

MERCHANT OF THE MONTH

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HENRY FORD's picture appropriately hangs above the auto parts department of Heppner Auto Sales, Inc., operated by Mr. and Mrs. Earl Ayres since 1959. The firm has a complete parts inventory, and the word "complete" means just that. Here Eitwyn Hale, near telephone, waits on two customers.



EARL AYRES, owner of Heppner Auto Sales who has had many years' experience with the automotive business, stands beside the new 4-wheel drive Bronco introduced this year by Ford. Interest in the versatile new rig is keen, he states.



THIS VIEW at the rear of Heppner Auto Sales shows the big service department with one of the showrooms in the foreground. The firm is dealer for the complete line of Ford cars and trucks, Mercury, and Honda motorcycles. It is Morrow county's largest and most complete automotive establishment. It has such specialized equipment as glass machines for cutting and polishing glass, radiator bollout tanks for radiator repair, heavy duty hoists to lift out motors intact, and transmission jacks. The company does all types of body work and painting.

MRS. EARL AYRES is a regular working member of the Heppner Auto Sales staff, working with her husband since they have been in business here. She is office manager and does the accounting work, assisted by Inez Huffman (background). The firm employs 12 persons, and its payroll contributes materially to the local economy. An inventory of 25 to 30 new car and truck units is carried in stock, together with 30 or 40 used units. This covers a wide range of prices from economical Falcons to luxurious Mercury autos. The company also has a sub-dealership in Condon at Keithley's Texaco Service. "Fords and Friends are Our Business" is the slogan of this enterprising firm.



MECHANIC WILBUR WORDEN is busy at work on this auto in the spacious and well-equipped shop of Heppner Auto Sales. One advantage of the shop is that it is equipped with all kinds of high speed tools—air wrenches, two-post hoist and similar equipment—to give faster service at proportionately less cost to the customer. The two-lift hoist leaves the full underneath part of the car free for easy access. Latest analyzing equipment (notice a Sun Scope Motor Tester at left above) is designed to use on any make of auto. Heppner Auto Sales services all makes of cars and trucks.

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