



Be Cold Blooded When You Choose Your Truck —and Choose Now!

As a business farmer, you must have a truck. Don't postpone decision longer. Buy now while you still can get one. Don't wait until only the money-wasting makeshifts are left.

Be just as coldblooded as a traffic expert is in selecting the right truck. Base your choice on the same considerations as he does and you will be right.

This is the way the traffic expert would look on your trucking problem:

1. **Horse Service**—Always unreliable, limiting your scope and delaying you unexpectedly. Under present conditions growing more costly than ever.
2. **Miniature Truck**— $\frac{3}{4}$ -ton; too small for practical conditions, or for your ever-increasing traffic. Costs just as much to run as a good one-ton truck.
3. **Passenger Car**—Adapted into a truck by a makeshift attachment made by a firm that did not make the car. Sure to breed trouble. Hard to keep in condition. Hard to find and cure trouble. Divided responsibility.
4. **3-Ton Truck**—Over-heavy for everyday work. Wasteful unless always used at full load.
5. **Unproved 1-Ton Trucks**—Partly experimental. Not made of highest grade steel. Over-heavy. Uncertain as to service. Costly to operate.
6. **Standardized, Time-Tested Maxwell One-Ton Worm-Drive Truck.** Low first cost. Low operating cost. Complete truck designed wholly as a truck. Made of high-grade automobile steels. An engine which has proved its reliability in years of use on hundreds of thousands of cars under all possible conditions. Worm drive of the same type as on trucks costing \$5,000. Completely enclosed drive, safe against derangement by the worst roads or worst weather.

Get the facts. Write us a letter. The more coldblooded your judgment in choosing your truck, the better we will be pleased.

The new and coming conditions are changing the whole of the transportation experts' judgment as to what truck is most economical in operating costs as well as in first costs.

If you decide in time, you can still get one of these trucks of proved reliability and 100 per cent. efficiency.

There is a Maxwell dealer near you. But we have some new information that we want to send you direct. Send us a postal card today.

One-Ton Chassis, \$1415; Chassis with Cab and Windshield, \$1460; Combination Box Body, \$1475; Combination Box Stake Body with Cab and Windshield, \$1530; Stake Gate Body with Cab and Windshield, \$1540; Express Canopy Body, \$1560. F. O. B. Windsor

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Maxwell Motor Company of Canada, Limited
Windsor Ontario

MAXWELL ONE-TON TRUCK

WORM-DRIVE

MOST MILES PER GALLON - MOST MILES ON TIRES