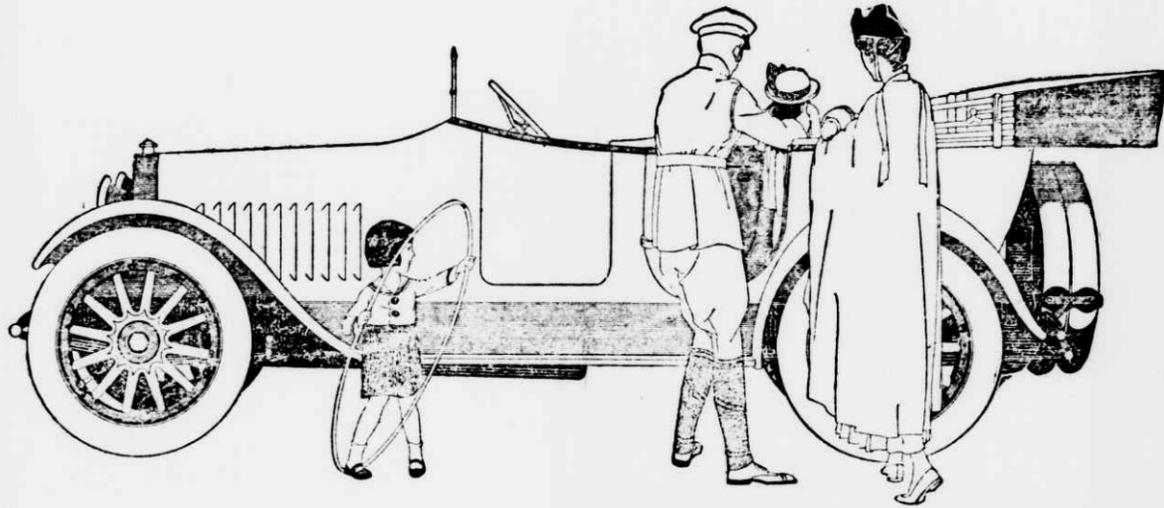


The St. Mary Banner.

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3400 r. p. m. Subdued, Controlled and Converted Into Thrifty Energy

There is more meaning wrapped up in the term "3400 r. p. m. Chalmers" than in any phrase in the history of motor building.

It means, first of all, performance

It means might fused with mileage, and brute force tamed into silken flexibility.

It means supreme engine speed attained with absolute safety, and big horse-power that you and I dare drive.

It means that every drop of gasoline that is inhaled into the aluminum lungs of this wonderful beast's engine is compelled to deliver every available gram of its dynamic energy.

It means the subordination of superfluous might into the golden boon of imperishable pick-up, obedience, and a smooth-running, uninterrupted, throbbless stream of might.

It means 18 miles of glorious going from every gallon of gas, and a saving of \$150 to \$200 per year in gasoline that an engine of useless might would require.

It means 60 miles an hour, if you want speed, without whisper of the roar of racing motors.

It means performance plus, and cost of upkeep minus.

It means incomparable ability "on high" beyond any car in its price-class—anything from two miles an hour to twenty-five in less than ten seconds.

It means everything that the name Chalmers stands for at a lower price than any other Chalmers car has ever borne.

It means a competition-cleaving car, built under new conditions of quantity production under the Chalmers' roof, at a time when the whole South is able to buy cars on a scale never equalled before.

It means that I am prepared to make prompt deliveries in the order of sales.

It means that this is the car you'll feel you must own, once you have seen and felt it perform.

No man is sage enough to foretell the condition of the market for materials a few weeks hence. It will be the part of wisdom and may save many a regret if you record your order now.

\$1050 Detroit



All Chalmers Models will be on exhibition at the New Orleans Automobile Show, March 9th-12th.

P. W. TROWBRIDGE,

FRANKLIN,

LOUISIANA.