## EVENING LEDGER-PHILADELPHIA, THURSDAY, SEPTEMBER 21, 1916

 del Carso ConsolidateUNA VITTORIA RUMENA




RESSLANS CAPTURE position AND MORE PRISONERS FROM teutons near panther mt



around he stokhod-Kopal-kon
GERMANS AND BRITISH
IN SPIBITED FIGHT FOR 'TANE'
DISABLED IN BATTLE
DISABLED IN BATTLE




GERMANS LOSE GROUND
GAINED WEST OF RANCOURT:
HOLD SOUTH OF POSITIOX

 South of Rancourt, however,
heil thoot
Thin
The moxt follown:


$5 \underbrace{2}=2$ OTTOMAN ARMY IN PERSIA HURLED BACK BY RUSSIANS;
TURES REPORT SUCCESSES LONDON, senpil 21 -A brot pentanco in

TRANSIT CONFERENCE
NOT TO BE HELD TQDAY
Death of Mr. Mitten's Father
Causes Postponement-Co-
Operation Promise

## .












 Begin Training Radnor Hunt Dogs



ALLIES DRLAY TREATY OF U.S. WIFH RUSS

Czar Will. Make No Agreeme
Before Arranging Pact efore Arranging Pact With Entente






Art Man Wanted

for advertising agency. qualifications must include:

Ability
-to aketch dummy layouts.
-to originate new idene.

to take an idea and con | ceive an |
| :---: |
| it |

Knowiedge buing and wher
-of art buyng
the best art may be had. Personality
-to deal with both artiste Address A 135, Evening Ledger.

The map affords a view of the whole sweep of operations in the
southeatern theater. Below Monastir the reorganized Serbs have
gained their firse

 southwest of Hermannstadt. In Dobrudja, it is ris reported, the Germmes.
Bularians have been checked south of the railfoad between Con



BATTLES RAGE ON THREE
FRONTS IN BALKANS FRONTS IN BALKANS
LLL
HIGHER WATER RATES


















RUSSO-RUMANIAN FORCES MAINTAIN DOBRUDJA LINE,
SOFIA REPORT ADMI SOFIA REPORT ADMIT



## Baltimore \& 0hio R. R.

 $\$ 2.00$ Baltimore and Return $\$ 2.50$ Washington and Return SUNDAY, SEPT. 24th


Quality First

## OUT OF \$56,000,000 JUST $\$ 250,000$ IS SPENT IN FINAL TESTS TO MAKE DOUBLY SURE YOUR CHALMERS IS RIGHT-DEAD RIGHT

This $\$ 56,000,000$ "ran" on the $\mathbf{3 4 0 0}$ r. p. m. Chalmess has not atampeded the Chalmers factory.
Quite the contrary. The cars are coming out of there so fine, 80 earnct, so thoroughly tested, that all we have to do now when we take them off the freight cars is to pour in oil, gas and water, run them a fow miles, and deliver.
There's an excellent reason for this condition. The Chalmers Company has a young army of eagle-eyed inspectors who take great pride in finding a fault in a car when it comes out of the plant.
This costs just $\$ 250,000$ a year in cold cash-just one quarter of a million dollars a year to "catch the little things."
We firmly believe that most factories would let "go by" nine cars out of ten that the Chalmers inspectors waylay.
It sounds like a lot of money, but when a company maintains the sloga: of "Quality First" and bases a $\$ 56,000,000$ business on the quality idem, then it becomes quite clear.
We firmly believe that three times $\mathbf{\$ 2 5 0 , 0 0 0}$ is returned to the cash drawer of the Chalmers Company every year through such a policy.
It certainly makes selling a Chalmers car anything but a difficult mattes. And that accounts for the "run" on the car. For "run" it surely is.
We are handling from three to five times as many Chalmers cars as this territory ever absorbed before.
Last November the Chalmers Dealers bought $\mathbf{\$ 2 2 , 0 0 0}, 000$ worth of ' 3400 r. p. m. Chalmers in forty minutes.

These Cars were all made and delivered before summer rolled around. Then 10,000 more were added. These were taken up during the summer months.
Now $\mathbf{2 0 , 0 0 0}$ more are coming through.
That means that this model will be continued without change in design into next season.
It also means a $856,000,000$ business. Which is twice more than the most optimistic Chalmers executive ever dared dream.
The quality in the car is the answer.
Drive one a mile, and you won't be able to get your monogram painted on the doors quiek enough.


