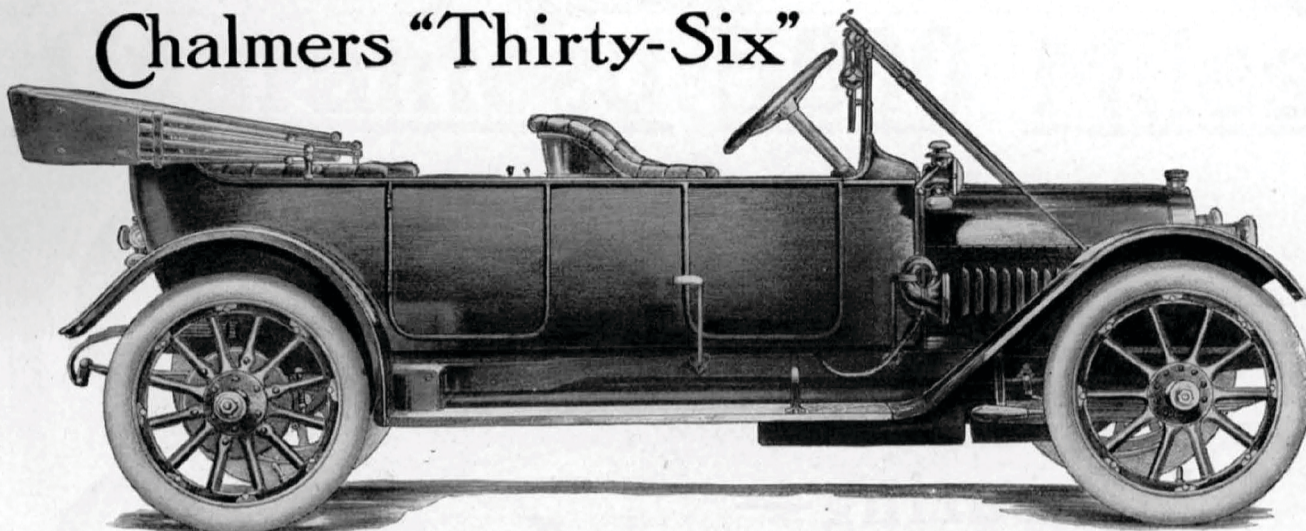


## Chalmers "Thirty-Six"



### \$1950 Can't Buy Any More Automobile Than This—the Chalmers "Thirty-Six"

**M**ANY thousands of owners will tell you just what we say above—" \$1950 can't buy any more automobile than the Chalmers 'Thirty-Six.' "

Many of them will go further. They will tell you that for real service and satisfaction you can't buy any more automobile for any price.

And these owners speak from personal experience. They have driven these "Thirty-Sixes" hundreds of thousands of miles. They have used them under every possible condition—of climate, roads, hills, city traffic, country touring. They know. So we feel safe in offering you their opinion as the biggest reason why you should buy a Chalmers "Thirty-Six."

When you examine this car carefully we believe you will agree with them.

#### A Car to Be Proud Of

First of all, then, look at the "Thirty-Six." It is an aristocrat, a thoroughbred in every line. It has style, snap, elegance. And coupled with these qualities it has a comfortable, hospitable, "homey" appearance that appeals to you in the same way that the big drawing-room and the open fire of some friendly house appeal to you.

Entering the "Thirty-Six" you feel at home the moment you step through the wide doors and sink back luxuriously in the soft 11-inch Turkish upholstery. Test the comfort of the car. Stretch out your legs; note how roomy the body is, how spacious. For the "Thirty-Six" is a big car—nothing cramped or skimpy about it.

#### Every Convenience at Hand

And now note the convenience of starting. Everything necessary is within easy reach. The switch is turned on without even leaning forward. The carburetor is adjusted from the dash. Pressing a foot button puts the motor in action; for the Chalmers self-starter starts. If it is night, an electric switch turns on at will any or all of the lights.

As the car gets under way, note the wholesome, businesslike sound—as you pass from first speed to second, to third, to fourth speed. No noise, or grating or clashing, no grinding, whirring sound as the car picks up speed. For Chalmers gears are ground to an accuracy of  $\frac{1}{2}$  of  $\frac{1}{1000}$  of an inch. Chalmers transmissions are made in Chalmers shops and few cars—even of the highest price—have so good transmissions.

Passing through traffic, note the flexibility of the "Thirty-Six." You slow down or speed up without the shifting of gears or labor of the motor. For the very slowest going the extra third speed of Chalmers transmission takes you along at a snail's pace if desired.

#### All the Power You Can Use

Once clear of the traffic, test the power of the Chalmers "Thirty-Six." A touch of the accelerator and the landscape begins to fly past you. There's no jerk—nothing to make your motorwise enthusiast exclaim "See her pick up." For almost before you know it, you have glided from 25 to 35, then to 45, 50 or 55 miles. But you sit there at ease—even on a country road—free from the vibration and roar that people used to think a necessary accompaniment of fast

driving. The "Thirty-Six" with its big wheels, big tires, long springs, solid, substantial construction— heavy enough, but not too heavy—gives you much the same, comfortable and secure feeling as a Pullman car.

All day you can ride in a "Thirty-Six" without fatigue or strain, physical or mental. No shock or jar, no worry. Perfect safety, perfect confidence, perfect satisfaction are yours in this splendid car. You have the delightful consciousness of possessing a car you can be proud of in any company.

#### Never Before Such Value

Three years ago a car like this was impossible at any price. Think of that seriously. Picture in your mind all that the "Thirty-Six" gives in looks, in comfort, in convenience, in power and speed. Such a combination of desirable things simply couldn't be bought three years ago.

Two years ago you could secure some of these features and qualities in cars at \$4000 and \$5000. Last season you could get some of them in \$2500 to \$3500 cars and also in the Chalmers "Thirty-Six" at \$1800.

But not until this season was it possible to get all these requisites of perfect motoring satisfaction in a medium-priced car—the Chalmers "Thirty-Six," \$1950.

So we make the statement squarely: \$1950 cannot buy any more automobile than this car. To prove this to yourself, we ask you to see the "Thirty-Six" today at our dealer's.

And then—place your order immediately. That's the only way to insure early delivery. And spring will soon be here.

## Chalmers Motor Company, Detroit.