

This Is a Dandy Time of the Year to Talk Over With Us Your Needs for the Coming Season. You Have the Time and So Have We. Why Not Take Advantage of It?

KEWANEE SYSTEM OF WATER SUPPLY

Space does not permit a detailed description of this system of water supply for your country home. Suffice it to say that in the last ten days we have received enquiries from 24 prospective purchasers.

We have a complete system installed in our store and invite you to call. It will be interesting to you. The owner of a private plant cannot afford to have break-downs. He needs machinery which will go at all times and keep everlastingly at it, machinery which runs quietly and smoothly, so that you can live with it, watch it and give it good care. We have a separate bulletin giving detailed description of each Kewanee System. If you want more information, send for it.

JOHN DEERE PLOWS

The most important features in the life and wearing qualities of a plow are often overlooked by the purchaser who is influenced more by the matter of price than by the question of endurance and long wear. One plow may look as well and, for a time, do as apparently satisfactory work as another, and with a dollar or more difference in the price will catch the purchaser, but it is self-evident to any thinking person that the best plow cannot be made or sold for the lowest price, and the cheap plow, like cheap goods in every other line, will proclaim its dearness by giving out long before the one that was better made but which cost a little more at the start.

The Market Is Crowded with Engines and Pumps and Machinery "Good Enough for Farmers." The Farmer Is the Last Man Who Can Afford to Buy Poor Machinery

What Quality Means In An Engine

You can buy a knife for 10 Cents, but you willingly paid \$1.50 for yours. It is more useful and will last ten times as long. **THAT'S QUALITY IN A KNIFE.**

You can buy an ordinary cow for \$60.00. A thoroughbred Jersey or Holstein will cost you a lot more, but will pay you much larger profits on the money invested. **That's Quality in a Cow.** A cheap article is all right sometimes. That depends on what you pay for it, where you use it and how long you want it to last. But when you buy an engine, it is a different story. Sit down now and figure what you expect to get in the engine you buy. You want the latest and best improvements, a hot and cold weather engine, simplicity, best materials, good workmanship, light weight, dependable power, one that lasts for years. **That's Quality in an Engine.** A cheap engine is made cheap. It has to be in order to sell cheap. If it was worth more money you would have to pay more for it. When you buy an engine that has to work hard, buy the best, regardless of first cost. **IT PAYS BIG!**

YOU CAN'T GO WRONG IF YOU BUY ONE OF OUR NEW WAY ENGINES

How to Judge Motor Car Values

The big result that every purchaser of a Motor car is looking for, and has a right to expect, is **SATISFACTORY SERVICE.** By this we mean reliable performance under all sorts of conditions of roads and weather, during a long period of time.

How will you select the car that will at the fairest price give you that big result?—That is the question. A dollar is worth what you can buy with it. Careful buying lays the foundations of many a fortune and business success. Fifteen hundred dollars of your money lying in the bank is worth no more than a similar amount of your friend's money. If, however, you both invest this money and you, by your superior judgment, get more for your \$1500 than your friend gets for his, then your \$1500 immediately has become worth more than his.

Getting a lot for your money in any transaction is a matter principally of having the right standards by which to judge the article you think of buying. You have seen men who could walk into a horse ring where there were fifty thoroughbreds and pick out the one or two best of the lot. They had the right standards for judging horses. They know all the points that make a good horse, if he is good. You have seen other men who could pick up a handful of diamonds and by examining them, select the most perfect stone of the lot. These men had the right standards for judging diamonds.

It is the same with automobiles. It is possible for you to know whether you can get more for a dollar in some cars than in others. The Chalmers Motor Company does not believe in what is called a "bargain," or in cut prices.

They do believe, however, in unusual value at a price. They believe, too, that the man who goes into the automobile market with the right standards of judgment in mind, stands a better opportunity of getting unusual value for his money than the man who goes into the market without these standards.

What are some of the standards to have in mind in selecting an automobile? They may be arrived at quickly by asking yourself this question: "What do I really want in an automobile?" Here, we think, is your answer:

Ample Power—enough and not too much.	Reliability.
Flexibility of control.	Good looks.
Comfort.	The quality to wear.
Convenience.	Fair Price.
Safety.	

These are the elements you want in a Motor Car. Combined properly in a Car they assure that big result—SATISFACTORY SERVICE

If you are interested in these "Auto Talks" just watch our ad. We will take up the above points in detail and discuss them in language you can understand.

Or if you want them all together, send to us for a Chalmers Catalogue

Gilbert Implement Company