



Chalmers Pony Tonneau  
\$1600

## Spring Days are Motoring Days

Spring is now just over the hill to the south of you, or a night's ride at most. It will be at your front door in a week or so, teasing you out to the fields, the woods and the open roads.

Certain wonderful things have happened in this land each spring for a long, long time. Those certain things will happen again this year: The snow and ice will slip into the earth and into the streams; the ground will warm and soften; sap will mount in the trees and swell the buds; a robin will hop around on the front lawn; fresh green grass will spring up by the road-side; a crocus will burst through the soil, amazingly as song from a bird's throat; there will be plowing and planting in preparation for new harvests and new wealth; the golf links will get good again; and the World's Champion Athletics will be beaten by 'Possum Hollow in a practice game down South. Thus shall we know that spring is here.

The spring is the best motoring time of the year, except possibly summer, fall and winter.

Certain wonderful things have happened *in you* each spring, too, and they will happen again this year: New life and new desires will surge through you. Most of all the race-old instinct to move about—the instinct to "hit the trail"—will itch in your heart and burn in every pulse.

You will yearn for change, for movement and variety—most of all for what we call "the country," where corn grows and flowers bloom and birds sing—where fresh air and sunshine are free and unavoidable.

To gratify this ever-recurrent yearning to be out and on your way, there is nothing so good as a motor car. In a good car you can see 200 miles of country—your whole county—half your state—in a day.

A motor car not only satisfies your desire for motion and for change; It renews your health and vigor; fills your lungs with the sweet spring air; wipes away the cobwebs that in-door winter living has lodged in your tissues. It is a joy to all the family. It educates the children because it takes them to the country where they can see things grow. The best education is in things rather than in books.

Your car saves time. Every day it "makes two minutes grow for you where only one minute grew before."

You can't always get the car you want just when you want it. The demand for Chalmers cars has always been so strong that it has seldom been possible for a dealer to supply a car immediately. An order placed at once for a Chalmers would, however, insure your getting your car before the spring days are gone.

It seems to be unusually fitting to have a fine new Chalmers car—beautiful in its grace of line, smooth paint and polished glass and brass—pull up in front of your door some bright spring day, to be yours, to have and to drive. Somehow or other this seems right in keeping with the season,—sort of a new Easter outfit, so to speak.

Chalmers "30"—\$1500. Chalmers "Forty," \$2750.



*This Monogram on the radiator stands for all you can ask in a motor car*

### Some Questions For You

Chalmers cars are good cars. You have the word of 12,900 Chalmers owners if you care to ask them. You have the word of other makers and sellers of motor cars if you care to ask them. You have the record of Chalmers cars in all kinds of contests—their crowning victory being the winning of the Glidden Trophy in the longest, most trying tour ever held.

The most satisfied Chalmers owners are those who have owned other cars. They best know the differences—the many important details that make the Chalmers more satisfying.

A few years ago when you started out on even a short motor trip the serious question always was: "Can I get back?" Nowadays with any one of many cars, the chances are 999 in a thousand that you will get back, no matter how long your trip. Nowadays the buyer must ask other questions than—"Will it take me there and bring me back?" Such questions, for instance, as:

How long will this car last and keep its youth and its good appearance and its wholesome sound? Will it be economical? Is there an organization back of this car that can make good the guarantee of service?

Has this car beauty of line and finish? Refinements? Style? Will it give the uttermost comfort at all times to driver and passengers, even the children and older people?

Will it be a good seller in a year, two years, five years from now? A Chalmers car will be because our strict one price policy establishes a standard price for second hand Chalmers cars.

As for the answers to these other questions we believe the Chalmers Company can give better answers than any Company in the business. For these answers we refer you to our dealers and the cars.

Judging by our sales records, they give pretty good answers. Our dealers are in all leading cities. We will be glad to send name of the one nearest you on request. Also our new catalog E.

Chalmers Motor Company, (Licensed under Selden Patent) Detroit, Mich.