

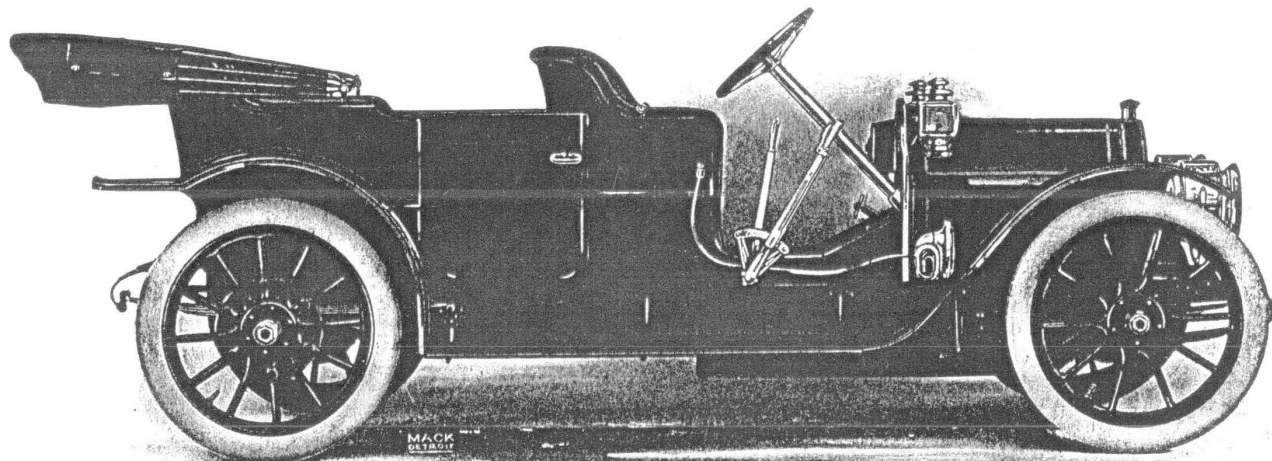
Chalmers- Detroit

PRELIMINARY
ANNOUNCEMENT



MANUFACTURED BY
Chalmers-Detroit Motor Co.
DETROIT, MICHIGAN

MEMBERS A. L. A. M.



CHALMERS-DETROIT "30" TOURING CAR, \$1500

Five passengers. 115-inch wheel base. Ironed for top. Equipment: Two oil side lamps, one oil rear lamp, horn and tools. Special equipment: Bosch magneto, Prest-O-Lite tank and two new style gas lamps, \$100. Colors: Richelieu blue all over, with gray stripe; Richelieu blue body, Chalmers cream stripe and running gear; red all over with black stripe. Complete specifications, page four.

Chalmers-Detroit

Announcement

Greater Values Through Minor Changes and Many Refinements, Without Increased Prices, Keynote of 1910 Policy

Chalmers-Detroit cars for 1910 are not altered in any important mechanical way from 1909. They are simply the 1909 cars improved and refined.

For last year's experience developed no weakness whatever. Increasing the bore of our cylinders to four inches and making slight changes in the exhaust valves on the "30" gives us considerably more power. In the other vital features there's no possible room for improvement.

Our new "30" 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.

Our 1910 "Forty" will have a 122-inch wheel base—ten inches longer than last season. It will have 36-inch wheels and room for seven passengers.

The "Forty" will be upholstered in hand-buffed leather, and a Bosch magneto will be furnished free.

We fit the "30" with a Bosch magneto, Prest-O-Lite gas tank, two new style gas lamps of the highest grade, all for \$100. The cost of these extras at regular prices would be \$175.

We will furnish the "30" with a Lenox mohair top for \$75 extra. This is the very best top made at the price.

On the "Forty" the Bosch magneto, the gas lamps and tank are included in the price of \$2750. But we will supply the "Forty" with a \$150 mohair top for \$125 and two extra seats for \$75.

We make on the "30" chassis a Limousine and a Landaulet. Nothing can surpass them at the price.

The utmost value for the money and a profit of nine per cent is still our policy.

CHALMERS-DETROIT MOTOR COMPANY

DETROIT MICHIGAN

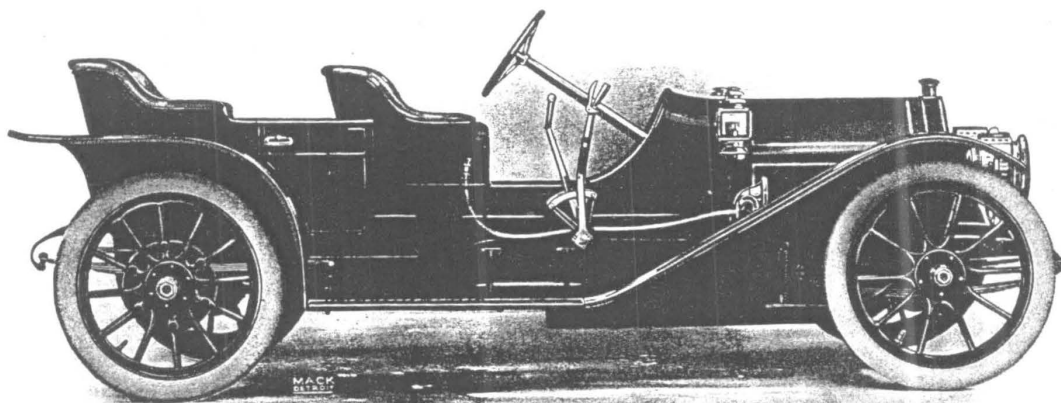
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Complete Specifications

Chalmers-Detroit "30" 1910

- AXLE (Front)**—Single piece 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.
- BODY**—Wood with metal doors.
 Touring Car, five passengers.
 Pony Tonneau, four passengers.
 Roadster, three passengers.
 Coupe. Limousine.
- 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.
- CLUTCH**—Multiple disc running in oil.
- COLORS**—Touring Car, Pony Tonneau and Roadster, Richelieu blue all over with gray stripe; Richelieu blue body, Chalmers cream stripe and running gear. Touring Car also in red all over with black stripe. Pony Tonneau and Roadster also in Thistle green all over with red stripe. Limousine and Landaulet in Brewster green, Richelieu blue or wine color. Coupe, Richelieu blue and Thistle green.
- DRIVE**—Bevel gear, single Spicer universal joint, drive shaft in tube.
- EQUIPMENT**—Two oil side lamps, one oil rear lamp, horn. Complete set of tools.
- FRAME**—Pressed steel, channel section, double drop.
- GEAR RATIO**—Standard $3\frac{3}{4}$ to 1.
- HORSE-POWER**—26-30.
- IGNITION**—Storage battery and coil.
 Special equipment with double ignition, 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, $4\frac{1}{2}$ -inch stroke.
- PRICE**—Touring Car, Pony Tonneau and Roadster, \$1500 f. o. b. Detroit.
- SPEED**—Five to fifty miles per hour on high gear.
- 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.
- TANK CAPACITY**—Touring Car, 17 gallons of gasoline.
 Pony Tonneau and Roadster, 15 gallons of gasoline.
 Eight pints of lubricating oil.
- TREAD**—55 inches; 60 inches for the south.
- TIRES**—34 x $3\frac{1}{2}$ inches all around on Touring Car, Pony Tonneau and Roadster.
- TRANSMISSION**—Selective, three speeds forward and reverse. Chrome vanadium and nickel steel annular ball bearings.
- VALVES**—Nickel steel, large diameter. Exhaust valves at side, 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.

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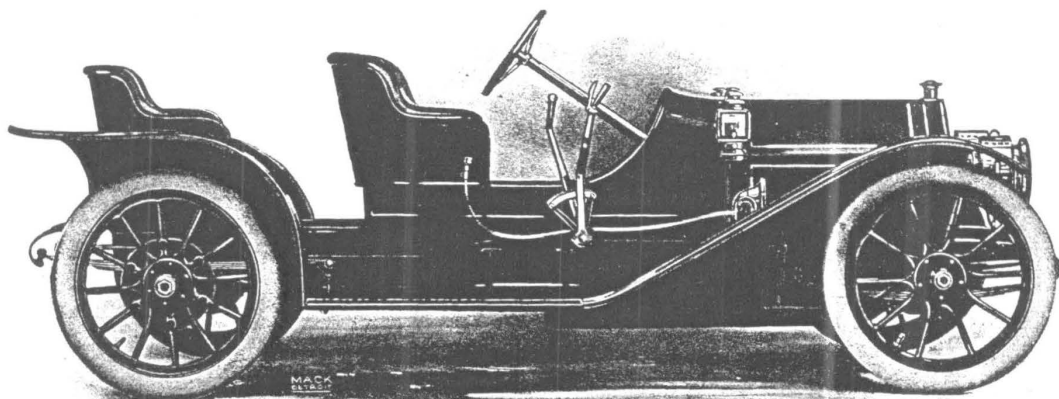
CHALMERS-DETROIT "30" PONY TONNEAU, \$1500

Four passengers. 115-inch wheel base. Ironed for top. Equipment: Two oil side lamps, one oil rear lamp, horn and tools. Colors: Thistle green body, red stripe, Thistle green running gear; Richelieu blue body, Chalmers cream stripe and running gear; Richelieu blue all over with gray stripe. Complete specifications, page four.

Special Equipment

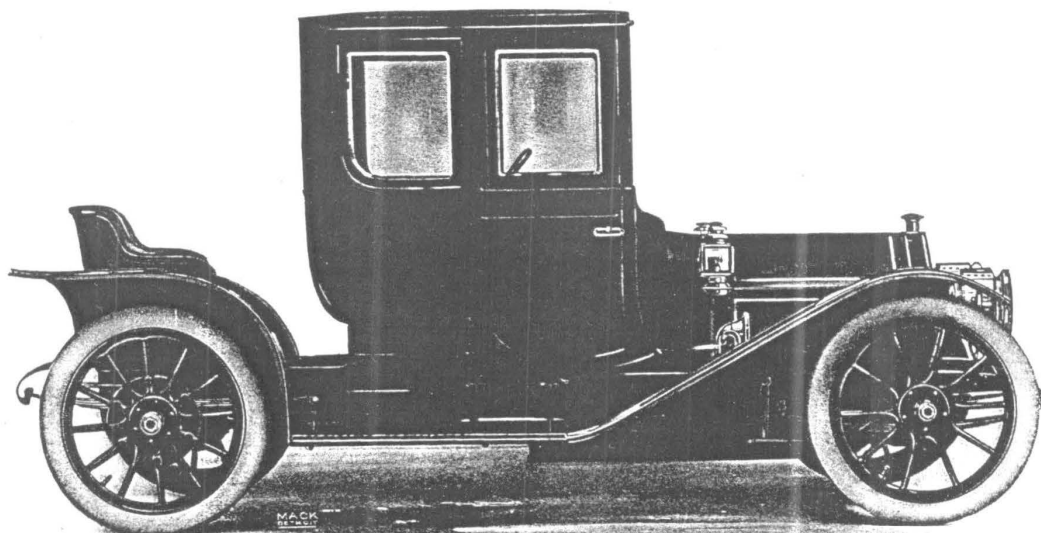
On all "30" cars we will furnish Bosch magneto, Prest-O-Lite tank and two new style lamps, for \$100 extra. The cost of these extras at regular prices would be \$175.

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CHALMERS-DETROIT "30" ROADSTER, \$1500

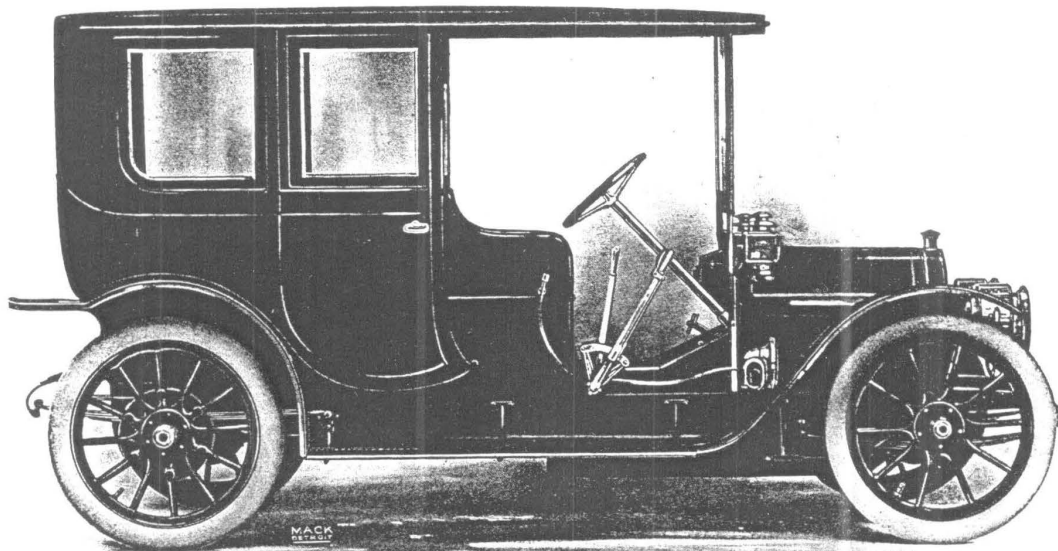
Three passengers. 115-inch wheel base. Equipment: Two oil side lamps, one oil rear lamp, horn and tools. Colors: Thistle green body, with red stripe, and Thistle green running gear; Richelieu blue all over with gray stripe; Richelieu blue body with Chalmers cream running gear and stripe. Complete specifications, page four.



CHALMERS-DETROIT "30" INSIDE DRIVE COUPE, \$2100

Including Bosch magneto, gas lamps, and Prest-O-Lite tank. Detachable body. Roadster in summer if desired. Ideal for physicians and others wanting all year round business use of car. Colors: Richelieu blue and Thistle green; 34-inch wheels and 4-inch tires. Complete chassis specifications, page four.

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CHALMERS-DETROIT "30" LIMOUSINE, \$2750

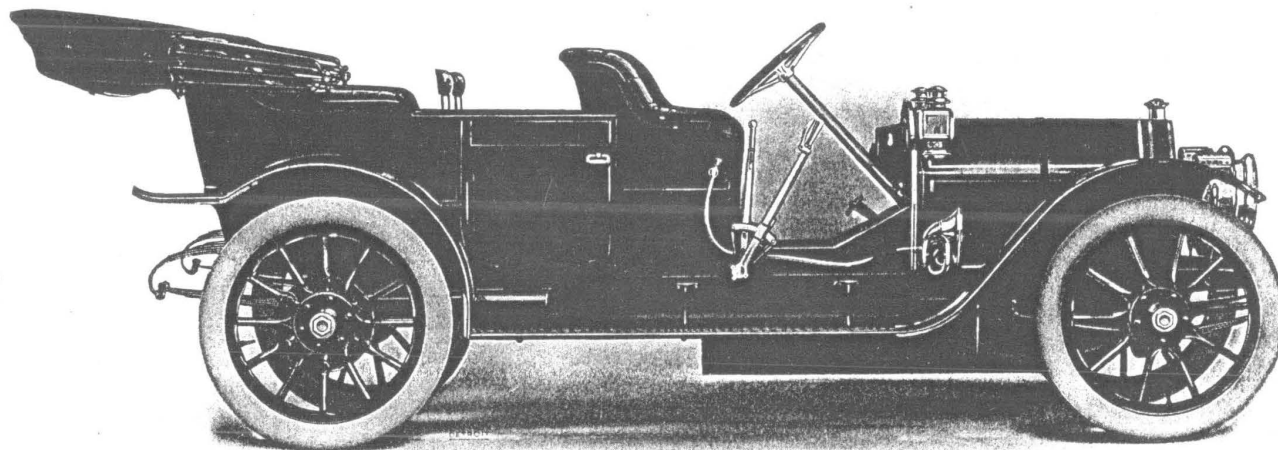
Including Bosch magneto, gas lamps and
Prest-O-Lite tank.

This car is built on the regular "30" chassis with 34-inch wheels and four inch tires. Entire frame of the body is of the best grade of white ash, with panels of selected white wood. Black walnut roof over chauffeur's seat, and all glass frames in black walnut. The only metal used is cold rolled pickled sheet steel, which, properly painted, will not rust. There are safety locks in the door pillars. The body is large enough to carry three passengers on the rear seat, and has in addition two other seats facing forward.

All leather finishings are hand-buffed. The finishings include gray hair drawings, broad seaming and pasting laces; carpets and curtain silk to match body trimming; speaking tube; megaphone horn; automatic curtain rollers; toilet case with hand mirror; smelling bottles; eight-day clock; tablet and pencil; seat spring construction; polished French plate glass; dome lamp and switch; silk cord hat straps and package carrier.

Obtainable in Richelieu blue, Brewster green, or wine color. The upholstering matches the exterior colors.

Complete chassis specifications, page four.



CHALMERS-DETROIT "FORTY" TOURING CAR, \$2750

Including Bosch magneto, new style gas lamps, Prest-O-Lite tank, two oil side lamps, one oil rear lamp, horn and tools. Five or seven passengers. Two extra seats, \$75. 122-inch wheel base. 36-inch wheels. Upholstered in hand-buffed leather. Colors: Richelieu blue all over with gray stripe; Richelieu blue body, Chalmers cream stripe and running gear: red all over with black stripe. Complete specifications opposite.

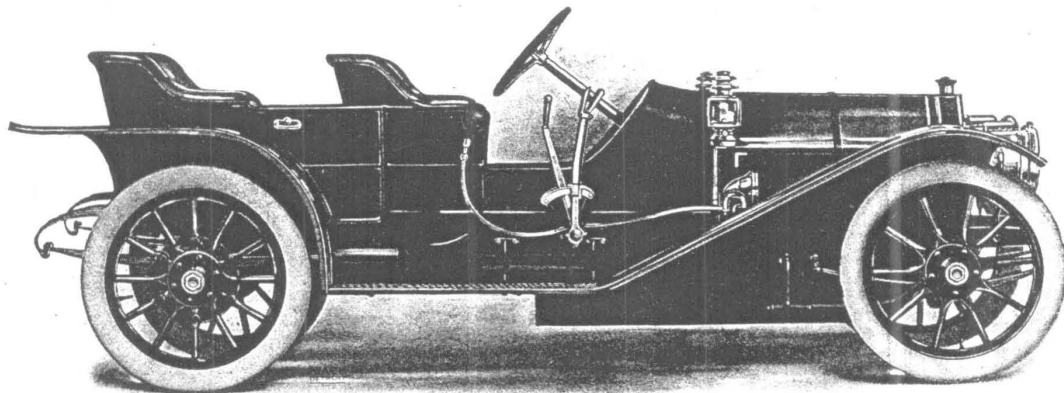
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Complete Specifications

Chalmers-Detroit "Forty" 1910

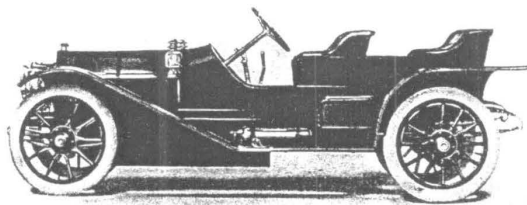
- AXLE (Front)**—Single piece drop forging, I-beam section. Timken bearings.
- AXLE (Rear)**—Full floating, heat-treated alloy steel shafts. Timken bearings.
- BRAKES**—Drive shaft brake, contracting band, 10-inch diameter, 3-inch face, Thermoid lined. Rear wheel brakes, 14-inch internal expanding, 2½-inch face, lined with Thermoid. All brakes double acting.
- BODY**—Touring Car Wood with sheet metal doors, seven passengers.
 Pony Tonneau: Door only on right side, chauffeur's seat on left running board.
 Roadster: Aluminized sheet metal and wood. Single rumble seat.
- BEARINGS**—Timken roller bearings throughout running gear. Annular ball and die cast nickel babbitt in motor. Annular ball in transmission.
- CARBURETOR**—Float feed, automatic type, hot water jacketed.
- CLUTCH**—Cone clutch, leather faced, with cushion springs.
- COLORS**—Touring Car, Pony Tonneau and Roadster, Richelieu blue with Chalmers cream stripe and running gear. Roadster and Pony Tonneau also in Thistle green with red stripe. Roadster also in Richelieu blue all over with gray stripe. Touring car also in red all over with black stripe; and Pony Tonneau also in Hazel brown all over with black stripe.
- DRIVE**—Bevel gear, two universal joints.
- EQUIPMENT**—Two oil side lamps, one oil rear lamp, two acetylene head lights, with Prest-O-Lite tank, horn, and complete set of tools, Bosch magneto.
- FRAME**—Pressed steel, channel section, double drop.
- GEAR RATIO**—Standard 3½ to 1.
 Special, 3 to 1 and 4 to 1.
- HORSE-POWER**—Forty A. L. A. M. rating.
- IGNITION**—Storage battery and coil. Bosch magneto with separate set of spark plugs.
- LUBRICATION**—Constant level splash system operated by pump.
- MOTOR**—Four cylinders cast in pairs. Five-inch bore, 4¾-inch stroke.
- PRICE**—Touring Car, Pony Tonneau and Roadster, standard equipment, \$2750, f. o. b. Detroit. Two extra seats for Touring Car, \$75 extra.
- SPEED**—Five to 60 miles an hour on high gear.
- SPRINGS**—Front, half-elliptic, 39 inches long, 2¼ inches wide. Rear, three-quarter-elliptic, 53 inches long, 2¼ inches wide. All spring bolts hardened and fitted with integral grease cups.
- STEERING GEAR**—Worm, nut and segment type.
- TANK CAPACITY**—Touring Car, 17 gallons gasoline.
 Pony Tonneau and Roadster, 15 gallons.
 Ten pints lubricating oil.
- TREAD**—55 inches; 60 inches for the south.
- TIRES**—Touring Car, 36 x 4 inches all around.
 Pony Tonneau and Roadster, 36 x 4 inches all around.
- TRANSMISSION**—Selective, three speeds forward and reverse. Annular ball bearings.
- VALVES**—Nickel steel, large diameter, placed at one side of cylinders.
- WHEELS**—Thirty-six inches diameter, wood, artillery type, large hub flanges. Extra heavy spokes. Rear wheel spokes bolted to brake drums.
- WHEEL BASE**—122 inches.

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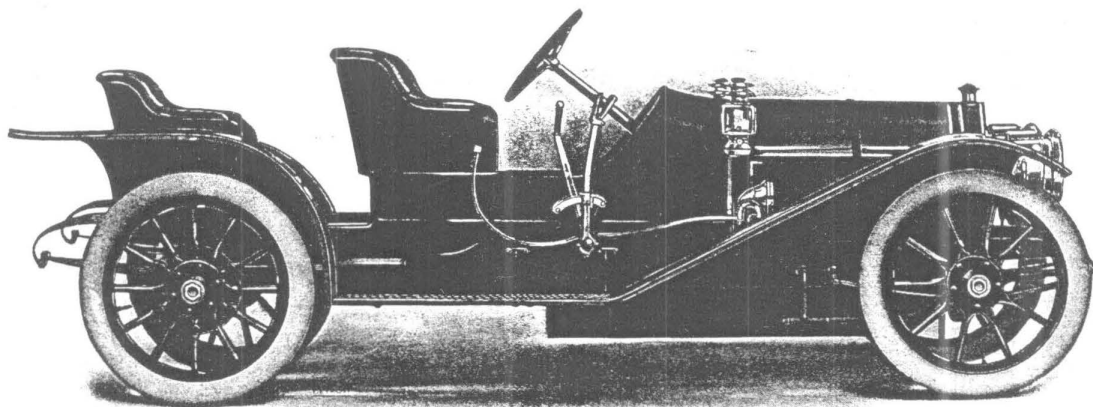
CHALMERS-DETROIT "FORTY" PONY TONNEAU, \$2750

Including Bosch magneto, new style Atwood-Castle gas lamps, Prest-O-Lite tank, two oil side lamps, one oil rear lamp, horn and tools. Four passengers. Chauffeur's seat over tool box on left running board. 122-inch wheel base. 36-inch wheels. Upholstered in hand-buffed leather. Colors: Hazel brown all over, black stripe; Thistle green body and running gear, red stripe; Richelieu blue body, Chalmers cream stripe and running gear. Complete specifications, page nine.



Showing chauffeur's seat on left running board of "Forty" Pony Tonneau. Door on right side only.

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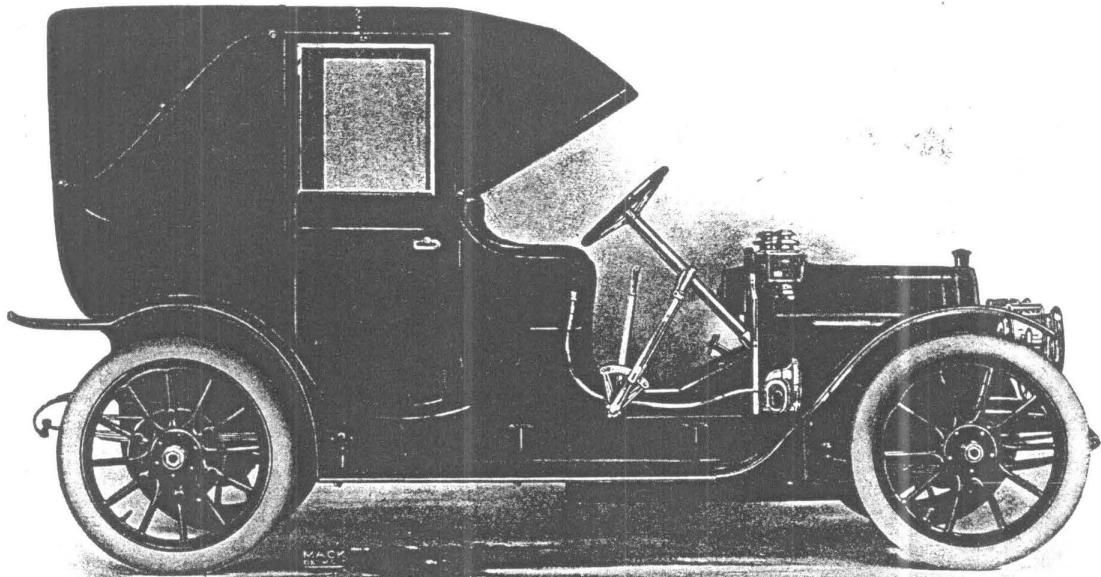
CHALMERS-DETROIT "FORTY" ROADSTER, \$2750

Including Bosch magneto, new style Atwood-Castle gas lamps, Prest-O-Lite tank, two oil side lamps, one oil rear lamp, horn and tools. Three passengers. 122-inch wheel base. 36-inch wheels. Upholstered in hand-buffed leather. Colors: Thistle green body with red stripe and Thistle green running gear; Richelieu blue all over with gray stripe; Richelieu blue body with Chalmers cream stripe and running gear. Complete specifications, page nine.

We Furnish Special Tops

On the "30" we will furnish a LENOX Mohair Top for \$75. This is the very best top made for the money. The regular price is \$125. And we have a special \$150 NEWPORT Mohair Top which we will furnish on the "Forty" for \$125.

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CHALMERS-DETROIT "30" LANDAULET, \$2750

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

This car is built on the regular "30" chassis, with 34-inch wheels and 4-inch tires. Entire frame of the body is of the best grade of white ash, with panels of selected white wood. All glass frames in black walnut. The only metal used is cold rolled pickled sheet steel, which, properly painted, will not rust. There are safety locks in the door pillars. The body is large enough to carry three passengers on the rear seat and has in addition two chairs facing forward.

All leather finishings are hand-buffed. The finishings include gray hair drawings, broad seaming and pasting laces; carpets and curtain silk to match body trimming; speaking tube; megaphone horn; automatic curtain rollers; toilet case with hand mirror; smelling bottles; eight-day clock; tablet and pencil; seat spring construction; polished French plate glass; dome lamp and switch; silk cord hat straps and package carrier.

Obtainable in Richelieu blue, Brewster green or wine color. The upholstery matches the exterior colors.