

More Miles To The Gallon Of Gasoline Than Any Other Car

There are many points about the Maxwell that you will be interested in. We are bringing to La Grande during Speed 'Em Up the Maxwell car from Walla Walla, owned by Mr. Anderson, of the Pacific Telephone and Telegraph Company, that won the races last year at Walla Walla against cars that were selling for three times the money. The Maxwell, you will find, has the Speed, the Strength, the Durability, and the Appearance that makes it sell against any car with which it is in competition. Since arriving in La Grande we have sold 54 cars. We unloaded two cars this week. This demonstrates that Maxwell customers are pleased customers. Our best advertisements are Maxwell owners.

The Maxwell Holds the World's Championship in the Economical use of Gasoline. Also the World's Non-Stop Record of 22,022 Miles Without Stopping.

49.5 MILES TO THE GALLON OF GASOLINE IS THE MAXWELL RECORD

In the recent gasoline economy contest the prize was awarded to the Weber Lmp. & Auto Co. of St. Louis, where a Maxwell car driven from the garage of a private owner made 49.5 miles to the gallon of gasoline. In this contest J. E. Anderson, the Maxwell distributor for Union County made a record of 32.8 miles to the gallon of gasoline made in the face of wind, rain, dust and bad roads by a Maxwell car owned by E. J. Conrad, of Summerville.

In this national contest over two thousand Maxwell cars were entered, all privately owned, and none of them factory cars. They made an average of

Better than 30 miles to the gallon of gasoline. A wonderful record

THE MAXWELL HOLDS THE WORLD'S NON-STOP RECORD

The Maxwell won the world's non-stop record of 22,022 miles in competition with a car costing over \$9000 in England, The Rollsroys. The Maxwell was driven 22,022 miles without stopping, and it also made a wonderful economy record. This run was made under the 3 A rules. This record has never been disputed. But the record which means the most to the Maxwell owner is its wonderful record for economy in consumption of oil and gasoline and low upkeep. One Maxwell owner in the Grande Ronde Valley has a record, outside of oil and gas, of paying out only 90 cents for upkeep in over a year. He is Mr. E. J. Conrad, of Summerville. We have the records of several others whose upkeep is so small as to be almost negligible. We have sold several cars to machinists who bought only after the most careful examination and who finally bought the Maxwell because of its economy of operation. Economy tells the tale and does the business.

A Maxwell Stock Car Traveled 22,000 Miles Without a Motor Stop, 10,000 Miles More Than Former Record

One day the distributor of Maxwell Cars for Southern California sat at his desk studying various records which had been made by all types of automobiles. The endurance record of 12,404 miles without a motor stop interested him very much. Finally he turned to his assistant.

"I believe that the Maxwell can beat this mark, and I am going to send out a car to try it," he said.

Severy busy days elapsed, during which time he made arrangements with the American Automobile Association for judges and observers. Then a car was selected at random from the stock room, and at high noon on November twenty-second, the gruelling test was begun.

For forty-four days and nights, stopping only for oil and gasoline, the Maxwell kept at the task. Many days were rainy, and anyone familiar with the downpours of Southern California knows what a handicap the car had to meet. But the plucky

little Maxwell never hesitated, the motor running merrily, taking the car briskly over the hilly roadways, out into the desert, and through the crowded Los Angeles streets. After a few days the public began to realize that something unusual was taking place, and everywhere the car was greeted with cheers.

The former record was broken easily, and the Maxwell kept right on. It was making over five hundred miles per day, making it with such regularity that the public could hardly believe the mileage figures published daily. Yet the official observers watched every movement and the figures were authentic.

On January fifth, even though the car was running along with as little effort as at the beginning of the test, the men in charge of the run decided that it was unnecessary to go farther to prove conclusively that the Maxwell was the greatest endurance car on the market. And so on this date at noon, just forty-four days from the start, the Maxwell was driven up

Broadway to the Los Angeles City Hall, where a crowd estimated at five thousand people had gathered to see the finish.

A great cheer rose as Mayor Sebastian pulled the ignition plug and announced that the speedometer showed the car had traveled 22,022.3 miles, approximately ten thousand miles more than the former record.

This test is all the more remarkable because it was made by a moderate-priced car. It proves conclusively that there must be quality in the Maxwell Car, service-quality superior to that of many other motor cars selling at higher prices.

In no way was there any possible room for doubt. All gasoline and oils were supplied from sealed cans, and all operation of the car was watched closely by the official observers. Earl Cooper, the famous racing driver, was the official judge appointed by the American Automobile Association to supervise the run.

TEST CHART
(A. A. A. Sanction No. 888)

	Daily Mileage	Total Mileage	Av. Miles Per Gal. of Gasoline
Nov. 23	511.9	511.9	22.2
Nov. 24	551.4	1,063.3	22.82
Nov. 25	537.4	1,600.7	21.49
Nov. 26	505.9	2,106.6	22.47
Nov. 27	516.5	2,623.1	21.70
Nov. 28	509.6	3,132.7	23.02
Nov. 29	515.5	3,648.2	26.40
Nov. 30	480.1	4,128.3	22.80
Dec. 1	498.8	4,627.1	23.99
Dec. 2	484.6	5,111.7	21.77
Dec. 3	506.6	5,618.3	20.71
Dec. 4	Rain 438.9	6,057.2	19.51
Dec. 5	502.7	6,559.9	19.44
Dec. 6	517.0	7,076.9	22.16
Dec. 7	505.0	7,581.9	22.26
Dec. 8	493.3	8,075.2	22.03
Dec. 9	472.6	8,547.9	21.33
Dec. 10	477.7	9,025.5	23.43
Dec. 11	495.2	9,520.7	23.82
Dec. 12	540.1	10,060.8	23.56
Dec. 13	539.3	10,600.1	23.18
Dec. 14	Rain 465.9	11,066.0	23.85
Dec. 15	523.1	11,589.1	22.05
Dec. 16	539.1	12,128.2	21.99
Dec. 17	492.8	12,621.0	22.09
Dec. 18	512.0	13,133.0	21.72
Dec. 19	525.9	13,658.9	23.33
Dec. 20	527.5	14,186.4	23.44
Dec. 21	496.8	14,683.2	24.50
Dec. 22	487.1	15,174.0	23.30
Dec. 23	480.5	15,661.1	23.13
Dec. 24	477.5	16,141.6	21.75
Dec. 25	492.6	16,619.1	22.83
Dec. 26	487.1	17,111.7	22.30
Dec. 27	477.4	17,598.8	19.79
Dec. 28	523.9	18,076.2	18.91
Dec. 29	466.9	18,600.1	18.20
Dec. 30	504.9	19,067.0	20.24
Dec. 31	501.4	19,571.9	21.08
Jan. 1	501.4	20,073.3	19.82
Jan. 2	Rain 451.8	20,525.1	20.07
Jan. 3	Rain 479.1	21,004.2	21.56
Jan. 4	Rain 455.6	21,459.8	19.82
Jan. 5	Rain 562.5	22,022.3	19.10

Average daily run—500.6 miles.
Greatest average miles per gallon of gasoline—28.33.
Smallest average miles per gallon of gasoline—18.20.
Average tire life—9,871 miles.

Note That Practically 50% of all the Cars Registered Were Maxwells WHY?

Registrations of Automobiles in Union County Oregon for the Month of May, 1917

Maxwell	15
Overland	2
Dodge	6
Chevrolet	5
Buick	4
Studebaker	1
Total	33

We Challenge any Car Made to a Contest to be Held in La Grande, Oregon, During the "Speed 'Em Up" Races, July 21-22.

In order to add zest and spice to the Speed 'Em Up races, we issue a challenge to any car for an To be held in La Grande during the Speed 'Em Up races. This challenge is open to any car made, regardless of price, class, age or previous condition of servitude. We also issue a challenge to any car for a **CLUTCH CONTEST**.

LEIGHTON'S GARAGE

John E. Anderson, Distributors for Union County

Phone Main 737, La Grande Oregon