


Alfred Hadley Is Back in Eugene na protenaligg to Bo grita cheoxi

3400 r.p.m. Chalmers $\$ 1090$ Detroit

THE NEW WAY TO SPELL ECONOMY CHALMERS
A cheap piece of machinery, like the boy with a little knowledge, is sometimes a dangerous thing. Men are buying better and better lawn mowers, and reapers, and printing presses, and gasoline engines and pumps
Why? Because they find it pays.
Probably there's no better example of this in the case of automobiles than Chalmers cars.
Figures show that over 75 percent of men who have bought Chalmers cars this year previously owned a $\$ 500, \$ 600$ or $\$ 800$ car.
Nearly every 3400 r. p. m. we have sold this year has been to someone who has driven a lower-priced car. It pays to buy a better car as much as it pays to buy better machinery.
But it seems that the great big buying public has the same idea, too. I'm particularly strong for the 3400 r. p. m. Chalmers because it has tremendous endurance
There are now more than $1,000,000$ miles of use to the credit of this car. Besides the factory writes me that the 3400 r. p. m. motor has a service record of 99.21 percent perfect. If you never had a run in the 1917 Chalmers, let me know. I want you to get this thrill whether you have any idea of buying or not.
H. L. KEATS
H. L. KEATS AUTO COMPANY Broadway at Burnside Street, Portland

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