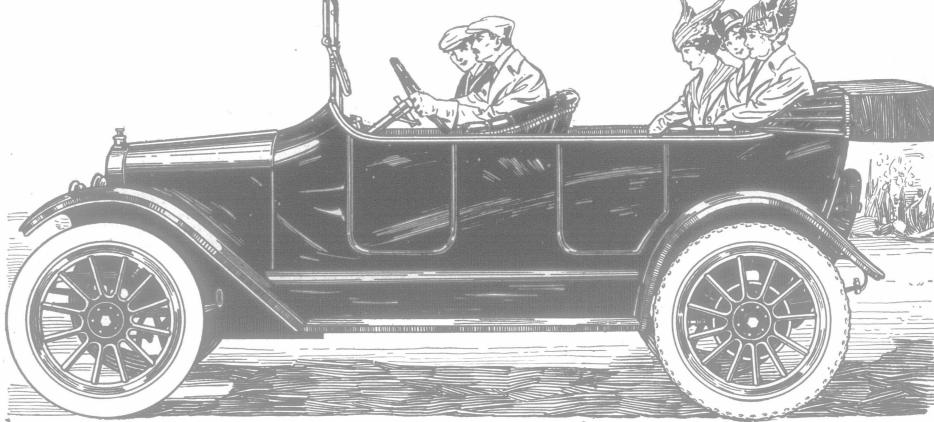
THE FARMER'S ADVOCATE.

MAY 6, 1915

The Wonder Car"



You will have only yourself to blame if you are "talked into" buying an "unsuitable" or a "theoretical" car

The two commonest mistakes made in buying an automobile are—First, Buying a car not suited to your needs.—Second, Buying a car that has not passed the theory stage.

The first mistake—buying an "unsuitable" car—is perhaps made even less often than the second.

The second mistake—buying a "theoretical" car—is perhaps the sadder mistake of the two—because when you have made this mistake, you have on your

hands some engineer's or designer's untried theory instead of a tried, known, successful car. Study your needs sensibly, just as you study your household needs, and buy a car you can afford to enjoy.

38,000 happy, satisfied Maxwell owners are driving 38,000 handsome streamline Maxwell cars to-day—at an upkeep cost that any man of any standing can afford, and at an original cost that is simply a practical investment.

The Maxwell Company's Guarantee of Service to Maxwell Owners

No other automobile is backed by a more reliable service than that guaranteed every Maxwell owner. Scores of Maxwell dealers in every part of this country are always ready to give expert advice—to make adjustments and to supply new parts at reasonable prices.

This splendid Maxwell Dealers' Service Organization is perfected and completed by the great Maxwell Service Station, in Windsor, Ont. The main offices and factories of the Maxwell Motor Company in Detroit, U.S.A., are within comparatively short distance of many points in Canada. This in itself means rapid delivery of replacement parts to Canadian Maxwell dealers and owners. Maxwell Service is one of the great advantages enjoyed by Maxwell owners.

Order a Maxwell now, and when you want it delivered, you will get your car—not an excuse on delivery day.

Maxwell Five-Passenger Touring Car, f. o. b. Windsor, \$ 925

Maxwell Roadster, - - f. o. b. Windsor, 900

Maxwell Cabriolet, - - f. o. b. Windsor, 1,105

Any model equipped with electric self-starter, \$70 extra

Write for beautiful 1915 Maxwell Catalogue, Address, Department A.M.

MOTOR COMPANY OF CANADA, LIMITED

Windsor, Ontario

