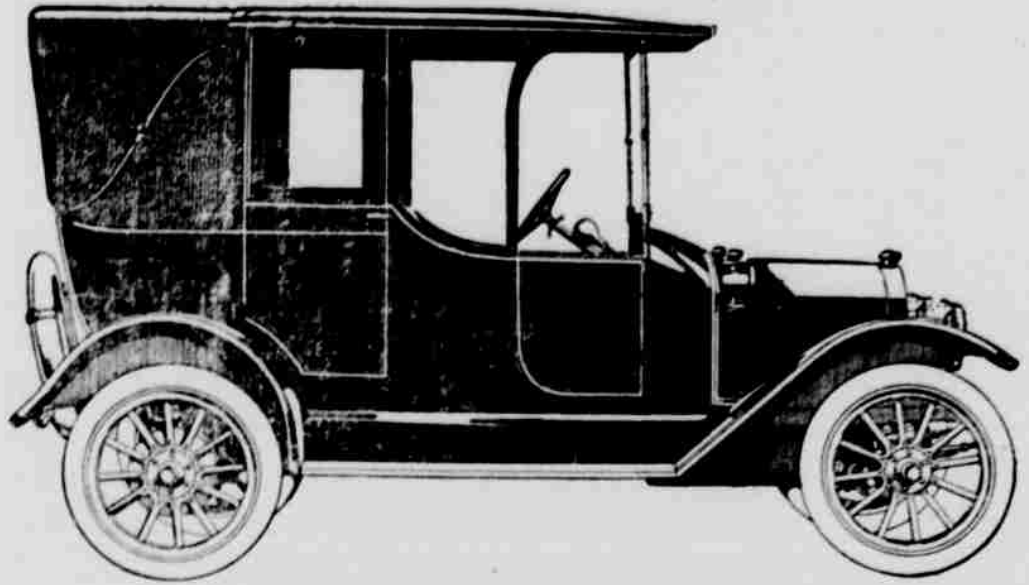
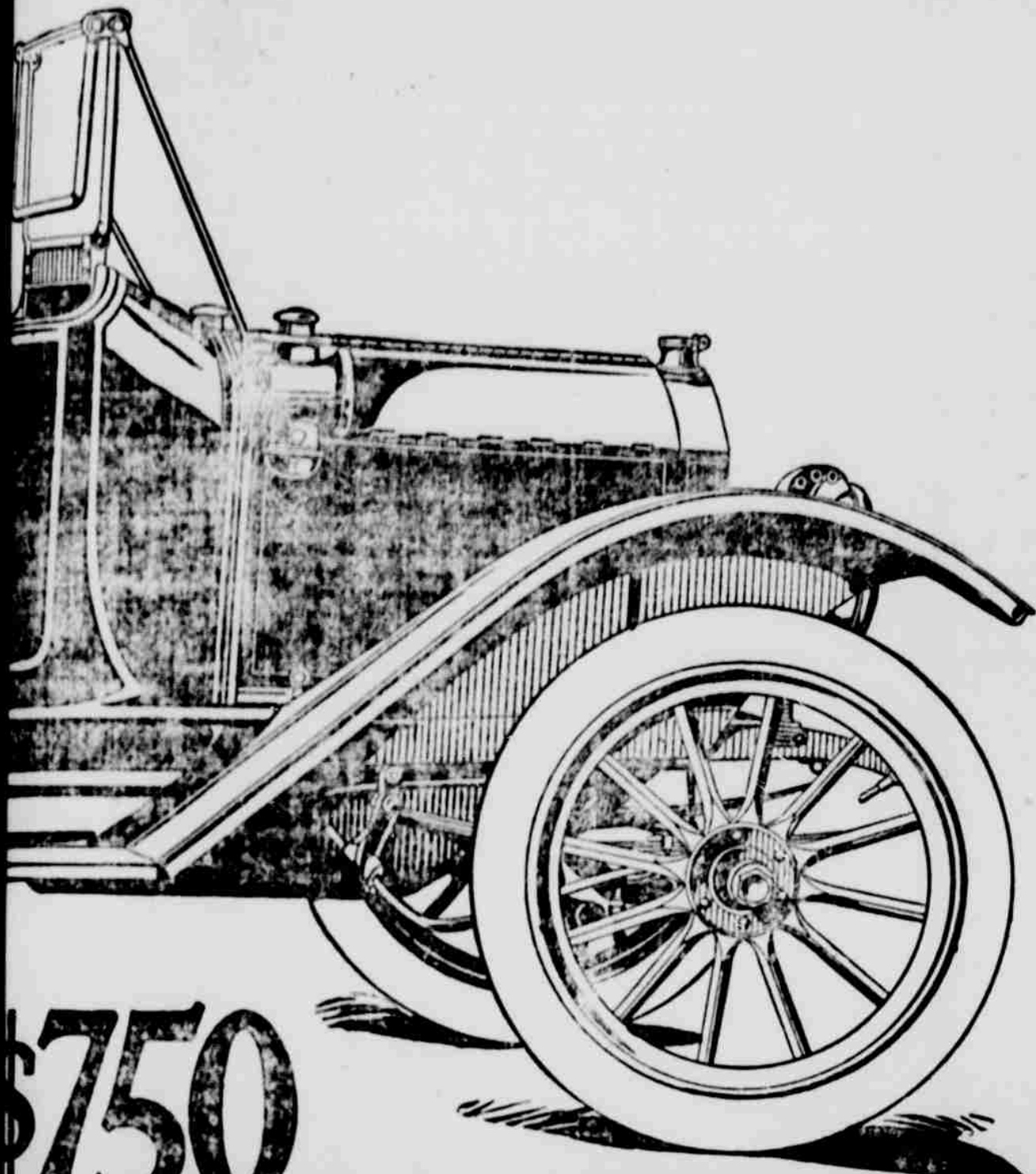


Greatest Automobile Value!



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.

\$750

Selling Pace Everywhere

is unflinchingly responsive. It at once
tion and flattering comment.

Maxwell "25" you do not have to be
have to apologize for it; it isn't a car
about.

Maxwell "25" you get a car that looks
like the money, and acts like a car that

is economical. You are not compelled
to purchase. It isn't a car that's a source

of money.

It is a real joy. It is a car that stands
up and under all conditions, no matter
how tight there at the right time. It gets
up and back in the shortest possible

time; it is a fast and sure hill climber;
its performances are *marvelous*, as

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.

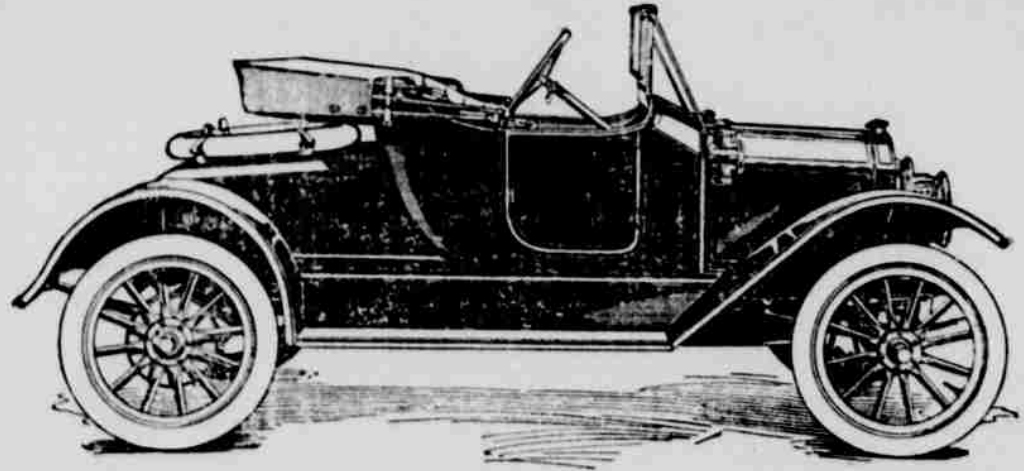
Big things should make big impressions.

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" 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.

You Can Get in the Maxwell "25" at \$750

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.

Accelerator pedal with foot rest. Transmission
of car and is operated by the right

steering and the emergency brake expand-
brake drums bolted to rear wheels.

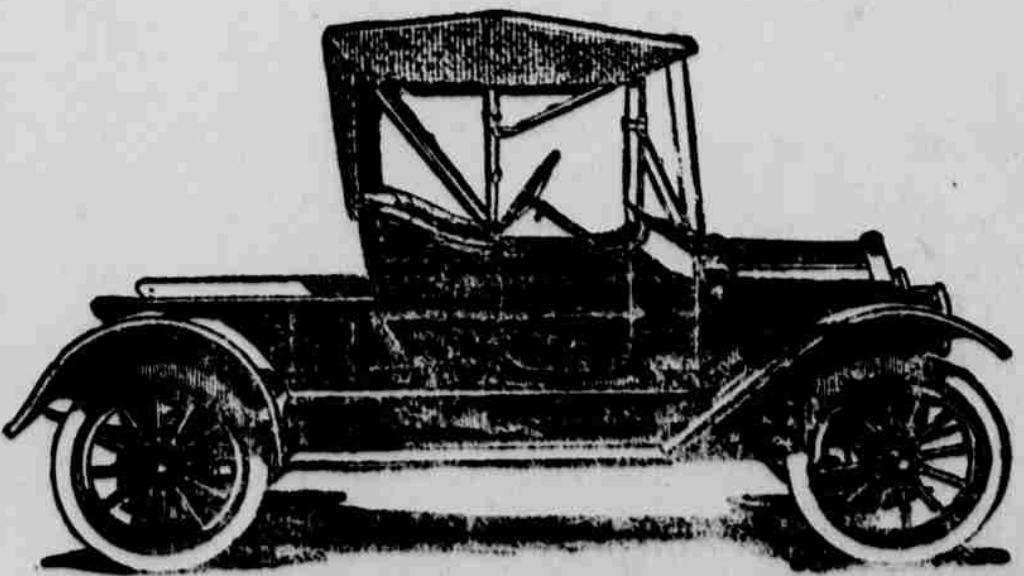
Chemical, Springless Atomizer
Carburetor

Carburetor—Atomizer Type. This gives
of gasoline without constant carburetor
right in any weather, and controlled from the

Improved Splash System with
Saving Pump

lubrication with a sturdy, slow-moving
oil.

6-Passenger Car of Comfort
6-passenger car. It carries 5 grown people
and plenty of leg room.



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

Stillwell Avenue and Front St.