



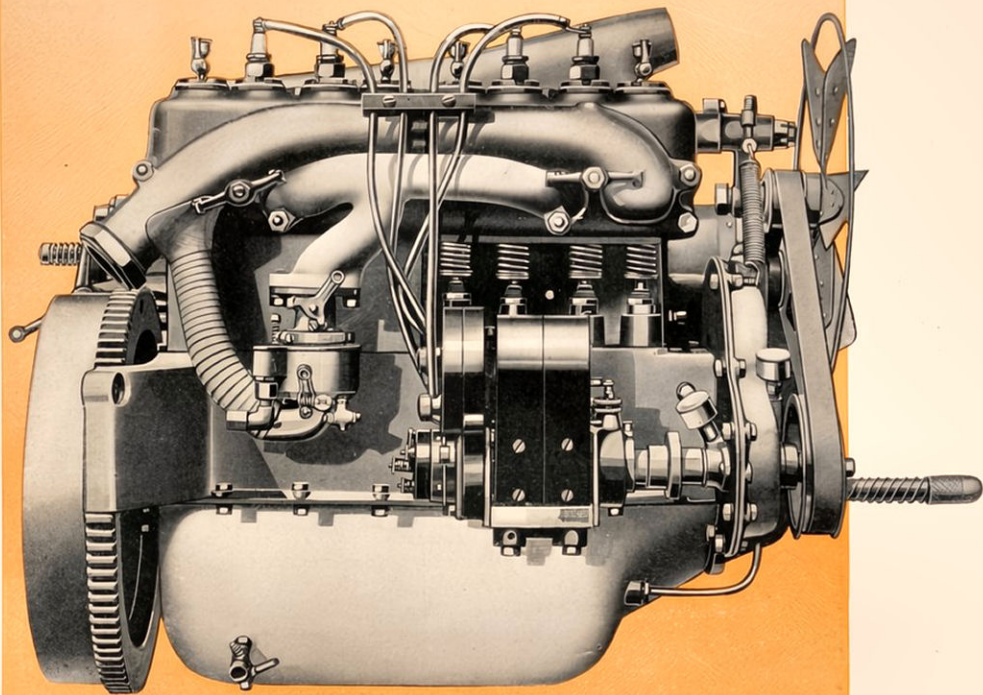
The measure of a dealer's money-making possibilities is the stability of the car he sells, and his ability to obtain deliveries of cars when he can sell them.

### The Victorious 1915 Maxwell

The MAXWELL for 1915, with its seventeen improvements, is unquestionably the most surprising automobile value ever produced.

Compare it with all other light-weight cars. Look at the engine—at the transmission. Look at the rear axle. You can't find in the whole field of automobiles a finer power plant or driving mechanism of *as light weight*, regardless of the price.

With the right car and the right price, backed up by one of the most powerful financial organizations in the world, and the one most conspicuously successful manufacturers in the automobile industry, the agency for the MAXWELL Car, in territory where it may be obtained, should present itself to you as a money-making opportunity which has rarely been equalled.



### Why the Maxwell Motor Company is almost Quadrupling last year's output

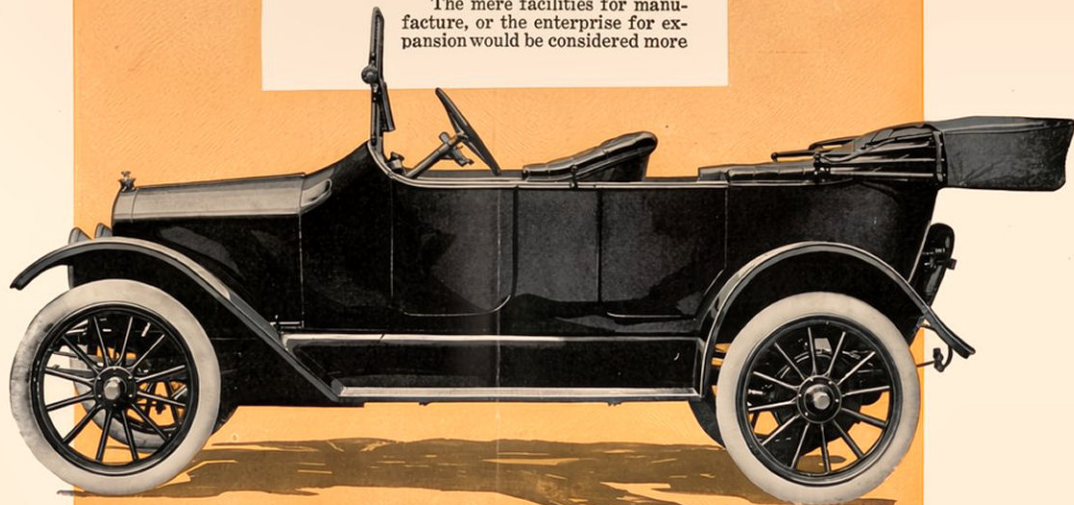
Last year the MAXWELL COMPANY prepared facilities for, designed, built and sold eighteen thousand high class light-weight automobiles.

Now please digest that. Starting without any great dealer organization, in one year the MAXWELL COMPANY created, built and sold eighteen thousand light-weight, remarkably well constructed, full-sized, five-passenger machines.

That was an achievement never before made in the industry and one considered absolutely impossible one year ago.

Now that the MAXWELL COMPANY, with its extensive organization, with its tremendous facilities and its marvelously well designed car, has proved its ability to manufacture tremendous numbers of cars and to find buyers for them, it has undertaken the making of sixty thousand automobiles this year and it will sell them, too.

The mere facilities for manufacture, or the enterprise for expansion would be considered more



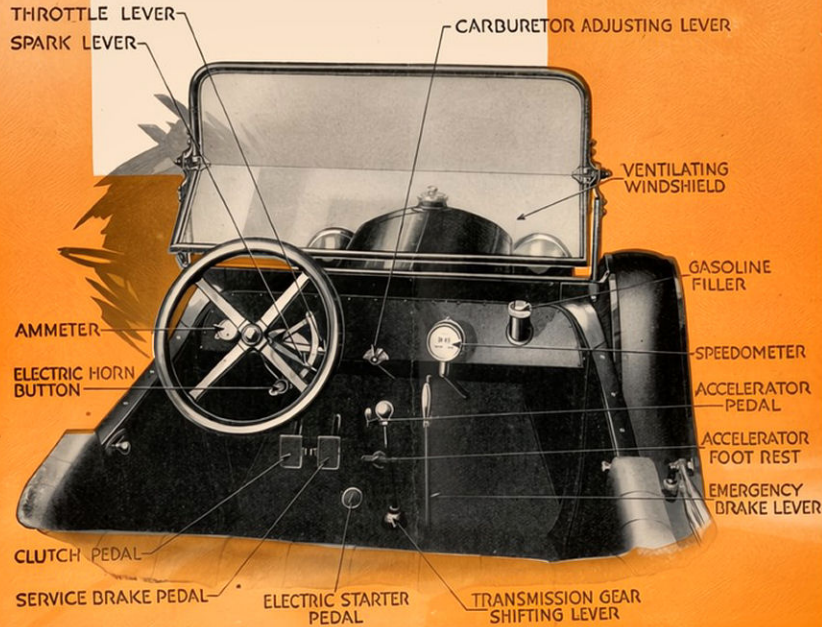
fool-hardy than practical if it were not for the tremendously enthusiastic reception the MAXWELL Car has received and the wonderful co-operation obtained from MAXWELL dealers.

*Here's the answer.*

The MAXWELL announcement for 1915, promising the manufacture of sixty thousand cars for this year, was made on August 1st. Six weeks later thirty-seven thousand of these cars were ordered. To-day over fifty thousand cars have been ordered by MAXWELL dealers.

And the all important fact in connection with these dealers' orders is that the MAXWELL COMPANY, week after week, has been and is making and delivering over one thousand cars per week.

When MAXWELL dealers have orders for cars, they do not lie awake nights wondering when they can deliver them.

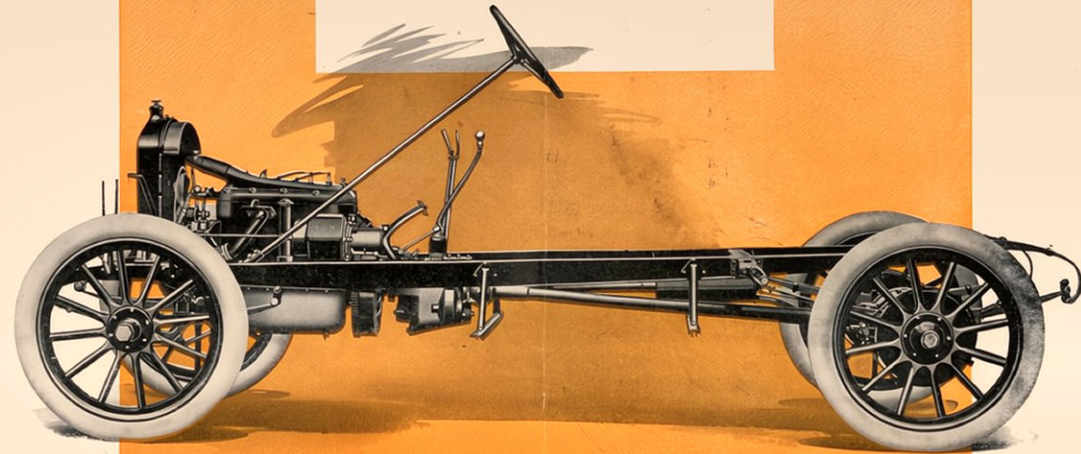


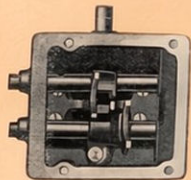
### Why light car builders come and go

Making and marketing successfully a car of light weight and low price is like the problem of piloting a great steamship between the Scylla of high cost and the Charybdis of unsound design.

On the one hand, the pilot may wreck his ship by making the parts too frail in his desire to get them light. On the other hand, he may get them heavy enough to be safe, but also too expensive in initial cost and too expensive to maintain.

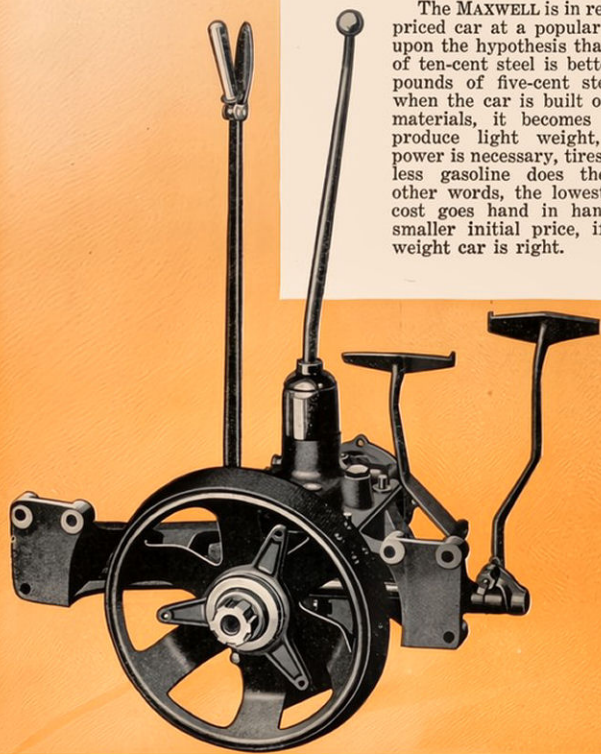
The most difficult of all automobile engineering problems is the manufacture of a really high class yet popular-priced, light-weight car. The man who makes high-priced motor cars has a problem that is child's play in comparison. Where he needs more strength, he adds more weight and when the whole is added together he has an efficient, high-class machine which may cost from two to five thousand dollars and which can't possibly be a low up-keep car. The manufacturer who plans to build the light-weight





car and does it, as many have tried, with insufficient capital, finds his problem impossible. A really fine light-weight car is only possible to build on the scale of large production. In order to obtain the light weight, the finest steels produceable are required and dies and jigs of the most elaborate and expensive character are indispensable. Strangely enough, the wonderful development in the art of steel metallurgy within the past few years has made it possible to produce such steels that although these steels are the most expensive, when bought in huge quantities, the light-weight, popular-priced car of tremendous endurance may be created when produced in great numbers.

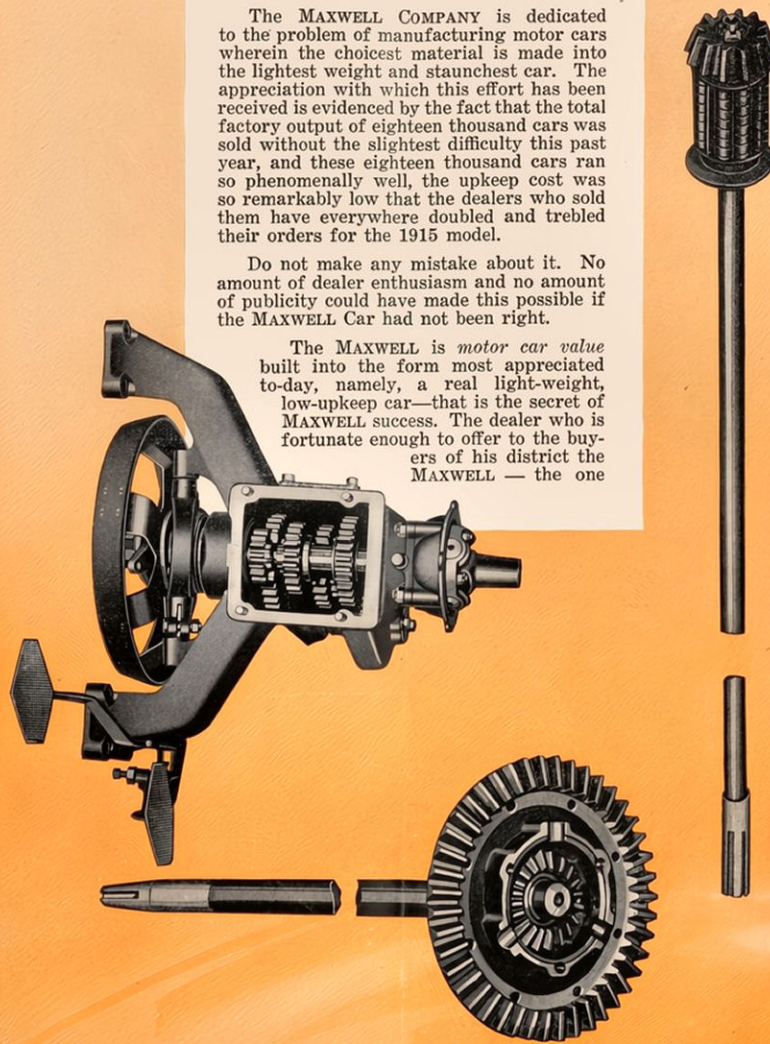
The MAXWELL is in reality a high-priced car at a popular price, built upon the hypothesis that one pound of ten-cent steel is better than two pounds of five-cent steel, because when the car is built of the better materials, it becomes possible to produce light weight, then less power is necessary, tires last longer, less gasoline does the work—in other words, the lowest of upkeep cost goes hand in hand with the smaller initial price, if the light-weight car is right.

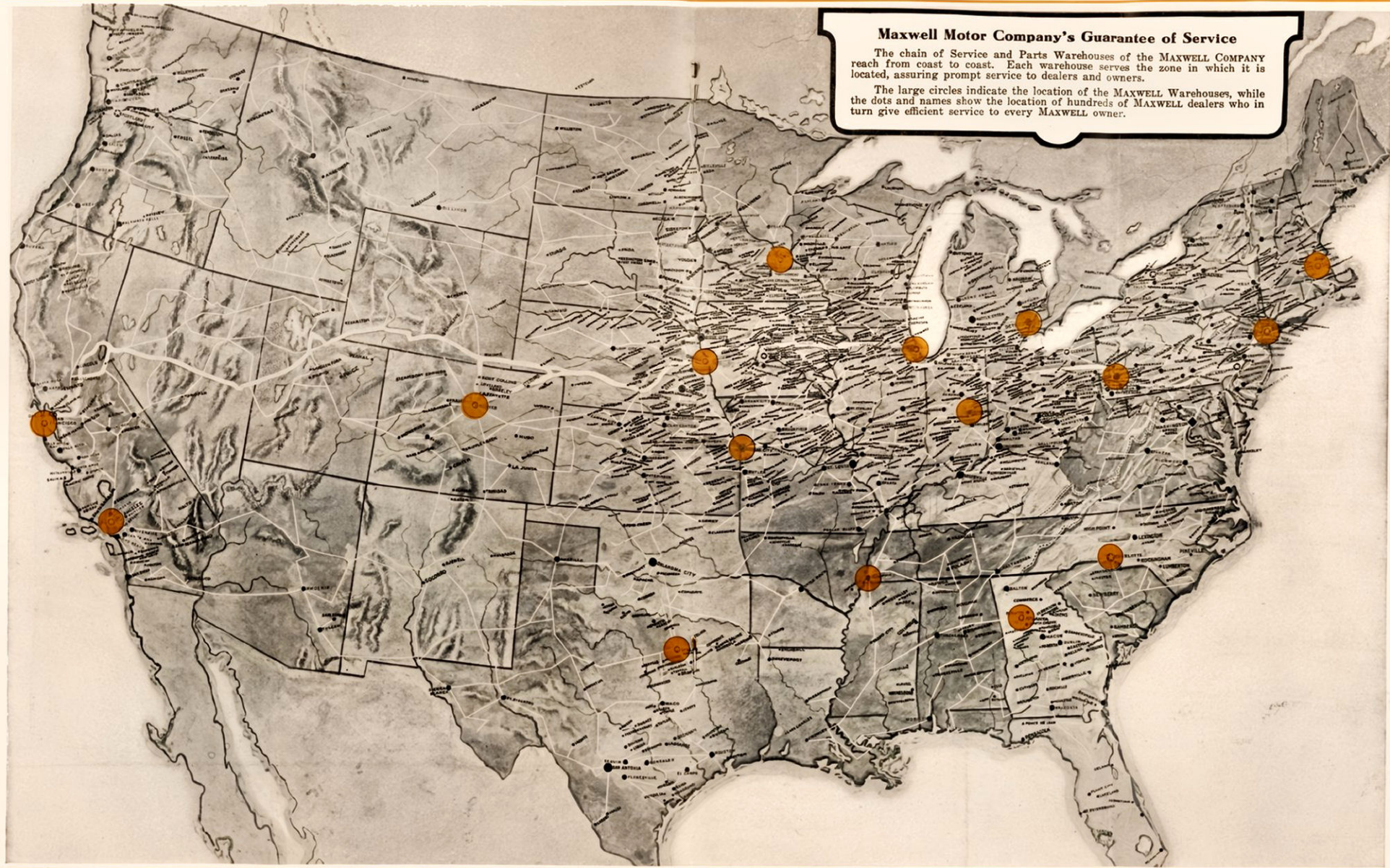


The MAXWELL COMPANY is dedicated to the problem of manufacturing motor cars wherein the choicest material is made into the lightest weight and staunchest car. The appreciation with which this effort has been received is evidenced by the fact that the total factory output of eighteen thousand cars was sold without the slightest difficulty this past year, and these eighteen thousand cars ran so phenomenally well, the upkeep cost was so remarkably low that the dealers who sold them have everywhere doubled and trebled their orders for the 1915 model.

Do not make any mistake about it. No amount of dealer enthusiasm and no amount of publicity could have made this possible if the MAXWELL Car had not been right.

The MAXWELL is *motor car value* built into the form most appreciated to-day, namely, a real light-weight, low-upkeep car—that is the secret of MAXWELL success. The dealer who is fortunate enough to offer to the buyers of his district the MAXWELL — the one

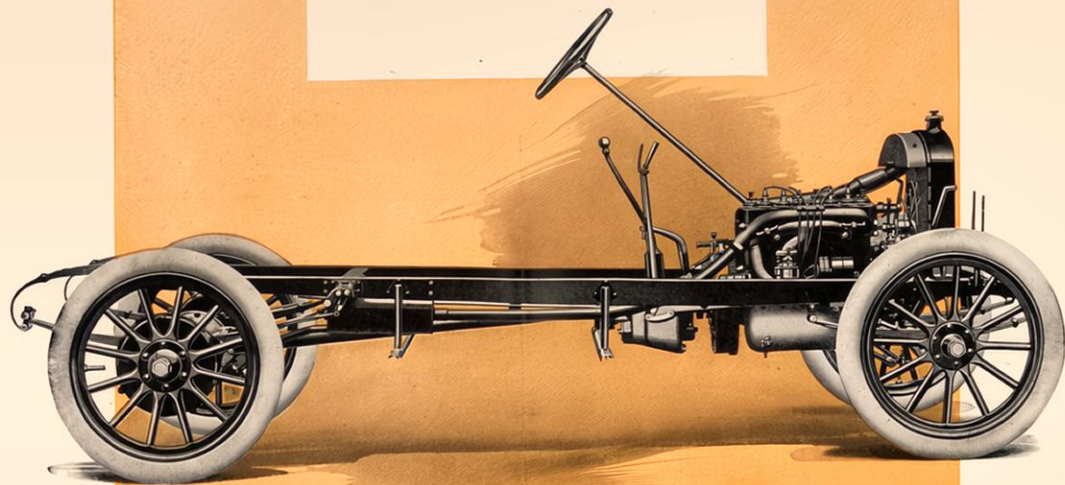




most successful light-weight car yet built, the car that has quality, appearance, stamina and all-over motor car value combined with large size, full streamline appearance and really comfortable carrying qualities for five passengers is the dealer that will "make good."

The MAXWELL receives infinite and painstaking attention down to the construction of the most minute detail. Wherever a part may be stamped from the choicest steel and by its form and good material do the work of a heavier part, such parts are stamped, no matter how expensive the dies may be. That is the advantage of big production. The initial manufacturing cost is divided over so many units that the die-making charges may be absorbed. The fact that such charges were partially absorbed last year is evidenced by the decrease in price this year.

If you want to make money and "sure" money by selling automobiles read the sign of the times in the coming tidal wave of popular enthusiasm for this genuine light-weight, well-built, full-size popular-priced car.



### Manufacturing vs. Assembling

*The MAXWELL a One-Profit Car.*

On the last page you will get a glimpse of the great MAXWELL factories where the MAXWELL Car is *entirely produced from raw materials.*

Time was when men could be hoodwinked with the fallacious argument that "we make only a few cars but they are good ones." All boogie men vanish sooner or later. We hope you haven't invested any money in attempting to sell such boogie men cars.

There may be a concern that can make a few good cash registers or good adding machines or good any intricately organized machines. But as for making them of the most reliable character with parts absolutely interchangeable, of materials that have received the most expensive metallurgical attention and inspection, you, like every other intelligent buyer of to-day, have learned to pin your faith to the largest and strongest organization with the greatest factories, the most skilled management and *one* profit.

The MAXWELL is a one-profit car. The total profit per unit being less than the profit on any one of the many parts in some other cars.



### Dealers' Insurance

The MAXWELL line consists of one model. You have one chassis to master, one chassis to sell. You may have it equipped with any type body you prefer.

Do you realize that that is the ideal selling proposition?

The 1915 MAXWELL at \$695 is one of the greatest marvels of modern manufacturing genius. There are no finer materials in the world than in this chassis, yet by means of enormous production, expensive machines and ingenious processes, these materials have been used in building the MAXWELL so that you have to offer to your customer a car of greater intrinsic value, a car that will give greater satisfaction in service than any other light-weight car made.

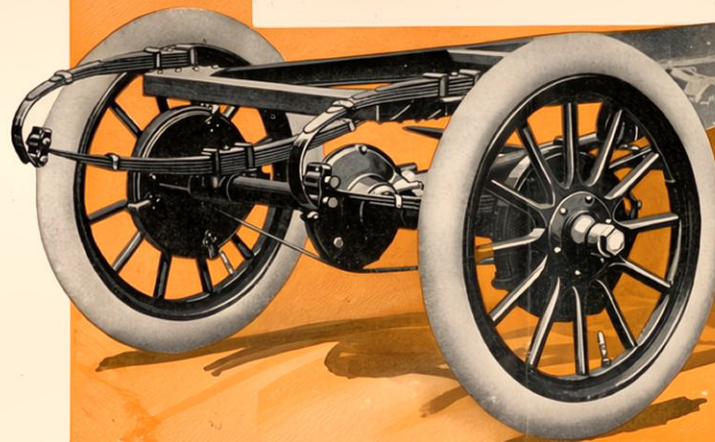
The 60,000 cars we are making this year will positively supply you with as many as you can sell and establish you for another year in a profitable business.



### Seventeen new features added for 1915 yet price is \$695.

(With Electric Starter, \$55 Extra.)

- 1—Pure stream line body.
- 2—Adjustable front seat.
- 3—Simms high-tension magneto.
- 4—Three-quarter elliptic rear springs.
- 5—Tire brackets on rear.
- 6—Electric lights, dimmers and storage battery.
- 7—Kingston carburetor.
- 8—Adjustable clear-vision and ventilating wind-shield.
- 9—Mohair Top.
- 10—Concealed door hinges.
- 11—Gasoline tank located under dash cowl.
- 12—Crown fenders with all rivets concealed.
- 13—Head lights braced by rod running between lamps.
- 14—Famous make of anti-skid tires on rear.
- 15—Gracefully rounded, double-shell radiator equipped with shock absorbing device.
- 16—Instrument board, carrying speedometer, carburetor adjustment and gasoline filler.
- 17—Improved steering gear, spark and throttle control on quadrant under steering wheel; electric horn and with button mounted on end of quadrant.



### Complete Specifications—1915 Maxwell

4-cylinder, 25 h. p. motor, cone clutch; unit transmission bolted to engine;  $\frac{3}{4}$  floating rear axle; left-side steer, center control; 5-passenger body; 56-inch tread; 103-inch wheel base; 30x3 $\frac{1}{2}$ -inch tires; weight, 1850 lbs.

**MOTOR**—3 $\frac{1}{2}$ -inch bore, 4 $\frac{1}{2}$ -inch stroke; cylinders and upper half crank case integral; detachable head with valves located on right side and completely enclosed; valves, 1 $\frac{1}{2}$ -inch diameter.

**CRANK-SHAFT**—1 $\frac{1}{4}$ -inch diameter; front bearing, 2 $\frac{1}{2}$  inches long; rear bearing, 3 inches long; all bronze, babbitt lined; connecting rod bearing, 1 $\frac{1}{2}$  inches long, babbitt lined.

**CAM-SHAFT**—Drop forged with integral cams.

**IGNITION**—Simms type, high tension magneto.

**COOLING**—Tubular radiator; thermo-syphon system with large inlet and outlet connections. Spring tension fan.

**LUBRICATION**—Splash system with positive oil pump, delivering oil at front end of engine and drawing at rear. Oil well integral with lower half of crank case.

**CARBURETOR**—Kingston atomizer type; hot and cold air supply controlled from dash to suit starting or running in any climate. Gasoline is supplied by gravity.

**GASOLINE TANK**—Located under dash cowl, making short and absolute feed to carburetor. Positive feeding qualities, even on steepest grades. No pressure system necessary.

**CLUTCH**—Cone clutch; lined with multibestos lining; cone is made from steel stamping and provides its own spring action, to insure perfect contact; positively coupled to transmission through 6-spline shaft.

**TRANSMISSION**—3-speed selective type bolted to rear of engine; main drive shaft has Hyatt roller bearing at front end and bronze bushing, babbitt lined at rear. Jack shaft has phosphor bronze bushings; gears are nickel steel, heat treated.

**STEERING AND CONTROL**—Left-side steer; worm and adjustable worm wheel, ball thrust on both ends of worm. Steering and control rods enclosed in tube, which is rigidly held to dash; 16-inch steering wheel; steering gear case mounted to frame and front cross-member. Steering drag link is athwart car and absorbs shocks from wheels. Spark and throttle levers operated on quadrant underneath steering wheel. Center control operated by lever at right of driver. Clutch pedal operated by left foot, brake pedal by right foot, both adjustable; accelerator pedal operated by right foot, horn

control conveniently mounted on spark and throttle quadrant; foot pedal operates 12 $\frac{1}{2}$ -inch diameter contracting service brake; emergency brake is 12 $\frac{1}{2}$ -inch diameter expanding and is controlled by lever alongside of gear control.

**WHEEL BASE**—103 inches.

**TREAD**—56 inches; 60 inches, optional for South.

**REAR AXLE**— $\frac{3}{4}$  floating; 2 $\frac{1}{2}$ -inch tubes with truss rod; 1 $\frac{1}{4}$ -inch nickel steel axle shaft. Bevel driving pinion, 12 teeth, 5 pitch; driving gear, 43 teeth, 5 pitch; gear ratio, 3.58 to 1.

**FRONT AXLE**—Drop forged I-beam section, extra long wheel hub, running on ball bearings.

**SPRINGS — FRONT**—Semi-elliptic, 32 inches long, 1 $\frac{1}{4}$  inches wide, fixed at front, shackled at rear.

**SPRINGS—REAR**— $\frac{3}{4}$  elliptic; lower half 40 inches long, scroll 16 inches long from center of spring shackle to spring seat; 1 $\frac{1}{4}$  inches wide, fixed at front to transmit drive. Shackled at rear and mounted on a rocking seat.

**FRAME**—Pressed steel, 3 $\frac{1}{2}$ -inch by 1 $\frac{1}{2}$ -inch by  $\frac{3}{8}$ -inch section with three cross-members. Frame is tapered from 33 $\frac{1}{2}$  inches at rear to 28 inches at front, insuring that the body rests solidly its complete length; no body supports are used.

**WHEELS**—Spokes, 1 $\frac{1}{4}$ -inch thick, oval section. 12 spokes in both front and rear wheels. Equipped with clincher rims.

**TIRES**—30x3 $\frac{1}{4}$  inches, all around. A famous make of anti-skids on rear.

**BODIES**—Streamline 5-passenger touring car, 2-passenger roadster, 6-passenger cabriolet and 6-passenger town car bodies are furnished. Each perfectly finished and upholstered.

**FRONT SEAT**—Of touring car is adjustable 3 inches either forward or backward.

**FENDERS**—Crown fenders fully enclosed at front and rear between wheels and body; joined by pressed steel running board and convex filler aprons.

**EQUIPMENT**—2 electric head lights with dimmers, 9 $\frac{1}{2}$  inches in diameter. Storage battery. Electric tail light, electric horn, mohair top with envelope, clear-vision and ventilating windshield, speedometer, spare tire carrier, pump, jack, special wrenches and tools.

**MATERIALS**—All steels used throughout the Maxwell are made from our own formulae as specified by our chief metallurgist after the most exhaustive analyses and tests to determine the kind of metal, the alloy and heat-treatment that would best meet the requirements of each particular part.

### Specifications of Electric Starting and Lighting System

**STARTING SYSTEM**—Simms-Huff unit starter and generator. Pressure by foot on plunger pedal starts electric motor and engages starter pinion with flywheel gearing, thereby spinning motor of car at rapid rate, insuring immediate starting.

**LIGHTING SYSTEM**—Electric generator—all lights operated on one switch; generator automatically stores current in battery under front seat which furnishes electricity for lamps and starting.

**PRICES** { \*Five-Passenger Touring Car - \$695  
\*Six-Passenger Town Car - 920

\*Two-Passenger Roadster - - - \$670 } f. o. b.  
\*Cabriolet - - - - - 840 } factory

\*Electric Starter, \$55 extra.



*During the Fifteenth National Automobile Show in New York, January 2d to January 9th, the Maxwell Motor Company, Inc., will maintain headquarters in the "Maxwell Room" in the New Hotel Biltmore, opposite the Grand Central Station, New York City.*

*During the Fifteenth National Automobile Show in Chicago January 23d to January 30th, the Maxwell Motor Company, Inc., will maintain headquarters in the "Maxwell Room" at the Blackstone Hotel, Michigan Boulevard.*

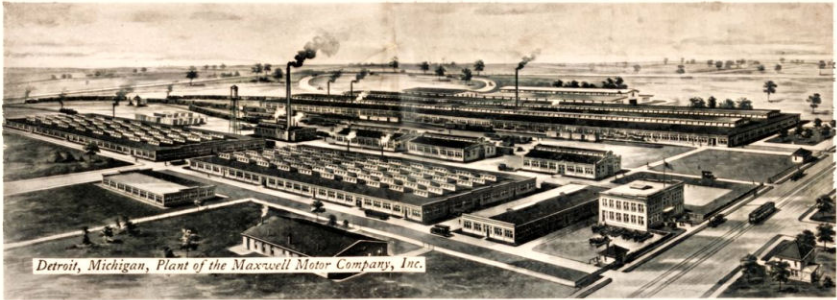
*All Maxwell dealers will be welcome.*

*A buffet luncheon and buffet supper will be served daily.*

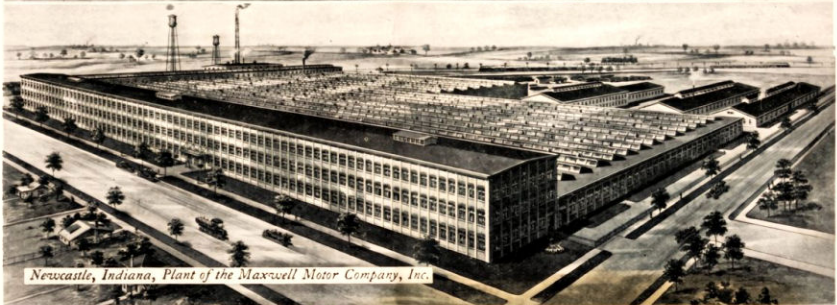
*The famous Maxwell Motion Picture Sensation "From Molten Steel to Automobile" will be shown.*

*Do not fail to drop in.*





*Detroit, Michigan, Plant of the Maxwell Motor Company, Inc.*



*Newcastle, Indiana, Plant of the Maxwell Motor Company, Inc.*



*Dayton, Ohio, Plant of the Maxwell Motor Company, Inc.*



*Dayton, Ohio, Body-making Plant of the Maxwell Motor Company, Inc.*