

# Inland Empire's Greatest Auto Show Will Be Held at Pendleton March 13-15

Pleasure cars Music Commercial Cars Decorations Trucks Entertainment Tractors Demonstrations Tires Conversations Batteries Jinks Accessories Grand Ball

## FRANKLIN HAS HAD PHENOMENAL RUN IN EASTERN OREGON FOR 12 YEARS

Of all the makes of automobiles now represented here, the Franklin has the distinction of being the first car introduced in Pendleton. For many years, along about 1907, 1908 and 1909, Franklin cars far outnumbered all the cars of all other makes combined. Mr. McCormach, and the firm he built up, namely the Pendleton Auto Co. has been a direct representative of the Franklin factory continuously since 1907, and a steady sale of Franklin cars has been the result. There has never been a season that did not see a creditable number of these popular cars sold in and around Pendleton. Mr. McCormach has the distinction of selling more cars per thousand population than any other Franklin dealer. One year in particular having sold nearly ten times as many cars per 1000 population as the next nearest dealer. The allotment of Franklin cars to be sold by the Pendleton Auto Co. this season is something over 150. The phenomenal success of the Franklin on the rough roads of Eastern Oregon has been due to a few basic principles which are built into the Franklin car. First the light air-cooled engine, reduces weight on the front end of the car, where every pound of unnecessary weight loads down a car and has to be pushed through the soft dusty, sandy or muddy roads. Secondly the car has always and full elliptic springs both front and rear and a laminated wood frame instead of the conventional rigid steel frame. It has always had tubular axles, both front and rear, made of the finest of seamless drawn steel, which is scientifically the lightest possible construction for a given strength. Further flexibility is gained by the separate transmission with four universal joints instead of the commonly used unit power plant, having the motor, clutch and transmission all in one elongated case rigid with the motor.

Large tires add greatly to the easy riding qualities secured by the wood frame, full elliptic springs and very light unsprung weight, and the whole combination secures easy riding qualities, economy of both gasoline and

tires, ease of control, and safety far above the average of other cars, built along ordinary lines.

Since the first experimental car was built, the Franklin has always featured all of the above principles. The history of Franklin excellence is backed up by more record breaking tests than were ever piled up by any or all other makes of cars.

Some years ago air-cooled cars were ruled out of the Associated tests for gasoline economy because the Franklin had consistently won these competitive tests by so large a margin. Since then the Franklin factory has conducted national economy demonstrations, witnessed by leading citizens prominent public men and officers of automobile clubs.

On May 1st 1914 regular stock Franklin touring cars, fully equipped and carrying three passengers, driven by Franklin dealers in all parts of the United States, made an average of 32.5 miles per gallon of gasoline—all witnessed and sworn to by prominent interested observers. Subsequent tests under similar conditions produced an average of 22.1 miles and on July 18, 1917, 179 Franklin cars participating, established 49.3 miles on a gallon of gasoline as the final Franklin standard of thrift. These tests were made at a given hour on a certain day, and participated in by Franklin dealers in all sections of the country, regardless of road conditions or weather disturbances.

Several yearly tests were made where on the same day all Franklin dealers in the United States drove a stock model Franklin car 100 miles on low gear without stopping the motor, just to prove that not only would the Franklin cool, but that it would cool perfectly under conditions that could not be attempted by a water-cooled car.

During the last exposition at San Francisco a Pendleton Auto Co. Franklin car was driven by J. W. McCormach and observers from Walla Walla to San Francisco, a distance of 360 miles in low gear without once stopping the motor. In this run all gears

except low and reverse were removed from the transmission and the transmission sealed at Pendleton by local express agent who was instructed to forward these gears to San Francisco by express. He was cautioned to try to get them there by the time the low gear car arrived. (With due respect to the speed of our "American" express these gears did not arrive until twelve hours later than the Franklin car.) The elapsed time was three days and eleven hours.

To prove the Franklin's economy in lubricating oil, a Franklin Sedan was driven on one continuous cross country trip, 1646 miles on one gallon of cylinder oil.

In the year of 1916 the first one of the Franklin Series 9 touring cars that came through the factory was driven by Mr. McCormach from New York to Pendleton, Oregon in ten days elapsed time, under ordinary touring conditions and averaging 29.7 miles per gallon of gasoline. No relay of drivers was used and the party stopped at Hotels every night. When the car reached Pendleton a distance of 3025 miles in ten consecutive days, the tires looked like new. No extra tire was carried on this trip. This added another notable proof of Franklin performance, reliability and economy.

The Pendleton Auto Co. will gladly mail booklets describing in detail any or all of these tests. The FRANKLIN is the car of proven ability, not of claim.

**RACE IS TEST OF MAN POWER**

The first automobile race of record held in Chicago was over a course of 54.35 miles. Thirteen hours was allowed to cover the distance. There were ninety-one entries, but on the day of the race only six put in their appearance.

Charles E. Ruyser took part in the race, and afterwards, in describing the event stated: "All the 'wagons' had to have 'man-power' help at times to keep them going. The sight of four motor vehicles propelled by man-power saddened the enthusiasts, but tickled the cynics. There were many snowballs thrown at us."

## LISTEN!

Pendleton's second annual automobile show will open in a blaze of glory Thursday afternoon, March 13th, at Happy Canyon pavilion. No expense has been spared by the automobile association in making the show the largest and finest of its kind in the northwest from Portland east to Boise and north to Spokane. During March 13, 14 and 15 Pendleton will be the mecca for the automobile men of eastern Oregon and southeastern Washington. For days interior decorators have been transforming Happy Canyon into a maze of beautiful lights and colors.

Two years ago the Pendleton automobile dealers decided to hold a show. The exhibition proved to be a success which exceeded the expectations of the most optimistic. Last year on account of the war and a shortage of cars the show was not held. The pent up energy of two years is being expended this year in the 1919 auto show.

Of the fifty three spaces at the show, forty three are occupied by pleasure cars and ten spaces have been reserved for accessory parts. Twenty tractors are to be exhibited in the arena of the pavilion. The latest spring models of the motor are to be on exhibition and the prospective car buyer should not complain of a lack of variety of cars from which to choose.

During the afternoons and evenings, Fletcher's jazz orchestra will furnish music and on Monday night after the cars have been taken from the pavilion a big St. Patrick's jazz dance will be given while the decorations are still up.

Among the new cars on exhibition are the Essex and Stanley Steamer automobiles which are being seen in Pendleton for the first time.

On Saturday night the automobile men promise a jinks which will utterly put to shame anything of its kind ever attempted in the northwest. "Mum's the word," replied the committee when questioned as to what the program is for the big closing feature but they do not deny that it will be a "bear."

The Pendleton Automobile association

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## COLE-8 ATTRACTING ATTENTION IN EASTERN OREGON AS NEVER BEFORE

One of the cars which is attracting much attention in Umatilla county this spring is the Cole Aero-Eight which is sold by the Independent Garage. In connection with the name, Aero-Eight, it is well to explain that the new Cole product took its name from the fact that Mr. Cole as a means of improving the 1919 model made intensive experiments with aeroplane engines. The name is said to express completely the underlying principles of the car's construction.

Simple, symmetrical and strong the frame of the Cole is a worthy foundation for a car expressing the stamina and power of the Aero-Eight. The front axle is of the I-beam type—a construction which has been proven to be capable of affording the most strength for any given weight. The rear axle has the name strength written into the very fabric of the car. Concerning the beautiful lines of the car, Mr. Shavelly, salesmanager asks the motoring public or prospective buyer to note the lines of the great new war aircraft the next time you see them in the motion pictures or better yet, "in the life." Then a comparison with the lines of the Aero-Eight is asked to bring out the strong resemblance, the same low beveled

panels, the same shape corners, the same high cowl and the massive radiator.

Wind resistance is reduced to a minimum. The passengers sit securely within the car—the driver back comfortably behind the wheel. They are not perched up high over the sides.

On account of the design of the Aero-Eight, which places the burden of axle attachment on the springs, the latter are deserving of special attention. Oil tempered hardened and ground, with main leaves of alloy steel and subsidiary leaves of carbon steel, they represent the highest quality in point of material that is available and will withstand the hardest usage.

In addition to the advanced spring construction, as an element of added safety and comfort, Hartford Shock Absorbers, front and rear, are furnished as standard equipment on all models.

Spicer double universal joints—the largest procurable for a car of its size—connected by a tubular shaft, form the propelling mechanism to transmit the power from the motor to the rear axle of the Aero-Eight.

A force feed type of lubricating system is employed in the Aero-Eight which distributes the oil throughout

the motor mechanism under a constant pressure of from 15 to 20 pounds. Another feature of the Aero-Eight, which effects the smoothness of operation and flexibility of the motor, is the counterbalanced crankshaft.

In the Aero-Eight this unit is of an especially interesting design. The counterweights are welded electrically to the shaft—not bolted to it—and for that reason are vitally integral in their construction.

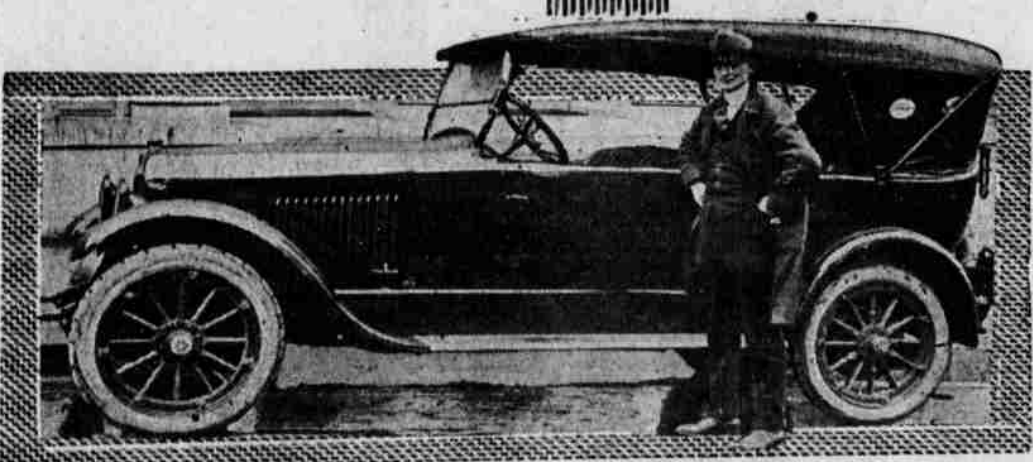
This eliminates the possibility of the counterweights loosening and assures perfect alignment and balance throughout the lift of the engine.

To a great degree, the durability and life of the Aero-Eight motor and its ability to withstand the hardest usage is directly accountable to the fact that no effort has been spared in providing the largest and most substantial bearings obtainable.

The four years which have been spent in bringing the Aero-Eight to its present state of perfection have elevated it to a pre-eminent place among V-type multiple cylinder engines.

With a bore of 3 1-3 inches and a stroke of 4 1-2 inches, the Aero-Eight power plant has a piston displacement of 346.4 cubic inches.

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Studebaker touring car

## The New Series

# STUDEBAKER

THE BEAUTIFUL LINES AND MECHANICAL EXCELLENCE OF THE NEW STUDEBAKER CARS ARE EMPHASIZED BY COMPARISON WITH AMERICAN CARS FOREMOST AUTOMOBILES.

BEAUTIFUL IN DESIGN

THOROUGHLY MODERN

MECHANICALLY RIGHT



STUDEBAKER QUALITY HAS BEEN

DOMINATE FOR A PERIOD OF

67 YEARS.

## You will find the New Studebaker the Center of Attraction at the Auto Show

**STUDEBAKER**—A name that has been a household word for years and years

**STUDEBAKER QUALITY**—Even before the advent of automobiles was always pre-eminent. The same sustaining qualities have been exemplified in every Studebaker car for each succeeding year.

**THE STUDEBAKER CAR IS NO STRANGER**—It has been your trusted friend on the roads of Umatilla County practically as long as cars have been used. They have proven their worth by actual performance and durability. The trial period for Studebaker Cars passed years ago. You accept their merit with a proven record.

## M. K. LONG

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