

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

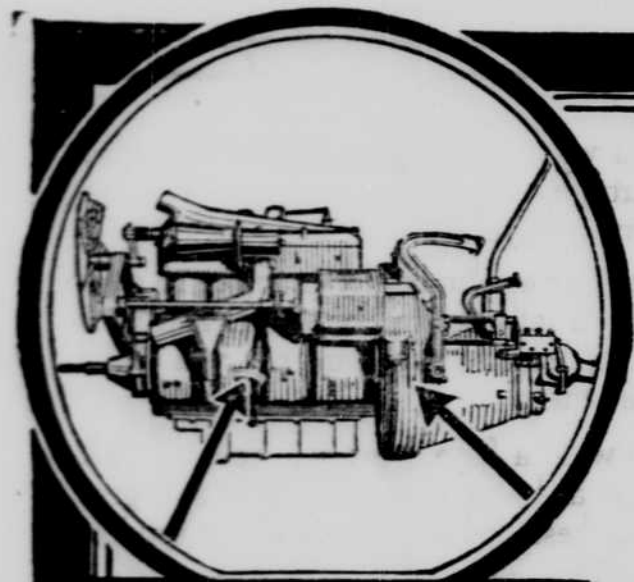
Come in and see the 1916 "Wonder Car." Ride in it—give it every test you can think of. Telephone or write for a free demonstration

ALVA O. LEWIS, Agent

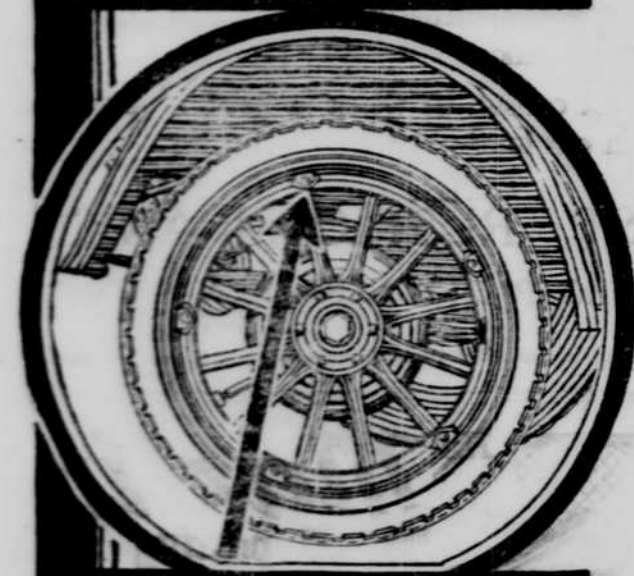
Loup City, Neb.

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

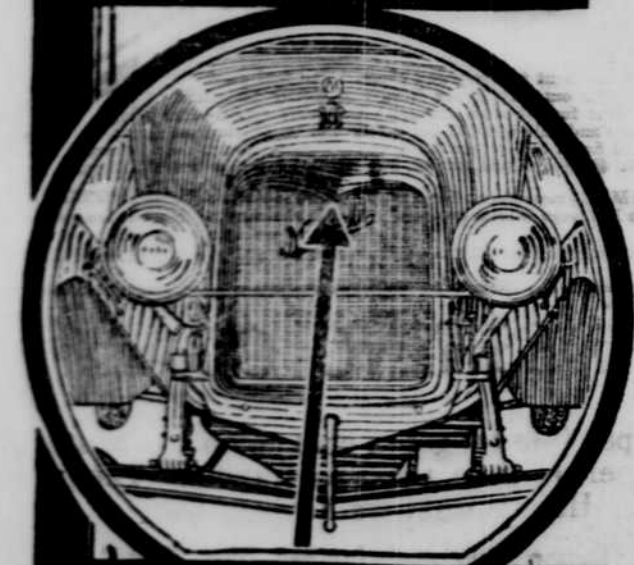
16 Great Maxwell Service Stations—54 District Offices—Over 2,500 Dealers—all giving Maxwell service



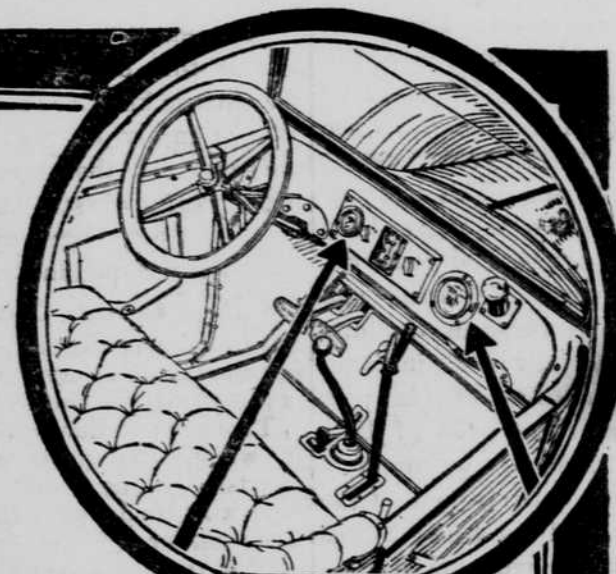
4-cylinder Unit Power Plant with enclosed fly-wheel and clutch.



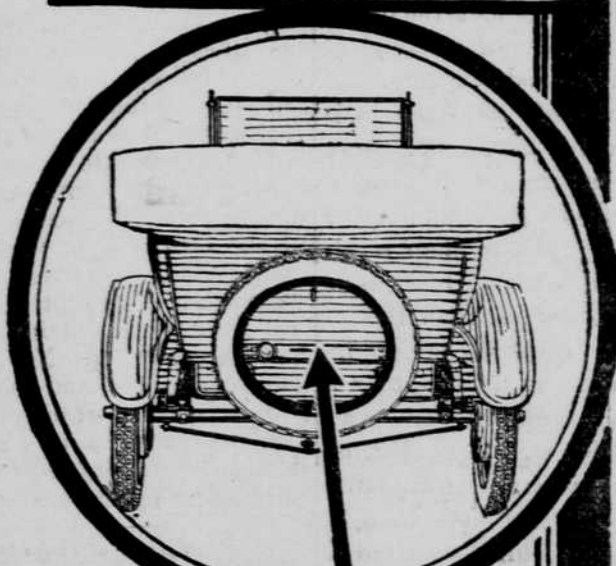
Demountable Rims are regular equipment of the 1916 Maxwell.



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



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.