



The Car was built — a CHALMERS

Across the vision of a man came a car.
He built the car
—and with it built a world-famed
institution.

The field of motordom choked with weeds.
Luxury rode behind a Mogul engine in an
upholstered truck.

Men were tired of motor extravagance. But, the
supreme comfort of motoring came *not* with economy.
Chalmers success—marvel of a decade—came from
low-cost production of the car ideal.

Chalmers saw the *sensible* car—the sort of car a
business man would drive. A car that would appeal
to keen minds as a sound buy.

The Chalmers Institution, founded on ideals, took
up the task, to bring to men of moderate means,
comforts that until then only a Croesus could buy
—luxury, beauty, fine furnishings and finish, light
weight, speed performance.

Chalmers built the ideal car.

Not—mark you this—a car ideal for the price.
Price never creates the ideal. Chalmers has said
"Any fool can cut prices, but it takes brains to make
a better article."

No, the Chalmers Institution made the car to the
Chalmers ideal. Your Business Man's car must be
a fine car. Luxurious comfort, his family expects.
Appearance he must have, he's grown an aesthete.
Power, for speed and heavy going. Life, in crowded
traffic. Pep, on the hills.

Security and reliability above all.

Chalmers made a car for every day business:
not a toy
nor a truck

—but a road-active pleasure car—A MOTOR CAR.
The car was built, a Chalmers. Chalmers efficiency
held down costs. Chalmers markets supplied an
output enormous. The Chalmers Institution pro-
duced the ideal at the cost of mediocrity—\$1625.

CHALMERS BRIDGES THE BOUNDARY

The Canadian Chalmers is made to the Chalmers
ideal—in Canada.

Chalmers has created a Factory in Canada.

The young giant parallels the old. It is one with
the parent Chalmers Institution; one in purpose—
one in ideals of making and marketing cars.

Men high up in motordom have linked their for-
tunes with Canadian Chalmers.

In every city the big motor car distributors are
Chalmers men. Local success joins with Chalmers
success. Men who achieved by serving well, are
eager to sell the ideal car—the Chalmers.

Chalmers is a symbol of success that attracts suc-
cessful men.

Your business man drives his Chalmers. He chose
it because it was the ideal car, the sensible car for
him.

He calls it by name, "his Chalmers."

In Canada, throughout the world, the name rings
clear.

Chalmers is a car, a man, an institution.

Chalmers 6-30 5-passenger . . . \$1625.
" 6-30 roadster . . . 1625.
" 6-30 7-passenger . . . 1775.

The Chalmers Motor Company of Canada, Limited, Walkerville, Ont.

CANADIAN
Chalmers

