## EVENING LEDGER－PHILADELPHIA．FRIDAY，OCTOBER 6． 1916

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An Old Friend for Our Old Friends

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## Dr．REED Cushion SHOE <br> No． 8 N．13th St．

> LOCOMOBILE


CLOSED CARS
The cost of a Locomobile Closed Car is soon forgotten in the pleasure of owning a vehicle so distinguished in appearance，in comfort，and in engineering，

The car is complete in every de－ tail．From $\$ 5600$ ，to $\$ 6800$ ．

THE LOCOMOBILE COMPANY OF AMERICA
1314 Market Street


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A mans tooth to dispute with him MAN＇S foolish to dispute with his
wife，Pr she＇s jury an＇judge，an wife，fr she＇s jury an judge，an Smoke a pipe of VELVET an＇ waive a hearin＇．


VELVET＇S smoothness helps make the rough spots even And two years natural ageing makes VELVET smooth．
Shat tr Mypuntiona

## This is Chalmers Closed Car Week－October 2 to 7



## Revealing Today Chalmers Enclosed Cars Interiors by Lady Duff－Gordon

I am revealing today the new creations in Chalmers enclosed cars．The bodies are the best that the Chalmers Company has built． fresher ines are different from anything you have seen．You＇ll find them But your first or with a little feeling of expectancy，the lights flash．You open the tonneau is before your eyes．

No，it is not a painting or a vision．＂Tis reality；entrancing reality．
The interiors，you know，are done by that celebrated artiste，Lady Duff－ Gordon，the world s most eminent designer of gowns．She has applied her great knowledge most wonderfully in choosing materials and interior fittings W he great Chalmers cars．

What a privilege to have her name stamped as fashion＇s final touch on your town car or limousine What a delight and source of pride to the ladies of the house．

And what a comfort！For，as Lady Duff－Gordon says，＂she has＂tried， The woodwork is of inlaid mahogany．The floors richly carpeted．Windows are silk curtained．There＇s a lounging pillowsof eiderdown and silk，a dainty hassock．Press from the side the or a gentleman＇s smoking set，come

The soft，harmonious colorings which Her
The soft，harmonious colorings which Her Ladyship has specified can be There toe two Chatrabs

There are two Chalmers enclosed bodies，either of which will bring a gasp
admiration from any man，or any man＇s wife：． of admiration from any man，or any man＇s wife：

19173400 r．p．m．Chalmers Town Car $\$ 2480$ Detroit
（choice of five color plans）
19173400 r．p．m．Chalmers Limousine $\$ 2480$ Detroit （choice of four color plans）


Chalmers Motor Company of Philadelphia 252．254 North Broad Street

