THE CHALMERS CLVBMAN

1916
SHOW·NVMBER

The CHALMERS CLUBMAN'S RESOLUTIONS for 1916

I will lend a helping hand to my brother motorist if he be in trouble along my path.

I will cut off my headlights and use the dimmers when I sight the lamps of an approaching car at night. Thus will I help uphold the ethics of the road.

I will always uphold the dictates of law and traffic. If they be in error, then will I seek to change them by proper legislation and not by ignoring them.

I will not begrudge a just division of the road, but will give just a little more than my share if there be need.

I will respect the rights of the pedestrian and not startle him with impatient Klaxon as I bear down upon him.

I will share my Chalmers with my friends that they too may know the joys of motoring which are mine.

THE AUTOMOBILE AND THE BOY

By Hugh Chalmers

THE motor car business, as a whole, is no longer a business of inflated profits. Manufacturers today pay their dividends by resorting to large quantity production. The profit per car is a very small item.

Many people get the wrong impression from reading figures of big sales. The sales have grown big of necessity. In order to produce cars at the present quality and price standards the makers have given the people the advantages that come with increased production. The benefits of savings effected have come to the buyers of automobiles alone.

I venture the assertion that most standard automobile manufacturers today are making less money per car than at any previous time in their history. The business continues big because the demand is big.

Almost every man in this country cherishes the hope that some day he will own an automobile. Baseball continues the great American sport because the boys of eight, ten and twelve years know the names of most of the players and therefore the interest in baseball for the next generation or two is assured.

The same rule applies to automobiles. Almost any boy of ten or twelve can tell you the name of every car that passes in the street. These boys are the prospects for automobiles fifteen years from now. It is largely on account of their interest that automobile manufacturers feel warranted in doubling their manufacturing facilities and increasing their equipment.

If there is a mechanical trend to the boy whose father owns a car he will have every bit of its lore at his tongue's end. I know boys of twelve years who can reel off a series of engineering facts about the principal American automobiles that would dumbfound a S. A. E. member.

There are dozens of little chores about the home garage that will interest the boy and keep him out of trouble. Let him learn to drive. It will give him a sense of responsibility and importance.

I have noticed with interest the enthusiasm of the lucky boy who gets to go to the New York or Chicago Show. He flits from one exhibit to the next, eyes sparkling, catching every detail. He sizes up the newest arrivals, makes his comparisons, and places them definitely in his mind. And, after all, his judgment is by no means so immature as one might suppose.

One of the best evidences of the American boy's interest in the automobile is the way he follows the advertising. Investigation has shown that a number of the requests for instruction books, catalogs and other literature come from the small boy who wants to keep posted on these matters.

There is no question but that the family is influenced directly, or indirectly, in the purchase of their new car by the verdict of the boy.

Pam
98.74

BRIGGS JOINS THE CHALMERS CLUBMAN STAFF

EVERYONE knows Clair Briggs whether he reads the New York Tribune or the Piketown Clarion in the morning with his Kellogg's. His versatile pen portrayed the foibles of the American people from his immortal Skinn-ay to the fur-collared magnate in a way that has endeared him to the hearts of his followers.

Briggs is a Chalmers Clubman. He has been in the Chalmers family for years. His love for motoring has given him a humorous quirk on the automobile owner and his problems that no other cartoonist has been able to approach.

When Briggs announced his intention of leaving Chicago and moving to Park Row, the Chicago Press Club gave him a farewell dinner that required the offices of ten toastmasters. He is, perhaps, the most widely known and highest salaried of American cartoonists.

By special request he did the above cartoon for the Show Issue of the Chalmers Clubman.

MINE HOST—CLUBMAN SHOTWELL

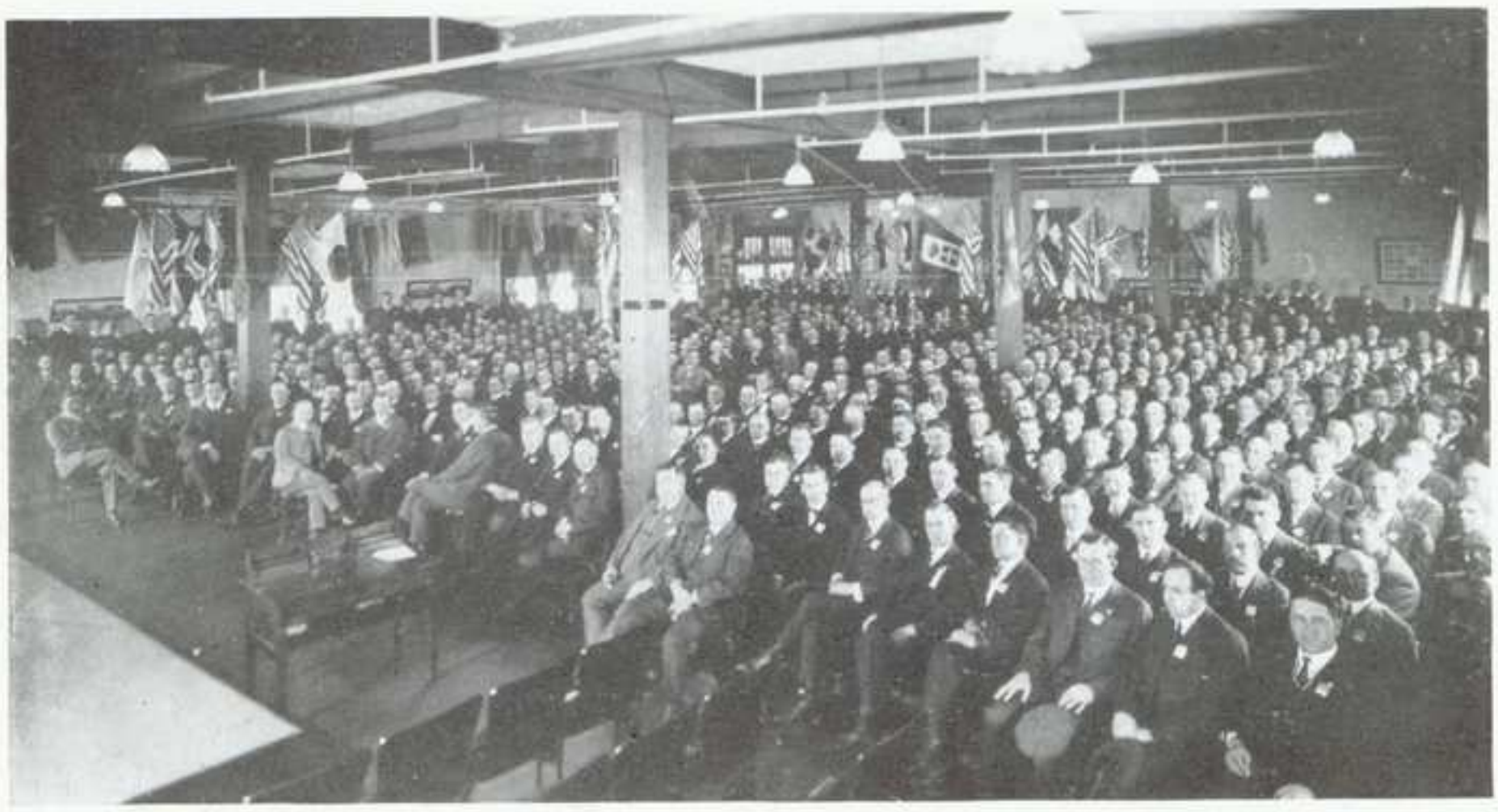
VISITORS at Detroit, where life is worth living are charmed by the beautiful motor journeys which stretch out invitingly in all directions. Detroit lies in the center of a great chain of delightful inland lakes which offer attractive sport to the fisherman and the gunner.

One of the most charming drives leading out from Detroit is the macadam boulevard through Grosse Pointe, Michigan's millionaire colony, along the shores of Lake St. Clair to Mt. Clemens. This road is perfect with the exception of two and one-eighth miles of dirt road. Just recently the County Commissioners put through an enactment to complete the link, insuring a faultless motor road for the entire twenty-two miles.

Mt. Clemens is known the world over as one of the most famous mineral bath cities. Chemical experts have declared that these wells contain medicinal properties in greater quantity than are found anywhere else in the world.

One of the best known of the bath hotels is the Colonial. Clubman A. N. Shotwell, the genial host, has made everything inviting for the guests. An enthusiastic clubman, Dr. Shotwell is always glad to welcome Chalmers tourists and has a large roomy garage to take care of the visiting cars. The Colonial Light Six, with Dr. Shotwell at the wheel, is a familiar sight on the winding roads about Mt. Clemens. During his recent tour of the east, not a cent was spent for repairs.

"I am a believer in Chalmers Quality," writes the doctor.



The 600 men who bought $22,000,000 worth of 3400 r. p. m. Chalmers cars in forty minutes

CHALMERS 3400 R. P. M. CONVENTION LARGEST IN AUTOMOBILE HISTORY

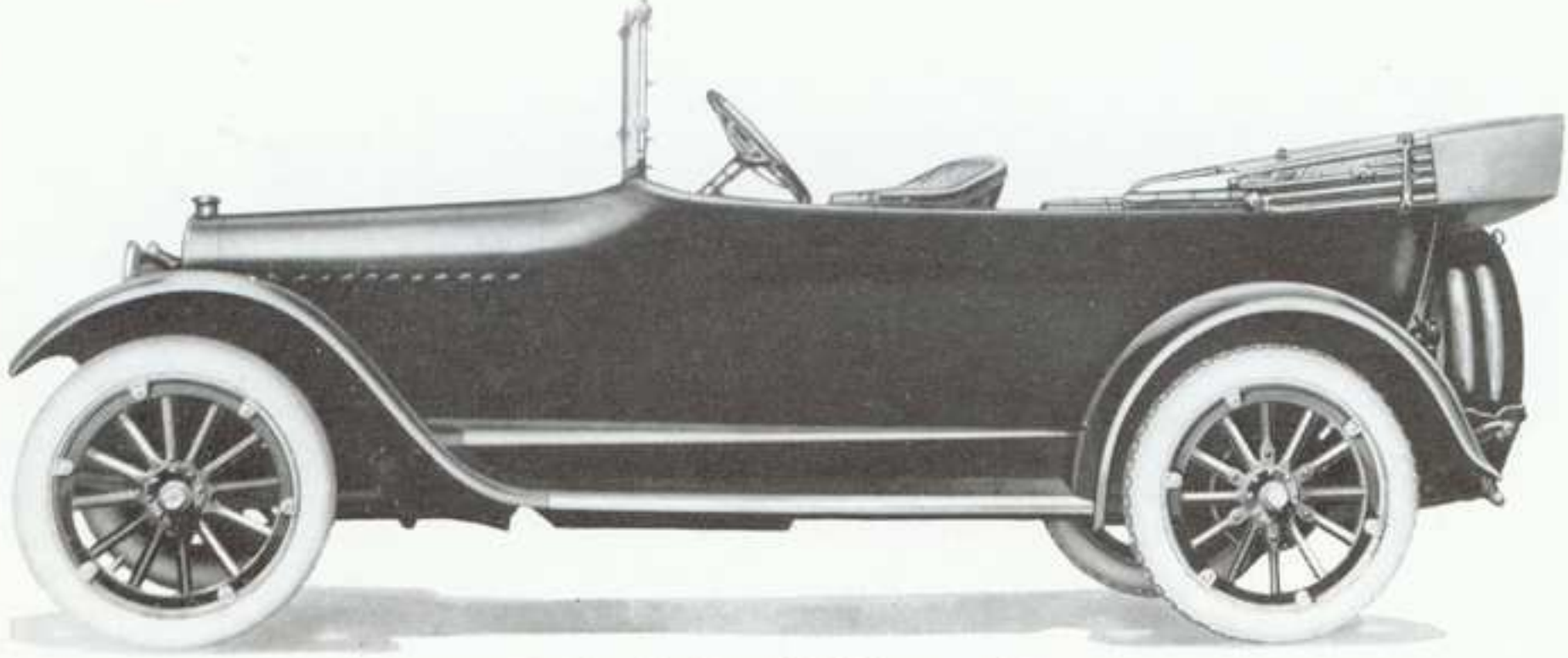
WITH the opening of the annual Chalmers convention on November 15, 600 dealers from all over the world were assembled in Detroit. In exactly 40 minutes these 600 men bought $22,000,000 worth of Chalmers cars—the new Six-30 model.

This was no ordinary convention. It spelled a new epoch in motordom. Never before had so many distributors been gathered together in a single meeting. The announcement of the new Chalmers Six-30 came as a complete surprise to the assembled dealers.

The announcement of a Chalmers car to sell for $1050 brought surprise to the face of every man. Chalmers Quality had never been placed on the market at such a low price. But after they had taken a trip through the factory and seen the new machines to key up efficiency; seen the great piles of materials, the workmen busy on the new model; they realized what a coup Mr. Chalmers had made. He had foreseen the rapid advance in prices occasioned by the war and had bought heavily so that he was not affected by the soaring cost of materials.

The days of the convention were given over strictly to business discussions. There was a banquet every night. On Monday the guests dined at the Hotel Pontchartrain. On Tuesday a beefsteak dinner was held at the Statler and on Wednesday, the final night, the grand finale was staged at the Detroit Athletic Club.

The principal speakers at the D. A. C. banquet were C. A. Pfeffer, vice president and assistant general manager; Paul Smith, vice president in charge of sales and advertising, and E. D. Gibbs, advertising expert. The climax came with the presentation of a gold loving cup to Mr. Chalmers.



The New Six-30 with 3400 r. p. m. Engine

Not long enough to reach the starter

INTRODUCING CONSTANCE

CONSTANCE HOPKINS, aged ten months, is the latest arrival on the Clubman cradle roll. Her father, Ralph W. Hopkins, M. D., of Claremont, N. H., is one of the charter members of the Chalmers Club. He states that Miss Constance is a Chalmers enthusiast and has ridden several thousand miles in the family car.

Her determined clutch on the wheel is proof positive that some day she will drive her own cabriolet.

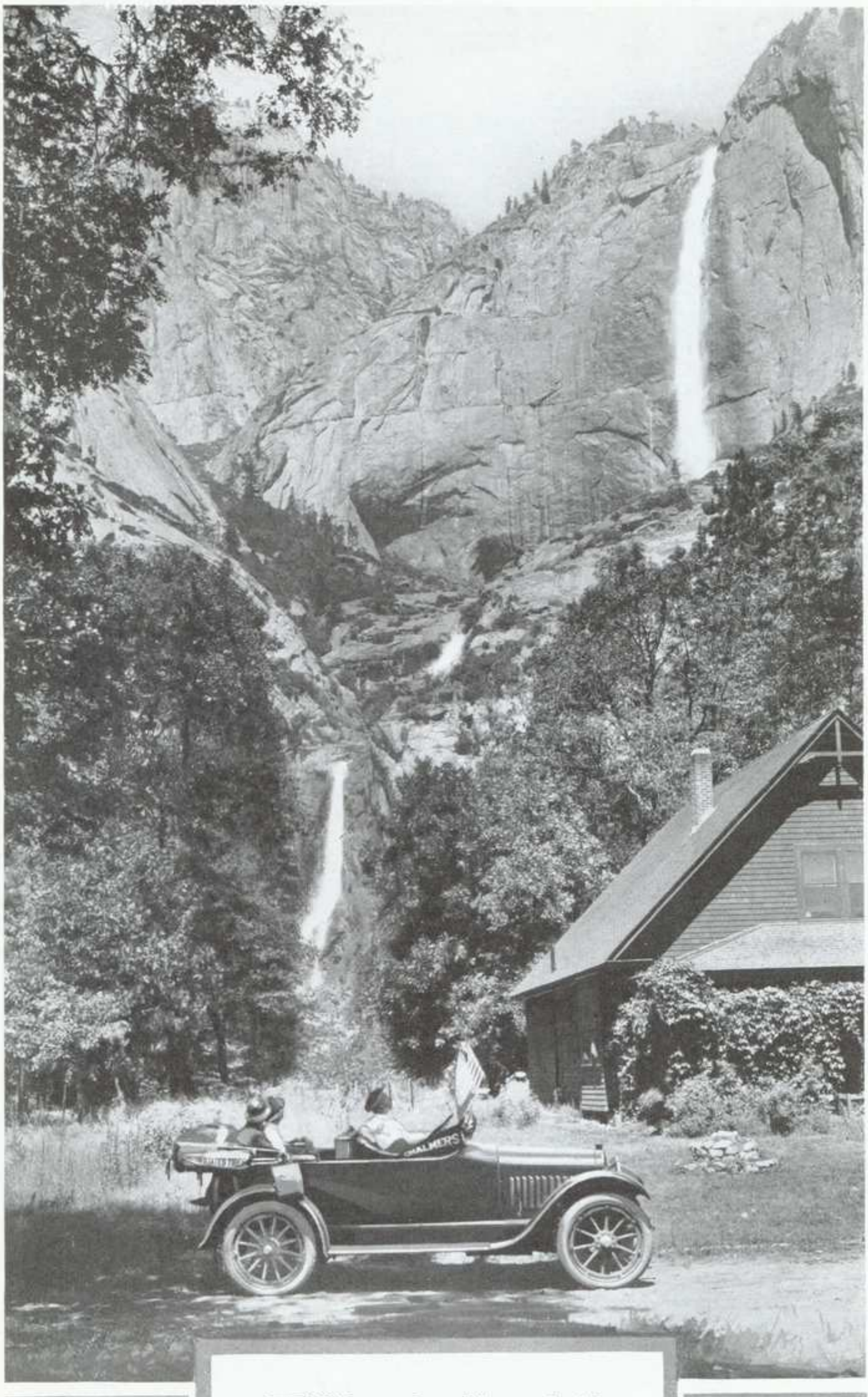
CHALMERS LEADS LAST PARADE OF G.A.R.

AT THE last G. A. R. encampment held in Washington, D. C., last October, the motor car dealers of the Capitol City organized a G. A. R. Automobile Committee for the transportation of the Civil War veterans.

With Pennsylvania Avenue lined with over a quarter-million spectators, the fife and drum led the blue-coats of '65 for their last national parade. Following immediately behind the citizens escort rode the officers of the official staff in three Chalmers Six-40's. At their head was Commander-in-chief Palmer.

Trailing immediately behind the staff, in a Chalmers roadster, came C. Walter Hoover, manager of the Union Garage, Chairman of the G. A. R. Automobile Committee.

Commander-in-chief Palmer entering the tonneau of the Six-40



THE road to Tioga holds matchless charms for the motorist who loves the Open Road. As a federal road through Yosemite National Park it is now ready for Nineteen-sixteen tourists

The trail-blazing quartette off for Tioga

THE OPENING OF TIOGA

Scenic Route Through Yosemite Blazed by Chalmers Six-40

LAST August the old Tioga Road was officially declared open to travel as a federal road through the Yosemite National Park by the United States Government and another link was forged in the scenic chain of California's matchless highways. For the transcontinental motorist of 1916, this new trail offers a rapid succession of landscape pictures that cannot be duplicated on this continent or the Old.

The opening of this road recalls a wealth of early-day mining romance. The handiwork of those pioneers still remains in scars left in the forests by their axes, in roadways that still stand today, and in crumbling bridges across turbulent mountain streams.

The Tioga Road was first built in 1882 and 1883 by the owners of the Tioga, formerly the Sheep-Herder, Mine to connect the settlements which sprung up around the mine and for hauling freight and ore in and out of the camp. The road cost more than $65,000 and, for the greater part of the distance, was built on a uniform grade. The appropriation was exhausted, however, before the completion of the work and several steep grades were left unfinished.

For practically the entire length of its fifty-six miles, the Tioga Road traverses the Yosemite National Park and thence over the Tioga pass to Tioga Lake and the Old Tioga Mine. At Tioga Lake the Lee Vining Canyon road joins it and runs on to Mono Lake.

Bent on getting a first-hand impression of this re-discovered Wonderland, a party consisting of G. W. Scott of the National Highways Association, F. B. Willis, assistant sales manager of the Chalmers Motor Company, Burleigh Davidson of the United States Tire Company and Tony Holbeck of the L. H. Rose-Chalmers Company left San Francisco in a Chalmers Six-40 to go over the Tioga Road as far as Mono Lake.

Traveling via Modesto, the party spent the first night in Coleville. An early start the next morning led the party through Hamilton on to Crockers. A short distance on the other side of Crockers they struck the Tioga Road and plunged into the Paradise of the Sierra Nevadas.

Past South Fork the Chalmers expedition climbed rapidly into the higher hills and soon came into a country that was absolutely devoid of habitation. In

Up and going with the sun

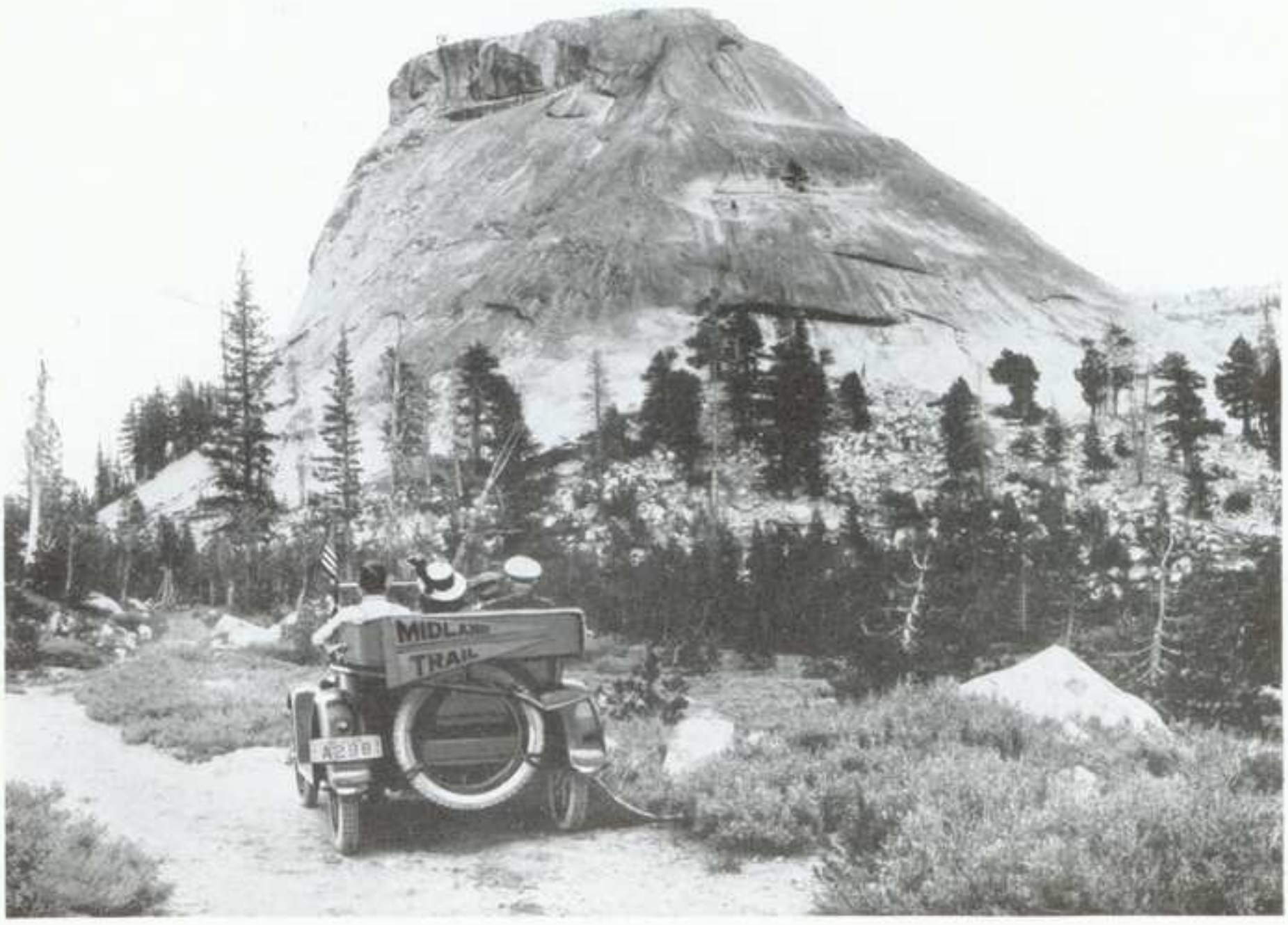
Skirting Lake Tenaya

A mule-train entrenched for the night

succession after leaving the ford of Tuolumne, the beautiful Aspen Valley was traversed and the run from Long Gulch was made. From there on, after many meanderings, the road swings to Porcupine Flat; a little beyond, the trail to Yosemite is encountered.

As the swing is made down the grade in this section a wonderful view of the Half Dome is obtained. One of the most magnificent panoramic sections of the Sierras is spread before the motorists eyes. From Porcupine Flat to Lake Tenaya a series of grades are encountered, some of them so steep as to tax the hill-climbing ability of a mountain goat. The Department of the Interior, however, is contemplating work cutting down the difficult grades so that no difficulty in this direction will be experienced.

Inasmuch as the Six-40 was the first car over the road, it was forced to blaze its own trail. In consequence the journey was much more arduous than other motorists will experience. At Lake Tenaya a mountain hurricane



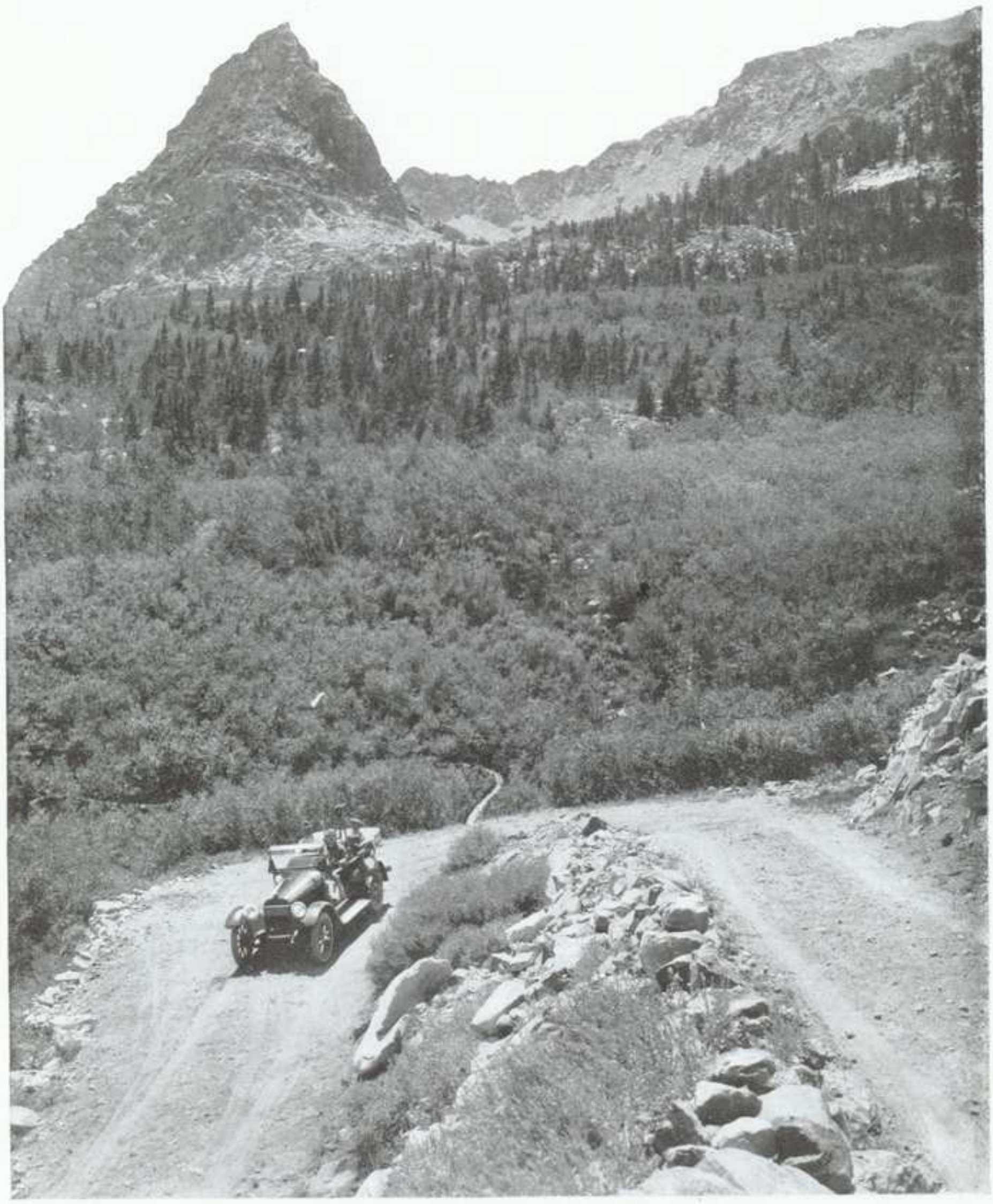
At Polly's Dome, the calvacade climbed into higher altitudes

Great white banks of cloud balanced on the ridges

As a sub-marine, the Six-40 qualified

deluged the party and held up further progress for three days.

One night-stop was made at the Sierra Club Camp at Tuolumne Meadows. The next day the party left for the Summit and for a run down Lee Vining Canyon Road to Mono Lake. The scenery along this section of the Tioga Road is as magnificent as can be found in any part of the Sierras. From the road such high peaks as Mount Dana, Mount Lyle, Mount Conness, Unicorn peak, and Cathedral peak are visible. Crossing the Summit, which is



A steady hand at the wheel, stout brakes, and safe sailing down the grade

9941 feet above the sea level, the highest point of the Trans-Sierra is reached. Then the motorist descends the nine-mile grade that leads straight to Mono Lake. The panoramic effect from the road of Lee Vining Canyon, as one looks down, is magnificent beyond all comparison. From this point the Chalmers party looked 4000 feet down into the canyon.

The road which climbs from Mono Lake to the Summit may be seen from practically its entire distance like a gray chalk line along the mountain side. The steel-colored mountains which imprison Mono Lake stand out like feudal castles on the eastern horizon. Water falls boiling down over the jagged ledges of rock, and fantastic towers of granite cliffs thrust bayonet points into the sky on all sides.

After the ride down the mountain side the party reaches Mono Lake, the dead sea of the West. At Hammond's on Mono Lake, the tourists found the town in wild excitement. The day before the sheriff of Mono County had been shot by Mexican bandits. A posse killed his two slayers after a fierce battle in the lava beds south of Mono Lake.

The return trip was made over the same road, with the exception that at Crockers a detour was made through the Yosemite Valley, whence the party returned to San Francisco via the Big Oak Flat, Crockers, Groveland, and Stockton Road.

The speedometer registered the following distances:

Oakland to Modesto—eighty-six. miles;

Modesto to Coleville—fifty-eight miles;

Coleville to Crockers—twenty-eight miles;

Crockers to Lake Tenaya—thirty-seven miles;

Lake Tenaya to Tuo lumne Meadows—nine and one-half miles;

Toulumne Meadows to Summit—nine miles;

Summit to Mono Lake—nineteen miles;

Total—246.5 miles.

The gasoline consumption was twenty-four gallons.

Return:

Mono Lake to Summit, via Farrington—twenty-five miles;

Summit to Tuolumne Meadows—nine miles;

Toulumne Meadows to Lake Tenaya-nine miles;

Lake Tenaya to Crockers—thirty-seven miles;

Crockers to Yosemite—40.9 miles.

Priests to Stockton—75.9 miles;

Stockton to San Francisco—74 miles;

Total mileage returning—334.7.

Twenty-seven gallons of gasoline were used, or a total of 581.2 miles and fifty-one gallons of gasoline used.

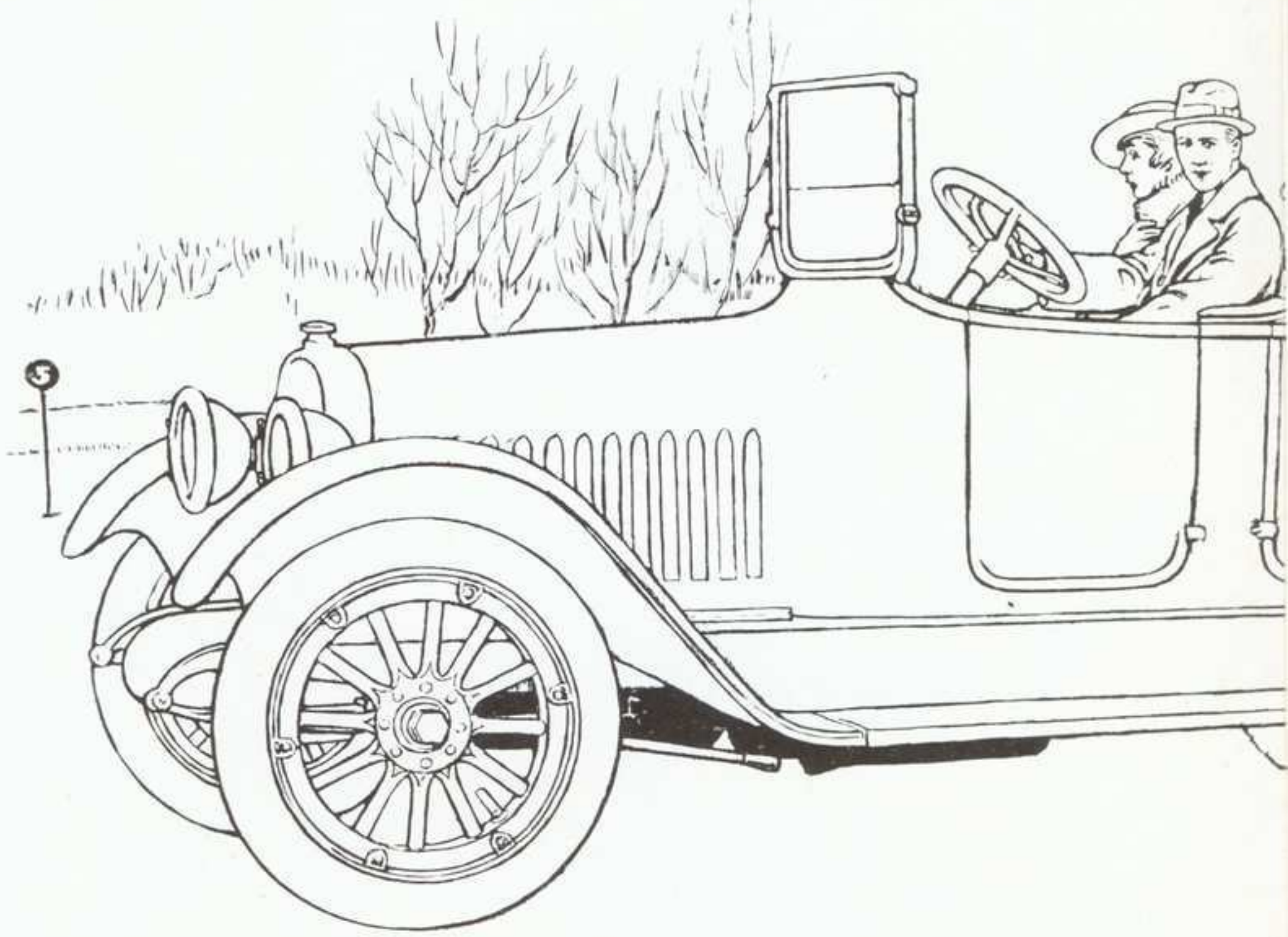
Nature's gateway stood open for the explorers

Now and then Greer gave her the gaff on a straightaway

THE CHALMERS CATECHISM

In view of the fact that many of the states are passing automobile license laws basing the annual taxation on the weight and horse-power of the cars, we have prepared the following table as a convenient reference for all members of the Chalmers Club:

Model	No.	Name of Car	Type of Car	H. P. A. L. A. M. & S. A. E.	No. Cyl.	Bore	Stroke	Price	Tires	Shipping Weight
1912	10	Thirty-Six	Tour-5p.	28.9	4	4¼	5¼	$1800	36x4	3200
	10	Thirty-Six	Tour-7p.	28.9	4	4¼	5¼	....	36x4	3300
	10	Thirty-Six	Roadster	28.9	4	4¼	5¼	1900	36x4	2990
	10	Thirty-Six	Torpedo	28.9	4	4¼	5¼	1800	36x4	3115
	10	Thirty-Six	Limousine (Cab Side)	28.9	4	4¼	5¼	3000	36x4	3505
	10	Thirty-Six	60" tread							
	10	Thirty-Six	Limousine	28.9	4	4¼	5¼	3250	36x4	3565
	11	"Thirty"	Torpedo	25.6	4	4	4½	1500	34x4	2715
	11	"Thirty"	Touring	25.6	4	4	4½	1500	34x4	2750
	12	"SIX"	Torpedo	43.3	6	4¼	5¼	3250	36x4½	3720
	12	"SIX"	Touring	43.3	6	4¼	5¼	3250	36x4½	3880
	12	"SIX"	60" tread							
1913	16	"Thirty"	Torpedo	25.6	4	4	4½	1600	34x4	2835
	16	"Thirty"	Touring	25.6	4	4	4½	1600	34x4	2925
	17	Thirty-Six	Torpedo	28.9	4	4¼	5¼	1950	36x4	3380
	17	Thirty-Six	Tour-5p.	28.9	4	4¼	5¼	1950	36x4	3500
	17	Thirty-Six	Tour-7P	28.9	4	4¼	5¼	2150	36x4½	3545
	17	Thirty-Six	Limousine	28.9	4	4¼	5¼	3250	37x4½	3800
	17	Thirty-Six	Coupe	28.9	4	4¼	5¼	2250	36x4½	....
	17	60" tread								
	17	Thirty-Six	Roadster	28.9	4	4¼	5¼	1950	36x4	3400
	18	"SIX"	Torpedo	43.3	6	4¼	5¼	2400	36x4½	3935
	18	"SIX"	Roadster	43.3	6	4¼	5¼	2400	36x4½	3650
	18	"SIX"	Limousine						37x5	4200
	18	"SIX"	Tour.-5p.	43.3	6	4¼	5¼	2400	36x4½	4050
	18	"SIX"	Tour-7p.	43.3	6	4¼	5¼	2600	36x4½	4100
	18	"SIX"	Coupe	43.3	6	4¼	5¼	2700	36x4½	3930
	18	"SIX"	60" tread							
1914	19	Thirty-Six	Torpedo	28.9	4	4¼	5¼	1775	36x4	3490
	19	Thirty-Six	Touring	28.9	4	4¼	5¼	1775	36x4	3555
	24	"SIX"	Torpedo	38.4	6	4	5½	2175	36x4½	4135
	24	"SIX"	Tour-7p.	38.4	6	4	5½	2175	36x4½	4150
	24	"SIX"	Tour-6p.	38.4	6	4	5½	2275	36x4½	4240
	24	"SIX"	Roadster	38.4	6	4	5½	2175	36x4½	4015
	24	"SIX"	Coupe	38.4	6	4	5½	2850	36x4½	3215
	24	"SIX"	Limousine	38.4	6	4	5½	3600	37x5	5475
	24	"SIX"	Touring (60" tread)	38.4	6	4	5½	....	36x4½	4170
	24	"SIX"	Chassis	38.4	6	4	5½	....	36x4½	3370
	26A	Light Six	Tour-5p.	29.4	6	3½	5½	1800	34x4	3615
	26A	Light Six	Coupelet	29.4	6	3½	5½	2050	34x4 35x4½	3605 on last cars
	26A	Light Six	60" tread							
	26A	Light Six	Chassis							2710
1915	26B	Light Six	Tour-5p.	29.4	6	3½	5½	1650	34x4½	3750
	26B	Light Six	Tour-6p.	29.4	5	3½	5½	1725	34x4½	3850
	26B	Light Six	Coupelet	29.4	6	3½	5½	1900	34x4½	3675
	26B	Light Six	Sedan	29.4	6	3½	5½	2750	34x4½	4120
	26B	Light Six	Limousine	29.4	6	3½	5½	3200	35x5	4425
	26B	Light Six	60" tread							
	29	Master Six	Torpedo	38.4	6	4	5½	2400	36x4½	4200
	29	Master Six	Chassis	38.4	6	4	5½	....	36x4½	3400
	29	Master Six	Limousine	38.4	6	4	5½	....	....	....
	29	Master Six	60" tread							
	29	Master Six	Touring-7p.	38.4	6	4	5½	2400	36x4½	4300
	32A	Six-40	Touring-5p.	23.4	6	3⅛	5	1400	34x4	2915
1915	32A	Six-40	Roadster	23.4	6	3⅛	5	1400	34x4	2865
1915	32A	Six-40	Roadster	23.4	6	3⅛	5	1300	34x4	2865
	32B	Six-40	Touring-7p.	23.4	6	3⅛	5	1350	34x4	3160
	32B	Six-40	Roadster	23.4	6	3⅛	5	1350	34x4	2945
	32B	Six-40	Palanquin	23.4	6	3⅛	5	1700	35x4¼	3380
	32B	Six-40	Victoria	23.4	6	3⅛	5	1450	34x4	2975
	32B	Six-40	60" tread							
1916	26C	Six-48	Touring-6p.	29.4	6	3½	5½	1550	34x4½	3875
	35A	Six-30	Touring	25.4	6	3¼	4½	....	32x4	2660
	35A	Six-30	Roadster	25.4	6	3¼	4½	....	32x4	2560



THE NEW CHALMERS SIX-30, 3400

It Maintains the Same High Standards of Construction Wh

ALL members of the Chalmers Club will be interested in learning of the latest addition to the Chalmers Family, the new Six-30 with 3400 r. p. m. engine. This is the fastest engine speed ever developed in an American stock car.

In driving through city traffic or over the country roads, 3400 r. p. m. means Performance with a capital P. It develops two-tenths horsepower per cubic inch of piston

Poucher

R. P. M. ENGINE, SELLS FOR $1050

ich Have Characterized Every Previous Chalmers Model

displacement. At 2650 r. p. m. this motor develops 45 horsepower. The faster the engine speeds the smoother it runs. The Six-30 is no experiment. It has been tried, tested and perfected throughout long years of building.

It combines the best features of previous Chalmers, with the added refinement which has come with automobile engineering advancement.

THE CHALMERS CLUBMAN

Published in the Interests of CHALMERS OWNERS by THE CHALMERS MOTOR COMPANY, Detroit, Michigan

OWEN · B · WINTERS EDITOR

INVITATION is hereby extended to all members of the Chalmers Club who attend the automobile shows at New York and Chicago to visit the Chalmers Clubrooms.

Chalmers Club headquarters during the New York Show will be the Biltmore; Chicago, the Blackstone.

Make the Chalmers Club your headquarters at the show. It is your chance to get acquainted with the Chalmers organization and with the men who drive the car with the Monogram on the radiator.

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Last month, thirty persons, fourteen of them children under sixteen years of age, were killed in New York City alone. A large percentage of these cases were due to criminal negligence. "Safety First" has been painstakingly incorporated into motor building by every high class manufacturer. "Safety First" should likewise sit at the side of every driver, especially on the tangled highways of our cities, where danger is always multiplied.

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Six hundred Chalmers dealers bought $22,000,000 worth of Chalmers Six-30's in forty minutes. One hour before they had not even seen the car. They did not even know it existed. That was the biggest single sale of motor cars in the history of the business.

By contracting for these cars, these six hundred men bet their money on the Chalmers O. K. Here was a new car, a Chalmers car. It was to sell for $1050. That was enough.

What greater tribute can be paid to an organization than the supreme confidence of its distributors? That confidence has not been misplaced. It has been inspired by a long life record of Quality manufacture. Chalmers has always stood for the best in motor cars.

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Careful figures kept by Rudolph Zadow, of Eureka, Nevada, show the passage of 725 cars through this town over the Lincoln Highway so far this season. Four hundred and five of these cars were from eastern points and 320 were from the coast points heading east. The fact that but ten of these cars passed through Eureka without stopping and making purchases indicates, significantly, the value of tourist traffic to a community.

We come just a little nearer the trenches now and then when a letter or a post card from the firing line gives us an intimate glimpse of the inside of the great war.

The other day a letter headed "On Active Service In France" and signed, G. C. Heath, an old employe, came to our attention. It ran as follows:

"Can you oblige an old employe of the Chalmers Motor Company with a catalogue of the 1916 Chalmers or a descriptive pamphlet of the new motor.

"There are several other fellows here who would also appreciate them. We have been in this God-forsaken Country for about eight months now and will be here the Devil knows for how much longer. Our motor knowledge won't be very up-to-date when the war is over if we don't try and keep ourselves informed.

"Thanking you in advance, I remain

G. C. HEATH."

Pte. G. C. Heath, No. 212 C. A. S. C.
Second Divisional Supt. Col. Mech. Transport.
Second Canadians, B. E. F.
Army P. O. London, Eng.

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The Wolverine Automobile Club of Detroit has inaugurated a nation-wide "Courtesy First" movement. On the front page of a folder which they are circulating is printed:

"If every man were as courteous in his driving as he is in his ordinary living, then driving would be a greater pleasure, would be safer, there would be fewer repair bills, less sentiment against motorists, less need of stringent laws and fewer accidents.

"Courtesy in motor driving is the recognition of the rights of all others—either motorists or pedestrians. It is that and more—it is the willingness to yield certain recognized rights of your own."

The Wolverine Automobile Club is sounding a wholesome note in the world of motordom. It is the lack of such courtesy that is to blame for a goodly share of the daily tragedies which are chalked up against the motor car and its driver.

Last year the motor car saved a half billion dollars' worth of time for busy America. Over and above the cost of upkeep, the average automobile saves its owner a dollar's worth of minutes every day and this is a conservative estimate.

A dollar a day for three hundred sixty-five days means more than half a billion dollars' worth of time saved. This does not include the economy effected by commercial motor-driven vehicles. It does not cover the cash value of the pleasure afforded to the motor car owners during the year. This item cannot possibly be reduced to tangible figures.

The busy physician with scattered practice has increased his efficiency more than 100 percent. The time he saves probably amounts to ten dollars each day.

The actual capital invested in our motor cars amounts to about a billion and one-half dollars.

The saving of a half billion shows an interest return of thirty-three and one-third per cent.

What other investment of this magnitude can show such returns?

Little Pilgrimages to the Shrine of Quality—The Hum of Perfection

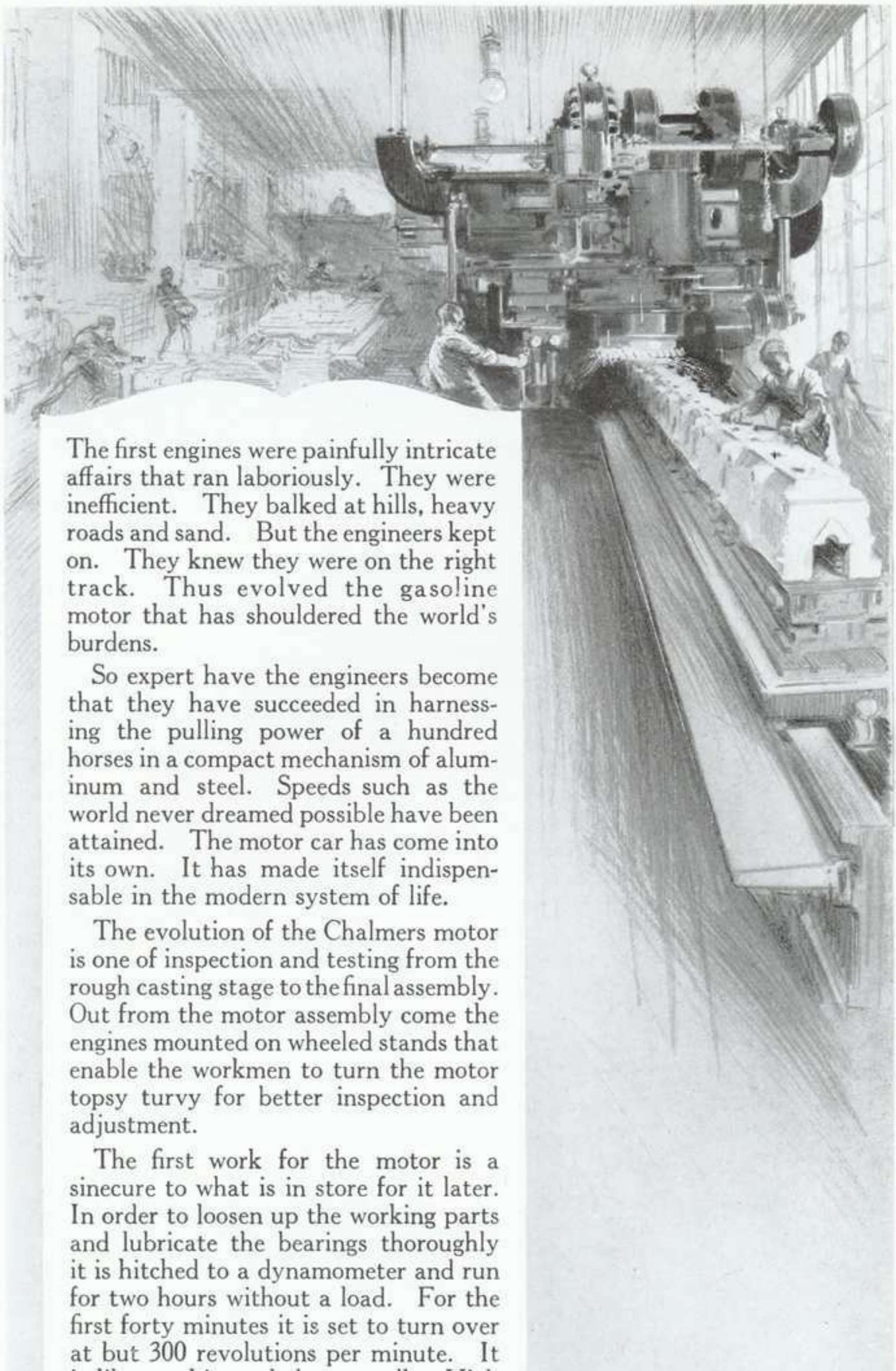
THE last decade has seen the passing of Dobbin. Go out into the city's streets, through the boulevards into the country; everywhere has the horse-drawn shay been relegated into the background along with the spinning wheel and the minuet. The doctor makes his rounds in his natty cabriolet; the business man drives his roadster to the office in the morning; Milady drives a-shopping; the farmer markets his produce a la motor car.

Let us stop and fathom the reason for all this reformation. What has enabled this change and turned the village smithy into a garage and vulcanizing shop? "That's easy," you say. "Why the gasoline motor, of course."

The gasoline motor it is but how many people really appreciate the mechanical achievement under the hood of the motor car? It has taken years of painstaking experimentation to attain the marvelous efficiency of the modern motor.

When the advocates of mechanical horse power first announced their intention of driving the family mare back to the pasture for keeps, the world laughed. The automobile would be alright for the rich man's toy. It would never be practical. But the engineers were undaunted. They kept the lights burning nights in their laboratories. The world had laughed at Fulton, at Whitney, at Bell.

The number of cylinders were changed —one, two, four, six. They experimented with steam, naphtha, kerosene.



The first engines were painfully intricate affairs that ran laboriously. They were inefficient. They balked at hills, heavy roads and sand. But the engineers kept on. They knew they were on the right track. Thus evolved the gasoline motor that has shouldered the world's burdens.

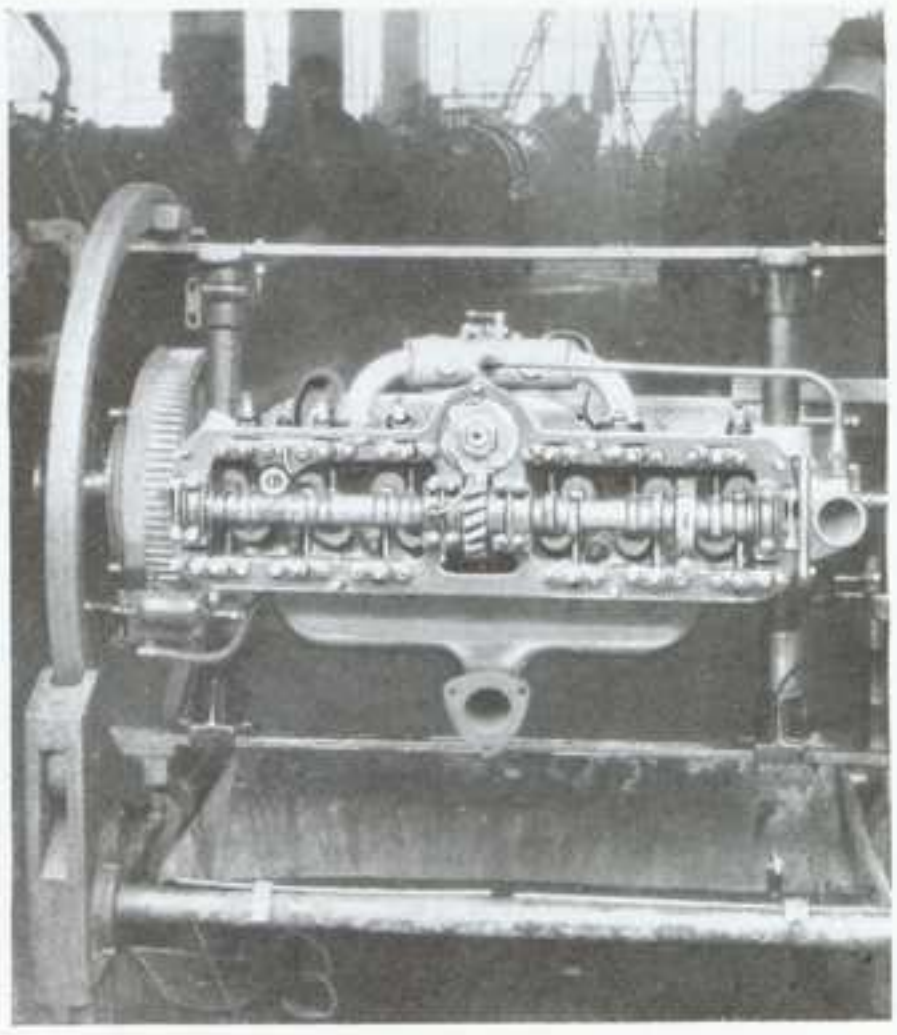
So expert have the engineers become that they have succeeded in harnessing the pulling power of a hundred horses in a compact mechanism of aluminum and steel. Speeds such as the world never dreamed possible have been attained. The motor car has come into its own. It has made itself indispensable in the modern system of life.

The evolution of the Chalmers motor is one of inspection and testing from the rough casting stage to the final assembly. Out from the motor assembly come the engines mounted on wheeled stands that enable the workmen to turn the motor topsy turvy for better inspection and adjustment.

The first work for the motor is a sinecure to what is in store for it later. In order to loosen up the working parts and lubricate the bearings thoroughly it is hitched to a dynamometer and run for two hours without a load. For the first forty minutes it is set to turn over at but 300 revolutions per minute. It is like teaching a baby to walk. High speed at first might result in strain and serious injury. The next forty minutes holds the speed at 600 r. p. m. as registered on the tachometer on the instrument board. At the expiration of this period, the speed is keyed still higher and the tachometer tells 950.

From the dynamometer the motor is wheeled into the block test room. Where fifty motors are hitting it off

A corner of the motor assembly



The motors swing at the worker's convenience

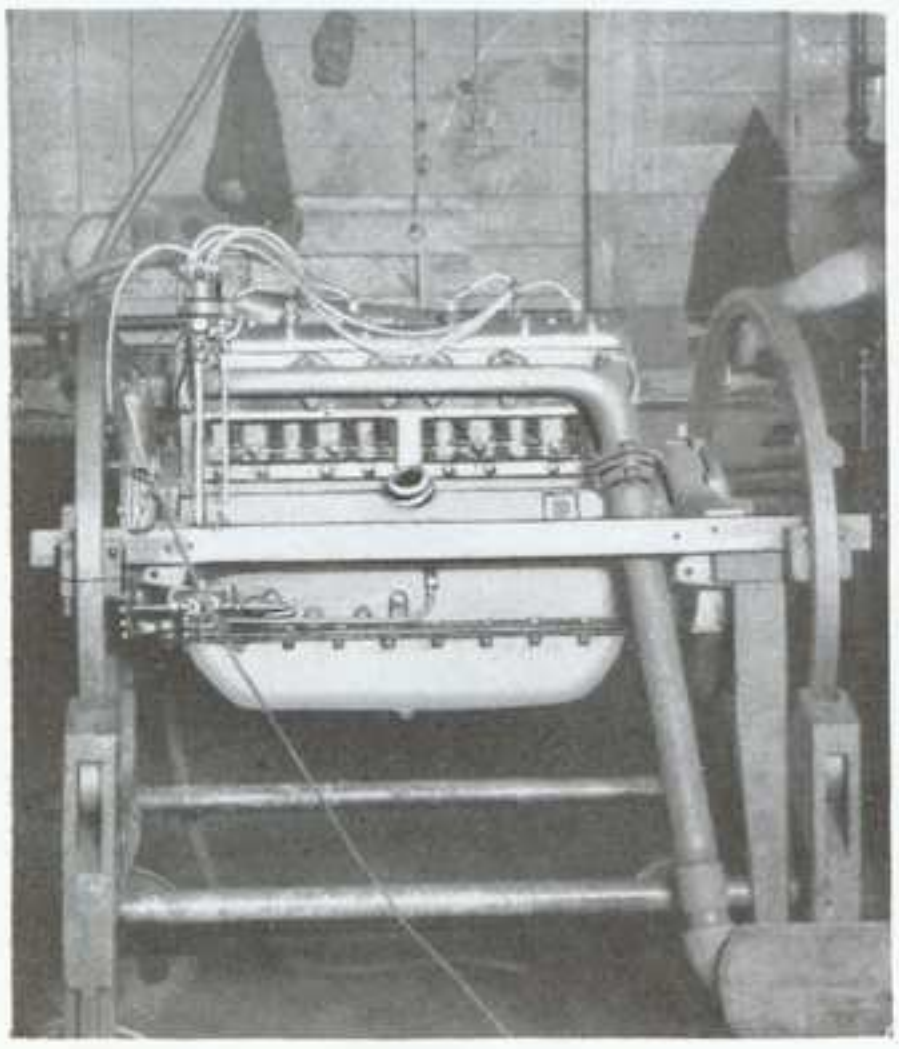
on their own power. The average running time for each motor on the block test is four hours. It takes 600 gallons of gasoline a day to test out the Chalmers motors which are going through final inspection.

On the block test each engine gets its first taste of high speed. For the first fifteen minutes it turns over without water. This is done to heat the motor so that the piston heads will expand to their maximum. Then they are taken up by the workmen. The run on the block loosens up all reciprocating parts thoroughly. Any bad knocks or grievous faults are detected here and the motor shot back to be overhauled in the repair shop.

From the block test each engine goes to the "tuning room." Here the eagle eye of Chalmers inspection goes over the job from flywheel to spark plug. With practised eye the inspectors examine the gears and bearings. The carburetor is adjusted, the timing gears set accurately. Alert every second, they search for knocks, smoke, oil and water leaks, sand holes. Perfect balance is secured. The oil pressure is regulated properly.

Playing a leading role in the automobile manufacturer's march toward perfection is the anti-noise campaign which has been waged since the early days of the industry. Contrast the rumble of the old chain-driven models with the silence of today's shaft-driven cars with efficient mufflers.

The latest noise antidote which has been introduced in the Chalmers fac-



Off for the first run

Dynamometer row

tory is the silence room. After the motor leaves the tuning department it goes into one of these four silence rooms. These compartments are solidly constructed with twenty-four-inch walls. When a motor leaves the tuning department it is running as quietly as a well constructed watch. To the ear of the layman it is in perfect trim. But the men with the micrometer ears in the silence rooms have yet to put their O.K. on the product. In each of the four sound-proof rooms is a dynamometer stand on which the motor is placed. The one door in the room is closed and the inspector spends fifteen minutes with each motor before deciding as to its fitness. These master mechanics detect the slightest alien noise instantly, and the motor is either passed on to the final assembly or sent back for further tuning up according to his decision.

So expert do these men become that they readily recognize the slightest proof of maladjustment and can put their fingers on the difficulty in a second. Before they will pass on a motor it must give the "hum of perfection" as the men say.

Such perfect adjustment before the motor leaves the factory is a trouble-saver for the motorist later. He is assured that all moving parts are working in harmony. The stiffness has all been worked out of the pistons, the bearings are doing their work properly.

The most remarkable feature about the new Six-30 motor is its high speed. Heretofore when engineers spoke of high motor speeds they mentioned 2000 r. p. m. A few did 2600. That was fast work. One reached 3000. The Six-30 at 3400 r. p. m. outspeeds them all.

At 2650 r. p. m. on the dynamometer test it develops forty-five horsepower.

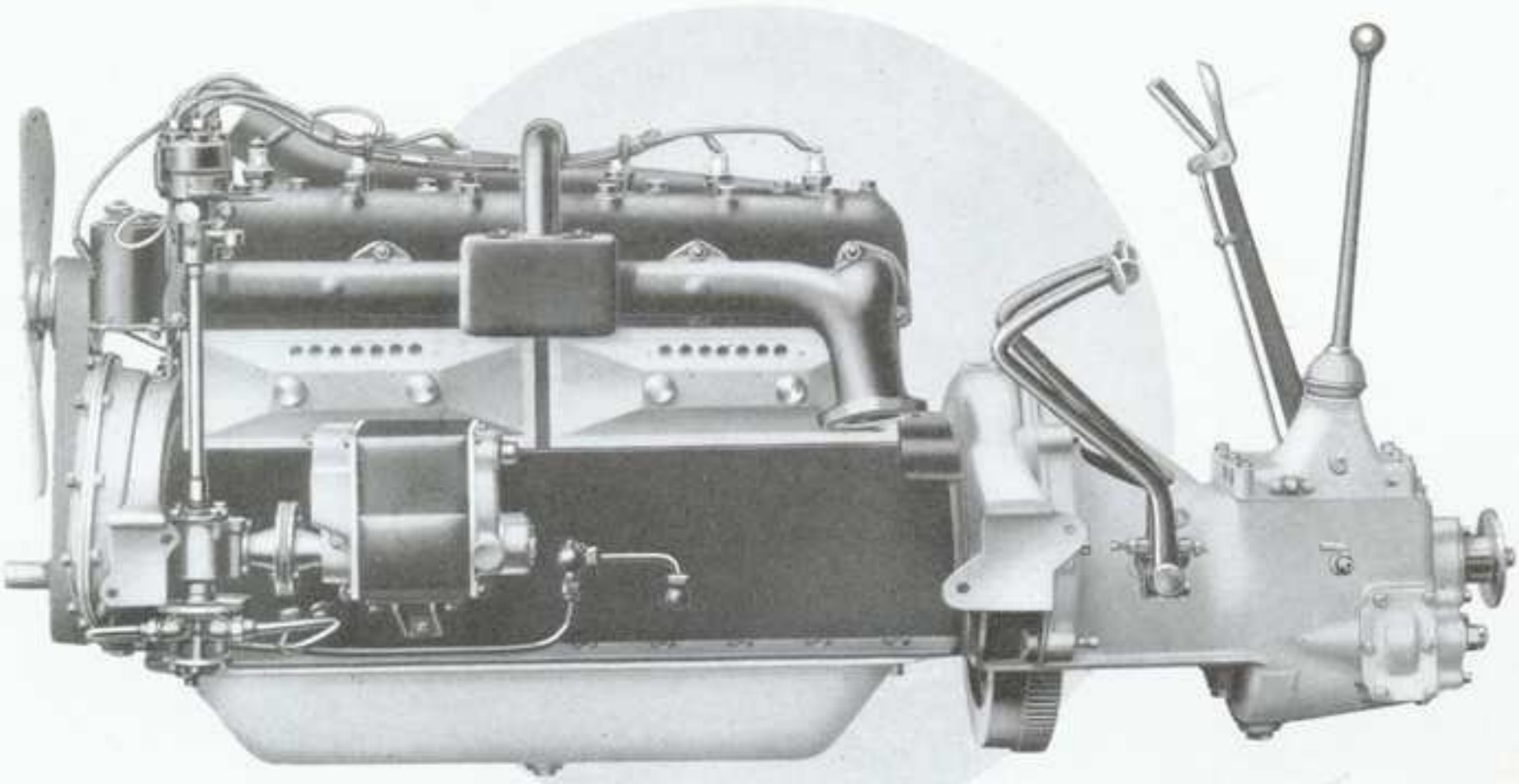
Among the new features which have been commented on most favorably in the new Six-30 Chalmers are the aluminum pistons. This is one of the most advanced features installed recently in a stock car. Until a very short time ago aluminum pistons were used exclusively in specially built racing cars, but their adaptability to high speed stock motors was soon discovered by the ever-watchful factory engineer.

Although the aluminum pistons cost five times as much as the iron piston, its manifest superiority over the old type has caused its adoption by quality makers.

The Chalmers pistons are made of lynite a new alloy of aluminum, approximately two-thirds lighter in weight than iron. By the use of this alloy the tremendous strain on bearings and reciprocating parts formerly imposed by the iron piston is reduced to the minimum.

Just how important a part the reduction of weight in reciprocating parts is to the advancement of engineering ideals can be ascertained by a glance at standard motor speeds of the past few years. In 1913 a motor reaching a maximum speed of 1500 r. p. m. was considered the last word in high speed stock motors.

Today, the Chalmers Six-30 engine, typical of the most advanced design, turns up 3400 r. p. m. with the "hum of perfection."



The new 3400 r. p. m. Chalmers motor

DORIS OF THE MOVIES

THE world of pantomime with its fat pay envelopes has lured hundreds of footlight favorites from the Proscenium Arch. Maud Adams has immortalized her Peter Pan in the celluloid reel. Bernhardt has played for the movies.

Just by way of recreation, Doris Kenyon, who takes the lead in Victor Herbert's opera "Princess Pat," consented to leave Broadway a short time ago and play the heroine in "The Genius" under the direction of Emile Choutard.

A Chalmers Six-40, loaned the troupe by Abraham Brothers, Chalmers distributors in Montgomery, Alabama, takes the gasoline role in the photoplay. Miss Kenyon, who drives with great skill, is charmed with the simplicity and ease of control of the Chalmers.

When we received her photograph, the Clubman staff voted to make her an honorary member of the Chalmers Club.

PUTTING IT FRANKLY

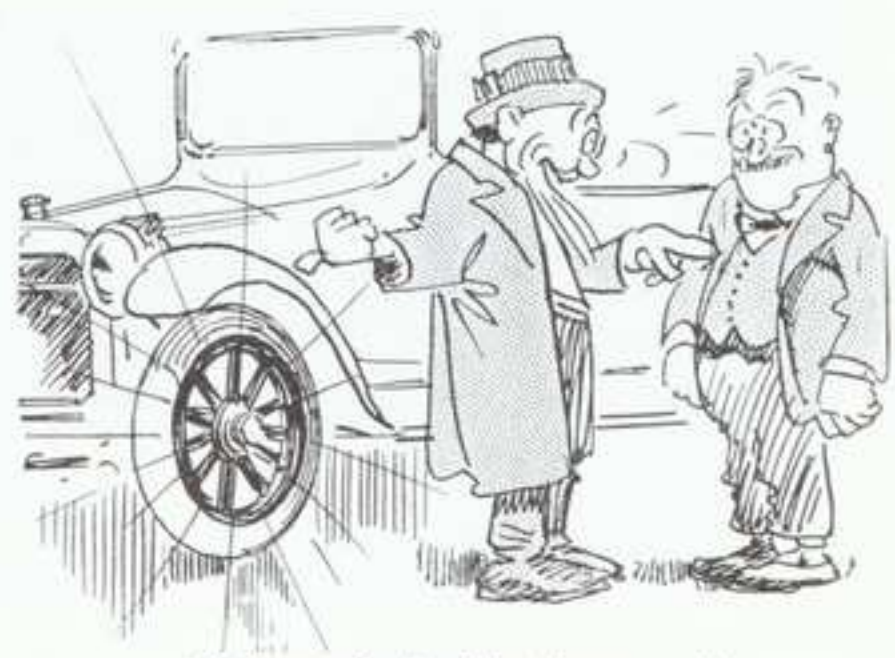
FRANK A. BROWN, a Clubman from Chicago, dictates the following and sends it on:

"I have operated different makes of cars during the past twelve years and have learned to be one of the best kickers on the street if anything goes wrong. The mere fact that you have not heard from me is evidence that my Chalmers is satisfactory."

"One of the best kickers on the street"

AN EYE FOR COLOR

ROBERT OLDYS sells Chalmers cars for the Union Garage, Washington, D. C. During the annual Maryland state fair, Oldys was exhibiting the Chalmers Six-40. After a discourse on the motor, the salesman stopped to give a rural listener a chance. Imagine the flutter in the seismograph, when the R. L. spoke up: "That may be a good engine alright but them red wheel's what ketch my eye."



"Them red wheels ketch my eye"

FROHMAN AND SKINNER ON THE WAITING LIST

TO THE theatre-loving world, the names of Daniel Frohman and Otis Skinner stand out in bold-faced type. Frohman has brought more stars into the Milky Way of prominence than any other producer in the business. He is Maude Adams' manager.

When "Kismet" was first put on the boards, Otis Skinner, in the leading role, held his audiences spellbound. His versatility is demonstrated by his success in "Cock o' the Walk" which he has on the road this season.

During the recent engagement of the last-named play in Detroit, Messrs. Frohman and Skinner called at the Chalmers factory to see their mutual friend, Hugh Chalmers. After a trip through the plant and a ride in Mr. Chalmers' Six-40 roadster, both men expressed their determination to join the Chalmers Club in the spring.

OAKLAND TO BOSTON VIA CHALMERS

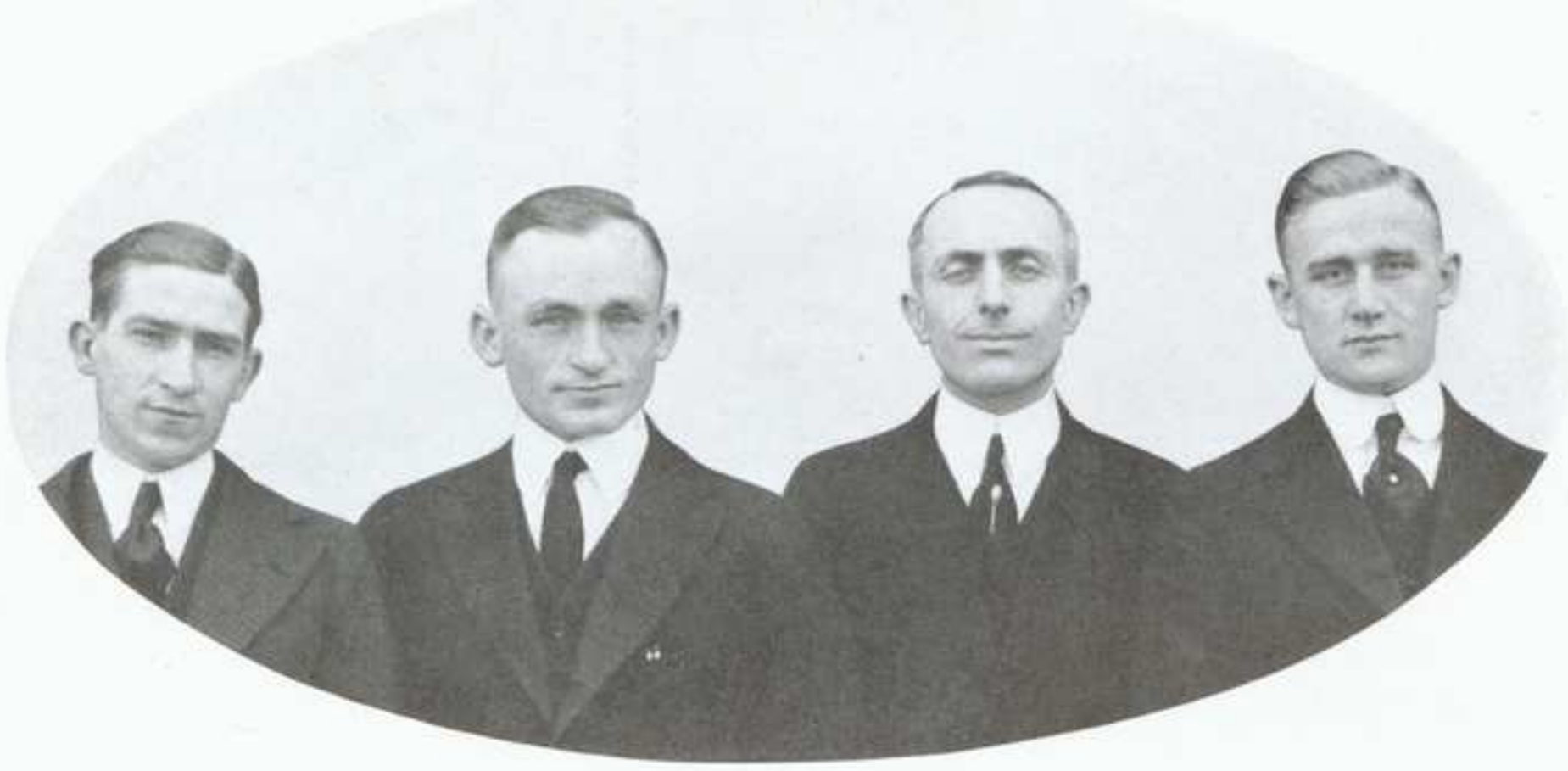
ON SEPTEMBER 1st Charles Souza and Stanley Black left Oakland in a Chalmers 30 roadster for New Bedford, Massachusetts. The men carried a tent and camped out every night of the trip. In Waterloo, Nebraska, they found 400 machines blockaded by impassable mud. A farmer told them of a mountain road and they escaped after driving through deep mud for five hours on first speed.

In Eureka, Nevada, they found 100 inhabitants and nine cemeteries. For 20 miles their road was the bed of a creek. They scaled one height of 10,035 feet. Their only trouble was punctures.

CHALMERS CLUBMEN RECEIVE "MOTOR" MEDALS

DURING the past touring season, by way of encouraging transcontinental touring, "Motor" offered medals to successful tourists completing the three-thousand-mile journey. Of the sixty-three trophies awarded to date, three have gone to Chalmers Clubmen.

Those Chalmers owners who have received the medals are: J. C. Foley, Waukegon, Illinois, Leopold Levy, Brooklyn, New York, and Walter P. McIntosh, New York City.



The Officers of the Chalmers Men's Club

CHALMERS EMPLOYES FOUND CHALMERS MEN'S CLUB

ACTING on the suggestion of Hugh Chalmers, president of the Chalmers Motor Company, the young men of the Chalmers factory and office force have founded the Young Men's Chalmers Club.

"Prepare for the job ahead," advised Mr. Chalmers, in his talk advocating the founding of this club. "We want to make our promotions, when possible from the workers in our own organization.

"Our trouble nowadays is not in securing skilled labor, but in getting men capable of filling the $10,000 jobs."

He also suggested that the Club take up civic matters as well as educational work.

The officers of the club, from left to right, are: A. B. Marley, treasurer; D. H. Peoples, president; C. S. Reef, secretary; D. C. Bayne, vice-president.

LET YOUR NEXT CAR BE A CHALMERS

OVER 300 Chalmers Clubmen submitted reasons why their "Next Car Will Be A Chalmers." Some of them did not read the rules carefully and failed to stay within the fifty word limit. A few waited and sent in their contributions after December 1st, the closing day of the contest.

For those who failed to get in on the prize money there will be another contest announced soon.

The winners are as follows:

\+ +

FIRST PRIZE—$25.00

John Devou, 528 Sheridan Square, Evanston, Ill.

Faithful Old "30":

Since 1912 you have served me well; you have conquered the ups and downs in this world and met its many bumps, only to come up smiling. It looks like "there ain't gonna be no next car," but—should the parting come, one consolation,—another Chalmers.

\+ +

SECOND PRIZE—$15.00

Edward C. Westervelt, 11 Broadway, New York City.

My next car will be a Chalmers because my present car is a CHALMERS.

\+ +

THIRD PRIZE—$10.00

Howell O. Wilson, 121 East Street, Morenci, Michigan.

Two seasons experience with a Model 26 has shown me more reasons than one why my next car will be a Chalmers. Chief among them, however, is its dependability. After 10,000 miles service without professional attention my engine starts as soon as I turn the switch.

FIVE PRIZES—$5.00 EACH

Harold H. Moore, 812 Union Trust Building, Detroit, Michigan.

"Safety First" necessitates quality.
"Quality First" necessitates a Chalmers.
Therefore, for safety's sake, we will let our next car be a Chalmers.

Victor W. Hurst, 116 St. Paul street, Rochester, N. Y.

A business man must wear clothes of style and appearance to denote prosperity. Consistently he should choose his car with the same care. Chalmers is my choice because in style, appearance and performance it is the "Aristocrat of the Road."

E. E. Knightlinger, Sherman institute, Riverside, California.

Have had my present Chalmers three years. The total cost for repairs to date is $21.65. My next car will be a Chalmers.

Harold W. Slauson, Chatterton Parkway & Chase Street, White Plains, N.Y.

Why "I will Let My Next Car Be A Chalmers." The main, vital, all-including reason is "Because My Present Car is A Chalmers." For, from that I have learned to know:

1—The inherent worth of the car itself and its exemplification of master craftsmanship.

2—The reliability and solidity of the Company producing.

3—The courtesy, fair dealing and effective service extended by the Chalmers dealers.

James E. Brown, Mayburg, Pa.

My next car will be a Chalmers, because from head to tail light it gives more dollar for dollar value than any car on the market.

FLASHES FROM THE FIELD

It is estimated that $3,000,000 was spent for gasoline in Los Angeles during 1915.

+ +

With 700,000 cars produced and sold there was a shortage of at least 300,000 cars last year.

+ +

As a means of securing good roads in Virginia, Fairfax county is installing the old toll gate system.

+ +

The various states of the Union expended $172,683,000 for good roads in 1915 as compared with $167,334,000 in 1914.

+ +

Since August when Yellowstone Park was opened to automobile tourists, 958 cars carrying 3513 people, made the trip through the park.—*The Automobile Journal.*

+ +

A magnificient scenic road of 240 miles long, around the island of Hawaii has been completed. The entire circuit can be made in two days and it is becoming increasingly popular with motorists. It is also rapidly increasing the demand for cars in that part of the world.

+ +

America has been inoculated by the speed bacillus. It is said that racing will be introduced in several prominent South American cities within a year. Turns are already laid for a two and one-half mile speedway. The purse for the first race will be $100,000, and the race will be driven over a 500-mile course.

+ +

New York has adopted the hyphen. The 1916 license plates will carry hyphens separating the numerals designating thousands from the numerals designating hundreds. For example 19,830 will appear on New York highways as 19-830. Experiment has shown that numbers so spaced are easier to grasp.

+ +

Crossing the Great American Desert by the Lincoln Highway route the tourist is compelled to halt at Orr's Ranch. This is the only place for miles around where water and supplies can be secured. Hence it has been an easy matter to keep accurate count of Lincoln Highway tourists who pass through this point. Fifty-six passed through in August, 1914. There were 314 during the same month of this year, an increase of 560 per cent.

+ +

Milwaukee permits her motorists to wash cars in public alleys if they adhere to the letter of the following laws:

You must have on proper apparel.

You must not use loud, boisterous or profane language.

You must not damage the paving.

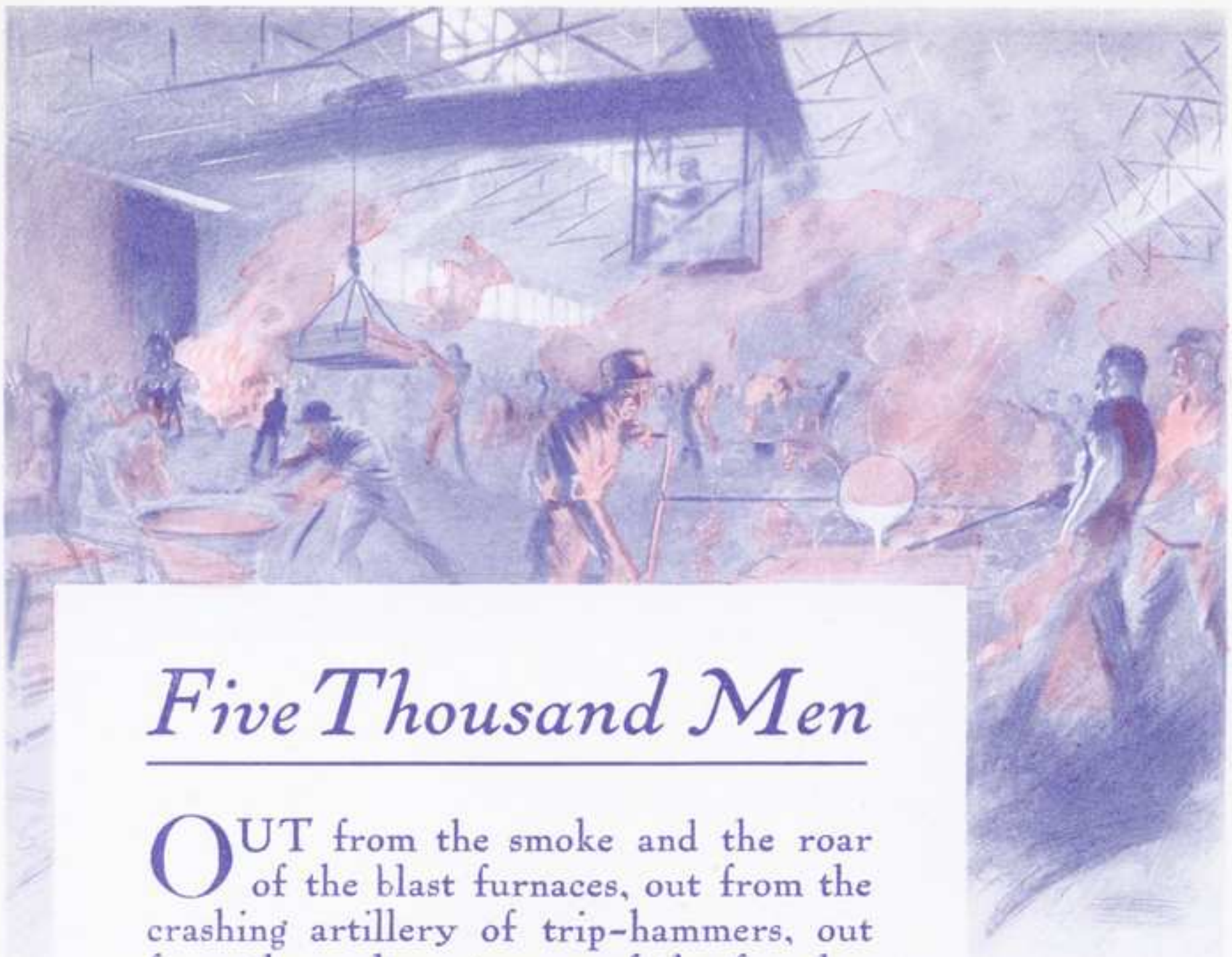
You must not dump the dirt washed from your car into your neighbor's yard.

You must not use so much water that the alley and intersected streets are flooded.

+ +

The Fremdenblatt of Berlin credits France with the first use of motor transports in the war. On the first day of hostilities 500 Paris 'buses loaded with French troops started for the Belgian frontier, followed the second day by 1,000 'buses.

In the first week approximately 250,000 motor vehicles were used for military purposes. Of these France had 90,000, Germany 70,000, England 55,000, Austria 25,000 and Russia 10,000. Their total value is estimated at $200,000,000.



Five Thousand Men

OUT from the smoke and the roar of the blast furnaces, out from the crashing artillery of trip-hammers, out from the molten streams of the foundry is evolved the Chalmers car.

From twenty-two factory buildings rise the symphony of industry. The wheels of a thousand machines are turning.

Night and day the workers come and go.

There is the engineer with blue prints and slide rule.

There is the chemist, the physicist, the metallurgist, the molder.

In the physical testing laboratory ingenious instruments of torture crush, twist, stretch and bend iron and steel. All raw materials that go into Chalmers cars must first receive an unqualified O.K.

Samples of every shipment of steel, iron, bronze and aluminum must be found perfect under the tapping, prodding and stethoscoping of Chalmers chemists.

Everywhere inspectors, alert—all eyes, fingers, measurement—insisting on deadly accuracy—armed with micrometer, with scleroscope; 226 inspectors altogether.

The efforts of all these, experts in every line of human endeavor, are concerted on a single unity of purpose.

It takes five thousand men to build a Chalmers car!

CHALMERS · MOTOR · CO
Detroit Mich U.S.A.

Quality First

CARGILL-PENINSULAR CO. COMPLETE PRINTING SERVICE DETROIT

Quality First

3400 R. P. M.

The Chalmers Six-30 translates American automobile engine speed into 3400 r. p. m. for the first time.

Some stock cars have done 2000. A few turned up 2600. One did 3000. The Chalmers Six-30 smashes all previous records at 3400 r. p. m.

In city traffic or over the country roads 3400 r. p. m. means Performance with a capital P. It means 2 miles per hour on high gear. It means snappy acceleration.

At 2650 r. p. m. the Six-30 engine develops 45 horse-power. The faster it speeds the smoother it runs.

It is the most talked of motor car on the market today.

Chalmers five-passenger touring car with 3400 r. p. m. engine f. o. b Detroit, $1050