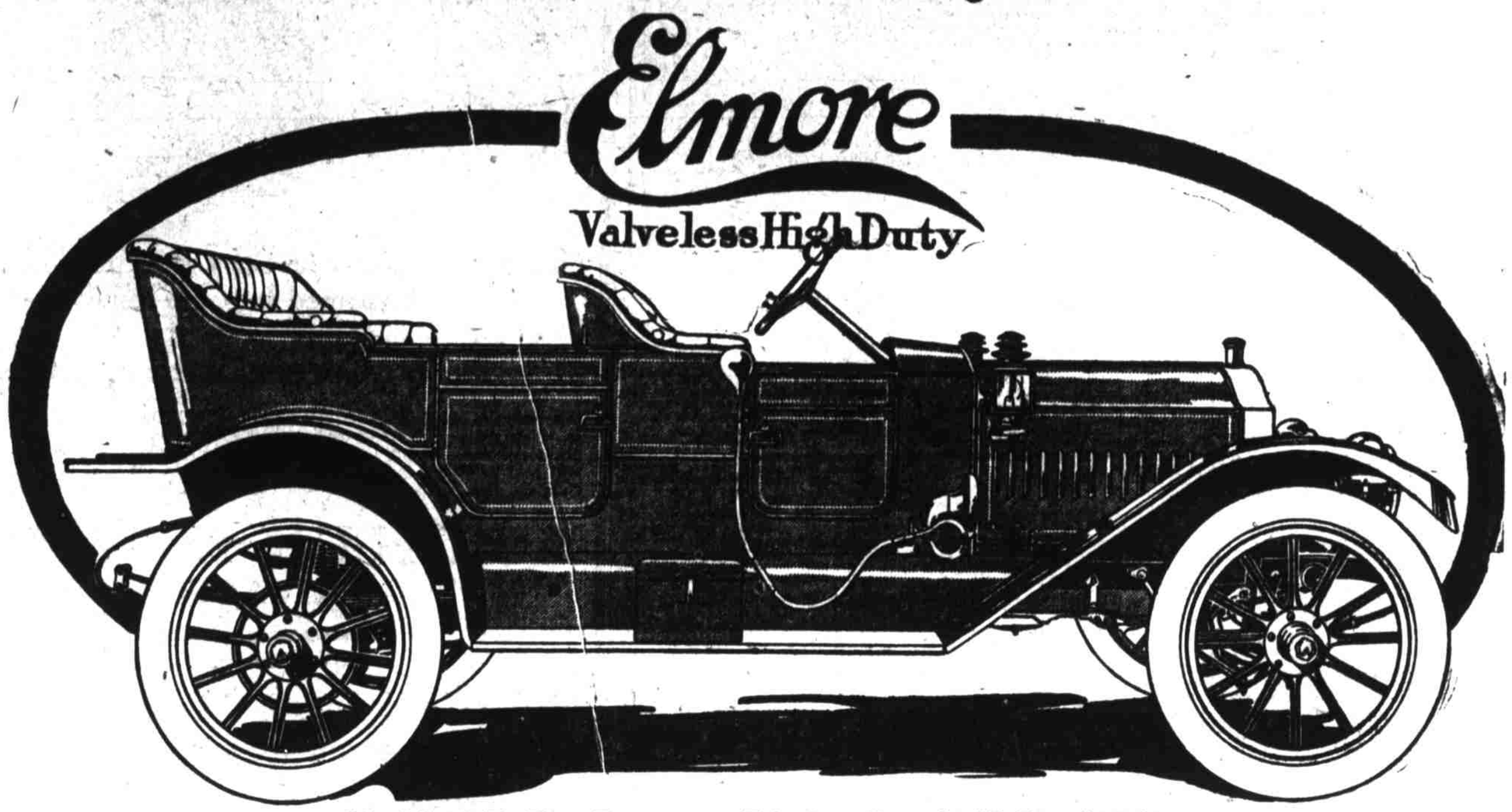
Yes, this new Elmore at $1750 gives better service than the best six-cylinder ever built



Model 36-B, Five-Passenger Touring Car, 50 H. P.—$1750

Go to your Elmore dealer tomorrow and he will prove to you that the progress of the Elmore engineering principle has produced to sell at $1750 an amazing efficiency not to be found in the costliest six-cylinder car

How and why this $1750 Elmore surpasses the costliest 6-cylinder

Understand, please, that we are comparing here the service qualities of the $1750 Elmore and the service qualities of the costliest six-cylinder.

The four-cycle manufacturer uses six cylinders in order to escape the jerky motion which is most pronounced in the single cylinder; a little less pronounced in the two-cylinder; a little less pronounced in the four-cylinder; and modified as much as it ever can be in the four-cycle, when six cylinders are used.

The use of six cylinders permits the power impulses partially to overlap; and this, in turn, produces evenness of power application and easier riding qualities.

To boil the whole thing down into a single sentence—the $1750 Elmore gives you greater continuity of power than the best four-cycle six-cylinder ever built.

This is due to the action of its valveless High Duty Engine.

The chief comfort you get from a six-cylinder arises from the fact that its flow of power does not stutter or hesitate as much as in cars of four cylinders.

In the $1750 Elmore the flow of power never checks, stops, hesitates or stutters.

Your dealer will show you, tomorrow, that even when the engine is running idle the impulses are as regular and rhymthic and steady as the action of a government-regulated clock.

Up grade or down—on the hills or on the straightaway—this $1750 Elmore is as smooth as velvet, and as steady as the steadiest stationary engine, from morning to night.

When the Elmore dealer takes you out for a demonstration or you sit at the wheel yourself, you will quickly see that there is little for you to do but let the engine run.

There is no need for you to manipulate or jockey with the spark and throttle levers. Just let them alone, except for purposes of acceleration, and your ear will tell you that the action of the impulses never varies a hairsbreadth.

The best six-cylinder you can buy will give you an overlap of one-sixth of an impulse, coming when the power stroke is almost exhausted.

The $1750 Elmore will give you an overlap of a full half impulse, coming when the power-stroke is full and strong.

If you increased your six cylinders in the four-cycle type to eight cylinders, you might get the Elmore overlap of power, but you would not get any more smoothness or luxury than you get in the $1750 Elmore.

DRIVES ELMORE 2 YEARS; PAYS ONLY $1.05 REPAIRS

Detroit Doctor's Two Cycle Car Wears Out Only Three Sets of Tires in 55,000 Miles' Travel.

A record of great mileage at notably small cost for tires and yet less for mechanical repairs is that made by an Elmore car which has been driven for the last two years by Dr. E. B. Smith of Detroit.

This Elmore was a 1909 car. Up to the time Dr. Smith disposed of it not long since—to get a 1911 model—it had traveled 55,000 miles. In covering that remarkable distance, the car had worn out but three sets of tires. It has been claimed by the Elmore people that their two cycle car was considerably easier on tires than the average four cycle car; and this instance is but one of many which have occurred to substantiate on tires is $500 miles, age guaranteed at all, and an owner usually considers himself lucky to get as much as 5000 miles out of a set before renewing.

During the two years Dr. Smith drove this car, his entire bill for mechanical repairs and replacements totaled the insignificant sum of $1.05.

Dr. Smith's experience with Elmore cars extends back to 1904, since which time he has had four machines of this make, including the 1911 model for which he recently quit the 55,000 mile car.

There is no doubt that the six-cylinder car is the acme of luxury and comfort of the four-cycle type.

If proof of this were needed, it has just been furnished by one of the foremost manufacturers of the four-cycle type of car. From this plant comes the announcement of a six-cylinder model — although the management has repeatedly said that the company would not build a car of that type.

The six-cylinder, we repeat, is the acme of luxury in the four-cycle type—but that luxury can only be obtained at a very high price. This, to the minds of a great many people, is in its favor. But a great many others, who would like to enjoy its luxurious qualities, cannot afford to pay the price.

The only alternative left to them is to buy an Elmore; because the Elmore is the only car on earth which not only equals but surpasses the advantages of the best and costliest six-cylinder ever built.

We realize the importance of the statements we have just made.

We realize that we are holding out to you a promise which at first glance seems almost impossible of fulfillment.

We realize that you probably consider a six-cylinder car the highest type of efficiency.

It is associated in your mind with the highest possible price—a price perhaps beyond your means.

And now we are promising you that we shall surpass the efficiency of the best six-cylinder car ever built in an Elmore which we sell you for $1750.

We are ready, however, for the test—ready tomorrow for its immediate demonstration.

The Elmore dealer in this city has been advised in advance of the precise wording of this announcement.

It does not give him the slightest uneasiness. He knows the invincible soundness of our position—as every Elmore dealer and every Elmore owner in the United States knows it.

He knows that in the progress of the unique principle incorporated in the Elmore High Duty Valveless Engine results more and more amazing are being developed every day.

He is serenely conscious of his ability to prove to you—tomorrow, if you like—that the Valveless High Duty Elmore at $1750 accomplishes all that the costliest six-cylinder car tries to accomplish.

In another column we point out a few of the privileges which the Elmore owner alone enjoys. These privileges come to him, and to him only, in excess of all the comforts which can ordinarily be bought by paying the highest price for any other car.

Some of the consequential advantages of the $1750 Elmore

The smoothness of the six-cylinder four-cycle car (with all of its complications and cost of upkeep), while it does not equal the smoothness of the $1750 Elmore, is still a luxury worth paying for.

But it carries its own punishments.

On every four-cycle cylinder there are twenty-five to fifty delicate, moving parts, each one indispensable to perfect action.

Multiply these parts six times—and you will have an index to some six-cylinder troubles.

When you start out with your $1750 Elmore you may dismiss these one hundred and fifty trouble-making parts from your mind, because you will not find them on the Elmore.

The heaviest charge which your garage makes for upkeep of your car, every month, comes from the time spent in making valve adjustments.

If you drive a $1750 Elmore, you will know nothing about these charges, because the Elmore engine has no valves.

If you drive a six-cylinder or any other type of four-cycle car, you are constantly harassed by carbon deposits.

You will know nothing about carbon deposits if you drive a $1750 Elmore, because it is free from carbon deposits.

The Elmore engine does not choke up with carbon, and it is self-cleaning as well as sweet-running.

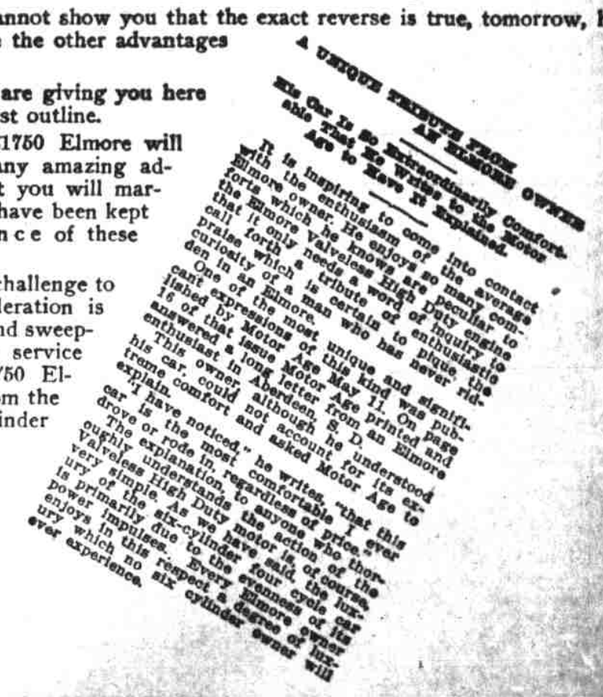
Time was when critics of the Elmore, after trying in vain to explain away all of its advantages, took refuge in the assertion that the engine sometimes "missed" on the down grade or when running idle.

If your dealer cannot show you that the exact reverse is true, tomorrow, he will not urge the other advantages of the car.

Necessarily, we are giving you here only the barest outline.

A ride in the $1750 Elmore will reveal so many amazing advantages that you will marvel that you have been kept in ignorance of these things.

Remember, our challenge to your consideration is clear, broad and sweeping—better service from the $1750 Elmore than from the best six-cylinder ever built.



A UNIQUE TRIBUTE FROM AN ELMORE OWNER

His Car Is So Extraordinarily Comfortable That He Writes to the Motor Age to Have It Explained.

It is inspiring to come into contact with the enthusiasm of the average Elmore owner. He enjoys so many comforts which he knows are peculiar to the Elmore Valveless High Duty engine that it only needs a word of inquiry to call forth a tribute of enthusiastic praise which is tribute of a certain curiosity or a man who has never ridden in an Elmore.

One of the most unique and significant expressions of this kind was published by Motor Age May 11. On page 16 of that issue Motor Age printed and answered a long letter from an Elmore enthusiast in Aberdeen, S. D. He understood this car owner, although not account for its extreme comfort and asked Motor Age to explain.

"I have noticed," he writes, "that this car is the most comfortable I ever drove or rode in, regardless of price. The explanation, to anyone who thoroughly understands the action of the Valveless High Duty motor, is of course very simple. As we have said, the luxury of the six-cylinder four cycle car is primarily due to the overlap of its power impulses. Every evenness of its enjoys in this respect a degree of luxury which no six cylinder owner will ever experience.

The Elmore Manufacturing Company, Clyde, Ohio

Dulmage and Smith

Distributors for Oregon **Salesrooms 335 Ankeny, Corner Seventh**