

The Mid-Columbia Home of Dodge



W. E. WALTHER
Vice-President and General Manager

Twenty years of progress is exemplified in the present plant of the Walther-Williams company, the largest automobile and heavy hardware house in eastern Oregon, and among the leading establishments of its kind in the state.

The Walther-Williams plant covers acres in the very heart of the business district of The Dalles and its business lines lead westward to Portland and into almost every county east of the Cascades. As representatives of Dodge Brothers, the Walther-Williams company serves Wasco, Sherman, Gilliam, Morrow, Wheeler, Jefferson, Crook and Deschutes and parts of Lake and Klamath counties in Oregon. To the north its jurisdiction for Dodge Brothers' cars includes Klickitat county, Wash.

This is the 20th anniversary year

of the founding of the Walther-Williams company. W. E. Walther and Felix Sexton, on February 1, 1901, opened a general hardware and farm implement house at Second and Jefferson streets, where Lane & Sexton's store is now located.

In 1906 the company moved to the present location of its general offices at Second and Jefferson streets, buying out the hardware company of Mays & Crowe. In this merger the company acquired the entire half block between Second, Third and Federal, as now represented by the general office building and the heavy hardware building.

The company was incorporated the same year. Felix Sexton withdrew, retiring. He is still a resident of The Dalles. This reorganization took place in August, 1906, E. M. Williams securing his interest in the company at that time.



HARRY E. WALTHER
Automobile Salesmanager

which was being done. The automobile business steadily grew, and Walther-Williams company early led the industry in this section.

Dodge Brothers' agency was taken in 1915. The Walther-Williams company was one of the first dealers in the west for this car. It now has the exclusive agency for Dodge Brothers cars in a very large section of eastern Oregon.

The garage building, at the northwest corner of Third and Federal streets, which extends westward almost to Washington street, was erected in 1913-14. The garage is one of the largest in the state, and certainly it is as well equipped as any garage on the Pacific coast. The structure is fire proof and incorporated in it is everything necessary to make it a complete repair and storage establishment for automobiles.

The old Mays & Crowe building burned in 1908 and it was replaced by the present two story brick structure at Second and Federal streets.

In 1910 Walther-Williams company made its first venture into the automobile business, adding it first as a side-line to its heavy farm hardware line, a very large volume of

Success for the local Dodge Brothers agency came immediately and in a very large way. In the years 1915, 1916 and 1917, between 500 and 600 cars were sold each year. These



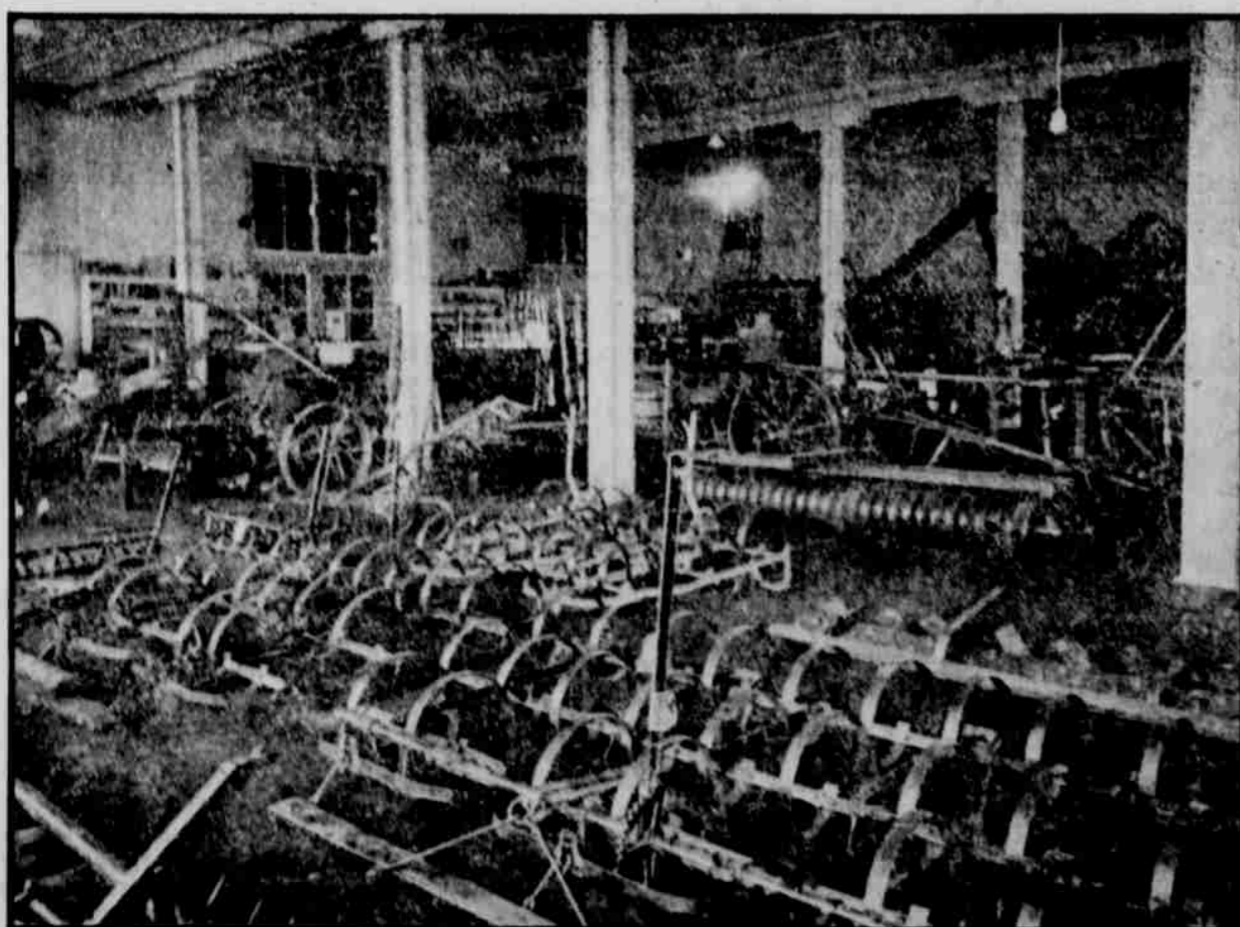
Dodge Brothers
of their motor car
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independence and
which has long been
Dodge Brothers'



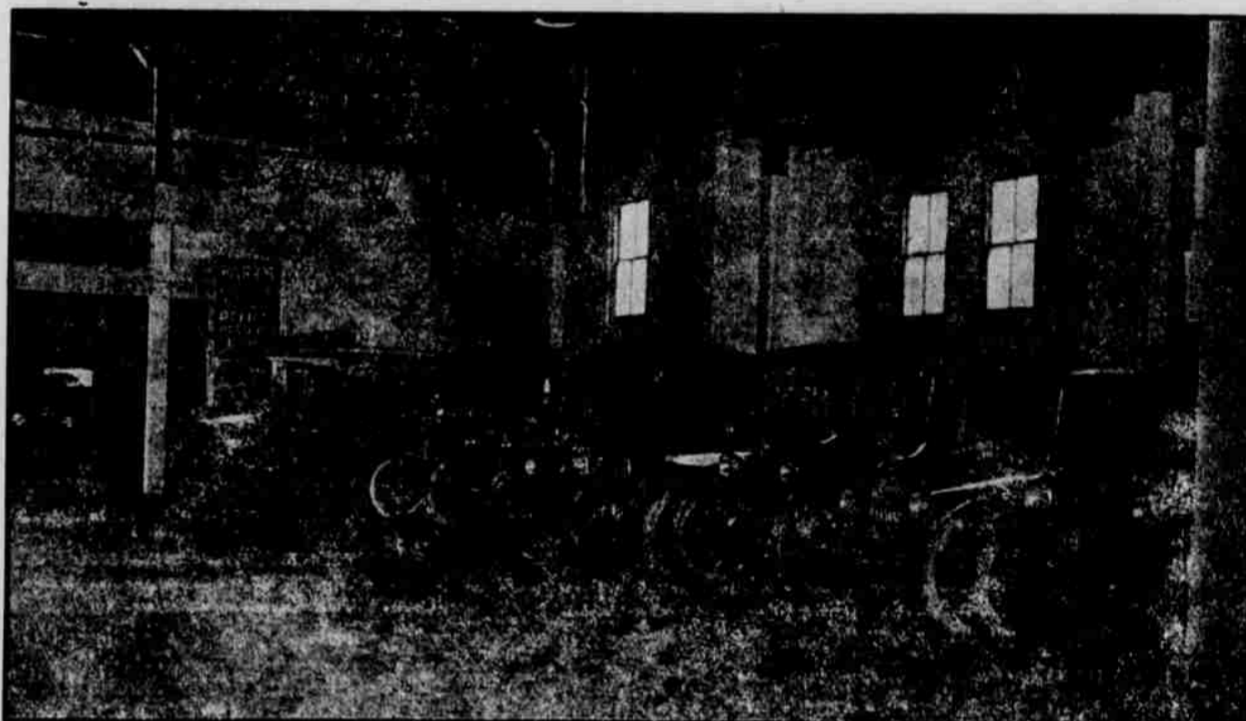
Main Office and Salesroom, Second and Federal Streets



In Foreground, Hardware and Implement Building, rear, General Offices



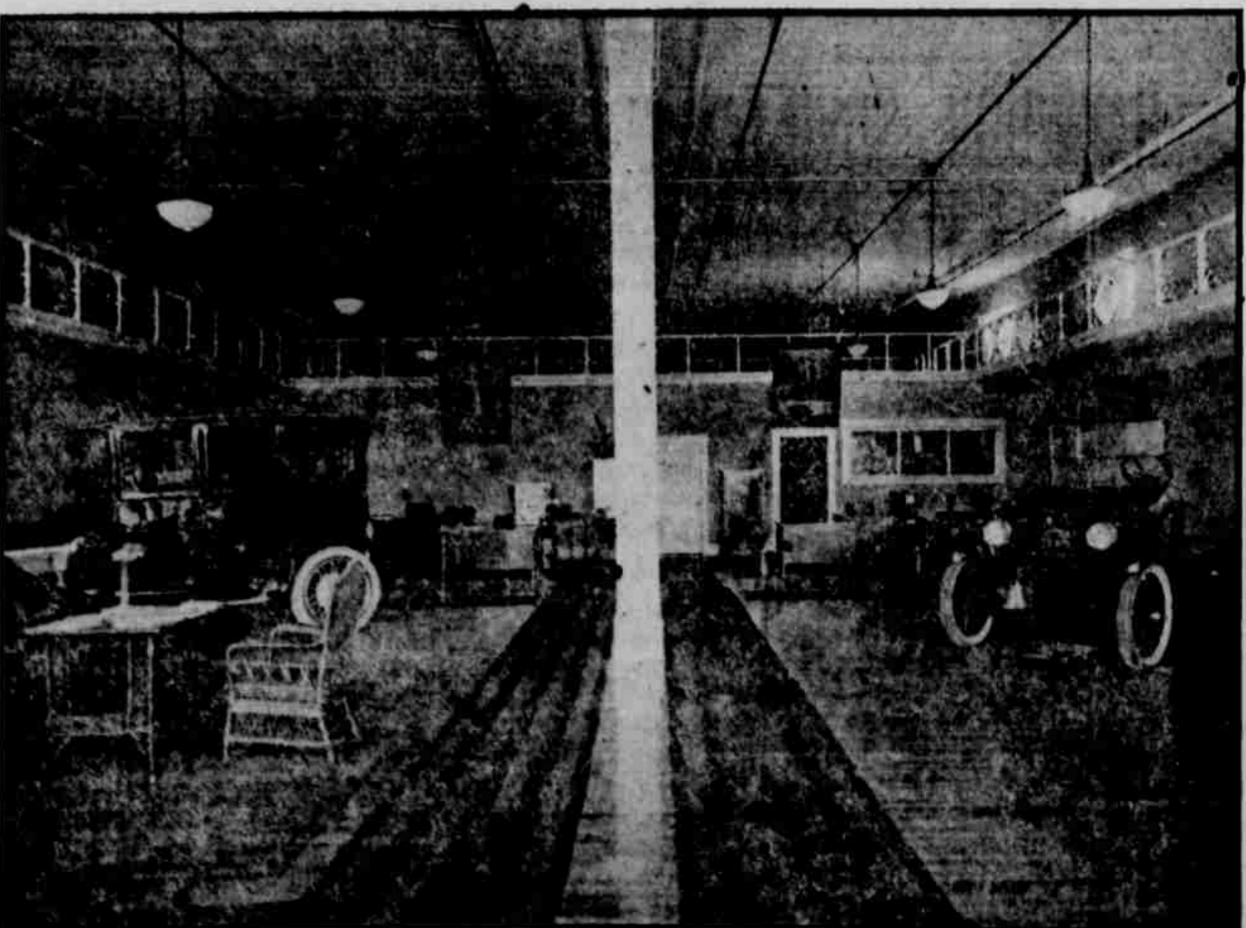
Interior of Hardware and Implement Department



An Interior View of the Garage



Service Department in the Garage Building



Interior View, Main Office and Salesroom