

New Automobile Prices

Revolutionizing Motor Car Standards

THE United States Motor Company announces a new schedule of prices, effective to-day. This announcement appears to-day in the newspapers of forty-nine cities. The automobile world—the entire reading public—will be amazed that this announcement, involving as it does lower prices, is made

now on the eve of the New York Show, which is the signal for heavy buying to begin.

We therefore earnestly request you to read every word on this page. It marks the beginning of a new epoch in motor car history—the establishment of new automobile standards—the attainment of which was only

possible through the co-operation and organization realized in the formation of this company.

We manufacture one-fourth of all the motor cars made in the United States and one-sixth of all the cars made in the world. We control all our manufacturing processes.

Cars Made by the United States Motor Company Organizations

BRUSH, formerly \$485 is now **\$450**
This is the standard runabout, model E.

Roadster, Model E 26, formerly \$600, now **\$485**

MAXWELL, 16 H. P. runabout **\$600**
This **Model AB Runabout** now includes \$70 equipment, consisting of top gas lamps and generator, at the former \$600 price.

Model Q, 22 H.P. 4-cylinder, formerly \$900, now **\$750**

Model I, 25 H.P. foredoor touring car, formerly \$1100, now **\$950**

Model EA, 30 H.P. foredoor touring car, formerly \$1600, now **\$1,350**

SAMPSON 35, touring car, a recent addition to our line, is listed at a price to command instant attention \$1250 to **\$1,325**

STODDARD-DAYTON models from . \$1,175 to **\$4,800**

These models are all unchanged in price, but in every case show worth higher than the 1910 models. The 50 H.P. Stoddard-Dayton is distinguished by exceptional refinements.

COLUMBIA, a new model for **\$3,500**

Higher powered and more exquisite finish at a slightly higher price than formerly. Both Stoddard-Dayton and Columbia cars stand for the limit of motor car excellence and luxury regardless of price. No better cars can be made until the world's engineering knowledge is enlarged and the skill of its craftsmen is increased.

BRUSH DELIVERY, formerly \$685, now **\$650**

This is the 600 pound delivery wagon.

SAMPSON DELIVERY (1000 pound wagon)
Delivery and freight motors ranging from 1000 pounds to 20-ton road train \$1150 to **\$8,000**

GRAY marine and stationary engines recognized as standard all over the world.

18 Plants—Capacity 52,000 Cars—52 Models—14,000 Employees—34 Branches—Dealers Everywhere

THIS readjustment of values is the logical result of the original plan, policy and ideal to which the United States Motor Company owes its birth. Patiently and persistently we have worked to this end—harmonizing, organizing, specializing—always seeking to increase the efficiency of our organization, to improve the quality of our product—always with the ultimate aim in view—the attainment of an unquestioned leadership, because deserved.

The United States Motor Company is composed of 11 constituent companies—each the leader of its class. It operates eighteen separate factories, with a combined floor space of 49 acres. It employs 14,000 skilled artisans and a corps of original investigators, the benefit of whose work is shared by all the companies alike. The individual genius which built up each successful constituent company

still directs it, but spurred by friendly rivalry to greater exertion. The broad plans and policies of the parent company are outlined and executed in the fulness of the combined experience of these men.

The product of these companies includes 52 different models—cars designed for every need, utility and pleasure vehicles, for passenger and freight carriage. They range in price from \$450 to \$8000.

OUR selling organization embraces 34 branch houses and dealers everywhere. This distribution not only enables us to dispose of our product at the lowest selling cost, but it permits us to provide a service organization to maintain these cars in the hands of owners that cannot be duplicated by any other company.

And this organization is owned by upward

of a thousand stockholders scattered all over the country; is operated on a co-operative basis, with all our employees working wholeheartedly for our success and sharing in our prosperity, while the executive management is based on military discipline. No one man, no clique, holds the majority of the stock. Our stock can be bought in the open market by any one, therefore "control" depends only on efficiency.

IN BUYING raw material we are able, by massing our purchases, to secure lower prices and maintain higher quality. By interchange of experience in our engineering department, we avoid costly mistakes and produce better cars. Our original investigations which produce improvements cost little when distributed over our vast product. Any improvement in method is introduced immediately in all our plans.

If particular skill and equipment produces better results in one place, all work of this character is done there.

By co-operative selling it is possible for one factory to sell in places where it would otherwise be possible to sell only at a prohibitive cost. Not only does this saving benefit the purchaser, but the service that can be rendered to the owner after purchase could not be given in these localities by any other plan at any practical expense.

WE HAVE conducted this getting ready process persistently and patiently, untroubled by temporary or local conditions in the industry. While others were cutting prices to dispose of old stock or left-over cars, or to raise cash, we said nothing; we were not ready. We have now reached the point where the fruit of our

effort can be given to the buyer without sacrificing the interests of our shareholders.

We make a profit at these new prices. Had we needed to unload we would have announced them four months ago. As a matter of fact, our shipments for three months ending November 30 were 57½ per cent greater than for the same period in 1909.

The season for the heaviest buying is now just about to open. Over ninety-five per cent of our product is already contracted for with deposits. Every indication points to a shortage of our cars this Spring.

Nevertheless, by basing our prices on a cost which is lowered by legitimate saving, made possible through the benefits of co-operative organization, we are establishing our Company, now and for all time, in public confidence and earning the support which we expect always to retain.

In the preparation of this advertisement I have been keenly interested. I have gone over every item point by point from your point of view as well as from mine. I am satisfied with it. I vouch for its truth, for the sincerity of purpose and for every single statement of fact which it contains. I commend it to your attention, I ask you for your order.

Benjamin Briscoe President.



United States Motor Company

BROADWAY AND SIXTY-FIRST STREET, NEW YORK

ALL OUR CARS ARE LICENSED UNDER SELDEN PATENT



Maxwell-Briscoe Motor Company.
Providence Engineering Works.
Alden Sampson Mfg. Co.

Dayton Motor Car Company.
Brush Runabout Company.
Westchester Appliance Company.

Columbia Motor Car Company.
Briscoe Manufacturing Company.
Courier Car Company.

Gray Motor Company.
United International Motors, Ltd.,
London.