

# It is Easy to make advertising



On the Radiator

## Chalmers "30"—\$1500

Judged by price alone you might as well buy some other car as a Chalmers; \$1500 is simply \$1500—no more in one bank than in another, no more in bills than in coin, no more in your pocket than in another man's.

It is only when you begin trying to buy something with your money that the sense of value enters your mind.

Your \$1500 is worth more than another man's \$1500, if at all, only because you are able to buy more with yours than he can buy with his.

We believe that when you buy a Chalmers "30" your \$1500 becomes worth more than \$1500 invested in any other car. Careful investigation will convince you of this fact.

Please remember you are not buying a *price* or an *advertisement*: you are buying a *car*. Therefore examine the *car* on its merits.

If you investigate thoroughly, a Chalmers will be your *first choice*, if you are able to get a delivery in your territory.

It is difficult to get more in a car, at any price, than you can get in a Chalmers "Forty" at \$2750. The "Forty" has all the power one can want, the quality to endure, beauty of line and luxurious finish. Seats for seven if desired. Catalogue "AA" on request.

claims for cars; but to make cars that will make good the claims is hard.

We ask automobile buyers to do this: After the advertisements have attracted your attention, then in fairness to yourselves and all the manufacturers, compare the cars *point by point*. That is all we ask.

There are Chalmers dealers in all parts of the United States—more than 200 of them. We suggest that you get in touch with the one nearest to you at once. Let us send you his name if you do not know him.

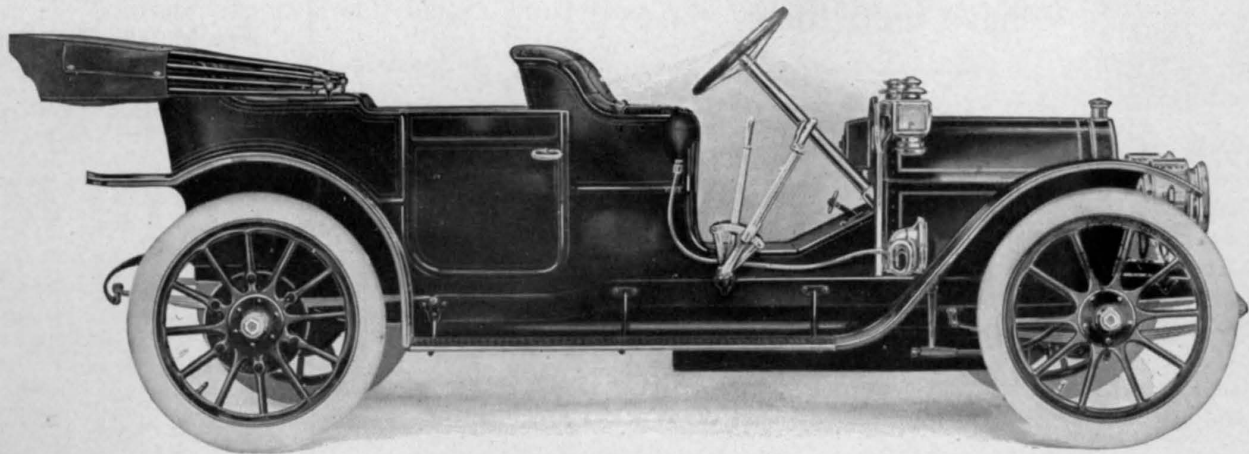
## Chalmers Motor Company

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Detroit, Mich., U. S. A.

Chalmers "30," \$1500

Chalmers "Forty," \$2750



The advertisements in MOTOR are indexed. See MOTOR'S Information Bureau, page 19.