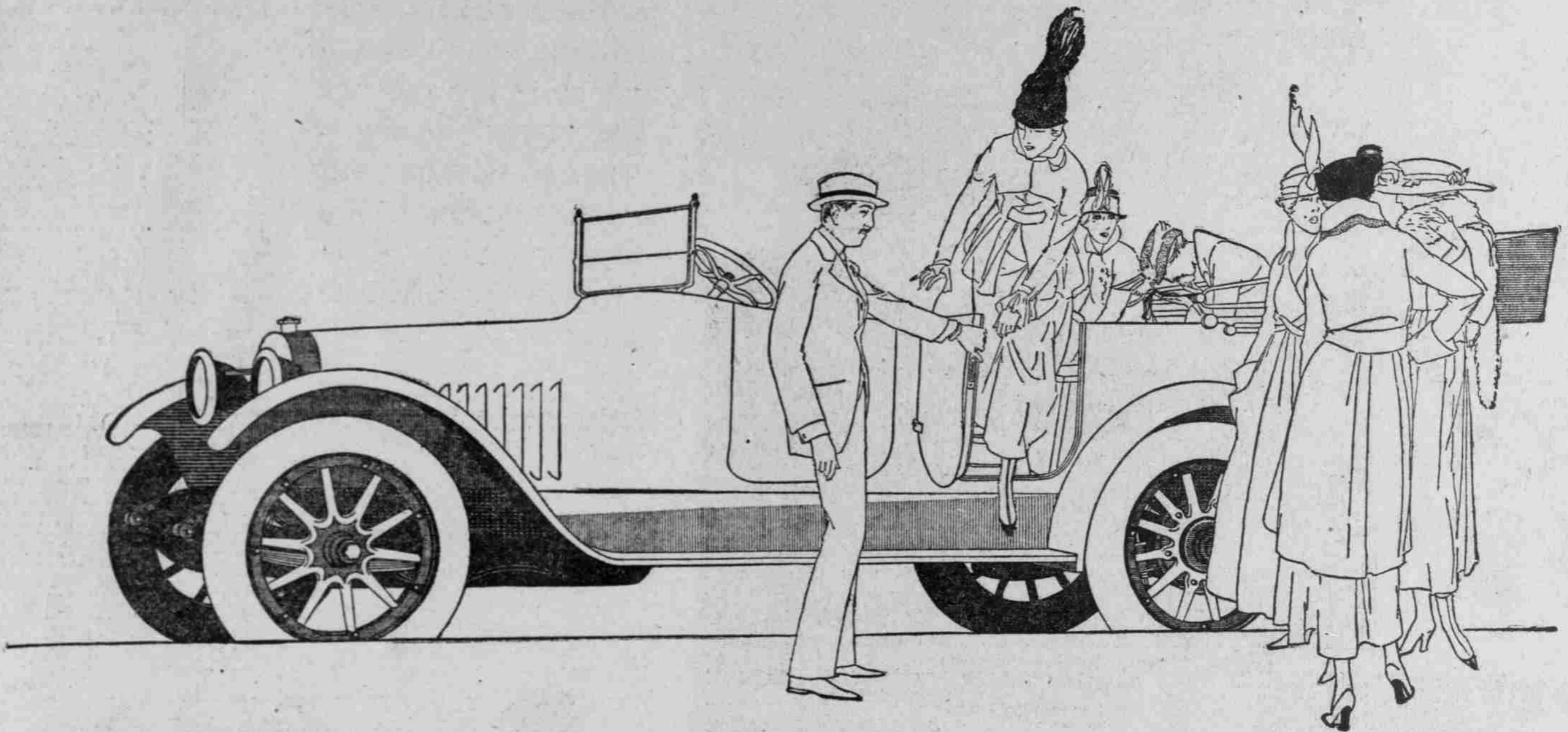


Price Beginning March 1, \$1450—Until Midnight February 29, \$1350 Detroit



## S P U N K

The Seven-Passenger Six-40 Chalmers makes a Gallon of Gas deliver 16 miles of easy, sparkling flight

The day of the racing car is done. This is the age of the road car.

It isn't a question any longer of mile-a-minute speed. Nobody but a college sophomore or a Ralph Mulford wants that kind of a car.

But there is a quiet, growing, insistent demand for a car of spunk, that picks itself up neatly and gets itself under way with a spirit—the same kind of spirit that responds in a lively, high-nerved horse to the light touch of a whip.

This is the kind of a car that rolls up to the opera quickly, quietly, without groan or complaint, and rolls away again into the night with a grace and smartness and a liveliness that the traffic cop notes and admires.

For he is, after all, a good judge of things automobile. He knows the sluggish cars from the peppery ones, the "light-footed" from the "heavy-footed," and the gear-changing kind from the always-on-high variety, and he mentally salutes the lively.

Spunk in a car is needed most not at 70 or 75 miles an hour, but 5 and 10 and 15 and 20 and 35 miles an hour.

It comes in handy when you want to go out and go by the man ahead, when the cop's whistle blows, when you are taking the other man's dust, every time that you turn a corner, every time you hit a grade, every time you wind your way up a hill.

And the men who are driving this kind of a car express it in the lines of their faces—a certain ease of control, a peculiar note of confidence, the absence of fret, the feeling of having something secure and sure beneath the right foot.

Watch for them. You will find them driving Chalmers Six-40s. Hang on to one of them in traffic or in open country. It takes a good

car to roll along with one. This is because a minimum of fuel is translated into a maximum of power through the valve-in-the-head, overhead cam-shaft type of engine.

You will observe there is no tire-burning speed, no roar of gears, no pell-mell driving.

Just a keep-a-going pace, wonderful acceleration, an arrow-like direction, always four wheels on the ground, no sidesway,—and a peck of pep if you try to tickle the speedometer needle up to 60.

Few can pass her. If you want more speed than that, the Chalmers Six-40 cannot give it to you.

You had better go buy a Rolls-Royce. Pay the price.

But don't buy a low-price racing animal. Get a thoroughbred. It's an interesting kind of a car to own.

And for day-in and day-out use get one of these Chalmers Six-40s. It's got room—124 inches of wheelbase; French finish upholstery; nice clutch action; good braking properties; every button and dial within finger's reach.

And a name on the radiator that has always stood for quality.

The newest Six-40 has just arrived. There are some twenty notable developments, hidden from the eye, in pistons, connecting rods, gas chambers and so on. All serving to speed up acceleration.

Bring your wife. She will make discoveries you never knew existed in a car before.

Also bring your check-book. Because the price goes up March 1st to \$1450 Detroit. Now, and until March 1st, you pay \$1350 Detroit for your Six-40. So come prepared.

**Chalmers**  
"6-30" 5-Passenger  
F. O. B. Detroit  
\$1050



### Free Service

A \$50 coupon book, good for repair work at any Chalmers agency in the world. Ask salesman for particulars.

**H. L. Keats Auto Co.**  
Broadway at Burnside