

Chalmers Motor Cars 1912

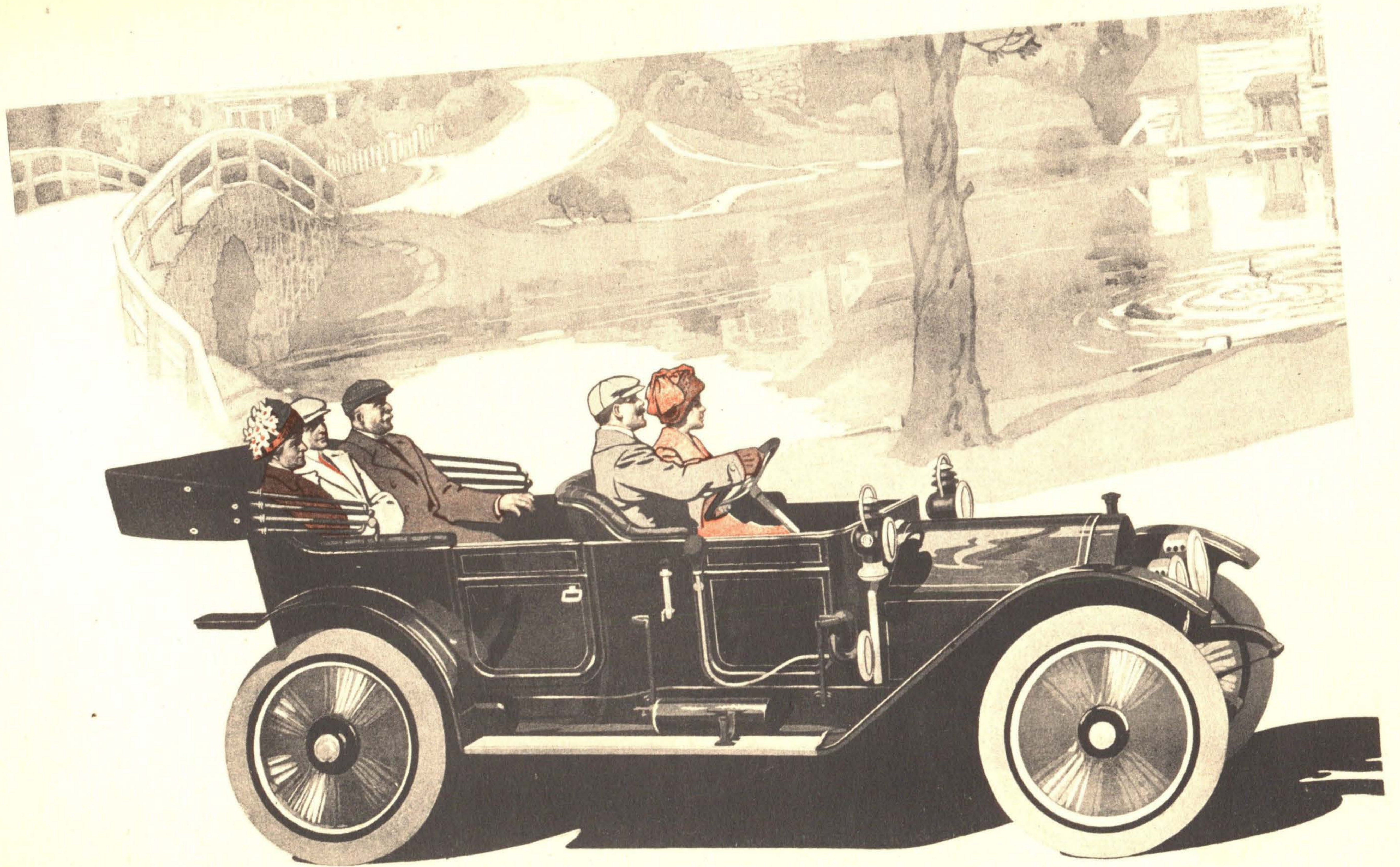


Chalmers Motor Cars 1912

Chalmers Motor Company

Hugh Chalmers, President

Detroit, Mich., U.S.A.



Chalmers "Thirty-six" Touring Car—\$1800
Five passengers

Including Chalmers self-starter, Continental demountable rims, Bosch dual ignition system, black enameled Solar gas lamps and oil lamps, Prest-O-Lite tank, 36 x 4-inch tires, tire irons, full set of tools, horn, pump, jack and tire repair outfit. Chalmers top and automatic windshield \$100 additional. Option of three color combinations. Complete specifications on pages 22 and 23.

ANNOUNCEMENT



CHALMERS Motor Cars for 1912 are made in three chassis sizes: Chalmers "30"; Chalmers "Thirty-six"; Chalmers "Forty."

On the Chalmers "30" chassis, there are four open bodies and a coupe with inside drive. The four open bodies are: 5-passenger touring car; 4-passenger open front pony tonneau; 4-passenger foredoor pony tonneau; 2-passenger torpedo roadster. All of these open cars sell for \$1500, including magneto, Prest-O-Lite tank, gas and oil lamps, Chalmers mohair top and automatic windshield, ventilated foredoors, full set of tools, horn, pump, jack and tire repair outfit.

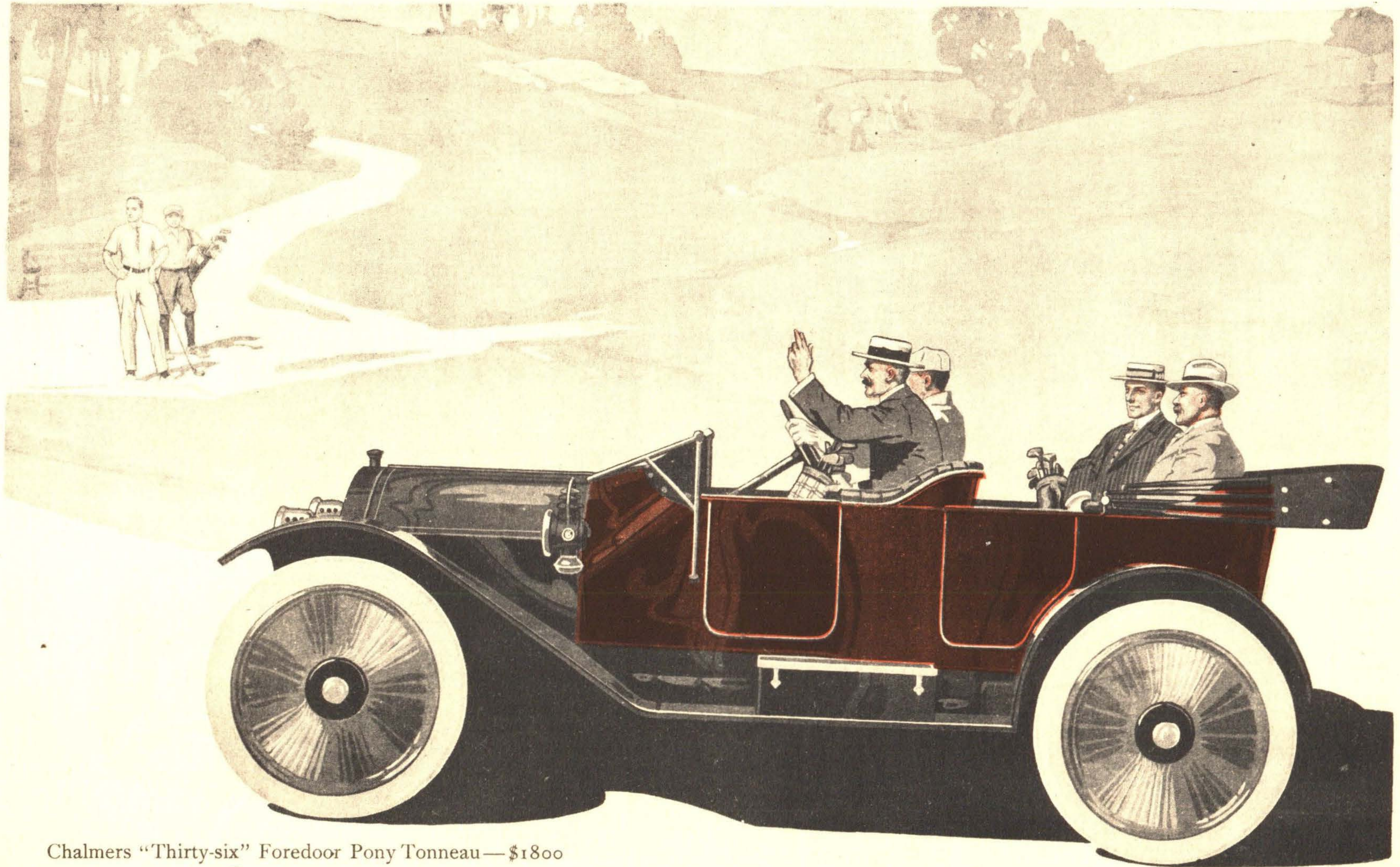
The inside drive coupe has seats for three and sells for \$2000 with complete equipment, and including also 4-inch tires.

On the new "Thirty-six" chassis, two open body types are offered: 5-passenger touring car, and 4-passenger pony tonneau, both with ventilated foredoors. The price is \$1800, including Chalmers Self-starter, Continental demountable rims, 36-inch by 4-inch tires, Bosch dual ignition system, Solar gas lamps and oil lamps, Prest-O-Lite tank, ventilated foredoors, tire irons, full set of tools, horn, pump, jack and tire repair outfit. Chalmers mohair top and automatic windshield, \$100 additional.

Two closed cars are built on the "Thirty-six" chassis for 1912: Cab Side limousine, \$3000; Berlin limousine, \$3250. These prices include complete equipment.

Three types of bodies are fitted to the "Forty" chassis for 1912: 7-passenger foredoor touring car; 4-passenger foredoor torpedo; 4-passenger detachable pony tonneau. The price of each is \$2750, including Bosch dual ignition, Solar gas lamps and oil lamps, Prest-O-Lite tank, Chalmers mohair top, automatic windshield, tire irons, shock absorbers, full set of tools, horn, pump, jack and tire repair outfit.

Complete mechanical descriptions of all models are given on succeeding pages.



Chalmers "Thirty-six" Foredoor Pony Tonneau—\$1800
Four passengers

Including Chalmers self-starter, Continental demountable rims, Bosch dual ignition system, black enameled Solar gas lamps and oil lamps, Prest-O-Lite tank, 36 x 4-inch tires, tire irons, full set of tools, horn, pump, jack and tire repair outfit. Chalmers top and automatic windshield \$100 additional. Option of three color combinations. Complete specifications on pages 22 and 23.

How to Judge Motor Car Values



THE big result that every purchaser of a motor car is looking for—and has a right to expect—is Satisfactory Service. By this we mean reliable performance under all sorts of conditions of roads and weather, during a long period of time.

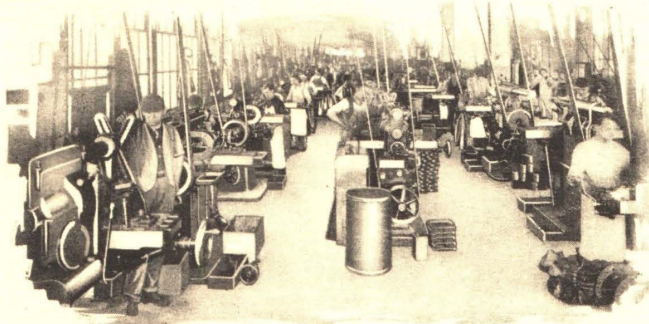
How will you select the car that will at the fairest price give you that big result?—that is the question. A dollar is worth what you can buy with it. Careful buying lays the foundations of many a fortune and business success. Fifteen hundred dollars of your money lying in the bank is worth no more than a similar amount of your friend's money. If, however, you both invest this money and you by superior judgment get more for your \$1500 than your friend gets for his, then your \$1500 immediately has become worth more than his.

Getting a lot for your money in any transaction is a matter principally of having the right standards by which to judge the article you think of buying.

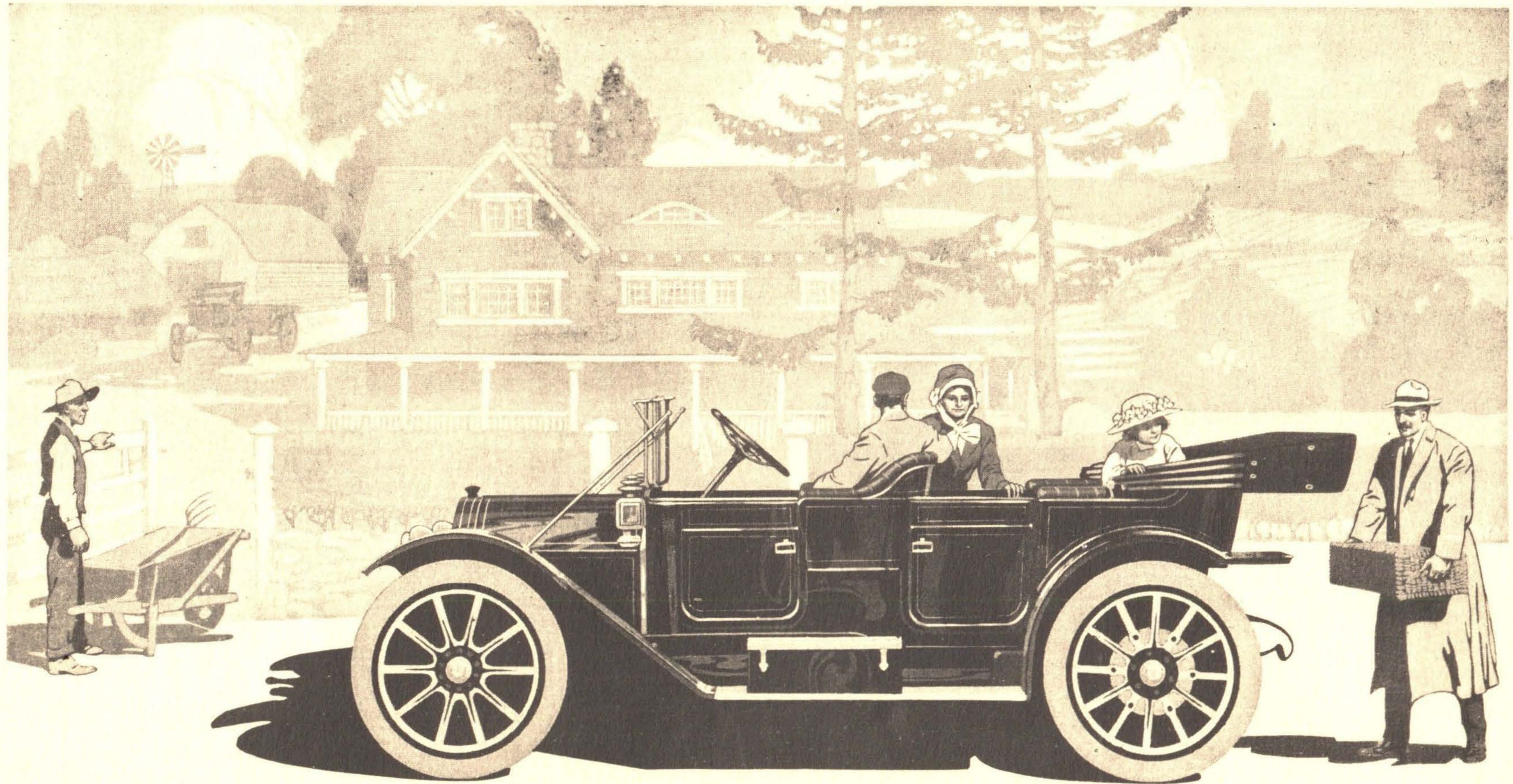
You have seen men who could walk into a horse ring where there were fifty thoroughbreds and pick out the one or two best of the lot. They had the right standards for judging horses. They knew all the points that make a horse a good horse, if he is good. They knew how to tell the difference between a good horse and one that is unusually good.

You have seen other men who could pick up a handful of diamonds and by examining them, select the most perfect stone of the lot. These men had the right standards for judging diamonds.

It is the same with automobiles. It is possible for you to know whether you can get more for a dollar in some cars than in others. The Chalmers Motor Company does not believe in what is called a "bargain," or in cut prices. We do believe, however, in unusual value at a price. We believe, too, that the man who goes into the automobile market with the right standards of judgment in mind, stands a better opportunity of getting



In the Milling Department of the Chalmers Motor Company, crank cases, transmission cases, spring hangers, fly wheels, and many other parts, are machined. These automatic milling machines reduce production cost and insure the highest degree of accuracy. Labor saving machinery and big production are chief factors in Chalmers quality at low prices.



Chalmers "30" Touring Car—\$1500
Five passengers

Including magneto, gas and oil lamps, Chalmers mohair top, automatic windshield, ventilated foredoors, full set of tools, horn, pump, jack and tire repair outfit. Option of three color combinations. Complete specifications on pages 22 and 23.

unusual value for his money than the man who goes into the market without these standards.

What are some of the standards to have in mind in selecting an automobile? They may be arrived at quickly by asking yourself this question: "What do I really want in an automobile?" Here, we think, is your answer:

Ample power—enough and not too much	
Flexibility of control	Reliability
Comfort	Good looks
Convenience	The quality to wear
Safety	Fair price

These are the elements you want in a motor car. Combined properly in one car they assure that big result—Satisfactory Service.

We ask to have Chalmers cars examined with these big points in mind. We are confident you will find the "30," the "Thirty-six" and the "Forty" standing the test with credit to their builder. In order, however, to make a concrete case, we ask you to follow us here while we apply these yardsticks to the Chalmers "Thirty-six."

Power

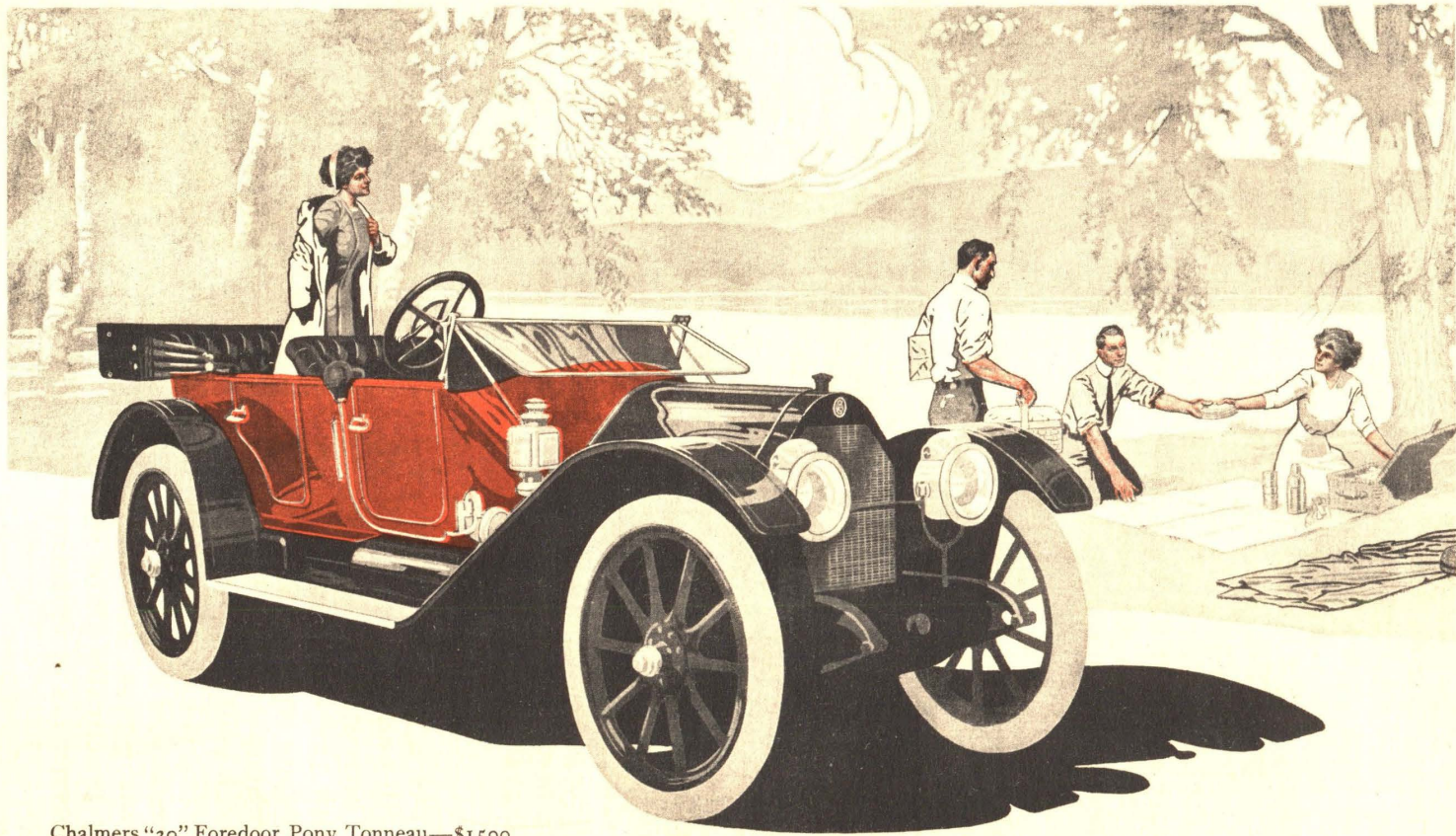
First, on the basis of ample but not extravagant power. The long stroke motor of the "Thirty-six" model ($4\frac{1}{4}" \times 5\frac{1}{4}"$) develops full 36 h. p. It gives you all the power you need for any conditions and yet it does not uselessly burn gasoline. This motor is a faultless puller in heavy going. The Chalmers "Thirty-six" motor is built entirely in the Chalmers shops. Thus we are sure that we get out of it all that is possible in power and economy of operation.

The connecting link between this motor and the driving shaft is a four forward speed transmission. This transmission, taken with the long-stroke, carefully-manufactured motor and the improved carburetor with dash adjustment, gives a flexibility of control which brings praise from the most experienced drivers.

A motor is not necessarily good because it is built on a certain principle. You cannot, of course, build a good motor on a bad principle. But you might build a poor one on a good principle. The principle of the Chalmers "Thirty-six" motor, with big valves in the head, cylinders en bloc and two-bearing crankshaft is unique, but well-tried, of proved efficiency. And yet it is not because of the principle alone that this motor has unusual merit.



The Chalmers Iron Foundry is equipped with the latest and most improved devices for making high-grade castings. Actual tests show Chalmers castings to be 50 per cent. stronger than those used in most other cars.



Chalmers "30" Foredoor Pony Tonneau—\$1500
Four passengers

Including magneto, gas and oil lamps, Chalmers mohair top, automatic windshield, ventilated foredoors, full set of tools, horn, pump, jack and tire repair outfit. Option of three color combinations. Complete specifications on pages 22 and 23.

It would be possible for the Chalmers shops to build just as efficient a motor of another good principle. The details of design, the materials used and the workmanship are the most important factors toward a perfect motor. Many arguments are heard concerning the virtues of various types of motors. Several types look equal to us, theoretically. The arguments in favor of one are as convincing as the arguments in favor of another. But the big point is that it takes something more than blue prints to make a motor that is unique from the standpoint of smoothness and economy of operation. Chalmers motors are that sort, because they are well designed, well built of the best materials obtainable and thoroughly tested before delivery. We are sure that the methods of testing motors employed in the Chalmers factory are not equalled in more than two or three plants in the country. They are not surpassed in any.

Comfort

The Chalmers "Thirty-six" is a comfortable car. We believe there is not any car at any price that is any more comfortable both for the driver and the passengers. This car has a long wheel base. It has big wheels and 36-inch by 4-inch tires. It has a double drop frame which permits the body to ride low. It has three-quarter elliptic rear springs, tilted seats and good upholstery. The frame of this car is heavy. This gives solidity. It affords that "stay-put" feeling which gives to those who ride in the car the comforting sense that everything is all right.

A car lacking in strength and the weight that necessarily goes with strength is very uncomfortable to ride in, because of the vibration which the passengers experience at any but the lowest speed. It is our claim that the Chalmers "Thirty-six" is a lighter car than any other car of equal power, capacity, comfort and strength, and that at the same time it is a stronger car than any car of the same weight. Think this over. If it is true, and we are quite sure that it is true, then it shows more quickly than anything else could show, that the design of Chalmers cars is unusually good.

Convenience

You will look a long way and you will certainly pay a great deal more, before you will find any other car as convenient for the driver as the Chalmers "Thirty-six." This car is equipped with the Chalmers self-starter, air pressure type. Cranking is unnecessary. Simply push a button on the dash with your foot and away goes your motor. It has Continental demountable rims and a dash adjustment for the carburetor. These features remove practically all of the original inconveniences of motoring.



On these automatic gear cutting machines are cut all of the transmission, cam shaft, steering and pump gears which are used in Chalmers cars. No cars have higher grade, more accurately cut or more silent gears than those in the Chalmers.

Sit behind the wheel of a Chalmers car and you will note in a moment that the steering wheel, the levers, pedals and throttle are in the most accessible positions—just where the driver wants them.

Some horses are tough mouthed and hard to handle. So are some cars. The owner of a Chalmers gets pleasure just from the handling of his car. It is tractable, yet mettlesome.

Safety

Chalmers cars are safe cars.

The four main factors of safety in a motor car are: Frame, wheels, steering connections, brakes. Chalmers frames are made of the best pressed steel. They are stronger and heavier than on any other cars of the same total weight. No better wheels are used on any other cars regardless of price. The spokes are of the best second-growth hickory. Chalmers wheels are stronger and heavier than the wheels generally used on cars of the weight and price of the Chalmers. We wish to call your special attention to the large, powerful and quick-acting brakes of Chalmers cars. Better brakes could not be put on any automobile. The steering knuckles, connections and steering arms of the Chalmers are of forged steel of a weight and strength not found on other medium priced cars. We could make the steering apparatus on the Chalmers "Thirty-six" more expensive by putting a different sort of wood in the steering wheel, but we could not make it any better or stronger thereby—nor in any other way that we know.

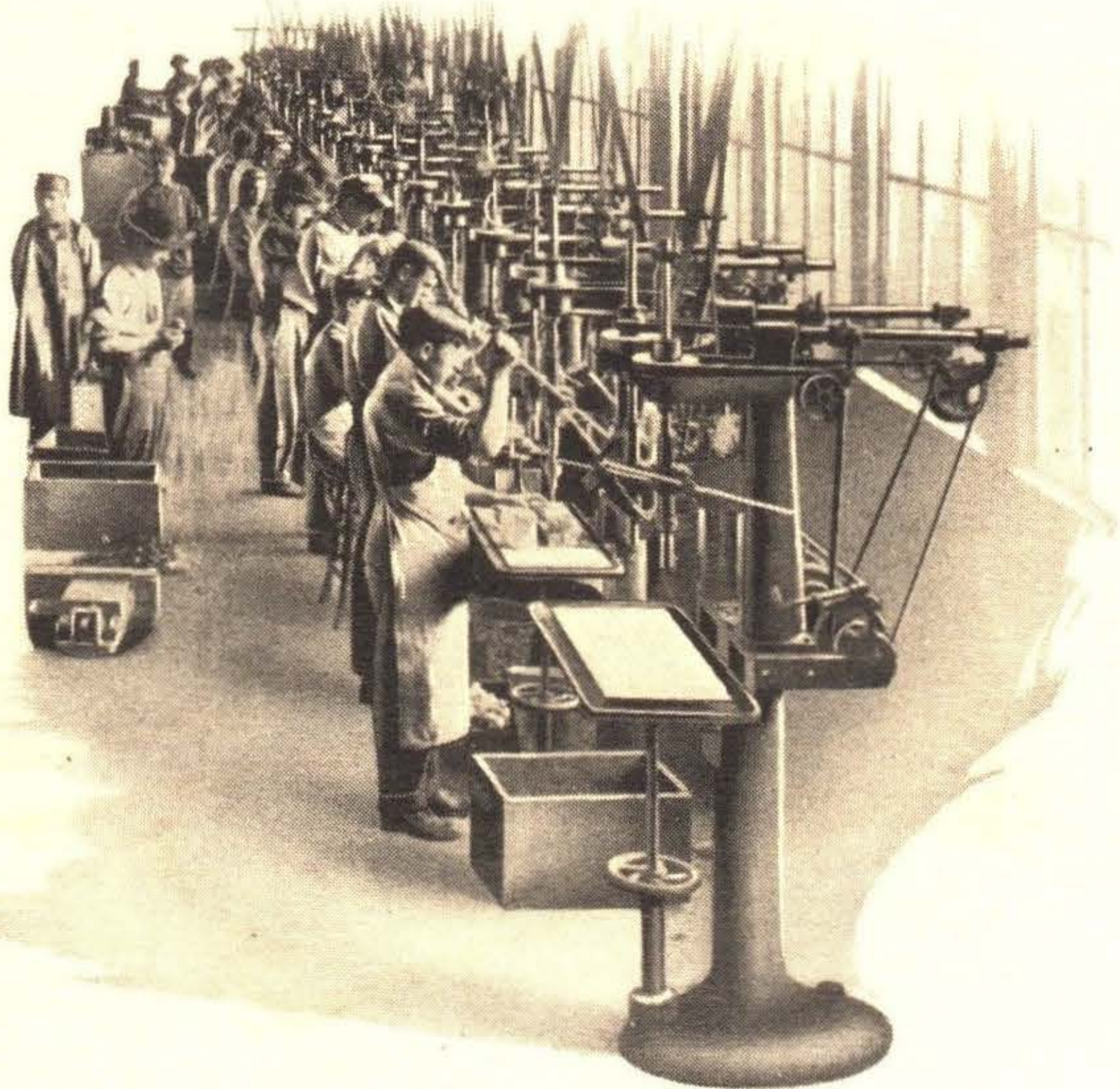
These factors of safety you can examine with your own eyes on any car. We like to have you compare the Chalmers with others from the standpoint of safety.

Reliability

Every principle of construction of the Chalmers "Thirty-six" has been thoroughly proved in Chalmers cars of the past and in other cars that have made good. There is nothing new or untried in it. Every part of this car has been proved.

Eight months before we planned to announce this car to the public, we put three of these "Thirty-six" models on the road—one in the hills of Pennsylvania, one in the sands and heat of Florida, and one in the varying conditions of the Middle West. These cars were run more than ten thousand miles each before this model was O.K.'d for manufacture.

We know that this car is right. Behind it is the record of Chalmers cars in the past—a record of satisfactory



The Chalmers Drill Press Department is one of the largest and best equipped in the entire industry. A factory less perfectly equipped than ours cannot equal Chalmers quality at Chalmers prices.

service rendered to more than fifteen thousand owners. Behind it, further, is the Chalmers guarantee.

All Chalmers cars are absolutely guaranteed for one year. We will replace free of charge, any part which proves defective within one year from the date of sale, provided that part is returned to us at the factory for inspection.

Beauty

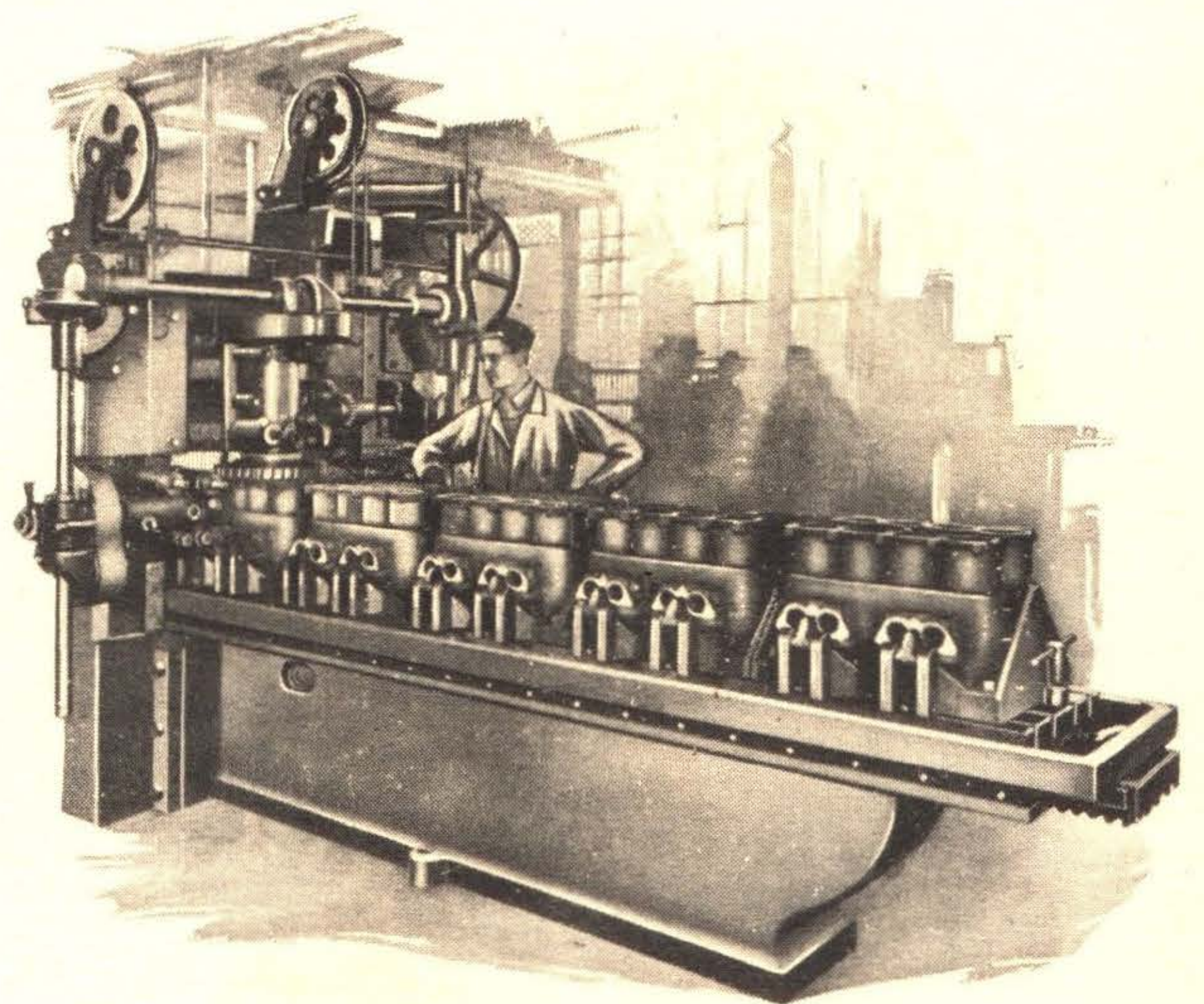
Beauty in a motor car is more than paint-deep. It goes down to the fundamental things—to design, to materials, to workmanship. Beauty in a motor car means symmetry—the proper co-ordination of every part and line. There is no beauty without symmetry. Neither is there top-notch efficiency. Symmetry means the elimination of weak spots. It is perfect balance—perfect proportion.

Among people, and in the animal kingdom without exception, beauty means physical excellence. It is more than “skin-deep.” Think of the athletes. Those who win and break records invariably have physical beauty—bodily symmetry. They are lacking in “weak spots.” Take fast horses—the best of them are the most beautiful of their kind. Fine blooded, fine looking stock is always physically more efficient than the other kind. The same law holds good in nature. The trees which grow the straightest and most symmetrical—the beautiful ones—live longest. The same is true of flowers and shrubs and wheat and corn.

Now, an automobile is a physical thing. It has no brains. It is not asked to think—only to perform. That epigram about beauty being only skin-deep was spoken by a homely man with brains. It is all well enough and true enough when applied to human beings whose chief business may be to think. But automobiles do not think—they are physical. Run over the small list of cars which, purely by reason of performance, have become truly famous, and you will find that without exception they have beauty—the beauty that is deeper than paint, the beauty of symmetry of design and construction.

Look for that beauty when you go to buy a car. Not only for the sake of the thing itself, but particularly for the sake of that most desirable something for which it stands. And that something is efficiency.

We are willing that Chalmers cars be compared with the very highest priced cars made in respect to distinction of appearance.



This powerful milling machine finishes three sides of ten blocks of Chalmers cylinders at one operation, cutting the rough castings to an accuracy of less than one thousandth part of an inch.

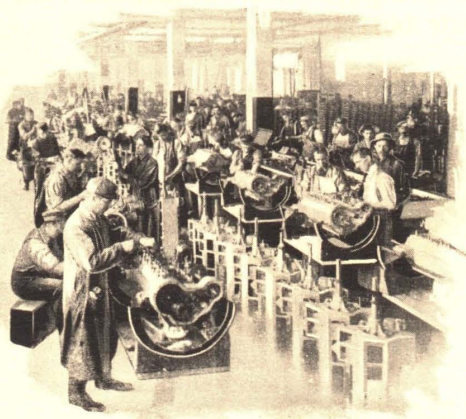
Wearability

A good standard to use in judging motor cars is the manner in which they grow old. Don't be guided only by the way a car appeals to you when new, but see how cars of that make look and sound after one year, two years, or three years of use. Workmanship, design and materials tell in a motor car just as much as in a suit of clothes or a watch. Chalmers cars grow old gracefully. They do not become loose or tin-panny. Your pleasure in the appearance and performance of your Chalmers continues after years of use. One other thing about used Chalmers cars: You'll find that they will always bring a good price in the second-hand market. This is because of the way they stand up after years of use—and also because the Chalmers strict one-price policy establishes a standard price for second-hand Chalmers cars.

Fair Price

Price should not be the first consideration in buying a car. You should not go into the motor market saying, "I am going to pay such and such a price for a car." Go, saying, "I demand certain things (the big factors outlined above). I demand a certain fixed standard of quality." When you have found the quality you demand, then consider the price. Common sense dictates that you purchase that quality at as low a price as you can get it. But "price-buying" is a mistake in the buying of a motor car as in buying most other things. Below a certain price it is impossible to put into a car the quality which experienced and exacting buyers require. Above a certain price it is difficult to add enough additional quality to justify the higher price.

Chalmers cars are not high priced cars. They have always been offered for sale primarily on their quality rather than on their price, and we believe that no other cars offer quite as much value for the same prices or lower.



Motors for Chalmers cars are built complete in the Chalmers shops. In the Motor Assembly Department, the most scientific and labor saving methods are used to insure a proper gathering together of the many parts.

You will find it hard to buy more quality at any prices—harder still to buy equal quality at the same prices. Chalmers prices are fair prices.

We ask you first to compare Chalmers cars with others, using the standards we have named—then compare the prices.

Take the Chalmers "Thirty-six" for instance—see if you can find any other car with a motor of this size, with a four-speed transmission, self-starter, demountable rims, Bosch dual ignition, 36x4-inch tires and all the other big features of this car for \$1800.

Helping You Choose Wisely

We believe an automobile catalog should be written, not with the sole object of selling a particular make of car, but with the broader aim of helping intending purchasers arrive at intelligent decisions as to how best to invest their money in cars. This catalog has been prepared with that idea in mind. For that reason we have outlined the "standards for judging a car"—the things that we with our knowledge would have ever in mind if we were going into the market to select a car for our personal use.

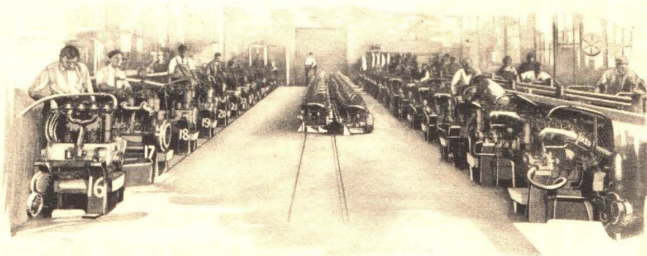
Chalmers cars are built for the people who buy and use them, not to satisfy the whims of some one at the factory. We want to sell cars—must sell lots of them each year to do business profitably at our prices. We have found that our best chance to sell large numbers of them lies in building cars which fit the needs of large numbers of people as regards power, flexibility of control, comfort, convenience, safety, reliability, good looks, the quality to wear, and fair price.

We have been unable to find any brand of salesmanship equal to quality and suitability in the goods or any sort of advertising one-half so effective as the good words spoken by those who recognize the merit of Chalmers cars.

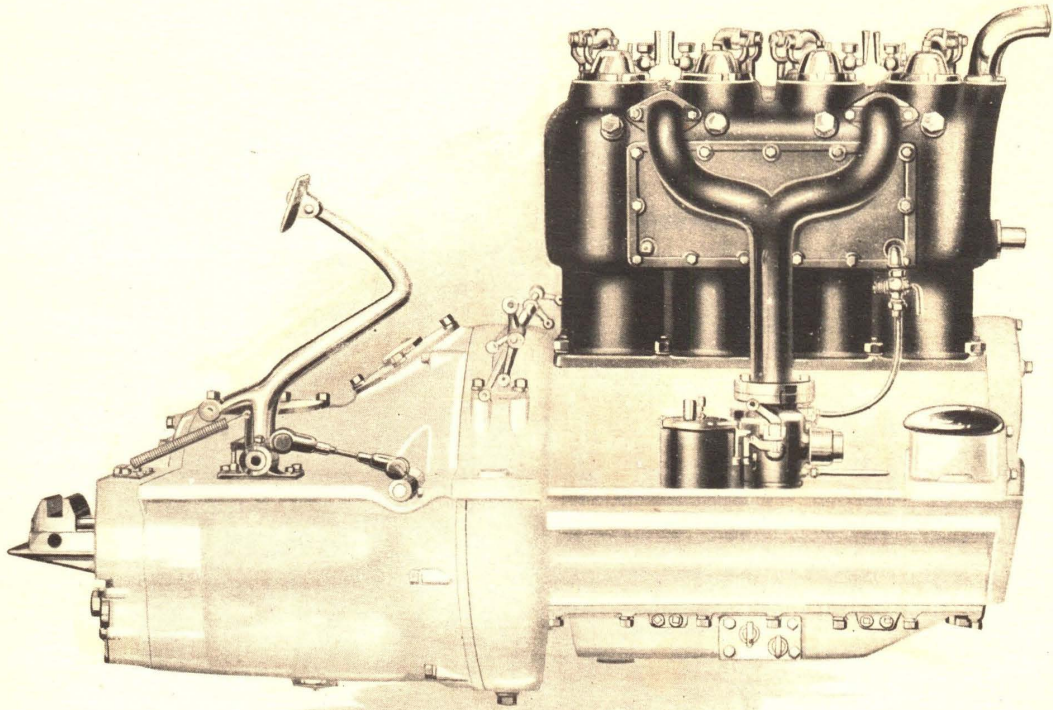
Name is Most Important

After all is said and done the one most important thing of all is the name the car bears—the trade mark. When a customer asked one of our salesmen for the one best reason why he should buy a Chalmers car, the salesman simply pointed to the monogram on the radiator. He was right. The most that can be said about Chalmers cars is simply that *they are Chalmers cars*. They are built and guaranteed by the Chalmers Motor Company—a company that has been successful from its inception, simply because it has adhered strictly to its policy of "utmost value at the price."

We ask only for a fair and intelligent comparison of Chalmers cars with others—for the cars themselves are our best salesmen.



In the Chalmers Block Motor Test, 52 motors may be tested at one time. Each Chalmers motor is run on its own power for ten hours. Inside the wire cage are dynamometer fans which, when attached to a motor making 1400 revolutions per minute, give a load equivalent to a Chalmers touring car carrying five people.



Right side view of the Chalmers "Thirty-six" unit power plant

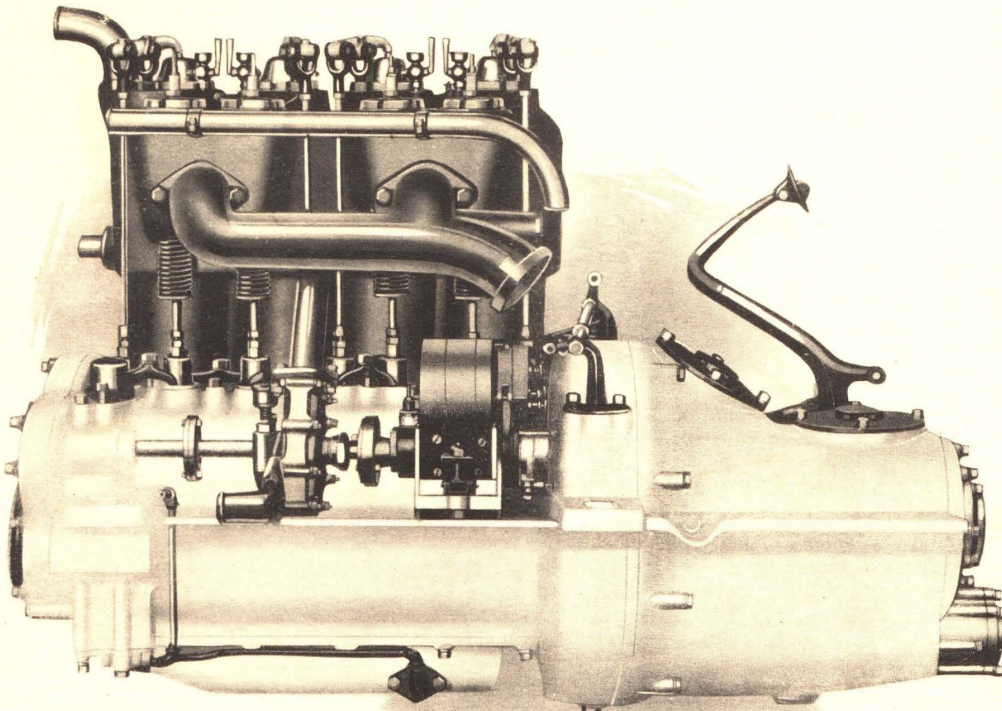
Mechanical Description of Chalmers "Thirty-six"

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 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 carbu-

retor. 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 Parsons 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.



Left side view of the Chalmers "Thirty-six" unit power plant

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 mot. r. 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

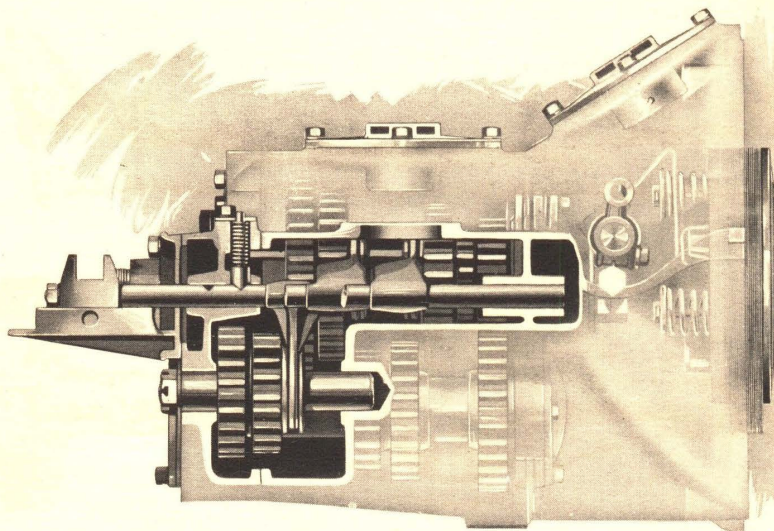
19 saw steel discs, hardened and ground, running in an oil bath. The clutch and service brakes are operated by a single pedal.

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.



The four forward speed transmission of the Chalmers "Thirty-six" gives perfect flexibility for hills, sand, traffic and straightaway. The transmission gears may be shifted at high speed with perfect ease and without noise. Chalmers transmissions are built complete in the Company's shops. No gears are more silent, durable and efficient.

Carburetor

An improved 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,

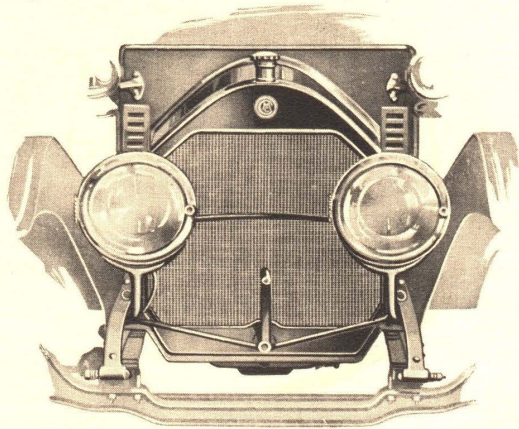
I-beam section. Spring perches are forged integral with the axle. The center of the front axle marks the lowest part of the car and has a ground clearance of $10\frac{1}{2}$ inches. Hubs are equipped with Timken roller bearings.

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.

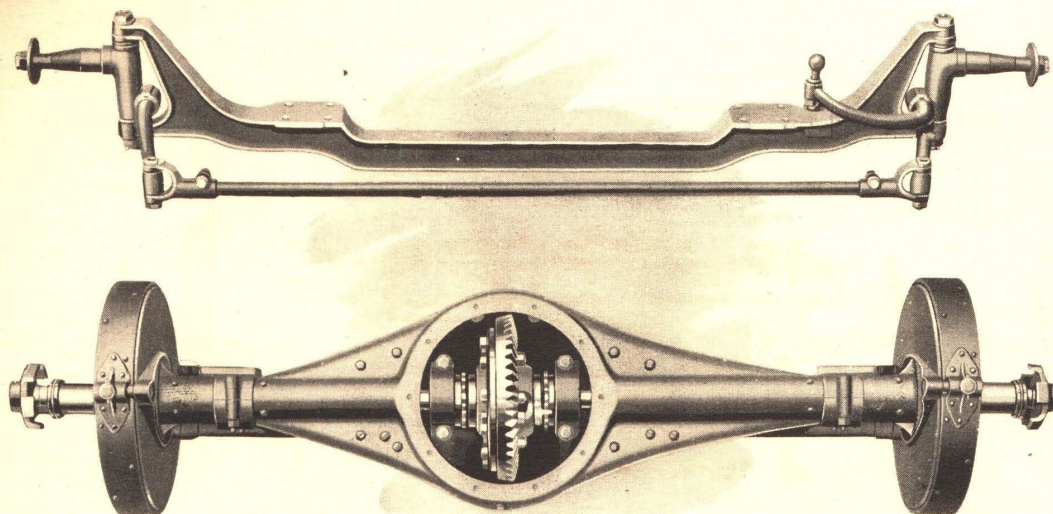
Control

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



The radiator of the Chalmers "Thirty-six" is of the Mercedes type—full cellular. Gives greatest radiating service; insures cool motor. Fedders radiator used, same as on highest priced cars.



The axles of the Chalmers "Thirty-six" are made of the best materials. They are extra large in proportion to the weight of the car. Rear axle housing is of pressed steel, full trussed and silent—the lightest and strongest construction. Timken roller bearings are used.

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 drum 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 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 2 inches wide. Chalmers springs are made of the finest materials and are tested for a large reserve of strength and resiliency.

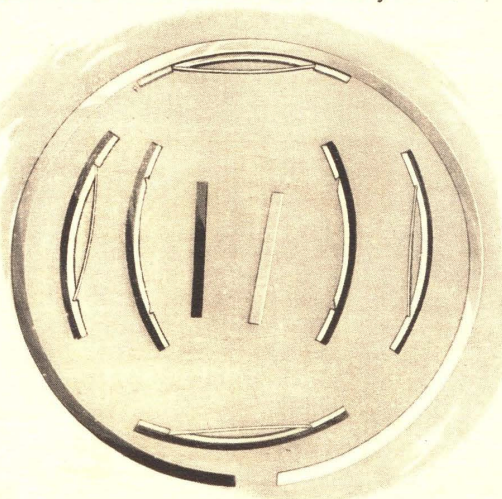
Frame

The frame of the "Thirty-six" is channel section pressed steel, of exceptional strength and

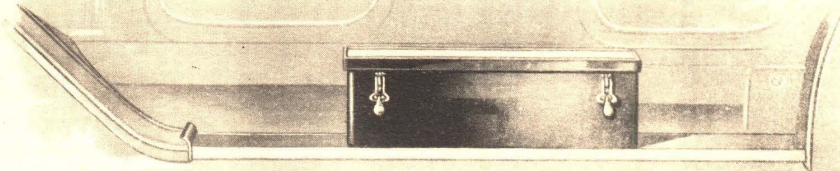
rigidity. The side and cross members of Chalmers frames are hot riveted, making them as strong as though pressed from a single sheet. The double drop construction gives a low hung body, insuring a car which clings well to any road.

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



The sectional piston rings of the Chalmers "Thirty-six" are an entirely new type, designed exclusively for Chalmers cars. They absolutely prevent smoking. Assure full power of working stroke; guarantee against loss of compression. Minimize the possibility of motor trouble.



The Chalmers tool box is conveniently located on the left running board. It is large enough for a pump and complete set of tools, with special compartments for batteries. Note metal scuff guard at front end of running board to protect fender from scratches. Metal housing over front end of rear spring prevents soiling of garments when entering or leaving tonneau.

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

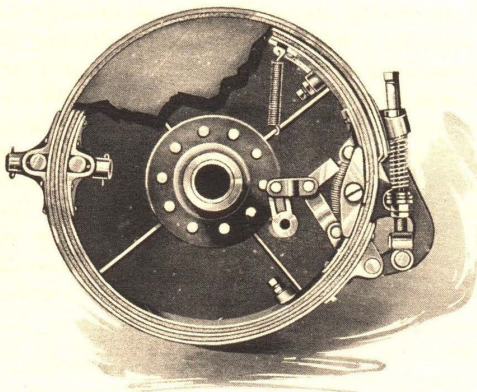
The Chalmers self-starter, which is regular equipment on all types of the "Thirty-six," is a feature which will win the immediate approval of every motorist. It does away with the last of the original inconveniences of motoring. The Chalmers self-starter is substantially and simply constructed. It

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.

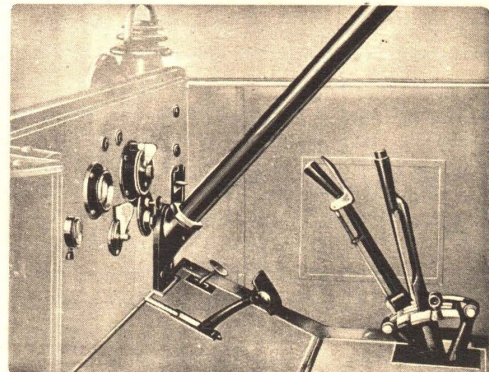
Refinements

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 fore-doors 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 seat bottom to floor with carpet.

There is nothing to scratch inside the body of the "Thirty-six." A large tool box (which also



Chalmers brakes are unusually large and powerful. Both the service and emergency brakes of the Chalmers "Thirty-six" are located on the rear hubs. The service brakes are the external contracting band type and the emergency brakes are of the internal expanding type with a total braking surface of 362 square inches. The "Thirty-six" has greater braking area in proportion to weight than most cars of this size. Both brakes are of heat proof asbestos, acting on steel.



The dash of the Chalmers "Thirty-six" has all the motor conveniences possible. Note the convenient location of the four-speed transmission control and the emergency brake lever. The single pedal clutch and service brake control and the accelerator are within easy reach of the feet. Just above the pedal is the push button which operates the self-starter. Within easy reach on the dash are the Bosch dual ignition switch, the thumb lever carburetor adjustment, the oil sight feed, foredoor ventilators and the self-starter air pressure gauge.

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 front fenders by the feet. Grease cups of an improved type are placed in readily accessible positions on all wearing parts. 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 of the touring car carries three people in comfort. All seats are pitched backward to give the greatest riding ease.

These Ten Features Alone Make the Chalmers "Thirty-six" An Astounding Value at \$1800

- 1—Long stroke motor. $4\frac{1}{4}$ -inch bore, $5\frac{1}{4}$ -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 its weight than any other construction and is 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 gasoline feed 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—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 high 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. Option of three colors offered.

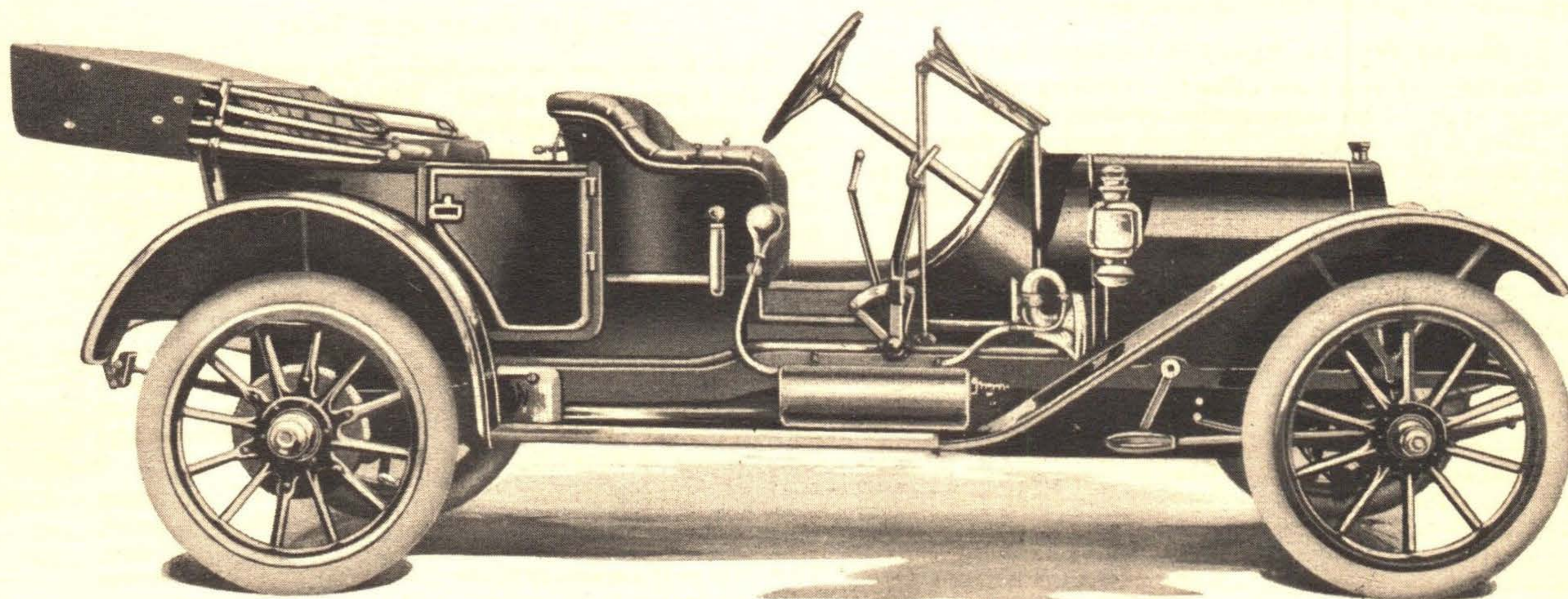
The 1912 Chalmers "30"

IN all essentials of construction the "30" is of the same design as the "Thirty-six." The motor is of the 4-cylinder, 4-cycle type cast en bloc, but is of a smaller size, having a 4-inch bore and a 4½-inch stroke. The two-bearing crankshaft, single pedal control, multiple disc clutch, are features of the "30" as well as the "Thirty-six." The 1912 "30" is of ball bearing construction throughout. The transmission has three speeds forward and reverse, with all shafts, gears and pinions heat-treated and specially hardened. The motor, clutch and transmission are assembled in a unit.

The dual ignition system is used. Batteries are carried in a water-tight metal box beneath the body. The improved Mayer carburetor, so successful on the 1911 "30," is retained for 1912.

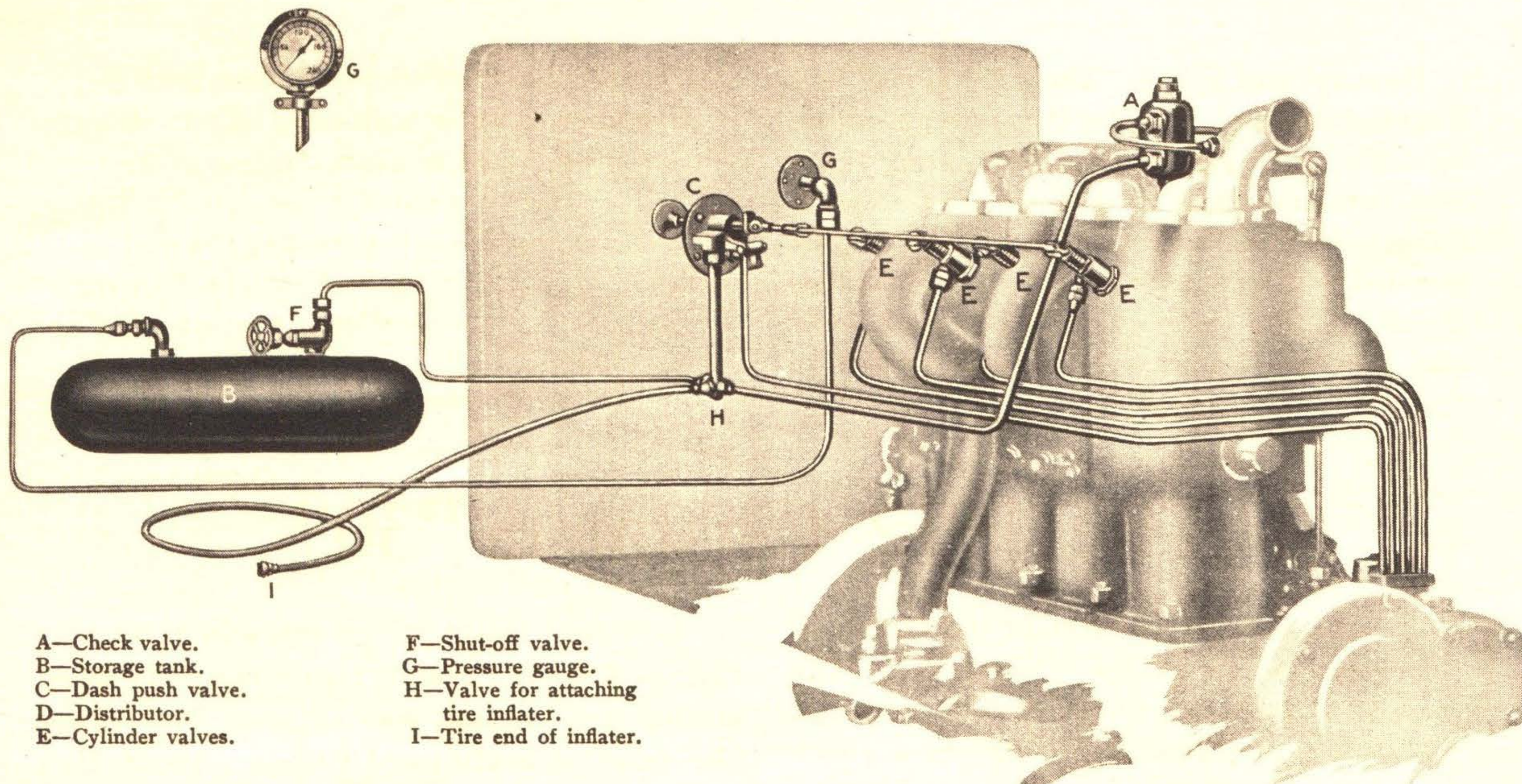
As in the "Thirty-six" the rear axle of the 1912 "30" is of the full floating type with a full-trussed, pressed steel housing, with all gears, pinions and live axles of heat-treated Chalmers-specification steel. The front axle is a single piece, I-beam drop forging of special heat-treated steel.

For 1912 the gear shift and emergency brake levers have been moved inside the body. Clutch and service brake are operated by a single pedal. Wheels, springs and frame are of the same construction as the "Thirty-six." All foredoor bodies are thoroughly ventilated. As in the "Thirty-six," all body types of the "30" are leather-lined. A number of handsome color schemes are optional on the various 1912 models of the "30." See color specifications on another page.



Chalmers "30" Open Front Pony Tonneau—\$1500
Four passengers

Including magneto, gas and oil lamps, Chalmers mohair top, automatic windshield, full set of tools, horn, pump, jack and tire repair outfit. Complete specifications on pages 22 and 23.



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 inflater.
I—Tire end of inflater.

The Chalmers Self- Starter

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.

Never Works Against 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 the distributor, which is geared to the magneto shaft.

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. 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 disc. Being geared to the magneto shaft, this is always in motion, but running under load only when motor is being started. The distributor consists of few parts and is provided with large bearings. 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 inflater tube long enough to carry air to each of the four wheels of the car is provided. The tire inflater operates through a screw-cap valve and is entirely separate from the mechanism of the self-starter.

Specifications 1912 Chalmers Cars

	Chalmers "30"	Chalmers "Thirty-Six"	Chalmers "Forty"
Axle (<i>Front</i>)..	Single piece drop-forging, I-beam section. Large annular ball bearings.	Single piece drop-forging, I-beam section. Timken roller bearings.	Single piece drop-forging, I-beam section. Timken roller bearings.
Axle (<i>Rear</i>)..	Full floating type, pressed-steel case, heat-treated nickel steel shafts. Large annular ball bearings.	Full floating type, pressed-steel case, heat-treated nickel steel shaft. Timken roller bearings.	Full floating type, pressed-steel case, heat-treated nickel steel shaft. Timken roller bearings.
Brakes	Drive shaft brake, contracting band, 7-inch diameter, 3-inch face, lined with "Thermoid." Rear wheel brakes, 14-inch internal expanding, 2-inch face, cast-iron on steel.	Service and emergency brakes, both on rear wheel hubs. Service brake contracting, 14 $\frac{3}{8}$ -inch diameter. Emergency brake expanding, 14-inch diameter, 2-inch face. Both brakes lined with "Thermoid." Easily adjusted. Double acting.	Drive shaft brake, contracting band, 10-inch diameter, 3-inch face, lined with "Thermoid." Rear wheel brakes, 14-inch internal expanding, 2 $\frac{1}{2}$ -inch face, lined with "Thermoid."
Body	Foredoor Touring Car; five passengers. Foredoor and Open Front Pony Tonneau; four passengers. Roadster; two passengers. Inside drive Coupe; three passengers.	Foredoor Touring Car, sheet steel over wood frame; five or seven passengers. Foredoor Pony Tonneau, sheet steel over wood frame; four passengers. Berlin and Cab Side Limousines; seven passengers (five inside).	Foredoor Touring Car, wood with aluminized sheet-metal doors; seven passengers. Torpedo and Pony Tonneau, wood with aluminized sheet-metal doors and cast aluminum dash; four passengers.
Bearings	Full type annular ball bearings throughout running gear; silent type annular ball bearings in transmission and on motor crank shaft.	Timken roller bearings throughout running gear. Silent type annular ball bearings in transmission and on motor crank shaft.	Timken roller bearings throughout running gear. Annular ball and die cast bearings in motor.
Carburetor. ...	Float feed, automatic type, hot-water jacketed, with starting valve.	Float feed, automatic type, hot-water jacketed. Needle valve adjustment on dash.	Float feed, automatic type, hot-water jacketed, with starting valve.
Clutch	Multiple disc running in oil.	Multiple disc running in oil. Phosphor bronze plates. Hardened and ground steel discs.	Cone clutch, leather faced.
Drive	Bevel gear, two universal joints. Pressed-steel torque arm.	Bevel gear, two universal joints. Pressed-steel torque arm.	Bevel gear, two universal joints. Pressed-steel torque arm.
Frame	Pressed-steel channel section.	Pressed-steel channel section.	Pressed-steel channel section.
Gear Ratio ...	Standard 3 $\frac{3}{4}$ to 1.	Standard 3 $\frac{1}{2}$ to 1.	Standard 3 $\frac{1}{2}$ to 1.
Ignition	Magneto Dual System with storage battery.	Bosch Dual System with storage battery.	Bosch Dual System with storage battery.
Lubrication.	Constant level splash system operated by plunger pump. Sight feed on dash.	Constant level splash system operated by gear pump. Sight feed on dash.	Constant level splash system operated by plunger pump. Sight feed on dash.
Horse Power..	26 to 30 horse power.	36 horse power.	40 horse power.
Motor	Four cylinders, cast en bloc, 4-inch bore, 4 $\frac{1}{2}$ -inch stroke.	Four cylinders, cast en bloc; 4 $\frac{1}{4}$ -inch bore, 5 $\frac{1}{4}$ -inch stroke.	Four cylinders, cast en bloc; 5-inch bore, 4 $\frac{3}{4}$ -inch stroke.
Prices	Touring Car, Foredoor and Open Front Pony Tonneau, and Roadster, \$1500, fully equipped. Coupe, \$2000, fully equipped. Extra equipment: Stewart speedometer, \$25; Chalmers seat covers, \$60; trunk rack, \$10; extra tire irons, \$5.	Five-passenger Touring Car and Foredoor Pony Tonneau, equipped—\$1800. Berlin Limousine, \$3250, fully equipped. Cab Side Limousine, \$3000, fully equipped. Extra equipment: Stewart speedometer, \$25; trunk rack, \$10; Chalmers top and automatic windshield, \$100; Chalmers seat covers, \$60.	Seven-passenger Touring Car, Torpedo, and Pony Tonneau, \$2750, fully equipped. Extra equipment: Stewart speedometer, \$25; trunk rack, \$10.
Springs	Front, half elliptic, 39 inches long and 2 inches wide. Rear, three-quarter elliptic, 45 inches long and 2 inches wide.	Front, half elliptic, 39 inches long and 2 inches wide. Rear, three-quarter elliptic, 45 inches long and 2 inches wide.	Front, half elliptic, 39 inches long, 2 $\frac{1}{4}$ inches wide. Rear, three-quarter elliptic, 53 inches long, 2 $\frac{1}{4}$ inches wide.
Steering Gear.	Worm and gear type. Steering wheel, 18 inches diameter.	Worm and gear type. Steering wheel, 18 inches diameter.	Worm and gear type. Steering wheel, 18 inches diameter.

Specifications 1912 Chalmers Cars

	Chalmers "30"	Chalmers "Thirty-six"	Chalmers "Forty"
Tank Capacity	Touring Car 19 gallons gasoline; Foredoor and Open Front Pony Tonneau, 15 gallons; Roadster, 35 gallons; 1 gallon lubricating oil.	Touring Car, 19 gallons; Fore-door Pony Tonneau, 15 gallons; 1 gallon lubricating oil.	Touring Car, 19 gallons gasoline; Torpedo and Pony Tonneau, 15 gallons; 5 quarts lubricating oil.
Tread	56-inch. (60-inch for the South.)	56-inch. (60-inch for the South.)	56-inch. (60-inch for the South.)
Tires	34 x 3½ inches all around on Touring Car, Foredoor and Open Front Pony Tonneau, and Roadster. 34x4 inches on Coupe.	36 x 4 inches all around.	36 x 4 inches all around.
Transmission	Selective sliding gear type, three speeds forward and reverse. Annular ball bearings.	Selective sliding gear type, four speeds forward and reverse. Annular ball bearings.	Selective sliding gear type, three speeds forward and reverse. Annular ball bearings.
Upholstery	Pebble-grained, black dull finished leather, stuffed with high-grade hair.	First-grade leather, pebble-grained, black dull finished, stuffed with highest grade of hair.	Pebble-grained, hand-buffed black bright finish leather, stuffed with extra long best quality hair.
Valves	Nickel steel, large diameter. Exhaust valves at sides, inlet valves at tops of cylinders.	Nickel steel, large diameter. Exhaust valves at side, inlet valves at tops of cylinders.	Nickel steel, large diameter. All valves on right side of cylinders.
Wheels	34 inches diameter, wood, artillery type, large hub flanges, heavy spokes. Rear wheel spokes bolted to brake drums.	36 inches diameter, wood, artillery type, large hub flanges, heavy spokes. Rear wheels bolted to brake drums.	36 inches diameter, wood, artillery type, large hub flanges, heavy spokes. Rear wheel spokes bolted to brake drums.
Wheel Base	115-inch. 104-inch on Coupe and Roadster.	115-inch.	122-inch.

Color Specifications

"30" Roadster	<ul style="list-style-type: none"> 1—English Vermilion body. 2—Napier Green body. 3—Chalmers Gray body. Hood, wheels, moulding and chassis black on all. 	"Thirty-Six" Limousines (Berlin and Cab Side)	<ul style="list-style-type: none"> 1—Chalmers Blue body panels. 2—Brewster Green body panels. Black chassis, including wheels and hood, also black body above belt line on both.
"30" Touring Car "Thirty-Six" Touring Car	<ul style="list-style-type: none"> 1—Chalmers Blue body, mouldings and chassis, including hood. Wheels—Silver Gray or Chalmers Blue. 2—Maroon body with black mouldings and chassis, including wheels and hood. 3—Brewster Green body with black mouldings and chassis, including wheels and hood. 	"Forty" Touring Car	<ul style="list-style-type: none"> 1—Chalmers Blue body and chassis, including hood. Wheels—Chalmers Blue or Silver Gray. 2—Brewster Green body and mouldings. 3—Maroon body and mouldings. Black chassis, including wheels and hood on No. 2 and No. 3. On "Forty" Touring Cars, the upper door panels are finished in French Cane.
"30" Foredoor Pony Tonneau "Thirty-Six" Foredoor Pony Tonneau	<ul style="list-style-type: none"> 1—Royal Blue body and mouldings with black chassis including wheels and hood. 2—Napier Green body with black mouldings and chassis, including wheels and hood. 3—Slate gray body, chassis, wheels and hood. Silver Gray mouldings. 	"Forty" Torpedo	<ul style="list-style-type: none"> 1—Napier Green body. 2—English Vermilion body. Black mouldings and chassis including wheels and hood on both of above. 3—Slate Gray body, chassis, hood and wheels. Silver Gray mouldings.
"30" Coupe	<ul style="list-style-type: none"> 1—Royal Blue body panels. 2—Brewster Green body panels. Black chassis, including wheels and hood, also black body above belt line on both. 	"30" Open Front Pony Tonneau "Forty" Detachable Pony Tonneau	<ul style="list-style-type: none"> Chalmers Blue body and chassis, including hood. Wheels—Silver Gray.

Striping

On the "30", "Thirty-six" and "Forty" Touring Cars the wheels are striped with a single fine line.

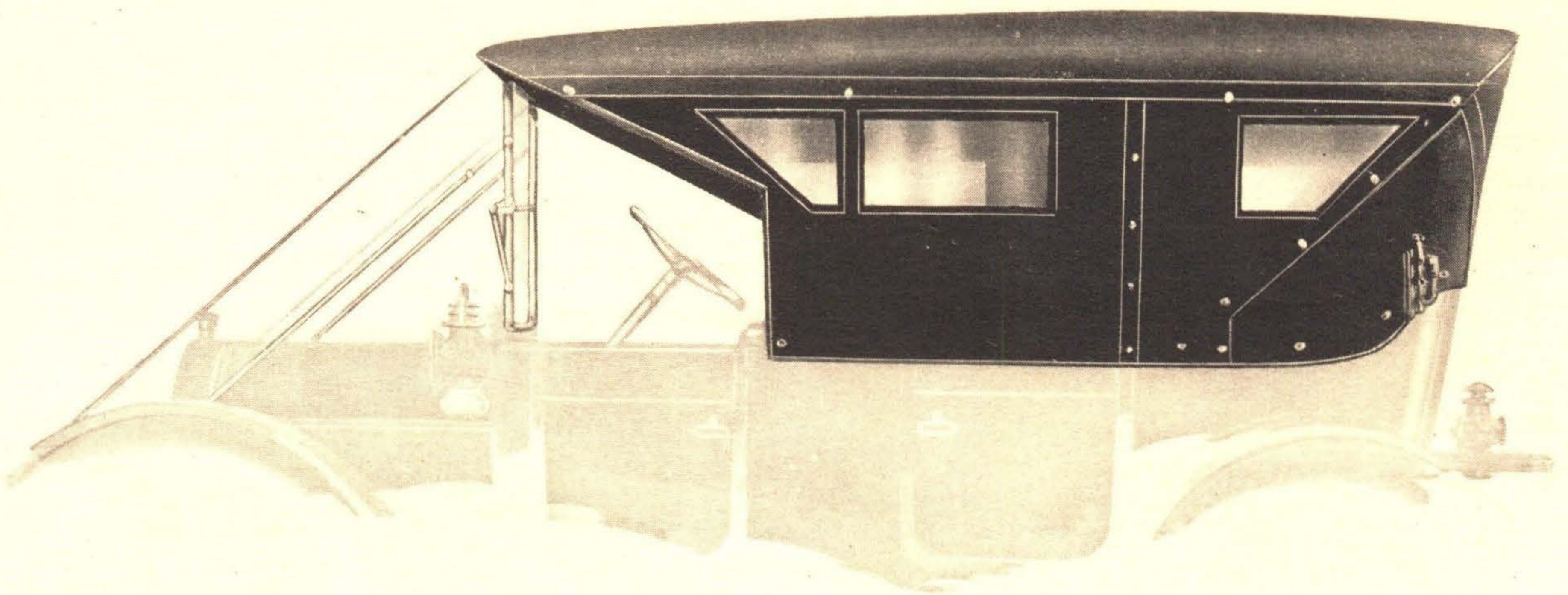
The body mouldings of Chalmers Blue "30" bear a single fine line stripe and those of the Chalmers Blue "Thirty-six" and "Forty" bear a double fine line stripe.

On the "30" and "Thirty-six" Foredoor Pony Tonnes, the wheels are striped with a single line; on the Royal Blue bodies the mouldings are striped with three fine line silver gray stripes. The hood of the Slate Gray car bears a broad silver gray stripe.

The "30" Open Front Pony Tonneau and the "Forty" Pony Tonneau bear a single line stripe on wheels and body panels. On the "30" Torpedo Roadster the wheels are striped with a single line stripe. The English Vermilion Roadster has a single line striping on the body panels.

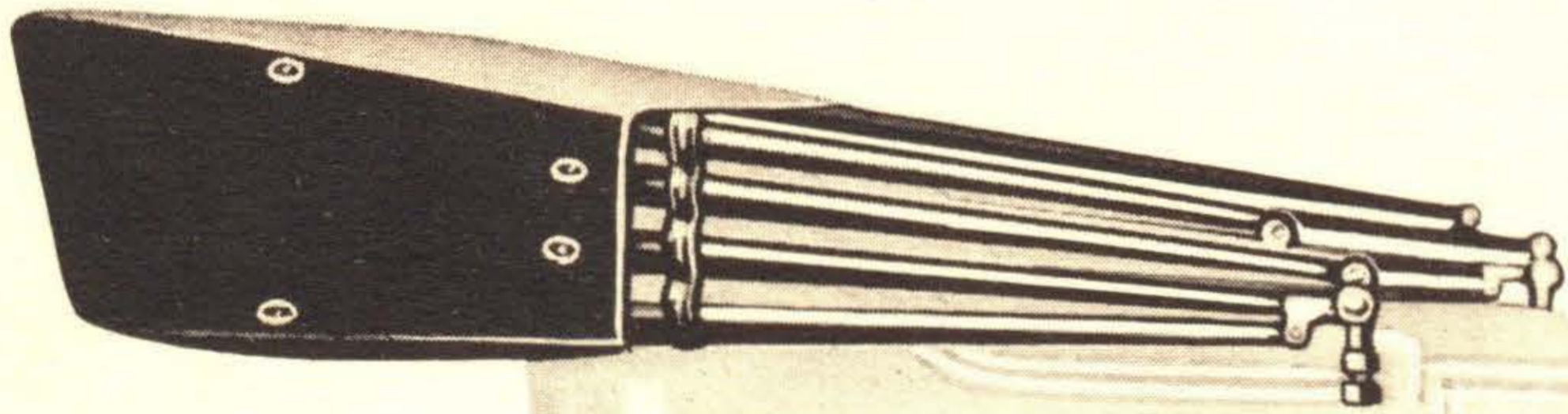
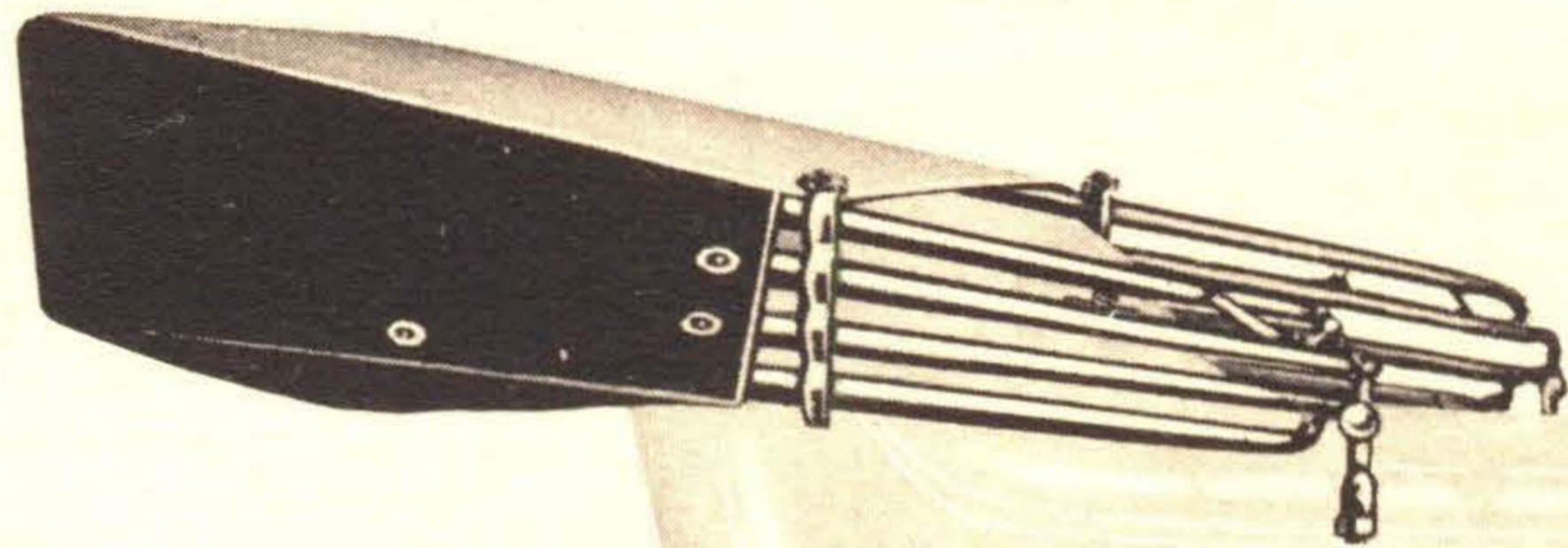
On the "Forty" Torpedo the wheels bear a fine line stripe. The English Vermilion body has a single stripe on the body panels; the Slate Gray Torpedo has a broad silver gray stripe on the hood.

The "30" Coupe and the "Thirty-six" Limousines bear single line striping on wheels.

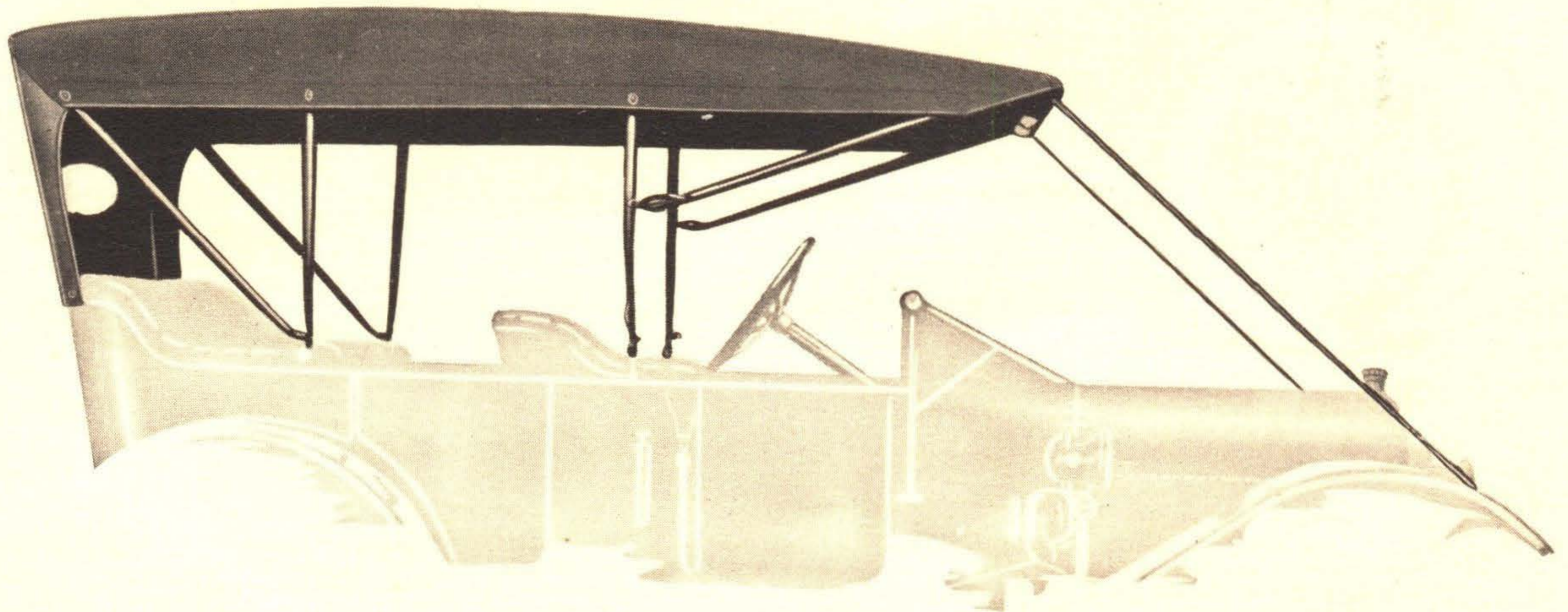


Chalmers Top and Storm Curtains on the "Thirty-six" Touring Car. This is the equipment which with the automatic windshield sells for \$100. Note the thorough protection this outfit affords from the weather. Chalmers tops fit perfectly because they are built right on the car itself in the Chalmers Top Department.

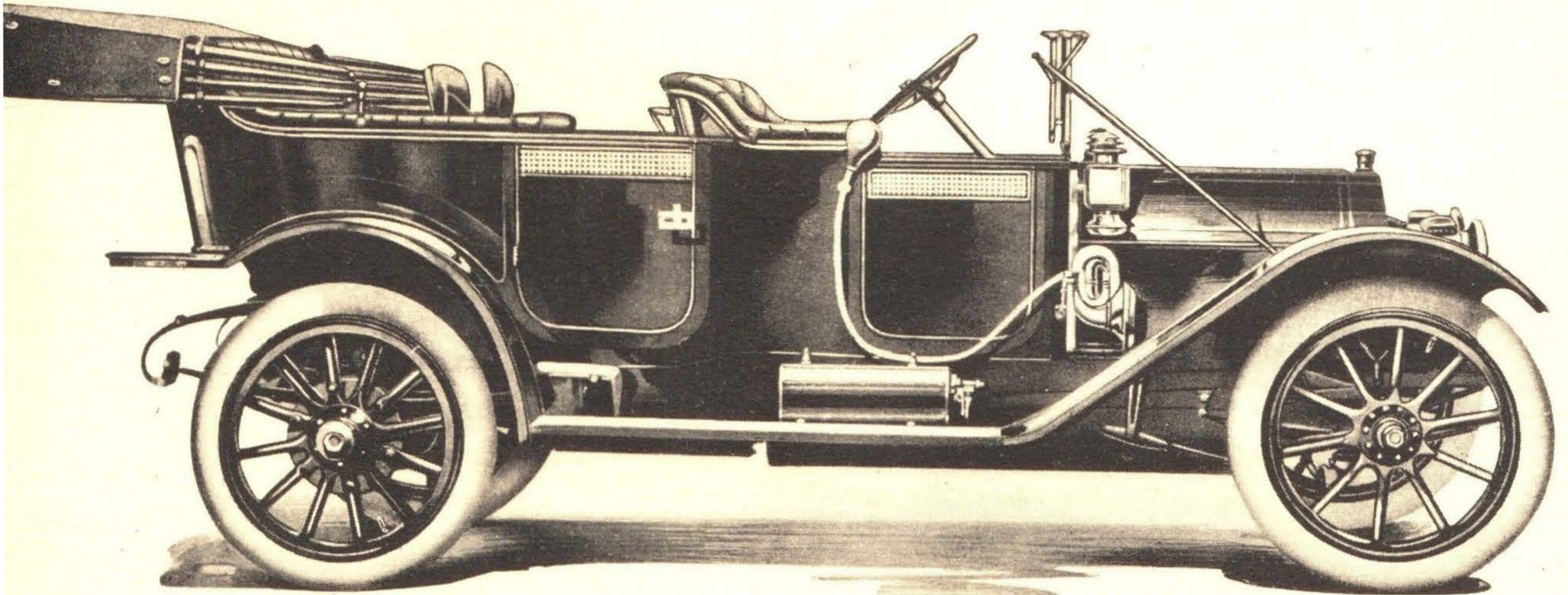
Top of Chalmers "Thirty-six" Touring car when down. Note that it is encased in a neat boot of the same material.



Top of "Thirty-six" Foredoor Pony Tonneau when folded in boot.

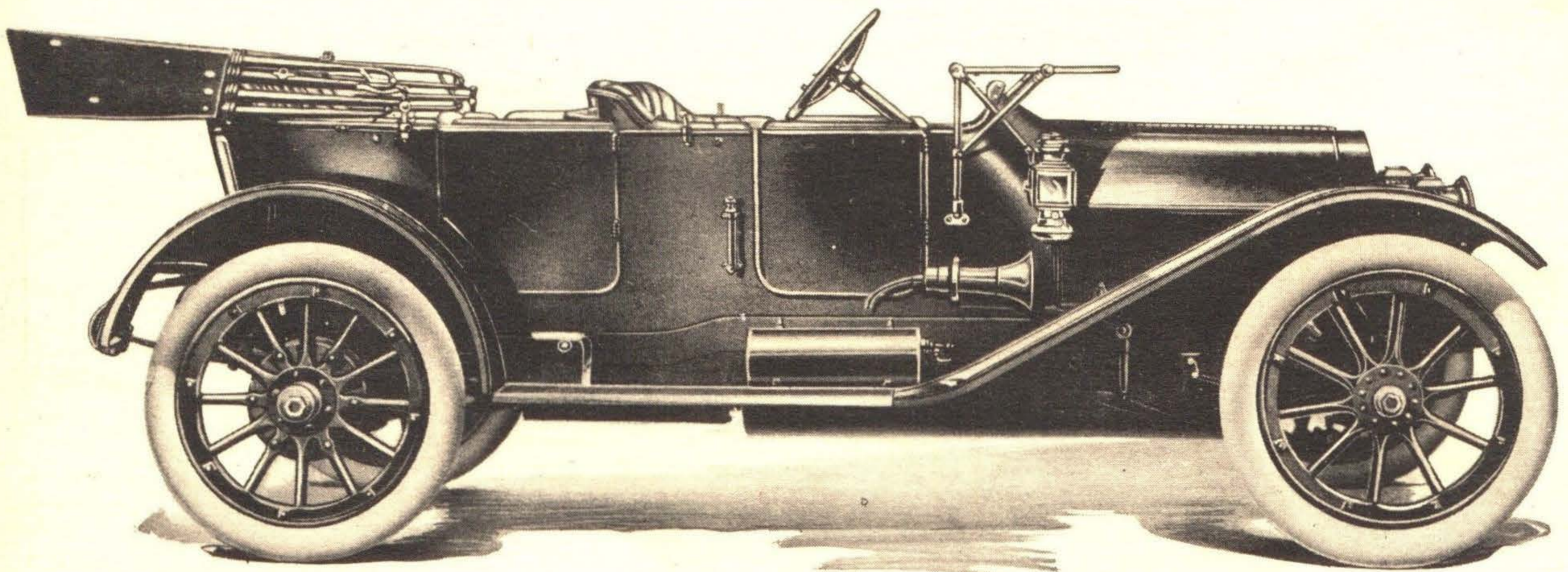


This shows the appearance of the Chalmers "Thirty-six" Foredoor Pony Tonneau top when stretched over the car. This also sells at \$100, with storm curtains and automatic windshield. Note the low cut pattern and the graceful lines. The very best materials are used in making Chalmers tops.



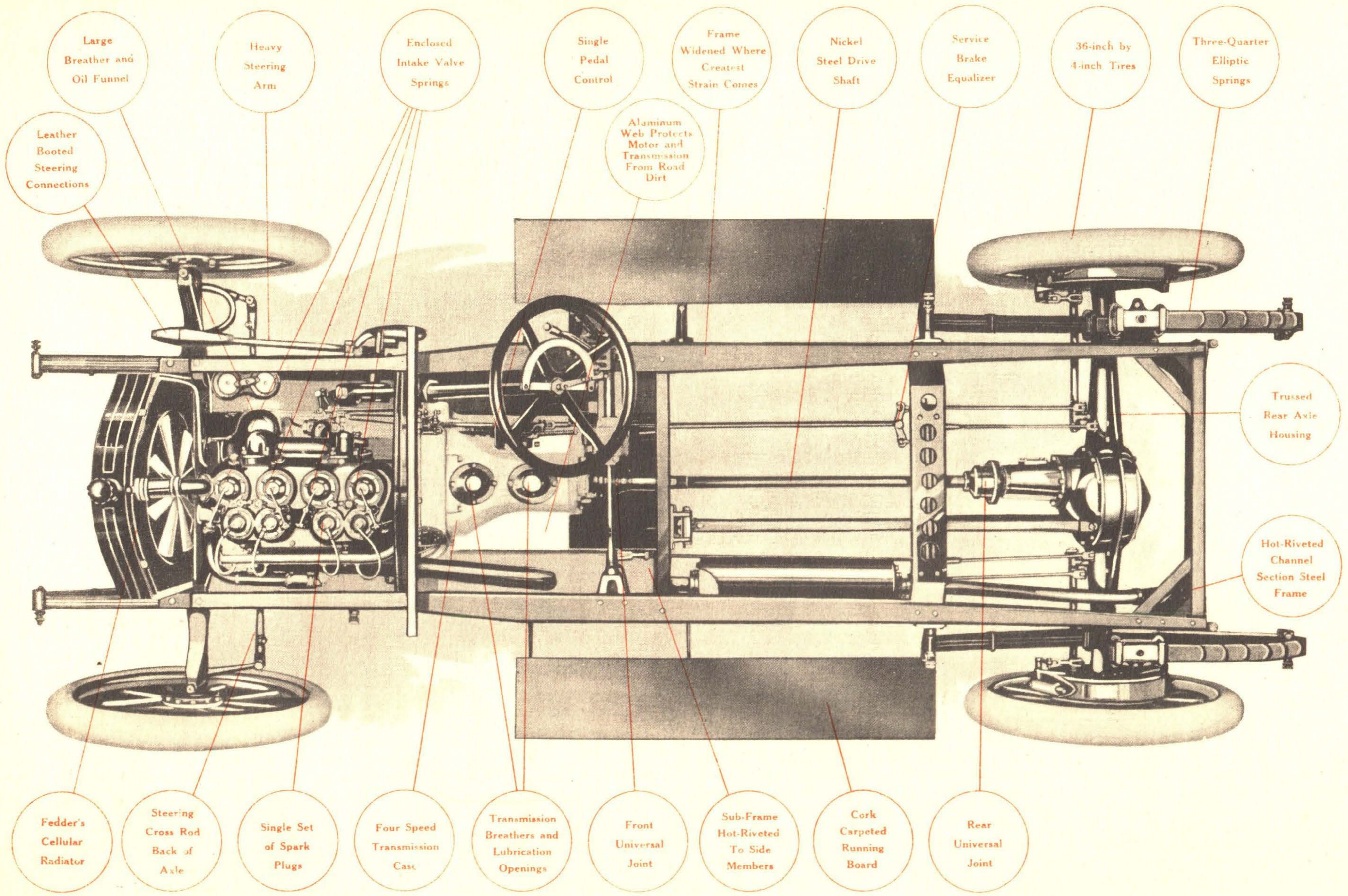
Chalmers "Forty" Touring Car—\$2750
Seven passengers

Including Bosch dual ignition system, black enameled Solar gas lamps and oil lamps, ventilated foredoors, Prest-O-Lite tank, auxiliary seats, Chalmers mohair top and automatic windshield, shock absorbers, 36 x 4-inch tires, tire irons, full set of tools, horn, pump, jack and tire repair outfit.
Option of three color schemes. Complete specifications on pages 22 and 23.



Chalmers "Forty" Torpedo—\$2750
Four passengers

Including Firestone demountable rims, Bosch dual ignition system, black enameled Solar gas lamps, combination oil and electric side and tail lamps, ventilated foredoors, Prest-O-Lite tank, Chalmers mohair top and automatic windshield, shock absorbers, 36 x 4-inch tires, tire irons, full set of tools, electric horn, pump, jack and tire repair outfit.
Option of three color schemes. Complete specifications on pages 22 and 23.



Large Breather and Oil Funnel

Heavy Steering Arm

Enclosed Intake Valve Springs

Single Pedal Control

Frame Widened Where Greatest Strain Comes

Nickel Steel Drive Shaft

Service Brake Equalizer

36-inch by 4-inch Tires

Three-Quarter Elliptic Springs

Leather Booted Steering Connections

Aluminum Web Protects Motor and Transmission From Road Dirt

Trussed Rear Axle Housing

Hot-Riveted Channel Section Steel Frame

Fedder's Cellular Radiator

Steering Cross Rod Back of Axle

Single Set of Spark Plugs

Four Speed Transmission Cast

Transmission Breathers and Lubrication Openings

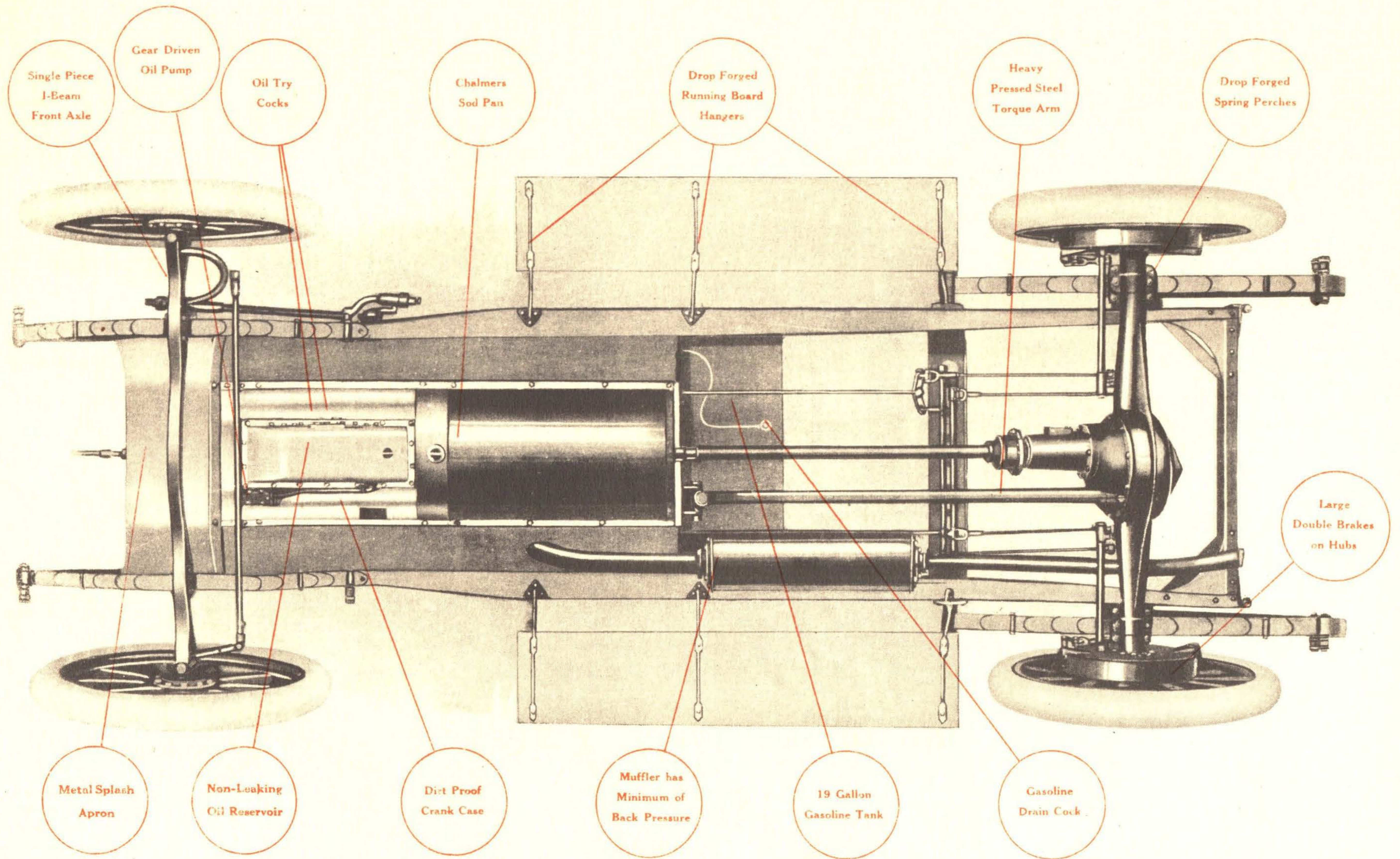
Front Universal Joint

Sub-Frame Hot-Riveted To Side Members

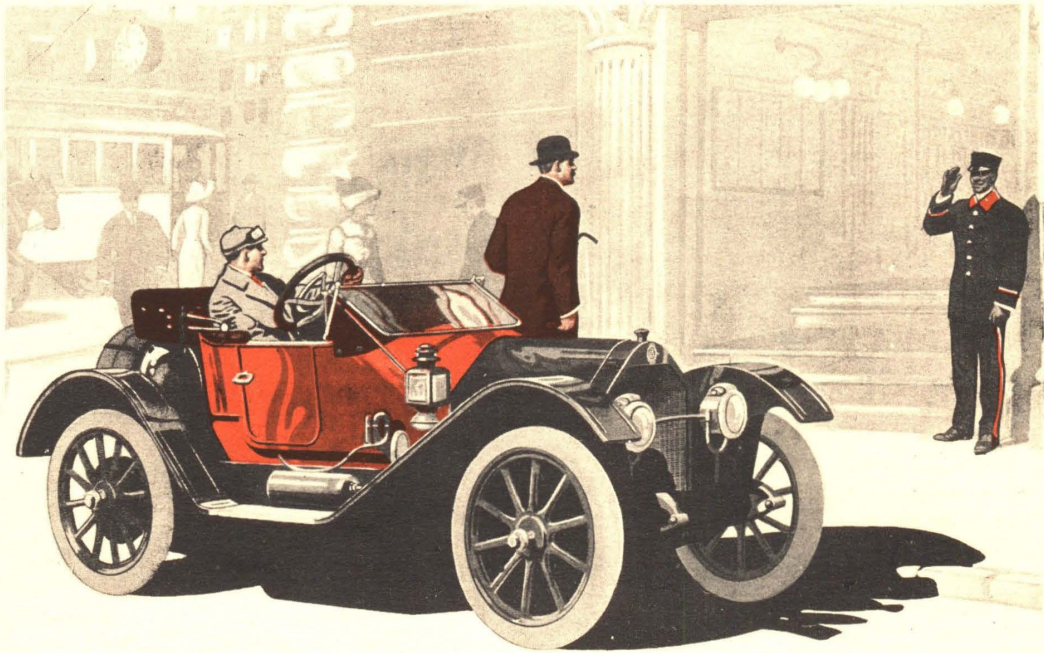
Cork Carpeted Running Board

Rear Universal Joint

Top view of the Chalmers "Thirty-six" Chassis



Bottom view of Chalmers "Thirty-six" Chassis



Chalmers "30" Torpedo Roadster—\$1500
Two passengers

Including magneto, gas lamps, oil lamps, Prest-O-Lite tank, Chalmers mohair top and automatic windshield, ventilated torpedo foredoors, tire irons, full set of tools, horn, pump, jack and tire repair outfit. Option of three color schemes. Complete specifications on pages 22 and 23.

Chalmers 1912 Enclosed Cars

THE 1912 Chalmers line includes three types of enclosed cars—two on the "Thirty-six" chassis, a Berlin Limousine and a Cab Side Limousine; one on the "30" chassis, an inside drive coupe.

In every detail of design, materials and workmanship, Chalmers limousines represent the highest development in the carriage builders' art. They leave nothing to be desired in beauty, comfort, utility and luxury. The motor develops all of the power anyone can want in a town car and may be throttled down on high-speed as low as the traffic requires.

Berlin and Cab Side Limousines

The bodies of the Chalmers limousines are built, painted and upholstered by the same famous long-established coach builders who make the bodies for the leading \$5000 and \$6000 cars. Yet the final beautiful result is not less due to the excellent design of the chassis than to the

experience; taste and skill of the body builders. The chassis is the same as we use on all models of the Chalmers "Thirty-six"—cars that are selected in preference to all others by thousands of people to whom price is no consideration.

This chassis is ideal for town car use—compact, well designed, with plenty of power but without vibration and waste. If you pay for weight you should have something to show for it besides upkeep expense. There are heavier cars than the Chalmers, but none stronger or more reliable.

The four-speed transmission insures greatest flexibility of control—a feature much to be desired on crowded city streets. The self-starting device and Continental demountable rims save annoyance and delay.

The Chalmers Berlin and Cab Side limousines are the roomiest made. The size of the Chalmers limousine is inside where it affords roominess and comfort to those who ride in it—not outside where it means mere bigness to the eye.

Best Material in Bodies

The entire framing of the bodies is of white ash. The panels are of selected whitewood. The roof over the chauffeur's seat and all glass frames are of American black walnut. No better materials could be used because no better could be procured. Brown ash panel stock and mahogany-finish frames would decrease the cost of production without necessarily decreasing the selling price, but we prefer to give always the utmost value for the money asked.

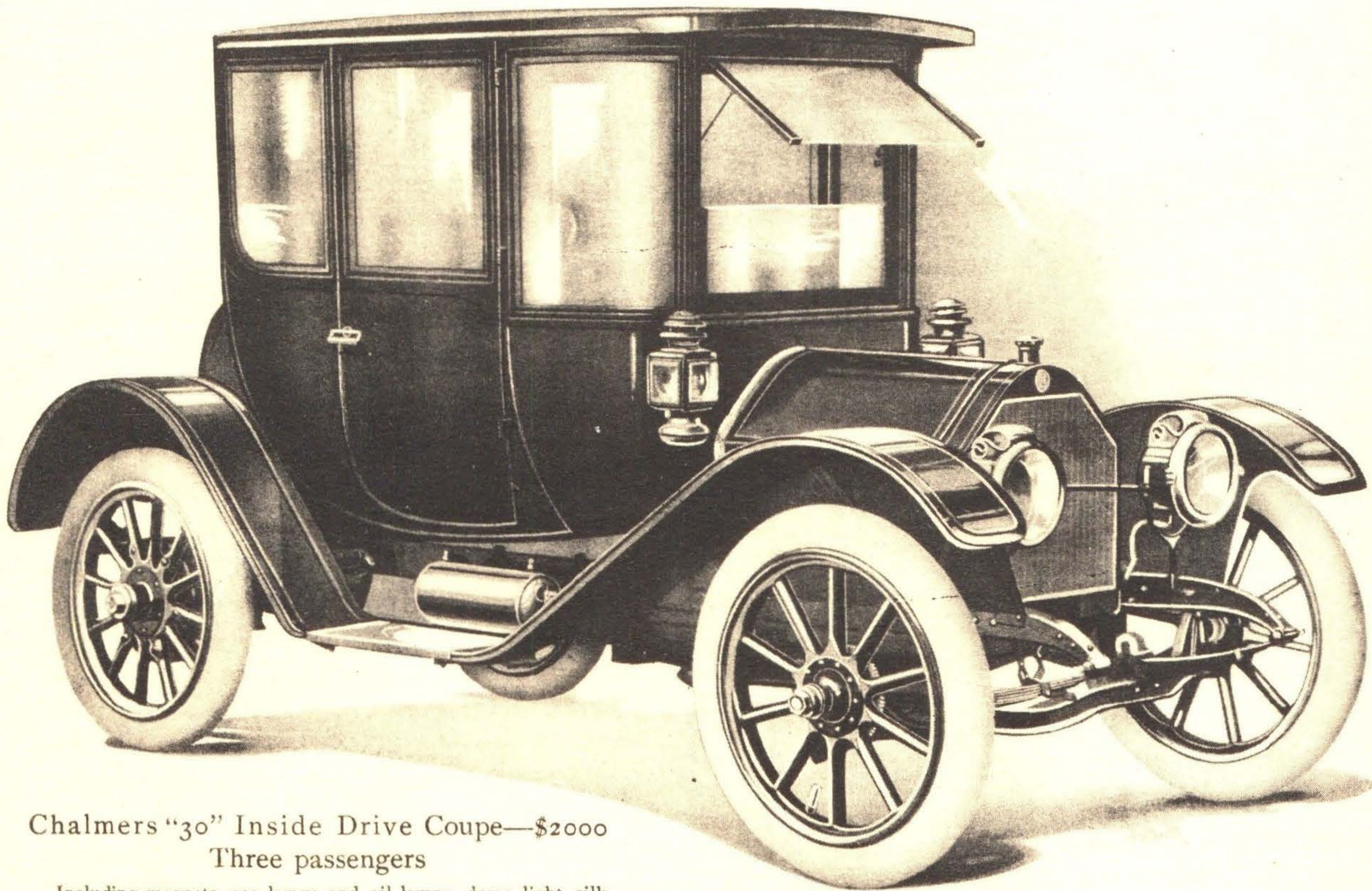
Wherever metal has been necessary in body construction, cold rolled pickled steel only has been used. Door locks, hinges and all other hardware are either semi-steel, drop forgings or hand forgings.

The upholstery is of the finest quality broadcloth or whipcord. These materials have been found to be much more satisfactory on enclosed cars than goat skin or other leather. Leather is hotter in summer and colder in winter than broadcloth and whipcord and it has no advantage in appearance.

All Cab Side and Berlin limousine bodies have ample room for three passengers on the rear seat and, in addition, have two auxiliary chairs facing forward.

Perfection in Appointments and Equipment

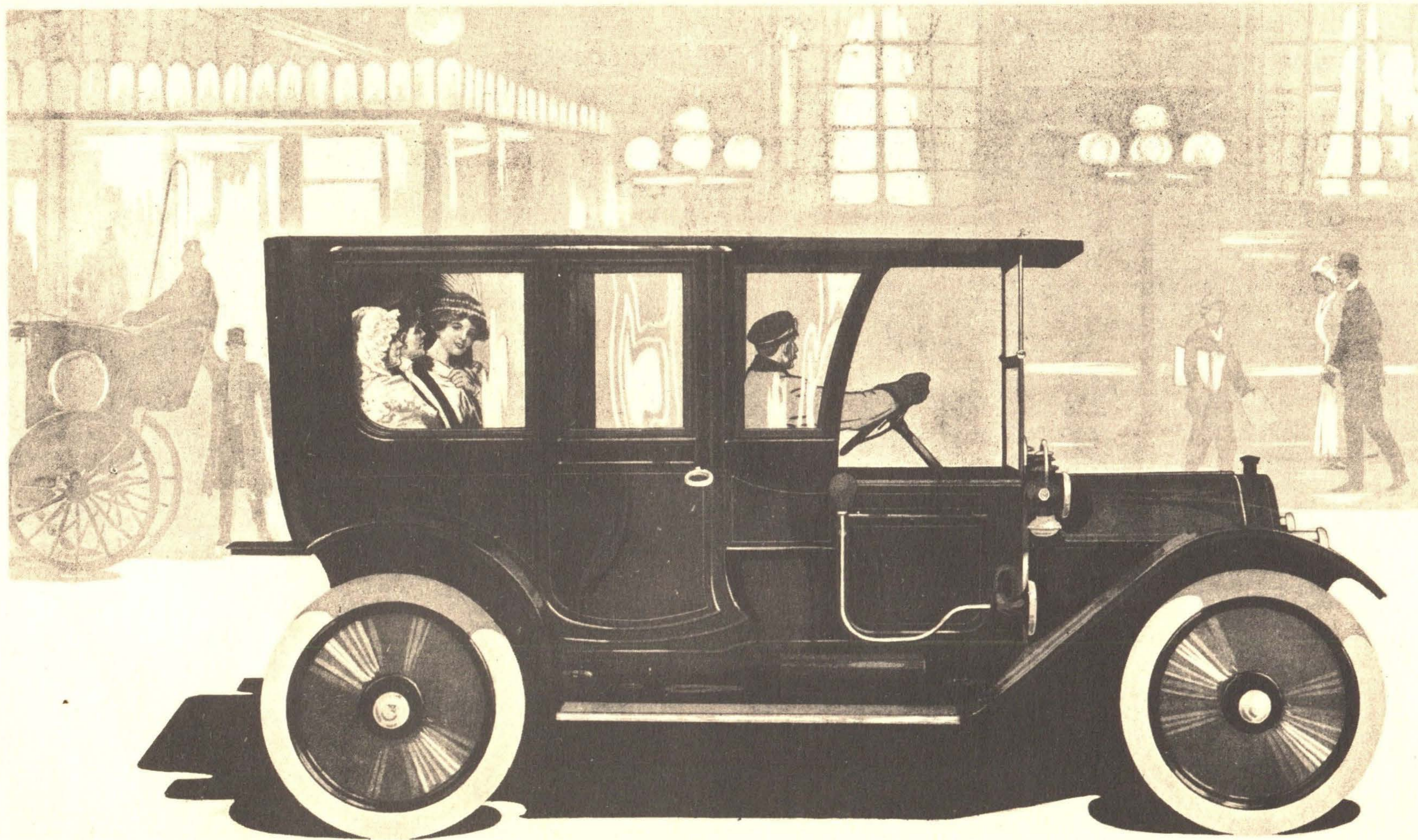
If you paid twice the price asked for the Chalmers limousines, you would find no more convenience or better appointments. Women buyers, so critical of details, are quick to note the superiority of the Chalmers. Nothing has been left out which makes for greater convenience and luxury. Everything is in perfect taste. There are safety locks in all door pillars. The leather on the chauffeur's seat is hand-buffed. Cushions are stuffed with extra quality gray hair drawings. Seaming and pasting laces, carpet and silk curtains match the body trimmings. There are speaking tube, megaphone horn, automatic curtain rollers, toilet case with hand mirror, smelling bottles, eight-day clock, tablet and pencil, seat spring construction, polished plate glass in frames, dome lamp and switch, silk cord hat straps and package carrier.



Chalmers "30" Inside Drive Coupe—\$2000
Three passengers

Including magneto, gas lamps and oil lamps, dome light, silk curtains, ventilator, Prest-O-Lite tank, 34 x 4-inch tires, tire irons, full set of tools, horn, pump, jack, tire repair outfit.

Option of two color combinations. Chassis specifications on pages 22 and 23.



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

Including seats for seven (five inside), Chalmers self-starter, Continental demountable rims, Bosch dual ignition system, black enameled Solar gas and oil lamps, speaking tube, automatic curtain rollers, toilet case, smelling bottles, eight-day clock, tablet and pencil, dome lamp switch, silk cord hat straps and package carrier, Prest-O-Lite tank, 36 x 4-inch tires, ventilated foredoors, integral windshield, tire irons, horn, full set of tools, pump, jack and tire repair outfit.

Option of two color combinations. Chassis specifications on pages 22 and 23.

The inside mountings are of brass and gun metal. Every smallest detail about these cars has been looked after with the utmost care.

All bodies are painted and finished just as well as men have learned how to paint and finish coach bodies. The colors and varnishes are the best that can be bought in the market. In addition to the roughing coats, two color coats and three coats of rubbing varnish are put on. Color coats go on separately and are not mixed with rubbing varnishes. Thus we take five operations to do what is ordinarily done in three.

The chassis, wheels, hood and body above the belt line are finished in black on both limousines. An option of Chalmers blue or Brewster green body panels is offered.

The Inside Drive Coupe

This is an ideal car for physicians, contractors and others who desire all-the-year-round business

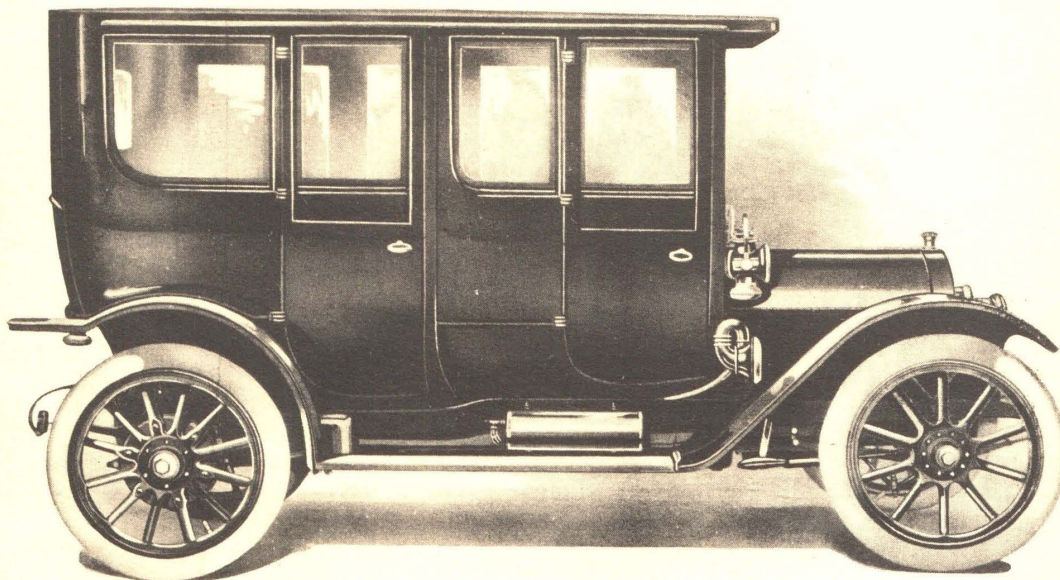
use of a car, as well as for that large class of people who want a handy car chiefly for year-round use of a social or semi-business nature.

The body is specially made for the Chalmers Company, and is strictly high class in workmanship and finish. These bodies are made in the same shops, by the same workmen, out of the same quality of material as the bodies used on some of the highest priced cars in America.

The upholstery is of black tufted leather. The seat is for two persons, but in addition there is one extra seat facing the driver's seat. The finishings include plate glass windows, broadcloth trimming on sides and roof, dome light, silk curtains and ventilator.

The chassis, wheels, hood and body above the belt line are finished in black. An option of Royal blue or Brewster green body panels is offered.

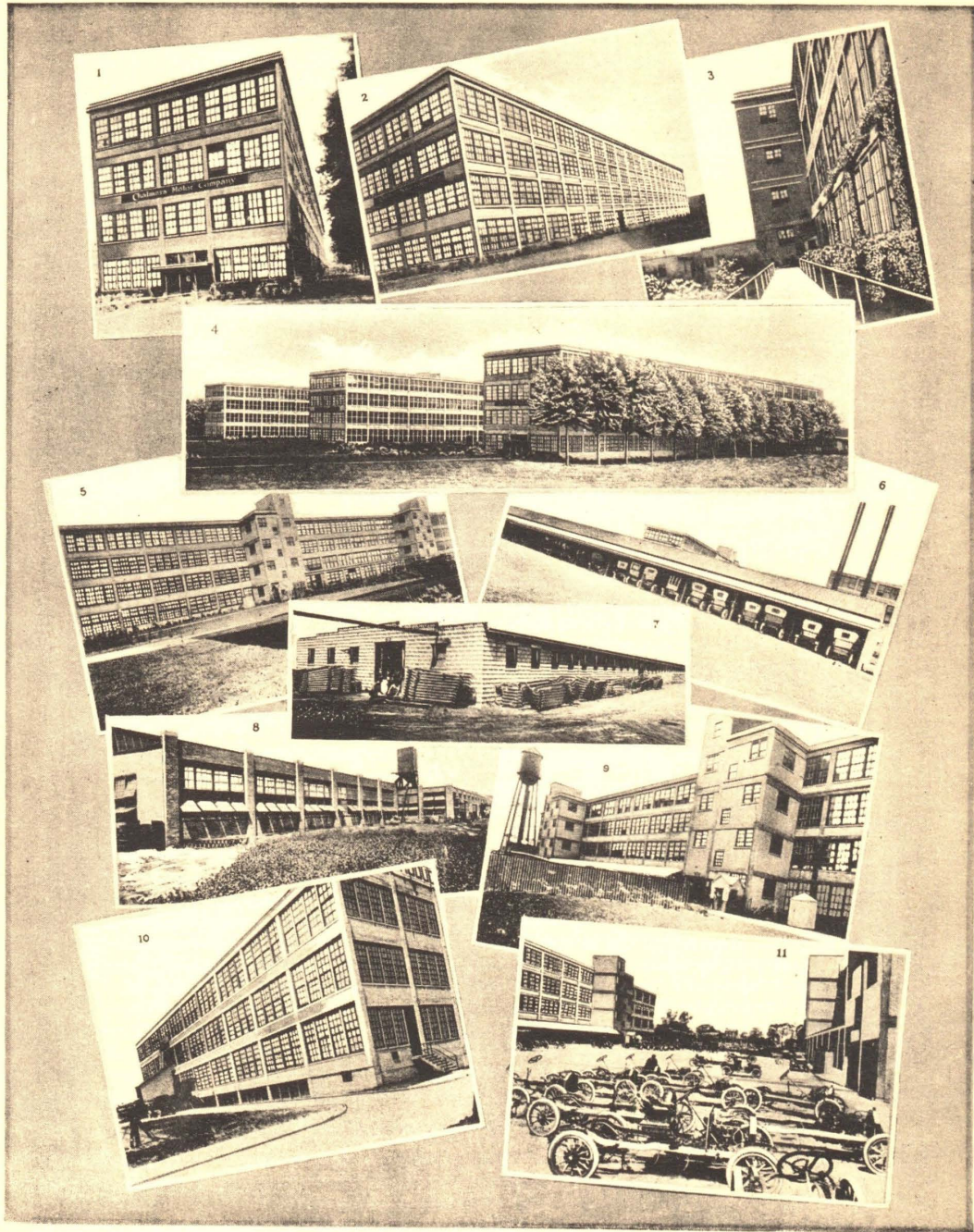
Chalmers cars are built almost completely in the Chalmers plant. This factory occupies a site of 30 acres and has more than 750,000 square feet of manufacturing floor space. The buildings and equipment cost more than \$3,000,000. The Chalmers factory has the most modern machinery and employs good men to operate the machines.



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

Including seats for seven (five inside), Chalmers self-starter, Continental demountable rims, Bosch dual ignition system, black enameled Solar gas and oil lamps, speaking tube, automatic curtain rollers, toilet case, smelling bottles, eight-day clock, tablet and pencil, dome lamp switch, silk cord hat straps and package carrier, Prest-O-Lite tank, 36 x 4-inch tires, ventilated foredoors, integral windshield, tire irons, horn, full set of tools, pump, jack and tire repair outfit.

Option of two color combinations. Chassis specifications on pages 22 and 23.



Some Exterior Views of the Chalmers Plant

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| <p>1. Entrance to General Offices. This building also contains the Engineering, Service and Top Making Departments.</p> <p>2. In this building Chalmers chassis are painted and assembled and the complete cars are assembled and inspected.</p> <p>3. Entrance to Factory and Employment Department.</p> <p>4. The three main buildings of the Chalmers Plant.</p> <p>5. One side of the great machinery building. In this building \$500,000 worth of the most modern machinery is used.</p> | <p>6. Chalmers finished cars ready for shipment.</p> <p>7. In this building all incoming materials are carefully inspected and tested.</p> <p>8. The Chalmers Foundry, where iron, brass and aluminum castings are produced.</p> <p>9. Yard, showing chassis and finished cars.</p> <p>10. Where Chalmers rear and front axles are made.</p> <p>11. Yard, showing chassis waiting to be tested.</p> |
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Some Chalmers Records

1910 Glidden Tour

Glidden trophy won by Chalmers "30"
—2851 miles—Cincinnati to Chicago,
"by way of" Dallas, Texas—16 running
days.

1909 Glidden Tour

Detroit trophy won by Chalmers "Forty"
—2583 miles—Detroit to Kansas
City, through Michigan, Indiana, Illi-
nois, Wisconsin, Minnesota, Iowa,
Nebraska, Colorado and Kansas—15
running days.

Jericho Sweepstakes, Long Island Mo-
tor Parkway.

Chalmers "30" won first and second.

Indiana Trophy Race, 1909. Crown
Point-Lowell circuit.

Chalmers "30" first, winning Indiana
trophy—232.74 miles—average time
51.5 miles per hour.

Santa Monica, California

Chalmers "30" won first in 200-mile
race, averaging 55.5 miles per hour.

National Light Stock Car Event,
Lowell, Mass., 1909.

Chalmers "30" won first place and Mer-
rimac Valley trophy—127.2 miles—41
turns—average time of 52 miles per hour.

Atlanta, Ga., Speedway, November, 1909

Two Chalmers "30's" won every event
offered in their class. Both cars aver-
aged a mile for every minute they were
on the track during the week of racing.
They won first and second place and
Candler trophy in 100-mile race. For
the week, the Chalmers' tally stood 5
firsts, 11 seconds and 8 thirds—the best
average showing made.

The Chalmers "30" has won more motoring contests in proportion to the number entered than any other car—regardless of price. It has never been defeated in any motoring contest by any car in the same power and price class.

In two years of motor contests the Chalmers stock cars won 89 firsts, 32 seconds and 21 thirds—a higher percentage of events than any other cars won.

Motor trade publications gave to the Chalmers the title of "Champion Cars of the Year in Road Racing."

Vanderbilt Race, 1909

Chalmers "30" won first in race for
Massapequa trophy—126 miles in 129
minutes without a single stop. This
is a world's speed record for cars of this
type and has not been lowered since.

Denver-Mexico City

In May, 1909, a Chalmers "30" made
this trip as pathfinder for the "Flag to
Flag" tour. This was the first car to
make the trip on its own power from
the Rio Grande to Mexico City. 2400
miles in 24 running days.

Fairmount Park, Philadelphia

Chalmers "Forty" defeated one 90
horsepower, four 70 horsepower and
seven 60 horsepower cars—was beaten
by only one car, a 90 horsepower of
more than twice the price, and then by
only four minutes. The "Forty" was
awarded the Consistency Prize because
it did not stop a single time during the
200-mile race.

Portland Rose Festival Race

Wemme trophy and first place won by
Chalmers "Forty"—103 miles in 104
minutes.

Minneapolis Tribune Trophy

Won in 1908, 1909 and 1910 by a Chal-
mers Car. In 1910, the same famous
Chalmers "30" which triumphed in the
Glidden Tour, won the Minneapolis
Tribune Trophy with a score of 992
points, and this after the racking run
of 2851 miles in the Glidden Tour.
This made a total of 2878 points for the
three years, beating the nearest com-
petitor by 44 points and giving the
Chalmers Car permanent possession of
the trophy.

