

## Our Guide for Buyers

The season of Automobile Shows is here. An excellent chance for careful comparisons, as the cars stand almost side by side. The multitude of cars and the claims of salesmen are confusing-especially to first-time buyers. so here follow a few points which may be used as standards when selecting and buying.

First, learn if a car has proven itself a good machine, considered purely as a machine. Service in the hands of owners and performance in contests are the only absolute proofs. This test will eliminate some.

There are many good cars nowadays, mechanically considered. After you have settled on several that are, in our opinion, of about equal merit as machines, compare them from other viewpoints.

Beauty first. There is beauty of line and beauty of finish, and beauty in a motor car is deeper than paint. It goes down to the materials and the construction. It means something in addition to eye-delight.

Then look carefully to the matter of confort-comfort for the passengers and comfort for the driyer. Com-


During demonstrations note how the cars treat you when going over rough spots; note how you feel after riding for an hour in different cars; note whether the seats have springs in them, whether they are tilted; wheter the cushion fits your back and shoulders, or not.

Observe the springs on different cars, how they act when called into play. Observe how bodies are suspended, whether they hang between the axles or whether the tonhave springs in them, whether they are tilted; whether the cars are resilient-or harsh.

Sit behind the steering wheels of other cars. Note whether your position there is comfortable-whether the 'gear shift lever and the emergency break lever are near at hand or whether you must stoop over to reach them. Note the position of the pedals, of the throttle and the accelerator. And do the same with the Chalmers car.

Look carefully to the four main factors of safety; frame, wheels, steering connections, brakes. You cannot examine these with too much care. Examine the refinements-the wood in dash and door strips and body the lev; ers, the pedals, the door handles and locks, the floor coverings, foot rests and all the other "little things." See what they are like on other cars. Then on the Chalmers.

Scrutinize the workmanship on the chassis of the Chalmers. Look at the motor, see what a neat, clean job is . Then note the simplicity in the design of the car from end to end.
Comparison with all other cars has sold more Chalmers, than all our advertising.

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