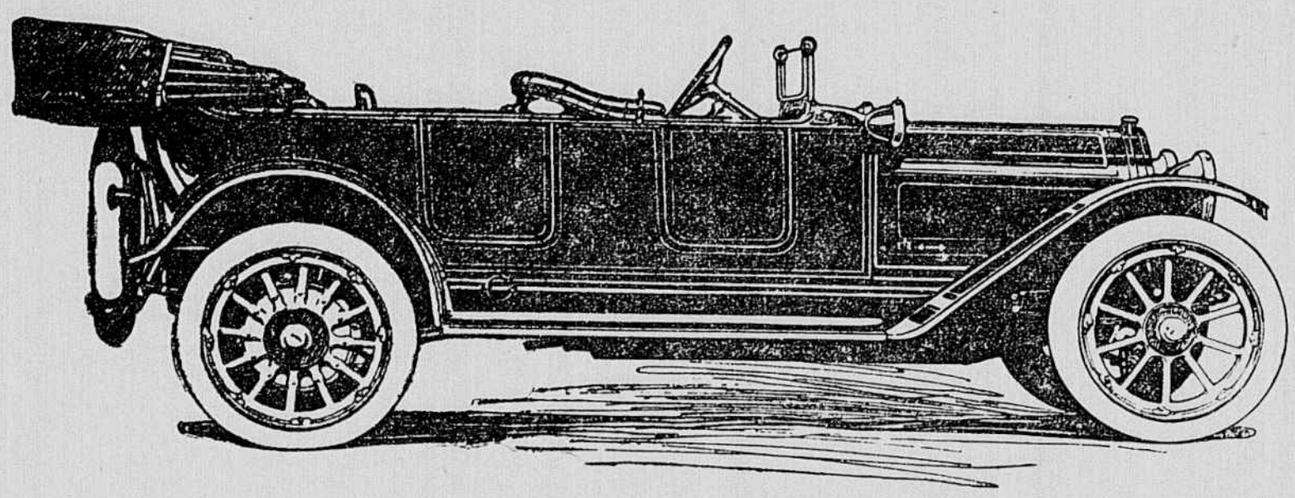
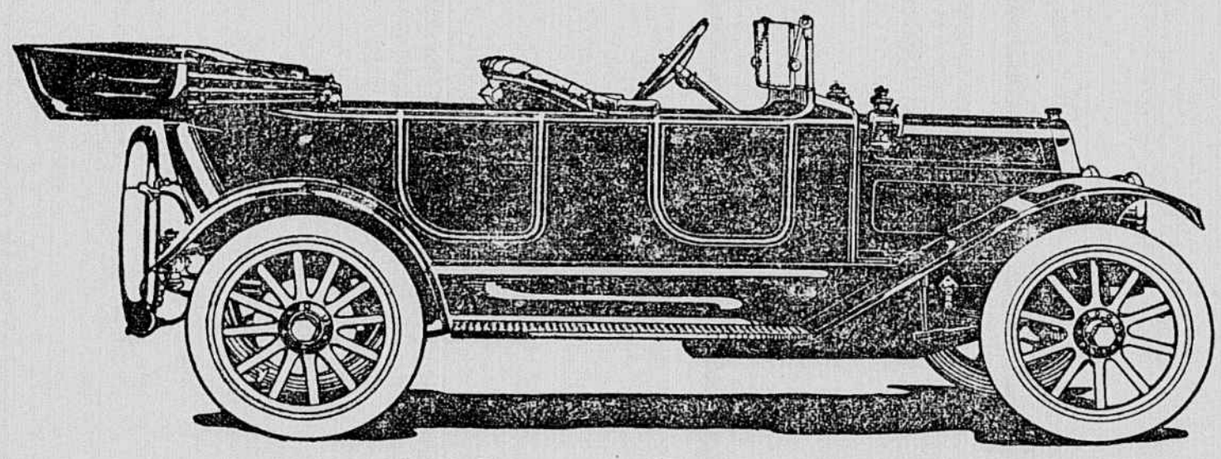
Four Thousand Dealers will Handle These Cars for the Season of 1914



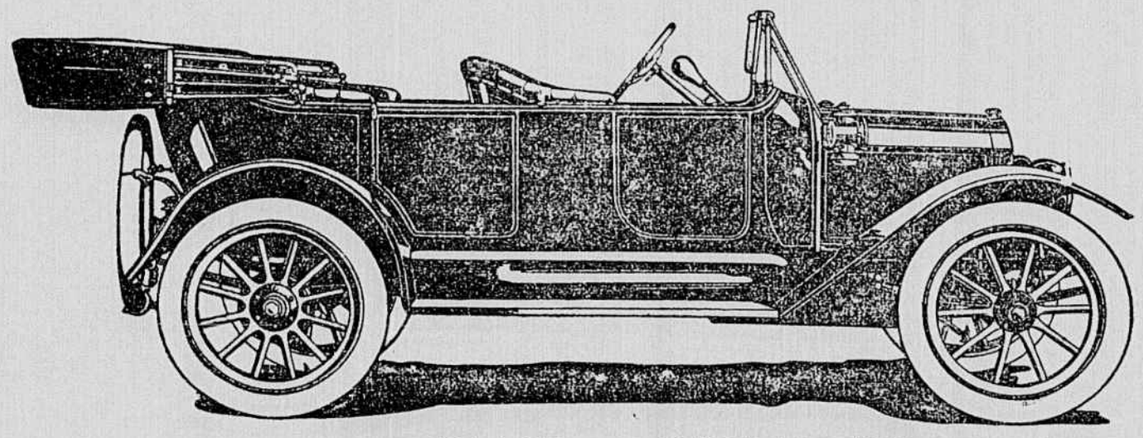
1914 Maxwell "50-6"—$1975

The sweetest running thing on wheels. Six-cylinder motor, bloc-cast, 50 h. p. 130" wheel base; electricstarter and lights; Bruce Ott body; 5-7 passengers; disappearing seats; 36"x4½" tires all 'round. Luxuriously finished, long, easy riding springs and full equipment, including ventilating windshield, top and Jiffy curtains—even an electric cigar lighter. Left or right side drive optional.



1914 Maxwell "35-4"—$1085—$1225

Powerful, silent, sweet running; bloc-cast 4-cylinder motor; 111" wheel base; 33"x4" tires all 'round. Left hand drive, center control. Electric starter and lights, at $1225. Three-quarter elliptic springs. Bruce Ott body, ventilating windshield and full equipment, including Jiffy curtains.



1914 Maxwell "25-4"—$750

The year's sensation. Four-cylinder, bloc cast; 25 h. p. motor; magneto; weight 1600 pounds; 103" wheel base; 30"x3½" tires all 'round; 3 speed selective transmission; full five-passenger body designed by Bruce Ott; complete equipment, including tire holders, ventilating windshield; top, Jiffy curtains.

Maxwell Motor Company

Incorporated

Detroit, U. S. A.

THEY SAID—what did they say? What mattered what they said? They were competitors much perturbed—so what could they say? What must they say—being competitors—much perturbed?

4,000 DEALERS will handle Maxwell Motor Cars for the season of 1914. Season dated from August first—deliveries at new prices now being made.

THAT'S OUR ANSWER to all they said. That tells the story. What is it they say about "he who laughs last?"

MAXWELL CARS WILL DOMINATE the trade for 1914 in the three big classes which command the greatest popularity.

THE FULL SIGNIFICANCE of the line "4,000 dealers," may not have occurred to you. It means, in a word, that we not only have the cars the connoisseurs desire, but that we are now ready to manufacture them in numbers sufficient to supply the insistent demand.

YOUR DEALER SEEMS TO HAVE a kind of sixth sense when it comes to picking the winner in the selling field from season to season.

HE KNOWS: He has his finger on the pulse of the buyer, his eyes on the makers all the time. And he seldom guesses wrong. The successful dealer never—that's why he succeeds.

THIS IS A FAST-MOVING, quick-forgetting business. Watching it is like looking thru a kaleidoscope. It is ever changing.

THE DEALER KNOWS—and you can't go wrong by following his lead for, you see, he is looking for the same things you are seeking—only from a different angle.

HE WANTS CARS that sell themselves. You never knew a dealer to go gunning for trouble, did you? Or looking for hard work?

NOT HE. HE FOLLOWS THE TREND of fashion in design, the progress of the science of metallurgy and manufacture. And when he sees a concern leading in these, he goes hot-foot after that line of cars.

WE HAVE CONCENTRATED our tremendous factory facilities; re-arranged and re-equipped the plants for economical production of automobiles in large quantities.

AND EACH MODEL WILL dominate its class—because a better car—better material, better workmanship and better finish for the same or less money.

DO YOU WONDER dealers are clamoring for the Maxwell line for 1914? They would belie their reputation for astuteness if they didn't.

WHY, LAST WEEK we shipped the first 50 cars of the Maxwell "25" model to 50 points in the United States, and invited all dealers to come and see and try out this wonderful car.

THEY CAME, they saw and the new "25" Maxwell conquered. It was great to see their enthusiasm when the car, carrying five dealers aggregating 1010 pounds, sped up "Abbey Hill"—the stiffest grade on Manhattan and a double-S turn—on high gear as if it were on the level.

OVER AND OVER AGAIN they put the car to the test—climbing the hill at all speeds down to 8 miles per hour on high gear—just a 'pullin' all the time.

BUT WE ARE DIGRESSING—so enthusiastic about that wonderful "25" we forgot our text for the moment. Let's discuss the entire line—for there isn't a dead one in it—no model that is a load on the others. Each is supreme in its class.

TAKE THE "50-6" for example—now thoroughly tried and proven. 1913 output all sold. Deliveries of 1914 model—left-hand drive with right side drive optional—begins August 15th.

1914 PRICE is $1975.

THERE'S A LINE that will create consternation in the trade. They all expected it would be $2,400—in fact we said so. That was the price we had decided on, but—

PERHAPS, YOU'VE NOTICED there's a wicked war on for supremacy in this class of car. We concluded that, so long as other makers had started it we would give them a real six at a real price and see how far they can go. Watch it—it will be interesting—and the buyer will be the beneficiary.

IT WILL BE UP TO makers of $3,500—$4,000, yes, and $5,000 sixes to demonstrate wherein they give the difference in value.

AND WHAT ABOUT the manufacturer who stuck to fours for one season too long? Having himself failed to progress he would stop all progress. He would sweep back the sea with his tiny whisk broom! He protests that folk will still pay $2,000 for fours—and convinces no one but himself.

IN SEVEN PASSENGER CARS the six is now supreme. It is not coming; it is here.

THEN THE MAXWELL "35"—This is, we firmly believe, the greatest car ever made in the so-called intermediate price class—a big five passenger car for that great class of buyer who wants all there is of comfort and power, at a price he can afford.

1914 PRICE IS $1085 without and $1225 with electric starter and lights. Equal this if you can—in a car of anywhere near the quality.

BLOC-CAST MOTOR—fourth year unchanged. A motor such as you can't surpass in a $2000 car. And all other features equally excellent. This car will lead—distance all others in its class, which is to say anything under $1500.

AND FINALLY THE "25"—the car the trade has been talking about, looking for, waiting for.

IT IS HERE—WE ARE DELIVERING—and while we may not hope to supply all who want them, we will be able to appease 30,000 buyers during the next twelve months.

YOUR ENTHUSIASM will know no bounds when you see and ride in this "25."

THIS IS A REAL AUTOMOBILE—full 25 horsepower, bloc cast motor; 103" wheel base; same size tires all around, 30 x 3½; full five passenger body; 3 speed selective transmission; cone clutch; worm and sector steering gear; left-hand drive; center control; magneto—all the features of a high priced car.

AND AT A PRICE no other maker has ever before been able to produce such a car—$750 plus the freight.

THE RESULT OF MORE concentrated experience, engineering and metallurgical knowledge, manufacturing skill and financial resources than any other, this car justifies our efforts and fulfils our fondest hopes.

IT WAS DESIGNED to meet the ideas and the needs of tens of thousands of discriminating buyers—not beginners but experienced motorists—who must consult the purse and yet who detest and decline to wear a uniform and are willing to pay a little more for a car that is a lot better.

WE WILL BUILD 30,000 of this model; 12,000 of the "35" and 2,000 to 3,000 of the Maxwell 50-6 in the next twelve months.

THAT'S SECOND LARGEST in the world—and still we are not satisfied. Watch the Maxwells.