



Why We Had a Chalmers Stripped Chassis at the Show

You know that it's what is underneath the paint and polish that constitutes the real value of an automobile.

We won't even try to elaborate upon the good looks of the Chalmers "Light Six" at \$1650—though it is a wonderfully handsome car.

And we don't think you'll let any salesman—no matter how enthusiastic he may wax upon the beauty of his car—convince you that automobile quality is measured by appearance.

Most cars look mighty well standing in the salesroom window. But some of them present a different picture when they are actually in service.

The only real way to get a line on what a car is going to do for you after you've bought it is to see how it is made. Don't take any one's word for it but actually inspect the construction of the car yourself.

We've said before—and without denial—that the Chalmers

"Light Six" at \$1650 is the greatest automobile value in its class.

And the only way we know to prove this to you absolutely conclusively is simply to let the chassis speak for itself.

This car is built so well—is so far superior to any other priced within several hundred dollars of it—that there is simply no argument.

As a matter of interest to you we can say that this "Light Six" has proved in the hands of over 4000 owners this past season that it is the most economical "light six" on the market.

Now its big saving isn't in gasoline. There are probably several "light sixes" that consume as little gasoline in a season.



Quality First

Nor is it in oil. But, of course, oil is a negligible expense item anyway. A gallon will last you for hundreds of miles.

The big economy is in repairs. Think what that means—the most economical "light six" of the season is the one that costs least in repairs. The answer is—it must be built better. And that is the real reason why the Chalmers "Light Six" at \$1650 is a bigger value than any other "light six" anywhere near it in price.

So we laid our cards on the table. We put a stripped chassis of this great car in our booth at the Motor Show. And we said we'd rest our case if you would make your choice after seeing this chassis and comparing it with others you may know.

Go to the nearest Chalmers dealer—see this great car for yourself—let him point out the features of superiority that make it the greatest "light six" value on the market.

Chalmers Motor Company, Detroit