SUNDAY MORNING

THE TORONTO SUNDAY WORLD

SHOULD BE BOUGHT

Dealers Say U. S. is Reaping

Benefit of War Orders

OPEN MARKET WANTED

Toronto Stables Alone Could

CANADIAN HORSES

SEPTEMBER 12 1915

Chalmers Six-40 \$1850 (Duty Paid)

The Distinguishing Marks of a Distinguished Motor Car

No other car is so easily distinguished as a Chalmers Six-40 because no other car is so distinguished,

Only one other American car has fenders like it—and its price is \$5000. There is no other radiator that has just the Chalmers' fine lines-so high and narrow and distinctive.

HALMERS bodies are neither sprayed, dipped nor baked. Twentyone operations are required to bring them up to Chalmers "Quality First" standards.

No Car Has Better Finish Chalmers finish is superfine "coach" work and no car can have better.

The body is carefully prepared for the finish by the process known as sand-blasting. The colors are then laid on by men who have mastered the artistic possibilities

Comfortable as Any Priced Car No car at any price can be more comfort-able than the Chalmers Six-40.

of paint.

The rear springs are of special vanadium steel construction and are 57 inches long-the longest springs on any car in the world

at the price. But springs alone will not give comfort in a motor car; neither will upholstery. It takes just as much thought and manufacturing skill to build comfort into a car as it does to make it mechanically perfect. The Chalmers "Six-40" seven-passenger model is a big, luxurious car, roomy enough for seven grown-ups to lean back and ride at ease. It is as comfortable as

your favorite arm chair. The deep seats which are upholstered in leather and the deep side-walls furnish a support for the body that eliminates all

strain and fatigue from motoring. Unusually wide doors enable people to step into this car easily without having to turn sideways.

The Pride of Distinction

There is a certain pride of distinctiveness in the ownership of your Chalmers Six-40.

You have the consciousness of being well groomed—your car's apparel is of the best weave and fabric. The prestige of rank and accepted style surrounds it.

20% More Power

The powerful valve-in-head motor is the same type with which DePalma's and Resta's \$20,000 racers were equipped when they won the Indianapolis and Chicago races at the undreamed of averages of 90. 98 and 102 miles an hour.

The performance of this motor is simply marvelous. It is the "20 per cent more power motor"-the motor all Europe was using when the war stopped operations there.

It has the pull of a locomotive-a giant's strength in a man's body.

It is "trigger-quick" and gets away like a racer.

It is always eagerly pulling, like a highstrung setter on the leash.

Supply All Bought So Far That the British Government has purchased lover 200,000 horses at an aggregate value of \$40,000.000 from the United States, and yet in conjunction with the Canadian Government has only taken a total of 10.000 from Canada, was the astonishing information

given to a representative of The To-ronto World yesterday by a member of one of Toronto's oldest live-stock com mission houses in Canada. The dealer went on to say that there are stables in Toronto that could furnish all the horses that the Canadian Government had purchased since the war broke out in three weeks, and if the government would declare an open market for horses thruout Canada it would mean millions and millions of money to the Canadian farmer, and at the same time give the British Gov-ernment a better horse, for to quote the words of Sir Adam Beck on his return from France as remount com-missioner, "The Canadian horse can stand more and out-last any horse in the word." the world."

Could Not Buy. He stated an instance where he had received a letter from a large buyer in St. Louis, who after discussing the tremendous market they had, all the agents of the different warring nations having buying headquarters there, went on to say, "I wanted to purchase horses in the Canadian Northwest, but was informed that the Canadian Government had laid an embargo on all horses fit for military purposes"

Government had laid an embargo on all horses fit for military purposes." "When the war broke out." he con-tinued, "I had hundreds of American buyers interview me, and all on the same subject, that of shipping their horses to Canada for the purpose of selling them as mounts for the British and Canadian Governments, but in-stead of them sending their horses here, and the British Government using this as a buying centre, it is just the

here, and the British Government using this as a buying centre, it is just the reverse. The United States is reap-ing all the benefits of the market, and American buyers will purchase our horses, or will when the supposed em-bargo is lifted, take them to their markets, and there dispose of them to the British Government and her allies." allies."

An Open Market. When asked what the solution was so that the Canadian horse raiser might have his just due, he replied: "An open market thruout Canada, so that the buying agents may come here An open market thruout Canada, so that the buying agents may come here to our markets and purchase Canadian bred horses without having to buy thru a representative of the Canadian Government."

The Price of Bread My attention has been called to misleading articles which appeared in the columns of certain, newspapers Thursday, 'Sept. 9th, endeavoring

PUBLIC ANNOUNCEMENT

to injure my business because I reduced the price of bread. These articles were prepared and paid for by a competitor, and had no sanction whatever editorially. I am not hiding my identity under the false guise of newspaper reading notices, paid for at double rates, but come out in the open and tell the facts. I pay for the privilege of speaking, and am not afraid to use big type.

Facts the Public Should Know

The old clique of bakers, mostly the originals of the "combine" that tried to boycott me and crush competition in the bread business, found that they could not make a loaf of bread to compete with mine at 5 cents. so they raised the price to 6 cents. The cost of production was advanc-ing, but I did not raise and stuck to my old price of 5 cents a loaf all through the advance in the wheat market, until wheat reached \$1.50 per bushel and flour jumped sky-high. Then I had to put the price up to 6 cents. I was actually compelled to.

I Have Always Stood by the Public as **Champion of the Low Price of Bread**

The public has shown appreciation for the millions of dollars I have been the means of saving the families of Toronto, and I am in honor bound to sell my bread as low as I can and make a reasonable profit. So when wheat and flour dropped down again, I reduced my price accordingly. If I can sell high-grade bread at 5 cents, why should my competitors rage and write furious onslaughts in the newspapers? They were very sedate and smug when I charged 6 cents, and thought it very elever to go to the back doors of my customers who were paying 6 cents, and take my trade away by offering to supply at 5 cents. Yet they lampoon me for selling at 5 cents, even though I do not attempt to undermine a competitor's trade by secret cut-price offers. Business is business, but there are two sorts-clean business and the other kind.

My Prices are Absolutely the Same to All---5 Cents, No More, No Less

Five cents is my price. Yet those who are enraged at me for not keeping up to 6 cents, even when flour is down, have different prices themselves—one single baker selling to some at 6 cents, some at 5 cents, and some as low as $4\frac{1}{2}$ cents, and yet you should hear the awful things they say about me and my bread, because I sell to everybody at 5 cents. It can't be because they have a tender regard for the public that they print warnings against dealing with a dreadful man who reduces prices. Not much! What writer of contemporaneous history can excuse the flim-flamthat's just what it is-of a little bit of a twelve-ounce loaf for 5 cents, when I offer a full pound-and-a-half (24 ounces) of high-class bread at the same price? Consider the inhumanity of giving a poor woman a meagre little 12-ounce loaf for her hard earned nickel, with the remark, "We don't have the larger size." The law which permitted "fancy" bread of 12-ounce weight was never meant to be turned

