

YOU'RE PAYING FOR A MOTOR CAR

You may think you don't WANT a Motor Car, but there isn't any question about you NEEDING one.

There is a difference between wanting a thing and needing it.

If you need a car you are paying for it. Paying in the time you lose that a car would save you. In the opportunities that get away. In the fresh air and recreation a car would give, but which now you do not get.

Whatever we really need we pay for, whether we actually own it or not. You might get along without an overcoat this winter, but you would pay for one just the same. You would pay with discomfort and bad colds.

If you use telephones, telegraph, electric lights, adding machines, typewriters and labor saving machinery, then you need an automobile.

For the automobile has been developed to keep pace with the age that utilizes these other things---the age of speed---the age of efficiency. The motor car didn't create its demand after it arrived. The demand was waiting. It had been waiting for forty centuries.

The great obstacle to progress is distance. Civilization consists of doing away with the space that lies between man and man, city and city, country and country, between products of all kinds and the people who use them. When the steamboat, the railroad and trolley came to take care of the problem of community or public transportation, the world took a long step ahead. When the automobile came to take care of the problem of individual transportation, the world took another long step ahead. If you haven't realized it, then the world has stepped past you.

The man with a motor car lives a fuller life than if he didn't have one. He has more experiences--more sensations. He does more things. He has a wider circle of interest and influence. He lives twice as long in the same length of time as the man who hasn't a car. Long life is not a question of years so much as it is of experiences and accomplishments. Yet motor cars will be factors in increasing the average span of man's years because they promote health through outdoor life.

There are many good cars made now-a-days, and any good car is a good investment. Yet we honestly believe that the Chalmers or Cadillac offer the best values for the money of any on the market. We ask you to see them before you buy. Comparison has sold more of these cars than all their advertising.

THIS DOES NOT NEED LARGE TYPE

If you can possibly afford a motor car, don't put it off any longer but go and buy one. We hope it will be a Chalmers or a Cadillac; but whether it is or not, don't deprive yourself and family of the pleasure that by right is yours and theirs. There is nothing that you could invest the money in that will pay you such a big dividend in the saving of your time in business and the saving of your health for years, as the purchase of a motor car. A good thing is a better thing the sooner you get it. Now please don't put it off any longer. Make your family happy tonight by going home and telling them that you have made up your mind to get that motor car that you have been talking so much about--the Chalmers or the Cadillac.

GILBERT-VAUGHAN IMPLEMENT COMPANY

THAT'S ALL—THAT'S ENOUGH