ABDICATION OF CZAR IS

Was Serious Trouble in 1905, But It Was Suppressed by Armed Force—Sketch of Nicholas's Life

an event, perhaps the most signifithe war began a revolution in the and of the Muscovites was not unexcted. It was predicted nine years ago that in the event of his death a ution was bound to come.

you see the ll wonder why talked more

be finished to tre at short no-

ng Overcoats— nesterfields and s—have started

ly buying is to

ntage as the

12.50 to \$28

, 68 King St.

A DUTCH CRUISER

ODD'S

n Canada

SERIES

DNEY

The Czar, the prime mover in the first peace conference at the Hague in 1898, was a strong advocate of peace when there was nothing to be gained by war.

He owns 100 palaces and estates but uses only four of them. He has a salary of \$5,000,000 a year and a private income of \$10,000,000 more and carried 30,000 servants on his pay-roll.

here. One of the most serious swould be a shortage of grain, h there is only enough on hand days, according to chamber of rec officials.

wholesale provision dealer est that the supply of meat of all a the hands of the trade in New d would not last for 60 days at fresh meat in stock here last less than 30 days. The for canned goods, he said, was was in canned goods, he said, was

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

Chalmers success marvel of a decade came from low-cost production of the car

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 æsthetic. 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.

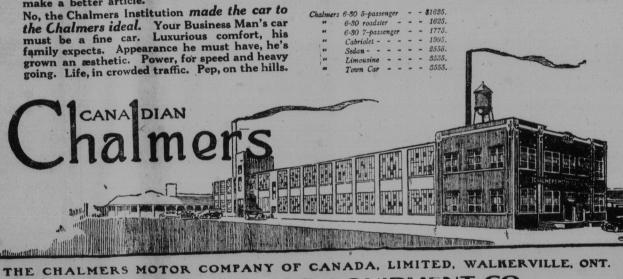
The Canadian Chalmers is made to the Chalmers ideal-in Canada.

Chalmers has created a Factory in Canada.
The young giant parallels the old. It is one with the parent Chalmers Institution; one in purposeone 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 him.

He calls it by name, "his Chalmers."
In Canada, throughout the world, the name rings Chalmers is a car, a man, an institution.



MOTOR CAR AND EQUIPMENT CO.

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Bringing Up Father







