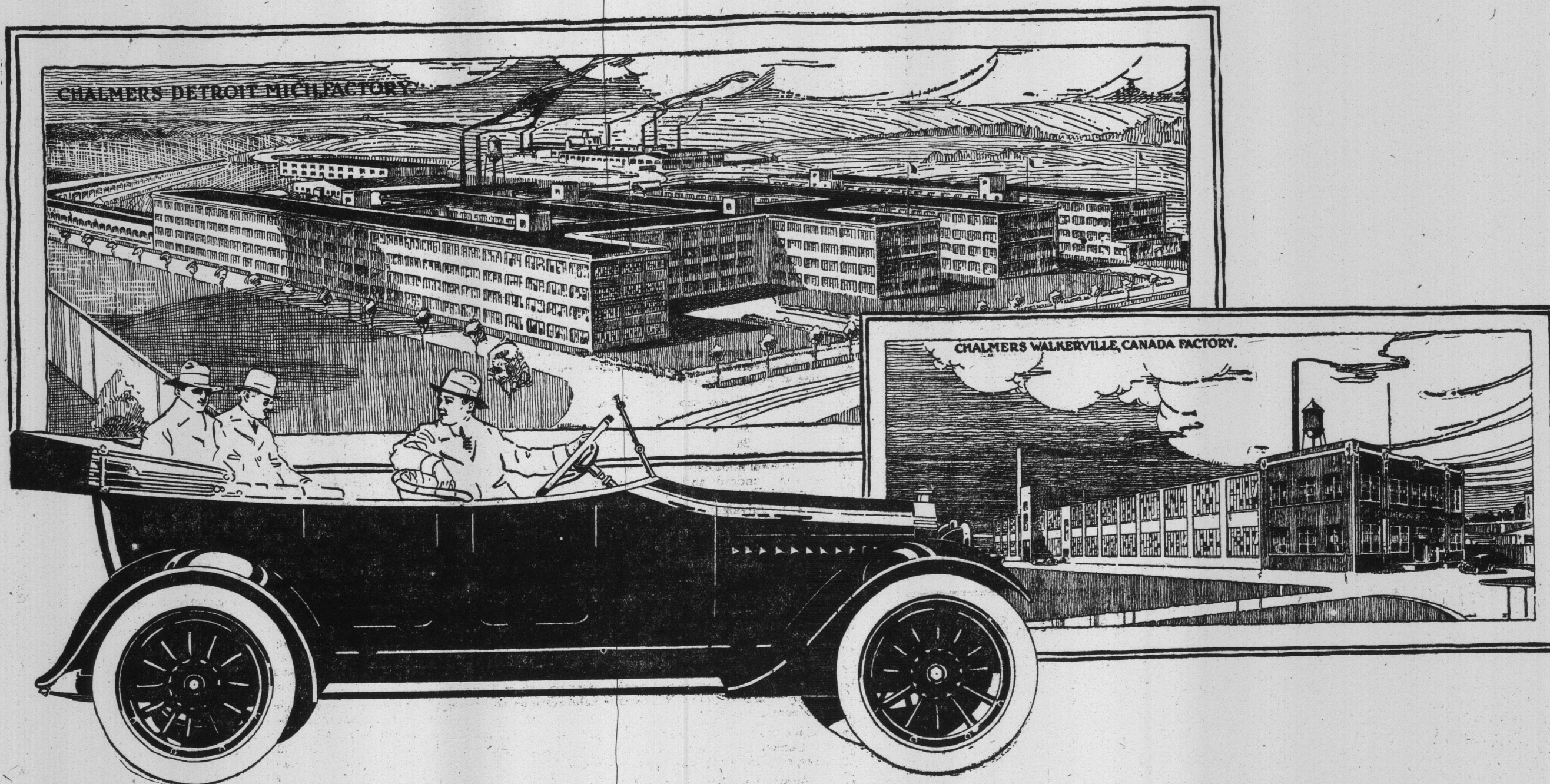


THE EVENING TIMES AND STAR, ST. JOHN, N. B., TUESDAY, MARCH 13, 1917



## Chalmers is a car, a man, an institution

Success drives to business in a Chalmers.

For,

Chalmers is a symbol of success that attracts successful men.

Chalmers is a car, a MAN, an INSTITUTION.

The world knows this institution.

All men know this mounting Chalmers success to be the living product of an ideal. They know the man who had the energy, the will, the integrity, the honesty of purpose, AND the capacity to turn his ideals into reality.

Among business men, as among owners of cars, Chalmers is a name vibrant with action.

Where employers of labor study "Welfare" plans, Chalmers methods are adopted. Factories are built in every land like the Chalmers factory. Wherever efficiency is the topic—Chalmers is the example familiar to all. In sales conventions, men are inspired by the sound business philosophy of Chalmers.

The Chalmers success is broader than motordom. It stands a beacon among

the world's great industries. It is to be expected that business men should drive cars from the Chalmers institution.

Courage attracts. The pursuit of the Ideal is a magnet for leaders of men.

Other men with ideals, men of action, names to conjure with in the motor industry joined with Chalmers in carrying on his work.

Now to say of a man, "He is a Chalmers man" marks him for a big man.

Skilled workmen came to Chalmers keen to produce the ideal car. The Chalmers ideal placed them in surroundings that breed a healthy ambition to excel.

The factory, planted in what was then the sunlit prairies of Michigan, grew a monster plant, with floor space a million feet. Around it was built a city peopled by master car builders and their folks—30,000 or more.

Ever growing, ever succeeding, this giant industry rose a pattern for all industries, a landmark in motordom. The very bricks are alive with the power impulse of the Chalmers ideal.

Far afield this force is felt.

In every city local success joins hands

with Chalmers success. Big men in every territory represent Chalmers.

Men with the good sense to serve well their customers, are linked to the Chalmers organization. The Chalmers spirit of service to the public reaches out through these men.

NOW, CHALMERS CREATES A CANADIAN FACTORY

The institution bridges the boundary. The Canadian Chalmers is made in Canada. Chalmers owners in Canada are served by a Canadian organization.

The Canadian factory is cast in the Chalmers mold. It is one with the Chalmers institution.

Chalmers in Canada—Chalmers in Detroit—one institution—one ideal. There lives in both the high purpose that conceived, created and maintains the Chalmers organization.

In Canada the custom grows to speak with pride of "my Chalmers."

Here, as throughout the world, Chalmers stands a name to be envied. Not only among motorists, not only among business leaders, but in the entire field of industrial activity.

Chalmers is a car, a man, an institution.

Chalmers 6-30 5-passenger	\$1625.
" 6-30 7- " "	1775
" Cabriolet	1995.
" Sedan	2655.

THE CHALMERS MOTOR COMPANY OF CANADA, Limited, WALKERVILLE, ONTARIO

Motor Car & Equipment Co., Limited  
108-114 Princess Street, St. John, N. B.

CANADIAN  
**Chalmers**

