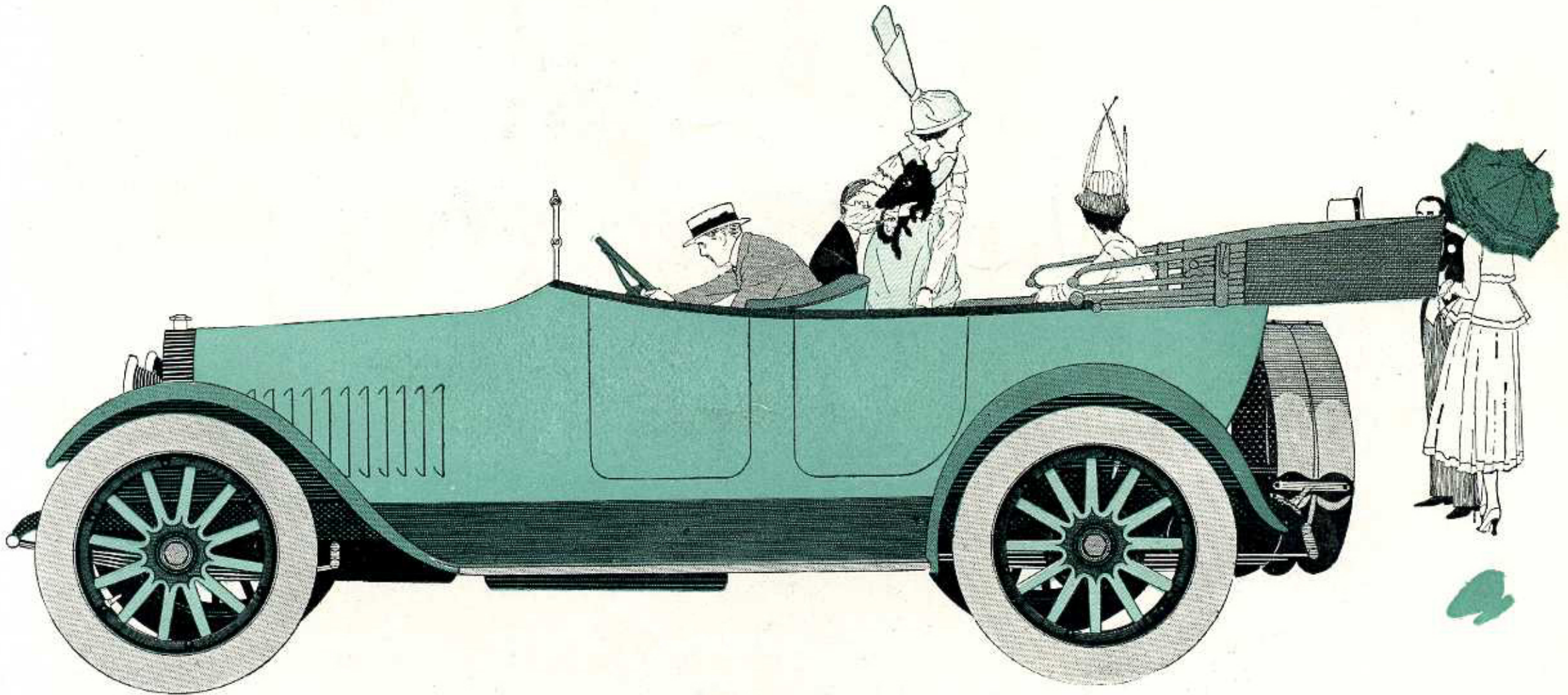




Quality First



THE CHALMERS SIX-40 TRANSMUTES USELESS MIGHT INTO "PEPPERY" PICK-UP AND OPERATING ECONOMY

She's a seven-passenger—this car that put the good word "spunk" into the motor language.

A little larger than her better-known sister, the 3400 r.p.m. Chalmers.

She gets away with eager assurance, like a sunbeam. She accelerates with rare swiftness and sparkle.

You're running along easily. The speedometer needle is around 10 miles an hour. Now throw out your clutch. See how nicely her gears and differential play together?

Now let in your clutch. And there's never a fret or jar. You don't feel as if you'd come down on the footbrake by mistake.

Her performance is full of the glow that restoreth the soul.

To describe her riding comfort in terms of specifications of springs and upholstery is like describing a sunset as red.

The freedom of her engine—the remarkable delivery of dynamic energy to her rear wheels comes from overhead cams in a valve-in-head type of engine.

It's the same type of engine that heaves thrills into the race-fans at Sheepshead Bay.

But here it's checked down for road use, so that a woman dare drive. No reckless, alarming presence of superfluous force.

While she won't deliver that treacherous, perilous, tire-burning pace that the speedways prize, she'll come clean with 60 miles an hour any time you say. But why 60?

The useless might of her potent engine has been sheared away and rewoven into fox-footed acceleration and operating economy.

At 5, 10, 20, and 30 miles an hour—at all practical and sensible speeds—is where you need "peppery" pick-up the most. And hers responds like a spark to the flint every time another car's dust gets in your eyes, every time you hit a grade, every time you turn a corner.

She has beauty to match the glamour of performance. Clothed in Valentine Green—Meteor Blue—or Oriford Maroon with a gold stripe around the body—and wheels dark, primrose, or red, there's a beckoning lure in every line.

All of which accounts for why so many of your friends are going Chalmers

\$1450 Detroit
\$1950 in Canada

Chalmers Motor Company

Detroit, Michigan