AMUSEMENTS

Columbia THE LEADING PLAYHOUSE Geary & Mason
LAST FIVE NIGHTS.
MATINEES THURSDAY AND SATURDAY.
Thursday Matinee at Special Prices—$1, 50c, 25c
BLANCHE WALSH
In Her Latest Success,
"THE OTHER WOMAN"
Beginning NEXT MONDAY,
LILLIAN RUSSELL
"IN SEARCH OF A SINNER"
Advance Sale of Seats Opens Thursday.
MATINEE THURSDAY, DEC. 1—ONLY TIME
ELLEN TERRY
Discussing Shakespeare's Heroines With Illustrative Acting.

The VALENCIA Valencia St. At 14th
PAVLOWA-MORDKIN
And IMPERIAL RUSSIAN BALLET AND ORCHESTRA.
From the Metropolitan Opera House.
TONIGHT Friday Night, Tomorrow Aft. and Saturday Aft.
"THE ARABIAN NIGHTS," Etc.
Tomorrow (Thurs.) and Saturday Nights and Sunday Aft.
"GISELLE" and Miscellaneous Works.
Box Office Today Until 5 p. m. at Sherman, Clay & Co.'s. After 7 Tonight at Theater. Tomorrow at Valencia Theater All Day. Prices—$3, $2, $1.50, $1. General Admission $1.
TETRAZZINI
Tuesday and Thursday Evenings, Dec. 6-8.
Saturday Matinee, Dec. 10.
Prices—$3, $2, $1.50. General Admission $1
Mail Orders Now to W. L. Greenbaum.

New Orpheum
O'FARRELL, NEAR STOCKTON & POWELL
Safest and Most Magnificent Theater in America
MATINEE TODAY AND EVERY DAY
EVERY EVENING AT 8:15
—INTERNATIONAL VAUDEVILLE!—
THE SIX MUSICAL CUTTYS (Brothers and Sisters); JAMES CALLAHAN and JENNY ST. GEORGE, in Their Beautiful Irish Character Study, "The Old Neighborhood"; D. J. ANDREE'S STUDIES IN PORCELAIN; THE TEMPLE QUARTET; GRANT and HOAG; JEWELL'S MANIKINS; THE GREAT ASAHI, Assisted by the Asahi Quintet; NEW ORPHEUM MOTION PICTURES. Last Week, Tremendous Hit, GEORGE BEBAN and His Associate Players in "The Sign of the Rose."
Eve'ng Prices, 10c, 25c, 50c, 75c; box seats, $1. Mat. Prices (except Sundays and Holidays), 10c, 25c, 50c. PHONES: DOUGLAS 70, HOME C1570.

PRINCESS THEATRE PHONE WEST 6110
S. LOVERICH, MANAGER
Ellis St. Near Fillmore, Class A Theater.
ALL THIS WEEK—Last Time Sat. Night.
Special Mat. Thursday, Thanksgiving Day.
BILLY "Single" CLIFFORD
Presents Himself in the Musical Fantasy,
"The GIRL, the MAN and the GAME"
Night Prices—25c to $1. Sat. and Sun. Mat. Prices—25c to 75c.
Commencing Sunday Mat. Nov. 27, "MRS. WIGGS OF THE CABBAGE PATCH."

GARRICK THEATER Ellis at Fillmore Phone West 1194
S. LOVERICH, Manager.
SECOND AND LAST BIG WEEK.
Special Mat. Thursday, Thanksgiving Day.
MAX DILL
In the clever Pixley-Luders Musical Comedy,
"The GIRL and the BARON"
Night and Sun. Mat. Prices—25c to $1. Saturday Mat. "Pop." prices—25c and 50c.
Commencing Monday Night, Nov. 28—MAX DILL in "DREAM CITY."

Savoy HOME OF THE LEADING ATTRACTIONS McAllister St. Near Market. Phones: Market 130 Home J2822
MATS. THANKSGIVING AND SATURDAY.
DANIEL V. ARTHUR Presents
DE WOLF HOPPER
In the Sensational Song Comedy Success,
A Matinee Idol
(Music by SILVIO HEIN)
With LOUISE DRESSER AND THAT DANDY CHORUS
Seats from $2 to 50c at the Theater and Emporium. Next—"THE KISSING GIRL."

ALCAZAR Sutter and Steiner Phone West 1400 Home Phone S4242
BELASCO & MAYER, Owners and Managers
TONIGHT—ALL THIS WEEK—TONIGHT
MATINEE TOMORROW (Thanksgiving Day)
Clyde Fitch's Finest Comedy,
GIRLS
Its First Presentation in Stock.
PRICES—Night, 25c to $1. Matinee, 25c to 50c.
MATINEE SATURDAY AND SUNDAY.
Seats for Sale at Box Office and Emporium.
NEXT WEEK—Dramatic Sensation of the Day,
$"THE DOLLAR MARK"$
It ran 10 consecutive weeks in Los Angeles.

LURLINE
BUSH AND LARKIN STS.,
OCEAN WATER BATHS
Swimming and Tub Baths
Salt water direct from the ocean. Open every day and evening, including Sundays and holidays, from 7 a. m. to 10 p. m. Spectators' gallery free.
Natatorium reserved Tuesday and Friday morning from 9 o'clock to noon for women only.
"Filtered Ocean Water Plunge"
COMFORTABLY HEATED
Hot Air Hair Dryers for Women Bathers.
The popular resort for a winter's day or evening. Temperature of building adjusted to suit weather.
BRANCH TUB BATHS, 2151 GEARY ST. NEAR DEVISADERO

CONCERTS, LECTURES, ETC.
ENID BRANDT
THE MARVELOUS YOUNG PIANIST
NOVELTY THEATER, THIS EVENING, WEDNESDAY, Nov. 23, at 8 o'clock, assisted by Mrs. Noah Brandt, her sole instructor in America and Europe. Tickets on sale today at Wiley B. Allen's Music Store, 135 Kearny st., and at Novelty Theater this evening. Mason & Hamlin piano used.

TONIGHT
SOCIETY NIGHT
AT
OAKLAND AUTO SHOW
IDORA PARK
Admission 50c

WEEKLY CALL, $1 PER YEAR

BALLINGER DESIRES NEW OIL LAND LAW

Secretary Outlines Recommendations to President as Result of Investigation

[Special Dispatch to The Call]

WASHINGTON, Nov. 22.—That the existing law providing for the location and entry of mineral oil land on the public domain is wholly inadequate is the opinion of Secretary Ballinger of the department of the interior. The secretary in his annual report will recommend important amendments.

Assistant Secretary Pierce visited the California oil fields recently and made a personal inspection of the situation. Since his return he and Secretary Ballinger have had several conferences on the subject as a result of which the secretary has formulated his recommendations.

"By act of congress approved February 11, 1897," said the secretary today, "public lands containing mineral oils were declared to be placers and were opened to entry under the general placer mining law. Under that law no valid claim can be located without discovery of mineral.

"This is satisfactory as to placer mineral, which usually lies in or near the surface, but not as to oil. It takes from six months to a year or more to test oil lands and make an actual discovery. The initial expense of the discovery ranges from $20,000 to $100,000 and in many instances to more than this.

"A paper location of prospective oil lands made prior to discovery is not usually respected by other oil prospectors. One prospector erects his derricks and proceeds with work upon his claim; another prospector will erect his derricks upon the same claim and proceeds with his work also. It is then a contest between the two for the first discovery.

LEASING SYSTEM FAVORED

"The law should be amended so as to protect the first bona fide locator and to give him a reasonable time to make his discovery. This recommendation applies only to bona fide occupants or claimants who are in diligent prosecution of work leading to discovery of oil or gas at the time of any withdrawal of the land under executive direction.

"I am in favor of a general leasing system of oil and gas bearing lands—such a system as will promote legitimate development of this industry, prevent monopoly and conserve one of the great national resources of the country.

"The oil lands of the five civilized tribes in Oklahoma is developed on the leasing system, the term of the lease extending as long as oil is found in commercial quantities. The lessee usually pays to the government for the use of the Indian one eighth in value of the oil produced as royalty. This system has worked out very satisfactorily and is in use in many oil regions of the country where land is held in private ownership and not by the government.

"I would apply the leasing system only to areas withdrawn for classification or classified by the geological survey. The unknown and unexplored oil lands I would leave open to exploration and location under the general placer act as amended as I have suggested. This would give a reward to the diligent prospector. Even then the surrounding lands could be withdrawn from further location after the diligent prospector had secured his first claims.

"In California quite extensive oil fields have recently been developed. The price of coal for fuel there is enormous, ranging from $11 to $15 per ton for bituminous coal and much more for anthracite. Much of the coal consumed in California comes from foreign countries—Australia and British Columbia. The New Mexico, Utah and Wyoming bituminous coal costs the California consumer about the same price as foreign coal.

LOW PRICE FOR FUEL

"Crude oil is piped from the California oil fields to the bay cities and sold at the present time at 85 cents per barrel. Three barrels of crude oil at the total price of $2.55 is substantially equivalent in fuel value to one ton of bituminous coal costing from $11 to $15.

"The use of oil for domestic consumption will reduce the price of fuel to the small consumer several times. I have had the patent office examined and find that many patents have been issued for stoves which may be successfully used for the consumption of crude oil for family use. The reason, I am told, why crude oil has not been used extensively for family use in California is because of the heretofore uncertain production of crude oil in that state. The railroads and steamship companies are using it with satisfactory results.

"I shall recommend that the government adopt a liberal policy in opening the oil lands in California and other oil bearing states containing public oil lands. The government ought to support any movement which would reduce the enormous cost of fuel.

"The state ought to be asked to cooperate with the government to prevent the monopoly of the oil business and effectually to secure a reasonable price to the consumer. In my judgment this can be accomplished if the state should declare the consumption of oil a public use. The state should pass a law to this effect and place the regulation of the price of crude oil in the hands of a discreet commission."

MAP OF OIL FIELD ISSUED BY BUREAU

A map of the Whittier-Olinda oil field, in Los Angeles and Orange counties, has been issued by the California state mining bureau. Lewis E. Aubury, under whose direction the map was executed, obtained the help of the large oil interests of the district and all holdings, wells, abandoned claims, roads and railroads are to be found on the map.

NEGRO LYNCHED FOR ASSAULT ON WOMAN

PENSACOLA, Nov. 22.—In the presence of the passengers and crew of the train, Bob Matthews, a negro charged with assaulting Mrs. Snowden near Pensacola several months ago, was taken from a train at Gull point by 40 masked men this morning and lynched by the side of the railroad track.

AMUSEMENTS

RACING
NEW CALIFORNIA JOCKEY CLUB
Oakland Race Track
RACING EVERY WEEK DAY, RAIN OR SHINE
SIX RACES EACH DAY
First Race at 1:40 p. m.
Admission—Men, $2; Ladies, $1.
For special trains stopping at the track, take S. P. Ferry, foot of Market st.; leave at 12 m., thereafter every 20 minutes until 1:40 p. m. No smoking in the last two cars, which are reserved for ladies and their escorts.
THOMAS H. WILLIAMS, President.
PERCY W. TREAT, Secretary.

The Smart Set

SUNDAY night a burglar climbed a fire escape and stepped through an open window on the third floor of a Pacific avenue apartment house. He was cautious and quiet, but there was a slight noise that half wakened a sleeper in the room. She stirred a little and turned toward the window, dreaming she saw a man. In a mment she woke thoroughly and sat up in bed, looking wide eyed at a man, who quickly stepped out of the window to the fire escape.

"What do you want?" she asked, indignantly.

The burglar went on without stopping to tell her. It probably struck him as a foolish question. She ran to the window to watch him skip down the line of ladders to the ground. He seemed as nimble and easy about it as a circus acrobat. When he had disappeared she called the family.

Excited detours of the room revealed the man's damp finger marks on polished mahogany, but nothing had been taken. Her first movement had interrupted his work. When this was ascertained the girl remembered that she had forgotten to be frightened, but it was too late to do anything about it. The moment for terror had passed before she woke. The family openly praised her courage, and her mother thought it wonderful that she had not screamed and fainted. She was called a very brave girl for watching a man climb out of her window and down a fire escape. She assured them courage had nothing to do with her surprise and indignation, and said it might have been terrifying had she watched the man climb up and in.

Later that day, the incident having really occurred at 3 o'clock Monday morning, other people congratulated her on her bravery, and she became a heroine. Every one but the girl believes she was remarkably self-possessed and fearless because she was not a perfect idiot and silly coward, screaming insanely over a man running away, in the usual accepted manner.

There is no particular point to this story, except that it is entirely true and indicates how little is expected of women and how they may at times display simple, ordinary common sense.

* * *

Miss Constance McLaren is one of the most popular debutantes of the season, and she is the recipient of many social favors among her older friends as well as in the younger set. Miss McLaren will be the complimented guest at the tea that Mrs. Horace G. Hellmann will give next Sunday afternoon at her home in Gough street. The debutantes and their elder sisters will enjoy this charming affair.

* * *

Miss Ernestine McNear is one of the debutantes who is receiving social attention before her formal coming out party and will be the central figure at several of the smaller parties of the month. She will share the honors with Mrs. Chris Miller at the tea that Miss Marian Miller will give next Tuesday, and half a hundred of the younger girls have been invited for the afternoon.

* * *

Since her return from abroad Mrs. Frederick Sharon has been the incentive for many entertainments. One of the luncheons of yesterday was given for Mrs. Sharon with Mrs. James W. Keeney as hostess at her home in Buchanan street. Among those who were bidden to meet Mrs. Sharon yesterday were:

Mrs. William Tevis
Mrs. Patrick Calhoun
Mrs. Robert Oxnard
Mrs. Charles Page
Mrs. Edward Eyre
Mrs. Howard Colt
Mrs. George Mendell
Miss Laura McKinstry
Miss Mary Friedlander
Miss Fanny Friedlander

* * *

Mrs. Tasker Bliss entertained more than 100 army friends at an elaborate reception yesterday afternoon at Fort Mason. Mrs. Bliss, assisted by her daughter, Miss Eleanor Bliss, has entertained at several interesting affairs of the season in the service set.

* * *

Miss Florence Hopkins will be hostess at an informal luncheon today in compliment to Miss Lillian Goss, who is the house guest of her aunt and uncle, Mr. and Mrs. Henry T. Scott. Miss Goss has been entertained by several of the Burlingame girls and has been the feted guest also at many of the recent parties in the city. She will remain probably for the entire winter and will be at the later affairs of the season.

* * *

Mrs. W. H. Obear will entertain at a bridge party Tuesday November 29, and the session at cards will be followed by tea for an additional number of guests.

* * *

Mrs. William Elliott has sent out cards for one of the elaborate luncheons of the week to be given next Saturday at her home in Filbert street for a score of guests.

* * *

Mrs. William Ashe was hostess at an informal tea yesterday at the Palace, and among the guests were Mrs. Francis J. Heney and Mrs. J. D. Peters.

* * *

One of the weddings of next month that will be of particular interest to local society as well as in the army set is that of Miss Eleanor Terry, daughter of Rear Admiral Terry, and Lieutenant Filippo Camperio. The marriage will take place at noon, December 1, in the St. Thomas Protestant Episcopal church in Washington, D. C. The bride elect has many friends here who have wired their messages of felicitations upon receiving the wedding cards.

* * *

Mrs. Howard Hamilton Hart has sent out cards for an elaborate luncheon to be given Monday, December 5, at the Fairmont for a large number of guests.

* * *

Dr. and Mrs. William Boericke have returned to their home in Washington street after a visit of several days at Paso Robles and farther south. Miss Dorothy Boericke is having a delightful time in Hamilton, Canada, where she is the guest of friends. She has been entertained at a series of luncheon and dinner parties. Miss Boericke will pass the holidays in New York, and will not return until the spring.

* * *

Mr. and Mrs. Charles H. Schlacks have been entertained at several recent affairs of social importance, and among these affairs none was more enjoyable than the dinner given for them by Mr. and Mrs. Robert Irving Bentley at the St. Francis.

* * *

The younger girls are enjoying a round of gayety this week and have planned any number of teas and luncheons to while away the hours. Miss Lillian Van Vorst, who lately returned from abroad with her mother, Mrs. Caroline Van Vorst, entertained at an elaborate tea yesterday at the St. Francis for nearly half a hundred of the younger crowd. This afternoon Miss Amalia Simpson will entertain at a tea in her home for almost a like number of friends.

* * *

Senator and Mrs. Francis G. Newlands, who are visiting here from Nevada, are being entertained at a round of dinner and luncheon parties. An elaborate dinner was given at the Fairmont for the visitors by Frank Michaels.

* * *

Mrs. B. S. Douglass, wife of Lieutenant Commander Douglass of the California, is being entertained by the service set during her visit in town as the guest of Dr. and Mrs. R. E. Ebersole.

FREE LECTURES FOR PUBLIC AT SCHOOLS

At the suggestion of School Director Henry Payot the board of education has established 14 lecture centers in this city for the benefit of those who are interested in educational matters. The centers selected are the Hancock, Madison, Sutro, girls' high, Mission grammar, Laguna Honda, Sheridan, Monroe, Junipera Serra (Holly park), Yerba Buena, Adams, Mission high, Frank McCoppin and Spring Valley schools.

"These lectures," said Payot yesterday, "are intended for the general public, as they will be free. They will be for adults as well as the pupils of the high and grammar schools and will be like the lectures given in New York city with great success.

The lectures will be illustrated by moving pictures and cover science, history, art, music, travel and many other topics. Prominent citizens and professors at the universities of the state have volunteered to lecture and a local firm has furnished a large catalogue of educational films for moving picture machines and offered to furnish free any of the films that may be selected for educational purposes.

"The California club has promised to assist in making the lectures a success, and I am preparing a lecture on the historical chateaus of Normandie, Brittany and Touraine, which will be delivered shortly. It is proposed to have one of these lectures every night in the week except Sunday."

A lecture was delivered yesterday for the pupils of Sutro school on "The Origin and Purpose of Thanksgiving in the United States," illustrated with stereopticon views of colonial scenes. The same lecture will be given in the Laguna, Yerba Buena and Munroe schools.

CLERK, OWING $665, ENTERS BANKRUPTCY

Ernest H. Card, a clerk owing $665 and with no available resources, petitioned the United States district court yesterday to declare him bankrupt. A similar petition was filed by Harry C. Stevens, an Alameda painter, whose debts aggregate $217 and whose assets amount to $90.

NEW BEGIN TAKEN IN ON HIS FIRST SPIN

John J. Newbegin did not belie his name when he testified before Police Judge Shortall yesterday on his own behalf in answer to a charge of fast driving with an automobile.

"I am just a new beginner at the auto game, your honor," explained Newbegin. "I just purchased a new car and was beginning to learn to run it. It was my beginning lesson, and, being a new hand, I may have run faster than the law allows. In addition to that, it is the first time I was ever arrested."

"Your name and your experience blend harmoniously," remarked the court, "so I will give you a chance to begin driving again and see if you can do better. The case is dismissed."

GIRLHOOD AND Scott's Emulsion
are linked together. The reason is that at a period when a girl's digestion is weak
Scott's Emulsion
provides her with powerful nourishment in easily digested form.
It's the food that builds and keeps up a girl's strength.

NATIONAL OFFICIAL VISITS OIL FIELDS

George Otis Smith Says Administration Desires to Have Remedial Laws Passed

George Otis Smith, director of the geological survey, arrived in San Francisco yesterday after an extended trip through the oil fields. He visited the Kern river, Sunset, Midway, McKittrick, the Lost hills and Coalinga. The tour was taken for the purpose of gaining more intimate knowledge of actual conditions.

"We are all desirous," said the director last evening, "of bringing about some remedial legislation. The oil operators want it and we in Washington are anxious to co-operate. My trip was undertaken not for any specific inquiry, but rather to acquire fuller information so as to be the better prepared to deal with the problem.

"I have not given special heed to the workings of the Yard decision, to which objection has been raised. That line of research was covered by Mr. Pierce, assistant secretary of the interior. We feel, though, that the more information we have on the general subject of the oil measures, the more satisfactorily we can deal with it.

"It is not the policy of the government to lock up its resources nor to impose onerous obligations. We are following out the policies outlined by President Taft in his St. Paul speech, in which he said that it was the intention of the government to apply conservation for the general benefit of the people and not for the purpose of amassing revenue."

Smith expressed his astonishment at the extent of the petroleum deposits. He said that he had seen much of unusual interest during his excursion.

It was Director Smith who reported adversely on the city's claims to the Hetch Hetchy valley. He was not prepared to discuss the water topic last evening, asserting that he had not recently been concerned with it.

Smith was the guest of honor at a dinner at the Palace hotel last night, given by the Engineering and Metallurgical society. He spoke on conservation. He said:

Almost every summer for 15 years I have been coming to the Pacific coast for the purpose of seeing things through my own eyes, and this trip, though a hurried one, is no exception to that rule. Inasmuch as it is not the political but the economic situation that I am concerned in, I came this year after election rather than before.

For 30 years the United States geological survey has tried to do its part in the development of the west and today we realize that we face problems never more deserving of attention nor more difficult of solution. I say this not as a pessimist, but as an optimist, realizing as I do the widespread interest you men of California are taking in the matter of proposed legislation.

With you I appreciate also that legislation is not the whole answer to this country's economic questions. Legislative enactments are necessarily restrictive or prohibitive of abuse, and your experience as engineers has shown you many times how much more effective than legislation is the creative work that furnishes the remedy through the operation of natural law.

MINISTER COMMITS SUICIDE—Alta, Ia., Nov. 22.—Rev. J. O. Kindstrom, pastor of the Swedish Lutheran church here, killed himself, cutting his throat with a razor this morning. It is believed he was insane.

The White House
ENTRANCES
GRANT AVENUE SUTTER STREET POST STREET

EXCEPTIONAL VALUES
FANCY LINENS
MAIN AISLE
50 DOZEN EMBROIDERED SCARFS WITH LACE EDGE AND INSERTION; 18"x45", $2 EACH
50 DOZEN EMBROIDERED SCARFS WITH LACE EDGE AND INSERTION; 18"x54", $2.25 EACH
35 DOZEN SCALLOPED EDGE SCARFS WITH LACE INSERTION; 18"x45", $1.50 EACH
35 DOZEN SCALLOPED EDGE SCARFS WITH LACE INSERTION; 18"x54", $1.75 EACH
50 DOZEN 24-INCH ROUND CENTER PIECES; EMBROIDERED AND LACE EDGE, $1 EACH
25 DOZEN 30-INCH ROUND CENTER PIECES; EMBROIDERED AND LACE EDGE, $1.50 EACH
20 DOZEN 36-INCH ROUND CENTER PIECES; SCALLOPED EDGE AND INSERTION, $1.50 EACH
50 DOZEN 30-INCH FILET SQUARES, 50¢ EACH
HAND EMBROIDERED MADEIRA GOODS; ALSO FRENCH CLUNY IN ALL SIZES
AT GREATLY REDUCED PRICES
Raphael Weill & Co. Inc.
SUTTER, GRANT AVE. AND POST STS.

FISH IN SEASON
A Choice Selection for the Thanksgiving Dinner Fish Course
Salmon is scarce this week and, consequently, high in price, and, at the same time, being out of season, it is of poor quality.
Wholesale prices today for fish in season:
Whitefish, bake or fry 3c
Soles, fry 5c
Sand-dabs, fry 7c
Baracuda, bake or boil 8c
Tomcod, fry 7c
Cod, bake, boil or stew 6c

Dr. Chuck Sai
The Celebrated Chinese Herb Specialist
NO. 1514 O'FARRELL ST., S. F.

Our famous Chinese Herbs will positively cure all Stomach, Lung, Heart, Liver, Kidney, Rheumatism, Asthma, Catarrh and Female troubles; all the Blood, Skin, private and chronic diseases of both sexes. Cancer, Appendicitis cured without the use of the knife. Our Native Herbs are harmless and never fail. Office hours 10 a. m. to 12 m., 1 to 8 p. m.; Sun. 10 a. m. to 3 p. m. American lady attendant. Consultation free.

USE CALL WANTS—THERE'S A REASON: SUCCESS

It is surely good business to entertain your customers by a spin through the country or an afternoon on the golf links.
This monogram on the radiator stands for all you can ask in a motor car.

No Excuse for Doing Without a Motor Car

Lots of men who ought to do not own automobiles. One man says that prices are too high, another man says that he could not drive a a car and take care of it, another that he could not maintain it.

We say to the first man; There are good cars to be had at moderate prices. Count the value of the car in the service it will render you in business, pleasure and health. Not on the basis of its price alone. Ask those of your acquaintances who are owners of cars their opinion, and you cannot help but arrive at the conclusion—expenditure for an automobile is money well invested.

We say to the second man: The modern perfected automobile is a wonderful piece of mechanism, yet it is so easily controlled that it is no unusual sight to see a woman at the wheel of a big touring car, guiding it through the city streets; as for caring for it, this amounts to little more than keeping it supplied with gasoline and oil.

The Glidden Tour of 1910 was a remarkable example of what a car will do with little or no attention. Several cars after traveling over twenty-eight hundred and fifty-one miles of the roughest possible roads, finished in good condition. A Chalmers car won the Tour.

One hundred thousand people every year buy cars, keeping them for several seasons, and then buy later models, apparently without unusual expense. All kinds of figures could be submitted on this point, but what is the use? Do you know one man who ever gave up a motor car because it cost him too much to keep?

The man you see riding in the street in a motor car is not always out for pleasure alone. With a motor car you can combine business and pleasure. It is surely good business to entertain your customers and prospective customers by a spin through the country or an afternoon on the golf links. Any good car can be made to pay for itself in a strictly business way, by saving time, cutting down distances and getting in closer relationship with your business associates.

Buy Any Car You Want But Buy a CAR

We ask you before making your final decision to give the Chalmers "Forty" an unprejudiced examination. If you decide on another car, we will derive a certain amount of benefit, for as you become a motor enthusiast, you will learn from observation, and from your talks with other motorists more and more about the Chalmers. You will learn what a high position it holds in the automobile world. You will learn more and more of its achievements, and we feel sure that the day will come when you will recognize it as the greatest car in the world at anywhere near its price.

The Chalmers "Forty" has the beauty and grace of the most expensive cars. It has the power to compete with the speediest on the level or on the steepest hill. In materials and workmanship it could not be better at any price.

You can pay more for a car but you will find it difficult to buy any better service, more comfort, or greater satisfaction than you can get in a Chalmers "Forty" at $2750.

We are always glad to explain in detail every feature of the cars and demonstrate them on the road. Call and examine the 1911 models.

PIONEER AUTOMOBILE COMPANY
San Francisco, Cal.
CHALMERS MOTOR COMPANY, Detroit, Michigan, U. S. A.