

**1916 Maxwell \$655**  
Including Electric Starter and Electric Light

**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—absolutely complete car, with electric starter, electric lights, high-tension magnets, and every refinement—a luxurious car—on beautiful cast-iron wheels—**for \$655.**

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

The "first cost" of an automobile is a big consideration to any one who wants to remain sane in his automobile investment. The "after cost" or expense to which a car may give its owner, when you, and enjoy, after you have bought it, and it is ready to enter an automobile if it costs you less than it costs.

The Maxwell has lowered all records for:

- 145—Miles per set of tires
- 240—Miles per gallon of gasoline
- 100—Miles per quart of lubricating oil
- 100—Lowest repair-and-replacement bills

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

|                              |                           |                             |                            |
|------------------------------|---------------------------|-----------------------------|----------------------------|
| Electric Starter and Magnets | Electric Lights           | High-Tension Magnets        | Cast-Iron Wheels           |
| Electric Horn                | Electric Door Locks       | Electric Window Cranks      | Electric Windshield Wipers |
| Electric Fuel Valve          | Electric Fuel Gauge       | Electric Fuel Filter        | Electric Fuel Lines        |
| Electric Fuel Pipes          | Electric Fuel Tanks       | Electric Fuel Valves        | Electric Fuel Connections  |
| Electric Fuel Fittings       | Electric Fuel Hose        | Electric Fuel Clamps        | Electric Fuel Gaskets      |
| Electric Fuel Washers        | Electric Fuel Seals       | Electric Fuel O-Rings       | Electric Fuel Greases      |
| Electric Fuel Lubricants     | Electric Fuel Filters     | Electric Fuel Screens       | Electric Fuel Strainers    |
| Electric Fuel Cleaners       | Electric Fuel Polishes    | Electric Fuel Preservatives | Electric Fuel Additives    |
| Electric Fuel Conditioners   | Electric Fuel Stabilizers | Electric Fuel Emulsifiers   | Electric Fuel Dispersants  |
| Electric Fuel Solubilizers   | Electric Fuel Emulsifiers | Electric Fuel Dispersants   | Electric Fuel Solubilizers |

Write to the 1916 Maxwell Catalogue, or name of the Maxwell Dealer nearest you.  
 Maxwell Motor Company, Inc., Detroit, Michigan

1915

**58 miles per Hour**  
**25 miles to the Gallon**  
**5 to 25 miles in 8 seconds**

**This is Performance:**

Sustained speeds of 58 miles an hour; flashing acceleration of 5 to 25 miles in 8 seconds; overdrive economy as high as 25 miles per gallon, is a combination of performance features found in no other car.

What car, regardless of type, near the Chrysler Four price, can even approximate such a combination of performance merit?

Any Chrysler dealer is eager to afford you the opportunity of proving Chrysler Four's outstanding superiority—with you at the wheel, if you desire.

**CHRYSLER FOUR**

1925

## Peak Performance

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
|     |     |     |     |     |     | 1   |
| 2   | 3   | 4   | 5   | 6   | 7   | 8   |
| 9   | 10  | 11  | 12  | 13  | 14  | 15  |
| 16  | 17  | 18  | 19  | 20  | 21  | 22  |
| 23  | 24  | 25  | 26  | 27  | 28  | 29  |
| 30  | 31  |     |     |     |     |     |