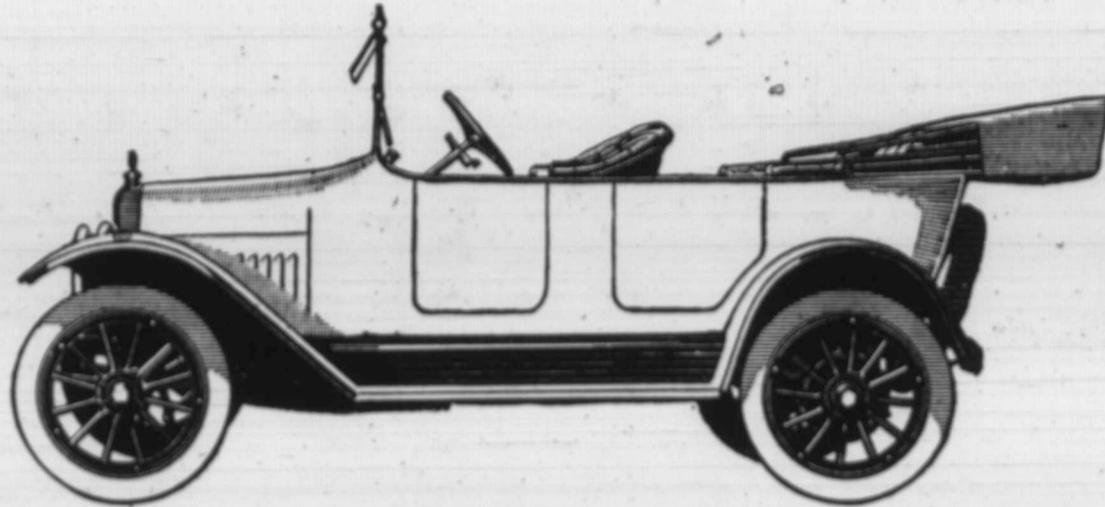


Maxwell \$850

F. O. B. WINDSOR



Low Price —yet *Highest Quality!*

We say that the Maxwell is the highest quality possible—and we will give you the facts to verify this very remarkable statement.

First of all, every ounce of steel used in this car is selected with the utmost care, rigidly inspected—and finally heat-treated by the most modern methods.

There is no possibility of any weak part "slipping into" the Maxwell car.

If you could see our extensive laboratory where materials are tested—if you could take a walk through our mammoth heat-treating department—then you would realize that science has no way of insuring higher quality than is found in the Maxwell.

And in workmanship this same remarkable standard of quality still obtains.

There is such marvelous accuracy—such absolute precision, that every part is interchangeable. The cars are assembled on what is called an endless chain—the carefully prepared parts must fit into place and without any strain. The car goes together with a smoothness that is a tribute to the great system of workmanship found in the Maxwell plants.

This quality explains why the car is establishing such unusual records for service in actual operation. From every section of the country there comes a continual stream of enthusiastic comment of what the Maxwell is doing.

This same quality will mean good service for you. We say that you can't buy higher quality—and the car stands ready to back up our claims.

Write to Windsor Office for Catalogue 618



Maxwell
Motor Company of Canada, Ltd.,
Windsor, Ont. and Winnipeg, Man.



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