With Tartans Flying and Bagpipes Skirling Braw High lander Laddies March Forth-Impressions of Thrifty Caledonian City
by ellen adatr
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| MILK THEFT REVEALS | sLayer of wealthy widow shot in dash from train |
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# A \$56,000,000 "RUN" ON A CHALMERS CAR 

"Run"-is the word. It's like a run on a bank Only it's a run on a car-a Chalmers car. It seems endless. The people want more.
And so more must be built for them-20,000 more.
You remember a while ago that six hundred men took one look at this new car and bought $\$ 22,000,000$ worth in forty very brief minutes. They were the Chatmers Dealers.

Now they insist that more of the same kind be built - more of the $3400 \mathrm{r} . \mathrm{p} . \mathrm{m}$. Chalmers

So the Chalmers exeeutives have put through a factory work order for $\mathbf{2 0 , 0 0 0}$ more of them.
They built and delivered, in stx months, 18,000 . That was all they intended to build for an entire year. That completed their part of the $\$ 22,000,000$ affair.
We got them to build another 10,000. We thought that would be enough to last through the fall. But no, the 10,000 were quickly taken up during the summer months.

So they are going to build $\mathbf{2 0 , 0 0 0}$ more. That means, all told, 48,000 cars-or $\$ 56,000,000$ worth of these remarkable 3400 r. p. m. Chalmers.

So you see why I use the word "run." The people who know good cars-like Emerson's wise saying about the man who makes a better mouse trap, etc., will find a beaten path to his door, even though he live in the woods-they ereate this ever-increasing desire to own a Chalmers.

They have sought quality-not price. We seldom have people ask us the price of this car. When we tell out-of-town reprsientatives:
Lawter Automobile Company,
Rulee Brothers, Bridgeten, N. $\mathbf{J}$.
Thomase Hughese, Chester, Penase.
Motor Bales Company, Daylestown, Peana.
P. L. Herdaty sad Saces Compony, Dovere, Dol.

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Bollerwe Garrges Homponton, N. J.

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Leroy Steelman, Millville, N. J.
Serfas Motor Car Compaay, Mauch Chunk, Penna. Serfas Motor Car Conpany, Potteville, Peana.
Chalmers Motor Company of Philadelphis, Chalmere Motor Company of Philisdelphis, Trenton
Braenk, Treaton, N, J. Walter W. Longutreth, Lac, Hosement, Penas. Riley Hrothers, Belem, N, J. Peeding, Heading. Pu

hem 81090 Detroit, they are very much taken back. We get little of the "price" trade. Most of those who come to us have passed that era in car buying. They want quality. And they know pretty well where to look for it. They look for it in the sound of the engine, in the action of the clutch, in the action of the steering apparatus, in the sound of the differential.
They examine the radiator, try the brakes, observe the kind of glass in the windshield, note the kind of material in the top, and then poke around into the corners of the body.
That much done, they get into the car and try her out. For they are smart enough to know that the biggest result of quality is performance.
That's what usually brings us the sale. For performance is the car's middle name. She's got amazing acceleration-so lively and fult of spunk.
And then she climbe hills so quickly and hugs the road so well at a rapid clip.
And, best of all, she handles so easily. She's as obedient as any creature man ever made.
Once you try her you, too, will understand the "run" on her. It's a thing difficult to explain, but three editions of a car in a year's time is something to ponder over.
We have it direet by telegraph that Chalmers will continue to make these $\mathbf{3 4 0 0} \mathbf{r .}$ p. m.'s next season. There's no time limit set. As soon as these last 20,000 are built and out of the way there will probably be more

So you're dead safe in getting a model of a car that has in no way reached its peak of popularity.


