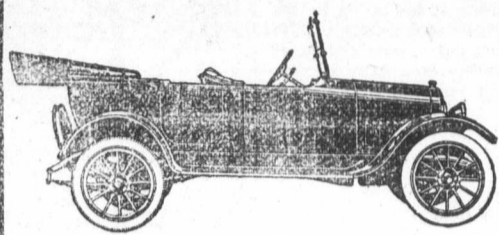


Do You Know the Terms of that 22,000 Mile Test?



Maxwell Motor Cars

5-Pass. Car . . . \$ 1045
Roadster . . . 1045
5-Pass. Car with All-Weather Top . 1200
5-Pass. Sedan . . 1670
6-Pass. Town Car 1670
All prices f.o.b. Windsor, Ont.
Wire wheels regular equipment
with Sedan and Town Car

Official Figures of the Test

	Daily Mileage	Average Miles Per Gal. Gasoline
Nov. 23	511.9	22.2
" 24	551.4	22.82
" 25	537.4	21.49
" 26	505.5	22.47
" 27	515.5	21.70
" 28	509.6	23.02
" 29	515.5	26.40
" 30	485.1	22.80
Dec. 1	498.8	23.99
" 2	484.6	21.77
" 3	506.6	20.71
" 4 Rain	438.9	19.51
" 5	502.7	19.44
" 6	517.0	22.15
" 7	505.0	22.35
" 8	493.3	22.03
" 9	472.6	21.33
" 10	477.7	23.43
" 11	495.2	23.82
" 12	540.1	23.56
" 13	539.3	23.18
" 14 Rain	465.9	23.85
" 15	523.1	22.95
" 16	539.1	21.99
" 17	492.8	22.09
" 18	512.0	21.72
" 19	525.9	23.33
" 20	527.5	23.44
" 21	496.8	24.50
" 22	490.8	22.83
" 23	487.1	23.13
" 24	480.5	21.75
" 25	477.5	22.30
" 26	492.6	22.30
" 27	487.1	19.79
" 28	477.4	18.91
" 29	523.9	18.20
" 30	466.9	20.24
" 31	504.9	21.08
Jan. 1	501.4	19.82
" 2 Rain	451.8	20.07
" 3 Rain	475.1	21.56
" 4 Rain	455.6	19.82
" 5 Rain	562.5	19.10

Elapsed time . . . 44 days
Total mileage . . . 22,022.3
Average speed per hour . . . 25 miles
Average day's run . . . 500.6
Longest day's run . . . 562.5
Average miles per gal. . . 22 miles
Smallest day's mileage . . . 480.5
per gallon . . . 18.20 miles
Greatest average miles . . . 23.33 miles
per gallon . . . 23.85 miles
Average tire life . . . 9,875 miles
*Note that longest day's run was
made on last day of the test.

N. B. The Canadian gallon being 20% larger than the American gallon, on which latter basis the above test was run, the miles per gallon figures should be increased by the same percentage to obtain in Canada the correct ratio of miles to the gallon.



D.A. Maxwell
Dealer - Watford

You know, of course, that the Maxwell Motor Car is the long distance champion of the world.

You have read that a "stock" Maxwell 5-passenger car ran for 44 days and nights without stopping the motor.

And that, in the 44 days non-stop test, the Maxwell covered 22,022 miles, at an average speed of 25 miles per hour.

But have you, up to now, realized the full significance of that performance?

Do you know that no other motor car in the world has ever equalled or even approached that performance?

In a word, did you take this test seriously when you heard of it?

Or did you set it down as a "selling stunt" to give the publicity man something to talk about?

It's worth your while to read and to study the conditions under which that test was made.

You know that the American Automobile Association (familiarly known as the "A.A.A.") is the official arbiter of every automobile test and contest.

But perhaps you didn't know that when a maker places his product under A.A.A. supervision he must do absolutely as told and abide by the decisions of the Board.

That's why there are so few A.A.A. Official Records!

This 22,000-mile Maxwell non-stop test was official from start to finish.

Therein lies its value to you.

It proves absolutely the quality of the car—of the very Maxwell you buy.

For verily this was a "stock" Maxwell. Listen:—

First: the inspectors disassembled the motor to see that no special pistons, valves, bearing-metal or other parts had been used.

Every other unit was as critically inspected. Then the car was re-assembled under their own supervision.

As we had much at stake and the test was made in winter (November 23 to January 5) we asked permission to take certain little precautions against accidental stoppage.

Sounds reasonable, doesn't it?

But they refused permission to do any such thing.

For example:—They would not permit a rubber cover over the magneto—it wasn't "stock."

They refused to let us tape the ignition wire terminals—they are not taped on the Maxwells we sell—so of course it wasn't "stock."

Neither would they let us use a spiral coiled pipe in place of the usual straight one from tank to carburetor to guard against a breakage from the constant, unremitting vibration—it isn't "stock."

Nor to use a special high priced foreign make of spark plug—the run was made on the same spark plugs with which all Maxwells are equipped.

So rigid were the rules, we were unable to carry a spare tire on the rear—it wasn't "stock." A telegram to headquarters in New York finally brought a special permit to carry a spare tire.

"It isn't stock!" "It isn't stock!"

That was the laconic reply of those A.A.A. inspectors to every last suggestion that called for anything but the precise condition of the standard, stock model Maxwell that any customer can buy from any one of 3000 dealers anywhere.

We are glad now—mighty glad—that the rules were so strict and so rigidly enforced.

Any other car that ever attempts to equal that record must do it under official supervision—and comply with the same terms.

And it will have to go some.

For Maxwell set the standard when it performed this wonderful feat.

Maxwell complied with those rules—and made good.

Every drop of gasoline and oil and water was measured out and poured in by the inspectors themselves. They would not even let our man pour it in!

Every four hours the car had to report at the official station for checking.

And it had to be there on the minute.

And every minute there was an inspector beside the driver on the front seat—two more men in the rear. One got out only to let another in—day and night for 44 days and nights!

There was one technical stop.

It is interesting to know the circumstances.

Dead of night—a driving storm—a cloudburst—suddenly another car appeared in the road ahead.

In his effort to avoid a collision the Maxwell driver stalled his motor.

At least the observers thought it stopped and so reported.

The car did not stop, however, so its momentum again started the motor (if it had indeed stalled) when the clutch was let in.

The contest board exonerated our driver on grounds that his action was necessary to save life.

That shows you how rigid were the rules—how conscientiously applied by the observers.

You who have owned and driven motor cars—you who know how small a thing may clog a carburetor or a feed pipe; "short" a spark or stall a motor—will realize what a wonderfully well made car this must be to go through that test under those conditions—44 days—22,022 miles without stopping.

The exact amount of gasoline, of oil, of water used; the tire mileage; tire troubles, tire changes; the distance and the routes are matters of official record, attested under oath and guaranteed by the A. A. A.

(By the way, the average was nearly 10,000 miles per tire.)

Any Maxwell owner—or anyone interested may see those records.

And—here's the most wonderful part—though no attempt was or could be made for economy; the Maxwell averaged 22 miles per gallon of gasoline.

Some other car may, some time, equal some one of those performances. But to equal them all in the same test—that car must be a Maxwell.