

February 2, 1910

THE HORSELESS AGE

Chalmers-Detroit to Change Name

Owing to the fact that so many concerns manufacturing cars in Detroit, Mich. have taken the liberty to affix that city's name to their product, the Chalmers-Detroit Motor Company have decided, in order to avoid confusion, to drop the "Detroit" part of their name, and in the future will be known as the Chalmers Motor Company. Hereafter the cars turned out by this company will be known as the Chalmers "30" and Chalmers "40."