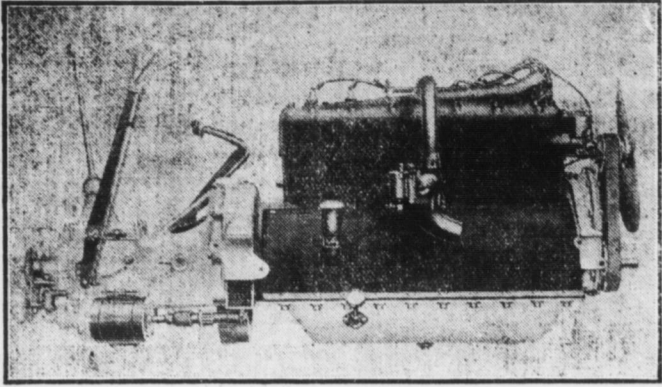


CHALMERS CLAIMS ECONOMY



Within the last few months motorists have watched the price of gasoline climb from 11 to 22 cents. "All motordom is waiting expectantly for the results of the investigation now in progress in Washington," says Manager C. H. Barner, local distributor of the Chalmers, "but probably nothing will be done. "Outside of this," he continued, "the exportation of gasoline threatens to send the price of automobile fuel soaring to heights never before attained. "Producing high power and high speed at the cost of former low power and low speed is to-day the bone of furious engineering arguments. "Chalmers engineering," declares Mr. Barner, "has succeeded notably in keeping itself from being drawn into the whirlpool of high speed and high power at the cost of operating economy. "Our factory engineers have kept high power and high mileage per gallon of fuel lashed securely together. "Chalmers engineers have approached the whole speed and power matter with their eyes everlastingly on economy of operation. "Against low mileage per gallon of

gasoline it is interesting to observe that the Chalmers high-speed engines deliver far more mileage in case of both the Six-30 and the Six-40. Our owners tell us that the Six-40 delivers from sixteen to eighteen miles per gallon of gasoline consumption, while the new Six-30 Chalmers 3400 r. p. m. engine gets from eighteen to twenty-one miles out of twenty gallons of gasoline consumed. "The new Chalmers high-speed high-power engines, in other words, attain from 45 to 48 horsepower at the former cost of 20 to 25 horsepower. "This is especially significant to the purchases of motorcars in view of the upward trend of gasoline prices. "We have applied ourselves intensely in the Chalmers organization to the job of producing high power and high engine speed without jeopardizing for a moment the imperative matter of operating economy. "We are glad to announce that we have wrung high speed out of our engines and at the same time cut down gasoline consumption one-third. "Burning up twice the necessary amount of gasoline for the sake of power and speed that cannot be used has no place in sensible engineering," concluded the Chalmers official.

REO

On the Subject of — Commercial Integrity

THE REO FOLK BELIEVE—have always believed and from the first have based the Reo Policy on the belief—that ultimate supremacy in the automobile industry will redound to that concern that has the most scrupulously fulfilled its obligations to its customers.

IT MATTERS NOT whether those obligations are assumed in writing or merely implied in transactions as between man and man—the Reo Folk hold them as sacred.

IF THERE IS ANY REASON—aside from the inherent quality and value of Reo cars—for the splendid Reo success, it is to be found in the reputation Reo has for making good its guarantee.

OF COURSE YOU KNOW—all the world knows—that the Reo Motor Car Company is financially one of the strongest automobile companies in the world.

AND YOU KNOW that it is also one of the pioneers in the industry—so that financial strength is not due to lucky chance nor to a brief period of prosperity.

REO STANDING—financially and in the hearts of buyers—is the result of a policy

firmly founded in the beginning and consistently carried out through a long period of years.

BUT ALL THAT would not matter if the heart of Reo were not sound.

IT WOULD NOT MATTER how much money there was back of the Reo guarantee if there were not also Reo Integrity and Reo Good Intent.

THAT IS WHY, knowing the Reo Folk and their ideals, you'll feel safer in selecting a Reo than any other car of similar size or price class.

SPEAKING OF SIZE—do you realize what a big, as well as beautiful car is that New Reo Six?

IT'S A FULL 7-PASSENGER CAR—126-inch wheelbase and on cantilever springs, giving the fullest passenger space and the utmost in luxurious qualities.

DEMAND IS TREMENDOUS—and output of this 7-passenger Six is limited. So if you'd have the most luxurious equipage and the sweetest running car the Reo Folk have ever turned out, your order should be in our hands at once. Today won't be a minute too soon.

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RETURNED FROM CONVENTION
Enola, Pa., Feb. 23. — Samuel G. Hepford, general secretary of the Enola P. R. R. Y. M. C. A., and George W. Shuey have returned home from Reading, Pa., where they attended the Y. M. C. A. convention.

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