



# THIS



Garage is amply equipped to turn out any kind of automobile work. Our facilities are the best to be had and our workmen are skilled and experienced mechanics. No job is too large or too small to get the best attention from us. Our motto

# IS

"The Best Work at the Most Reasonable Price." Phone to 44 when you have trouble with your car. We can send out and get you at any time. This is one of the features of our business most appreciated by our customers and one which has made our garage known as

# SALEM'S

Best Garage. We carry a large line of Auto Accessories, Oils, Greases, as well as gasoline. Drive in at any time and see what prompt and courteous treatment you get here. Don't forget the "Free Air" when your tires are down. We aim to give you the

# BEST

Treatment in town and want you to take advantage of it. We know we can please you if you will just give us the chance. A trial of our work will convince you that of all places in the city, this is Salem's very best.

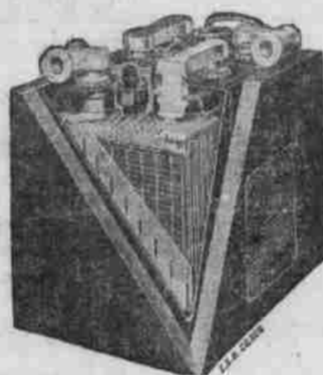
# GARAGE



The Home of the Famous



## BATTERY



THE BEST BATTERY BUILT FOR LIGHTING AND STARTING OF AUTOMOBILES. WE GIVE FREE SERVICE.

## Great Western Garage

"Exide" Free at this Garage

C. C. SIMERAL, Proprietor.

147 North High Street, opp. Court House. Telephone 44

TEST CARS MAKE  
4,688,412 MILES  
DURING 1916

"During 1916 our fleet of tire testing cars traveled 4,688,412 miles, which is equivalent to 630 trips from New York to San Francisco and return, and they used upwards of 290,000 gallons of gasoline," said Dr. W. C. Geer, chief of the development department of The B. F. Goodrich Company, as he was leaving for Washington yesterday.

This statement was given out as six of the test cars left for the South where they will avoid the snow-covered roads of Ohio for the next several months in making their strenuous tests of the Goodrich products. The cars have been unable to make the required 200 miles every 24 hours in northern Ohio and since this mileage is considered imperative by the Operating Committee, it was decided to transfer the work to a field where it can be carried on without any interruption.

At Chattanooga the present fleet will be increased by five new cars and at Atlanta three more will be added, bringing the entire number up to 14 cars with a crew of 37 men, all expert drivers who enjoy a record for 1916 that was free from accidents.

"When I began driving one of these test cars," said one of the drivers, "I thought it was all fun, but I soon had this taken out of me for I have to make at least 150 miles during the day and then turn my car over to a night driver who also makes 150 miles. We keep a complete record of every tire and the tires as well as the cars are inspected by the factory experts every morning before we start out. It is pleasant enough to be a tourist, but to be turned loose on the road with a car and nothing to do but wear out tires is a pleasure that soon develops into a serious business."

"The Goodrich Company insists that the test car drivers not only observe the laws of the communities through which they travel, but they also must exercise every precaution that tends to promote the 'Safety First' idea."

FORD MAKES 65,000 MILES AND STILL GOING

As a Ford car in North Carolina remarked to a Ford in South Carolina, "It's a long way between—the factory and where we've traveled if anyone should set out to follow the trail." 539046 is the number of the "Universal Car" that carries the summer tourists up and over and down the mountainous country about Hendersonville, N. C., with owner C. R. McManaway at the wheel. Two full twelve month calendars have waned, sheet by sheet, since this car was placed in service and 65,000 miles of mountain grades have dissolved beneath its tires. During that time the motor has never been touched nor have the valves been re-ground. When the hey-day of the summer vacation season is over the owner drives the car about Hendersonville in public passenger service. In South Carolina, Ford No. 511574

and a Ford  
**\$350** makes a guaranteed  
One ton truck

\$1,500 worth for half price—this is what you get in this fast selling motor truck.



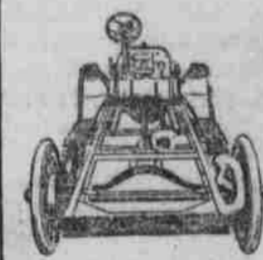
No truck ever built ever gave such phenomenal results as the Smith Form-a-Truck. No truck ever sold as fast. Millions of dollars' worth have been sold to date. We don't have to prove what they will do—we don't have to prove that they are cheaper than any other truck built—we don't have to prove that they are speedier—we don't have to prove that they give greater satisfaction—all this has been investigated by hundreds of concerns, and THEY HAVE PROVED THESE THINGS. This is why the sale of these Smith Form-a-Trucks has run way up into the millions in so short a time.

There isn't a concern in this country, from New York to California, operating one or a whole fleet of these trucks, but that is more than satisfied with the results and economy it is getting.

Ask us to send you our booklet "It Solves Your Delivery Problems." Get the facts and know to your own satisfaction just what the Smith Form-a-Truck will do for you in YOUR business.

**SMITH**  
Form-a-Truck

MAGERS & LOOSE,  
Agents  
Salem, Oregon



Kindly send me your booklet "It Solves Your Delivery Problems" and put before me the facts and figures proving that the Smith Form-a-Truck gives the cheapest delivery cost in the world.

Name.....  
St. Address.....  
City.....  
State.....

winds its way about the town of Woodruff. Sold to the present owners on July 9, 1914, this car has been employed ever since in public transportation. It has shown one trait that is an inherent quality of Ford cars in business service, namely, the financial instinct that returns a persistent profit to its employer. In twenty seven months service this car has piled up \$2,308.25 on the profit side of the ledger.

And these are just two of more than one million, seven hundred and fifty thousand in active daily use.

Boston is to name a square in honor of Fred Douglas, which will still further square it for that mob that once tumultuously coerced the prince of black abolitionists through Boston streets with a rope about his neck.

## DODGE BROTHERS MOTOR CAR

It is difficult to conceive how one of these cars can outlive its usefulness if given even ordinary care.

They are destined for long life. The same scrupulous manufacturing methods that make for efficiency and economy are an assurance of years of service.

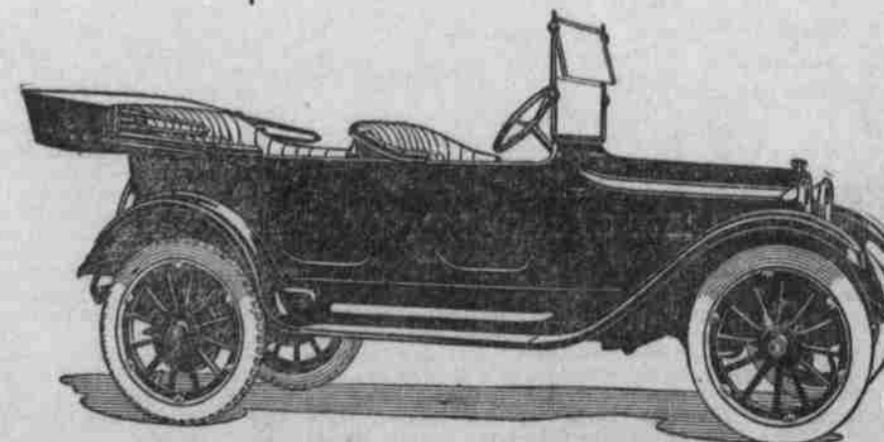
In a number of striking instances business houses have recognized the car's longevity and low cost of maintenance.

Records carefully kept by municipalities which employ a number of cars show figures that are gratifyingly low.

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, \$850; Sedan, \$1185. (All prices f. o. b. Detroit)



**DWIGHT MISNER**

Opposite Marion Hotel.

Phone 97

### MAXWELL CARS SMASH ALL ECONOMY RECORDS

Three bright, new Maxwell touring cars, led out into the streets of Atlanta Georgia, early in January, and put before the public a test that is without parallel in all the history of automobile making, touched off the New Year in a manner almost shocking for automobilism in Atlanta and throughout the entire southeastern portion of the land of cotton.

It was made known on Friday, January 5, that three strictly new Maxwell touring cars would, the day following, go out into the streets of that metropolis of the south for the purpose of showing everyone and anyone concerned what mileage not one, but three Maxwell cars could obtain on a gallon of gasoline.

This announcement followed an invitation from James Readley, of the Maxwell Motor Sales Corporation, with headquarters in Atlanta, to the three automobile editors of that city to walk into the big Maxwell service branch in Atlanta or the Maxwell retail branch on Peachtree street and choose for the run any three cars they might see fit to designate for the work.

This the automobile editors did. They selected the cars from the stock carried on the display floors at the Peachtree establishment—each car a bright

and new display model, with tags all over it.

Despite the fact that they were stiff with newness, their tires never having run over anything other than the long assembly tracks in the huge Maxwell factories, the three cars, running separately, smashed to smithereens all previous gasoline economy records recognized in Atlanta. Not one, but all three of the newspaper automobile editors are authority for the statement that the record has never been equaled in the state of Georgia.

Note the similarity of the mileage. These figures speak volumes for the Maxwell practice, which is based upon the ideal of a standardized and economical automobile. Three brand new cars—and the record shows them to be almost uniform in performance.

No one knew what mileage they would obtain—that is, no one outside the family of Maxwell men, who knew through experience that one Maxwell is a full blooded brother to all the hundreds of thousands of others, and who, therefore, would have been indeed surprised had the records varied much. Put any Maxwell new or old, up against anything, anywhere, any time, for any reason, under any condition, and with scrupulous observation, and this is what it will make clear to all the world:

"I am the world's greatest motor

car value." Each day emphasizes the truth of this assertion to a constantly growing multitude of Maxwell owners.

### HAVE SCHOOL FOR OWNERS

Dodge Brothers Brooklyn Dealers Teach Care of Motor Car

Bishop, McCormick & Bishop, dealers in Dodge Brothers cars in Brooklyn, have evolved a novel plan for making sure that those who buy cars from them know all about the cars.

They have established a school for owners. A tuition fee large enough to make the school self-supporting is charged. The fact that large classes have already enrolled and are attending regular periods of instruction indicates that the owners are in hearty accord with the Brooklyn dealers' belief that they would derive much more benefit and pleasure from their cars if they knew more about them.

The school is in charge of Prof. Frank A. Burr, a former teacher of engineering in Cornell university and Penn State.

The instruction embraces the operation of the car and the care of parts and is very thorough.

TRY JOURNAL WANT ADS

### THE PAIGE CAR MAKES VERY DIFFICULT TRIP

In more than one hard trip has the Paige car shown that it is not only a machine of beauty but also that it has with pulling power.

An account of such a test is told about E. J. Post of Chambersburg, Pa., who drove into Pittsburgh last week with his Paige "6-45" covered with mud and carrying excess baggage. He was on his return trip from East Palestine, Ohio, where he encountered mud roads axle deep. Mr. Post stated that he made the trip from Beaver Falls to East Palestine, 40 miles, on low gear, and although the clay roads were very heavy, his radiator never boiled, and he made the entire trip from Chambersburg to East Palestine on an average consumption of 17 miles to the gallon of gasoline and used a quart and a half of oil in the entire trip.

Mr. Post says that the running boards often gathered up the mud as though a plow were going through it, and two pairs of chains were completely worn out in making the trip, but the Paige car carried him through on its own power without a single mishap. On a large part of the trip Mrs. Post was at the wheel and proved that a Paige car can be handled under all conditions by a woman.