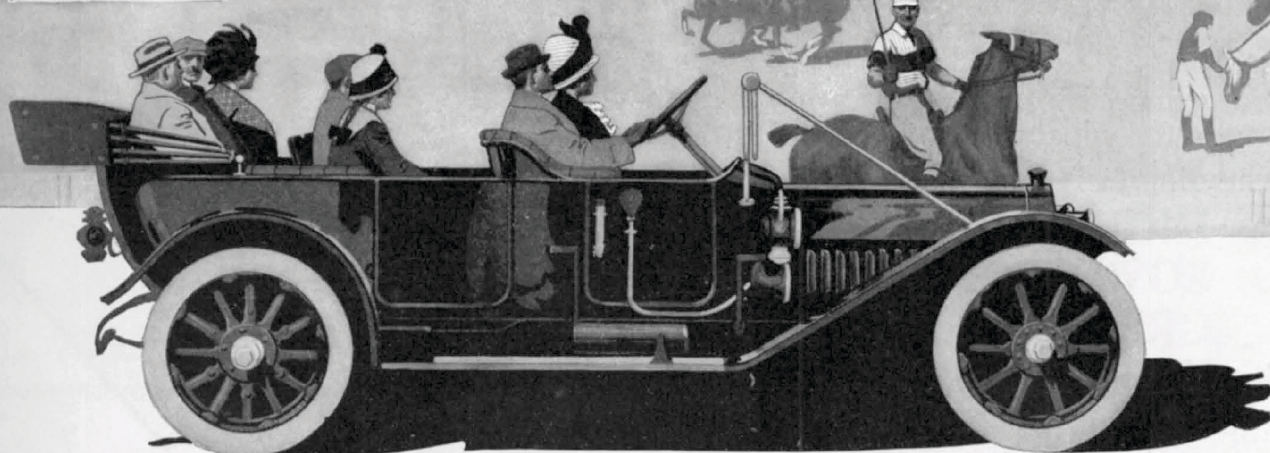




This monogram on the radiator stands for all you can ask in a motor car



Chalmers "Six" \$3250

— SELF-STARTING —

Offers You at a Reasonable Price
the Acme of Motor Car Luxury

Seven passenger Touring; four passenger Torpedo

54 horsepower; Chalmers self-starter, air pressure type; 130-inch wheel base; 36" x 4½" tires; Continental demountable rims; ten-inch upholstery; nickel steel axles and rear axle housing; extra large brakes; nickel steel frame side members; sheet aluminum bodies.

CHALMERS "Six" is a high powered, mechanically perfected luxurious 7-passenger car at a price lower than the motor public has been accustomed to pay for the qualities this car possesses.

We are quite certain that the Chalmers "Six" is one of the very finest motor cars ever produced.

We do not offer the "Six" as being a fine car "at the price." We offer it simply as a *fine car*. It is fine regardless of price. It has the goodness of design, thoroughness of workmanship, luxury of lines and finish—the pure quality—to make it good value at *any* price.

We sincerely believe that the "Six" is a better motor car than many which sell for higher prices. Any manufacturer who makes this claim is sure to be asked two questions: First, why are you able to do it? Second, why are you willing to do it?

To answer the first question: We can do it because we have the factory, the organization and the "know how."

Large production cuts down overhead expense. Good design, modern machinery and up-to-date methods cut down manufacturing expense.

We build cars in sufficient quantity to reduce overhead expense to the minimum. We get the advantage of buying materials in large quantities and for cash.

We know we can build a high grade, high powered car—using the same quality of material and workmanship—at a lower cost than many of the builders who turn out only high priced cars. It is a question of equipment and organization.

To answer the second question: It has always been our policy to give unusually good values. Good value in the car cuts down selling expense after the sale. We have always stood for small profits per car, and have gained our fair annual profit by doing a large volume of business.

So we invite the most careful comparison of our "Six" with other cars.

We hope you will investigate the Chalmers "Six" thoroughly before purchasing. But before you investigate the "Six," please study other high grade cars. Decide what features you would want in your ideal car. Take all of the best features of the highest priced cars on the market. Then investigate the Chalmers "Six."

We feel confident that you will find in the new Chalmers model all of the best features offered in the best cars; an aggregation of desirable qualities which cannot be bettered in any car, no matter what its price.

Special "Six" booklet on request.

Chalmers Motor Company, Detroit, Mich.

The advertisements in MOTOR are indexed. See MOTOR's Classified Index on pages XIX and XXI.