

Maxwell

Maxwell-Briscoe
Motor Company

Tarrytown N. Y.
Division United States Motor Co.



United Motor-Los Angeles Co.

DISTRIBUTORS FOR
Southern California, Arizona, Utah
and Idaho

TWELFTH & OLIVE STS.

Address P. O. Box 475

LOS ANGELES, CAL.

Nineteen Eleven

THE
"Maxwell"
AUTOMOBILE
for
NINETEEN ELEVEN

LICENSED UNDER SELDEN PATENT

MAXWELL-BRISCOE MOTOR COMPANY
· DIVISION UNITED STATES MOTOR COMPANY ·

TARRYTOWN, NEW YORK

BRANCH FACTORIES

NEW CASTLE, IND.

PROVIDENCE, R.I.

OFFICERS AND DIRECTORS

MR. J. D. MAXWELL
MR. CHRISTIAN PRETZ
MR. RICHARD IRVIN
MR. L. E. LATTA
MR. A. B. BARKMAN
MR. J. D. MAXWELL
MR. CHRISTIAN PRETZ

PRESIDENT AND GEN'L MGR.
VICE-PRESIDENT
TREASURER
SECRETARY
SALES MANAGER
MR. BENJAMIN BRISCOE
MR. RICHARD IRVIN

MR. WALTER S. HORN



TANBROOK SLY
PLANT NO. 1 185,000 SQ. FT.



TANBROOK SLY
PLANT NO. 2 184,000 SQ. FT.



Total 114 Acres



DISTRICT SUPERVISORS

Mr. F. J. Tyler,	New England	100 Massachusetts Ave., Boston, Mass.
Mr. W. F. Smith,	Eastern	207 N. Broad St., Philadelphia, Penn.
Mr. A. I. McLeod,	Central	507 Woodward Ave., Detroit, Michigan
Mr. W. S. Hathaway,	Western	1612 Grand Ave., Kansas City, Missouri

BRANCH HOUSES

NEW ENGLAND

United Motor Boston Co.
100 Massachusetts Ave., Boston, Mass.

EASTERN

United Motor New York Co.
5-7 West 62nd St., New York City, N. Y.

United Motor Albany Co.
44 State St., Albany, N. Y.

United Motor Syracuse Co.
502 E. Genesee St., Syracuse, N. Y.

United Motor Buffalo Co.
28 Goodrich St., Buffalo, N. Y.

United Motor Atlanta Co.
207 Peachtree St., Atlanta, Ga.

United Motor Philadelphia Co.
207 N. Broad St., Philadelphia, Pa.

United Motor Pittsburg Co.
Forbes St. and Meyran Ave., Pittsburg, Pa.

United Motor Washington Co.
1321 14th St., N. W., Washington, D. C.

United Motor Charlotte Co.
15 West Fourth St., Charlotte, N. C.

CENTRAL

United Motor Chicago Co.
18th St. and Michigan Ave., Chicago, Ill.

United Motor Indianapolis Co.
Illinois and Vermont Sts., Indianapolis, Ind.

United Motor New Castle Co.
1121-23 Broad St., New Castle, Ind.

United Motor Cleveland Co.
1778 Euclid Ave., Cleveland, Ohio

United Motor Columbus Co.
58 East Spring St., Columbus, Ohio

United Motor Detroit Co.
507 Woodward Ave., Detroit, Mich.

United Motor Toledo Co.
1002 Madison Ave., Toledo, Ohio

United Motor South Bend Co.
Cor. Washington & Vitalis Ave., South Bend, Ind.

WESTERN

United Motor Minneapolis Co.
Hennepin Ave. and 9th St., Minneapolis, Minn.

United Motor Dallas Co.
1309-11-13-15 Commerce St., Dallas, Texas

United Motor Kansas City Co.
1613 Grand Ave., Kansas City, Mo.

United Motor St. Louis Co.
306 N. 13th St., St. Louis, Mo.

United Motor Los Angeles Co.
Olive & 11th Sts., Los Angeles, Cal.

United Motor San Francisco Co.
352 Van Ness Ave., San Francisco, Cal.

United Motor Omaha Co.
2115 Farnam St., Omaha, Neb.

United Motor Des Moines Co.
812 Walnut St., Des Moines, Iowa

United Motor Salt Lake City Co.
121 So. State St., Salt Lake City, Utah

STATE DEALERS

Fernald Automobile Co.
1520 Broadway, Denver, Colo.

United Auto Co.
534 Alder St., Portland, Oregon

THE prices of 1911 Maxwell cars publicly announced in July, 1910, were based solely on manufacturing and selling costs established by the Maxwell-Briscoe Motor Company during the previous fiscal year.

We built and sold 16,500 automobiles. Everyone offered value, head and shoulders above any car selling at anywhere near the price. Quantity made it possible. The public realized this great value and bought every car we made at list price, a most impressive circumstance, when other companies were offering their products at tremendously reduced prices. It was simply a case of recognized value.

In the spring of 1910 foresighted business judgment prompted our affiliation with the United States Motor Company. Soon thereafter eleven other prominent companies affiliated, each inspired by the conviction that a concentration of resources, united and co-operative effort and centralized purchasing, would promote economies and efficiency undreamed of, and impossible to them severally, and to concerns of lesser importance. Obviously, material for the combined yearly output of 52,000 automobiles can be purchased infinitely cheaper than we could hope to effect for a production of 16,000 cars. Necessarily these sweeping economies affected manufacturing and selling costs also, reducing them over 15%.

Who should get this saving? During the summer and fall months the United States Motor Company worked assiduously and persistently, perfecting its organization, ascertaining true costs and fixing values. On December 20, definite conclusions were reached, policies outlined and prices adjusted. The saving effected by our affiliation with the United States Motor Company was to go to the buying public, and we announced new prices in every large city in the United States simultaneously January 1, 1911. When it is considered that this decision was determined just before the New York show, which is the signal for the beginning of the heavy buying season, at which time 90% of our 1911 cars were sold to dealers and secured by deposits, you can realize the full significance of our action. Even at these new prices, Maxwell cars offer improved quality and added refinements.

If at our previous prices, we offered the greatest value of any first-class moderate-priced automobile, our new prices put the Maxwell in a class by itself and proclaim it the best moderate-priced automobile in the world.


President and General Manager.

INTRODUCTORY



MAXWELL success is the result of two conditions. First, the Company's policy, second, the appreciative endorsement of Maxwell owners. The first, if right, insures the second, and so it was seven years ago when the Maxwell-Briscoe Motor Company had its rise, a policy well defined and practical, based on honest workmanship, business integrity and co-operation with owners was conceived, to be adhered to ever since with unflinching fidelity and exactitude.

Our Policy We strove to produce the best automobile possible and to sell it at a moderate price. Our ideas were faithfully interpreted irrespective of manufacturing cost. We built for the future, determined that every car that left our hands should be a monumental tribute to its makers. Our profits were small, but cumulative. We abided the time when quantity of output would produce larger gains. It came. Every car sold the first year, sold five the second. Success was assured. Our policy could be maintained—quantity protected it. Seven years have come and gone. A wonderful volume of business has been done, until the Maxwell family, as this book goes to press, numbers over 40,000, every one an appreciative endorser, made so by a policy conceived in fairness and honesty and religiously observed.

Reliability There never has been any question as to the great reliability of the Maxwell. If it excels in one attribute more than another, it is the ability to run, day after day, month after month, year after year, with a minimum of care and expense. Fittingly described the "reliable car," it boasts of greater endurance records than any other moderate-priced car. Seven years of heroic effort team-

ing with brilliant achievements numbering hundreds. Holder of the World's Non-stop Records for 2,000, 3,500 and 10,000 miles.

Prominent among the 1910 accomplishments that convincingly demonstrate the reliability of the Maxwell, are the establishment of the best team score in the Glidden Tour, the best team score in the International Light Car Race, winning of the Munsey Historic Tour, Buffalo Reliability Run, and Washington Post Tour, unquestionably the notable events of the season. We prefer to participate in endurance and reliability runs, instead of races, because they prove what we want to prove—unfailing reliability and efficiency—attributes that concern all purchasers. Satisfaction from this source is quickly disseminated among owners' friends, producing an invaluable advertisement, the strongest asset we have.

Durability We do not believe that any car will wear as long as the Maxwell. As proof, we refer to our strongest testimonials, those from owners of our earliest made cars, boasting of distances traveled running into hundreds of thousands of miles. Some who possess our first year's product (1904) prefer continued use of them, although obsolete in body design, rather than change to other cars whose capabilities they regard with doubt. Nothing can better demonstrate the wearing qualities and sound construction of Maxwell cars than the fact that cars made in 1904 are still in daily use.

Safety The safety of an automobile is a matter of the utmost importance to the purchaser. If one does not have a sense of security while riding in a car, a feeling of confidence in its strength, motoring is far from pleasure. Maxwell owners trust the Maxwell because of its unmarred reputation for safety, its freedom from trouble with motor, wheels, axles, steering mechanism and other parts of the car on which its safety depends. It is important to know and impressive to consider that accidents or injuries have never resulted from breakage of any part of a Maxwell car.

Construction The Maxwell combines all that is good and desirable in automobile design and construction. Years of experimenting on the part of Mr. Maxwell determined the features that went into the first Maxwell, constructive points which have since been standardized and are incorporated in every first-class automobile of today.

Unit construction, three-point suspension, multiple-disc clutch, thermo-syphon cooling, shaft drive and metal bodies, features now approved by the most eminent and foremost engineers and used in all expensive cars, are found in every Maxwell car made. No car affords the easy accessibility of working parts that the Maxwell does. There is no crawling underneath the Maxwell. The working parts are easily reachable by raising the hood or the spring-hinged floors. In short, every modern scientific principle that makes for safety, convenience, reliability, comfort and economy has been incorporated in the Maxwell. Elsewhere in this book we have treated the above features more at length.

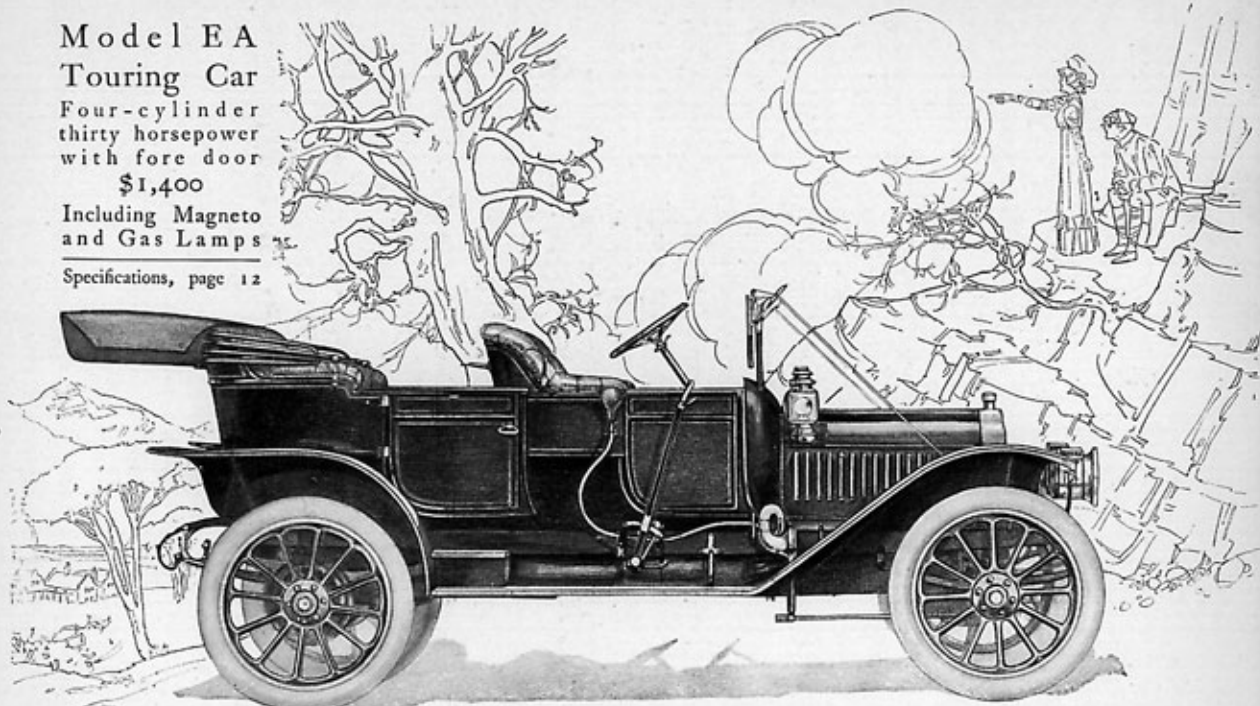
Material Design and construction mean very little if the material used is not first class. That maximum strength shall be obtained at minimum weight to produce consequent economy of operation, a very careful selection is made of all material that goes into Maxwell cars. Alloy steel, the strongest and most expensive grade, is used for frames, gears, bearings, springs, levers and other parts subjected to great stress. The motor and transmission base, vitally important components of the car, are constructed of aluminum alloy, strongest and lightest, and we have yet to learn of one breaking. Bronze, A-1 government quality, is used in the construction of the carburetor, oil pump, universal cross, all bushings, and other parts where excessive strength is required.

Economy Maxwell economy of operation is the natural result of carefully chosen features made of first-class material. No one company could afford to put the quality of material into a moderate-priced car that the Maxwell does for the simple reason that the material for a limited number of cars would cost too much. It is possible with us, through the tremendous purchasing power and skillful management of our parent company, the United States Motor Company. This latter concern, with whom we are affiliated, controls twelve companies, and it is only because of the wonderful saving availed in the purchasing of material for 52,000 automobiles these companies make yearly, that enables the Maxwell-Briscoe Motor Company to offer the best moderate-priced automobile on the market today.

Model EA
Touring Car
Four-cylinder
thirty horsepower
with fore door
\$1,400

Including Magneto
and Gas Lamps

Specifications, page 12

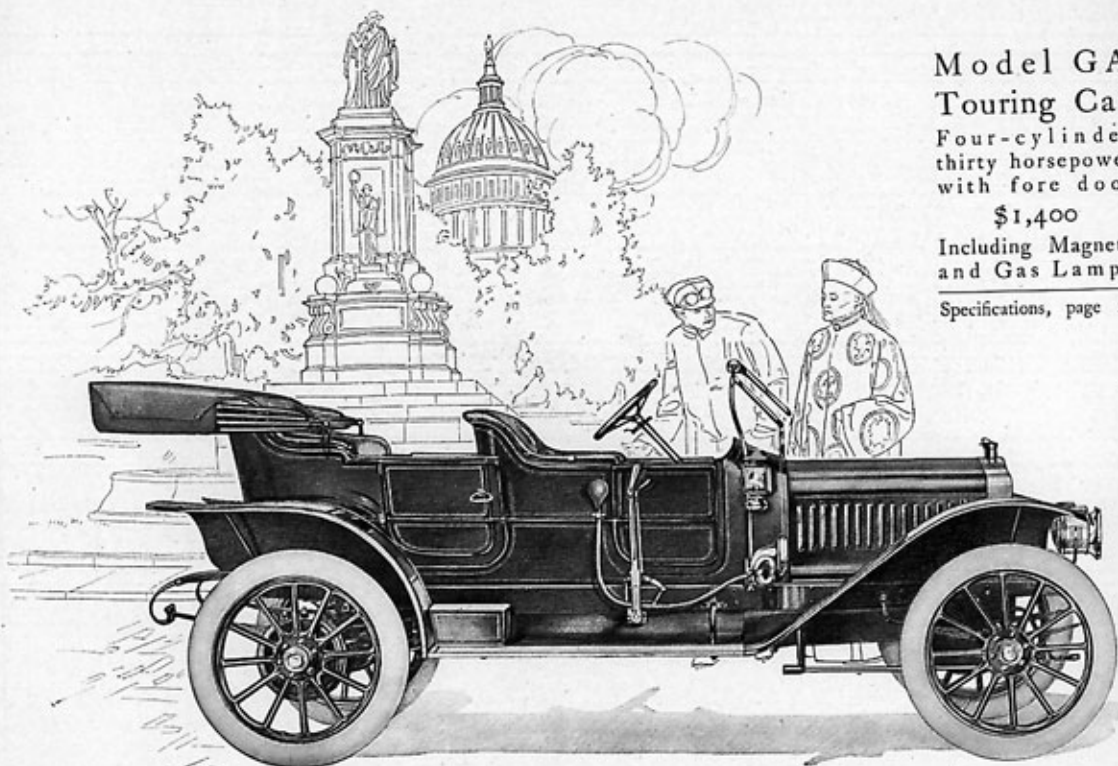


Absolutely the best five-passenger moderate-priced automobile made. Stylish, roomy, with all the attributes of cars costing as much again, this model commands your closest inspection. Holder of World's non-stop record for traveling 10,000 miles of road without stopping the motor, winner of class and sweepstakes trophies in 1910 Munsey Historic Tour. Assisted in establishing the best team score in the 1910 Glidden Tour. Its achievements are numerous for constant and consistent reliability and efficiency.

Model GA
Touring Car
Four-cylinder
thirty horsepower
with fore door
\$1,400

Including Magneto
and Gas Lamps

Specifications, page 12



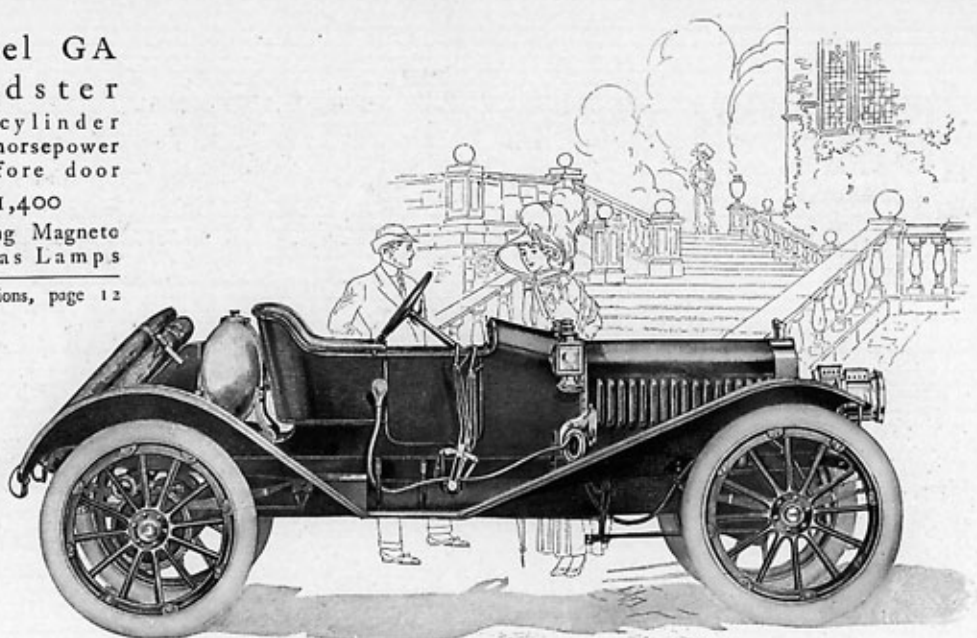
Every detail of style, every appointment of proven value has been embodied in this snappy four-passenger touring car. The close-coupled body is a guarantee of riding comfort on long or short tours. Maxwell owners do not know what fatigue means. Mechanically, as in every other way, this model withstands the severest punishment that roads can inflict, as evidenced in the 1910 Glidden Tour when it assisted in making the best team score by a great margin. The route which Maxwells cannot cover has not yet been found.

Model GA
Roadster
Four-cylinder
thirty horsepower
with fore door

\$1,400

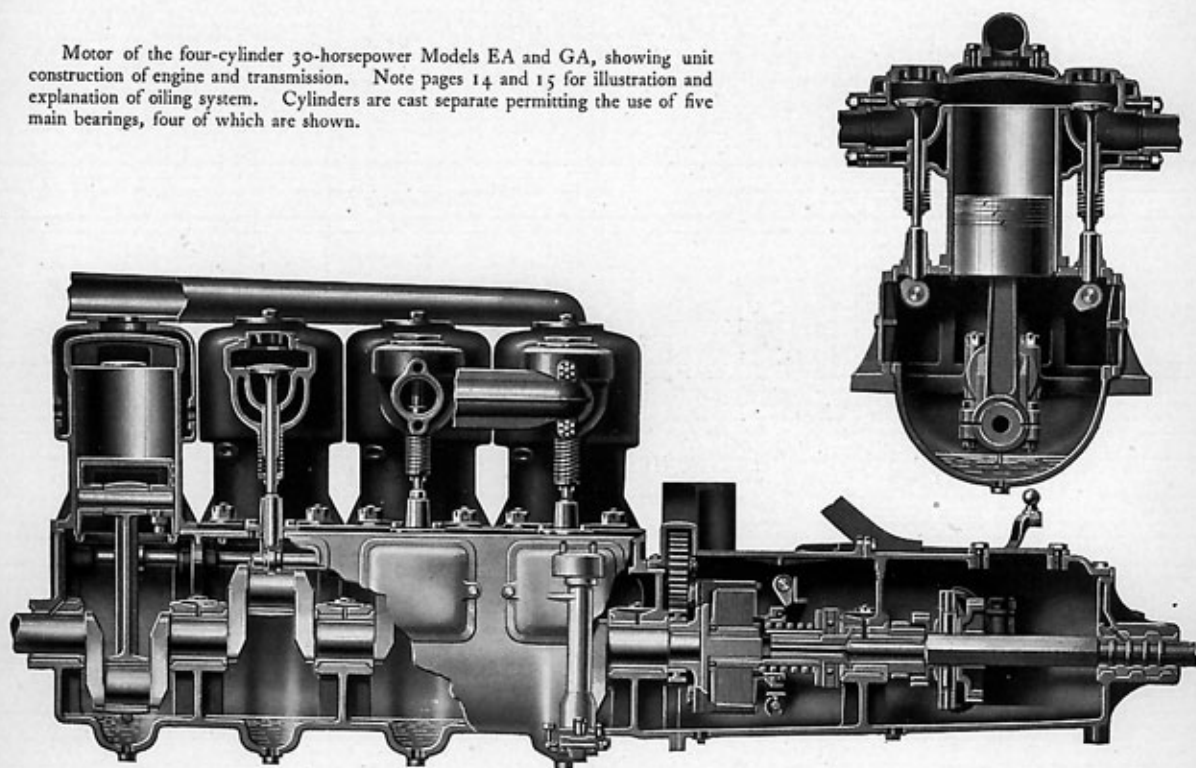
Including Magneto
and Gas Lamps

Specifications, page 12



Classiest, snappiest, most comfortable two-passenger roadster built. Grace and symmetry are reflected in every line. Its finish, Reseda gray, with highly polished copper gas tank, supply a quiet elegance most distinctive. Comfortable seats, with plenty of leg room and short pedals conveniently located to prevent cramp, this model with its large fuel capacity, is ideal for touring. Its beautiful appearance gives it an atmosphere only found in the most expensive cars.

Motor of the four-cylinder 30-horsepower Models EA and GA, showing unit construction of engine and transmission. Note pages 14 and 15 for illustration and explanation of oiling system. Cylinders are cast separate permitting the use of five main bearings, four of which are shown.



Specifications of 30 H. P. Type EA and GA Models

Motor: Four vertical, individual cylinders, $4\frac{1}{4} \times 4\frac{1}{4}$ inches, giving thirty horsepower at normal speed. Inlet and exhaust valves mechanically operated and interchangeable; located on opposite sides. Motor thoroughly protected by sheet metal pan.

Carbureter: Our standard design; float-feed, single adjustment type.

Ignition: Double, magneto and battery, with non-vibrating coil.

Oiling: Force-feed, single delivery, splash system. Single sight feed located on dash in view of operator; automatically oils motor and clutch.

Cooling: Honeycomb cooler, natural circulation, no pump.

Transmission: Sliding-gear type, three speeds forward, one reverse; direct drive on high speed.

Clutch: All metal, multiple-disc.

Drive: Bevel gear, with two universal joints.

Frame: Pressed steel.

Wheels: 34 inches, wood, artillery pattern; quick-detachable rims. See note.

Tires: 34 x 4 inches, standard clincher type.

Wheel base: 110 inches; tread, 56 inches.

Springs: Semi-elliptic in front; three-quarter elliptic scroll in rear.

Brakes: Two sets, double-acting on rear hubs; one set internal expanding, one set external contracting.

Body: Metal, with stamped molding; upholstered in high grade leather and hair.

Tank Capacity: Gasoline, 14.8 gallons; water, 5 gallons; oil, 5 pints. See note.

Weight: About 2100 pounds.

Equipment: Magneto, gas lamps, and generator, two brass oil side lights, one oil tail light, horn with flexible tube, tool kit, jack, pump, tire repair kit, tool box on running board, foot rest, robe rail, carpet on tonneau floor. See note.

Colors: Model EA, Calumet green, cream wheels; Model GA, Brewster green, cream wheels. Model GA Roadster, Reseda gray.

Prices

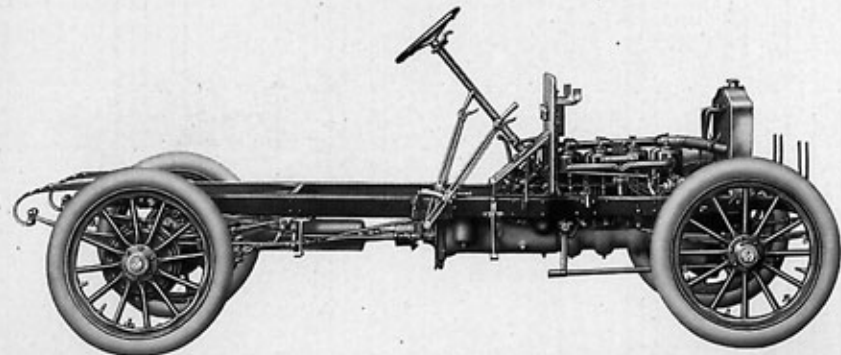
Model EA	\$1400
Model GA	1400
Model GA Roadster	1400

F. o. b. factory where manufactured

Top and Wind Shield extra

Note: Model GA Roadster is equipped with Continental demountable rims and carries an extra rim, tire and tube at \$25.00 extra. Tank capacity on this Model, gasoline, 15.5 gallons; water, 5 gallons; oil, 5 gallons. This model is equipped with Truffault-Hartford shock absorbers as regular equipment.

Accessories for Maxwell cars can be obtained from the Westchester Appliance Co., one of the affiliated Companies of the United States Motor Co., at its warehouses in New York, Philadelphia and Chicago, or agents.



Side view of chassis, type EA and GA models

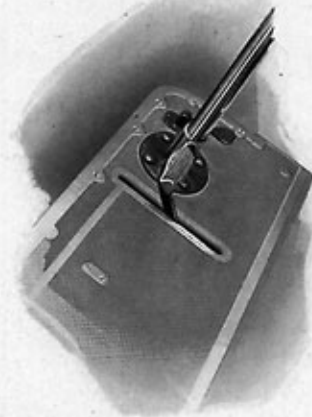
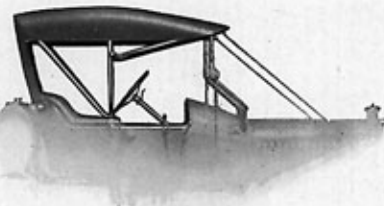


Upholstery must be first class to insure riding comfort. Finest quality leather and hair, and the latter in abundance, mounted on best quality resilient springs, are put into all Maxwell cars. It costs more but serves longer.



Note the roomy interior of tonneau—robe and foot rails and folding pockets. Every detail for service.

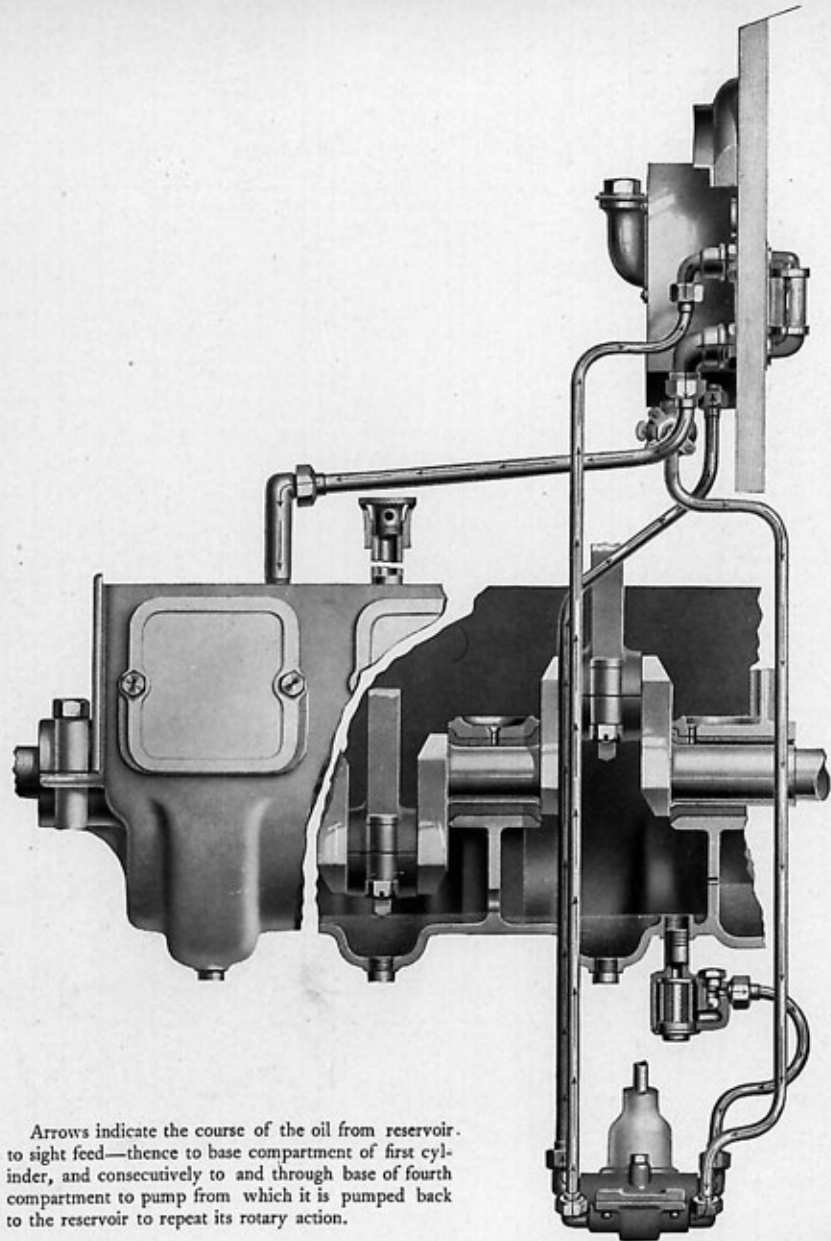
Maxwell tops are tailored to fit snug and exact, and are graceful and stylish in design. Each Model has its particular top, made for it especially, folding easily and quickly. First quality pantastote and mohair used exclusively.



Showing ease of foot control, accelerator, and pedal controlling both clutch and brake. Short and convenient, these pedals prevent cramp and do not tire. The aluminum footboard keeps clean and never shows wear.



Aluminum treads and waterproof cork linoleum-covered floors and running boards are the best and are found in all Maxwell cars.

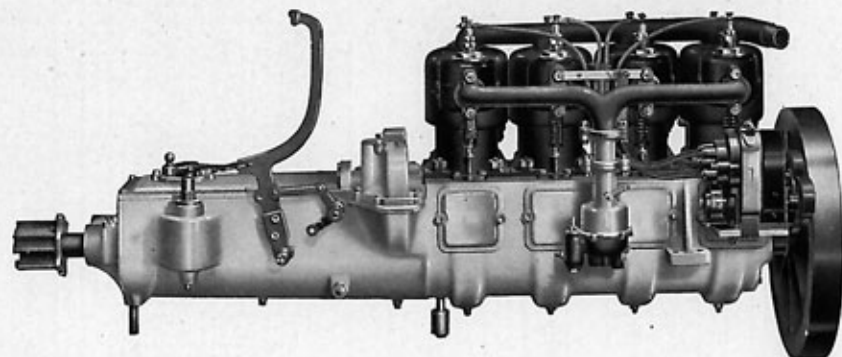


Arrows indicate the course of the oil from reservoir to sight feed—thence to base compartment of first cylinder, and consecutively to and through base of fourth compartment to pump from which it is pumped back to the reservoir to repeat its rotary action.



EFFICIENT lubrication and carburation determine in great degree whether an automobile shall be a source of pleasure and an economy, or continual trouble, labor and expense. Experience has taught Mr. Maxwell that the less the motorist has to do with these important elements the better. The Maxwell oiling system, therefore, is automatic and constant, integral with the motor. In motion, a constant stream passes through the sight feed on dash in full view of the operator. No drops to bewilder and confuse. Should this stream cease to flow, the tank needs filling, the only care of the operator. Simple and sure, the system affords ample and effective lubrication of all working parts including the clutch, relieving the operator of the usual anxiety and care and protecting him against his own possible carelessness.

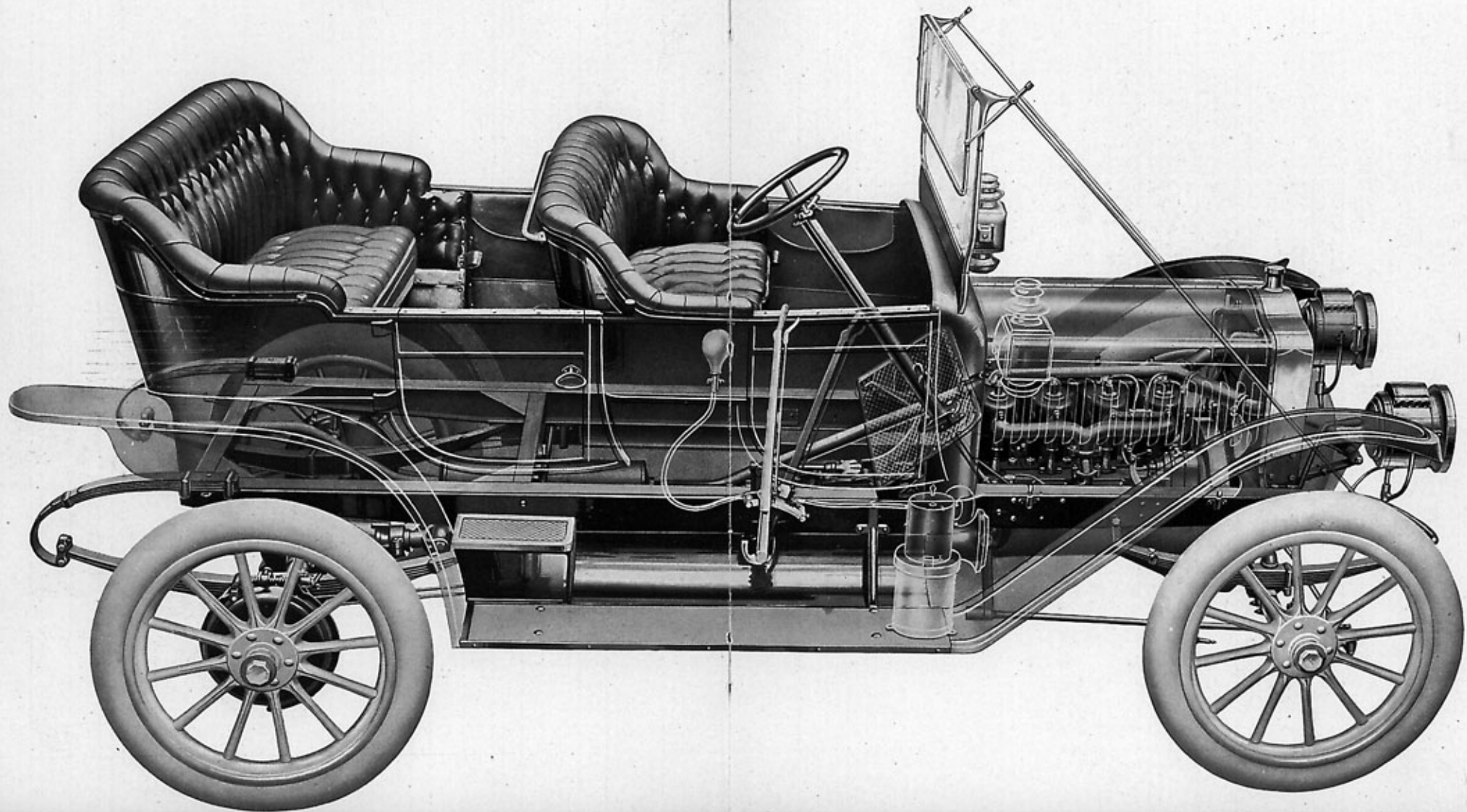
The Maxwell new single adjustment carbureter, specially designed by Mr. Maxwell, is the simplest made and easiest to adjust. It is made to operate faithfully and efficiently and not to tinker with. Rarely, except when atmospheric conditions demand, is adjustment necessary, and then involves only the turning of a lever one notch, indicated on the dial, altogether simple and unmistakable.



Motor EA and GA Type Models

Phantom View
Model EA

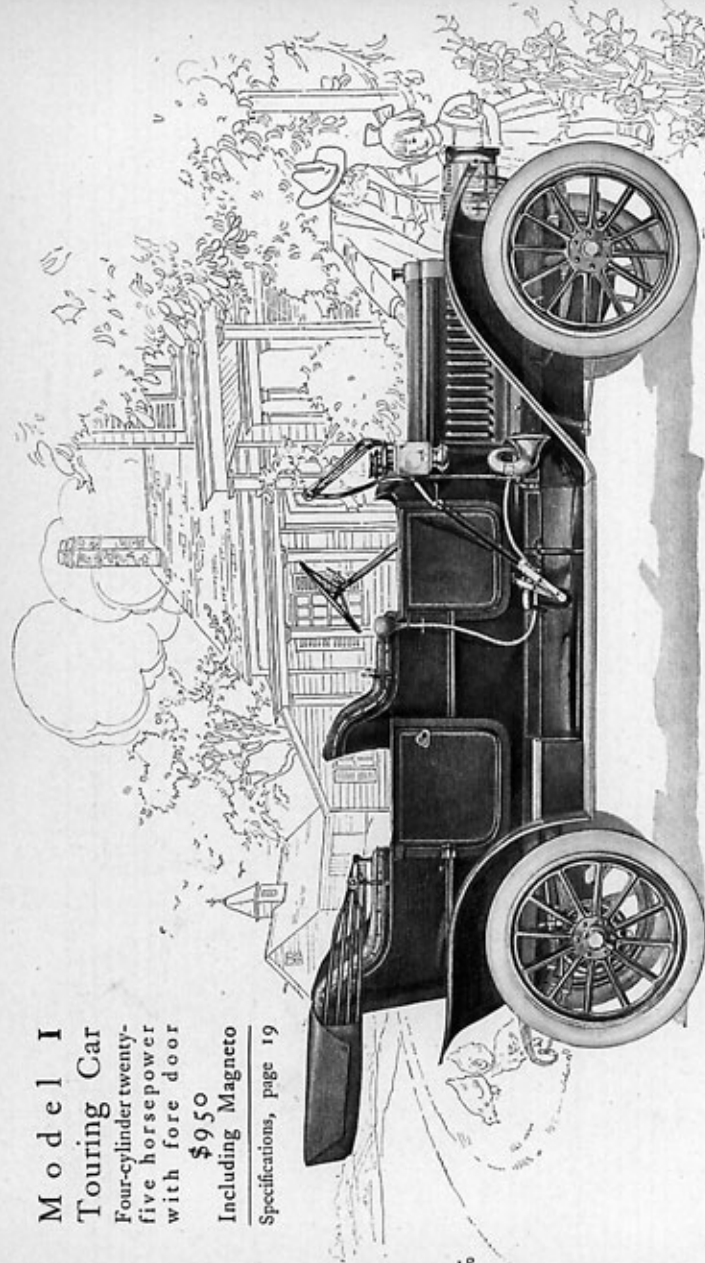
Showing better than
words can describe the
wonderful mechanical
simplicity of arrange-
ment of Maxwell cars.



**Model I
Touring Car**
Four-cylinder twenty-
five horsepower
with fore door

\$950
Including Magneto

Specifications, page 19



"The Smart Set Car." So called because it is the first car to approach the demand and meet the needs of those who want a small car with the lines and refinements of larger cars. Powerful, built for years of service, of unusual style and unparalleled price, this car appeals to the most fastidious. Fills the long felt want of the suburbanite, ruralist and farmer, where excessive strain and abnormal road conditions are imposed. Finishing consecutively one after the other, three Maxwells of this model established the best team score in the International Light Car Race, Savannah, Ga., this year, a most remarkable demonstration of consistent running and reliability.

Specifications of Model I

Motor: Four vertical cylinders, 4 x 4 inches, cast in pairs, giving 25 horsepower actual at normal speed. Inlet and exhaust valves mechanically operated and interchangeable; located on opposite sides. Motor fully protected by sheet metal pan.

Carburetor: Our standard design; float-feed, single adjustment type

Ignition: Double, magneto and battery, with non-vibrating coil.

Oiling: Force-feed, single delivery, splash system, integral with motor. Single sight feed located on dash in view of operator; automatically oils motor and clutch.

Cooling: Honeycomb cooler, natural circulation, no pump.

Transmission: Sliding-gear type, three speeds forward, one reverse; direct drive on high speed.

Clutch: All metal, multiple-disc.

Drive: Bevel gear, with two universal joints.

Frame: Pressed steel.

Wheels: 32 inches, wood, artillery pattern.

Wheel base: 104 inches; tread, 56 inches.

Springs: Half elliptic in front, three-quarter elliptic scroll in rear.

Brakes: Two sets, double-acting on rear hubs; one set internal expanding, one set external contracting.

Body: Metal, with stamped moldings. Upholstered in high-grade leather and hair.

Tank Capacity: Gasoline, 12 1/2 gallons; water, 5 gallons; oil, 5 pints.

Tires: 32 x 3 1/2 inches, standard clincher type.

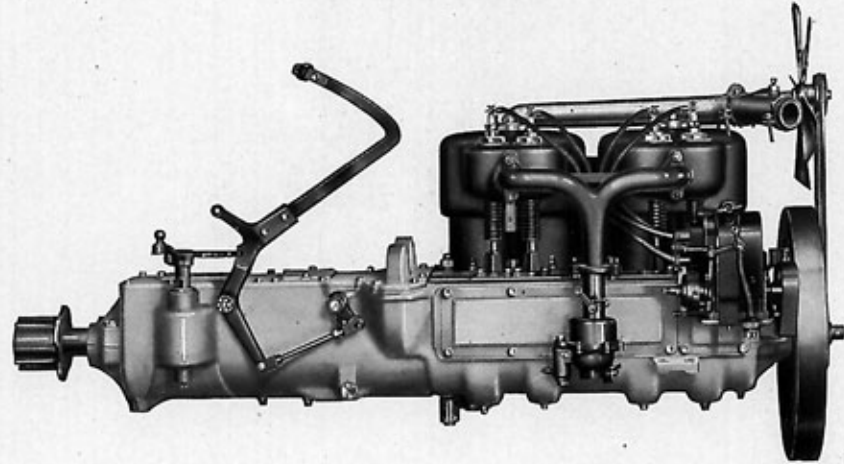
Equipment: Magneto, two brass oil side lights, one oil tail light, horn with flexible tube, tool kit, jack, pump, tire repair kit, tool box on running board, foot rest, robe rail, carpet on tonneau floor.

Color: Blue black with cream wheels.

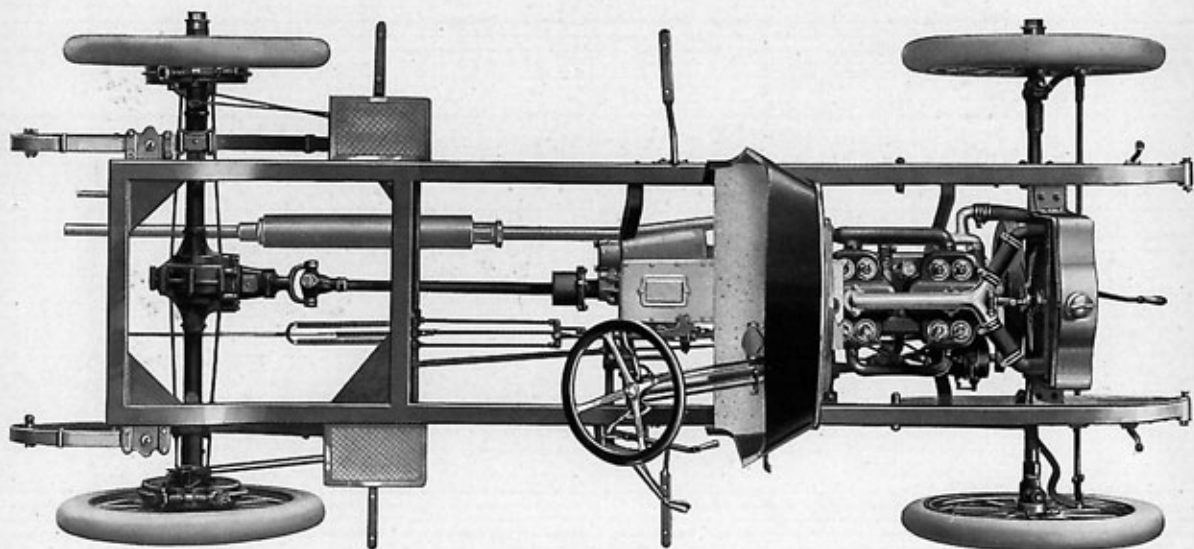
Price: \$950. F. o. b. factory where manufactured.

Top, wind shield and gas lamp equipment, extra

Accessories for Maxwell cars can be obtained from the Westchester Appliance Co., one of the affiliated Companies of the United States Motor Co., at its warehouses in New York, Philadelphia and Chicago, or agents.



Motor Model I

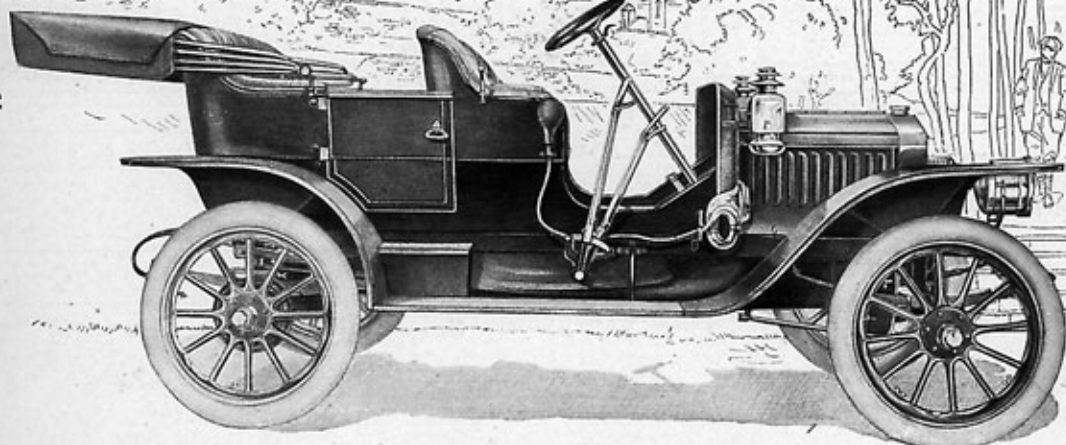


Plan of Model "1" Chassis

Strength, simplicity and compactness of arrangement chiefly commend this new Model. Accessibility is a paramount attribute. Hinged floors make all parts reachable without leaving the seat. Note the aluminum step-boards, a detail ensuring strength where needed.

Model Q 3-11
 Touring Car
 Four-cylinder
 twenty-two horsepower
 \$800
 Including Magneto
 Specifications, page 23

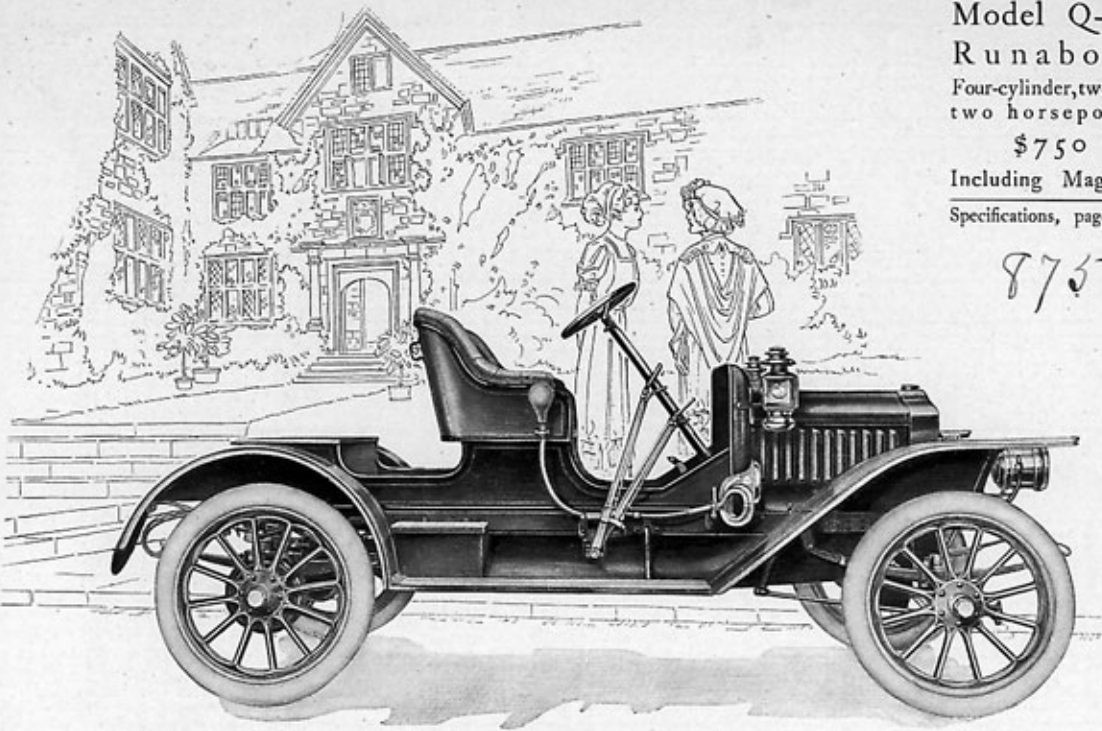
925-



With ample seating capacity for four passengers this car combines most effectively the exclusiveness of the touring car with the fleetness and agility of the light runabout. This car is a great favorite with the ladies and younger members of the household who prefer an easily-controlled to a more ponderous and powerful car.

Model Q-11
Runabout
Four-cylinder, twenty-
two horsepower
\$750
Including Magneto
Specifications, page 23

875-



The utility car, appropriately called "The Great Economy Car" because of its low operating cost. This is the four-cylinder model that proved by a public test in October, 1910, conducted under the auspices of the American Automobile Association and in the absolute control of their appointed judges, that it can be maintained and operated for half the cost of a horse and buggy. It is eminently suitable for business purposes.

Specifications of Models Q

Motor: Four vertical cylinders, $3\frac{1}{2}$ x 4 inches, cast in pairs, giving 22 horsepower actual at normal speed. Inlet and exhaust valves mechanically operated and interchangeable; located on opposite sides. Motor fully protected by sheet metal pan.

Carburetor: Our standard design; float-feed type.

Ignition: Double, magneto and battery, with non-ventrating coil.

Oiling: Force-feed, multi-delivery. Single sight feed located on dash in view of operator; automatically oils motor and clutch.

Cooling: Honeycomb cooler, natural circulation—no pump.

Transmission: Sliding-gear type, three speeds forward, one reverse; direct drive on high speed.

Clutch: All metal, multiple-disk.

Drive: Bevel gear, with two universal joints.

Frame: Pressed steel.

Wheels: 30 inches, wood, artillery pattern.

Tires: 30 x $3\frac{1}{2}$ inches, standard clincher type.

Wheel base: 93 inches; tread, 56 inches

Springs: Half ellipse in front, three-quarter ellipse scroll in rear.

Brakes: Two sets, double-acting on rear hubs; one set internal-expanding, one set external-contracting.

Body: Metal, with stamped moldings. Upholstered in high-grade leather and hair.

Tank Capacity: Gasoline, 10 gallons; water, 4 $\frac{1}{2}$ gallons; oil, 2 quarts.

Equipment: Magneto, two oil side lights, one oil tail light, horn with flexible tubes, full set of tools, tire repair kit.

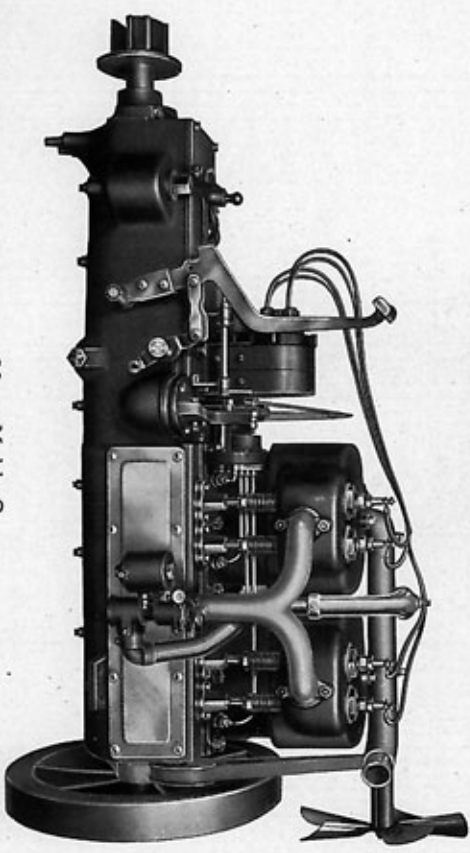
Colors: Models Q-11, Q-3-11, dark blue, cream wheels.

Prices

Model Q-11, Runabout . . . F. o. b. factory where manufactured	\$750
Model Q-3-11 Touring Car.	800

Top and gas lamp equipment extra

Accessories for Maxwell cars can be obtained from the Weatherizer Appliance Co., one of the affiliated Companies of the United States Motor Co., at its warehouses in New York, Philadelphia and Chicago, or agents.



Motor Models Q

THE Maxwell for 1911 has broken all precedents for the tremendous value it offers in a car of moderate price. It has always been known for its reliability at all times—its wonderful durability—its mechanical simplicity. In every respect it has always stood head and shoulders above other cars selling anywhere near the price. But this year, the strikingly attractive designs of the Maxwell and its many added refinements and unparalleled new prices have created a still higher standard of Maxwell value.

We believe in uniformity. The Maxwell is not built for speed to the exclusion of more vital motoring requirements. Beautiful appearance has not been attained to the sacrifice of mechanical efficiency. Our idea is equal reliability and superiority in every part—in a word—composite perfection. They give years of staunch durable service—have an abundance of power—offer all the speed any sane driver could ask for or use.

Maxwell cars are famous for their unfailing reliability, durability and economy of operation. Every car shown in this catalogue holds a record—some world's records. We believe in endurance runs because they prove just what we want to prove—that the Maxwell is the most reliable and efficient car on the market. Victory suggests merit. Occasional victory may be more luck than merit. But to win steadily and consistently from the beginning of the season to the end, from coast to coast, in all sections of the country, offers convincing proof of real merit. Such is the record of the Maxwell.

In the spring of 1909, a Maxwell touring car created a World's record by traveling 10,000 miles of New England roads without stopping the motor. Mr. Charles J. Glidden, of Glidden Tour fame, an Observer in the test, stated that the car finished "riding as easy as a balloon sails the air," a no mean tribute considering the terrific punishment endured on severe hills and rugged roads of varying and abnormal surfaces for which New England is noted.

Achievements for 1910 unquestionably crown the Maxwell "30" the champion endurance car. Best team score in the 1910 Glidden Tour, the severest ever run, and the International Light Car race at Savannah, Ga., the winning of class and sweepstakes trophies in the

Munsey Historic Tour and Washington Post Tour, the winning of the Buffalo Reliability Run and the Santa Monica Road Race, beyond any question the most important events of the season, entitle the Maxwell to the distinction of champion endurance car for the season of 1910.

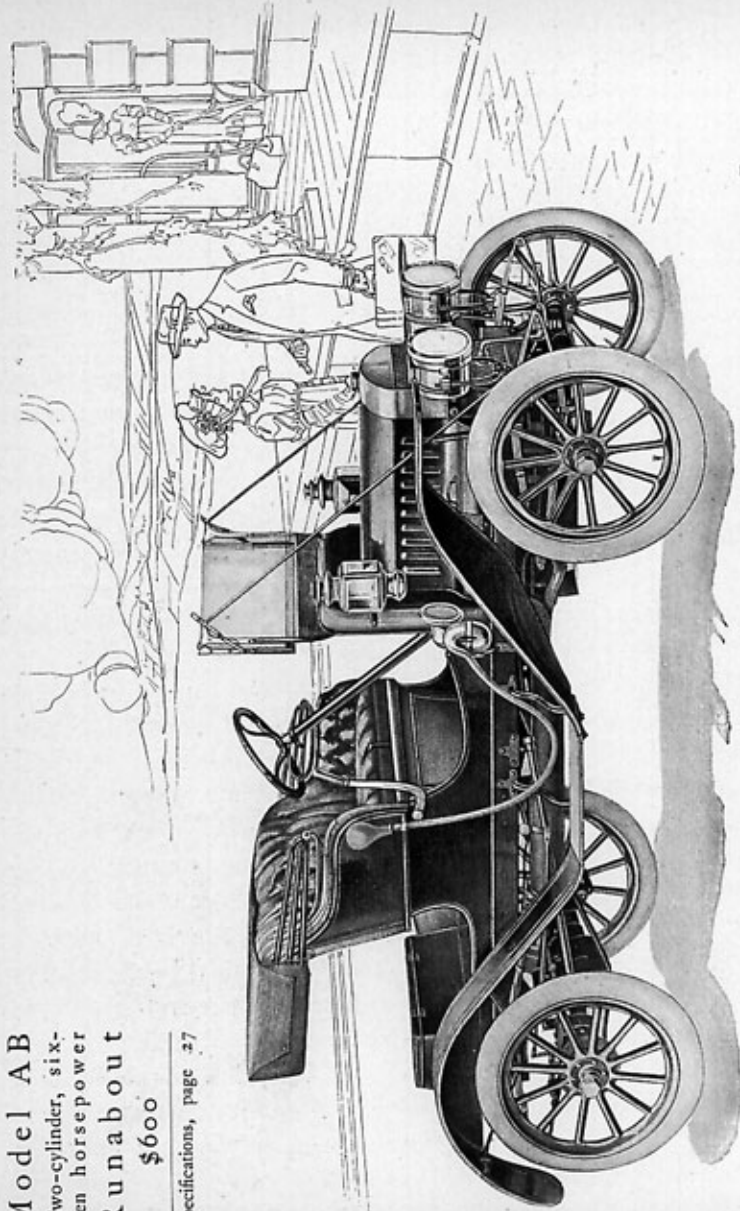
World's records for endurance of Maxwell cars are not confined to the touring cars. The runabouts are staunchly and rigidly built of the same uniform construction as our big cars. The only difference, of course, is the horsepower and carrying capacity. Last year, 2,000 miles of road were traveled by a Maxwell runabout without stopping the motor. A world's record. This year 3,500 miles were covered without stopping either the car or the motor. Another world's record. Think what a wonderful tribute both these accomplishments are to Maxwell uniformity of construction—that is, the building of all parts equally strong, not one sacrificed at the expense of another. Again, this year we proved by a public test conducted under the auspices of the American Automobile Association, and in the absolute control of their appointed judges, that Maxwell Runabouts can be maintained for about half the cost of a horse and buggy. What greater faith could any manufacturer have in his product?

Rigidly and massively built of first-class material, these runabouts are not to be classed with the many wheezing, tin-panny contraptions being offered to the public today. Every car that leaves our factories will give years of staunch, hard and constant service and for endorsement we refer to any Maxwell owner who happens to be in your neighborhood.

We have said enough about our own accomplishments. Great and convincing as they are, they take second place as compared to the experience of Maxwell owners. The last analysis of any automobile's merit is the testimony of its user. In this regard the Maxwell stands supreme. As this book goes to press there are 1,167 firms, 11,269 physicians and 8,790 farmers that we know of using Maxwell automobiles for business purposes. One in every ten physicians in the United States drives a Maxwell. When it is considered that everyone of this vast number is a stickler for constant service day after day, month after month, and upon it depends the security of his business, it is a fair indication that Maxwell reliability is all we claim it to be.

Model AB
 Two-cylinder, six-
 teen horsepower
Runabout
\$600

Specifications, page 27



Sturdiest, staunchest, most reliable and popular runabout ever designed. Holds World's non-stop record. For economy of operation, freedom from care, and unfailing serviceability, it has no equal. Stands first in use among physicians, salesmen, farmers, tradesmen and builders. No one, who needs quick, sure and continual transit service can afford to be without it. Easiest and safest for women to operate.

Specifications of Model AB

Motor: Two cylinders, horizontal opposed, $4\frac{1}{2} \times 4$ inches, giving sixteen horsepower actual at normal speed. Valves mechanically operated and interchangeable. Valve cams and cam shaft, contained in separate frame, can be removed without change of timing. Motor thoroughly protected by sheet metal pan.

Carbureter: Our standard design, float-feed, single adjustment type.

Ignition: Double, magneto and battery, with non-vibrating coil.

Oiling: Compression oiler, located on front of dash, under hood; oils engine automatically; sight feeds in view of operator.

Cooling: Honeycomb cooler, natural circulation, no pump.

Transmission: Planetary type, two speeds forward, one reverse, direct drive on high speed. Transmission enclosed and running in oil. Dust and mud proof. Slow-speed and reverse bands quickly adjusted by set screws extending through side of case.

Drive: Bevel gear, with two universal joints.

Frame: Pressed steel.

Wheels: 28 inches, wood, artillery type.

Tires: 28 x 3 inches; standard clincher type.

Wheel base: 86 inches; tread, 56 inches.

Springs: Full elliptic in front and rear.

Brakes: Double-acting on rear hubs.

Body: Metal with stamped moldings, runabout type, divided seat, open deck in rear with metal tool box.

Tank Capacity: Gasoline, 10 gallons; water, $2\frac{1}{2}$ gallons; oil, 2 quarts.

Weight: About 1100 pounds.

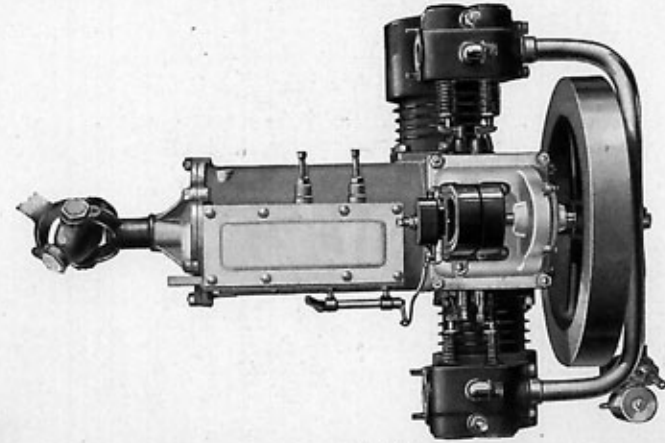
Equipment: Magneto, top, generator, gas lamps, jack, pump, two oil side lights, one oil tail light, horn, set of tools, tire repair kit.

Color: Dark blue with cream wheels.

Price \$600

F. o. b. where manufactured
 Wind Shield extra

Accessories for Maxwell cars can be obtained from the Westchester Appliance Co., one of the affiliated Companies of the United States Motor Co., at its warehouses in New York, Philadelphia and Chicago, or agents.



Motor Model AB



Maxwell

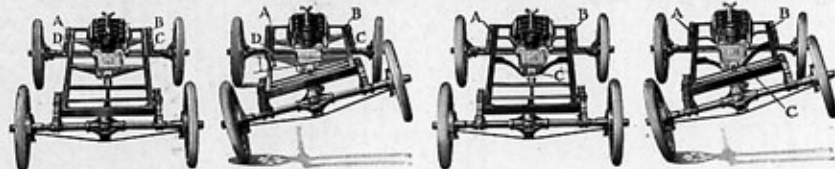
Features

The Three-Point vs. Four-Point Suspension

In the three-point suspension, as the name implies, the motor is suspended from only three points. This is not a new idea, but we were about the first to apply it to automobile construction. The milking stool and the tripod are typical examples. On the other hand, place a four-legged chair on an uneven surface and note results, one leg is without support.

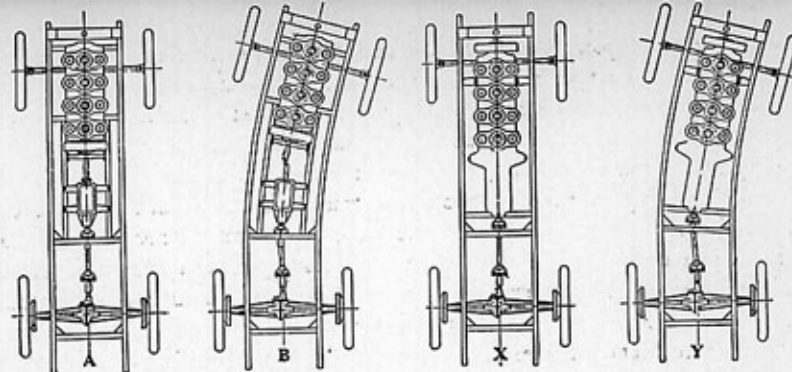
The four diagrams illustrate this principle better than words. In the first illustration is shown the motor mounted in the usual way—that is, at the four points, A, B, C, and D, with the frame in its natural position. Directly opposite is shown a motor suspended in the same way, but with the frame thrown out of line,—in the manner in which such distortion constantly occurs when the car is traveling over rough roads. Note the result, the three points, A, B, and C, rest on the frame, while the fourth point, D, is without support. This means that if all four points are solidly bolted down and held in position, an enormous strain must be set up somewhere, which results in one of two things—either the strain is sufficient to break the lug, or the motor is thrown out of alignment. In the four-point suspension the lugs have therefore been strengthened to a point where they cannot break, so that the entire strain is transferred to the motor, with the result that the bearings, which have been adjusted to the one-thousandth part of an inch, are thrown out of alignment, bringing an extra pressure, greater than they were designed to stand, on some particular one, forcing the oil out, and ruining the bearing.

Now consider the three-point suspension under exactly the same conditions. On this page is also shown a motor suspended from three points, with the



Motor Supported from Four Points
Under Ideal and Abnormal Conditions

Motor Supported from Three Points
Under Ideal and Abnormal Conditions



Distortion greatly exaggerated in order to illustrate principle involved

frame in its normal position, also the same motor suspended from three points, with the frame twisted. Notice that in this latter position the power plant is unaffected, the motor conforming to all distortions of the frame. Consequently there can be no strain put on this type of construction, no matter to what extent the twisting be carried, and the bearings are unaffected at all times. These are the reasons why the four-point suspension is mechanically wrong and the three-point suspension mechanically correct. *Think this over, for it is of vital importance to you as a prospective purchaser.*

Unit Construction vs. Divided Construction

The usual practice in automobile construction is to build engine and transmission case as separate parts. This is shown in the diagrams, A and B. On a perfectly smooth road, these two cases keep in fairly good alignment, but when the frame starts to twist, as will happen on rough roads, the crank shaft and the transmission shaft are thrown out of alignment with each other, as illustrated in diagram B. This necessitates the placing of universal joints between the two, which causes friction and loss of power. *Remember the universal joints here do not eliminate the necessity for two more universal joints on the driving shaft. Also remember that the transmission case is usually mounted on four points, and all the arguments that we have given against this method of suspension apply with equal force to the transmission.* In the diagrams X and Y the three-point unit is shown.

Thermo-Syphon or Natural Circulation of Water

There are two methods of circulating the cooling water around the cylinder and through the radiator. One is by a pump, driven directly from the engine. The other is by natural circulation, commonly known as the thermo-syphon system.

We have adopted the natural circulation, because it is more reliable and because *there is no possibility of its failing*. A pump can be a fruitful source of trouble; it is at best an added complication. A pump needs occasional re-packing. There always is a possibility of leakage and of an air block. This may result in *permanent damage* to the cylinders.

The principal objection to a pump is this: When an automobile is ascending a hill the motor necessarily slows down; but just at this juncture each cylinder is receiving a *full charge of gas* and consequently a maximum amount of heat, and the pump, being directly connected with the motor, is delivering a minimum amount of water, when, logically, it should be delivering its maximum amount; hence the tendency to overheat.

Compare now the thermo-syphon system, taking the example given above.

In the thermo-syphon cooling system the cold water enters the lower portion of the cylinder jacket, rising as the temperature of the cylinder wall is raised by the explosions within the cylinder. This process produces a continual and perfectly automatic circulation since necessarily the circulation increases or decreases in rapidity with every variation in the speed of the engine.

The natural circulation system is much less complicated, is absolutely automatic and reliable, and therefore better.

For these reasons we have adopted it for all our cars.

Multiple-Disc Clutch

The Maxwell clutch has come in for its well-deserved share of special attention, because upon this very important part of automobile mechanism depends largely the safety of the motorist.

The perfect clutch should fulfill the following conditions:

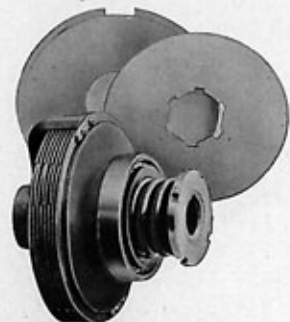
It should hold gradually yet positively.

It should release instantly and without retaining momentum.

It should be durable, that is, allow of slipping without undue wear.

The majority of clutches conform to the first condition. The second condition can only be met by that type of clutch which is light in construction; as a large, heavy clutch retains a certain momentum which causes it to continue its revolutions for a short time after disengagement. Thus, in changing speed the gear teeth have to arrest the momentum, and this involves the danger of *stripping gears*, and is the cause of the grinding noise heard in many cars.

This is especially true of clutches of the cone type. The Maxwell clutch is small and light, hence it has *no momentum* in itself and stops instantly.



Multiple-Disc Clutch



Universal Joint

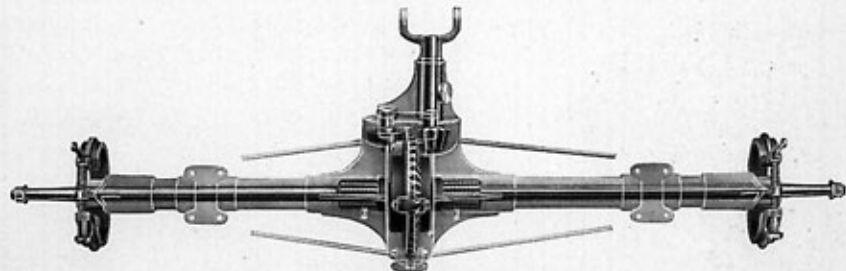
Shaft Drive The shaft drive is more efficient than the double side-chain drive, simply because there are fewer points of friction.

The shaft drive eliminates two bearings, besides doing away with two chains and four sprocket wheels. As against these, the shaft drive employs two universal joints, which in Maxwell construction consume little or no power, as the power plant is directly in line with the rear axle.

It must be remembered that both constructions use the same number of bevel gears. The best endurance records ever made by automobiles were made in shaft-driven cars.

Road racing is the severest test that can be imposed upon an automobile. Therefore, some manufacturers, though using a chain drive for their pleasure vehicles, adopt the shaft drive for their racing cars, where the greatest durability and highest efficiency are necessary.

The shaft drive is more efficient, absolutely dust-proof and noiseless, and when properly designed wears well and gives no trouble; the chain drive, exposed to dust, and under constant wear is always a source of noise. *For these reasons we have adopted the shaft drive on all Maxwell cars.*



Model AB Taper Axle and Differential

Our Guarantee

We warrant the motor vehicles manufactured by us for ninety days after the date of shipment, this warranty being limited to the furnishing at our factory of such parts of the motor vehicle as shall, under normal use and service, appear to us to have been defective in material or workmanship.

This warranty is limited to the shipment to the purchaser, without charge except for transportation, of the part or parts intended to replace the part or parts claimed to have been defective, and which, upon their return to us at our factory for inspection, we shall have determined were defective, and provided the transportation charges for the parts so returned have been prepaid.

We make no warranty whatever in respect of tires, rims, radiators, magnetos, coils, batteries, or lamps.

The condition of this warranty is such that if the motor vehicle to which it applies is altered or repaired outside of our factory, our liability under this warranty shall cease.

The purchaser understands and agrees that no warranty of the motor vehicle is made, or authorized to be made, by the company, other than that herein above set forth.



Rogers & Company
Chicago - New York