

Faith and Its Realization

The Range of the Maxwell Output Includes the Famous Moderate-Priced Cars,
From the \$600 Runabout to the 30 HP Touring Car, at \$1,600

By J. D. Maxwell

President and General Manager Maxwell-Briscoe Motor Company



would be difficult to find any establish-

Standardization and organized system are admitted to be the chief factors in the successful production, at minimum cost, of any manufactured article. I believe it

ment in the American automobile industry in which, next to painstaking manufacture and high quality, the watchwords *standardization* and *system* have been interpreted more faithfully than in the Maxwell-Briscoe Motor Company. The Maxwell-Briscoe Motor Company had its inception in 1903, although it was not incorporated until the spring of 1904, until which time Mr. Briscoe and I operated as a co-partnership.

We began in July, 1903, and had our first car on the road on Christmas day of that year. Both Mr. Briscoe and myself were convinced that the new car exceeded the expectations we had with

regard to the simplicity and reliability of the new design.

The limited space at my disposal forbids a recounting of the many vicissitudes encountered and successfully overcome in the first year of our career.

The production for the month of November, 1904, was 4 cars; the deliveries for December amounted to 6 cars; in January, 1905, 13 cars were made; in February, 24; in March, 51; in April, 92; in May, 122. The total output for the season was 532 cars.

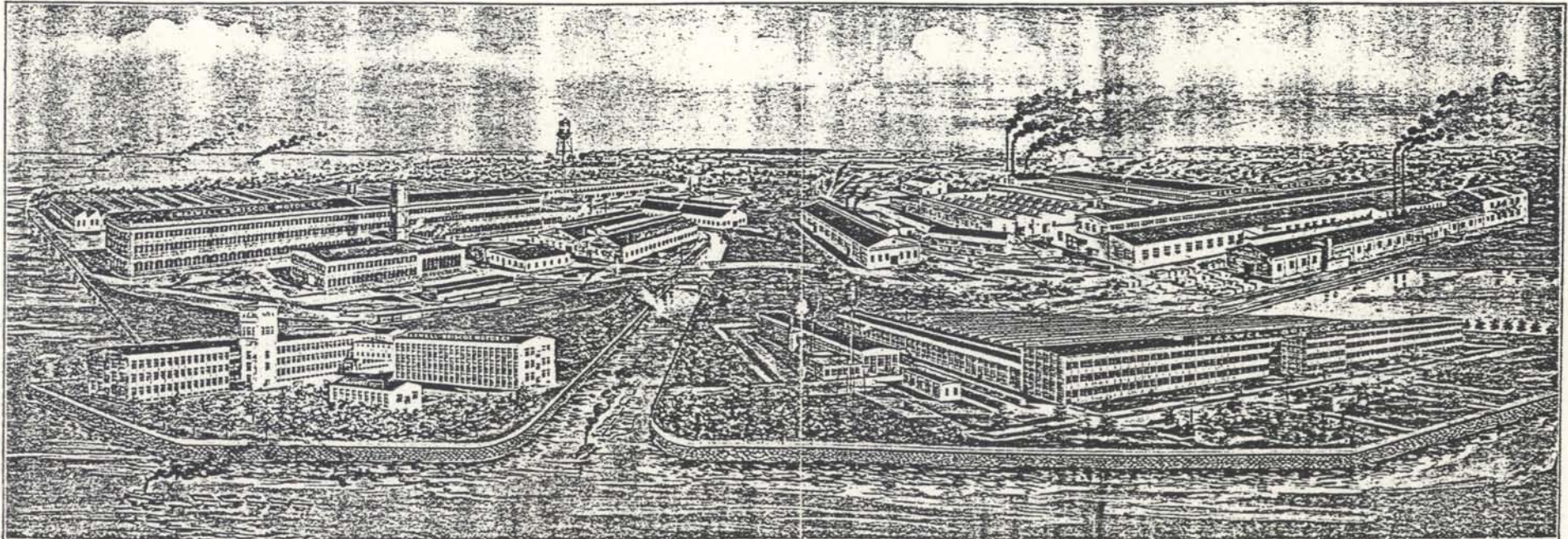
In 1905-06 the Maxwell-Briscoe Motor Company manufactured 3,000 cars; in 1906-07, 4,000 cars; in 1907-08, 5,000 cars; in 1908-09, 9,000 cars; in 1909-10, 16,000 cars.

For 1911 the capacity is 18,500 cars of all types.

After the second year it became evident that the Tarrytown plant would not

be able to cope with the demand for Maxwell cars. On July 22, 1907, then, the cornerstone of our New Castle plant—one of the largest automobile manufacturing establishments in this country—was laid by the then Vice President Fairbanks. Yet even with these added facilities the manufacturing means proved inadequate to the demand. Consequently there came the purchase of a third factory, that of Cranston, R. I., which was soon followed by the acquirement of a fourth factory, at Tarrytown, being the plant formerly occupied by the Rand Drill Company. The site of this plant contains about sixteen acres, with a floor space of approximately five acres.

In the five years, therefore, the Maxwell-Briscoe Motor Company grew from the original Tarrytown plant, which was rented, to four factories now owned by the company, comprising a floor space of



THE FOUR MAMMOTH FACTORIES OF THE MAXWELL-BRISCOE MOTOR COMPANY: TARRYTOWN, KINGSLAND POINT, CRANSTON, NEW CASTLE.

about twenty-eight acres.

The land owned by the company at Providence, R. I., Tarrytown and New Castle amounts to five hundred and forty-one acres, including several farms adjacent to the New Castle factory for sub-division into lots to take care of the necessary growth at New Castle.

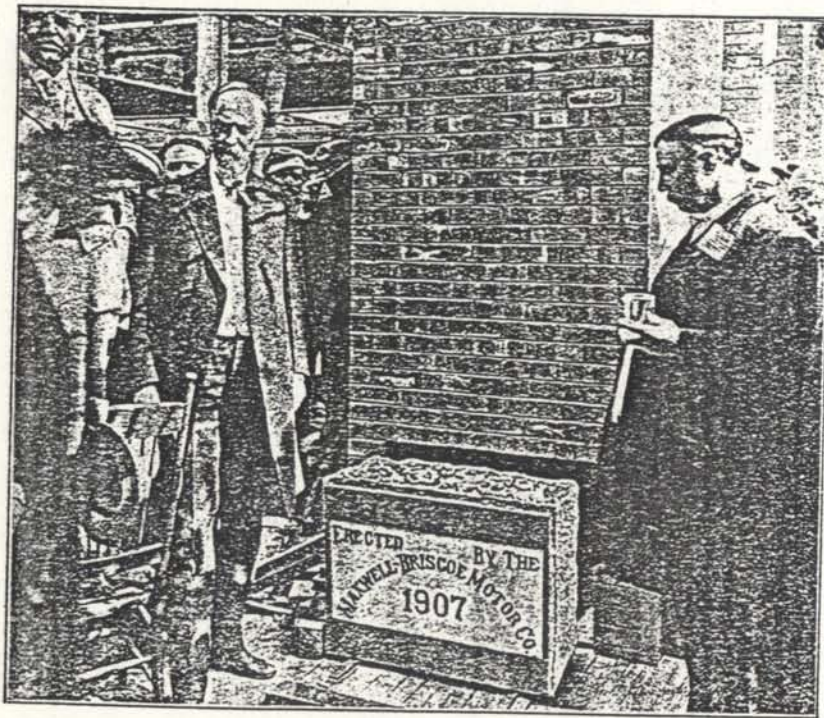
From the beginning the Maxwell-Briscoe Motor Company has centered all its efforts on the production of moderate-priced cars, which, in the nature of things, find the greatest market, because they appeal more forcibly to the man who invests in an automobile mainly for purposes of utility.

Two years ago, when we brought out our \$600 runabout, many considered it impossible to produce a really first-class automobile at that remarkably low figure.

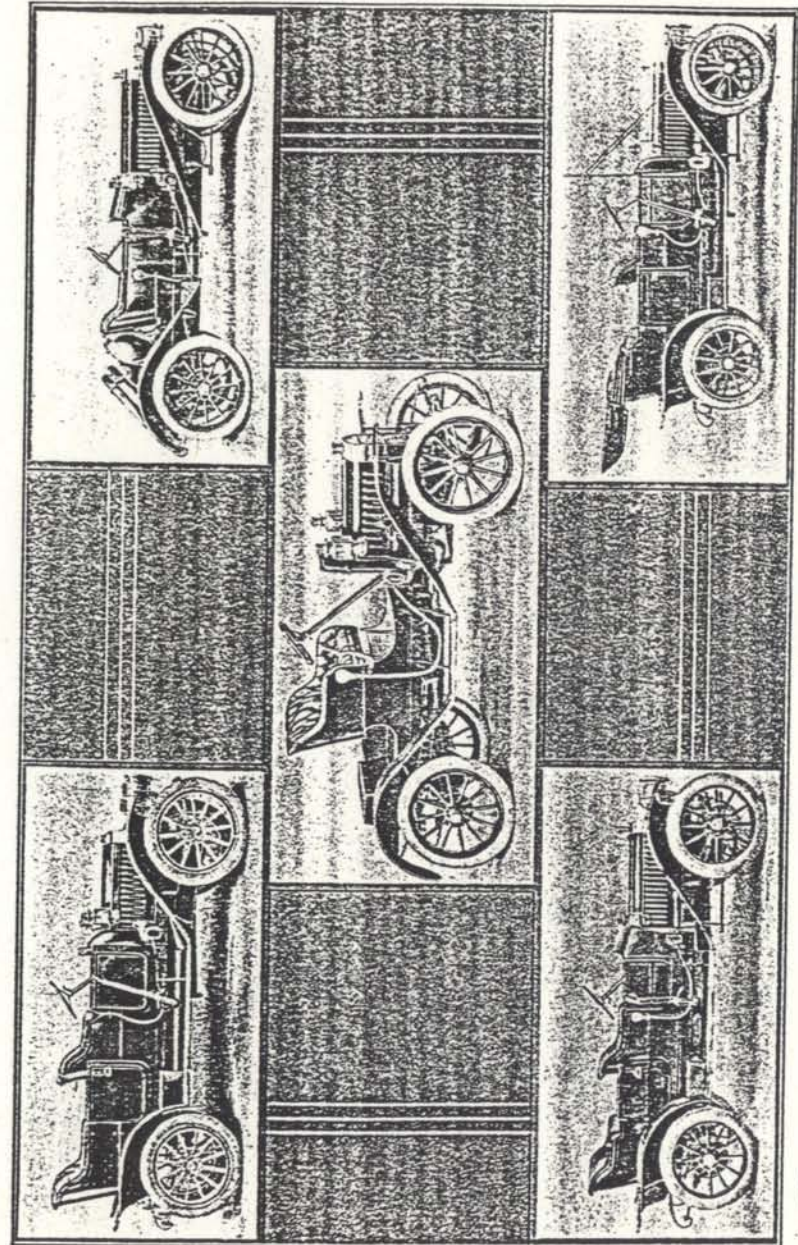
In the meantime, however, we demonstrated, what our experience had taught us long before—that an automobile for the many can be produced economically when it is *manufactured* in great numbers instead of being merely *made* in limited quantities.

At this writing the number of our cars in successful use is 34,820, and the satisfaction they are giving to their owners justifies the observation that our product has done much toward the universalization of motoring in this country.

The fact that our past efforts have found such wide recognition lets us look into the future with the certainty that the high ideals which have found expression in our product will furnish the firm foundation for even greater success in the future.



Vice President Fairbanks Laying the Cornerstone of New Maxwell Factory at New Castle, Indiana.



Representatives of the 1911 Maxwell Line Which Includes the Famo us \$600 Runabout, the Model I, \$1100; the Models G A and E A at \$1600, and the G A Roadster at \$1900