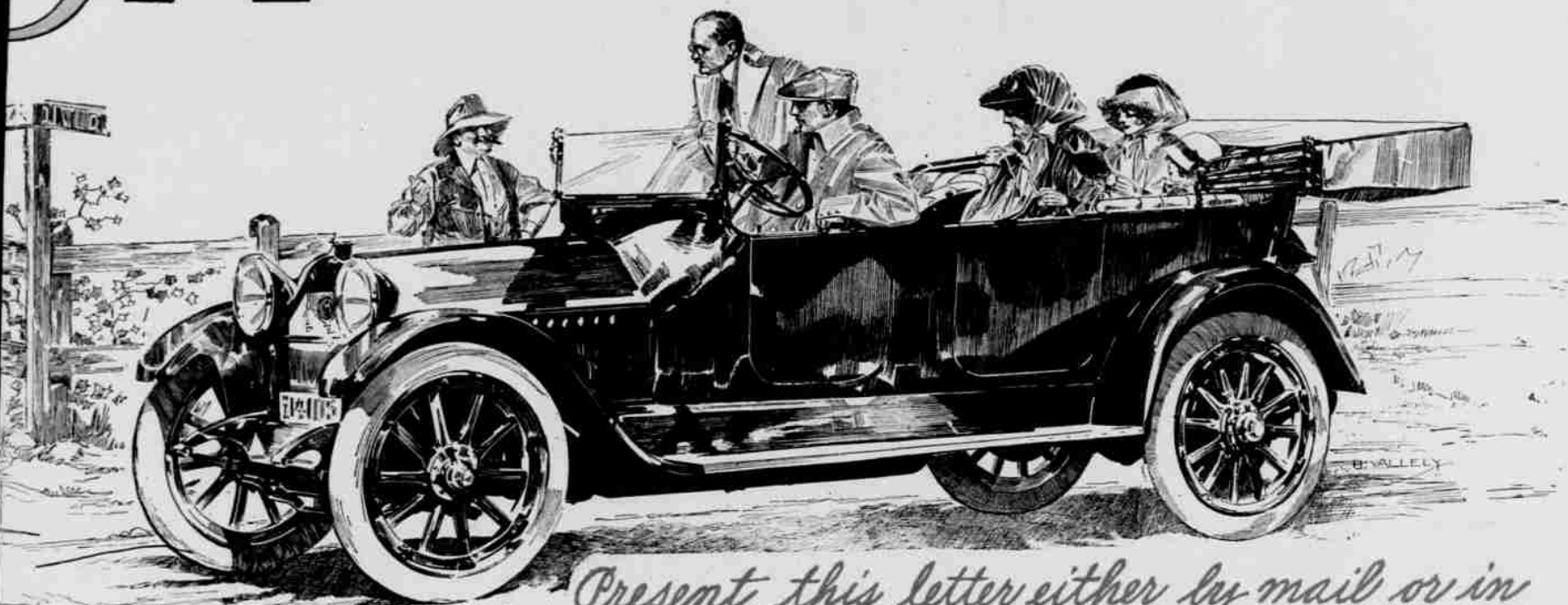


1914

The New "Six"



Present this letter either by mail or in person to the nearest Chalmers Dealer and you will learn more about real automobile value than you ever imagined existed in one car

New Chalmers "Six"

Gasoline tank and tire carrier on rear—clean running boards.
 Left drive and center control—enter from either side.
 4 1/2-inch tires and Continental demountable rims.
 Four forward speed transmission.
 Torsion rear springs; main leaf of Canadian steel.
 Operated bonnet and stream line, bell backed body.
 Chalmers patented doors.

\$2175	Coupe.....	\$2850
\$2275	Limousine.....	\$3600

Bottom of gasoline is turned into power. This means an enormous saving in a season's fuel bill.

The Beauty of the Car

As we make the motor better we make the car hand-
 some.

We spent \$75,000 in new equipment to give you its long oval fenders; not alone for the added beauty, but for their utility as well.

Bodies are big and bell-shaped. Plenty of room to stretch your legs in either seat. Doors are wider than usual, with concealed hinges. They fit so snugly that all mouldings are dispensed with.

Extra tires are carried in the rear leaving the running boards clean as a quarter-deck. Everything about it tends to give the New Chalmers "Six" the flowing, stream-line effect of a graceful steam yacht.

Unsurpassed at Any Price

It is impossible to get more real value than we give you in the New Chalmers "Six." The wonder is that we can do it at the price.

But this car is the product of a \$7,000,000 factory where economy of production has been perfected as never before; where parts makers' profits have been eliminated; where enormous output reduces cost to a minimum.

In the New "Six," you get features that mean your car will run year after year as smoothly and silently as the day you bought it; features that keep operating costs down to a minimum.

To buy a car that lacks these features—even though the first cost be less—is short-sighted. To pay more is an extravagance.

Let the Car Tell Its Story in Deeds

We want you to take a ride in the New Chalmers "Six"—a ride that will make you dissatisfied with any other car. So please present this letter to the dealer addressed, or if more convenient, to our nearest dealer.

Company, Detroit

Chalmers
 MOTOR COMPANY
 Makers of Motor Cars



Office of the President

Detroit, Michigan, U.S.A.

CABLE ADDRESS
 CHALMOTOR
 DETROIT

A. B. C.
 CABLES AND
 WESTERN UNION
 CODES

Sept. 14, 1913.

Mr. H. L. Keats,
 H. L. Keats Auto Co.,
 341-347 Burnside St.,
 Portland, Ore.

Dear Mr. Keats:—

We particularly desire that the bearer of this letter be given every opportunity to make a careful study of the unusual value of the 1914 Chalmers "Six."

Won't you please see to it personally that he receives our exhaustive "Chalmers Standard Demonstration" at his convenience?

We want to put the new "Six" fairly and squarely up to his own judgment. We believe we are offering in this new "Six" the best motor car value ever brought out. We are confident the appearance and performance of the car itself will justify all our claims.

Yours very truly,
 CHALMERS MOTOR COMPANY,
 Hugh Chalmers,
 President.

am, Diehl & Simpson
 ent Motor Car Co.
 arg, D. Hornbeck
 on, W. J. Benbennick
 Montana
 Fred B. Sheriff
 ills, Ira Kaufman
 Harry Roose

Lewiston, The Empire Garage
 Deer Lodge, Frank Conley
 Conrad, C. H. Drake
 Hamilton, R. W. Beck
 Missoula, Garden City Garage
 Utah
 Salt Lake City, Cheeseman Auto Co.
 Ogden, Cheeseman Auto Co.

Nevada
 Reno, C. G. Logan
 Lovelock, P. H. Wolf
 Wells, P. H. Sharp
 British Columbia
 Victoria, Wood Motor Co.
 Vancouver, H. W. Welsh Auto Co.