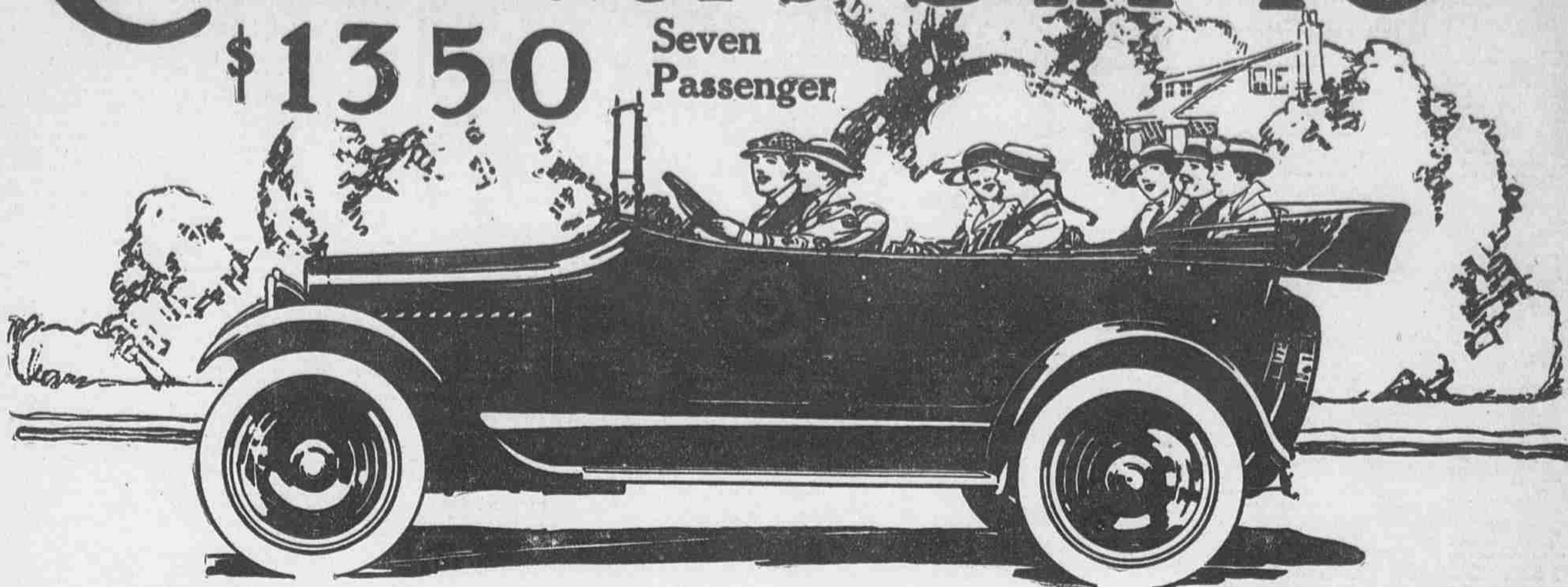


# Chalmers Six 40

\$1350

Seven Passenger



## First Quality Car at \$1350

40 Horsepower, 7-Passenger Touring Car, Weight 3075 lbs.

Valve-in-Head Motor with Overhead Camshaft

The battle of the giants is on. It is a battle royal for the supremacy of the medium priced motor car field.

It is the battle of that type of motor which smashed all speed and endurance records at Indianapolis and Chicago—against old style motors.

It is the battle of the principles of construction that went 90 miles an hour, for 500 miles at Indianapolis, and 100 miles an hour for 500 miles at Chicago—against out-dated principles of motor construction.

It is the battle of the manufacturer against the middleman, the producer against the assembler, of buying for cash against buying on time, of new efficiency in methods of manufacture and administration against inexperienced methods.

It is the battle of Quality and lower profits against higher profits and lack of quality.

It is the battle of new service ideals and co-operation against old methods of expensive upkeep and neglect of the owner.

Into this contest the Chalmers Motor Company enters the greatest car it has ever built, the "Six-40" with valve-in-head overhead camshaft motor.

It is the lowest price at which Chalmers Quality has ever been sold—\$1350 for a big 7-passenger touring car.

It is a new car at a lower price sent to battle with old cars at cut prices.

With new service to owners, bigger plans, new buildings, increased factory facilities, and greatly increased production, the Chalmers Motor Company moves forward to the great battle with supreme confidence.

## New Motor—New Car—New Price—New Service to Owners

Increased Factory Facilities—Greatly Increased Production for 1916

**T**WO years ago we saw three things. First was that the tendency of the public demand in both Europe and America was to a compact high speed motor that was more efficient, would get away quicker, run more smoothly, have greater flexibility, show greater economy and last longer under hard service.

Second was that a public temporarily diverted to cars that looked well and rode nicely for a while, would swing back to demand quality manufacture and the ability to "stay put."

Third was that only those manufacturers who built their own cars in large volume and bought their own materials for spot cash at the advantage of the market could survive.

### Motor Designed in Europe

So we sent our engineers to Europe to design a new motor and began to lay our plans for a greatly increased production this season.

We are now building two big new factory additions to handle the work. We added machines that cost \$90,000.00 apiece to do work in our factory in order to give this remarkable quality car to you at \$1350.

Here is the result,

No one dreamed that such a car could be built for \$1350. It is equal to cars that sold for \$4000 three years ago. It isn't a made-over model, reduced in size, or certain things eliminated to fit the price—it is a brand new car, designed specially as a Quality car at a low price.

### The Quality Car at Small Profit

We are marketing this QUALITY car on the lowest profit per car in the motor car business.

The great valve-in-head motor, with overhead camshaft, costs us \$80.00 more to build in our own shops, than the ordinary type of motor can be bought for on the outside, and most of the competitors

in our price class are using the ordinary type of motor.

When Chalmers' engineers went to Europe to study design two years ago, they found European designers at work on high speed motors of the valve-in-head type with overhead camshaft.

European makers had already tried this type out in their racers. They were perfecting it for a road car.

We hoped to be the first in America to adopt this style of motor. But when the war stopped European makers, fate decreed that we should lead the world in the use of the valve-in-head overhead camshaft motor for a stock car.



"Let your next Car be a Chalmers"

We were not surprised at the showing at Indianapolis and Chicago, where this type of motor won all honors. We knew a year ago that these results would be achieved.

### Speedway Racers All of This Type

We knew that to attain a speed of 90 to 100 miles an hour that the motor would have to be a valve-in-head, overhead camshaft type.

Think of it! 90 miles an hour for 500 miles at Indianapolis and the first four to finish, and eight out of the first ten were valve-in-head motors, with overhead camshafts!

And then the Chicago races at 100 miles an hour for 500 miles—the first three and seven out of the first eleven were of this type!

Some one said a short time ago that people buy motor cars largely on three P's—Paint, Price and Performance. You can measure this wonderful Chalmers car, at \$1350, by any one of these three standards. It is right in Paint, which indicates finish and wearing qualities.

It is right in Performance, because no car at any price, performs better than this car does.

And it is right in Price. No one in the history of the industry ever approached such quality at such a price before.

### Take a Ride in This Car

"Take a ride in this car," and see for yourself if you do not get in this Chalmers type of six-cylinder motor all the smoothness, all of the flexibility, all of the pick-up, and all of the "pep" that is claimed for any other motor built, no matter how many cylinders it may have.

Therefore, we say that all of our strength, all of our organization, all of our money, all of our reputation, are back of these six words: "TAKE A RIDE IN THIS CAR."

Demonstrators are now in the hands of our dealers.

**Chalmers Motor Company**  
Detroit, Mich. U.S.A.

### New Service to Owners

Buying a motor car without a definite guarantee of service is unwise and costly. Every Chalmers dealer gives to every buyer of a Chalmers car a definite service free of all charge. This service consists of a Service Coupon Book, each coupon being redeemable for a definite amount of work at any Chalmers dealer's anywhere at any time.

## Chalmers Motor Company

OF PHILADELPHIA

252-254 North Broad Street

Bell phone—Spruce 8462

Allentown, Pa.—Lawlor Automobile Co.  
Bridgeton, N. J.—Riley Brothers  
Chester, Pa.—Thomas Hughes  
Easton, Pa.—Easton Automobile Co.

Lansdowne, Pa.—Thomas Hughes  
Leighton, Pa.—Serfas Motor Car Co.  
Media, Pa.—Thomas Hughes  
Mt. Holly, N. J.—Daniel Sutter, Jr.

Keystone—Race 2007

Norristown, Pa.—Norris City Garage  
Pottsville, Pa.—Serfas Motor Car Co.  
Trenton, N. J.—Central Garage  
Wilmington, Del.—Wilmington Automobile Co.

### The Chalmers Club

Every Chalmers owner is invited to join the Chalmers Club. Each member receives regularly without charge "The Chalmers Clubman" a magazine devoted to the interests of Chalmers owners. Also a membership card commending the owner to the courtesy of all Chalmers representatives everywhere.