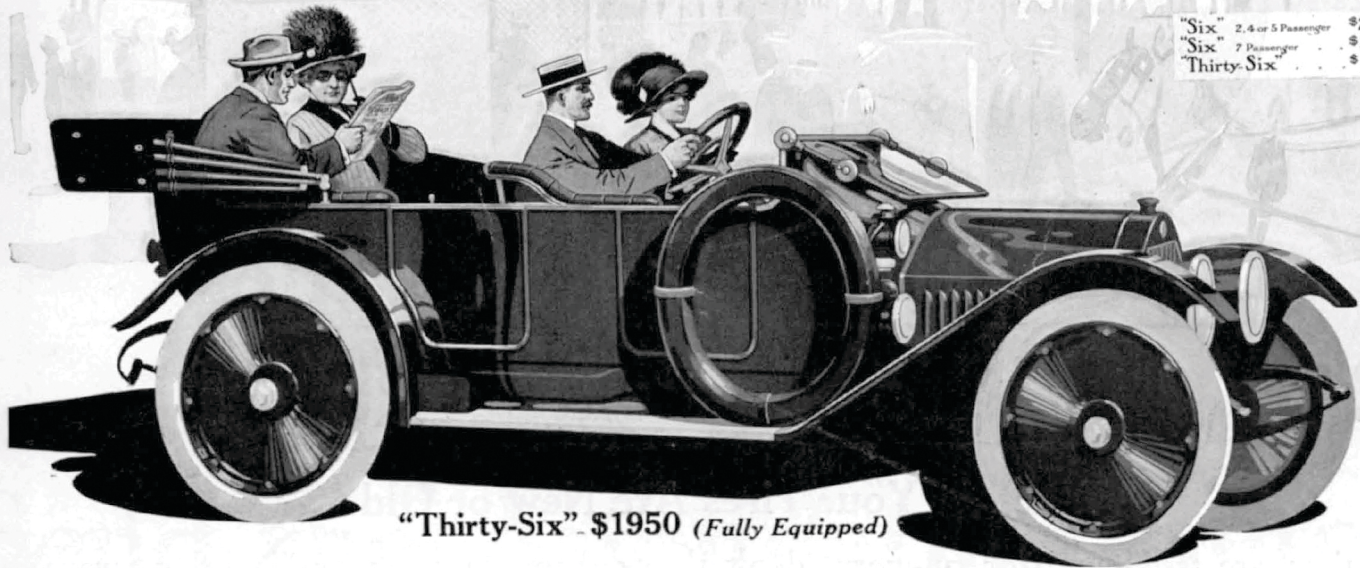


Chalmers 1913

Made in the Chalmers Shops



"Six"	2, 4 or 5 Passenger	\$2400
"Six"	7 Passenger	\$2600
"Thirty-Six"		\$1950



"Thirty-Six" - \$1950 (Fully Equipped)

Let's Reason Together--about Price

TO you who are considering buying a motor car, we want to offer a few suggestions on the subject of price. Please do not think these are wholly selfish. Of course, we want to sell you a Chalmers car if possible. But whether you buy a Chalmers or not, we believe we can help you. For the suggestions we make are based on the experience of thousands of buyers all over the country.

And so we say to you, first of all: Buy a real car. Don't economize too closely on the purchase price. Economy is not merely spending the least money; it is getting the most for your money. And buying an automobile at too low a price is the worst economy in the world.

If a man is going to pay \$1000 for a motor car, he surely is not so pressed for funds that he could not add enough more to that \$1000 to get him a really high-grade motor car—a car of genuine quality. The additional cost, distributed over the years he will use the quality car, is nothing compared to the satisfaction of owning it from the start.

If a buyer doesn't get a car of real quality to start on, he will surely want one later. Many who purchase low-priced cars graduate from what they buy to what they should have had to begin with. But in doing this they pay from \$300 to \$600 for so-called "automobile experience."

You don't need this costly experience. For nowadays anyone can learn to handle the most expensive car as easily as the cheapest. So buy a quality car to start with.

We are glad to see so many low-priced cars sold, because we believe they educate buyers for medium-priced quality cars—such as ours. But in your case why not save the time and money by buying the quality car now?

We believe the great majority of motorists are rapidly coming to this idea of buying a quality car at a medium price. We believe the big future in the automobile business lies in this field. We believe it so firmly that we are backing our opinion with a little over \$6,000,000 in money, in order to be ready with buildings, equipment, and the latest machinery of all kinds to keep on building high-grade quality cars at a quantity price. We are now building from 8,000 to 10,000 such cars each year, and building them right, in the Chalmers shops.

If you investigate, you will find that there is a great difference between a \$1000 car and a \$1950 Chalmers—even greater than the price indicates. Of course, there is some resemblance in these cars. They all have four wheels. They all have a motor. They have transmissions—and other things necessary to make the car go. In these respects,

all motor cars are alike. Just as all horses are alike, because all horses have four legs, two eyes, a nose and a mouth.

But what makes one horse carry off all the blue ribbons while another is only a common hack? It is a difference in the quality of the two horses. And there is the same sort of difference in the quality of motor cars.

You can't buy more *quality* than we have put into the 1913 Chalmers "Thirty-Six"—no matter what price you pay. You would realize this if you could go through the Chalmers factory, if you could see these cars being made practically complete in our own shops—from front axle to rear license bracket.

You would see that there are no extravagances in the Chalmers organization, that we are a compact business team, working in harmony and with the fullest co-operation. We have all the advantages of the most advanced quantity production—all the saving of making our own parts instead of paying a profit to parts-makers. And these savings we make we pass on to you in added quality. For we are content with a small profit per car; relying on our volume for a fair return on our investment.

We are building for the future. We believe firmly that those concerns that will be doing a big business in 5 or 10 years from now will be those concerns that laid the foundation for a big business by putting the honesty of construction and honesty of purpose back of the cars they are building now. So that those who buy them can point with pride in 5 or 10 years from now to the same good running qualities and same pleasure in operating that they enjoyed the first month they owned the car.

So we say to all those who are going to pay \$1000 or more for a motor car: It is to your interest to examine in minute detail the design, the features and the construction of the 1913 Chalmers "Thirty-Six" at \$1950 and see if you really are not money in pocket by laying out the extra few hundred dollars in the original purchase price rather than to buy a car at a lesser price only to trade it in later on at a big discount from the original purchase price.

Remember, too, that the depreciation on the low-priced car is always relatively greater than on the high-grade Chalmers. For Chalmers cars always command the highest second-hand prices.

Think this over and give us an opportunity of talking it over with you, so that you may at least be sure of having all the facts before signing your check for the car.

Send in the coupon for "Story of the Chalmers Car," and see the 1913 models at our dealers.

These cars have all the Comfort, Luxury, Good Looks and Convenience of any cars at any price.

On these points you positively cannot buy more in any automobile than you get in the 1913 Chalmers cars.

"Thirty-Six" (four cylinders)	\$1950
"Thirty" (four cylinders)	\$1600
"Six," 5-passenger	\$2400
"Six," 7-passenger	\$2600
"Thirty-Six," Limousine	\$3250
"Six," Limousine	\$3700

(Prices include full equipment)

Note these splendid features and judge for yourself the superiority of the 1913 Chalmers cars.

Electric Lights. Gray & Davis electric lighting system, acknowledged the best on the market, is regular equipment.

Turkish Cushions. Most comfortable and highest grade automobile cushions made. Soft as a down pillow.

Eleven-Inch Upholstery. Featured on some of the highest priced cars. Seats are as comfortable as your favorite armchair.

Chalmers Self-Starter. A year's use has proved it the simplest, and most reliable on the market. Operates by compressed air.

Four-Forward Speed Transmission gives maximum of flexibility; provides a proper gear for every condition.

Long Stroke Motor. 4 1/4" bore; 5 1/4" stroke. A motor of unusual power. Built complete in the Chalmers shops.

Continental Demountable Rims. Make it possible to change tires in a few minutes and without hard work.

Large Wheels and Tires. Insure easy riding and low tire upkeep. 36" x 4" tires on "Thirty-Six;" 36" x 4 1/2" tires on "Six."

Long Wheelbase—118" on "Thirty-six;" 130" on "Six."

Beautiful Bodies. The new design, flush-sided metal bodies are exceptionally roomy. Finish unsurpassed by that of any other car.

Nickel Trimmings. Handsome; easy to keep clean and bright, regular equipment.

Dual Ignition. Most reliable ignition system built; maximum range of spark control.

Improved Carburetor. Readily adjustable from dash to suit all driving conditions.

Speedometer. A jeweled magnetic speedometer, specially designed for Chalmers cars.

Silk Mohair Top. A splendid, perfectly fitting top, tailor-made in Chalmers shops.

Rain-Vision Windshield. Easily adjustable, good-looking, specially built.

Please send "Story of the Chalmers Car" and 1913 catalog.

Name

Address

(Motor)

Chalmers Motor Company, Detroit.

The advertisements in MOTOR are indexed. See MOTOR's Classified Index on pages 19 and 21.