

FRANKLIN AGENCY HAS LARGEST ZONE IN UNITED STATES

Pendleton Auto Company Has Unique Record With Big Automobile Organization.

A unique position in the automobile world is occupied by the Pendleton Auto Co. for not only is the company the first motor car organization to be organized in the city, but it has the largest territory of any Franklin dealership in the United States.

The company, founded in 1907, has for its territory all of Eastern Oregon, Southeastern Washington and Western Idaho. Besides the local agency there are sub-dealers in Baker, and La Grande, Oregon; Nez Perce and Lewiston, Idaho; and Walla Walla, Colfax and Pullman, Washington.

McCormack is President

W. H. McCormack is president of the company, and Stanley S. Sayres is vice-president. Miss Emily McIlhroom is treasurer and H. R. Mansford secretary. J. Jackson is assistant manager. The sales force consists of L. J. Breslin who sells the Franklin car, while C. H. Merle is the salesman for the Republic and Duplex trucks handled by the company. Mr. Breslin has an available record as a salesman and was recently presented with a handsome gold Hamilton watch by the Franklin factory at Syracuse. The watch was given in recognition of Mr. Breslin's sales efforts between Christmas and New Year, usually considered the dulllest time of the year in the automobile trade. Mr. Breslin sold two new Franklin cars during the week.

Has Per Capita Record

The Pendleton Auto Co. in 1918 established for the territory the per capita record for Franklin cars, the figures being one car to every 1200 people. The past three years have not attained this record of achievement.

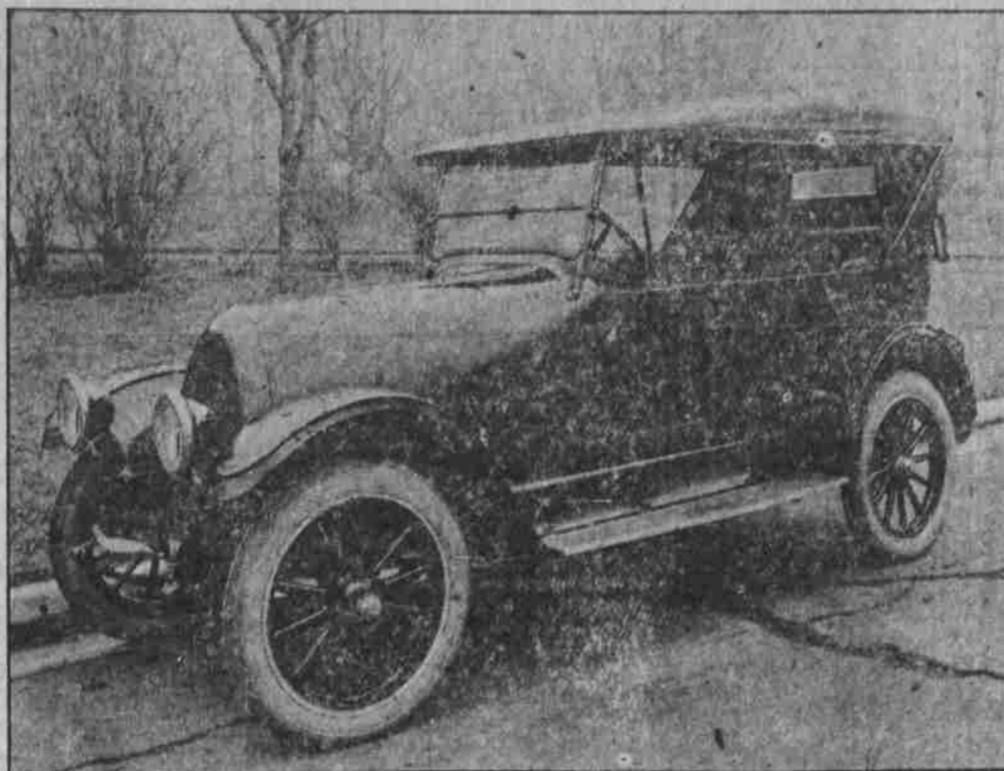
The interest in Franklin cars, which is strong in Umatilla county, is evidenced all over the United States, may be.

According to statistics just compiled by the Franklin Automobile Company, the number of interested people in evidence at the national automobile shows was never greater than this year. At New York nearly 900 individual requests for further information were made upon the official in charge of the Franklin display booth. On one day as high as 162 people left their cards for this purpose. In Chicago, the total for the week numbered 1050.

Industry Strong

These figures coming from the two most representative centers in the country, supply additional evidence of the strength of the automobile industry and the hold which the motor car has on the public. They indicate clearly that the volume of automobile buy-

NEW MODEL FRANKLIN WILL BE DISPLAYED AT AUTO SHOW



Their first exhibition in Pendleton of the new model Franklin with the attractive new hood, will be made at the Pendleton Automotive Show, March 10, 11 and 12, by the Pendleton Auto Co.

The new Franklin was first introduced to the public at the New York Auto show, and later at the Chicago show, and was easily one of the feature attractions at both places. Wherever shown it has created a great deal of comment. The new hood is simply an extension of the old sloping hood, although it somewhat resembles the lines of the water-cooled car.

Even though the new hood does bear resemblance to the conventional

hood type, it is nevertheless distinctive of the Franklin. It brings with it a Franklin name plate something the car has never carried before, but which will probably not be necessary as a means of identifying the car. The part on the hood that is taken up by the radiator on water-cooled automobiles does not come out flush with the bottom of the forward end, and has a slight slant. The front end is narrower with slim, sloping lines that give a decidedly aristocratic air to the hood.

One of the features of the new hood, is that it is interchangeable with the later models now in use. The Franklin company in manufacturing the hoods separately, and will supply dealers so that owners of the old style

Franklin, may by purchasing one of the new hoods, and installing it, have a car that is in every way similar to the latest Franklin, manufactured. The new cars now being produced, are all equipped with the new hood.

The change the factory has made does not constitute a change in model, but it does make a considerable change in the appearance of the Franklin. It has been a Franklin policy to stick to the one general design, and to add refinements from time to time as experience dictates the change now is justified in that Franklin owners by buying one of the new hoods will have a car that is very similar in appearance to the newest cars put out by the factory.

record in the way of repairs for a motor car is claimed by John T. Chaney of Columbia, S. C. The car—a Model G Franklin—was purchased on June 24, 1910, and has been in constant use ever since. It has been driven approximately 150,000 miles, yet it has never been in a service station for repairs of any kind.

The total amount of money spent on parts has aggregated only \$45 during the ten-year period and all these parts were installed by the owner himself. The car, affectionately dubbed "Old Betsy," still has its original top, which is still in a fairly good state of preservation.

Officials of the Franklin Automobile Company of Syracuse announce that during the last quarter of 1920 the Company advanced from ninth to seventh place in value of sales among American automobile manufacturers, and from twenty-second to tenth place in number of cars produced. All automobile companies, including Ford, were taken into consideration in this calculation.

and to tenth place in number of cars produced. All automobile companies, including Ford, were taken into consideration in this calculation.

GAGUE TO INDICATE FLUID IN TANK

The simplest form of gague for indicating the level of fluids in a tank consists of a cord float to which is attached a brass strip slotted for the guides and also for the twisted propeller strip. The whole is secured to the filler cap of the tank. The action is: When the tank is empty the float is at the bottom of the guides. This indicating pointer is at the empty position on the outside of the cap, and as the float rises the propeller strip is rotated, causing the pointer to move around to the full position. The friction should be reduced to a minimum and a glass bead is fitted as a bottom bearing to assist in overcoming this.



TIRES

For Any Show

BARNEY OLDFIELD

PENNSYLVANIA VACUUM CUP

GOODRICH

BRUNSWICK

If the tires we sell don't make good WE DO. Vulcanizing and retreading. Everything in accessories for automobiles.

Oiles and lubricating. Gasoline station at our curb. Free air and water.

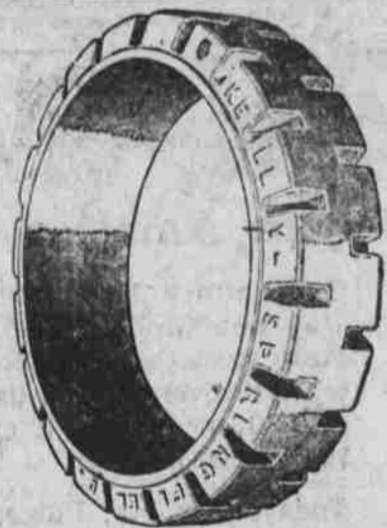
Pendleton Rubber & Supply Co.

Wholesale and Retail.

305 E. Court St.

Wm. Dunn, Mgr.

Phone 135



Allen-Knight Co., Inc.



We have installed a 250 ton solid tire press and can give you service on

KELLY-SPRINGFIELD CATERPILLAR TIRES

"Why Caterpillar?" Because like the caterpillar, it reaches out and grips the road, lets go without friction, and on release puts behind the point of road contact the full resilient force of its massive rubber segments, which thus actually help to propel the wheel forward. On hundreds of heavy duty trucks, operating under all sorts of conditions, it has proven itself easier on engine and chassis, and more economical from every stand point than any tire ever before offered to the truck owner.

Meet me at the Auto Show, March 10, 11 and 12.

Truly Yours,
"LOTTA MILES"