



Chalmers-Detroit "30"

\$1500

Pony Tonneau—Touring Car—Roadster—Coupe—Limousine

The Cars of the Day

The tremendous vogue of the Chalmers-Detroits indicates the trend of the times. People want standardized cars today, sold on a reasonable margin.

There was excuse for high prices during the days of risk and experiment, but the excuse is ended now. The motor car has reached its development. Now it is a question of giving the most for the money.

We are giving so much in the Chalmers-Detroits that our profit is but nine per cent. The result is, we have doubled our factory in the past year to come somewhere near to filling our orders.

Not because no other car is as good. Some other cars are made by able designers, as well-known as Mr. Coffin. But the price of such cars is excessive.

This for \$1500

The Chalmers-Detroit "30"—price \$1500—has a 115-inch wheel base and 34-inch wheels.

It is large, luxurious and roomy. It has all the lines and appearance of cars that cost twice as much.

It has made a long-distance speed record of 55.5 miles per hour. It has made endurance records such as no other car ever equalled. Again and

again it has won trophies away from higher-priced, higher-powered cars.

It is an economical car, with a record of 25.7 miles on one gallon of gasoline in a contest.

There are thousands of experienced motor car owners—wary of heavy up-keep cost—who are adopting this type of car.

This for \$2750

The Chalmers-Detroit "Forty" sells for \$2750. And it is utterly impossible to get a better car at anywhere near the price.

Our "Forty" has a 122-inch wheel base and 36-inch wheels. It has room for seven passengers. The upholstery is hand-buffed leather. The price includes Bosch magneto, gas lamps and gas tank.

The Chalmers-Detroit "Forty" has all the power and all the room that any one can want. Any higher price means merely excessive profit. Any agent of ours can prove this fact to your satisfaction if you will accord him the chance.

Compare the Cars

The claims made by makers of cars are confusing. The only way to decide between them is to compare the cars.

If anyone claims to give more for the money, please judge the facts for yourself. Or better still, ask a competent engineer to judge for you.

The men who make the most careful comparisons are the men who buy Chalmers-Detroits.

If you don't know a nearby agent ask us for our Catalog A. We will tell you where the cars can be seen. (25)

Chalmers-Detroit Motor Company, Members A. L. A. M. Detroit, Mich.