# Of Interest to all Who Plan to Spend $\$ 1000$ to $\$ 2000$ for an Automobile 

We know that you want to get the best possible car
for your money. No man consciously buys a cheap car So this advertisement is written to give you a few
facts to keep in mind when investigating the merits
of different facts to keep in
of different cars.

For seven years Chalmers cars have ranked first among the medium priced cars in America. For two years Chalmers "Sixes" have led all medium priced Sixes
in volume of sales. Over 40,000 Chalmers cars are now in service.

The Chalmers Company is recognized as one of the
strongest companies financially in the industry. Chalstrongest companies financially in the industry. Chal-
mers cars have probably to a greater degree than any
other make always influenced the trend of automobile other make always influenced the trend of automobil
building in the medium priced class.

Certainly these facts entitle this advertisement to a
careful reading.
We expect you to investigate carefully every statement
we make here and we urge you also to study all car we make here and we urge you also to study all cars
which sell between $\$ 1000$ and $\$ 2000$ confident that if
you do, we will get our share of the business.

In the first place, we ask you to see the Chatmers story of an enthusiastic Chalmers salesman; and then go look at another car and listen to the story of another equally enthusiastic salesman. You are not buying

But ask any Chalmers dealer to stand the Chalmers
"Light Six" alongside any Light SSix selling at any-
mow First-Looks. How do, other cars compare with the
Chalmers "Light Six" in style? The Chalmers has a Chalmers streamline body. The flat or merely crown fenders
ref of the other cars have not the grace of the Chalmers molded oval fenders. Chalmers doors are wide and
flush fitting. Chalmers running boards are clear.

And don't under-estimate this matter of looks. Half the
pleasure of motoring is being proud of your car, and pleasure of motoring is being proud
good looks really mean high quality.
Second-See which car is most substantially built.
Thump on the body with your knuckles The metal Thump on the body with your knuckles. The metal
in the Chalmers body is heavy. It will never sound
tin-panny. It is rigid. And because of these qualities Test the weight and solidity of the fenders. You
can sit on the Chalmers fender and not injure it. It
does not vibrate, and after months of strenuous use
it does not rattle. it does not rattle.
Looks and stability are two of the big reasons why we
have been behind on orders for the 1915 "Light Six"
ever since it was announced.
it in the front seat. Take hold of the gear shift lever
and the emergency brake lever. They feel strong and
dependable.
And while you are in the front seat test the comfort of
the driver. You sit in a natural, easy the driver. You sit in a natural, easy position. The
clutch and brake pedals are easy to reach. Your hands cest comfortably on the steering wheel. Put your foot on the accelerator. You do not have to assume a cramped position, but can operate it easily. The Chalmers accelerator is provided with a foot rest.
Hundreds of owners of other cars have told us that thls detall alone is worth $\$ 100$ extra cost in a season's driv.
ing. Now sit in the back seat. Test its roominess and comfort.
comfort, the Chaimers "Light Six" is the equal of any
car of its size at any price. Many former owners of car of priced cars now drive Chalmers "Light Sixes"
highly price
-and they all say comfort was a big factor in their and they all say comfort was a big factor in their
selectlon of the Chatmers.

Remember you are buying a car to ride in. You are not
always, going to drive on asphalt pavement. You are always going to drive on asphalt pavement. You are
not going to use your car simply for thirty minutes or for five miles. But you are going to ride practical
every day for two three or possibly five years in th car you buy. You are going to travel thousands of
o don't take a mere "demonstration" in any car.
Demand a test., Any Chalmers dealer will be glad to
take you for a twenty-five or thirty mile trip in the take you for a twenty-five or thirty mile trip in the country. He will give you a real test lasting two or
three hours-or a day if you choose. Demand this three hours-or a day if you choose. Demand thi
same test of any other car.

And compare what the salesman tells you while you are riding with your own experience. Think about the comfort, of the car. Ask yourself if you would be willing
to ride twenty thousand miles in that car. Note how the Chalmers "Light
Preferably drive it yourself.

The Chalmers "Light Six" has a big substantial steering wheel. The steering connections are heavy, free mov-
ing forgings. The front steering spindles are equipped ing forgings. Te front steer ing spindles are equipped
with Timken bearings. It is free from side sway and easy to steer.

Many "Light Six" owners tell us this 1915 Chalmers "handles" easier than any car on the market. That nd notice, too, the sound of the motor as you ride along.
Notice when you start that the first speed gears don't Notice when you start that the first speed gears don't sk the demonstrator to drive twenty miles an hour on second speed. Note that both motor and gears are
quiet. Pick out some hill and ask the Chalmers "Light Six" and any other car in its price class to go up that That long, strong pull of the Chalmers motor has proved
one of its most popular features with the motor-wise. On a rough stretch of road notice that the Chalmers feels
firm and dependable beneath you and is free of rattles. he Chalmers medium weight makes it ride like a Pullman car on all ordinary roads. When you drive a Chalmers "Light Six" you feel that your car has the
strength to be safe in any emergency. Your own ease of body and mind tells you that its medium weight gives it a comfort that cannot be found in a lighter or flimsy
car.

Ve could build the Chalmers "Light Six" lighter in
weight. And if our service to you ended with delivering a car and taking your money, we could make a greate profit by building our cars lighter. For every additional pound of fine steel we put into the Chalmers "Light
Six" increases its manufacturing cost. ou hear a lot of talk about flexibility but very few cars
really have it. The real test of flexibility is to start
from a standstill in high speed without jerking or jolting; to craw along at two miles an hour on high; to
travel through congested traffic without gear shifting All these things you can do in a Chalmers "Light Six." And when you get back from your test ride take a look
at some of the vital parts of the Chalmers chassis ook at the rear axle. The Chalmers has a full floating rear axle with heevy pressed steel housing. It is big
and strong. Look at the Chalmers torque tube. It is securely bolted to the big heavy frame on one end and securely boited to the big heavy frame on one end and
the rear axle on the other end. It takes up all the
strains of driving. When you were out on the country strains of driving. When you were out on the country
road you probably noticed that the Chalmers "Light
Six" did not sway Six" did not sway from side to side. That is because
the torque tube held it rigidly in place.
ook at the wheels. The wheels of the Chalmers "Light
Six" have spokes $1^{3}$ inches in diameter. They are buil Six" have spokes 13, inches in diameter. They are built
of the best hickory. The spokes are securely bolted.
They look strong and they are strong.

The the length and width of the Chalmers springs
The main leaf is of Vanadium steel. Note their flexi bility-remember how they cradled the car over the
bumps when you were riding on the heavy bumps when you were riding on the heavy country
roads.

Look at the front axle. You will see that the Chalmers
"Light Six" has a heavy drop forged front axle that "Light Six" has a heavy drop forged front axle that
shows its strength at a glance.

Lift the bonnet and look at the motor. It is ship-shape. finely finished, compact and business-like in appearance.
Raise the floor boards and examine the inside works that you don't usually see in a motor car. You wil but big and strong to stand the hard knocks of constant service.
Now for the details-the refinements which make motor ing a real pleasure or a constant irritation.
start the Chalmers "Light Six" you throw a single
switch. There is no grinding switch. There is no grinding of gears, no noise. You
throw the switch and the next thing you hear is the
motor purring along under its own power.

Note, too, that the Chalmers starter is always connected with the motor when the car is running. Suppose
you accidentally shut off the gas; your Chalmers motor you accidentally shut off the gas; your Chalmers motor
doesm't stall. The starter is always "on the job." There is no interruption of motor service. No levers, buttons or adjustments to fuss with.
You sit behind the wheel of the Chalmers "Light Six" and everything necessary for the control of the car is
right in front of yous. There is a dash adjustment for right in front of you. There is a dash adjustment for
the carburetor. There is a simple electric light switch,
not a row of buttons to be remembered and to be not a row of buttons to be remembered and to be
operated separately; simply a single switch that controls all of your lights. There is the battery index to storage battery. There is the oil pressure gauge that
tells if your motor needs oil. There is the primer for tells if your motor needs oil. There is the primer for
starting in cold weather. There is the gasoline gauge starting in cold weather. There is the gasoline gauge
always informing you without fuss of the amount of always informing
fuel in the tank.

Ad speaking of gasoline tanks-notice that the tank in the Chalmers "Light Six" is of very heavy gauge steel. or 12 .
he perfect convenience of the "Light Six" is one big reason this is the fastest selling Chalmers model-with women as well with men
otice the adjustment of the windshield. The one man top, the quick acting s
spicuous door handles.
nd now you are ready to hear a talk on "economy."
Some salesman will probably tell you that his car is lighter than the Chalmers "Light Six"-that it doesn'

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part of what he suys is true, But only a part for
 1 mile or 10 miles-don't test it on the boulevard or
with special gasoline. Try it out for 50 or 60 miles and
over all kinds of roads. over all kinds of roads.
he Chalmers "Light Six" may cost you $\$ 10$ or $\$ 15$ mor
for gasoline in 10,000 miles of driving than a too light for gasoline in 10,000 miles of driving than a too light
flimsy car, but it will cost you a lot less in repairs in personal discomfort, in nerve irritation. You will find save you in comfort and repair bills many times the
slight additional cost of the gasoline you burn.
hat the other salesman tells you about tire mileage is
probably greatly exaggerated because of his own igno probably greatly exaggerated because of his own igno-
rance. You will notice that the Chalmers "Light Six" has $41 / 2$ inch tires with "Nobby": treads on the rear wheels, where most other Light Sixes in its price class
have 4 inch tires.

We have never had a complaint on tire service from a You'll also hear something about prices. You'll be told
that you don't need to pay $\$ 1650$ to get a "light six." Well, you don't. But if younay less than the Chalmers
price, you must expect to get less quality. nd speaking of price, here's the only sane way to look

Divide the first cost of your car by five.
Automobiles that are properly built should last at least
five years. That is, they should "stay put"-run well and give good service for that time. So when you
examine a car in the future and are told how much less costs than a Chalmers
Will it last me five years

Figuring any car you are considering on a five-year basis
see if the facts above don't prove the Chalmers "Light see if the facts above don't prove the Chalmers "Light
Six" the lowest priced car, quality considered, on the es, you are right-we want to sell you a Chalmers.
But we don't ask you to buy until you have proved all But we don't ask you to buy until you have proved all
the claims we make in this advertisement. The only way for you to get such proofs is to see the car itself.
You will be under no obligation if you go to see the 1915
"Light Six" and try it out, and you owe it to yourseli "Light Six" and try it out, and you owe it to yourseli ask is that you give your local Chalmers dealers the
opportunity to demonstrate in detail the points of
superiority of the Chalmers "Light Six" that we have told you about her

Chalmers Motor Co., Detroit

## "Light Six" $\$ 1650{ }^{\text {Fully Equiped }}$

6.-Passenger Touring Car, $\$ 1725$,
7-Passenger Limousine,
Prices
$\$ 32000$ Coupelet, $\$ 1900$
Sedan,
$\$ 2750$

Chalmers Motor Company of Philadelphia

