

We Are Pleased To Announce--- Enlarged Facilities FOR IMPROVED SERVICE

For the past month we have been remodeling and rearranging our Automotive Department Store—partitions have been moved and installed to change the room arrangements—new fixtures and equipment have been added—in fact we have so changed the entire building that it looks like a new place. Now, the work is done and we are certain that our facilities for service have been greatly improved.

WE EXTEND A CORDIAL INVITATION TO THE ENTIRE COMMUNITY TO COME IN AND SEE
THE MANY SERVICES WE HAVE TO OFFER TO THE MOTORIST

Open-House Week beginning ... Sat. Feb. 22nd

FEATURING A COMPLETE DISPLAY OF THE NEW FORD MODELS—

Town Sedans, Standard Sedans, Cabriolets, Sport Coupes, Standard Coupes, Roadsters, Tudor Sedans, with new body lines and a great variety of color combinations.

WE FULLY SUBSCRIBE TO THE SERVICE POLICY OF THE FORD MOTOR COMPANY AS LISTED BELOW

AN ENLARGED SHOWROOM

Our enlarged show room gives ample and fitting space for a proper display of the New Ford with its added New Beauty. Our sales and office force can now work under much more convenient surroundings and you too, will find the new arrangement much to your liking. Come in today and see the New Beauty of the New Ford.

REPLACEMENT PARTS AND ACCESSORIES

In keeping with the Ford policy of service, our parts and accessory department is conveniently located and is equipped with new steel fixtures and display counters which permits the carrying of a much larger stock of replacement parts for the New Model A and also for the Model T. Our line of accessories includes everything a car owner needs.

S E R V I C E

IN THE Ford Motor Company we emphasize service equally with sales. It has always been our belief that a sale does not complete the transaction between us and the buyer, but establishes a new obligation on us to see that his car gives him service. We are as much interested in your economical operation of the car as you are in our economical manufacture of it. This is only good business on our part. If our car gives service, sales will take care of themselves. For that reason we have installed a system of controlled service to take care of all Ford car needs in an economical and improved manner. We wish all users of Ford cars to know what they are entitled to in this respect, so that they may readily avail themselves of this service.

FROM the very earliest beginning, SERVICE has been the cornerstone of the Ford business.

Far back in 1908, when the first Model T Fords were made, there were few people who understood the operation of an automobile and fewer places to which the purchaser might turn for help when repairs were needed.

Frequently in those days, Mr. Ford would deliver the car personally to the new owner and see to it that some arrangements were made to keep it in good running order.

Usually he would find the best mechanic and explain the construction of the car to him. Sometimes when no such mechanic was available, the town blacksmith would be pressed into service.

Then, as the business grew, capable men were appointed, in a widening circle of towns, to devote their entire time to the care of Ford cars. These men, wherever located, worked under close factory

supervision and according to certain set standards.

Far just as the Ford Motor company was the pioneer in the making of "a strong, simple, satisfactory automobile at a low price," so it was also the pioneer in establishing complete and satisfactory service facilities.

For the first time in the automobile business it became possible for the purchaser of a car to buy parts quickly and readily and to have repairs made at a reasonable cost. Where formerly it had been the accepted practice to charge the highest possible prices for these repairs, a new policy was instituted for the protection of the owner. The unusual character of Ford Service was soon recognized as one of the outstanding features of the car.

Today there are more than 9000 Ford dealers in the United States alone, with thousands of others located throughout the world. Their mechanics have been trained

in special schools conducted by the Ford Motor company and they have been equipped with all the latest service machinery. The well-ordered cleanliness of the shops and salesrooms and the uniform courtesy of all dealer employees are particularly appreciated by the woman motorist.

Wherever you live, or wherever you go, you will find the Ford dealer prompt and businesslike in his work, fair in his charges, and sincerely eager to do a good and thorough job at all times.

His constant effort is to relieve you of every detail in the care of your car and to help you get thousands upon thousands of miles of satisfactory, enjoyable motoring at a very low cost per mile.

That is the purpose for which the Ford car was designed and built. That is the true meaning of FORD SERVICE.



FORD
Motor Company
Detroit, Michigan

SERVICE DEPARTMENT

In this department we have installed the latest tools and equipment and can now offer service of all kinds for any make of car. Under the same roof we can give you this complete motoring service—mechanical work, tires, gas, oil and greasing, washing, painting, battery and electrical work, body, fender and top work and towing and wrecking service.

USED CAR SHOW ROOM

We have built a new room where we can display a representative stock of our used cars. You will find it a real pleasure to inspect our unusually fine line of used automobiles under the same surroundings as you find new cars. Important—Read our announcement of a big used car sale—It will be a real one and will be held during open house week.

OPEN EVENINGS
UNTIL 8 O'CLOCK

Perkins Motor Company

OPEN EVENINGS
UNTIL 8 O'CLOCK

Automotive Department Store

Main 500

La Grande, Ore.

Corner 4th & Adams