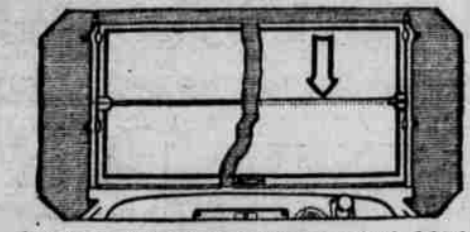
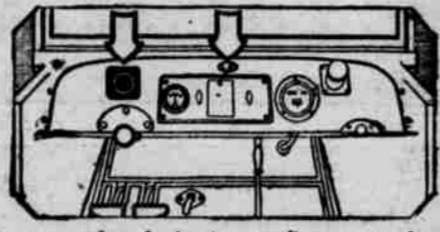


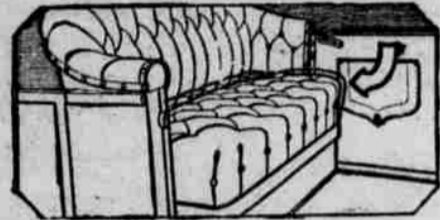
4 New Refinements



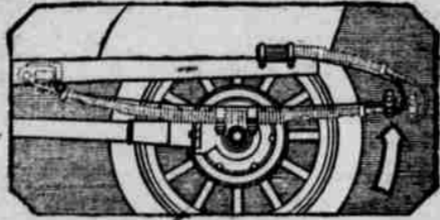
Arrow points to new and improved windshield. Upper half overlaps lower half. Absolutely rain-tight.



Instrument board, showing gasoline gauge, electric dashlight, speedometer, electric starting and lighting plugs and ammeter.



Wider and longer seats and deeper cushions, as indicated by arrow.



Arrow shows old and new spring construction. New springs much longer and more flexible.

MAXWELL Motor Cars are now equipped with a new and improved windshield, still longer and more flexible springs, wider seats, deeper and softer cushions, dashlight, gasoline gauge, and other equally important refinements.

To the generous value heretofore present in the Maxwell product, these extra improvements have now been added.

This is in line with the Maxwell policy—not to change the Maxwell in any essential detail, but to continue improving it so that it will always be a standard, recognized product, constantly abreast of the best practices of the industry.

Notwithstanding the superlative and sometimes confusing claims that are made in behalf of various automobiles, we restate our sincere conviction that **Maxwell Motor Cars offer more real value**

per dollar than any other car in the world.

This too, is the belief of the thousands and thousands of Maxwell owners. And these beliefs are supported by actual and tangible facts. We actually know that within the entire history of the automobile business, no motor car—in any class or at any price—has equalled the Maxwell in honest dollar-for-dollar value.

And if you will examine a Maxwell, ride in it, compare it with other cars, consider its splendid record, reputation and past performances, **you too, will know it.**

Call or phone for a demonstration.

Halvorsen & Burns

Corner High and Ferry Streets

Phone 959

Maxwell \$595

F.O.B. DETROIT

Deferred Payments If Desired

Maxwell Company Dividends Tells Story of Progress

By C. W. Barron.

The inauguration of dividends at the rate of ten per cent per annum on Maxwell Motor common may awaken the public to a realization of the pace at which the Maxwell is now coming forward.

Maxwell antedated Ford in output in the popular priced field, and there are probably more Maxwell engines of early dates still on the highways than of any other make. But there came a time when Maxwell had to rebuild financially from the foundation up. How efficiently was the rebuilding indicated by the inauguration of the present ten per cent dividend rate.

To find out what is under it in factory organization and management, the writer took a little time recently to get down to fundamentals at Detroit. He found Maxwell Motor cars being turned out at such a pace that an enormous circus tent had to be provided for their covering between factory and freight car until more buildings now under way could be finished.

The record hung up for the day was 412 cars, and the previous day was also over 400 for output a present capacity and output at the rate of 120,000 cars per annum against 60,000 put out the past twelve months and 30,000 the present year.

Reasons for Success.

The program of Maxwell is due: First, to the one model policy. Second, a good name, never changed and always mechanically maintained. Third, a sound financial policy.

Fourth, good generalship manifesting itself in every detail from laboratory and shop efficiency to an educational advertising campaign and an intelligent selling organization covering the entire country.

Fifth, consistent large educational newspaper advertising.

When Walter B. Flanders, president of the Maxwell company was selling heavy machine tools made in Rhode Island, and getting in touch with everything in manufacturing organization from chemist to salesman, he little dreamed of his future.

In the Ford factory his ability in or-

ganization and in economical mechanics had full play. Today it has fuller play in the Maxwell works.

Basis for 10 Per Cent Dividend.

But it is the steady march of Maxwell motors over the country from factory to individual operator that has put \$3,500,000 clean cash in the Maxwell bank account with no debts. The outlook, the orders ahead, and the manufacturing, selling and distribution organizations have placed Maxwell on its present dividend base.

Yet, this 10 per cent dividend on present output does not represent as much as \$12 per car, or 2 per cent of the \$595 selling price. Like Bethlehem steel, the common stock, about \$13,000,000, is in relation to the gross business relatively small. Ahead of the common stock is about \$13,000,000 of 7 per cent first preferred stock, and about \$10,000,000 of 6 per cent second preferred. The company has no debts, funded or floating. The dividend charges ahead of the common shares, including funds, are under \$1,750,000. Yet the company has earned this past year about \$5,500,000 with reduction in the price of its cars, and proposes this fiscal year, beginning August 1 to again double its output, reaching a total of 120,000 cars per annum, and increase its net earnings by 50 per cent while reducing the selling price \$60 per car.

Maxwell Methods.

Industrial success does not begin in Wall street. It begins in the factory. And if it deals with raw material it begins in the laboratory. Maxwell has several plants and more than one laboratory.

Maxwell is not an assembling proposition. It is built complete in the Maxwell plants.

Maxwell employs about 3,500 hands in Detroit. But altogether there are more than 12,000 on the Maxwell payroll, of which 2,500 are at Newcastle, Ind., dealing for forgings, front axles, steering gear and transmission. There are 2,000 employes in the shops at Dayton, making motors, bodies, tops, castings, car axles, etc.

President Flanders thoroughly understands the policy of popular leadership

Long, Pleasant Trip In Maxwell Auto

L. A. Braden and family returned home last week from a trip to Myrtle Point, Coos county, that had many kinds of excitement in it. Early in the summer Mr. Braden purchased a Maxwell and had made a few short runs, this being the first run of any consequence. It is 238 miles from Hubbard to their destination in Coos county. When they arrived in the foot hills southwest of here they were caught in a thunder storm which besides giving them plenty of thrills, made the road rather slick, which condition prevailed all the rest of the way. The last 63 miles of the run is a succession of steep hills, the Rice hill north of Roseburg for instance, 63 miles. This stretch of hilly road Mr. Braden says was made with three and a half gallons of gasoline. During the visit at Myrtle Point there was one side trip over a mountain four and a half miles of steep climbing that was made without heating the engine, it being as cool at the top of the hill as when they started. The hard hill climbing was done on intermediate gear, and part of this trip was made over trails thought to be too steep for vehicles to get over. Mr. Braden is very much in love with his Maxwell. He covered 700 miles in the trip.—Hubbard Enterprise.

in the automobile field. He says: "Every man I ever met either owned an automobile or intended to own one. Every price reduction we make enlarges the field. Our popular car was \$695 about a year ago when we cut it \$40. This year we cut it \$60, making the price \$595, and every cut we have made has enabled us to increase the output."

Don't jump at the conclusion that a man is well balanced just because he parts his hair in the middle.

The timber and other lands owned by the United States are a source of profit which is growing yearly.

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A Vital Question of The Present Age

Paul Armstrong's Greatest Drama

The Escape

Portraying a true story of life's other side



MAE MARSH

7 -- Big Stars -- 7

Including

Blanch Sweet, Mae Marsh, Robert Herron, Owen Moore and others



BLANCHE SWEET

Two Days Only

Wednesday and Thursday

Oregon Theatre

No Raise in Prices



"THE MELTING POT"

THE MELTING POT

The Melting Pot depicts the merging into Americanism of a family of Russian Jews. These consist of three people, David Quixano, his uncle, Mendel Quixano, and his uncle's mother, Frau Quixano. The two older people do not take kindly to life in the new land and their thoughts constantly turn backward to their old home where they could observe the customs of the race. The young man, however, becomes a true American and his devotion to the flag and flashes of patriotism throughout the play make this play one of enthusiasm. Do not miss this splendid production. Special scenery is carried and it will be produced just as it was produced in New York, Chicago and the larger cities. This will be the first big road show of the season at the Grand, October 13.

THE BAD GIRL WHO IS GOOD, AND THE GOOD GIRL WHO IS NO GOOD

They Are Douglas Fairbanks' Pair of Leading Women in His New Triangle Play, "The Halfbreed" at the region Monday and Tuesday

women in his newest Triangle-Fine Arts play, "The Halfbreed." Being of widely contrasting types of feminine beauty, they offer a pleasant variety of entertainment, both to the hero in the picture and the patrons who view the latest Fairbanks play.

In "The Children in the House" and a very different characterization which followed, when she appeared as the "ingenuite" in "Sunshine Dad." In the Fairbanks play she is the flirtatious and heartless young girl from the east, who encourages the attentions of the half-Indian youth, only to toss him aside when she finds that it is to her interest to do so.

The other girl is Alma Reubens, previously seen in a Fairbanks comedy-drama, "Roggie Mixes In," as Reggie's society fiancee. She is of the Spanish type, dark and fiery, and in "The Halfbreed" appears as a girl who has gone wrong and becomes the companion of a traveling showman. Finding in the young halfbreed a man who is really a man, in spite of his lack of education or culture, she becomes devoted to him and is regenerated by her love, which ultimately finds its reward.

The play is a dramatization of Bret Harte's famous story of California pioneer days, "In the Carquinez Woods," and its scenes are laid in the primeval forest of that name. The action includes a forest fire, as well as several thrilling combats in which all manner of weapons figure, from plain fists to shooting irons.

BILLIE BURKE'S CAR

Billie Burke, the famous star of "Gloria's Romance," the great motion picture novel from the pen of Mr. and Mrs. Rupert Hughes, which is now showing at the Oregon theatre, has been provided with a Rolls-Royce automobile of special design. Its color is the famous "Hungarian Blue," that builders on this side have tried in vain to duplicate, and its interior is lined with soft gray. A solid silver figure four or five inches in height stands as an emblem on the hood, the trimming of the radiator is all of the best German silver, and cantilever springs are found in the center of the chassis and attached to the rear axle, thus doing away entirely with the small jounces and jolts that other cars experience. In place of the bumping and jolting, there is but a slight swaying motion, from side to side, never up and down.

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The Big Road Show No. 2
Direct from Portland
TOMORROW and EVERY SUNDAY
6 - BIG ACTS - 6

COURTNEY & JEANETTE
Comedy Jugglers
FOUR OLD VETERANS
Memories of 1861

GLADYS CORRELL
in Catchy Melodies
RIALTO FOUR
Singers De Lux

FOSTER & LOVETT
Who's Who
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and NEWTON
Gymnastics
Beautiful

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When You Leave Your Car With Us it is Turned Out Right

None but skilled mechanics in our Repair Shop. We know every part of every car. Always ready to equip your car with the latest appliances.

Great Western Garage

Opposite Court House C. C. SIMERAL, Prop.