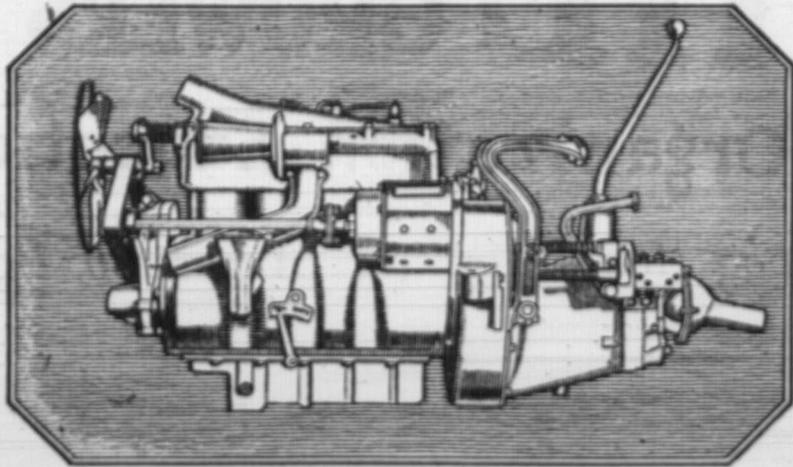


33⁴/₅



Horse Power

From This Powerful MAXWELL ENGINE

Almost 34 horse-power from this regular stock Maxwell engine!

34 actual, brake horse-power!

Proved by an accurate dynamometer test, made in the Maxwell laboratories August 10, 1916.

There has been a lot of talk about horse-power, and we just want to let Maxwell owners and prospective owners know that in respect to horse-power, as in most other respects, the Maxwell leads by a comfortable margin. Not that we attach such great importance to horse-power. We don't. We never have.

Horse-power—abundant horse-power—is *only one* of many superior features of the Maxwell.

We are selling motor cars—complete motor cars—not engines or horse-power.

Horse-power is a matter that is secondary to motor efficiency and economy.

A giant has no advantage if he does not

apply, or wrongly applies, his strength.

Maxwell cars have horse-power—all you want or need—probably more per pound of car weight than any other automobile in the world.

But we don't make any loud cry about it.

Because we have more than horse-power to sell you.

Because you are, and should be, interested in *results, the net effectiveness of power.*

We challenge competitive tests. We invite comparison.

Because we absolutely know that no car of its class or weight can surpass the Maxwell on speedways, on rough roads, through sand or mud, *anywhere.*

And because we know, *and you will know*, that, everything considered, *the Maxwell is the World's Greatest Motor Car Value!*

Maxwell

Motor Company of Canada, Ltd.

Windsor, Ont.

Maxwell \$850

Write for the New Maxwell Catalogue C-10

A pink
your ren
The Guid
renewal
addressed
We also
subscribe
their ren
Guide.
Guide, so
your ren
address,
date of
changed
renewal,
safer to
money on

PLA

A

to

low
pos

U

as

the

The

up

o

is

to

be

to