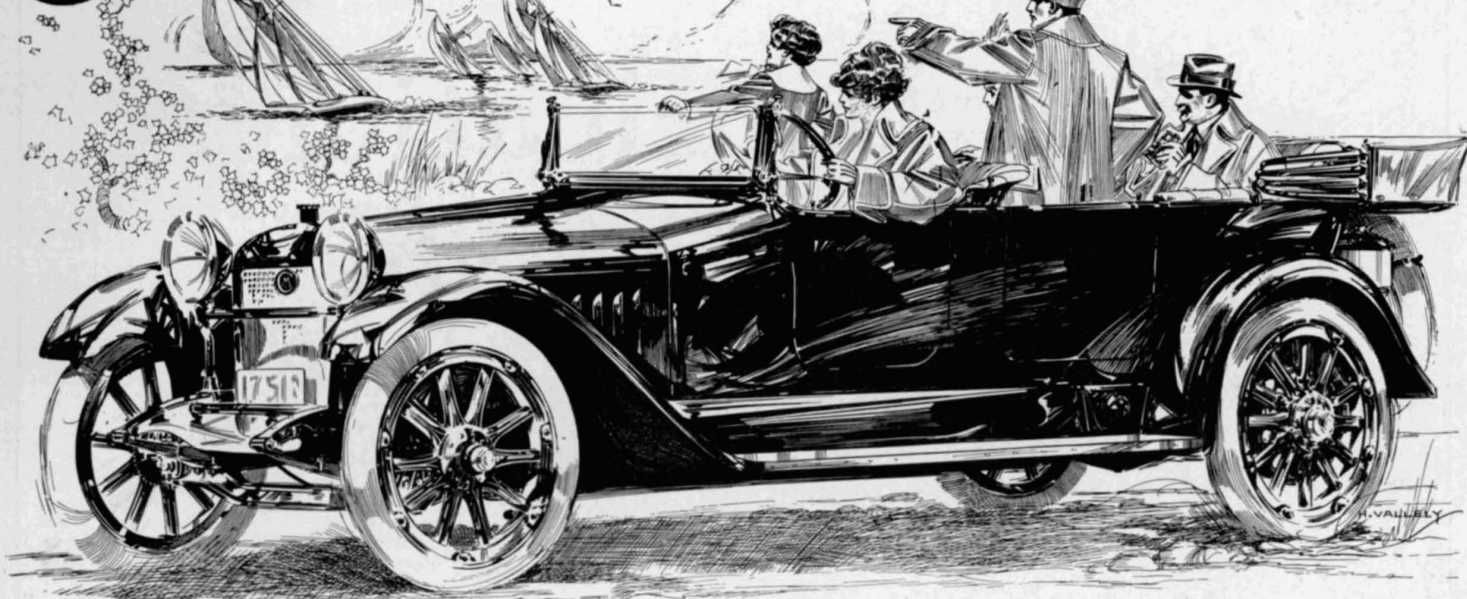


Chalmers—1915 "Light Six"



A New "Light Six" of Chalmers Quality—\$1800

In addition to the famous Master "Six" at \$2175 we now offer you the Master "Light Six"—a new Chalmers model at \$1800.

Here is a 1915 car at \$1800 with all the features that have given "Sixes" first place in the high priced field: Silence, smoothness, flexibility, beauty. It has, besides, what "Sixes" in the past have lacked: A low first cost, which makes it easy to buy; low operative cost, which makes it easy to keep.

The Master "Light Six" is a full year ahead; in style, in mechanical design, in simplicity, in efficiency. That's why thousands who once thought a "Six" an extravagance are now ordering 1915 Master "Light Sixes" faster than we can build them.

A "Six" or Nothing

This is the car for which thousands who would have a "Six" or nothing have waited.

The 1915 Master "Light Six" offers for the first time the full measure of 6-cylinder silence, smoothness and flexibility at the price of any comparable "four."

The Master "Light Six" at \$1800 makes it unnecessary now to pay a high price, or a high maintenance cost to get six-cylinder luxury.

This 1915 Chalmers answers the last arguments of the four-cylinder builders—those of price and economy.

A Lighter Master "Six"

What the Chalmers Master "Six" at \$2175 is among high powered cars, the 1915 "Light Six" at \$1800 is among cars of its class. It has the same Master Motor, though built on a lighter scale. It has small bore and long stroke to give it flexibility; perfect balance to give it smoothness; right design to give it silence.

Its Chalmers-Entz electric starter makes the motor non-stallable. Tapered bonnet, oval fenders and streamline body rank it with the expensive foreign cars in looks.

Its lighter weight means an added economy. Yet it is heavy enough to make it safe in any emergency; comfortable on any road. Don't make the mistake of buying too light a car. The difference in gasoline consumption between a medium weight car and a flimsy car won't amount to \$25 in 10,000 miles, and \$25 won't buy many repairs for a car so light that it shakes to pieces in ordinary service.

Like all Chalmers cars, the 1915 "Light Six" is built to give satisfactory service through many seasons.

A Car of Super-Value

It is hard to believe that any car at \$1800 could possess all the advantages we claim for the Master "Light Six." Until you see it, you cannot realize its distinguished beauty; until you ride in it, you can know nothing of the extraordinary value it offers at the price.

When we say the 1915 "Light Six" is a year ahead of others, we mean just

**Chalmers Motor Company,
Detroit,**

what we say. In design, in luxury, in endurance, in good looks we believe this to be the most advanced "Six" on the market. It has today the features of construction and equipment which most cars in the \$2000 class will not have for another year.

So we urge you to take the Chalmers Test Ride with our nearest dealer. Let the car itself prove its super-value.

Try to Match It

After you have taken the Chalmers Test Ride, challenge any comparable car to duplicate the performance. Compare these features item for item with any car at near the price. We'll leave the result to you.

Six Cylinders	Interlocking Gears
30 to 50 Horsepower	Chalmers Sectional
126-Inch Wheel Base	Piston Rings
Electric Starter	Cork Insert Disc Clutch
Non-Stallable Motor	Clean Running Boards
Electric Lights	Left Drive
Tungsten Steel Valves	Center Control
Streamline Body	Rayfield Carburetor
Molded Oval Fenders	Tapered Bonnet
Triple Heated Fuel	Underslung Springs
Timken Bearings	Full Equipment

The Larger Master "Six"

2, 4 or 5 passenger type, \$2175
6 passenger Touring Car, \$2275

For the man who wants a larger and a higher powered car, there's our Master "Six," the fastest selling "Six" at its price in the country.

This Master Car set a new standard among the larger "Sixes" for silence, smoothness and flexibility; its model price and low upkeep set a new mark for economy among cars of maximum luxury.

Former owners of \$4000 to \$5000 cars are fast finding out that in the Master "Six" they secure the same six-cylinder value without the usual expense of a car of high power and large size. They say that a really better car no one can buy; a costlier car no one really needs.

The advertisements in MOTOR are indexed. See MOTOR'S Classified Index on pages 19 and 21.