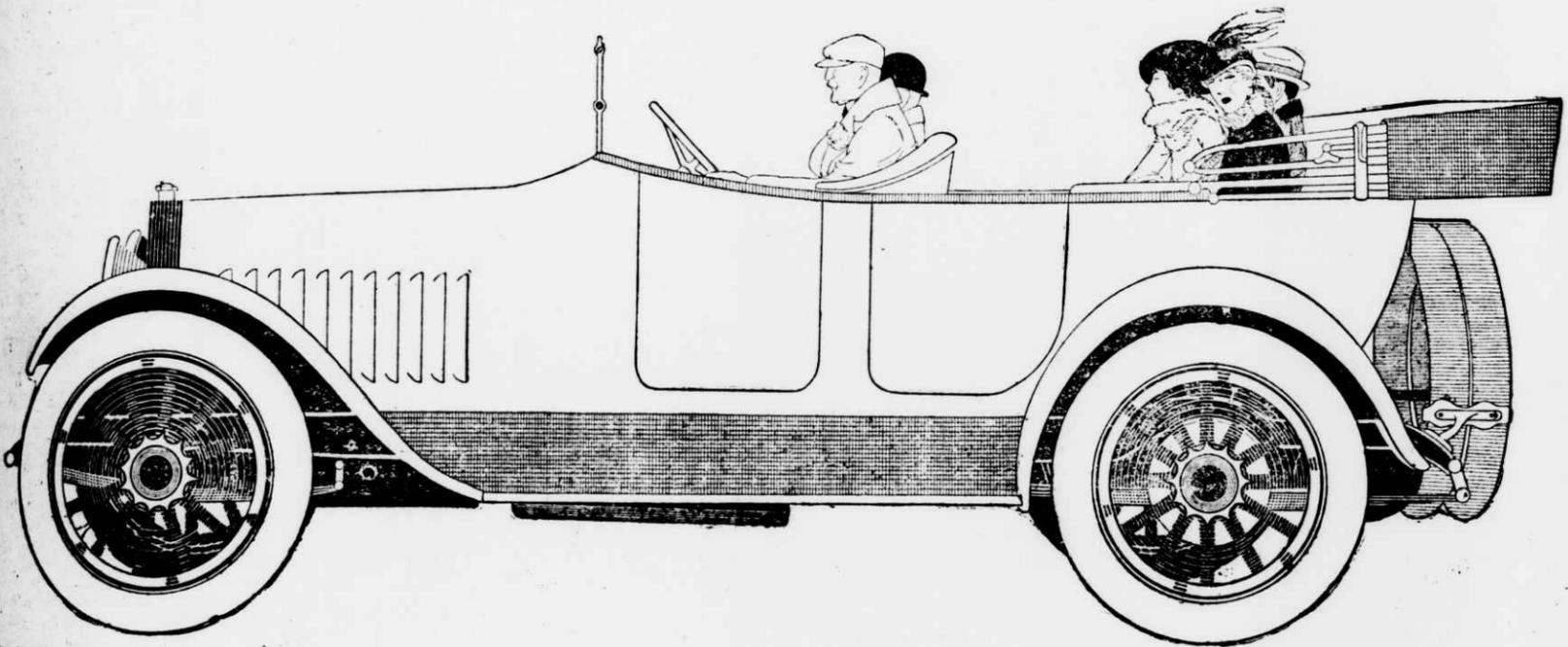


The St. Mary Banner.

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NO. 43.



CHALMERS CARS ARE RIVETED SECURELY TO THE REQUIREMENTS OF TOMORROW

Chalmers builds—I sell—you buy, not merely for today, but for tomorrow.

When I sell you a Chalmers car, I am looking into the many tomorrows that stretch ahead.

The struggle of motor engineering does not end with the production of speed, power, safety, comfort, beauty.

It is a battle with time itself.

Just how many years the Six-30 3400 r. p. m. Chalmers I am selling today for \$1050 will stand up and obey your bidding, I don't know, Hugh Chalmers doesn't know. Nobody knows.

Time has not yet set an age limit upon this magnificent power beast.

The first Chalmers 30 was born back in 1909—seven years ago. And "Old Reliable," the first Chalmers 30 built, is still rolling up the mileage after over 300,000 miles of hardest road service.

The new Six-30 Chalmers with 3400 r. p. m. engine is a direct descendant of "Old Reliable."

But it is a greater and better car than its forefather. Into it has been bred and built a compact summary of motor eugenics.

This car delivers 45 H. P. at the former cost of 20 to 25 H. P. It gets twice the mileage per gallon of gasoline that many of its contemporaries get.

Here is high-speed, high power, high mileage, along with amazing fuel-thrift.

Engineering has taken a new, sharp turn. And Chalmers leads in wringing high speed and power from an engine with out sacrifice of operating economy.

The great 3400 r. p. m. engine is an insurance policy against the rising trend of gasoline prices.

Its engine strength is reflected in its car strength—it meets the shocks of hardest usage without flinching or complaint. Every gram of material is selected from the raw with always an eye to its lasting qualities. An army of 226 inspectors watches over every detail of construction.

Chalmers cars are riveted to the future with all the skill known to science.

Like Tiffany, like Steinway, Hugh Chalmers has lashed his product securely to the requirements of tomorrow.



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