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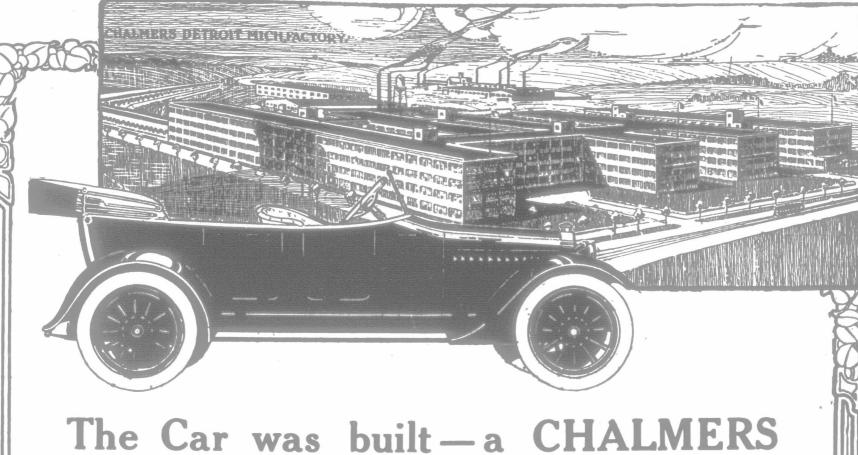
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Across the vision of a man came a car. He built the car

-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 æsthete. 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 produced 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 fortunes 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 successful men.

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

He calls it by name, "his Chalmers."

In Canada, throughout the world, the name rings

Chalmers is a car, a man, an institution.

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

