

LATE J. W. MCCORMACH WAS MOST SUCCESSFUL FRANKLIN AGENT IN UNITED STATES; DEATH REGRETTED

Familiar Figure Will Not be Seen at Show This Year; Had Record for Low Gear Trip.

Missed from the ranks of Pendleton automobile men in the late John W. McCormach, prominent member of the Pendleton Automobile Association and vice-president of the organization, who died September 2, at the age of 46.

Mr. McCormach was one of the oldest and best known dealers in the Franklin organization. He had the reputation of selling more cars per thousand population than any other Franklin dealer, according to statistics compiled by the Franklin company. He had represented the Franklin company as dealer in Eastern

Oregon and also in Eastern Washington and Idaho. He had dominated his territory as few dealers in any type of car ever dominated their respective fields.

Franklin First Car.

The Franklin was the first car to be represented by an agency in Pendleton and the Pendleton Auto Company of which Mr. McCormach founded in the oldest automobile firm in the city.

During the San Francisco exposition, a Pendleton Auto Co. Franklin was driven by Mr. McCormach from Walla Walla to San Francisco, a distance of 146 miles in low gear, without once stopping the motor. All gears except low and reverse were removed from the transmission and the transmission sealed by the local express office, which was instructed to forward the gears to San Francisco by express. The gears arrived 12 hours later than did the car, and the lapsed time for the trip in the machine was

three days and 11 hours. The demonstration is well remembered by motorists.

Makes Long Trip.

In 1916, the first one of the Franklin series touring cars that came through the factory was driven by Mr. McCormach from New York to Pendleton in 15 days elapsed time, under ordinary touring conditions and averaging 26.7 miles per gallon of gas. No relay of drivers was used and the party stopped each night at hotels.

The low gear run was characteristic of Mr. McCormach. His 150-acre wheat ranch near this city, has for years been a model in method and equipment for growers of the entire wheat belt. Mr. McCormach, up to the time of his death, spent his summers in the wheat fields and gave the remainder of his time to the promotion of Franklin sales.

Tribute is Paid.

A tribute to Mr. McCormach was paid in September, 1919, when the Franklin dealers announced that Mr. McCormach sold more cars per capita during the 1918-1919 schedule year than any other dealer in the organization. At the New York show, when O. A. Lawton of Boston was introduced to a convention audience

as the biggest Franklin dealer, Mr. Lawton shifted the honors. "Mr. McCormach of Pendleton," he said, "is my idea of a dealer. I regard him as the biggest dealer in our organization because of his sales achievements."

MOVIE STAR ILL



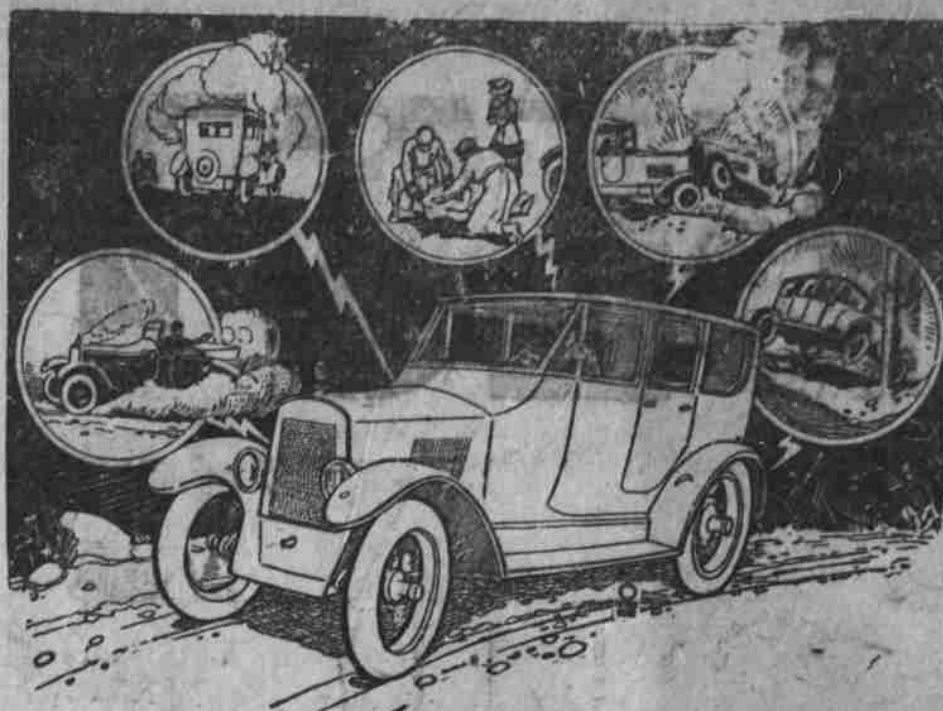
JACK PICKFORD
Jack Pickford, Mary's brother, is seriously ill from pneumonia, in California.

SEIBERLING DENIES THAT FORD BOUGHT HAYNES

The Haynes Automobile Company, Kokomo, Indiana, has issued a formal statement emphatically denying a rumor, recently given wide publicity, to the effect that Henry Ford, the Detroit manufacturer, has purchased the Haynes company. The statement was made by Alton G. Seiberling, vice president and general manager of the Haynes company, and is as follows:

"There is absolutely no truth in the rumor that Henry Ford or his interests have purchased or are negotiating for the purchase of the Haynes Automobile Company or for any part of the Haynes stock. Such action has not even been contemplated and the rumor is utterly without foundation."

"We are looking towards the future with the utmost confidence and at the present time are preparing an extensive manufacturing program to care for the shortage of cars which is certain to arise because of the temporary hesitancy on the part of automobile buyers. A greatly increased business is sure to result, and for that reason we are fully optimistic about the future, not only for the Haynes company, but also for the entire automobile industry."



Lightning Strikes More Than Once

Yes, every motorist is in some sort of danger every time his wheels turn. You may be the most careful driver in the world, know your machine thoroughly, but how can you control the thoughts and movements of your fellow motorists?

If you're insured we settle all damages immediately without trouble or expense to you. Why take a chance—a poor gamble when a moderate premium will protect you in various ways.

Don't wait! Today is the day to buy Auto Fire Insurance, Auto Theft Insurance, Collision, Property Damage or Liability Insurance.

J. H. ESTES

614 Main. Phone 604

Pendleton

WOMEN DRIVERS PROVE EQUAL TO LOCAL ROADS

Not all automobile drivers in the city and county are men, for there are many Umatilla county women who drive their own machines for pleasure and for business. A large majority of the women who motor own their own machines.

Hundreds of the fair motorists show no dismay when a machine is out of repair and many women don coveralls and "get out and get under." Most women, say mechanics are easier to learn the intricacies of clutch, carburetor, gear shift, etc.

Among local women who show great aptitude in this line is Mrs. Charles Bond. Mrs. Bond, it is said, likes to change tires and a balky engine holds no terrors for her. She has had remarkable success in driving the Bond's Cole Eight. Mrs. Wilford Bond is also a skilled driver.

Mrs. Rachel Kirkpatrick, who farms near Pendleton, is another feminine driver who is also successful. Mrs. Kirkpatrick is one of the women farmers of the county and finds it necessary to make many trips to and from town in her machine.

Miss Norma Alloway, agent for the Equitable Life Insurance Company, finds her Ford coupe indispensable in her business. She makes trips all over the county and drives over all kinds of roads.

A WINNING HAND in the auto game



The uninsured is a loser from the start. He's depending on luck, and luck isn't the best safeguard in the world. Hardly a day passes that some owner doesn't have his tires or car stolen, his car burned, a smash-up or collision with pedestrian or fellow driver. Such occurrences are as regular as the sunrise. You may escape today, but what about tomorrow?

For a comparatively small amount we will assume every risk for you—auto theft, fire, collision, liability, or property damage. So why take a chance?

Bentley & Hodges

721 Main

Phone 477

The FRANKLIN

Make a point at the Automobile Show this year of finding out why and how the Franklin is able to give its owners these outstanding results:

- 20 miles to the gallon of gasoline
- 12,500 miles to the set of tires
- 50% slower yearly depreciation (National Averages)

ASK for the exact figures of the Franklin's light weight, and note for yourself how easy the car is to move. Feel the "give" of the full elliptic springs—just one evidence of its flexibility.

Then you will understand not only why the Franklin gets 20 miles to the gallon, but also why it is comfortable, easy to handle, and free from tire troubles.

Ask likewise for an explanation of direct air cooling, and of why it works with greater efficiency. Picture the difference that absence of radiator and water means in trouble and expense.

Investigate, too, the Franklin devices which help to banish hard starting and routine care. And, finally, arrange for a thorough demonstration at your convenience.

Pendleton Auto Co.

Established in 1907

See our display at the Pendleton Auto Show, March 10, 11, 12. Let's Go!

