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The
"Maxwell"

FOR SALE BY

Keene Auto-Cycle Co.,

Keene,

N. H.

OFFICERS AND DIRECTORS
of the
MAXWELL-BRISCOE MOTOR COMPANY

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J. D. MAXWELL, Vice-Presidents & General Superintendent
RICHARD IRVIN, Treasurer
H. E. RANDOLPH, Secretary & Assistant Treasurer
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MAXWELL-BRISCOE MOTOR COMPANY
WITH THEIR TERRITORIES

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AGENTS IN ALL CITIES AND LARGE TOWNS

The
"Maxwell"
AN · AMERICAN · AUTOMOBILE
FOR · AMERICAN · ROADS ·

MAXWELL-BRISCOE
MOTOR COMPANY
TARRYTOWN N.Y.
CHICAGO, ILL. = BRANCH FACTORIES = PAWTUCKET, R.I.



MAIN FACTORY, TARRYTOWN, N.Y.



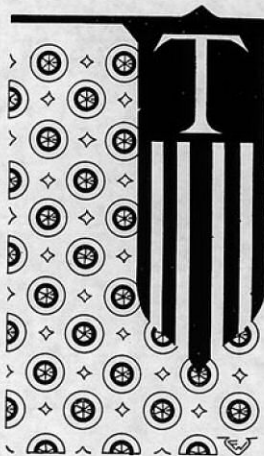
CHICAGO BRANCH
FACTORY



PAWTUCKET BRANCH
FACTORY



MAIN OFFICES, TARRYTOWN, N.Y.



THE MAXWELL-BRISCOE MOTOR COMPANY, after a corporate existence of only a year and a half, desires to announce to the public the results of the most successful campaign ever waged by an automobile manufacturing concern.

¶ Since its inception, hundreds and hundreds of MAXWELL cars have been sold and are now the splendid fore-runners of the 1906 season. With steady purpose and unswerving fidelity to its ideals, this company has gone ahead on the plan that in automobiledom "the best was none too good."

¶ So successful has been its career, that the next year will see the MAXWELL-BRISCOE MOTOR COMPANY operating three large factories instead of the one in which they started.

¶ It has been said that "the proof of the pudding is the eating." Should it not have been the "digesting?" MAXWELL cars have lived up to their promise, and it is with a feeling of satisfaction that the MAXWELL-BRISCOE MOTOR COMPANY is able to point to the fact that in 1906 the changes in the two 1905 models are only such changes as are included in a refinement of detail and the strengthening of some parts which slight weaknesses developed.

¶ The MAXWELL is not an experiment. It has been tried and not

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found wanting. After fourteen years of hard work, determination and steadfast purpose, Mr. J. D. Maxwell, its designer and namesake, is able to say, "I have succeeded in putting on the market the greatest automobile value ever offered!"

¶ *Simplicity* has been the keystone of the arch, *Reliability* the arch, and under the arch are seen MAXWELL cars in all their perfectness.

¶ By reason of the belief of Mr. Maxwell in simplicity, the number of parts in the MAXWELL has been reduced to the minimum and every part has been specialized and worked over until approximate perfection in design, material and execution has been attained.

¶ It is but natural that with this systematic care the visits of a MAXWELL car to the repair shop are few and far between. The MAXWELL is a car to ride in, not to tinker with.

¶ To the man, therefore, who wishes a car that he can *trust*; one that will carry him over any grade of road in any weather, year in and year out, with practically no vibration, little noise, and perfect safety; a car that has been built to meet the requirements of the average American motorist over the average American roads, and which *does* meet them; in short, to one who wishes an automobile in which there is nothing to do but ride: To such a man the realization of his ideal is the MAXWELL.

¶ A point which has not been in the minds of many manufacturers of automobiles but which has always been present with the MAXWELL-BRISCOE MOTOR COMPANY is that a car may run at a very slight expense so far as gasoline and oil are concerned but that it might be so constructed as to use up a great many tires. The weight of the MAXWELL is so distributed that it does away with many of the ordinary tire troubles, so vexatious and so expensive. This was well demonstrated by the selection of four MAXWELL cars for use in the Burrelle Tire Test at Long Branch.

¶ It is the belief of the MAXWELL-BRISCOE MOTOR COMPANY that what the American automobile public wants is not a racing machine, built to go a mile a minute for but few minutes, nor do they believe that a

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machine especially equipped by its manufacturers for some important contest should be a basis for a reputation. But they do believe that what is eagerly sought for is an *honest* car, one that will average twenty-five to thirty miles an hour on the road all day long with the lowest attendant cost.

¶ The foregoing is not an implication that we do not believe in races or economy tests. We do believe in them; but the MAXWELL idea is that cars in such races and contests *shall be* stock cars with standard equipment and not freak racing machines such as would not be sold to the ordinary purchaser.

¶ All contests in which we have participated have been with stock cars, either standard or stripped to meet the conditions imposed by the contest. In not a single instance has the chassis of a MAXWELL been changed in any respect, either with regard to engine transmission, rear axle, or any other important point.

¶ The following gives only a partial list of the victories won by both the Model H and the Model L. The latter, a standard runabout, is yet to be defeated in its class either for weight or cost.

Gladden Tour. Perfect score, 1,004 miles without a single adjustment, made with Model H. **FOUR FIRST-CLASS CERTIFICATES.**

"Climb to the Clouds," up Mt. Washington. Model H *won* the event and the highest honors in its class. **GOLD MEDAL.**

Long Branch. Model H *won* the two mile free-for-all race for cars costing from \$1,000 to \$1,700, defeating cars of several times its rated horse-power.

Model L *won* the free-for-all handicap race, making a mile in 1 minute 18 seconds.

Model L *won* the runabout event for cars costing \$1,000 or less.

Cape May Races. Model H *won* the mile race for stock cars of 20 h. p. or less.

Poughkeepsie Races. Model L *defeated the entire field*, including a 24 h. p. Fiat, 15 h. p. White, 30 h. p. Reo, 24 h. p. Peerless and 20 h. p. Stoddard-Dayton.

Waverley Races. Model L *won* the five-mile handicap against eight cars in the fastest time ever made on the track for that distance, the track two laps to the mile, in 5 minutes 48 seconds.

Philadelphia Motor Club Races. Model L *won* in the runabout class.

Baltimore Races. Model L *won* every race in the meet, defeating cars of double its rated horse power and several times its cost.

Model L *won* a special road race between Baltimore and Washington, a distance of 40 miles, in 1 hour 4 minutes, breaking the record held by a 40 h. p. car by 36 minutes. The time made by the MAXWELL was within four minutes of that made by the Congressional Limited over the Pennsylvania Railroad.

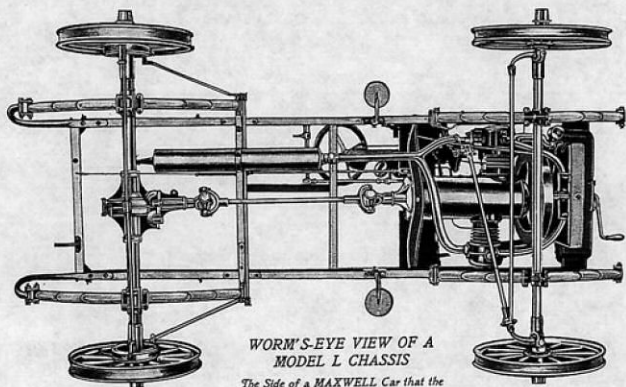
It is noteworthy that after this sterling performance the car was driven back to Baltimore without its engine having been stopped since it left that city.

¶ These facts give an idea of the capabilities of the MAXWELL; but its best advertisement is the satisfaction it has given and is giving in the hands of private owners.

¶ The purchase of an automobile should be considered in the light of an investment. The day has gone by when the utilitarian possibilities of a motor car are laughed at, and a man no longer buys a car for the sole purpose of pleasure. He desires results from a business standpoint as well. The interest on the investment is the usefulness of a motor car.

¶ A careful personal inspection of the MAXWELL will prove the claim that in point of simplicity and reliability the MAXWELL is unexcelled. It is not always possible for a purchaser to inspect a car, and for this reason a detailed account of MAXWELL construction is given as thoroughly as printed matter will permit.





**WORM'S-EYE VIEW OF A
MODEL L CHASSIS**

*The Side of a MAXWELL Car that the
Owner Never Sees.*

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THE motor of an automobile is its vital part, and, as such, has been given the most careful thought by the designer of the MAXWELL; but correct design alone will not make a good engine; the question of workmanship is paramount. The exceptional facilities accorded by the thorough equipment of the MAXWELL factories make it possible to produce work of the highest grade and at a cost that up to the present time was not thought possible.

¶ The MAXWELL motor is of the opposed type, so located under the hood that all parts are instantly accessible.

It is an indisputable fact that the accessibility made possible by this construction is not in evidence in two-cylinder vertical construction. The torque, or turning moment, is uniform,

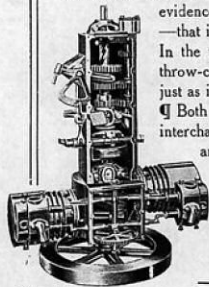
—that is, one power impulse is obtained for every revolution of the fly-wheel. In the two-cylinder vertical construction this is impossible, unless a single throw-crank is used, and with this arrangement the vibration is excessive just as it is in single cylinder cars.

¶ Both the inlet and the exhaust valves are mechanically operated and are interchangeable. They can be removed readily for inspection and grinding,

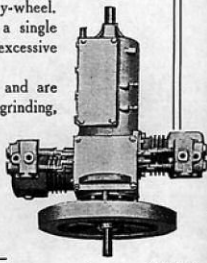
and, owing to the use of a cast-iron valve mounted on a steel stem, no trouble is experienced by reason of warping.

Therefore, grinding will seldom be necessary.

¶ Realizing the importance of high compression, no pains or expense has been spared with regard to the cylinders and pistons. Both are machined to as perfect a fit as is



*Motor and Transmission, Model "H."
"That's ALL."*



*Motor and Transmission, Model "L."
"It's all there."*

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possible; then, in order to insure absolute mechanical perfection, both are *ground* to the proper size. The piston rings are made of especially selected stock. The necessity of having perfectly fitted rings cannot be overestimated, since all the care used in finishing pistons and cylinders is worse than wasted if the rings are not fitted correctly.

¶ The result is to produce a motor that will hold its compression from the moment it is assembled. It is not necessary to run a MAXWELL car hundreds of miles before the compression is high, because, since the motor is mechanically correct, the MAXWELL is *right* from the start.

¶ The *connecting rods* are of special design, provided with an oiling system which makes it impossible to run either the wrist pin or the crank pin bearings dry. The crank pin bearings are babbit-lined, this material having proven itself best adapted for use as an anti-friction material. Both crank and wrist pin bearings are adjustable.

¶ The *bearings* in MAXWELL cars have proven most satisfactory. It has been our ambition to produce a car that will run the longest possible time without necessitating attention to the main bearings, and in this we have been most successful.

¶ The Model H, or touring car, has exceptionally large bearings which are bronze boxes babbit-lined. A special feature is that, should the bearings run loose at any time, the wear can be taken up in a very few minutes without so much as removing the engine case cover by reason of a simple arrangement of adjusting screws under the crank case.

¶ The Model L, or runabout, is fitted with bronze bearings of exceptional wearing quality.

¶ We can truthfully say that the problem of producing a bearing of long life has been solved. To those

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who are familiar with the unpleasant knock caused by a loose main bearing and the inconvenience and time taken to replace or adjust it the MAXWELL will be a revelation.

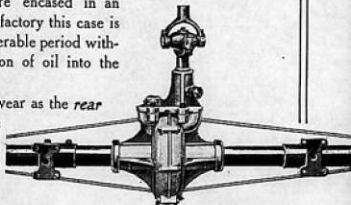
¶ The *engine case* and the *transmission case* are of one aluminum casting, insuring absolute rigidity and the perfect alignment of all the moving parts. The advantages of this construction must be evident to every careful buyer.

¶ Every vital part runs in oil or grease and is encased, making it impossible for the dust and grit of the road to enter the case and wear any of the moving parts. The transmission and clutch are contained in separate compartments. The differential and the drive gear are encased in an exceptionally light and strong housing. When a car leaves the factory this case is thoroughly packed with grease and the car will run for a considerable period without attention at this point. Plugs are provided for the introduction of oil into the case when it becomes necessary.

¶ Perhaps no part of an automobile is subjected to such severe wear as the *rear axle*.

Mr. Maxwell experimented for many years with the one which we are now using before finally placing it on the market, and in point of simplicity and strength it is unequalled. The problem of compensating for the side thrust has been successfully solved.

The MAXWELL design provides a blank roller of the same diameter as the driving pinion, which presses against the beveled portion of the drive gear. Hence this gear runs between the roller and the pinion and is held firmly in



Maxwell Improved Rear Axle, used on all MAXWELL Cars.

its correct and proper position. Here, again, the question of material and workmanship play an important part.

¶ All gears are made from carefully selected stock, drop-forged, after which they are carefully cut and hardened. The rear axle will run an indefinite length of time and show no wear.

¶ Much has been said with regard to the relative merits and efficiency of shaft and chain drive, and so distorted have been the facts of the case that the purchaser of an automobile is at a loss in coming to a decision.

¶ It is a fact that originally, when the automobile was in its infancy, the single chain drive was largely used. However, as the number and the field of utility of motor cars augmented, with a resultant increase in the care expended on their manufacture, the many disadvantages of the chain drive became apparent.

¶ That it is impossible to properly lubricate a chain is self-evident. Oil applied to a chain naturally absorbs all the dust and grit of the road, resulting in wear that becomes excessive and the chain easily gets out of pitch with a consequent increase in friction and wear.

¶ With the advent of the shaft drive with its manifold advantages, the single chain drive has gradually disappeared. The MAXWELL shaft employs two universal joints instead of one, as is used on many cars. The latter form of construction is too rigid and does not lend itself to the unevenness of road work.

¶ A special feature of the MAXWELL universal joint is its perfect means of lubrication, one filling of oil being sufficient to last for several months.

¶ The MAXWELL rear axle and shaft drive requires no care. To the man who is accustomed to the



Universal Joint for all
MAXWELL Models

everlasting attention necessary with a chain driven car, the MAXWELL will prove a boon, as his troubles are diminished comparatively in direct ratio to the distance the car is driven.

¶ In each of our models, we have adopted that type of transmission which our experience has proved the most satisfactory.

¶ The sliding gear construction, as embodied in our Model H touring car, provides three speeds forward and one reverse, with a maximum speed of 35 miles an hour. The advantages of the sliding gear transmission are universally recognized and has been standardized by use in all large cars.

¶ The same transmission is used for 1906 models as was used on the 1905 cars, as its efficiency was so well proved during the past season that no changes were found necessary. We have seen MAXWELL cars which have been run over 15,000 miles and, on examination, no wear whatsoever on the gears or the transmission could be detected.

¶ One aluminum cover encloses the whole case, which, when removed, exposes all the mechanism. We believe that the MAXWELL transmission is the most accessible of any yet produced.

¶ An important feature in connection with this form of transmission is a locking device which makes it impossible to change gears while the clutch is in engagement, thereby eliminating the danger of stripping the gears, an occurrence common in some types of sliding gear transmission.

¶ We discarded the leather-faced cone clutch as unsuitable for automobile construction. Perfect means of lubrication at this point is of as much importance as at any other moving part, a fact not generally recognized.

¶ The MAXWELL multiple disc clutch consists of a number of steel discs, held at their periphery by two arms integral with the crank shaft. A number of smaller steel discs are held at their centers by a

sleeve mounted on a secondary shaft, the two sets of discs being kept in engagement by means of a powerful spring. The entire clutch is small and is housed in the transmission case.

¶ Owing to the perfect means of lubrication employed the hardened steel discs are subjected to no appreciable wear. This is not the only advantage gained from their proper lubrication, however. As the discs run in oil, each time the clutch is released oil works thoroughly between them with the result that upon the engagement of the clutch all this oil must be forced out from between the plates before the clutch seizes. This slipping effect, so ruinous to other forms of clutches, relieves the transmission of strains due to too sudden an engagement of the clutch and adds materially to the life of the tires and saves the differentials.

¶ Among other problems which present themselves to the purchaser of an automobile is the very important one of *cooling*. Theoretically, many deductions are made which show a gain in efficiency of water over air cooling and vice versa, according to the beliefs of the designer. It is interesting to note that in the recent Vanderbilt Cup race on Long Island, in which the best cars of Europe and America competed, not one air-cooled car was entered. This is food for thought.

¶ By reason of the opposed cylinder construction in MAXWELL cars, the *thermo-siphon* system of water cooling is developed to its highest efficiency. Our success in making a cooler which has worked out with such absolute perfection is the result of the special construction of our radiator, coupled with the fact that the water has free access at all times to every part of the cooling system. Thus it readily finds its level and a constant circulation is obtained, automatically providing cool water to the cylinders.

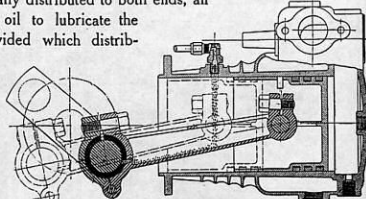
¶ The popular method of ignition, *jump spark*, is employed in MAXWELL cars. The spark plugs are

located in such a position in the upper part of the cylinder heads that they do not gather oil nor do they carbonize. The commutator is of simple form, fibre block with two springs, and cannot get out of order. The current for the ignition is supplied from two sets of batteries with a double throw switch. A double spark coil is located on the inside of the dash in full view of the operator.

¶ The simplicity of the *oiling system* is remarkable. As has been noted, the transmission and the clutch run in oil, it being necessary to pack the transmission only at long intervals. The cranks and pistons are oiled by means of a compression force feed oiler with three sight feeds on the dash. The oil dropping into the channels of the connecting rods is centrifugally distributed to both ends; an aperture at each end of the connecting rods permits the oil to lubricate the wrist pin and the crank shaft. An oil feed pipe is provided which distributes oil to the clutch. The main bearings are splash feed from the crank case. An oil tank on the front of the dash under the hood, holding about two quarts, has glass ends showing the oil level at all times. The cost of lubricating oil is an insignificant item, as on a quart of oil a MAXWELL car can be run for two hundred miles.

¶ The *muffler* is of our own design, eliminating to the greatest possible extent the back pressure and reducing the noise of the explosion to a minimum.

¶ The MAXWELL has two sets of *brakes*; one a double-acting, locking hub brake, operated by a foot



Sectional view showing method of oiling cylinders and bearings.

lever and binding on the large brake drums attached to the rear wheels. The outside lever operates a clutch release and applies the brake on the driving shaft with the same movement.

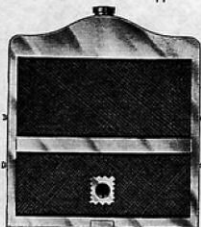
☞ The *compensating gear* on the rear axle, which relieves the strain on the rear wheels when turning a corner, is entirely enclosed in an aluminum case and is packed in grease. An especially heavy type of spur gear is used.

☞ The *cooler* is of the honeycomb type which is used on cars selling as high as \$20,000. Nothing could be better, more effective, or made of better material than the MAXWELL honeycomb cooler.

☞ We can furnish affidavits that a MAXWELL car was run from the factory at Tarrytown, via New York City, to Bretton Woods, N. H., a distance of approximately 500 miles, including one trip up Mt. Washington, without a replenishment of the water supply.

☞ The MAXWELL cars are equipped with the best double-tube clincher *tires* obtainable. We cannot, of course, control careless operation on bad roads, which is the fault of the operator of the car, but because of the MAXWELL cars being relatively light in weight compared with others, and owing to their perfect balance, there is a remarkable freedom from tire trouble.

☞ The *upholstering* is of the best quality leather. Nothing but hair is used for filling and only the highest grade of workmanship is represented.



The MAXWELL Radiator.

☞ The *bodies* on MAXWELL cars are made of pressed steel, coated with an anti-rust composition. All ornamentations and beads are pressed into the metal and not tacked on as is usual with many high-priced cars. The body is of the highest grade coach finish. Our standard colors are Brewster green body, striped with black and gold, and green, red or primrose wheels.

☞ Our touring car body is provided with large side doors which swing inwardly, thus eliminating the danger of the falling out of the occupants of the tonneau should the door become unfastened.

☞ The MAXWELL touring car, in addition to being very roomy for its passengers, has a large carrying capacity for luggage under the rear seat, the space being the size of an ordinary trunk. Tool space, etc., is provided under the front seat. The *springs* are semi-elliptic and are especially long, insuring extremely comfortable riding. The frame and cross supports of the running gear are of pressed steel and steel castings, hot riveted—not angle iron. The gasoline tank of the touring car, holding twelve gallons, and the tank of the runabout, holding eight gallons, are located under the front seat, and their tank capacity is sufficient for a touring radius of two hundred miles without replenishment.

☞ All parts of the MAXWELL automobiles can be renewed on short notice. They are made on the interchangeable system, so that any part which may be broken can be replaced almost without change of adjustment. All parts are numbered, facilitating convenience in ordering. Every MAXWELL owner is furnished with an instruction book, illustrating and describing the parts and the operation of the machine.

☞ The supply of gasoline to the cylinders is controlled by throttle, operated by a foot lever, while the spark is controlled by a lever attached to the steering post. The change speed gears are operated by a lever to the right of the machine, but in the Model H types before the gears can be shifted the clutch

must be released with the foot pedal, thus preventing the shifting of gears with the clutch in engagement and consequent likelihood of damage. Another lever at the right side, conveniently located to the hand of the operator, also disengages the clutch and sets the emergency brake. The steering is by the MAXWELL special design steering gear with wheel, which prevents any lost motion.

It was proved conclusively, both on the Glidden Tour and at the Long Branch Economy Test, that the MAXWELL cars were the most economical automobiles made in the United States in the use of lubricants and gasoline. The statistics which follow show the cost of driving a Model L car with two passengers for a thousand miles:

Lubricating oil	3 1/2 gallons.
Gasoline	53 "
Grease	1 1/2 pounds.

This gives a total cost of \$9.64, or less than one-half cent per mile per passenger.

On the Glidden Tour, a Model H car ran 1,004 miles on 68 gallons of gasoline, less than 3 gallons of lubricating oil, one pound of grease, and three quarts of water, at a total cost (with gasoline at 20 cents) of \$15.02. There were four passengers in this car and the cost per passenger was, therefore, three-eighths cent per mile per passenger. These are not mere statements but are facts attested by official observers, and the cars were not run by experts sent from the factory but by average owners.

If the description of the MAXWELL cars in the foregoing has been of interest to you and more detailed information is required, or a personal inspection and demonstration desired, a line to any of our factories will elicit a prompt response and you will be informed of the location of the nearest MAXWELL agent to your locality. Our agents deem it a privilege to call to show you the car in detail and give you a MAXWELL demonstration.

SPECIFICATIONS OF MODEL H

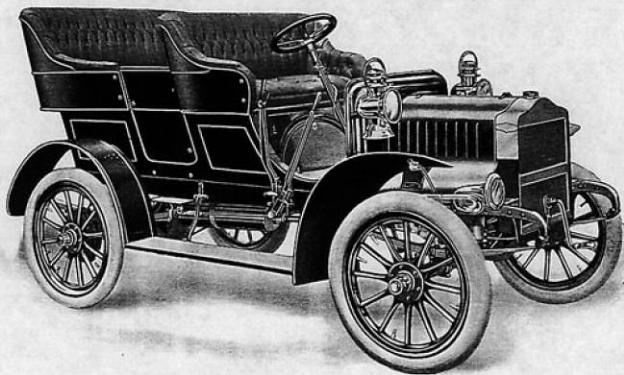
CYLINDERS	Two opposed, size 5"x5", giving 19 1/2 horse power, actual, at normal speed. Range of motor 150 to 1,500 revolutions. Placed up front under the hood, all parts accessible.
VALVES	Inlet and exhaust valves, mechanically operated and interchangeable. Valve cams and cam shaft are contained in a separate frame, (which frame can be removed without change of timing,) and are self oiling.
DRIVE	Bevel gear, with two universal joints, (not one) insuring perfect flexibility, correcting the too common error of using but one, which results in too rigid a construction.
TRANSMISSION	Sliding gear type, 3 speeds forward, 6, 12 and 30 miles normal, maximum speed 35 miles, 1 speed reverse, 6 miles.
OILING	Is by compression force feed oiler, located on the front of dash under hood, with three sight feeds in view of operator. It automatically oils the bearings of engine and transmission.
CARBURETER	Is our standard design, float feed type, and supplies both cylinders a perfect mixture, regardless of variation in motor speed.
IGNITION	Is by jump spark with double spark coil on dash in front of operator.
CONTROL	By a small lever operated by the right foot, in connection with the spark control lever on steering post.
WEIGHT	About 1,600 pounds; not too heavy, but enough to give well-proportioned strength.
FRAME	Pressed steel, same as found in automobiles sold at double the price.
ALIGNMENT	Crank case and transmission case being combined in one aluminum casting, the motive power and trans-

mission is self-contained—hung in Chassis on 3-point bearing, viz: ends of two cylinders and rear end of transmission case.	BODY	Metal—with stamped ornamented beads—not moulding riveted on.
Large side door swinging in—no danger of the door coming open and the bakins falling out.	ENTRANCE	Artillery pattern 30", tires 3 1/2" double tube clincher type.
Running board extending entire length between fenders.	WHEELS	NO PUMP.
Honeycomb cooler, thermo-siphon. We do it perfectly.	STEP	Marvelously perfect—consisting of steel discs—the drivers and the driven alternating—600 square inches friction surface—runs in oil—encased in the transmission case—dust proof—spring tension—never needs taking up.
Front 36", rear 46", semi-elliptic.	COOLING	Gasoline, 12 gallons; water 3 gallons, contained in cooler.
One operating on hub drums, one on transmission shaft.	CLUTCH	There isn't any
High grade leather—not the highest priced, but the best to wear—nothing used but hair.	SPRINGS	8 1/2", tread 56".
Two brass side lights (oil), one tail lamp, one horn with flexible tube, tire repair kit and tools and ironed for top.	TANK CAPACITY	High grade leather—not the highest priced, but the best to wear—nothing used but hair.
Brewster green body with black and gold trimmings; red, green or primrose wheels.	TWO BRAKES	Two brass side lights (oil), one tail lamp, one horn with flexible tube, tire repair kit and tools and ironed for top.
\$1,450, F. O. B. Factories.	NOISE	High grade leather—not the highest priced, but the best to wear—nothing used but hair.
	WHEEL BASE	Two brass side lights (oil), one tail lamp, one horn with flexible tube, tire repair kit and tools and ironed for top.
	UPHOLSTERING	High grade leather—not the highest priced, but the best to wear—nothing used but hair.
	EQUIPMENT	Two brass side lights (oil), one tail lamp, one horn with flexible tube, tire repair kit and tools and ironed for top.
	COLOR	High grade leather—not the highest priced, but the best to wear—nothing used but hair.
	PRICE	Two brass side lights (oil), one tail lamp, one horn with flexible tube, tire repair kit and tools and ironed for top.

TOURING CAR, MODEL H

PRICE \$1,450

F. O. B. Factories.



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MODEL N, "DOCTOR" MAXWELL

IN presenting the Model N, or "Doctor" MAXWELL, we do so with the full confidence that it supplies a large and long expressed demand, one that up to the present time has not been satisfactorily filled.

¶ We know that there are thousands of physicians, attorneys, architects, builders, contractors and other professional men who, for purely business reasons, must have a thoroughly reliable car, one on which they can depend absolutely, a car with a surplus of speed and power. To all such the "Doctor" MAXWELL will appeal particularly.

¶ The chassis of the Model N is exactly the same as that employed in the Model H touring car (see page 18), as are the engine, transmission, frame, rear axle, wheels, etc.

¶ The body is of pleasing lines, the seat being large enough to carry three passengers. Exceptionally large carrying capacity is afforded under the rear deck which is substituted for the tonneau. An increase in speed over the Model H amounting to about five miles per hour is obtained because of the lessened weight, and its touring radius, because of increased tank capacity, is somewhat greater than that of the Model L.

COLOR: Brewster green body with black and gold trimmings, with red, green, or primrose wheels.

PRICE: Complete with top and standard equipment \$1,375, F. O. B. Factories. Price without top, \$1,300.

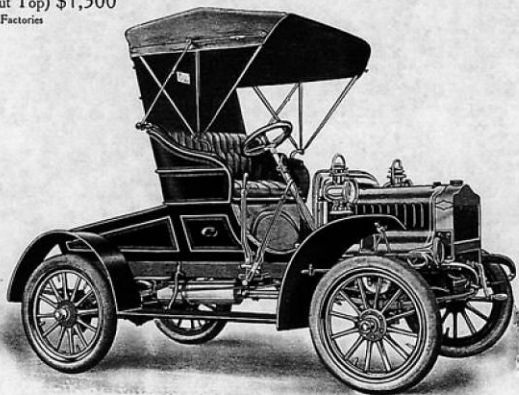
EQUIPMENT: Two oil lamps, one oil tail lamp: one horn, with flexible tube: tire repair outfit: complete set of tools: black or tan leather top and side curtains. This top is made of the finest material obtainable and is finished in the best manner throughout.

"DOCTOR" MAXWELL, MODEL N

PRICE (With Top) \$1,375

PRICE (Without Top) \$1,300

F. O. B. Factories



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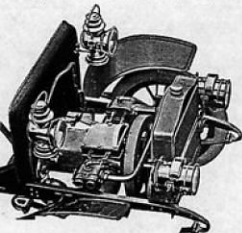


To meet the demand of a large number of owners of MAXWELL cars who are so well satisfied with them that, although they can well afford to buy cars of a higher price, do not care to do so because they are in love with MAXWELL reliability and who desire a covered or winter car, we have designed a limousine body.

¶ The characteristics that will appeal, we believe, to those who desire a car of this type are lightness, plenty of headroom, accessibility and staunchness. By making these in large quantities we are able to make MAXWELL limousine cars at a price never yet approached by any car possessing either its capabilities, its room, or its elegant appearance.

¶ The cut which follows aptly illustrates its ornate design and adaptability. The limousine can be removed in ten minutes so that it makes a very convenient and handy adjunct for any owner of a MAXWELL. A car so richly equipped has all the appearances of a car costing at least twice what the MAXWELL costs. We believe that this design will become very popular and fashionable as well as comfortable in cold and unpleasant weather.

¶ It is finished in genuine mahogany as to the frame and top, the glass being of the highest quality of plate glass bent to the proper curves, the color to correspond with the body.



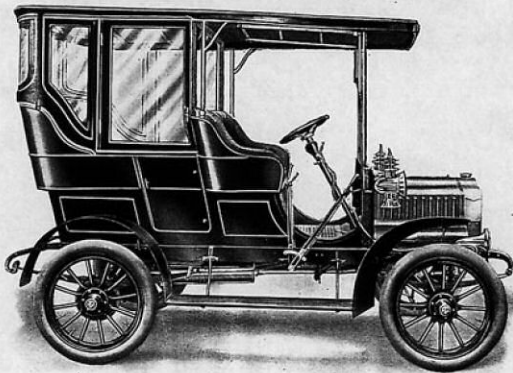
Showing Model H Engine with hood removed.

*The Price of the MAXWELL Limousine
Model H Car is \$2,000, F. O. B. Factories*

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MOUSINE, MODEL H
PRICE \$2,000

F. O. B. Factories



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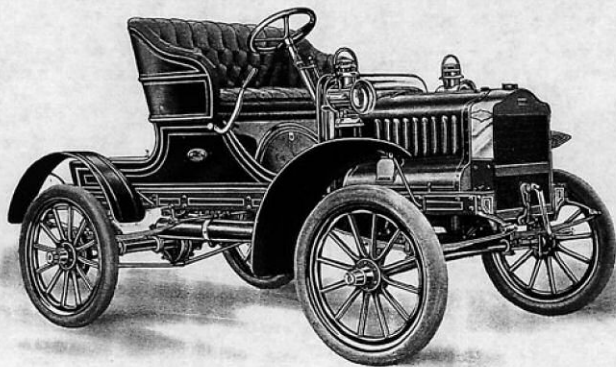
SPECIFICATIONS OF MODEL L

CYLINDERS	Two, opposed type, 4" x 4", giving 10 horse power, actual, at normal speed; range of motor, 150 to 2000 revolutions. Placed up front under the hood, all parts accessible.	WEIGHT	About 900 pounds; not too light, but heavy enough to allow for well-proportioned strength.
VALVES	Inlet and exhaust valves, mechanically operated and interchangeable.	FRAME ALIGNMENT	On account of crank and transmission case being combined in the one aluminum casting, all parts of the motor and transmission must be in perfect alignment and remain so. The power plant, including the transmission, weighs less than 240 pounds—is hung on a 3-point bearing, viz: at the ends of the two cylinders and at the rear end of the transmission case.
DRIVE	Bevel gear on rear axle, no chain to stretch or become filthy. Two universal joints insuring flexibility.	BODY	Metal, with stamped ornamental beads. Made by the Maxwell-Briscoe Motor Co.'s perfect method.
TRANSMISSION	Planetary type—two speeds forward and one reverse. As in the touring car, the crank case and transmission case are combined in the one aluminum casting—transmission is encased—it runs in oil, completely obviating the difficulty encountered in the usual types of planetary gear, in which the oil is being continually thrown out by centrifugal force. By being encased the transmission is dust and dirt proof. To tighten up the bands on the slow speed and reverse, set screws extend through the side of the case. Any slack occurring can be taken up by the turning of these screws—it takes less time to do it than it does to tell it. Normal speeds 6 and 30 miles per hour respectively for slow and high. Maximum high speed 35 miles per hour. Reverse, 6 miles per hour.	WHEELS	Arillery pattern, 28"; tires, 3" double tube clincher type.
OILING	Is by compression force feed oiler, located on the front of dash under hood, with three sight feeds in view of operator. It automatically oils the bearings of engine and transmission.	COOLING	Honeycomb cooler, Thermo-Siphon circulation. We have the most perfect cooling system ever used on any automobile.
CARBURETER	Is our standard design, float feed type, and provides both cylinders with a perfect mixture, regardless of the variation in motor speed.	CLUTCH	Steel plates for high speed; slow and reverse are operated by bronze clutches tightening on cast steel drums.
IGNITION	Is by jump spark with spark coil on dash in front of operator.	SPRINGS	Front 34, rear 37, semi-elliptic.
CONTROL	By a small lever operated by the right foot, in connection with a spark control lever on steering post.	TANK CAPACITY	Gasoline, 8 gallons; water, 2½ gallons, all contained in the radiator.
		BRAKES	Operated on hub drums on the rear wheels. As in all planetary types, the reverse can also be used as a brake.
		WHEEL BASE	Wheel base 72", tread 56".
		UPHOLSTERING	High grade leather, rot the highest priced, but the best wearing. No filling used except hair.
		EQUIPMENT	Two brass side lamps (oil), one tail lamp; one horn attached to steering post; tire repair kit and tools; ironed for top.
		COLOR	Brewster green with black and gold trimmings, red wheels.
		PRICE	\$780.00, F. O. B. Factories.

RUNABOUT, MODEL L

PRICE \$780

F. O. B. Factories



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N placing on the market a modification of our present Model L Runabout, we have decided to accede to the repeatedly expressed wishes of many of our patrons and, also, the desires of owners of high-price foreign cars.

¶ We shall call this car the "Gentleman's Speedster." It is a car that is intended to be a complement to a larger car, although this idea does not in any way preclude the possibility of its use as the only car which a man may own.

¶ If a man has a car which has cost several thousands of dollars, he is, of course, desirous of saving it as much as possible. All of the high-price cars are expensive to run. Tire costs are considerable and wear and tear are in direct ratio to the amount of use to which the car is put.

¶ As his victoria and team went into the ring, an exhibitor at the recent New York Horse Show expressed very well the necessity for a car of this kind. He said: "There's a useless expense to me. If I want to go to the station or drive quickly to my office, I've got to have two horses hitched up, take long chances on injuring one or both of them, and, besides stand the wear and tear on an expensive carriage. I'm going to invest in a runabout for quick, cheap work."

¶ This applies in equal measure to every owner of an expensive automobile. It costs from four to seven cents a mile for tire wear alone on a large, heavy car, while on our Gentleman's Speedster, the cost is but a fraction of a cent.

¶ This car will make almost fifty miles an hour carrying two men. You will see for yourself by a glance at the accompanying cut that it is a stylish, racy-looking car, and its performances do not belie its looks.

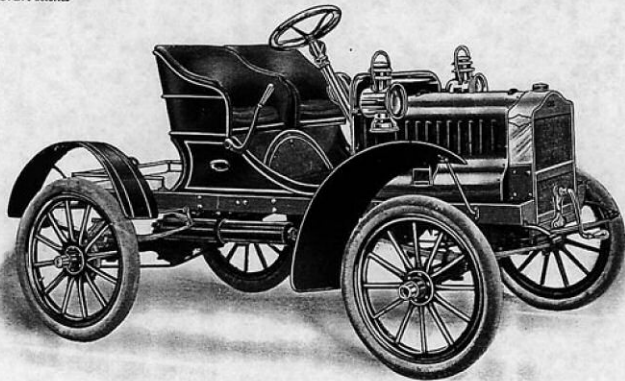
¶ This car is finished all in red, the wheels corresponding in color with the body. Its standard equipment consists of two side oil lamps, one tail lamp, and horn fastened on the steering post.

Its Price is \$800, F. O. B. Factories.

GENTLEMAN'S SPEEDSTER

PRICE \$800

F. O. B. Factories



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MAXWELL 1,000 POUND DELIVERY WAGON OR SALESMAN'S MOTOR CAR



HE elemental characteristics which have operated to make the MAXWELL Model H a car of such durability and ever-readiness, have made it also the ideal chassis upon which to build a delivery wagon. On account of the great demand made on us for this Model H as a touring car, it was possible for us to make but few delivery wagons during the past season.

¶ The few that were built were put into the hands of those dealers whose business involved strenuous service. The results were more than satisfactory, and on the basis of these results we can say that the MAXWELL Delivery Wagon, Model O, cannot fail to give complete satisfaction, as a merchant's light wagon or as a salesman's motor car in making a large territory.

¶ The specifications governing the chassis of this car are identical with those of the Model H, given on page 18.

¶ On this chassis is placed a delivery body so that a merchant has a touring car chassis, should he ever desire to convert the delivery wagon into a touring car. The entire body of each model may be removed and the other substituted.

¶ In allowing for this adjustable feature, it must not be understood that the utility of either car for its specific purpose is at all impaired, for the delivery wagon is just as if it were made for that purpose alone, and the same can be said of the touring car, if the wagon be changed for touring car purposes.

¶ The standard finish on these cars is dark Brewster green. It is equipped with standard G. & J. clincher or solid tires, as may be desired. It has a range of speed the same as the Model H and is sold under the same guarantee.

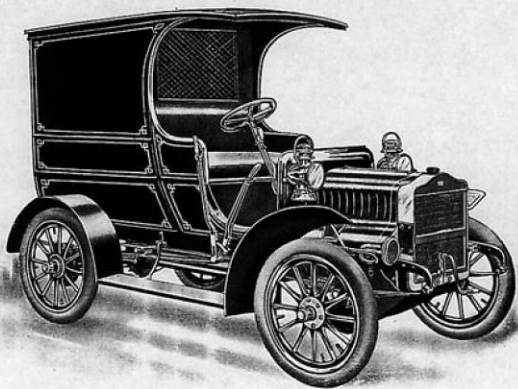
¶ This car has a capacity of two passengers and one thousand pounds dead load. Its body dimensions are 44" long from back of seat to the doors, 38" wide half way up the sides, and 54" high at the rear; these are all inside measurements.

The Price of This Car is \$1,400, F. O. B. Factories.

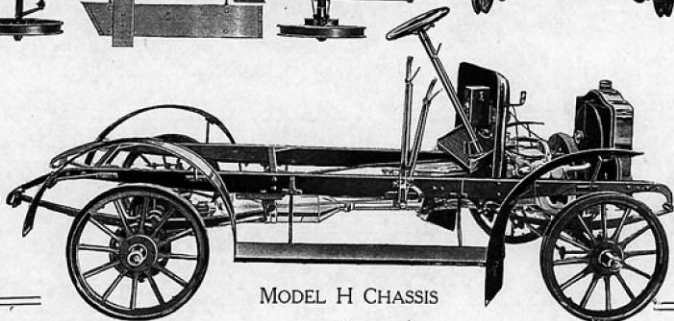
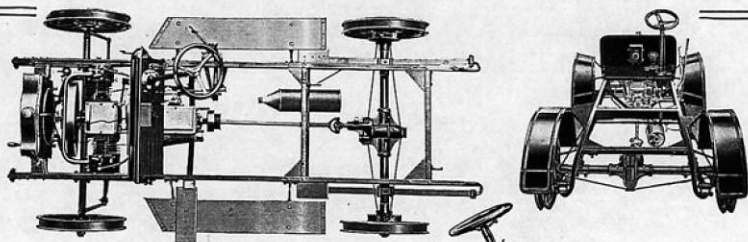
DELIVERY WAGON, MODEL O

PRICE \$1,400

F. O. B. Factories



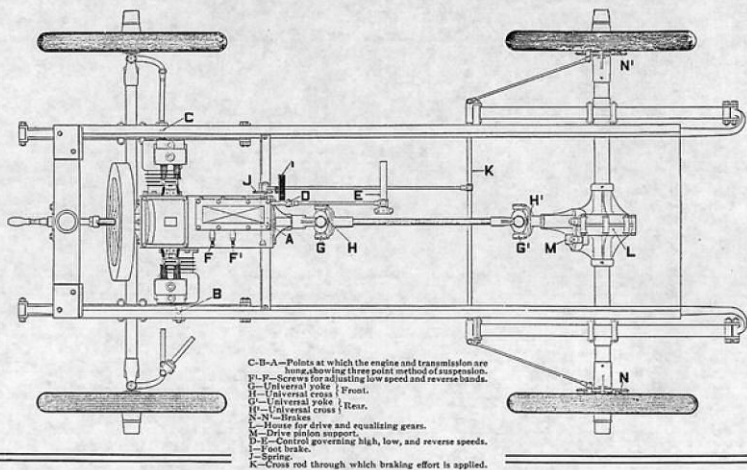
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MODEL H CHASSIS

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PLAN OF CHASSIS, MODEL "L"



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Road-Making with a MAXWELL at the Tarrytown Factory

