

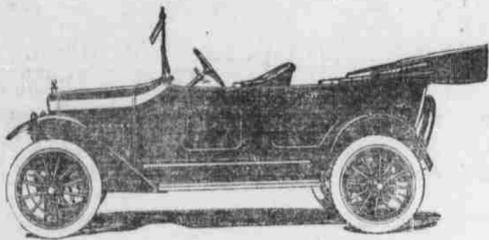
MAXWELL MOTOR CARS

Are designed and constructed primarily for service under the average and usual conditions. They were never intended for stunts, racing speeds or any other extraordinary purposes.

It has simply been our aim to build a light, economical, durable car and to build it exceedingly well.

It is interesting to note, therefore, certain instances which prove that Maxwell Cars are not only performing their specific function—but that they possess, in reserve, a surplus merit which enables them to achieve marked distinction in events OUT of their field and class.

The facts and figures presented throw some light on why the Maxwell is generally recognized as The World's Greatest Motor Car Value.



Touring Car \$725, f. o. b. Salem.

Sedan \$1,075

Halvorsen & Burns

Ferry and High Streets

Salem, Oregon

\$30,000,000 Worth of Material Fortifies Overland Against Auto Shortage

Those big companies which foresaw the possible shortage of materials due to the astonishing demand for motor cars, and fortified themselves against that shortage are congratulating themselves today on the fact that they were not caught totally unprepared to cope with present market conditions.

The Willys-Overland Company, the second largest automobile manufacturing organization in the world and the greatest producer of medium and high-priced cars, was perhaps one of the least affected of all by this upheaval in the material market. While it is true that all quantity producers of motor cars felt the sudden change, the Toledo concern had taken the precaution to protect itself in a measure against just such an emergency.

Long before prices started to shoot skyward, The Willys-Overland Company had tucked away in its store-rooms and sub-basars huge quantities of raw materials. Today it has more than \$30,000,000 worth of parts on hand, fully fifty per cent of which was bought at before-war prices.

This preparedness policy on the part of the Toledo concern is responsible, it is said, to a large degree for the high standard of quality which the factory has been able to maintain in its 1917 production, without any extraordinary advance in its selling prices.

And, although material such as steel is hard to get at any price these days, every carload that arrives at the Overland plant is as rigidly inspected as it was when conditions were normal. In order to protect itself and Overland and Willys-Knight owners, the company employs a staff of expert chemists and metallurgists to test carefully each batch of raw material delivered for use at the factory.

These chemists know that a certain proportion of carbon, together with certain quantities of other elements, when united with pure iron produces a steel that will stand certain strains. They also know that if the proportion of nickel, manganese, chromium or other elements vary even so much as a fraction of one per cent, the steel will be either too weak or too brittle.

If the samples undergoing inspection come up to the required specifications and pass successfully the tests of the metallurgical and chemical laboratories, the cars from which the samples were taken are accepted by the company. If the samples come through without an O. K. the car ore cars are rejected on the spot.

Some of the scales used in the Overland laboratories measure accurately to one ten-thousandth of a gram. The slightest defect in physical structure of a sample of steel can be detected by microscopes that magnify many thousands of diameters.

November 11th, a stock Maxwell touring car drew up before the Free Press building. It was announced that Messrs. Godreau and Malcolm would alternate at the wheel of the Maxwell.

Promptly at three o'clock, Mayor Waugh of Winnipeg, shown at the wheel in the photograph, pressed the starter and the car flew forth on its seven-day grind.

Day and night the Maxwell kept at its run, turning up its quota of 500 miles. In accordance with the traffic ordinances of Winnipeg, the average speed was held at twenty miles an hour.

As zero weather was encountered, the strain on the drive, was tremendous. Often they were taxed almost beyond human endurance by exhaustion and the cold. But mechanical endurance is obdurate, insensible. And the engine never faltered.

Saturday came, and with it the end of the run. The stock motor car drew up before the Free Press building and stopped.

A week of continuous run had elapsed. The car had stopped occasionally for gasoline but the engine had no respite. Mr. Emmett, secretary of the Manitoba Motor league stepped forward and removed the speedometer. He glanced at the speedometer and announced that 3,528 miles had been traversed by the Canadian non-stop champion. The crowd broke into cheers and dispersing scattered the news through Winnipeg. A season's mileage had been attained in seven days! Primarily, of course, the test was one of endurance. But a very neat economy record was also established. An average of 26 miles per gallon of gasoline was maintained throughout the run, and four gallons was the total oil consumption for the 3,528 miles. Mechanically the car has been in no way impaired by its seven day grind.

When Woodrow Wilson was a little boy his little Second Reader doubtless said in it: "If at first you don't succeed, try, try again." The well known characterics of Europe will do well to get help.

pleasure that makes for broader vision, safer and more helpful diversions, and a more sympathetic social life. A nation without its sane pleasures is hopeless. Therefore, it is far from logical to consider the so-called pleasure car of today as an added luxury.

If production increases at the average rate maintained for the past five years—which is unlikely, due to greater manufacturing problems and to inability of the selling and distributive branches to keep pace with greatly augmented manufacturing volume—the point of saturation will not be reached for five, six or even seven years. And some of the leaders in the industry predict that it will be a matter of ten or twelve years.

All signs point to a continued development for several years to come—for just how long it is difficult to say, but as in many other new fields, limitations and curtailments of expansion, arbitrarily predicted, are merely indications of a shortened vision of unfamiliarity with all of the facts.

It is true that materials and labor are more expensive and increasingly hard to secure. The condition is not serious, nor likely to be. The makers of medium and high priced cars overcome the difficulty by an advance in their selling prices. The manufacturers of low priced cars built in much greater quantities, are protected by contracts until the end of the automobile year, July, 1917, and are able to absorb additional expense by spreading it out over a great number of units and by increasing their manufacturing efficiency.

Canada Brings Forth a Non-Stop Champion

Our Canadian neighbors have followed with interest the many Maxwell exploits in the United States. But it was plain at a distance, and for that reason it did not wholly satisfy. Our Winnipeg office caught the sentiment for localizing Maxwell supremacy, and met it squarely. Accordingly, economy and endurance runs were staged in quick succession.

Maxwell economy was demonstrated in a trial run Thursday, November 9th. In the presence of a representative of the Winnipeg Free Press, a touring car was taken from stock, the tank drained and the speedometer set at zero. A gallon of gasoline was poured from a standard measure, five passengers took seats and the car swung out on the road.

It had been taken for granted that November 9th was an unhappy date to choose for such a run. High winds and snow are not conducive to economy. In mentioning adverse weather conditions, though, we are not preparing you for a disappointment; rather the reverse. Thirty and one-tenth miles were clicked off before the allotted gallon was exhausted.

This record served to whet the Canadian appetite. Maxwell economy had been proven, and motor enthusiasts turned to the announcement of a seven-day non-stop run to start November 19. Canadian newspapers featured this announcement, calling to the attention of their readers, that never before had a non-stop run been conducted in Canada.

DODGE BROTHERS MOTOR CAR

Consult the impression uppermost in your mind and you will find that you think of this car as very carefully and very conscientiously made.

This very general and instinctive feeling is of course a reflection of the actual facts.

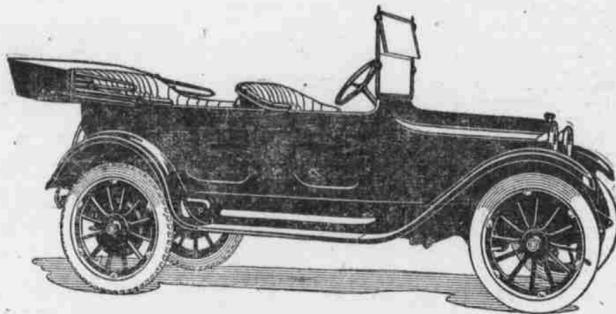
People think of the car in this light because of their high opinion of Dodge Brothers as manufacturers.

That good opinion is justified by the performance of the car, by its economy and efficiency, and by the fact that even the first two year's very large production did not develop a single fault.

It will pay you to visit us and examine this car.

The gasoline consumption is unusually low. The tire mileage is unusually high.

Touring Car or Roadster, \$785; Winter Touring Car or Roadster, \$950; Sedan, \$1,185. (All prices f. o. b. Detroit.)



DWIGHT MISNER

LOCAL AGENT
Phone 97
Opposite Marion Hotel

Future of Automobile Business

So much has been written relative to the development of the motor car industry and so many prophecies have been ventured without proper consideration of vital and controlling factors, that a clear and simple analysis of the subject may serve to dissipate much of the unbounded conjecture.

The automobile market is divided into two broad fields. First the rural class, which includes all persons engaged in farming and others in various businesses who live in towns of less than five hundred population. Second, the urban class, which comprises all people in any but farming pursuits, who live in towns of five hundred or more population.

In the rural or farming market, there are 6,500,000 families. One million of these own motor cars and one and one-half millions are poor, illiterate, or negroes, who for the purpose of this study may be excluded from the prospective buying class. There remain, then, 4,000,000 farm families who are possible automobile buyers.

In the urban class, covered by 11,000 towns and cities of more than five hundred population, there are about 5,000,000 home owners of which number only 2,000,000 own cars. Accordingly, there remain 3,000,000 prospective buyers in this class, or a total actual unmet market, in both rural and urban classes, of 7,000,000 possible automobile buyers.

The accepted average life of an automobile is about five years in the hands of the original owners, and as the man who once owns a car will not thereafter be without one, we must include the re-order market which in the calendar year of 1917 will be about 600,000, this being twenty per cent of the 3,000,000 now in use.

For the year 1917, therefore, the automobile business will see a market of about 7,600,000 possible buyers. Not more than 1,600,000 cars will be built

in the coming year, leaving a possible excess market of 6,000,000 buyers at the beginning of 1918.

These figures are decidedly conservative because they take no consideration of (1) any export outlet, (2) the people who have or will have two or more machines, (3) increased population, (4) increased prosperity, (5) a million or more town and city families who do not own the homes in which they live, but are well able to buy and maintain a motor car, (6) the business houses, retail and wholesale merchants who use thousands of roadsters for salesmen, and many thousands more of delivery cars (regular automobile chassis with commercial body), (7) taxicabs and other cars for public hire.

An Important Fact is vouched for by the editorial department of "Automobile Topics," a well known trade authority, which has been making a careful analysis of the comparative nature of automobile service. They state that of the 3,000,000 motor cars of all kinds in service in the United States today, they can conservatively say from their investigation that over one-half of the mileage of the 3,000,000 cars is used for business purposes. Literally, this means that of the 3,000,000 automobiles running in this country today one half or 1,500,000 are used for business purposes. This leaves only one and a half million in use for pleasure or social transportation purposes.

In considering the 1,500,000 automobiles in use today, which may legitimately be classed as "pleasure cars," an important fact should be borne in mind, namely: the so-called pleasure car of today has a distinct economic use, it being only reasonable to deduce that the time and money spent in motoring for pleasure or social intercourse almost invariably takes the place of some other form of expenditure of less actual economic value. Motoring is a

MOTOR WEAVE GUARANTEED AUTOMOBILE ROBE

Quality, Texture and Durability guarantee—and at the sensationally low price of

\$6.75

The most popular Auto Robe on the market

F. E. SHAFER.

Harness Gloves
170 Commercial Street
South of Ladd & Bush Bank



The Price of Tires Has Advanced

To get the most miles for your money keep your tires in good repair.

We can repair your tires satisfactorily.

The Salem Vulcanizing Works

474 Ferry St, Salem, Or

TWO THOUSAND PEOPLE AT

(Continued from page one.)

time, requiring six to eight minutes. From the time the big mixer is started with its three barrels of flour, until the loaves are taken out of the oven eight hours are required, and one hour later the loaves are wrapped ready for delivery.

Regular Social Affair The plant represents an investment of \$35,000 and now employs seven men and three girls. Two autos distribute the bread and other products of the bakery, which are on sale at every grocery store in the city. Another auto will be added to the service in the spring.

At the reception yesterday which was from 2 o'clock in the afternoon until 10 at night, the women were presented with bread knives, the men with pencils and the children with a ruler and puzzle.

Salem High Defeats Silvertown High Team

By the score of 21 to 20, the Salem high school basketball quintet yesterday evening met and defeated the Silvertown high school basketball five in Silvertown. The game was a hard fought one from the sound of the first whistle until the game ended with Salem one point in the lead.

For the Salem boys, Ackerman at forward was the brightest star. He gathered in 11 points. Fry also at forward played a stellar game, netting four points. Lathan at center got two points, and Ross at guard got four points. Gill, guard, played a good defensive game.

For Silvertown, the honors go to Duro, who made 18 out of the team's 20 points. He only got two baskets but made 14 points on free throws out of 19 chances. Tittman, forward, made the other two points for Silvertown. The line-up for Salem was: Forwards, Ackerman and Fry; center, Lathan; guards, Ross and Gill.

For Silvertown, the line-up was: Forwards, Duro, Tittman, Adams; center, Bristol and McLeary; guards, Buell, Wray and Brains.

Robert Radcliffe of Willamette university, was the referee.

Wheat Takes Tumble and Hits Low Mark

Chicago, Jan. 27.—Wheat, demoralized from the start, broke sharply, dropping to the lowest point it has been since Germany's peace note in December. A message from New York, quoting a London cable giving terms upon which Germany would make peace, started the liquidating movement. May wheat op-

THE UNIVERSAL CAR

Pleasing in appearance, with interior appointments up-to-date, the Ford Sedan brings all the delights of the enclosed car with the assured Ford economy in operation and maintenance. An all-round car for all the year around. The price of the Sedan is \$705.70, Runabout \$400.70, Touring Car \$415.70, Coupelet \$560.70, Town Car \$650.00—all f. o. b. Salem. Order now.

VICK BROS.

260 N. High St., Salem, Ore.

ened down 3-8 and lost 4 1-2, closing at \$1.74 1-2; July opened down 1 1-8, subsequently declining another 3 points, closing at \$1.47 1-2. September opened down 3-4, later losing 3-4, closing at \$1.36 1-2. The fact that there was nothing to support the truth of the cable was practically ignored by the pit. Toward the close there was very small recovery.

Corn also started lower. Selling developed on peace talk and the sharp break in wheat. May corn opened down half, later losing 5-8, closing at \$1.00 3-4. July corn opened down 3-8 and lost 1-2, closing at 99 1-8.

Oats were sharply lower in sympathy with other grains. Buying was limited on the way down, but when the extreme point was reached, short covering

was met and the prices recovered partially. May oats opened down half and later lost 5-8, closing at 85 7-8. July opened down 3-8, lost another quarter and closed down 3-8, lost another quarter and closed at 54 7-8.

Provisions ruled slightly higher. Trade light with not much demand. Light receipts in hogs and a desire to sell was responsible.

SALEM THURSDAY-FRIDAY
FEBRUARY 1 and 2

Dr. Earl V. Morrow
with his uncensored Pictures and Lectures of the
BELGIAN FRONT
In the great European War, by special royal permission of
KING ALBERT
BLIGH THEATRE

For a quiet game of Pocket Billiards, a good cigar or the latest Sporting News, call at
The Up-to-Date Billiard Parlor
437 State.
