

OCEAN TO OCEAN AUTO RUN HOLDS WORLD INTEREST

Ten Premier Cars, Driven by
Their Amateur Owners and
Carrying Families, in Across
Continent Days.

The unprecedented and marvelous ocean-to-ocean tour of ten Premier automobiles, driven by their amateur owners and carrying families and friends, is engrossing the entire automobile world. No wonder thousands of auto enthusiasts, including the drivers who are inclined to attempt stunts out of the ordinary in the touring line, are taking notice. There is nothing small about the Premier transcontinental dash. In fact it will mark a brand new epoch in automobilism. When this tour has been completed motorists will know for the first time just what a machine is capable of doing when the amateur owner is at the steering wheel.

There have been innumerable touring contests and tests of endurance in which professional drivers have competed, but until the present instance there has been nothing to determine the capabilities of amateurs. As the bulk of the drivers throughout the country are amateurs, the great interest that is being shown in the Premier transcontinental caravan is easily explained.

Will Camp Out.
On June 25 the owners of the ten Premier automobiles, with families and friends, left Atlantic City, after dipping the rear wheels of their cars in the Atlantic waves, and headed for San Francisco and other California points, with the expressed purpose of wetting their front wheels in the waves of the Pacific, thereby literally completing an ocean to ocean tour. To appreciate the daring of these motorists it is only necessary to state that 4500 miles lay before them and to cover this distance they set aside 48 days. Sixteen days were subtracted for entertainment along the way, making the actual traveling time 32 days. During 15 days of this journey hotels will not be seen. The tourists will camp out between Omaha and San Francisco and the greater portion of this time will be spent in the Great American desert.

There have been a few transcontinental tours before, but not by more than one car and not with amateur owners. When the outcome of the Premier run is known then also will be known what the amateur owner can expect his car to do for him in the way of long distance touring. How to spend a vacation in your automobile is one of the lessons that will be learned from this tour.

The Question Important.
The real value of the tour to the automobile industry is to be had from the experiences of those who make the trip. The fact that the event will give the tire man an idea of just what to expect in the way of equipment on future trips across the continent will help long distance touring. The question is one of the important features for thought when making a long distance tour. The oil, gasoline, route, equipment and other incidentals necessary to make the tour, will be worked out by occurrences on this one.

These transcontinental tourists are everything being received in a manner fitting their station in life. They are all wealthy easterners, who are paying their own expenses and traveling for pleasure. In every city they have been elaborately entertained at the best clubs and social organizations and they have been personally recognized by President Taft and the governors and mayors of the various states and cities through which they have passed. The ocean-to-ocean tourists met of their own accord and formed their own organization. The Premier company is participating only to the extent of sending its well known scout, Ray F. McNamara ahead in the capacity of pathfinder and to bring up the rear with the first automobile prairie schooner ever built. This is known as the baggage and commissary car. It carries the cooking and camping outfit, including a complete kitchen and 15 tents, 35 sanitary cots, two four-burner gasoline stoves and four ovens.

Sends Letter.
Altogether the present great tour will furnish various kinds of information that will be invaluable for future reference when mammoth touring projects are contemplated. The following letters from the respective mayors of Philadelphia and Atlantic City, together with other documents and a monster flag, with handle appropriately engraved, presented by President Taft, are evidences which in themselves indicate the high class of citizenship represented in this tour.

To the Mayors of the Cities Visited by the Premier Coast-to-Coast Tourists:
The bearers of this letter are traveling from coast to coast on a trip for pleasure and enjoyment.

A great many of them are citizens of the City of Philadelphia, and I request the courtesies of your municipalities for them.

A tourist party of this character is, I believe, the first of its kind, and through its members Philadelphia sends her greetings to her sister municipalities of the United States who are now linked to her by automobile, which has demonstrated that the magnificent distances of our great country are annihilated, and that all our cities and states have been brought closer together in a common bond of friendship, unity and mutual interest.

In witness whereof, I have hereunto set my hand and affixed the corporate seal of the city of Philadelphia, this 22d day of June, A. D. 1911.

JNO. E. REYBURN, Mayor.

The Honorable Mayor of San Francisco, Cal.: Dear Sir—The citizens of Atlantic City extend their greetings to the citizens of San Francisco, and I take the opportunity of the ocean-to-ocean tour of the Premier tourists to convey our good wishes to our friends on the Pacific coast.

The tourists start with their rear wheels in the Atlantic ocean, and I know that you and your people will join with us in hoping that their trip will be an enjoyable one, and that they will successfully terminate it by dipping their front wheels in the great Pacific.

I can assure you personally of the high standing of the participants in this tour, and I beseech for them any courtesies that you can consistently be extended. Respectfully,

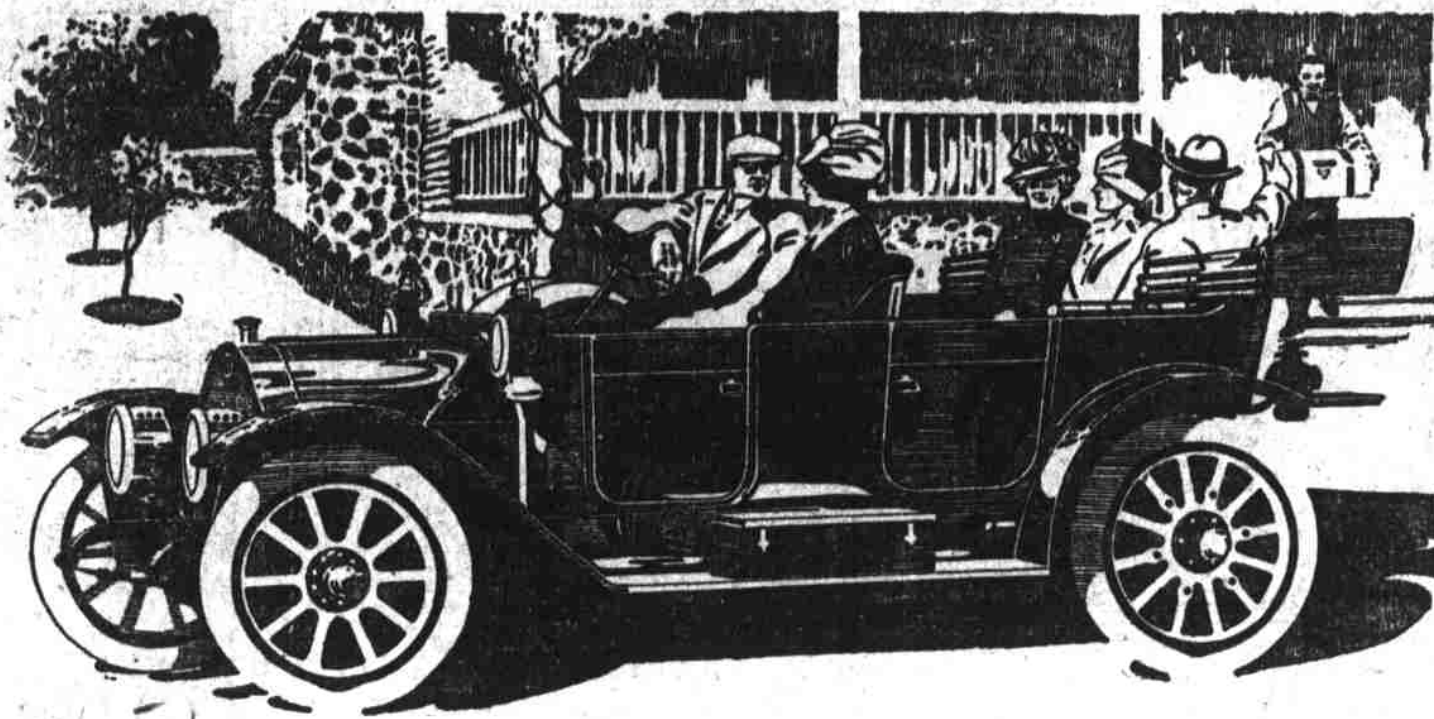
F. P. STORY,
Mayor Atlantic City.

To Measure Feet for Shoes.

To measure feet for custom made shoes a Massachusetts man has invented a machine of sole and heel plates, attached to tapes, with which all the measurements can be taken at the same time and in proper relation to each other.



This monogram on the radiator stands for all you can ask in a motor car



Chalmers "Thirty-six" \$1800

- Long stroke motor—4 1/4 x 5 1/4
- Chalmers self-starter
- Four-speed transmission
- Demountable rims
- 36-inch by 4-inch tires
- Bosch dual ignition
- Ventilated fore-doors
- Solar gas lamps, oil lamps
- Prest-O-Lite tank
- Lamps black enameled

Chalmers Motor Cars for 1912

"30" Touring Car, 5-passenger, \$1800—Regular equipment: Magneto; gas and oil lamps; Prest-O-Lite tank; top; windshield; ventilated fore doors; horn; tools.

"30" Torpedo, 4-passenger, \$1800—Regular equipment: Same as "30" Touring Car.

"30" Torpedo Runabout, 2-passenger, \$1500—Regular equipment: Magneto; gas and oil lamps; Prest-O-Lite tank; top; windshield; tire irons; etc.

"Thirty-six" Touring Car, 5-passenger, \$1800—Regular equipment: Chalmers self-starter; Continental demountable rims; Bosch dual ignition system; black enameled Solar gas lamps and oil lamps; Prest-O-Lite tank; 36x4 tires; four forward speed transmission; long stroke motor—4 1/4 x 5 1/4; ventilated fore-doors; tire irons; horn, tools, etc. Top and glass front, \$100.

"Thirty-six" Torpedo, 4-passenger, \$1800—Equipment: Same as Touring Car.

"Thirty-six" Berlin Limousine, \$3250—Including full equipment.

"Thirty-six" Cab Side Limousine, \$3000—Including Equipment.

"Forty" Touring Car, 7-passenger, \$2750—Regular equipment: Bosch dual ignition; black enameled Solar gas and oil lamps; Prest-O-Lite tank; Chalmers Mohair top; auxiliary seats; ventilated fore-doors; windshield; 36x4 tires; tire irons; horn, tools.

"Forty" Torpedo, 4-passenger, \$2750—Regular equipment: Same as Touring Car.

"Forty" Detachable Pony Tonneau, 4-passenger, \$2750—Regular equipment: Same as "Forty" Touring Car.

HERE are the motor car pace makers for 1912—the Chalmers "30," \$1500—the Chalmers "Thirty-six," \$1800. These cars win their way to your approval by sheer merit. They set new standards of motor car values.

When the Chalmers "30" was first announced four years ago, the words "astounding value" were used to describe it. It set a new standard.

Each season since, by better factory methods, by improvements and refinements, we have greatly increased the value of the car without increasing the price. Each year the verdict on Chalmers cars has been "best value at the price."

Our Astounding Values

And now for 1912 we say to you, the motor buying public, with perfect assurance, that this year more than ever before we offer you "astounding values."

The "30" remains the leader among \$1500 cars. The new "Thirty-six" at \$1800 represents a further development along the lines of greater size and increased power. The reliable, standardized, beautiful, "Forty" is continued for those requiring a car of unusual power and 7-passenger capacity.

"30" Fully Equipped \$1500

We ask you to remember these facts: The Chalmers "30" was the first gen-

uine automobile to sell at a medium price. No car of equal value ever has sold for the same price or for less.

Remember that this is the car which was driven 208 miles a day for one hundred days in succession; that made the trip from Denver to Mexico City; that for two years won more contests in proportion to the number entered than any other car; that has never been defeated by a car of its price and power; that holds the world's light car speed record; that won the hardest Glidden Tour ever held.

Please remember further that this is the car with the most advanced design; the car that has been more widely copied than any other.

Buy a Beautiful Car

Remember this car has a grace of line and beauty of finish which the costliest cars do not excel; that it has given satisfactory service to 15,000 owners; that it is backed by the Chalmers guarantee.

Last year this car sold for \$1750, equipped with magneto, gas lamps, top and windshield.

Think of it this year—refined and improved in every possible way, with thoroughly ventilated fore-door bodies, inside control, magneto, gas lamps, Prest-O-Lite tank, and including also Chalmers mohair top and automatic windshield—for \$1500!

We think you will agree that "claims" are unnecessary in view of such value at such a price. The facts are eloquent and convincing.

New Model "Thirty-six" \$1800

When we considered bringing out a new model, the Chalmers "Thirty-six," we instructed our engineers to build a four cylinder, five-passenger car that would leave absolutely nothing to be desired.

We said we would fix the price when the car was ready. We think that in

the Chalmers "Thirty-six" we are offering a car that leaves nothing to be desired.

What more could you ask in a car than you are able to get in this one?

More power, perhaps? You really could not use more than the splendid long stroke motor will develop. With large cylinders and long stroke (4 1/4" x 5 1/4") the new motor is a great puller at high speed; a wonderful hill-climber; and will give you all the speed you want. Though called a 36 it actually develops 40 h. p.

Four-Speed Transmission

Greater flexibility? The four forward speed transmission—a feature until now found only on the highest priced makes—gives a flexibility of control hitherto unknown on medium priced cars.

Direct drive is on the fourth speed. A third speed is provided which will carry you over the hardest grades without loss of time. If a very steep hill is encountered, you can still drop back to second, which is powerful enough for the steepest grade and yet much faster than first speed of an ordinary car.

Do you ask more room in the body? This body is as roomy as any five-passenger car built. It is a big body. If it were any bigger, it would become awkward and less comfortable.

More comfort? We honestly believe that it is not possible to buy a more comfortable car at any price. The big wheels and tires—36 x 4—the ample wheel base, sturdy frame, 3/4-elliptic rear springs, tilted, luxuriously upholstered seats, afford the passengers the acme of riding comfort.

Chalmers Self-starter

Greater convenience? The new Chalmers compressed air self-starter does away with the last of the original inconveniences of automobilism.

This starting device is built in the Chalmers factory. It is not an accessory added to the car, but an essential feature. With it there is no need of cranking. Any woman can now drive a Chalmers car. The compressed air of the self-starter can be used for inflating tires.

Convenience has been considered in little things, too. The control levers on both the fore-door and torpedo bodies are located inside the body.

A dash adjustment enables the driver to adjust the carburetor without leaving his seat.

Consider These Details

As to details of finish, we ask you to compare the "Thirty-six" with any car selling up to \$4000.

Body fittings are of the luxurious type found on high priced cars. Black enamel finish instead of brass is used on metal parts, such as door handles, coat rail, hinges, lamps, etc. An option of nickel plating, at an extra cost of \$50, is offered.

The ventilated dash is covered on the inside with leather. The tonneau floor is cov-

ered with cocoa mat. The front foot board and the running boards are covered with dark gray linoleum.

Other details of construction which show the care expended on little things are: The beautiful doors, two handles on each door, permitting opening from the inside; scuff plate on the fender where it joins the running board; large, completely equipped tool box on the running board; smooth finish of bonnet and fenders, all rivet heads being entirely concealed; improved Mercedes type honeycomb radiator such as you find on the high priced cars. Many other exclusive features you will note when you examine the car.

"Thirty-six" Already Proved

Do you ask greater reliability in a motor car? Probably no new model has ever received more thorough testing before being offered to the public.

Months ago—in November, 1910—we completed the first three cars of the "Thirty-six" type.

One of these was sent to Uniontown, Pa., where for four months we kept it going day in and day out, up and down the celebrated Uniontown Hill and other Pennsylvania hills. Motorists know there is no severer hill-climbing test.

The second of these cars was sent to Florida, where, for weeks, it was driven through heavy sand in the hottest weather.

The third car, driven through the Middle West, averaged 200 miles a day for 8000 miles.

The motors for the new models were tested on the block, running 1500 revolutions per minute, 24 hours a day for weeks at a time.

It seems almost incredible, but it is the absolute truth, when we tell you that in all of our testing of this car and its motors we have never broken down a single motor, transmission, or other vital part.

We have tested not only one car but a number of them; we have tested not only one motor, but many; we have not driven a few hundred miles, but tens of thousands of miles.

And we have done all this so that we might be able to stand behind an absolute guarantee of all of the parts of this car for one year and a further guarantee of Chalmers service.

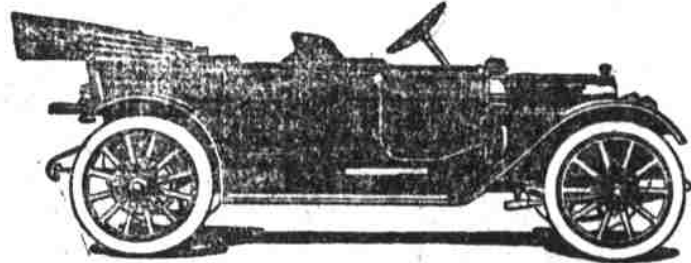
Our Cars Fully Guaranteed

We guarantee Chalmers cars to be free from defects in material and parts. For one year from date of delivery we will replace free any defective part, if returned to our factory for inspection.

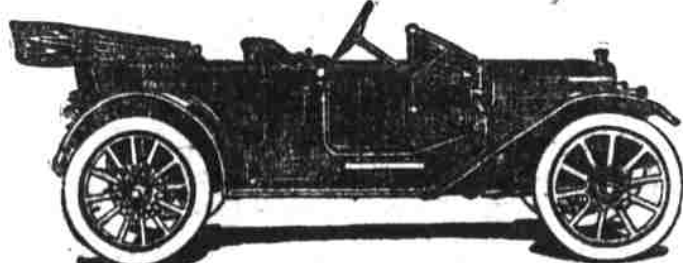
The parts of Chalmers cars are made from the best materials obtainable, and they are built, for the most part, in our own factory. Hence we are perfectly safe to guarantee them.

We really believe, whether you buy a Chalmers or not, it is worth your while to see the new cars.

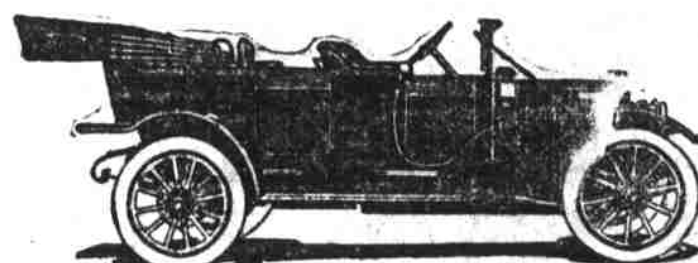
We invite you to come in and see the new models. Early deliveries are assured.



"30" Touring Car, 5-passenger, \$1500
Including magneto, Prest-O-Lite tank, gas lamps, oil lamps, Chalmers mohair top, automatic windshield, ventilated fore-doors, horn and tools.



"Thirty-six" Torpedo, 4-passenger, \$1800
Including Chalmers self-starter; Continental demountable rims; Bosch dual ignition system; black enameled Solar gas lamps and oil lamps; Prest-O-Lite tank; 36x4 tires; four forward speed transmission; long stroke motor—4 1/4 x 5 1/4; ventilated fore-doors; tire irons; horn, tools, etc. Top and glass front, \$100.



"Forty" Touring Car, 7-passenger, \$2750
Including Bosch dual ignition system, black enameled Solar gas lamps and oil lamps, Prest-O-Lite tank, Chalmers mohair top, auxiliary seats, ventilated fore-doors, windshield, 36x4 tires, tire irons, horn, tools.

All Prices F. O. B. Factory

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H. L. Keats Auto Co.

SEVENTH, BURNSIDE and COUCH STREETS, PORTLAND, OREGON