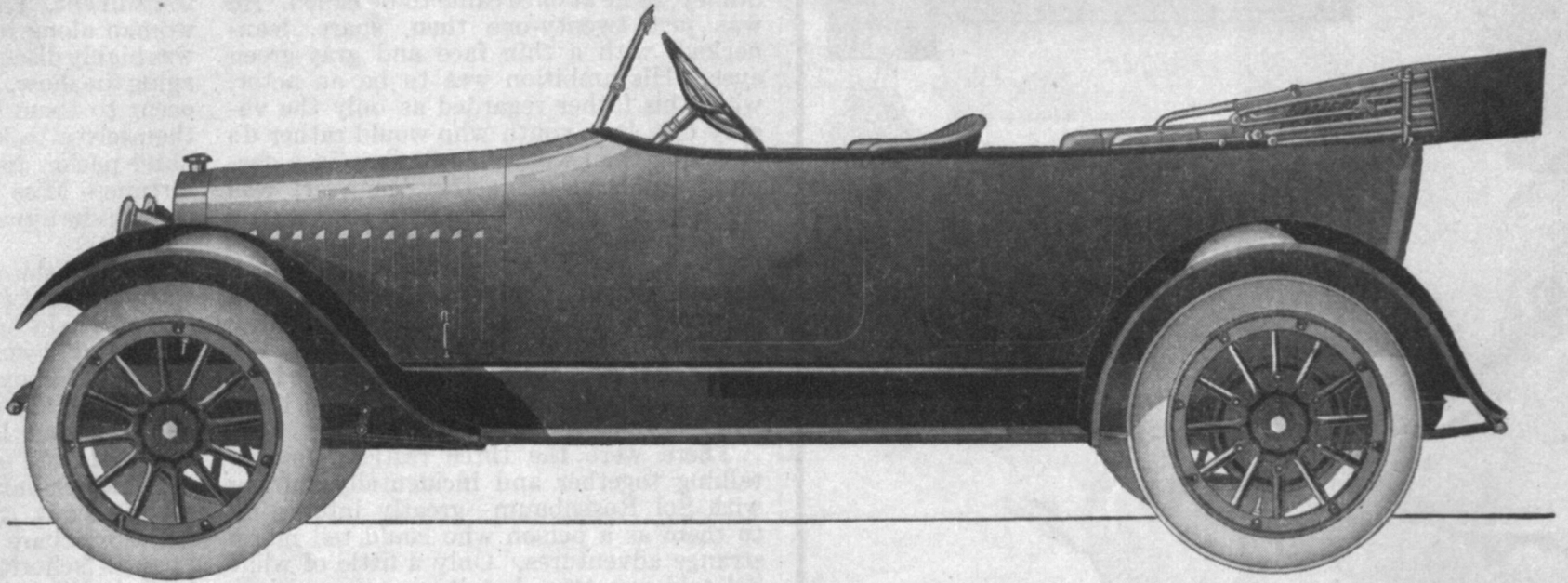


Unnecessary to Pay More



Chalmers 5-Passenger 6-30—\$1250

“How unnecessary to pay more than \$1250 for a high grade 5-passenger touring car!” Those may not be your words, but that surely will be your thought when you examine this 5-passenger 6-30 Chalmers. This is not the first high grade Chalmers car at a surprising price. Chalmers has been building exceptionally good cars at exceptionally low prices for a good many years.

Uncommon—Distinctive—Attractive

No need to caution you not to miss the Chalmers lines and Chalmers curves. They are too uncommon. Too distinctive. Too attractive. In the front, a high, narrow radiator. A hood with a long straight slope. Chalmers unique molded oval fenders. Large, brilliant double-bulb lamps. A body that is handsome and comfortable.

Note the rear seat cushion. It is three inches wider than it needs to be. And the front seat has four inches more room than you require.

The wheelbase is long. That gives length to the body. There is four inches more room in the front compartment than you need, and eight inches surplus leg room in the rear compartment. The seats are unusually wide.

Abundance of Power

The motor, after all, is what interests both men and women. And that is where and why this Chalmers excels. It is the most famous and most used of all Chalmers motors. It has high power capacity. It is never under strain. At 45 and

50 miles an hour it is using only a part of its power.

Speed—Endurance—Economy

Scores of gold, silver and bronze trophies adorn the reception room of the Chalmers factory. They were won for speed, for hill climbing, for endurance and economy.

Just recently, in 1916, Chalmers led its class in the Pike's Peak hill climb, carried off the Giant's Despair climbing classic, set a new record from Chicago to New York, and won many other events.

But these feats are largely taken for granted with a motor so widely used as Chalmers, and with such great power-reserve and power-capacity.

Pay the Sensible Price

You need what Chalmers gives. Beauty plus reliability plus performance. You get those things in the Chalmers at a sensible price. Why go higher? Moreover to go lower may prove poor economy. So pay the sensible price for a sound and sensible car.

Prices

Five-passenger Touring	- - - - -	\$1250	Seven-passenger Sedan	- - - - -	\$1850
Two " Roadster	- - - - -	1250	Seven " Limousine	- - - - -	2550
Seven " Touring	- - - - -	1350	Seven " Town Car	- - - - -	2550

(All f. o. b. Detroit)

CHALMERS MOTOR COMPANY, DETROIT, MICHIGAN

