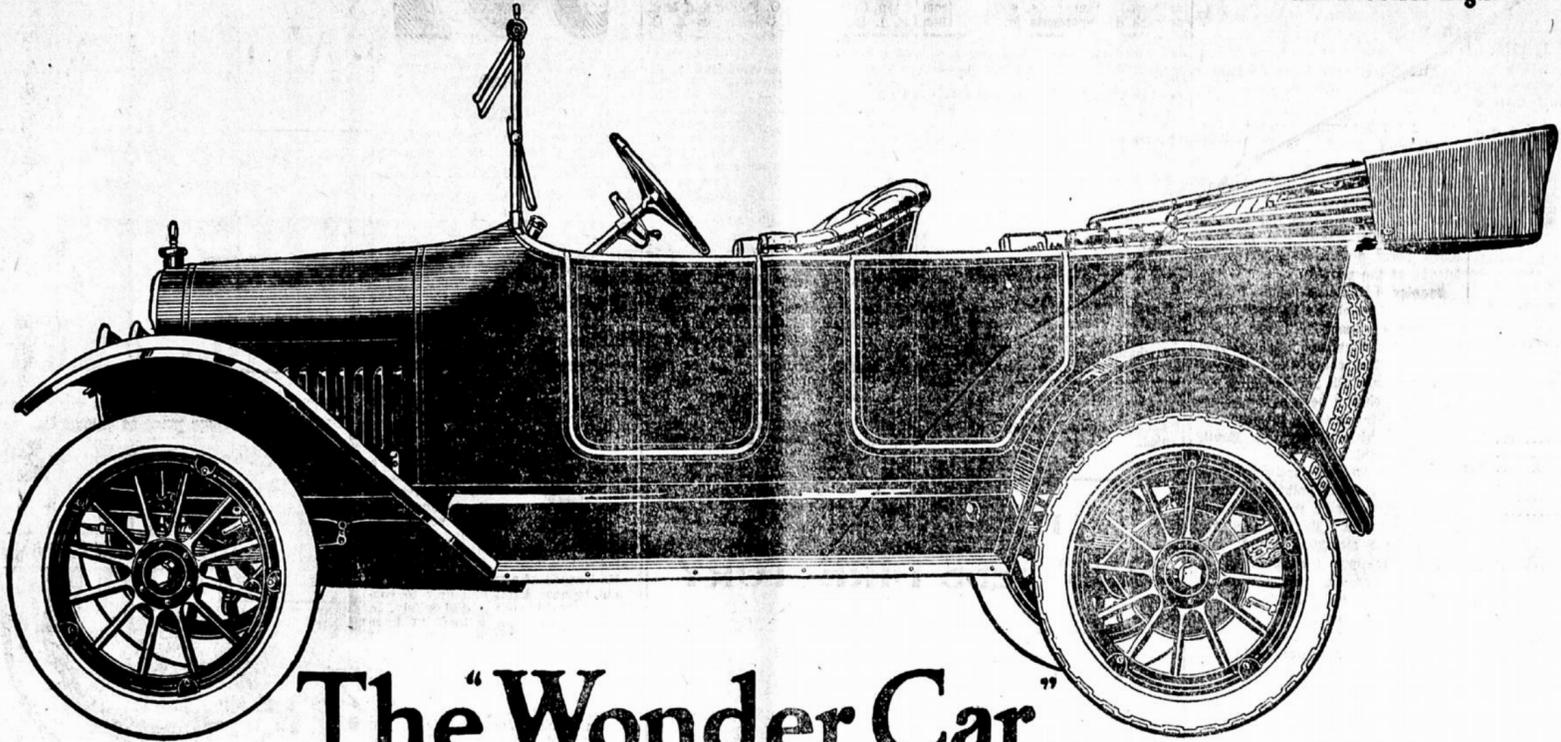
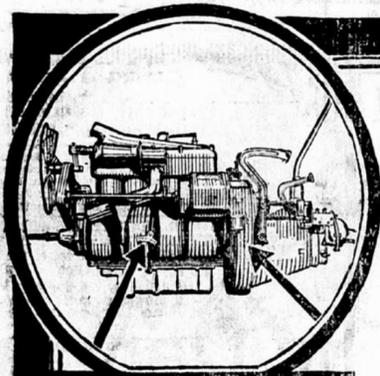


# 1916 Maxwell \$655

Including Electric Starter and Electric Lights



## The "Wonder Car"



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



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

### 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.

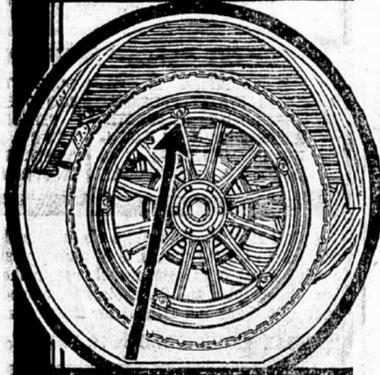
### All Low "After-Cost" Records Broken

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.

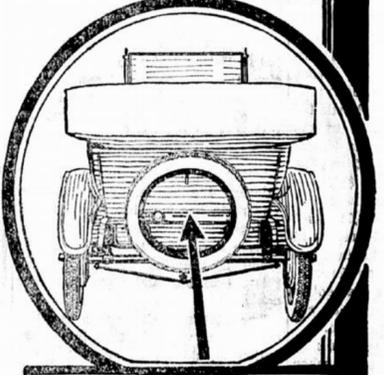
The "after cost" or upkeep is what a car costs you to maintain, run, and enjoy, after you have bought it, and it is mighty hard to enjoy an automobile if it costs you too much to run.

The Maxwell has lowered all economy records for:

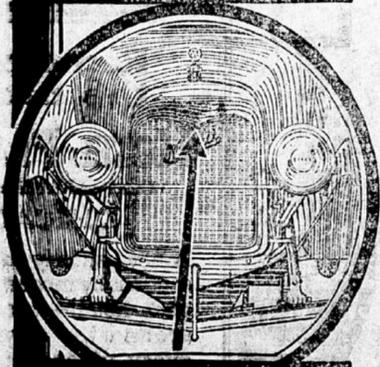
- 1st — Miles per set of tires
- 2nd — Miles per gallon of gasoline
- 3rd — Miles per quart of lubricating oil
- 4th — Miles lowest year-in-and-out repair bills



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.

### 1916 Maxwell High-Priced-Car Features, all included for \$655

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

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

## BISMARCK MOTOR CO.

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

C. Bertsch, Manager  
414 Broadway,  
BISMARCK, N. D.

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



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