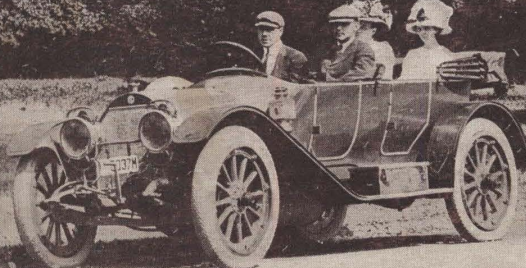


The Chalmers Owner



Number Two

¶ A magazine whose object is to help Chalmers Owners get the most service and pleasure out of their cars.

¶ And also containing more or less interesting news and valuable information for all who are interested in motor cars, whether or not they are yet owners of Chalmers cars.

Table of Contents

	page
Service Division is For You - - - - -	1
Chalmers "30" Wins Glidden Trophy - - - - -	2
Chalmers Cars For 1911 - - - - -	5
Cartoonist Entertains Mr. Roosevelt - - - - -	9
Westward Hoe! - - - - -	10
For the Winter Motorist - - - - -	15
Father and Sons on Long Motor Jaunt - - - - -	16
Things to do To-Day - - - - -	17
A Strenuous Texas Tour - - - - -	19
Chalmers Motor Car an Economy - - - - -	20
My Car - - - - -	21
"30" Does All But Swim - - - - -	23
1911 Chalmers Instruction Books - - - - -	24
Denver to Columbus, Kas. - - - - -	25
Navigator's License Not Required - - - - -	26
Danville Amateur Wins Hill Climb - - - - -	28
15,000 Miles—and Just Started - - - - -	29
Knew Only How to Drive - - - - -	30
Night-riding - - - - -	32
Helpful Hints - - - - -	34
Just Bouquets - - - - -	38
Chalmers in Cleveland Run - - - - -	40

The Chalmers Owner

Published Now and Then by
The Chalmers Motor Co.



Lee Anderson
Editor

The Service Division Is For You

Chalmers Company Maintains Big Organization For Care of Owners

THE Service Division of the Chalmers Motor Company announces that stock depots in New York and San Francisco are now open. The depot at Atlanta is ready to be opened and those in Minneapolis and Kansas City will be prepared to handle orders within a short time.

The stock depots will place practically every Chalmers owner within twenty-four hours' express service of any part he may need. The depots will perform the same functions in their respective territories as does the Service Division at the factory.

In this connection it may be said that the Service Division has been recently very materially enlarged and improved and is now ready to supply every need of Chalmers owners. Mr. C. C. Hildebrand, who has recently joined the Chalmers company as Assistant General Manager, and who is one of the best known automobile manufacturing experts in the country; Mr. C. C. Cross, for a long time the head of our Inspection Department, and Mr. Eugene Bemb, one of the best known of endurance contest drivers and an experienced technical man, have the Service Division under their especial care. These men and their assistants stand ready to assist you whether you seek simply advice or the most elaborate repairs for a wrecked car.

Chalmers owners will greatly assist the company in rendering absolutely satisfactory service at all times, if they will be as explicit as possible in writing for advice or for parts. Quite often the careless ordering of a part results in long and irksome delay.

Quite recently the Service Division received a letter asking for a left front fender for a 1910 "30." Though we build several types of the "30" and though the writer had a Pony Tonneau, the type was not specified. As a result the shipment was delayed over a day while the Service Division telegraphed for the needed information.

These things are unpleasant both for Chalmers owners and for the company. The Service Division therefore urges each owner who has occasion for service of any kind to use the utmost care in describing the service needed. Even with the greatest care on the part of Chalmers owners and of the Service Division, there will probably be some mistakes in the future, as in the past. No organization can be made so efficient that every one can be satisfied all the time, but to the best of its ability the company shall do away with chances for errors. We want every Chalmers owner to feel that our Service Division is always at his disposal. The company desires to help owners in every way to get the most service and pleasure out of their cars.

Chalmers "30" Wins Glidden Trophy

Most Strenuous of Endurance Events Brings More Honors to the Chalmers



PROBABLY no automobile contest is of such general value to the automobile buying public as the annual reliability tour of the American Automobile Association; the contest which is more familiarly known as the Glidden Tour.

After all, the average owner of a motor car is most interested in whether the machine he buys has endurance and will "stand up" in all conditions of motor touring. Very few motorists range about the country seeking tests for their cars but each likes to feel that he can start upon any tour where other automobiles have been with reasonable assurance of reaching his destination without mechanical trouble.

The purpose of the Glidden Tour is to show the automobile buying public which cars have the greatest efficiency. The tours are designed to develop any and all weak points. Each car is penalized for defects of construction, material and design which develop on the road; and when the tour is over a committee of technical experts microscopically examines each contestant and penalties are inflicted for wear or breakage in even the most inconsequential parts.

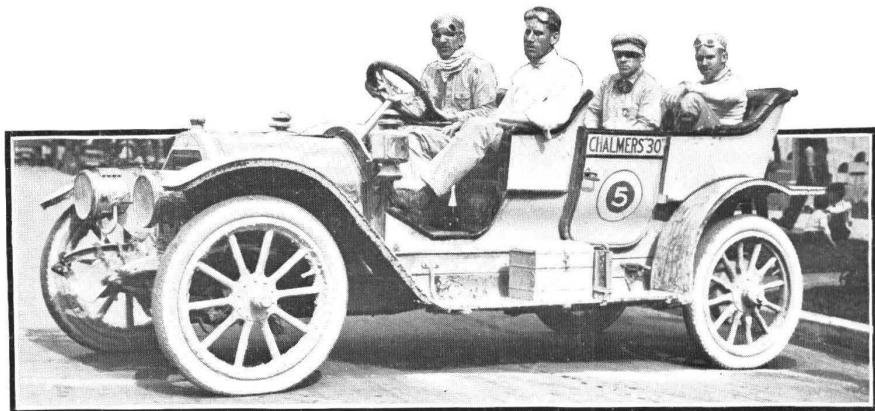
The Hardest Tour

As the motor car has been developed and improved the Glidden Tour has each year been made a more severe test. The distances have been made longer and the road conditions have been harder.

But it remained for the 1910 Glidden Tour to develop the severest trials in the whole history of motor touring contests. This tour was the longest endurance contest ever held. The daily runs were longer than any cars in a reliability tour had ever been asked to make. The road conditions varied from the finest macadam to the roughest cobble stone pike.

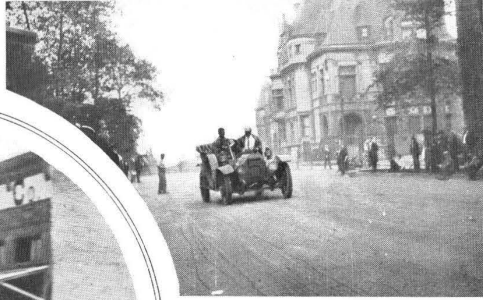
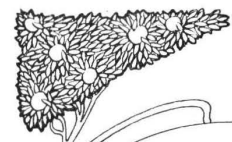
Out of this grind of 2,851 miles from Cincinnati to Chicago "by way of Dallas," a \$1,500 strictly stock car—\$1,600 with magneto, Prest-o-Lite tank and gas lamps—was returned the winner—the Chalmers "30" Touring Car driven by William Bolger.

That this longest and most strenuous of all Glidden Tours should have been won by a medium priced car when none of the earlier and easier Glidden events was won by a car costing less than \$4,000, is the crowning triumph of Chalmers cars in



Victorious Chalmers No. 5, at the Conclusion of the Glidden Tour

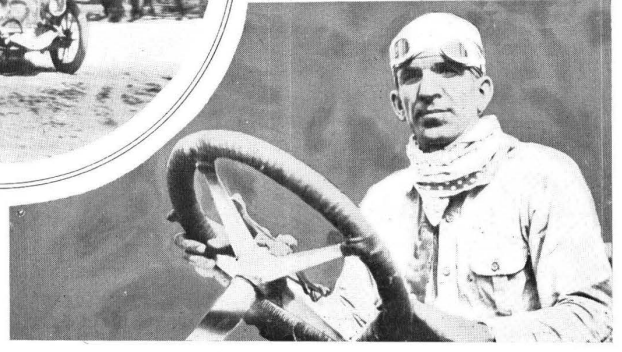
The Chalmers Owner



Referee Whiting putting No 5 through the brake test in Chicago



No 5 passing through Marvel, Miss.



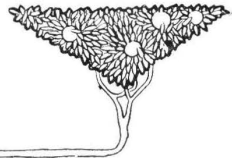
Wm. Bolger who drove No 5 the Glidden trophy winner.



A tire change on the Rock Island R R. Temperature 110°



Crossing the Red River on the Rock Island RR, near Terral, Okla.



The Chalmers Owner

contests of all kinds on road, track and hill. "Motor Age" last year named the Chalmers "The Champion Car," but the champion was not then so deserving of that title as when Bolger's Number Five "checked in" at Chicago, the winner of the classic of all endurance contests.

A Chalmers Triumph

The whole Glidden Tour was, in fact, a triumph for the Chalmers car. A Chalmers "30" was named the Official Pathfinder and laid, in the spring, the route over which the contesting cars struggled in June; a Chalmers "30" also acted as pilot car during the tour; and then to make the Chalmers victory quite complete, Bolger's Number Five was returned the winner of the Glidden Trophy.

The seventh annual reliability run of the A. A. A. started from Cincinnati, June 14th. Almost from the start the strenuousness of the tour developed, though actual hardship did not begin until the second day, which found the contesting cars bumping and pounding along the old and worn-out Louisville-Nashville pike. This is an old military road from which the top dressing of macadam has been worn by generations of traffic, leaving cobble stones which, in places, are nearly a foot in height. On this day the perfect scores began to fall.

And this jolting was relieved the next two days only by climbs and descents among steep hills, by the fording of many creeks and by long hours of struggling through river bottoms of Alabama and Mississippi. When the tour reached Memphis four days after Cincinnati, every man on the tour was agreed in calling the 1910 Glidden event the most strenuous endurance contest that had ever been held.

Only Perfect Score

Southward through the cotton bottoms along the Mississippi River over the washed-out and stump-studded roads of Arkansas, through the deep sandy stretches which border the White and the Red Rivers and over the prairie roads of Texas to Dallas, the southernmost point of the tour, the cars struggled. All along the route were strewn automobiles in various stages of dilapidation. Some of the cars

were damaged almost beyond repair; all but two or three had suffered such heavy penalties that there was no hope of their winning.

Chalmers Number Five was the only car on the tour to reach Dallas with a perfect score. Local motorists declared this to be the most wonderful test of endurance ever undergone by an automobile. Members of the Dallas Automobile Dealers' Club offered odds of ten to one that Chalmers Number Five would not reach Terral, Oklahoma, the next noon control beyond Dallas, with a perfect score. For in completing this day's run the cars were forced to endure road conditions never before inflicted on an automobile.

In the first place the temperature was 110; in the second place the roads were rough. And in addition to this there was a long stretch at the Texas-Oklahoma state line where the contestants were forced to travel over the roadbed of the Rock Island Railway in crossing the Red River.

But those who bet their money, lost, for Bolger's Chalmers came through not only that day with a perfect score but continued perfect until Wichita, Kansas, where three points penalty was inflicted for tightening a fender.

For five terrific days after every other car in the tour had been penalized, Chalmers Number Five held its perfect score.

The Final Test

And when it came to the final technical examination in Chicago, Chalmers Number Five lost fewer points than its nearest competitor, a 6-cylinder, 60 h. p. car which sells for \$3,500. The Chalmers "30" still had a brake good enough to stop it within the required 50 feet and the only parts on which it lost points were things of minor importance such as shackles, body bolts, broken fender iron, etc.

The Glidden tour victory was a triumph not only for the Chalmers car but for the whole automobile buying public. In winning this trophy the Chalmers company has demonstrated beyond cavil that a medium priced car may be all of the automobile that one can buy at any price. The performance of Chalmers Number Five has established a new standard for automobile buyers.

Chalmers Cars for 1911

Even Greater Values Without Increased Prices Keynote of 1911 Policy



A GAIN that season of the year which brings forth the new models, has rolled around; and the Chalmers Motor Company, as in previous years, is one of the first to bring to the public the latest thing in motor car construction, design and finish.

The most striking change in the Chalmers line for 1911 is the introduction of a new model of the torpedo type. This is a 40 h. p. car of four passenger capacity which supplants the 1910 "Forty" Pony Tonneau. Among the forward door types the Chalmers is one of the most distinctive on the market. The straight line effect is carried out at every point. All door locks and handles are placed on the inside of the body, giving not only a smooth and finished appearance but also eliminating all dust gathering features.

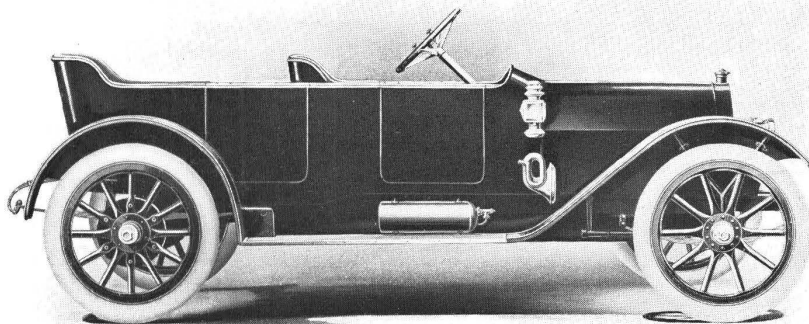
Otherwise the Chalmers line is little changed from 1910. The other models are the "Forty" Touring car, "Forty" Roadster, "30" Touring car, "30" Roadster, "30" Pony Tonneau, Limousine, Inside Drive Coupe, Landaulet.

The Chalmers bodies for 1911 have been

made more roomy and luxurious through the lengthening of the frame 2½ inches in the "30" and 3 inches in the "Forty." This is accomplished without any change of wheel base. The increased roominess of the Coupe is particularly striking. For 1911 this is a three, rather than a two passenger car. The third seat faces the rear at the left of the steering wheel. A few slight changes in line in both the "30" and "Forty" have resulted in that racy straight-line effect so much sought by all manufacturers. Through improved manufacturing facilities the workmanship on the 1911 Chalmers cars is of an even higher quality than heretofore. All models are given as many coats of paint and varnish as the five and six thousand dollar cars. Bonnet handles, door locks and handles, etc., are heavier and of the finest grade and are made by one of the best known locksmiths in the country.

Greater Comfort

The seats have been lowered in all models, making for greater riding comfort. Doors are wider than heretofore and there



1911 Chalmers "Forty," Torpedo Type

The Chalmers Owner

has been a general "cleaning up" of the exterior appearance of all models.

The lines of the fenders have been changed, adding not only to the beauty of the car but giving also greater protection. The new construction not only adds to the graceful appearance of the car but makes possible a more secure fastening which reduces the tendency to vibration.

A slight change in the angle of the steering post gives considerably more room between the seat and steering wheel, a feature of comfort and convenience which all drivers will appreciate.

Mechanically the Chalmers cars for 1911 have been refined through a number of little changes rather than through any radical departure from the fixed mechanical principle.

There is practically no change in the motor of the "30." The general principles of this motor have been proved to be right. The slight changes made tend toward greater smoothness in operation. The Chalmers company are now building their motors in their own plant, assuring an even finer quality of workmanship. The "30" motor has been enameled gray, giving a cleanly and finished appearance.

The same tendency to the elimination of vibration and noise characterizes the "Forty" motor. Valve springs are specially encased, muffling the noises of operation.

The "Forty" motor is enameled in gloss black.

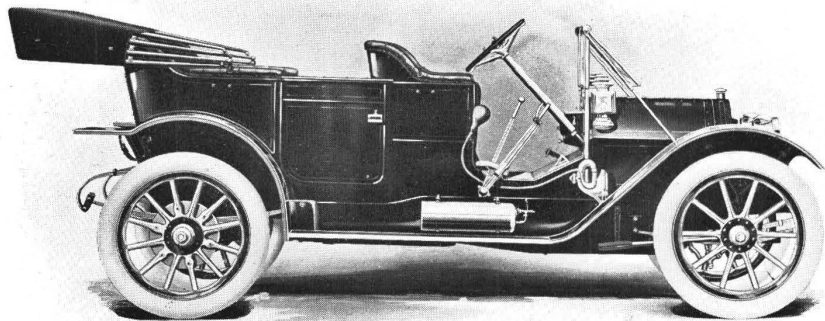
Simplified Wiring

The wiring systems in both the "30" and "Forty" have been very materially simplified, giving, on the whole, a most ship-shape appearance to both motors.

Aside from the simplification of the wiring there has been practically no change in the ignition system of the "30" model for 1911. However, the batteries have been located beneath the tonneau floor in a water tight box, giving space on the running board for the location of the tool box. This change, which applies to both "30" and "Forty," is one which will be appreciated by all drivers.

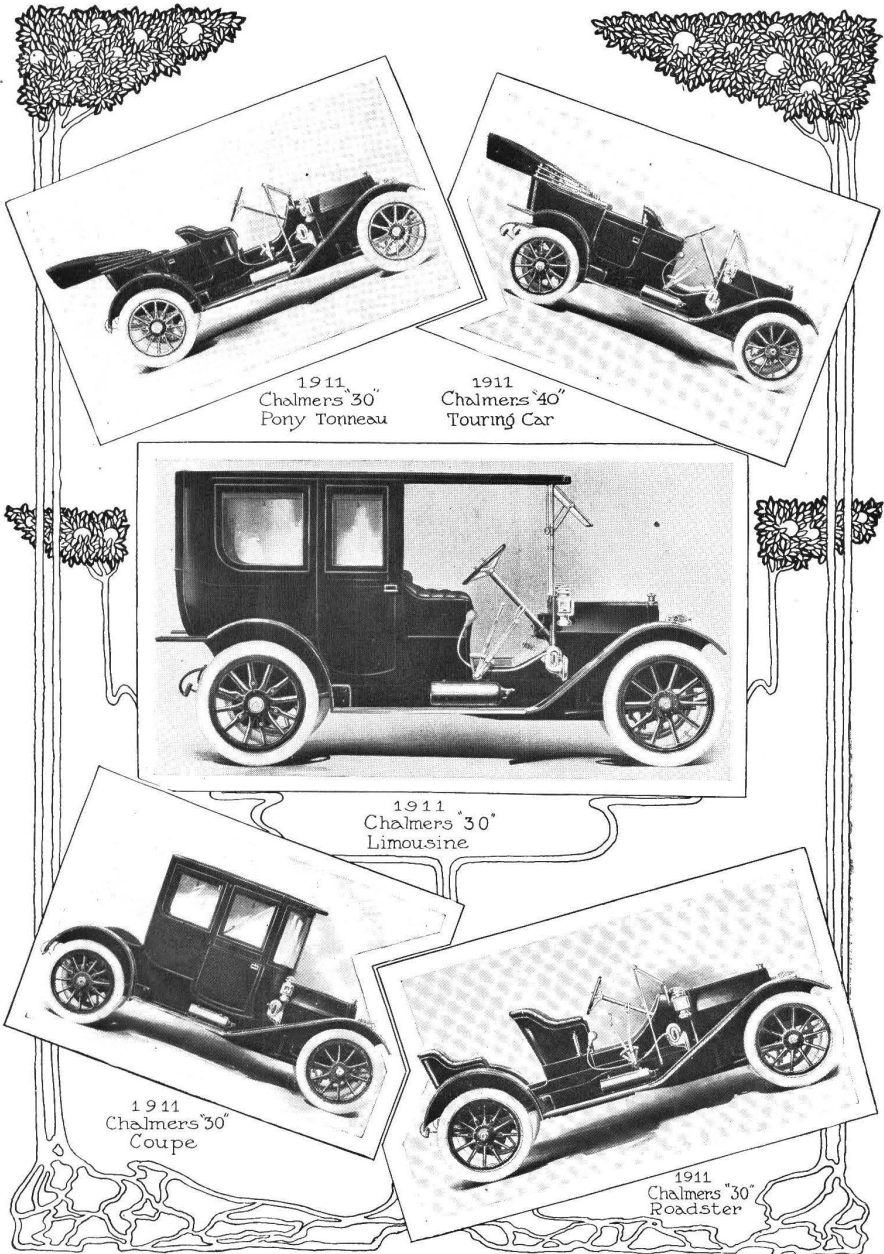
The ignition system of the "Forty" has been materially improved over that of 1910. The Bosch dual system, which does away with the 4 unit spark coil and the extra 4 spark plugs, has been adopted. The large size Bosch magneto allows the motor to run very slowly on the magneto.

The improved Mayer carburetor will be used on the "30." This type of carburetor allows the motor to run very slowly and to pick up quickly. The Chalmers engineers believe that the increased carburetor efficiency will assure 15 to 18 miles per gallon of gasoline on the "30." On the "Forty" the Stromberg will be used and experiments



1911 Chalmers "30" Touring Car

The Chalmers Owner



The Chalmers Owner

have been given unusually high averages per gallon for a motor of this size.

Both motors retain the constant level splash system of lubrication, excepting that for the rather cumbersome cylindrical sight feed on the dash a small bull's-eye has been substituted, adding to the cleanly appearance and luxuriousness of the dash.

A Mechanical Refinement

On the "Forty" the gear pump has been replaced by a less noisy and simpler plunger oil pump. This simplifies the construction and does away with gears on the rear end of the crank shaft.

The multiple disc clutch with alternating steel and bronze plates running in oil has been retained on the "30." The "Forty" will again carry the cone clutch, experience having shown these as best suited to the models upon which they are used. The "Forty" clutch operation is made easier and the tendency to vibration has been lessened by shortening the foot pedals.

No material changes have been made in the steering gear for 1911, though improved workmanship and better finish will be characteristic. The steering wheel spider will be enameled black, thus eliminating the soil which comes from rubbing the hands on the unenameled aluminum. Spark and throttle levers are heavier and more solid looking and will operate by friction instead of with a ratchet.

Perfect Workmanship

There are no changes in the transmission. Improved gear cutting facilities insure more perfect workmanship and the shifting of gears in 1911 Chalmers cars will be accomplished quite easily and silently. A decided improvement in the rear axle of the "30" will be noted in the construction of the housing in a single piece of pressed steel.

In this connection a notable change in the "30" is the substitution of a pressed steel torque arm for the torque tube which was used on the 1910 model. Two universal joints instead of one will be employed.

A distinct improvement in appearance is made through fastening the irons which support the running boards inside the frame instead of on the outside as on earlier models. Running boards are of pressed

steel, covered with cork linoleum and banded with a heavy brass moulding.

The foot accelerator on the "30" has been improved.

But it is in the point of luxuriousness, which always makes for greater efficiency, that the Chalmers cars for 1911 have been most materially improved. In the point of finish and roominess they are distinctly in advance of the 1910 models. The upholstery is of the very finest quality and is comparable with that used in the very highest priced cars.

Minor Refinements

The dash, heel boards and door steps on the "30" are of black walnut; while those of the "Forty" are of Circassian walnut, one of the hardest and most expensive woods in the world. The cushions are ventilated thoroughly, giving the maximum of riding comfort.

All models of the "Forty" for 1911 will be equipped with Foster shock absorbers.

New style lamps of special Chalmers design are made in sizes suitable to all models. The Chalmers special tops, built in the Chalmers shops, are distinctive.

Prices of the 1911 Chalmers cars remain unchanged. The "Forty" in Touring car and Roadster is \$2,750. The Torpedo sells for \$3,000 equipped with combination electric side and tail lamps, shock absorbers, Prest-O-Lite tank and Firestone quick-detachable, demountable rims.

The "30" Touring car and Roadster sell for \$1,500; Pony Tonneau \$1,600; Coupe \$2,400; Limousine and Landaulet \$3,000.

The Chalmers line appears in particularly attractive dress. The "30" Touring Car, Pony Tonneau and Roadster are furnished with Chalmers blue body and running gear, gray striped; and with Chalmers blue body with cream or gray running gear and striping. Limousine, Landaulet and Coupe types are Chalmers blue all over.

The only color variation in the "Forty" line is the Torpedo model, which is furnished in Dunham gray all over, with black or blue striping; in Chalmers blue all over with gray striping; and English vermilion all over with black striping.

Famous Cartoonist Entertains "Foremost Citizen"



During Mr. Roosevelt's visit in Chicago recently, he was entertained by the Newspaper Club of that city. To Clare Briggs, cartoonist of the Chicago Tribune and an enthusiastic Chalmers owner, fell the honor of escorting the "foremost private citizen" from his private car to the Club. The photograph shows Mr. Roosevelt's arrival at the Club. The man at the wheel of the Chalmers "30" is Mr. Briggs.

The Chalmers Owner

Westward Hoe!

Being the True Story of an Automobile Voyage as Taken from the Log Book

By M. Y. Morgan

(The following story is reprinted from "The Daily News," of Hutchinson, Kas., as written for that paper in three letters. Mr. Morgan's own Chalmers "30" is the car with which the trip was made.)

DODGE CITY, Aug. 10.—This is to be the truthful story of an automobile trip. Bob Burns says all automobilists are liars when they tell about their machines or their trips. Bob classifies automobilists with fishermen and politicians, who may be perfectly reliable and dependable on any other subject but absolutely untrustworthy when they come to their favorite diversion. As Bob has had experience both as a fisherman and a politician I was impressed with his observation and decided that in the tale of this trip I would set down everything just as it happened, regardless of appearances, results or future reputation. A "blow-out" shall be a blow-out, a ditch shall be a ditch, a broken engine a broken engine, and when the driver or any of the passengers gets fussy or says "damn," it shall go down that way without palliation or excuse. With these few explanations and with the knowledge that a really truthful story will be uninteresting and flat, I will begin to begin.

"Sailing! Sailing!"

In a Chalmers "30" our party of five sailed away from Hutchinson at 8:30 this morning. I say "sailed," because there was a big rain yesterday and the roads were muddy and filled with little ponds of water which briskly sprayed themselves over the fender and occasionally took the passengers a few drops in the eye, causing them to say "fudge," or words to that effect. I am also fond of nautical phrases. I think it was Mark Twain who observed that the dwellers of the interior always love the sea, which they have never seen. I was raised in Kansas, which is about as far from the big salt water as you can get. I reached the age of manhood with my experience in navigation confined entirely to the swimming hole on the Cottonwood and the

boats above Bowersock's dam at Lawrence. All my friends knew as little of the ocean as I. But we loved the sea. It was the favorite theme of our songs. "My Bonnie Lies Over the Ocean" was the ballad we contributed to the night air as we sat on the front porch and watched the moon rise. "Rocked in the Cradle of the Deep" was the harmony that rose in our voices as we came home from the picnic on the hay rack. At every public entertainment the male quartet of our town brought down the house with "Larboard Watch, Ahoy." I never knew whether the Larboard watch had a mainspring or a hand spring, but I loved it, and so did everybody else. Without an idea of what a wave looked like, except the chromo hanging in the drug store entitled "What Are the Wild Waves Saying," we loved the sea and all that pertained thereto. As only the inhabitants of a great prairie state can feel our hearts beat at the thought of so much waste water when we were looking for the rain that was so long coming.

Comma Stops in Mud

Automobiling on muddy roads is different from motoring over the smooth pavement of the city. You get a good start and go grinding along for several rods and then you get a good stop, not a full stop, but something like a comma or a semicolon. All four wheels of the car stay on the road but some do so with difficulty. The ditch along the side looks big and full of water, the water looks wet, and the chances for striking the ditch look fine. You get the mingled sensations of bounding, sliding, slipping and stopping, all for one price. After awhile you grow accustomed to the feeling and begin to look around to see what is going on. Then the car stops and you are invited to step out and pull on a rope while you watch the wheels spin around. It is a pleasant experience this of riding in the mud, but it grows monotonous.

Fortunately our muddy road did not last long. After we got out of the ditches and mudholes which are carefully preserved in Nickerson, the ground was firmer and we sped away to the northwest. We touched at Sterling and Lyons. The most important incident was a visit to the Walter Johnson's new baby at Lyons. We deceived the driver as to the road and went by Ellinwood without hesitating. We came into Great Bend on full speed and nearly ran over a calf.

Automobilists never run over cattle or hogs if they can help it. A thoroughbred automobilist will hit a chicken nine times in ten. He



The Chalmers Owner

eleven

will make a woman jump and a man swear and occasionally hit a boy on a bicycle. But he never takes chances on a cow or a hog, for the

experience is that the automobile is out-classed and after the clash it is numbered among those who "also ran." Our log to Great Bend showed a rather quiet run. The official scorer, or whatever the nautical term for the keeper of the log, had us credited with three chickens, one dog, two scared women and four mad men, all on the expenditure of but five gallons of gasoline, one of lubricating oil, and some remarkable skill on the part of the driver, assisted by the passenger on the back seat, who always knows more about running the machine than the chauffeur does.



The Beauties of Lunch

Leaving Great Bend shortly before noon we had good roads the remainder of the day. The most interesting experience of the journey was the lunch. I don't think we are an exceptional party in our longing for the delicacies of the kitchen. But this is a truthful story. Other auto historians would tell you that the most interesting part of the trip was the beautiful view of Pawnee Rock, the sight of the great grain fields around Larned, the handsome new school house at Kinsley or the boundless expanse of the broadening prairie under a declining sun. But take it from me, the event of the day with every auto party is lunch. The second event in importance is dinner. Scenery, historic spots, curious sights, all fade into a monotonous stretch of memory beside the recollection of the charming cold ham you had at such a place, or the almost raw pork that you tried to make go down some place else. At Great Bend we had accumulated a stock of groceries, such as cheese, canned baked beans, sausage, raw onions and other delicatessen. Under the shade of the sheltering palm—I mean a Cottonwood—we anchored for half an hour and the devastation of the groceries was fierce. A ride of seventy miles in the good old Kansas atmosphere will drive a dyspeptic man to salt pork and he will swear it is just like the fried chicken his mother used to put into the basket when he was a boy. Instead of going to specialists and Springs where you are separated from your money but not from the disease, I advise the sufferer from dyspepsia to take a good long auto trip over Kansas roads. His digestion will be restored, his appetite made fierce, his liver and his lights will be a joy forever. I also want to beat the doctor out of fees for the attempted cure of insomnia. Ride 154 miles in an automobile, from Hutchinson to Dodge City, and you will be so sleepy that you won't care what happens if you can only get to bed. This is good medical advice and not mere personal experience. I give it without charge and there-

fore it won't be used very much. The doctor would get a good fee from you for the same advice, only he would tell you to go to the mountains, or the lakes, or to take calomel.

Dodge City was reached at 6 o'clock. During the day there had not been an accident. The engine was running as smoothly as when we started. The spark plugs were sparking or plugging, whichever it is. Not even a puncture. No damage to anything except complexions. They were lost just after leaving Lyons. The Kansas wind and sunshine can make a brunette out of a blonde, or put a beautiful crimson tip on the end of your nose with all the neatness and dispatch that can be attained anywhere. But who cares for complexion when you are happy, hungry and tired, with a magnificent beefsteak and a wonderful bed in the immediate distance.

This is Dodge City, once known as the bad town of the west, the home of the cowboy and the "killer," recently the political center of the western universe, but now on the pages of our log book as the abiding place of the Harvey House, the clean sheets and the cold cream.

Westward Hoe—Some More

LAMAR, COLO., Aug. 11.—Today the good ship Chalmers made 167 miles from Dodge City to Lamar, most of it by land and some in the land and water mixed. I have heard returned trippers tell of "irrigation ditches" but I never understood just how they worked when applied to the roads. Nearly all the way from Dodge the Arkansas valley is irrigated land. Big ditches, which take the water out of the Arkansas in eastern Colorado, run along the brim of the hills that bound the valley. Every quarter mile or half mile an "irrigation ditch" leaves the big ditch and runs down into the valley land. This ditch is built up above the surface three or four feet so as to give flow to the little laterals which cover the fields. Therefore, when the ditch crosses the road it is three or four feet higher than the



auto to hit, with a reaction like a spring-board. One of the little laterals left carelessly open will pour a stream of water along the road for a distance of a few yards to a quarter of a mile and make a deliciously sticky mud from three inches to several feet to bottom. This "ditch" built above ground and the leaks therefrom have made more broken axles, stuck more machines and caused

The Chalmers Owner

more profanity than all the rains and cloud-bursts of the season. Many times today we have come to a big long mudhole, largely covered with water, and wondered if the machine would get through or stick. She always got through but it never was a cinch bet, for there is a large sized hollowness around the heart when you strike such a mudhole. Not knowing how far down or what is at the bottom, you put your trust in Providence and the low speed gear. The rest of us banked on Providence but I noticed that the driver trusted most to the engine.

Wonders of Irrigation

A wonderful change has come over the valley in the last few years. It was once as bare and barren down to the river bank as the cactus covered prairie on the upland. But the ditches furnish the water now and make several thousand blades of grain grow where none at all grew before. We rode most of the time around fields of alfalfa, just in bloom, sugar beet tracts all in green, orchards and grain fields more heavily laden than those of the east. Where the prairie dog, the rattle snake and the owl once dwelt in peaceful possession, the grain stacker, the beet farmer and the alfalfa raiser now live in beautiful homes. The green streak is not wide, from two to twenty miles, but is a couple of hundred miles long and practically every foot of it is producing wealth faster than the mines of Colorado. Give credit where credit is due, to the dodgasted measley little irrigating ditches.

We decided last night to make an early start this morning from Dodge City and to be off at 7 o'clock. It took great bravery to get out of bed at 6 o'clock after our hard cruise of yesterday. Just as we were starting the discovery was made that it was only 5 o'clock. We had forgotten that the time changes at Dodge and that when it is 7 o'clock in the east end of the Santa Fe station, it is 6 o'clock in the west end. So we had actually gotten up at 5 o'clock. I wanted to go back to bed but was out-voted. All day today I have been worrying over the precious hour's sleep that was sacrificed because the railroads run the time as well as most everything else.

From Dodge City to the busy prosperous town of Cimarron the road was often over the prairie. Then we came down into the valley and followed the telegraph poles. Garden City with its handsome appearance and progressive business ought to have been a place for a longer stop, but we only hesitated there long enough to take on water and more groceries. We lunched in a shady grove near Lakin and had for our neighbor a canvas-covered wagon drawn by a pair of mules, the traveling home of a Missouri family, father, mother and ten children. The contrast between the old prairie schooner and our automobile cruiser was as great as between a prairie dog town and the irrigated valley. The schooners are not so numerous as they once were. But they still make the same appearance with the old man and the old lady on the front seat, children sticking out at the sides, dogs following, a cow hitched to the end gate and the water

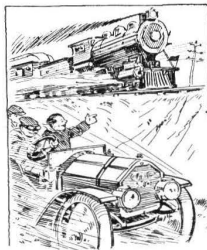
bucket hanging from the axle. The company near where we lunched were sociable. Our special artist took a kodak picture of the outfit and the way they swelled up and looked pleasant to have their pictures taken reminded me of a meeting of a grand lodge. They were not going so fast. They had been three weeks on the road from Missouri and had ten days more driving to their destination. But they were having a good time and were undoubtedly as healthy and happy as the automobilists that honked past them every hour or so on the way. A team and wagon, a wife and children, and plenty of dogs; what more could the Missourian wish for?

Lakin is another good town, about thirty miles west of Garden City. Near Lakin we saw a lake up on the prairie, several miles long and a mile or two wide. There was real water in the lake and it is always filled, or else the people there lied about it. The government irrigation experiment station is at Deerfield, east of Lakin, and Uncle Sam is seeing if water can be pumped up from the underflow at a low enough cost to make it pay for irrigation. The Colorado people take nearly all the water from the river before it gets to Kansas and the supreme court has confirmed their right to do so. There is some water left but the irrigation district can be enlarged greatly if the government experiment proves a success.

But The Train Won

Near Syracuse we had our first race with a train. For nearly two days we had been looking for this opportunity. Every tourist who has returned to Hutchinson has told about racing with Santa Fe fast trains and always beating them. The slowest machine that has come over the trail has always passed Santa Fe passenger trains "with ease," according to the report of the driver. Perhaps the Santa Fe knew about us and our car, for we had not seen a train headed westward until this afternoon. Perhaps the trains

were afraid. But at last the chance came and we took it. The flying Santa Fe plug from Dodge City to La Junta loomed majestically over the starboard side, and Mr. Williams, our chief engineer, fireman, pilot, captain and most of the crew, signaled to let her go. It



was a glorious sight, and in anticipation we enjoyed the stories we would tell that would make the yarns of Bill Van Zandt, Art Greenlee and Harry Taylor look like last year's bird nests. But, alas, this is a truthful tale. Just as we were about to pass that train and crown ourselves with glory, up bobbed an irrigation ditch, and mudhole, and a broken culvert. We lost our great opportunity and the Santa Fe railroad can continue business.

The Chalmers Owner

thirteen

If those obstacles had not appeared, or if that Santa Fe train had not run its best, or if the Santa Fe engine had broken down, we would have had our story the same as the rest. Some scoffers at the garage here told me the tale of beating the Santa Fe train was an old one and that no automobile from Hutchinson had ever actually beaten a way freight. But I know this is a mistake. Every Hutchinson driver who has made this trip has admitted himself that he and his machine "easily passed No. 3."

We crossed the state line into Colorado about 4 o'clock. Some of us couldn't tell the difference, but I could. I had the map. We only gave Holly a pleasant look and then lit out for Lamar, where we had decided to pass the night. This is sugar beet country. Every town has a factory and every community is growing and prosperous. But there is one end of the sugar business that is no better here. Sugar is no cheaper in Lamar right under the nose of a sugar factory than it is at Hutchinson. I had this explained to me by a well-posted citizen of Lamar but I was too sleepy to understand it, except that the manufacturers and the jobbers stand together and the consumer pays the freight, or "absorbs the differential" or it gets lost in the "universal joint" or something just as good.

The second day's going was completed without an accident, a puncture, tire trouble or any mischance whatever. We crossed several thousand mudholes, ran over a jack rabbit, (dead, in the road) and reached here at 6 o'clock. Lacy Rozier lost his hat but we counted that a gain until we saw the cap he bought to replace it.

Westward Hoe—The Land

COLORADO SPRINGS, COLO., Aug. 12.—The third and last day of the cruise ended a few minutes after 6 o'clock this evening when the Chalmers "rounded to" at the front porch of the Antlers hotel. The speedometer marked 492 miles from Hutchinson, two miles less than the ordinary wagon road, saved by cutting across at Las Animas. The first day to Dodge City the run was 154 miles, the second day to Lamar 167 miles, and the third to Colorado Springs 171 miles. During the entire trip there was not an accident, not a skip in the cylinders, not a dirty spark plug, not a bit of repairs, no tire trouble, not even an abrasion of the cuticle of the pneumatic. There is absolutely no work to do on the machine before it is put into mountain service. Of course this is to be credited to the machine and to the driver, Mr. H. C. Williams, whose use of

the brake saved us from the bumps, the broken axles and tire trouble and whose consistent and repeated application of lubricating oil every fifty miles kept the engine in perfect condition. Our party came into port in as good condition as the machine and with the exception of a clamoring appetite and some complexion trouble, in as fine shape as when we weighed anchor in Hutchinson three days ago. The roads have been good enough, the weather perfect, and there has been nothing to mar the pleasure of the trip. We took three days to the voyage when it can be made in two long days. But we stopped from fifteen minutes to an hour in twenty towns, saw the country and prevented the fatigue of car riding. We made every stopping place by 6 o'clock so that we had time to eat, rest and sleep like a house afire. Early starts and late drives sound nice but they are a delusion for non-professionals. The way to make the trip from a pleasure standpoint is to start reasonably early, stop frequently so the men can stretch their legs and the ladies their limbs, get in at the stopping places in time for a square meal for supper and a substantial night's rest.

An Oasis Among Waiters

From Lamar to Fowler, about ninety miles, the road was through the irrigated valley, a constant pleasure with its prosperous appearance. We stopped at Rocky Ford, where the cantaloupes come from, and had lunch. The restaurant was not beautiful and had no potted palms or beamed ceilings. But the waiter was polite and wanted to get us something we would like. The result was a meal that beat the Baltimore and was almost up to the Bisonte. A really polite and helpful waiter is worth going miles to see.



Ordinarily a waiter considers the traveler a necessity but a nuisance to be looked down on. He or she will look the other way, bring in things you did not order, pay no attention to the appearance of the eatables, stick a thumb in the water glass and spatter grease over the table cloth and clothes. It is just as hard work to do it that way as to be attentive, solicitous and neat, but it is beneath the dignity of the prince or princess who condescends to bring in the wrong grub and take your tip. Sometimes I think waiters must be under the civil service rules, they give such very grudging and uncivil service. That is the reason why Rocky Ford looked so pleasant and will always be remembered as the best town in Colorado. I don't know the waiter's name but I would be for him for governor and so would every other traveler who passes that way.

The Chalmers Owner

Pikes Peak, Ahoy!

Soon after leaving La Junta, where we stopped for soda water, we saw Pikes Peak. It was not exciting to us but it must have been so a few decades ago when wagon trains crossed the plains with their canvas covers inscribed "Pikes Peak or Bust," to go back later with the P. S., "Busted." They outfitted at St. Joe and the going was for weeks through a barren country incumbered with stretches of desert and tribes of hostile Indians. With what enthusiasm they must have come to this first view of the Peak, the promised, or rather the promising land! I can imagine that they cheered, danced and had a high old time when they reached so near their destination. Little did they anticipate that the future would bring irrigation, sugar beets, cantaloupes and automobiles, and that men would come out here with kodaks, and white women with "rats," like the scalps the red men took when they had the chance. Now we look forward to air ships and probably the next generation of tourists will speak with some derision of the travelers of today who had to stay on the ground and struggle against sand hills and irrigating ditches. Just how the generation after the airships will improve on its immediate predecessor, I am not prepared to state, but it is sure to be a step in advance that would settle the question of my sanity if I could think of it now.

No Miss Anywhere

A little after 3 o'clock we touched at Pueblo, a dirty, smoky, busy city, with a smelter and a

smell like a sewer gas plant. Colorado Springs 44 miles away. This was about the worst road of the trip, for it had rained recently and mountain torrents play havoc with a road bed. There was no irrigation, no cultivation, no people. Nearly all the distance the road went through a prairie dog town. We tried to get pictures of them, the old settlers, but they would not stand for it. Just as our artist would get a focus on Mr. Prairie Dog he would put his thumb to his nose, wiggle his fingers, and disappear into his hole. A Prairie Dog is a kind of combination of a rat, a squirrel and some kind of people. We had another race with a train and would have beaten it easily if it had not gone so fast. A little shower came down from the mountains, now only a few miles off, but that couldn't stop us with dinner in the distance. The ascent was steady and we were 5000 feet above sea level, about 3800 feet higher than Hutchinson. Pikes Peak, 14,000 feet high, towered up to one side and the plains of cactus and prairie dog towns were on our right. The voyage was nearly ended and every one on board almost regretted the fact, though the regret was tempered with thoughts of ham and eggs and mentholatum. The sun was behind the cloud when we slipped over the hill and into Colorado Springs, with a record of which we were proud. So far as history tells us no other automobile party has ever made the trip without an accident, without beating a train and without missing a meal. The cruise ended in the beautiful harbor and the good old ship is anchored and will be washed, for the Chalmers and the tourists need most of all that great product of civilization, a bath.

A Fourth of July Prize Winner



When the city of Manistee, Michigan, decided to hold a Fourth of July motor parade, Mr. and Mrs. W. H. Kinsley, of that place, decided to enter their Chalmers "30". Mrs. Kinsley decorated the car with crepe paper, bunting and flags, performing the entire task unassisted. Mr. Kinsley, who is a leading pharmacist of Manistee, drove the car in the parade. Mrs. Kinsley's efforts took second prize for the best decorated car.

For the Winter Motorist

Anti-Freeze Solutions and Some Advice on the Care of Cars During the Cold Months

Winter motoring is now almost as general as motoring in the warm season. There was a time when cars were jacked up, covered with canvas and stored away in the garage until the first of May or the middle of April at the earliest. Those days are over. Open cars as well as Coupes and Limousines are now kept in general use during the winter. Even country touring is not abandoned when the roads are covered with snow.

For the Chalmers owner who expects to drive his car during the cold months we give some information which will be of value in getting the most satisfactory service out of the car.

The following anti-freeze solutions have been tried out by the Chalmers Motor Company and will be found efficient as low as the temperatures given.

Anti-Freeze Solution

For five degrees below zero and upward: wood alcohol 15%; glycerine 15%; water 70%.

For fifteen degrees below zero: wood alcohol 18%; glycerine 18%; water 64%.

About three gallons of this solution are required for the circulation system in a Chalmers "30" and four gallons for a Chalmers "Forty."

Alcohol should be added from time to time as the solution is used up and the formula broken by evaporation. If the motor is left running with the car standing idle this anti-freeze solution is quite likely to boil and evaporate rapidly.

The lubrication of the motor requires extra attention in extremely cold weather. When the mercury drops below zero a thin oil which does not thicken readily should be used. Extreme care should be taken to see that the oil in the lubrication system is not too thick to operate freely.

It should be remembered that gasoline does not evaporate as readily in cold as in warm weather. If the motor stands idle without protection until it gets cold, difficulty in starting may be experienced.

To facilitate starting, a rich mixture and an early spark are necessary because the charge in each cylinder ignites slowly and burns slowly. You will experience no trouble if you follow these instructions:

Some Winter Rules

Be sure that the gasoline level is sufficiently high in the float chamber of the carburetor.

Keep spark plugs and batteries in good condition.

Be sure that you are getting a good quality of gasoline.

Drain the gasoline pipe frequently to get rid of any water which may have collected.

Do not open the throttle more than one-third.

Keep the butterfly valve and the cold air intake closed while cranking motor.

Stop the motor by closing the cold air valve until the motor chokes instead of turning off the switch.

But if the car is to be kept out of commission during the freezing weather, some points should be kept well in mind. The water circulation system should be thoroughly drained. This is accomplished by opening the pet cock at the bottom of the radiator.

Also make sure that the cock in the pipe running from the carburetor at the bottom of the radiator is turned in line with the pipe.

In addition to these operations, on the "Forty" it is well to remove the plugs in the water jacket on the left side of the cylinder so that the cylinders may be more thoroughly drained.

Father and Sons on Long Motor Jaunt

One of the most interesting tourists that ever made the trip across the continent is John Wright, of Los Angeles, California, who, with his two sons drove his Chalmers "Forty" Touring Car to New York and then shipped it to England for a tour through Great Britain and Europe.

Mr. Wright violated all precedents of motor touring by camping out along the roadside when the weather was not too boisterous. Besides the regular equipment, a shovel and block and tackle, blanket, and a cooking outfit were carried. The block and tackle were not used during the trans-continental trip except as a guy rope for the temporary tent. During the day the tent was rigged up over the tonneau somewhat in the style of an old prairie schooner.

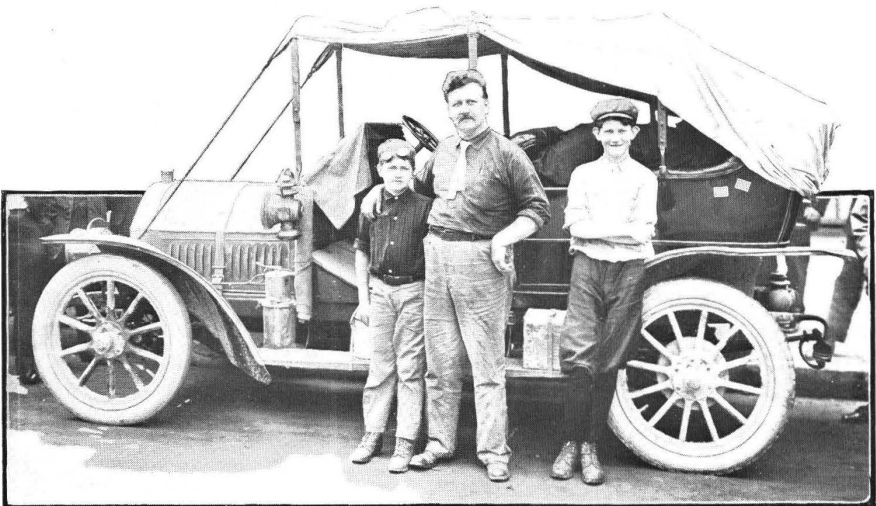
The entire trip was made in easy stages, the longest day's run being only 84 miles. This tour was made at the beginning of a trip to the home of Mr. Wright's father

in England. Mr. Wright is planning at present to continue his run through Europe in the same car, which was shipped abroad immediately upon his arrival in New York.

This unusual tour was planned with no thought of annihilating distance or running up a great number of miles; it was to be simply an outing to Mr. Wright and his two sons, Wallace, aged 14, and George, aged 9.

The car with its canvas top and sun-tanned crew attracted a great deal of attention in New York. The canvas top is covered with the names of towns and of people who entertained the party, and Mr. Wright expects to have added thousands of other names before his return from Europe.

According to Mr. Wright, the western farmers frequently commented upon the unusual sight of a prairie schooner going east—reversing the condition of pioneer days when the migration was all in the other direction.



Mr. John Wright with his two sons, George and Wallace, beside their Chalmers "Forty" Touring Car. This picture was made after Mr. Wright and his sons reached New York, in front of the salesroom of Carl H. Page and Company, New York representatives of the Chalmers Motor Company

THINGS TO DO TO-DAY

If You Would Have Your Car Always in Perfect Condition

Monday Oil in crank case, gasoline, water. Oil valve stems, push rods, rocker arms, commutator. Screw down grease cups (two turns) on commutator and water pump gears.

While oiling, inspect fan belt, water pump and connections, wiring to commutator and magneto, spark plugs and terminals, exhaust valve plugs (for compression leaks), oil pump and pipe (for possible leaks).

Tuesday Oil in crank case, gasoline, water. Oil fan, spark and throttle mechanism. Screw down grease cup on steering gear case.

Inspect carburetor water connections, wiring, inlet valves (must be tight). Screw down all grease cups on front springs.

Wednesday Oil in crank case, gasoline, water. Remove floor boards and oil gear shifting mechanism, clutch and brake mechanism. Examine transmission and clutch casing for oil. Pack front universal joint with grease, if necessary. Screw down grease cup on propeller shaft sleeve (1910 model).

Inspect gear shifting mechanism, clutch and brake. Tighten transmission brake if necessary.

Thursday Oil in crank case, gasoline, water. Oil brake rods and also brake shafts on rear axle. Screw down grease cups on brake shaft (under tonneau floor), rear springs and spring seats. Pack rear universal joint (1911), if necessary. Screw down grease cups on propeller housing (1910).

Inspect rear spring bolts, brake rods and brake shafts.

Friday Oil in crank case, gasoline, water. Oil starting crank. Screw down all grease cups on front springs, front axle, and steering cross rod. Pack connections on fore-and-aft rod, if necessary. Screw down grease cups on water pump and commutator gears.

Inspect steering connections and front springs for loose nuts and bolts.

Saturday Oil in crank case, gasoline, water. Oil steering wheel, spark and throttle control levers, gear shifting lever and brake lever.

Put two or three tablespoonfuls of kerosene in each cylinder once a week to cut carbon, preferably when motor is warm, and let stand over night. **This is Important.**

Inspect body bolts and fender bolts.

Sunday Oil in crank case, gasoline, water. Fill lamps if necessary. Screw down all grease cups on springs.

Examine Prest-O-Lite Tank. Test storage battery.

Things To Do Occasionally

Every 500 Miles Drain clutch case and wash out with kerosene; refill with 1½ pints cylinder oil. Oil magneto, applying *only* three drops of highest grade light machine oil at each of the three holes. Too much oil will ruin the magneto.

Every 1000 Miles Drain crank case and clean oil screen; refill with good gas engine oil to level of top try cock. Pack steering gear and steering connections with grease.

Jack up car under frame, pry spring leaves apart with a cold chisel or heavy screw driver and lubricate between leaves with graphite grease. Pack hub caps with good grease of medium consistency.

Every 2000 Miles Pack differential case with a mixture of two-thirds grease of good grade and medium consistency and one-third cylinder oil.

In General Oil in motor crank case should be kept as nearly as possible at the level of the top try cock; on a long tour add oil frequently.

Keep transmission case partly filled with good gas engine oil—enough to just cover lower shaft. Inspect every week.

Keep spring clip nuts tight.

For grease cups use a good grade of grease of medium consistency, free from acid.

In screwing down grease cups, give them two turns each time.

Strain gasoline through a chamois.

Drain radiator or use anti-freeze mixture when temperature is freezing and motor is not running.

If anything happens to your car, consult the nearest Chalmers dealer AT ONCE

The Chalmers Owner



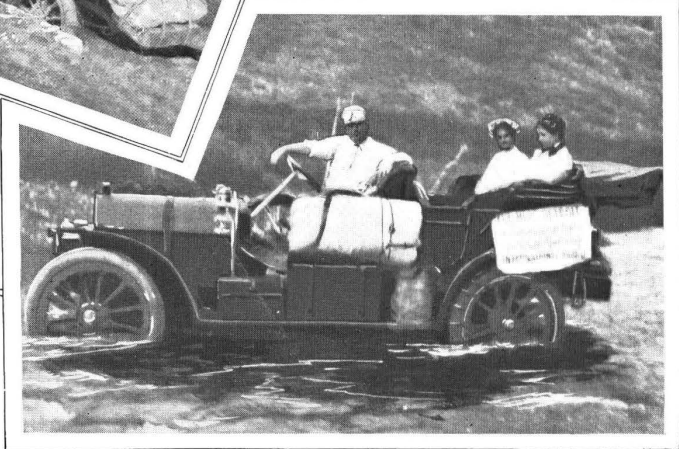
Crossing the bed of Pecos River.



Known as a road in the Black River district.



A soft spot in a mountain road. The Chalmers "40" got out of this hole on its own power.



M.B. Christy in his Chalmers "40" fording the Princess River in the Sacramento mountains.

A Strenuous Texas Tour

M. B. Christy and Party Make Their Own Motor Road for About 400 Miles

SOME people are born with the pioneer spirit. They thoroughly enjoy going forth into the wilds to make their own way. To anyone there is a satisfaction in overcoming obstacles; but the true-blood pioneer seeks unusual obstacles to surmount.

Such a man is M. B. Christy, of El Paso, Texas. And such were those who accompanied him during a tour through Texas in a 1909 Chalmers "Forty."

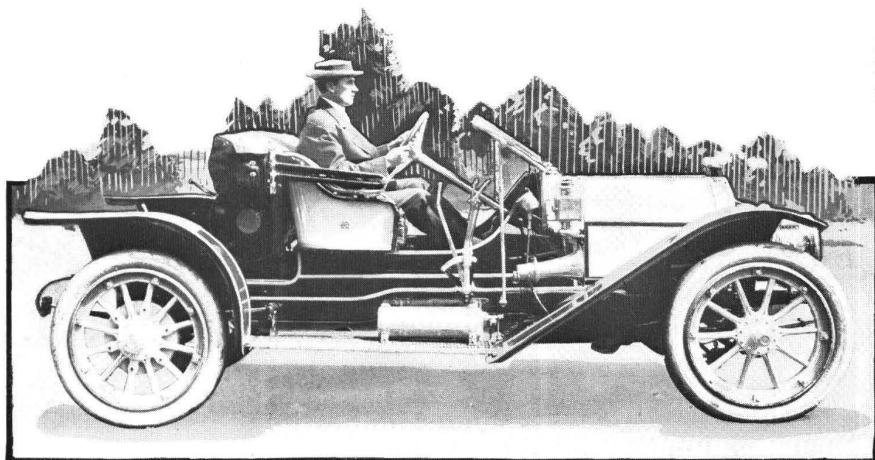
For 400 miles of the trip, Mr. Christy's car covered roads which had never before been traversed by a motor car. The photographs on the opposite page give some idea of the obstacles overcome. In the Sacramento mountains these motoring pioneers were forced to ford streams 26 times in three miles. In seven miles there were 32 fords. Some of these were so deep that even the gas lamps were under the water;

"but we kept the engine going without difficulty," writes Mr. Christy.

In the Black river district the party found no roads at all and many miles were made only by lifting and rolling large stones from the path of the car. In some places the mountain gravel roads were so soft that it became necessary to remove the floor boards of the tonneau and shovel the packed earth from the front of the differential housing. Despite these obstacles the car pulled out of all difficulties on its own power.

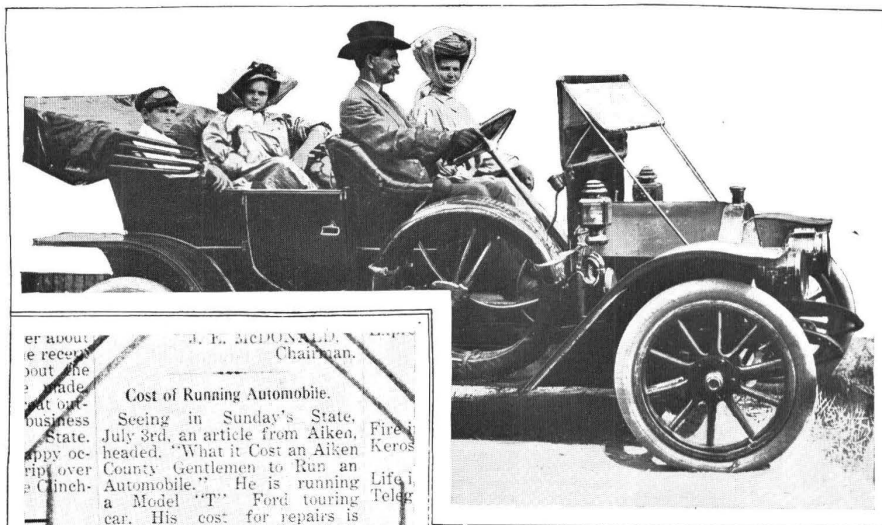
The total length of this strenuous trip was 857 miles.

"In the more remote districts we found the natives much interested in our car. In the mountains we met some who had never even heard of an automobile. Our car, including passengers, weighed 4,100 pounds. Throughout the trip we averaged 14½ miles per gallon of gasoline," writes Mr. Christy.



President Hugh Chalmers in his "30" Roadster

Chalmers Motor Car an Economy



T W Ruff, Mrs. Ruff, Myra and T W Ruff, Jr in their Chalmers '30' Touring Car
Below, the article which Mr Ruff wrote for a paper in Rockton, S C

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J. E. SICHON, D.D.,
Chairman.

Cost of Running Automobile.

Seeing in Sunday's State, July 3rd, an article from Aiken, headed, "What it Cost an Aiken County Gentleman to Run an Automobile." He is running a Model "T" Ford touring car. His cost for repairs is \$117.12, cost for supplies \$52.18, making a total of \$169.30 for one year. Miles run 2,623. His car cost him 6½ cents per mile. Fourteen months ago I bought from Gibbes Machinery Co., Columbia, S. C., a Chalmers-Detroit "30" touring car. It has run 4,340 miles, and fully one-half the above mileage was run by my son, who was just eleven years old when he commenced to operate. Here is my expense account at the end of 14 months' work for my car. For repairs, \$30.45; supplies, \$97.00; making a total of \$127.45. This car was run at 3-cents a mile or a little over \$9.00 per month.

T. W. Ruff.

Children's shoes at only half

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Down in South Carolina, owners of motor cars have been having a friendly maintenance contest. Various motorists have kept accurate accounts of the cost of upkeep and the results have been published in local papers.

Thomas W. Ruff, of Rockton, S. C., recently sent the following communication to the "News and Herald," of Winnsboro:

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In his letter to the Gibbes Machinery Co., Columbia, S. C., of whom he purchased his Chalmers "30," Mr. Ruff says: "And now after 14 months' use of my car I thank you for persuading me to buy it."

The Chalmers Owner

twenty-one

My Car

I have a friend—
 A friend that feels my every mood;
 Sometimes vibrant with the joy of life;
 Sad when I am sad—
 Pensive and still—
 Gently crooning as we pass hill and dale ;
 Or laughing at some secret jest—
 A joy between us two.
 I have a friend—
 My Chalmers!

My friend is mine—
 And mine alone.
 Another sits behind the wheel;
 Another, little understanding what a friend may feel;
 And gives commands.
 With me again, my friend's resentful;
 The sympathy is gone.
 There is aloofness where was intimacy before,
 Aloofness grown of intimacy outraged.
 The touch is not the same;
 Response to my desire is slow.
 My friend is sore at heart—
 My Chalmers!

A holiday together!
 Out where the road is clear,
 The air is sweet and the sweep of the country wide.
 We loaf—
 Just jog along toward nowhere.
 The motor purrs a tune in close accord
 With my own lazy mood;
 The muffler drones so sweetly—
 Like a great blue-bottle fly buzzing against the pane on a
 summer's day.
 Comes up a shower;
 I sit erect and think of shelter.
 Together we're away—
 My agitation felt within that frame of steel;
 And shelter reached both heave a sigh
 And rest—
 My Car and I.

When going's rough or steep
 What sweet remonstrance makes my friend!
 The short, curt bark of muffler;
 The hum of laboring gear;
 The rhythmic purr of motor—
 Through all, the steady breath of one in perfect health who
 toiling, tires not.
 Smooth the road again—
 Again we fly,
 And every moving part sings—

The Chalmers Owner

As does my heart—
 The pure joy of life and motion surging through!
 Thus is my friend—
 My Friend;
 Because a friend is one who's true,
 Who knows and feels,
 And that's—
 My Chalmers!

At eventide we homeward turn,
 And through the night there drips a song,
 And drips and drips—
 The song of peace, and joy of work well done;
 The song of gladness for a day of God's free air and open road
 and verdant countryside.
 Through the soft, deep shadows drifting,
 I think there's nothing half so sweet
 As that low croon of steel;
 There is no joy to equal that—
 The feel of power and strength beneath;
 The feel of power above
 In mine own hand—
 That power to do my will with all this living steel that is my friend—
 My Chalmers!

Each touch of mine means something to that whirring mass;
 Each move it makes, to me conveys a meaning:
 We are twain, yet we are one—
 One in desire, accomplishment and hope.
 I had not thought that steel and wood and paint
 Could be combined in such a living thing.
 Human friends I have, and books,
 And pictures fine and treasures;
 Yet none of these is quite so much my friend,
 My pal in any mood,
 As that inanimate yet living thing,
 My Car—
 My Chalmers!

—By a Chalmers Owner.



A Kansas wheat field with the profits of which the owner bought a Chalmers "30." The picture was sent to "The Chalmers Owner" by the Wichita Automobile Company, Wichita, Kas.

"30" Does All But Swim

James M. Sterling Relates Experiences on Trip From Pennsylvania to Arkansas



WHEN James M. and Harry E. Sterling, their mother, and Miss Maude Newcomer, of Masontown, Pennsylvania, decided to visit relatives in

Siloam Springs, Arkansas, and to make the trip from Pennsylvania in a Chalmers "30" touring car, a lot of motorists in the east advised them either to leave the car at home or ship it, and make the trip by train. Friends of Mr. Sterling, in Masontown, told him he could not make the trip from Pennsylvania in a car of the power of a Chalmers "30" without great expense.

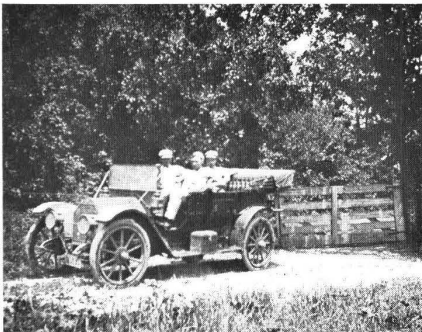
But the little party had their hearts set on an automobile journey and would not change their plans. They had a rather re-

Mr. J. M. Sterling tells of the experiences encountered on the trip in a letter to the Chalmers Motor Company:

A Perfect Record

"I have made a perfect record with my Chalmers '30.' This car was driven about 2200 miles before I started from Pennsylvania to Arkansas. From the time I left Masontown, Pennsylvania, until I arrived in Siloam Springs, Arkansas, I was on the road just ninety-six hours. I drove all the way without a puncture and without spending one cent for repairs. The only thing that gave us any trouble was the loss of a nut off one of the fenders.

"We had fine roads through Ohio, Indiana, and a part of Illinois, but they were the worst I ever saw in Missouri. We started into the Ozark mountains about 150 miles from St. Louis, and that is where our trouble began. For more than twenty-five miles one of us had to walk ahead of the machine to look for stumps and large stones. Part of the time we were building roads over steep hills. Then came the trouble with creeks and rivers. We were held up for about four hours one afternoon trying to get out of a flooded sand-pit, but we could not make it. We had to get a team to pull us out and that was the only time that we required any help.



Making a Detour to Avoid a Deep Ford of the Cowskin River, Mo.

markable trip and encountered many obstacles, but finally reached their destination. Despite bad roads, flooded streams and mountain travel, the Chalmers "30" came through perfectly until the party ran into a cyclone which was followed by extremely heavy rains. The car was then abandoned and the party went on to Siloam Springs by train. Mrs. Sterling and Miss Newcomer were left in the Arkansas town, after which James M. Sterling, Stanley King and Roy Flickinger went back to the abandoned automobile and drove it through to the end of the journey, a total distance of 1,174 miles.

Water Over Magneto

"We used ordinary store gasoline for about 250 miles. We could not get any automobile gas at all, but the substitute worked finely. We forded the Cowskin river, and in one place the water was over the magneto about three inches. The engine stopped, so we had to get out and push the car to shallower water so that we could work at it. The crank case was full of water, but after we had drained it the engine started readily on the magneto which we had to use because the battery box was full of water.

"Near Pacific, Missouri, we encountered a cyclone, and after that it rained so hard

and the streams were so swollen that we had to abandon the car, which did everything but swim.

"Of course it is impossible for me to tell you everything that happened along the road, but I can say that the car was running just as well when we reached Siloam Springs as it was when we started from Pennsylvania. I want to let you know that I think a whole lot of my Chalmers '30'."

The following is from the Benton County Republican, Siloam Springs:

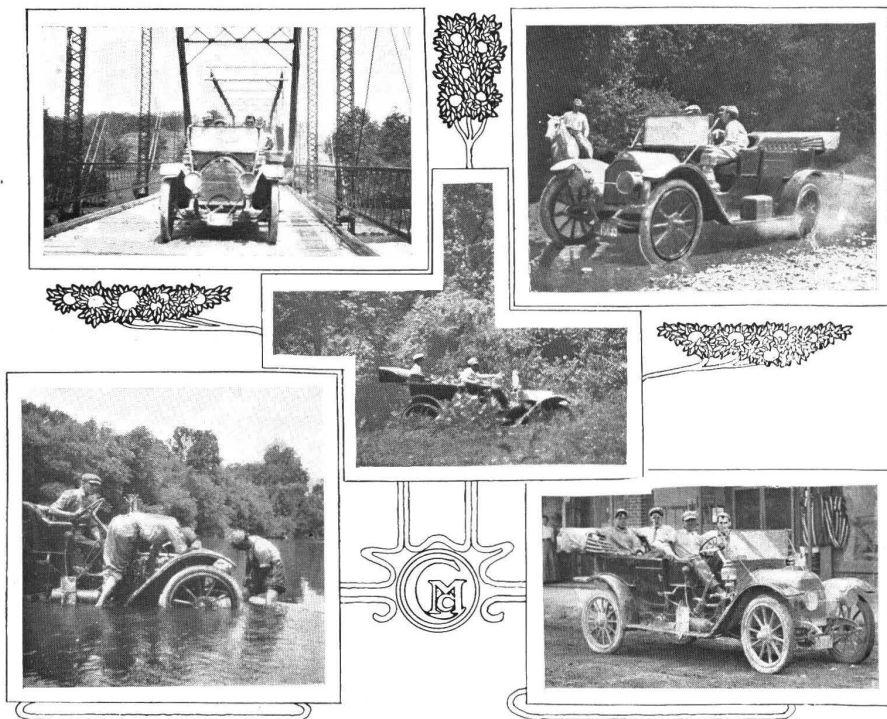
"At Springfield, Missouri, a garage man told the Sterling party that the trip was a record-breaker; that only two machines had ever gone over that route, and as they accomplished the journey without accident, Mr. Sterling was highly pleased. Their traveling covered a period of ten days. The car was driven all the way by James M. Sterling. The trip showed the Chalmers '30' to be a car built for rough travel."

1911 Chalmers Instruction Books Highly Praised

The 1911 Chalmers Instruction Books have just come from the press. The Chalmers owners who have seen them are telling us that they are the most practical automobile instruction books ever published.

It has been our effort in compiling the 1911 Instruction Books really to tell something about the operation and care of Chalmers cars. The books are wholly practical and give the owner instructions which should enable him to perform every operation necessary in the care and maintenance of a Chalmers car.

The books are fully illustrated with diagrams and plan photographs of the various systems and parts which should have the attention of the owner.



Some of the difficulties encountered by James M. Sterling and party on the trip from Pennsylvania to Arkansas. The arrival in Siloam Springs

Denver to Columbus, Kas.—31 Hours 6 Minutes

The Story of an Interesting Trip Made by Mr. and
Mrs. M. H. Wood, Webb City, Mo.

THE following letter requires no explanation. It tells the whole story of a great motor trip made by Mr. and Mrs. M. H. Wood, of Webb City, Missouri, in a Chalmers "Forty."

WEBB CITY, Mo., Aug. 2.
"CHALMERS MOTOR CO.,
Detroit, Mich.

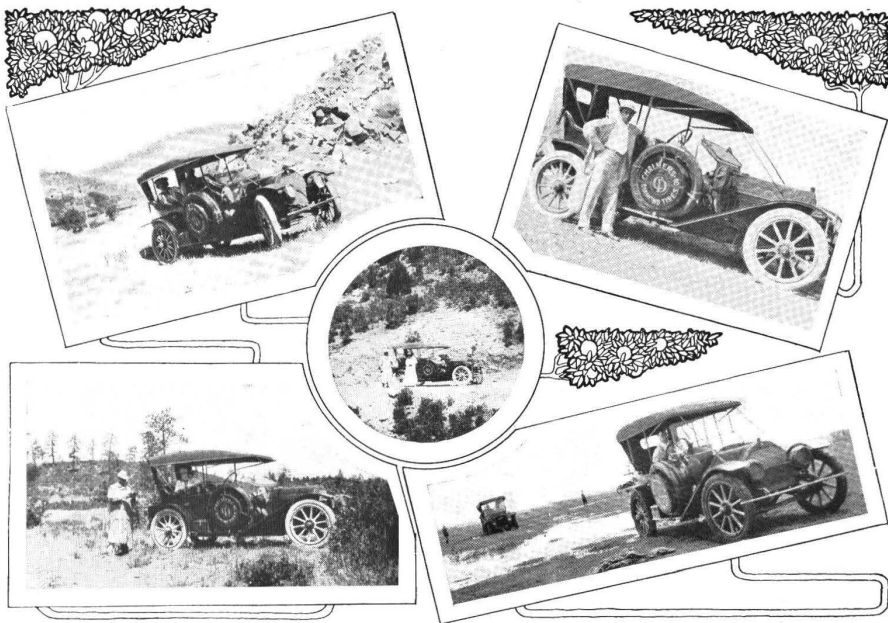
"Gentlemen:—We just arrived home yesterday evening at 5:30, and believe that we have finished a trip that is about as good as anyone has ever done for the same distance.

"After visiting in New Mexico and southern Colorado, we decided that when we left Denver we would see just how good a run we could make from Denver to

Columbus, Kas. Mrs. Wood kept the log book, and we were very particular to have it exactly correct.

"I have just figured out what we did on the trip, and will say it was a little surprising to me, although I knew that we nearly always had the car running from 35 to 40 miles an hour wherever I dared.

"The distance from Denver to Columbus is 949½ miles, and our actual running time for this trip was 31 hours and 6 minutes. The day we left Denver we drove from there to Lamar, Colo., 236 miles, in 12 hours even. We stayed at Lamar all night, and left at 6 in the morning and made the run from there to Hutchinson, 319 miles, in 15 hours and 10 minutes. We then made the run from Hutchinson



M. H. Wood and party in the Raton Mountains, New Mexico; Mr. Wood and the car which made the record trip from Denver to Columbus, Kas.; Chalmers "Forty" pulling another motor car out of the mud.

The Chalmers Owner

to Columbus, 294½ miles, in 14 hours and 22 minutes.

"In this 949½ miles we used 67 gallons of gasoline and 14 quarts of oil. We did not keep track of the water used on this run, but I do not think it exceeded 5 gallons. Our engine was never hot at any time and the water did not boil a single time on this run. There would have been no occasion to stop the car at all if we had been going for any record, for there never was a car that behaved more admirably than this '40' pony tonneau.

"We had the valves down once on this trip, put in two new spark plugs to replace two which had broken porcelains, and tightened one of the steering rod bolts and one spring clip bolt.

"We caught up with a great many cars going the same direction we were, and we never took any dust when we arrived at a piece of good road where we could get around (and we had a good many nice races). We had a race with the D. & R. G. passenger train ten miles out of Colorado Springs, and we had the car up to 53 miles an hour on a strange road, and were getting away from the train all the

time, when we had to slow up for a turn.

"Our best running was from Pueblo to Hutchinson, which by our speedometer and detours that we made by getting wrong roads was 441.6 miles. We made this in 21 hours and 20 minutes. As stated before we were not trying to make any record, but were simply moving along all the time. As I had to do the driving every foot of the way myself I was pretty tired when we reached home.

"We finished on the same set of Diamond tires that we started out with, and the total mileage of the entire trip has been 3,330 miles. The car is actually running better today than it was when we started.

"If there is anybody who can beat this record in any old car they can sure have the opportunity. Everybody is very much surprised to think that we could make such a trip with absolutely no trouble at all.

"We are indeed proud of the car and the Diamond tires that were on it, and every place we went in the principal towns it was easy to see that Chalmers cars are favorites.

Very truly yours,

M. H. Wood."

Navigator's License Not Required

But One Driver Felt That He Needed One During a Trip Through Texas

L. L. Lane, of Abilene, Texas, had to make a trip through eight Texas counties last spring. In all he traveled 604 miles in his Chalmers "30." One day's run was over roads deep with mud and in many places quite covered with water. Eighty-eight miles of this kind of going were covered one day without chains. The total consumption of gasoline for the trip was 42 gallons; an average of 14.1 miles per gallon.

Upon his return to Abilene, Mr. Lane started at once on another trip through Midland and Gaines counties, Texas. Fif-

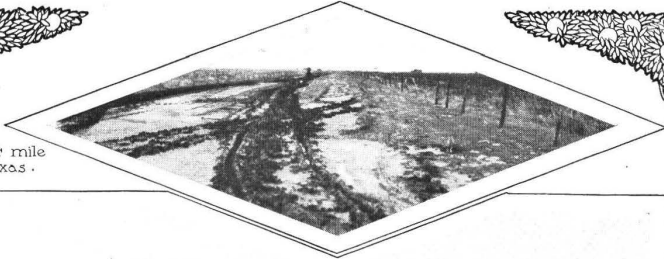
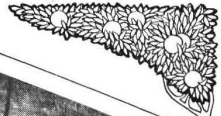
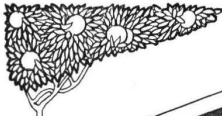
teen per cent. of the roads were through heavy sand and over rock hills. Here the Chalmers averaged 14.4 miles per gallon of gasoline. Three of the pictures on the opposite page give some idea of the roads encountered.

The fourth picture shows Senator S. P. Hardwick, of Texas, and family in the same car making a trip over Senator Hardwick's ranch. Along Dead Man River there was no road at all and the car was forced to make its way through rocks like those pictured.

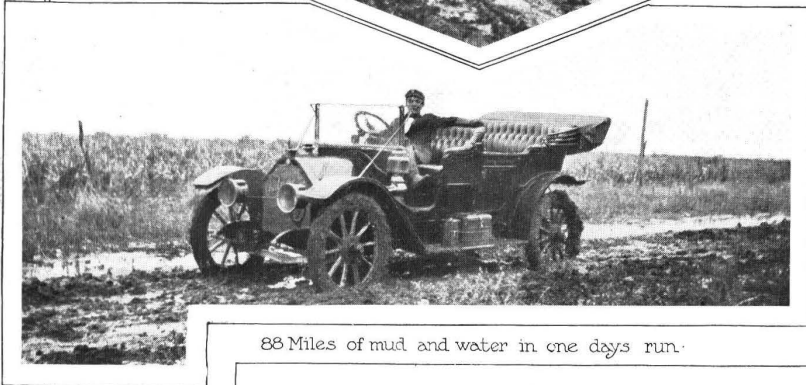
Mr. Lane's "30" has required no adjustment or repairs despite this hard usage.

The Chalmers Owner

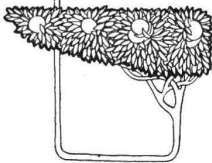
twenty-seven



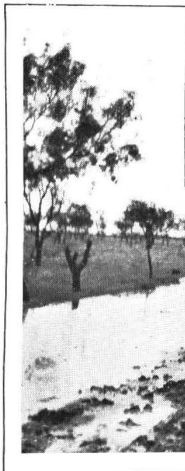
Part of a 604 mile Trip in Texas.



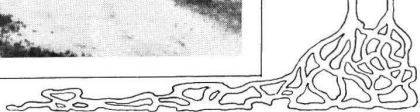
88 Miles of mud and water in one days run.



This is a road on Dead Man River.



This road was negotiated without chains



Danville Amateur Wins in Newport Hill Climb

Mr. Allan McDonald Drives Chalmers "Forty" to Victory in Three of Four Events Entered

One of the most notable hill climbing performances of the season was that of Mr. Allan McDonald in the Newport hill climb at Danville, Ill., July 14th.

Entered in four events, of which he won first place in three and was third in the other, is the record of this young Danville amateur. Mr. McDonald entered his Chalmers "Forty" in all events to which it was eligible and in the free-for-all.

In the contest for the Joseph G. Cannon trophy, open to cars owned and driven by residents of Vermillion County, Illinois, Mr. McDonald was an easy first. Through this victory he became the permanent owner of the Cannon Cup, having also won the same event in 1909. There were five starters in the Cannon cup event this year. Mr. McDonald's time was 26 seconds as compared with 30 seconds when he won the same trophy a year ago.

In another event open to stock chasses of cars at \$2,000 to \$3,000, Mr. McDonald again won in 26 seconds in a field of three. The trophy was a silver loving cup.

In the event for the Danville Automobile Club cup open to cars owned and driven by residents of Danville, Mr. M c-

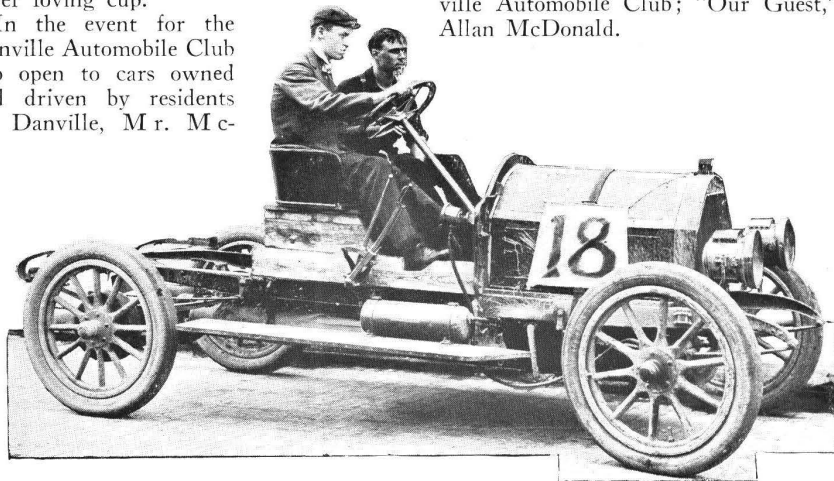
Donald was again a winner. By this time the 26 seconds mark seemed to have become a habit with him, for his time in all three victories was identically the same, showing a remarkable consistency both in the driving and in the performance of the car.

The fourth event entered by Mr. McDonald was the free-for-all; and though he reduced his time to 25 4-5 seconds he finished third, the event being won by a 90 h. p. car, with a 60 h. p. second.

Mr. McDonald's car had been driven 12,000 miles previous to his entrance in the Newport Hill climb.

Following his numerous victories, Mr. McDonald was given a testimonial and banquet at which the Hon. J. G. Cannon was one of the principal speakers. Mr. Harvey C. Adams acted as toastmaster. Among the toasts were:

"High and Low Speed on the Big Machine," by Hon. J. G. Cannon, National Chauffeur; "Presentation of Trophies," by William Holmes, president of the Danville Automobile Club; "Our Guest," by Allan McDonald.



Allan McDonald in Chalmers "Forty," No. 18, with which he won the "Hon. Joseph G. Cannon Trophy."

The Chalmers Owner

twenty-nine

15000 Miles—and Just Started

Nebraska Owner Makes Chalmers His Companion on Some Long Trips

S. G. Moore, of Prosser, Neb., bought a Chalmers "30" for use, not for ornament. He has made his car a companion on many long trips—and for 15,000 miles it has faithfully carried Mr. Moore and his family. And "Rastus!"

In October, Mr. Moore will drive his car from Prosser to Houston, Texas.



S. G. Moore and family picnicing on Wild Cat Island in the Platte River. Mr. Moore's car guarded by "Rastus."

Engineers Visit Chalmers Plant

During the annual convention of the Society of Automobile Engineers in Detroit this summer, three of the motor car factories of the city which are known as models were officially visited by the men who make the wheels go 'round in the automobile industry.

Guided by a score of Chalmers factory

employees, the men of science were shown through the three main manufacturing buildings and through the smaller divisions of the plant. The tour of inspection lasted two hours. The engineers pronounced the Chalmers factory one of the best equipped in the United States.

Knew Only How To Drive

W. C. Oliver Drives Chalmers "30" 2000 Miles Without Any Trouble

WHEN W. C. Oliver left Bath, Maine, with a party of good Elks aboard to attend the Grand Lodge Reunion in Detroit, he knew absolutely nothing about an automobile except how to start, stop and steer. He had driven his Chalmers "30" only on the streets of Bath while learning to drive. Mr. F. C. Cox, Dr. Walter E. Rowe, of Bath, and Mr. Walter E. Pendleton, of Boston, who accompanied Mr. Oliver, had never before made an automobile trip of any length and knew absolutely nothing about the operation of a machine.

The party left Bath the morning of the Fourth of July, and ran as far as Boston the first day. After visiting Chester, Massachusetts; Little Falls, New York, Pittsfield, Albany, Schenectady and Buffalo, the party reached Detroit Saturday, July 9th. Saturday afternoon Mr. Oliver's car was brought to the Chalmers factory for examination, but since he had had not even a puncture, the machine needed no attention except cleaning and oiling.

Their Only Trouble

The day before the Elks' Convention closed, Mr. Oliver and his friends left Detroit on the return trip. Leaving Rochester, New York, they had a long run through a driving rain and reached Boston in a down-pour. In Boston, Mr. Oliver had his first trouble. While turning a corner, the car skidded on a slippery pavement, struck the curb sideways and jumped it, bending the front axle. Without repairs, Mr. Oliver ran the machine to Lynn, Massachusetts, but he found it very hard to steer, and at Lynn, the axle was taken off and straightened. On the road again, the machine worked as perfectly as in the beginning and it was not until within a few miles of home that Mr. Oliver had any tire trouble—his first and only blow-out.

In all, the trip covered more than 2,000 miles,—a remarkable tour for a driver

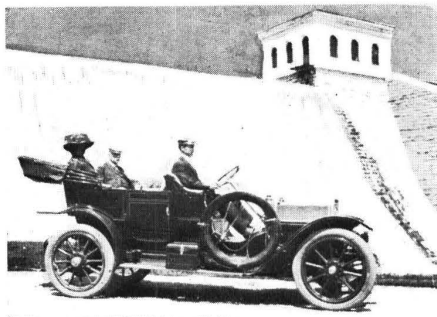
knowing absolutely nothing about the mechanical features of his car.

In a letter to the Chalmers Company after his return to Bath, Mr. Oliver says:

Easy Car to Control

"I left Bath without any knowledge of the operation of an automobile with the exception of knowing how to start it, how to stop it and steer it. This is as far as my knowledge went. If the machine had happened to stop on me, except stalling, I would not have known what the matter was and would have had to get to a garage to find the trouble. None in the party ever took a long trip in an auto before and none knew even how to steer a machine. I had to do it all. The car worked perfectly and I thoroughly enjoyed the trip and appreciate the treatment given me by the Chalmers people in Detroit. I believe my experience is the best proof in the world that the Chalmers '30' is an easy car to control and operate."

The Sudbury Reservoir

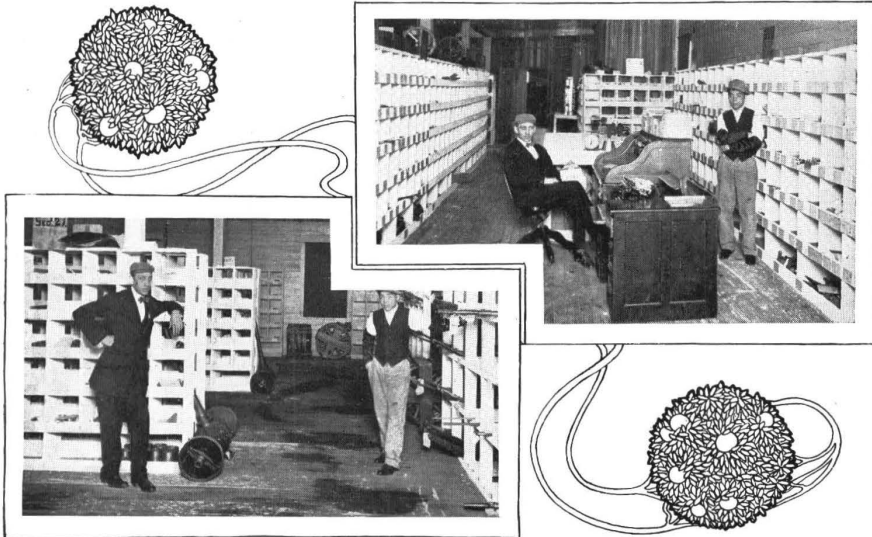


Mr. and Mrs. Geo. H. Coursen, 14 Hancock Street, Auburndale, Mass., in their Chalmers "30," beneath the dam of the Sudbury Reservoir, 25 miles from Boston. The white background is the wall of foaming water which dashes over the dam. "I have run my Chalmers 8,313 miles without one cent for repairs," writes Mr. Coursen.



W. C. Oliver and Party of Fellow Elks in Chalmers "30" just before leaving Bath, Me.

Giving Service to Chalmers Owners



Two views of the recently opened Stock Depot of the Chalmers Motor Company, in San Francisco

The Chalmers Owner

“Night-riding”

Do you know the joys of “night-riding”—of automobiling over country roads in the darkness? If you don’t—if you are only a daylight motorist—you have missed half the delight that your Chalmers can afford you.

To slip quietly along some woodland road, to watch the beam of brightness from your lamps boring its way into the wall of darkness ahead; to listen to the call of night birds and the eerie noises of the forest—this is to feel again the thrills of childhood when bogies lurked behind parlor chairs and ogres haunted the dark hall stairway.

At night an automobile seems to run better; its motor, in the night air, hums a sleepy lullaby of peace. At night the roads seem better; little inequalities that would bother you in the daytime are passed over unnoticed.

As you glide along what a wonderful panorama unfolds itself! Ahead is a tunnel of light—walled in at the sides by impenetrable blackness and arched over above by the shadowy masses of foliage between which perhaps you can see the starlit sky.

As you turn corners or swing around curves what wonderful vistas does your headlight beam explore. You are in the nave of a vast cathedral. The roadside trees, their boles shining white in the glare, stand like mighty Corinthian columns. Overhead the dusky branches form the vaulted roof and the stars the flickering lamps.

At times the swinging light-beam penetrates further into the woods and fairy vistas are seen on every hand. The delicate tracery of hanging vines; the lighter green of undergrowth against dark backgrounds of shadow, the gleaming trunks of birch or silver poplar—all these woodland beauties, these glimpses of wonderland, flash on the eye and then give place to other pictures in turn.

Now and again a rabbit or a chipmunk scoots across the road. An owl hoots in the thicket, a whippoorwill is heard calling in the distance; these last are the choristers in nature’s cathedral.

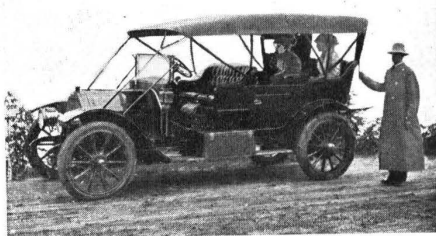
All the while you sit in rapt wonder, your eyes ever following the light-beam. Each turn of the road is an adventure; the top of each hill an unknown land. On you go into the darkness, till the spirit of the woods enwraps you with its mystery and the spirit of the night breathes into you its calm. You forget your worries and cares and your mind turns to larger things. It is easy to talk of fundamentals when you are out in the silence of woods at night. And then you wend your way homeward, rested, refreshed and at peace.

And how you do sleep!

CHARLES M. STEELE

Oklahoma Motorists on Long Jaunt

Mr. and Mrs. O. R. Howard, whose home is in Tulsa, Okla., are spending the summer touring in their Chalmers “Forty.” Having toured their home state pretty thoroughly Mr. and Mrs. Howard looked for greater fields to conquer. They began their tour with a trip from Tulsa to Spirit Lake, Ia., a distance of 790 miles. They are now touring in Minnesota, the Northwest and Canada. They are planning to



drive their “Forty” back to Tulsa as a grand finale to their outing.

In a letter from Spirit Lake Mr. Howard says:

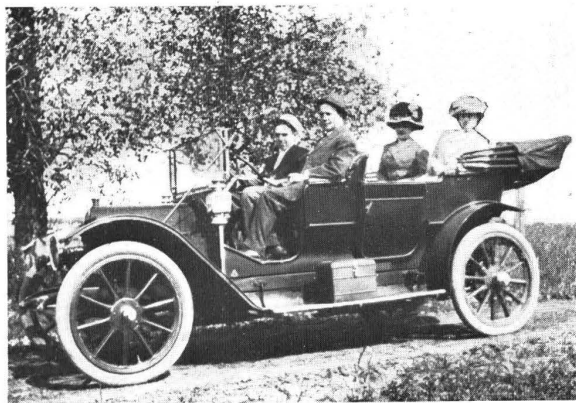
“It gives us pleasure to recommend the Chalmers ‘Forty’ Touring Car. After running our machine 16 miles in and around Tulsa we made the trip to Spirit Lake, a distance of 790 miles, with no mishap except one puncture. We have had practically no repair since we got the car, which is in good shape and admired wherever we go.”

Chalmers "30" Helps Fire Laddies



Recently a conflagration broke out in Dallas City, Ills. For some reason the fire engine was not properly manned. For a time it looked as if the fire would run its course unfought. Then J. W. Murphy volunteered the services of his Chalmers "30". The car pulled the engine to the fire and back. The picture was made just after the sturdy Chalmers had completed its emergency task. The fire engine weighed 2370 pounds; the car, 4040 pounds, with load, making a total of 6410 pounds pulled by the Chalmers "30" motor.

Chalmers "30" Sees Long Service



Mr. H. A. Elliott, President of the State Insurance Company of Des Moines, Ia., has driven his Chalmers "30" 13,400 miles at an average for repair expense of a fraction more than one cent per mile.

Mr. Elliott purchased his "30" Touring car a year ago. He recently completed a 2000 mile trip without a stop for adjustments of any kind except tire trouble. Upon his return to Des Moines he exhibited the repair bills which he has accumulated since se-

curing his car. These totaled \$13.75 for a mileage of 13,400. Mr. Elliott reports that his car is in perfect shape.

"Mr. Elliott has had from his car remarkable, but only the usual 'Chalmers service' as we have found it among all our owners," writes Wm. A. Ryan, President of the Ryan Motors Company, from whom Mr. Elliott purchased his car.

The greater part of Mr. Elliott's mileage has been run up on tours over country roads. His recent 2000 mile trip, during which the accompanying photograph was made, is no unusual trial or his car.

Helpful Hints

The Automobile, in two recent issues, published a series of "Don'ts" for motorists. The greater number of these are so apt as to be worth preserving; and so we reprint them for the readers of the Chalmers Owner.

Don't become superstitious when your motor fails to work. The patent medicine man takes advantage of just this fault in man. It is easy to imagine that one is ailing from every disease under the sun after reading a patent medicine advertisement—it may only be a hankering for a dish of ice cream.

Don't purchase an automobile without considering what it is to be used for; a banker would scarcely want to be taken to his place of business in the morning on a five-ton truck. The trouble that some autoists have is due to having selected the character of automobile that fails to accord with their needs.

Don't part with your money until you find what you want—just the right kind of a car is available somewhere—get it.

Don't forget, solid gold hunting cases do not always house good watches. While it is wise to let your wife select the body, it will be a good stroke on your part to examine the works.

Don't purchase real estate without having the property and title examined. Why go at it blindly when you put an equal amount of money in an automobile?

Don't purchase a pocketbook with your last cent. If you cannot afford a road locomotive, and the cost of maintaining it, buy the kind of automobile that will take you where you want to go every time you have to make the journey, at a cost well within your income—just such automobiles are to be had.

Don't imagine you were skinned if you find that the car you selected is not what you wanted—the salesman is not a fortune-teller.

Don't expect the salesman to drive you away from his door; he is there to sell you his make of car; not the make of his competitors.

Don't expect a runabout to go as fast as a touring car. It is prejudicial to the life of the runabout to force it to trail a touring car. Be content to drive leisurely. The scenery along the roadside is superior to the dust

thrown up by the car ahead—fall back.

Don't forget to "sniff" if a salesman paints a cabbage to look like a rose. If he deceives the eyes, rely upon the nose.

Don't drug your good judgment by a "plethora" of extras on a car; what you need is a good automobile; make sure that you have the foundation even if you have to do without the extras. Lamps are used to illuminate the space ahead, not to provide the means for going ahead; the lamps will be of no use if the car is faulty.

Don't make the mistake of stopping at a saloon for gasoline; the kind they keep in such places would burn the lining out of the tank.

Don't keep a chauffeur twenty minutes after you find that you can dance a jig upon his breath. A befogged brain makes a bad steering wheel.

Don't try to overcome the ills of poor springs by running on partially deflated tires. Slow down to the speed where the springs will do the work. The tires will give out too soon if they are not kept inflated.

Don't race with other autoists on the road; you become a criminal by subjecting your auto-



Mr. E. F. Davison, president of the First National Bank, Peabody, Kas., and family in his Chalmers "30." "A sweet running car," writes Mr. Davison.

The Chalmers Owner

thirty-five

mobile to criminal abuse even if you do not maim or kill a citizen.

Don't contest the right-of-way with a locomotive; when you come to a railroad crossing stop (if necessary), look, and listen.

Don't use your muffler cut-out as a means of telling the public that you own an automobile. A better way is to stand on the corner and politely inform the passers-by of the fact; be sure clearly to state the make, model, horse-power, from whom it was purchased, and the cost.

Don't look with disdain upon the fellow who elects to walk; he may be just as able to buy tires as you are.

Don't let "Financial Apaches" get away with the story that you mortgaged your home to purchase an automobile.

Don't be sarcastic. If you are able to afford a more pretentious looking car than your casual acquaintance, what of it? No man ever stole to be poor.

Don't argue with a policeman; if you take umbrage at his nationality, remember that he was not consulted; remember also that it is the law he represents—his duty is to call your attention to the defect which resides in your interpretation of the same.

Don't imagine that the Legislature made a mistake in printing the Law, making it read 30 miles per hour instead of 45 miles per hour—the printed figures are probably right.

Don't mope along the road until you come to a corner and then press the accelerator; it may be exciting to go fast on a curve, but the nights are long in a hospital ward.

Don't put a 20-horsepower horn on a 10-horsepower automobile and deceive yourself into believing that you are doing a mile a minute; remember the public; it, too, has ears and a sense of the fitness of things, even if you have not.

Don't fill your gasoline tank at night with the lamps lighted; were it not for the fact that gasoline is quick burning and energetic, the automobile would not run. The piston in the cylinder of the motor is quicker than you; it manages to get away; you may not succeed.

Don't spill as much gasoline on the ground as you put in the tank; it is not only extravagant, but it is dangerous.

Don't think you can make an automobile go without gasoline; when the motor stops, look in the tank.

Don't reach the conclusion that a full tank is absolute assurance that the gasoline gets to the vitals of the motor; there may be a wad of waste in the piping system—as Maude Adams said, "It 'as been 'erd uv."

Don't reach the conclusion that every cell of the battery is in good order just because you find one cell to be so; test each cell; eliminate the "dead" one and be happy.

Don't neglect the auxiliary ignition system for months just because the magneto is a willing

worker; even a giant is likely to catch the "grippe."

Don't press down on the starting crank; a friend of ours is now sporting a broken arm from this cause; 56 per cent of all accidents are due to this practice. Pull up (smartly) on the starting crank; let the flywheel do the rest.

Don't run the motor on a retarded spark; it is damaging to the motor; excess heat is the first manifestation; leaky valves follow; weak performance is the further expectation.

Don't let calcium carbide ash remain in the generator after it has rendered a good night's service; the residuum (ash) is a biting mass that will ruin the generator and compel the purchase of a new one; it takes but a moment to clean out the generator.

Don't expect a raw patch to stay on a tube; it is like a scab; it will fester and peel off.

Don't think that it is an extravagance to purchase a vulcanizer.

Don't have a vulcanizer and not use it; tire-life depends upon care; the latter without a vulcanizer is impossible.

Don't have lubricating oil in such quantity that you can afford to let it drip on the garage floor; it ruins tires. If, through some inadvertence, oil gets on the floor, clean it up before the car is rolled in; one daub of lubricating oil on a tire and it will depreciate perhaps 50 per cent.

Don't fail to place an adequate supply of lubricant in the case with the inner tube in putting a tire on. What is lubricant for tubes? Talcum.

Don't be careless when putting tires on; the inner tube should be carefully inserted; laps are sure to do damage; just take the extra moment to examine the inner tube and see if it is properly in place.

Don't stand in your own light; cheap lubricating oil is the most efficacious means to a high cost of maintenance.

Don't labor under the impression that quantity will suffice for quality when it comes to lubricating oil; make it quality first, last, and all the time.

Don't get the impression that a gallon of good lubricating oil in the "sump" in the lower half of the crankcase will be of any value in keeping a main bearing from freezing; better results will come from a drop of oil on the bearing surface—look after the circulation.

Don't be fooled by the chauffeur who keeps the brass work polished; you can get that work done for a nickel by a bootblack; see that the "man" cleans out the gearcase, crankcase, and other lodging houses for stale lubricant.

Don't handle a squirt-can as if you are trying to put out a fire; clean out the oil-hole and then properly insert the spout of the can in place and make sure that a few drops of the lubricant will reach the surfaces to be lubricated.

Don't forget that lubricating oil wears out just as shoes and other things depreciate in service.

thirty-six

The Chalmers Owner

Clean out the old oil before putting in new—what's the use of spoiling the new supply and defeating the aim.

Don't forget to take the jack along.

Don't high-gear it to a mud hole in the road; you cannot be sure of the depth of the hole; go slow; use the low gear; that is what it is for.

Don't race down every hill you come to just to get up the impetus necessary to make the facing grade on high gear; what is the matter with using a lower gear on the hill?

Don't forget that trouble hates a systematic man.

Don't persuade a lazy chauffeur to use the seat in your car as a bed to sleep in.

Don't expect to procure all the Cardinal Virtues for \$15 per week; a good chauffeur is worth a price.

Don't forget, it is not what a man knows, but what he does, that is worth money. Get a chauffeur that knows less if necessary.

Don't lose hub-caps off a wheel and then run the car for a thousand miles without them; caps are placed to keep dust out of the bearings.

Don't ignore a squeaking sound for a moment; it means that some bearing is crying for lubricating oil; it knows what it wants; be accommodating.

Don't let your "profound" knowledge interfere with your success; an absent-minded moment may cost you a crank-shaft; there is danger in racing the motor.

Don't run your car week after week without cleaning out the gasoline tank and piping, even down to the carburetor; water accumulates and leads to trouble on the road.

Don't allow yourself to be persuaded that a screen or a chamois skin will abort water trouble; they may be the cause of it.

Don't imagine that the carburetion is perfect just because there is no frost on the intake manifold; poor gasoline may be in use. If so, it will not evaporate until it contacts with the heated cylinder walls, and in this fact may lie the reason for the absence of frost on the surfaces of the intake manifold, and carbon trouble with the motor.

Don't understand that it is desirable to have a frost accumulation on the surface of the intake manifold; far from it, but heat must be supplied to the liquid gasoline in order to vaporize it; this heat should be supplied to the same before it enters the cylinders.

Don't jump to the conclusion that the chauffeur is incompetent just because you have indigestion—his stomach may be in good working order.

Don't give the repairman *carte blanche* if you only want him to generate a \$10 repair bill.

Don't assume too much; the repairman is working for number one; to him, you are number two.

Don't go to a repair shop without having a schedule made of the work to be done; make it clear that you know what you want; stick to the schedule; insist upon getting what you pay for and pay for what you get.

Don't think that all repairmen are robbers; some of them are so honest that they scarcely make both ends meet; it is too bad to have a good repairman go out of business because he does not know how to charge; if you are in the sugar business and sell 15 ounces to the pound, you can afford to treat him liberally, but if you give full measure you will understand his motive.

Don't be surprised if the spare tire that you left exposed to sun and weather for six months proves to be short-lived; tires depreciate when exposed to light as well as to weather; why not purchase a cover and use it?

Don't start rubbing down the varnished surfaces of the car before the sand is all removed; grindstones are made of sand; you might just as well use a grindstone.

Chalmers Representative is Legislative Candidate



Z. T. DUNGAN.

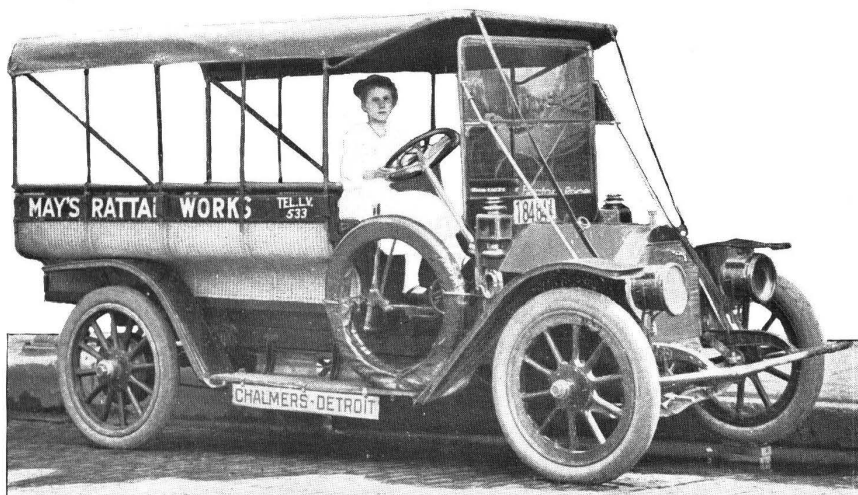
Mr. Dungan is the representative of the Chalmers Motor Company in Huntington, Ind. He is a candidate for state representative from his county, and is making his campaign in a Chalmers "30" Touring Car.

Tests Elgin Course in Chalmers "Forty"



When the motor course, Elgin, Ill., was finally made ready for the August race meet, about thirty members of the Chicago Motor Club went out to inspect the speedway. Charles E. Gregory, of the Chalmers Motor Company of Illinois, tested the grading on the curves and turns with a Chalmers "Forty." This picture was taken by a representative of "Motor Age" as Mr. Gregory's "Forty" came speeding down one of the straight stretches.

Rattan Delivery Body for a Chalmers "30"



Bernard H. May, of May's Rattan Works, Chicago, Ill., has built what is probably the most novel automobile delivery in Chicago. The May Company is a manufacturer of rattan goods of all kinds—chairs, baby buggies, go-carts and so forth. Some time ago the May Company bought a Chalmers "30" Touring car, using it both for passenger and commercial purposes. Then Mr. May decided to build a rattan delivery body for the Chalmers chassis. On week days the car may be seen running about the streets of Chicago on its regular duties as delivery wagon; evenings and Sundays it is used by members of Mr. May's family with the rattan body removed and equipped with the regular touring car body.

Just Bouquets

"It may be of interest to you to learn that my car has done all that is claimed for it. I consider it the best machine on the market for the money."

W. W. WILLIAMSON, President,
The Virginia State Bank,
Danville, Virginia.

"I am getting some very good 'dividends' myself from the Chalmers '30' which I have now had for nearly six months. It gives me no trouble, and general satisfaction all around."

E. G. FRENCH, Vice-President and Engineer,
Arkwright Mutual Fire Insurance Co.,
Boston, Mass.

"I feel prompted to write to you my opinion in regard to the new 1910 car I purchased from you last November. I have just completed a run of 2,500 miles, 800 of which were in the State of Michigan, up hills and through deep sand, and have always found the car ready to go without any hesitancy."

L. H. GRIMME, Cashier,
The National City Bank of Chicago,
Chicago, Ill.

"I have nothing but hymns of praise to sing in behalf of the Chalmers '30'."

C. O. BAXTER, President,
Carter Carburetor Company,
St. Louis, Mo.

"I want to say to you that the Chalmers '30' is the nicest and easiest car made for a lady to handle. I have driven my car 6,000 miles since February. The engine is giving no trouble and today runs smoother and better than at first."

MRS. C. A. WEISS,
410 Ferry Street,
Decatur, Ala.

"I want to thank you for selling me such a good car. It certainly is the sweetest running car I ever saw. I go any and everywhere in it and at all times and in all conditions of weather and it has never faltered or given me the slightest trouble. This, coming from a steamer crank, one

that a few weeks since knew that there was no other car than the steamer, may be taken for what it is worth. Above all, the Chalmers '30' is the car of cars. I have the best car in the country."

J. O. LONG,
Sheriff of Walker County,
Alabama.

"I have driven my Chalmers 'Forty' 5,500 miles and have never been compelled to stop on the road for any repair or for any tinkering. My total repair bill has been \$1."

HARRY LOCKWOOD, Attorney,
Detroit, Mich.

"I notice you mention a new carburetor in your ad. which you say is more economical than the one used on the 1909 and 1910 cars. What better can you ask than an average of 15 5-10 miles per gallon, which is my record with my 1909 '30' so far this season. Our roads are no cinch. I am nearing the 10,000 mile mark and my car runs just as well now as it did in the beginning. Your car is all that you claim for it and some more."

WILLIAM LABOMBARD,
Rutland, Vt.

"I have been expecting to need some repair parts to draw against this account, but the fact is that I have not needed any. I could not ask for better success than I have had with my car."

GEORGE F. HARDY,
Mill Architect and Hydraulic Engineer,
309 Broadway, New York City.

"I completed a run from Boston into Pennsylvania, striking ten days of rainy weather. No adjustment or stop was necessary from start to finish, which I think is a very good record for a car carrying five passengers with luggage. I made 163 miles on exactly eleven gallons of gasoline by measure, over Massachusetts and Connecticut roads."

R. W. MORRILL, Treasurer and Manager,
India Food Company,
Boston, Mass.

The Chalmers Owner

thirty-nine

"I wish to thank the Chalmers Motor Company for the treatment I received from them in overhauling my 1909 Chalmers '30' touring car; also for the interest they have taken in myself as well as the car. My car has gone up to date, over 23,000 miles and has traveled in 14 different states over the worst kind of roads over the mountains. It has always been on the job and today it runs as smoothly as any car I know. I make my trips rain or shine, and usually carry extra passengers. As salesman for the Iowa Paint Manufacturing Co., and the Cantlose Spout Can Co., I cannot spare my car. I expect to cover a great deal of territory in North and South Dakota and Minnesota before snow falls."

A. C. BOGGS, JR.,
Fort Dodge, Iowa.

"I have just finished 4,250 miles in England, Scotland, Ireland and Wales with the little car you sent me here. Not one repair part was needed but I want you to ship me at once a set of rear brake bands, mine having been worn out on the excessive grades. (One to every ten miles.) I had to alternate so much that my rear brake bands are considerably worn."

HERBERT MATHEWS,
Northwestern Hotel,
Liverpool, Eng.

(Home address, Cleveland, Ohio.)

"Well, my Chalmers reached Madison, Wis., this evening (August 13) after running over 800 miles without being touched with a wrench. We came over some awful roads; hills that went straight up and then straight down again; sand and dust from six to twelve inches deep. Have averaged six gallons of gasoline to 100 miles over the hills and through the sand. I think my machine is making a great record on this trip considering the country we have traveled over."

W. A. MORRIS, Attorney,
Redfield, South Dak.

"I am glad that you gave the gentleman my name as a reference as I will be pleased to tell him about the Chalmers '30' car and of my experience with it which, by the way, has been most enjoyable. I am sure that if he buys a Chalmers '30' he will come to regard it as I do—an inseparable, agreeable, sympathetic and almost intuitive companion, always ready to go and

to keep going. It will please me to take the gentleman for a ride in my car at any time that suits his convenience and I am sure that the car will 'speak' for itself as it always does, especially when 'droning at a resonant 40 an hour.'"

JOSEPH TRACY,
Consulting Automobile Engineer,
116 West 39th Street, New York City.

"Having just returned home from a three weeks' tour in my Chalmers '30' I wish to tell you what we think of the Chalmers. Our party started from Buffalo, August 1, 1910, for Wilmington, Del., traveling through Rochester, Binghamton, Scranton, Delaware Water Gap and the Pocantico Hills to Philadelphia, and from there to Wilmington. We climbed some mountain roads which the farmers said very few autos ever climbed without the aid of horses. Our Chalmers, with four people, went up, never once refusing and never once missing fire. We made 609 miles in 48 hours running time. I cannot praise the Chalmers too highly, for it never once refused to go where directed."

WALTER E. SCHAEFER,
36 Dorchester Road,
Buffalo, N. Y.

"Our little Chalmers has been in constant use since we received it last April. It has covered over 5,000 miles of Marin, Sonoma Lake and Mendocino County roads, most of them being very mountainous. I would not exchange our car for any other make, large or small, that I have seen."

JOSEPH F. MCCAUGHERN,
San Francisco, Calif.

"I have had a Chalmers '30' for about ten months. During this time I have run it about 3,500 miles, part of the time over some very rough mountain roads. During all this time I have had to stop on the road only once and that to replace a burnt-out spark plug which I had bought myself. The machine runs now just as well as the day it was first put in commission. On our recent trip to Yosemite, after pulling up a six-mile grade 'on the low' through dust and over rocks, Mrs. Dougherty exclaimed: 'If it were only smaller I would hug it.' So thought we all."

A. J. DOUGHERTY, Captain,
Thirtieth United States Infantry, Presidio,
San Francisco, Calif.

forty

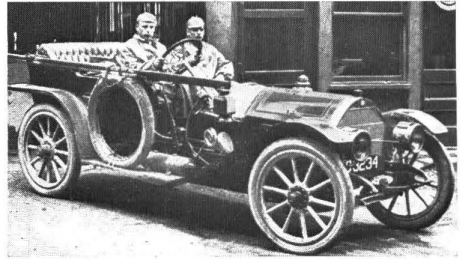
The Chalmers Owner

400 Miles a Day on Tour

From Cleveland, Ohio, to Bridgeport, Conn., at the rate of 400 miles a day, is the record of Conrad Bullard, of Bridgeport, in a Chalmers "Forty."

Mr. Bullard, accompanied by Mr. John Olson, also of Bridgeport, left Cleveland at 7 o'clock the morning of August 16, and reached Syracuse, N. Y., a distance of 350 miles, at 1 A. M. the next day. Leaving Syracuse at 10:30 A. M. August 17, they arrived at Pittsfield, Mass., a distance of 200 miles, at 9:20 that evening. The run was continued at 8 o'clock the following morning and the run of 110 miles from Pittsfield to Bridgeport was completed in three hours.

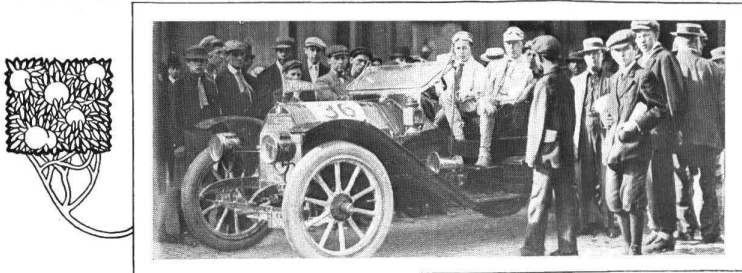
When the Chalmers "Forty" reached Bridgeport it was so covered with tar from



Conrad Bullard and John Olson in the former's Chalmers "Forty."

the oiled roads that it was almost impossible to tell its original color. The car reached Bridgeport in excellent condition and without adjustment.

Chalmers Cars in Cleveland Reliability Run



Two Chalmers "30's" played conspicuous parts in the recent three-day reliability run in Cleveland, Ohio. One was driven by Mr. John Stambaugh, an amateur of the Forest City; the other was the official checking car driven by Mr. E. B. Finch, a Cleveland representative of the Chalmers Motor Company.

This official car was the same one which laid out the route for the 1910 Glidden tour and then went through the tour as a contestant. "Old Reliable the Second," they call it now, for the official Pathfinder and Glidden tour car is getting pretty nearly as great a reputation for endurance as the famous "Old Reliable" which made the pathfinding trip from Denver to Mexico City.

In the Cleveland run "Old Reliable the Second" had to check out all contesting cars in the morning, being the last car to leave. Then Mr. Finch would "beat it" out on to the road with the official checker so that he could get to the night control first and check in the contestants. The run was a three-day affair and on two of these days the Chalmers "30" was the first car in. On the other day it reached the night control among the leaders.

The upper pictures show "Old Reliable the Second" and E. B. Finch, who drove it; in the lower is Mr. Stambaugh in his car.

This stands for all any one can want in
a motor car



“On the Radiator”