

MAXWELL

Most Miles
per Gallon

Most Miles
on Tires

All You Can Ask in a Car —the Maxwell

The day's work is done. The lamps shine cheerily. All is quiet and serene in the home.

Now—let's sit down and talk about that motor car you want to buy.

You are exacting in your ideas about motor cars. You demand mechanical efficiency, economy, and a smart appearance.

That is why we affirm that the Maxwell is *your* car, above all others.

Mechanical efficiency! We are pleased and proud to discuss Maxwell efficiency with you.

The Maxwell builders have only one chassis model, which is never fundamentally changed, but constantly improved and refined.

Four years of concentration by one of the largest organizations in the motor car business has brought the one Maxwell model to the pinnacle of mechanical perfection.

The engine is without a peer. The smooth clutch runs in oil. The perfected

transmission is efficient and trouble-proof. The mighty axles laugh at strains of the road.

This mechanical efficiency bears fruit in economy of operation. Thousands of Maxwell owners run their cars at a cost of \$6 to \$8 a month.

This year we have lengthened the wheelbase six inches and have put in 6-inch instead of 3-inch steel frames.

But we have not added one pound to the lightweight Maxwell.

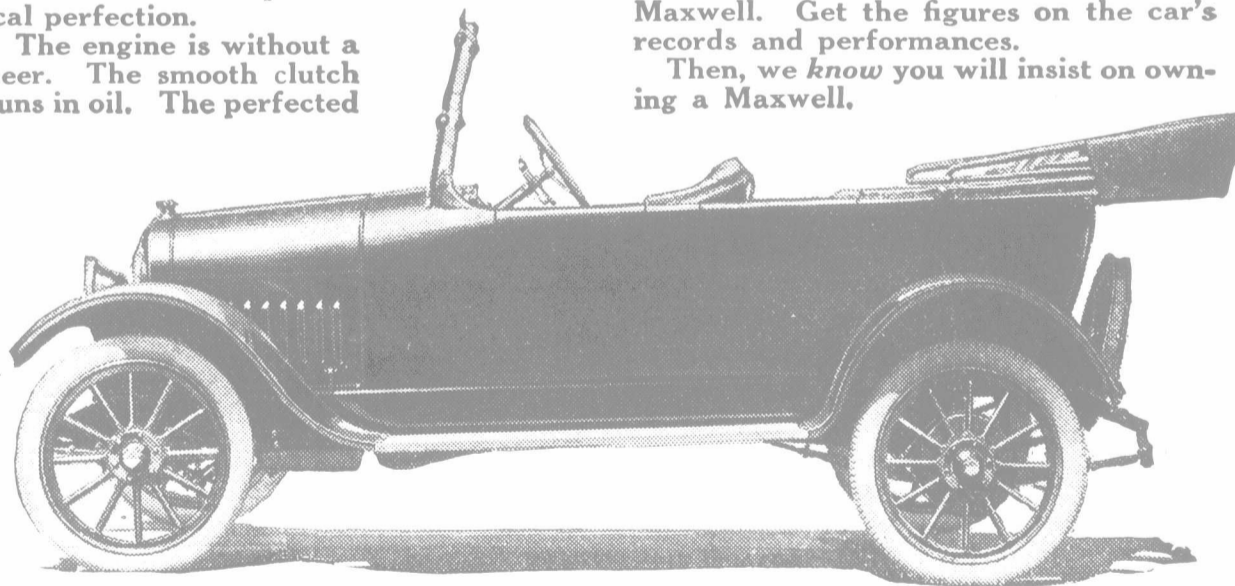
And, having perfected the Maxwell mechanically, we are now enhancing and perfecting its beauty.

This year the windshield is sloped, the body lines more graceful, and the body roomier.

The Maxwell has the same style today as the up-to-date models of the highest priced cars.

Visit your nearest dealer. See the Maxwell. Get the figures on the car's records and performances.

Then, we *know* you will insist on owning a Maxwell.



Roadster \$1045
Berline \$1170
Sedan \$1370

Touring Car \$1045

All prices
f. o. b.
Windsor

Maxwell

Write today
for Catalog

Motor Company of Canada, Limited

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