

Price now $\$ 1090$. Three years ago this car would have cost you $\$ 2000$.


She's active, lacks "nerves," and very modern-the 3400 r. p. m. Chalmers

She's active, full of life, lacks "nerves," and de livers a terrific wallop with only the slightest effort.

I mean by that a power-wallop. Beouse she turns up 3400 revolutions per minute. Her crank shaft speed surpasses that of any other American car
Though there are three built in the U. S. A. that get a bit beyond 3100 r. p. m.

It's like an electric fan, which turns up 4000 r. p. m., or a turbine which does around 4300 .

Of course, the Chalmers engine doesn't hit 3400 all the time. $\mathbf{3 4 0 0}$ is the maximum. When the ca is running 5 miles an hour she turns up 250 r . p. m.

At 10 miles an hour she does 500 r. p. m. At 15 she does 750. At 20, 1000. At 30, 1500.

So you see the engine isn't hitting the highest speed at the slower car speeds-those speeds you drive 90 per cent of the time.

In a way it's like horse-power. You say the horse-power of your car is $\mathbf{4 0}$. You mean by that the maximum is 40 .

Yet at 10 miles an hour you are using probably less than $10 \mathrm{~h} . \mathrm{p}$. While at 20 miles an hour you are using about 17 or 18 h . p. And so on.

Lawfor Automoblle Company, Allop- B, Poul Shoedor, Pottotown, Ponne, Waldon', Garage, Atentic City, N. J. Serfan Motor Poarac. Company, Pottavillo,





3400 r. p. m. is just another way of stating horse power. It's the modern way. Because it shows power through supreme engine speed and not through large bore and stroke, which means a brute of an engine, and hence a vehicle of great weight.

The day of such a car has gone by. You and want a light, spunky beast that responds to the lightest touch of the accelerator, that pulverizes hills, that drives straight as a sunbeam, that has the lure in her lines, and obeys.

That's the $\mathbf{3 4 0 0}$ r. p. m. Chalmers. I've never had any person buy one and tell me she wasn't there. For she is- 100 per cent.

Run in and I will show you a car that has doubled my business.

Ask me about our service inspection coupons They are negotiable with all Chalmers dealers everywhere. This system is a most important consideration in buying your car.

Five-Passenger Touring Car, $\$ 1000$ Detroit
Two-Passenger Roadster, $\quad \$ 1440$ Detroit Colors: Touring Car and Roadster, Oriford maroon with hood to
match, or Meteor blue with black hood. Cabriolet, Oriford marcon or Valentine green with hoods to match or Meteor blue with bleck hood


Preaident

Chalmers Motor Company of Philadelphis, 252-254 N. Breed St Phoses: Bell, Spruse 463, Kogetoes, Reee 3603

