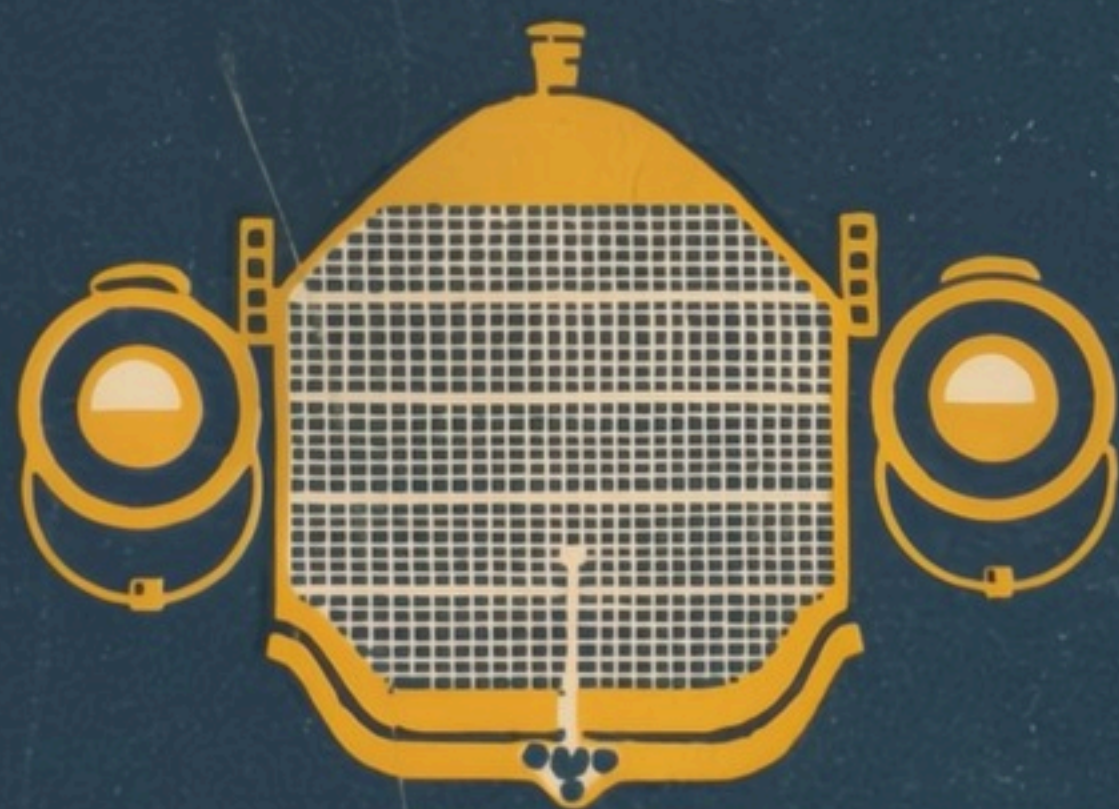


Maxwell



Advance
1912
Catalogue

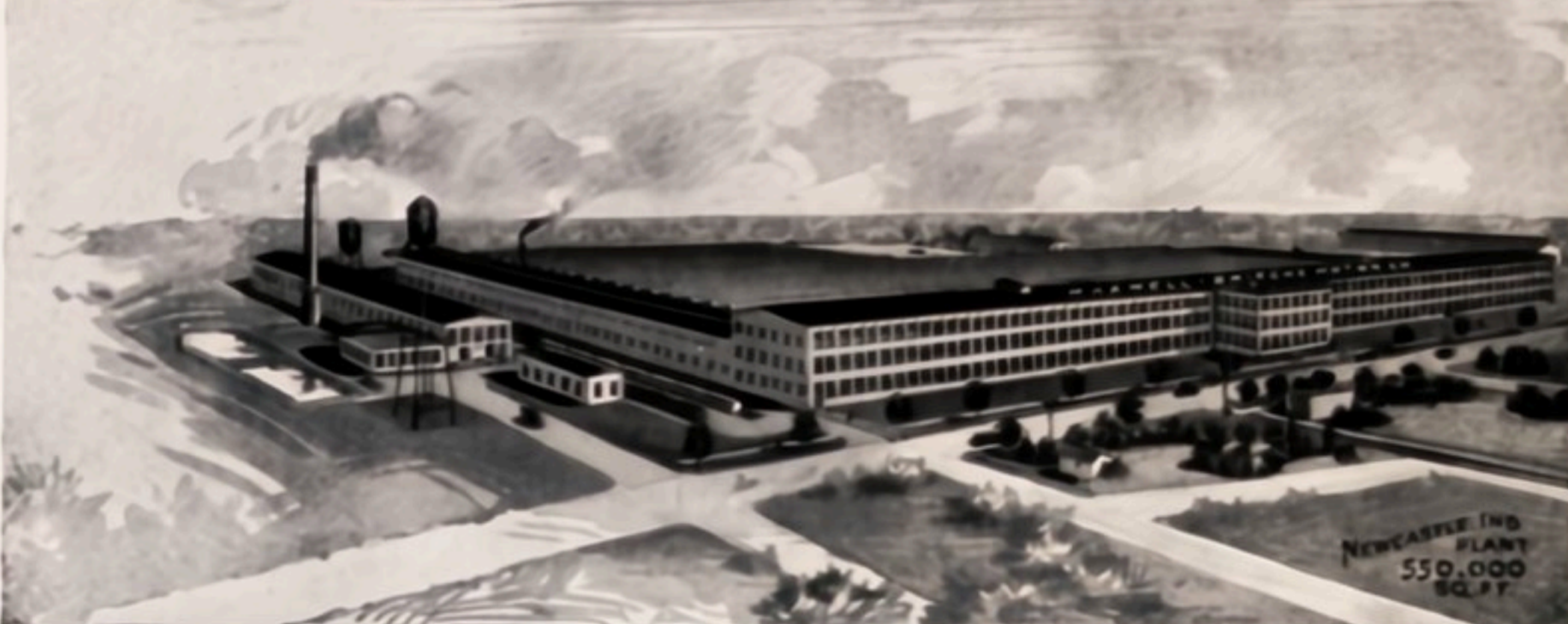
Maxwell

Advance Catalogue

1912



Maxwell-Briscoe Motor Co. Broadway at 61st St. **New York**
Division of **UNITED STATES MOTOR COMPANY**



114 Acres
Where Maxwell Motor Cars Are Made.

Maxwell Service

At no time is a Maxwell owner far distant from one of the 1,800 agents and 32 branch houses of the United States Motor Company that sell Maxwell Motor Cars.

All stand ready and willing to cheerfully serve Maxwell owners.

BRANCH HOUSES

NEW ENGLAND

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

EASTERN

United Motor New York Co.
5-7 West 61st St., New York
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.
216-218-220 N. Broad St., Phila., 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.
1938 Euclid Ave.,
Cleveland, Ohio

United Motor Columbus Co.
246-248 North 4th St., Columbus, O.

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 and Vistula
Ave., South Bend, Ind.

WESTERN

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

United Motor Dallas Co.
1309-11-13-18 Commerce St.,
Dallas, Texas

United Motor Kansas City Co.
1612 Grand Ave., Kansas City, Mo.

United Motor St. Louis Co.,
306 N. 12th St., St. Louis, Mo.

United Motor Los Angeles Co.
1200 S. Olive Street,
Los Angeles, Cal.

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

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

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

United Motor Export Co., 3 West 61st St., New York, N. Y.

United International Motors, Ltd., 214-216 Great Portland St., London, Eng.

1800 Dealers in America and Foreign Countries



THE GLIDDEN TROPHY
50 inches high—Value \$3,000

The most coveted automobile trophy in the world.

Awarded this year to Maxwell motor cars for the most wonderful showing ever made in a Glidden Tour, the only perfect team score of 64 starters in the hardest Glidden Tour in history

Maxwell— The Glidden Tour Winner America's Touring Champion

NEVER was a Glidden Tour more completely won and victory more decisively earned, than in this year's greatest and hardest of Glidden Tours, in which Maxwell motor cars won every trophy offered and the cash award for the highest general efficiency in their division.

Not only was this year's Glidden Tour the largest in history, it was the second largest automobile event held in this country. Practically every American motor car was represented. One car cost \$6,000; seven others over \$4,000; twelve over \$3,000; five over \$2,000; and twenty over \$1,500. A wide variety of automobiles—all good, but none quite came up to the form displayed by the winning Maxwells.

Sixty-four competitors started. Five were Maxwells—all five finished. The team won the Glidden Trophy—another Maxwell won the Anderson Trophy—Maxwell won the prize money in its class. There were no other prizes to win.

Maxwell made more perfect scores than ever made before in any Glidden Tour by one make of car, and is the lowest-priced car that ever won the Glidden Trophy. Victory was earned—conclusive, unprecedented, absolute victory—and justly stamps the Maxwell as America's Touring Champion.

The Glidden Tour, America's Automobile Classic, is an annual competitive automobile run under the auspices of the American Automobile Association, conceived primarily to demonstrate the merits and advantages of the automobiles competing in it. It offers the severest test to which motor cars can be subjected, amid conditions demanding the utmost endurance. This year, the Glidden Trophy was competed for by teams of three cars. Each car of a team shared the penalties of its mates. Therefore, a perfect score team represented absolute perfection.

The Maxwell team bore the official numbers, one, two, and three. They left New York in one, two, three order and arrived at each noon and night control in precisely the same order. From start to finish of the 1,454 miles from New York to Jacksonville, Fla., traveled in mud and sand, hub deep at

times, through swollen streams, into the downpour of cloud-bursts, over mountain and level the Maxwell team maintained 100% efficiency at all times. Not a single penalty was imposed against it.

Unquestionably the record of the Maxwell in the 1911 Glidden Tour is unequalled in the annals of automobile contests. Every stream, no matter how swollen, and some of them were 60 feet wide, was negotiated by the Maxwell under its own power.

Maxwell won the team prize and the individual prize.

Maxwell won the best team score in last year's Glidden Tour also.

Maxwell won the Deming Trophy in 1906.

To sum it all up the Glidden Tour was more of a demonstration than a contest—a demonstration of Maxwell reliability. There were two trophies, the Glidden and the Anderson. Maxwell won both. There was a cash prize for each division. Maxwell won in its division. From start to finish not one penalty was imposed—the *only* team out of sixty-four entries to sustain the terrific punishment of bad roads and maintain 100% efficiency all the way—the *only* perfect score team in the tour.

TEAM SCORES

CAR	PENALTIES
MAXWELL	PERFECT
Stevens-Duryea	19
Cadillac	23
Ford	125
Cadillac	244
Cadillac	279
Marathon	509
Flanders	1028
Oldsmobile	1175
Halladay	1322

What the Glidden Tour Proves to the Man About to Buy a Motor Car

IT proves the consistent reliability of the Maxwell. These tours are not races where specially prepared cars thunder around a track at dangerous speed for a few hours. They are journeys of long duration over natural road conditions which subject a car to a most severe test of its ability to meet and overcome the obstacles likely to confront the average automobilist.

That Maxwells have so consistently been victorious in these tours demonstrates their right to your consideration and choice, if you are thinking of buying a motor car.

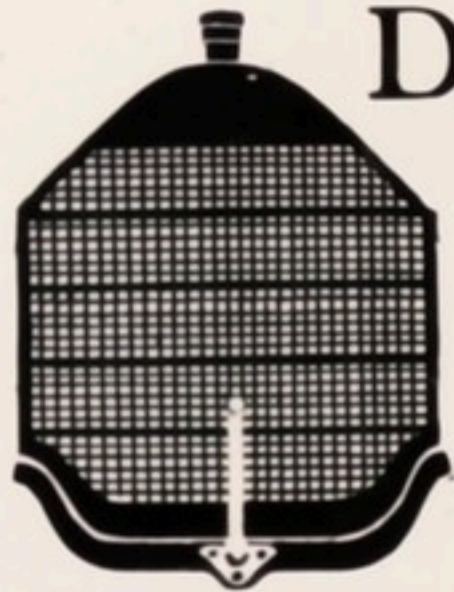
Absolute and positive reliability is not only economical, but it saves trouble, promotes real pleasure, and increases earnings, if car is used in a business way. When you get latest style and advanced design in addition to positive reliability, you have an ideal car. Such a car is the Maxwell. As proof of what the Maxwell will do for you, we point with justifiable pride to what it has done in public achievement and in service to over 47,000 owners.



THE ANDERSON TROPHY
39 inches long—Value \$1,200

Offered by the city of Anderson, S. C., as an individual prize in the Glidden Tour.
Won by Gov. Hoke Smith's Maxwell

Maxwell— the Undisputed Leader for 1912



DURING eight years of unquestioned leadership, the Maxwell has never given such values as are incorporated in the models offered for the season of 1912, because never before has it been in the position that it is now.

Always successful in having Maxwell represent the utmost value for the money, we are now where we can state without fear of contradiction, that Maxwell cars offer far more for the money than any other cars manufactured; a situation brought about by practically unlimited purchasing, manufacturing and selling facilities.

Today our parent corporation, the United States Motor Company, is the leading motor car builder of America. With a capital of \$42,500,000, it employs over 14,500 men in twelve of the largest and best equipped manufacturing plants in the world, with a capacity for building more than 35,000 cars annually.

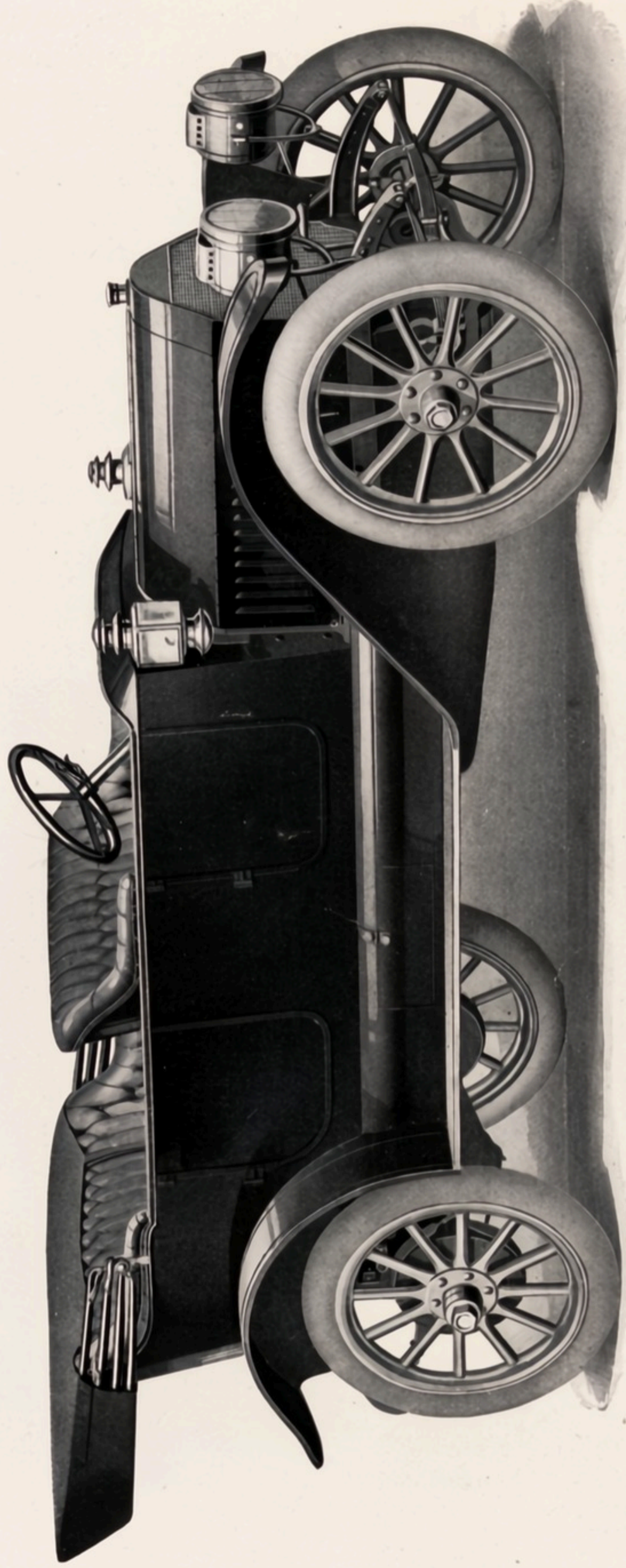
Realizing this year, when all motor cars are fairly reliable, that power, style and price are the great fundamentals that will be considered by the public, our engineers were instructed to develop power to the utmost, while the body and general design should be leaders of fashion. The combined producing, manufacturing and selling facilities of the United States Motor Company result in economies and high efficiency that would not be possible to us individually, or to concerns of lesser size. This is what permits the sensational Maxwell prices of 1912.

While the leader of the line is an absolutely new creation, a 36-horsepower, five-passenger touring car, the values are just as wonderful in the Maxwell Mascotte, a family touring car; in the Maxwell Mercury high speed roadster and in the Maxwell Messenger, which for years has maintained its leadership among runabouts. No buyer of an

automobile does himself or herself justice in deciding upon a car without seeing the Maxwell. We would have them see all other cars, for it is only by comparison that the increased value of the Maxwell can be fully appreciated.

With more power than ever will be needed; with body designs and colors that are the acme of grace and beauty, and with the uniform and substantial Maxwell construction that has given the product an enviable reputation for reliability, durability and economy of operation, added to which are refinements and additions, there would seem little to desire in a motor car beyond that offered by this pioneer of the industry in its 1912 offering which proclaims and continues the Maxwell reputation for being the best moderate priced motor car in the world.





Maxwell Special

A 36-horsepower Touring Car, \$1280. Top extra.

Specifications of Maxwell Special

MOTOR: Four vertical, individual cylinders, $4\frac{1}{4} \times 5\frac{1}{4}$ inches. While rated at 36 horsepower, this long stroke flexible motor develops considerably more. Inlet and exhaust valves are mechanically operated and interchangeable, located on opposite sides. Adjustable push rods permit instant adjustment when necessary. Motor thoroughly protected by sheet metal pan.

Carbureter: new and improved type with glass reservoir, reliable and economical, easily adjusted.

Oiling: force-feed, single delivery, splash system, single sight feed located on dash in view of operator; automatically oils motor and clutch. Positive action and extremely economical.

Ignition: dual, magneto and battery, insuring inexhaustible supply of electricity.

Cooling: Columbia type honeycomb square tube radiator; thermo-syphon system, no pump. Natural circulation. Positive cooling under all temperatures.

CHASSIS: Frame, first quality pressed steel, $\frac{3}{16}$ " thick.

Axles: rear, full floating; front, drop forged "I" beam. Latest improved design, same as found in the most expensive cars. Large Roller bearings.

Wheels: artillery pattern, 34 inches, first quality hickory, 12 spokes.

Tires: 34 x 4 inches, insuring riding comfort on roughest surfaces. Rims, quick detachable, tire changes quickly and easily made.

Wheel base: 114 inches. Tread, 56 inches, 60 inches for Southern trade. Long wheel base insures comfortable riding.

Springs: semi-elliptic front, three-quarter elliptic scroll rear, of first quality steel, very flexible.

Brakes: two sets, double acting on rear hubs, internal expanding, external contracting. Positive in action. Best asbestos lining.

TRANSMISSION: Sliding gear type, three speeds forward and reverse. Simplest to learn and easiest to operate.

Clutch: metal, multiple-disc. Extra large. Special device prevents slipping. Runs in oil bath.

Drive: shaft, with bevel gear, two universal joints. Obviates friction, dust proof and noiseless. Wears well, gives no trouble.

BODY: Five passenger, ventilated, fore-door, vestibuled smooth flush sides with inside control. Made of pressed steel with stamped molding, amply upholstered in high-grade leather and hair. Tufted finish.

Fuel capacity: gasolene, 14.8 gallons; oil, 3 quarts; water, 5 gallons, sufficient for long tours.

Color: richly finished in Royal green with Wedgewood green wheels and running gear.

EQUIPMENT: Includes magneto, two gas lamps, generator, two oil side lights, one oil tail light, horn, tool kit, jack, pump, tire repair kit, tool box, tire holder, foot rest, robe rail, carpet and mat on tonneau floor.



Maxwell Mercury

A 30-horsepower Roadster, \$1150. Top extra.

Specifications of Maxwell Mercury

MOTOR: Four vertical, individual cylinders, $4\frac{1}{4}$ x $4\frac{1}{4}$ inches, rated at 30 horsepower but developing much more. Inlet and exhaust valves are mechanically operated and interchangeable, located on opposite sides. Intake side does not share great heat of escaping gases. Motor thoroughly protected by sheet metal pan, keeping engine free from dirt and contact with road obstacles. **Carbureter:** new and improved type, latest design, accessible, economical, consistent under all temperatures.

Ignition: dual, high tension racing magneto and battery, producing reliable and steady spark and great speed.

Cooling: Columbia honeycomb type square tube radiator, thermo-syphon system, no pump, insuring positive cooling under all temperatures. Natural circulation.

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

CHASSIS: Frame, first quality, pressed steel, strongest and most durable. $1\frac{3}{8}$ " thick, hot riveted.

Axles: rear, semi-floating; front, tubular type, latest design, extra heavy. Designed for heavy duty service.

Wheels: artillery pattern, 34 inches, first quality hickory. Extra heavy hubs and flanges.

Tires: 34 x 4 inches, Q. D. demountable. These large tires together with the long wheel base of 110 inches combine to produce easy riding.

Tread: 56 inches, 60 inches for Southern trade. Rims, Q D demountable, insuring quick tire changes.

Springs: semi-elliptic front, three-quarter elliptic scroll rear, large and extra heavy, rigidly tested

Brakes: two sets, double acting on rear hubs, internal expanding, external contracting. Positive in action. Best asbestos lining.

TRANSMISSION: Sliding gear type, three speeds forward and reverse. Easily learned, simple to operate.

Clutch: multiple-disc, discs running in bath of oil allow continual slipping without wear. Made of first quality saw steel.

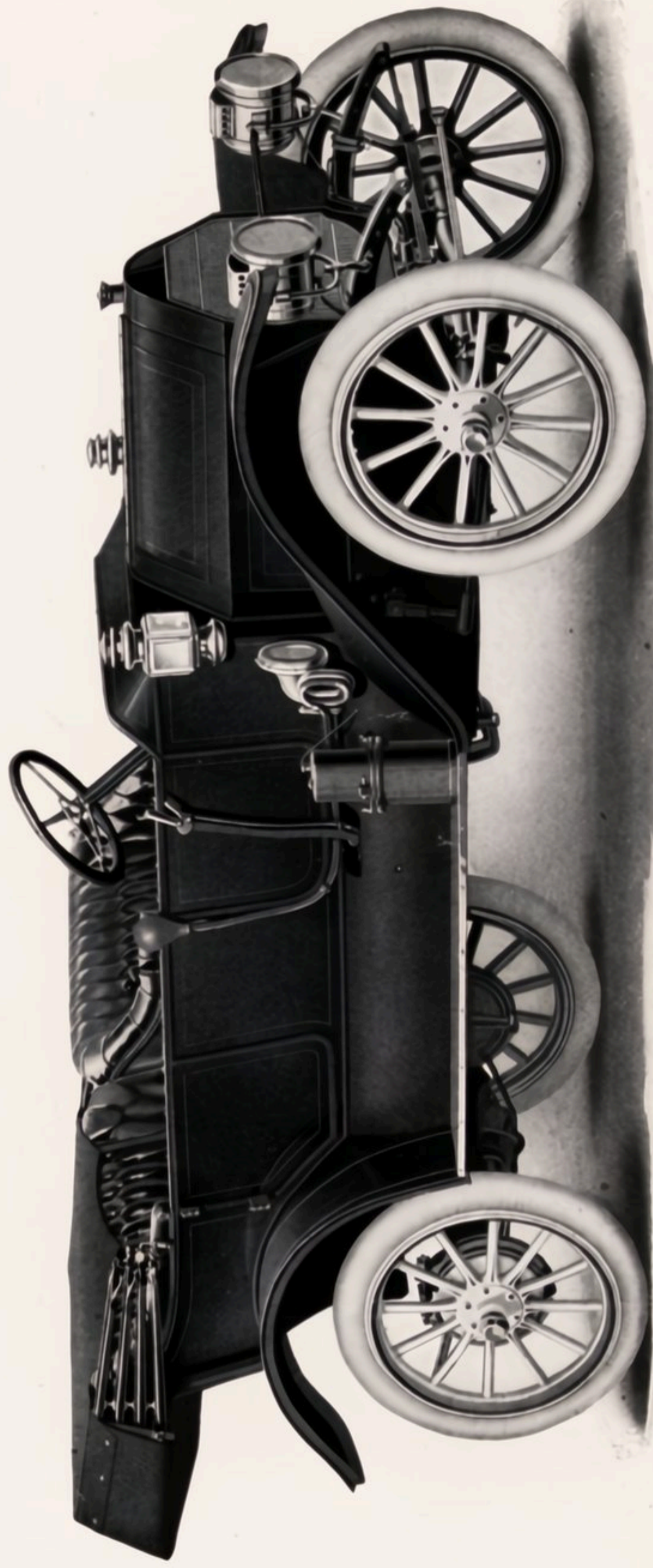
Drive: shaft with bevel gear, two universal joints. No friction, no lost power, dust proof and noiseless.

BODY: Two passenger, ventilated, foredoor vestibuled smooth flush sides. Made of pressed steel with stamped molding, upholstered in high-grade leather and hair, smooth finish.

Fuel capacity: gasolene tank, 15.5 gallons; oil, 5 gallons; water, 5 gallons. Designed for long tours.

Color: finished in steel gray with white striping.

EQUIPMENT: Includes magneto, gas lamps, generator, two oil side lights, one oil tail light, horn, tool kit, jack, pump, tire repair kit, tire holder, tool box, luggage trunk, extra demountable rim.



Maxwell Mascotte

A 25-horsepower Family Touring Car, \$980. Top extra.

Specifications of Maxwell Mascotte Touring Car

MOTOR: Four vertical cylinders, 4 x 4 inches, cast in pairs, rated 25 horsepower, developing 30 horsepower actual. Inlet and exhaust valves mechanically operated and interchangeable, located on opposite sides. Motor thoroughly protected by sheet metal pan. All engine parts free from dirt and contact with road obstacles.

Carbureter: Maxwell design, improved type, single adjustment, most economical.

Ignition: dual, magneto and battery, insuring steady spark. Easily accessible. No hidden wires.

Cooling: Columbia honeycomb type radiator, thermosiphon system, no pump. Positive, never leaks, absolutely automatic and reliable under all temperatures.

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

CHASSIS: Frame, first quality pressed steel, hot riveted.

Axles: rear, semi-floating; front, tubular type, latest design, extra heavy drawn steel tubing. Imported German ball bearings.

Wheels: artillery pattern, 32 inches, first quality hickory, twelve spokes, both front and rear wheels.

Tires: 32 x 3½ inches, large enough for comfortable riding, small enough for economical operation. Rims, quick detachable, easily removed.

Wheel base: 104 inches. Tread, 56 inches, 60 inches for Southern trade. Long wheel base insures easy riding comfort over roughest roads.

Springs: half-elliptic front, three-quarter elliptic scroll rear, made of imported English steel, strongest and most expensive. Easy on tires.

Brakes: two sets, double acting on rear hubs, internal expanding, external contracting. Large breaking surface. Asbestos lining.

TRANSMISSION: Sliding gear type, three speeds forward and reverse. Simple to learn, easy to operate.

Clutch: metal, multiple-disc. Made of first quality saw steel.

Drive: shaft with bevel gear, two universal joints. No friction, no lost power, dust proof and noiseless.

BODY: Ventilated, foredoor, vestibuled, smooth flush sides, with inside transmission control. Made of pressed steel with stamped molding. Amply upholstered in high-grade leather and hair, tufted finish. Steering wheel 17 inches in diameter with Stoddard-Dayton type of spark and throttle control levers.

Fuel capacity: gasoline, 12.5 gallons; oil, 5 pints; water, 5 gallons.

Color: artistically finished in blue black with battleship gray wheels, white striping.

EQUIPMENT: Includes magneto, generator, two gas lamps, two oil side lights, one oil tail light, horn with flexible tube, tool kit, jack, pump, tire repair kit, tool box, foot and robe rails, carpet and mat on tonneau floor.



Maxwell Mascotte

A 25-horsepower Roadster, \$950. Top extra.

Specifications of Maxwell Mascotte Roadster

MOTOR: Four vertical cylinders, 4 x 4 inches, cast in pairs, rated 25 horsepower, developing more than 30. Proven test showed this car capable of high speed. Inlet and exhaust valves mechanically operated and interchangeable, located on opposite sides. Motor thoroughly protected by sheet metal pan. All engine parts kept free from dirt and contact with road obstacles. **Carbureter:** Maxwell design, improved type, single adjustment, most economical, easily accessible. **Ignition:** dual, magneto and battery, insuring steady spark. **Cooling:** Columbia honeycomb type radiator, thermosiphon system, no pump. Positive, never leaks, absolutely automatic and reliable under all temperatures. **Oiling:** force-feed, single delivery, splash system, single sight feed located on dash in view of operator; automatically oils motor and clutch. Positive action.

CHASSIS: Frame, first quality pressed steel. **Axles:** rear, semi-floating; front, tubular type, latest design, extra heavy. Imported German ball bearings. **Wheels:** artillery pattern, 32 inches, twelve spokes, first quality hickory, heavy hubs and flanges. **Tires:** 32 x 3 1/2 inches, large enough for comfortable riding, economical in service. Rims, quick detachable, easily removed.

Wheel base: 104 inches. Tread, 56 inches, 60 inches for Southern trade. This long wheel base insures comfortable riding over roughest roads.

Springs: half-elliptic front, three-quarter elliptic scroll rear, made of imported English steel, strongest and most expensive.

Brakes: two sets, double acting on rear hubs, internal expanding, external contracting. Large breaking surface. Asbestos lining.

TRANSMISSION: Sliding gear type, three speeds forward and reverse. Simple to learn, easy to operate.

Clutch: metal, multiple-disc, action positive. Runs in oil bath, never slips.

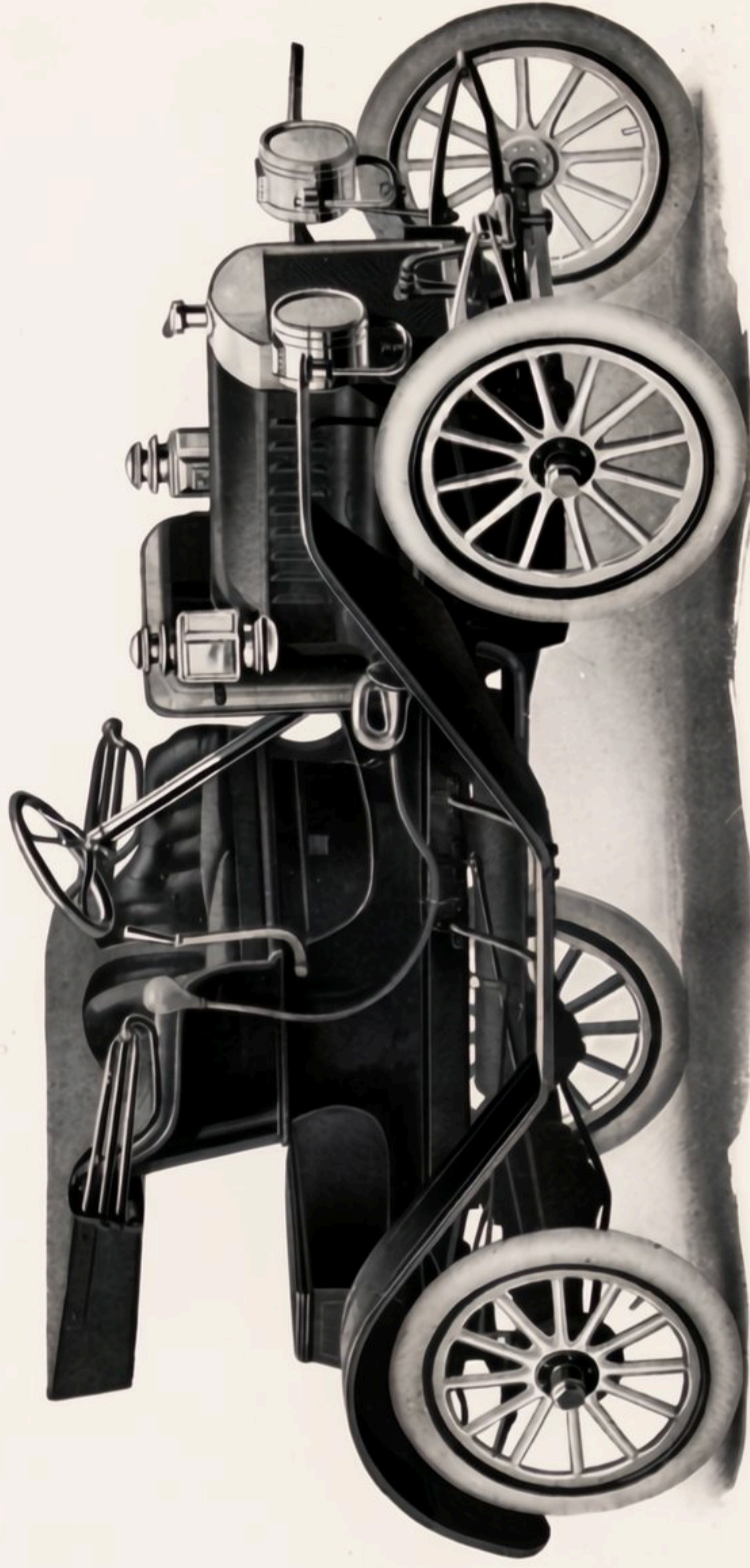
Drive: shaft with bevel gear, two universal joints. No friction, no lost power, dust proof and noiseless.

BODY: Two passenger, ventilated foredoor vestibuled smooth flush sides, with inside transmission control. Made of pressed steel with stamped molding. Amply upholstered in high-grade leather and hair, tufted finish. Steering wheel 17 inches in diameter with Stoddard-Dayton type of spark and throttle control levers.

Fuel capacity: gasoline, 20 gallons; oil, 1 1/8 gallons; water, 5 gallons. Designed for long tours.

Color: racing gray with white striping.

EQUIPMENT: Includes magneto, gas lamps, generator, two oil side lights, one oil tail light, horn, tool kit, jack, pump, tire repair kit, tire holder, tool box, with ample room for additional luggage.



Maxwell Messenger

A 16-horsepower Car, \$600, including magneto, top, gas lamps and generator.

Specifications Maxwell Messenger

MOTOR: Two cylinders, horizontal opposed, $4\frac{1}{2} \times 4$ inches, giving 16-horsepower actual at normal speed. Ample for all needs, and more economical than a four cylinder besides being simple and easily cared for. 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, keeping engine free from dirt and contact with road obstacles.

Carbureter: Maxwell design, improved type, standard float-feed design, single adjustment. Extremely economical.

Ignition: dual, magneto and battery, constant spark.

Cooling: honeycomb type radiator, thermo-syphon system, no pump. Positive cooling assured under all temperatures.

Oiling: compression oiler, located on front of dash, under hood, oils engine automatically, sight feeds in view of operator. Flow easily adjusted, action positive.

CHASSIS: Frame, first quality pressed steel; hot riveted, with cross members and corner plates; axles, rear, semi-floating; front, tubular type, extra strong.

Wheels: artillery pattern, 28 inches, first quality hickory, unbreakable, heavy hubs and flanges.

Tires: 28 x 3 inches, clincher type. Easy riding and quickly changed.

Wheel base: 86 inches. Tread, 56 inches, 60 inches for Southern trade.

Springs: full elliptic front and rear, insuring easy riding over roughest roads, and long life to tires.

Brakes: two, one on rear hubs, one in transmission.

TRANSMISSION: Planetary type, two speeds forward, one reverse. Simplest, strongest, most durable transmission ever devised. A child can operate it.

Clutch: metal, multiple-disc. Positive action, discs run in bath of oil allow continual slipping without wear.

Drive: shaft, with bevel gear, two universal joints. No friction, no lost power, dust proof and noiseless.

BODY: Two passenger, open door type. Made of pressed steel with stamped molding. Upholstered in high-grade black leather, plenty of hair, divided seat. Open deck in rear with metal tool box.

Fuel capacity: gasolene, 10 gallons; oil, 2 quarts; water, $2\frac{1}{2}$ gallons; weight about 1,100 pounds.

Color: dark blue body with option of light blue or cream wheels.

EQUIPMENT: Includes magneto, top, generator, gas lamps, jack, pump, two oil side lights, one oil tail light, horn, full set of tools, tire repair kit.

Satisfied Owners' Free Inspection Service

To facilitate constant and unfailing service of Maxwell Cars and to eliminate unnecessary repairs caused by lack of experience or skill in operation, we have instituted a Free Inspection Service for all owners.

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

For one year after date of purchase, a Maxwell owner may take his car to the 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 troubles and repair expense to a minimum.

This monthly inspection service is in addition to the Company's standard guarantee of material and workmanship, as published in our catalogue.

Coupon for Maxwell's 1912 Catalogue **De Luxe**

MAXWELL-BRISCOE MOTOR Co.,
5 West Sixty-first Street,
New York City.

Gentlemen:

Please send me the complete Maxwell 1912 Catalogue De Luxe when off the press.
