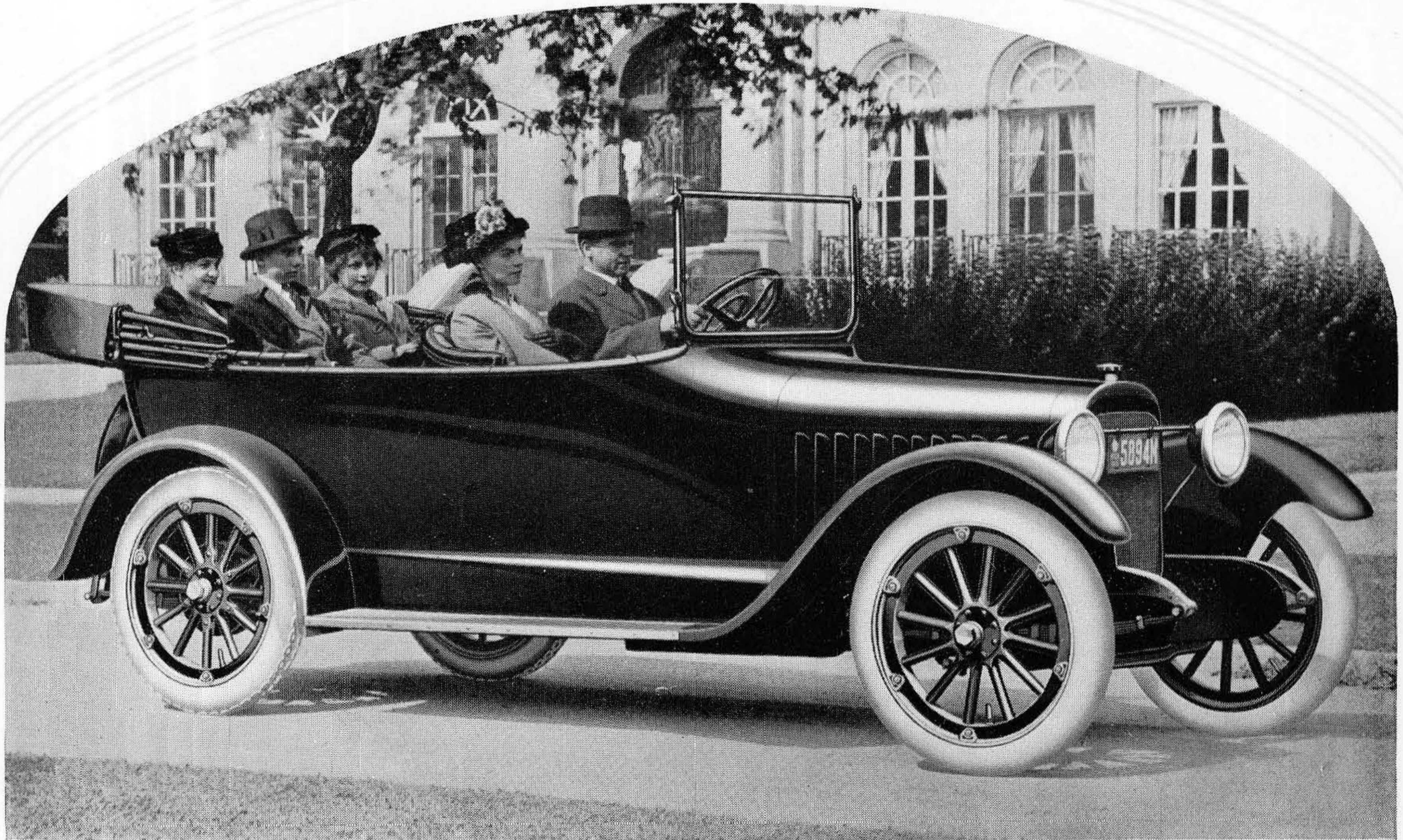


Chalmers Six-30



Chalmers Motor Company
Detroit, Michigan U. S. A.

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The reputation of the Chalmers Motor Company is your assurance of the quality of this new Chalmers

Confidence

ACHEQUE may be worth no more than the scrap of paper on which it is written. It *may* be worth a million. Its value depends solely upon the financial responsibility of the man who signs it. The mere signature is sufficient to credit or discredit its worth.

Public confidence is a matter of reputation. The monogram on the radiator of the Six-30 is the endorsement of the Chalmers Motor Company. The motor buying public has come to accept it as a guarantee of sterling worth in a motor car.

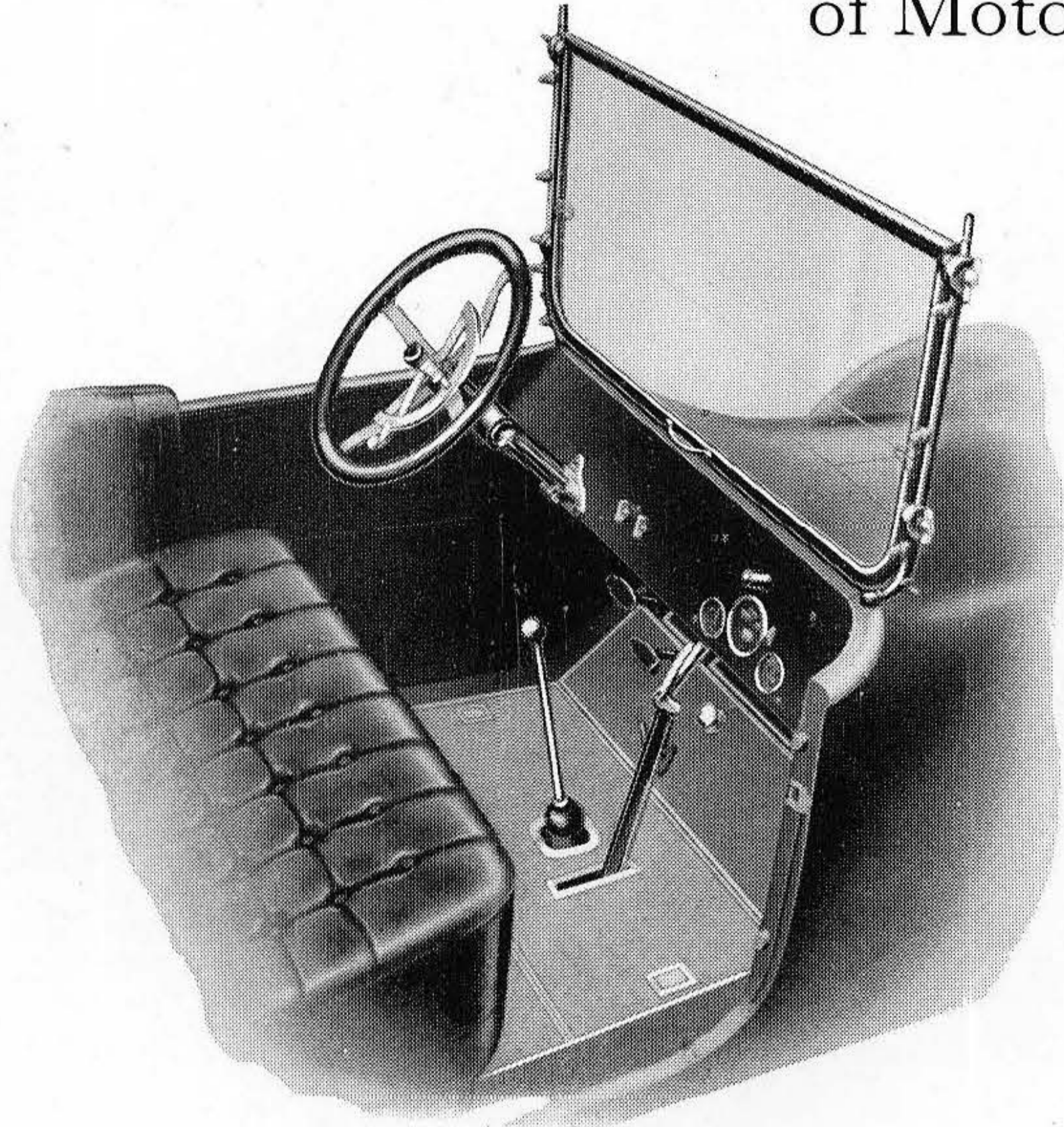
This endorsement has stood behind every car that has left the Chalmers shops. It will continue to stand as long as Chalmers Motor Cars are built.

The Chalmers Six-30 with 3400 R.P.M. engine sells for \$1050. This is \$225 lower than the minimum price ever placed on a Chalmers product. The monogram on the radiator of the Six-30 is just as strong a guarantee of Quality as it was on the radiator of a \$3000 Chalmers limousine.

Long years of experience in motor car building, quantity production and ultra modern factory facilities have enabled us to place this Chalmers endorsement on a \$1050 car.

The New Chalmers Six-30

With 3400 R. P. M. Engine Recasts all Previous Standards of Motor Car Value



Convenience and simplicity of control characterize the Six-30

THE new Chalmers Six-30 engine turns up 3400 revolutions per minute. This is the fastest engine speed ever developed in an American stock car. Such super engine speed from a small motor means great power and perfect roadability.

In driving through city traffic or over the country roads, 3400 R. P. M. means Performance with a capital P. On the city streets it may be throttled down to two miles per hour on high. In less than ten seconds it accelerates to twenty-five miles per hour. It develops .21 horsepower per cubic inch of piston displacement. At 2600 R. P. M. this engine develops 45 horsepower. The faster the engine speeds the smoother it runs. It is as sensitive to the throttle as a Blue Grass gelding to the spur.

The Chalmers Six-30, with 3400 R. P. M. engine, which sells for \$1050, maintains the high standards of construction which have characterized every previous Chalmers model.

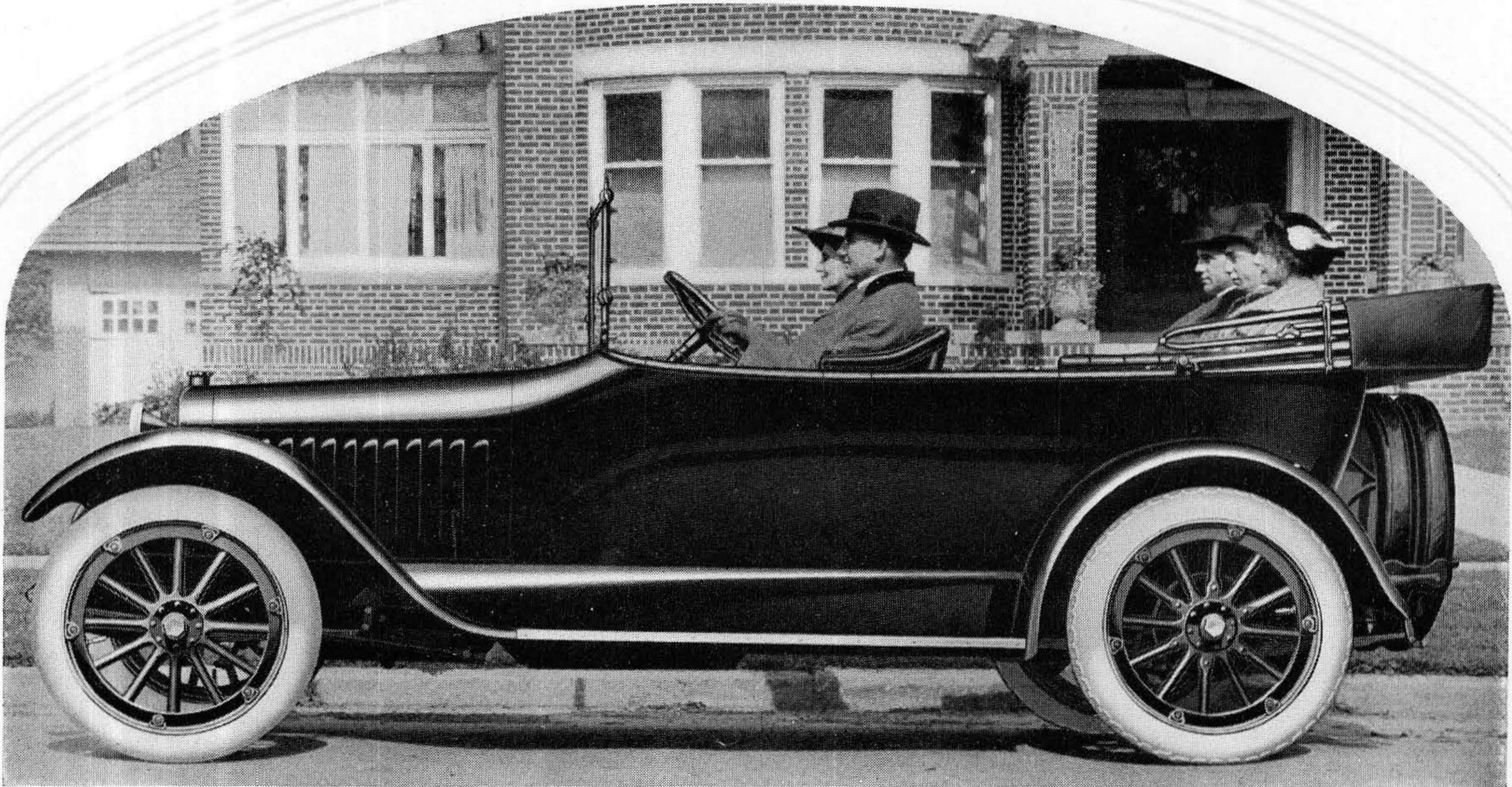
Only long years of experience, greatly increased quantity production and even greater efficiency have enabled us to announce this new Chalmers six-cylinder, five-passenger touring car at \$1050.

We wanted to fix the price of this car at \$1000. But we found that we could not afford to sell it at that price without some sacrifice of Chalmers Quality. Rather than market a car which did not conform to our standards in every detail, we decided to make the selling price of the Six-30, \$1050.

In 1909 we announced the first Chalmers 30, at \$1500; it set a new standard of values. Thousands of those 30's are in active service today, after covering hundreds of thousands of miles on the road. "Old Reliable," the first Chalmers 30 built, is still rolling up the mileage after 300,000 miles of road service.

Inspired by the record of the old 30, Chalmers engineers resolved that the most fitting name for the latest Chalmers creation was Six-30. Hence the reinstatement of the line of 30, with the announcement of a new car with more power, more stamina and more reserve than the old.

The Six-30 is no experiment. Its principles have been tried, tested and proved throughout long years of building. It combines the best features of previous Chalmers, with the refinement which has come with automobile engineering advancement. Months before this car was announced it was driven over the steep mountain grades of Pennsylvania. It was sent over the roads on prolonged cross-country flights. It stood up under every test.



The unbroken streamlines of the body blend perfectly with the graceful curves of the molded fenders

Distinction and Beauty

NO car, selling within three hundred dollars of the Chalmers Six-30, approaches it in workmanship and beauty. The body lines are as graceful as those of any Chalmers car ever built. The symmetrically molded fenders are identical with those installed on the Chalmers Six-40. The high, narrow radiator harmonizes with the trim compactness of the whole design.

For the woman who drives, the Six-30 is especially attractive. The Chalmers coach finish is as beautiful as that of a high priced limousine. There has been no skimping, no cheapening process in finishing the Six-30.

Parabolic lamps, finished in black enamel, with silvered reflectors, set off the narrow radiator attractively. The lamps are equipped with two bulbs, dim and bright, instead of the ordinary dimmer.

A special Chalmers one-man top made of the finest mohair, adds distinction and quality.

The windshield, with its drop forged arms and highly polished trimming, is glazed with heavy plate glass with ground and polished edges. It is easily adjusted for rain vision and ventilation.

From the beginning the Chalmers Motor Company has directed motor fashion. Never extreme nor freakish, Chalmers designs mold the tendency of motor car design. A Chalmers car is never out of style.

The body is of die-molded steel, beautifully finished and upholstered. The contour of the tonneau presents to the eye an uninterrupted and pleasing line. The color options are Medium Oriford Lake (Maroon) or Chalmers Meteor Blue. The bonnet and radiator are the same color as the body. With the Medium Oriford Lake color the body top molding is enameled black, and with both colors, a $\frac{1}{16}$ inch gold hair line is drawn between the molding and the body.

Riding Comfort

WHEN you choose a car, one of the most important considerations is riding comfort. Chalmers cars have always been distinguished for their easy riding qualities. Their reputation will not suffer in the Six-30.

Soft, yielding, genuine leather upholstery, filled with highest grade hair, make the seats as comfortable as a Morris chair. The seat cushions and the back seats are set at the angle which experiment has proven is the most restful sitting position.

There is nothing cramped nor crowded about the car when filled to its full carrying capacity. There is generous room for five adults.

Semi-elliptic springs with vanadium steel main leaves prevent discomfort from driving over rough roads. There is no such thing as side-sway.

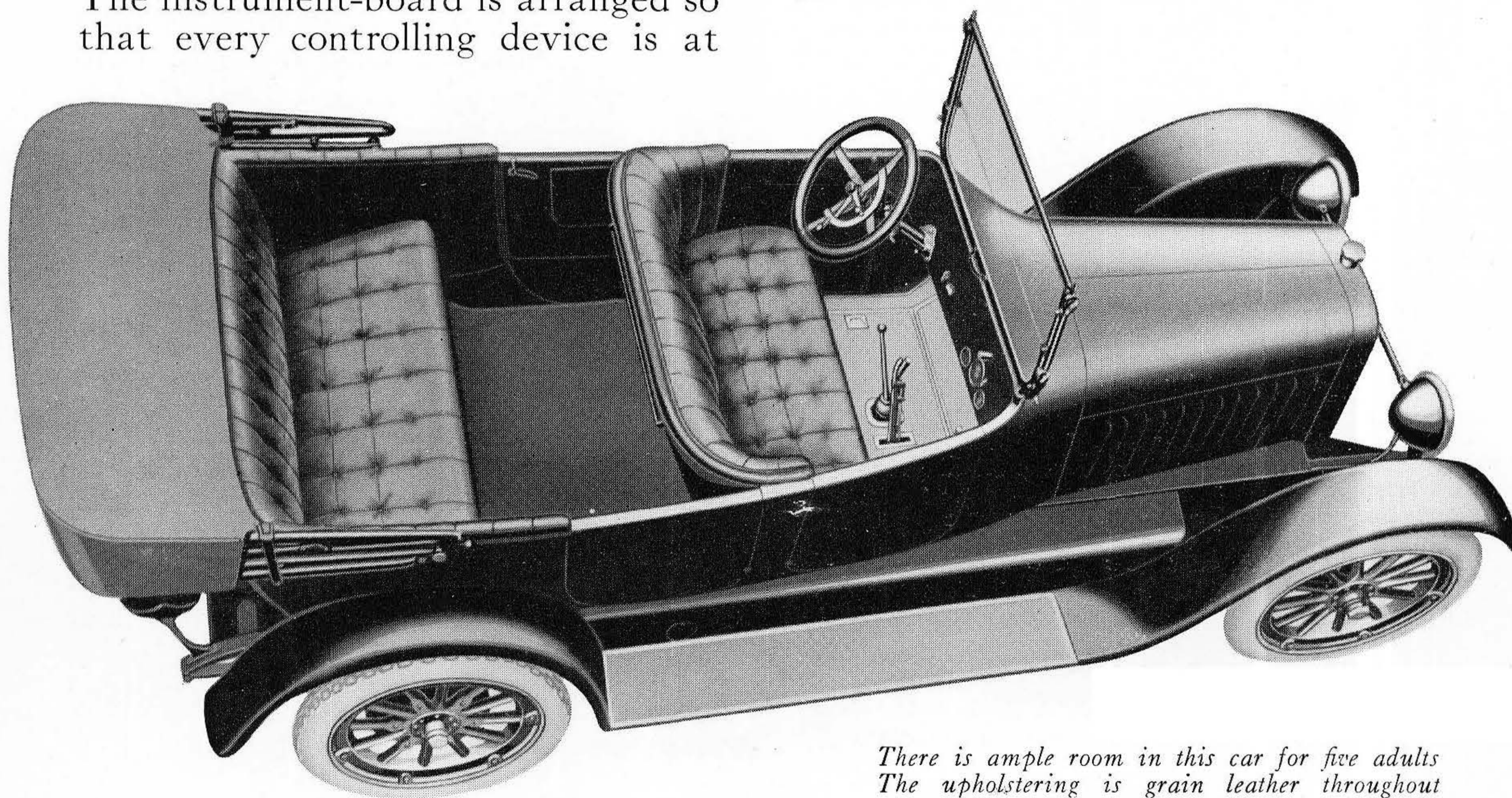
There is every convenience for both the driver and passengers. The ball and socket shifting device is rattle proof, and simple in operation. The instrument-board is arranged so that every controlling device is at

the driver's finger-tips. The doors are unusually wide, permitting easy entrance and exit without climbing over the fenders.

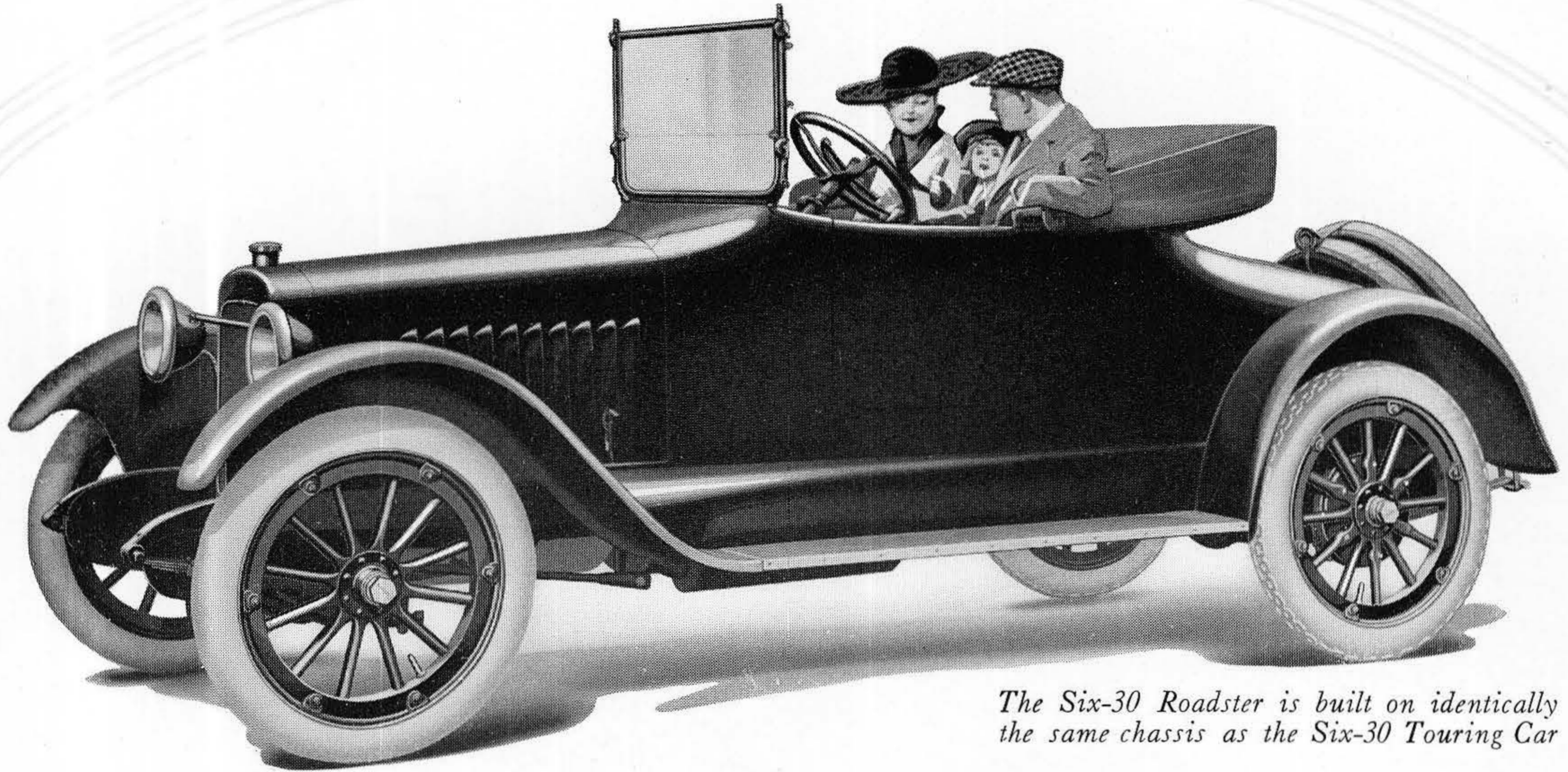
The gasoline tank, which is mounted on the rear of the frame, may be easily filled without disturbing the occupants of the car.

Such motor luxury as is offered in the Chalmers Six-30 has never before been attempted in any car within \$300 of its price. The beautiful design, fine workmanship, and highest grade materials bespeak quality in every detail.

Two years ago it would have been utterly impossible to offer such a combination of values for \$1050. By combining the most successful features of past Chalmers models, building on a scale of large quantity, and increasing efficiency by more modern machinery in a greatly enlarged factory, it has been made possible to announce the Chalmers Six-30 at the sensationally low price—\$1050.



*There is ample room in this car for five adults
The upholstery is grain leather throughout*



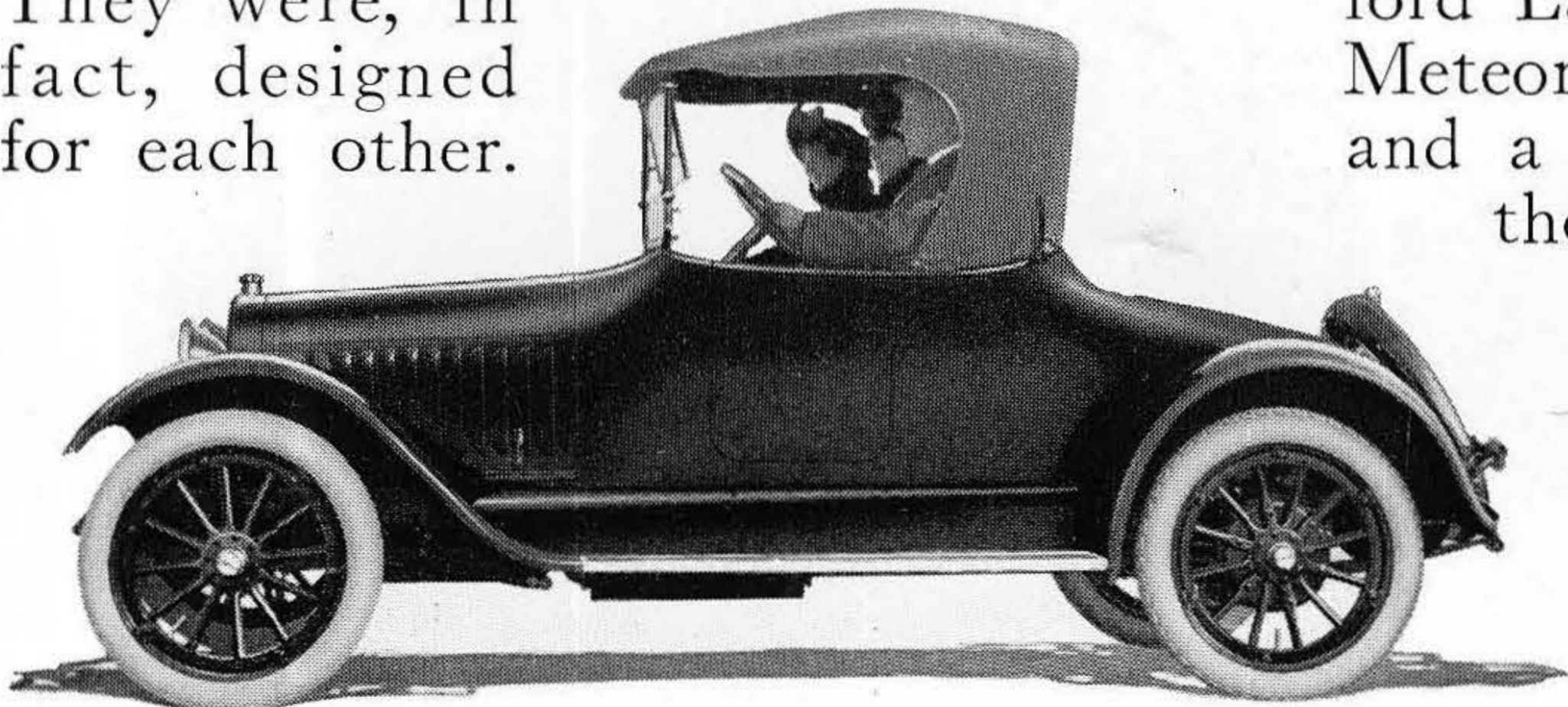
The Six-30 Roadster is built on identically the same chassis as the Six-30 Touring Car

The New Chalmers Six-30 3-Passenger Roadster With 3400 R. P. M. Motor—\$1050, Detroit

HAD the Chalmers Motor Company suddenly determined to specialize on a roadster model, and abandon every other type of car body, they could not have hit upon a more pleasing and distinctive design than the New Chalmers Six-30 Roadster. It is eminently striking. A draftsman would call it "a purposeful design;" a body builder, "well balanced;" a dealer, "snappy," a woman "a real man's car." It has all of these attributes: It has more—it has the famous 3400 R. P. M. Motor.

The Chalmers Six-30 Roadster finds a ready and appreciative market because, here, the body is not only smart appearing but blends perfectly with the chassis.

They were, in fact, designed for each other.



Note the snappy lines of this Roadster with the top up

"The first *REAL* roadster in the thousand-dollar price field," is the verdict of all automobile America. Consider these Six-30 roadster features: The seat is 45 inches wide and comfortably seats three full grown people; yielding cushions that are nine inches deep; ample leg room—no interference with operation of the control lever; overhead room 38 inches from seat to top; top boot and curtains fit into a convenient compartment in back of seat; stern compartment under the deck holds six suitcases—there is no need of cluttering the running board; a tire carrier on the rear will hold two extra tires; and, you have a choice of two handsome color schemes: Oriford Lake (Maroon) and Chalmers Meteor Blue with black moulding and a gold hair-line stripe around the top of body. Bonnet and radiator, same color as body. Fenders are black, while there is a roadster wheel color option as follows: Primrose Yellow, Standard Red or Black.

Chalmers Six-30 Cabriolet

With 3400 R. P. M. Engine—\$1400, Detroit

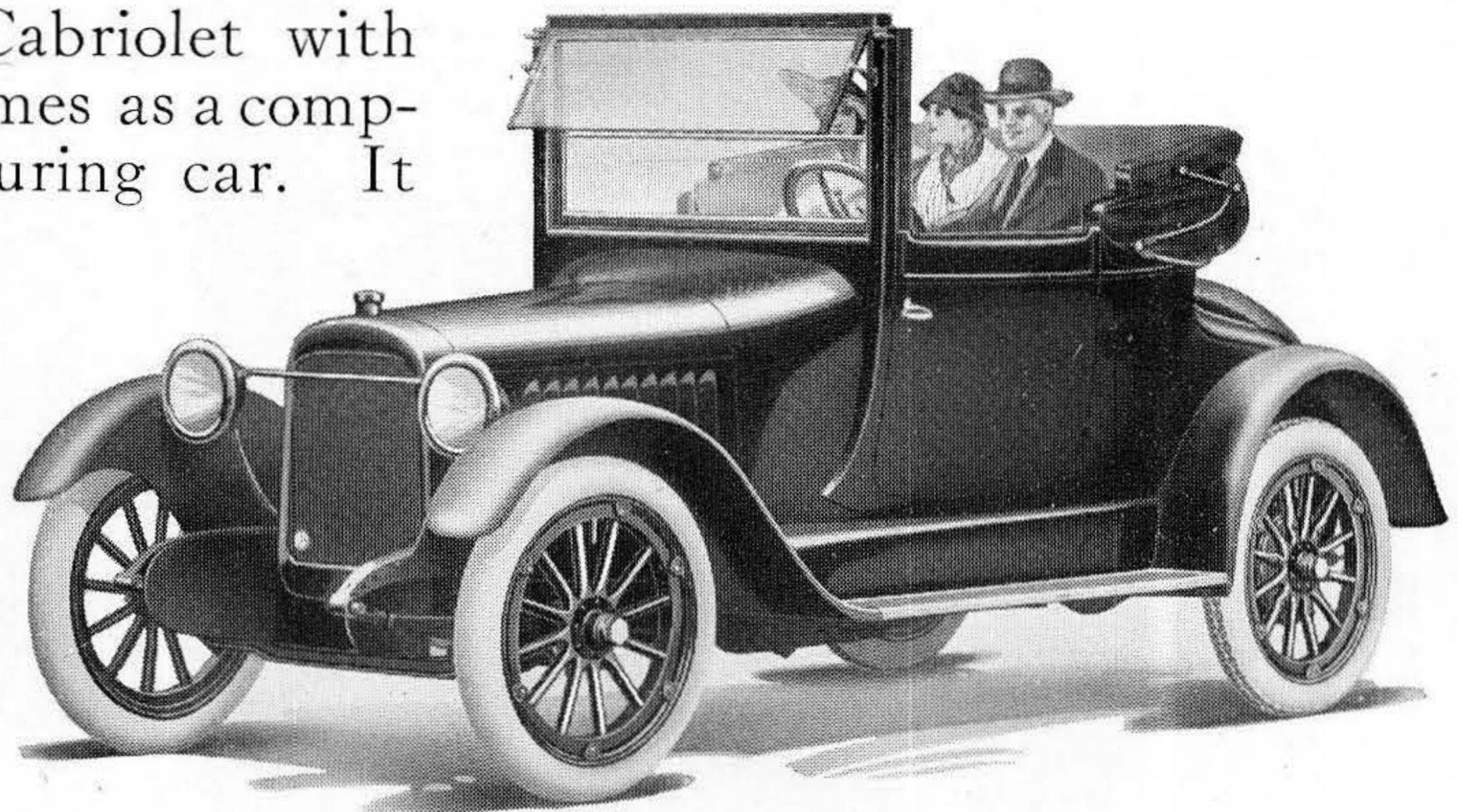
THE Chalmers Six-30 Cabriolet with 3400 R. P. M. engine comes as a complement to the Six-30 touring car. It was designed for the family that does not require a motor with touring car capacity or that desires a smart three passenger vehicle to supplement a large car.

Women who drive will find the Six-30 Cabriolet well suited to their needs. In control, it is as simple as an electric. The smartness of its body design, done in Chalmers Meteor Blue or Oriford Lake, cannot be matched in any car within three hundred dollars of its selling price.

Doctors and professional men who drive year in and year out will be quick to recognize the utility of the Six-30 Cabriolet.

For warm weather driving the top is quickly lowered and the car converted into a perfect roadster.

Three people make just a load for the Six-30 Cabriolet. With the driver's seat advanced just a trifle, there is ample room left for two passengers. The driver's seat is 20 inches wide while the passengers' seat is 33 inches in width:

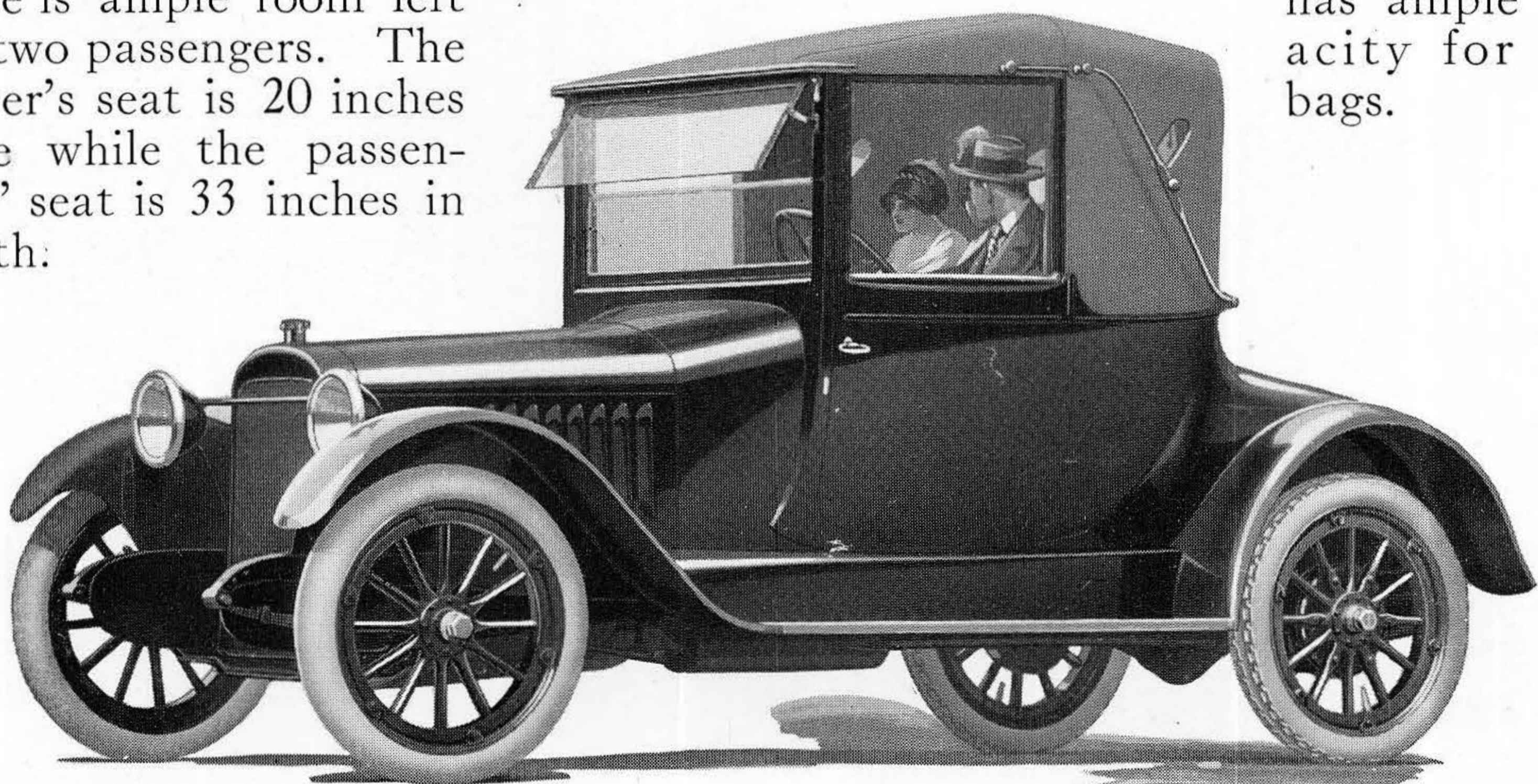


Three grown-up people find ample room in the "Six-30" Cabriolet and ride in perfect comfort in all kinds of weather. In fine weather the top can be lowered—converting the Cabriolet at once into a distinctive Roadster

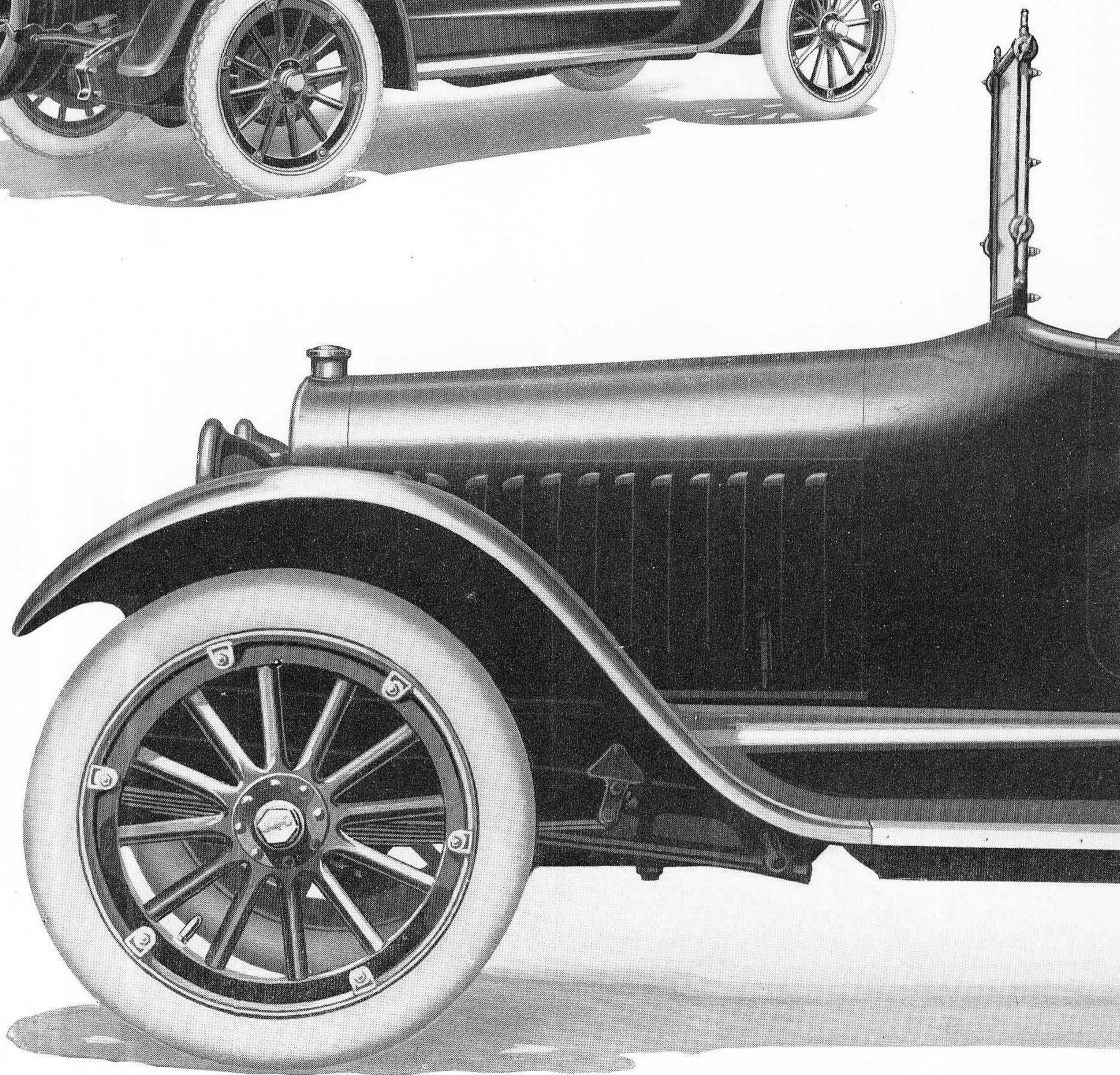
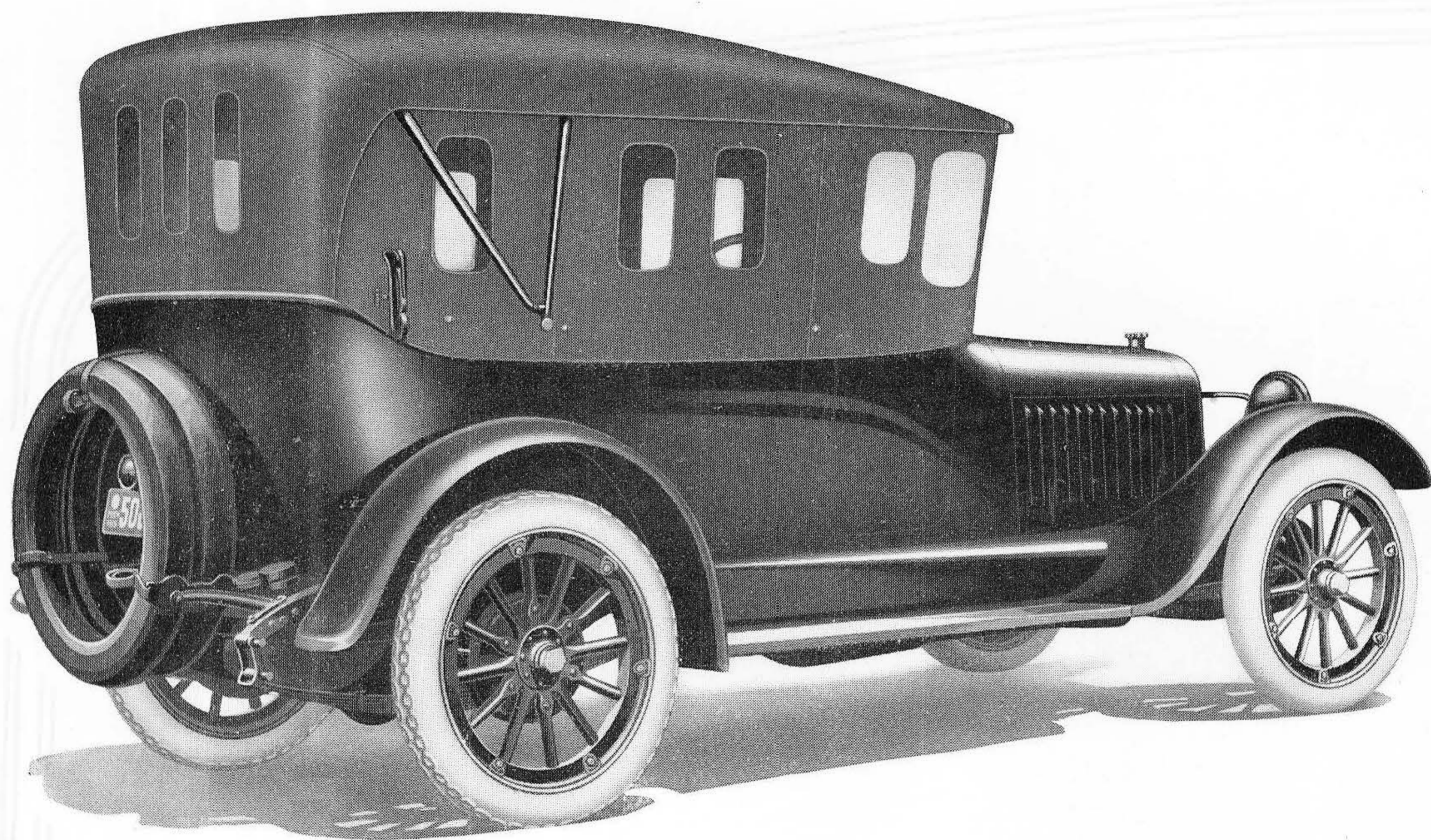
The car is equipped with permanent double vision windshield which is adjustable for ventilation. The door windows slide down into the doors in pleasant weather.

The weather proof top is made of high grade French finish leather. The upholstery is tastily done in gray or blue whipcord at your specifications. All metal trimmings and door handles are nickel plated.

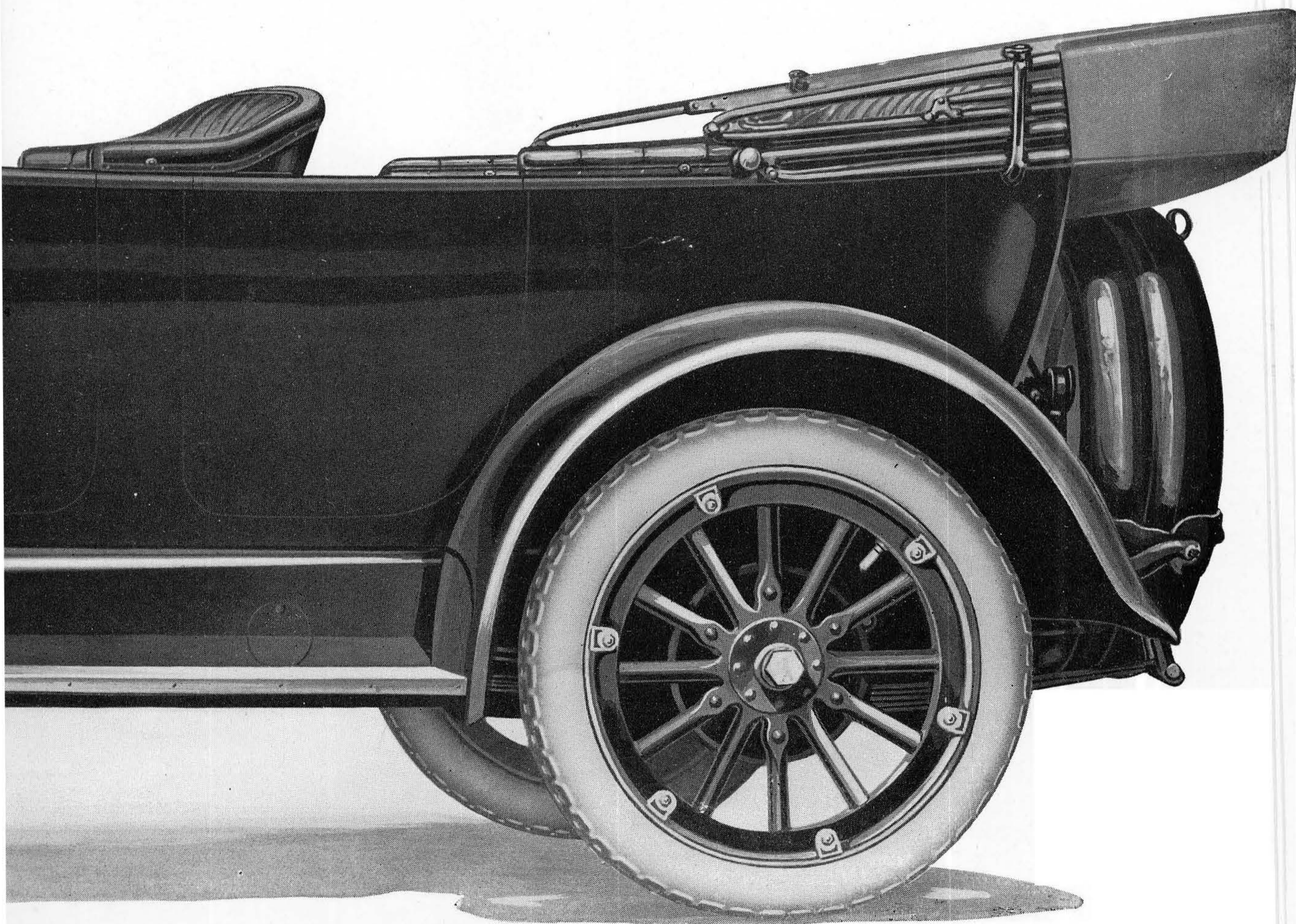
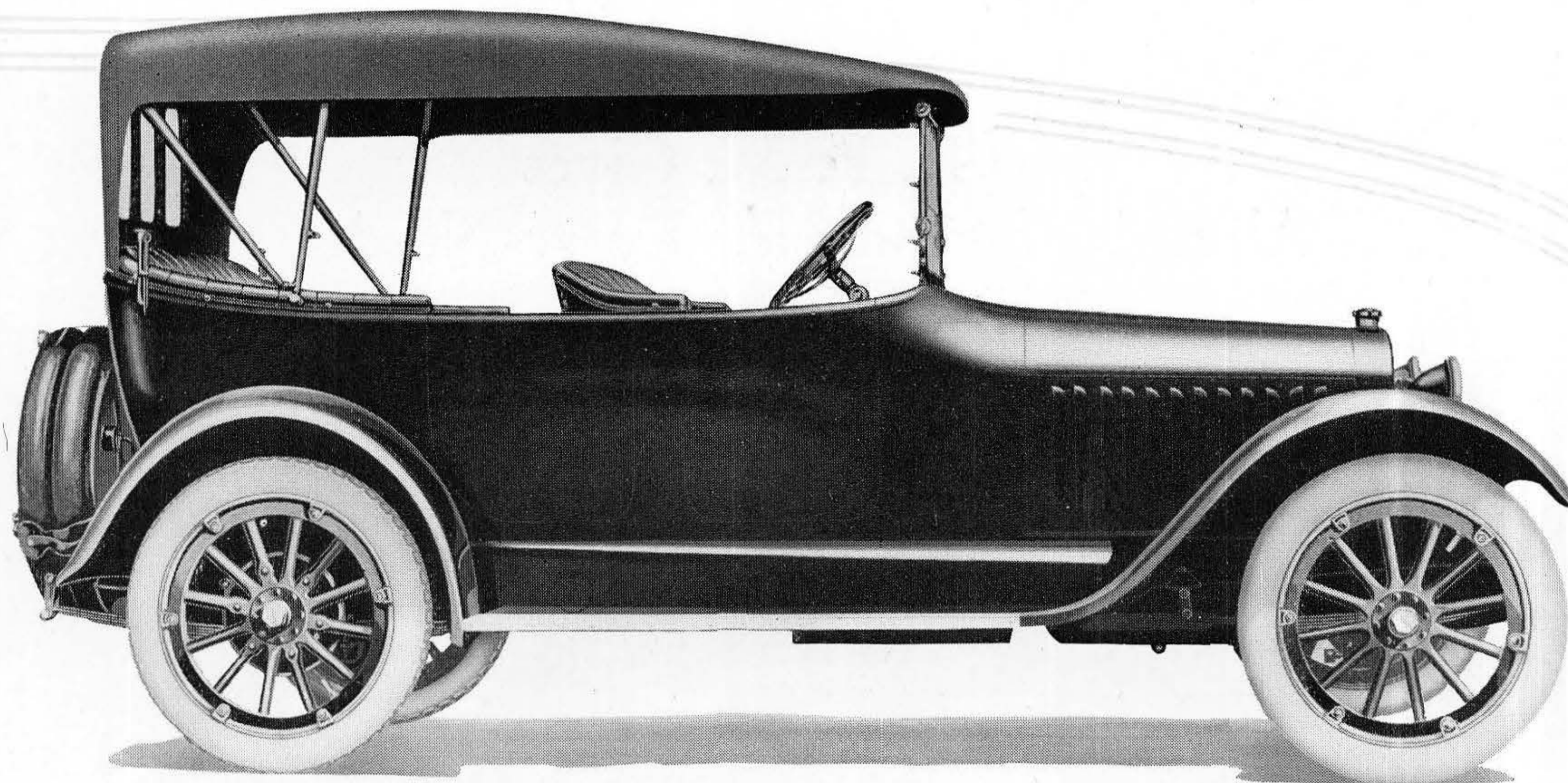
Suitcase compartment in rear deck has ample capacity for five bags.



The Chalmers Six-30 Cabriolet is quite as comfortable and luxurious as any closed car, yet the extra weight, rattling glass, and other disadvantages of the old style coupe are entirely absent

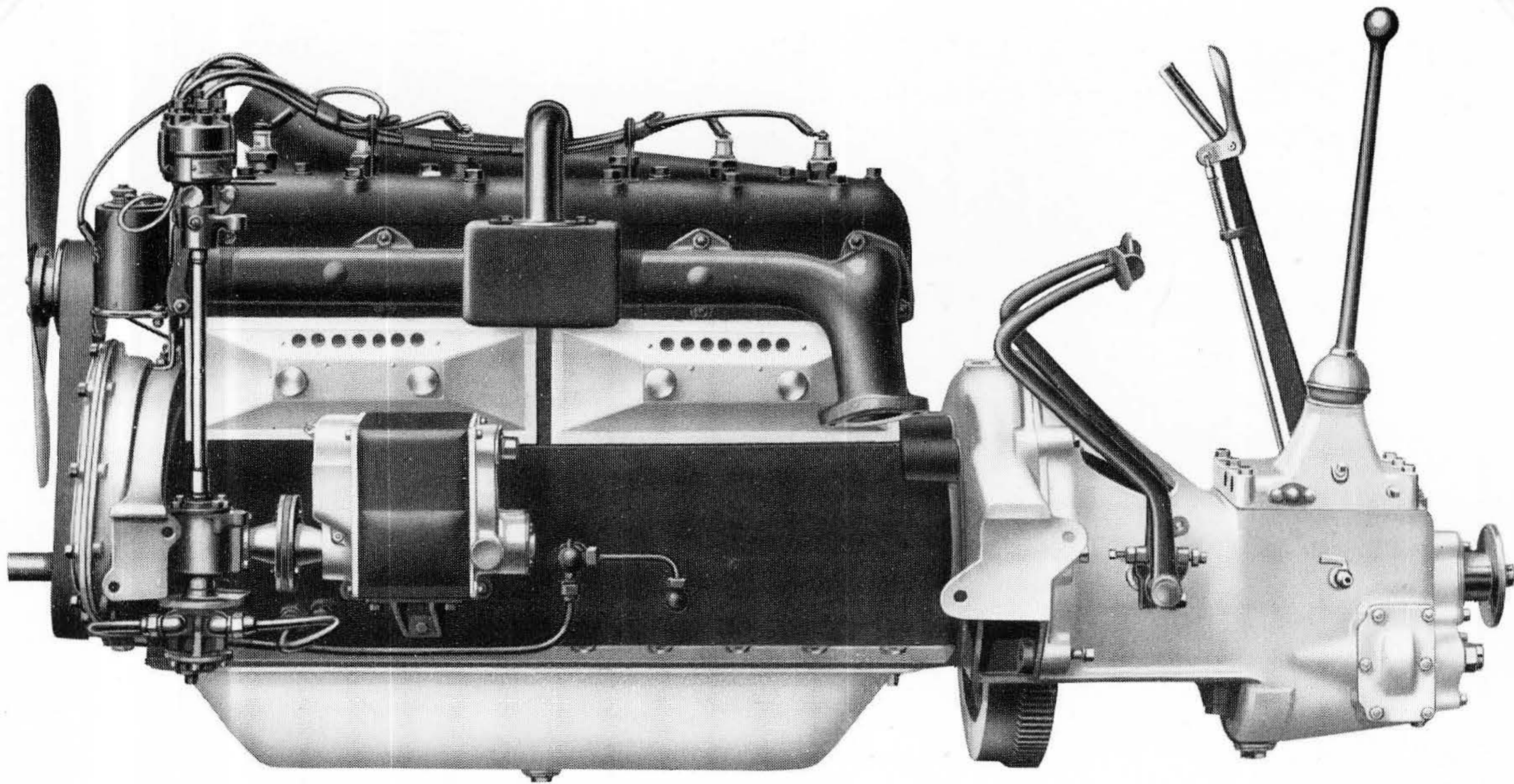


The New Chalmers Six-30 with
The car that has recast all prev



P. M. Engine—\$1050
of motor car value

3400 R. P. M. Gives Abundant Power for Every Need



This 3400 R. P. M. engine is the most improved L-head type. It is built entire in the Chalmers Shops

THE Chalmers Six-30 engine turns up 3400 R. P. M. This is the fastest engine speed ever developed in any American stock car. It means roadability that does not balk at hills or sand; it means acceleration from five miles an hour to twenty-five miles per hour in less than ten seconds; it means motor silence; it means vast power reserve for every emergency.

Heretofore when engineers spoke of high speed engines, they mentioned 2400 R. P. M. No one dreamed of a stock car engine that would turn up 3400 R. P. M. Now you can buy this super-engine in a Chalmers car at \$1050.

Simple in design, the Six-30 engine combines all the successful features of previous Chalmers engines, with the added refinements of 3400 R. P. M.

This new six-cylinder motor is built complete in the great Chalmers shops. The same exacting standards, the same microscopic

limits are adhered to, regardless of the reduction in price.

Compactness and efficiency is the keynote of this new power plant. With $3\frac{1}{4}$ -inch bore and $4\frac{1}{2}$ -inch stroke, it offers more than ample power for every requirement. It is equipped with the Remy system of ignition, which has *justified* our *fullest expectations* in strenuous tests.

The S. A. E. rating, which is of necessity made over an arbitrary formula, gives the Six-30 motor 25.3 horsepower. This naturally does not show the true reserve of this motor. At *2600 revolutions per minute* on the dynamometer test, it develops 45 horsepower, which is more than amply sufficient to combat with the steepest grades and most trying road conditions. Perfect vibrationless balance is maintained at all speeds.

Highest Quality, both in workmanship and materials, characterize every detail of this power plant.

Abundant Power for Every Need

Continued

The crank shaft is a Wyman & Gordon forging, the finest crank shaft forging obtainable. Before the crank shaft is installed in the car it is balanced on a special Chalmers balancing machine, the only machine of its kind in the world, which insures perfect balance at the highest motor speeds.

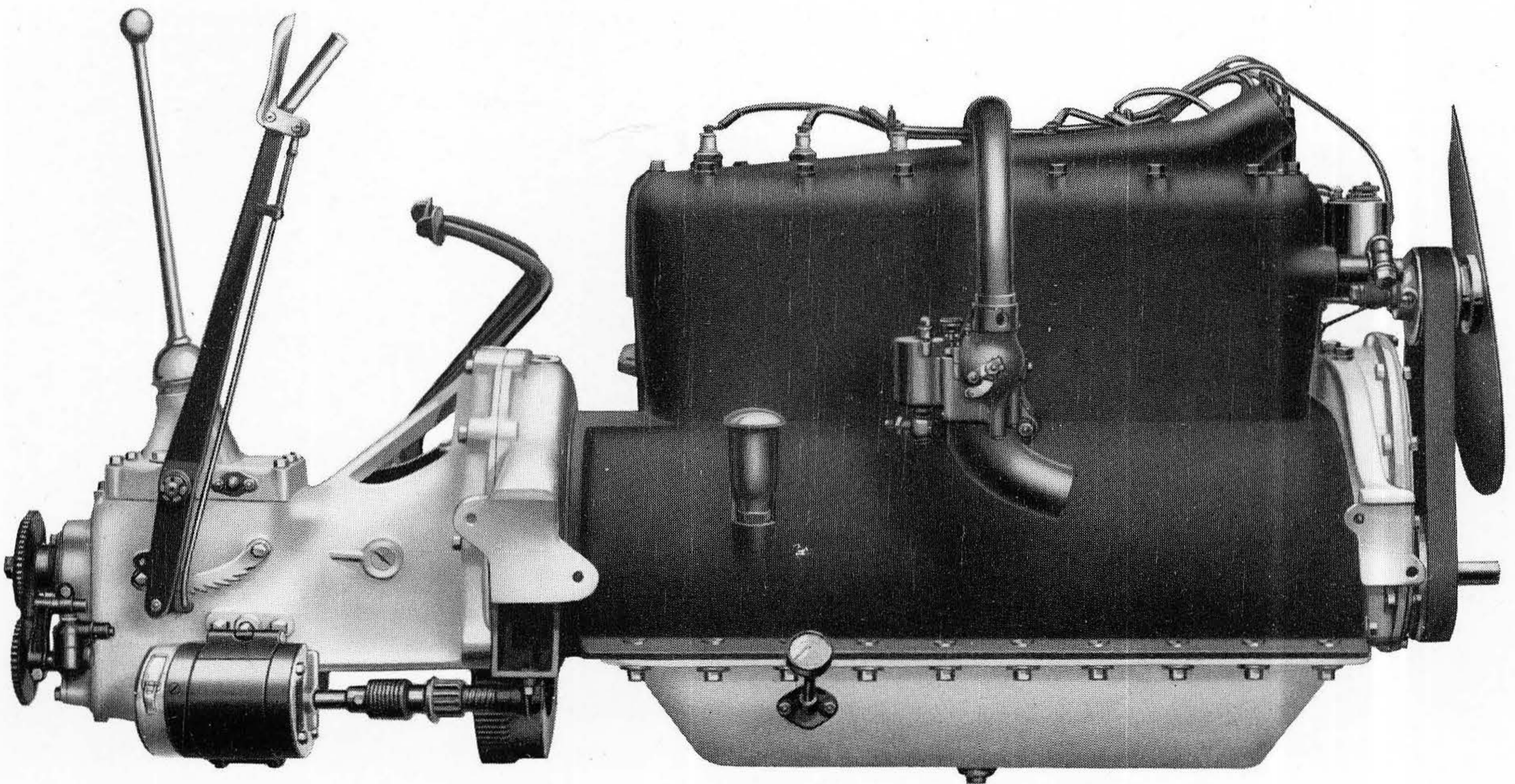
Tungsten steel valves and aluminum pistons add a touch of quality which is lacking in most cars selling in the same price class. Water jacketed cylinders allow for perfect expansion and contraction and eliminate all tendency to heat distortion. The cylinder head is detachable, enabling the cleaning of cylinders and valves with minimum effort. All carburetion difficulties are done away with by the installation of the side outlet Stromberg carburetor with a specially designed intake manifold which eliminates all tendency of the fuel to recondense or load the motor when the pulling is heavy.

In congested traffic, this motor can be throttled down to approximately two miles per hour on high and will accelerate to twenty-five miles per hour in less than ten seconds.

An economical car, it averages 16 to 19 miles per gallon of gasoline consumption. It averages from 14 to 17 miles per gallon on hills. It develops .21 horsepower per cubic inch of piston displacement.

Wonderfully flexible, it gets away like a flash at the merest pressure on the accelerator. It is under perfect control every second. You have a feeling of reserve power when driving this car which gives you confidence in every emergency.

The Six-30 3400 R. P. M. engine will give perfect service three hundred and sixty-five days in the year. Compared with gasoline power plants installed in other cars in the medium priced field, this new Chalmers motor sets a new standard for efficiency, power, silence and road performance.



At 2600 revolutions per minute this engine develops 45 horsepower. It can be run safely at 3400 R. P. M.

Careful Inspection and Tested Materials Give Security

MORE than anything else you want to feel safe and secure in your motor car.

The Chalmers Six-30 is built to insure passenger safety. All gears are made of crucible nickel steel, case hardened and heat treated in the Chalmers factory.

The Westinghouse starting and lighting system is of proved efficiency. Perfect ignition is insured by the Remy system, which has been widely adopted by makers of high priced cars. An army of 226 inspectors must give their O. K.'s to the car in the various processes of manufacture, before it is allowed to leave the factory. It is a proved car.

The Chalmers Six-30 is a dependable car. It will hold the road when driven at high speed over the ruts and bumps of country highways. Its power is sufficient to carry it over the steepest hills. It plows through mud and sand with tireless energy.

For threading city traffic the Six-30 may be throttled down to a pace slower than a man's walk. Its pick-up is instantaneous. On the open stretches its speed is limitless.

The raw materials are of the highest grade.

No other car in this price class is fitted with aluminum pistons.

The crank shaft is a Wyman & Gordon forging: the finest crank shaft forging made.

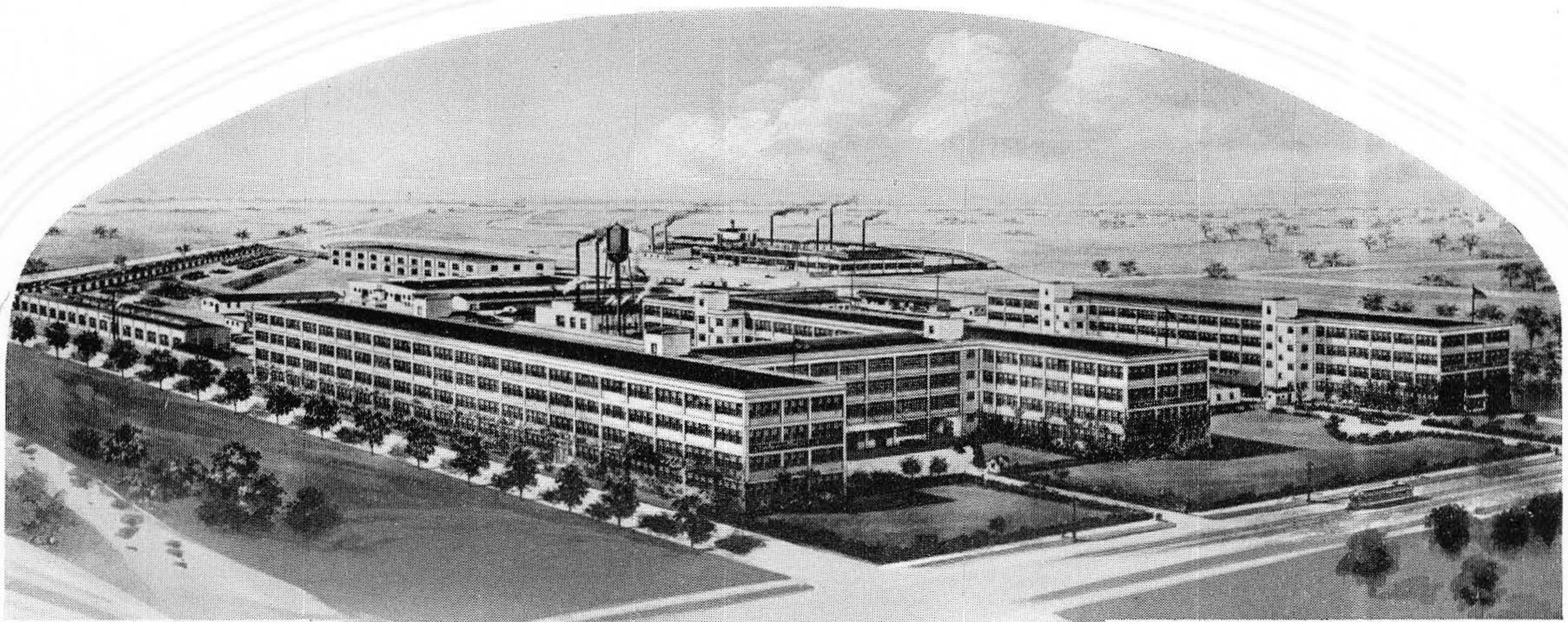
All valves are Tungsten steel. The cylinders are water jacketed, admitting perfect expansion and eliminating all chance of distortion from heat.

Thermo-syphon cooled, all pump troubles and water leaks are done away with.

Despite the fact that the Six-30 is sold at a lower price than has ever been placed on a previous Chalmers car, its materials and workmanship are held to the exacting Chalmers standards of "*QUALITY FIRST.*"



*The Six-30 is perfectly balanced. It holds the road at high speed without side-sway
With its 2660 pounds weight, it has 59.1 pounds per horsepower*



Behind Every Chalmers Car Stands the Chalmers Factory

CHALMERS cars are not "assembled" cars. They are produced complete in the Chalmers factory, where over 5000 men are employed in planning, designing, manufacturing, building, testing and inspecting.

These workers are skilled men, with years of experience at their command. They work with the most modern and efficient tools. Each man applies the Chalmers principle of *Quality First* to his work, with the result that the finished car is built to one standard throughout and not to several standards, as is the case with the "assembled" car.

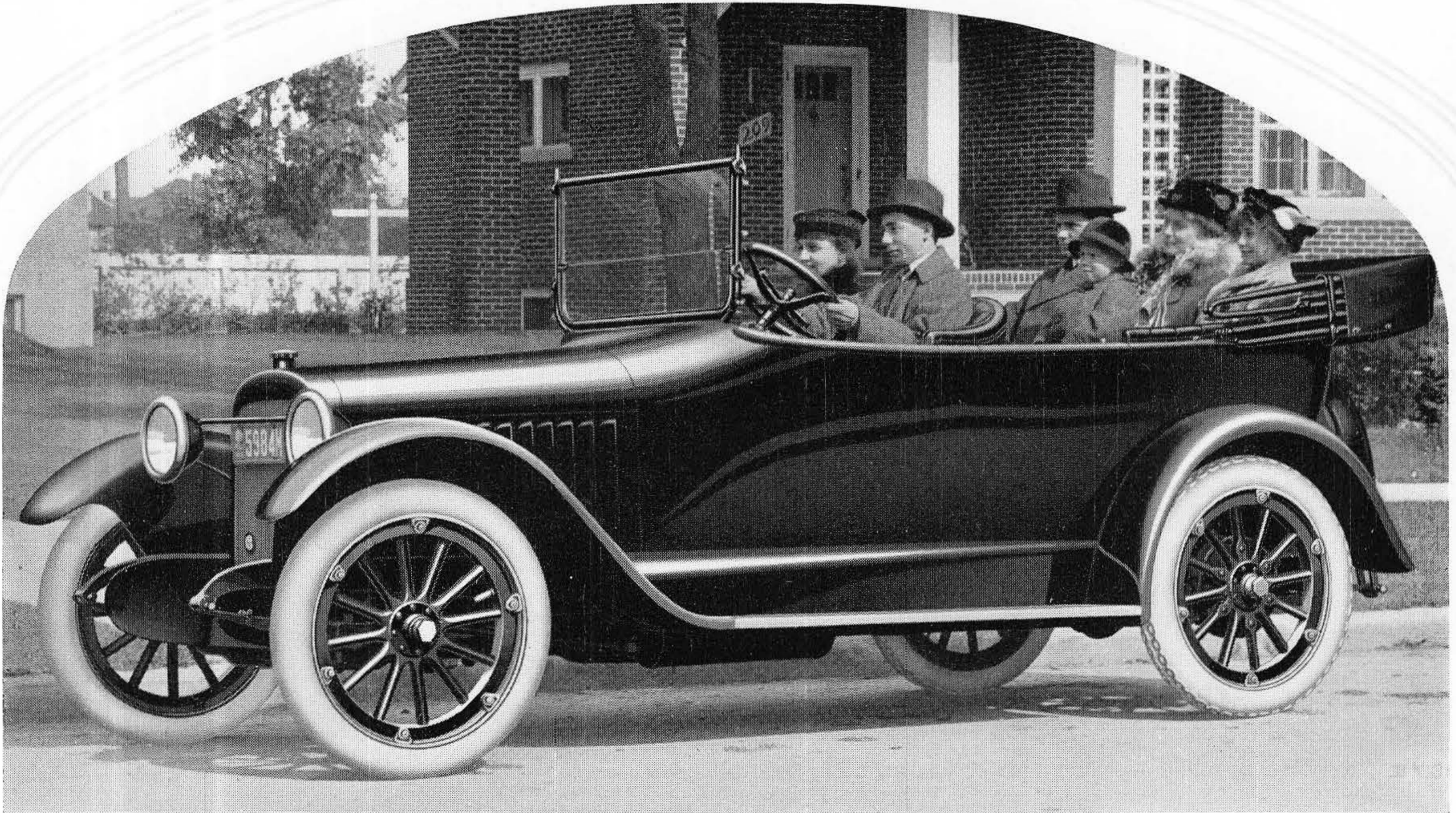
Chalmers engineers are selected because of their long training and proved ability. They are pioneers in their calling. By combining all the good features of past Chalmers models together with the best European ideas, they have evolved the New Chalmers Six-30.

Under the direction of these engineers are expert draughtsmen and highly skilled mechanics. The Chalmers chemical laboratories are as modernly equipped as any in the world.

The limits adhered to by the men who build Chalmers cars are more exacting than the most severe tests have proved necessary. That extra margin of precaution is your factor of safety. The system of inspection in the Chalmers factory is carried farther than in any other motor car plant in this country or abroad. Before any car can leave the Chalmers shops it must first be passed on in detail by 226 inspectors.

With our years of experience, backed by the great Chalmers plant and its organization, the buyer is inspired with justifiable confidence when he decides to "let his next car be a Chalmers."

The public recognizes the monogram trade-mark on the Chalmers radiator as the stamp of highest quality obtainable in a motor car. The satisfied Chalmers owner is our best advertisement and business asset.



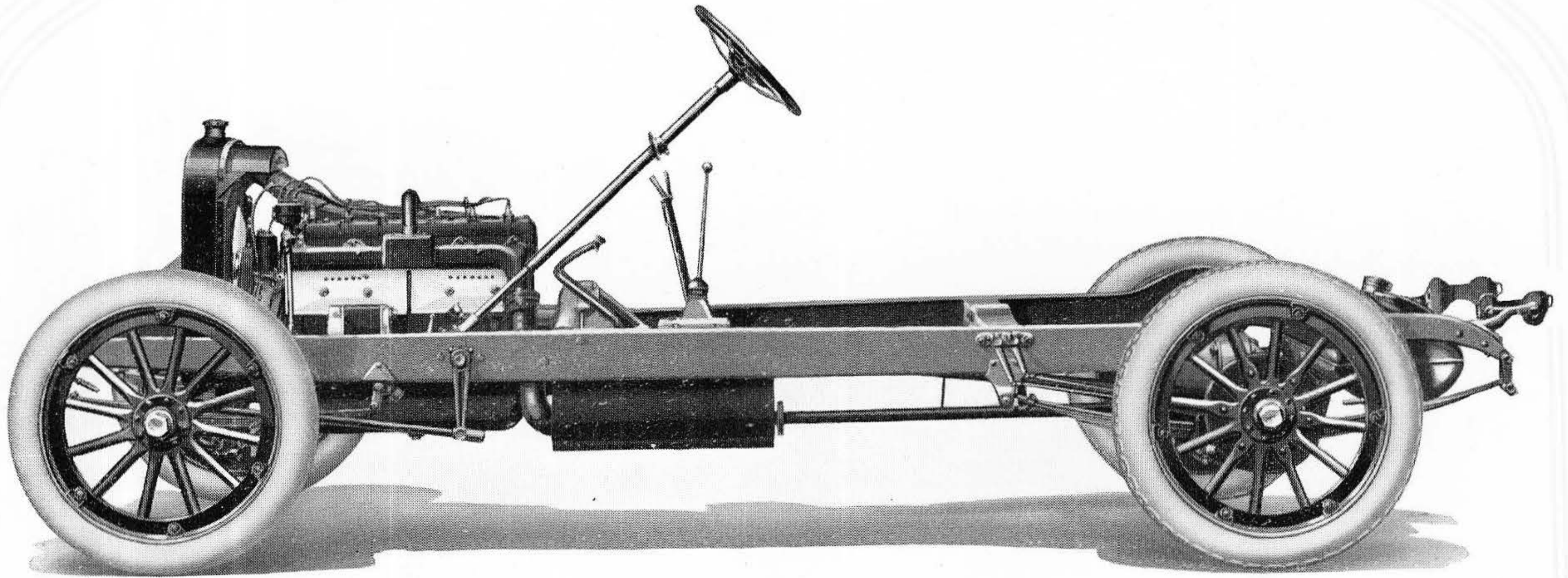
Every engineering precaution has been taken to insure the safety and comfort of the passengers

Thirty Reasons for Buying a Chalmers Six-30

1. **Engine Speed**—The Chalmers Six-30 engine turns up 3400 R. P. M., the fastest engine speed ever attained in any American stock car. It gives trigger-quick pick-up, motor silence, roadability and ample power for every emergency.
2. **Beauty of Design**—There is no more attractive car on the road. In finish, body lines, and workmanship it meets every Chalmers standard.
3. **Reliability**—The Six-30 is made complete in Chalmers shops. Before it reaches the market it undergoes the eyes of 226 inspectors.
4. **Power**—The six - cylinder 3400 R. P. M. engine develops .21 horsepower per cubic inch of piston displacement. It plows sturdily through mud and deep sand; it climbs the steepest hills with ease.
5. **Chalmers Molded Fenders**—With their graceful curves, lend distinction to the car's appearance.
6. **Thermo-syphon Cooling System**—Eliminates all pump troubles and overheating.
7. **Direct Oil Pressure Lubrication**—To all main bearings insures sweet and smooth operation.
8. **Ignition**—The motor is equipped with the Remy system of ignition, proven successful in thousands of cars.
9. **Carburetion**—The special side outlet, the Stromberg carburetor, has a special priming device which insures positive starting in cold weather.
10. **Starting and Lighting**—Westinghouse lighting and starting, a recognized world standard, is installed in the Six-30.

Thirty Reasons for Buying a Chalmers Six-30—Continued

- 11. Rear Axle**—Hotchkiss drive rear axle suspension. Pressed steel rear axle construction, equipped with Timken bearings.
- 12. Air Pump**—Provision is made for the attachment of a Kellogg air pump to the motor.
- 13. Hand Levers**—Ball and socket shifting lever is rattle proof and simple in operation. The emergency brake lever is right at hand.
- 14. Front Axle**—Drop forged I-beam of highest quality steel, heat treated in the Chalmers shops. The front spindles are equipped with Timken bearings.
- 15. Unusually Strong Frame**—In no place is it stressed more than 9000 pounds to the inch.
- 16. Steering**—The steering apparatus is the same standard equipment which has been used on Chalmers cars for the past several years. The wheel is 17 inches in diameter, made of hard wood, with serrated edges to insure a good grip.
- 17. Grain Leather Upholstery**—No. 1 machine buff long grain enamel finish.
- 18. Roadability**—The perfect distribution of weight gives the Six-30 absolute balance and enables it to hold the road perfectly under high speed.
- 19. Roominess**—There is ample room for five adults. The rear seat is generously wide, 47", and there is plenty of room for two passengers in the front seat.
- 20. Cowlboard**—The cowlboard is satin enamel finished. It supports the primer and carburetor adjustment, the speedometer, gauges and lamp for night driving. Everything is easily within the driver's reach.
- 21. Parabolic Lamps**—Black enameled with silver reflectors. Instead of the ordinary dimmer, each lamp is equipped with *two bulbs*, for city and country driving.
- 22. Invisible Hinges on Hood**—Hold the hood in place, contrasting with the ordinary steel hinges which rust and spoil the finish.
- 23. Stewart Vacuum Feed Fuel System**—Rear gasoline tank supplies fuel to *vacuum feed tank* on the dash. This system enables the car to carry 18 gallons of gasoline.
- 24. Wide Doors**—Tonneau doors are generously wide and *not cut out around the fenders*.
- 25. Mohair Top**—Special Chalmers one-man top made of highest grade mohair.
- 26. Plate Glass Windshield**—With drop forged arms and enameled finish is easily adjusted for rain vision and ventilation.
- 27. Silence**—The motor is quiet under all speeds. The compactness of the car eliminates all rattles.
- 28. Collins' Quick-Acting Curtains**—Are instantly adjusted and offer perfect protection in bad weather.
- 29. Flexibility of Motor**—You can throttle this car to 2 miles an hour in high speed. It will accelerate to twenty-five miles per hour in less than 10 seconds.
- 30. Price**—The Six-30 with 3400 R. P. M. engine sells at the lowest price ever placed on Chalmers Quality. At \$1050 it is the best motor car value ever offered.



*The compactness and strength of this Six-30
Chassis insures stability*

Specifications of Chalmers Six-30

Five-Passenger Touring Car

AXLE-FRONT—Single piece drop forging, I-beam section with Timken roller bearings in hubs.

AXLE-REAR—Semi-floating type with spiral bevels; pressed steel housing; ring gear and driving pinion of special nickel steel. Timken roller bearings in hubs and differential.

BRAKES—Two sets of brakes on rear wheels; service brakes contracting, 12" in diameter and 2" face. Emergency brakes internal expanding type, 11 $\frac{5}{8}$ " in diameter with 1 $\frac{3}{4}$ " face. Both sets of brakes are lined with weather-proof asbestos fabric, easily adjusted and self-equalizing.

BEARINGS—Crank shaft bearings, bronze shell babbitt lined. Cam shaft bearings of phosphor bronze. Gear set: 5 Hyatt Roller Bearings. Rear axles and wheels Timken Roller Bearings.

CAM SHAFT—Drop forged special steel, hardened and heat-treated. The cams ground integral with cam shaft with $\frac{5}{16}$ " lift.

CARBURETOR—Stromberg side outlet type with float feed. Hot air heated from a stove on exhaust pipe; carburetion of lowest test gasoline is insured.

CLUTCH—Comprises 6 driving and 5 driven steel discs lined with heat-proof asbestos fabric. Does not require lubrication, noiseless and non-jerking.

CONNECTING RODS—I-beam section 10" long, of special steel with high tensile strength.

CRANK CASE—Cast integral with cylinder bloc and reinforced by webs.

CRANK SHAFT—Wyman & Gordon forging balanced on special Chalmers machine, which guarantees perfect balance at highest motor speeds.

ENGINE—3400 R. P. M. The most improved L-head type with fully enclosed valves and detachable cylinder head. The cylinders are cast en-bloc and integral with the upper half of the crank case. The motor is cooled by thermo-syphon circulation. Bore 3 $\frac{1}{4}$ ", stroke 4 $\frac{1}{2}$ ".

Piston displacement, 22 $\frac{1}{2}$ cubic inches.

Piston: die cast aluminum alloy with 3 piston rings of special cast iron $\frac{3}{16}$ " wide.

FRAME—Rigid channel section pressed steel, reinforced by cross members and gusset plates. Side members have 5" channels 2 $\frac{1}{2}$ " wide and $\frac{1}{8}$ " thick.

FUEL—Stewart-Warner vacuum fuel feed system delivers fuel from 18-gallon rear tank to carburetor.

HORSE POWER—At 2600 revolutions per minute, motor develops 45 horsepower; S. A. E. rating, 25.4 horsepower.

IGNITION—Remy ignition system with high tension coil and distributor. Willard 80 ampere hour 6 volt battery and single set of spark plugs.

LUBRICATION—Force system and splash system is used to lubricate the motor parts. The gear oil pump driven off the distributor shaft located outside the crank case, forces oil to crank shaft bearings. Timing gears run in a bath of oil. The cam shaft bearings are designed with special oil collecting extension groove which delivers the oil to the bearings. A separate lead conveys the oil to the pressure indicator on the instrument board.

RIMS—Quick detachable and demountable types secured by 6 bolts and wedges.

SPRINGS: FRONT—Semi-elliptic, 38" long, 1 $\frac{3}{4}$ " wide.

SPRINGS: REAR—Semi-elliptic, 54" x 2" wide. Rear spring under-slung. Extra quality spring steel, main leaf of Chrome Vanadium.

STARTING AND LIGHTING—Westinghouse system, generator mounted on left side of motor and driven through a leather universal joint off small gear driven by the cam shaft gear.

STEERING GEAR—Worm and full gear type located at the left of car. Extra strong steering column fully enclosed. Steering wheel 17" in diameter with corrugated edges to afford steady grip. Horn button, throttle and spark control are on top of steering column.

TRANSMISSION—Selective sliding gear type, 3 speeds forward and reverse. Gear shift lever located conveniently at center of car. All gears crucible nickel steel, case hardened and heat treated.

VALVES—Both inlet and exhaust valves are made of special Tungsten steel, 1 $\frac{9}{16}$ " outside diameter, 1 $\frac{3}{8}$ " inside diameter, $\frac{5}{16}$ " lift.

WHEELS—The wheels are 32" diameter, equipped with 4" tires front and rear. The rear wheels are equipped with anti-skid chain tread tires. U. S. tires with quick detachable rims are standard.

WHEELBASE—115 inches.

REGULAR EQUIPMENT—Includes Chalmers one-man top, special rain vision and ventilating windshield, Westinghouse electric starting and lighting systems, demountable rims (one extra rim), speedometer, tire carrier at rear, gasoline gauge, Stewart vacuum fuel system, motor horn, tail and license lamp, front and rear license brackets, dash lamps, lock on ignition switch to prevent theft of car, quick adjusting storm curtains, tonneau carpet, robe and foot rails, pump, jack, full set of tools and tire repair outfit and trouble lamp.

Service

OUR interest in you does not cease when we deliver your car. It only begins there. From coast to coast Chalmers Service covers the United States like a blanket. Whether in Maine or Texas, entour or at home, the Chalmers owner is protected by the great arm of Chalmers service.

Every manufacturer of motor cars realizes the existence of a certain responsibility to the consumer. It remained for the Chalmers Motor Company to analyze this responsibility and make it as tangible as the car itself.

Chalmers Service is bound in a leather book and included in the sale of every Chalmers car. One hundred half-hour coupons, good for fifty hours' free inspection and adjustment service, negotiable by any Chalmers dealer in the country, is the health insurance policy which protects the Chalmers car wherever it may be.

Service is intelligent co-operation between factory and consumer. Contrary to the popular belief it is not *free repair work*, but rather such inspection and adjustment as is necessary during the first few months of the life of a car to insure its perfect running.

The combination of Quality First manufacture and Universal Chalmers Service is embodied in the sale of every Chalmers Six-30.

Every Chalmers Owner is entitled to membership in the Chalmers Club and to receive the Chalmers Clubman free of charge.



Quality First