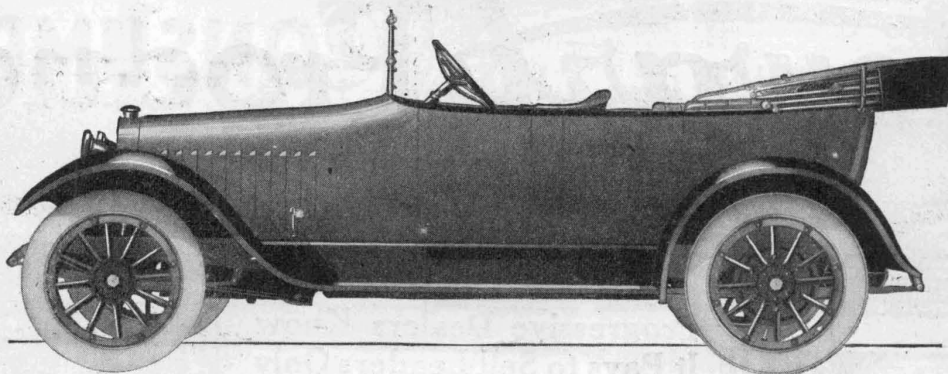


# \$10,000,000 TO BE DIVIDED AMONG CHALMERS DEALERS



The profits from handling Chalmers cars in 1917 will amount to \$10,000,000. A large sum. It means many men will make snug little fortunes out of the Chalmers line. And the car above pictured is the one that will help the sledding. It is a sensible car, soundly built and soundly promoted. Though quite a few of its competitors bear increased prices today this Chalmers 5-passenger touring car remains \$1090. But Chalmers retains the right to increase the price on this model without further notice.

## Chalmers \$1090

(All prices f.o.b. Detroit)



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