

CHALMERS

Breaks Motor Car Record on Sheepshead Bay Speedway 1898 Miles in 24 Hours



Starter Wagner Wields Flag.

Now Holds
the
Endurance Record



In the Pits at the Dead o' Night.

The 24-Hour Record

Traveling farther and faster than any human being has ever traveled on land, sea or air in 24 hours.

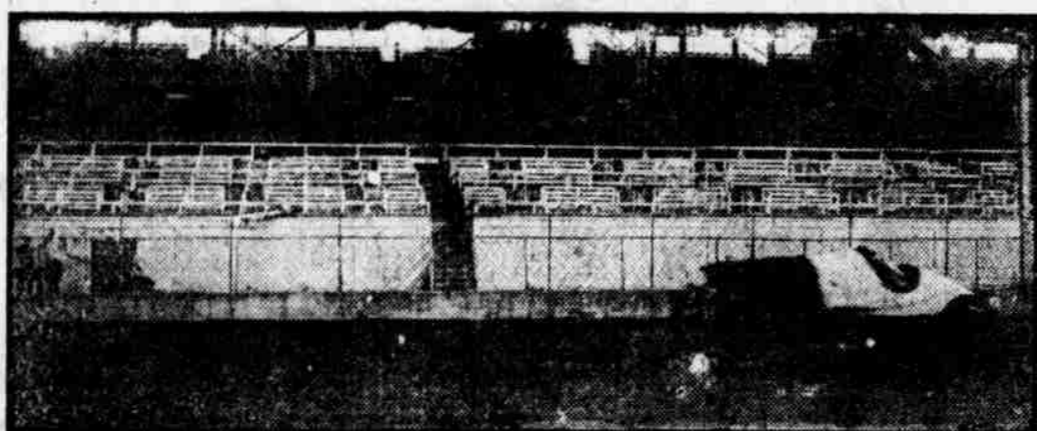
A CHALMERS stock chassis has broken the 24-hour stock chassis record of 1819 miles in 24 hours, which has been held by the Hudson since May, 1916.

This supreme achievement in motor car endurance was attained when Joe Dawson drove a Chalmers Speedster equipped with an absolutely stock motor 1898 miles in 24 hours over the Sheepshead Bay Speedway on August 1-2.

This marvelous performance was accomplished without a motor stop or mechanical trouble of any kind.

This is the fastest time ever made by a motor for such a distance. The fastest world's locomotive records are dimmed by comparison with this dazzling exhibition of Chalmers speed and stability.

Added weight to the Chalmers performance is given when it is considered that it belongs in the 230 cubic inch piston class, whereas the holder of the best previous record, the Hudson, is in the 300 cubic inch class.



91 Miles an Hour Past the Grandstand.

Power—
Speed—
Endurance

Proved by these Chalmers Records

Hour Record

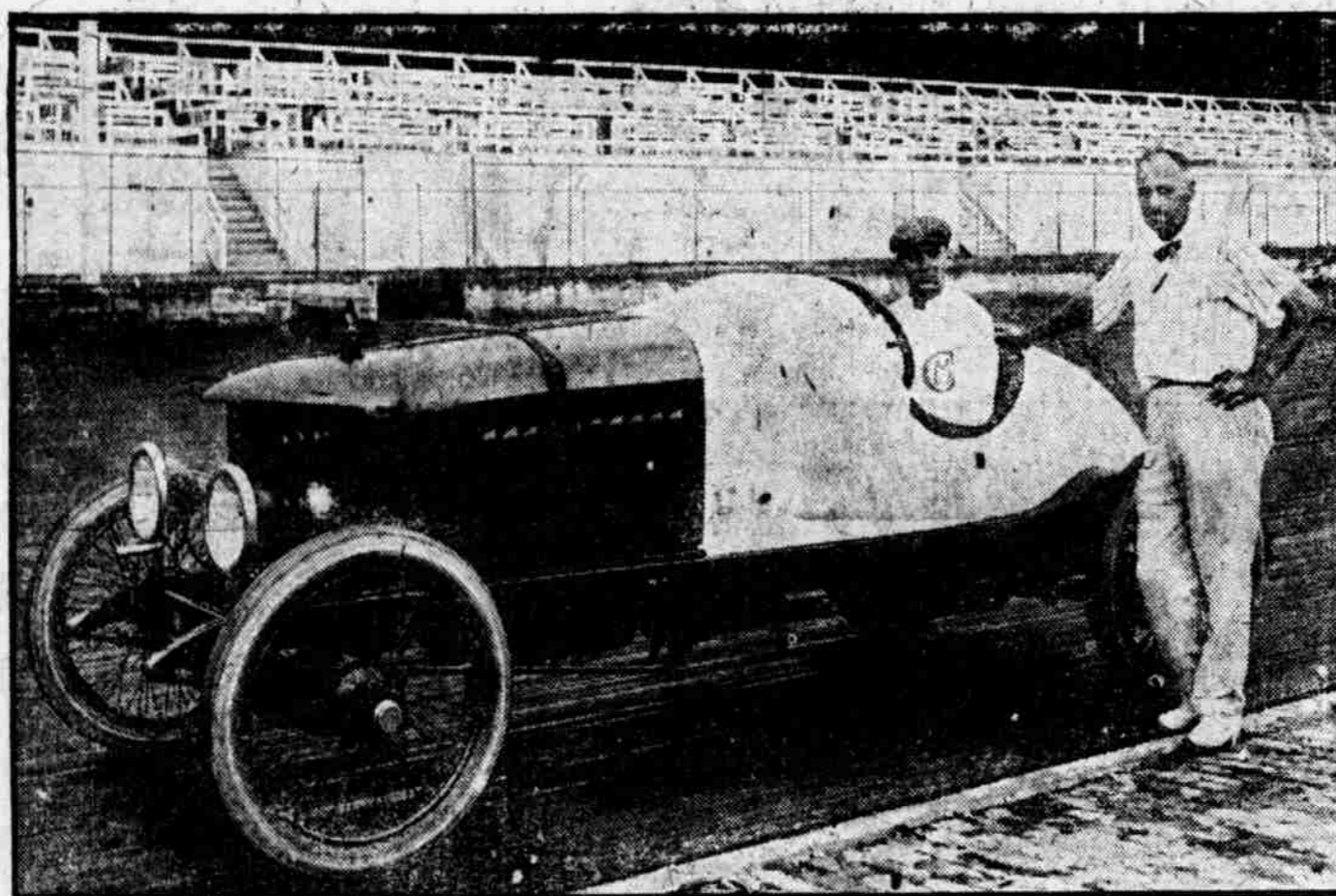
A CHALMERS stock chassis breaks all previous records in its class on the Speedway by registering 83 miles in one hour of continuous travel. This performance has set speed fans agog.

100-Mile Record

A CHALMERS stock chassis beat all previous high records for 100 miles in its class, covering the distance in 72 minutes, 10.17 seconds. The old record-holder's first 100 miles was made in 77 minutes, 5.78 seconds.

12-Hour Record

A CHALMERS stock chassis broke the highest official record for 12 hours' continuous speed by traveling 957 miles, as compared with the previous Hudson record of 923 miles in the same period. The Chalmers performance averaged 79 miles per hour for the 12 hours.



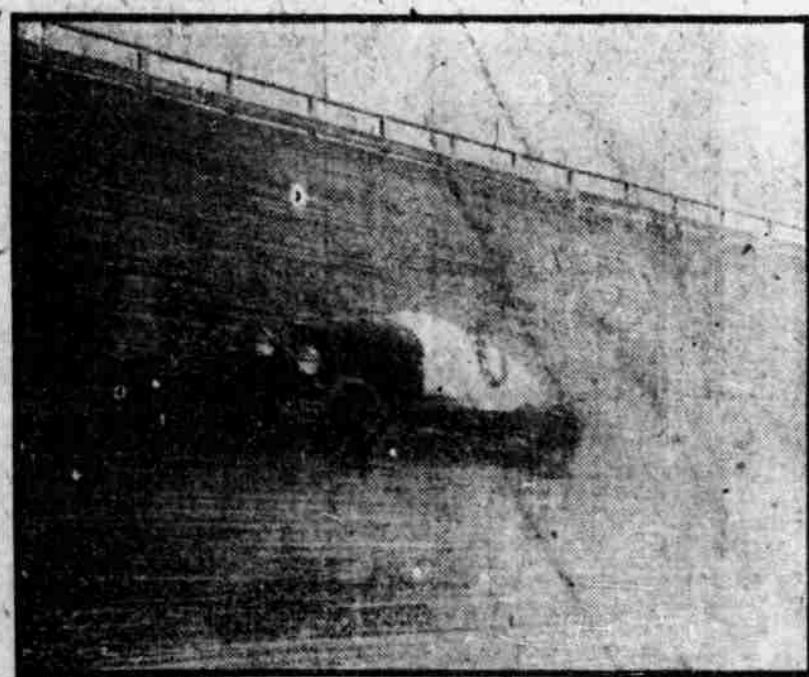
The Car, Joe Dawson and Fred J. Wagner, Timer and Starter.

A Chalmers Stock
Chassis and Stock Motor
Was Used

Great Records Made Under
Sanction and Auspices
of

American Automobile Assn.

August 1st and 2d, 1917



24 Hours at Dazzling Speed.



Wagner Congratulates Dawson at the Finish.

Western Motor Car Company

SEE THE CHALMERS AT
THE STATE FAIR, LINCOLN,
NEB., SEPTEMBER 2 TO 9.

2054 Farnam Street.
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