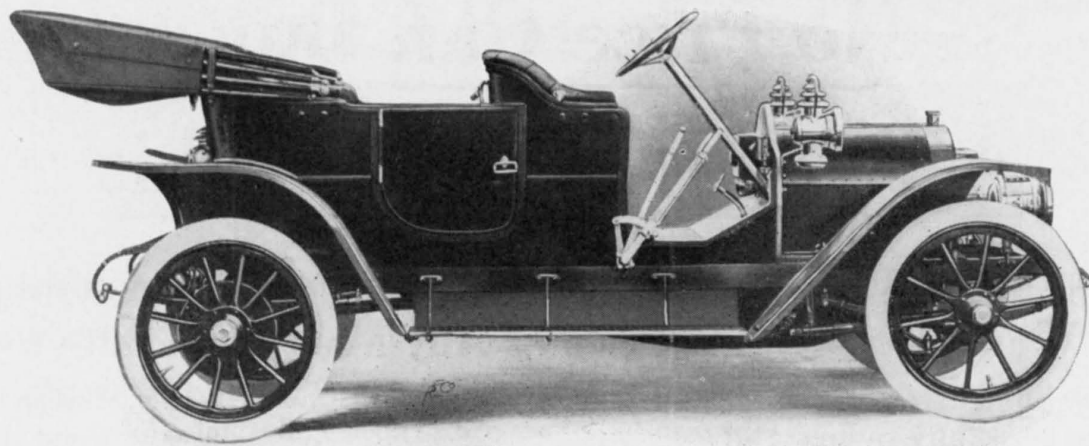


"Thirty"—\$1,500



"Thirty" Touring Car

Our Profit, Nine Per Cent

Our profit on these cars, based on our maximum output, will be but nine per cent. We state this as evidence that no maker can possibly give any more for the money. Any lower price, or any extras free, simply mean a lesser car.

The factory cost on our 4-cyl. engine is \$261. The transmission costs us \$94—our axles \$125. The annular ball bearings used in this car cost us \$103. We use the Diamond Quick-Detachable tires. Higher costs are impossible in the vital features of a \$1,500 car.

When one says that some of our features are wrong, and some of his features are better, please remember this: This car was designed by Mr. H. E. Coffin, for years one of the leading designers of the country. No American designer will even claim to excel him.

Mr. Coffin spent two years in perfecting this car. He made two trips to Europe to compare ideas with the world's best engineers.

Every principle in this car—though it costs but \$1,500—is in accord with the latest practice. The car represents in every feature the best achievements of the automobile world.

Cars that differ from ours simply cling to features that the best engineers have abandoned. Some are made-over models, cut down to meet this price.

We say this without animosity, for we have no real competition. The very makers who criticise some of our features know that they must adopt them.

Our four cylinders are cast together to secure perfect alignment, lightness, compactness—to leave more room for the tonneau. So are the cylinders in the latest Fiat, Mors and Hotchkiss.

Our rivals say, "If you crack a cylinder look at the cost of replacement." We will replace the four cylinders for \$35 in that rare event.

We use the Unit Power plant to secure perfect alignment. So do the Decauville, the new Hispano-Suiza and the Motobloc.

We use a two-bearing crank shaft which has been tested under *eight times* the load that it gets in the car. We use it to get perfect alignment, perfect water circulation. We use it to cast the four cylinders en bloc, and to secure the popular short bonnet.

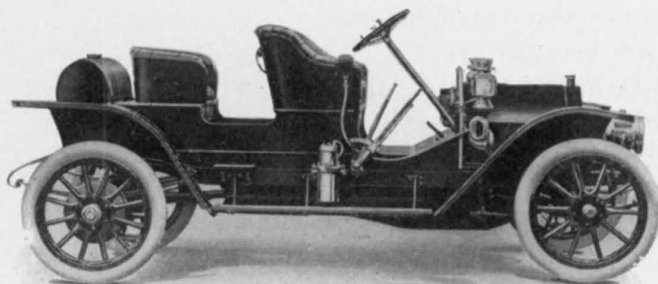
Our body is suspended between the axles for easy riding after the style of the Mercedes.

We use the $\frac{3}{4}$ elliptic springs like the Renault. The multiple disc clutch like the Isotta and Fiat. Valves like the Napier.

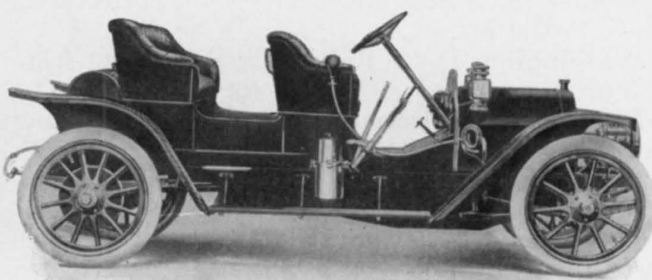
Our wheel base is long—110 inches. Our gas-intake is water-jacketed. Our brakes are enormously strong. Provision is made for double ignition system.

The Chalmers-Detroit "30" is the most up-to-date car on the market. No car at any price is so completely in accord with the best modern practice. No other car costs so little to keep up. None is so simple in control.

When you come to the New York show bring a good engineer along with you. Let him examine our features and compare them with others. Competitors will argue all sorts of chimerical things. Ask a good engineer for the truth.



"Thirty" Runabout



"Thirty" Tourabout

CHALMERS-DETROIT MOTOR CO., Detroit, Mich.

Formerly E. R. Thomas-Detroit Co.

(Members Association Licensed Automobile Manufacturer)

The advertisements in MOTOR are indexed. See MOTOR's Information Bureau, page 11.