



Chalmers

"Light Six"

\$1650



Our Fastest Selling Car

Over 40,000 people now drive Chalmers cars.

But the Chalmers 1915 "Light Six" is the fastest selling car we ever built.

First announced last May, over 3500 "Light Sixes" were delivered in three months.

In this time the motor-wise of the country tested this wonderful car in nearly 3,000,000 miles of service.

As a result of these tests in the hands of owners, the demand for "Light Sixes" is far exceeding our anticipations.

A second factory order of "Light Sixes" was started two months earlier than had been planned.

At \$1650 the Chalmers "Light Six" is setting new sales records. It is the fastest selling car at its price on the market.

At this writing, sales records show that *we have delivered more cars in the last three months than in the same three months of 1913.* And this in spite of the fact that 1913 was the biggest year in the automobile industry.

There are many reasons for this tremendous sale of the Chalmers "Light Six." Here are just a few of them:

A *different* kind of automobile beauty; unusually handsome finish; Pullman-like comfort; a 48 H. P. long stroke non-stallable motor which "stays put"; graceful molded oval fenders of both

strength and beauty; *4½-inch tires*—"Nobby" tread on rear wheels; unusually complete equipment including Chalmers-made one-man top of silk mohair; quick acting storm curtains; five demountable rims; one motion Chalmers-Entz electric starter; Klaxon horn; electric lights, etc. And perhaps the greatest reason of all, the unusually high quality in a car at such a price.

Get Full Value in Your Motor Car Investment—Write for Book

There are many other reasons why the 1915 "Light Six" is the fastest selling of all Chalmers models. These additional reasons are given in a special issue of Chalmers "Doings" which has just come from the press. This latest Chalmers book has a full color cover and pictures of both the "Light Six" and our larger "Master Six." It is filled with facts and information which will enable you to compare the Chalmers with all other cars. It contains complete description and photographs of all models including the Limousine, Sedan and Coupelet.

Send coupon today and get your copy of this attractive book. Every automobile buyer should read it, before investing in so important a thing as a motor car.

Chalmers Motor Co.
Detroit

Please send me literature on the complete Chalmers line:

Name

Street

Town State

(Nat. Sund.)