

# Maxwell

## New 1915 Model

### \$695

#### 17 New Features



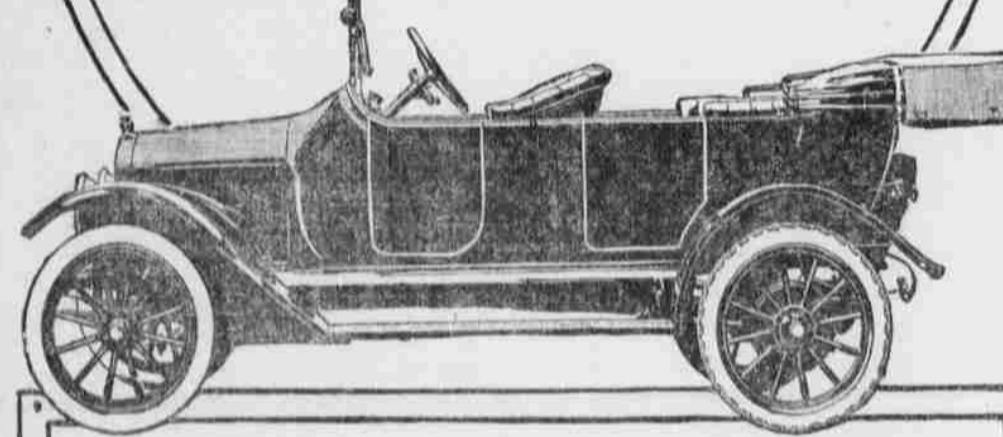
The "Wonder Car."  
The sensation of the automobile world. The biggest automobile value ever offered under \$1000.  
Powerful, fast, silent and one of the easiest riding and most economical cars in the world.  
A splendid, fully equipped real 5-passenger family automobile. With Sims high tension magneto, sliding gear transmission, left hand drive center control, anti-skid tires on rear and—

**Practically All the High Priced Features of High Priced Cars**

The easiest car in the world to drive. The greatest all around hill climbing car in the world. The car with a pure stream-line body.

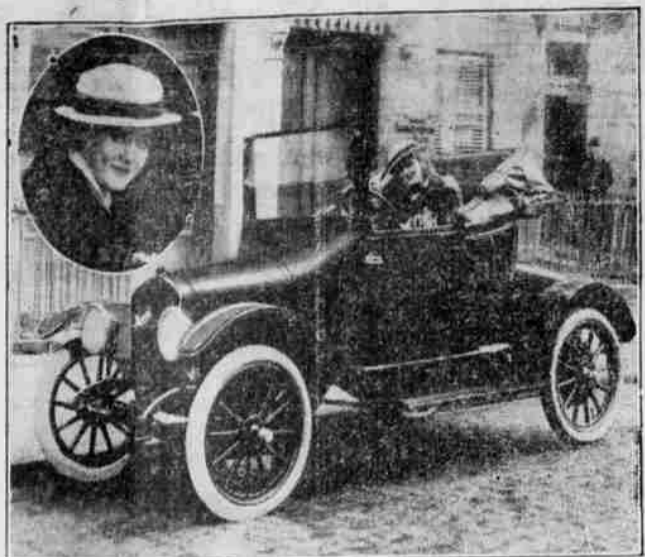
**Holds the road at 50 miles an hour**

With Electric Starter and Electric Lights \$55 extra



**Rees & Elgin Auto Co.**  
THE ROGERS BUILDING. HIGH AND FERRY  
**Holds the Road at 50 Miles an Hour**

### Mary Pickford Drives Her Own Car



The above photograph of Mary Pickford, famous Motion Picture Star, was taken as she started out from her studio in her recently purchased Maxwell Cabriolet. Miss Pickford is an expert driver and thoroughly enjoys her rides to and from the studio and after hours.  
Miss Pickford has since shipped her Maxwell to Los Angeles, California, where her company is now operating. She is quite enthusiastic about her car, which she says has every desirable feature of a coupe and all the advantages of a roomy roadster when she wants it.

### SALE OF AUTOMOBILE IN 1914 GREATEST IN HISTORY OF INDUSTRY

Deduction of Prominent Portland Dealer Is That Motor Is a Necessity, Not a Luxury.

Portland, Or., March 12.—"The year of 1914 witnessed the highest mark in both the production and sale of automobiles since the inception of the industry. With general business nothing to boast of, a so-called luxury boom up with a big sales increase," says H. L. Keats, northwest distributor of the Chrysler line.  
"The deduction is plain. The motor car is positively and conclusively not a luxury, but a real necessity in carrying on the affairs of this high general economy. Instead the term 'pleasure car' commonly used to distinguish the passenger automobiles from freight carrying motor vehicles conveys an entirely erroneous and misleading impression.  
"The keenness of competition in the work of the world, as it is carried on today, makes success largely dependent upon the conservation of time. The minutes count, and automobiles save hours of them daily.  
"An analysis of 1914 sales proves that a very large percentage of machines were bought for a carefully computed economical purpose. Business houses have found through the use of cars they can multiply the efficiency of their outside force, not only enabling them to expand their zone of operations but to cover the old ground in a fraction of the time formerly consumed. The professional man has long recognized the economical value of the automobile, and is plainly handicapped without one.  
"Observe that I have considered only the so-called 'pleasure cars.' The motor truck has just as big, and probably an even more useful future. The great European war has shown what a wonderful utility the power driven vehicle is, not I am glad to say, as an engine of destruction, but principally as first aid to the commissary and hospital forces.  
"Yet the automobile has only just begun its work, and its possibilities are still unknown or unappreciated in a major portion of the world. It will figure as a main factor in the extension of civilization's boundaries, and its use become more diversified as its universality broadens. The future of the automobile? Great!"

European System Best, Says California Woman Who Has Traveled.

Redlands, Cal., March 12.—Miss Olivia E. Phelps Stokes, the wealthy Boston woman who has the magnificent home here on the heights, is a booster for California roads, which she says are the best built in the country. Miss Stokes believes that some lessons could be taken from Europe in the matter of keeping the fine automobile highway in proper repair.  
"In this country we build the finest roads," she says, "but we do not employ men here to keep them in repair and in a few years the fine roads are destroyed. In my automobile tours over Europe I noticed that piles of broken stones are scattered along the roads and that men are busy repairing the breaks in the roads as soon as they are made. I believe that the roads of California are better than those of Europe when first built, the difference is in the attention given them.  
"Especially is this true of the mountain roads of which you hear so much," she continued. "The mountains here are just as glorious as any where, all that is needed is good automobile highways well kept. It is necessary to work these roads continually. I have been told, as they are more easily building than others, California why should they not be kept in repair. The small break can be repaired at small cost, but let it go and soon the road has to be rebuilt."

### FIRST AID TO HELP

Motor Car Factory Equips Hospital at Plant in Detroit Suburbs.

Motorcar on factory conditions will find little material to work on when visiting some of the big motor car plants. The fine twenty-acre factory of one firm in the northern suburbs of Detroit is a striking example in point.  
In addition to service rest rooms, rest rooms and other features provided for the comfort of the employees of the company, the visitor will find a completely equipped hospital in one of the big 800-foot buildings which make up the plant. In charge of an experienced physician is a suite of first-aid rooms which would do credit to many a small city. Finished in shining white enamel throughout, the hospital consists of an operating room, physicians' room, nurses' room, and separate wards for men and women. Only in rare cases does the physician in charge deem it necessary to turn over one of his patients to the hospital for further treatment, as he has the equipment and material necessary for all save exceptional cases.

**Safety-First.**  
Through the institution of an intelligent safety-first campaign, and the safeguarding of all dangerous machinery, the company has cut down accidents to the minimum in their factory. Safety-first signs with the familiar red circle in the center are posted in all sections of the plant, together with occasional pictures of an employee who failed to take ordinary care and lost a finger or thumb thereby. By placing a premium on carelessness, the factory managers have greatly cut down the minor injuries so common a few years back among workers in a big industrial concern.

### AUTOS EAT UP WHEAT MONEY

Farmers Spend Big Receipts for Machines and Improvements to Homes at Pendleton.

Carloads of automobiles arriving every week in Pendleton and other towns in the wheat belt, give an answer to the question: Where is the money going that has been received for the wheat crop?  
Portland bankers have been trying to discover where the wheat money has gone, and they have been unable to agree as to their findings. It is estimated that \$40,000,000 has been received for grain, but the bank deposits in the interior give no indication that they have received any large share of this golden stream. One local banker says that the country banks dealing with him have paid up completely, arguing from this that his country customers must have handled a large share of the money.

A Portlander who represents three foreign concerns which specialize in farm mortgages, declares that no more mortgages are being put out than ordinarily, although interest payments are being met promptly.  
Information from the Inland Empire is to the effect that the farmer who owned a motor car has bought a new one and has bought one or two more for the children; that houses are being painted or new houses built, but that apparently the farmers are not spending any considerable sums with their local merchants nor making heavy deposits with the banks.

Only a small part of the northwest wheat crop is still on hand. The reserve is variously estimated from 1,700,000 bushels to 4,000,000 bushels. The first figure is said to be too low and the other figure too high, so probably 3,000,000 bushels is a good compromise.

### ROAD PATROL IS FAVORED

Redlands, Cal., March 12.—Miss Olivia E. Phelps Stokes, the wealthy Boston woman who has the magnificent home here on the heights, is a booster for California roads, which she says are the best built in the country. Miss Stokes believes that some lessons could be taken from Europe in the matter of keeping the fine automobile highway in proper repair.  
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### Capital Garage

Complete line of Auto Supplies and Accessories, with first-class repair shop.  
Auto Transfer and Taxi Service  
Agency for Federal Trucks  
173 S. LIBERTY ST.  
Phone 783

**Indian** Moto-cycles  
See the Big New 1915 Features of the INDIAN  
THE INDIAN MANUFACTURING CO.  
Springfield, Mass.

WE HAVE on display—ready for instant demonstration—a complete showing of the 1915 line of the internationally famed

## Indian Motorcycle

We want you to inspect them personally—see for yourself the 9 Vital Basic Innovations and the 20 Detailed Refinements. Then you will clearly understand why the Indian is the choice of the motorcycle world.

Get your copy of the 1915 Catalog, as distinctively beautiful and different as the line of motorcycles it describes.

Ten models at prices ranging from \$185 to \$275. Also Side-Car Attachments for Parcel Delivery and Two-Person Touring.

EVERYTHING PERTAINING TO BICYCLES  
**Watt Shipp Co.**  
GUNS AND AMMUNITION

### AIDING FLAX CULTURE

To encourage the raising of flax fiber a letter has been issued by the Commercial Club, which has been mailed to hundreds of farmers in this section. The letter states that a market is assured for the fiber, as the state will buy all the flax straw that is delivered in good shape at the pentagonary and will pay a fair price. Quoting Governor Withycombe, the letter says, "Fiber flax is a most desirable and profitable crop for the valley farmer. If properly cultivated and rotated, it will not injure the land."  
On account of the European war, there will be no flax raised in Belgium and very little elsewhere, and this will naturally force a higher price next year.  
A strong headed man may be well minded.

# BRISCOE

In the Briscoe you are offered a car not copied from a foreign design, but in itself, an original foreign masterpiece. Benjamin Briscoe has combined in this car all the refinements of European mechanical skill and artistry with American manufacturing efficiency.

- WHAT YOU GET WITH A BRISCOE CAR:**  
One Man Silk Mohair Top.  
Full Floating Rear Axle.  
Honey Combed Radiator.  
Ignition Jump Spark.  
High Tension Magneto.  
Selective Sliding Gear—3 forward, one reverse.  
Left or Right hand drive and Center Control.  
Brake system extracting and expanding on both rear wheels.  
Cone leather faced clutch.  
Wheel base 107 inches.  
Comes in two colors, Gray and Brewster Green.  
Bore, 3 1/2 inches, stroke 5 1/2 inches.  
Wooden or steel wheels.  
Sunken center head light.  
Silent Electric starter.  
Speedometer runs off transmission.  
Oil and electric gauges.



With graceful, substantial lines, sumptuous appointments, smart appearance and style, simplicity of mechanism, ample power, instant responsiveness to control adapted to varied and severe service, the "Briscoe" has aptly been pronounced the liveliest and snappiest car of the year.  
Comes in 3 styles 2, 3, and 5 passenger cars.  
With complete equipment this car also sells for \$885.

**Rutherford & Shields** Agents  
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W. M. HUGHES M. U. ROSS  
**Salem Vulcanizing Works**  
Get more mileage out of your tires by having them repaired in time.  
We are prepared to do all kinds of tire repairing, auto, motorcycle and bicycle tires; tubes vulcanized while you wait.  
We make retiners out of your old tires at \$1.00 each. Apply them by cementing in for \$1.00, the only way to keep them in place and prevents crawling and chafing the tires.  
**ALL WORK GUARANTEED**  
We carry a full line of new retiners and accessories.  
All Tires Changed Free.  
We handle Goodyear, Firestone, United States and Goodrich Tires.  
474 FERRY STREET, SALEM

**All Railroads Should Have a Single Head**  
San Francisco, March 12.—The ownership of all the railroads in the United States by one agency would result in better transportation facilities and save much duplication, according to the statement made by Julius Kruttschnitt, chairman of the board of directors of the Southern Pacific, testifying today at the hearing before Examiners in connection with the proposed unification of the Central and Southern Pacific.  
He would not admit, however, that the United States government should be that agency.  
His statement followed his that testimony that the single management of the Central Pacific and Southern Pacific had resulted in much greater efficiency.  
"Pushed to its logical conclusion," said Assistant Attorney General McClellan, "would not that mean that the entire railroad business of the United States would be more efficient if directed by a single agency?"  
"Yes," replied Kruttschnitt decisively. "Provided, however, that that agency was not the government, which has been singularly unsuccessful in the management of its business enterprises."  
**HISTORIC ISLAND SOLD.**  
New York, March 12.—Under a long-term lease, with a purchase option, Clarence H. Mackay, president of the Commercial Cable Company, it was announced today, had come into possession of Gardiner's Island, consisting of 300 acres, off the easterly end of Long Island, which he will use as a shooting preserve.  
The island has been in the possession of the Gardiner family since 1639.

"One large black dog, one gun, some powder and shot, some rum and a few Dutch blankets, of the value of 5 lb. sterling," was the price originally paid for the island, according to records, by Lyon Gardiner, who made the deal with Wyandanch, chief of the Manhattans of Long Island.  
It is figured today that the island is worth \$5,000,000.  
The Journal Want Ads are read because they are full of bargain news that

**A. H. MOORE**  
You Can't Catch Him  
If he is on one of Arthur H. Moore Bicycles.  
Wheels sold on installment.  
Some good second hand buys  
447 COURT ST.

Always cheap and always dependable — a Journal Want Ad.