

# At its Price, the World's Greatest Automobile Value!

## Check the Measurements

Leg room, depth and width of seats—with those of any car selling from \$1000 up to \$1400—you'll find this is a "big" car in inches as well as "immense" in efficiency. Note up-to-date streamline body design, left hand steer, center control and other features of the highest priced cars.



## Maxwell "25" \$750

## The Car that is Rapidly Setting the Selling Pace Everywhere

IT IS predicted by shrewd judges that the Maxwell "25" \$750 car made by the Maxwell Motor Company, Detroit, Mich., will within a year be the fastest selling automobile in the world.

And this isn't such an extraordinary prediction when you consider the many very remarkably good points of the Maxwell "25," and the present phenomenal demand.

A prominent writer who has intelligently studied the subject said recently that the time is coming when most families in the United States will own an automobile.

In many places Maxwell "25s" are used not only for pleasure purposes, but for business reasons as well, thus rendering a highly efficient double service.

The Maxwell "25" Car is unique. It occupies a distinctive position.

It is in a class by itself. It hasn't a real competitor because it gives what other cars do not give. It possesses more advantages that benefit you, price considered, of course.

The Maxwell "25" Car has all the fine points of higher priced cars and none of their weaknesses.

It is truly a marvel of engineering genius. It is thoroughly trustworthy in every detail of construction and equipment. It is made from the best materials that brains can devise and money buy.

The Maxwell "25" is a light, practically indestructible car of extraordinary capacity, power and performance. It symbolizes speed, power and economy.

The cost of oil, gasoline and tire maintenance is so small as to be positively amazing. This has been proved repeatedly.

The Maxwell "25" is more than just merely a car. It is a superbly constructed, roomy 5-passenger automobile. It is a real full grown car, a beautiful, smooth, swift and eminently satisfactory streamline automobile.

The Maxwell "25" is unfailingly responsive. It at once attracts favorable attention and flattering comment.

When you buy a Maxwell "25" you do not have to be ashamed of it; you do not have to apologize for it; it isn't a car that's perpetually joked about.

When you buy a Maxwell "25" you get a car that looks like one that costs double the money, and acts like a car that sells at twice its price.

Its operation is easy and economical. You are not compelled to dig constantly into your purse. It isn't a car that's a source of worry.

It minimizes cost—saves you money.

The Maxwell "25" is a real joy. It is a car that stands up and delivers at all times and under all conditions, no matter how trying. It is always right there at the right time. It gets you to your destination and back in the shortest possible time and at least cost.

It has plenty of smart style; it is a fast and sure hill climber; in fact, its hill climbing performances are *marvelous*, as records prove.

The Maxwell "25" \$750 is the car that you should own.

Our object in running this, the world's largest automobile advertisement, is to vividly impress you, to try and convey to you at a glance what a truly remarkable car the Maxwell "25" is!

We could have compressed this advertisement into half the space, but that wouldn't have satisfied us, nor would it have impressed you in a big way.

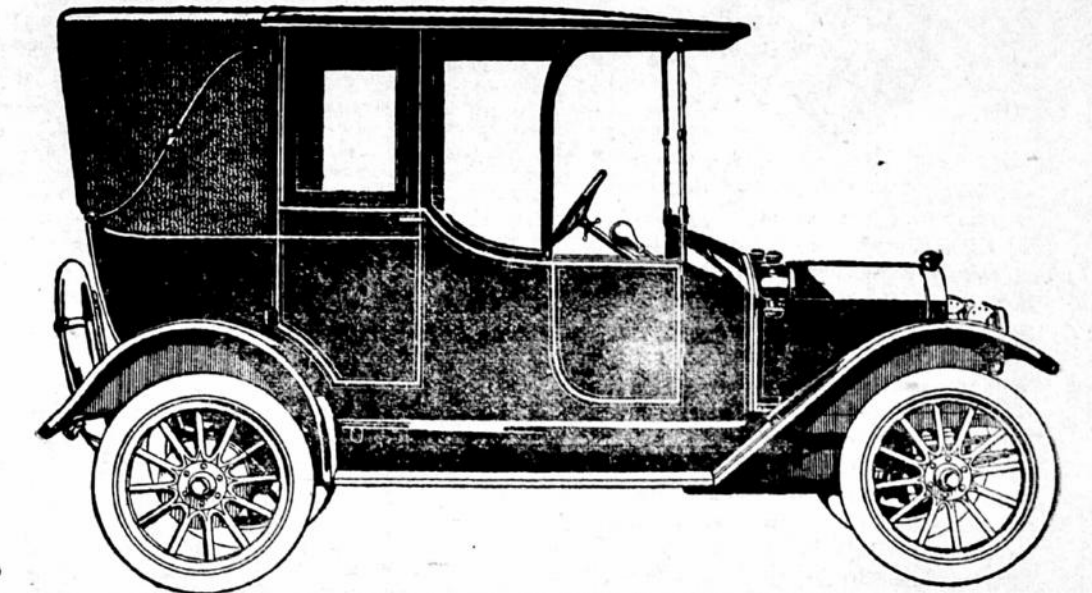
Big things should make big impressions.

And as the Maxwell "25" is a big thing in automobile advancement—the very biggest in its class—we want your attention now—at once!

But after all, perhaps the best and most convincing way to impress you is to show you the Maxwell "25" itself!

A shipment has just arrived, and we are very eager, indeed, to show you these beautiful cars, to demonstrate to you their many points of superiority.

Come and let us take you for a ride in a car that runs swiftly, beautifully and as ideally as an exquisitely made watch!



Maxwell "25-4" Town Car, \$950

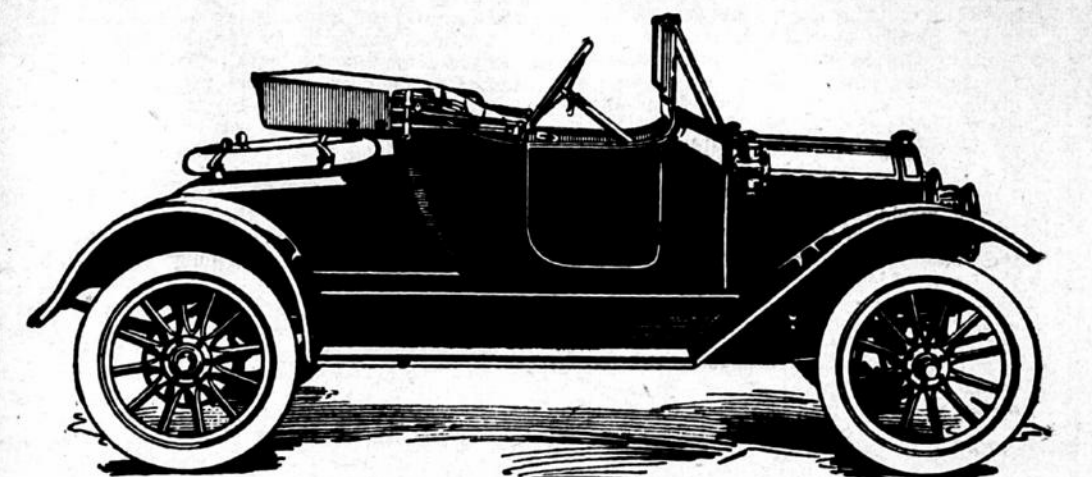
These sturdy Town Cars have a seating capacity for 6 persons—2 in the driver's seat and 4 in the rear. Landalette type. This is the ideal car for hundreds of kinds of steady daily service.

These Maxwell Town Cars are light, flexible and strongly constructed—in fact, indestructible. They keep maintenance cost down to the minimum mark.

If you want a car for hire purposes, for taxi uses—a car that will stand up and deliver—a car that will make money for you day in and day out—*this* is the car that you should buy without hesitation.

In thousands of sections throughout the United States, particularly in the rural regions, there are many splendid opportunities to profitably operate a public hack or taxi. This is the car that renders real ideal service because of its durability and low upkeep cost.

Ask us about this Maxwell "25" Town Car. Price \$950, plus the freight.



Maxwell "25" Roadster, \$725

A two-passenger car of imposing appearance, same specifications as the touring car. Just the car for the doctor or man whose business demands a car for quick and constant use.

An ideal equipage for the family of two or for the larger family to supplement the big high-priced car for handy runabout purposes.

Turtle deck is removable and express deck as shown can be fitted, making a splendid car for the business or man who wants a light delivery conveyance.

Price of Roadster with either deck \$725 plus freight, or \$750 with the two decks.

## These Detailed Specifications Prove Positively How Much Big Value You Can Get in the Maxwell "25" at \$750

The Maxwell "25" has absolutely every essential quality and absolutely every necessary feature found in the very highest priced cars. In actual economy of operation, in real ability to keep out of the repair shop, it not only equals but surpasses most cars which cost five times its price.

The Maxwell "25" weighs 1685 pounds. A wonderful "tire economy car." Has 30" x 3 1/2" tires, front and rear, permitting rear tires to be shifted to front wheels to give extra long service.

The motor is cast in bloc; 3 1/2" bore; 4 1/4" stroke; adjustable valves completely inclosed. Extra large crank shaft; bearings of bronze with babbit lining.

Motor water cooled, will not overheat.

### More Power for Its Weight Than All Higher Priced Cars

The Maxwell "25" has a real "25" horsepower motor—which develops more power in proportion to the weight of the car than the engines of most \$600 automobiles.

The Maxwell "25" can pass most any car on hills "in high." It is a phenomenal hill climber.

### Costly High Tension Magneto—Like Highest Priced Cars

The Maxwell "25" has a Simms high-tension magneto, which always delivers the spark direct to the spark plugs in correct time. This means no coils—no make-shift master vibrators—no mechanism that requires frequent delicate adjustments. The magneto works right, and stays right.

### Transmission—4-Speed Selective Sliding Gear, Center Control

The Maxwell "25" has a 4-speed selective type transmission, 3 speeds forward and 1 reverse. The main shaft has Hyatt Roller Bearings at front end—bronze bushing babbit lined at rear. Adjustable cone clutch lined with motobestos. It takes hold firmly without sudden gripping, and without undue noise.

### Control—Brakes of Extra Strength

The Maxwell "25" has left-side, 16" steering wheel. There is plenty of room for a big man to drive without being cramped. Spark and throttle control rods are inclosed in steering column.

There is a foot throttle or accelerator pedal with foot rest. Transmission Control Lever is in center of car and is operated by the right hand.

The service brake is contracting and the emergency brake expanding. They act on 12 1/2" brake drums bolted to rear wheels.

### Unfailing, Economical, Springless Atomiser Type Carburetor

The Maxwell "25" has a Zephyr Carburetor—Atomiser Type. This gives unusual high mileage per gallon of gasoline without constant carburetor trouble. Starts and runs right in any weather, and controlled from the dash.

### Lubrication—Improved Splash System with Oil Saving Pump

The Maxwell "25" has splash lubrication with a sturdy, slow-moving plunger pump. This saves oil.

### Capacity—A Real 5-Passenger Car of Comfort

The Maxwell "25" is a real 5-passenger car. It carries 5 grown people comfortably. There is plenty of leg room.

### Phenomenal Easy Riding Qualities

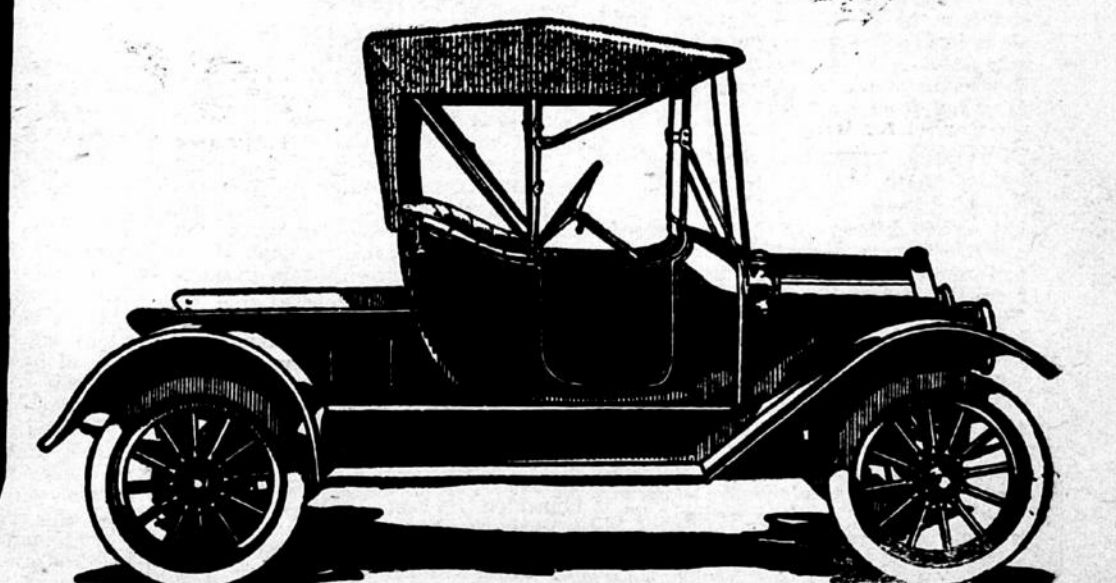
The Maxwell "25" has 4 semi-elliptic type springs. The front springs are 32" long. The rear springs are 40" long, fixed at front, shackled at rear, and mounted on a rocking seat. Absolutely no expensive shock absorbers or auxiliary springs are needed.

### Fullest Equipment—Complete and of Unusual Quality

The Maxwell "25" has a perfectly fitted top with envelope. The top has the famous "Jiffy Curtains," which fold back in the top and can be let down in an instant without getting out of the car.

Full equipment of handsome lamps, Prest-O-Lite tank, full set of tools, jack, pump, Stewart speedometer, etc. At the rear of the car there is a strong, good looking tire-carrier.

You have no extras to buy. Everything comes with the car.



Maxwell "25" Roadster with Express Deck, \$725  
See Description under the Roadster

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WILLISTON, N. D.