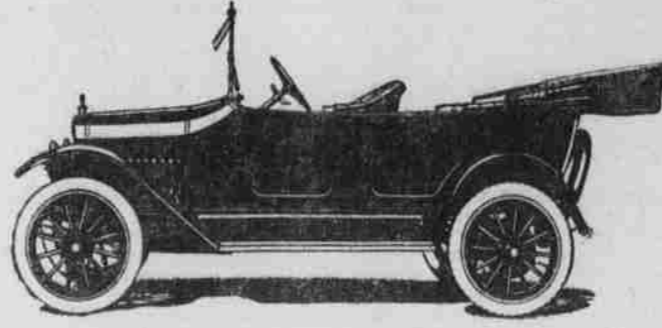


1916 The Wonder Car 1916



You Don't Burden Your Bank Account When You Buy a Maxwell

The average automobile, you say, is a burden. The pleasure it gives is eclipsed by the worry it creates---to run and to repair. Even when you use it but seldom, depreciation makes it a luxury beyond your means.

\$745

f. o. b. Salem

Fully Equipped, Including
Electric Starter; Electric Lights

Then you don't know the Maxwell. You don't know its marvelous record for low after-cost among 48,000 satisfied owners---every where. You don't know the new standard it has created in automobile values. You don't know how the joy---the benefits---of owning a real, powerful, beautiful automobile can be yours without adding a burden to your income.

Lowest First Cost---Lowest After Cost

Oldsmobile

On this the 16th New Years Anniversary of the Olds Motor Works we Cannot Refrain From Giving 16 Logical Reasons Why You Should Own an Oldsmobile.

FOUR CYLINDER

- 1—Oldsmobile touring weighs 2755 pounds, ready for the road, with a full supply of fuel and spare casing. It is the first vehicle to achieve such lightness.
- 2—The Oldsmobile has style, and fascination other cars do not have.
- 3—Your saving in a single season driving the Oldsmobile would pay for a thousand mile tour with your family.
- 4—The Oldsmobile is built by the Olds Motor Works, pioneer manufacturers of automobiles in America.
- 5—Fascinating because of its distinctive low body lines, luxurious finish, wide doors, deep, broad seats, and scores of other features.
- 6—With valve in the head, four cylinder motor. This type of motor delivers excess power without waste of fuel.
- 7—One man top of perfected type, quickly adjusted storm curtains, a heavy plate glass wind shield and an eight day rim winding clock are included in the long list of refinements.
- 8—Running boards are cast out of solid aluminum and are, therefore, wear proof and permanently beautiful. Mud scrapers are provided on the running boards.

Four cylinder models in family roadster and five passenger bodies—

\$1225 F. O. B. SALEM

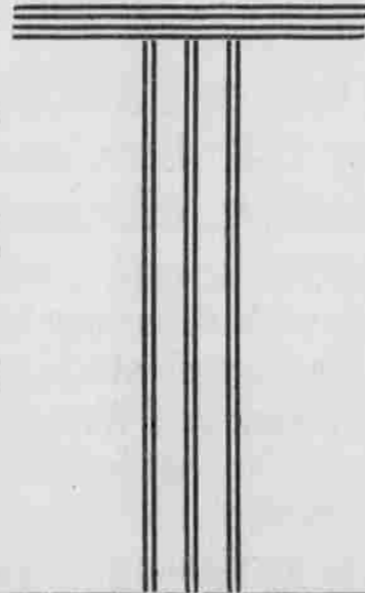
EIGHT CYLINDER

- 1—The motor has eight cylinders cast in two blocks of four cylinders each and arranged in V type formation. It is one of the simplest, most compact and lightest eight cylinder motors of such power ever designed.
- 2—A blending of excess power and perfect smoothness.
- 3—An ease of riding, which is the result of the continuous torque, that is unsurpassed.
- 4—Oldsmobile—European type radiator, distinctive—yet practical.
- 5—Low cost of maintenance due to perfect balance and class of material used.
- 6—Accessibility never before dreamed of in V type motor construction.
- 7—Like people with a striking personality—it's a car you will turn to look at.
- 8—Last but not least it is truly a product of the—House of Oldsmobile—the grandsire of the Automobile industry.

Eight cylinder models same body types as four's. The superb light car, the last word in power, flexibility and ease of riding—

\$1325 F. O. B. SALEM

Oldsmobile



We cheerfully demonstrate at any time---any where. Immediate delivery of all models

HALVORSEN & BURNS

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