



FOR THREE YEARS CHALMERS HAS LED ALL MOTOR CAR DESIGN WITH ITS HOT SPOT AND RAM'S-HORN

THE public the country over now accepts Hot Spot and Ram's-horn, and in accepting them the public pays Chalmers a nation-wide tribute.

For when the great American jury endorses a principle it means other makers must follow that principle.

In this way Chalmers has been awarded an engineering leadership.

Just what Hot Spot and Ram's-horn accomplish and how they do it has been told many times, but no other maker has yet found a way

to improve upon them. Hot Spot vaporizes the raw, heavy, inferior gasoline of the day into a "fine cloud." Ram's-horn rushes it at a velocity of 100 miles an hour through "easy air bends" to each cylinder, equidistant from Hot Spot.

One without the other would be ineffective. Playing together they lift Chalmers to a high peak of efficiency.

The reward has been the ever growing opinion of the public that Chalmers is one of the few great cars of the world.



CHALMERS MOTOR CAR CO., DETROIT
 CHALMERS MOTOR CO. OF CANADA, LTD., WINDSOR, ONTARIO MAXWELL MOTOR SALES CORP., EXPORT DIVISION, 1808 B'WAY, N. Y.

CHALMERS
With HOT SPOT
 & RAM'S-HORN