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Quality First
After Nov. 30, it will cost you just $\$ 70$ more to buy a 7-22 Chalmers. But the price on the 5 -passenger 3400 r.p.m. Chalmers remains (for the time being) $\$ 1090$ Detroit

Until midnight of Nov. 30 you can get a 7-22 Chalmers for $\mathbf{\$ 1 2 8 0}$ Detroit-a car of rare ability, fascinating in body equipment, and, like a beautiful woman, of After that

After that date the price becomes $\$ 1350$ Detroit- $\$ 70$ more. The 870 is just a few dollars less than the increase in cost of manufacture of this car since its appearance in June.

To those who have longed for the 5 -passenger 3400 r. p. m. Chalmers-and have not yet possessed one, just a word of warning: the price remains unchanged just now- 81090 Detroit; we do not know how long this low price will continue. We reserve the right to increase the price without notice

Only tho e who are buying materials such as go into high-grade automobiles can begin to realize the steady, upward trend of the materials market.

Just one condition today prevents a rise in price of the 5 -passenger $\mathbf{3 4 0 0}$ r. p. m. Chalmers-ihe fact that these cars are being made on a factory "work order" dating back several months

Since the "work order" went through materials have jumped in cost again. When the current "work order" is completed and if materials remain at their present level or rise higher, only one course will be possible, an increased price.

Those who have been driving Chalmers cars know how diligent has been the halmers effort to set down cars of the quality kind

They will understand how impossible it would be for Chalmers to dodge the increase-in-material. issue and maintain the prevailing price on the 7-22 Chalmers.

Lower the quality of the Chalmers car? Never. The Chalmers men take great
de, not only in the money the car makes for them, but in the car itself. And pride, not only in the money the car makes for them, but in the car itself. And ride, as every one knows, is a thing that can never be compromised.

It would be like Tissot trying to paint a picture to fit a price.
As long as there's a name "Chalmers", there will be a quality car, and as long as there's a quality car there'll be a price fixed-not by the Sales Department-but by cost accoustants

And there'll be a fair deal. Chalmers says these two $\mathbf{3 4 0 0}$ r. p.m. models will be continued into next season. You can bank on that. So that a Chalmers car you might buy now will be exactly like the one you would buy next spring.

Remember the $\mathbf{8 7 0}$ you can save now by anticipating the rise in price. There's an old Scoteh proverb that says "A dollar saved is a dollar earned". 870 buys a good suit of clothes, a good pair of shoes, a good hat and some good gloves. or a year
Or, if it's a 5 -passenger $\mathbf{3 4 0 0} \mathbf{r}$. p.m. Chalmers you want, our advice is to get W

We are not sure the price is going up and we are not sure that it isn't

## LOWRY \& HENRY Agents, Alliance,

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