



No Extras To Buy

Everyone about to buy an automobile is interested in cost—both first cost and after cost. Unless the car you buy really is completely equipped, its price does not at all represent the first cost.

The following is a list of equipment on the Maxwell Car with its approximate retail cost:

| | Approximate Retail Cost |
|--|----------------------------|
| 1—Electric Starting and Lighting System, Lamps, etc., | \$125.00 |
| 2—High-Tension Magneto, | 70.00 |
| 3—Demountable Rims, | 35.00 |
| 4—Speedometer, | 20.00 |
| 5—Clear Vision, Double Ventilating Rainproof Windshield, | 16.00 |
| 6—Linoleum Covering for Running and Floor Boards, | 10.00 |
| 7—Anti-skid Rear Tires (cost difference over smooth treads), | 7.00 |
| 8—Electric Horn and adjuncts, | 5.00 |
| 9—Spare Tire Carrier, | 5.00 |
| 10—Oil Gauge, | 2.00 |
| 11—Roof Rail, | 2.00 |
| 12—Front and Rear License Brackets, | 2.00 |
| Total, | \$299.00 |

If you purchase an automobile which lacks these features, you must add their cost to the price of the car if you want real automobile comfort.

Deduct this amount (\$299) from the price of the Maxwell (\$925) and then you will realize what wonderful value is represented by the Maxwell Car.

Think of it—a beautiful stream-line car, built of special heat-treated steel, with a powerful four-cylinder motor; thoroughly cooled by a gracefully rounded radiator of improved design and a fan-sliding gear transmission—semi-elliptic front and three-quarter elliptic rear springs, making shock absorbers unnecessary—one-man mohair top—high quality upholstery, and ample seating capacity for 5 adults, really fully equipped for \$925.

The high-priced car features mentioned, as well as the light-weight of the Maxwell Car, account for the wonderfully low after-cost records of the Maxwell. The Maxwell is lowering all economy records for

- 1st—Miles per set of tires
- 2nd—Miles per gallon of gasoline
- 3rd—Miles per quart of lubricating oil
- 4th—Lowest year-in-and-year-out repair bills

See the new 1916 "Wonder Car" at the nearest Maxwell dealer's, and you will realize that it is the greatest automobile value ever offered.

Every feature and every refinement of cars of twice its price

Write for beautifully illustrated catalogue. Address Department A. M.

MAXWELL MOTOR COMPANY OF CANADA, Limited

WINDSOR, ONTARIO