

CHANDLER SIX

The Leader Among Sixes and Why—

Four seasons ago the Chandler Six was placed upon the market at \$1785—the first high grade six to be sold for less than \$2000.

A year later the Chandler Company astonished the trade by reducing the price of the Chandler Six to \$1595 when it had a ready market for all cars it could make at \$1745. This was possible to build as many Chandlers as the public wanted.

BUT THE INCREASED demand built by the increased value permitted a still further price reduction. And the Chandler Motor Car Company is anticipated the automobile world by increasing quality, equipping the greatest six chassis the world has ever known with one of the finest seven passenger bodies ever placed on a car and reducing the price to \$1295.

AND TODAY, in spite of higher material costs, higher labor costs and manufacturing costs, the price has only been increased to \$1395.

NOW MARK YOU, NOT A SINGLE ITEM HAS BEEN CHANGED.

THE MOTOR IS EXACTLY THE SAME Chandler "Victoria Motor." No motor has been made to trial prices by trimming quality.

THE CAST ALUMINUM CRANK CASE, with rigid base extending down frame to frame insulating the most rigid chassis construction that has been a feature of the Chandler from the first, is a feature of the present model.

THE BOSCH MAGNETO—came as used in the famous racing car—which has been built in a Chandler factory, the first Chandler was built, is still a Chandler feature. It never fails. You can always rely on it for reliable ignition with the Bosch Magneto. You can't make others do it. You can't make yours do it.

THE FAMOUS GRAY & DAVIS lighting and starting system with 100 watt Williams Battery, Battery operated in feature of the present model. Starter controlled by a pedal—all lights controlled by a single switch. All on the dash.

THE MOTOR WITH ITS SMOOTH, flexible power, its wonderfully quick pickup and its matchless economy, is still the most beautifully finished and most accessible of the cylinder motors on the market at any price.

THE HONEYCOMB RADIATOR—came as used on the cars selling for \$300 and now being in production. It gives the most efficient cooling system you could find.

THE TRANSMISSION is of the finest design, material and workmanship. In quality, performance and ruggedness, it is unsurpassed. It gives the most efficient and smoothest of gear shifting in a pleasure car on any money.

Seven-Passenger Touring Car, \$1385.
Four-Passenger Roadster, \$1295.
Four-Passenger Convertible Sedan, \$1485.

THE CLUTCH—on plate disc—is velocity in action—easily operated. The lighter pressure you is necessary to show it out. No car at any price offers anything finer.

THE CARBURETOR is still the famous Rayfield, the most perfectly adjusted, the most richly developed, the most economical and most responsive as well as the highest priced. It just "lets" the Chandler motor, and it just "lets" the Chandler motor.

THE REAR AXLE, with semi-elliptical springs, is full floating, with finest bracing, highest quality gears, and workmanship that insures permanent quietest and smoothness in operation. There is none better.

THE FRONT AXLE, the steering gear, the frame, and the extra long, semi-elliptical spring have not been altered or changed in the slightest degree, except to further improve and refine them.

AND CHANDLER BODIES are beautiful beyond comparison. With deep, comfortable seats, high grade, long yokes leather upholstery, without tannin oval and splendid finish, there is nothing finer. No wonder they are the criterion of body beauty.

THE CHANDLER TOP is made from genuine Pontiacs. IT IS LONG LASTING and ever resplending. It looks good and is the latest quality money can buy. Quick detachable curtains furnished from the dealer follow the body lines and look good when in use.

THE GRACEFUL LINES of the Chandler: Will be noticed wherever fine cars are assembled.

THE CHANDLER SIX has the masterly appearance of a thoroughbred. It has the quality of a fine diamond. It has the pure mechanical construction of a fine machine. It has the elegance, the durability, the desirability of a car that will remain and improve. And it is essentially the same in its mechanical elements for the fourth year.

THERE IS NOT AN ITEM of the Chandler Six that you can question—not a point where you can suggest the substitution of something better for the purpose. It is a better car than any other "gaily sold" for \$1295 and the price is only \$1395.

THIS IS THE REASON why the Chandler Six is still the leader in price, the leader in value, the leader in value. It is the reason why an agency for the Chandler Six means increased sales and increased prosperity.

THIS IS THE REASON why we say, if you are coming to the Show, come and see the Chandler Six. It is the reason why we urge you to write us at once if there is no local Chandler dealer in your town.

WE HAVE made some strong statements, but we have substantiated them. We have shown our own experience justifies us in making them. And our own experience justifies us in offering you the Chandler Six as the greatest six chassis value in the world. Write us at once. Now. Cancel ready now. Get latest information.

Four-Passenger Convertible Coupe, \$1395.
Limousine, \$1295.
All prices f. o. b. Cleveland

Gordon Auto Sales Co.

1000 Woodward Avenue Detroit, Michigan

Come to the Great Detroit Automobile Show—January 20th to 27th when you will find us at Space B14 and B15.