

Chalmers

"Six" 2, 4 or 5 Passenger \$2300
 "Six" 7 Passenger \$2500
 "Thirty-Six" \$1850
 "30" \$1500



This monogram on the radiator stands for all you can ask in a motor car.



"Thirty-Six" \$1850

"THIRTY-SIX" MODELS

- Touring Car, 5-passenger, \$1850
- Touring Car, 7-passenger, \$2050
- Torpedo, 4-Passenger - \$1850
- Roadster, 2-passenger - \$1850
- Limousine, 7-passenger - \$3250
- Coupe, 4-passenger - \$2250

Chalmers Mohair Top and Rain Vision Windshield, \$100 on all open cars.

15 Notable Chalmers Features for 1913

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|------------------------------|----------------------------|
| Electric Lights | Eleven-inch Upholstery |
| Turkish Cushions | New Flush-sided Bodies |
| Nickel Trimmings | Increased Wheel Base |
| Improved Springs | Carburetor Dash Adjustment |
| Chalmers Self-starter | Big Wheels and Tires |
| Long Stroke Motor | Dual Ignition System |
| Demountable Rims | Speedometer |
| 4-Forward Speed Transmission | |

SIX-CYLINDER MODELS

- Touring Car, 5-passenger, \$2300
- Touring Car, 7-passenger, \$2500
- Limousine, 7-passenger, - \$3700
- Coupe, 4-passenger, - \$2700
- Torpedo, 4-passenger, - \$2300
- Roadster, 2-passenger, - \$2300

Chalmers Mohair Top and Rain Vision Windshield, \$100 on all open cars.

WE ANNOUNCE for 1913 big improvements in Chalmers cars in *comfort, convenience and appearance*. For it is along these lines that we believe the greatest advances in automobile building are to be made.

Few changes have been made in our chassis. The mechanical features of our cars have been right from the beginning. Satisfactory service in the hands of 27,000 owners proves this.

Here, then, are the principal additions and improvements on Chalmers 1913 cars:

Easier Riding Qualities

Luxurious comfort is built into every detail of Chalmers cars. The Turkish cushions, 11 inches thick, are soft as a down pillow.

The upholstery is of the overstuffed type. All seats are wide, filled with high grade hair and covered with heavy, soft pebble-grained leather.

The long wheel base, big wheels and tires, and long elastic springs make all roads smooth.

More Conveniences for Operator

Electric Lighting, by the Gray & Davis system, is regular equipment for 1913 on the "Thirty-Six" and the "Six."

And no more cranking. A season's use has proved the Chalmers air pressure starter the simplest and most efficient starting device yet designed.

Conveniently located on the new style Chalmers dash are all controls and indicators. Everything you need for running the car is within easy reach.

Added Beauty

Chalmers cars have always been known for their "looks." For 1913 flush-sided metal bodies, dash of one piece with body.

Handsome nickel trimmings. Leather lining throughout the body and on dash make them even more beautiful than in the past. The Chalmers finish cannot be surpassed.

The Chalmers "Six," \$2300—A Maximum Car

Quantity production and increased manufacturing facilities make possible this unprecedented price of \$2300 for a high-grade six-cylinder car.

In addition to the big features of Comfort, Convenience and Beauty listed above, please note the following:

The "Six" Motor—4¼" bore x 5¼" stroke—is a giant of power. Though rated at 54 h.p., it actually develops 60 to 70 h.p.

Chalmers four-forward speed transmission provides a gear for every condition of road or traffic.

Big wheels and tires—36" x 4½"—insure easy riding and cut down tire trouble. Wheelbase 130 inches.

Safety is assured in the Chalmers "Six." Unusually sturdy wheels and axles; heavy drop frames; extra large brakes; new design Chalmers steering gear—all give you feeling of absolute security.

The "Thirty-Six," \$1850—With Fine New Features

Striking improvements and added features make the 1913 "Thirty-Six" more than ever an ideal around motor car.

The wheel base of the 1913 "Thirty-Six" has been increased to 118 inches, which still further improves its easy riding qualities.

Full electric lighting—Chalmers self-starter—reliable speedometer are all furnished on the "Thirty-Six."

All the features which have made this car such a marked success are retained—such as long stroke motor (4¼" x 5¼") 4-forward speed transmission, dual ignition, demountable rims (5), honeycomb radiator, dash adjustment for carburetor, large brakes, sturdy frame and steering connections.

New "30," Self-Starting, \$1500

With improved motor, Chalmers self-starter, 34" x 4" tires, demountable rims, large brakes, beautiful, new flush-sided body, the 1913 "30" at \$1500 is a greater value than ever before.

Two body types, 5-passenger touring car, \$1500; 4-passenger torpedo, \$1500.

The Fixed Chalmers Policy—Quality Cars at Medium Prices

For 1913 we are adhering to our established policy of always giving the greatest possible value for the price. We have incorporated in our new models, at medium prices, the features which characterize high priced cars and many other features not found on other cars of any price.

1912 a Record Year

This past year, 1912, was the best year we ever had. Our business showed an increase of 43% over the season of 1911.

We believe the more automobiles come into use, the greater will be the conviction that it doesn't pay to try to save \$300 to \$500 on the original price, and buy something merely because it is low priced.

Built in Our Own Shops

Chalmers cars are built by Chalmers workmen in Chalmers shops under Chalmers inspection. No automobile manufacturer builds in his own plant more of the vital parts of his car than we do. No motor car factory is more completely equipped with new machinery. We have a plant covering 30 acres of ground and have \$6,000,000 invested in our business.

We have prepared an interesting book about the Chalmers factory. Write for it on the coupon attached.

Order Now for Early Delivery

Now is the time to order so that you can get the use of your car during the best motoring season.

So look these cars over carefully, at our dealers' showrooms. And don't forget to send the coupon, for the booklet "Story of the Chalmers Car," and our new catalog. You will find them worth while, no matter what car you decide to buy. Just mail the coupon today.

Please send "Story of the Chalmers Car" and complete information regarding the Chalmers 1913 cars.

Name.....
 Street.....
 City..... State..... M.

Chalmers Motor Company, Detroit, Mich.