at the back of the building, making it possible to load and unload passengers and baggage freely.

The waiting room and office is located in the old portion of the building, which adjoins the new building. Additional improvement in the

CAR AGENCIES LEADING ALL EAST OREGON

Twelve Large Garages Serve as Center for a Large Territory

HEAVY SALES ON DEALERS' BOOKS

Filling and Service Stations Have Important Part in La Grande.

La Grande, with 12 large garages which carry car agencies for Union and Walla Walla and in some cases Bonanza and Baker counties, is the center of the Eastern Oregon automotive industry.

The Perkins Motor company located on the corner of Adams and Fourth streets, directly across from the La Grande hotel, is among the finest appearing and largest agencies in the entire state. Handling Ford, Lincoln and Fordsons and having completely equipped service departments, the Perkins Motor company does one of the heaviest businesses in Eastern Oregon. Substantiating this is the fact that 2,000 new and used cars have been sold since Mr. Perkins came to La Grande in 1923.

The new building which is 95 feet by 115 feet in size and includes a full basement was occupied about three years ago upon its completion. Previous to that time the Perkins Motor company was located at 17c and Adams.

On a Spanish style, the building is one of the most beautiful in the city. Large plate windows completely surround the roomy show department which is beautifully finished in light oak. Terrazzo floors and tinted walls add to the effectiveness of the new rooms and office. The large service department is equipped with complete machinery and in roomy and well lighted, large windows making the shop pleasant and airy.

A modern lacquer paint shop and a Firestone system of vulcanizing tires and tubes are parts of the service department. In addition to the Perkins Service station on the opposite lot back of the hotel, a service station is maintained at the garage on the Adams avenue side. The reserved merchandise stocks and the assembly plant are in the basement as is the used car department. The accessory and parts department is completely stocked and occupies the department adjacent to the office. The wash rack, tire room, and paint department complete the divisions of the building.

Mr. Perkins feeling that his confidence evinced when he "pioneered" the business end of town west of Fourth street has been justified as he recently purchased the lot back of the La Grande hotel on which the attractive Perkins Motor company service station is located. This lot extends back 140 feet, nearly to the end of the block on Jefferson and, with the exception of the Harding property runs over to Third street. The Perkins Motor company station is one of the most attractive in La Grande, being a steel structure in the Standard Oil colors. It is a modern building which carries out the red, white and blue motif, and well kept lawns help to make the station a beautiful one.

Employs 20 Persons
Twenty persons are employed at present, while two additional new men will be added when the new Ford comes on the market. In speaking of the new Ford Mr. Perkins announced that he expects its appearance about Sept. 15. "We are looking forward to the models which we expect about Sept. 15," Mr. Perkins said. "From the information which we can gather the car is going to be a wonderful machine. It will be a speedy machine and will be larger and roomier. The only interchange, this part with the old model will be the wheels and tires. This assures people that it is an entirely new machine." Mr. Perkins continued, stating that he had recently seen a snap shot taken by a "snoot" photographer. "The picture was not clear because the car was traveling at 45 miles an hour when it was taken. However, the general lines of the new model are very similar to the Lincoln car, judging from the picture," he said. "The car is not going to be priced a great deal higher than the old model." Mr. Perkins concluded. The new car will come out in quantities of 500, equipped with a delivery, coupe, cabriolet and two and four door sedans.

Chevy's Garage
The Chevy's garage, located on Jefferson and 10th street, does one of the heaviest motor businesses



This beautiful garage building, erected since 1923 on the corner of Fourth street and Adams avenue, directly across Adams avenue from the new six-story La Grande hotel, houses the Perkins Motor company, one of the most progressive car agencies in La Grande. In the background is a beautiful view of the mountains which partly surround this city. This structure, with its large show windows, a huge floor space, and its handsome, new exterior, is one of the fine business buildings which gives this city's downtown district a reputation throughout Oregon for its fine business blocks.

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