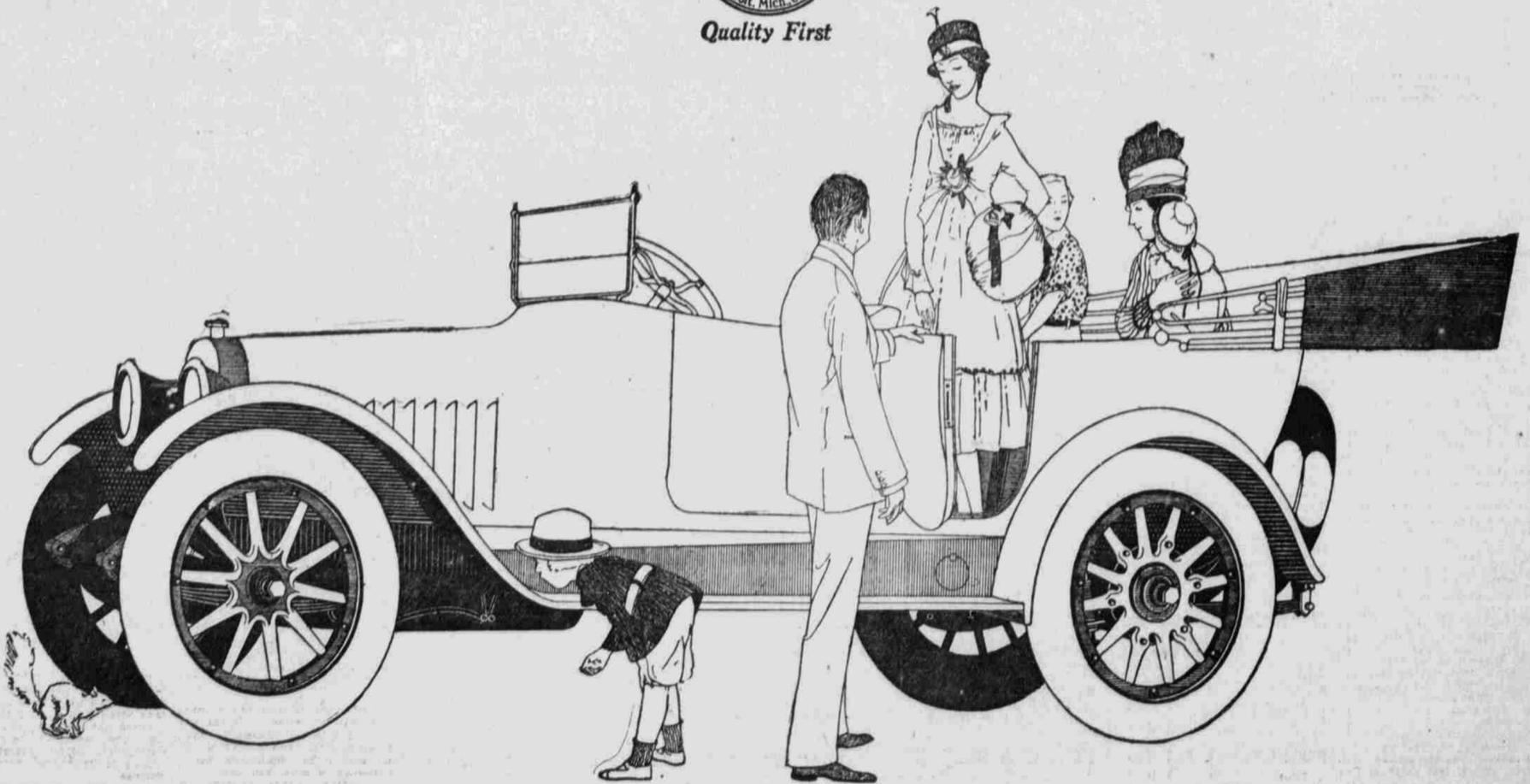


A Seven-Passenger Car—Price \$1450 Detroit



Quality First



\$9,000,000 of these Six-40 Chalmers have been bought by persons who had intended paying \$2,000 for a car

They took one look; were surprised a car of such size could be obtained for the money; drove around 10 miles in her—and bought.

They laid down the astonishingly small sum of \$1450 plus the freight, and mentally noted a saving of \$550.

For the men who are driving the Six-40 Chalmers today are the kind who have been thinking motor cars in terms of \$2000.

They have had more surprises than the price, too. They have found the Six-40 Chalmers to possess more room than any seven-passenger car of the day under \$2500.

Most persons are pretty particular about room. I do not know just how to express the ROOM in this car.

Dimensions in inches do not tell the story. I simply spell the word in capital letters. Then you find later I have understated the case.

Surprise No. 3 that will stir your emotions is the great big subject of color options.

Now in these days when most cars resemble hearses in their soberness, or the "back drop" in a new musical comedy in their color excitement, here comes something refreshing.

You can get a Six-40 Chalmers in any of these colors:

Oriford maroon or Valentine green with hoods to match.

Meteor blue with black hood.

Just think that over. And remember this is the only car under \$2,000, so far as I have ever learned, that provides for you a color range like this.

Colors are getting just a little more important every day. I find most men, and particularly most women, have their own ideas about color—just like the decorations in a library or a living room.

Now there's one more big item about the Six-40 Chalmers. It's too bad I can't set that down as Surprise No. 4.

Some secrets cannot be kept. Nearly everyone knows what a fine beast she is on the road. She certainly can perform.

They know that her real name is Six-40 Performance Chalmers.

She has a reputation on a hill like Caesar had with his armies.

She has a reputation for responsiveness that every traffic cop in America is well aware of.

She has, like a great baseball pitcher, "everything on the ball." She is good at low speeds, good at high speeds, good on the hill, good on the long march, good on the short haul.

She's a fine animal. As fine as any you'll ever run across in 10 parasangs.

I drive her myself. She's my preference. But the big thing, of course, is that men with clear minds and rare judgment have laid down \$9,000,000 on her. If you are wise you'll never question success—a success like Six-40 Chalmers.

Ask me about Chalmers service inspection coupons, negotiable at all Chalmers dealers everywhere. This system is a most important consideration in buying your car.

W. L. Huffman
President

W. L. Huffman Automobile Company

Hastings

Lincoln

Omaha

Sioux City

Sioux Falls

L. H. BOLTON, Council Bluffs, Iowa.