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 Follows Clay Model


Ensminger Motor Co.
Third \& Cumberland Sts.


## First Quality Car at $\$ 1350$

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


#### Abstract

 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 mour 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 the producer against the assembler, of buying for cash, against, buying on time, of new efficiency in methods of 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-pen
It is a new car at a lower price sent to battle with old cars
With new service to owners, bigger plans, new buildings, in.creased factory facilities, and greatly increased production, the with supreme confidence

## New Motor-New Car-New Price-New Service to Owners

 Increased Factory Foxilitice-Greaty Increased Production for 1916
#### Abstract

 in both Europe and America was to a compact high speed motor that was more efficient, 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. longer under Second was that a public temporarily diverted to cars that only looked well and rode nicely for a while, 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 built their own cars in large volume and bought their own materiels for spot cash at the advantage of th market could survive.


## Motor Designed in Europe

 So we sent our engineers to Europe to design a new motor and began to lay ourincreased production this season.
We are now building two big new factory additions
to handle the work. We added machines that cost to handle the work. We added machines that cost
$\$ 90,000.00$ apiece to $\$ 90,000.00$ apiece to do work in our factory in order
to give this remarkable quality car to you at $\$ 1350$. Here is the result.
No one dreamed that such a car could be built for years ago. It isn't a made-over model, reduced in size, or certain things eliminated to fit the price 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 low
est proit per car in the motor car businesse

The great valve-in-head motor, with overhead
camshaft, costs us $\$ 0.00$ more to build in our own
shops, than the ordinary type of motor can be bought shops, than the ordinary type of motor can be bought price class are using the ordinary type of motor. When Chalmers engineers went to Europe to
study design two years ago, they found European study design two years ago, they found European dessigners at work on high speed motors
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 style of motor. But when the war stopped Europear
makers, fate decreed that we should lead the world in the use of the valve-in-head overhead camshaft
motor for a stock car.
motor for a stock car.
We were not surprised at the showing at Indian-
apolis and Chicago, where this type of motor won all apolis and Cicago, where this type of motor won all
honors. We knew a year ago that theee resulta 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.


-Let your next car be a Chalmers'


 overead cumbetal




 standards. It is right in Paint, which indicates
finish and wearing qualities. It is right in Performance, because no ce
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
it may have.
Therefore, we say that all of our strength, all of
our organization, all of our money, all of our reputaour organization, al of our money, all of our reputa-
tion, are back of these six words: "TAKE A RIDE
IN THIS CAR ", tion, are back of.

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

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Keystone Motor Car Co. 1019-1025 Market Street Both Phones

The Chalmers Club


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