

1916 Maxwell \$925

FOB WINDSOR
Including Electric Starter
and Electric Lights



The "Wonder Car"

A Stampede to the 1916 Maxwell

To-day, the 1916 models of every important make of automobile have been viewed by the most critical jury in the world—the Canadian automobilists.

Already the record-breaking sales of the 1916 Maxwell show an absolute buying stampede to the "Wonder Car."

The "wise ones" who have given the 1916 Maxwell the verdict, base their judgment of real automobile value upon these four vital points:

- 1st—The "first cost" of the car.
- 2nd—The "after-cost" of the car.
- 3rd—The quality of the materials and workmanship in the car.
- 4th—The equipment and the "completeness" of the car.

The 1916 Maxwell's new price, \$925, fully equipped, with electric starter, electric lights, high-tension magneto, demountable rims, "one man" mohair top, and every other high-priced-car feature has earned it first place as the car of record low "First Cost."

The 1916 Maxwell's lowering of all economy records for—

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

has earned it first place as The Car of Lowest "After Cost."

The 1916 Maxwell's pure stream-line body, new rounded clean-cut radiator design, and handsome "one man" top, have earned for it first place as "the prettiest thing on four wheels."

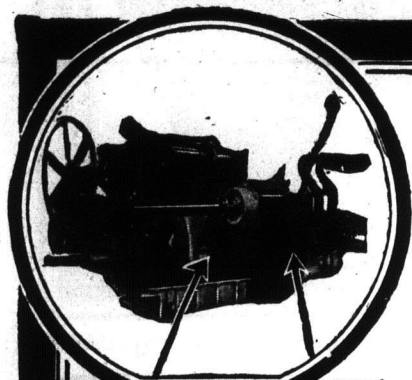
The 1916 Maxwell's special heat-treated, laboratory-tested steel, built into a Twentieth Century Automobile by men who really know how—has earned for it first place as the car of record low repair bills. And this record will extend over the entire life of the 1916 Maxwell.

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

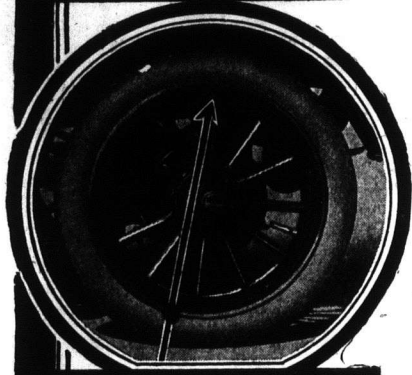
Electric Starter and Electric Lights	Electric Horn	Handsome Rounded Radiator and Hood	Easy Riding and Mar- velous Flexibility
Demountable Rims	Double Ventilating Windshield (clear vision and rain-proof)	Linoleum covered running-boards and floor-boards	Unusual power on hills and in sand
High-tension Magneto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

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

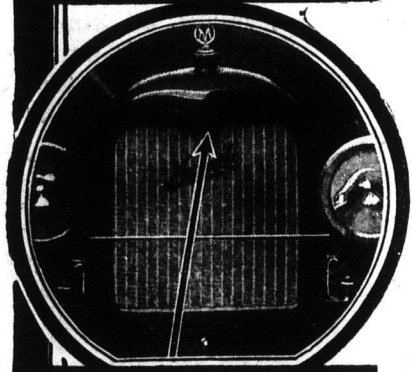
Write for 1916 Maxwell Catalogue, and name of Maxwell Dealer nearest you. Address Dept. A.V.
MAXWELL MOTOR COMPANY OF CANADA, LIMITED, WINDSOR, ONTARIO



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



Demountable Rims are regular equipment of the 1916 Maxwell.

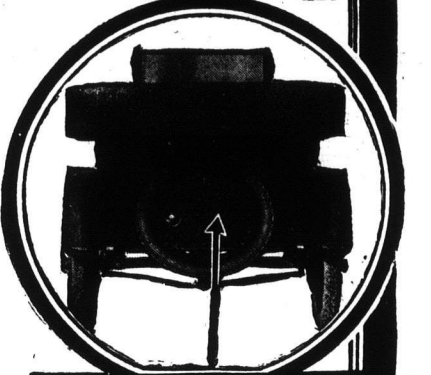


Front view showing the handsome lines of the new radiator and hood.

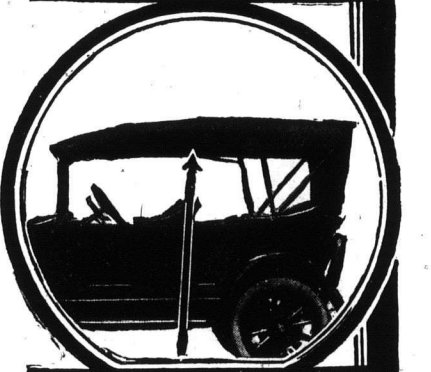
Built complete by
the three gigantic
Maxwell Factories



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 Winni-
peg and Windsor