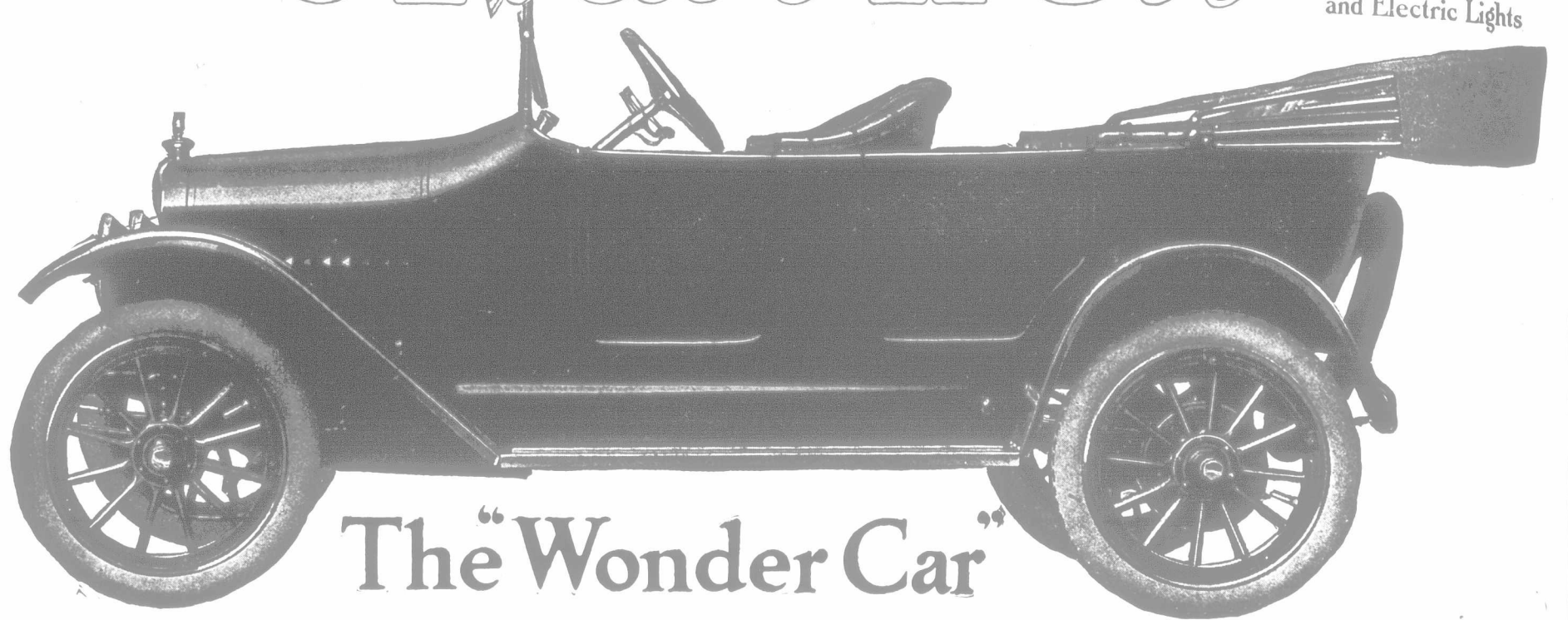


1916 Maxwell \$925

FOB WINDSOR
Including Electric Starter
and Electric Lights



The "Wonder Car"

The Acknowledged Automobile Sensation of 1916

The Lowest Cost Real Automobile

From the Atlantic to the Pacific, from the Gulf to the Great Lakes, in every City, Town and Hamlet, automobilists are lauding the 1916 Maxwell's power, —the 1916 Maxwell's beauty,—the 1916 Maxwell's luxury,—the 1916 Maxwell's complete and detailed equipment.

Everywhere, men who know motor cars, are marveling that \$925 now buys a beautiful, powerful, stream-line, real complete, full five-passenger car, with electric starter,—electric lights,—high-tension magneto,—demountable rims,—"one-man" mohair top, and every other feature and modern refinement known to the automobile industry.

The Car of Lowest "After-Cost"

Owners of the new Maxwell know that the first inspection, and the first ride, do not disclose the real worth of the "1916 Wonder Car." That only becomes apparent after week-in, and week-out, year-round use. Then it is found that the Maxwell gives matchless automobile service and lowers all economy records for:

- 1st—Miles per set of tires
- 2nd—Miles per gallon of gasoline
- 3rd—Mile per quart of lubricating oil
- 4th—Lowest year-in-and-year-out repair bills.

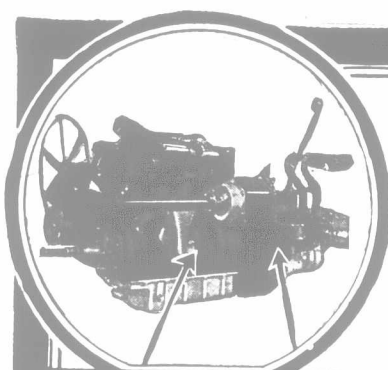
1916 Maxwell High-Priced-Car Features, all included for \$925

Electric Starter and Electric Lights	Electric Horn	Handsome Rounded Radiator and Hood	Easy Riding and Marvellous Flexibility
Demountable Rims	Double Ventilating Wind-shield (clear vision and rain-proof)	Linoleum covered running-boards and floor-boards	Unusual power on hills and in sand
"One-man" Mohair Top	Aluminum Transmission Housing	Automatic Tell-tale Oil Gauge	Ability to hold the road at high speed
New Stream-line Design	Robe Rail with back of front seat leather covered	Heat-treated, Tested Steel Throughout	Improved Instrument Board with all instruments set flush
Wider Front and Rear Seats			

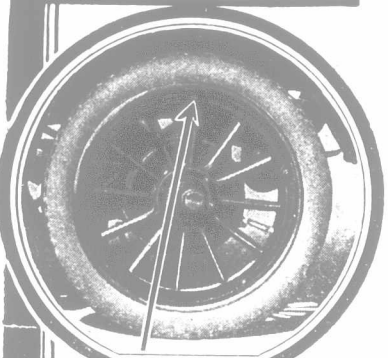
Every feature and every refinement of cars that sell at twice its price
PRICE F. O. B. WINDSOR

Write for the 1916 Maxwell Catalogue, and name of the Maxwell Dealer nearest you. Address Dept. A. M.

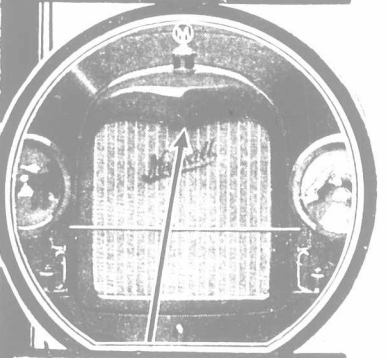
MAXWELL MOTOR COMPANY OF CANADA, Limited, WINDSOR, ONTARIO



4-cylinder Unit Power Plant with enclosed fly-wheel and clutch.

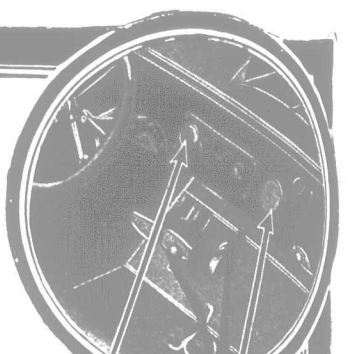


Demountable Rims are regular equipment of the 1916 Maxwell.

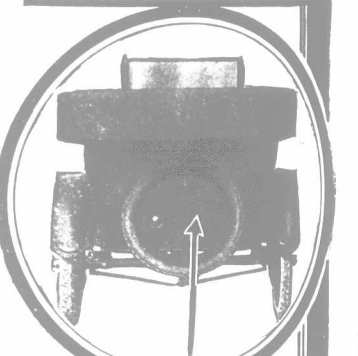


Front view showing the handsome lines of the new radiator and hood.

Built complete by the three gigantic Maxwell Factories



Speedometer, fuse box, ignition, lights, battery regulator, all mounted flush on instrument board.



Note the compact arrangement of spare tire carrier, tail light and license bracket.



Perfect fitting, "one-man" mohair top; quick adjustable storm curtains, rolled up inside of top.

Service and Parts Stations at Winnipeg and Windsor