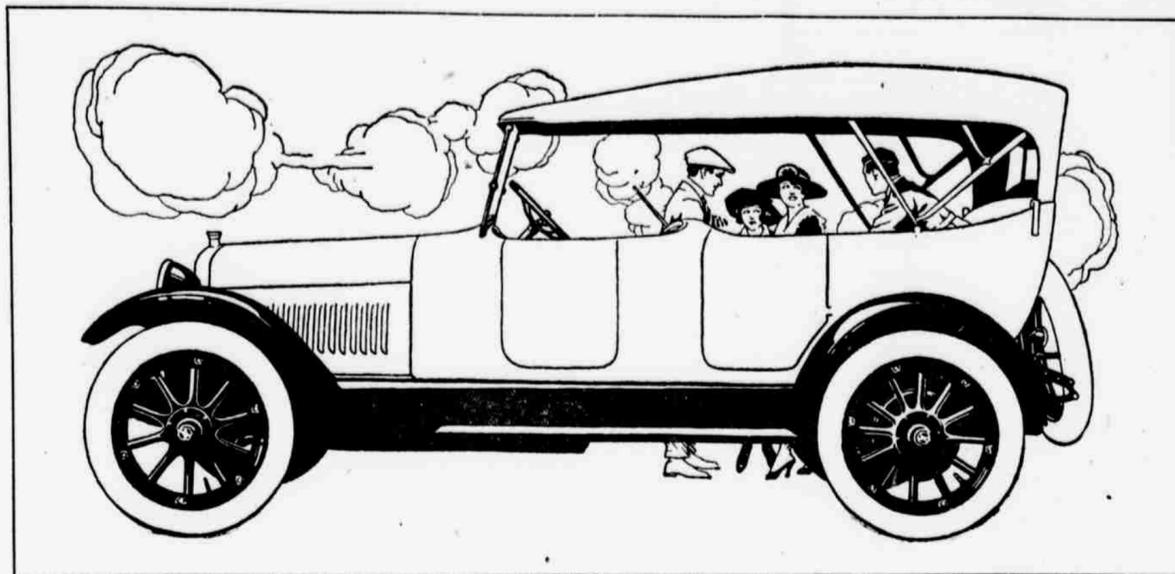


CHANDLER SIX

Do You Know Why More People This Year Are Buying The Chandler Six Than Are Buying Any Other High-Grade Car?



Do You Know Why in Four Years' Time The Chandler Has Passed and Left Behind, One by One, a Long Line of Other Well Known Cars?

There are perhaps several reasons, all of which would appear very clearly if you had the opportunity or took the time to analyze the history and business policies of the automobile industry. But there is one big basic reason which to you as a motorist is the essential reason, and that one reason is this—that ever since the first Chandler car was designed and built and marketed four years ago last month, the Chandler has offered the finest of design, construction and equipment at the lowest possible price.

The Chandler today offers this excess of value, this dependability of service, just as distinctly as at any time in the four years past.

It took some little time, of course, for a great part of the motoring world to pin its confidence to this newcomer. Men recognized, indeed the whole trade recognized, that a new type of car which must make a large appeal had come into the market. The trade knew that it was the product of men who knew motor building and general motor car design and who were experienced in the best manufacturing practices.

Still—and remember this was more than four years ago—the trade said a newcomer could not win out.

Nevertheless, there were a few hundred Chandler cars manufactured and sold in those months of the summer and fall of Nineteen-Thirteen.

And how distinctly the Chandler has won its place in the very front

rank of fine motor cars is reflected in the Chandler sales records of Nineteen-Fourteen, Fifteen, Sixteen and Seventeen.

Month by month and season after season thruout these four years the Chandler has moved forward and forward, until today its leadership could hardly be questioned.

Your own observation of high-grade cars in service in almost any market in America would show you clearly how surely the Chandler has come into leadership.

This leadership has been built on the Right Car at the Right Price.

Back in 1914 men were very generally inclined to recognize that the Chandler was the right car at the right price and about two thousand of them had the courage to make sure of their convictions.

Those two thousand won thousands more to their convictions, so that in the year following nearly seven thousand men chose the Chandler for their car.

And the car went on making friends by its performance in the hands of these owners.

The whole country marveled at this wonderful motor, at its power, its flexibility, its life and get-away, and its endurance. The whole Chandler chassis came to be recognized as a great mechanism.

So last year, 1916, it was hardly surprising to those who really knew the Chandler that more than thirteen thou-

sand motorists chose this car for their car, more than twice as many as had chosen it the year before.

And now comes 1917, a year of some stress for all trades, a year above all years when the real worth in merchandise counts most. And what is the motoring public's answer in its discussion of high-grade cars? What is its answer in discussion of Sixes most particularly?

From coast to coast so far as our available records show, the Chandler is preferred above all other medium-priced cars, above all other high-grade cars.

Our own sales records show an increase of better than 55% in the first six months of this year as compared with the first six months of last year.

Records of registration of new cars, although available in only a few typical sections of the United States, indicate a tremendous public preference for the Chandler over all other cars in its field, in some instances as much as a two-to-one preference.

We realize that in some isolated instances, because of peculiar trade conditions, some other car may lead, but in the great markets where men have the choice of all makes of cars, where every kind and type of car is represented, sold and owned, motorists indicate their preference for the Chandler, and prove their confidence in the Chandler by choosing the Chandler.

Chandler leads because, starting

with the right type of car, the Chandler Company has stood firmly by this type of car. It has continued to develop this car thruout these four years until today it approximates perfection in construction and performance.

We cannot convey to you in the printed page any full conception of the superiority of the Chandler motor, but any one of nearly forty thousand Chandler owners could put you alongside him at the wheel and show you Chandler superiority.

We would be more than pleased to show you this superiority; we would be more than pleased to make clear to you the excellence of the Chandler car in all its details.

We would like to show to you what it means in satisfactory road performance that the Chandler motor is equipped with Bosch High Tension Magneto, as is the Pierce-Arrow, Marmon, Locomobile, Winton, White, Stutz and the Mercer; what it means to you that the Chandler car is built with a big solid cast aluminum crank case extending from frame to frame and giving absolute rigidity to the motor mounting; that it is equipped with silent chains for driving the motor shafts and with annular ball bearings in transmission and differential and rear wheels.

We would like to show you what these items of design and equipment and many others, typical of the highest priced high-grade cars, mean to Chandler performance.

Come Let Us Show You Why and How Chandler Leads

SEVEN BEAUTIFUL BODY TYPES

Seven-Passenger Touring Car, \$1595
 Seven-Passenger Convertible Sedan (Fisher built), \$2295
 Landaulet, \$3350

Four-Passenger Roadster, \$1595
 Four-Passenger Convertible Coupe (Fisher built), \$2195
 Town Car, \$2995

Luxurious Limousine, \$2895
 All prices f. o. b. Cleveland

HERBERT-COOK COMPANY

Broad and Race Streets

Telephone, SPRUCE 4825

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