

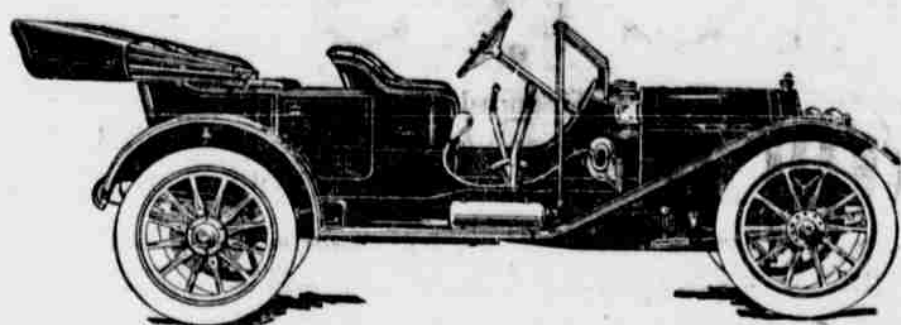
# Chalmers

## MOTOR CARS

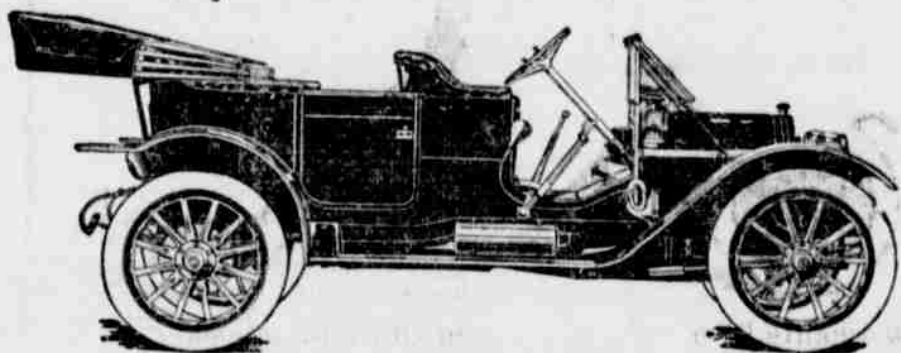
### SIGHT—HEARING—FEELING

#### As Applied to Motor Cars

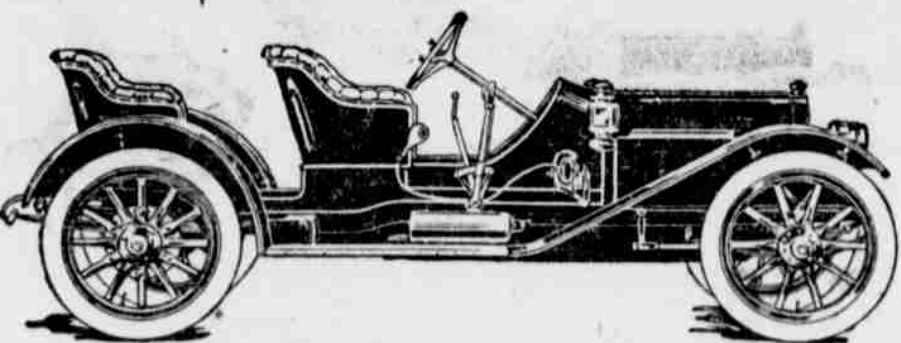
**"30" Detachable Foredoors \$15 Additional**



¶ Your opinion of your motor car after you have used it for some time will be simply a composite of many impressions gained from day to day. ¶ Impressions come through the senses. Three senses—Sight, Hearing and Feeling—will telegraph to your brain a continual stream of impressions concerning your car. ¶ For a car that will appeal to your sense of sight, consider the Chalmers. Here is a car of more than first-glance satisfaction in line and finish. The Chalmers has symmetry—the quality of beauty which endures. The Chalmers car is a harmony—the result of the engineer's right mechanical design — of the draughtsman's cunning with lines — of the workman's and the finisher's skill with materials. ¶ A love of beauty dwells in every person. The automobile buyer who selects a car which has beauty that is deeper than paint will be better satisfied with his purchase at the end of a



year than the man who buys another sort of car. He may not stop to analyze why, but it will be true. ¶ Chalmers cars have beautiful lines. Moreover, they are well finished. All the little details which make the difference between a just ordinary job and a first-class job are well taken care of. ¶ Good cars appeal to the sense of hearing more by the absence than the presence of sound. The Chalmers has a quiet and smooth running motor, quiet axle, smooth changing gears. Such sound as the operation of the car necessarily produces is wholesome and business-like. ¶ The Chalmers will keep a good sound throughout its life. It will not become loose or tin-panny. ¶ There is a lot of difference in the "feel" of cars as you ride in them — and especially as you drive them. To give a sense of complete security, a car must be heavy enough to feel solid under you as it moves along



the road. Yet it must not be too heavy for resiliency or tire-economy. ¶ Chalmers cars are solidly built. They are heavy enough to have maximum strength, yet they do not carry useless weight. They have a long wheelbase. The body is swung well between the axles, because a tonneau over or back of the rear axle is a hard rider. The center of gravity is low so that the Chalmers always stick to the road. Riding comfort is assured by Chalmers springs, which are long and of the finest steel for the purpose. The seats are tilted and have good springs in them. The upholstery is luxurious. ¶ The Chalmers is a good car for the driver. You sit comfortably at the wheel, with the pedals, accelerator, gear shift and emergency brake levers just where you would naturally reach for them. ¶ Chalmers cars appeal to the eye — the sense of sight; they appeal to the ear — the sense of sound; they please the whole body — the sense of feeling. ¶ They have, of course, proved their mechanical fitness through their victories in all kinds of contests, including the Glidden Tour, and through service in the hands of 14,000 owners. ¶ The Chalmers will always look good to you; it will always sound good to you; will always be comfortable. And it will endure.



This Monogram on the Radiator Stands  
for all You Can Ask in a Motor Car

Chalmers "30" \$1940,

Delivered in Medford

Chalmers "40" \$3100,

Delivered in Medford

FOR SALE BY—

# Valley

North Holly Street, near Main

# Auto Co.

Medford, Oregon