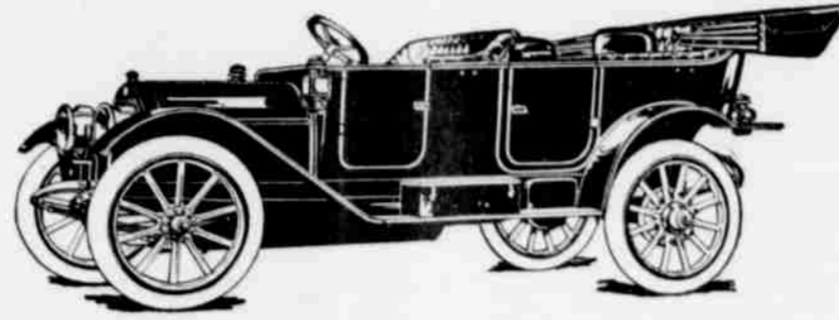


Here Are Two Astounding Values for Next Year The Self-Starting Chalmers "Thirty-Six"



**A New Exquisitely Finished, Luxuriously Equipped, Up-to-the-Minute Car
Long Stroke Motor--Four Speeds and Reverse--Compressed Air Starter
Thirty-Six by Four Wheels-- Bosch Dual Ignition--Continental
Demountable Rims---Lamps, Prestolite and Tire Irons
Sells in Hood River for \$1950**

IN 1909 CHALMERS STARTLED THE WORLD by announcing the first real four cylinder automobile for \$1500. Other makes followed the lead and rushed to the front with all kinds of motor cars at prices around \$1500.

DURING 1910 AND 1911 you have seen nearly every kind of a motor car offered at Prices from \$1000 to \$1500 --all due to the extraordinary success of the Chalmers car of 1909.

FOR TWO YEARS THE CHALMERS ENGINEERS have been working to better the Chalmers car--details of construction, materials, little improvements here and there--all to give the user the BEST motor car in the world at the price.

THIS YEAR THEY GIVE YOU LUXURY--This year they have turned their attention to giving you the luxury. The exclusive features--the conveniences heretofore only offered on the Five Thousand Dollar car--are now all possessed by the Chalmers "Thirty-Six." Compare these features with the high-priced cars, and then think if there is any OTHER car that gives you such values for \$1950.

IT'S A SELF-STARTING CAR--It starts every time just by pressing a button. It's the Chalmers Patented Compressed Air System. No monkeying with delicate electrical motors or other junky devices.

IT HAS POWER--It has the power you need for our hilly country. The motor, 4x5 1/2, is a long stroke type; ball bearing crank shaft, of course--so you get all the power that it generates.

FOUR FORWARD SPEEDS--No high power car is RIGHT without four forward speeds, but who before ever offered it on anything but the HIGH-PRICED cars? Four speeds in the mountains sends you flying up the grade, where the other fellow can't make it on a high gear and his second speed is too slow. Unless you have actually driven a four-speed car, you cannot realize what this means.

VENTILATED FORE DOORS AND INSIDE CONTROL Fore doors have proved themselves a luxury--but in this climate, in summer, are too hot unless thoroughly ventilated. You can regulate this air on this new car.

DASH ADJUSTMENT FOR CARBURETOR. No more raising the hood--mixture is now regulated by a needle valve on the dash. You don't have to stop your car to change the mixture.

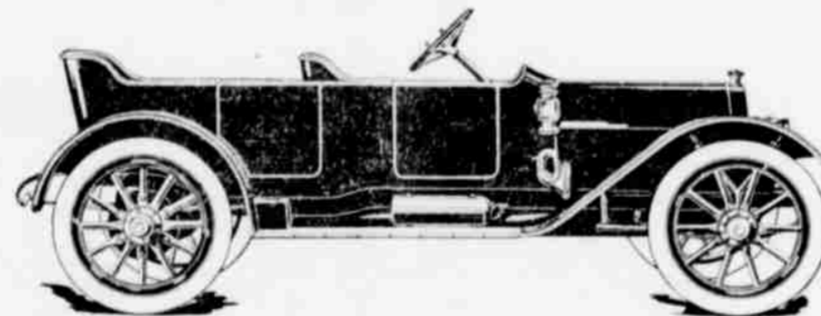
DEMOUNTABLE RIMS, OF COURSE--Another luxury taken from the HIGH-PRICED CAR. We furnish Continental (the standard) Demountable Rims.

THE CHASSIS is the same general type as used for the past three years. Motor en bloc--ball-bearings throughout -- multiple disc clutch -- enclosed fly-wheel--unit power plant--two bearing crank shaft--all brakes on rear wheels.

ELECTRIC LIGHTING SYSTEMS. Two systems of electric lighting are offered at a slight cost. Electric side and tail lamps and 100 hour storage battery for \$25--or, for One Hundred Dollars you get the Vesta system of electric searchlights, side and tail lamps. A dynamo on the engine constantly charges the battery which supplies the equipment. No expense. No trouble. Press a button and you always have a light.

LUXURY OF FINISH. This year all cars will be more beautifully finished. But the Chalmers, again, sets the pace. For beauty of finish, soft, springy upholstery, fineness of detail, artistic design and exquisite beauty of appointments--no other car can compare. No picture shows the workmanship--the attention to minute details. You must personally examine this car--it will be a revelation to you.

And Here Is the Fully Equipped Chalmers "Thirty" at \$1650



**This New 1912 Car Equipped with Magneto, Mohair Top, Glass Front,
Prestolite and Lamps, Ventilated Fore-doors, Inside Control Which
Heretofore Sold for \$2000 Equipped as Above; By a Tremendous
Increase in Manufacturing Facilities Is Now \$1650 Here**

THIS IS THE STANDARD "THIRTY"--The car by which all other cars are judged. So great has been the success of this car, so satisfactory has been its relation of power to size, that a new 1912 car embodying the general standard features of the "Thirty" has been designed, and by a tremendous increase of factory facilities can now be marketed at a price which puts a Chalmers within the reach of everyone.

YOU CAN NOW BUY A CHALMERS FOR \$1650 in Hood River, equipped with magneto, Prestolite lamps, best mohair top, glass front, fore door ventilated body--ready to run.

THE FORE-DOOR TORPEDO IS THE SAME PRICE. We now furnish the Fore-door Torpedo, the Fore-door Roadster, or Fore-door Standard Touring Car at the same price--\$1650--fully equipped.

And the 1912 Cars Are Now on Their Way to Hood River

GILBERT-VAUGHAN IMPLEMENT COMPANY