

New Price
\$925

With 17 New Features



The Beautiful New 1915 Maxwell "25"

New Price
\$925

With 17 New Features





Holds the Road at 50 Miles an Hour

The Sensation of the Automobile Year

The biggest automobile value ever offered for less than \$1,400. Our production of 60,000 cars makes the new price of \$925 fully equipped (with 17 new features) possible.

Here are the Seventeen New Features


1. Pure stream-line body.
2. Adjustable front seat.
3. Close high-tension magneto.
4. Three-spoke steering wheel.
5. The headlights on feet.
6. Spring cushion fender.
7. Elongated carburetor.
8. Close fitting Wind Shield.9. Foot-rest for comfortable pedal.
10. Tail light, with electric lens and reflector.
11. Locking gear shifted under dash cover.
12. Chrome fenders with all seven connected.
13. Head light beam by red coating between lamps.
14. Spring seats of standard size on run.
15. Removable, double-hill radiator equipped with shock absorbing device.
16. Instrument board, carrying speedometer, carburetor adjustment and gasoline filler.
17. Improved steering gear-work and chassis control on quadrant under steering wheel, electric horn button mounted on end of quadrant.

Powerful—has unusually powerful and beautiful in its line—easy, comfortable and completely equipped with Top Windshield and Speedometer the New 1915 Maxwell at \$925 has more 17th rated car features than ever put in on automobile before for less than \$1,200.


Automobile experts have refused to believe that anyone could produce a car with all these features for less than \$1,400. The new 1915 "Wonder Car" is on display at Maxwell dealers. See it at once. If there is no dealer in your town write or wire us. Send your name and address for the New 1915 Catalogue.

With Electric Self-Starter and Electric Lights \$70 Extra

Maxwell Motor Company of Canada, Limited
Windsor, Ont.



More than 37,000 "1915" Maxwells Ordered Within Six Weeks After August 1st



On August 1st, the double page newspaper announcement — reproduced in miniature above—announced the 1915 Model Maxwell "Wonder Car." It was published in the leading newspapers of America and was followed by Maxwell page advertising in this and other prominent national publications.

Within six weeks after August 1st, more than 37,000 Maxwells were ordered by dealers. Everything indicates that, by the time this is printed, orders for at least 50,000 Maxwell cars will have been received.

This tremendous demand proves that the public and automobile dealers have recognized the 1915 Model Maxwell as the biggest automobile value ever offered for less than \$1,400.

The Maxwell Motor Company is now shipping 800 cars a week to dealers. Within a short time, this production will be increased to 1,200 cars per week. To be sure of prompt delivery, go to the Maxwell dealer nearest you and order your Maxwell now.

5-Passenger Touring Car \$925

2-Passenger Roadster \$900 Maxwell Cabriolet \$1,105 Maxwell Town Car \$1,230

Any Model Equipped with Electric Self-Starter and Electric Lights \$70 extra

"Holds the Road at 50 Miles an Hour"

\$925

Write for the beautiful 1915 illustrated Catalogue. Address Dept. A.V.
Maxwell Motor Company of Canada, Limited
WINDSOR, ONTARIO

\$925