

ADAMS BOOSTS BETTER ROADS

Highways More Than Self-Supporting, Says Secretary to Senator

BASIS HELD ECONOMIC

Interview Declares Tremendous Saving Would Result from System

E. J. Adams, secretary to Senator Stanfield when interviewed on the proposed Townsend bill which will provide for a national system of roads under the administration of a centralized authority which will be competent to frame a nationwide policy fair to all.

Farmers Now Suffer Loss
"It has been estimated," said Mr. Adams, "that the average haul on roads the country over is about 10 miles. The cost of hauling farm produce to market is 23 cents per ton mile over unimproved roads and 16 cents per ton mile over improved roads, a saving of 7 cents per ton mile where improved roads are used. This would mean a saving of \$1.10 per ton if all our roads were improved. It must also be remembered that about 80 per cent of the tonnage is hauled over about 20 per cent of the road. Thus the improvement of about 20 per cent of the aggregated mileage will save about 80 per cent of this enormous annual loss.

1,000,000,000 Tons Annually
"Since the tonnage of farm products is approximately 1,000,000,000 tons per year, the loss through bad roads approximates \$1,700,000,000 annually, or to put it optimistically, we have the opportunity to save \$1,700,000,000 per year to our producers of farm products if we will only develop our main highway systems. "The total mileage of our highways in the United States is computed at 2,500,000. Of this mileage, 25,000 miles are the most important state and interstate roads, forming the backbone of highway transportation and absorbing the larger part of the available state and county funds and time to maintain them under the heavy traffic.

Need of Improved
"The need for building highways which will stand up under motor vehicle traffic is obvious when it is realized that there are 9,200,000 motor vehicles in the United States. A road that will not carry a motor vehicle in 1921 is not a public highway any more

than a pack trail was a wagon road in 1871.

"In order to assure the public in each state that the maximum benefits will be secured in building these interstate roads, it is desirable that they should be built and maintained jointly by the federal government and the states and that these expenditures should be supervised by a federal agency having the knowledge and authority to work out the best possible policy.

How Roads Save Money
"Road expenditure becomes a very minor item when one takes into consideration the economy realized in addition to the direct monetary benefits to the producers of farm products.

"Among the benefits to be derived are," concluded Mr. Adams, "(a) 'A very large saving in transporting manufactured articles from center to center over short hauls. (b) 'Opportunity of producer to haul his products to market any day in the year, when farm work is not pressing, when markets are not congested or when prices are favorable. (c) 'Better schooling conditions for the rural districts. (d) 'Increased efficiency of producers, increased production and corresponding decreased cost to consumers.

(e) 'Greater efficiency and more pleasure for 25,000,000 users of automobiles. (f) 'Less expense in maintaining and operating over 9,000,000 motor vehicles. (g) 'Increased land values, increased taxable property, resulting decreased tax burdens."

Plants Well Equipped
This action brings the touring car and roadster to \$845, the sedan to \$1545, and the coupe to \$1445.

The Maxwell assets bought in by the new organization includes winery equipped plants of great size and capacity in Detroit, Dayton, Ohio; Newcastle, Ind., and Windsor, Ont.

Their purchase is the final step in the work of reorganization which has been carried forward by a reorganization committee headed by Walter P. Chrysler. Now that reconstruction has been completed, the new organization has placed at its command \$15,000,000 of new cash, which has been held ready for months awaiting the day when the new organization should acquire the properties and assume full control.

Low Price Restored
The new organization was incorporated in West Virginia under the name of The Maxwell Motor corporation.

"The action of the new organization in reducing prices," said Arthur E. Barker, general sales manager of the Maxwell Motor Sales corporation, "has the effect of restoring the low-level prices of three years ago. Since that time, however, the car has been greatly improved as a manufactured product. The new organization, since it took hold late last summer, has effected further improvements by lowering costs, by increasing plant efficiency and by betterments in manufacturing methods.

Revision Is Second
"The first Maxwell reduction since the war, came last fall, and this second revision represents a total reduction of \$310 on open cars and \$350 on closed cars. The new organization found that it was possible to reduce, and did reduce, manufacturing costs. It felt that the resulting benefit should be passed on to the public, and has acted accordingly. It is now in complete possession and control of the Maxwell properties, and its way is clear to carry out to the full the larger plans and policies which had already been applied to the business with great success."

MAXWELL CUTS CAUSE COMMENT
Gingrich Says It Is Equal of Many Cars Selling at Higher Price.

"The fact that the good Maxwell is the first car in which the price has been twice reduced is attracting the attention of motorists generally," says O. B. Gingrich.

"At its new price of \$845 it is now back to the level of 1918 and in addition to this it is a greatly improved car. "During the past several months many refinements have been incorporated in the good Maxwell and, in my opinion, it is now the equal of many cars which are selling at considerably higher prices. "We notice a stimulation in sales here that is extremely gratifying and our advices from the factory are to the effect that this condition is general.

"With the reorganization of the company now complete, plans for pushing the production of the new good Maxwell will go steadily forward on a strong basis. "This is gratifying with the real motoring season just opening up and is of interest to everyone who motors."

MAXWELL AGAIN TAKES HONORS
Record Run is Made up Toll House Grade Near Fresno, California

The good Maxwell again took the honors for hill climbing when it made a record run up Toll House grade near Fresno, Calif., on May 13.

The hill has a maximum pitch

MAXWELL FIRM REORGANIZED

Official Announcement Is Made of Revision in Price Schedules

CONSTRUCTION FINISHED

Detroit, Dayton, Newcastle And Windsor Plants Transferred

One of the most momentous and significant announcements which has come recently from the motor car industry is made by Maxwell officials.

It is to the effect that the Maxwell reorganization has been completed with the sale of the properties to the new organization on May 12, and confirmation of the sale by the United States district court May 17, and that the first step of the new organization was to reduce prices \$150 on all models of the good Maxwell.

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The hill has a maximum pitch

of 23 per cent and change of elevation of 1700 feet in two and one-tenth miles.

In the past, repeated attempts have been made by many cars to negotiate this hill in second gear but without success.

The good Maxwell not only accomplished this but made the run in five minutes and 57 seconds and is the only car that has ever officially accomplished this feat.

The test was made by Lou H. Rose company, Maxwell-Chalmers distributors for northern California, and is authenticated by a notary public who made the run and carried the stopwatch.

The Latest.
"Slang and children are the two

most prominent paths by which colloquial and technical terms come into everyday use," remarked Prof. Jordan. "Only the other day I overheard two small boys talking together."

George had a better memory than his brother, and Roger was always trying to get him to remember things for him. George got tired of this, and when Roger wanted him to remember something he must do before school time the next morning, he asked: "What do you think my head is, a parking place for what you want to remember?"

Hydrometer Use DECLARED EASY
Exide Battery Dealer Explains Simple Test—Owner Can Make It

By R. D. BARTON
"In order to cut down the cost of upkeep every automobile owner should know how to test a storage battery with a hydrometer and thus eliminate expense," says R. D. Barton, distributor for Exide batteries.

"It is not hard to learn how to use a hydrometer, and a few rules will doubtless be appreciated by automobile owners. "The hydrometer test should be made before distilled water is added to the battery. If distilled water is added before the test is made the reading will not be correct.

"To make the test remove the vent plug from the top of the cell, and after you have forced the air out of the hydrometer syringe by squeezing the bulb, insert the rubber tube through the vent plug hole into the electrolyte or battery solution. Release the bulb and draw up sufficient electrolyte into the glass to float the hydrometer. Next see that the hydrometer floats freely, touching neither top, bottom or sides. Then move the hydrometer until it is on a level with the eye and read the point on the hydrometer scale which appears on the level with the electrolyte. Then force the electrolyte back into the cell from which it was removed."

E. E. Thompson, formerly chief inspector for Maxwell-Chalmers, has been appointed special sales supervisor for the companies, with temporary headquarters at Detroit.

FOR LOOKS ONLY
"It isn't what you have, but the way you use it, that counts," declared Andrew Carnegie recently at a dinner in Edinburgh. "One man may gain an education from one book, and another be an ignoramus though he possess a whole library. "Only recently, in London, I visited a friend whose daughter had just come home from a scientific cooking school. They showed me

a model kitchen she had installed.

"It was all white enamel, aluminum dishes, electric burners; in fact there was nothing that was not the last word up to the minute domestic science.

"And how about the things she cooks?" I asked.

"Well," said the father, "I really don't know. She makes coffee once in a while but most of the grub she gets from the delicatessen store."

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From \$1155 to \$845

The new and powerful organization has again reduced prices \$150 on all models. Thus, by a total reduction of \$310 since last September, it gives to more buyers the benefit of the new goodness of the good Maxwell

OSCAR B. GINGRICH MOTOR & TIRE CO.
371 Court Street SALEM, OREGON
Phone 635



The Good

MAXWELL

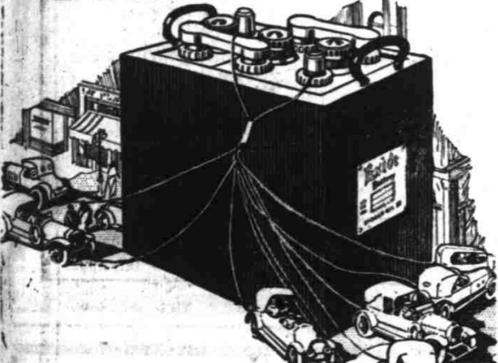
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Easily attached and guaranteed to keep storage battery charged; make motor run better; help magneto make better headlights. Hundreds in use. Price \$10. Send money order. If you have no money order, we furnish complete outfit for \$34.85, including battery, complete wiring equipment, switches, globe and attachments and Wizard charger.

R. D. BARTON
171 S. Commercial St., Salem
Distributor for Marion County

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No matter what make of battery is in your car, we are equipped to repair it skillfully and at reasonable cost. It will be made to last as long as possible, until you are ready to replace it with an Exide—the long-life battery.

Invest a few minutes in a call.
R. D. BARTON
Automotive Electric Equipment
171 South Commercial St. Phone 1107
SALEM, OREGON

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More tire users are having their old casing examined and repaired by competent repair men than ever before. They used to throw away an old casing with a blowout or small rim cut, because of the fact that they could not get a repair to last. We guarantee all our sections to outlast the rest of the tire. Retreaded tires are guaranteed to give not less than 4000 miles.

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New Price \$853
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Fred Kirkwood
246 State Street Phone 311

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The hill has a maximum pitch

Think of it! The six-cylinder, overhead-valve Oakland touring car—a big, roomy, powerful automobile of proved excellence—known everywhere for its efficient and economical performance, is now \$1145

F. O. B. Pontiac, Michigan

Come see this unrivaled value today!

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