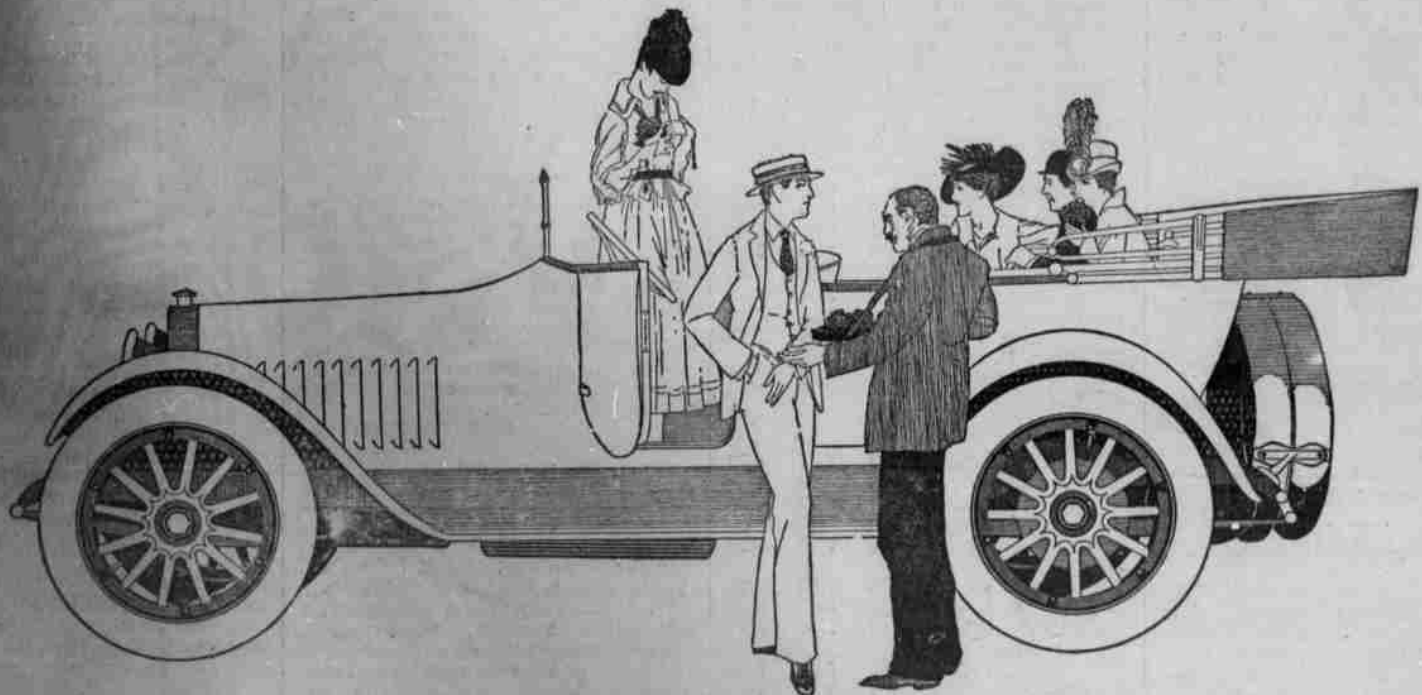


45 H. P., 115-inch Wheelbase, 5-Passenger, 32x4 Tires, \$1090 Detroit



Quality First



## I Have a 3400 r. p. m. Ready This Minute For You

This certainly is a great year for selling cars. Most everybody has had success. Some more than others, as is always the case.

Chalmers sales are running 900 per cent ahead of last year all over the United States. Mr. Chalmers' foresight in doubly providing against a shortage of materials has won a great contest.

It has enabled the Chalmers plant to keep on building cars when one or two have shut down or others have had to cut down on allotments to their dealers.

Here it is June and the great Chalmers plant is running day and night, three shifts, turning out more cars than ever before.

How long can Chalmers keep filling the demand?

I don't know. I know only this: the plant is turning out about 125 a day; Chalmers dealers are selling about 425 a day.

The only reason I or any other dealer can supply a car now is because during December, January and February the Chalmers plant worked day and night like Trojans and built about 125 cars a day when the dealers were selling probably only about 80. Soon these 425-a-day sales are going to eat up the surplus made during the Winter months.

I got a letter a few days ago from the Chalmers plant which simply said: "We have on hand orders asking for immediate shipment of cars whose value is in excess of \$8,000,000."

I need not narrate the rest of the note which was so obviously subtle that I got the telegraph operators on the job right off.

I'm making my promises on delivery from day to day. I've got cars or can get them now. This may not hold good tomorrow.

Next week I shall cut my promises down still more. Remember, there are only two things that I concern myself with these days. One is to get you to take one ride in a 3400 r. p. m. Chalmers if you have not done so already. That's all I want. The car speaks in a language you'll understand.

The other thing is simply one of mathematics: If the Chalmers factory can turn out 125 cars a day and Chalmers dealers all over the United States are selling 425 a day, how long will the supply last?

Price still unchanged—\$1090 Detroit.

# C. A. QUIGLEY, *Distributor*

33 Exchange Place (Opposite Commercial Club), Salt Lake City, Utah.

Utah, Idaho, Western Wyoming and Eastern Nevada.