

This year, as in previous years, the entire output of the Elmore factory is pledged and sold—with agents urging an increase of their allotment



Far and away the most active car in the American sales market today is the valveless two-cycle Elmore.

For five years it has been the steadiest selling car in this country.

These are positive effects due to a fixed and positive cause.

The stability and prosperity of the Elmore, past and present, has arisen primarily from the fact that it is a *two-cycle* and a *valveless* car.

The history of all four-cycle cars has been one of change and caprice in public choice—largely due to caprice and change and uncertainty in construction.

The history of the valveless two-cycle Elmore has been one of steady progression and steady popularity due to the gradual evolution of a fixed principle of whose correctness every Elmore owner has been enthusiastically convinced.

Thus, today,—no Elmore owner can be coaxed or coerced away from the Elmore. This is due to the riding and operating results he gets *because* it is valveless; and *because* it is two-cycle.

Owners of four-cycle cars may and do waver in their allegiance, change cars, become discouraged and abandon any and all four-cycle cars—the Elmore owner will remain supremely loyal because he is supremely satisfied.

After the Elmore two-cycle engine was perfected and all valves eliminated, only one thing remained to emphasize and widen the gap between the Elmore and all other cars, to wit: the ignition system.

In the 1908 car has been installed an ignition system substantially as amazing in its results as the action of the two-cycle engine itself—a system, for instance, which will run the car 2000 miles on one set of six-inch dry cells.

These paragraphs give you in the rough some idea why the sales of the Elmore are impervious to changing conditions which affect four-cycle cars—why we are inclined to bend a listening ear to the appeal of our agents that each and all of them be allotted more cars.

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