



The Maxwell Shield

THE Maxwell Motor Car is a product that we are proud to brand with the Maxwell emblem. The car gives value to the shield, and the shield, in turn, goes forth as a guarantee of the car.

The Maxwell trade-mark carries a definite message. It presents our declaration that Maxwell Motor Cars are well and honorably made, that they are cars of real worth, that they represent an exceeding value and that our resources and reputation are staked on their ability to give the fullest measure of efficient service.

The Maxwell Shield, whether it appears on Maxwell Motor Cars or on Maxwell advertising, symbolizes the honesty of purpose, the integrity, the ideals of The Maxwell Motor Company.

To many thousands of Maxwell Owners it has come to mean more than any spoken or written words.

*The prices, including Full Equipment, are: Touring Car, \$850; Roadster, \$830.
One Chassis, Three other Body Styles.*

Maxwell
Motor Company of Canada, Ltd.
Windsor, Ont.

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