

A CAUSE AND ITS EFFECT

*An observation of interest to owners
and prospective owners of motor cars*

TO start with a clearly defined purpose and to pursue that purpose with an unwavering determination and an intelligence, born of experience, is to insure ultimate success.

The paths of business are strewn with the remains of those who have failed to recognize the importance of this fundamental.

The history of business is replete with obituaries of those who started to go, knowing neither where nor how.

The Maxwell Motor Company was founded to build a certain type of motor car; to build it just as well as experience, money and human ingenuity would permit, and then to produce it in large volume so that a low price could be possible.

The Maxwell Motor Company has worked ceaselessly to this end. Every part of our plan has been rigidly enforced. No available resource that could aid in the achievement of our purpose was overlooked.

The dominant underlying note in the policy of our company has been, and always will be, to build a motor car of honest materials and by honest methods. We know that merit and value make the only permanent foundation for our structure of success.

Merit and value imply comfort, an attractive design, an efficient motor, a sturdy chassis, the use of the best materials, complete equipment of tried accessories and economy in first cost and aftercost.

Each one of these qualities are part of the Maxwell Car. We do not put forth any one of them as a compelling

reason why the Maxwell should be the car of your choice.

We are selling motor cars—complete motor cars—and consequently do not base our appeal on motor speed or power, wheelbase, bulk, weight or lack of weight, appearance or any other single feature.

For example, the Maxwell engine, per pound of weight to be moved, is the most powerful automobile engine in the world. But we do not sell you a car on that account alone. We sell you because the Maxwell has every desirable feature—among which power is but one.

We hold that our manufacturing and selling policy is right. In proof thereof, we point to our record of accomplishment, which is nothing short of phenomenal.

Since the founding of our company, three years ago, we have doubled our output annually; we have improved our car constantly and have reduced our price.

Having behind us the tremendous value of public good will, an organization of dealers and distributors that is second to none and an improved product that is making good in a big way, we will build (entirely in our own factories) and sell this year, 125,000 automobiles.

We are proud of our record. It is something rightly to be proud of. Things do not simply happen. There is always a reason for such an unusual success. Feeling certain that our plans and policies are correct, we will continue to follow them as faithfully as in the past.

Nathan E. Audus

President

Touring Car, \$850 Roadster, \$830 Cabriolet, \$1235
Town Car, \$1300 Sedan, \$1400

*All cars completely equipped, including electric starter and lights.
All prices f. o. b. Windsor, Ont.*

Maxwell

Motor Company of Canada, Ltd.
Windsor, Ont.

