

Chalmers "Thirty-Six"

Chalmers Self Starter
Air Pressure Type

36"x4" Tires and Demountable Rims

Genuine Cellular Radiator | **Five Speed Transmission**

Dual Ignition | **Long Stroke Motor 4 1/2 x 5 1/4**

Carburetor Dash Adjustment | **Comfort and Convenience**

Beauty and Style | **Price \$1800**

Comparison sells more Chalmers cars than all our advertising

YOU will buy the car that has the most features designed for *your* convenience, *your* comfort, *your* safety, *your* economy and *your* pride of ownership.

Some cars seem to be built to please the builder. You want one that was built to please the buyer—for you are a buyer. You will use the car. You will find out from day to day whether it is thoroughly convenient, perfectly comfortable under all conditions; perfectly safe; consistent; economical.

Therefore we refer to the diagram above. Chalmers "Thirty-Six" is a car for the buyer. Look over the entire motor field and see if you can get these "Thirty-Six" features in any other car at \$1800. See if you can get all of them in any other car at any price.

Why They Bought "Thirty-Sixes"

During the last few weeks we have been asking many of our owners to tell us why they bought the "Thirty-Six." Everybody seems to agree on these ten big reasons:

1. Chalmers Self-Starter

Does away with cranking. Adds at least \$500 to the value of an automobile. Simple, safe, efficient, air pressure type. Nothing complicated—just press a button on the dash and away goes your motor.

2. 36" x 4" Tires and Demountable Rims

Big tires insure ease of riding and reduce tire trouble to the minimum. Demountable rims rob punctures of their terrors.

3. Five Speed Transmission—Four Speeds Forward and Reverse

Affords utmost flexibility of control. With it you can climb steepest grades without loss of time and without punishing your motor.

4. Long Stroke Motor

Maximum power at low engine speed, splendid pulling, longer service, greater quietness, freedom from vibration.

5. Dual Ignition

Simplest ignition system yet devised. Nothing equals a magneto for furnishing perfect ignition.

6. Dash Adjustment for Carburetor

You can get the proper mixture for starting or to suit varying weather conditions without getting out of car.

7. Genuine Cellular Radiator

The sort you find on highest priced cars. None better made. Insures perfect cooling, longer life, good looks.

8. Comfort and Convenience

Long wheel base, big wheels and tires, deep upholstering, roomy bodies make for maximum comfort. Convenience is secured by a score of refinements that will appeal to you when you see the car.

9. Beauty and Style

Chalmers symmetry is the kind of beauty that means efficiency. You cannot find a car at any price with greater beauty of line. Finish is superb—13 coats of paint and varnish. Choice of three attractive color schemes.

10. Price—\$1800

Because of the features listed above and a score of other advantages; because of perfect design, high-grade material and workmanship of the Chalmers standard, the "Thirty-Six" offers the greatest value for the money of any motor car built.

The Biggest Chalmers Year

From time to time in the past we have been pleased to quote from those in the automobile trade, and the public generally, a commonly heard expression, "This is another Chalmers year."

At the time of writing this advertisement, with half the 1912 season gone, we can say, "This is the biggest Chalmers year of all." Since July 1st we have shipped 42 per cent more cars than during the same period last year—and last year was a good year, too.

We believe that this phenomenal business is due to the fact that the cars we have shipped in previous seasons have been holding up and giving good service and that we are now reaping the results of building, from the first, really good cars at medium prices.

Read What Owners Say

We have delivered more than 2,000 of the "Thirty-Sixes." These cars have now been tested in owners' hands in all parts of the country; in various altitudes; in diverse climates; on all sorts of roads. Everywhere they have made good. Read a few typical letters:

John L. Jones, Counsellor at Law, New York City.

The new features of the "Thirty-Six" are fine. The long stroke motor gives lots of power. The four speed transmission makes it an ideal touring car, for you can negotiate any hill or road without heating your engine. The self-starter works perfectly.

W. R. Leonard, Supt. American Car & Foundry Co., Detroit.

The Chalmers "Thirty-Six" more than meets my expectation. I have accomplished everything that is possible with the highest priced cars in the way of high and slow speed, easy handling, hill-climbing, etc.

Charles N. Bird, Kansas City, Mo.

Since buying my "Thirty-Six" I can't understand how anyone is willing to drive a car without a self-starter. It is the greatest addition to an automobile yet designed. With it and the demountable rims there is no unpleasant feature about motoring.

H. D. Wheat, Gaffney, S. C.

Chalmers "Thirty-Six" is all right. The motor is flexible and carries the car up our steep Piedmont Hills on high gear without laboring at all. The control is simple. My 15-year-old daughter drove from Gaffney to Charlotte, 60 miles, without the slightest trouble.

In view of these facts, is it any wonder that this is the biggest Chalmers year of all? So the time to place your order is now—and the earlier the date set for delivery the better. Our new catalog free on request.

The Chalmers "SIX"

"It runs with eagerness"

Seven-passenger Touring \$3250
Four-passenger Torpedo \$3250

54 horsepower; Chalmers self-starter, air pressure type; 130-inch wheelbase; 36" x 4 1/2" tires; Continental demountable rims; ten-inch upholstery; nickel-steel axles and rear axle housing; extra large brakes; nickel-steel frame side members; sheet aluminum bodies.

The Chalmers "Six" is a high-powered, mechanically perfected, luxurious car at a price lower than the motoring public has been accustomed to pay for the qualities this car possesses.

We are quite certain our "Six" is one of the very finest cars ever produced.

We sincerely believe the "Six" is a better motor car than many which sell for higher prices. Any manufacturer who makes this claim is sure to be asked two questions: First, why are you able to do it? Second, why are you willing to do it?

Here's the Answer

In answer to the first question, we say: We can do it because we have the factory, the organization and the "know how."

Large production cuts down overhead expense. Good design, modern machinery and up-to-date methods cut down manufacturing expense. We build cars in sufficient quantities to reduce overhead expense to the minimum. Our factory is equipped with the most up-to-date machinery and labor-saving devices.

We get the advantage of buying materials in large quantities. We take every cash discount offered. We know that we can build a high grade, high powered car, using the same quality of material and workmanship, at a lower cost than many who turn out only high priced cars.

What Good Value Does

To answer the second question: It has always been our policy to give unusually good value. We have always stood for small profits per car and have gained our fair annual profit by doing a large volume of business.

We invite the most careful comparison with other cars. The "Six"—and all other Chalmers models—may be seen at the leading automobile shows this winter. Special "Six" booklet on request.

Chalmers Motor Company, Detroit, Mich.

The advertisements in MOTOR are indexed. See MOTOR's Classified Index on pages XIX and XXI.