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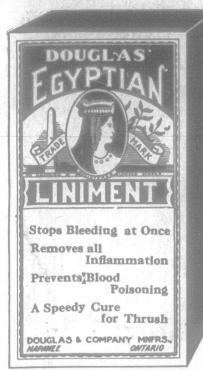
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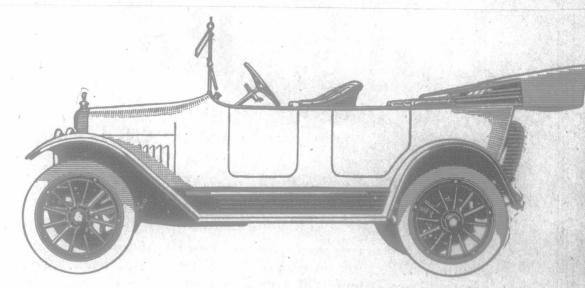
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Maxwell \$850



An Engineer's Opinion

This letter from an eminent engineer is typical of the experience of thousands of Maxwell owners. It covers the vital points of the Maxwell car - the points in which you, as an automobile buyer, should be interested.

"When I heard about the wonderful value in the 1916 Maxwell car I commenced to investigate, with the result that I sold the roadster I used to own to buy what I consider a more efficient car, the Maxwell.

"I placed my order and was fortunate in receiving through your live wire agent, Mr. Lustbaum, of this city, the first 1916 runabout in this section of the country. I was favorably impressed and pleased with my car from the start, and now after several months of service I am entirely convinced that my judgment was right in replacing my other car with a Maxwell for a business car.

"As industrial engineer for the Consolidated Gas Company of New Jersey, I must have a car that will give me service throughout the entire year, winter as well as summer. My operation is hard on a car, as I drive it every month of the year, through storm as well as clear weather, and through muddy as well as smooth dry roads. My mileage per gallon is necessarily low proportionally because I have a great many calls to make which of course necessitates many starts and stops, which tend to make poor efficiency records; this is also accompanied by considerable idling of the engine. However, for four months of operation I have averaged twenty-three miles to one gallon of gasoline, which is considerably higher than I was able to obtain with my other car.

"The self-starter equipment throughout on my Maxwell is apparently well-constructed and to date has given me no trouble at all, and yet I see every day other cars laid up with starting and ignition trouble.

"The points that appeal to me more strongly as I continue to drive my Maxwell are: The ease of operation; low maintenance cost; the advantage of demountable rims and one man top; the cool effect derived on warm days in the driving compartment due to the double ventilating windshield; the high tension magneto entirely separate from the lighting and starting system; the truly irreversible steering wheel, a great asset in sandy and muddy roads, and most important, the high efficiency in the consumption of gasoline and oil.

"In my opinion the 1916 Maxwell car is by far the best buy and greatest value for the money, of any make of automobile made in the United States this year, when the matter is carefully considered from every standpoint. I remain

"Yours very truly,

"HAROLD W. DANSER.

"Long Branch, N. J."

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