

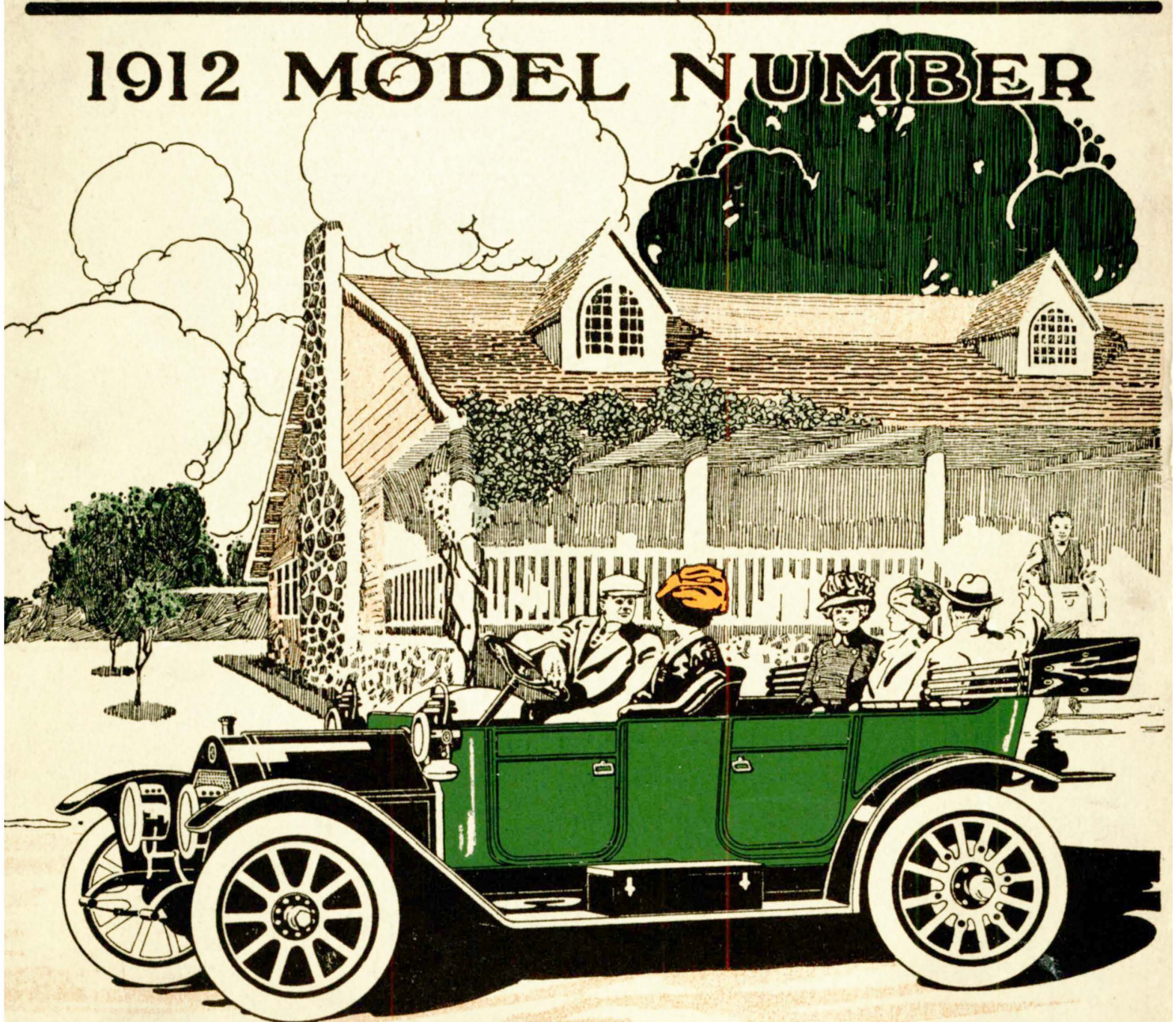
# Chalmers DOINGS

July, 1911.

Published by Chalmers Motor Company, Detroit, Michigan, for the benefit of its Dealers

Number 110.

## 1912 MODEL NUMBER



Chalmers "Thirty-Six" Touring Car \$1800.  
Including Chalmers self starter; Continental  
demountable rims; Bosch dual ignition; four for-  
ward speed transmission; long stroke motor;  
Solar gas lamps and Prest-O-Lite tank.

# A Line To Cuddle Up To

## 1912 Chalmers Models—Equipment, Colors and Prices.

### "30" Touring Car—\$1500

Wheel base, 115 inches; Five-passenger capacity; 26.6 rated h. p.

Regular equipment: Magneto; Gas and oil lamps; Chalmers mohair top; Ventilated foredoors; Full set of tools; Horn, pump, jack and tire repair outfit.

Extra equipment: Stewart speedometer \$25; Chalmers seat covers \$60; Trunk rack \$10; Tire irons \$5.

Colors: Maroon, Napier Green or Brewster Green body with black striping on moulding and black chassis; Entire car Chalmers Blue.

### "30" Foredoor Pony Tonneau—\$1500

Wheel base, 115 inches; Four-passenger capacity; 26.6 rated h. p.

Regular equipment same as "30" Touring Car.

Extra equipment same as "30" Touring Car.

Colors: English Vermilion or Napier Green body with black moulding and black chassis; Entire car Slate Gray with Silver Gray moulding and striping on wheels.

### "30" Open Front Pony Tonneau—\$1500

Specifications and equipment same as "30" Foredoor Pony Tonneau.

Colors: Chalmers Blue with gray wheels.

### "30" Torpedo Roadster—\$1500

Wheel base, 104 inches; Two passenger capacity; 26.6 rated h. p.; 35 gallon gasoline tank on rear deck.

Regular equipment: Magneto; Gas and oil lamps; Prest-O-Lite tank; 34 inch by 3½ inch tires; Chalmers mohair top; Automatic wind shield; Tire irons; Full set of tools; Horn, pump, jack and tire repair outfit.

Extra equipment: Stewart speedometer \$25; Trunk rack \$10.

Colors: English Vermilion, Napier Green, Chalmers Blue or Royal Blue body with black moulding and black chassis. Wheels striped to match body.

### "30" Coupe—\$2000

Wheel base, 104 inches; Three-passenger capacity; 26.6 rated h. p.; 26 gallon gasoline tank on rear deck.

Regular equipment same as Torpedo Roadster except top and wind shield.

Extra equipment: Stewart speedometer \$25; Trunk rack \$10.

Colors: Royal Blue or Brewster Green body panels with black moulding and black chassis. Wheels striped to match body.

*Coupe body alone, \$450; Interchangeable with Roadster body.*

### "Thirty-six" Touring Car—\$1800

Wheel base, 115 inches; Five-passenger capacity; 36 rated h. p.

Regular equipment: Chalmers self-starter; Continental demountable rims; Bosch dual ignition system; Solar gas lamps and oil lamps—all lamps enameled black; Prest-O-Lite tank; 36 inch by 4 inch tires; Transmission 4 speeds forward and reverse; Long stroke motor—4¼ inch bore, 5½ inch stroke; Ventilated foredoors; Tire irons; Full set of tools; Horn, pump, jack and tire repair outfit.

Extra equipment: Chalmers top and automatic wind shield \$100; Stewart speedometer \$25; Chalmers seat covers \$60; Trunk rack \$10; Seven-passenger body \$200.

Colors: Napier Green, Maroon, or Brewster Green body with black chassis; Chalmers Blue all over; Body moulding double striped with black.

### "Thirty-six" Foredoor Pony Tonneau—\$1800

Wheel base, 115 inches; Four passenger capacity; 36 rated h. p.

Regular equipment: Chalmers self-starter; Continental demountable rims; Bosch dual ignition system; Solar gas lamps and oil lamps—all lamps enameled black; Prest-O-Lite tank; 36 inch by 4 inch tires; Transmission 4 speeds forward and reverse; Long stroke motor—4¼ inch bore, 5½ inch stroke; Ventilated foredoors; Tire irons; Full set of tool; Horn, pump, jack and tire repair outfit.

Extra Equipment: Chalmers top and automatic windshield \$100; Stewart speedometer \$25; Chalmers seat covers \$60; Trunk rack \$10; Seven-passenger body \$200

Colors: English Vermilion or Napier Green body with black moulding and black chassis; Entire car Slate Gray with Silver Gray moulding and striping on wheels.

### "Thirty-six" Berlin Limousine—\$3250

Wheel base, 115 inches; Seven passenger capacity—seats for five inside; 36 rated h. p.

Regular equipment same as "Thirty-six" Touring Car. Integral wind shield; toilet and clock case additional.

Extra equipment: Stewart speedometer \$25; Trunk rack \$10.

Colors: Chalmers Blue or Brewster Green body panels with black moulding and black chassis.

### "Thirty-six" Cab Side Limousine—\$3000

Specifications and equipment same as Berlin Limousine.

### "Forty" Touring Car—\$2750

Wheel base, 122 inches; Seven passenger capacity; 40 rated h. p.

Regular equipment: Bosch dual ignition system; Solar gas lamps and oil lamps; Prest-O-Lite tank; Chalmers mohair top; Automatic wind shield; 36 inch by 4 inch tires; Tire irons; Full set of tools; Horn, pump, jack and tire repair outfit.

Extra equipment: Stewart speedometer \$25; Trunk rack \$10; Chalmers seat covers \$60.

Colors: Brewster Green or Maroon body with black chassis; entire car Chalmers Blue.

### "Forty" Torpedo—\$2750

Wheel base, 122 inches; Four passenger capacity; 40 rated h. p.

Regular equipment same as "Forty" Touring Car with Firestone demountable rims additional.

Extra equipment same as "Forty" Touring Car.

Colors: English Vermilion and Napier Green body with black moulding and black chassis; Entire car Slate Gray with Silver Gray moulding and striping on wheels.

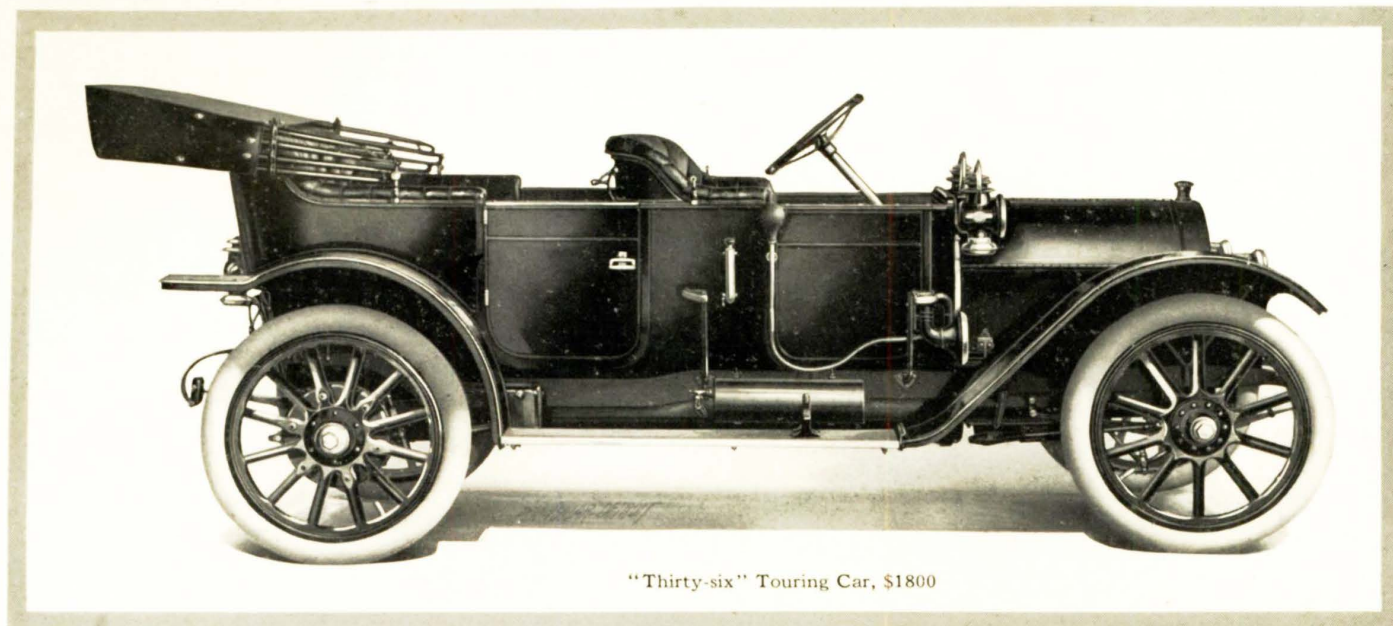
### "Forty" Pony Tonneau—\$2750

Specifications same as "Forty" Torpedo. Pony Tonneau body detachable, converting car into roadster.

Regular equipment same as "Forty" Touring Car.

Extra equipment same as "Forty" Touring Car.

Colors: Entire car Chalmers Blue.



"Thirty-six" Touring Car, \$1800

## A Prophecy—And Its Fulfillment

Chalmers Line for 1912 "the Best Line Ever Offered by Any Company in the History of This Business;" Fourteen Body Types on Three Chassis Models  
—Every One a Wonderful Value

We appreciate the confidence you men have expressed in the Chalmers company and Chalmers Cars—your enthusiasm for the line you have to sell. And yet I want to make a prediction. It is this: for 1912 we will give you a line to sell that will not only be far superior to anything we have furnished heretofore, but will be the best line ever offered by any automobile company in the history of this business.  
—Mr. Chalmers in talk at the Dealers' Convention last December.

**N**O LESS than a score of Chalmers dealers, looking over the 1912 line in the show room at the factory during the past few weeks, have recalled this prediction.

Not one of them but said the prediction had come true, and then some. Of all the Chalmers dealers who have visited the factory since the 1912 cars were put on exhibition—and most of them have been here—not one failed to express himself in the most enthusiastic terms possible concerning the merits of the Chalmers line for 1912.

Just stop to think for a moment of what the Chalmers line for 1912 is—3 chassis models, 14 body types, almost unlimited color combinations, nearly all of them fully equipped at the list price, and the prices such as to make the values seem absolutely astonishing.

You have a type to suit every use, a color combination for every taste, and, we can almost say, "a price for every pocketbook."

### "30" is Greater Than Ever

Begin with the "30." First there is the Torpedo Roadster, two passengers. Ever since its appearance at the last New York Show this model has been crowned the classiest, raciest, two-passenger car on the American market.

Think of the appeal this car has for doctors; for contractors; for business men who already own touring cars but who want a light car for their personal use, running back and forth to work; for seasoned motorists who like to do speedy cross-country work in a roadster.

Think, too, of the Coupe body on this chassis, a body of beautiful line and excellent finish, with ample seating arrangements for three persons—for \$2000.

To those who want a four-passenger job you can offer the foredoor or the open front Pony Tonneau. Neither of these cars can be improved upon for looks. Their performance already has been proved.

The open front Pony Tonneau has been continued because there are so many people in the country who have a distinct failing for it and who wouldn't have any other kind of car. You have seldom seen a man who owns a "30" open front Pony Tonneau who does not swear that it is the best looking car made, regardless of price, and the most comfortable one to drive.

The five-passenger Touring Car is a full foredoor job, given in four color combinations. Think of this car, which last year sold for \$1750 fully equipped, with all the improvements and refinements of 1912 and foredoors, magneto, gas lamps, Prest-O-Lite tank, Chalmers mohair top and automatic windshield, all for \$1500!

Never before has there been such impressive value offered in a medium priced car. We say this in spite of the fact that the Chalmers "30" was originally described as a car of astounding value and has always been a pace-maker in its class.

### "Thirty-six" an Ideal Car

"When we considered bringing out a new model, which we have named the Chalmers 'Thirty-six,' we instructed our engineers to build a four-cylinder, five-passenger car that would leave absolutely nothing to be desired. We said we would fix the price when the car was ready. We think that in the Chalmers 'Thirty-six' we are offering a car that leaves nothing to be desired."

This is a paragraph from the 1912 magazine announcement. We repeat it to you—"We think that in the Chalmers 'Thirty-six' we are offering a car that leaves nothing to be desired."

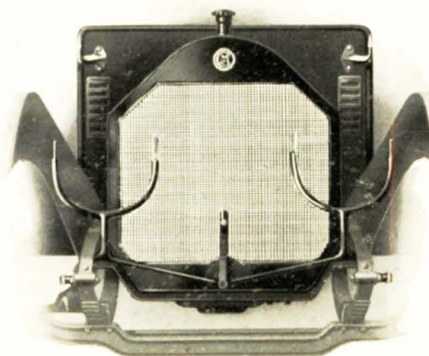
The "Thirty-six" is easily the greatest car ever offered the public at \$1800. You need fear no competition for the "Thirty-six."

Why, every time anyone at the factory starts to tell what this car has to recommend it he gets almost tongue-tied trying to tell the whole big story at once. But seriously—

Here is a car with all the features which have heretofore been found in only the highest priced cars. It has the long stroke motor—4¼-inch bore by 5¼-inch stroke—which is used on the best of the European cars. And the long stroke makes the "Thirty-six" motor a great puller at high speed; a wonderful hill-climber. It will give all the speed anyone can want.

### Four-speed Transmission

The four speed transmission gives flexibility and makes hills look like a level road. Combining the four speed transmission with a high speed rear axle (standard gear ratio of the "Thirty-six" is 3½ to 1) insures the maximum of efficiency from the motor.



Chalmers "Thirty-six" Radiator

## CHALMERS DOINGS

The advantages of the four speed transmission cannot be too greatly emphasized. Never before has there been a medium priced car with this feature.

On direct drive one gets greater speed and with less strain on the motor. Yet when a hill is to be climbed it is not necessary to drop back into a slow second speed. The third speed will carry the car over the hardest grades without loss of time. When there is a very steep hill to climb, however, there remains the second speed, powerful enough for the steepest grade and yet not so slow as the first speed of an ordinary car.

The wheel base—115 inches—while ample for comfort, makes "Thirty-six" easy to handle in the most congested city streets; and the large wheels—36 inches in diameter, with four inch tires—insure easy riding on the roughest roads.

The body is simply the best ever. This car could not be made more comfortable if it sold for twice \$1800. The upholstery is deep and made of the finest quality hair and leather. All seats are tilted back to give the greatest riding ease. The body is large—there isn't a roomier five-passenger body made.

Ease appeals to everyone. Do not fail to get your prospects into the "Thirty-six;" it is as comfortable as a car can be.

### No More Cranking

How often have you heard people say: "A car would be simply great if it didn't have to be cranked, and if tires never had to be pumped up."

Here you have a car as convenient as an electric in these respects.

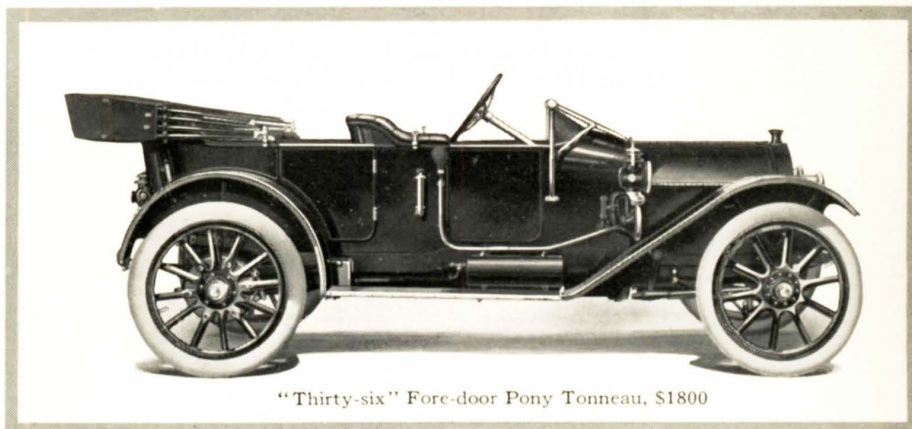
The Chalmers compressed air self-starter does away with the last of the original inconveniences of motoring. This starting device is no experiment. It is built in our own shops; it has been given the most rigid tests by our own engineers. It is simple; it is substantial; it does not make the car unsightly. This starting device is no accessory; it is an essential feature of the car.

Any woman can drive a Chalmers car now—for with the self-starter the chief difficulty in the way of woman's driving has been removed.

We might talk a lot about the Continental Demountable rims which are regular equipment on all types of the "Thirty-six"—but why do it? You all know how much they mean to a driver.

Nor do the conveniences of the "Thirty-six" end with the self-starter and Continental Demountable rims. Ease in handling was an important consideration of our engineers in designing this great new car.

The control levers on both the foredoor and torpedo types are placed inside the body—easier to reach and more accessible when the storm curtains are up. And incidentally the inside control gives a cleaner and smoother



"Thirty-six" Fore-door Pony Tonneau, \$1800

appearance to the exterior of the car. The gear shifting lever is of the sliding gate type—the kind used on the most expensive cars.

It carries an automatic catch which prevents the driver from throwing his gears into reverse accidentally.

Provision is also made for padlocking the gear shift lever in neutral when the car is left standing.

The batteries are carried in a compartment of the tool box on the left running board.

The breather pipe and oil funnel is placed on the right side of the motor—easy to reach and big enough to catch all the oil, even if it's your fancy to "pour it from a barrel."

### Ever Long for This ?

Another feature which will bring joy to the heart of any driver is the dash needle valve adjustment of the carburetor. No more going under the hood to get smeared with grease every time you want to get a richer or lighter mixture. All the driver of the "Thirty-six" has to do is to reach over to a friction-controlled thumb lever. A push to the left gives a lighter mixture—as light as you want it; and a push to the right makes it richer.

Of course we knew the ventilation of the foredoor compartments of all models was an excellent feature; lack of ventilation has been the one thing against foredoor cars. But we didn't appreciate how very good it was until the automobile editor of a big Philadelphia paper saw the 1912 models.

"Ventilators?" he asked. "Say, that is bully. A novel feature indeed. No one else has anything to touch it."

And there are a host of other things—little details of finish that go to make the "Thirty-six" the biggest motor value. The forward compartment for instance, is leather-lined

and the tonneau is lined with leather and carpet—no polished surfaces to scratch.

All metal parts are black enameled. Running boards and front foot boards are carpeted with gray cork linoleum. All rivet heads are concealed. The running board hangers are invisible. All steering connections are leather-booted.

### You Can't Beat It

All—but what's the use! Here is simply the strongest, most comfortable, best finished, smoothest, classiest car ever built to sell for less than \$2500.

You can use all of these adjectives and any others you happen to think of to describe the good qualities of the "Thirty-six"—and still you won't be deceiving your prospects.

You have a great line on this "Thirty-six" chassis—five-passenger Touring Car, four-passenger Fore-door Pony Tonneau—both for \$1800; seven-passenger Touring Car, \$2000; Berlin Limousine, \$3250; Cab Side Limousine, \$3000.

There is not much that even the factory can tell Chalmers dealers about the "Forty." This car isn't changed much from last season, except that it's a much greater value than ever before. Think of it—the big seven-passenger foredoor Touring Car; the powerful, classy four-passenger Torpedo—fully equipped even to tire irons—and \$2750 for either type. In addition there will be a limited number of detachable Pony Tonneaus at the same price. All you have to do to get a nifty roadster is to remove the pony tonneau body.

Ever hear of a greater line of cars? Suppose the people in your territory ever heard of anything to beat it? We feel sure they never did.

Here's to your biggest year—1912!



"Thirty-six" Berlin Limousine, \$3250



"Thirty-six" Cab Side Limousine, \$3000

## CHALMERS DOINGS

1912 ADVERTISING IS READY FOR YOU;  
HAVE YOU ORDERED A SUPPLY YET?

The company this season offers to Chalmers dealers a particularly worth-while lot of advertising features. Most of the dealers have been to the factory and have ordered their supplies. If you happen to have overlooked this important matter, it will be well to give it immediate attention.

First, there are two mailing folders. One is descriptive of the "30" cars. It is an effective piece of literature to send to your entire mailing list, and will go through the mails for one cent. The second mailing folder embraces the entire 1912 line and shows cuts of the "30," "Thirty-Six" and "Forty." It also may be mailed for one cent. On both of these mailing folders space is left for the dealer's name.

In connection with these two pieces of literature is a Dealers' Advance Information folder. This gives a complete table of specifications and full description of all cars. It is just the thing for your salesman to study.

## Catalog a Beauty

As formerly there is an advance catalog - only this year it is handsomer and more complete than ever before.

The regular catalogue, which will come out a bit later, will be, we think, the handsomest piece of trade literature you have ever seen.

The Album is, this year, a really wonderful book. Everyone who has seen the advance model is pleased. This album will contain 50 pages, including pictures of all models and parts and 27 factory views. We are furnishing this book to dealers at \$5 a copy, and we are likely to have to order a reprint.

A supplementary book is the Salesmen's Album which is of a size which will slip into the pocket. This book contains photographs of all types in various positions. It is a mighty convenient thing for a salesman to have to show to prospects. We are furnishing this book at \$2 a copy.

## Newspaper Cuts Ready

A folder showing the various newspaper cuts of models has been sent you. These cuts will be provided free. Just send in your order.

The Monogram window signs for 1912 are made up to include the lettering which is used beneath the monogram in all Chalmers advertising.

An attractive feature for any salesroom is the large sheet metal monogram sign, made in the colors of the monogram on the radiator. These signs will cost you \$7.50 each and you

must not expect your sign in less than one week from the time we receive the order.

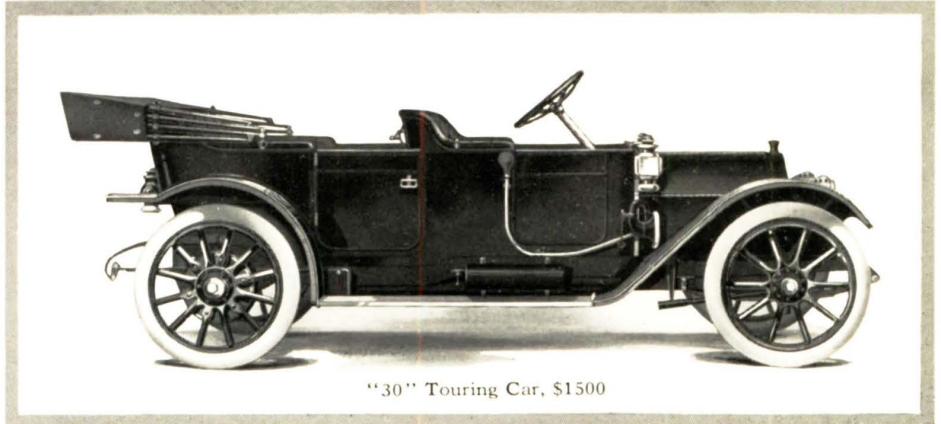
## New Demonstrating Signs

We wish, too, to call your attention to a special set of signs for demonstrating cars. These signs are made of patent leather with raised aluminum lettering. They are made to fasten to the tonneau doors, and may be turned

NELSON IN CHARGE OF  
KANSAS CITY BRANCH

The Chalmers Motor Company of Missouri, formerly Chalmers representative in Kansas City, is now a branch of the company. John A. Nelson will have charge of the Kansas City branch. He will also have charge of general company business in Texas, Kansas, Oklahoma and Missouri.

All Chalmers dealers are invited to visit Mr. Nelson and the branch when in Kansas City.



"30" Touring Car, \$1500

back inside when you have prospects out for a demonstration. They cost \$3 a pair.

We are still supplying the Chalmers watch fobs at 50 cents each. "Chalmers Motor Cars" signs for garages and salesrooms, in various lengths from eight to forty feet, will be provided you at the same prices quoted last season.

Please let us have your order for advertising supplies as soon as convenient, thus avoiding any possible delays in shipping. We feel sure you will want every article mentioned here.

## Come Again, Anytime

I am the owner of a 1910 Chalmers car and am pleased to say that I have gotten good service out of my car and will, when in the market, purchase another Chalmers.—A. M. Klages, Pittsburgh, Pa.

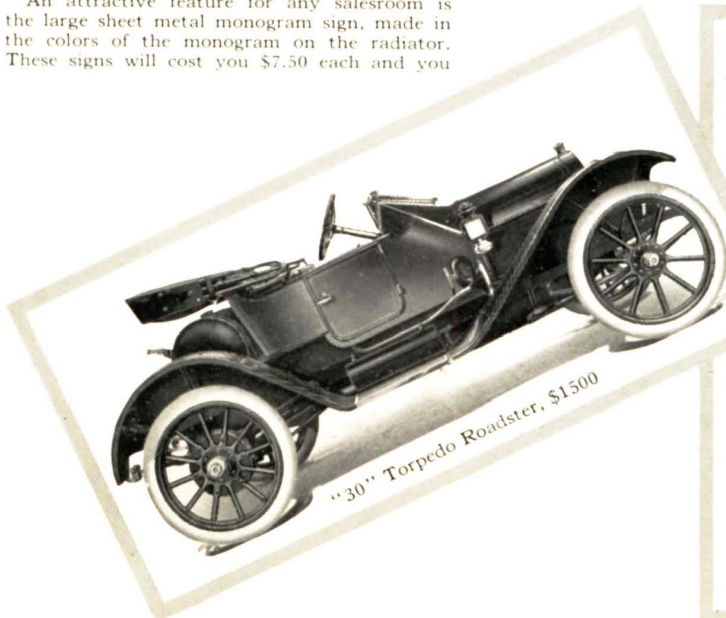
## TORPEDO ROADSTER

## BURNS KEROSENE

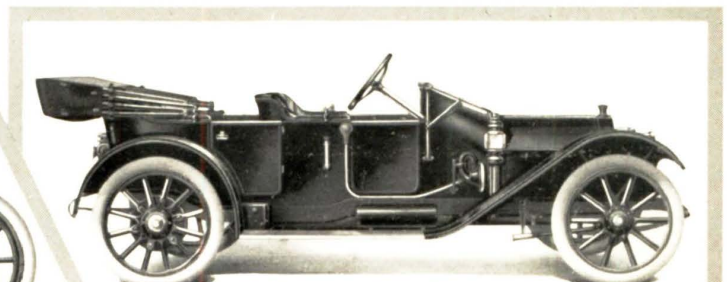
The Chicago Motor Club held their annual Fuel Economy Contest, May 25, between Chicago and Milwaukee.

Charles E. Gregory, of the Chalmers Motor Company of Illinois, and Chairman of the Contest Committee of the Club, filed a deed of gift and presented to the Club a sterling silver cup, to be awarded to the car making Milwaukee and return on the smallest quantity of gasoline.

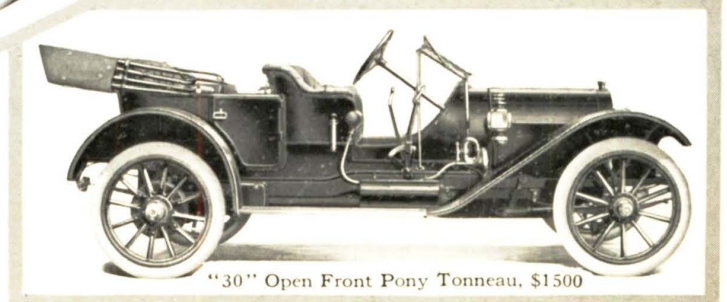
In the demonstrating class Mr. Charles Rayfield entered a Chalmers "30" Torpedo Roadster, using kerosene as fuel, and made a showing of 14.8 miles per gallon without a skip or a miss of any kind. This test showed an economy equivalent to 29 miles per gallon, cost of fuel being the consideration, and was the one novel feature of the contest.



"30" Torpedo Roadster, \$1500



"30" Fore-door Pony Tonneau, \$1500



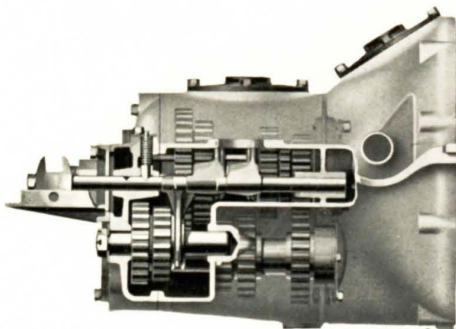
"30" Open Front Pony Tonneau, \$1500

## CHALMERS DOINGS

## NEW FOUR-SPEED TRANSMISSION IS A BIG FEATURE

The four-forward speed transmission which is used on all models of the "Thirty-six" marks a distinct advance in power transmission construction.

In the first place the four-forward speed transmission makes for greater flexibility, making the car a great puller through sand and on



"Thirty-six" Transmission

hills with less strain upon the motor. With this transmission gears may be shifted at high speed with perfect ease and without noise.

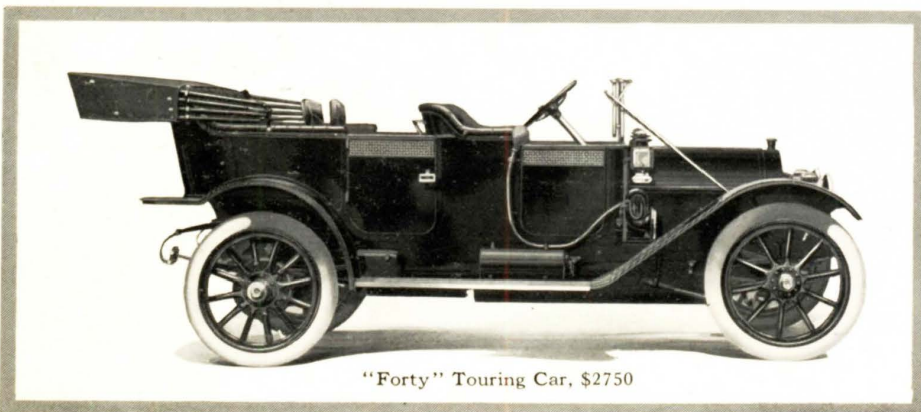
Chalmers transmissions are built complete in the company's shops. The gears are cut on thoroughly automatic machines, heat-treated and ground for accuracy to one-half of a thousandth of an inch. No gears are more perfect in construction or work more silently and with less wear.

The aluminum transmission case is cast in two pieces with hand openings at the top for lubrication. The rear end of the case is assembled so that the entire gear set may be removed without tearing down the motor or even removing the transmission case from the frame. The gears are shifted by means of sliding steel fingers, the whole gear shift mechanism being protected from dirt in a metal case.

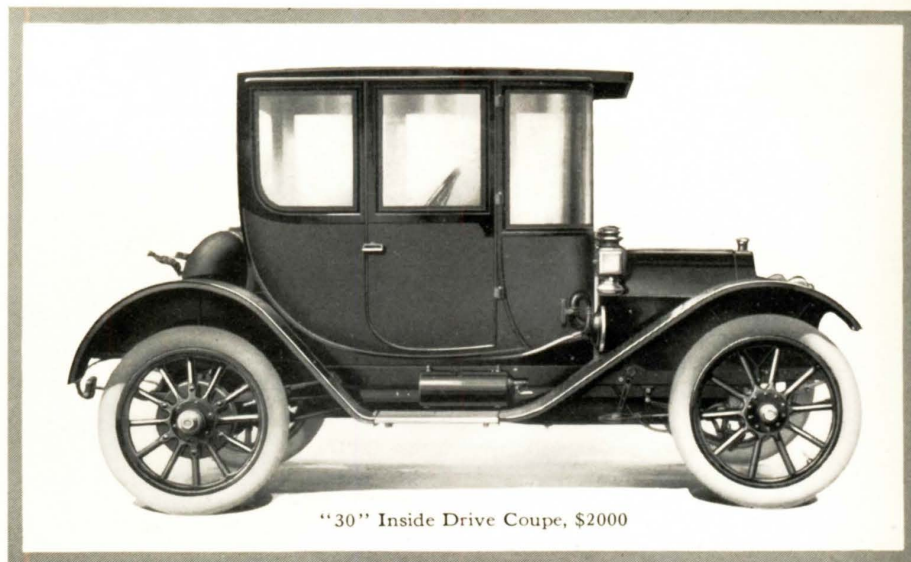
The hand openings at the top of the transmission case are provided with breathers. When assembled in the chassis the transmission case is protected from below by the special Chalmers sod pan. Silent type annular ball bearings are used throughout the transmission. These bearings are of extra large size, insuring against wear.

The transmission is assembled with the clutch and motor in a unit, guaranteeing perfect alignment and smooth operation.

**! The man who is not sure about the goods he is selling will find that his customers can detect his uncertainty as soon as he feels it.—The American Salesman.**



"Forty" Touring Car, \$2750



"30" Inside Drive Coupe, \$2000

## RIGHT CONSTRUCTION MAKES SMOOTH MOTOR

Mechanically, the "Thirty-six" is the best selling proposition ever offered an automobile dealer. There are scores of good points about the "Thirty-six" motor; and if your prospect is interested in the technical side don't overlook them. Here are just a few:

Extra heavy, heat treated rocker arms, non-rattling and perfectly lubricated.

Large heat treated nickel steel cam shaft. Cams larger than those used on any other car of weight and power.

Heavy push rods—non-bending and silent.

Push rod tappets of 1 1/8-inch diameter. Heat treated nickel steel. Absolutely silent. Practically indestructible.

Four bolts in connecting rod bearings in place of usual two. Phosphor bronze bushings at top of connecting rods.

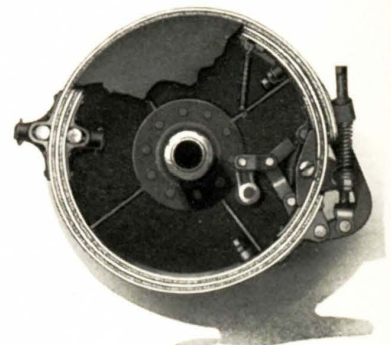
Enclosed intake valve springs. Dust proof, silent. Brass housing provides for special valve lubrication.

There are many other good points but these make particularly for a reliable, quiet motor. The "Thirty-six" Motor does not have any faults concealed beneath useless housings. Every working part readily accessible. Silence given through right construction.

A recent visitor at the factory was Miss Helen Friendly of Elmira, N. Y. Miss Friendly owns a "30" of which she is proud. She came to see Chalmers cars in the making. Incidentally she told us that in the block in which her home is located there are five Chalmers cars. It would also appear that the LaFrance Company, Chalmers dealers in Elmira, know how to sell their cars.

## "THIRTY-SIX" HAS VERY LARGE BRAKING SURFACE

Both service and emergency brakes of the "Thirty-six" are located on the rear hubs. The service brakes are of the external contracting



Rear Hub Showing Brake Arrangement

band type—heat proof asbestos acting on steel. The service brakes are controlled by the single foot pedal and have a braking surface of 198 square inches.

The emergency brakes are of the internal expanding type operated by a lever. The emergency brakes have a total braking surface of 164 square inches. All brakes are double acting and self equalizing. The brake band lining of asbestos is absolutely heat proof. The steel drums upon which both brakes act are assembled as an integral part of the live axles and in addition are securely bolted to the rear wheels.

With a total braking surface of 362 square inches the "Thirty-six" has a greater braking area in proportion to weight than most cars of its size.

## Distinctive Signature Asset to a Dealer

The Gordon Motor Company, Inc., of Richmond, Va., have adopted for their signature which they use in all advertising, the same lettering as is used by the Chalmers Motor Company.

If any Chalmers dealers care to adopt this lettering for signatures the company will be glad to have the work done by the artist who designed the Chalmers lettering. Such signatures will be provided at the actual cost to the company.

Many Chalmers dealers already have distinctive signatures for their advertising. Those who have not would do well to get something of the kind. A dealer's signature does for him what the Chalmers monogram does for Chalmers cars.

CHALMERS DOINGS

HERE'S THE WAY WOOD  
STOPS THE OTHER FELLOW

M. H. Wood, of Webb City, Mo., has an original and effective way of meeting competition. When he is talking the Chalmers "30" to a prospect and the prospect mentions some other particular car which he thinks competes with the Chalmers "30," Wood looks him in the eye and hands out the following line of conversation:

"Here is my Chalmers '30' demonstrating car. Now, if you are not satisfied that this is a better car for you to buy than the one you have mentioned, I want to suggest that you do the following things: Go to the representative of this other car, tell him that I am willing to stand the Chalmers '30' out in the street and have him come and bring his car and stand it alongside; that I am then willing to have him compare his car with the Chalmers in my presence, if he is willing to have me compare his with the Chalmers in his presence; that I am further willing to start out on any trip that you or he may suggest; that I will go over the same route with you at the same rate of speed, and if I do not show you that the Chalmers has more of all the good things that an automobile ought to have than the other car, then I will gladly step aside and let you buy the other car. If, on the other hand, the Chalmers shows up better in your mind, you are to buy the Chalmers. Now, just go to the representative of this other car and make this proposition to him, which seems to me to be entirely fair, and see if he is willing to do it."

"Nearly all prospects are satisfied from this line of talk that the Chalmers is the car for them to buy," says Mr. Wood. "The few of them who make my suggestion to the representatives of other cars, have always so far come back and bought a Chalmers, because no one else has ever been willing to enter the competition with me."

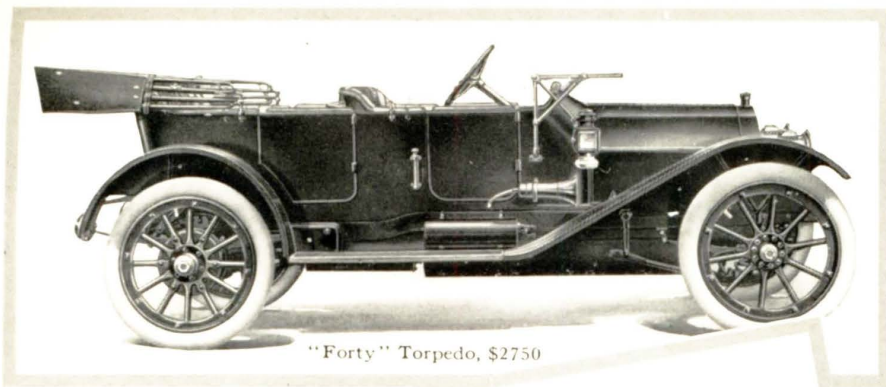
Indeed a Record

Hutchinson, Kans., June 13, 1911.

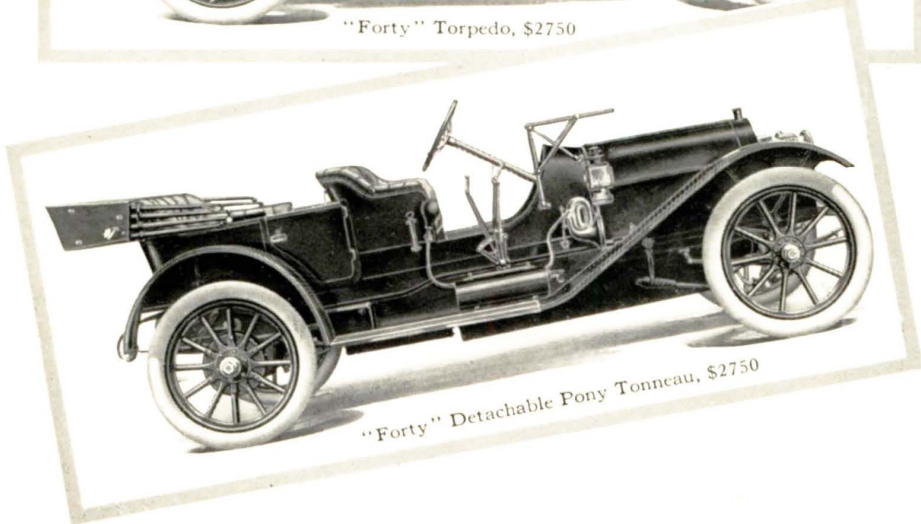
Chalmers Motor Company:  
In all the Chalmers cars that we have sold in the last three years the first car that has passed out of the hands of the original owner was sold last week when one of our customers moved to California.

We think this is a mighty good record, considering the time we have been selling Chalmers cars and the great number we have sold.

The Taylor Motor Company,  
By H. H. Taylor



"Forty" Torpedo, \$2750



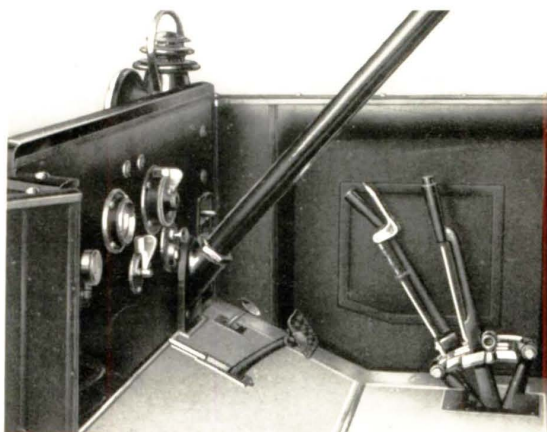
"Forty" Detachable Pony Tonneau, \$2750

DASH OF "THIRTY-SIX" HAS ALL THE  
MOTOR CONVENIENCES POSSIBLE

This view of the driver's compartment of the "Thirty-six" shows the many features which make the Chalmers "Thirty-six" the most convenient and easily controlled car on the market.

Note the convenient location of the four-speed transmission control and the emergency brake lever. The brass eyes by which the gear shift lever may be padlocked in a neutral position are clearly shown. The single pedal clutch and service brake control and the new type of accelerator are located within easy reach of the feet, so that the driver sits in the most comfortable position. Just above the pedal is shown the push button which operates the valve of the Chalmers self-starter. Within easy reach of the driver on the dash are also shown the Bosch dual ignition switch, the thumb lever carburetor adjustment for light or rich mixture, the large bull's-eye oil sight feed and the gauge which keeps the driver informed of the pressure in the storage tank of the self-starter.

The entire forward compartment of the "Thirty-six" is lined with high grade leather. There is no polished woodwork to be scratched. All floor boards are bound with brass and covered with gray battleship cork linoleum. At the



Dash Assembly

sides of the dash are shown the ventilators for the foredoor compartment. These may be opened or closed without leaving the seat.

Ventilators are so constructed that dirt is not admitted.

The dash on the "Thirty-six" is built integral with the body and has the same finish.



Mr. Chalmers and G. A. Lindke, an enthusiastic Chalmers owner, must have had a pleasant chat when Mr. Lindke visited the factory the other day. This characteristic picture was snapped just as the two parted company.

If you haven't yet ordered your supply of 1912 advertising matter, better do so at once. See story on another page

# Ten Best Selling Points On "Thirty-six"

## 1—Long stroke motor

4¼ inch bore, 5¼ inch stroke. Design approved by leading American and European engineers. Gives great pulling power in sand and on hills. Chalmers motors, owing to their principle of design and construction, develop more horse power per pound of weight than any other motors.

## 2—Chalmers self-starter

Simple, thoroughly reliable starting device, air pressure type. Removes last of original inconveniences of motoring. Makes "Thirty-six" as easy to handle as electric car. Great convenience to women drivers. Tire inflater in connection with self-starter.

## 3—Four forward speed transmission

Greater flexibility than 3-speed transmission. With this transmission, car negotiates grades at high speed; takes steep hills on fast second speed. Makes car easier to handle in traffic. Combined with long stroke motor, gives maximum of flexibility.

## 4—Axles

Front axle is drop forged I-beam section with integral spring perches. Special Chalmers-specification steel insures front axle against breakage or crystallization. Hubs equipped with Timken roller bearings. Axles extra large in proportion to weight of car.

Rear axle has full trussed pressed steel housing. Heat-treated nickel steel shafts. Timken roller bearings. Lighter and stronger in proportion to weight than any other construction. Noiseless.

## 5—Continental demountable rims

Reduce annoyance of tire trouble to a minimum. Combined with self-starter and tire inflater, abolish inconveniences of motoring.

## 6—Dash adjustment for carburetor

Thumb lever on dash adjusts needle valve for light or rich mixture; insures even fuel supply in all kinds of weather without soiling hands and clothes to get beneath

hood. Greatest advance in carburetor construction in years.

## 7—Bosch dual ignition system

Most improved, surest ignition system built. One set of spark plugs only. No large and unsightly coil box on dash. Most expensive ignition system built. Used on all highest priced cars.

## 8—Accessibility of all parts

All motor parts readily accessible. Special wrenches for adjusting valves. Special tool for draining oil from crank cases, unnecessary to get under car. Large breather pipe and oil funnel on right side of motor. New magneto coupling permits timing of magneto without disturbing balance of motor. Clutch, transmission and gear shift mechanism all beneath front floor boards. Unnecessary to get under car for lubrication or adjustment. Transmission gears can be removed without tearing down power plant. Differential housing has large opening for adjustment. Improved grease cups readily accessible on all working parts.

## 9—36-inch by 4-inch tires

Large wheels and tires ride easy on roughest roads. Car pulls easier in sand or mud. Less tire expense, because car is over-tired in proportion to weight.

## 10—Beauty and class

The "Thirty-six" has exceptionally large body for its passenger capacity. All seats are wide. Upholstering deep. Seat cushions tilted to give greatest ease in riding. Running boards and front floor boards carpeted with gray cork linoleum. Cocoa mats on all tonneau floors. Front enclosure lined with leather. Tonneaus lined with leather to seat bottoms; seat bottoms to floor, with carpet. All bodies have straight line effect. Integral dashes, ventilated foredoors, inside control and black enameled hardware are just a few of the refinements that give the "Thirty-six" class. Both in line and finish beauty of "Thirty-six" is unexcelled. Wide variety of color options offered.

## Thirty-one More Good Selling Points On Chalmers "Thirty-six"

### 1—Honeycomb type radiator

The "Thirty-six" radiator is what is known as the Mercedes type—full cellular. Gives greatest radiating surface; insures cool motor. Fedder's radiator used; acknowledged best built radiator. Highest priced cars use exactly the same.

### 2—Ground gears, bearings and steel parts

In addition to being cut with the utmost accuracy and thoroughly heat-treated, all Chalmers gears are ground tooth by tooth to insure noiselessness, least friction and perfect mesh. All heat-treated bearings are ground and micrometer-tested for accuracy. Nickel steel parts throughout car ground to accuracy of one one-thousandth of an inch.

### 3—High grade gears

All Chalmers differential, drive, cam shaft, steering and transmission gears are cut in Chalmers shops. Automatic machines guarantee accuracy. All gears heat-treated and ground, tested for accuracy to one-half a thousandth of an inch; made of highest grade Chalmers-specification steel, noiseless.

### 4—Multiple disc clutch

Forty alternating phosphor bronze and saw steel discs made and assembled throughout in Chalmers shops. Steel discs heat-treated and ground. Phosphor bronze discs tested for accuracy to one one-thousandth of an inch. Practically indestructible; self-lubricating—runs in oil bath; non-slipping; easy to operate.

### 5—Piston rings

New type. Exclusive Chalmers design. Absolutely prevent smoking. Assure full power of working strokes; guarantee against loss of compression. Minimize possibility of motor trouble.

### 6—Big braking surfaces

More braking surface in proportion to weight than other cars. Service brakes total of 198 square inches, emergency brakes 164 square inches, total for car 362 square inches. Will hold car on steepest incline any car can negotiate.

### 7—Single pedal control

Clutch and service brakes attached to single pedal. Easiest car to handle, either on road or in city traffic. Great feature for women drivers. No chance of failure to stop through forgetting complicated operation.

### 8—No oil leaks

One piece aluminum motor oil pan, guarantees against leakage. Improved non-leaking grease cups on all working parts. Oil holes of improved non-clogging, non-leaking type.

### 9—Easy riding qualities

Long wheel base; large tires; best quality springs with improved suspension; deep upholstery with soft springs and highest grade hair; tilted seats, rightly placed foot rails; plenty of room.

### 10—Improved sight feed on dash

Extra large size. New type—cannot clog; will not soil. Clean glass makes it easy to watch lubrication.



CHALMERS DOINGS

11—Bonnet and fender refinements

Piano hinge on bonnet gives maximum of strength. Combined with screw-nut bonnet lock, guarantees against rattling. Invisible rivets in bonnet and fenders. Fenders have four coats of enamel. Bonnet and fenders of exceptional weight—never "tinny."

12—Gear oil pump

Guarantees lubrication as long as motor is running. Nothing to clog, insures even flow of clean screened oil.

13—Large breather pipe and oil filler

Motor oil filler conveniently located on right side of motor. Large diameter  $3\frac{1}{2}$  inches makes it possible to pour oil from any receptacle without extra funnel.

14—Solar lamps, Prest-O-Lite tank

Full equipment of solar gas lamps, oil lamps and Prest-O-Lite tank. All lamps enameled black. Prest-O-Lite tank has "C" clamp fastening and black enamel case. All lamps of special Chalmers design.

15—Gasoline pressure system

All models have gasoline pressure system operating with hand pump at side of driver's seat. Insures against failure of fuel supply on steep grades or when gasoline is low.

16—Chalmers tops, seat covers, wind shields

Chalmers tops of best grade mohair or Pantasote, and mohair seat covers built to fit individual cars, in Chalmers shops. Highest quality workmanship. All seat covers leather faced on wearing parts. All wind shields automatic, extra heavy glass, no rattling.

17—Phosphor bronze bushings

Phosphor bronze bushings on spring hangers guarantee against squeaking. Greatest wearing qualities.

18—Connecting rods

All connecting rod bearings secured by four bolts instead of usual two—two above, two below bearing. Connecting rod bearings of Parson's white brass. Bronze bushings at piston end of connecting rod give perfect bearing surface.

19—Gear shift locking device

Provision is made for padlocking gear shift lever. Impossible to drive car without unlocking.



C. F. Mason, Davenport, Ia.

gears and nickel steel parts ground for accuracy. Heat-treated Chalmers-specification steel, highest grade on market.

24—Accelerator

Improved type accelerator. Combines button and vertical lever types. No strain on foot.

25—Built-in dash

Uniform with rest of body. No patchwork of highly polished wood; more strength; better inside finish.

26—Dust-proof motor

Crank case constructed with aluminum web joining sub frame. Keeps dust, mud and water from exposed working parts of motor.

27—Intake valve springs

Brass housings for all intake valve springs. Keep out dirt, keep in sound.

28—Tool box on running board

Tool box large enough for pump and tools, with special compartment for batteries, conveniently located on left running board.

29—Fender scuff guard

Scuff guard between running board and front fender, prevents scratching of enamel.

30—Bodies and painting

"Thirty-six" bodies are of heavy sheet metal—lighter and stronger than wood and iron construction. No warping or cracking possible. Each "Thirty-six" body gets 18 coats of paint and rubbing varnish. No cars have better built or better finished bodies.

31—Details of finish

Cork linoleum on running boards and front floor boards. Inside locks on doors. Adjustable foot rail. Ventilators for all foredoor compartments. Metal aprons connect running boards and fenders to body. Front ends of rear springs in metal housings. Black enameled steering wheel spider. Inside body lining of leather in place of polished wood. Rear wheel spokes bolted to brake drum as well as hub flanges. Simple and efficient service brake equalizer. Locking device for dual ignition switch. Friction controlled spark and throttle levers. Top strap anchors conveniently located on front fenders. Chalmers top holders. No scratched bows. Wide doors

20—Steering and universal joints booted.

All joints in the steering connections and both universal joints on drive shaft, leather booted insuring perfect lubrication and absence of dirt and water.

21—Magneto coupling

Improved magneto coupling makes timing of magneto practically automatic. Unnecessary to remove gears for timing. No lost motion in magneto connections.

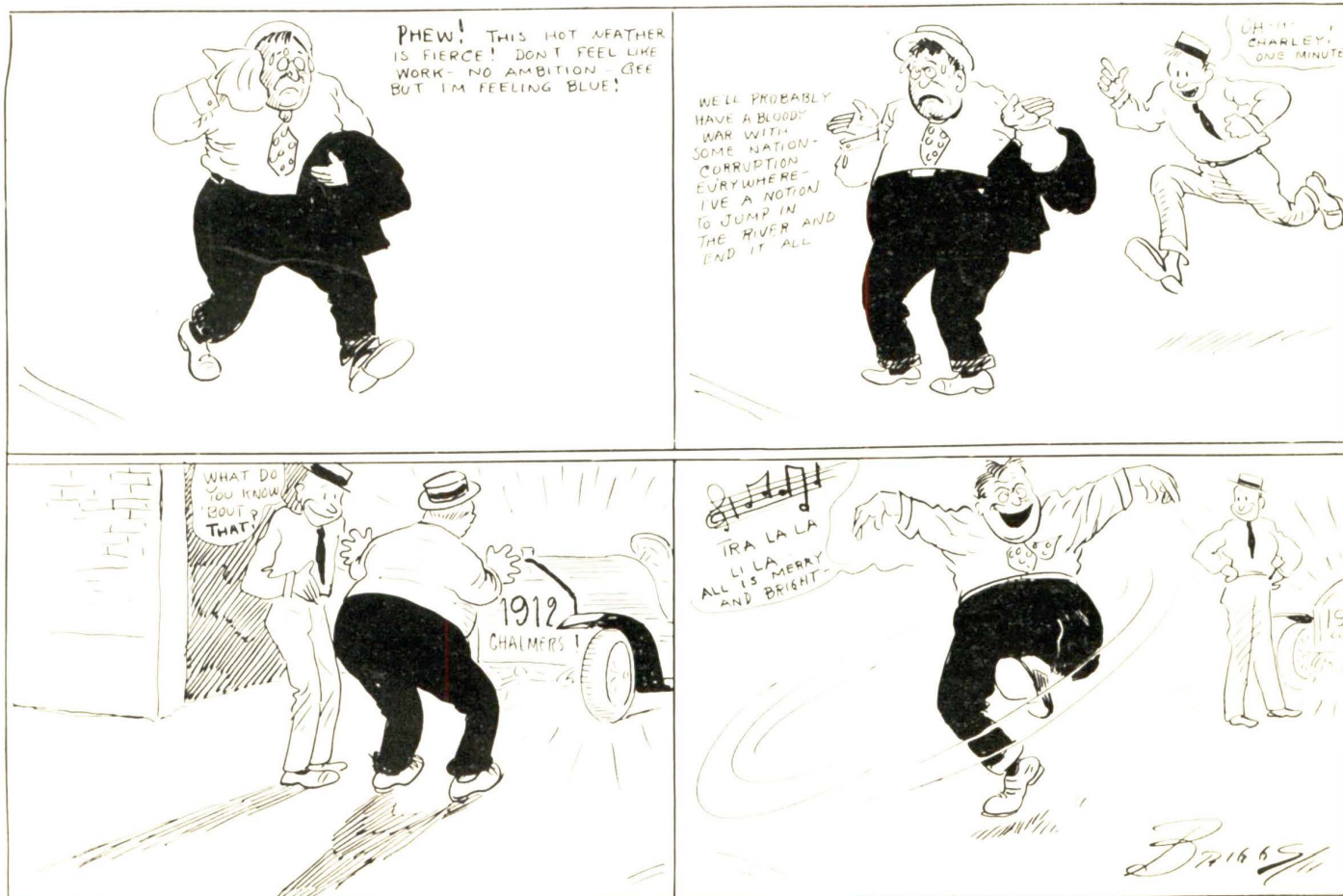
22—Aluminum bonnet ledge

Better than usual wood ledge because weather-proof, non-warping, more solid, just as light.

23—Heat-treated parts

"Thirty-six" has more heat-treated parts than any other car at the price. All heat-treated bearings,

A Chalmers Dealer—Before and After Seeing the 1912 Cars—As Pictured by Briggs



# Here Is a Great New Car—

Long Stroke Motor—4 $\frac{1}{4}$ " Bore; 5 $\frac{1}{4}$ " Stroke

Big Oil Filler—Handy Try Cocks

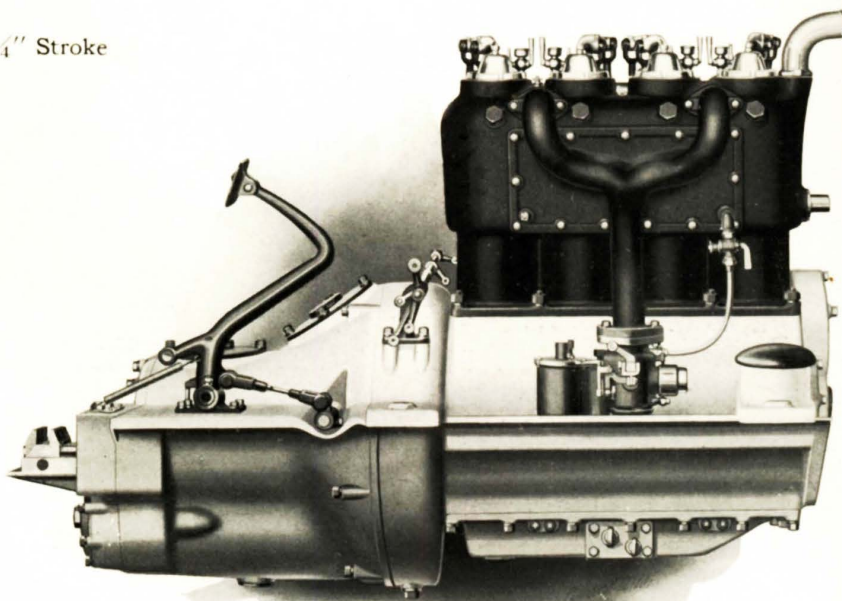
Encased Intake Valve Springs

Water Jacketed Gas Intake

Cylinders cast en Bloc

Single Pedal Control

Rayfield Carburetor



Right Side "Thirty-six" Unit Power Plant

## MOTOR

The Chalmers "Thirty-six" has a motor of the 4-cylinder, 4-cycle type with cylinders cast en bloc of a special gray iron. It has the long stroke used in the best of the European cars—4 $\frac{1}{4}$  inch bore and 5 $\frac{1}{4}$  inch stroke. Inlet valves, with springs enclosed in brass jackets, are set in the cylinder heads; exhaust valves at the left side. All valves are unusually large, insuring the maximum of combustion force and the complete exhaust of burned gases.

The improved Rayfield carburetor is adjustable from the dash for either "rich" or "light" mixture. This, combined with the water-jacketed gas intake of the motor, assures a steady fuel supply of proper mixture in all kinds of weather. The dash carburetor adjustment will be especially appreciated by those who drive their own cars, since it obviates the necessity for raising the hood to reach the carburetor. The crankshaft is of special heat-treated, drop-forged, Chalmers-specification steel. The "Thirty-six" crankshaft is of the same short, stubby type which has been so successful in the "30" since the first. It is supported on two large bearings of the silent annular ball type. Connecting rod bearings are of die-cast Parson's white brass, and are secured by four bolts in place of the usual two. Lubrication is by the constant level splash system, operated by a gear pump. There is a large "bull's-eye" oil sight feed on the dash—a sight feed which never clogs up, which is always clean. A new type of crank case construction keeps all road dirt from reaching the working parts of the motor. A large and improved breather pipe and oil funnel is placed in an accessible position at the right side. All Chalmers cylinders are enameled, giving an exceptionally clean and finished appearance.

## TRANSMISSION

The transmission is of the selective sliding gear type, with *four speeds forward* and reverse. Chalmers transmissions are built complete in the Chalmers shops. All gears are cut from special nickel steels by the most improved gear-cutting machines. All shafts are heat-treated; gears and pinions are hardened by a special process. After hardening, all gears are ground and tested for absolute accuracy. *Four forward speeds*, a feature heretofore found only on the highest priced cars, make it possible to negotiate all grades at greater speed and with less strain upon the motor. Silent annular type ball bearings are used throughout the transmission. The gear shift mechanism is protected from dirt by a metal case. Provision is made for padlocking the gears in a neutral position.

## CLUTCH

The motor, clutch and transmission of the Chalmers "Thirty-six" are assembled in a unit, assuring proper alignment and making for greater simplicity and ease of operation. The clutch is of the multiple disc type with 20 phosphor bronze and 19 saw steel discs, hardened and ground, running in an oil bath. The clutch and service brakes are operated by a single pedal.

## COOLING

The "Thirty-six" motor is water-cooled, a centrifugal pump forcing the water through the cylinder jackets to the Mercedes type cellular radiator. All water piping is unusually large with provision against leakage. The radiator fan, which has hub and spider made in one piece of heavy pressed steel, runs on ball bearings and is driven by a belt from the crank shaft.

## IGNITION

Bosch dual ignition system is used on the Chalmers "Thirty-six," eliminating one set of spark plugs. The wiring system is simple and neat, giving a very cleanly appearance to the motor. Batteries are conveniently located on the left running board in a special compartment provided in the tool box. The Bosch dual system provides a slightly dash switch which may be locked when the car is left standing.

## CARBURETOR

The Rayfield carburetor is used. This carburetor is of the float feed, automatic type, hot water-jacketed. The needle valve is adjustable for "rich" or "light" mixture from the dash. Intake air valve adjustment is readily accessible. This carburetor insures the proper mixture of gas in all conditions of weather. Extensive tests with this improved carburetor have shown an average of 16 miles per gallon of gasoline on the "Thirty-six."

## AXLES

The front axle is a single-piece drop-forging of special heat-treated Chalmers-specification steel, I-beam section. Spring perches are forged integral with the axle. The center of the front axle marks the lowest part of the car and has a ground clearance of 10 $\frac{1}{2}$  inches. Hubs are equipped with Timken roller bearings.

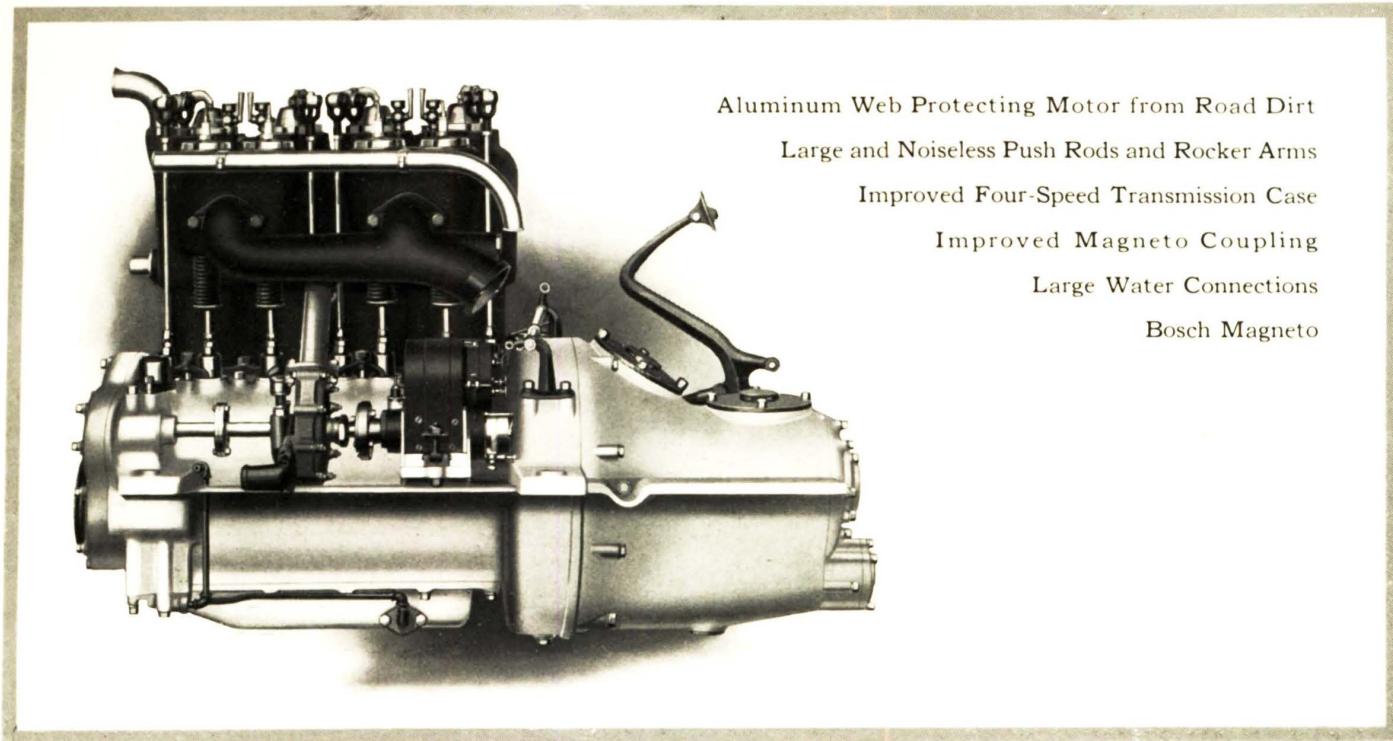
The rear axle is of the full floating type with a single piece, full-trussed, noiseless, pressed steel housing. The live axles are of heat-treated nickel steel. Timken roller bearings are used throughout the rear axle. The heat-treated nickel steel drive shaft carries two universal joints. A pressed steel torque arm is used.

## CONTROL

Spark and throttle levers of the "Thirty-six" are located at the top of the steering column and can be operated without removing the hand from the steering wheel. Clutch and service brakes are operated by a single pedal, pressure upon which first throws out the clutch and, if continued, applies the service brakes. The foot accelerator is of an improved type, combining the advantages of the button and lever types. It is so constructed and located that its use does not tire the foot.

The service brakes are of the contracting type—*asbestos*, heat proof, acting on steel—are located on the rear hubs and are noise-

# Chalmers "Thirty-six," \$1800



Aluminum Web Protecting Motor from Road Dirt

Large and Noiseless Push Rods and Rocker Arms

Improved Four-Speed Transmission Case

Improved Magneto Coupling

Large Water Connections

Bosch Magneto

Left Side "Thirty-six" Unit Power Plant

less in action. The braking surface is unusually large—198 square inches for the service brakes alone.

Emergency brakes, located on the rear hubs, are of the internal expanding type— asbestos, heat proof, acting on steel. These brakes are 14 inches in diameter with a 2-inch face. Service and emergency brakes give the "Thirty-six" a total braking area of 362 square inches. The emergency brakes are operated with a hand lever.

## WHEELS

The wheels are of the heavy artillery type, 36 inches in diameter. They have extra large pressed steel hub flanges and heavy spokes of the best second growth hickory. The rear wheel spokes are bolted to the brake drums as well as to the hubs.

## SPRINGS

Springs are of the type most approved by a big majority of the leading American and European engineers—half elliptic in the front and three-quarter elliptic in the rear. Chalmers cars have larger springs than most cars of their weight, insuring riding ease on all kinds of roads. The front springs are 39 inches long and 2 inches wide; the rear springs are 45 inches long and two inches wide. Chalmers springs are made of the finest materials and are tested for a large reserve of strength and resiliency.

## FRAME

The frame of the "Thirty-six" is channel section pressed steel, of exceptional strength and rigidity. The side and cross members of Chalmers frames are hot riveted, making them as strong as though pressed from a single sheet. The double drop construction gives a low hung body, insuring a car which clings well to any road.

## DUST PROTECTION

Fenders and running boards are joined to the frame by a metal apron which gives absolute protection from dust and mud. The "Thirty-six" crank case has an aluminum web connecting with the frame and protecting the working parts of the motor from all road dirt. This new construction does away with the drip-pan beneath the motor, thus giving access to the crank case and oil reservoir. Beneath the clutch and transmission, however, is a sheet metal pan which gives absolute protection from dust and mud. The front ends of the rear springs are encased in metal housings, protecting passengers from oiled parts.

## SELF-STARTER

The Chalmers self-starter, which is regular equipment on all types of the "Thirty-six," is a feature which will win the immediate approval

of every motorist. It does away with the last of the original inconveniences of motoring—cranking the car and pumping up tires. The Chalmers self-starter is substantially and simply constructed. It has been tested on a number of cars in over 20,000 miles of touring—and it has always worked. The air-pressure tank which operates the starting device is also equipped for inflating tires.

## REFINEMENTS

There are many refinements about the Chalmers "Thirty-six" which are both original and exclusive. The upholstery is of the first quality leather and hair. The integral dash and well ventilated foredoors harmonize with both the design and the finish of the body. The front enclosure of the touring car is lined with leather, replacing the highly polished dash and heel board; the tonneau is lined to the seat bottom with leather, and from the seat bottom to floor, with carpet. There is nothing to scratch inside the body of the "Thirty-six." A large tool box (which also contains the batteries) is carried on the left running board. Running boards of all "Thirty-six" types are provided with scuff guards to prevent scratching of the front fenders by the feet. Grease cups of an improved type are placed in readily accessible positions on all wearing parts. An extended starting crank, with handle forward of the lamps, is more convenient. An improved type of accelerator which does not tire the foot is provided. Top strap anchors on the fenders are readily accessible. A special tool, carried on the motor ledge, makes it possible to drain the oil reservoir without reaching beneath the car. An improved bonnet lock insures against rattling, and the cast aluminum bonnet base strips are sightly and durable. A new rear axle housing, of pressed steel, full trussed and absolutely silent, is used. The tonneau seat carries three people in comfort. All seats are pitched backward to give the greatest riding ease. The enclosed cars are fully equipped with every luxury of motoring.

## COLORS

Four color combinations are optional on the touring car: Chalmers blue all over with silver gray striping; Brewster green body, red striped, with black chassis, wheels striped in red; Maroon body, black striped, with black chassis, wheels striped in maroon; Napier green body, black striped, with black chassis, wheels striped in green.

The foredoor pony tonneau type is finished in three colors: Napier green body with black moulding, chassis black, wheels striped with green; English vermilion body with black moulding, chassis black, wheels striped with red; Slate gray all over except fenders, silver gray moulding and striping.

Berlin and Cab Side Limousines; all black chassis, option of Chalmers blue, or Brewster green body panels.

# Chalmers Dealers Enthusiastic Over 1912 Line

Some couldn't wait until June 10, but came along early to look at 'em

We had sent out a letter saying that the new line would be on show at the factory beginning June 10. All dealers were asked to come to the factory as near that date as possible. But many could not wait until then.

The first delegation, about twenty strong, came in, following the Indianapolis races.

The kings of the Pacific slope—Keats, Brinegar and Anthony—were among the first to arrive. After looking everything over they showered a few golden words of praise and started back for the Big West to get the decks cleared for action.

When they open up the thirteen inch guns of their new publicity and selling campaigns the commotion caused by the earthquake a few years ago will fade from memory.

Gibbes of Columbia, Charleston, Wilmington and the Carolinas generally; Barringer of Charlotte; Folger of Richmond; Park of Raleigh, and Thurber of New Orleans, also were among the early arrivals. They couldn't be kept away from the factory. Although they are an extremely critical bunch of Southerners, they were perfectly satisfied by the new line and went away feeling as though they had just had two mint juleps and heard the band play "Dixie."

A day or so later the mint julep spirit was also instilled in Loeb and MacDonald of Birmingham, Ala.; Craft of Tampa; W. R. Finch of Athens, Ga.; and Weisner and Wichard of Cumberland, Md.

"Just the cars for the South," was the gleefully unanimous opinion.

The big chiefs of the Big Muddy Country—Wetmore of Sioux City, and Frederickson of Omaha—also put the stamp of their approval on the new line by signing 150 car contracts. E. A. Stitt, of the Stitt-Dillon Company of Hastings, signed a 100 car contract and went on his way rejoicing. A magazine editor from New York was here a day or so later and when we told him about the Hastings contract for 100 cars he said:

"Impossible. I never heard of the place before. Where is it?" Some of those New Yorkers ought to travel around a bit more.

Chances are, that man would think, don't you know, that Wood of Victoria, B. C., and Cooper of Seattle; Amos, Carr and Graham of Winnipeg, are mad if he knew they traveled from those far parts just to look at the 1912 line.

From East, West, North, South and some other directions come words of praise

McDuffee of Denver couldn't be among those present, so he 'phoned—the first telephone conversation between Detroit and Denver.

Jim Levy, after a really triumphal year in Chicago, blew in for one day. He spent just a few minutes in the show room and then took the rest of the time to shoot orders for immediate shipments into the Car Order Department. When Levy was through shooting, said Car Order Department had an obsession that it was a Russian battleship after a mix-up with the Japanese.

M. H. Wood who is an automobile monopoly down in southwestern Missouri, and Schollenberger, who comes close to filling a similar capacity over in Wichita, said that they would continue to have first call on business in their territories in 1912.

It's just about impossible to tell all the good things the dealers had to say about the 1912 cars. The easiest way to give the opinions would be to tabulate the names of all who visited the factory and quote them en masse in a two word interview—"Best ever."

Here are just a few who might be interviewed—truthfully—in this manner:

Simler of Pittsburg and Johnstown; Bousfield of Bay City; Nelson of Kansas City; Holmes and Macgruder of Danville; Kopmeier of Milwaukee; Jamison of Lafayette; Finch of Cleveland; Hatch of Buffalo; Conrad of Scranton and Wilkesbarre; the La Frances of Elmira; Hansen of Memphis, etc., etc., etc.

T. Eaton and Company of Toronto and Winnipeg sent two enthusiasts in Messrs. Cotching and Eaton.

One night in the Pontchartrain there were thirty Chalmers dealers dining together. Their beaming faces made their table resemble a sunburst.

All the dealers brought reports of an early clean-up on 1911 stuff, and every one of them predicted that 1912 would be the biggest year ever for the Chalmers company and Chalmers dealers.

Chalmers "Doings" is all right. We look for it regularly, with anxiety.

Bolmer Motor Car Company,  
Bound Brook, N. J.



Anyone who wants to know anything about Chalmers cars for 1912 cannot do better than hunt up Percy Owen. The picture shows Owen giving A. C. Thompson, of Plainfield, N. J., a few pointers. This is Owen's early morning picture—note the daisy-like freshness of his aspect.

From the east there came first of all Whitten and Gilmore of Boston. One good square look at the new line decided them on giving the Chalmers exclusive representation in the Hub, and to order a bigger number of cars than ever before. A day or so later the long shadow of John Van Benschoten, who, with Vassar College, shares the honor of having made Poughkeepsie famous, darkened our doors. When a really big man gets as happy about anything as John Van did about the new line it is impossible to keep back a smile.

Speidel of Wheeling, Weir of Monmouth, Norcross of Springfield, Mass., Swindeman of Toledo, Farrant of Grand Rapids, and Button of Ithaca, were others who took one good big look at the line and then sat down and spent the rest of the day figuring up how much money they would make next year.



L. H. SMITH  
St. Paul, Minn.

G. W. MILLER  
Seattle, Wash.

J. M. WOOD  
Victoria, B. C.

C. F. MASON  
Davenport, Ia.

ROSS B. COOPER  
Portland, Ore.

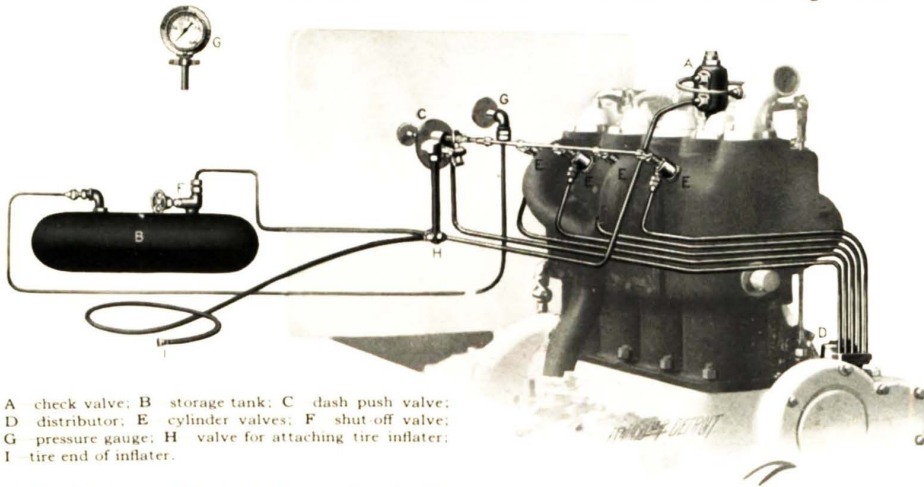
M. H. WOOD  
Webb City, Ia.

E. D. BUTTON  
Ithaca, N. Y.

JOHN VAN BENSCHOTEN  
Poughkeepsie, N. Y.

J. W. NORCROSS  
Springfield, Mass.

## Chalmers Self-starter a Great Boon to Drivers of "Thirty-six"



A check valve; B storage tank; C dash push valve; D distributor; E cylinder valves; F shut-off valve; G pressure gauge; H valve for attaching tire inflator; I tire end of inflator.

The Chalmers "Thirty-six" is equipped with a simple, reliable and thoroughly efficient self-starting device.

The Chalmers Self-starter is of the air pressure type, the principle upon which it works being the storing of air under pressure in a tank and the distribution of it into the cylinders for the purpose of turning over the motor. In other words, with the Chalmers Self-starter the motor is operated by compressed air, in place of cranking by hand, until the regular ignition system for exploding gas in the cylinders begins to operate.

The tank which contains the compressed air for the Self-starter is carried beneath the body of the car. Air is compressed in this tank by a small, water-jacketed check valve at the top of cylinder number one. This valve is operated by a spring which allows the cylinder explosion to force air into the storage tank only when the reserve pressure is low. When the pressure in the tank reaches 150 pounds, the check valve in the pump is automatically held down, stopping further compression.

On the dash is a push valve for releasing air from the storage tank. This valve is also connected with a series of valves in the cylinders. Pressure upon the dash valve first allows the escape of compressed air from the storage tank. This is carried to a distributor, which is geared to the magneto shaft.

### Air Charges Timed

The distributor operates upon the same principle as a commutator. Within the distributor is a metal disc traveling with a centrifugal motion in a horizontal plane. In this disc is a slot which passes over four small holes, through each of which is admitted air to a pipe connecting with a cylinder. The distributor is so timed that the slot in the disc passes over the holes in the order in which the cylinders should fire. Thus the full charge of compressed air released from the storage tank is distributed to the cylinders in their turn that are ready for the working stroke. Thus the starter never works against compression. Continued pressure upon the dash valve keeps up this action until explosions take place in the motor, after which the motor runs on its own power. The dash valve then closes, shutting off the air from the pressure tank.

### Starting Perfectly Simple

The operation of starting the motor is simplicity itself. In the first place, the ignition switch is set on the battery, and the spark and throttle levers are then adjusted on the quadrant in exactly the same position as for cranking. When this is done, the driver has merely to press the starting valve in the dash. Within one to three seconds the motor begins running on its own power.

Not a feature which makes for the greater efficiency and the greater reliability of the Chalmers Self-starter, has been neglected. The storage tank is tested for 500 pounds pressure to the square inch, while the compression automatically stops when pressure in the tank reaches 175 lbs. All valves in connection with the self-starting equipment are simply constructed of solid brass, with the highest grade steel springs. All tubing running from the tank to the dash valve and to the distributor, and from the distributor to the individual cylinder valves, is of copper. A special valve on the storage tank permits of closing the tank when the car is left standing for long periods. This is an assurance against the escape of air and the consequent reduction of pressure in the tank.

### Slight Wear and Tear

There is only one continuously moving part in connection with the Chalmers Self-starter. This is the distributor. Being geared to the magneto shaft, this is always in motion, but running under load only when the motor is being started. The distributor consists of few parts and is provided with large bearings. As soon as the pressure is released after starting the motor the distributor disc merely turns around but does no work whatever. All other parts of the Self-starter are inactive except when the motor is being started.

### Pressure Is Registered

While it is always advisable to have at least 60 pounds pressure of air in the storage tank, the motor will usually start when the pressure is as low as 20 pounds. A small pressure gauge on the dash keeps the driver informed of the pressure of air in the storage tank.

With proper pressure there is only one condition under which the starter will fail to work: that is when the motor stops on dead center, which, of course, is very infrequent. Then it is only necessary to use the crank to push the motor over two inches from center—and away it goes.

In connection with the Self-starter a tire inflator tube long enough to carry air to each of the four wheels of the car, is provided. The tire inflator operates through a screw cap valve and is entirely separate from the mechanism of the Self-starter.

The Chalmers Self-starter, combined with the Continental Demountable Rims and the tire inflator, which are provided with all types of the "Thirty-six," make this car quite as easy to handle as an electric. These devices remove the last of the original inconveniences of motoring.



J. M. WOOD

When a man travels all the way from Victoria, B. C. to see our 1912 cars and when that same man tells us he considers the journey worth while, you may be sure there was something worth seeing when he got to the factory. Just think of it! From British Columbia to Detroit why, that's er-ah-well, it's a good many hundred miles anyway. Wood is the man who gave the name to the Wood Motor and Taxicab Company. He is one of the pioneer dealers of the great Dominion of the West—and he's a Chalmers man all through.



This is the room in which we showed the dealers the 1912 cars. It is a smaller edition of the convention hall which most of you saw last November. All of the models and the various types in a full assortment of colors were on exhibition beginning June 10; and it was some interesting exhibition to the scores of dealers who came to the factory from all parts of the country. There was only one opinion about the 1912 line—"Simply the greatest ever."

CHALMERS DOINGS

"DOINGS" OFFERS TROPHY FOR  
FIRST SALE OF 1912 CHALMERS

Chalmers Motor Company, Detroit  
 Order for me "Thirty-six" Torpedo, your slate gray with light gray stripe.  
 Delivery August 1st.  
 Boston, Mass., June 13  
 George P. Poole

The above telegram gave "Doings" the idea of holding a contest to find out who, of the many Chalmers salesmen, made the first sale of a 1912 Chalmers Car. Mr. Poole, who buys a Chalmers car every year by telegraph, gives one bona fide early sale to the Whitten-Gilmore Company, of Boston. So we have entered the sale of the "Thirty-six" Torpedo to Mr. Poole as one of the competitors for a trophy which "Doings" will give to the Chalmers salesman who can prove positively that he made the first sale of a 1912 Chalmers car.

Decision as to the exact nature of this trophy has not been reached. It may have to take the form of a padded cell for the judges because so many candidates for the honor of making the first sale of a 1912 Chalmers car have already entered the list. There will be no consolation prizes. Someone certainly made the first 1912 sale. Someone may have sold the second car one second later but that salesman loses.

The rules for this contest are very simple. "Doings" will ask only for satisfactory evidence that a bona fide sale was made on a certain date. The judges reserve the right to pass on the evidence.



H. L. Keats, President of the H. L. Keats Auto Company, Portland, Oreg. Mr. Keats came a long way to look over the 1912 line and says that he found it fully up to his expectations. The Keats company is the biggest retailer of automobiles in the far Northwest.

In addition to the Whitten-Gilmore Company, the following contestants already have entered:

Swindeman in the Race

J. C. Swindeman is not only a candidate for the first sale record but he is also after the speed record. Swindeman announced during a recent visit to the factory that between June 8 and June 13 he sold eleven 1912 "30's." He has promised to furnish names of buyers and other evidence. He further stated that by the time the 1912 season is over the list of Chalmers owners in the Maumee Valley will be simply an enlarged edition of the Toledo city directory.

When E. A. Beecher, of Colorado Springs, heard of the contest, he telegraphed a prospect somewhere out on the Rocky Mountains and claims to have made a sale of a 1912 car June 9.

Another competitor is Lyle A. Devlin, of the Detroit Retail Branch, who sold a "30" Touring Car 1912 model June 15 to Mr. Charles H. Owen, of Detroit.

No date has been set for closing the entry list so send in your earliest sale. Do not be discouraged by the entries already made, for these competitors have not yet furnished conclusive evidence. If you made an early 1912 sale, let us hear from you with the facts.



I. S. Craft of the Florida Auto & Gas Engine Company, Chalmers dealers in Tampa, Fla.

Schollenberger, of Wichita, says that "Doings" reaches their town on Sunday morning, and that all of their salesmen think so much of it that they come down to the store on Sunday morning to get their copies.

Thanks for the compliment, boys — and more power to all of you.

LAWYER BECOMES AN  
AUTOMOBILE HUSTLER



This is Arthur C. Simler, general manager of the Pittsburg Chalmers Company and head of the Johnstown Chalmers Company. Simler is a lawyer by profession — he recently joined the Chalmers fold, entirely new to the business — but he has become an automobile hustler of the first quality since he got started.

He wound up his 1911 season in rapid-fire fashion. One feat was the sale of three "Forties" in one week.

He visited the factory about ten days ago and decided that the 1912 line

is a sure guarantee of big business for the coming year.

A Live Wire from Denver

Not only did J. H. McDuffee, president of the McDuffee Motor Car Company, of Denver, use the first live telephone wire between the "Mile High" City and Detroit, but he also effectively proved that he is himself a live wire in publicity matters. Here is a wire he sent Mr. Chalmers: "Will call you on long distance phone Thursday morning, eleven o'clock Detroit time. This is first conversation between Denver and Detroit. Have arranged with Denver newspapers for publicity. Suggest you give story to Detroit papers."

The result of that conversation was several good stories in both Denver and Detroit.

THREE OF THE BUSIEST MEN IN THE  
MANUFACTURING END OF THE FACTORY

Perhaps you have labored under the impression that the Factory isn't a busy place these days; perhaps you have been thinking that getting a great new line like the Chalmers string for 1912 going through with clock-like regularity is a vacation — if you have, you're terribly mistaken.

Any of these three will tell you that everybody is "going some" — and then some. W. H. Reddig is superintendent of the big No. 5 Building. Most of you have been through that building. You know something of the hundreds of machines which have to be watched and of the thousands of parts that come through in a steady stream. Well, Reddig watches over all of that.

F. S. Dineen is assistant to Mr. Pinney, manager of works. His particular job is to watch the 1912 production. He has to keep producing all the time, too. Of course, things settle down some as the season progresses but not so much that Dineen isn't kept reasonably busy. He has other things to do also but they are tame compared with his big job.

R. J. Goldie is next to C. C. Cross in the inspection department. Goldie can detect a fly in the ointment or the rift within the lute at a distance of X miles. Imagine then how few pieces of material that aren't up to specifications escape his eagle eye. Even if they try to escape, Goldie is big enough to beat them into surrender.



Here are W. G. Holmes and A. L. Macgruder, of Danville, Ill. — Robert Holmes & Bros., the firm which these men represented at the factory, are known all over their neck of the woods as real live wires when it comes to selling automobiles.



REDDIG DINEEN GOLDIE

CHALMERS DOINGS

# Page Selling Force Visits the Factory

"The greatest automobile selling organization in the country," they call them in the east. One could appreciate readily how the title had been earned when the Wolverine pulled into Detroit from New York June 23, and out of a special car attached to the train came Carl H. Page, George Stowe, W. W. Burke, W. E. Barton, Harry Pyke, Gerald Demarest, Edward Mauder, A. Roy Camp, Ralph W. Barnes, Dudley Seguin, Herbert Rose, R. B. Hibbard, C. Moeller, C. W. Landers, A. E. Bruns, H. S. Johnston, H. F. Earle and C. O. Sacks.

"Beats anything else on earth," "Great line to sell," "I wonder how they do it"—these are just a few of the expressions of their enthusiasm. Page and Company sell about a thousand Chalmers cars a year, handling them exclusively. They say they are going to beat all previous records for 1912. That is how good the Chalmers string for 1912 looks to some of the most expert salesmen in the United States—to men who sell more cars than any other retail automobile organization in the country.



Barton

R. W. Barnes

Moeller

Camp

Johnstone

Landers

H. F. Earle

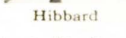
Seguin

Carl H. Page, one of the liveliest live wires that ever galvanized the retail end of the automobile business, was just bringing his sales force, heads of departments, sub-dealers and advertising agent to the factory to study the 1912 line.

Three days before they came Mr. Chalmers got a wire from Mr. Page: "Leaving New York twenty strong Thursday night in special car attached to Wolverine." The factory was ready for them Friday morning. The flags were flying from all of the buildings, the new cars were lined up in the factory showroom, Mr. Counselman and Mr. Dunham were ready to explain every detail.

By noon every member of the party had looked over the 1912 cars from Torpedo Roadster to "Thirty-Six" Berlin Limousine. Each type and model had been weighed in the balance and not one had been found wanting. The entire forenoon was devoted to study of the cars and demonstrations of the "Six" and the "Thirty-Six."

Mr. Page had been at the factory a couple of weeks earlier. He knew how good the new line would look. The other members of the party could not say enough good things. "Wonderful," "Greatest line I ever saw."



Hibbard



Mauder



Demarest

The easterners were at the factory two days. The first day they were the guests of the Company at luncheon at the Detroit Motor Boat Club. That afternoon they went out to Bennett park and saw the Tigers take a fall out of the Naps. At night they attended a theatre party which was preceded by a dinner at the Pontchartrain.

The forenoon of the second day was devoted to further study of the new cars, with a noon luncheon at the Belle Isle Casino. That day the Wolverine carried the party back to Manhattan where everything was made ready for the reception of the 1912 demonstrators.

For some time before visiting the factory the Page company had been waiting to get busy on the new line. All of the 1911 cars were sold early; the factory could furnish no more cars, and Page had been trying in vain to get cars from other Chalmers dealers. The new models were received with open arms. The 1912 season has already started with a rush in the Metropolitan District—and if early prospects and the enthusiasm of the Page selling force are any criterion the 1912 season will be a recordbreaker indeed.



A. E. Bruns

Pyke



THE FLAG BULLETIN WHICH ANNOUNCED THE PRESENCE OF THE PAGE PARTY

CARL H. PAGE, MANAGER

GEORGE STOWE, SALES MANAGER OF THE PAGE COMPANY

DELIGHTED ALL WHO RODE IN IT—AND EVERYBODY RODE

THE ARRIVAL AT THE FACTORY

AT THE BELLE ISLE CASINO LUNCHEON

LUNCHEON AT THE MOTOR BOAT CLUB

C. O. SACKS

W. W. BURKE TRYING TO KEEP COOL

## CHALMERS DOINGS

## NEW CHALMERS PISTON RING MARKS GREAT ADVANCE IN MOTOR BUILDING

**Exclusive Feature of Chalmers Cars  
Positively Prevents Smoking Motor;  
Keeps Up Compression**

A distinct mechanical feature of the "Thirty-six" is the special Chalmers Piston Ring, originated and manufactured in our own shops.

The Chalmers Piston Ring is a radical departure from the old fashioned ring which was ground to fit the piston and cylinder in which it was used; which was liable to breakage under great stress and which frequently lost its spring after hard usage, allowing loss of power and smoking.

With the new Chalmers Piston Ring, the full force of each working stroke is delivered to the crank shaft. This new ring is an assurance against loss of compression. It positively prevents smoking.

### Sectional Ring

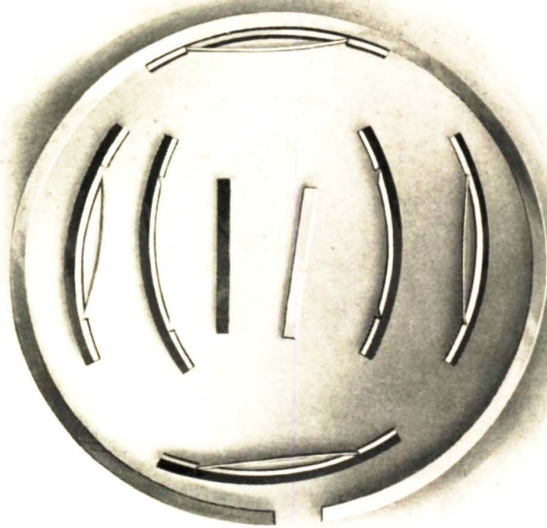
The accompanying picture shows the new piston ring assembly. The ring when assembled consists of two pentagonal rings, which, when joined together, form a sectional oblong ring fitting into the piston slot with an exactness seldom achieved with the old style ring. The inner of the pentagonal rings is divided into six segments, each of which is slotted to hold a fine steel spring. The outer ring fits over these six segments, pressing against the springs. When the piston is assembled in the cylinder, the steel springs in the segment ring push outward, holding the outer half of the piston ring firmly against the cylinder wall. The division of the two rings (illustrated by the segment at the top of the picture) is such that the pressure of each explosion forcing the piston down, has a tendency to make the steel springs of the piston ring push both outward and upward. In this way, the entire charge of expanding gas within the combustion chamber is confined, bringing the full force of each explosion on the piston head.

It readily will be seen that this new ring prevents lubricating oil getting into the combustion chamber, obviates the loss of power which sometimes happened when the old style piston ring was used. It insures a non-smoking, smooth-running motor at all times. It gives greater power for pulling through sand or mud, and in ordinary circumstances eliminates all possibility of motor knocks when the car is negotiating a grade.

### Simple Construction

The construction of the New Chalmers Piston Ring is of such simplicity that there is little

possibility of its getting out of order. Three of the first "Thirty-six" motors which the Company built, were equipped with these piston rings. In more than 20,000 miles of travel in all parts of the country, it was not necessary to change a ring. When the motors were torn down after



New Chalmers Piston Ring

this work, the new piston rings were found in just as good condition and working quite as well as when the motors were first assembled. The ring is as easy to put in place as the old style piston ring. Its greater efficiency makes it much more desirable.

This is a mechanical detail of the "Thirty-six" motor which will appeal to those people who have any technical knowledge of motor car construction. It is a feature which should be born in mind, for, to the man who drives and cares for his own car, it is an improvement over the old order of things typical of the constant Chalmers effort toward greater efficiency. In those cities which have ordinances against smoking motors it is a strong selling point at all times.

### MUSLIN SIGNS WILL GET ADDITIONAL ATTENTION TO CARS

Here is a suggestion for attracting greater attention and creating more public interest in your exhibition of the 1912 models of Chalmers cars. One dealer is having made a large muslin banner to extend across the entire front of his store. This sign is lettered something as follows:

#### Chalmers Motor Cars for 1912

"30"	\$1500
"Thirty-six"	1800
"Forty"	2750

Now on display here.

There is no question but what such a sign will attract a great deal of attention and probably bring to your show rooms some people who might miss your newspaper ads. Muslin signs are not particularly expensive and you can have one made right in your own town.

## BLAKE WINS RACE WITH PONY TONNEAU

The first automobile race ever held in the state of New Hampshire was run at Claremont, Saturday, June 17, on a half-mile track. O. L. Blake, of O. L. Blake & Company, Chalmers dealers in Keene, N. H., drove his 1910 "30" Pony Tonneau in competition with a National "40" Pony Tonneau. Both cars carried full equipment.

It was originally planned to have a 20-mile race but the driver of the big car promised to lose the Chalmers in five miles. It was finally agreed to give him a chance to prove it. For the first three miles the cars were pretty much together. Then Blake opened up the "30" and passed his opponent in the seventh lap. Again in the tenth and final lap the National was passed and the "30" Pony Tonneau crossed the tape a victor.

Blake proved his right to be called a clever driver by beating the much larger car with the "30." He proved that he was game by assisting in staging the other events of the meet and then winning the race with less than three hours sleep out of twenty-four.

The publicity was worth the sleep Blake lost.



### TWO LORDS OF MAZUMA STANDING ON THE SOLID ROCK

Treasurer C. A. Pfeffer recently took Vice-President C. N. Gillett of the First National Bank of Chicago on a tour of inspection through the factory. C. A. P. says that when he takes his stand on the solid rock of Chalmers reputation as represented by the "Monogram on the radiator" he has no trouble in getting all the credit he wants.

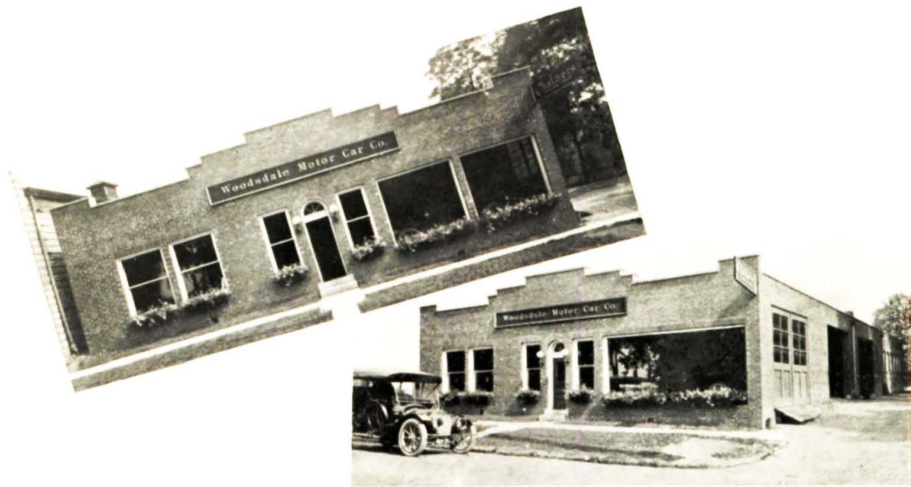


Asa W. La France and A. Ward La France look over the 1912 cars and go through the factory. They are the heads of the La France Motor Car Company, Elmira, N. Y. They have just finished a great year with Chalmers cars and look forward to an even greater year with the 1912 line.



CHALMERS DOINGS

WOODSDALE MOTOR CAR COMPANY  
HAS LIVE WIRE AT ITS HEAD



Not one of the largest Chalmers Dealers, but one of the most successful, is the Woodsdale Motor Car Company of Wheeling, W. Va. A clean cut, aggressive Live Wire named Jos. Speidel, Jr., owns and manages the Woodsdale Motor Car Company and sees that the people of Wheeling and vicinity are supplied with the good looking and eager running Chalmers.

The pictures show at a glance that the Woodsdale Motor Car Company has an attractive salesroom and garage. It is located in a suburb of Wheeling, about two miles from the main business section, right on the famous old national highway that runs from Cumber-

land, Md., out through West Virginia, Ohio, Indiana and Illinois to St. Louis. The Woodsdale building is 53 x 100 feet and was designed by Speidel himself one day when he didn't have anything else to do. He is a mighty versatile young business man, anyway, this Mr. Speidel, as he manages to make several propositions pay him tribute.

A glance at the picture shows that Speidel believes in having an attractive room. Notice the window boxes. He says that there isn't any place too good to show off the Chalmers, and that the better the place the better the Chalmers looks. That's the way with any article that has real class.

A Good Ad by Pioneer

Of course you remember that story about the Chalmers "30" which delivered copies of the "Fresno Republican" to subscribers in Codingia last Spring when the San Joaquin Valley was flooded. The Pioneer Automobile Company, of Fresno, California, recently received a letter from the Fresno Republican, giving the Chalmers "30" a very high recommendation. The Pioneer company speedily republished the letter in a big newspaper advertisement with a picture of the car that made the trip and the man who drove it.

Incidentally the Pioneer company utilized a good phrase in this advertisement, something like this: "Buy a Chalmers—its right or its made right."

The whole thing made a very effective piece of advertising and it's to be expected that the Pioneer company got some good returns.

The Zell Motor Car Company of Baltimore and Washington has sold a Torpedo Roadster to Jordan H. Stabler, who is embassy secretary in the United States diplomatic service. Mr. Stabler is going to take his "30" to Berlin where he is stationed at the United States embassy.



Mason B. Hatch

Mason B. dropped in at the factory the other day just as full of fun as ever. Hatch is one of the most enthusiastic men who ever lived—and he is more enthusiastic than ever over the Chalmers line for 1912.

"Another company wanted me to take on their car for next season," he said, "but I couldn't afford to do it. I have ridden in a Chalmers so long that everybody in Buffalo now says, 'There goes that handsome Chalmers dealer.' If I rode in another car they probably wouldn't recognize me and they certainly would quit calling me handsome. I cannot afford to deny the ladies the treat of seeing me ride through Buffalo in a Chalmers. I am going to do a bigger business for 1912 than I have ever done before."

One of Many Letters

Chalmers Motor Company, Detroit, Mich.

It pleases me to give you the following information:

I have run my Chalmers "30" for fourteen months, summer and winter, not only on city pavements but on all kinds of roads. Last summer I went from Rochester, over the Berkshire Mountains, through Massachusetts and Connecticut, then to New York and home without using even a screw-driver to do any adjusting.

May 27 I drove this same Chalmers from Rochester to Indianapolis, to the races, arriving there Monday afternoon, May 29, at 2 o'clock. Left Indianapolis Wednesday morning and arrived home Friday at noon. On this entire trip I had two bad spark plugs and two punctures.

The motor runs as well today as the day it left the factory. With a vaporizer I get 19 1/2 miles per gallon of gasoline. The connecting rods have never been taken up. They are as tight today as when they left the factory.— W. M. Kipp, 616 Marion Avenue, Rochester, N. Y., June 12, 1911



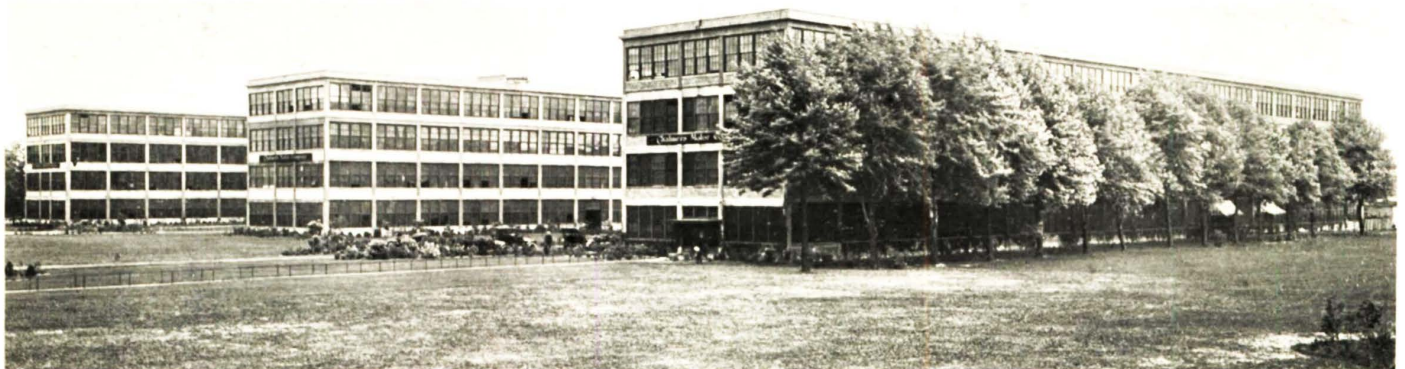
J. G. Swindeman

Swindeman and Chalmers cars are a combination that have made the Maumee Valley famous. Swindeman is the presiding genius of the Union Supply Company of Toledo, Ohio. Here is a little incident that will illustrate Swindeman's abilities as a salesman:

Between June 8 and June 13 he signed up eleven prospects for 1912 "30's." He made this report on the thirteenth as he was rushing out of town to sign up the crowd that he said was waiting for him at the Toledo station.

Teaching men how to sell honest things honestly is building better than we know; for by a process of indirection it is teaching men to buy honestly. Honest salesmen make honest buyers.— Welch's Grape Juice Magazine.

I know the Chalmers car is a top notcher, either the "30" or the "Forty." I have made mine do anything any man can do with any car on the market, regardless of price. It always delivers the goods.— E. E. Markley, Bethlehem, Pa.



Main buildings of the Chalmers Motor Company. Plant occupies a site of 30 acres, on which are 15 buildings having a manufacturing floor space of 750,000 square feet. Main buildings each 60 by 400 feet, four stories in height. Value of buildings and equipment, \$3,500,000

CHALMERS DOINGS

NOTABLES OF CUMBERLAND, MD., TOUR  
TO FACTORY IN SIX CHALMERS CARS



Here are a group of tourists from Cumberland, Md., who drove through to Detroit from their home town in six Chalmers cars. Of course they visited the factory. Everyone of them was mighty enthusiastic about the trip and the performances of their Chalmers cars on the run. They were in Detroit for three days and saw just about everything there is to see. The man standing just behind the banner is the mayor of Cumberland.

REPRESENTATIVES OF T. EATON & CO.  
HAVE A RIDE IN CHALMERS "THIRTY-SIX"

Here is Mr. Counselman taking a bunch of distinguished Canadian representatives of the Chalmers company out for a demonstration in the Chalmers "Thirty-six." The five men in the car with Mr. Counselman are the representatives of T. Eaton & Co., Toronto and Winnipeg. They had a thorough demonstration of the beautiful car, which is the leader of the new line, and were very enthusiastic.



The party in the car consists of Mr. Counselman at the wheel; and Messrs. Dean, Tucker, Graham, Eaton and Cotching. Tucker and Graham come from Winnipeg. The others are from Toronto.

T. Eaton and Company are the biggest automobile dealers in Canada. Last year they built an eight story building which is devoted to their automobile business.

A THOUGHT  
FOR ALL OF US

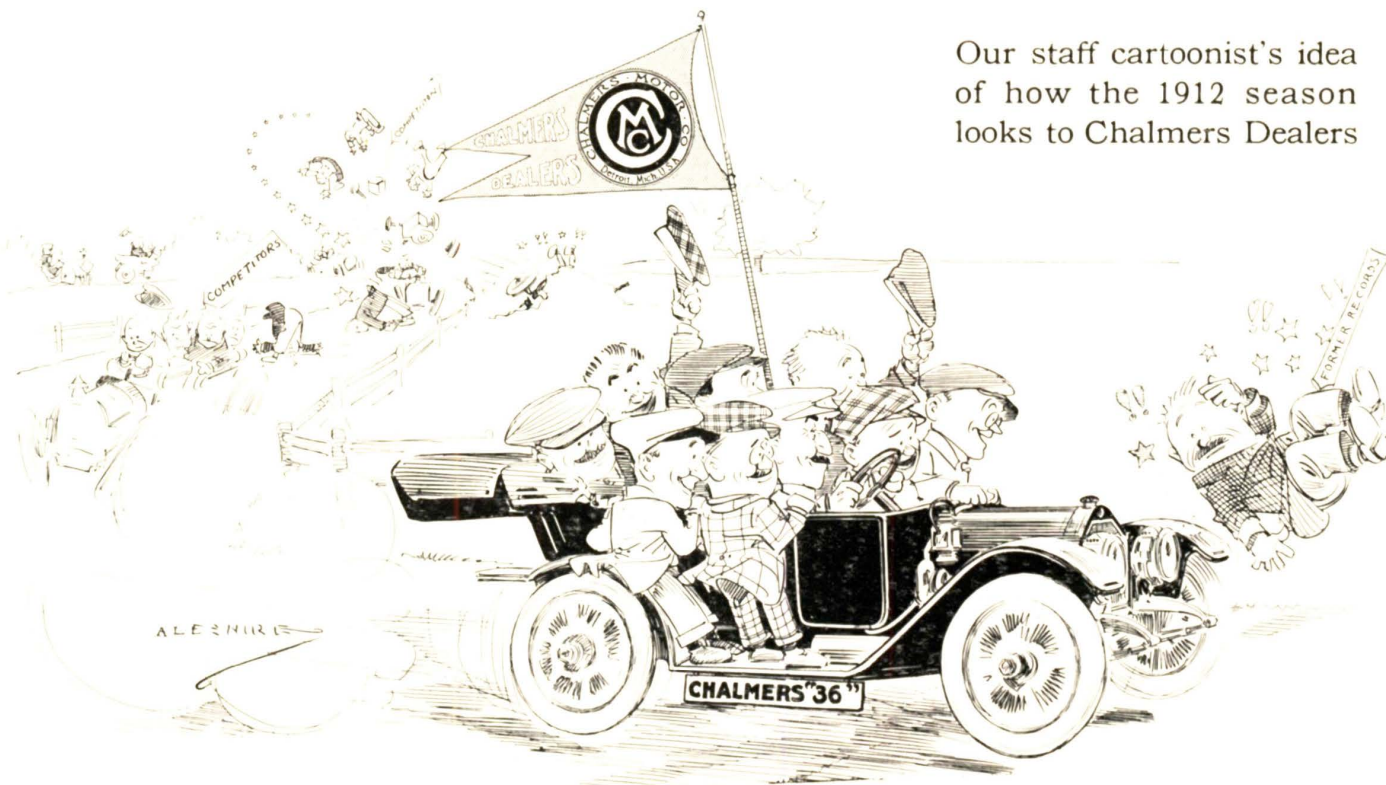
WHEN you find a person a little better than his word, a little more liberal than his promise, a little more than borne out in his statements by facts, a little larger in deed than in speech—you recognize a kind of eloquence in that person's utterance not laid down in the text books on oratory. —Holmes.



Not a Demon Race Driver

Honest it isn't! It's the Grand Old Man of the Engineering Department—George W. Dunham himself. The Dealers handed Dunham many bouquets on the new line. Said he had truly set some world's records designing and building the new cars.

Our staff cartoonist's idea of how the 1912 season looks to Chalmers Dealers



# Chalmers Creed

**T**O build always good cars.

To build beautiful cars.

To build better cars this year than last, better next year than this, so that from season to season Chalmers cars may continue to merit their well-won reputation of unusual value.

To be progressive but not radical; conservative but not standpattish, adopting new features if they are improvements, but never offering anything to the public that we have not thoroughly tried and proved.

To speak well of competitors or else keep silent.

To make only honest statements in advertising and salesmanship.

To conduct our own affairs so far as we may in the light of what is best for the automobile industry as a whole.

To stand behind our product and make good our guaranty.

To gain the confidence of those from whom we buy and to whom we sell, by courtesy and the Square Deal.

To strive always to lead and honorably to win, realizing that success is in the striving though wealth and fame are in the winning.

—*This is the Chalmers Creed.*



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

