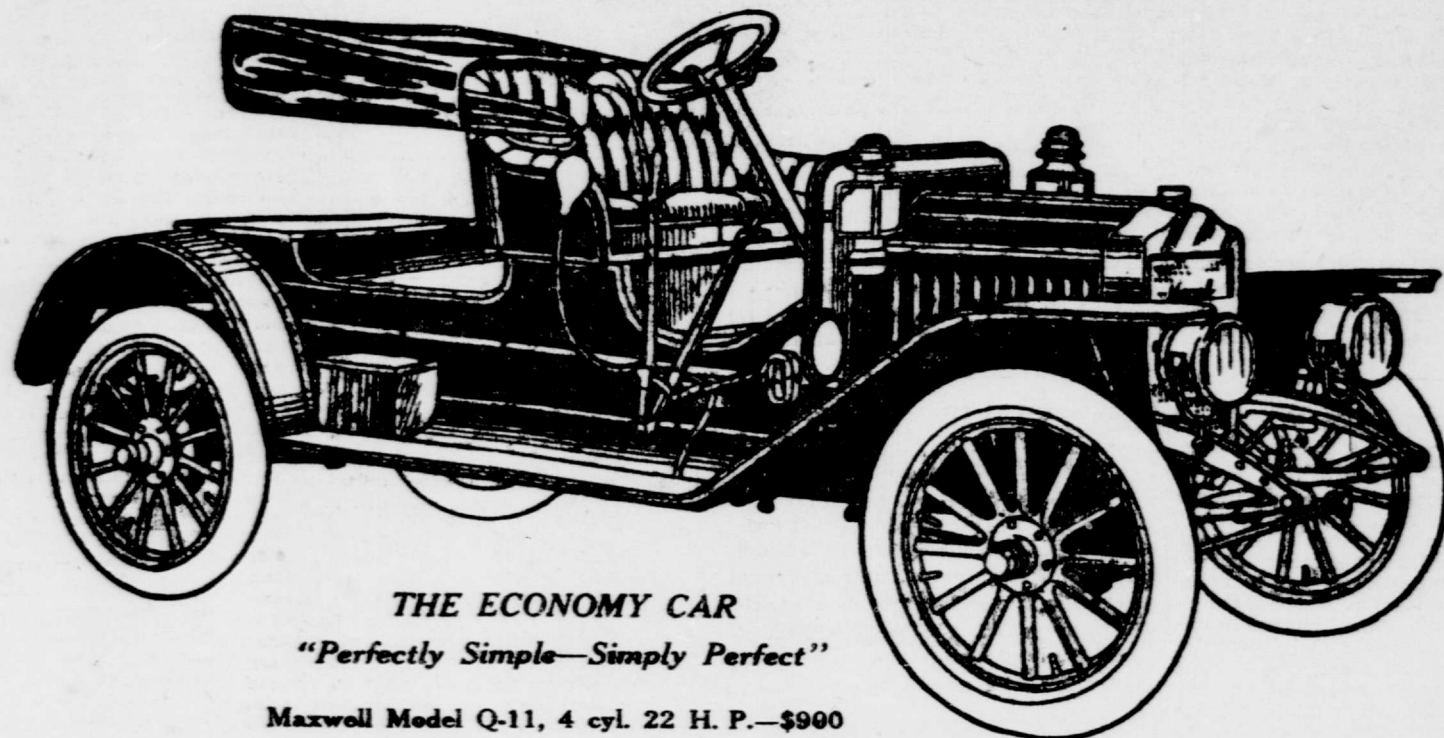


The First Real Cost-Test Ever Made

Automobile vs. Horse

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



Maxwell Model Q-11, 4 cyl. 22 H. P.—\$900

Automobile, $1\frac{8}{10}$ c.

Expenses stop when not in use.
Based on 10-Mile Trip

Gasoline	.122
Oil	.014
Graze	.003
Tires and Car Depreciation	.23
Cost per mile—two persons	.036
Cost per mile—per person	.018

To operate an automobile the cost is based on gasoline at 20c a gallon; oil, 50c a gallon; grease, 12c a pound; depreciation and tires, .023 a mile; average cost of gasoline per mile, .0122 (figuring 16½ miles to the gallon) and not including storage. The average of 16½ miles to the gallon of gasoline is based on tests of the Maxwell used in the economy test and is extremely low.

A PUBLIC test of the Maxwell Car and a horse and buggy on the streets of New York and its suburbs, under actual conditions of traffic, has just been completed.

It Proves Beyond Dispute

That the automobile is undoubtedly an economy.

That its low cost of operation surprises even its advocates.

That the extravagance of the motor car is voluntary and unnecessary.

That its pleasures are within the reach of men of moderate means.

That it is an indispensable factor in transportation and a utility.

That it is an implement which, if properly employed, will increase the earning

power of man, conserve his time, extend his field and support his hands.

That the automobile industry, practically unknown ten years ago and now the fourth greatest industry in the United States, is fully vindicated and proven economically sound.

That the Maxwell car is the standard of that industry: the efficient, economical, reliable, utility automobile, as near perfection as human intelligence and human handiwork can make it under modern conditions.

Test Officially Sanctioned by the American Automobile Association

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. 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.

The Results Attested By Its Judges

The automobile cost $\frac{8}{10}$ of a cent per passenger mile to operate.

The horse and buggy cost $1\frac{4}{10}$ of a cent per passenger mile.

The car covered $2\frac{1}{2}$ times the distance traveled by the horse.

The car averaged $76\frac{3}{10}$ miles a day at a cost of \$1.03.

The horse averaged $32\frac{3}{10}$ miles a day at a cost of 95 cents.

The car required $5\frac{1}{2}$ gallons of gasoline and a pint of lubricant daily.

This is our answer to the charge made that the automobile is an extravagance. This proves that it is an economic factor that would save millions if the Maxwell were everywhere substituted for the horse and buggy.

We have always been unable to fill orders promptly in the spring and summer. In order to stimulate early season business all these cars sold during the next 30 days will be

GUARANTEED FOR LIFE.

Maxwell-Briscoe Motor Co., Tarrytown, New York

GUARANTEE FOR LIFE

THE Maxwell-Briscoe Motor Co. guarantees this car to be made in a good and workmanlike manner and to run for a period of years without material wear and tear of the engine, chassis, or body (except tires and added accessories) and will replace or repair at its factory, transportation prepaid.

by *Maxwell-Briscoe* President
MAXWELL-BRISCOE MOTOR CO.

Horse and Buggy, $2\frac{1}{2}$ c.

Expenses continue when not in use.
Based on 10-Mile Trip

10 lbs. hay	.095
12 quarts oats	.228
100 lbs. straw per month	.05
daily shoeing	.05
harnessing—daily shoeing	.085
Grease—daily shoeing	.0002
Depreciation	.002
Cost per mile—two persons	.5187
Cost per mile—per person	.259

To operate a horse and buggy the cost is based on hay at \$21.00 a ton; oats at 50c a bushel; straw at \$1.50 cwt.; horse shoeing, \$2.50 per month; grease, 12c a month; depreciation harness and buggy, .005 a mile; horse, buggy and harness costing \$275.00 and lasting ten years, stabling not included.

Other Newspaper Comments



Maxwell
Prices Are
Never Cut

Maxwell prices have always been right, based on big output and honest profit.

Others cannot equal Maxwell performance even at higher prices.

Hence, one after another they are reducing their prices to compete with Maxwell prices.

But their real competition is

Maxwell
Performance

Maxwell cars at \$900 and \$1,000 are worth more than other cars at higher prices.

Ask that "cut price" automobiles equal this economy test and duplicate this guarantee.

Maxwell
Performances
Never Equalled

AUTO NEWS OF THE DAY

What the Trade Talks About Between Sales.

Miss Marie Dressler has just purchased a Thomas Flyer and has designated Miss Natalie White to come to the factory and superintend the final arrangements for its delivery. Miss White is the only licensed woman chauffeur in the State of New York. Her number is 13,090. She is a graduate of the New York School of Automobile Driving and has had considerable experience in driving cars of many well known makes. Miss Dressler, the actress, has picked out

this car and made arrangements with Miss White to act as her chauffeur. Miss White has gone through the Thomas factory and is very well pleased with the manner in which the work is handled. She expressed herself as thoroughly pleased with the Thomas car and is very enthusiastic over its performance. She intends to leave Buffalo to-morrow.

Cables advices have just been received that the Benz automobile, driven by Erie, on the Gallion Hill, France, made a new record for the hill of 97½ miles an hour, which is more than seven miles an hour faster than the previous record.

"Cash" F. Baker, of Toledo, for the last two years sales manager for the American Motor Car Company, has joined the forces of the Fiat company, having accepted the

position as assistant manager of the Chicago branch. Baker is known among his numerous friends as "Cash," a sobriquet earned by him in the old Pope-Toledo days, where he made an enviable record as an automobile salesman.

Another suit for infringement of the Selden patent, which has been sustained by Judge Hough in the cases against the Ford Motor Company and the Panhard and Levasseur Company, has been filed against an importer in New York, in addition to the sixteen cases served last week. The latest suit is against the De Dion Bouton automobile selling branch, and the suit is for an injunction, damages and profits. The suit is titled the Columbia Motor Car Company and George B. Seiden vs. Emanuel Logarria.

Following the recent shipments of Waverley electric to the island of Java and Moukden, Manchuria, a sale has just been made of a Waverley, Model 76, victoria phaeton, to Solicitor General George Roger Harvey, of the Philippines. The roads about Manila, General Harvey says, are equal to if not better than those about Los Angeles.

England has invaded the American commercial vehicle field by the introduction of a new design of heavy chassis for loads of from three to four tons. The new motor truck is known as the Atlas Petrol Lorry, and is manufactured by the firm of Motors, Limited, of London. The new truck has many novel features. Throughout the whole design special attention has been paid to insuring quick and easy replacement of worn parts, and wherever possible each separate part is made so that it may be renewed without disturbing those immediately adjacent to it. Process steel in preference to aluminum, steel and iron castings has been used for many of the parts, with the result that increased strength combined with lightness has been attained. The whole weight of the chassis with water, oil, petrol and light testing body works out to about 5,150 pounds.

Rapid transformation of the two plants of the Maxwell-Briscoe Motor Company at Kingsland Point and Tarrytown, N. Y., is being effected by the erection of many new buildings and the reclamation of a large tract, now partially under water, for further building expansion. Extremely novel methods have been adopted to convert Kingsland Cove into factory sites. What

will eventually become the permanent bulkhead along the Hudson River is now only a chain of old barges stretching endwise across the inlet of the cove. These barges are firmly anchored to huge piles, driven into the river bottom, and when the space between the barges and the shore has been filled in, the barges will form a sturdy bulkhead. Twenty-one barges have already been used, and twenty-seven have been purchased to complete the work. The company has also built a new three story experimental and engineering building, 50 by 175 feet. Another feature of the Maxwell betterments, providing a great increase in manufacturing economy, is the new foundry for aluminum work adjoining the present bronze and brass foundry.

Automobiles are playing rather a prominent part in the Chicago-New York airplane race. It is intended that the contestants will travel from seventy to eighty miles at each stretch, and will then land for the purposes of replenishing their tanks and making such repairs as may be required. The officials of the race are using automobiles for the purpose of blazing the way, arranging suitable landing places and marking out the route. In so far as this is possible to be done. That the automobile which the officials will use will get hard service goes without saying, for it will be necessary for the car to run at any and all times and through all kinds of roads, under all sorts of conditions. In this connection it is interesting to note that the officials have chosen the Carhart car as the official machine for the Eastern half of the race, extending from Cleveland to New York.