NAVE ITALLANA,
URATA, CATTURA UN
SOTTOMARINO NEMICO

ARMED POSSE HUNTS ESCAPED
LUNATIC HIDNE IN THICKET


CARRANZISTAS RUSHING FOOD NTO MEXXCO CTTY
Give Trains Bearing Supplies From Vera Cruz Right
Way Over Troop Trains.

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Gorizia Bombardato da Aeroplani Italianí - Li Cavalleria di Cadorna

## Big Seven-Passenger Touring Car

Alast you can get one of the biggest motor cars on the market at the price you have been considering-one of the most luxurious motor cars made by one of the great leaders of the higher-priced motor-car field.
At last you can get a car at a reduced price that hasn't one bit of value taken out of it.
At last you can get at the price of cheap cars, a Chalmers car-a car that 10,000 owners have run for two years at the lowest record for real economy
of upkeep ever known

## Cut from $\$ 1925$

This ar was placed on the market two years 2 . 8 o at tip2. Thoupends wete sold at that price Then the car was reduced Most of these cars went to New York, Philadel phia, Boston and Chicago, where the list of Chalmers Six-48 owners reads like the Blue Book. They were not bought merely by those way for an automobile, but by people who could afford any car. automobile, but by people who could anerating in the
Over a thousand Six-48's are operatin New York City district alone, yet one man repairs

## No Changes But Improvements

 The cars operating in this district broke all recordssidered.
sidered.
There can be no improvement made in a motor which does such work as this.

There can be no structural improvement made in carburetion which makes such a record in gas economy, or on a chassis with such proper distribution of weight-light where it can be, strong where its has been skimped in the 1916 model of this car, but numerous refinements have been made.
refinements have built in our own shops. It is not a
The car is buiser motor picked up here, a trans

## How We Are Able To Cut

This fact and quantity production have enabled This fact and quantity productionice.
us to produce this car at the 1916 price. That We are building 20,000 cars ther sefore. We are putting up new buildings; we are installing new laborsaving and cost-reducing machinery.
With bigger organization, increased capital and new plans, we have cut down administrative expense in its ratio to each car made.
After several years work we are now equipped to make quality cars at quantity prices.
This car gets all the advantages of this general
saving.
In addition we had no new tools to make on this model, no new tool fixtures to make, no new machine tools-so we are able to give the present buyers the benefit of these special savings also.

## Not a Made-Over Car

 Thus you sec that it is not a madeovere car to high-grade quality Think of itll -tisis car at $\$ 1550-\$ 375$ cheaper han its frrst selling price- and then poople wondered haow we could make it at less than 22000 .Why, a great motor manufacturer once said to us: "It is the finest motor in material and workman ship we have ever seen (the one in this car at 1550 ) We are frank to sor higher-priced cars. No cout a better mat know is turning out a motor with such high-class workmanship as you put on this

## Look Beneath the Surface

 Statements like this should make the prospective motor-car purchor-ar manufacturers nowadays. claims of all motor-car marchaser can't tell by looking at a finished car what is in the chassis. If he is a man of mechanical knowledge he can tell something by close examination of the chassis.by even then he can't find such differences as this motor manufacturer found in our motor. But those who see Chalmers Cars in the making see these differences.
That's why we proudly call attention to the fact that we have never lost a single purchaser who made a trip through the Chalmers
tiver tive purch

Talk to Owners of This Car
vicininy arc running thish cars now oaks any of them
aboutit It is the car of Quality-Plus. It is the car of
Ouality, because the Chalmers Motor Company has Quality, because to the temptation to make cheap nevers. When we cannot build quality cars we will go out of business.
It is the car of Quality-Plus, because, with new plans for quadrupled production, new organization and the biggest business in our history, we can make Quality Cars at prices which make cars priced from lutely the best buy in $\$ 1200$ to $\$ 2000$ today.

We are not given to over-statements. Hence we ask the privilege of proving this rather
May we show you this car, to-day?

## The Car of Quality-Plus

$\substack{\text { Oher Now Can and Prices } \\ \text { Now Six } 40 \mathrm{H} . \mathrm{P} . \ldots .1275}$
Chalmers
Motor Company of Philadelphia
252.254 North Broad Street New Six -40 H. P. . . $\$ 1275$ Master Six-54 H P. . $\$ 2175$

Immediate Delivery

252-254 North Broad Street

