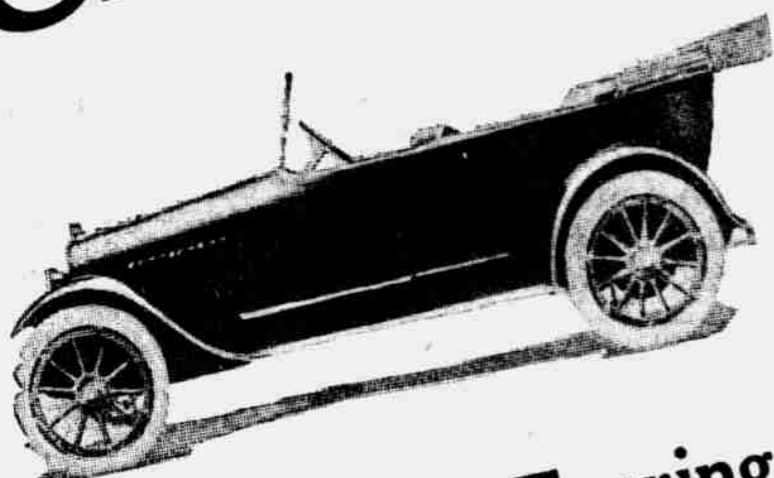


# Chalmers



## 7-Passenger Touring

Chalmers touring cars have always been constructed with a definite view in mind. There has been no variation or departure from the recognized standards of motor car construction.

True, refinements have been added, and many of them, to suit advancing ideas of luxury and comfort, but in the main comparatively few mechanical changes have been made.

The mechanical fitness of Chalmers' models to cope with any driving situations has been proven beyond a doubt. You need but refer to Chalmers owners or the following Chalmers records to establish the fact that the Chalmers is fit.

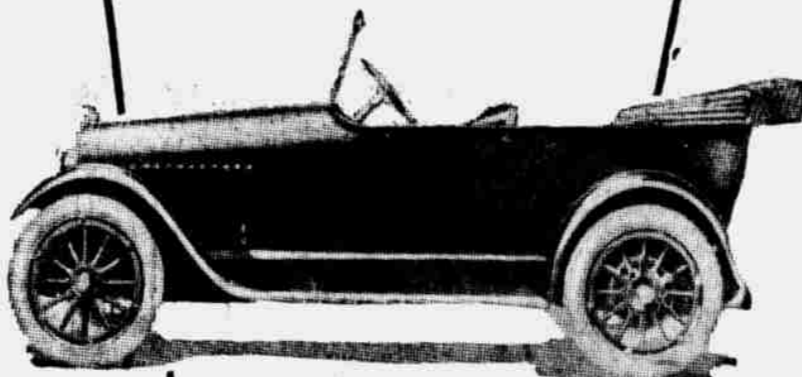


## WESTERN MOTOR CAR CO.

### Personal and Policies

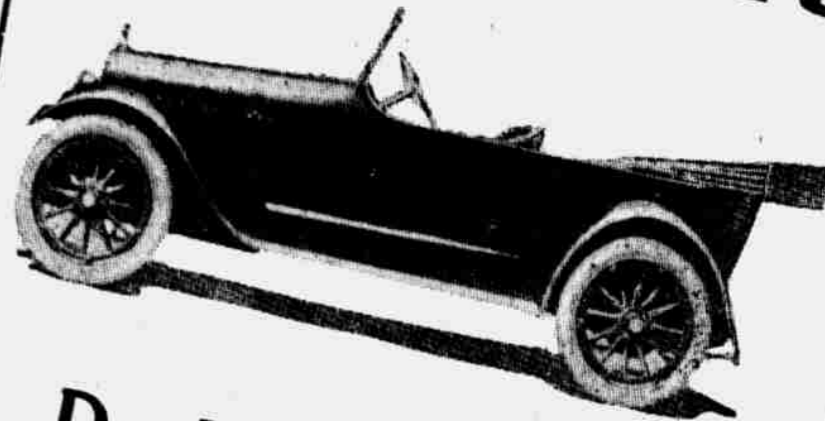
The personnel of the Western Motor Car Company includes as its heads Charles R. Hannan, Jr., a man well and favorably known in financial circles of the middle west; E. V. Abbott and Walter S. Johnson, men of wide automobile experience. Their ability to accomplish things is proven in the record of the Western Motor Car Co.

A strict adherence to correct business principles and a "fair, square deal to everyone" has been the policy of the company from the start.



5-Passenger Touring

# Chalmers



## Duplex 4-Passenger

Is, we might say, a special body on the Chalmers Chassis. The same powerful motor. The same spring suspension system—in fact, the same mechanical construction is evident throughout.

It is a design for the man or woman who wants something smart—a design with a comfortable rear seat. There is no cramped, crowded feeling when you ride in this model. It is a real four-passenger touring car. These models are painted dark blue with red wheels and red trimmings—just a dash of red to add tone and snap to its appearance.

## 5-Passenger Touring

The five-passenger model is almost a duplicate of the seven-passenger Chalmers, except that its frame and body are slightly smaller, thus eliminating a certain amount of weight, but still giving the same degree of comfort and efficiency to five passengers.

## These Fifteen New Records Are All Held Now by Chalmers

### NEW MILE RECORDS

|         |         |          |          |           |            |
|---------|---------|----------|----------|-----------|------------|
| 1 Mile  | 44.37   | 5 Miles  | 3:39.83  | 25 Miles  | 18:15.67   |
| 2 Miles | 1:27.44 | 10 Miles | 7:16.80  | 50 Miles  | 36:12.93   |
| 3 Miles | 2:11.80 | 15 Miles | 10:58.55 | 75 Miles  | 54:32.45   |
| 4 Miles | 2:54.61 | 20 Miles | 14:30.30 | 100 Miles | 1:12:10-17 |

### NEW TIME RECORDS

1 Hour, 83 Miles      12 Hours, 957 Miles      24 Hours, 1898 Miles

All these records are officially approved by the American Automobile Association

# CHALMERS

|   |   |
|---|---|
| TOURING CAR, 5-PASSENGER . . . \$1250   | TOWN CAR, 7-PASSENGER . . . . . \$2925  |
| TOURING CAR, 7-PASSENGER . . . \$1350   | TOWN CAR LANDAULET . . . . . \$3025     |
| STANDARD ROADSTER . . . . . \$1250      | LIMOUSINE, 7-PASSENGER . . . . . \$2925 |
| TOURING SEDAN . . . . . \$1850          | LIMOUSINE LANDAULET . . . . . \$3025    |
| CABRIOLET, 3-PASSENGER . . . . . \$1625 | RECORD SPEEDSTER . . . . . \$2500       |
|   | DUPLEX, 4-PASSENGER . . . . . \$1475    |

ALL PRICES F. O. B. DETROIT AND SUBJECT TO CHANGE WITHOUT NOTICE



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

## WESTERN MOTOR CAR COMPANY



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

2054 Farnam Street      Western Distributors      Omaha, Neb.      Phone Douglas 4904  
 WALTER S. JOHNSON, Secretary and Sales Manager      CHAS. R. HANNAN, JR., President.      E. V. ABBOTT, Vice President and General Manager  
 Branches—Lincoln, Hooper, Hastings, Nebraska, and Wichita, Kansas.

WE EXTEND A CORDIAL INVITATION TO ALL AK-SAR-BEN VISITORS