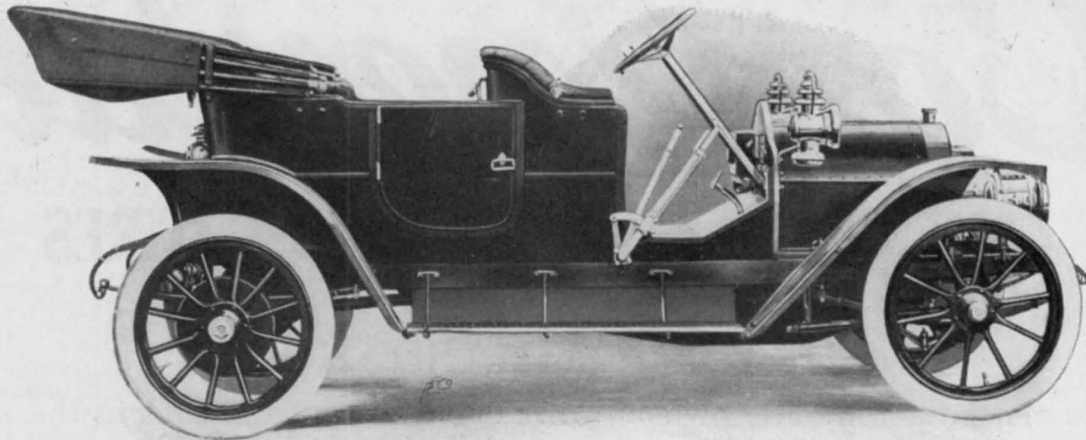


TOURING CARS
TOURABOUTS
ROADSTERS

Chalmers-Detroit "30"

"It's a Good Car"



The \$1,500 Sensation of the Year See It at the Chicago Show!

The \$1,500 car that ran 20,800 miles in daily trips of 208 miles for 100 days. It had been driven 6,000 miles before it began this test.

The \$1,500 car that made possible the great election day sweepstakes in which over 20,000 miles were covered *without the stopping of an engine* by more than 100 Chalmers-Detroit 30's in different parts of the country on the same day!

The car that in its first season has won victories over famous cars in every kind of contest—speed—endurance—hill climbing—every test devised!

Compare it with rival cars at the show, with any car costing up to \$2,000. We are willing to abide by your judgment.

More than 1,000 of our \$1,500 cars are now in actual use. Our total output can't exceed 2,500 cars. Yet more than 1,000 have already been sold to users.

That means that a great many people who will want this car are going to be disappointed. They will need to take second choice.

Come to the Show and make your decision and you will not need to be one of them.

NO OTHER CAR LIKE THIS.

The Chalmers-Detroit "30" was designed by H. E. Coffin—the designer of our "Forty"—for years the chief designer of the Thomas Companies. That fact is our best guarantee of perfection.

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

The result is this: Every feature accords with the latest practice. Every device is a type of the world's best achievement. This is the most up-to-date car on the market.

Rivals may criticize features which they lack, but they must in time adopt them.

NOTE THESE COSTS.

The factory cost on our 4-cyl. engine is \$261. And yet 4-cyl. engines are sold as low as \$75. Our transmission cost us \$94; our axles \$125. The annular ball bearings used in this car cost us \$103. We use Diamond Quick-Detachable tires.

Judge for yourself if others spend so much on the vital features of a \$1,500 car.

The four cylinders are cast together, as in the latest Fiat, Mors and Hotchkiss. This gives lightness, compactness and perfect alignment. It leaves more room for the tonneau. We replace all four cylinders for \$35 if an accident happens to one.

We use the Unit Power Plant, as in the latest Decauville, the new

Hispano-Suiza and Motobloc. Motor, clutch and transmission form a single unit, so they cannot get out of line.

The wheel base is long—110 inches. The body is suspended for easy riding after the style of the Mercedes.

Valves like the new Napier. The $\frac{3}{4}$ elliptic springs like the Renault. Multiple disc clutch like the Isotta and Fiat. The gas intake is water-jacketed. The brakes are enormously strong. No crank shaft so large is used on any other car short of 60 h.p.

Floating type rear axle like the costliest cars. Selective sliding gears, transmission, three speeds and reverse. Provision for double ignition system. One pedal control, so simple that a novice can master the car in ten minutes. Finished like cars at twice the price. Speed 55 miles.

OUR UNIQUE \$5,000 EXHIBIT.

We have prepared a chassis specially for this Show at a cost of \$5,000. It shows the engine cut away and electric lighted. You can see every part, inside and outside, as it appears when running.

You can see why we cast the four cylinders en bloc, as they do in foreign cars.

You can see our famous two-bearing crank shaft. It is eight times as strong as is necessary. Yet the draft from an electric fan serves to turn it.

You can also see at the show the bearings of the car that made the 100 day run of 20,800 miles.

The famous Chalmers-Detroit "Forty"—our \$2,750 car—will also be on exhibition at the show.

The Chalmers-Detroit "Forty" has for years been regarded as the leading car of its class. It stands first as the winner of important events—first as a hill climber—first as a silent, speedy, economical car.

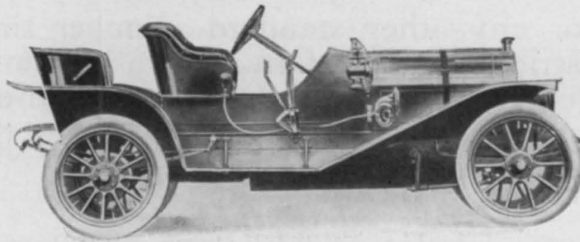
The best endorsement that our "30" has is our famous "Forty." Mr. Coffin is the designer of both.

Last year our "Forty" reached comparative perfection. This year the brakes are heavier, and the springs more comfortable. That is all.

The demand for our "Forty" has always exceeded our capacity. Last year, though times were hard, we ran 200 short. They are sold, in most part, by what users say to others. They call it "the dandy car."

See the Chalmers-Detroit cars. If you cannot come to the Show mail us this coupon.

See Our "Forty" Too!



Cut This Out

Chalmers-Detroit Motor Co.,
Detroit, Mich.:
Mail your new catalog to

M o T o R

Chalmers-Detroit Motor Co., Detroit, Mich.

Formerly E. R. Thomas-Detroit Company
(Members Association Licensed Automobile Manufacturers.)
EXHIBIT IN THE COLISEUM ANNEX.

Don't fail to read Motor's Classified Advertising on pages 18 and 19.