

CHALMERS-DETROIT
ENCLOSED CARS
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The utmost value at the price
is our established policy

—Chalmers-Detroit Motor Company

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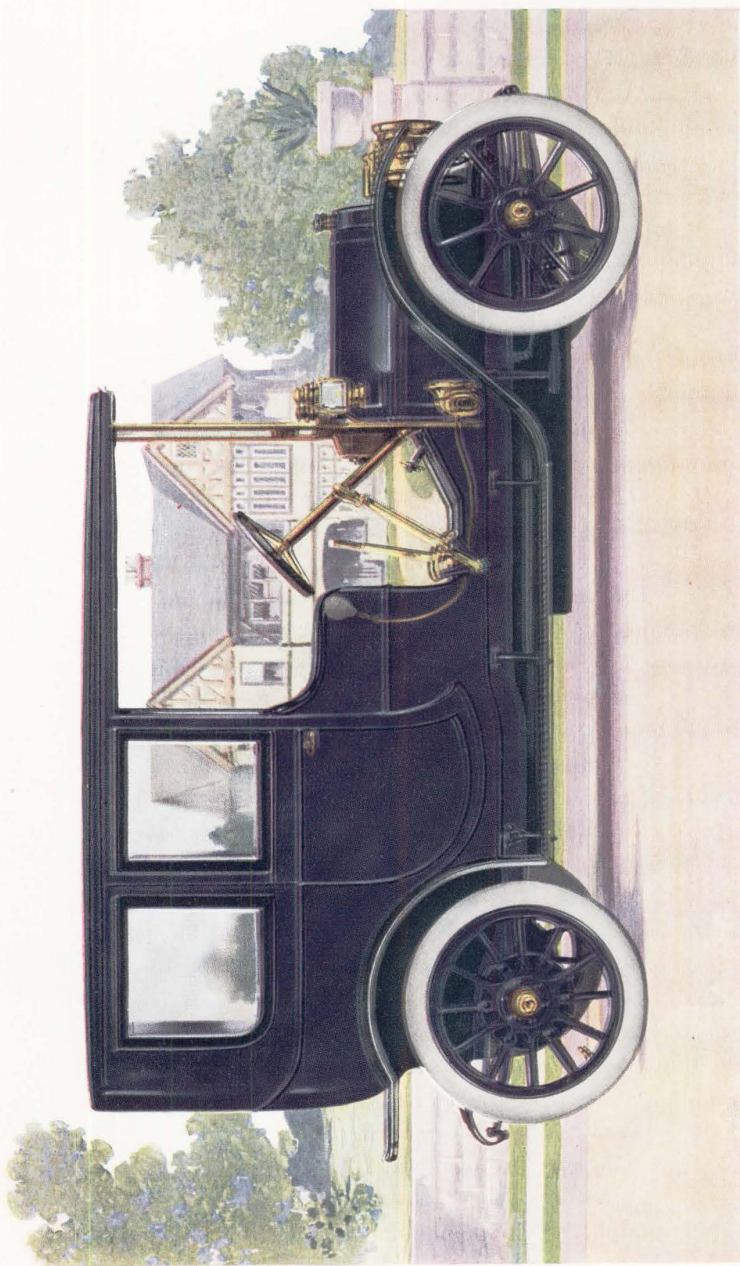
1910

CHALMERS-DETROIT MOTOR COMPANY

DIRECTORS

HUGH CHALMERS, President
H. E. COFFIN, Vice President
R. D. CHAPIN, Treasurer and General Manager
J. J. BRADY, Second Vice President
F. O. BEZNER, Secretary
EDWIN ROSS THOMAS

DETROIT, MICHIGAN, U. S. A.



CHALMERS-DETROIT LIMOUSINE, \$2750
Including Bosch magneto, gas lamps
and Prest-O-Lite tank

Chalmers-Detroit Enclosed Cars

THREE different types of enclosed cars are offered in our 1910 line: A Limousine, a Landaulet and an inside driven Coupé. All are constructed on the regular Chalmers-Detroit "30" chassis. This chassis is particularly well adapted for town car uses. The frame is strong and admirably suspended, insuring at the same time safety and perfect riding comfort. Owing to the double drop formation of the frame it is unusually well suited to the fitting of swagger enclosed bodies. Perhaps no maker would claim for his cars more beautiful lines than are seen in the Chalmers-Detroit enclosed cars. The 26-30 h. p. motor develops all the power one can want in a town car. It is very quiet and economical. It is flexible, hence it is especially smooth in operation on crowded streets. It is simple and compact. It will require little attention. It is always ready when you want it.

LIMOUSINE AND LANDAULET

Although the bodies for our Limousine and Landaulet are designed and built by the most famous, long established carriage body manufacturers, the final beautiful result of the completed car is due to the excellent design and construction of the chassis no less than to the experience, taste, and skill of famous body builders. An artistic body on a poor chassis is as unsatisfactory as a good looking horse with poor legs; an inferior body on a good chassis is like a house with the decorations unplaced. In Chalmers-Detroit enclosed cars you find the proper combination—a well designed, well constructed, well *proven* chassis, to which is fitted the best product of the best body makers in America. In these medium-priced cars nothing is skimped. The chassis are the same as we use on all of our "30" models—the same purchased and now being used by—

Mr. John B. Herreshoff
Mr. A. R. Shattuck
Mr. Douglas Robinson
Mr. Charles Hathaway
Mr. Geo. W. Vanderbilt
Dr. Lee DeForest
Mr. C. R. Crane

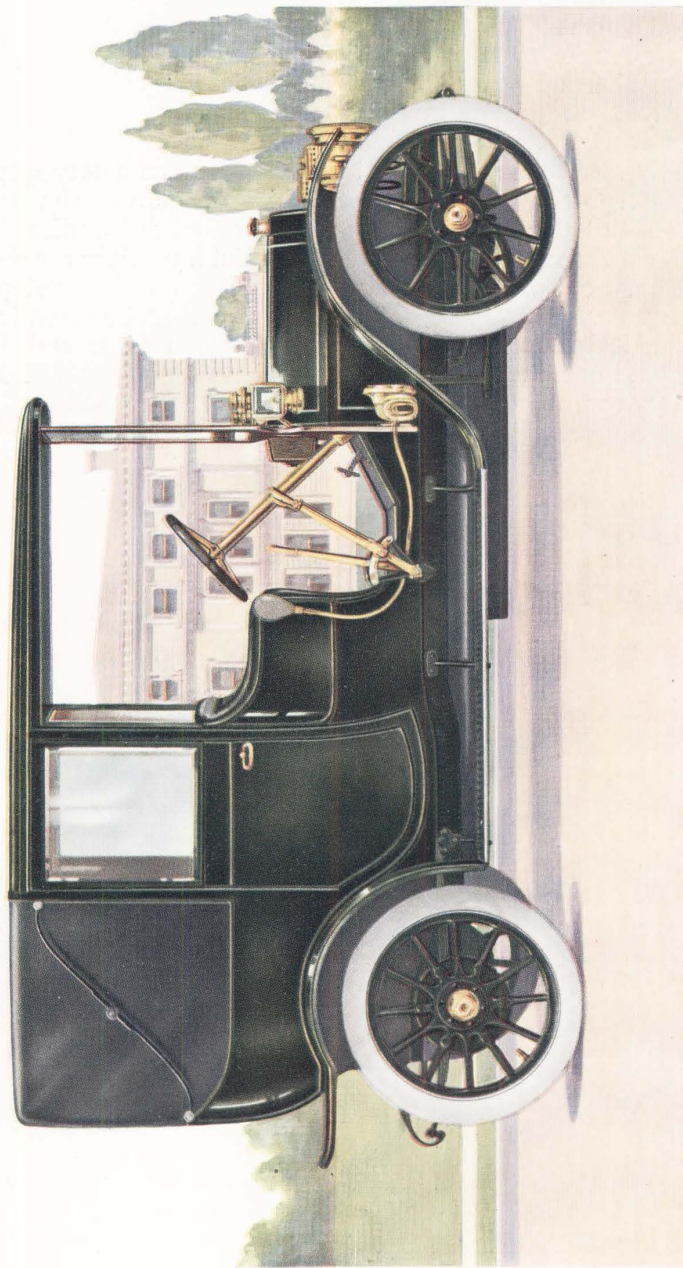
Mr. John F. O'Rourke
Mr. John S. Huyler
Mr. Arthur Brisbane
Mr. Percy Rockefeller
Mr. O. J. Gude
Mr. Geo. H. Helvey
Mr. E. B. Field, Jr.

Mr. J. C. Robertson
Dr. W. J. Murray
Mr. F. P. Kellogg
Mr. R. C. Merryman
Mr. Geo. W. Simmons
Mr. John W. Warren
Mr. W. J. Stowe

and hundreds of other equally critical, widely known and well informed buyers.

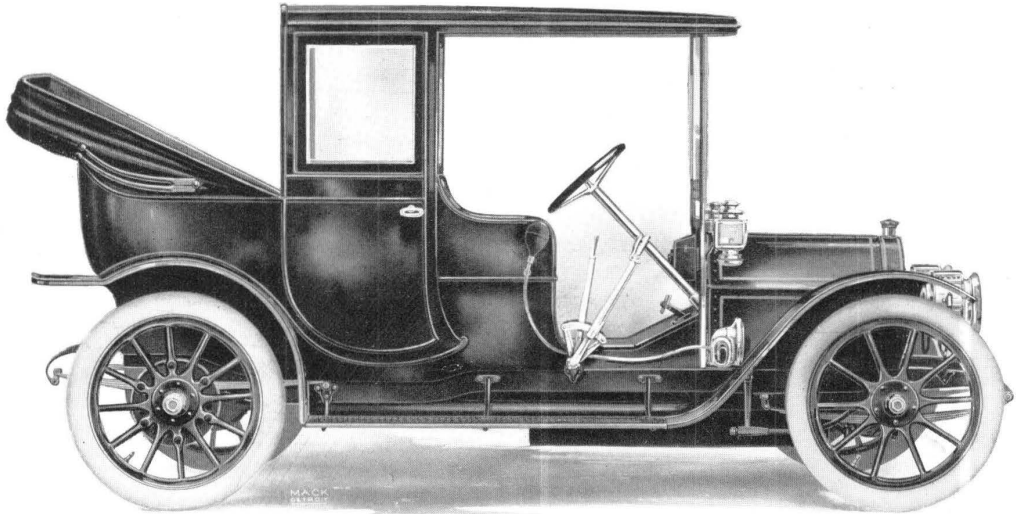
BEST MATERIAL IN BODIES

The entire framing of the bodies is of white ash; the panels are of selected whitewood. The roof over the chauffeur's seat and all glass frames are of American Black Walnut. No better materials could be used because none better can be procured. Brown ash panel stock and mahogany finish frames would decrease the cost of production without necessarily decreasing the selling price, but we prefer to give always the utmost value for the money asked.



CHALMERS-DETROIT LANDAULET, \$2750

Including Bosch magneto, Prest-O-Lite tank and two new style gas lamps
Folds back of door



CHALMERS-DETROIT LANDAULET WITH TOP FOLDED

Wherever metal has been necessary in body construction cold rolled pickled steel only has been used. When properly painted, as in our cars, this steel will not rust. Door locks, hinges and all other hardware is either semi-steel, drop forged or hand forged.

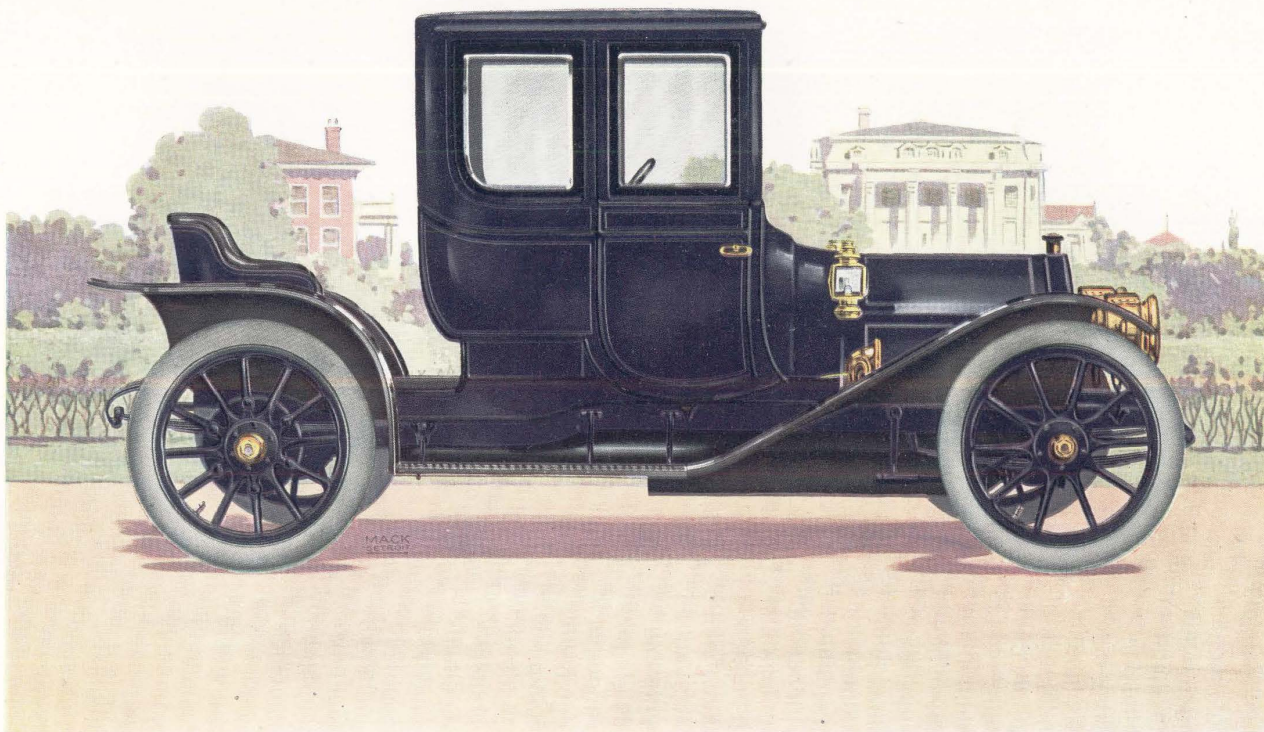
UPHOLSTERED IN CLOTH

The very best quality of broadcloth and Bedford cord has been used in upholstering our Limousine and Landaulet types. The cloth in every instance corresponds in color with the exterior finish of the car. Broadcloth and Bedford cord upholstering have been found to be much more satisfactory on enclosed cars than leather or goatskin. Leather is hotter in summer and colder in winter than cloth, and it has no advantage in appearance.

All Limousine and Landaulet bodies are large enough to carry three passengers on the rear seat, and in addition have two auxiliary chairs facing forward.

PERFECTION IN SMALL THINGS

The most careful attention has been given to little things—to the refinements which often mark the difference between satisfaction and disappointment. There are safety locks in all door pillars. The leather on the chauffeur's seat is hand-buffed. Gray hair drawings, seaming and pasting laces, carpet and silk curtains match the body trimmings. There are speaking tube, megaphone horn, automatic curtain rollers, bouquet holder, toilet case with hand mirror, smelling bottles eight-day clock,



CHALMERS-DETROIT INSIDE DRIVE COUPÉ, \$2100
Including Bosch magneto, gas lamps, and Prest-O-Lite tank. Detachable body
Roadster if desired

tablet and pencil, seat spring construction, polished plate glass in frames, dome lamp and switch, silk cord hat straps and package carrier, storm curtains with mica lights for chauffeur's seat. The inside mountings are of brass and gun metal. Every smallest detail about these cars has been looked after with the utmost care.

All bodies are painted and finished just as well as men have learned how to paint and finish them. The colors and varnishes are the best that can be bought in the market. In addition to the roughing coats, two color coats and three coats of rubbing varnish are put on. Color coats go on separately and are not mixed with rubbing varnishes. Thus we take five operations to do what is ordinarily done in three. Chassis are painted in the same manner.

THE INSIDE DRIVE COUPÉ

This is an ideal car for physicians, contractors and others who desire all the year round business use of a car. The Coupé body is detachable, and the car may be turned into a Roadster at any time by the substitution of the roadster seats. The body is specially made for the Chalmers-Detroit Company, and is strictly high class in workmanship and finish. The upholstery is of black tufted leather. The seat is for two persons but in addition there is one child's seat. The finishings include bevel edge plate glass, dome electric light, silk curtains and ventilator.

"Such quality seems impossible at the price," is a comment we often hear from possible buyers before they fully investigate.

Our answer always is: "Find out for yourself whether our claims are fair. Unless you become convinced that they are, we certainly cannot hope to sell you a car. All we ask is a chance to demonstrate our claims."

The chief reason our values are so unusual at the prices is our willingness to accept a smaller profit than most manufacturers require. We began last year selling our regular line of cars at 9 per cent. profit. We are holding to this policy. And we are asking only the same reasonable margin of profit for our enclosed cars. Everything else goes into the quality of the product. The Chalmers-Detroit Company does not expect to get rich in one year. The men connected with it want to remain in the business for many years to come, and they are satisfied with a reasonable profit. They want the reputation of having made good, just as much as the reputation of having made money.

We do not claim to make the only good motor car; there are many good cars built today. Most good companies have profited by their past experience, and are building better cars today than ever before. But we do claim to give better value for the price asked than anybody else in the business. We would like the chance to prove this to you. If we cannot prove to you every claim we make we do not expect, and are not entitled to your patronage.

Chassis Specifications for all Chalmers-Detroit 1910 Enclosed Cars

- AXLE (Front)—Single piece, heat-treated drop forging, I-beam section. Large annular ball bearings.
- AXLE (Rear)—Full floating type, heat-treated nickel steel shafts, large annular ball bearings.
- BRAKES—Drive shaft brake, contracting band, 3-inch face, Thermoid lined. Rear wheel brakes, 14 inches internal expanding 2-inch face, cast iron on steel. All brakes double acting.
- BEARINGS—Full type annular ball bearings throughout running gear. Silent type annular ball bearings in transmission and on motor crank shaft.
- CARBURETOR—Float feed, automatic type, hot water jacketed for winter use.
- CLUTCH—Multiple disc running in oil.
- DRIVE—Bevel gear, single Spicer universal joint, drive shaft in tube.
- FRAME—Pressed steel, channel section, double drop.
- GEAR RATIO—Standard 4 to 1 for Limousine and Landaulet.
3¾ to 1 for Inside Drive Coupé.
- HORSE-POWER—26-30.
- IGNITION—Storage battery and coil.
Bosch magneto with separate set of spark plugs.
- LUBRICATION—Constant level splash system operated by pump.
Sight feed on dash.
- MOTOR—Four cylinders, 4-inch bore, 4½-inch stroke.
- SPRINGS—Front, 39 inches long, 2 inches wide, semi-elliptic. Rear, three-quarter-elliptic, 51 inches long, 2 inches wide. All spring bolts hardened and fitted with integral grease cups.
- STEERING GEAR—Worm and gear type.
- TREAD—55 inches.
- TIRES—34 x 4 inches all around.
- TRANSMISSION—Selective, three speeds forward and reverse. Chrome vanadium and nickel steel annular ball bearings.
- VALVES—Nickel steel, large diameter. 1⅞-inch exhaust valves at side, 2¼-inch inlet valves at top of the cylinders.
- WHEELS—34-inch diameter, wood, artillery type, large hub flanges. Heavy spokes. Rear wheel spokes bolted to brake drums.
- WHEEL BASE—115 inches.

Color Specifications

LIMOUSINE—
Richelieu Blue
Brewster Green
Wine Red

UPHOLSTERING IN
Broadcloth or
Bedford Cord
matching exterior finish
in color

LANDAULET—
Richelieu Blue
Brewster Green

UPHOLSTERING IN
Broadcloth or
Bedford Cord
matching exterior finish
in color

COUPÉ—
Richelieu Blue
Thistle Green

UPHOLSTERING IN
Black Tufted
Leather