

EATON'S



Chalmers Motor Cars

Announcement of 1911 Models

Prices: "30" Touring Car, \$2275; Pony Tonneau, \$2375; "Forty" Touring Car, \$3750

In announcing the Chalmers Models for 1911, the most noteworthy fact is that in all vital features they remain the same as the cars that have created world's records for efficiency, endurance and speed—such as winning the Indiana and Massepequa trophies—blazing the way from Denver to Mexico City and mapping the path for the Glidden Tour of 1910. Trade papers last year gave the Chalmers the title of "Champion Cars."

The best evidence of Chalmers merit, however, is not the trophies won in tests of all kinds, but thousands of satisfied users, the majority of whom have the means to purchase cars of any kind.

In general, the greatest improvement on the 1911 Chalmers consists in refinement of detail, like the artist's final touch to the masterpiece.

In detail—the curves just back of the tonneau doors have been straightened out, making the low, rakish, straight-lined bodies which every maker strives so hard to obtain. The seats have been lowered, adding materially to the riding comfort.

The tonneaus of both "30" and "Forty" have been made longer and wider. The fenders

have been changed slightly, adding to the graceful appearance of the car and at the same time affording greater protection from water and mud.

The angle of the steering post has been changed slightly so as to allow more space between steering wheel and driving seat.

The brackets supporting the running boards are fastened inside the frame, making the exterior of the car appear perfectly smooth.

The battery box has been placed under the rear floor and a tool box big enough to hold a pump placed on the left running board, a change that every driver will praise.

New style carburetors are used on both motors and their economy and uniformity of operation under all conditions will surprise every buyer.

Complete with a Bosch magneto, big new-style gas lamps, Prest-O-Lite tank, a special Chalmers top and spare tire carrier.

As in former years, the Chalmers principle is not to make as many cars as possible, but to make them as good as possible. Chalmers cars are built on a quality, not a quantity basis.

THE **T. EATON CO** LIMITED
TORONTO - - - CANADA