## What is it You Want in a Motor Car?




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That's easy to answer-you want everything that the ingenuity of man has
invented; that science could develop, and a Canedian, accistomed to the best, You want comfort to the point of luxury in riding qualities.
You demand a car that in outward appearance is one youiand your family can
be proud to be seen You insist on artistic lines in a body that is in accord with the:prevailing fashions.
Upholstery that feeis as easy as it looks-that is as durable eas the best And withal a finish in details and in the ensemble that looks the part your car is to pay All these you may obtain in a octasion and power equal to any emergency. you but solect right. There's the rub-how
will fulfill the claims For makers are not over-modest. There's no patent on adjectives nor restriction
on the use of words. Every maker claims everything. How is one to decide? After all, it isn't so difficult. Just observe one rule- accept no clain' that hasn't been proven. You can see and test for yourself most of the qualities you deaire in a motor car. You can compare of finish. By riding in it you can veri
balance and riding qualities. If you know how to drive any car you can drive it yourself and thereby test the handiling and control-steering gear, shit, clutch; bres and responsive. All these are an open book to the man who will read and can interpret. So after all, you need only accept the word of the salesman for-well, for the These are the reliabilit These are, the reliabiiity of the car and its gasoline consumption. And theres where-the claims come in- for makers being human, and business
being oompetitive, there is a tendency to claim reliability unlimited-and fuel
econom to economy to the vanishing point.
Since this is so, what is the formula for accurate selection of a motor car
Proofss
"Claims are all right, but oily prof
Believing that every Believing that every claim should be susceptible of in controvertible proof-and
beiieving it to be good business to claim only what we can prove We have proven in offcial test, and before the whole world, those two most elusiye but most important quaities-reliability and gasoline economy In 44 days and nights running, during which the motor never stopped the car
every minute under te. supervision of A. A. A. Officials the Maxwell proved
its every minute under th
its wonderful reliability.
That still stands the world's record for reliability - the Offcial Recorc
In that same non-stopp test, astandard, stock-model Maxwell covered 2,022 miles $t$ an average speed of 25 miles per hourt.
That also is the Official World's song distancice record.
Again: The Maxwell Motor Company offered $\$ 50,000$ in Liberty Bonds to for an economy contest. American Contin More than 3000 Maxwell oxners entered -and the average of all those Maxwell
 That also stands a world's record for gasoline economy. And remember, it wasn't the performance ofone especially adjusted
average made by more than 3000 Maxwells- 1015,16 and 17 models. Nor were they driven by factory employes or deates the models. Nor were they driven by factory employees or dealers-the rules specified that So there's one car, in the selection of which you can be sure-absolutely sur For whit you cannot yourself see and examine and test, has been proven beyond You are invited to see and to ride in and to drive yourself, a Maxwell. And, having done that -having seen and tested all that can be conirmed in ond tests atso fur Then, if you are willing to acecpt terere
But if you want d car that in offici
thate ear must bea Maxwell.

"More Miles Per Gallon"
"More Miles on Tires"

Maxwell Motor Cars

G.J. TUTT

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