"Maxwell"

1910

MAXWELL~BRISCOE MOTOR COMPANY.
TARRYTOWN, N.Y.

Maxwell-Briscoe Motor Company

Home Office: TARRYTOWN, NEW YORK

Licensed under Selden Patent

Officers and Directors

BENJAMIN BRISCOE	*President and General Manager*
J. D. MAXWELL	*Vice-President and General Superintendent*
F. D. DORMAN	*Secretary*
RICHARD IRVIN	*Treasurer*
WALTER B. HORN	E. J. CORBETT

District Managers — Offices at

A. B. BARKMAN	District No. 1—Maxwell-Briscoe Motor Co. Tarrytown, N. Y.
F. J. TYLER	District No. 2—Maxwell-Briscoe Boston Co. 100 Massachusetts Ave., Boston, Mass.
W. F. SMITH	District No. 3—Maxwell-Briscoe Motor Co. 207-209 N. Broad St., Philadelphia, Pa.
J. M. AUSTIN	District No. 4—Maxwell-Briscoe Southern Co. 207-209 Peachtree St., Atlanta, Ga.
A. I. McLEOD	District No. 5—Maxwell-Briscoe McLeod Co. 243 Jefferson Ave., Detroit, Mich.
J. I. HANDLEY	District No. 6—Maxwell-Briscoe Chicago Co. 18th St. & Michigan Ave., Chicago, Ill.
W. S. HATHAWAY	District No. 7—Maxwell-Briscoe Automobile Co. 1612 Grand Ave., Kansas City, Mo.
F. J. LINZ	District No. 9—Maxwell-Briscoe Pacific Co. 358 Van Ness Ave., San Francisco, Cal.

Branch Houses—East

MAXWELL-BRISCOE, Inc.	1930 Broadway, New York City
MAXWELL-BRISCOE EXPORT CO.	Tarrytown, N. Y.
MAXWELL-BRISCOE ALBANY CO.	72 Central Ave., Albany, N. Y.
MAXWELL-BRISCOE SYRACUSE CO.	502 East Genesee St., Syracuse, N. Y.
MAXWELL-BRISCOE BUFFALO CO.	28 Goodrich St., Buffalo, N. Y.
MAXWELL-BRISCOE BOSTON CO.	100 Massachusetts Ave., Boston, Mass.
MAXWELL-BRISCOE SOUTHERN CO.	207-209 Peachtree St., Atlanta, Ga.
MAXWELL-BRISCOE PHILADELPHIA CO.	207-209 N. Broad St., Philadelphia, Pa.
MAXWELL-BRISCOE PITTSBURGH CO.	Forbes St. & Meyran Ave., Pittsburgh, Pa.

Middle

MAXWELL-BRISCOE CHICAGO CO.	18th St. & Michigan Ave., Chicago, Ill.
MAXWELL-BRISCOE MINNEAPOLIS CO.	Hennepin Ave. & 9th St., Minneapolis, Minn.
MAXWELL-BRISCOE HANDLEY CO.	305 Commerce St., Dallas, Texas
MAXWELL-BRISCOE INDIANAPOLIS CO.	Illinois & Vermont Sts., Indianapolis, Ind.
MAXWELL-BRISCOE NEWBY CO.	New Castle, Ind.
MAXWELL-BRISCOE CLEVELAND CO.	1938 Euclid Ave., Cleveland, Ohio
MAXWELL-BRISCOE COLUMBUS CO.	972 North High St., Columbus, Ohio
MAXWELL-BRISCOE McLEOD CO.	243 Jefferson Ave., Detroit, Mich.
MAXWELL-BRISCOE TOLEDO CO.	1002 Madison Ave., Toledo, Ohio

West

MAXWELL-BRISCOE AUTOMOBILE CO.	1612 Grand Ave., Kansas City, Mo.
MAXWELL-BRISCOE MOTOR VEHICLE CO.	306-308 North 12th St., St. Louis, Mo.
MAXWELL-BRISCOE LOS ANGELES CO.	1321 South Main St., Los Angeles, Cal.
MAXWELL-BRISCOE PACIFIC CO.	358 Van Ness Ave., San Francisco, Cal.
MAXWELL-BRISCOE OMAHA CO.	2135 Farnam St., Omaha, Nebr.

State Dealers

FERNALD AUTO CO.	1520 Broadway, Denver, Colo.
SHARMAN AUTO CO.	45 South State St., Salt Lake City, Utah

Introductory

All works of quality must bear a price in proportion to the skill, time and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those which everybody calls cheap. Beautiful forms and compositions are not made by chance, nor can they ever in any material be made at small expense. A composition for cheapness and not for excellence of workmanship is the most frequent and certain cause of the rapid decline and entire destruction of arts and manufactures.

—*Ruskin.*

THAT the Maxwell-Briscoe Motor Company is to-day one of the great leaders in the industrial world of America and recognized as a pacemaker in the development of the automobile industry, is due to the policy of the company—which was adopted at its inception and adhered to with unfailing fidelity—to build the best automobile possible and to sell it at a moderate price.

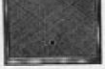
The plan to create a motor car of highest quality called for exceptional manufacturing ability not less than for facilities such as few manufacturers possess; and the aim to market the output at a reasonably moderate figure entailed a production of Maxwell automobiles on an enormous scale.

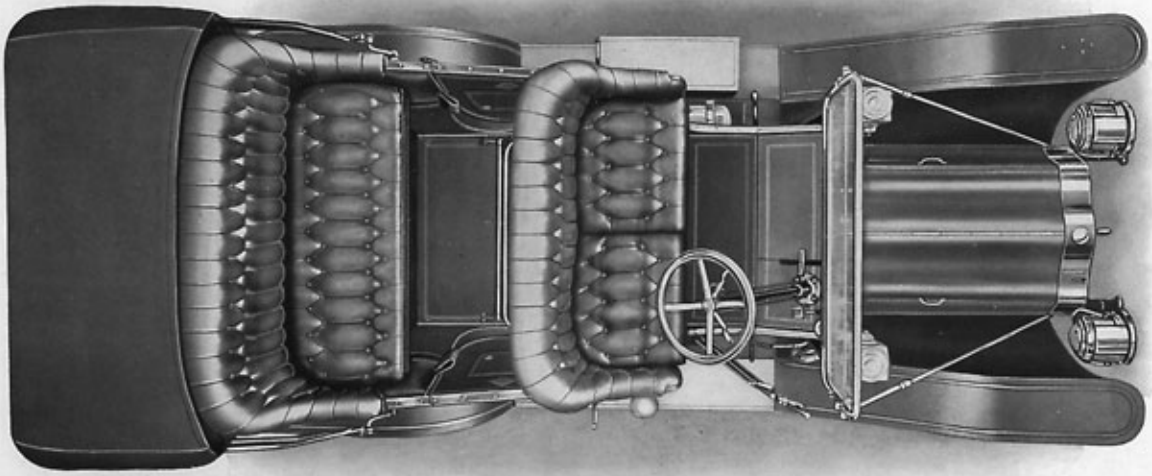
Even to one who has but little familiarity with automobile matters in this country the name "Maxwell" stands out as a synonym for manufacturing integrity and excellence.

From the first, Maxwells were built with an eye to the needs of the average user and the requirements of the average American road with its varying surfaces. At this writing more than 20,000 Maxwell cars are in use and give satisfaction to their owners. In road races, track competitions, hill climbs and in endurance runs Maxwells have carried off first honors, and it is conceded by all that they have set a high standard of automobile value.

As a lesson showing that it pays to build the best automobile and as a study in systematic and well-directed industrial effort the Maxwell-Briscoe Motor Company deserves more than the passing attention of the reader. To-day, Maxwell automobiles and all their component parts are made in four immense factories. Upwards of five thousand people are employed, and though the facilities are increasing constantly the demand for Maxwell cars grows even more rapidly.

Of still greater importance than the possession and use of unrivaled manufacturing means are the features of Maxwell design and construction, such as: *three-point suspension, unit construction, thermo-syphon engine cooling, multiple-disk clutch, metal bodies, etc.*, which are mentioned elsewhere in this book, but are more exhaustively treated in a special treatise in which these points and their particular merits can be demonstrated at greater length than is possible within the limited scope of this catalog.





Model E 30 HP. Touring Car

Birdseye view, showing the roominess of the body and the simplicity of the controlling mechanism. The single pedal, at the left of the steering post, operates clutch and running brake. The controlling mechanism is the same on all four-cylinder Maxwell cars.

and its contents. The magneto is mounted at the side of the motor, and all wiring is in full sight.

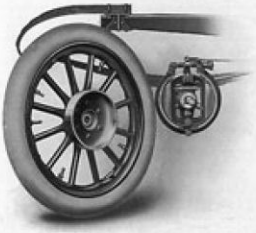
The same degree of accessibility is safeguarded in the cases of the two other vital parts of the car: the clutch and the transmission, both of which are reached by the simple removal of a cover plate.

Universal Joint

The 30 horsepower chassis is furnished with two styles of body, and the cars are known as models E and G.

Model E, illustrated on page 13, is the standard family touring car. The wheelbase is 110 inches; the wheels 34 inches; for smooth riding and ample accommodations the car is unexcelled.

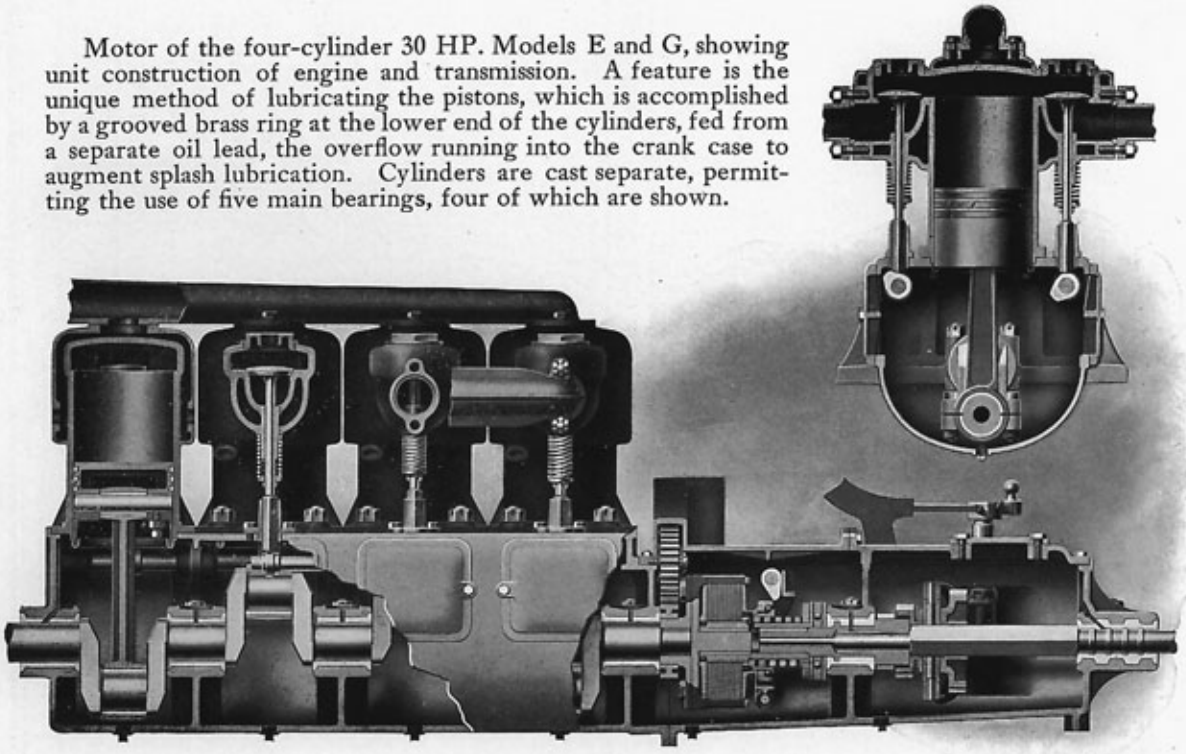
Model G, shown on page 10, has a detachable tonneau, so constructed that doors and their moldings are removed with the tonneau proper. For long tours where only two passengers are carried the open rear deck which the car presents after the tonneau has been removed, offers a large space on which luggage may be carried.

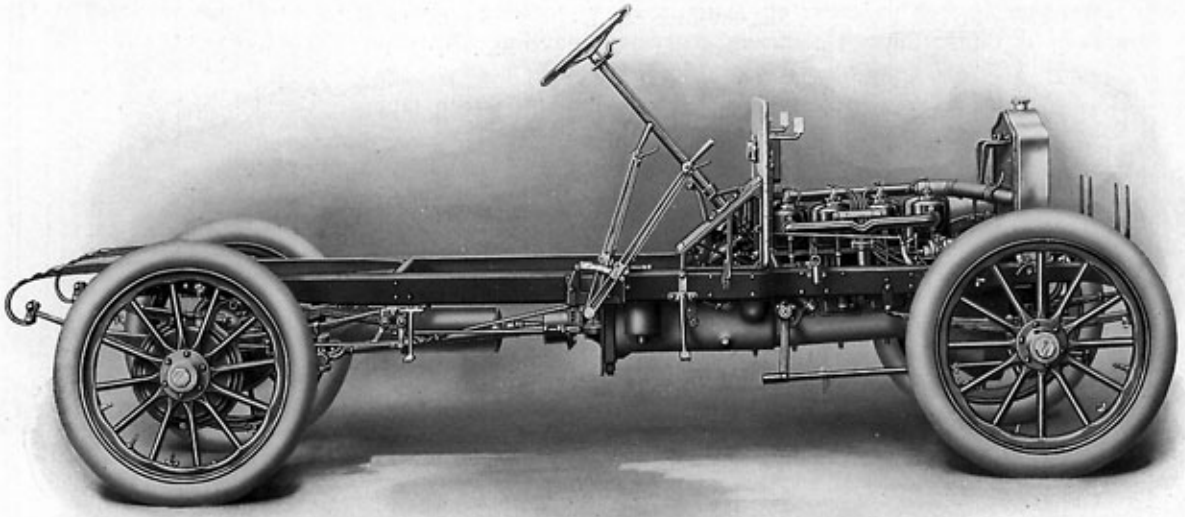


Rear Suspension, Wheel and Double Brake Design

More detailed specifications of both 30 horsepower models are found on page 11 of this catalog.

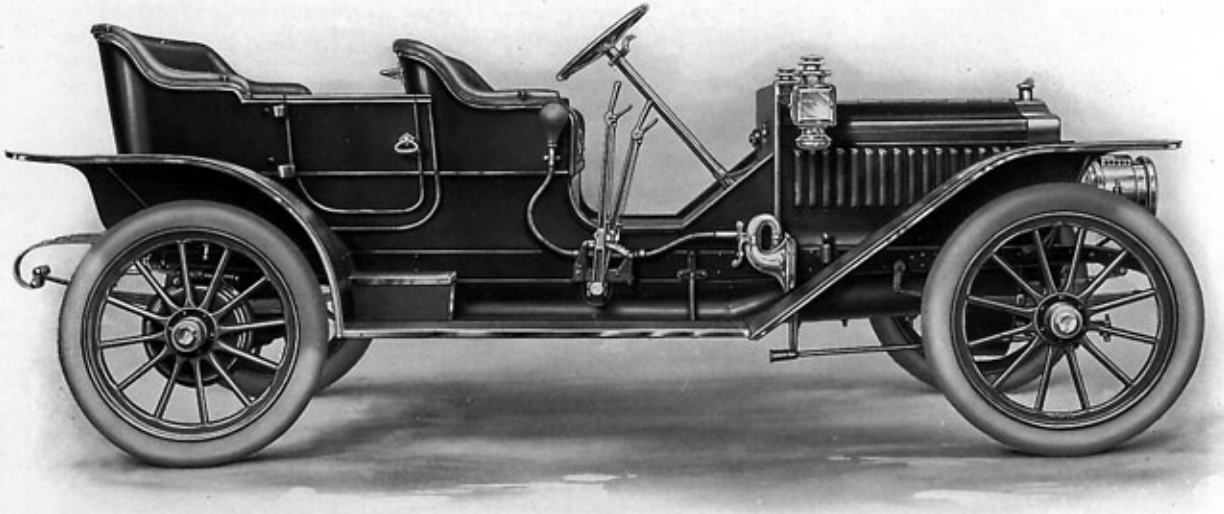
Motor of the four-cylinder 30 HP. Models E and G, showing unit construction of engine and transmission. A feature is the unique method of lubricating the pistons, which is accomplished by a grooved brass ring at the lower end of the cylinders, fed from a separate oil lead, the overflow running into the crank case to augment splash lubrication. Cylinders are cast separate, permitting the use of five main bearings, four of which are shown.





Chassis, Models E and G

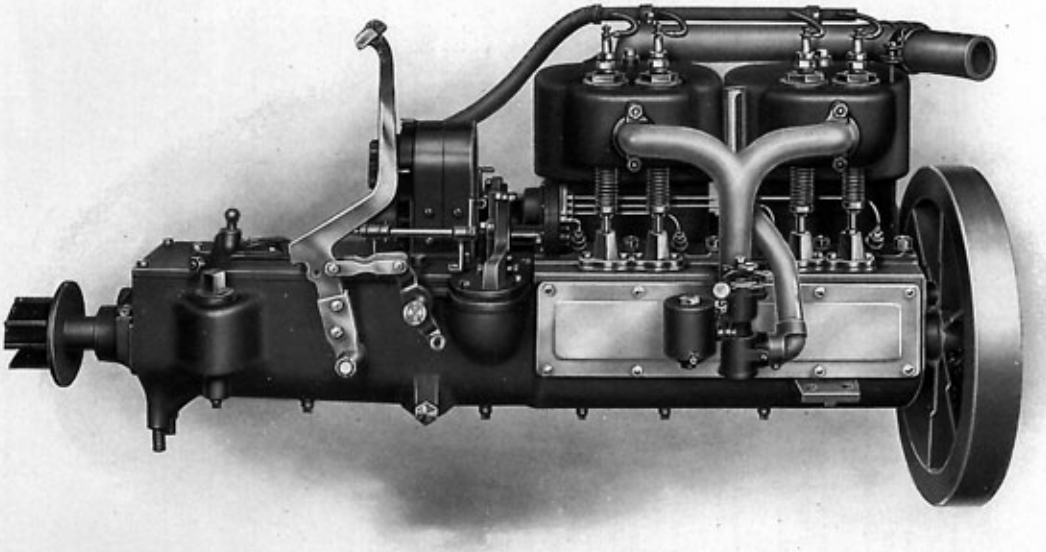
Four cylinders; 30 horsepower; three-speed sliding-gear transmission with progressive control. Wheelbase, 110 inches; wheels, 34 inches. Tires, 34 x 4 inches front and rear. Strength, compactness and symmetry are evident in every line of this chassis.



Model G, 4-Cylinder, 30 HP. Roadster, $1575

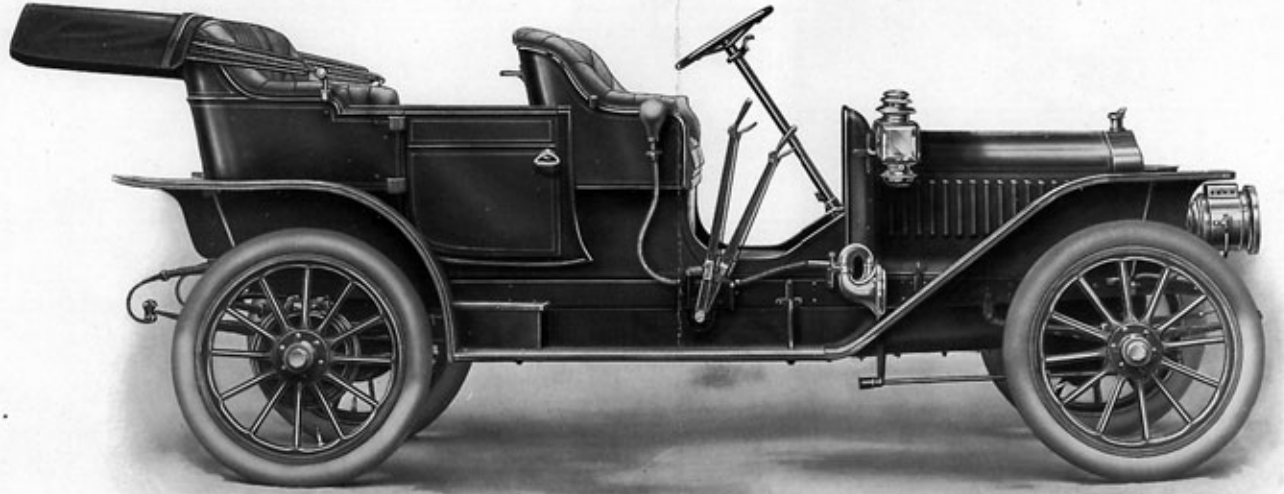
Detachable Tonneau

A most luxurious, smooth-riding and silent five-passenger touring car; the lines are graceful and pleasing, the finish superb. Tonneau may be removed quickly and without difficulty, and the car converted into a dashy-appearing two-passenger roadster, which, when occasion arises, may be reconverted into the dignified touring car illustrated herewith. Full specifications on Page 11.



Model Q Power Plant

Developing 22 actual horsepower, this motor is unrivaled for power, silence and flexibility.



Model E, 4-Cylinder, 30 HP. Touring Car, $1500

Top Extra

The utmost perfection of a comfortable touring car; compact, with surplus power, tonneau of unusual depth and plenty of leg and elbow room. The family car par excellence. The weight of pover plant and body appointments is distributed so carefully as to eliminate all side motion, a circumstance which, together with the ideal spring suspension, results in easy-riding qualities that are found in no other car.

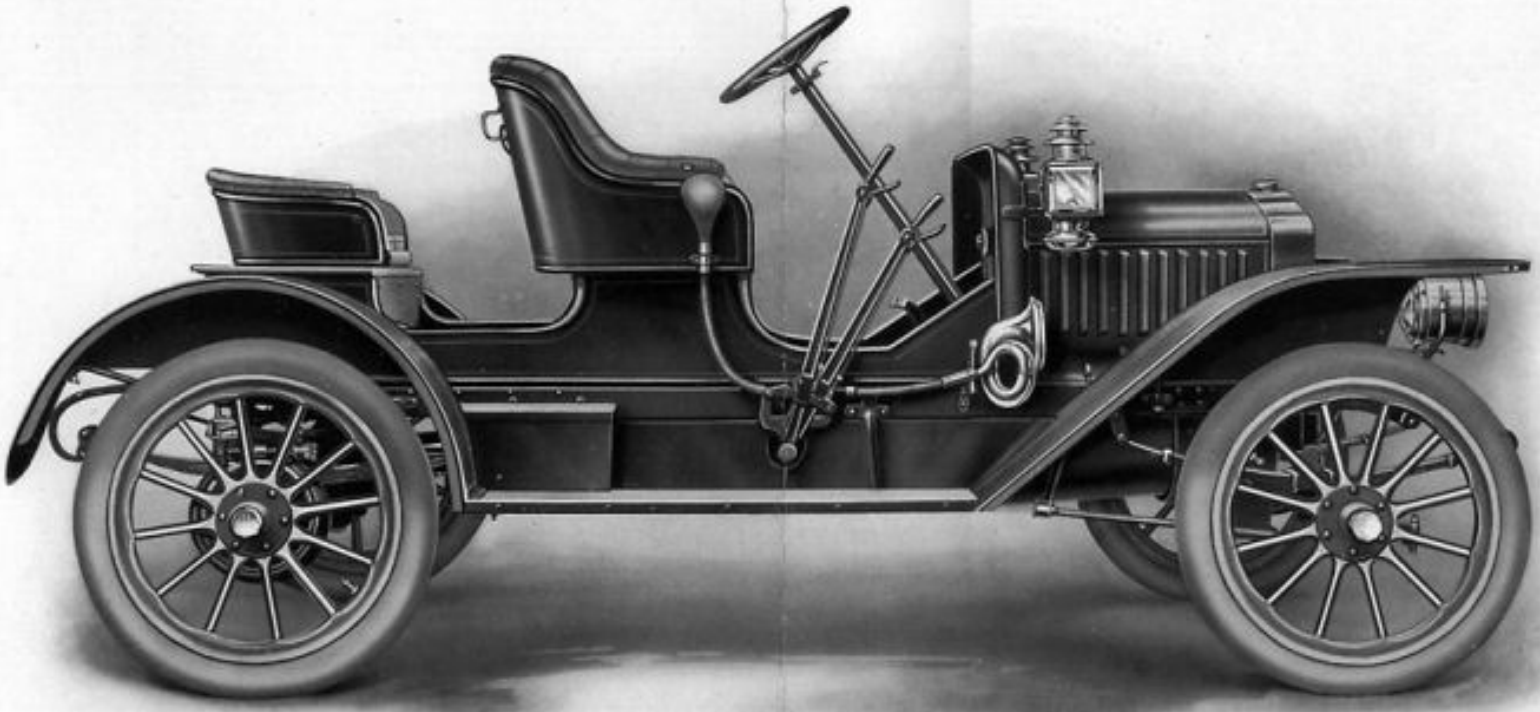
Tarrytown Plant No. 1, Tarrytown, N. Y.
149,000 square feet

New Castle Plant, New Castle, Ind.
507,000 square feet

Total Area, 114 Acres

Tarrytown Plant No. 2, Tarrytown, N. Y.
160,000 square feet

Providence Plant, Providence, R. I.
125,000 square feet



Model Q1, 4-Cylinder, 22 HP. Roadster, $925

Gas Lamps Extra

The addition of a rumble seat makes this car an attractive possession where an occasional third passenger is to be carried. Chassis otherwise the same as in Model Q Standard. The rumble seat may be removed when desired. This model shares all the good qualities of the Q Standard and its elegant appearance makes it a favorite with runabout users.

FOUR-CYLINDER TWENTY-TWO HORSEPOWER MODELS

IT is doubtful whether any automobile ever entered the field with greater initial success than the Maxwell Model Q.

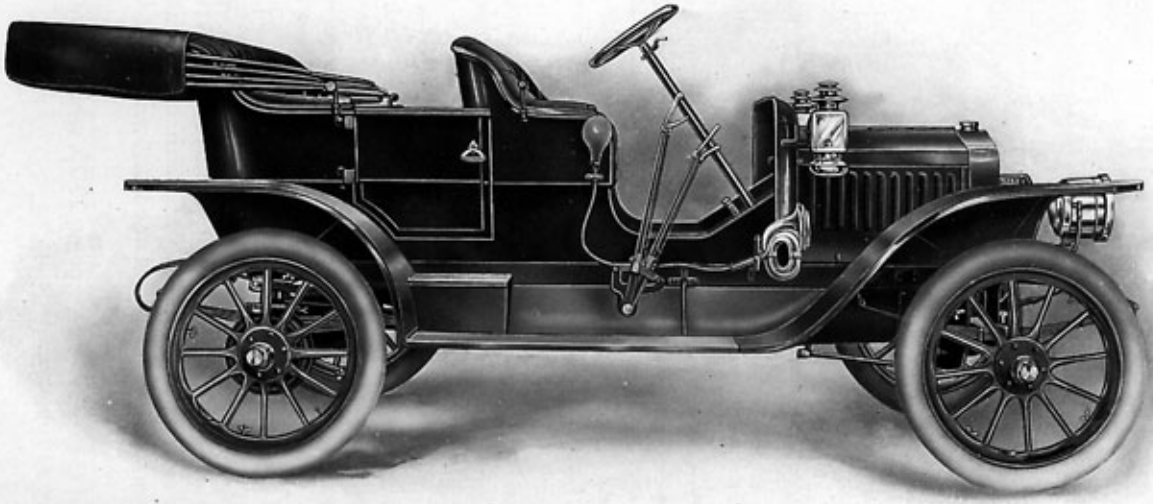
Designed to meet the well-defined need for a fast and agile four-cylinder car of medium power, the Model Q filled these requirements of the motoring public so completely as to make the car a universal favorite.

Although a new model, at its first public appearance in the hill climbing contest on Sunset Hill, Ossining, N. Y., the Model Q defeated a field of eleven American cars, some of which were of the six-cylinder type, and of sixty and seventy horsepower.

In rapid succession cars of Model Q captured first honors in nearly every prominent competition, notably in the Bridgeport Hill Climb; the Algonquin Hill Climb; the climb up Giant's Despair; the climb at Richfield Springs, N. Y. From the Munsey Reliability Run and the New York-Atlanta Endurance Run the Model Q emerged as a winner, while in the Long Island Motor Derby a car of the same model established a new world's light-car record, by maintaining an average speed of 54.3 miles per hour.

Model Q cars come in five body styles: a two-seated runabout; a runabout with rumble seat; a surrey with two comfortable rear seats; a small touring car with commodious tonneau, and a semi-racer—the last named known as the Q4 "Sportsman."

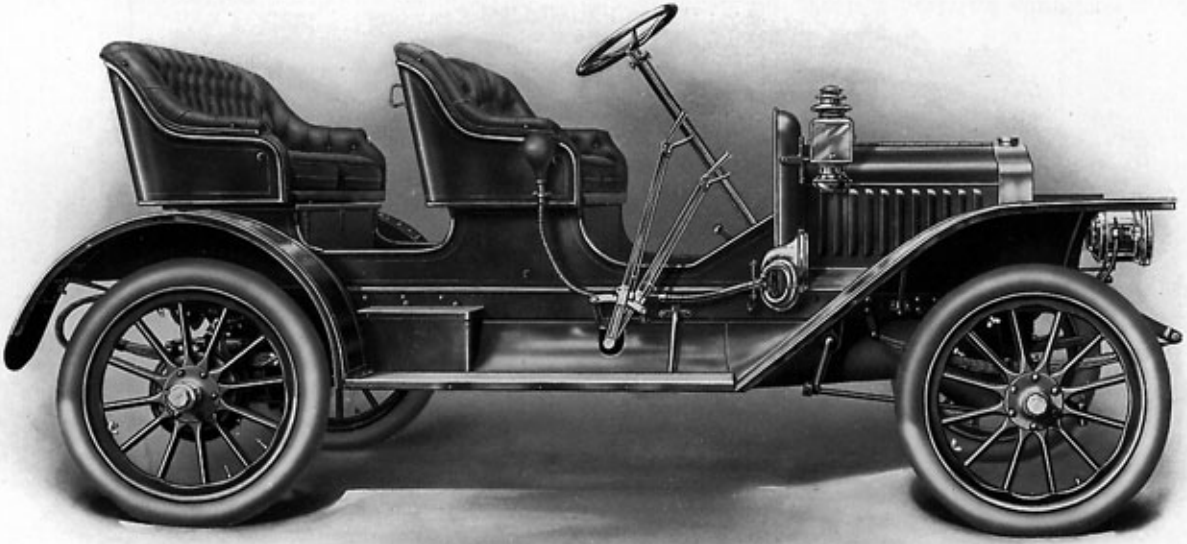
Illustrations of Q cars appear on pages 20-25, while detailed specifications may be found on page 26.



Model Q3, 4-Cylinder, 22 HP. Touring Car, $1000

Gas Lamps and Top Extra

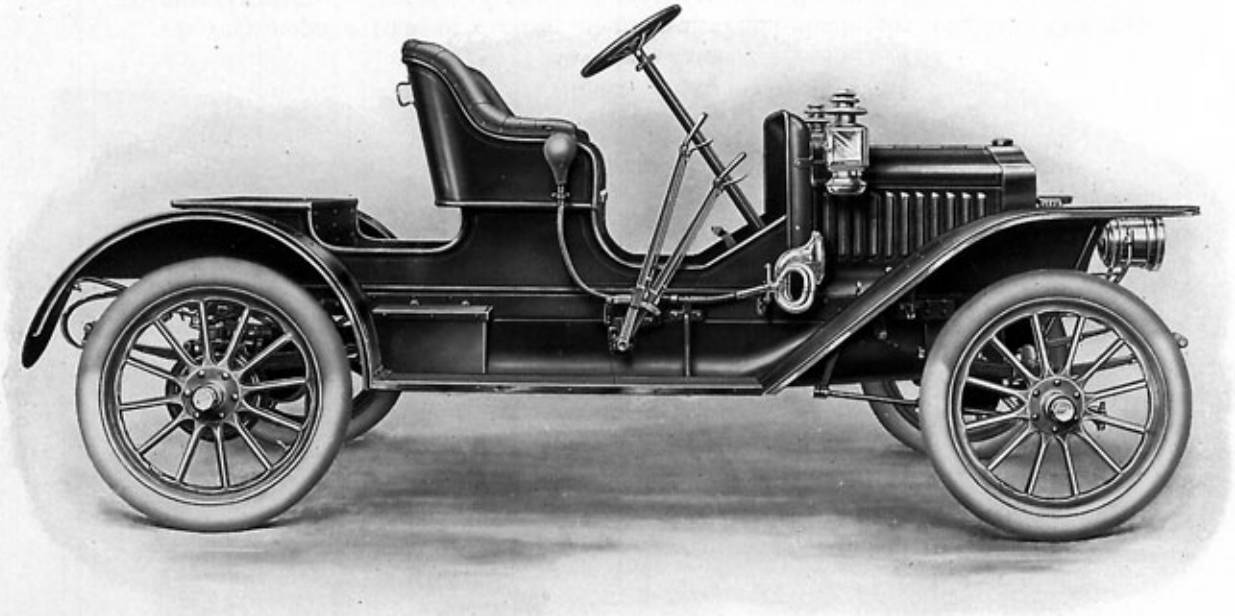
A small family touring car with every attribute of the larger one. The motor is of more than sufficient power, while no comfort is sacrificed anywhere in the design of the body. Doors are of ample width and the tonneau of inviting roominess. The car is without an equal in crowded traffic where on account of its size it can be manœuvred with surprising agility.



Model Q2, 4-Cylinder, 22 HP. Surrey, $950

Gas Lamps Extra

A very popular style of car for suburban use, and absolutely reliable. The long running boards make ingress and egress of great ease, and the body affords ample and safe accommodation to four passengers. In touring ability the Q2 is without superior.



Model Q Standard, 4-Cylinder, 22 HP. Runabout, $900

Gas Lamps Extra

The smartest runabout ever offered. Motor designed for greatest practical simplicity; fast; superior in climbing hills; easily controlled on account of the motor which responds instantaneously to the slightest variation of the throttle. A wonderful value and a boon for city and country alike.

Perfectly Simple

Simply Perfect

Specifications of Models Q

Motor—Four vertical cylinders, 3¼ x 4 inches, cast in pairs, giving 22 horse-power actual at normal speed. Inlet and exhaust valves mechanically operated and interchangeable; located on opposite sides. Motor fully protected by sheet metal pan.

Carbureter—Our standard design; float-feed type.

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

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

Cooling—Honeycomb cooler, natural circulation—no pump.

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

Clutch—All metal, multiple disk.

Drive—Bevel gear, with two universal joints.

Frame—Pressed steel.

Wheels—30 inches, wood, artillery pattern.

Tires—30 x 3½ inches, standard clincher type.

Wheelbase—93 inches; tread, 56 inches.

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

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

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

Tank Capacity—Gasoline, 10 gallons; water, 4½ gallons; oil, 2 quarts.

Equipment—Two oil side lights, one oil tail light, horn with flexible tube, full set of tools, tire repair kit.

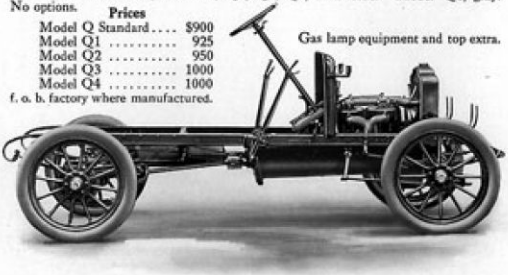
Colors—Models Q Standard, Q1, Q2, Q3, dark blue. Model Q4, gray. No options.

Prices

Model Q Standard	$900
Model Q1	925
Model Q2	950
Model Q3	1000
Model Q4	1000

f. o. b. factory where manufactured.

Gas lamp equipment and top extra.



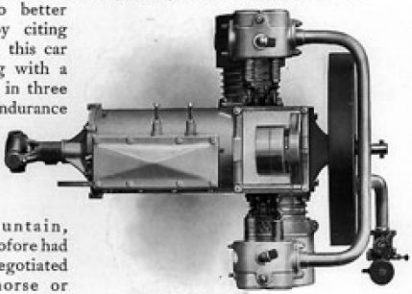
Chassis, Models Q, 22 HP.

TWO-CYLINDER TWELVE HORSEPOWER RUNABOUT

COMPRISING the constructional features of our larger cars, such as three-point suspension, multiple-disk clutch, thermo-syphon cooling, unit construction, metal bodies, etc., the Model AA Runabout is characterized by that economy of maintenance which has made the Maxwell line famous wherever automobiles are used.

The AA will go anywhere a horse and buggy can, at eight times the speed and as often as desired, and its performance can be absolutely relied upon.

In the New York-Atlanta endurance run of 1909 a Model AA was awarded a special prize, for unusually conspicuous merit, while the hill-climbing ability of the AA can be demonstrated in no better way than by citing the fact that this car after finishing with a perfect score in three consecutive endurance runs, accomplished the almost incredible feat of ascending Stone Mountain, which theretofore had never been negotiated either by horse or conveyance.



Motor and Transmission, Model AA

Model AA, 2-Cylinder, 12 HP. Runabout, $600

Gas Lamps Extra

The handiest and readiest runabout ever designed and without a competitor anywhere. No one who has to go from one place to another and to whom time is of consideration can afford to be without a Maxwell Model AA, which is the best, cheapest and most enjoyable mode of individual transportation.

Specifications of Model AA

Motor—Two cylinders, horizontal-opposed, 4 x 4 inches, giving twelve horsepower actual at normal speed. Valves mechanically operated and interchangeable. Valve cams and camshaft, contained in separate frame, can be removed without change of timing. Motor thoroughly protected by sheet metal pan.

Carbureter—Our standard design, float-feed type.

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

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

Cooling—Honeycomb cooler, natural circulation—no pump.

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

Drive—Bevel gear, with two universal joints.

Frame—Pressed steel.

Wheels—28 inches, wood, artillery type.

Tires—28 x 3 inches; standard clincher type.

Wheelbase—86 inches; tread, 56 inches.

Springs—Full elliptic in front and rear.

Brakes—Double-acting on rear hubs.

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

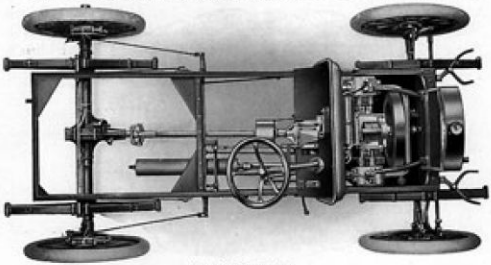
Tank Capacity—Gasoline, 10 gallons; water 2½ gallons; oil, 1 quart.

Weight—About 1100 pounds.

Equipment—Two oil side lights; one oil tail light; horn; set of tools; tire repair kit.

Color—Red. No options.

Price—$600, f. o. b. factory where manufactured. Gas lamp equipment extra.



Chassis, Model AA

Maxwell Features

Three-Point Suspension

The only mechanically correct method of supporting an automobile engine; with it no distortion of the car's frame can disturb the perfect alignment of engine bearings or result in undue strains upon any part of the motor. Three-point suspension, an original Maxwell feature, is recognized as best engineering practice.

Unit Construction

Instead of following the custom of many designers, to build engine case and transmission housing as separate parts, Maxwell design places both motor and transmission in a single and compact aluminum case. In this manner the obvious advantages of the three-point suspension are also extended to the transmission and the alignment of its bearings.

All Metal, Multiple-Disk Clutch

Enclosed in a dust and oil-proof compartment and running in oil, the Maxwell clutch is everlasting and most efficient at the same time. It engages gradually, yet firmly; it releases instantly and without retaining momentum; it permits of a flexibility of control that is impossible with any other clutch construction.

Thermo-Syphon Cooling

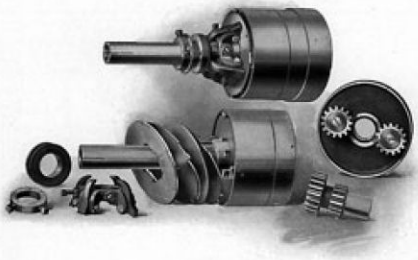
Does away with that most fruitful of all trouble-makers —the circulating pump. The Maxwell natural cooling system surpasses all others in simplicity and efficiency.

Metal Bodies

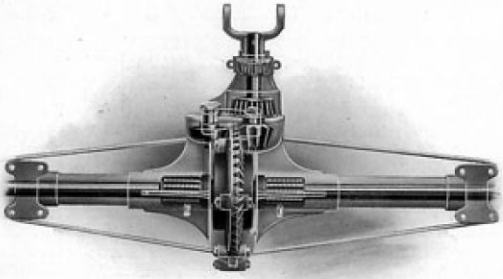
Wooden bodies are a relic of by-gone days. Maxwell bodies are made of steel; they last forever, are strongest and best, even though they cost more to produce.

Perfectly Simple

Simply Perfect



Transmission and Clutch, Model AA



Maxwell Rear Axle and Differential—Six Roller Bearings

"Maxwell"

1910

Our Guarantee

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

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

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

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

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

MAXWELL-BRISCOE
MOTOR COMPANY.
TARRYTOWN, - - N.Y.

RAND, McNALLY & CO., NEW YORK.