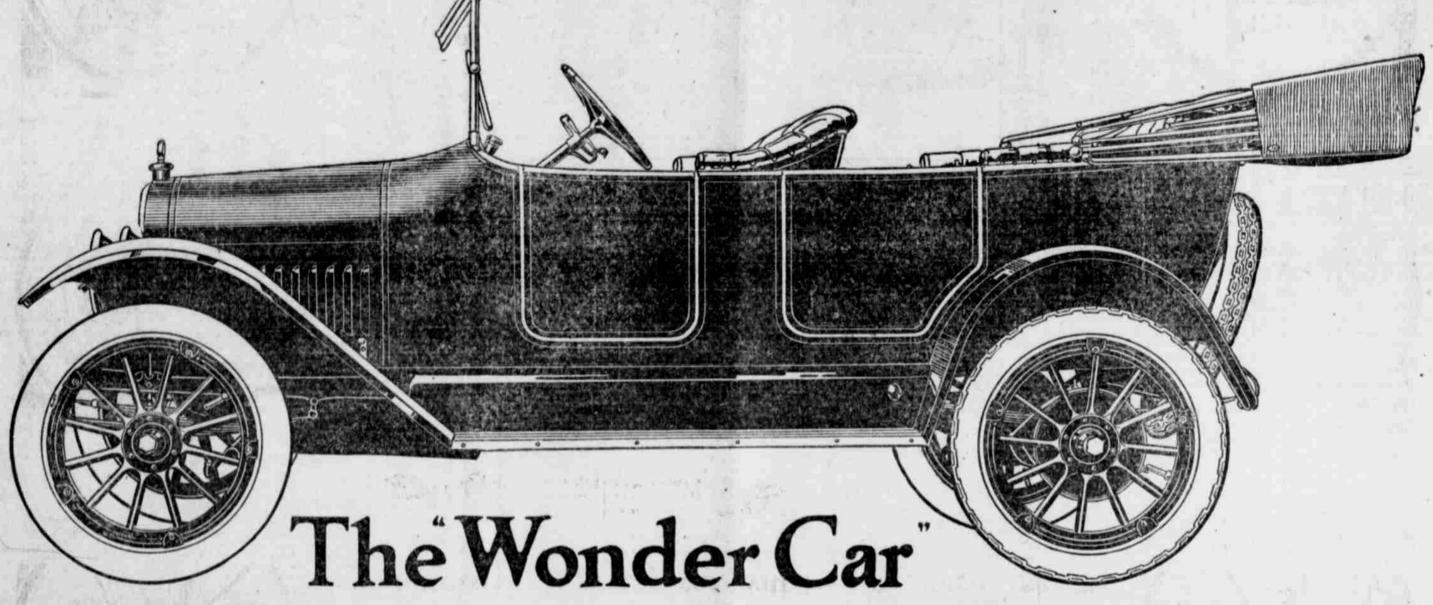
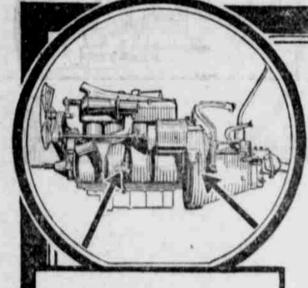
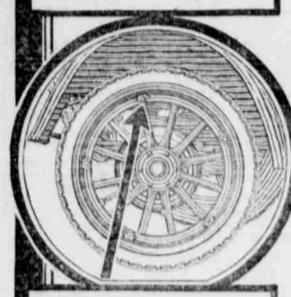
\$655 1916 Including Electric Starter and Electric Lights

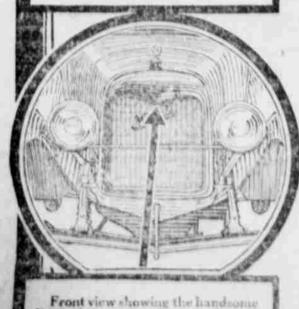




4-cylinder Unit Power Plant with enclosed fly-wheel and clutch.



Demountable Rims are regular equipment of the 1916 Maxwell.



nes of the new radiator and hood,

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

Wider Front and Rear Seats Aluminum Transmission Housing
Handsome Rounded Radiator and Hood
Robe Rail with back of front seat leather covered

Robe Rail with back of front seat leather covered

Robe Rail with back of front seat leather covered

Robe Rail with back of front seat leather covered

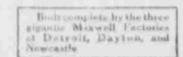
Robe Rail with back of front seat leather covered

Robe Rail with back of front seat leather covered with the road at high speed Linoleum covered running-boards and floor- Improved Instrument Board with all boards

Automatic Tell-tale Oil Gauge Heat-treated, Tested Steel Throughout instruments set flush

Every feature and every refinement of cars that sell at twice its price PRICE F. O. B. DETROIT

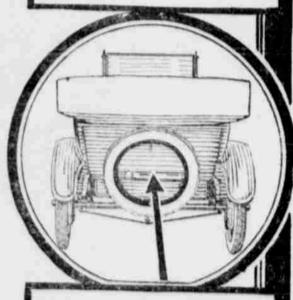
Come in and see the 1916 "Wonder Car." Ride in it - give it every test you can think of. Telephone or write for a free demonstration



Powell Auto Co.



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



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



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