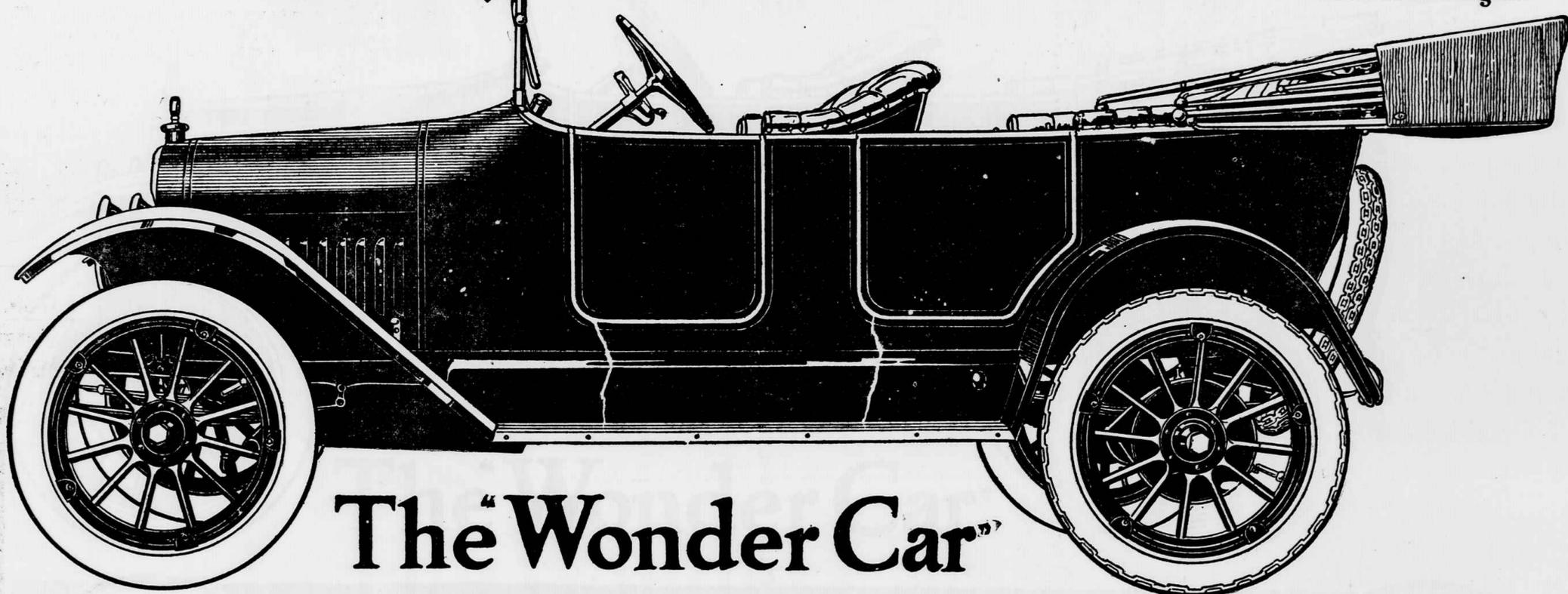


# 1916 Maxwell \$655

Including Electric Starter and Electric Lights



## The "Wonder Car"

### 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 \$655

### 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 \$655

Electric Starter and Electric Lights  
Demountable Rims  
High-tension Magneto  
"One-man" Mohair Top  
New Stream-line Design  
Double Ventilating Windshield,  
(clear vision and rain-proof)

Electric Horn  
Wider Front and Rear Seats  
Aluminum Transmission Housing  
Handsome Rounded Radiator and Hood  
Robe Rail with back of front seat leather covered  
Linoleum covered running-boards and floor-boards

Automatic Tell-tale Oil Gauge  
Heat-treated, Tested Steel Throughout  
Easy Riding and Marvelous Flexibility  
Unusual power on hills and in sand  
Ability to hold the road at high speed  
Improved Instrument Board with all instruments set flush

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

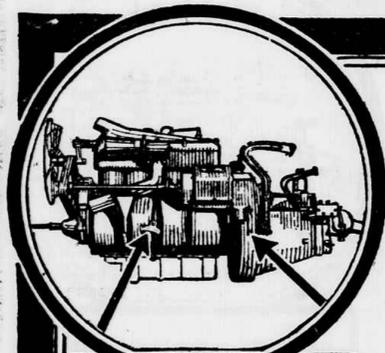
PRICE F. O. B. DETROIT

Come in and see the 1916 "Wonder Car." Ride in it—give it every test you can think of. Telephone or write for a free demonstration

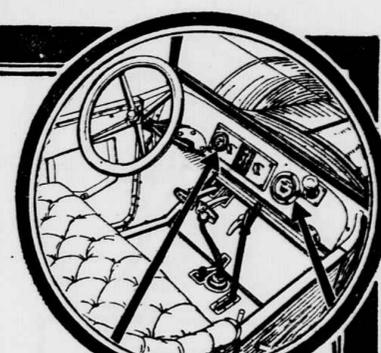
**H. B. Leary Jr.,**  
1321-23 14th Street N.W.

Built complete by the three gigantic Maxwell Factories at Detroit, Dayton, and Newcastle

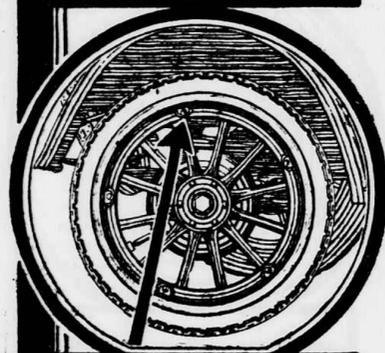
16 Great Maxwell Service Stations—  
54 District Offices—Over 2,500  
Dealers—all giving Maxwell service



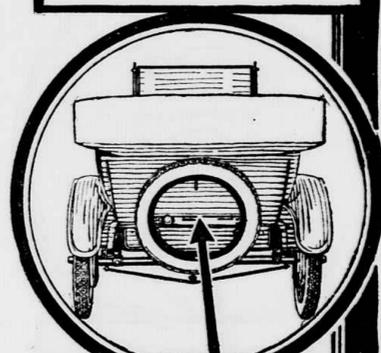
4-cylinder Unit Power Plant with enclosed fly-wheel and clutch.



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



Demountable Rims are regular equipment of the 1916 Maxwell.



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



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



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