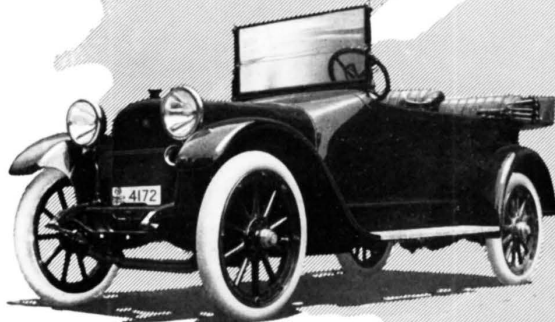


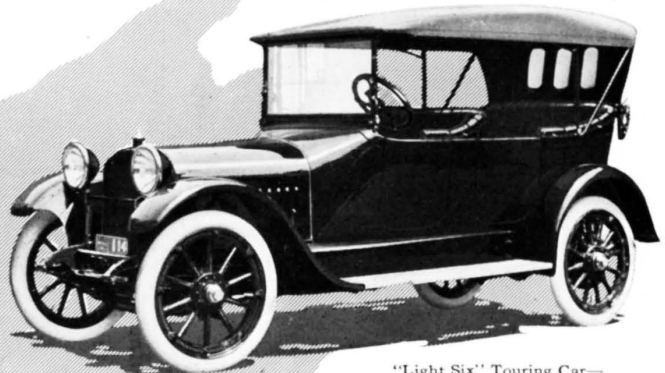


"Light Six"
Model 26B

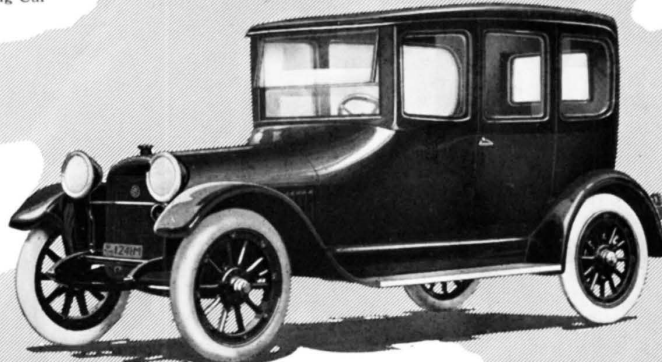
Views of "Light Six" (Model 26B) Types Showing Their Striking Style and Beauty of Line



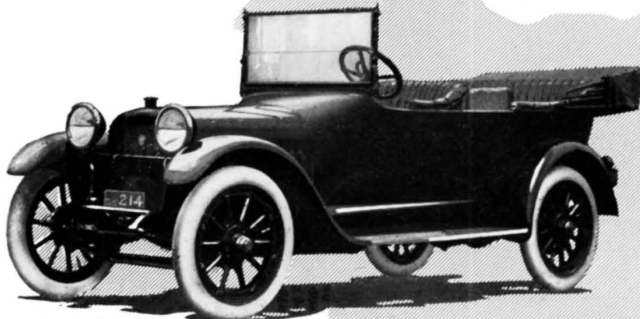
"Light Six" 5-passenger Touring Car—
A real quality car



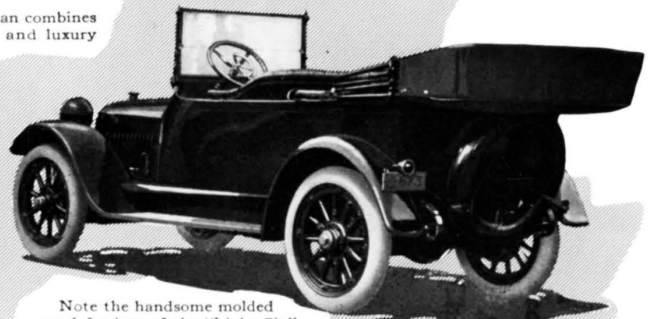
"Light Six" Touring Car—
Showing the Chalmers one-man top



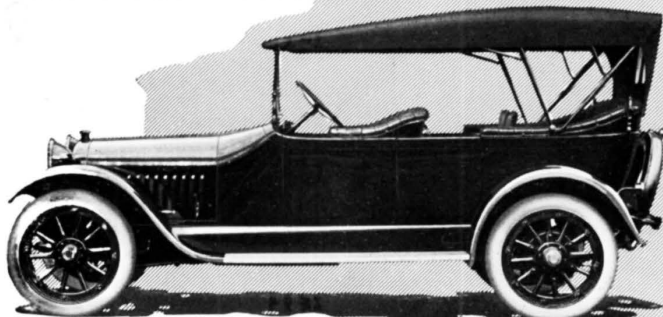
The "Light Six" Sedan combines
style, exclusiveness and luxury



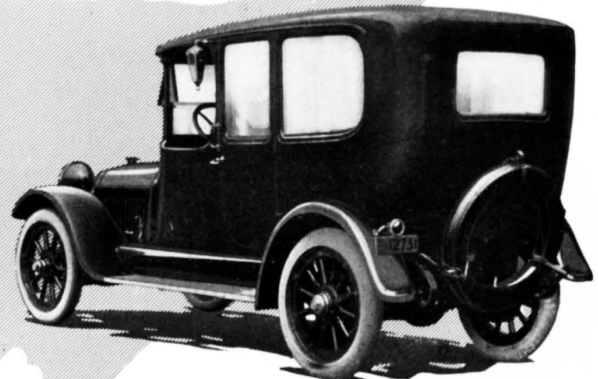
The New 6-passenger Model of the
"Light Six" is both graceful and roomy



Note the handsome molded
oval fenders of the "Light Six"
Touring Car



Long, sweeping lines give the "Light Six"
6-passenger car a distinctive grace

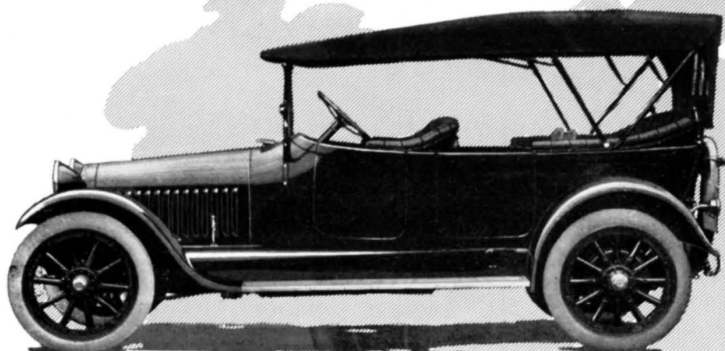


No Limousine offers greater beauty and
style than the Chalmers "Light Six"

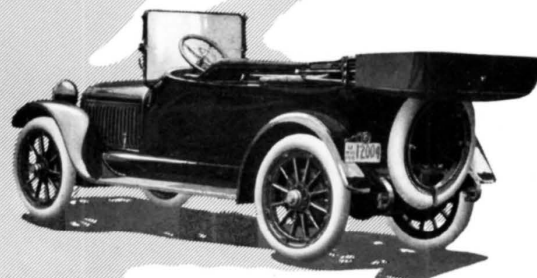
Chalmers bodies for 1915 have style and distinction to a degree. The Chalmers design is exclusive. Seen from any position the "Light Six" (Model 26B) types have that blending of line and harmony of design which are not only eye pleasing, but also signify the comfort and mechanical fitness which are always a part of right proportion

Chalmers Doings
Number 203

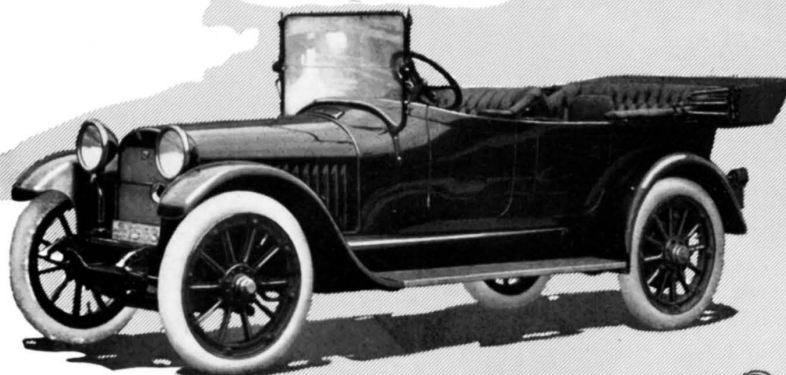
The "Master Six" (Model 29) Touring Car From Any Angle Shows Rare Beauty and Grace



The Chalmers top harmonizes with the graceful body design



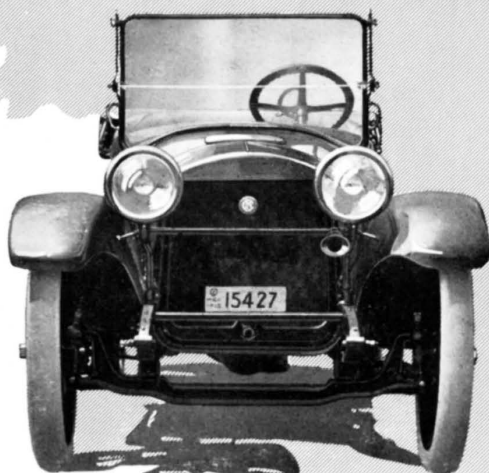
Note the clear running boards and tires carried at rear



Concealed door latches and hinges; absence of radiator filler, are details which add to "Master Six" style



The "Master Six" is a maximum car at a medium price



The "Master Six" 7-passenger car shows its "bigness" in every line



Auxiliary seats are comfortable, amply large, and easily operated

For the man who seeks a big roomy car, yet with the grace of the torpedo type, the "Master Six" 7-passenger Touring Car is particularly adapted. Note the distinctive style of this new model; its ample size for seven people. The auxiliary seats are of the collapsible Pullman type; easily operated and comfortable to ride in.



Quality First

Chalmers Cars Are Quality Cars Manufactured in Chalmers Shops

CHALMERS cars for 1915, as always in the past, are built to sell on a quality basis.

The Chalmers Company is not competing and never has competed with makers of other cars purely on a "price" basis.

The greatest single asset of the Chalmers Company—and, in fact, of the Chalmers owner—is the monogram shown above.

It is your guarantee of every claim we make for Chalmers cars.

It stands, too, for our reputation as builders of quality cars.

Other companies could build cars which might look like Chalmers. They might even claim to build as good cars as Chalmers.

But they could not use the Chalmers monogram. That belongs to Chalmers.

AND because this trademark has come to stand for so much in the automobile world, because it is so valuable to us and because it means so much to Chalmers owners, the Chalmers Company cannot afford to lower its standing by building any but cars of highest quality at their prices.

We have invested millions in the Chalmers Factory. We cannot afford to jeopardize this big investment by allowing a car to carry the Chalmers monogram which does not in every way come up to the Chalmers standard of quality.

WE build Chalmers cars heavy enough to ride well on all roads, to be safe in any emergency of motoring.

Neither the Chalmers "Light Six" nor the Chalmers "Master Six" is skimped in any detail.

Please do not confuse the quality of Chalmers cars at Chalmers prices with the quality of other cars selling at or near the same prices.

Stand the Chalmers "Light Six" (Model 26B) along side any of the other light sixes in the Chalmers price class, and you will see at least \$200 or \$300 greater value in the Chalmers.

RIDE in a Chalmers "Light Six" and in any other light six in its price class—not merely a ride on city pavements, but a twenty-five or thirty mile ride over country roads as well. Drive the Chalmers "Light Six" and then drive any other car you may be considering.

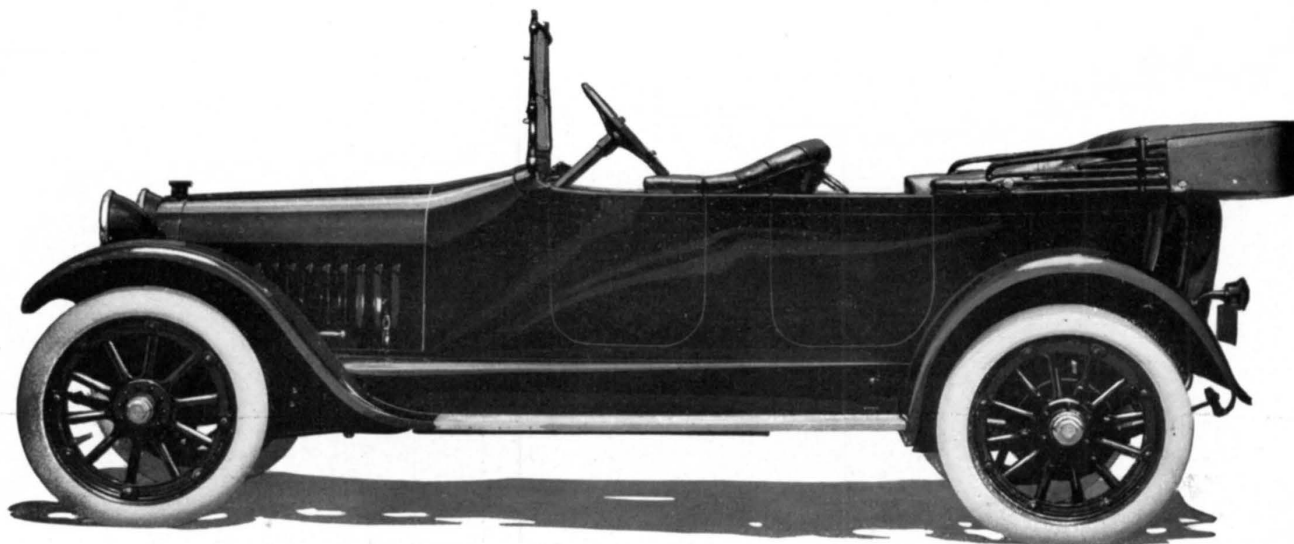
We are willing to leave it to your own judgment which is the better car. We are confident that you will find the Chalmers "Light Six" a better value than any similar car selling within \$200 or \$300 of its price.

AND you must realize that we are sure of the outcome when we offer the Chalmers "Light Six" (Model 26B) for such a comparative test.

Remember, please, that nearly any car can give a good demonstration on city streets. It is after a real test—or after many months or seasons of use that you most enjoy the benefits of the quality which makes Chalmers cars cheaper to own and more satisfactory to drive than the cars which are built to sell on "price" alone.

Quality, performance, style and comfort, considered, Chalmers cars *are low priced.*

If you pay less than Chalmers prices for a motor car, you must be satisfied with less than Chalmers quality.



1915 Chalmers "Light Six" (Model 26B), 5-passenger Touring Car, \$1650

(Complete specifications on page 20)

Notice particularly the harmony of line. There is nothing patchy, nothing ungraceful about the "Light Six." The clean-cut appearance of the whole car speaks efficiency and comfort.

1915 Chalmers "Light Six"

(Model 26B—6 Cylinders—48 horsepower)

TESTED in such service as you would give your own car, by more than 5000 owners; proved in over 6,000,000 miles of driving over all kinds of roads, the Chalmers "Light Six" is the one 1915 car of *known* quality.

First announced in May, the 1915 "Light Six" soon became the fastest selling "Six" at its price on the market.

Over 5000 cars of this model have already been sold and are in use throughout the country.

Under all conditions of motoring *they have universally made good.*

Because the Chalmers "Light Six" is, first of all, a quality car.

Sold on Quality

From the beginning we have offered the "Light Six" as a *quality*, not a price car.

Its rapid sale has not been due to extreme light weight, abnormal design or sensationally low price. But rather to *real quality* at an unusually low price for a car of such size, beauty, comfort and endurance.

When the 1915 "Light Six" was first announced, it was priced at \$1800 for the Five-passenger Touring Car.

With the completion of the first factory order, we have made a number of detail improvements, giving even more style and more complete equipment.

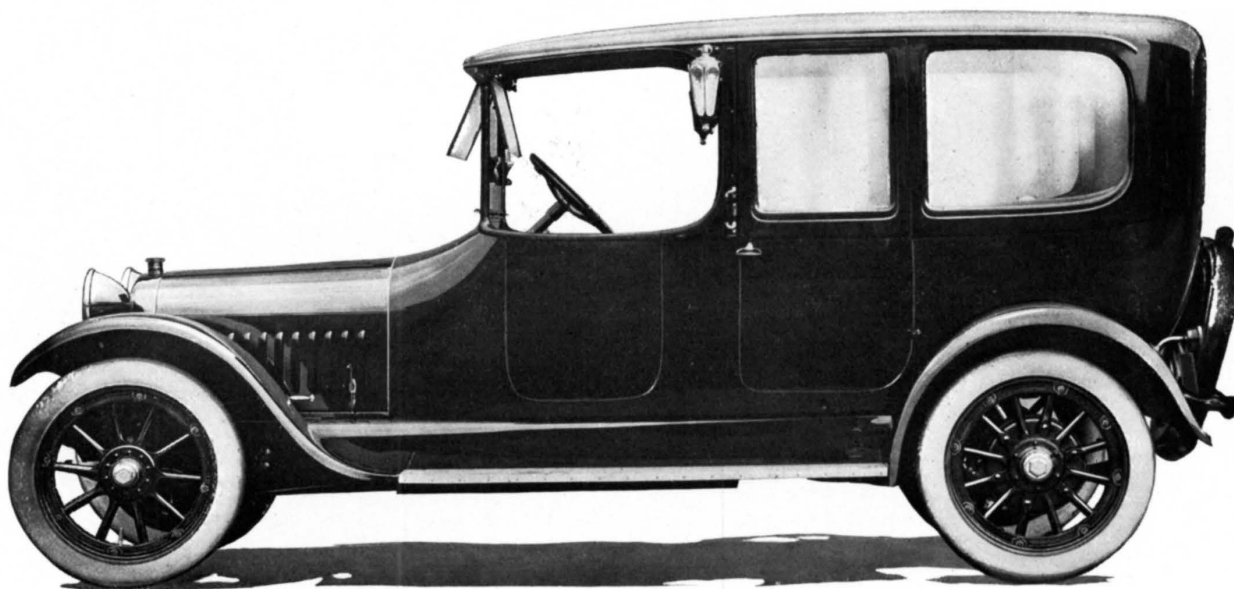
Yet the new price of the "Light Six" (Model 26B) five-passenger Touring Car is only \$1650.

Our Greatest Car at the Price

In line with the well-known Chalmers policy of building, first, high-grade cars; and second, pricing them as low as efficient manufacturing, quantity production and a fair profit make possible, we have made the 1915 "Light Six," we believe, the greatest all-around automobile offered at the price since motor cars were first built.

And 5000 "Light Six" owners—some of them in your vicinity, no doubt—will tell you that our policy is the right one.

In the second factory making order of the 1915



1915 Chalmers "Light Six" (Model 26B), 7-passenger Limousine, \$3200

We believe there is no handsomer Limousine body on the market. The full rounded back, domed roof and grace of line give unusual style. The beauty of the interior is as striking as that of the exterior.

"Light Six" (Model 26B), we have added several new body types.

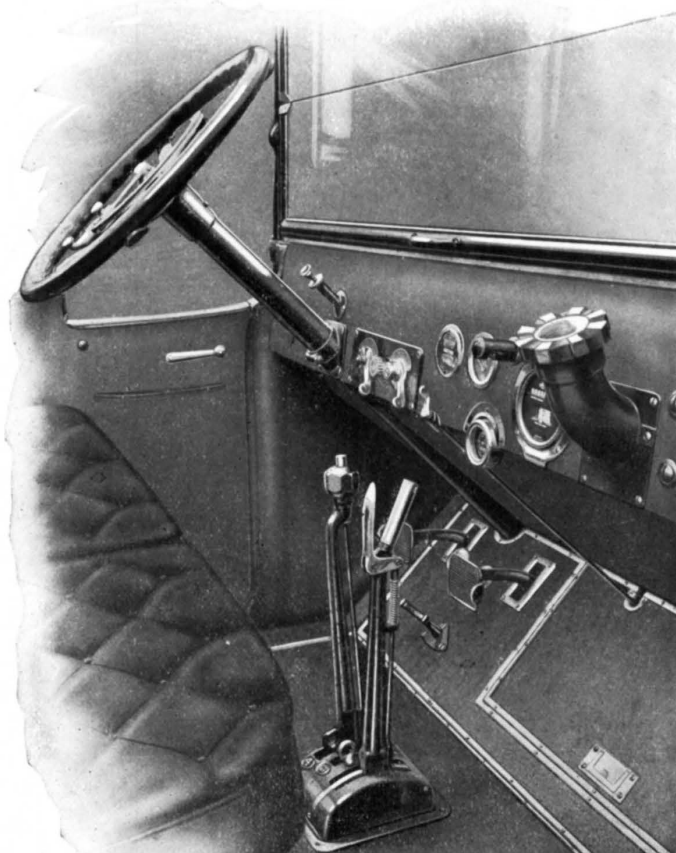
New 6-passenger Touring Car

At \$1725 we now offer the "Light Six" also in a 6-passenger Touring Car.

This new type is a car of exceptional grace and roominess. It has an entirely new, luxurious and distinctive body. The tonneau is equipped with collapsible, Pullman-type seats—and is amply roomy for four people to ride in perfect comfort.

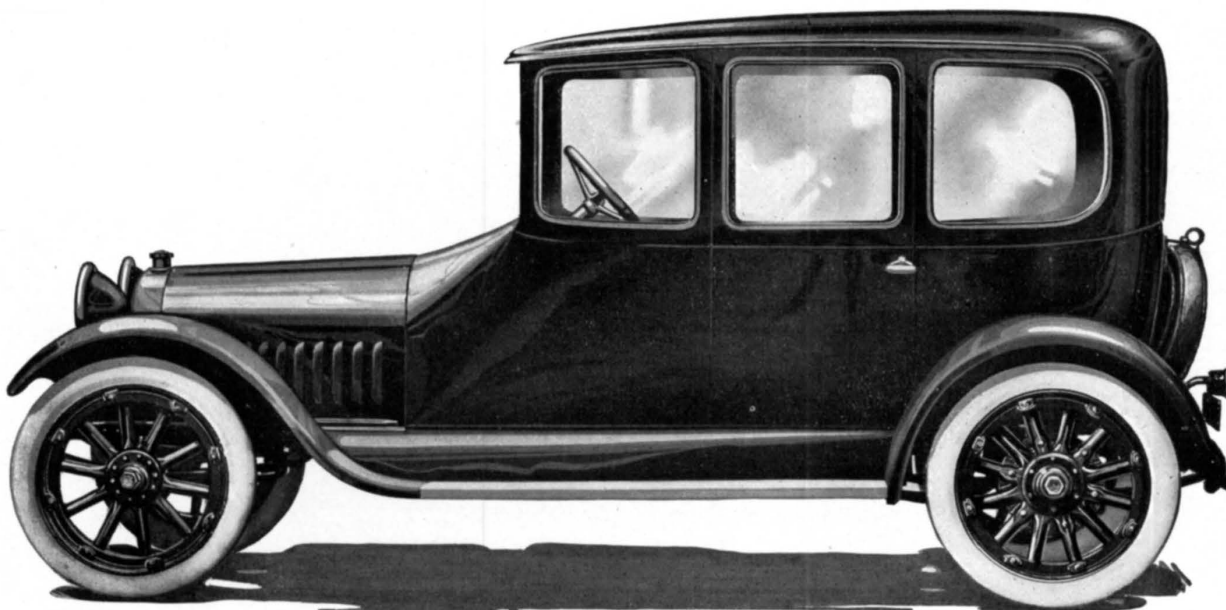
On the "Light Six" chassis are also built the popular convertible Coupelet; a luxurious seven-passenger Limousine, and a beautiful Sedan of exclusive Chalmers design. (See Pages 8 and 9.)

All open car types of the Model 26 Bare equipped with Chalmers tailor-made, one-man top of silk mohair. Rebound snubbers, 34-inch by 4 $\frac{1}{4}$ -inch tires, Klaxon-made horn, an improved rain vision and ventilating windshield, a new type Rayfield carburetor, which assures best carburetion of commercial qualities of gasoline; an even more complete and neater control board equipment, Yale lock to prevent theft of car, new type door handles invisible from outside the car, a new and handsome body finish—these are among the detail improvements which make the 1915 "Light Six," Model 26B, the greatest automobile value at its price on the market.



Driving Compartment of "Light Six" (Model 26 B)

The control board carries carburetor adjustment, electric light and ignition switches, gasoline primer, oil pressure gauge, battery index, speedometer, dash light and gasoline filler funnel. Left drive and center control, with everything within easy reach make both 1915 "Sixes" wonderfully convenient and easy to drive.



1915 Chalmers "Light Six" (Model 26B), 5-passenger Sedan, \$2750

The Sedan is a new type of luxurious enclosed car; as exclusive as a Limousine. A closed car you will enjoy to drive yourself. Adapted to all requirements of business and social usage.

Proved Mechanically Correct

In all essential mechanical details, the "Light Six" is unchanged. It remains the same staunch, silent, powerful car that has made good in 6,000,000 miles of the most rigid kind of test—daily service in the hands of owners. (For complete mechanical description, see Pages 22 and 23.)

Before you buy any car within \$200 or \$300 of the Chalmers price, see the 1915 "Light Six."

Compare this car as to *quality* with any other in its price class. Compare its performance with that of others.

Any Chalmers dealer will gladly give you a searching demonstration of the "Light Six" (Model 26B). And after such a test we believe you will agree with the 5000 people who already own 1915 "Light Sixes" that here is the greatest automobile value at the price ever offered.

Chalmers Cars are Worth More

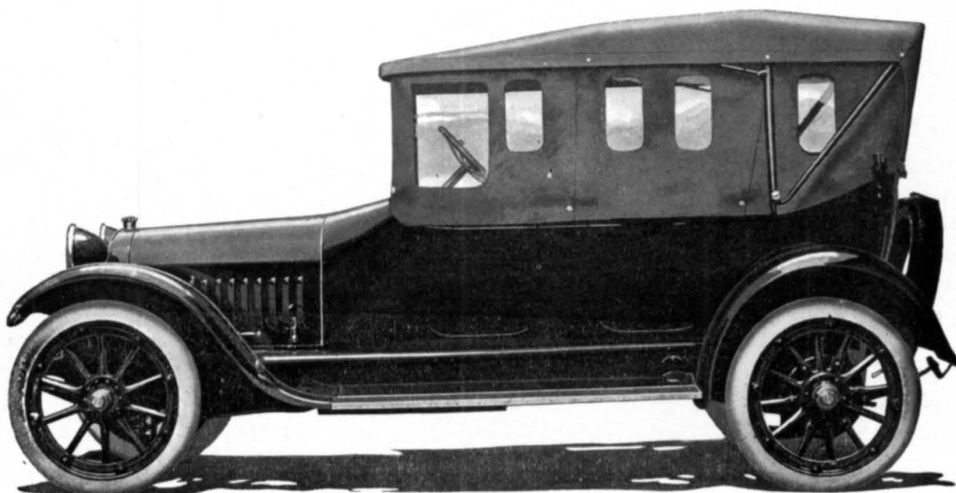
True, you can buy a "Six" of this size cheaper than the Chalmers. But it will be a car of lesser quality than the Chalmers.

In considering such a car, please remember too, that the

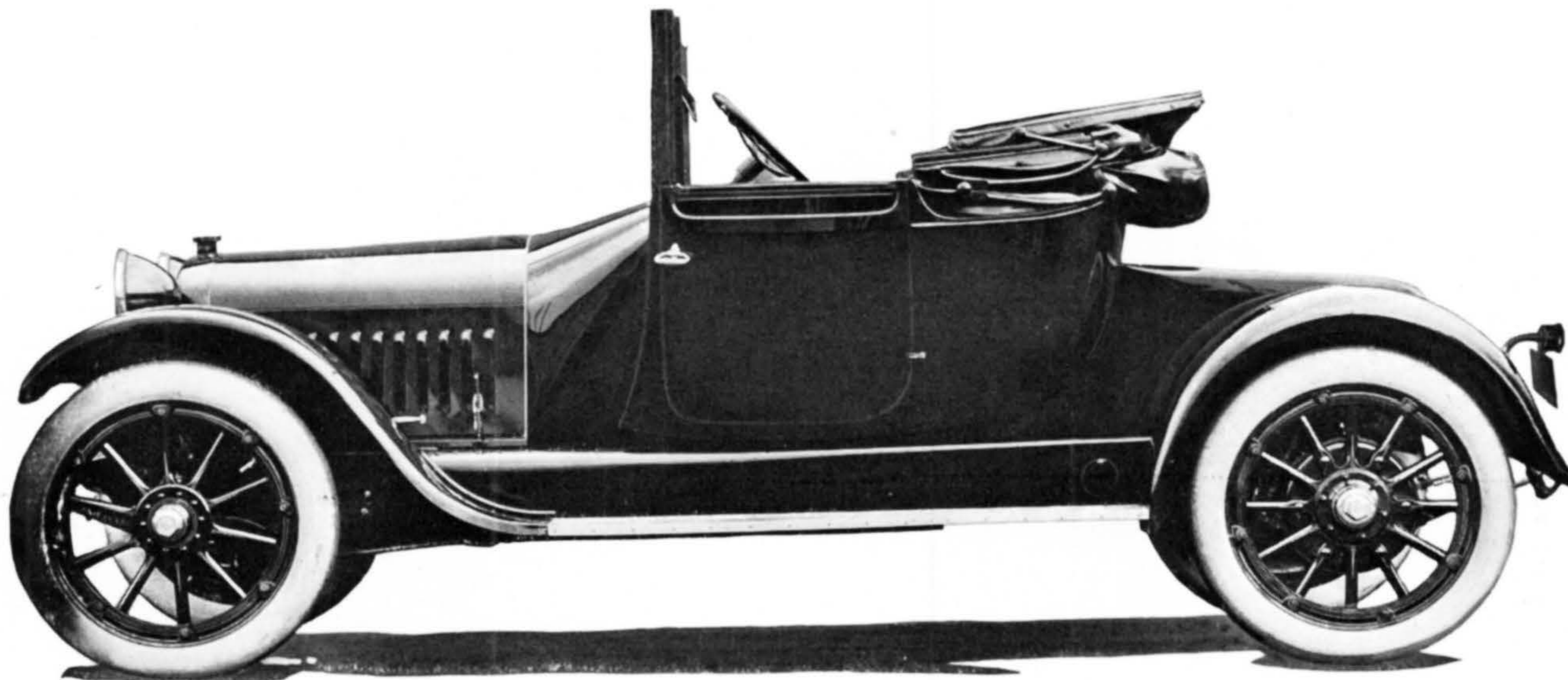
difference you must pay to get a Chalmers *quality* car will be more than made up to you in a single season in repairs saved, in extra comfort and in the satisfaction of knowing you have the best car possible at the price.

If you pay more than the price of the 1915 "Light Six" it should be to secure a larger and more powerful car—and such a car we offer you in the Chalmers "Master Six" at \$2400.

You owe it to yourself to investigate our claims for the 1915 "Light Six" before you invest in any car. The Chalmers Dealer in your territory will give you the Chalmers Test Ride at your convenience.



All open car types of both the "Light Six" and "Master Six" are equipped with Chalmers-built one-man tops of silk mohair and Collins quick-acting storm curtains.



1915 "Light Six" (Model 26B) Coupelet—\$1900

With top folded the Coupelet becomes a smart, open roadster, suitable to touring as well as city use. Top may be raised or lowered in two minutes.

"Light Six" Coupelet, a New Type of All Year Around Utility—\$1900

One of the most popular body types built on the 1915 "Light Six" chassis is the Coupelet.

This new car is the most practical two-passenger model we have ever built.

With top raised, it gives the full protection of the permanent coupe in cold or inclement weather.

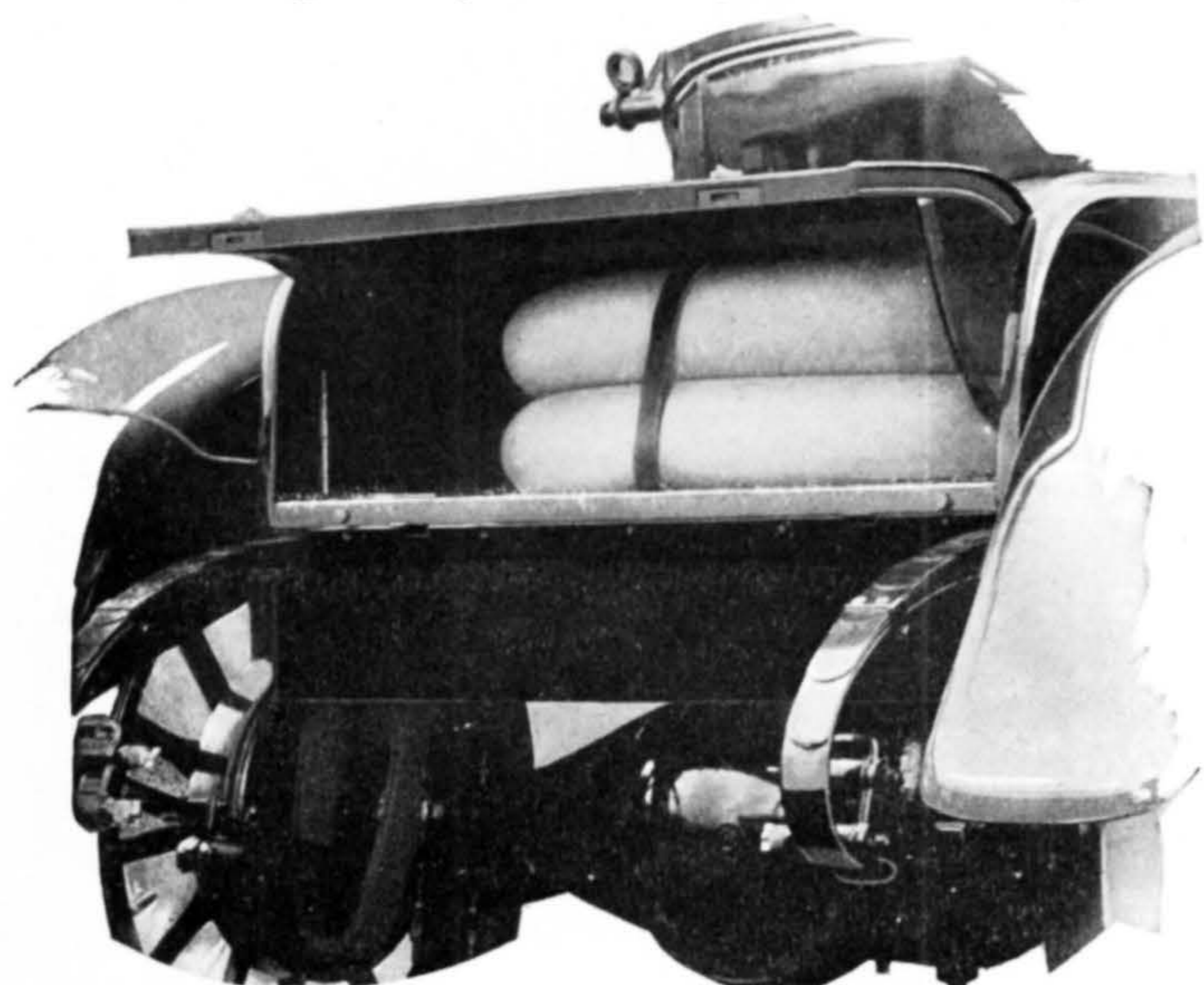
With top folded, the Coupelet becomes an open roadster of unusual smartness and style.

The change from closed to open car can be made in two minutes, so that the Coupelet is quickly adaptable to all conditions of weather and driving.

The "Light Six" Coupelet is especially popular with women who drive their own cars.

An Ideal Woman's Car

As convenient and exclusive as an electric, it offers in addition the greater power, safety and wider range of the



The "Light Six" Coupelet has on the rear deck a compartment large enough for two extra tires—or, if one chooses, an unusual quantity of luggage.

gas car. Its capacious luggage compartments make it an ideal shopping car.

For physicians, architects, contractors and all business and professional men who have a great deal of running about to do, the Coupelet is admirably suited.

Popular With Physicians

Scores of doctors who have purchased "Light Six" Coupelets say this model is the one thoroughly practical and comfortable doctor's car on the market.

A great many people who require a closed car for the theater and social usage, but who do not care to assume the expense of a chauffeur or a big Limousine, find the Coupelet exactly suited to their needs.

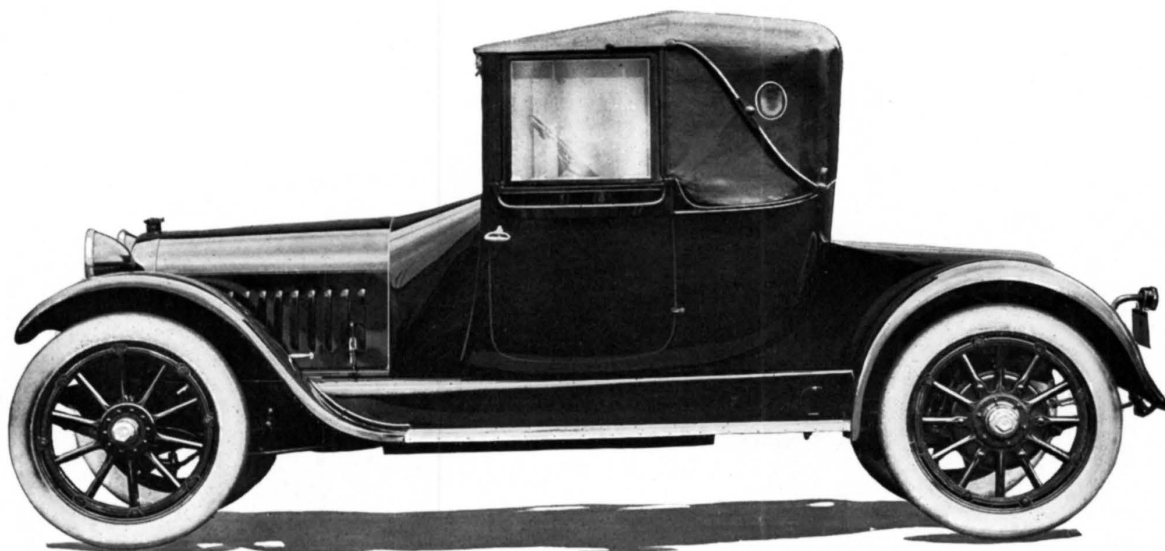
Men who prefer a two-passenger car for personal use, find the Coupelet superior to the usual roadster type.

An All-Year-Around Car

For the Coupelet may be driven twelve months in the year, in the city or over country roads, without discomfort, or exposure to the weather. Its distinctive style and smartness give it, too, an exclusive appearance not found in an open roadster.



The windshield of the 1915 Chalmers Limousine is provided with double glass in the upper half, giving a positive clear vision even in heaviest rain or snow.



"Light Six" Coupelet with top raised

As an enclosed car, the Coupelet gives the same protection from inclement weather as a coupe. It has the greater advantage of being readily changed to an open roadster.

Chalmers Enclosed Cars for 1915 Are Luxurious Limousine and Sedan

The 1915 Chalmers Limousine and Sedan give, we believe, the smartest style, greatest roominess and most luxurious finish ever offered in enclosed cars at or near the Chalmers prices.

The Limousine, built on a special extra long Model 26B chassis, has full 7-passenger capacity (5 in the rear compartment). The body, of wood and aluminum, is of special Chalmers design, with domed top and full rounded back.

The interior is finished in handsome whipcord with full equipment of dome and shoulder lights, speaking tube, disappearing Pullman-type auxiliary seats, pockets and hand cords.

Running board lights on either side of the car, handsome pillar lamps, specially designed storm-vision windshield are some of the unusual features which make the 1915 Limousine distinctive.

Special Open Bodies

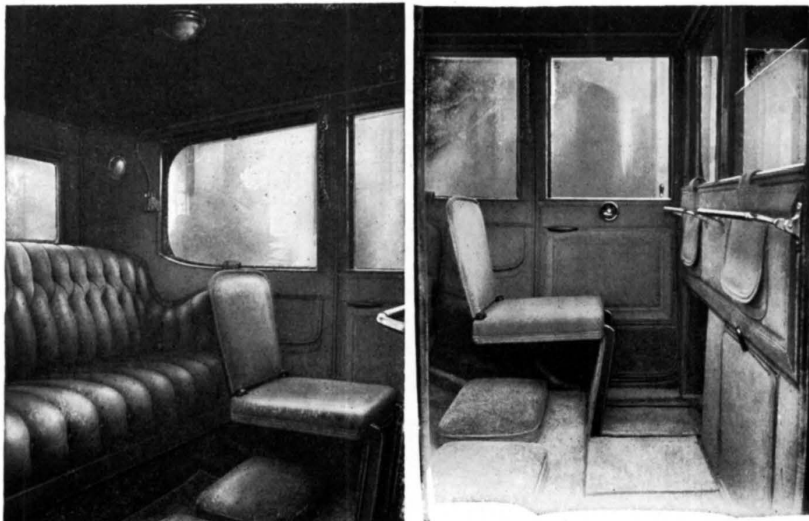
Though the Limousine body is not interchangeable with other bodies on the "Light Six" chassis, we have arranged to provide Touring Car bodies of extra length to fit the special Limousine chassis.

The "Light Six" Sedan, which is interchangeable with other Model 26B body types, provides a luxurious enclosed drive 5-passenger car. In the Sedan, all passengers ride in the one compartment. There is a single door on either side and front seats are divided.

For All-Year Service

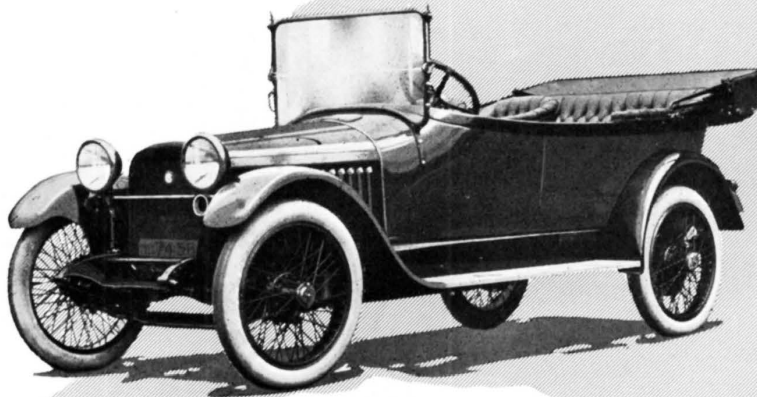
To those who like to drive their own town cars, or who do not wish to have a chauffeur, the Sedan makes a particular appeal. It gives both the exclusiveness of a Limousine and the freedom of a Touring Car. Many owners find the Sedan a particularly desirable model for all-year service.

Both Limousine and Sedan are finished with black chassis and body panels of rich Chalmers blue. No enclosed cars at any price are more beautiful of line or more distinguished in appearance.

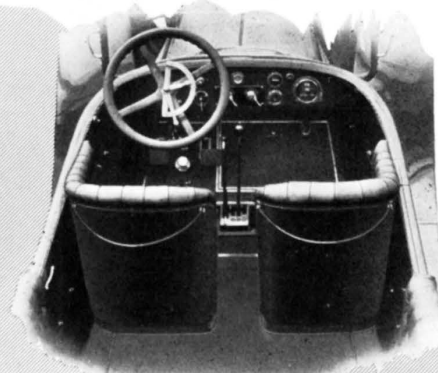


The interior of the Chalmers Limousine combines comfort, roominess and convenience, giving a closed car of utmost luxury. Note the Pullman shoulder lights in addition to dome light. Extra seats fold out of sight when not in use.

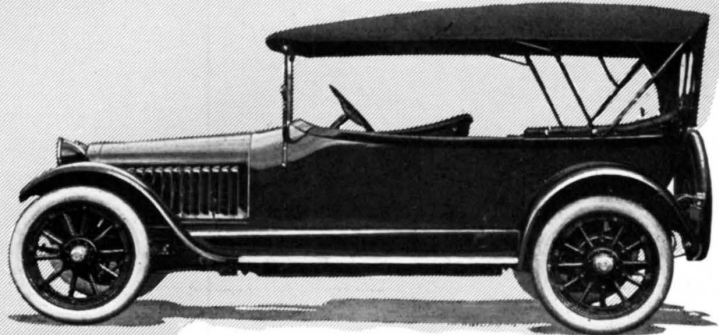
1915 "Master Six" Torpedo—A New Racy Type of Distinction and Beauty



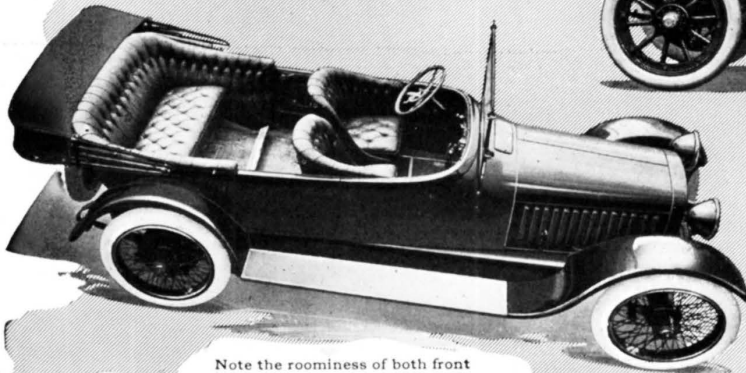
The "Master Six" Torpedo strikes a new note in motor car styles



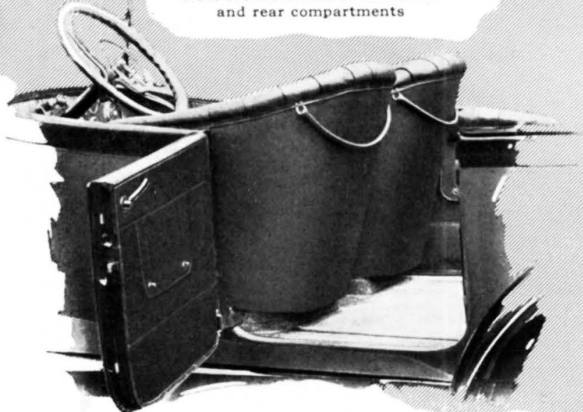
An aisle of ample width affords easy passage between front seats



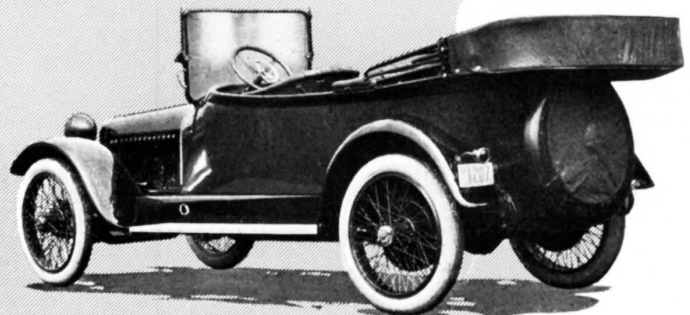
The Torpedo has the racy foreign "boat" design—smart and distinctive



Note the roominess of both front and rear compartments

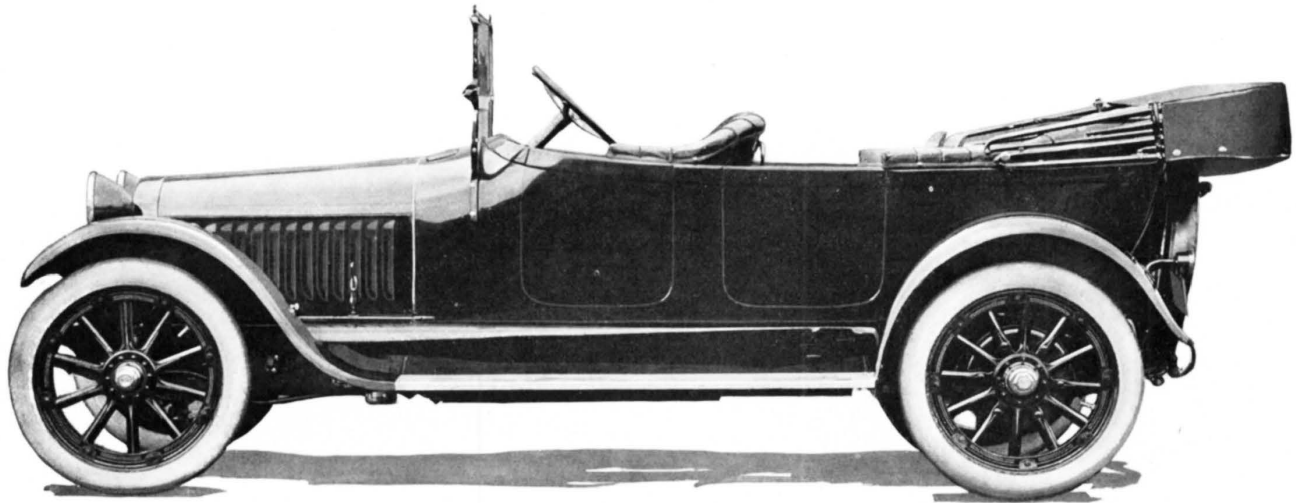


The single door is unusually wide. The interior finish is distinctive



Seen from front or rear, the "Master Six" Torpedo has a smartness of its own

The Chalmers "Master Six" Torpedo is the purest streamline type on the market. Here is a man's car of unusual style, dash and smartness. Note the single wide door on either side, the deep "bucket" seats, the aisle between the front seats. Wire wheels in place of wood wheels furnished at an additional cost of \$80.



1915 Chalmers "Master Six" (Model 29), 7 passenger Touring Car—\$2400
 Mechanical description on pages 22 and 23

In this new model beauty of line and roominess are combined. With maximum carrying capacity, the Touring Car offers the style and dash of the Torpedo

1915 Chalmers "Master Six"

(Model 29—6-Cylinders—60 horsepower)

WE confidently announce the larger 1915 Chalmers "Six" as again the "Master Six" of them all.

The 1915 "Master Six" remains in all essentials the same car mechanically as the 1914 model, which was pronounced by the motor-wise the most noteworthy car of the past season.

With 1915 refinements, it offers even more than ever the limit of mechanical luxury in a motor car.

Beautiful New Body Designs

In the 1915 model of the "Master Six" we announce, however, two striking new body types—both unusually beautiful and distinctive.

In fact, we believe that in style and beauty the larger Chalmers "Six" for 1915 will not be approached by any car in the American market.

The 5-passenger Torpedo is an entirely new type. It has grace, exclusive style, dash.

Torpedo is Smart and Racy

This body is of the foreign "boat" type—racy to a degree.

A single door of unusual width in either side makes possible an unbroken "streamline" effect. The front seats are "bucket" type, with an aisle between. All seats are low and comfortably pitched. The whole body is lower than usual.

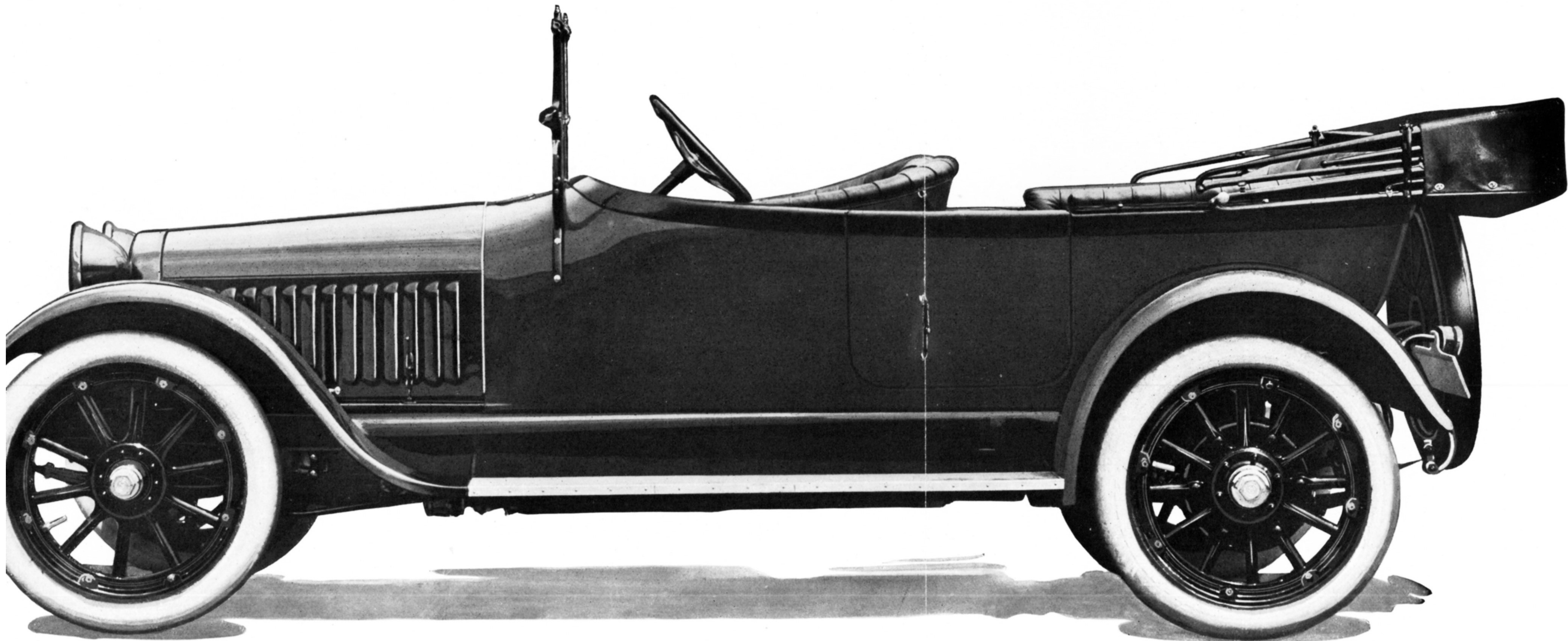
The "Master Six" Torpedo is furnished in several beautiful color combinations—black chassis and wheels with meteor blue body; black chassis and wheels with Mercedes gray body, or either of those combinations with bright red instead of black wheels.

Wire wheels are optional at a slight additional cost.

Thus the Torpedo is a man's car of unusual style and smartness—distinction among all cars.

Touring Car Combines Size and Beauty

The "Master Six" 7-passenger Touring Car is built for those who desire an automobile of maximum carrying capacity. The Touring Car body has the same distinctive lines as the Torpedo, but is larger and is equipped with the usual two doors on

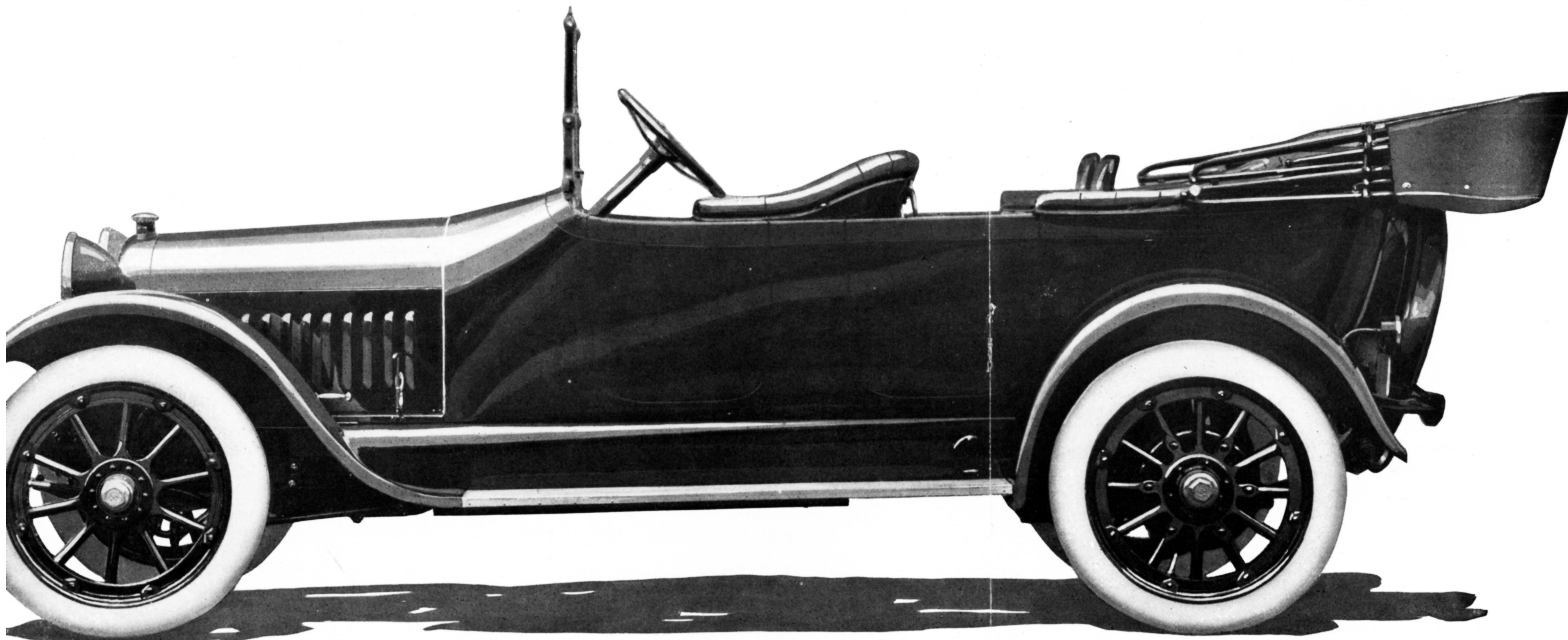


Quality First

1915 Chalmers "Master Six"
5-passenger Torpedo
\$2400

Declared by experts "the smartest car on the market." The Torpedo strikes a new style note in automobile design. It is decidedly racy and foreign in appearance

Complete specifications Model 29 on page 21



Quality First

1915 Chalmers "Light Six"
6-passenger Touring Car
\$1725

A new and distinctive body type on the "Light Six" (Model 26B) chassis. A car of unusual roominess and grace

Mechanical description on pages 22 and 23

either side. The tonneau is fitted with collapsible Pullman-type auxiliary seats.

The 1915 "Master Six" bodies have been pronounced by experts to compare favorably in looks with the best European cars to which the world always looks for exclusiveness of body design.

The only other car shown in this country with a body as distinctive as the Chalmers "Master Six," is a foreign car of international reputation; and that body alone was priced at \$1600.

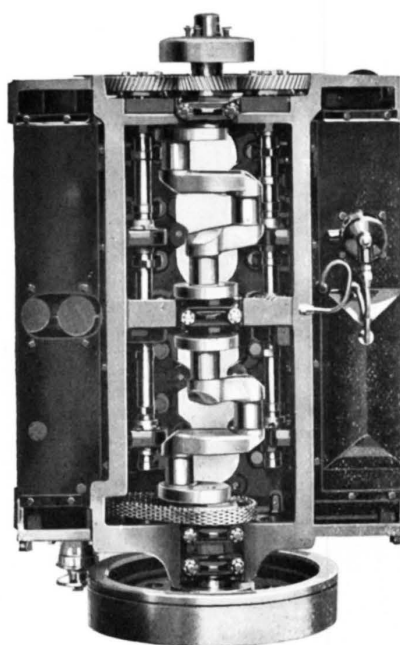
Increased Price to Give More Value

To accomplish these improvements and refinements in the "Master Six" has necessitated a raise in price over the 1914 Model.

The 7-passenger Touring Car, which formerly sold for \$2275, is priced in the 1915 Model at \$2400. The Torpedo also is priced at \$2400.

This increase in price means no greater profit for us; it simply represents the actual cost of the additional quality and luxury we give in the 1915 "Master Six."

At the new price, the 1915 "Master Six," representing the fullest luxury of power and size in a motor car, is still a most economical car to buy and to own.



The Chalmers crank case is made heavy enough to be rigid under the severest strains, giving a foundation of unusual strength for the power plant. Note particularly the large crankshaft and camshaft bearings. The wide chain shown at the bottom of the picture is the silent enclosed drive of the Chalmers-Entz electric starter.

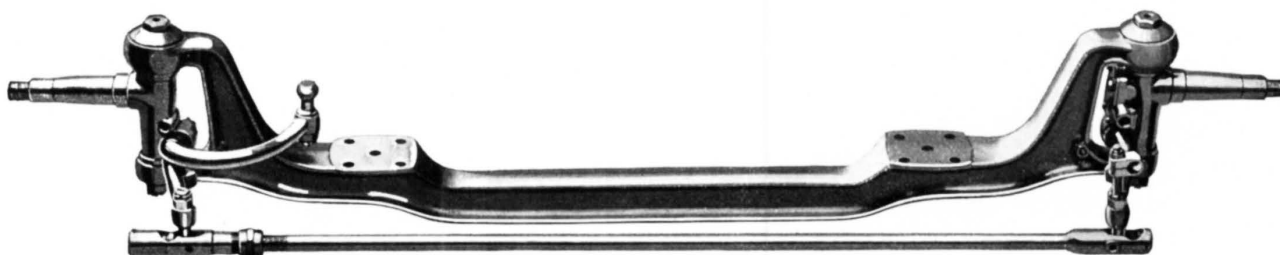
Built for Those to Whom Quality is First

This model is built in limited quantities for those to whom price is not so much of an object. It is built specially for those who desire all there is to be had within reason in motor car style, power, luxury and comfort, but who do not care to pay extremely high prices to secure such qualities.

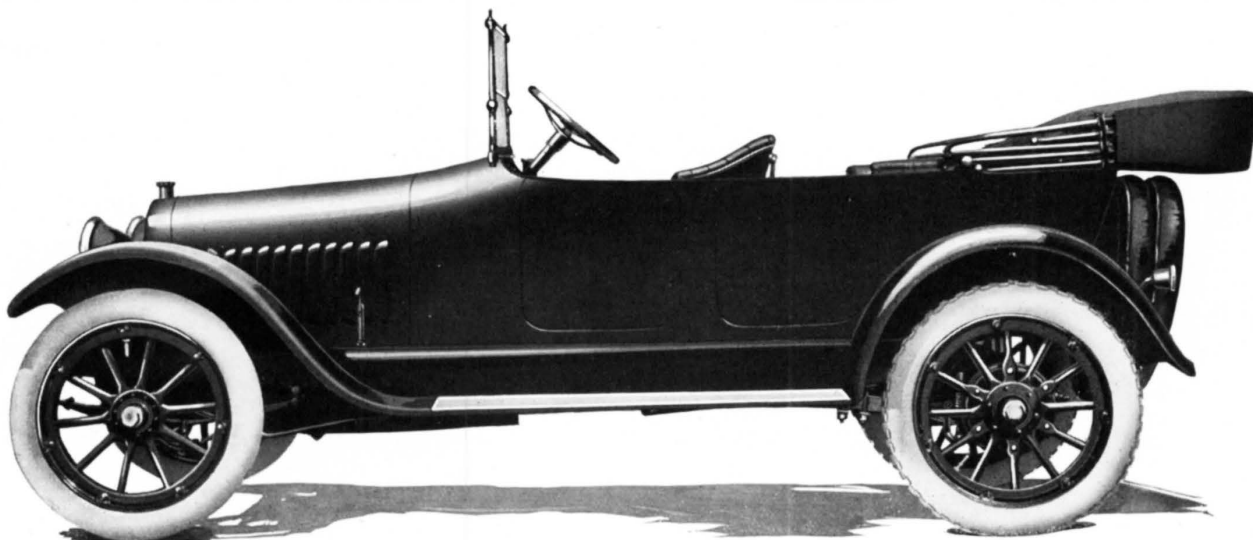
In performance, the Chalmers "Master Six" will bear comparison with the highest priced cars. Indeed, it possesses qualities of flexibility, silence and vibrationless operation seldom found in cars of any price.

In looks, in comfort, in size, in convenience it instantly impresses with its superiority even those whose experience has been limited to cars of much greater first cost.

Our limited production makes it certain that there will be a shortage of 1915 "Master Sixes." We suggest, therefore, that you see the "Master Six" model which appeals to you and place your order at once with your local Chalmers Dealer. He will gladly submit the "Master Six" to quality-proving tests; he will help you to make comparisons with other cars. If you will compare the 1915 Chalmers "Master Six" point by point with any car which has been your ideal up to this time, we have no doubt of the rest.



Chalmers axles are larger and stronger than most. Front axles are I-beam forgings of special axle steel. In both the "Light Six" (Model 26B) and the "Master Six" (Model 29) steering spindles are equipped with Timken roller bearings to make steering easy. Steering connections are extra heavy drop forgings. Chalmers rear axles, built complete in the Chalmers shops, are of highest quality throughout. This construction is the lightest and strongest. Timken roller bearings are used in differential and rear hubs. Chalmers cars are always safe cars.



Chalmers "New Six" (Model 32), 5-passenger Touring Car, \$1400

(Complete specifications on page 19)

In every respect a car of high priced appearance. Clean-cut, smart, up-to-date in every detail of design and construction.

The Chalmers "New Six"

The Chalmers Motor Company has always maintained that one chassis model cannot satisfy all of the varied requirements of all classes of automobile buyers.

We build Chalmers cars to suit the needs of those who purchase them. We build them in such sizes and styles as will make them adaptable to all uses and to practically all sizes of pocketbooks.

For more than two years the Chalmers "Master Six" has been the leader among big, luxurious high powered cars. Though priced at \$2400 it has sold in competition with cars costing twice as much.

The Chalmers "Light Six" at \$1650 has been just as notably the leader in its class.

This \$1650 Chalmers model is built to suit a different demand. It is a different car from the "Master Six." It is not the larger car cut down. It is a differently designed car.

A New Chalmers Model

And so in announcing to the public the Chalmers "New Six" (Model 32), we wish to emphasize the fact that here is a *new* and *different* Chalmers "Six."

This is not the Chalmers "Master Six" or the Chalmers "Light Six" cut down. It is not an imitation of any particular big car. It is not a cheaper edition of any earlier Chalmers model.

It is *an entirely new* car.

We have not attempted to use old patterns, old designs, or old tools. We have designed entirely new—from the ground up—a car which in every detail is built to sell for \$1400.

Built to sell for a lower price than any Chalmers car we have ever built in the past, the Chalmers "New Six" at \$1400 is in many respects radically different from the larger Chalmers Sixes.

New Features of Design

Because this new Chalmers model is a smaller and lighter car than the other Chalmers Sixes it requires, for instance, a different spring suspension. Chalmers engineers have, therefore, developed an unusually efficient type of cantilever spring, exactly suited to this car. These new cantilever springs absolutely prevent the jolting, "rolling" and sideway found in other light cars; they give a riding ease you have heretofore expected only in the largest and heaviest cars.

Because this "New Six" is built to give the greatest possible mileage per gallon of gasoline in a car of this size it has a motor of unusually small bore and extra long stroke—a high speed motor which gives a wonderful amount of power on a minimum consumption of gasoline.

Because it is smaller in size it is lighter in weight. But it is not skimped in any detail.

The Chalmers "New Six" contains in every part just as fine materials as either the Chalmers "Light Six" at \$1650 or the Chalmers "Master Six" at \$2400. It is simply a new car of a size to sell for \$1400.

The Chalmers "**New Six**" at \$1400 is built in the same factory, of just as good materials, by the same men as the larger and more costly Chalmers Sixes.

A New "Quality First" Car

We have tested this new Chalmers model in thousands upon thousands of miles of driving over all kinds of roads. We have tested it for months at a time in the hills of Pennsylvania. We have driven it day and night all over the country, in cold weather, in wet weather, and in mid-summer.

The Chalmers "**New Six**" at \$1400 was designed to be the best car on the market at its price. And in tests as strenuous as we know how to make them we have proved to our own satisfaction that *it is the best car* on the market at its price.

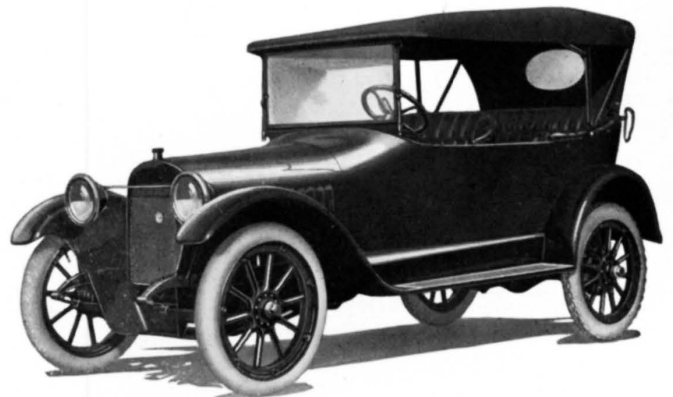
Built to Suit the Demand

The Chalmers engineers recognize that those who require this smaller type of car should receive, proportionately, the same qualities which are found in larger and more costly cars—*ample power* in proportion to weight to insure flexibility; *quick pick-up; hill climbing ability; simplicity* throughout the car; *ease of riding* because a car of this class is essentially a family car; *gasoline economy* and *tire economy* in an unusual degree.

All of these qualities have been built into the Chalmers "**New Six**" at \$1400.



The driving compartment of the Chalmers "**New Six**" at \$1400 is a model of neatness and simplicity. Note how all controls are brought together on the handsome instrument plate. The heel button for starter is shown through the "phantom" seat cushion.



The Chalmers "**New Six**" is equipped with Chalmers-made one-man top of Pantasote with Collins quick-acting curtains.

Built on the well proved six-cylinder principle—the only motor which is in perfect mechanical balance—the power plant of the Chalmers "**New Six**" at \$1400 is designed nevertheless along entirely new lines.

Small Motor of Great Power

The bore of this new motor is only $3\frac{1}{8}$ inches with a stroke of 5 inches. The large nickel and tungsten steel valves are located in the heads of the cylinders. The cam shaft is located on top of the motor.

The result is a motor with valves in the head, assuring maximum power and the greatest possible economy in proportion to motor size, yet with rare quietness and the simplest form of mechanism.

This new Chalmers motor is as smooth as a turbine in its operations. It is wonderfully quiet. It has such an abundance of power that the car moves along with a sensation of coasting.

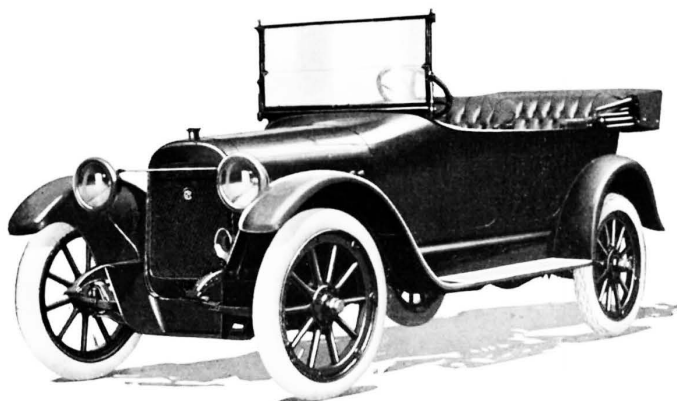
A new Standard of Economy

Just as the Chalmers "**Light Six**" in millions of miles of driving has *proved* the most economical car in its class, so too have we proved this "**New Six**." Our tests have covered more than a year. We know from experience that the \$1400 "**New Six**" will be a revelation in its freedom from repairs.

In gasoline consumption the "**New Six**" motor is economical to an unusual degree.

Throughout the car economy has been the first consideration of the Chalmers engineers in designing the "**New Six**". The clutch is a dry plate multiple disc type. It requires no lubrication and practically no attention. This is the same type of clutch that is used on some \$4,000 cars.

Drive shaft, transmission shafts and gears, live axles and driving gears are of the highest grade Chalmers specification steel insuring long wear and quietness. Throughout the running gear, transmission and rear axle Timken taper roller bearings or Hyatt high duty roller bearings are used.



From any angle the Chalmers "New Six" is graceful and pleasing to the eye. Note the chain tread tires on rear wheels. These are regular equipment.

In proportion to weight, the tires are oversize. 34" x 4" tires with United States Chain tread non-skid tires on the rear are regular equipment. Because the Chalmers "New Six" is perfectly balanced as well as over-tired, repeated tests under all conditions and with maximum load have shown an unusually high tire mileage.

Style, Comfort and Roominess, too

But economy has not been our only consideration. We realize that the man who pays less than \$1500 for his car wants, in proportion to price, just as much style, comfort and roominess, as the man who buys a higher priced and larger car.

The Chalmers "New Six" at \$1400 is *an inexpensive car*; but *not* a cheap car.

The 120-inch wheelbase, the extra long flexible cantilever springs; scientific distribution of weight and the careful attention to body proportion have made this car one of the easiest riding we have ever built.

Though selling for only \$1400 the Chalmers "New Six" is in every respect a car of high priced appearance.

It has the Chalmers molded oval fenders which were originated by this company and have for two years been admitted by automobile experts the handsomest and strongest fenders ever built.

Beautiful Body; Fine Equipment

The body design is entirely new with that racy touch which distinguishes the best foreign cars. The radiator is somewhat narrower than common practice and considerably higher. The motor bonnet is sloping and blends into the long cowl of the body. The body lines are graceful and harmonious. All of the hardware is concealed. The doors are flush fitting and have concealed hinges.

In every respect the equipment is up to the highest standard. The Chalmers-made one-man top is of genuine Pantastote. Collins quick-acting storm curtains are used.

The full size windshield is of ventilating, rain vision type.

The upholstery is deep and comfortable. The seats are placed at the right angle for easy riding. The tonneau seat is amply wide for three large persons.

Every Modern Motor Convenience

Electric starting and lighting, Stewart speedometer, magnetic gasoline gauge, dash adjustment for the Rayfield carburetor, ignition switch lock, and every refinement of equipment is found in this car at \$1400.

On the dash board, for instance, all gauges, instruments, and switches are assembled together on a neat instrument plate. No car at any price has a more compact or higher grade arrangement.

In this \$1400 car as in both the higher priced Chalmers Sixes the Empico silent, enclosed speedometer drive is used. This does away with the customary noisy gears and assures the most accurate registrations of speed and mileage.

Note the running boards. They are covered with genuine battleship cork linoleum just like the high priced cars.

The horn is Klaxon made—the best electric motor driven horn on the market.

Demountable rims with one extra.

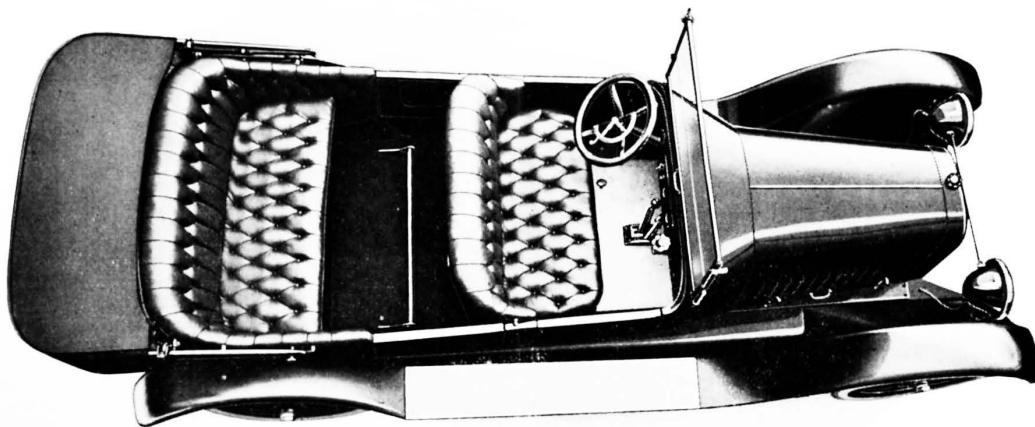
A Ride Reveals Wonders

The wonderful performance of this new Chalmers model cannot be described adequately on the printed page. Any true description of the running qualities of the Chalmers "New Six" as compared with any car you know in the same price class would sound like gross exaggeration. You must ride in this car to realize that it sets a new standard of motor enjoyment.

We ask that you see the Chalmers "New Six" at \$1400 before you buy any car under \$1600.

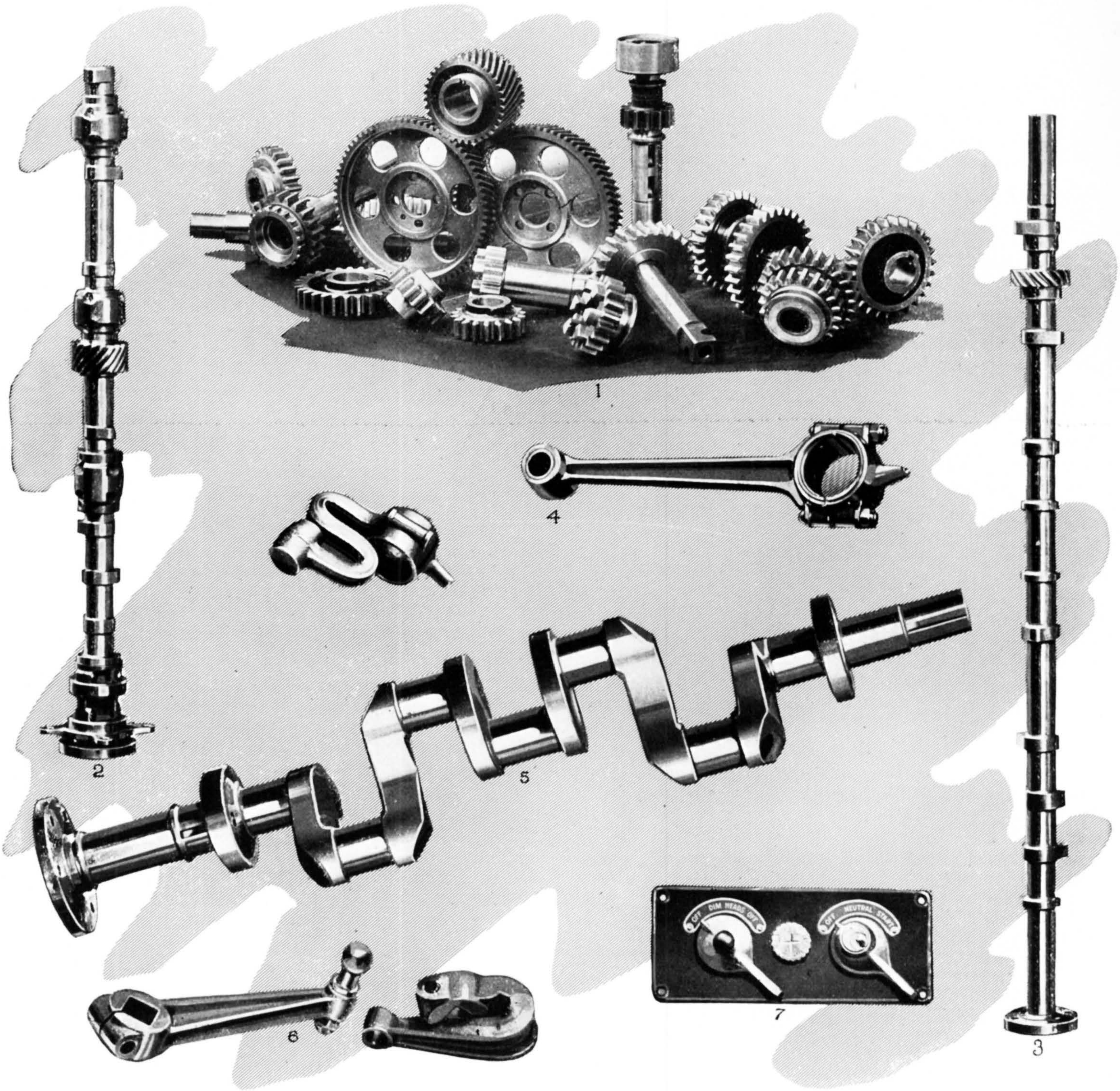
And when you examine the car please remember that we do not claim it is the equal in size, in power, or that it has the elaborate trimming of a big, heavy, high priced car. It is obviously impossible for us to sell at \$1400 a car which is equal in every respect, to a car selling for \$2000. If this were the case we would have to stop building our Chalmers "Light Six" at \$1650 and "Master Six" at \$2400.

But we do ask you to look at the Chalmers "New Six" at \$1400 in comparison with any other car in the world selling under \$1500. You will find it the best value ever offered at the price.



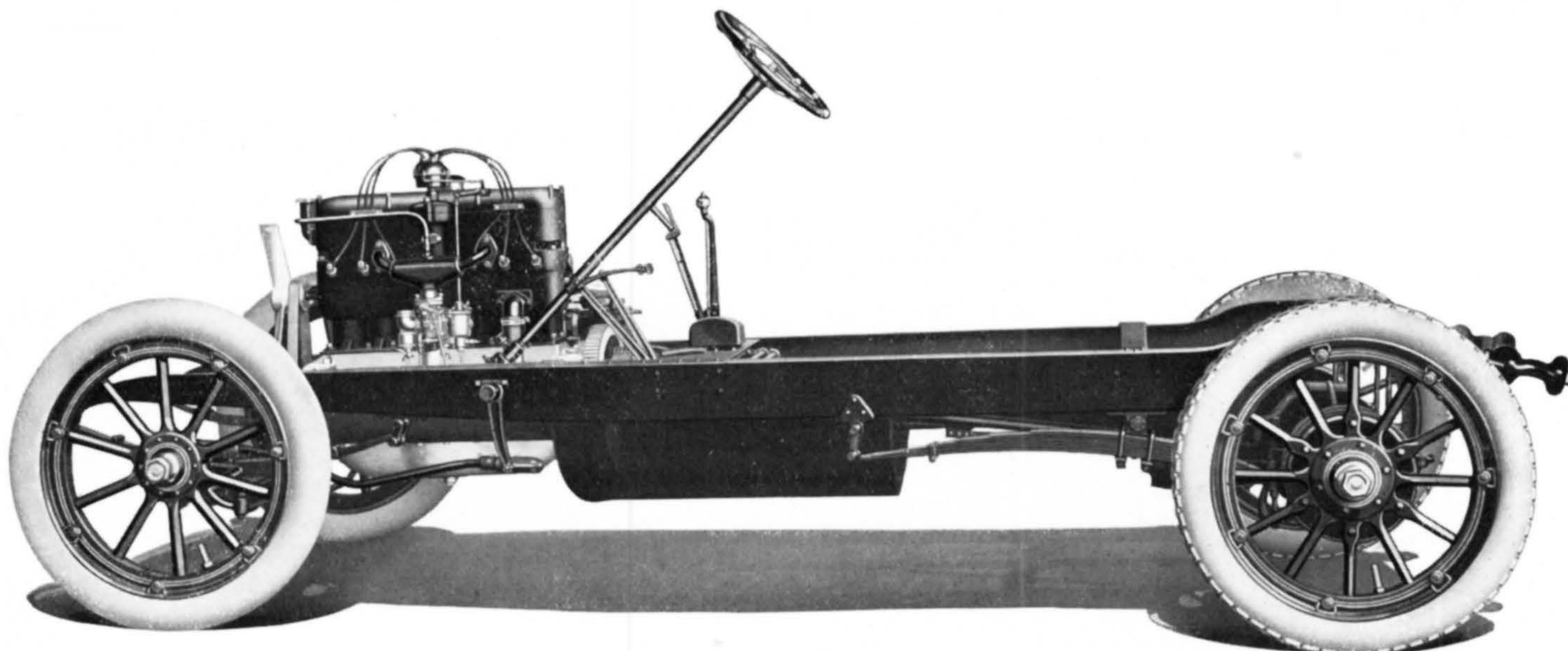
The Chalmers "New Six" is unusually roomy—as large as any 5-passenger car we ever built. Note the ample width of both front and rear seats, the generous leg room and the control lever arrangement which allows easy entrance from either side.

Chalmers Cars are Manufactured Complete in the Chalmers Shops



No cars at any price are more painstakingly built, more rigidly inspected than Chalmers cars. The Chalmers Factory contains nearly \$2,000,000 worth of special machinery and up-to-date tools with which Chalmers parts are built. Throughout the Factory there is one inspector for every 13 workmen—over 300 in all. Here are shown some of the important parts built in Chalmers shops: (1) transmission, steering and motor gears, all made accurate to $\frac{1}{2}$ of $\frac{1}{1000}$ of an inch; (2) "Light Six" cam shaft with its four large bearings; (3) "Master Six" cam shaft—both drop forged with integral cams from the best steel. Note the

Chalmers connecting rods (4), one finished as it goes into the car, the other bent double without a break or crack. Such strength is possible only when the best materials are used. The Chalmers crank shaft (5) is of special design, accurately balanced for all speeds. This construction eliminates vibration and its resultant wear. Like all other working parts, the steering arms (6) are made to stand severest strains. Note the one arm twisted and bent without breaking. The starting and lighting switch of the "Light Six" (7) is exceptionally simple and neat in appearance. Notice the Yale lock on ignition switch to prevent theft of the car.



Chassis of the "New Six" (Model 32)

A new type of motor, smooth as a turbine, powerful and economical. Simple in every detail of construction. A real "Quality First" car.

Complete Specifications Chalmers "New Six" (Model 32)

AXLE—(Front)—Single piece forging, I-beam section. Timken taper roller bearings in wheels. Enclosed speedometer drive in right-hand spindle.

AXLE—(Rear)—Full floating type; pressed steel housing; alloy drive shafts, ring gear and driving pinion. Hyatt high duty roller bearings in rear wheels. Timken taper roller bearings used in differential.

BRAKES—Two sets of brakes on rear wheel hubs; service brakes contracting; 14 $\frac{3}{8}$ inches in diameter; 2 $\frac{1}{4}$ -inch face; emergency brakes internal expanding type; 14 inches in diameter, 2-inch face. Both sets of brakes lined with heat-proof asbestos composition. Easily adjusted; self-equalizing and double acting.

BODIES—Sheet metal over wood frame. Five-passenger Touring Car only.

BEARINGS—Timken roller bearings and Hyatt high duty bearings used throughout running gear. Large bronze shell babbitt-lined bearings on crank shaft; special Hyatt flexible roller bearings in transmission; large special bronze bearings on cam shaft. Babbitt lined bearings in connecting rods.

CAM SHAFT—Located at top of motor. Drop-forged. Integral cams with $\frac{5}{8}$ -inch lift; spiral driven cam gears of hardened tool steel and special bronze.

CARBURETOR—Rayfield float-feed automatic type; hot water jacketed; hot air heated from exhaust pipe. Intake manifold full water jacketed; insures carburetion of low test gasoline. Gasoline supply valve adjustment on dash.

CONNECTING RODS—10 inches in length; light weight tubular steel.

CRANK CASE—Cast aluminum; adjustable crank shaft bearings. Crank case supported on main frame.

CRANK SHAFT—Latest crank design, correctly balanced for all speeds. Drop-forged from Chalmers-specification steel.

CLUTCH—Special Chalmers dry plate multiple disc clutch; asbestos fabric on steel. Noiseless, non-jerking, easily operated.

DRIVE—Shaft drive with shaft enclosed in concentric torque tube. Double universal joint.

FRAME—Extra heavy channel section pressed steel; side members have 6-inch channel; $\frac{1}{8}$ -inch material.

FUEL—Fed by gravity from tank under cowl of dash.

GASOLINE TANK—Heavy tinned pressed steel; 12-gallon capacity. Magnetic gasoline gauge on filler funnel.

HORSEPOWER—S. A. E. rating, 23.50. The S. A. E. rating is made on an arbitrary formula and does not express the real power of this new motor. Every Model 32 motor will show in a dynamometer test well over 40 horse power.

IGNITION—Atwater-Kent system (in connection with Gray & Davis 2-unit system). Single set of spark plugs.

LUBRICATION—Combination splash and direct system, feeding oil under pressure. Direct oil leads to each main bearing and individual oil sump for each connecting rod. Hollow cam shaft carries oil direct to valve mechanism. Oil pressure gauge on instrument board.

MOTOR—Valve in head type with overhead cam shaft, 6-cylinders cast en bloc; 3 $\frac{1}{8}$ -inch bore; 5-inch stroke.

PRIMING DEVICE—Special intake manifold priming device on dash

PISTON RINGS—Special Chalmers sectional piston rings.

RIMS—Quick detachable and demountable. One extra rim.

SPRINGS—Front, semi-elliptic, 38-inches long, 1 $\frac{3}{4}$ inches wide; main leaf, vanadium steel. Rear, cantilever type, 52 inches long, 2 $\frac{1}{2}$ inches wide. Rear springs underslung. Extra quality spring steel; main leaf, vanadium.

STARTING DEVICE—Gray & Davis 2-unit system. Generator driven by silent chain to front of crank shaft. Starting motor has sliding pinion which engages flywheel to spin engine.

STEERING GEAR—Worm and full gear type, located at left of car. Heavy drop-forged steering connections. Large bearings. Steering wheel 17 inches in diameter.

TREAD—56 inches.

TIRES—34 inches by 4 inches all around. United States chain tread tires on rear wheels.

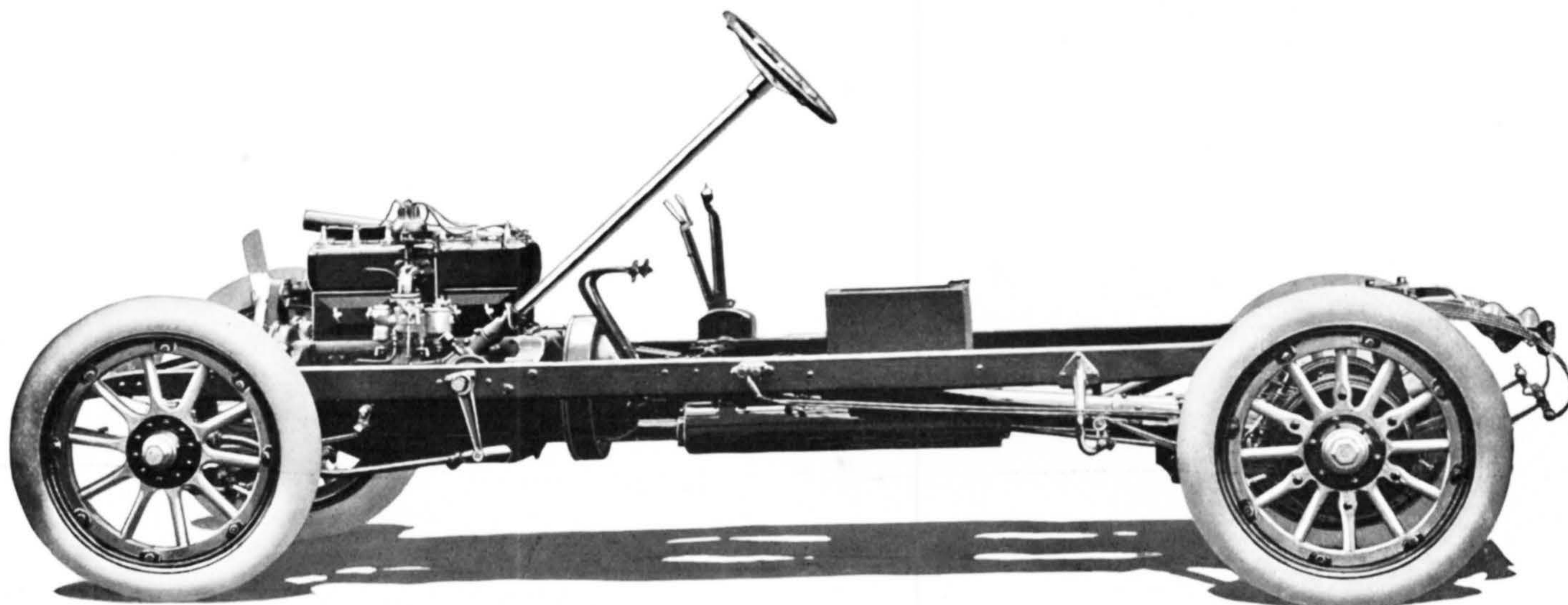
TRANSMISSION—Selective sliding gear type; three speeds forward and reverse; gear shift lever located in center of car; Special Hyatt high duty flexible roller bearings.

VALVES—Inlet valves of nickel-steel; exhaust valves and stems of extra hard Tungsten steel; all valves fully enclosed. Copiously oiled from hollow cam shaft. Special roller type valve levers.

WHEELS—34 inches in diameter, second growth hickory; artillery type. Large steel hub flanges. Heavy spokes 1 $\frac{3}{8}$ inches in diameter.

WHEEL BASE—120 inches.

REGULAR EQUIPMENT—Includes Chalmers one-man Pantasote top; special rain-vision and ventilating windshield; combination electric starter and electric lighting system with double bulbs in headlights; demountable rims (one extra rim); Stewart speedometer with silent enclosed drive; tire carrier at rear; magnetic gasoline gauge; Klaxon made horn; tail and license lamp; front and rear license brackets; dash lamp; lock on ignition switch to prevent theft of car; Collins quick adjusting storm curtains; tonneau floor covering of rich carpet; driving compartment floor covering of rubber; robe and foot rails; pump; jack; full set of tools and tire repair outfit.



Chassis of the 1915 "Light Six" (Model 26B)

The "Light Six" chassis is heavy enough to be safe in any emergency, to ride well on any road. Yet it does not carry a single pound of superfluous weight. In actual use 5,000 cars of this model have proved that medium weight is right weight for a car of this type.

Complete Specifications Chalmers "Light Six"

(Model 26-B)

AXLE—(Front)—Single piece forging, I-beam section. Timken taper roller bearings in wheels and Timken taper roller bearings used for steering pivot thrust bearings. Enclosed speedometer drive in right-hand spindle.

AXLE—(Rear)—Full floating type; pressed steel housing; alloy drive shafts, ring gear and driving pinion. Timken taper roller bearings in wheels and in differential.

BRAKES—Two sets of brakes on rear wheel hubs; service brakes contracting, $14\frac{3}{8}$ inches in diameter, $2\frac{1}{4}$ -inch face; emergency brakes internal expanding type, 14 inches in diameter, 2-inch face. Both sets of brakes lined with heat-proof asbestos composition; easily adjusted, and double acting.

BODIES—Five-passenger Touring Car, six-passenger Touring Car, two-passenger Coupelet, five-passenger Sedan, seven-passenger Limousine. All bodies interchangeable on the same chassis except Limousine. All bodies of sheet metal over wood frame and upholstered with pebble grained leather and high grade hair. Improved mattress type of springs used in all seat bottoms and backs.

BEARINGS—Timken roller bearings used throughout running gear; large bronze shell babbitt-lined bearings on crank shaft; special Hyatt flexible roller bearings in transmission; large bearings on cam shaft; bronze shell, babbitt-lined bearings on connecting rods.

CAM SHAFT—Drop-forged; integral cams with $\frac{3}{8}$ -inch lift; positive driven cam gears; $\frac{1\frac{1}{8}}$ -inch face.

CARBURETOR—Float-feed automatic type; hot water jacketed; hot air heated from exhaust pipe. Intake manifold integral with cylinder block, insuring carburetion of low test gasoline; gasoline supply valve adjustment on dash.

CONNECTING RODS—11 inches in length; light weight I-beam section. Bearings 2 inches.

CRANK CASE—Split type, supported on side members of frame. Adjustable bearings; metal web protects motor from road dirt.

CRANK SHAFT—Latest crank design, correctly balanced for all speeds; 2 inches in diameter.

CLUTCH—Special Chalmers cork insert multiple disc type, running in oil. Noiseless, non-jerking, easily operated.

DRIVE—Shaft drive with shaft enclosed in concentric torque tube. Two universal joints.

DOORS—Front and rear doors extra wide. All hardware on doors of open cars concealed.

FRAME—Extra heavy channel section pressed steel. Side members have 4-inch channel; $\frac{3}{8}$ -inch material.

FUEL—Fed by gravity from tank under cowl of dash.

GASOLINE TANK—Heavy tinned pressed steel; 18-gallon capacity.

HORSEPOWER—S. A. E. rating 29.40. The S. A. E. rating is made on an arbitrary formula and does not express the real power developed by this motor. In electric dynamometer tests the Model 26B Motor regularly shows approximately 50 horsepower.

IGNITION—Atwater-Kent (in connection with Chalmers-Entz starting system); single set of spark plugs.

LUBRICATION—Combination splash and direct system, feeding oil under pressure. Direct oil leads to each main bearing and individual oil sump for each connecting rod. Oil pressure gauge on cowl of dash.

MOTOR—T-head type, 6-cylinders cast en bloc; $3\frac{1}{2}$ -inch bore by $5\frac{1}{2}$ -inch stroke.

PRIMING DEVICE—Special intake manifold priming device on dash.

PISTON RINGS—Special Chalmers sectional piston rings.

RIMS—Quick detachable and demountable—One extra rim.

SPRINGS—Front, semi-elliptic, 36-inches long, $1\frac{3}{4}$ inches wide. Rear, three-quarter elliptic, 48 inches long, 2 inches wide. Rear springs underslung. Extra quality spring steel. Main leaf vanadium steel.

STARTING DEVICE—Chalmers-Entz electric; silent chain drive to crank shaft; generator and battery carried beneath front seat.

STEERING GEAR—Worm and full gear type, located at left of car. Heavy drop-forged steering connections. Large bearings. Steering wheel 18 inches in diameter

TIRES—34 inches by $4\frac{1}{2}$ inches all around, except on Limousine on which 35 inches by 5 inches all around is standard. Nobby Treads on rear wheels.

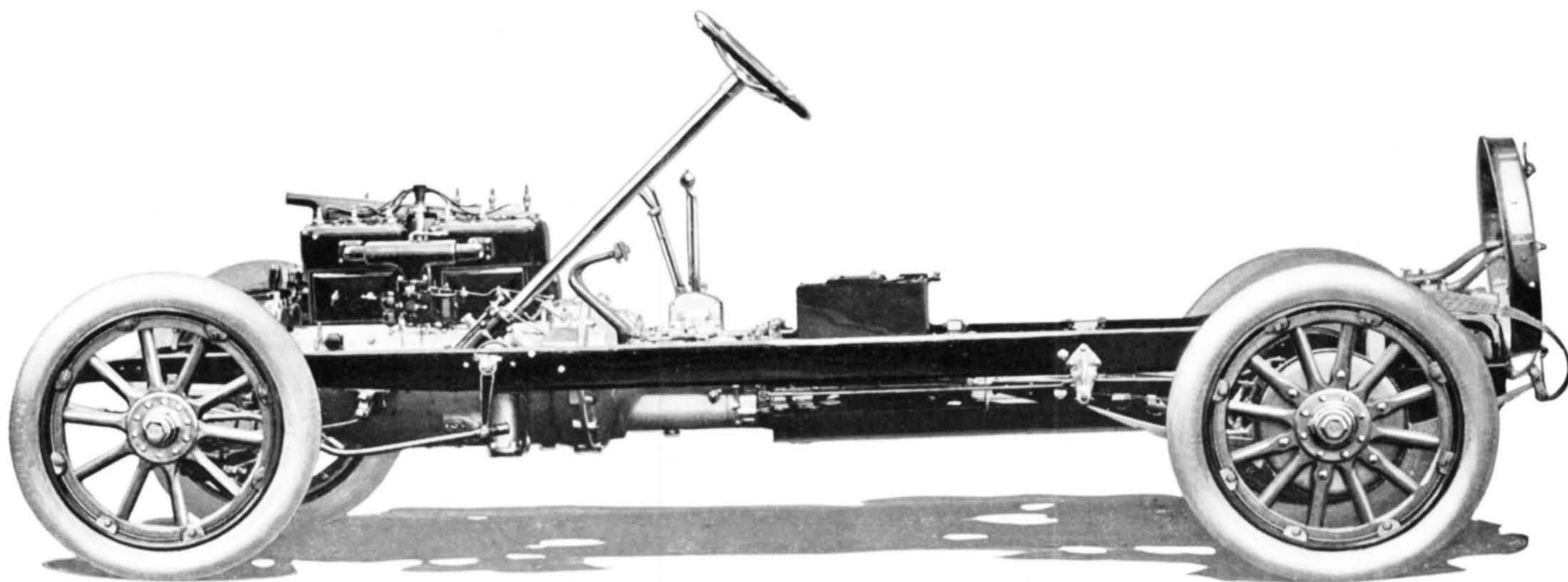
TRANSMISSION—Selective sliding gear type, three speeds forward and reverse; gear shift lever located in center of car; Special Hyatt high duty flexible roller bearings.

VALVES—Nickel-steel inlet, $1\frac{1}{8}$ inches in diameter; exhaust valves and stems of extra hard Tungsten steel, $1\frac{1}{8}$ inches in diameter; all valves fully enclosed, with long guides; special roller type valve lifters.

WHEELS—34 inches in diameter, second growth hickory; artillery type. Large steel hub flanges. Heavy spokes $1\frac{3}{8}$ inches in diameter. Rear wheels flange driven, with spokes bolted to brake drums.

WHEEL BASE—126 inches on all types except Limousine. 132 inches on Limousine.

REGULAR EQUIPMENT—Includes Chalmers one-man silk mohair top and pantasote top cover; rain-vision windshield; combination electric starter and electric lighting system; demountable rims (one extra rim); speedometer with enclosed drive; tire carrier at rear; Chalmers design headlights with dimming device for city driving; Klaxon-made horn; tail and license lamp; license brackets; dash lamp; Yale lock on ignition switch to prevent theft of car; rebound snubbers; Collins quick adjusting storm curtains; gray horse hair Brussels carpet floor covers, robe and foot rails; pump; jack; full set of tools and tire repair outfit. Enclosed cars provided with pillar and step lights.



Chassis of the 1915 "Master Six" (Model 29)

Note the compact arrangement of the mechanism, the deep channel section frame, the clean-cut appearance of the entire chassis, the large, sturdy wheels. Simplicity, strength and efficiency are shown in every detail.

Complete Specifications Chalmers "Master Six"

(Model 29)

AXLE—(Front)—Single piece forging, I-beam section. Timken taper roller bearings in wheels and Timken taper roller bearings used for steering pivot thrust bearings. Enclosed speedometer drive in right hand spindle.

AXLE—(Rear)—Full floating type; pressed steel housing; alloy drive shafts, ring gear and driving pinion. Timken taper roller bearings in wheels and differential.

BRAKES—Two sets of brakes on rear wheel hubs. Service brakes contracting; $16\frac{3}{8}$ inches in diameter, $2\frac{1}{4}$ -inch face. Emergency brakes internal expanding type; 16 inches in diameter, 2-inch face. Both sets of brakes lined with heat-proof asbestos composition. Easily adjusted; self-equalizing; double-acting.

BODIES—Sheet metal over wood frame. Both the seven-passenger Touring Car and five-passenger Torpedo have true streamline bodies, upholstered with hand buffed, pebble grained leather and high grade hair. Improved mattress type of springs used in all seat bottoms and backs.

BEARINGS—Timken roller bearings used throughout running gear. Large bronze shell babbitt-lined bearings on crank shaft. Special Hyatt flexible roller bearings in transmission. Large bearings on cam shafts. Bronze shell babbitt-lined bearings in connecting rods.

CAM SHAFTS—Drop forged. Integral cams with $\frac{3}{8}$ -inch lift. Positive driven cam gears, 1-inch face to insure quietness.

CARBURETOR—Float feed automatic type. Hot water jacketed. Hot air heated from exhaust pipe. Intake manifold full water jacketed; insures carburetion of low-test gasoline. Gasoline supply valve adjustment on dash.

CONNECTING RODS—12 inches in length; light weight; I-beam section. Bearings 2 inches.

CRANK CASE—Cast aluminum; split type. Adjustable bearings. All main bearings held in place with drop forged steel caps and four nickel-steel bolts. Crank case is supported on main frame. Integral aluminum web protects motor from all road dirt.

CRANK SHAFT—Latest crank design; correctly balanced for all speeds. $2\frac{1}{8}$ inches in diameter. Chalmers-specification steel.

CLUTCH—Special Chalmers cork insert multiple disc type, running in oil. Automatically lubricated from crank case. Noiseless and non-jerking. Easily operated.

DRIVE—Shaft drive, two universal joints, pressed steel torque arm.

DOORS—On seven-passenger body, front doors 23 inches wide, rear doors 24 inches wide. On five-passenger Torpedo body with only one door on each side immediately behind front seat, doors are extra wide—26 inches. All hardware on doors is concealed.

FLY WHEEL—Extra large, bolted directly to crank shaft. 17 inches in diameter.

FRAME—Extra heavy channel section pressed steel; side members have 5-inch channel of $\frac{3}{8}$ -inch material.

FUEL—Constant level gravity feed tank under the bonnet supplied from main gasoline tank on rear of frame. Main tank fed by pressure. Pressure pump operates when motor is running. Gravity tank acts as pressure regulator and is positively automatic.

GASOLINE TANK (Main)—Heavy two-piece tinned pressed steel tank suspended at rear of frame. 22-gallon capacity. Gasoline gauge on tank.

HORSEPOWER—S. A. E. rating 38.40. The S. A. E. rating is arbitrary and does not express the actual power. In repeated dynamometer tests the Model 29 motor shows as high as 70 horsepower.

IGNITION—Bosch high tension, single system magneto, with single set of spark plugs.

LUBRICATION—Combination splash and direct system, feeding oil under pressure. Direct oil leads to each main bearing, and individual oil sump for each connecting rod. Automatic clutch lubrication. Oil pressure gauge on cowl of dash.

MOTOR—T-head type. Six cylinders cast in blocks of three. 4-inch bore; $5\frac{1}{2}$ -inch stroke.

PRIMING DEVICE—Special intake manifold priming device on dash.

PISTON RINGS—Special Chalmers sectional piston rings.

RIMS—Quick detachable and demountable. One extra rim.

SPRINGS—Front, semi-elliptic, 39 inches long, 2 inches wide. Rear, three-quarter elliptic, 52 inches long, $2\frac{1}{4}$ inches wide. Rear springs underslung. Extra quality spring steel; main leaf of vanadium steel.

STARTING DEVICE—Chalmers-Entz electric. Silent chain drive to crank shaft. Generator and battery carried beneath front seat.

STEERING GEAR—Worm and full gear type, located at left of car. Heavy drop forged steering connections. Large bearings. Steering wheel 19 inches in diameter.

TREAD—56 inches.

TIRES—36 x $4\frac{1}{2}$ inches all around. Nobby Treads on rear wheels.

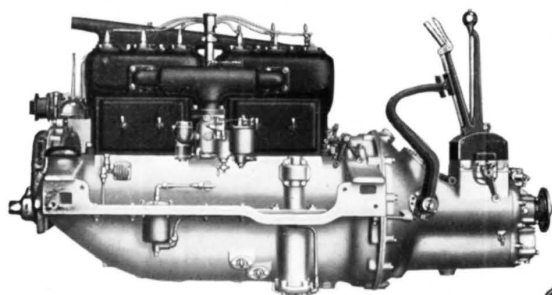
TRANSMISSION—Selective sliding gear type, four speeds forward, and reverse. Gear shift lever located in center of car. Special Hyatt high duty, flexible roller bearings.

VALVES—Nickel-steel inlet, $2\frac{1}{8}$ inches in diameter. Exhaust valves and stems of extra hard Tungsten steel $2\frac{1}{8}$ inches in diameter. All valves fully enclosed, with long guides. Special roller type valve lifters.

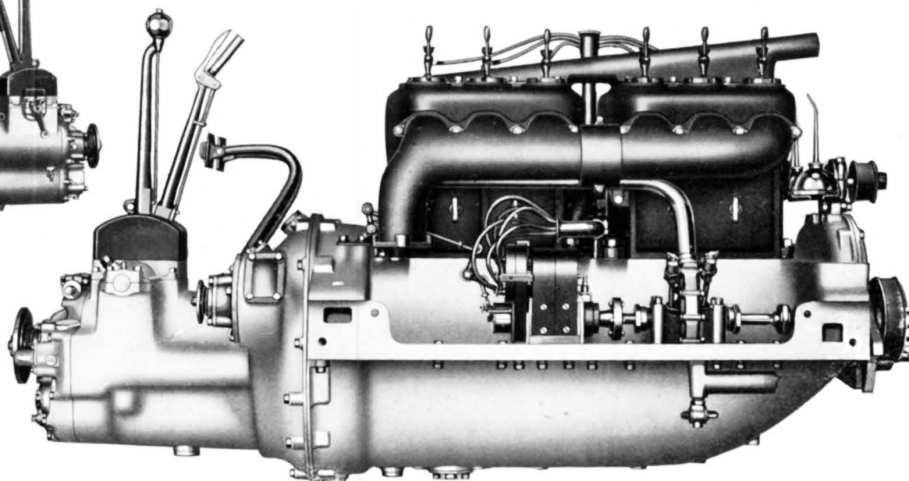
WHEELS—36 inches in diameter, second growth hickory, artillery type. Large steel hub flanges. Heavy spokes $1\frac{3}{4}$ inches in diameter. Rear wheels flange driven with spokes bolted to brake drums.

WHEEL BASE—132 inches.

REGULAR EQUIPMENT—Includes Chalmers one-man silk mohair top and pantasote top cover; special rain vision windshield; combination electric starter and electric lighting system; demountable rims (one extra rim); Warner speedometer with enclosed drive; tire carrier at rear; gasoline gauge; Chalmers design headlights with dimming device for city driving; Klaxon-made horn; tail and license lamp; ventilator for driving compartment; license bracket; dash lamp; Yale lock on ignition switch to prevent theft of car; Collins quick adjusting storm curtains; floor covers of gray horse hair Brussels carpet; robe and foot rails; pump; jack; full set of tools and tire repair outfit.



Left side Model 29 Motor—Note the neat arrangement of wiring, full water-jacketed intake manifold and new type carburetor.



Right side Model 29 Motor—All moving parts of motor are enclosed. Entire power plant is clean-cut and readily accessible.

Chalmers "Sixes" for 1915

Motors

The 1915 Chalmers "Sixes" (Model 26B and Model 29) have improved T-head Motors, with enclosed valves. Both are genuine long stroke—"Light Six," $3\frac{1}{2}$ -inch bore by $5\frac{1}{2}$ -inch stroke; "Master Six," 4-inch bore by $5\frac{1}{2}$ -inch stroke. Valves are extra large; inlet valves nickel steel; exhaust valves Tungsten steel. Crank shaft is scientifically balanced for all speeds. All reciprocating parts light in weight, reducing vibration to a minimum. Pistons have Chalmers sectional piston rings to prevent smoking.

Main bearings are of bronze with heavy babbitt lining.

Motors lubricated by combination pressure and splash feed system. All oil is twice strained.

Cylinders have unusually large water jackets. Intake manifold hot-water jacketed to insure maximum power. New dash-pot type Rayfield carburetor is provided with both hot water and hot air jackets to assure thorough carburetion.

Chalmers Motors are exceptionally ship-shape in appearance. No working parts are exposed. Cylinders are enameled. All parts are readily accessible.

Though all Chalmers "Sixes" develop unusual power in proportion to size they are unusually silent and vibrationless. At two miles an hour or express train speed they pull equally well "on high."

Clutch

The larger Chalmers "Sixes" are fitted with clutches of multiple disc, cork insert type, running in oil. Discs are of alternating bronze and steel. Model 32 has dry plate disc clutch.

Transmission

The "Master Six" has a four forward speed transmission, while the "Light Six" has three speeds forward and reverse. All transmission gears are cut in Chalmers shops and tested to $\frac{1}{2}$ of 1-1000 of an inch.

Transmissions equipped with Hyatt flexible roller bearings; unusually silent in operation.

Gear shift levers are constructed to prevent accidental shifting or stripping of gears; located in center of the car, giving right hand control with left hand drive.

Axles

All axles are Chalmers-built, of special axle steel.

Front axles are extra heavy I-beam section. Steering spindles are large and fitted with Timken roller bearings to insure easy steering. Hubs equipped with Timken roller bearings.

A special feature of Chalmers front axles is the concealed, noiseless and dust-proof Empico speedometer drive.

The center of the front axle is the lowest point in the car and clears the ground by $10\frac{1}{2}$ inches.

Rear axles are of the full floating type, with single piece, noiseless pressed steel housing. Live axles and drive shaft are of heat-treated nickel steel. Timken roller bearings used throughout rear axle.

Torsion Strains

All Chalmers "Sixes" are provided with powerful torsion members to take all driving strains. Chalmers cars hang well even to highest crowned roads. The disagreeable side sway so noticeable in cars without torque tubes or rods, is absent in a Chalmers "Six."

Springs

Rear springs are three-quarter elliptic type; front springs, half elliptic. All springs have main leaf of vanadium steel and are unusually long and flexible. Rear springs are underslung.

Frame

Chalmers frames are of heavy weight pressed steel with extra deep channel section. Cross members are hot riveted to side members, giving frame of unusual strength.

Cooling

Extra size water jackets and large genuine honeycomb radiators insure proper cooling of the motor under severest tests. Radiators are Chalmers-built. Aeroplane-type fan is used.

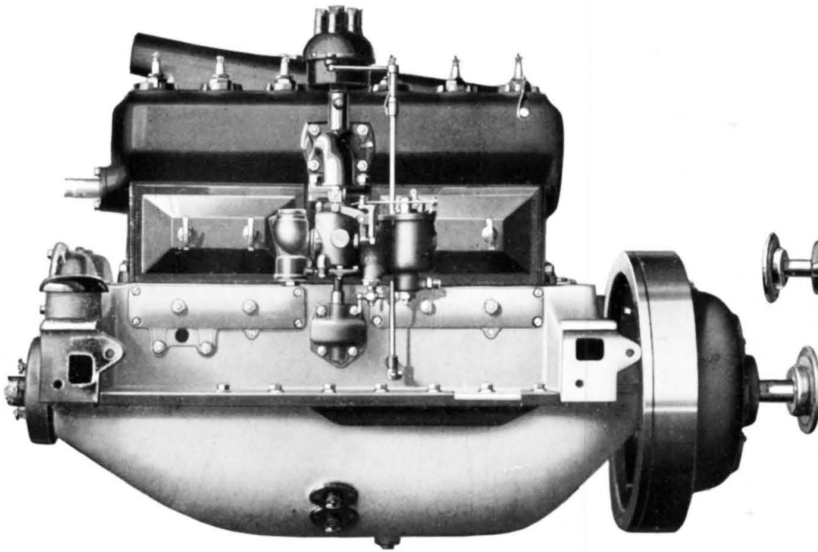
Ignition

All "Sixes" have single set of spark plugs. Larger "Master Six" is equipped with Bosch magneto. Atwater-Kent system in connection with Chalmers Entz starter used on "Light Six." Wiring is carried in special conduits, protecting insulation from the heat of motor.

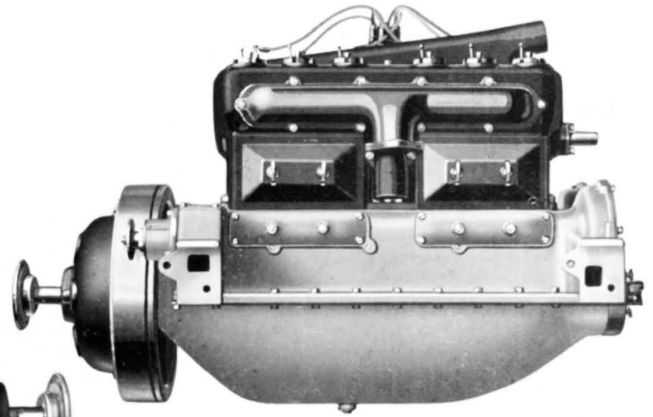
Carburetor

Both "Master Six" and "Light Six" are equipped with new dash-pot type Rayfield Carburetor. Hot water and hot air jackets insure carburetion of lowest test gasoline.

Gasoline supply valve adjustable from dash. Special intake manifold primer gives easy starting in cold weather.



Left side Model 26B Motor—Note the convenient location of Atwater-Kent ignition unit; new dash-pot carburetor, and accessibility of entire motor.



Right side Model 26B Motor—Extreme simplicity marks the "Light Six" power plant. All moving parts enclosed from dust and dirt.

Are Real Quality Cars

Wheels

Wheels are of extra heavy artillery type—36 inches on the "Master Six"; 34 inches on the "Light Sixes." Extra large hub flanges are of heavy pressed steel. Spokes of second growth hickory are unusually large, and bolted through flanges and brake drums to insure safety.

Electric Starter

A year's use has proved the Chalmers-Entz starter the most silent, rapid and reliable starter on the market for the larger "Sixes." With the exception of the storage battery, the Chalmers-Entz starter is built complete in Chalmers shops.

Model 32 is equipped with Gray & Davis two-unit starter.

Weight

In proportion to their size and power, Chalmers "Sixes" are medium weight cars. Every pound of superfluous weight has been eliminated, but neither Chalmers "Six" is flimsy in any part. They are light enough to be unusually economical of gasoline and tires; but heavy enough to "stand up" under seasons of constant use. It would be easy for us to cut down the weight of our cars, but the Chalmers Company will not assume the responsibility of building a car skimmed in any detail. Through many seasons of use, Chalmers cars have earned the reputation of "staying put;" have proved that medium weight is right weight.

New Bodies

For 1915 particular attention has been given to body design and equipment. All bodies are designed, first, to give a pleasing, smart appearance of harmonious line and color; second, to afford the greatest possible roominess, convenience and comfort. Doors are of unusual width. Running boards are entirely clear. Door hinges and latches are concealed. Driving compartment may be entered from either right or left. Leg-room, both front and rear, is ample. Seats are pitched to secure greatest riding ease. Upholstering is deep and flexible.

There are, we believe, no cars of more distinctive or more graceful appearance. All body lines blend, without sharp angles or square corners. All bodies are finished about the top with "belt" in contrasting color which accentuates the "boat design." Only among the highest priced foreign cars will you find bodies comparable in style and beauty with the Chalmers "Sixes."

The Chalmers molded oval fenders—originated by this company a year ago—are retained. Chalmers fenders have proved the most practical, as they have been conceded the most graceful.

Control

All Chalmers models have left drive and center control. Clutch and service brake pedals are conveniently located. Accelerator is provided with foot rest.

The dash is exceptionally clean and at the same time equipped with all necessary controls and indicators.

Brakes—two sets, located on rear hubs—are exceptionally large. Chalmers brakes are, in proportion to weight, 25 times as large as those of a locomotive. This important factor of safety insures the ability to stop quickly in any emergency.

Extra Equipment

While all Chalmers cars are furnished with unusually complete equipment (see specifications, Pages 19 and 20), we have provided some optional extra equipment which will be furnished at the following prices:

| MODEL 26 B | |
|--|---------|
| Extra tire (complete); power tire pump; tire cover | \$45.00 |
| Power tire pump only | 15.00 |
| Seat covers | 50.00 |
| Trunk rack | 8.00 |
| MODEL 29 | |
| Extra tire (complete); power tire pump; tire cover | \$75.00 |
| Tire pump only (Kellogg, 4-cylinder) | 35.00 |
| Seat covers | 60.00 |
| Trunk rack | 8.00 |

We will also furnish separate chasses and extra bodies at the following prices:

"Light Six" chassis (model 26 B), \$1550; "Master Six" chassis (model 29), \$2200; "Light Six" five-passenger body, \$350; "Light Six" six-passenger body, \$400; Light Six" Coupelet body, \$600; "Light Six" Sedan body, \$1450.

Extra open bodies as listed do not include top and glass front. These cost \$100 extra.

(Above bodies are interchangeable on regular Model 26B chassis.)

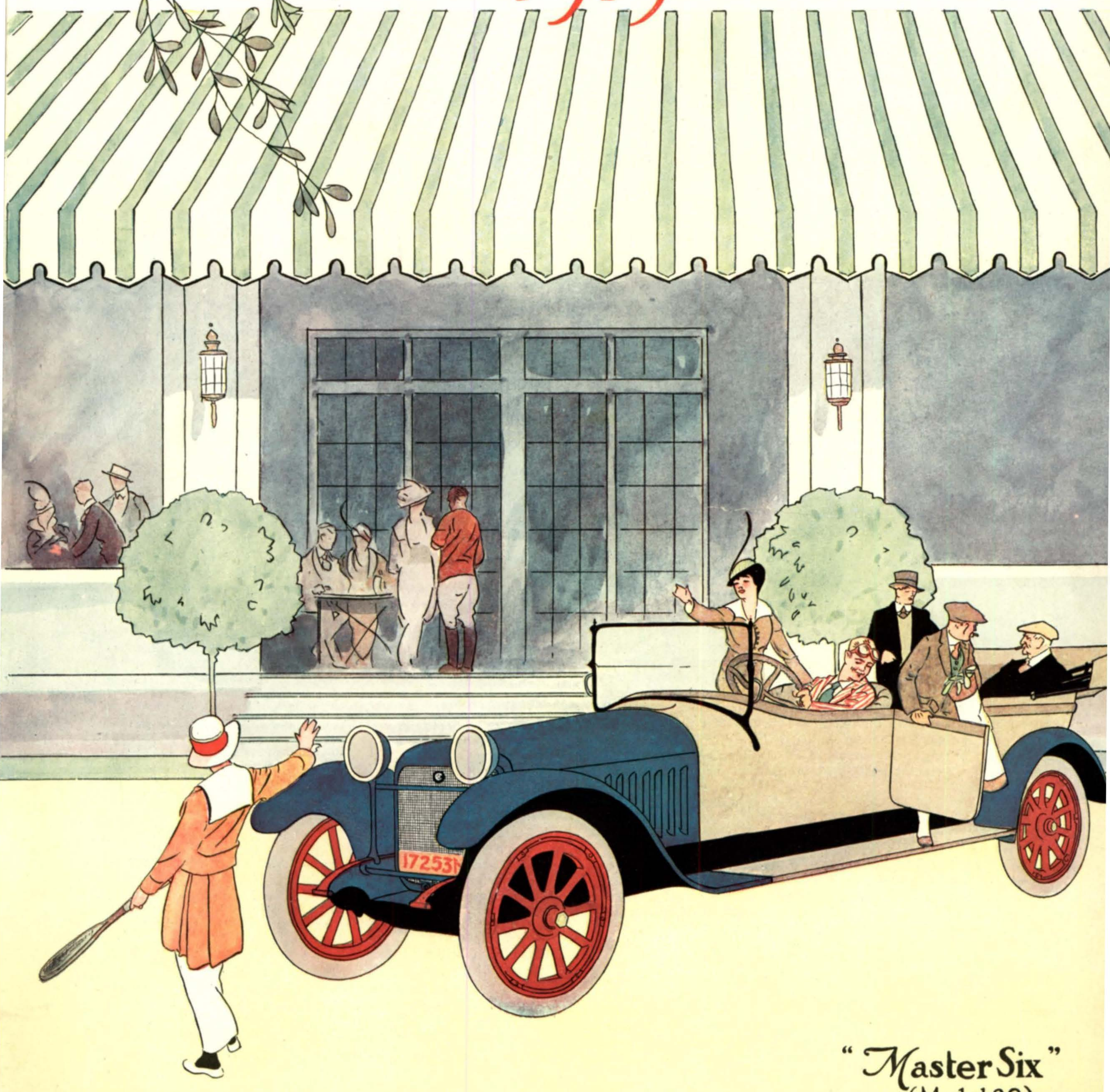
Limousine body (for 132-inch chassis only), \$1650; "Master Six" Torpedo body, \$400; "Master Six" seven-passenger body, \$450.

Prices on extra bodies include fenders and all necessary fittings.

All prices quoted in this book are f. o. b. Detroit.

Chalmers

"Sixes" 1915 Exclusively



"Master Six"
(Model 29)