

“THE  
*Maxwell*”  
AUTOMOBILE



ON THE FARM  
THE RANCH AND  
THE PLANTATION

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*Maxwell*”  
AUTOMOBILE



ON THE FARM  
THE RANCH



AND THE PLANTATION



MAXWELL-BRISCOE  
MOTOR COMPANY

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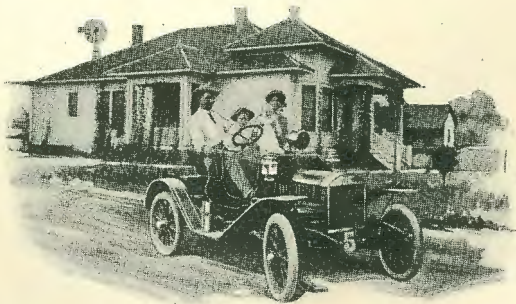
TARRYTOWN, N. Y.



ON THE FARM  
THE RANCH AND  
THE PLANTATION

Introduction

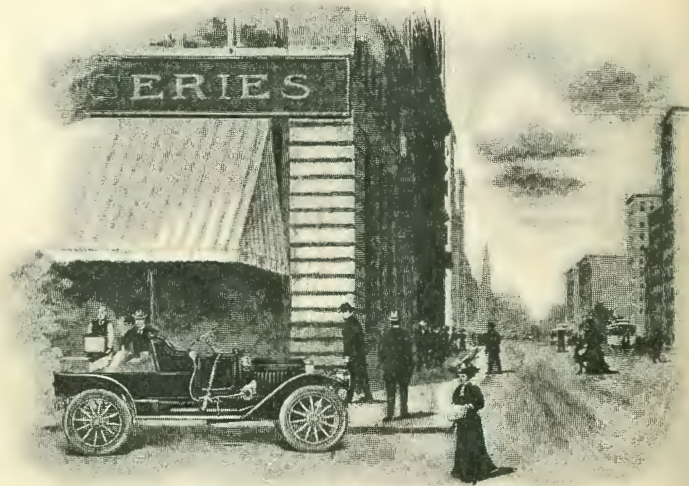
WHEN it is considered that one in every eight families in Kansas, one in every forty people in Nebraska, one in every one hundred and ten people in Texas, and one in every ninety people in California, are owners and users of automobiles, it is a significant fact that motor transit on farm, ranch and plantation has become an absolute necessity. It has redeemed areas considered worthless because of their distance from city or town outlets. It has brought those far distant from towns and railroads closer together, thus making possible increased production and added income. In short, it has been the one agent or implement by which farms, ranches or plantations have been converted from toilsome unprofitable businesses into three of the most prosperous pursuits of the age.



E. M. Boon, Goldthwaite, Texas  
"Life is real with a Maxwell."

## The Maxwell Automobile

The real answer to the prosperity of farmers today is summed up in one word "transportation" and this instantly reflects the use of the automobile, because it is the dray vehicle that brings the produce, whatever it may be, from the farm, ranch or plantation to the railroad or city outlet that plays the biggest part in transportation.



"We do all our trading in Indianapolis, Ind., though 48 miles distant"

## On the Farm

**N**EBRASKA, one of the thriftiest farming states in the country, gives away the secret of its progress when it announces that one in every forty of its population owns and uses an automobile. Kansas and California are close seconds, while Texas is forging to the front with leaps and bounds.

Improved transportation facilities always make for success. Just as the railroad is the outlet and open door to the prairie and mountain, so is the automobile directly responsible for new life and added income on the farm. It opens up a new world—makes you acquainted with the doings of your entire state, with little loss of time and no impairment to your stock. It provides otherwise impossible recreation, and contributes largely to the health of the family; brings





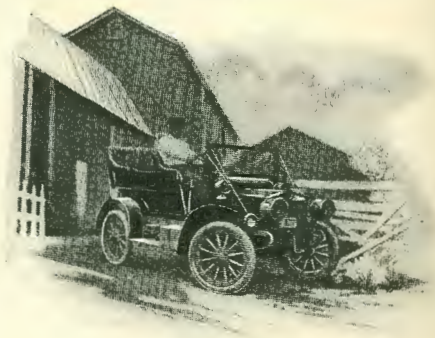
## The Maxwell on the Farm

you and the adjacent city or town nearer together and therefore provides better schooling for the children, easy shopping for the wife and amusement and social life for the whole family. It is indeed the solution of the one great problem "How to

keep the boys in partnership with their father on the farm," because of the facilities and pleasure it supplies and its infinite money making possibilities.

The urgency on the farm for rapid transit is as great, or greater, than in the city. So far as the actual business need of the automobile is concerned there is no line of business that is advantaged more by the invention of this rapid and easy transit than the farm. The farm must depend upon the town and city for its supplies and its repairs to keep the farm work in operation.

The spring, summer and autumn seasons on the farm are seasons of activity, seasons of urgent and rapid work. In the spring, seed time must be observed with an activity of labor by teams and machinery that will not admit of delay. The ground must be plowed and prepared for sowing and planting; time is money at this period and the breakage of tools



J. G. Richardson, a prosperous farmer of Northville, Mich.



An early morning start for town, Crossways Plantation, Victoria, Texas

## The Maxwell on the Farm



Allin Wates, Mazon, Ill.

the needed repairs. The stopping of a team and a hand for a day is often a serious drawback when the weather is good and the seed should be in the ground.

The harvest season, which extends over the summer and into the autumn, represents a period of great activity on the farm, because it calls into operation the labor of saving the crops produced. The machinery employed in this work—harvesters, mowers, corn binders, threshers, etc.—involve expensive operation, and delays in getting repairs are costly to the farm. Quick transportation is the need and demand at these times.

Forty years ago the average farmer had no means of travel faster than the old farm team for any occasion that required travel over the public road or off the farm. In later years the more progressive farmers supplied themselves with driving teams which were used for going to town and occasions

and machinery is expensive at the best, but doubly so when the old slow process of taking the slow farm team to go to town or the blacksmith shop, miles away, to get



"Off to trade fowl for groceries



## The Maxwell on the Farm

of hurry-up demands. The expediency of the present times in doing things has moved up another notch, and the automobile has been adopted on the farm and



"Delivery by auto saves two-thirds my time"

found to be not only serviceable as a labor-saver and time-saver, but a matter of real enjoyment as well. With many people the farm has always had the reputation of being a little too exclusive in its influences to meet as hearty an endorsement as a place to live as its merits really justified.

"I didn't know what life was," writes an Indiana farmer, "until I bought my Maxwell runabout. I was a slave to the farm. Recreation was out of the question. I couldn't deprive my horses of much needed rest for a Sunday drive or town visit week days for fear of imperiling their efficiency on the farm. We were exiles. Town amusements and culture were foreign to us, and educational facilities were denied my children. In short, I was, as thousands of other farmers are today, a slave to the soil.



Dr. J. F. Hines, San Antonio, Tex.  
A real ranchman since the advent of his Maxwell

"In town one day I was tempted to buy an automobile, but shrank at the seeming extravagance. A friend of mine, who had purchased a car had been transformed practically in the short period of three

## The Maxwell on the Farm

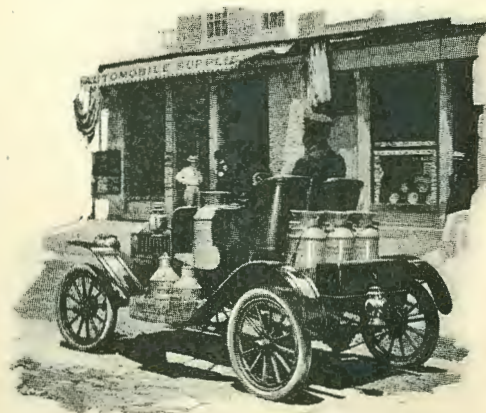


Chas. Lan of Davenport, Ia., claims that real happiness on the farm came with the purchase of his Maxwell

months. He used it for business and pleasure. There was a visible change in his family both mentally and physically. They were happier, too.

"Not to be outdone, I drove to town and purchased a Maxwell runabout, and believe it the wisest act I ever did. We have traveled thousands of miles, do all our shopping in Indianapolis although 48 miles distant, and believe the car paid for itself in less than six months in saved commissions usually paid on the sale of my product. I can most enthusiastically endorse the merit of the Maxwell, and recommend all farmers to do as I did, and emancipate themselves from constant toil."

The wife of a busy farmer in South Dakota writes as follows: "Our Maxwell was a veritable missionary. Before it arrived my husband's horses' comfort came before mine. We couldn't go to church because the horse needed rest, and the same cause denied us all manner of home gatherings and summer outings. I was becoming a barbarian and protested to my husband, urging the purchase of an automobile. He finally bought a Maxwell Model "G". Really, I am quite



"This Maxwell pays big dividends"

## The Maxwell on the Farm

another woman and he a man. Its institution has completely changed our lives. It is wonderful how quickly great distances are overhauled."



Car of Lee Townsend, Summer, Mich.

### What Owners Say

Maxwell-Briscoe Motor Co.,  
Tarrytown, N. Y.  
Gentlemen:

I am a farmer and make from two to four cans of cream every week which I have to deliver in the town, sixteen miles from my farm. With horse and buggy it formerly took me from one-half to three-quarters of a day to deliver it, but with my Maxwell I am there and back in two hours. Isn't that fine time? My town papers are almost as enthusiastic over the performance of my Maxwell as I am, as the enclosed clippings will show.

### HAULS HIS CREAM IN AUTOMOBILE

Todd County Farmer Finds Rapid  
Method of Transportation  
Paying Proposition.

(News Tribune Special.)

SAUK CENTER, Minn., Oct. 21.—Todd county farmers are taking their cream to the creameries in automobiles. John Cooper of Little Sauk, northwest of Sauk Center, was the first farmer to use an automobile to carry his cream. He has a Maxwell runabout, with a big box in which he carries his can of cream. Mr. Cooper explained that he could go to and from the creamery with his automobile in one hour and a half, but with the team and buggy it took three-quarters of a day. He says it amply pays him to carry cream with the automobile. He is the first farmer in the district to make the test. Others are to follow.

Just think of it, thirty-seven years ago we moved into this woods driving our oxen before us and now everything is changed, even to travel.

You would indeed be surprised to know how one car out here in the country will stir up the interest of farmers and business men in general. I already have twenty-five farmers and business men interested in the doings of my Maxwell to such an extent that they have determined to buy one at the earliest possible moment.

Often times on my trips to town I take some old man or sick lady with me for a ride and they come back delighted. I am a new driver, but have had ten or fifteen years' experience with gasoline engines and am getting along fine, driving my car. The little AB Maxwell can hold its own with the best of them under all circumstances. My father and brother each have large touring cars, and I find that I am always ready to go as soon as they are and sometimes before.

I suppose you don't get such beastly long letters very often, so perhaps I had better close with best wishes for the success of Maxwell cars.

Yours very truly,

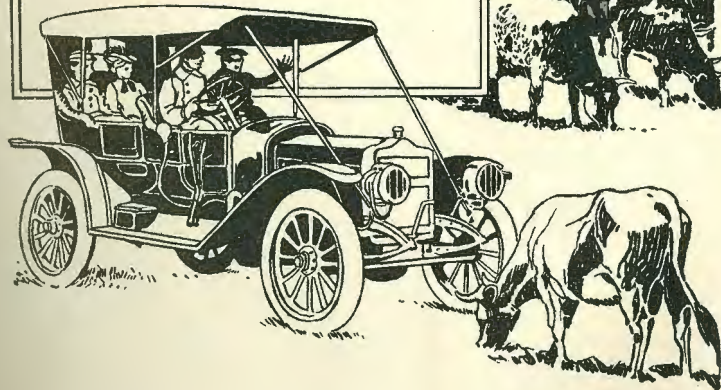
John Cooper

Osakis, Todd Co., Minn.

R. F. D. No. 2

## On the Ranch

LIfe on the ranch, although still retaining some of its wild and woolly atmosphere, has changed considerably during the last few years owing to the advent of the automobile. The cow puncher and his bucking bronco do not reign supreme as in former years. Then, the ranch owner, in order to be respected by his cow punchers must be able to ride a bronco and throw a lasso as well as his best puncher, and it was the one great amusement of the cow punchers to stand by and watch the ludicrous efforts of a tenderfoot in his endeavors to keep his seat in the saddle on his first mount—one of the meanest broncos in the corral which had been purposely assigned to him for just this reason. In those days the tenderfoot was the joke of the ranch





## The Maxwell on the Ranch

but this has changed of late years and it is now the tenderfoot's turn. With the advent of the Maxwell on the ranch the tenderfoot has come in-

to his own. Now the ranch owner and the tenderfoot are admired and respected because of their ability to drive a "smoke wagon" faster, cover more ground and come back fresher than the best bronco buster can do with the pick of the corral, and instead of the tenderfoot being despised and taunted by the old time cow punchers, he is now their idol. He and his Maxwell cover mile after mile of prairie and come back fresher than when they started, while the cow punchers and their mounts cover half the ground and return all but exhausted. After the evening meal he takes one of their number over to the general store and postoffice, probably some thirty miles distant. They are back before bedtime and the cow puncher is not only delighted with his experience but his admiration and respect

for the Maxwell and its driver are his topic of conversation for days and weeks afterwards.

The one great problem of the ranch owner is to get over the ground quickly—to visit distant



Mrs. J. R. Ramsey, Pocatello, Idaho



H. B. Randolph, Ind. N. D.,  
"Our Maxwell gives excellent service"

## The Maxwell on the Ranch

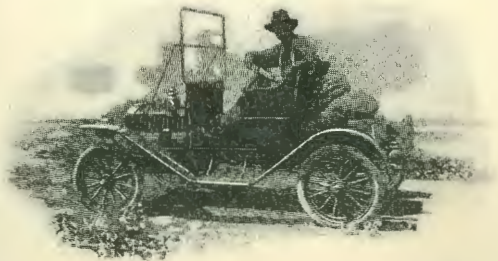


Through sage brush and chapparrell

parts of his ranch in the least possible time, and as in most cases this means the covering of thousands of acres of land, the automobile here becomes a necessity in that it triumphs over space and in doing so is also victorious over time.

The railroads, occupying narrow strips through thousands of miles of prairie, cannot stray one inch to right or left, and if the ranch owner be 40, 50 or 100 miles from their margin, and without an automobile, he is practically cut off from the mental stimulus of civilization and from access to the markets of the city, inasmuch as the trip to the railroad and return consumes from two days to a week and is a severe strain on both man and beast. With the Maxwell the same trip can be completed in 24 hours at the most, the horses can be left at their accustomed work on the ranch, from one to three days' time can be saved and the trip will benefit the driver rather than exhaust him.

"Six years ago," writes a Kansas ranch owner, "it took me a whole day to get partially over my ranch, behind a team of Missouri, mules. Now, I own two Maxwell cars, and my run-about takes me comfortably over the entire ranch



"My Maxwell does the work better than my former team at half the cost."—R. C. Crawford, Ukiah, Calif



## The Maxwell on the Ranch



"Most convenient machine on our farm"  
J. W. Craft, Salina, Kan.

in a few hours. I find that I can ford creeks and wade hub deep in the alfalfa without any trouble whatever. Every day, at noon, the run-about carries lunch out to the ranch hands, who happen to be busy on distant parts of the ranch, and at night I bring

all the boys home in my touring car.

"Both cars are busy at daylight and in an hour's time have taken my cream and butter into town. They are back at breakfast time and ready for the day's work on the ranch. Formerly it took a good team of horses four hours to make this same morning's trip to town and when they returned they were too tired for any further use that morning.

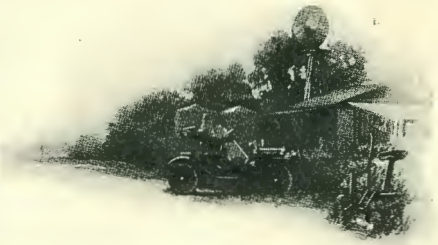
"I consider my Maxwells are time savers and real mile shrinkers and I really do not know how I would get along without them."



"Shells corn mornings, to town afternoons, pleasure evenings  
Give me a Maxwell always"

## The Maxwell on the Ranch

There is no denying the fact that the Kansas ranch owners are the most prosperous and intelligent of their class in America, and when we consider that in the Kansas ranch country there is one automobile to every eight families, we feel sure that we have discovered the secret of their prosperity.



Mrs. E. H. Greene, Victoria Plantation, Texas

### What Owners Say

Maxwell-Briscoe Motor Co.,  
Tarrytown, N. Y.

Towners, N. Y., July 18, 1910.

Gentlemen:

The Maxwell car I bought of you has given me very good service and it is just the car for the ranch as it is very easy on tires, the motor is very simple and last year I ran it 3,000 miles at a cost of not quite one cent a mile. This year it runs better than last The Maxwell every time for me.

Very truly yours,

G. O. Robinson.

"I find that I can get to the most remote end of my 900-acre ranch with my Maxwell in just one-third the time it takes me with a bronco."—Hays, Kan.

"Since I purchased my Maxwell my two sons have left their city positions and have gone into partnership with me on the farm, and the old farm was never in a more prosperous condition than at present."—Bloomfield, Neb.

"By getting to town and back, with a new gear for my thresher, in two hours, with my Maxwell, I consider that I saved at least \$100, for I did it in half the time it would have taken me with a horse and consequently, had my thresher going again that much quicker."—Smiths Center, Kan.



J. W. Brophy, Campus, Ill., who now looks the world in the face with a smile.

## The Maxwell on the Ranch

Maxwell-Briscoe Motor Co.,  
Tarrytown, N. Y.

Gentlemen:

I have a ranch seven miles from town and have always had the idea that an automobile was only an expensive luxury on the ranch. However, one day last spring, when your agent, Leon Kash, came along with a Maxwell Model AA, it looked so good and ran so nice that I concluded to buy it. But at the same time I decided to retain my horses, carriages and buggy. The horses have been running out in the pasture nearly all summer. They were not used much, as we soon found out that with our little car we could get over the road much better and faster. I have now concluded that our Maxwell is the most convenient machine we have on our farm. We use it to good advantage to make quick trips to the towns, and also to deliver our cream to the city. On Sunday we use it to go to church in our own town, besides often going to churches in neighboring towns.

Our Maxwell ran fine all summer and gave us no trouble of any kind, and I think the day is not far off when every farmer will have some kind of an automobile.

Yours very truly,

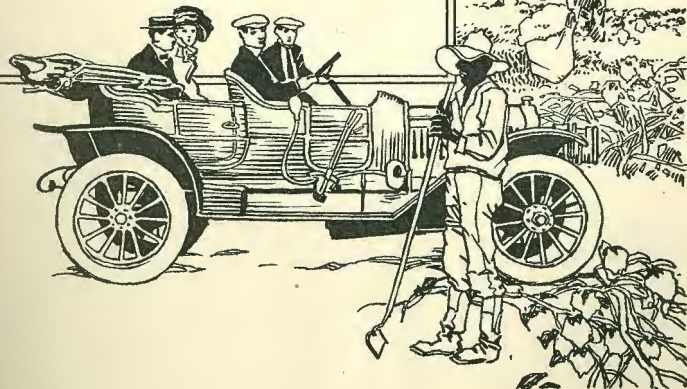
J. W. Kraft,  
Crystal Springs Dairy Farm,  
Salina, Kan.



## On the Plantation

**I**T makes little difference whether you are growing apples in the fertile valley of the Hood River, Oregon, grapes in southern California, tobacco in Kentucky or cotton in Texas, the most momentous problem that confronts you as a plantation owner is that of the transportation of yourself and the product of your plantation.

First, you must be able to visit the most remote corner of your plantation, perhaps many times during the day, as quickly as possible. Much depends, oftentimes, on your prompt and personal supervision of work that is being carried on in perhaps two or three parts of your plantation—all remote from each other. While your crop is being harvested from hundreds of acres it is perhaps being sorted and packed in special barns and store





## The Maxwell on the Plantation

rooms far from the scene of the harvesters.

Second, and more important still, when your crops have been harvested, sorted and packed they must reach the point of shipment at the earliest possible moment, in order to obtain the highest prices. Delays here are dangerous, especially so in the cases of fruit shipments.

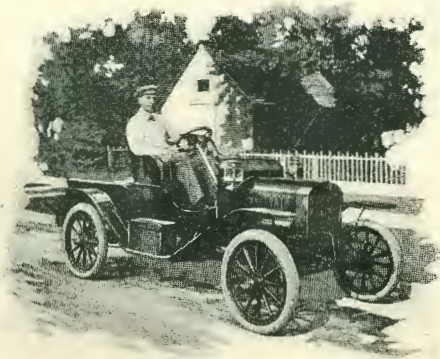
In each of these cases the Maxwell fits in with surprising adaptability and success. With it trips about the plantation that formerly took hours with your horse and buggy are now reduced to minutes. Trips to shipping points and trips to markets are made in less than half the time it would take with horses, delays are avoided, early trains are caught and greater efficiency promoted.

Aside from this there is a business and social side beyond your plantation to be looked at. You must keep abreast of the times. Your children must get an education and your

wife must get out of her hermitage occasionally and pay a visit to her neighbor or do a little shopping in town. Are you doing as much as you should along these lines? Don't you think it would pay you to get over to neighbor Smith's plantation and look into the operation of his



"Better than 3 horses"  
C. M. Joslin, Northville, Mich.



"Horses again? Never"

## The Maxwell on the Plantation



"My machine paid for itself in 4 months"

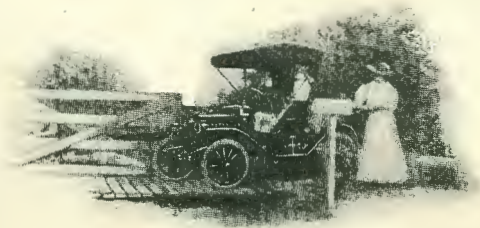
think your children would be better taught in the up-to-date town school, and would not your wife be a healthier, happier helpmate were she privileged to visit her neighbor oftener and spend a day in town occasionally attending to her shopping needs?

Are you satisfied that you are giving your family the outings they should enjoy? You cannot do it with your horse and buggy, nor with your team and surrey, for time is too precious. However, others are doing it with their Maxwells and are enjoying a prosperity such as they never before experienced.

Have you noticed how much happier and prosperous neighbor Smith and his family are since they began using their Maxwell? Ask him about his car, how he

new fangled orchard-sprayer, wine press, cotton gin or baling press, and incidently exchange ideas with him on general topics? A Maxwell will take you there and have you back again, while you would be debating the advisability of getting your horse and buggy ready for the trip.

Don't you



"Shopping is a real pleasure"

## The Maxwell on the Plantation

uses it, etc., and then get him to take you for a ride in it, and note for yourself how simple it is to operate. Ask him how much it costs him to run, and remember that when it is not in use all expenses stop. There is a point not to be overlooked, for after all, it is the dollars and cents side of every question that interests us most.

### What Owners Say

July 21st, 1910.

Maxwell-Briscoe Motor Co.,  
Tarrytown, N. Y.

Gentlemen:

Having used a Maxwell AA since February 14th constantly, going to and from my plantations, I am convinced my investment was not a piece of extravagance but a sane and profitable investment. The saving of time and the minimum of expense has made the car an absolute necessity in my business. The expense so far is \$10.29 per month. The saving of time from twelve to twenty-four hours a week. I have made as much as forty miles per day and spent considerable time with my hands which would be impossible with horse and buggy. I go at any and all times, go any and everywhere, through fields, woods, country dirt roads over mountains and through mud, and never have had one moment trouble other than punctures.

A careful examination made today shows no perceptible wear or the need of any adjustment.

Yours respectfully,

Claredon Davis,  
Cave Spring Stock and Grain Farm,  
Huntsville, Ala.

"My wife has learned to run my car fully as well as I can and takes our children to and from the town school every day."—Fairfield, Neb.

"We do all our shopping in Indianapolis, which is forty-eight miles distant, and we are sometimes there as often as four times a week."—Southport, Ind.

"I can round up cattle as well with my Maxwell as my best cow puncher can with the best bronco in the corral."—Stafford, Kan.

"I consider that my Maxwell has saved its cost in six months by taking me to the different parts of my plantation and keeping me in touch with all my hands oftener and more regular than I ever did with my horse."—Jackson, Ky.

"I find my Maxwell of great value for catching early trains with small shipments of fruit."—Hood River, Ore.

"I get my children to the town schools, give my wife an outing occasionally and make my trips to town without taking the horses and men from their regular work in the fields."—Chickasha, Tex.

"I am sixty miles from the nearest railroad, and I can get to the station and back in a trifle over four hours with my Maxwell. To make this trip in a day with a horse is pretty good going."—Roanoke, Kan.

"It takes just one hour to deliver my butter and cream to town in my Maxwell, where it took almost three hours to make the same trip with my horse and surrey."—Antonio, Kan.

"In harvesting time much depends on getting my hands out to the extreme ends of my vineyard without delay, and getting the fruit to my shipping point as quickly as possible, and my Maxwell has done more for me in this line than anything I ever owned."—Vineyard, Cal.

## The Maxwell Automobile

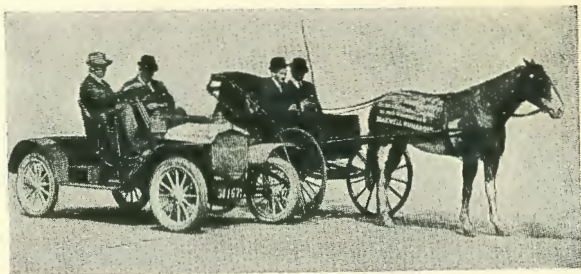
### 8790 Farmers Drive Maxwells

Scattered promiscuously over the entire country on farm, ranch and plantation are 8790 Maxwell Automobiles. Every one is in daily use. Not one owner to our knowledge would return to the horse and buggy and all endorse its economy of operation. In force of numbers no greater tribute could be offered.

There are Maxwell owners in your neighborhood. Our confidence is supreme. Ask any one of them his experience—what it means to him in health, pleasure, income, children's education, etc. His answer will be the best proof why *you* should buy a Maxwell. What greater confidence could we have in our cars than to ask you to consult an owner first before buying. Why? Because every Maxwell owner is a booster. He always buys a Maxwell again.







The Start of the Test

## Test Officially Sanctioned by the American Automobile Association

WE believed our cars were not only economical to buy and maintain, but were productive agents which actually facilitated and increased the business of the men who owned them.

To demonstrate that they were cheaper to use than a horse and buggy we conducted a public test. We invited the Contest Board of the American Automobile Association to conduct this test in order that it might be in absolutely disinterested control. The board appointed judges to attest its results.

The two vehicles ran each day over a predetermined route about New York City and vicinity. Each ran continuously for six hours, regarded as a normal day's work. Account was kept of every item of expense entailed. The needs of each vehicle were supplied at roadside stores at current market prices.

Each day a different route was laid out, in order to cover all conditions of city and suburban traffic and all sorts of roads. One day they covered the densely congested districts of the city; another day they ran in infrequently traveled suburban roads. Everything was done to make the test normal, actual, eminently fair and conclusive, and the results confirm our claim that Maxwell automobiles are cheaper to use than a horse and buggy.

## A Maxwell Car Costs Less to Use than a Horse and Buggy

### First Real Cost-Test Made Maxwell Runabout

vs.

### Horse and Buggy

Maxwell, per passenger mile,  $1\frac{8}{10}$  cents  
Horse and Buggy, " "  $2\frac{1}{2}$  cents

#### Horse and Buggy      Model Q-II Maxwell

Distance Traveled  
197 miles

Distance Traveled  
457 miles

Cost	
Hay . . . . .	\$1.20
Oats . . . . .	4.50
Straw . . . . .	.30
Shoeing . . . . .	.498
Grease . . . . .	.0012
Depreciation . . . . .	3.349
	<u>\$9.8482</u>

Cost	
Gasoline . . . . .	\$5.60
Oil . . . . .	.60
Grease . . . . .	.13
Depreciation, Car . . . . .	3.66
"      Tires, . . . . .	6.85
	<u>\$16.84</u>

Cost two passengers per mile .05  
" one " " " .025  
Daily average distance, 32 9-10 miles.

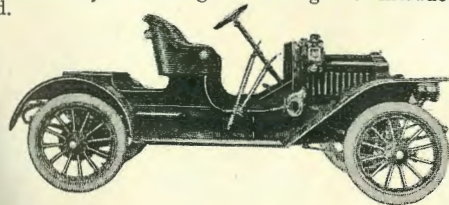
Cost two passengers per mile .037  
" one " " " .018  
Daily average distance, 76 3-10 miles.

To operate the horse and buggy the cost is based on hay at 1c. a pound, oats averaging 25c. a 4 quart feeding purchased en route; straw at \$1.50 cwt., 100 lbs. per mo.; shoeing, \$2.50 a month; grease, 12c. a pound; depreciation, horse, buggy and harness costing \$375.00, .017 a mile, average 33 miles a day. Stabling not included.

To operate the automobile the cost is based on gasoline purchased at 16, 18 and 20c. per gallon, and oil at 65c. a gallon purchased en route; grease at 12c. a pound; car depreciation, .008 per mile; tire depreciation, .015 per mile.

Garage not included.

When  
not in  
use ex-  
penses  
continue.



When  
not in  
use ex-  
penses  
stop.