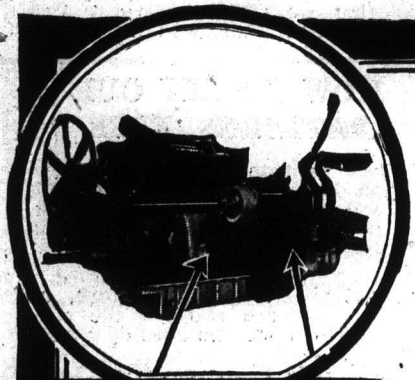


1916 Maxwell \$925

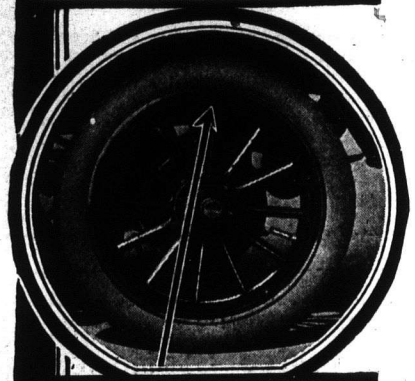
FOB WINDSOR
Including Electric Starter
and Electric Lights



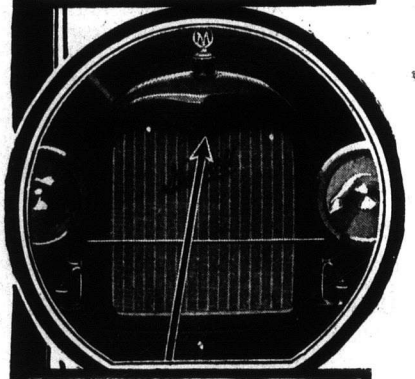
The "Wonder Car"



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

All Low "First-Cost" Records Broken

The new 1916 Maxwell shatters all low "first-cost" records for a real automobile. Think of it—a full 5-passenger car—an absolutely complete car, with electric starter, electric lights, high-tension magneto, and every refinement—a luxurious car—a beautiful car—a powerful 50-mile-an-hour car,—yet a light-weight real economy car—for \$925.

All Low "After-Cost" Records Broken

The "first cost" of an automobile is a big consideration to any sane man, but the "after cost" is an even bigger consideration to any man who wants to remain sane in his automobile investment.

The "after cost" or upkeep is what a car costs you to maintain, run, and enjoy, after you have bought it, and it is mighty hard to enjoy an automobile if it costs you too much to run.

The Maxwell has lowered 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

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

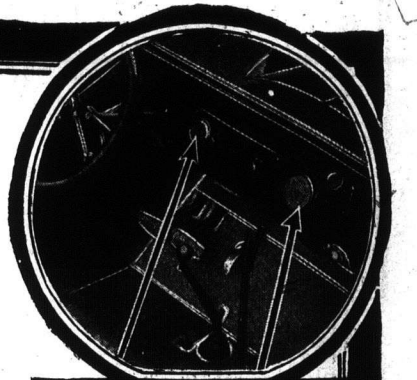
Electric Starter and Electric Lights	Electric Horn	Handsome Rounded Radiator and Hood	Easy Riding and Marvelous Flexibility
Demountable Rims	Double Ventilating Windshield (clear vision and rain-proof)	Linoleum covered running-boards and floor-boards	Unusual power on hills and in sand
High-tension Magneto	Aluminum Transmission 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 instruments set flush
New Stream-line Design			
Wider Front and Rear Seats			

Every feature and every refinement of cars that sell at twice its price

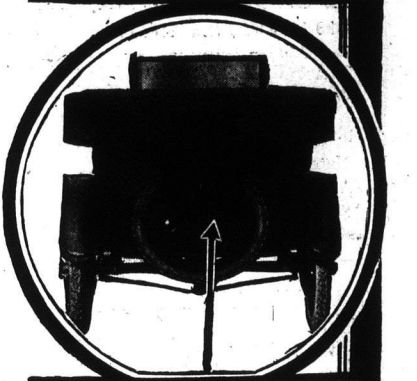
PRICE F. O. B. WINDSOR

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

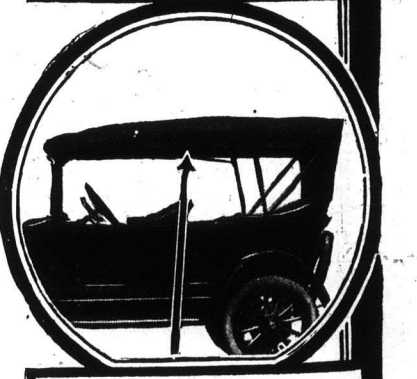
MAXWELL MOTOR COMPANY OF CANADA, Limited, WINDSOR, ONTARIO



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