MAXWELL
MOTOR
CARS

THE MAXWELL

THE Maxwell is a pleasure car. Every feature of its design, every detail in its makeup and all of the items that complete the sum of its serviceability contribute to that end.

That tens of thousands of Maxwell pleasure cars are employed in business service is significant, because many of the attributes that make the Maxwell so desirable as a pleasure car also make it an efficient business car.

But it is still more significant that tens of thousands of Maxwell cars have found continued favor among those motorists to whom a motor car is part and parcel of the family life.

Mechanically, the essentials of a pleasure car and of a business car are similar, though not identical. Here the comparison ceases. Where the business car leaves off, the pleasure car must continue on through the whole gamut of motoring requirements and refinements. It must provide for its owner that freedom from petty annoyance—that comfort and convenience—that sense of luxury—without which pleasure is but an empty word.

Five years ago, the Maxwell Motor Company started to work on the assumption that the possi-

WINDSOR

MINNEAPOLIS

NEW CASTLE

KANSAS CITY

THE MAXWELL ORGANIZATION

IT WOULD be difficult to choose between the relative importance of design and manufacture as far as the finished motor car is concerned. Maxwell purchasers, however, are not called upon to make this choice, as the Maxwell organization is remarkably well-balanced in these respects.

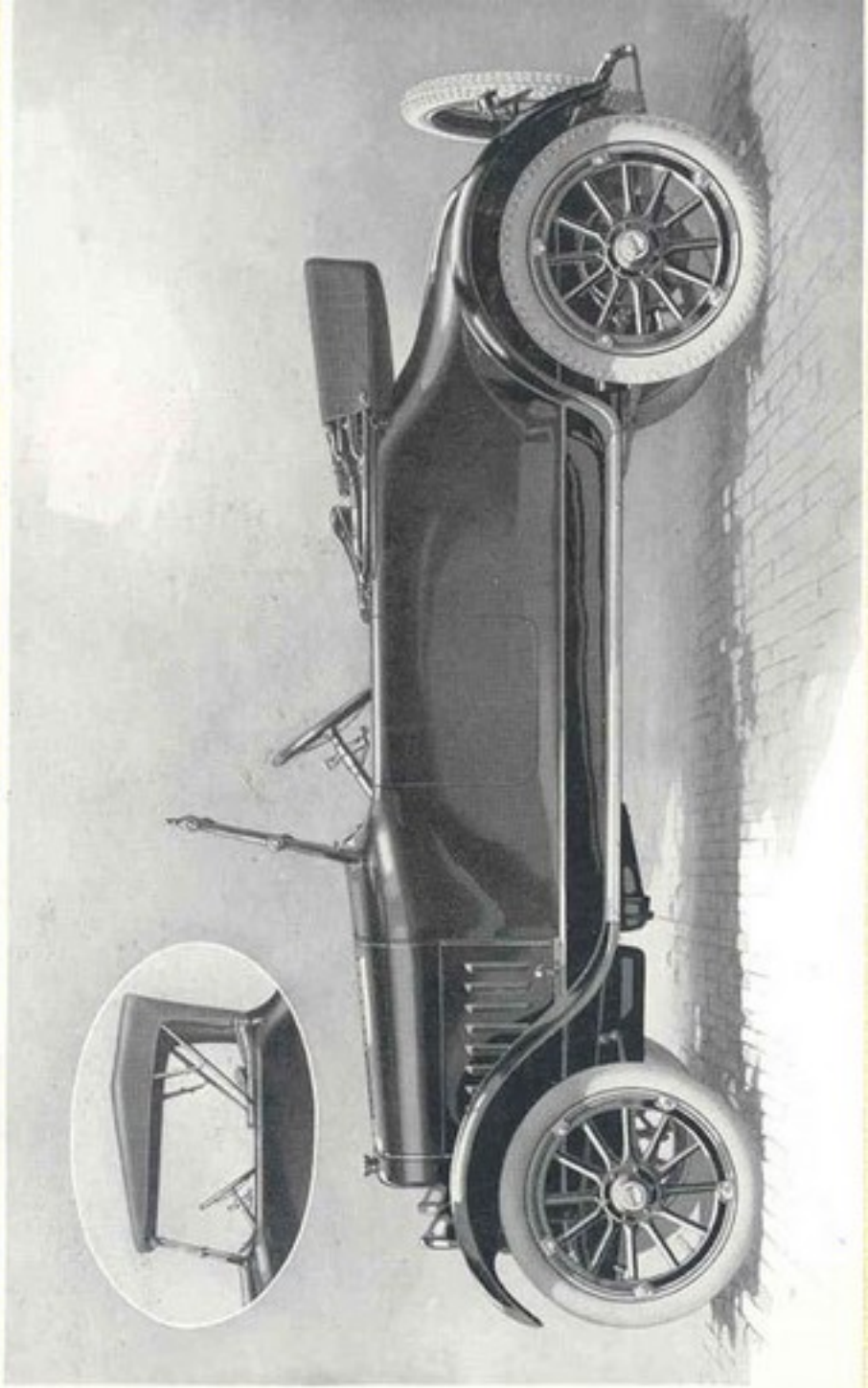
The Maxwell is probably the most completely "manufactured" car in the world today—that is, a bigger percentage of the parts entering into its construction are actually built in the Maxwell factories than is true of any other make of car.

The Canadian plant at Windsor, drawing of which when completed is shown on opposite page, is backed up by a chain of factories in the United States, located in various parts of the country in the great labor and raw materials centers. These factories are not of recent origin or of mushroom growth. On the contrary, the Maxwell had its origin away back in the early days of the motor car industry and the story of its growth is one of steady development.

This is an important point, because size of itself is not necessarily a guaranty of systematic precision, while a healthy growth over a period of many years is a safer guide.

Each of these great factory buildings is laid out for genuinely efficient production, and is replete with specially designed labor-saving machinery. A visit to the Maxwell factories is urged upon the prospective buyer of a motor car, that he may see for himself the wonders that time and science have worked in the production of Maxwell pleasure cars.

Large quantity production automatically brings with it advantages in the procurement of materials that can be had in no other way. Suppose, for example, that the engineers have decided that steel of a certain formula is necessary to give perfect results in the manufacture of a given part. In many such cases the steel required is a special formula and therefore not carried in stock by the steel manufacturers. The purchaser has the option of ordering a special run of steel or of accepting a substitute. And if he is not in position to order the full amount of a regular run—say 1000 tons—the



THE MAXWELL ROADSTER

THERE'S a charm about a roadster that makes an irresistible appeal to the man or woman whose requirements do not call for large carrying capacity, and who likes the companionableness that the roadster makes possible for two or three passengers.

This jaunty Maxwell Roadster has the seats well centered between the axles, to give the best possible riding qualities. The driver's seat is curved at the back, with the right side perfectly free to permit easy entrance even when clad in a heavy motoring coat, the floor space being absolutely clear in front of it. The driver may also use the left door when more convenient.

The larger seat accommodates either one or two, and is generously offset to provide roominess that is not usually found in cars of any size.

The position behind the steering wheel is free and easy, with perfect access to the controls and to the driving conveniences on the dash, which include everything to be found on the other Maxwell models, from carburetor dash adjustment to speedometer and dash light.

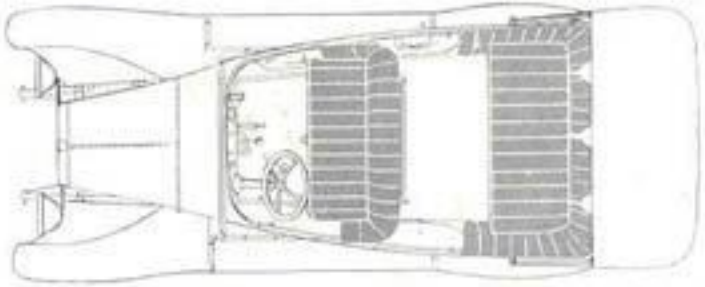
The body, like the chassis, is strictly a Maxwell product, being built complete in the Maxwell shops, even to the deeper, softer upholstery furnished on all Maxwell models this year.

Rear view of the Maxwell Roadster

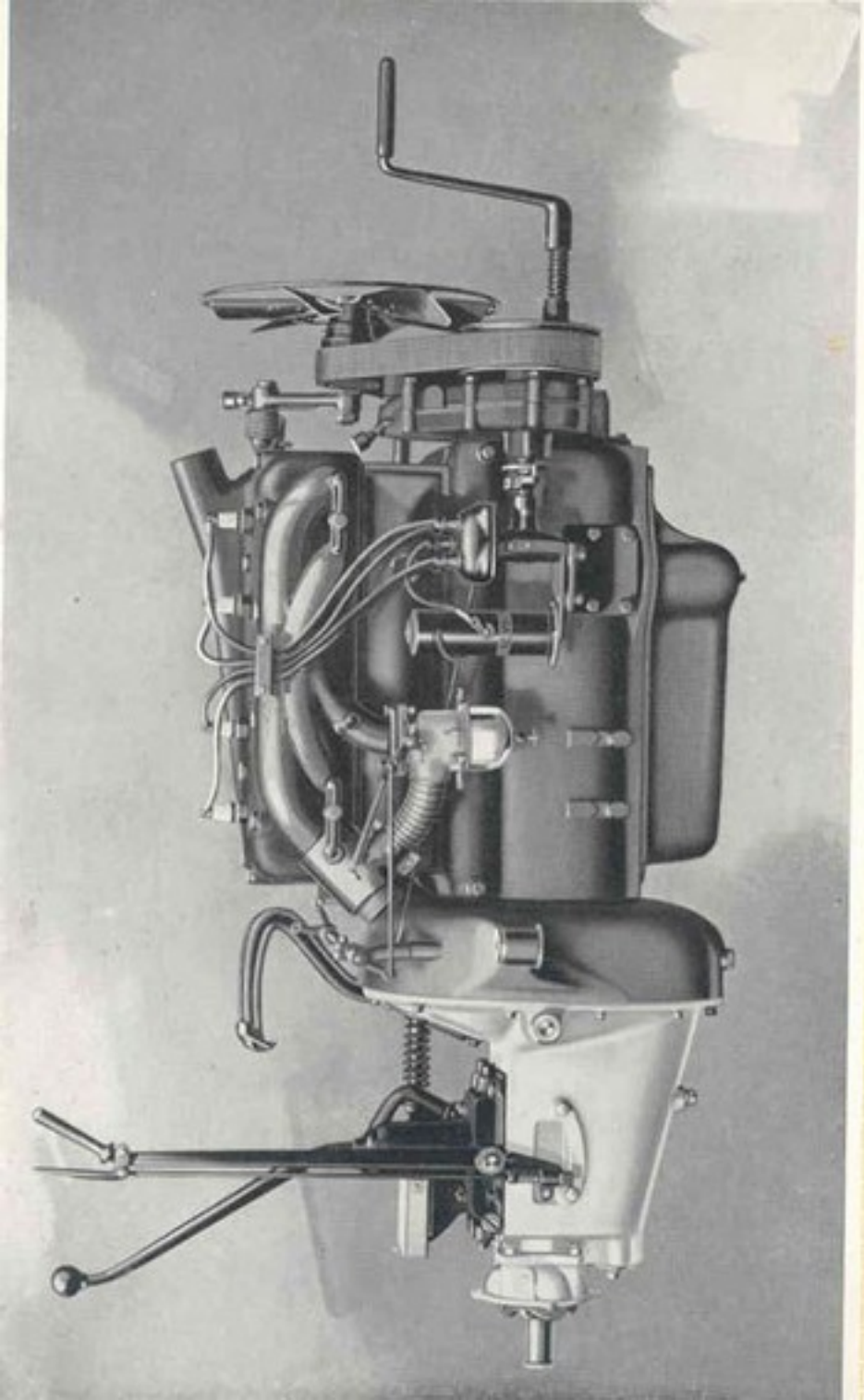
The Maxwell Touring Car

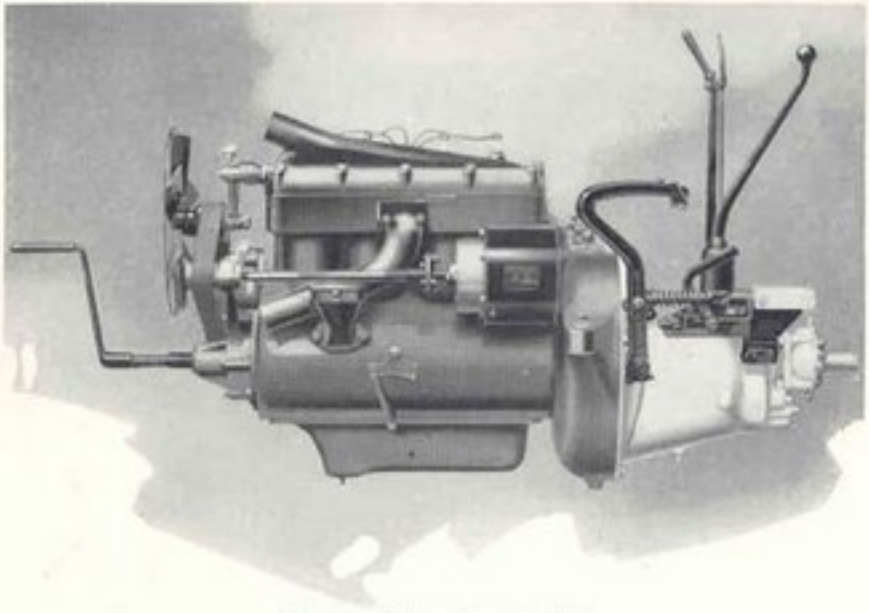
If you are inclined to be particular about the appearance of your motoring equipage, consider the Maxwell from different points of view. Note the graceful sweep of the lines in the upper picture, from the neat top boot along the shining body to the tip of radiator.

Showing perfectly tailored top for your inspection. Remember, it is made of rubberized mohair and will look just like this indefinitely.



Plan view showing the seating arrangement, the roominess and the ample provisions made for the comfort of five passengers.





Left view of the unit power plant

did the Maxwell break all records on these three runs, but it also beat the fastest Canadian train between Montreal and Quebec by 59 minutes. There was the non-stop run started November 23, 1917, and finished January 5, 1918—a total of 44 days, during which the motor was never stopped day or night and the mileage piled up was 22,022.3. The average consumption of gasoline was 26 4/5 miles to the gallon. This was in Los Angeles and the previous non-stop record was smashed by nearly 10,000 miles.

The unit transmission is bolted to the engine. It is of the three-speed selective type, with nickel steel, heat treated gears. The main shaft has a roller bearing in front with a babbitt lined bronze bushing in the rear. The jackshaft has phosphor bronze bushings. And there you are. Nothing extreme about it, yet not a single detail can be criticised from an engineering or manufacturing standpoint.

We are going to boast just a little about the clutch. It is one that was developed and patented by Maxwell engineers and can be obtained on no other car. It is a cone clutch, lined with asbestos material and running in oil. In the three years this clutch has been on the market we have never had a clutch

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