

COLE ISSUES DEFT

Hall-Street Hill Climbed on High With Four Passengers.

OTHER CARS CHALLENGED

Northwest Auto Company Agrees to Give \$250 in Cash to the Red Cross if Any Other Auto Can Better This Performance.

Here is a fine chance for somebody to make the Northwest Auto Company pay \$250 in cash to the Red Cross. All that is necessary is for some person to come along with a car that can beat the high-gear performance of the Cole Eight and put the car through its paces.

Following the feat of a standard Cole Eight in climbing the Hall-street hill in Portland Friday morning on high gear, with four adult passengers, C. M. Menzies, manager of the Northwest Auto Company, issued a challenge, agreeing to pay \$250 in cash to the Red Cross if any car can better the performance.

The Cole Eight has several high-gear records to its credit, including:

WELL-KNOWN AUTOMOBILE ACCESSORY MAN MAKES CHANGE.



Frank E. Eddy.

Frank E. Eddy, city sales manager since last October for Ballou & Wright, severed his connection with that firm last week to become manager of a new accessory department just opened by the Oldsmobile Company of Oregon, specializing in accessories for Oldsmobile cars. Mr. Eddy is very well known in the automobile accessory field in Portland. Prior to becoming city sales manager last October he was for nearly five years an accessory salesman for Ballou & Wright. Before that he was with the old United Auto Company, working as salesman for Ed and Arnold Cohen, with whom he will again be associated in the Oldsmobile Company of Oregon. Mr. Eddy will center his efforts in his new work to giving special attention to the specialty and accessory needs of the many Oldsmobile owners in Portland and Oregon.

the famous Mount Diablo climb near Oakland, Cal., won twice, and Mr. Menzies says he really doesn't expect his challenge to be accepted, though he hopes that it is.

The conditions of the challenge are as follows:

The competing car must demonstrate its power, flexibility and speed on high gear in the following tests:

It must better the Cole Eight's performance in climbing from the bottom of the Hall-street hill clear to the top on high gear, with four adult passengers; that is, to better this performance the challenger would have to climb the hill on high gear with five adult passengers.

To demonstrate its speed on high gear it must be able to attain a speed of 50 miles an hour on the level.

To demonstrate its flexibility it must be throttled down on high gear to a speed of one mile per hour, this speed to be maintained for three minutes.

All these tests, of course, to be conducted in the presence of observers to be mutually agreed upon.

In the event that the challenging car can reach a 50-mile speed on the level, throttle down to a one-mile-an-hour speed on high gear for three minutes, and beat the Cole Eight's record by taking more than four adult passengers up the Hall-street hill on high gear, Mr. Menzies, for the Northwest Auto Company, will immediately pay over \$250 to the Red Cross.

If the challenger fails to beat the Cole, it will be expected to give \$250 to the Red Cross.

Who's first?

The Cole Eight that climbed the Hall-street hill Friday morning with four adult passengers was driven in the test by Mr. Menzies. It was a stock car, owned by H. W. Dennis, sales manager of the Northwest Auto Company.

The passengers included three newspaper men as official observers, and the combined weight of the four passengers was 635 pounds.

MOTOR CAR VALUES BIG

ARTHUR H. KNAUS DECLARES PURCHASER BENEFITS.

Saxon Dealer Says Automobile Offers More for Money in 1918 Than Ever Before.

Arthur H. Knaus, sales manager of the Twin States Motor Car Company, Saxon distributor, believes that the motor car of today offers a bigger value to the purchaser than ever before in its history.

"For motor car values are not measured in terms of the selling price, but in terms of the service given," says Mr. Knaus. "While the retail price of automobiles generally is higher than it was two years ago, there is no question but that the value to the purchaser is greater. When it is considered what the motor car will do today in the business and private life of any citizen a part of its new value becomes apparent at once."

"As business has sped up more and more the motor car has become more valuable to every business man; those who heretofore have felt that their purse would not afford a motor car now see where they can save money by using one. Price does not figure into such a scheme particularly."

"Then there is another direct value of the motor car of 1918—especially of one such as the Saxon, which has a firmly established reputation for economy in operation and upkeep. The increased cost of fuel and other sundries is more than offset by the reduction in those items which a truly economy car

Why Franklin Sales Increased 135% Last Year against 12% Increase of all other Fine Cars

How far do you go to the gallon?



At what point do you invest in another set?



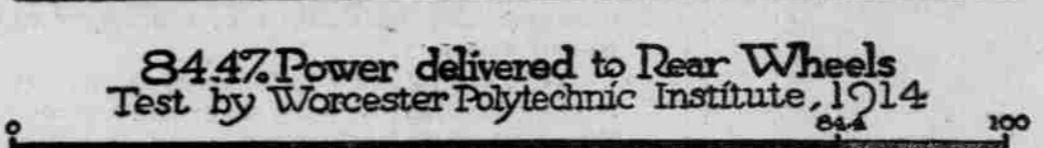
How much does your car use?



No water cooled car can do this.



No one else talks this feature. Why?



THE above chart is the exact difference between Franklin facts and the usual economy claims.

Here, at a glance, are the actual performances that resulted in a Franklin sales increase last year of 135 percent, against the 12 percent increase of all other fine cars.

Waste is under indictment in this country. The spirit of the times not alone counsels, but compels constructive economy. Applied to motor cars, this spirit has crystallized into the blunt demand: Does your car deliver Service—without waste?

The Franklin car has answered with actual facts—not empty claims; with performances—not promises.

You, like every other alert and vigorous American,

have sensed the force of that community spirit which has made conservation the liveliest issue in the country. And you, like the rest, will heed that spirit.

Therefore, you will put your motoring costs on the strict basis of Efficient Economy—the Economy that decreases neither your activities nor the Nation's resources.

And when you have come to do this, then you will come finally and logically to the Franklin, the most efficient car in America. For in these acid-test times, every buyer is a close buyer—and only facts can sway him.

The facts about the Franklin are here, publicly placed, unchanging and unassailable. Consider these facts—for on your consideration depends your motor car costs for 1918.

THE FRANKLIN CAR of TODAY

Cold Weather Starting Easy!

Electric Primer makes low grade gasoline act like old-time high-test grade. Spark plugs stay clean. Raw gasoline in cylinders prevented.

Positive Ignition.

"Feeble" Battery trouble obviated. In starting, the Franklin owner cuts in the buzzer on his Master Vibrator and gets a fat, hot spark that fires the mixture.

Quick Response to Starter.

Starting device has vigorous action; battery has big reserve. No hesitation in the Franklin when you switch on the starter.

Tire Mileage.

Franklin Light Weight and Flexibility always produced remarkable tire-mileage. 33 1/2 inch cord tires now on all types assures even greater tire-reliability.

—contains the latest features that mean Franklin Efficiency—intensified. Every one of these features has drawn the concentrated attention of motorists for they are positive steps to a still higher level of motoring perfection.

The chart at the top of this advertisement demonstrates Franklin Economy. But only a ride in the car itself will reveal the ease of handling, safety, convenience, comfort, reliability and easy riding—qualities to which Franklin owners are accustomed.

Therefore, we ask you to ride in the car—and to check us up on every one of them.

The Franklin is designed to meet the big preponderance of motoring requirements—eight types.

Takes Up Cylinder-Wear.

Latest construction automatically takes up cylinder wear, which in average engine, usually means leaks in compression. Franklin retains responsiveness of a well-worked in car, even after considerable running.

Intake Yoke Heater.

Quick warming-up of mixture assured by using exhaust gases. Original with the Franklin; perfected in today's car.

Lessens Repair Bills!

Air Intake Strainer keeps road dust, grit, etc., out of engine internals. A new device that cuts down wear in cylinders, valves, pistons, etc., and lessens your repair bills.

No More Grease Troubles!

No more bothering with messy Grease Cups! New Oil Reservoir and Wick System on today's Franklin prevents this trouble.

Main 4880

SUB-DEALERS

W. R. DeLay, Medford, Or.

W. W. McCornack, Eugene, Or.

Peterson Bros., Hillsboro, Or.

M. A. Rickard, Corvallis, Or.

Braly Auto Company

601 Washington Street, Portland, Oregon

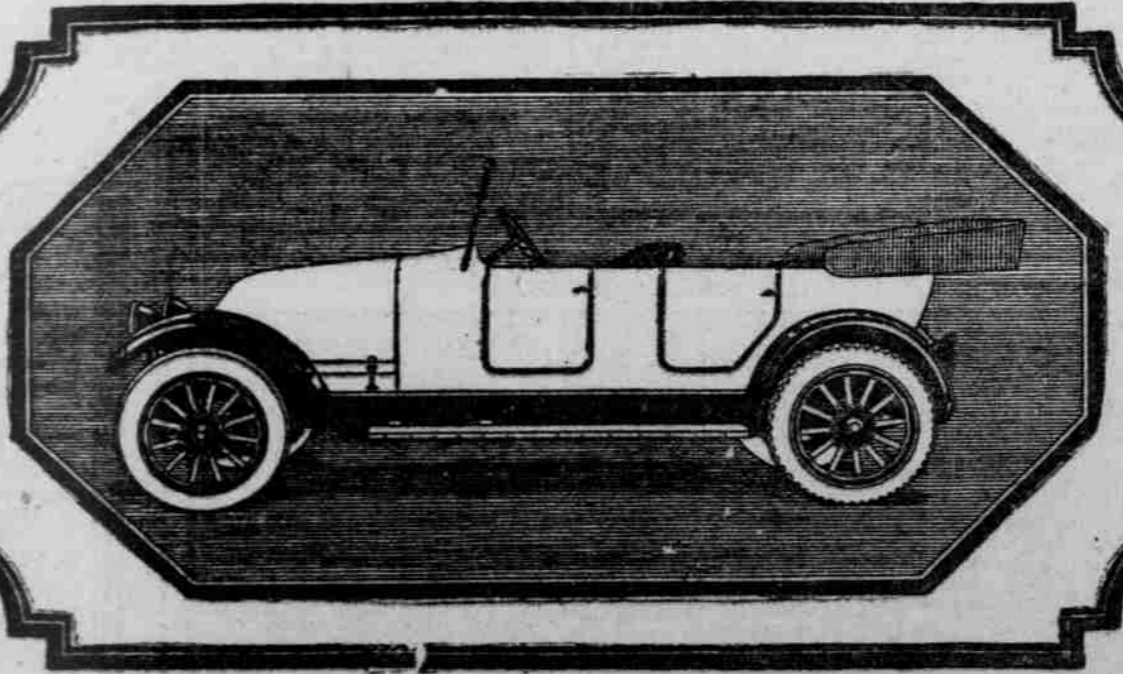
A 3881

SUB-DEALERS

Walther-Williams Co., The Dalles, Or.

F. E. Wilson, Marshfield, Or.

H. E. Young, Vale, Or.



like the Saxon has brought to its owners. The higher initial cost is more than worth while in the long run when operating economy and unfailing service can be purchased.

"This may sound like theory, but it resolves itself into hard facts with a little figuring. Motorists today are all considering not so much the first cost as the running expenses—the dribbles

that go out daily for fuel, oil and tires. They are selecting the car which shows the smallest expenditures of this kind and forgetting the cost at the start. And these motorists are selecting the Saxon in a large number of instances."

Maxwell Takes Short Cut.
Charles Ray, of Burbank, Cal., motors over a big hill near his home,

while his neighbors, who own different makes of cars, are forced to go many miles around the steep grades because their machines can't make the climb. Ray says his Maxwell buckles to the work like a veteran.

Army Trucks Standardized.
Difficulties which were experienced by the allies on the European battle

fronts early in the war, when there were 19 different makes of trucks in 42 different models in use, with the consequent problem of supplying the spare parts as a most serious feature, will not be experienced by the American forces with the standardized class A and class B trucks, according to W. Owen Thomas, of Detroit, the consulting automotive engineer, who for two

years had charge of mechanical transport matters for the Canadian government in Canada and Europe, in company with his brother, T. H. Thomas.

Minnesota Auto Licenses.
New Licenses for Minnesota cost \$5 for three years, beginning January 1, 1918. The former price was \$1.50. Motorcyclists will have to get tags for three years and the cost is \$5, as compared with \$1.50. The tax not proceeds go to the state road and bridge fund and gross proceeds are expected to reach nearly \$1,000,000 in 1918.

The state of New York has 254,922 motor vehicles. They pay an annual fee of more than \$2,215,000 and give employment to 108,000 chauffeurs.