

New Price \$925

With 17 New Features

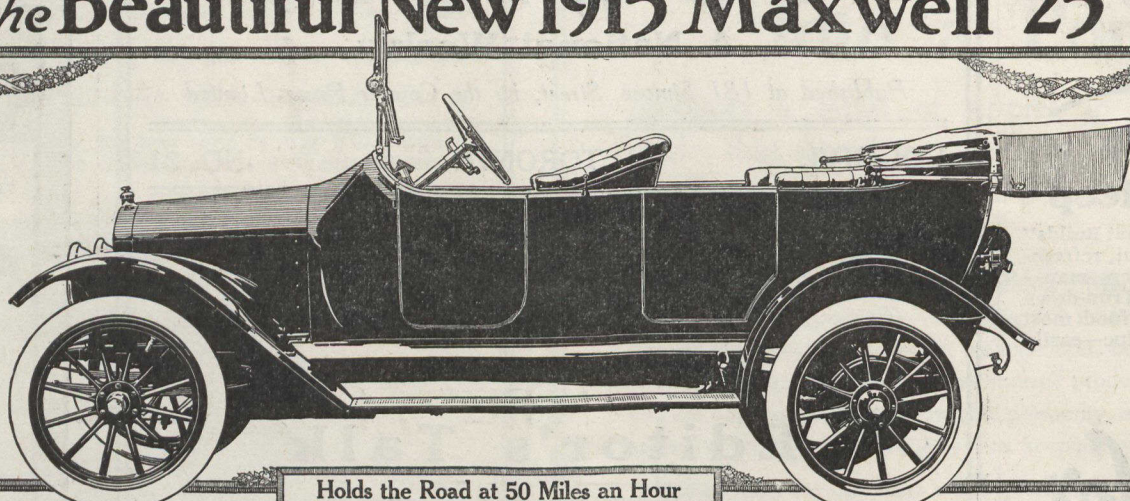


The Beautiful New 1915 Maxwell "25"

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.—Six high-tension magnets.
- 4.—Three-quarter elliptic rear springs.
- 5.—Tire brackets on rear.
- 6.—Spring tension fan.
- 7.—Kington carburetor.
- 8.—Clear Vision Wind Shield.
- 9.—Foot-rest for accelerator pedal.
- 10.—Tail lights, with license brackets attached.
- 11.—Gasoline tank located under dash cover.
- 12.—Crown fenders with all rivets concealed.
- 13.—Head lights braced by rod running between lamps.
- 14.—Famous make of anti-skid tires on rear.
- 15.—Gracefully rounded, double-shell radiator equipped with shock absorbing device.
- 16.—Instrument board, carrying speedometer, carburetor adjustment and gasoline filler.
- 17.—Improved steering gear, spark and throttle control on quadrant under steering wheel; electric horn button mounted on end of quadrant.

Powerful—fast—unusually graceful and beautiful in its lines—roomy, comfortable and completely equipped with Top, Windshield and Speedometer the New 1915 Maxwell at \$925 has more high priced car features than ever put in an automobile before for less than \$1,400.

Built complete by three gigantic Maxwell Factories at Detroit, Dayton and Newsmade.

Automobile experts have refused to believe that anyone could produce a full grown five passenger really beautiful fully equipped car—a car with real high tension magnets—a car with sliding gear transmission—left hand drive, center control, a car with practically every high priced car feature for less than \$1,400.

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

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 Catalog.

Maxwell Motor Company of Canada, Limited
Windsor, Ont.

Every car backed by the great Maxwell Motor Co. Inc. Service Stations in principal cities.

Dead Radiator and Other New Features
Related to the new steering wheel—Crown Fender—Kington Carburetor—Spring Tension Fan—Tire Brackets—Clear Vision Wind Shield—All included in the Price, \$925.

Left Hand Drive and Other New Features
Related to the new steering wheel—Crown Fender—Kington Carburetor—Spring Tension Fan—Tire Brackets—Clear Vision Wind Shield—All included in the Price, \$925.

New Crown Fenders and Other New Features
Related to the new steering wheel—Crown Fender—Kington Carburetor—Spring Tension Fan—Tire Brackets—Clear Vision Wind Shield—All included in the Price, \$925.

Grey & Davis Self-Starter, \$70 extra
Tubular steel—Electric motor—Electric lights—Electric horn—Electric horn button—Electric horn button—Electric horn button—All included in the Price, \$925.

Six High Tension Magnets
Technical use of magnets—Electric lights—Electric horn—Electric horn button—Electric horn button—Electric horn button—All included in the Price, \$925.

The New Adjustable Driving Seat
Technical use of magnets—Electric lights—Electric horn—Electric horn button—Electric horn button—Electric horn button—All included in the Price, \$925.

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 \$1105 Maxwell Town Car \$1230

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.P.

Maxwell Motor Company of Canada, Limited

Windsor, Ontario

\$925