

\$850

F.O.B. WINDSOR, ONT.

An Improved Car At The Same Price

BEGINNING September 13th, Maxwell Motor Cars will be equipped with a new and improved windshield, still longer and more flexible springs, wider seats, deeper and softer cushions, dash light, gasoline gauge and other equally important refinements.

Not content with the generous value heretofore present in our product, we have just added these extra improvements. This is in line with our policy—so widely advertised—not to change the Maxwell in any essential detail, but to improve it from time to time in minor respects so that it would always be a standard, recognized product, constantly abreast of the best practices of the industry.

Notwithstanding the superlative and sometimes confusing claims that are made in behalf of various automobiles, we restate our sincere conviction that *Maxwell Motor Cars offer more real value per dollar than any other car in the world.*

This is the belief of hundreds of distributors and dealers who sell Maxwell cars. It is the belief of thousands and thousands of Maxwell owners. And these beliefs are supported by actual and tangible facts.

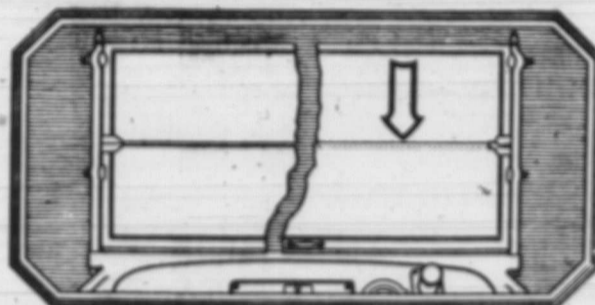
We absolutely *know* that within the entire history of the automobile business, no motor car—in any class or at any price—has equalled the Maxwell in honest, dollar-for-dollar value. *We know this.*

And if you will examine a Maxwell, ride in it, compare it with other cars, consider its splendid record, reputation and past performances, *you, too, will know it.*

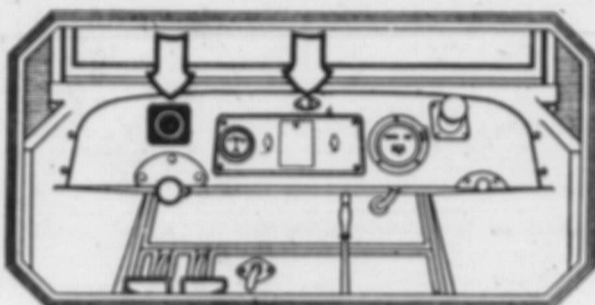
Roadster, \$830; Touring Car, \$850; Cabriolet, \$1235; Town Car, \$1300; Sedan, \$1400. All prices f. o. b. Windsor, Ont. All cars completely equipped, including electric starter and lights.

Write for the New Maxwell Catalogue. C 10

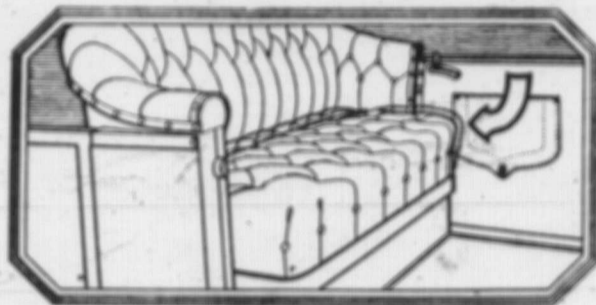
Maxwell
Motor Company of Canada, Ltd.
Windsor, Ont



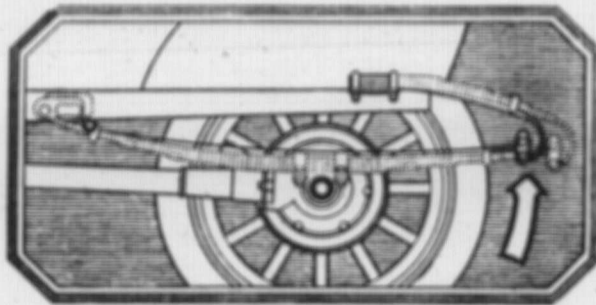
Arrow points to new and improved windshield. Upper half overlaps lower half. Absolutely safe-tight.



Dashboard board, showing gasoline gauge and electric dash light, as well as speedometer, electric starting and lighting plugs and ammeter. See arrows.



Wider and longer seats and deeper cushions, as indicated by arrow.



Arrow shows old and new spring construction. New springs much longer and more flexible.

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