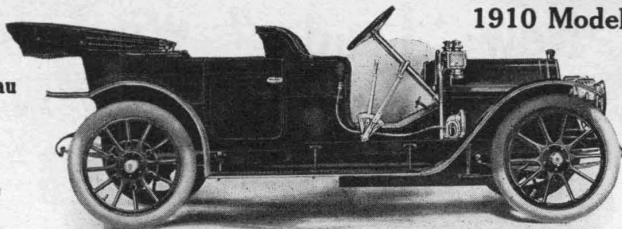


Chalmers-Detroit "30" 1910 Model—\$1500

Touring Car
Pony Tonneau
Roadster
Limousine
Coupe
Inside Drive
Landaulet



The Chalmers-Detroit "30," 1910 Model, has a 115-inch wheel base. That's three inches longer than our "Forty" of last season. It has 34-inch wheels, against 32-inch last season. Tonneau is more roomy and stylish, the hood accordingly longer and higher.

To the 800

Our 1910 Models

This amazing "30," with all the lines of the most costly cars—showy, roomy, long and luxurious—sells again this season for \$1500

On May 12—right at the season's height—the last Chalmers-Detroit "30" of the 1909 model was sold. Since then we have turned away orders for more than 800 cars. Think of unfulfilled orders for \$1,200,000 in the first season of the "30."

Our dealers now have our 1910 models on show. We fixed deliveries to begin early in August, so you who were disappointed on the 1909 models can get the new ones in the season's infancy. Get your orders in now with your dealer.

Larger Cars—Same Price

For 1910, we are going to give you even more than before for the money.

Our new Chalmers-Detroit "30"—our \$1500 car—will have a 115-inch wheel-base. That's three inches longer than our 1909 "Forty." It will have 34-inch wheels, two inches larger than last season.

The hood will be three inches longer and two inches higher—in keeping with the larger body. The tonneau will be large and roomy. And not a car on the market, regardless of price, will have a more stylish body.

Our 1910 "Forty" will have 122-inch wheel base—ten inches longer than last season. It will have 36-inch wheels, and room for seven passengers. Our 1909 "Forty" was a five-passenger car. Our new "Forty" will be upholstered in hand-buffed leather, and a Bosch magneto will be furnished free.

Yet, with all these costly improvements, not a penny is added to the price of either car.

How We Have Done It

Cost of materials has advanced \$75 to \$100 per car. But we have more than offset this extra cost. We have doubled our factory and increased our capacity by 1,000 cars, which will be produced without a dollar's extra cost for management, for advertising or supervision.

Last year our fixed expense on the "30" was divided by 2,500 cars. This year the same expense is divided by 3,500 cars. That makes a considerable difference per car.

Then our cars are not altered in mechanical ways. This year increasing the bore of our cylinders to four inches and making slight changes in the exhaust valves gives us more power, but we still rate the motor at the same h. p. In the other vital features, there's no possible room for improvement.

So the same tools and machinery will serve for another year. The expense of last season doesn't need to be repeated. Thus we save a great deal. You benefit.

Nine Per Cent Profit Still

Our profit for 1909 was approximately 9 per cent. Our profit for 1910 we figure will be about the same. Every cent that we save by increasing our output will go into size, finish and style.

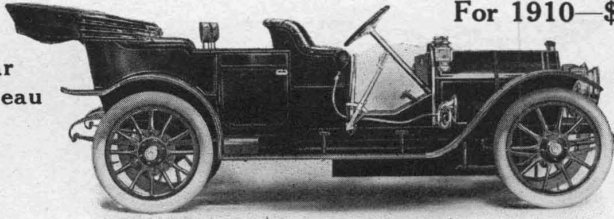
In other words, we offset the increased cost by an increased output. That is our permanent policy. Chalmers-Detroit cars will always give the most for the money.

They will always give you every penny's worth

Chalmers-Detroit Motor Company,

Chalmers-Detroit "Forty" For 1910—\$2,750

Touring Car
Pony Tonneau
Roadster



The Chalmers-Detroit "Forty," 1910 Model, has a 122-inch wheel base. Ten inches longer than last season. It has 36-inch wheels, two inches larger than last season. It has seats for seven passengers. Upholstered in hand-buffed leather. Magneto free.

Disappointed

Are Now On Show

Note the 1910 "Forty"—a seven-passenger car. Ten inches longer than before—has two inches larger wheels. Yet the price remains \$2,750

of value it is possible to give and retain what would be considered fair profit in any business.

Extras at Low Cost

Here is an additional policy adopted for 1910; that is, to furnish the following extras at the lowest possible cost—much cheaper than you could possibly buy them unless you bought them from us.

We will fit our \$1500 car with a Bosch magneto, a Prest-O-Lite gas tank, and two of the Atwood-Castle new style gas lamps, all for \$100 extra. The cost of these extras at regular prices would be \$175.

We will furnish our "30" with a Lenox mohair top for \$75 extra. This is the very best top you can buy. Don't be satisfied with the ordinary top when you can get a mohair top from us for \$75. The regular price of this top is \$125.

On our "Forty" the Bosch magneto, the gas lamps and gas tank are all included in the price of \$2,750. But we will supply with our "Forty" a \$150 Newport mohair top for \$125 extra, and we will supply two extra seats—usual price \$75—for \$50 extra.

The Records of 1909

The Chalmers-Detroit "30" was a new car only a year ago. One could judge it only by the splendid record of the Chalmers-Detroit "Forty."

Its main prestige lay in the fact that Mr. Coffin designed it—the man who designed our "Forty." But \$1500 was a new price—an amazing price. And all the world wondered what sort of car it would buy. Now the records are in.

One of our "30's" has been run more than 32,000 miles, including a path-finding trip from Denver to Mexico City. Never has any car at any price made an equal endurance record. Another stock "30" won the Indiana Light Car race,

averaging 51.5 miles an hour for 232.74 miles.

Owners have paid us for repair parts on all cars shipped during year just passed, exactly \$2.44 per car. We believe that's another World's record.

In the Economy Test, made in New York by the New York Auto Dealers' Association, our "30" made 25.7 miles on a gallon of gasoline.

Never did a car prove more satisfactory. Never did a car cost so little for upkeep. Mr. Coffin has devoted another year to its study. Yet he has found no mechanical way to improve it.

Send for New Catalog

Most men find in the Chalmers-Detroit "30" all they want in a car. No price can buy more than we give in our "Forty," save unneeded power.

Send to-day for a catalog. Make your comparisons. Get your order in early to insure prompt delivery. If you buy early you have four or five months' use of the car when the weather is best for motoring, before the car's calendar year really begins. Cut out this coupon now.

A MEMO TO

Chalmers-Detroit Motor Co., Detroit, Mich.

Please send catalog to

Name _____

Address _____

City _____

County _____ State _____

Cycle & Automobile Trade Journal, Aug. '09.

Detroit, Michigan

Members Association of
Licensed Automobile Manufacturers