

# The St. Mary Banner.

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FRANKLIN, LA., SATURDAY, APRIL 1, 1916

NO. 49.

## Hon. John M. Parker,

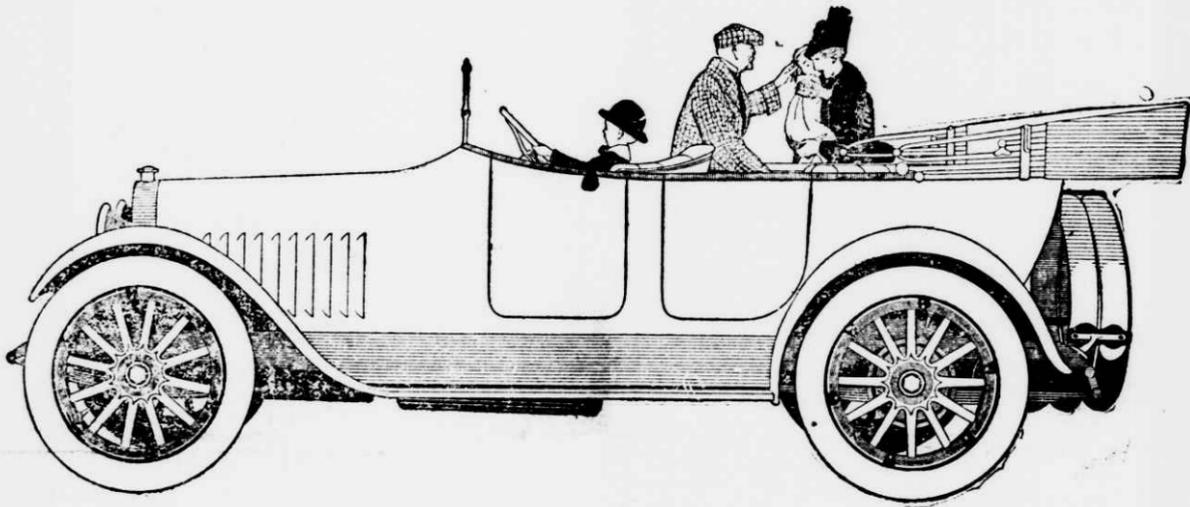
Hon. Harry Fitzpatrick, Hon. Edwin S. Broussard,

And other prominent speakers will address the voters of St. Mary Parish at the  
Opera House, Franklin, La., Wednesday, April 12, 1916,

AT 3:30 O'CLOCK P. M.

The public is cordially invited to attend this meeting.

Ladies, Especially Invited.



### The First to Combine Bridled Force and Scrupulous Thrift—3400 r. p. m. Chalmers

Performance blent brilliantly with price puts the 3400 r. p. m. Chalmers at \$1050 in a position that cannot be challenged.

This is the model of which 600 merchants bought \$22,000,000 worth in 40 minutes on the day of its unveiling in Detroit.

It wedged itself into the cluttered market in a manner that I have never seen approached.

The energy of this 3400 r. p. m. engine delivers 60 miles an hour—all the speed you dare use—without exacting a burnt-offering of wasteful fuel consumption.

Chalmers Service does not begin when a car pauses in front of the service station that bears the Chalmers Monogram. The principles of Chalmers Service dominated the designing and building of the 3400 r. p. m. from the moment the dream of it began glimmering in the brains of its engineers.

Despite the return of prosperity to the South, I don't ask you to buy a car that delivers might at staggering C. O. D. rates.

By making every gallon of gas kick in with 18 miles of the smoothest going, it makes might wed mileage.

And the by-product of this extraordinary union is a

magnificent acceleration that is wholly foreign to the car that is built for speed alone.

The surpassing smoothness of this throbbless engine that whirls at a velocity of 3400 revolutions per minute is not an engineering accident.

This result was striven for by its builders, who knew that the more explosions per minute, and the greater the number of revolutions of the motor, the lesser amount of heat is lost through the cooling jacket.

Heat is power. The small engine of this car leaves a small area from which heat can be thrown away by radiation, there is a very short cooling process between explosions of gas, and you have a power plant that wrings every ounce of energy from its fuel.

That is why this is the car that performs.

One minute with your foot on the accelerator, and you'll know what I mean.

One performance—and 3400 will no longer be a mere number to you. It will become the magic password into an unknown, undreamed-of realm of travel.

With raw materials growing less plentiful, it is good foresight to register your order now if you can.

Price, \$1050 Detroit



## P. W. TROWBRIDGE,

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LOUISIANA.

P. Parkhouse Auto Co.,

Phone Main 752.

752 St. Charles St.,

New Orleans, La.