SATURDAY EVENING,

ARE HARD TO GET

GRADE CROSSINGS



First Quality Car at \$1350

40-Horsepower, 7-Passenger Touring Car, Weight 3075 lbs. Valve-in-Head Motor with Overhead Camshaft

The battle of the giants is on. It is a battle royal for the supremacy of the medium priced motor car field.

It is the battle of that type of motor which smashed all speed and endurance records at Indianapolis and Chicagoagainst old style motors.

It is the battle of the principles of construction that went 90 miles an hour, for 500 miles at Indianapolis, and 100 miles an hour for 500 miles at Chicago-against out-dated principles of motor construction.

It is the battle of the manufacturer against the middleman, the producer against the assembler, of buying for cash, against buying on time, of new efficiency in methods of manufacture and administration against inexperienced methods.

It is the battle of Quality and lower profits against higher profits and lack of quality.

It is the battle of new service ideals and co-operation against old methods of expensive upkeep and neglect of the owner.

Into this contest the Chalmers Motor Company enters the greatest car it has ever built, the "Six-40" with valve-in-head overhead camshaft motor.

It is the lowest price at which Chalmers Quality has ever been sold-\$1350 for a big 7-passenger touring car.

It is a new car at a lower price sent to battle with old cars at cut prices.

With new service to owners, bigger plans, new buildings, in-creased factory facilities, and greatly increased production, the Chalmers Motor Company moves forward to the great battle with supreme confidence.

DAUPHIN BEES IN

VERY GOOD SHAPE

Charge of It

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New Motor-New Car-New Price-New Service to Owners Increased Factory Facilities-Greatly Increased Production for 1916 WO years ago we saw three things. First

was that the tendency of the public demand in both Europe and America was to a compact high speed motor that was more efficient, would get away quicker, run more smoothly, have greater flexibility, show greater economy and last longer under hard service.

Second was that a public temporarily diverted to cars that only looked well and rode nicely for a while, would swing back to demand quality manufacture and the ability to "stay put."

Third was that only those manufacturers who built their own cars in large volume and bought their own materials for spot cash at the advantage of the market could survive.

Motor Designed in Europe

So we sent our engineers to Europe to design a new motor and began to lay our plans for a greatly increased production this season.

We are now building two big new factory additions to handle the work. We added machines that cost \$90,000.00 apiece to do work in our factory in order to give this remarkable quality car to you at \$1350. Here is the result.

The great valve-in-head motor, with overhead camshaft, costs us \$80.00 more to build in our own shops, than the ordinary type of motor can be bought for on the outside, and most of the competitors in our price class are using the ordinary type of motor.

When Chalmers engineers went to Europe to study design two years ago, they found European designers at work on high speed motors of the valve-in-head type with overhead camshaft.

European makers had already tried this type out in their racers. They were perfecting it for a road car.

We hoped to be the first in America to adopt this style of motor. But when the war stopped European makers, fate decreed that we should lead the world in the use of the valve-in-head overhead camshaft motor for a stock car.

We were not surprised at the showing at Indianapolis and Chicago, where this type of motor won all honors. We knew a year ago that these results would be achieved.

Speedway Racers All of This Type

We knew that to attain a speed of 90 to 100 miles an hour that the motor would have to be a valve-in-head, overhead camshaft type.

Think of it! 90 miles an hour for 500 miles at Indianapolis and the first four to finish, and eight out of the first ten were valve-in-head motors, with overhead camshafts!

And then the Chicago races at 100 miles an hour for 500 miles-the first three and seven out of the first eleven were of this type!

Some one said a short time ago that people bay motor cars largely on three P's-Paint, Price and Performance. You can measure this wonderful Chalmers car, at \$1350, by any one of these three standards. It is right in Paint, which indicates finish and wearing qualities.

It is right in Performance, because no car at any price, performs better than this car does.

And it is right in Price. No one in the history of the industry ever approached such quality at such a price before.

Take a Ride in this Car

"Take a ride in this car," and see for yourself if you do not get in this Chalmers type of six-cylinder motor all the smoothness, all of the flexibility, all of the pick-up, and all of the "pep" that is claimed for any other motor built, no matter how many cylinders

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Result of State Inspection Gratify- Commissioner Ainey's Statement

ELECTIONS COST \$2,307,000





PICKLED WALNUTS

Chicago Polis to be Open Seventeen <u>Times in 1916</u> Chicago, Aug. 14.—According to es-timates made public by the Election Cook county (Chicago) in 1916 will cost \$2,307,000. In eight months of the year the election machinery will be active and poling places will be opened 17 times. The estimate in-cludes the cost of registrations, primarles and elections proper. PICKLED WALNUTS Wipe 100 walnuts, pick with a large needle and put them into a jar. sprinking as you lay them in with the following spices, mixed; cloves, all-spice, nutmeg, whole pepper and sliced in mustard seed, four cloves of gar-lic and a stick of horseradish. Then sufficient boiling vinegar to cover the whole. Cover the jar and tie closely. —September Mother's Magazine.

MACEDOINE OF VEGETABLES

MACEDOINE OF VEGETABLES Clean carrots and turnips and cut into fancy shapes. Use one and one-fourth cupfuls of carrots and one-half cupful of turnips. Cock separately in bolling salted water until soft. Drain and add one and one-fourth cupfuls of cooked peas. Reheat in a sauce made of three tablespoonfuls of flour, one cupful of chicken stock and one-half cupful of cream. Season to taste with pepper and salt, and just before serving add the yolks of two cggs and one-half tablespoonful of lemon julce.-Mother's Magazine for Sep-tember.

it is

No one dreamed that such a car could be built for \$1350. It is equal to cars that sold for \$4000 three years ago. It isn't a made-over model, reduced in size, or certain things eliminated to fit the price-it is a brand new car, designed specially as a Quality car at a low price.

The Quality Car at Small Profit We are marketing this QUALITY car on the lowest profit per car in the motor car business.

Saturday, a stupendous photo-spectacle "The Eternal City," by Hall Caine, with Pauline Frederick, in eight reels.—Ad-vertisement.

New Service to Owners

Baying a notor car without a definite guarantee of ser-vice is unwise and costly. Every Challocn dealer gives to every buyer of a Chal-men car a definite arrive tree of all charge. This service consists of a Service Cospon Book, each coupon being redeemable for a definite amount of work at any Chalmen dealer's anywhere at any time.

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AMUSE



"Let your next car be a Chalmers"

Keystone Motor Car Co. 1019-1025 Market Street

Both Phones

S. P. C. A. Notes

it may have.

Therefore, we say that all of our strength, all of our organization, all of our money, all of our reputa-tion, are back of these six words: "TAKE A RIDE IN THIS CAR.'

Demonstrators are now in the hands of our dealers.

Chalmers Motor Company Detroit, Mich. U. S. A.

The Chalmers Club

Every Chalmers owner is invited to join the Chalmens Gub. Each member receives segularly without charge "The Chalmers Chubman," a magazine devoted to the interests of Chalmers owners. Also a membership card commending the owner to the courtenies of all Chalmess processnitives everywhere.

years and can lay a thousand eggs a society and telphone number are also given.

