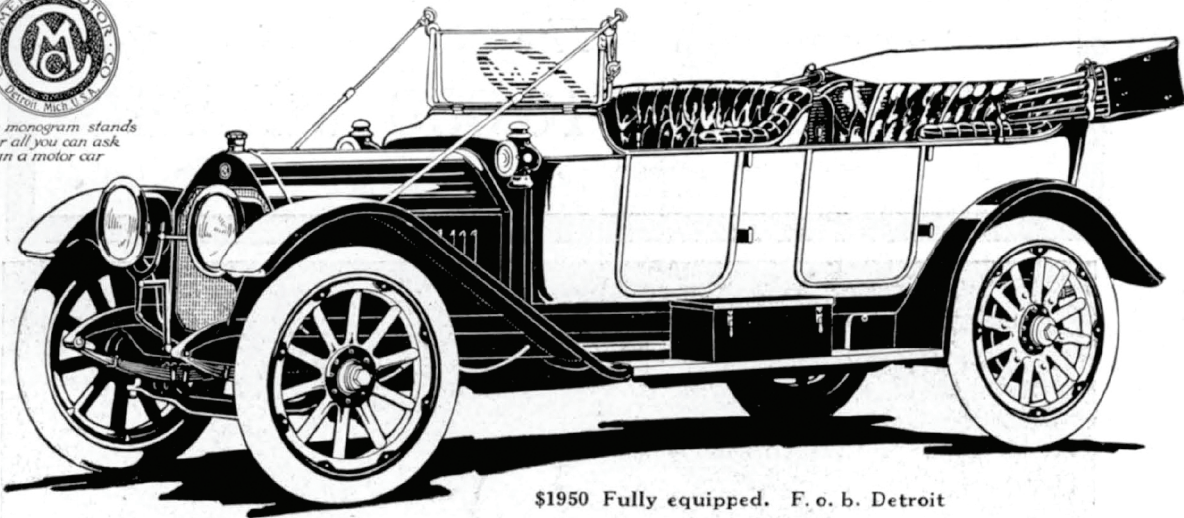




*This monogram stands  
for all you can ask  
in a motor car*



\$1950 Fully equipped. F. o. b. Detroit

## Chalmers "Thirty-six" gives the answer to both

### --to the man who is thinking of buying a cheap car:

The difference between the Chalmers "Thirty-Six" and some other car you may be thinking of buying is probably about \$300 or \$400.

But the difference in value, we can honestly assure you, isn't less than \$1000.

Nowadays it is not merely enough that an automobile run. You can take that much for granted with almost any car. What you should look for is permanent satisfaction, comfort, good looks, elegance of equipment. You want a car you can be proud of. You want a car that will be good 5 or 6 or 8 years from now.

The Chalmers "Thirty-Six" is such a car.

Built in the Chalmers shops, manufactured—not assembled—made of the best materials and under the most rigid inspection, the "Thirty-Six" offers all you can ask in a motor car. If you are going to spend your money at all for a motor car, isn't it wise economy to put \$300 or \$400 more to it and make your first investment really good?

### --to the man who is thinking of buying a high priced car:

Just what more do you get in any high priced car than you get in the Chalmers "Thirty-Six," at \$1950? Can you go any further in a day or a month? Can you go any faster, (except at great risk)?

Can you ride with any greater comfort? Can you get any more conveniences to make driving easy and pleasant?

We honestly believe that many people choose high priced cars simply because they are high priced.

We know of many who have paid more than they really needed to pay—simply because they didn't realize that a medium priced car like the "Thirty-Six" would give maximum service.

We know these same people are paying out monthly far more in up-keep than they would need to pay for such a car as the "Thirty-Six."

To all such we say, "See the "Thirty-Six"; ride in it; try it out thoroughly. It is a car you can be proud of—a car that will save you money—but not at the cost of satisfaction."

Won't you give our nearest dealer the opportunity of demonstrating the Chalmers "Thirty-Six"? Catalog on request.

## Chalmers Motor Company, Detroit.

The advertisements in MOTOR are indexed. See MOTOR's Classified Index on pages 19 and 21.