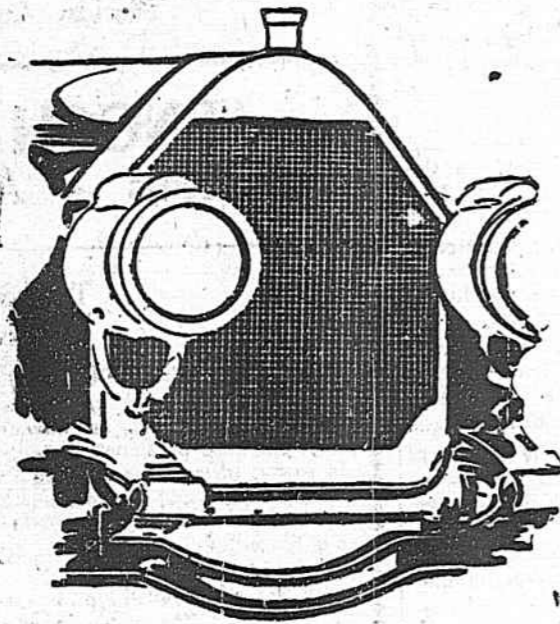


MAXWELL SPECIAL, \$1280 (top extra)

# This Big New Maxwell for \$1280

## A 36 h p Touring Car

### 1912's Undisputed Leader



**P**OWER, STYLE and RIGHT PRICE will determine the successful car of 1912. In building the new MAXWELL SPECIAL, the 36-horsepower Touring Car for \$1280, the United States Motor Company has developed these elements to their utmost. Never before has such a car been offered at this price.

We realized that most cars today are reliable and efficient. Therefore, we set out to build a car that would outclass all others in these three essentials.

We instructed our corps of engineers to embody abundant power and surpassing style in this new car, knowing that our purchasing and manufacturing facilities enabled us to build the car at a lower price than any of our competitors.

When we were satisfied with the car, we found we could fix the price at the surprisingly low figure of \$1280.

The new 36-h.p. Maxwell Special assumes instant leadership for 1912.

**POWER** The Secret of power in this new Maxwell Special is its 41 x 52 long stroke, smooth-running motor. Large valves, adjustable push rods, self-contained automatic oiling system, Stromberg carburetor, dual ignition with Splitdorf magneto and batteries, combine to produce more power and greater speed than will ever be needed.

The power is there for emergencies. Gear shifting is reduced to a minimum, as this car takes the steepest hills with ease.

Other mechanical features include large clutch discs, full-floating rear axle, sliding-gear transmission, drop-forged "I"-beam front axle and Columbia Honeycomb type of radiator. Wheel-base, 114 inches.

**STYLE** This new ventilated fore-door, flush-side vestibuled steel body, with inside control, is the very latest thing in motor-car design. Its sweeping curves with a Columbia Honeycomb type radiator, new designed bonnet, and long, smooth flush-sides are strikingly beautiful. Finished in Royal green with Wedgwood green wheels and black upholstery, deep and well tufted, this car has an atmosphere found only in the most expensive cars. It is an aristocrat; the most artistic creation of the season.

**PRICE** The price of this car is made possible by the unequalled factory facilities of the United States Motor Company, now recognized as the leading builders of automobiles in America. No car selling for \$500 more than the price we ask can match the Maxwell Special. Comparison with other cars will prove this statement beyond argument. We urge comparison.

**Other Maxwell Models for 1912**

- In addition, we announce:
- The Maxwell Mercury, a 30-h.p. mile-a-minute Roadster, for \$1150.
- The Maxwell Mascotte, a 25-h.p. Touring Car, for \$980; or a Roadster body for \$950.
- The Maxwell Messenger, a 16-h.p. Runabout, at \$600.

All these cars are ready for August delivery at our 25 branches and 1800 dealers — so act promptly. Advance catalogue is just off the press. Send for it.

**MAXWELL MERCURY** Here is a test-proven mile-a-minute roadster, with smooth, flush-side vestibuled and ventilated fore-door body, which is the height of perfection. Wheel-base, 110 inches. It is equipped with high-tension racing magneto, Stromberg carburetor, Columbia Honeycomb type of radiator with new designed hood, demountable rims, and a wealth of refinements, and is listed at \$1150 (top extra). It is another instance of Maxwell value, and incidentally is the swiftest and best appointed car of its type on the American market.

**MAXWELL MASCOTTE** No car has ever achieved such widespread popularity as the Model "I" of which the MASCOTTE is the offspring.

We regret our inability to supply all the cars of this type that were demanded this season, but the increased production next year should enable us to meet the demand. It is the prettiest four-passenger 24-h.p. touring car that you have ever seen.

Among its features and refinements are a four-cylinder motor (4x4), supplying 25-h.p.; 304-inch wheel-base; new ventilated fore-door vestibuled body with smooth, flush-sides and inside transmission control, artistically finished in dark blue with battleship gray wheels; oil reservoir, cast integral with the crank case; Columbia Honeycomb type of radiator with new hood of beautiful design; irreversible worm steering-gear mechanism; Stoddard-Dryton type of spark and throttle control under steering wheel which will be 17 inches in diameter; springs of imported English steel, and ball-bearings of German Chrome Vanadium. The touring car with its extra-wide rear seat at \$980; the fore-door roadster at \$950.

**MAXWELL MESSENGER** This runabout with numerous refinements is beautifully finished in dark blue, with light-blue wheels. The car should have no trouble in retaining the leadership in runabouts held by its predecessor, known

as the Model "AB." Every manufacturing year has seen a shortage in these cars. It is unquestionably the greatest utility car ever designed for merchants and physicians. For five years its power plant and transmission have remained unchanged. The price remains the same, \$600, equipped with magneto, top, three oil lamps, two gas lamps and generator.

**Something About the United States Motor Company**

Buyers in 1912 will insist upon cars made by substantial concerns that are long past the experimental stage and whose cars will not decrease in value because of inability to get parts, or the fact that the company is no longer in business. The United States Motor Company, now considered the leading builders of automobiles in this country, has capacity to manufacture 35,000 cars for the 1912 season. The Company has a capital of \$42,500,000. It employs 14,500 men in 12 manufacturing plants throughout the country. Its guarantee, therefore, is really worth something, and particularly its "Satisfied Owners' Policy," giving you free inspection service and care for your car through its 25 branches and 1800 dealers here and abroad.

**45,000 MAXWELLS IN DAILY USE** They are used by enthusiastic owners—which best tells the story. Used by 14,000 physicians, who require admittedly the most consistent and reliable service—that's positive proof. A record of 91% of the five-year-old Maxwells again registered in New York this year—is taken from the official figures of the Secretary of State.

**Satisfied Owners' Free Inspection Service**

To facilitate constant and unfailing service of Maxwell cars, and to eliminate unnecessary repairs caused by oversight of required minor repairs and adjustments, lack of experience in, and mechanical knowledge of, the construction and skillful operation of his car, upon the part of the owner, we have instituted a Free Inspection Service.

The few motor troubles in cars of today are generally due to neglect of unsuspected minor difficulties and can be avoided by frequent inspection and instruction as to proper adjustment.

For one year after date of purchase, a Maxwell owner may take his car to the nearest Maxwell branch or dealer once a month, if necessary, for a thorough inspection without charge.

By the use of our Free Inspection Service, you reduce car trouble and repair expense to a minimum.

This monthly inspection service is in addition to the Company's standard warranty against defective material and workmanship, as published in our catalog.

We care for your car Wherever you are.



# Maxwell

MAXWELL-BRISCOE MOTOR COMPANY, Broadway at 61st Street, NEW YORK

Division of UNITED STATES MOTOR COMPANY

# CULLER & SALLEY, Agents

ORANGEBURG, SOUTH CAROLINA