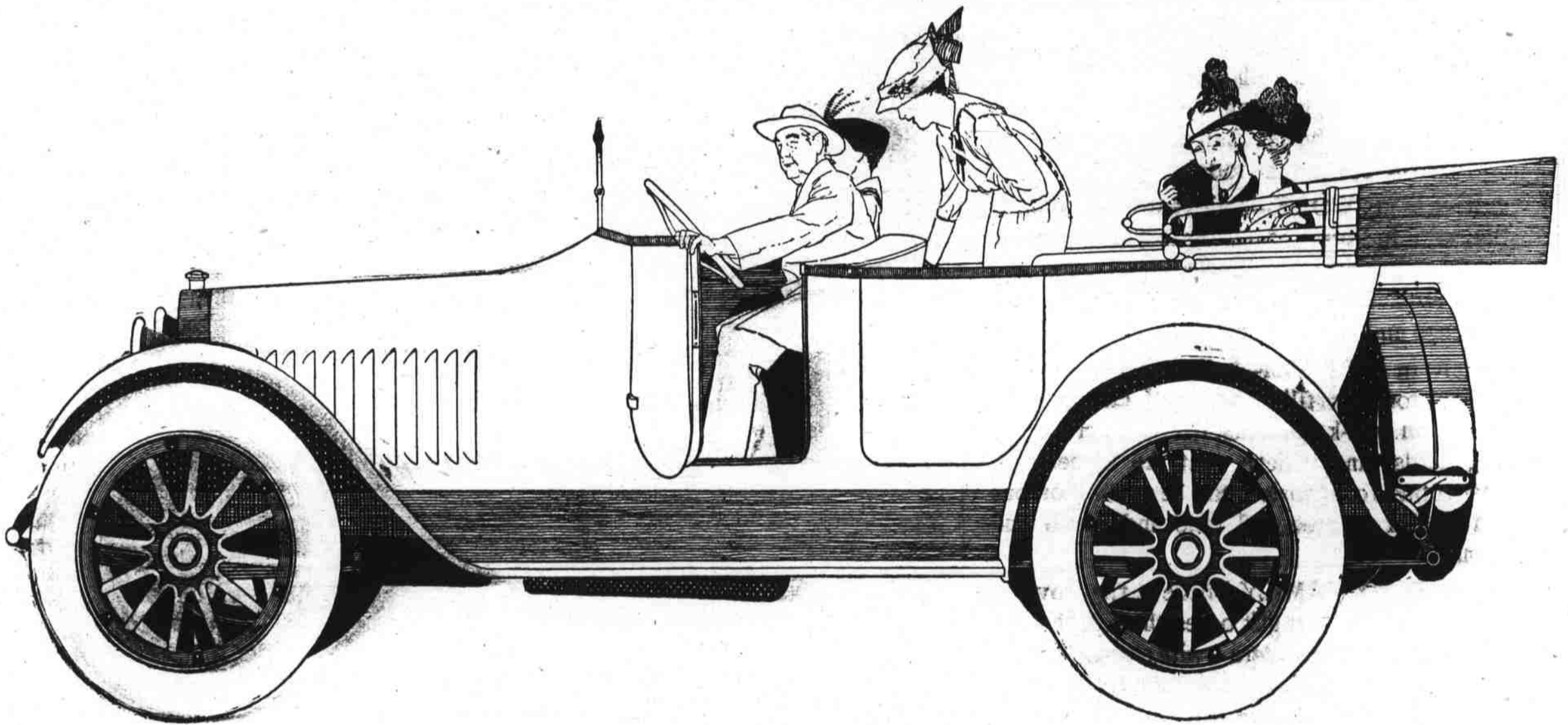


Price \$1090 Detroit. Do You Wonder that Chalmers Sales Are Now 900 per cent Ahead of Last Year's?



Quality First



5000 Farmers Have Bought This 3400 r. p. m. Chalmers Since January 1st

History will call the 3400 r. p. m. Chalmers the machine with the long-lived engine.

For the same causes that produce ease of driving and economy of operation, insure length of life for her engine.

Long life in a machine of any kind depends largely on absence of strain under average working conditions.

A man—a machine—anything that has to strain itself to the utmost to accomplish results is doomed to short life.

There's no trace of strain in the quiet action of this machine.

No matter how low you sink the accelerator button, as you let her go faster and faster, she'll always convey the impression that she's saving herself. And that's exactly what she's doing, too.

That's because of the great margin of reserve between all normal driving exertion and her crank-shaft speed limit of 3400 revolutions per minute.

You couldn't saddle any back-breaking task upon her if you tried. Chalmers engineers have insured her against that.

She does 5 miles an hour with only 250 revolutions per minute. At 10 miles she does 500. At 20, 1000. At 30, 1500.

You see, she delivers the sort of car speeds at which you run 90 per cent of the time with 16 to 40 per cent strength. She holds 60 to 84 per cent in instant readiness

for the heroic hill work and spectacular pick-up which have thrilled the Western Hemisphere all the way from New Brunswick to Buenos Aires.

This high-speed engine gives long life as well as great fuel economy. She develops her high touring car speed at 2900 r. p. m. Her crank-shaft is saving itself even there, for you can still let her out and out.

The faster she spins, the smoother she runs. That's the open secret of her smooth power and riding comfort.

She's remarkably economical, too; gives 18 miles of travel to the gallon of fuel.

When you drop in at your nearest Chalmers dealer's, be sure to inquire about the Chalmers service inspection coupons. They are negotiable with all Chalmers dealers everywhere. This system is a most important consideration in buying your machine.

Five-Passenger Touring Car, \$1090 Detroit
Three-Passenger Cabriolet, \$1440 Detroit
Two-Passenger Roadster, \$1070 Detroit

Color of Touring Car and Roadster—Oriford maroon or Meteor blue. Cabriolet—Oriford maroon, Valentine green or Meteor blue. Wheels—standard dark, primrose yellow, or red. Wire wheels optional on Roadster or Cabriolet at extra cost.

Chalmers Motor Company, Detroit
Chalmers Motor Sales Co., Dallas, Texas Distributors