

# The PRICE OF BREAD

IT is the same old story. The members of the Bakers' Association want to make more money out of the bread business and what way is easier than for all to join in RAISING THE PRICE OF BREAD.

I HAVE kept the price of bread at the lowest possible figure—5 cents a loaf—for fourteen years. What chance have other bakers to force the public into higher prices, when the biggest bakery in the city keeps its prices down. Toronto would be paying 7 cents a small loaf for bread now if it had not been for me. The price would certainly have been raised to 7 cents, because no such good excuse as that had ever been found before for raising bread prices. Many attempts have been made to force up the price of bread, but each attempt has failed. In this crisis in Bread Prices, our customers may be assured that—

## Geo. Lawrence Will Not Raise the Price of Bread

THE quality of Lawrence's Bread is not confined to any one loaf. The quality is all that a mixture of the choicest brands of flour, the greatest skill, and the best of all kinds of material can make it. Aged flour, the best yeast on the continent, the most approved timing of dough, the latest mechanical inventions for saving handling, and everything that is sanitary, go to make up a

**QUALITY LOAF**  
from every point of view

### WHY I CAN SELL FOR FIVE CENTS

The first point regarding my ability to sell a Big Loaf for five cents is this: "I can save thousands of dollars a year by good buying." Not buying cheap materials, but by watching the ebb and flow of the market, and buying in extra large quantities at favorable times. I buy the best flour milled in Canada, and buy it in 100,000 bag lots at a time. By buying this way I not only save money, but am able to keep flour on hand long enough to let it thoroughly "age," which is one of the secrets of good bread. We never run below 3,000 to 5,000 barrels of flour stocked ahead for "aging" purposes.

My Cash System has been a great economy in my business. On the old Credit Plan I lost thousands of dollars from bad accounts. This is now saved, and goes towards the bettering of my product and lowering the price.

Another reason why I can sell bread cheaper than other bakers is my very large turnover. Besides I am my own Manager and Superintendent, and have no expensive staff to keep. Every part of my business, while conducted efficiently, is conducted economically. This again leaves me thousands of dollars for improvement of product, which other bakers spend in salaries.

**WHY LAWRENCE'S BREAD IS THE BEST!** No matter how much machinery and system may be introduced into a bakery, it is still the brain and skill of the expert that makes the bread. The good, bad and indifferent all derive their qualities from the skill of the baker. Machinery is only to save time in merely mechanical operations. We have all the latest machinery, but the quality, superiority and true deliciousness of Lawrence's Bread is the result of the skill of one man—Mr. Charles Lawrence. This exceptional individual has given a life-long study to bread making, and a life-long devotion to the development of his art, under conditions and with materials entirely of his own choosing, where every circumstance is managed with the view to producing a perfect loaf of bread. That he has produced a perfect loaf, every user of Lawrence's Bread can testify.

**ONE PRICE TO EVERYBODY** One price is my motto. We have never cut our price a fraction of a cent for any hotel or restaurant, no matter how big the order. Our customers will get our bread at the same price. One price to all—and that the lowest. One quality—and that the highest. Every customer, big or little, gets the same price—"and it's the best bread in the world for the money."

**ORDER BY TELEPHONE**  
College 321

Orders Delivered Promptly. Every Loaf Fresh Every Day

**GEO. LAWRENCE, BAKER**  
Corner Denison Avenue and Carr Street

**LAWRENCE'S BREAD**  
**5**  
CENTS A LOAF  
Every Loaf Weighs 24 ounces.  
One pound and a half 5 cents.

### LIBERALS DIFFER ON NAVAL POLICY

Difference of Opinion Arises Among Members of Canada Forward Club.

Canada Forward Club, the new Toronto young Liberal organization, elected its officers Tuesday night. These are: President, John Lewis; first vice-president, C. A. Moss; second vice-president, W. J. McLarty; secretary, H. J. Welsh; and treasurer, Donald Matheson. The fight centred on positions for the executive, of which there are six, and resulted in the following men being elected: J. T. Clark, M. O. Hammond, Stanley Kerr, J. M. Langstaff, W. J. McGuire and Craig Mackay.

A motion brought up at the last meeting of the club by President Lewis, which embodied the principle of self-government and parliamentary control over taxation, was subjected to an amendment, introduced by W. J. McLarty, as follows: "That the national safety of the constituent parts of the empire is a common and indivisible interest and ought to be subject to a common control." This brought up the question of the \$35,000,000 grant, and whether Canadian-controlled ships or a united British navy was the better policy.

The difference of opinion among the members on this subject caused surprise, and after considerable discussion it was decided to again take the matter up at the next meeting, which is to be held in about two weeks' time.

### POLISHED CHASSIS A FINE EXHIBIT

Stevens-Duryea Display at National Automobile Show Attracting Much Interest.

One of the most interesting of all the exhibits in the National Automobile Show is, as usual, the polished chassis in the Stevens-Duryea display, which gives the motor enthusiast a chance to study every detail of construction in the car which has been the pioneer in practically every radical improvement of American motor-cars since the beginning.

The fundamental principles on which the Stevens-Duryea is built are always the same, but there are one or two new features in conjunction with them. The unit power plant which was introduced in the Stevens-Duryea at the show nine years ago, has since been adopted in practically all fine cars. In this year's model the Stevens-Duryea people have enlarged their engine to furnish increased power for the larger car, but the space it occupies is smaller than previous engines have needed, because of a more compact arrangement of valves. By extra machining of every part the engine has been made more silent than ever. A special feature of it is the water-jacketing of the valves and so perfectly does the Stevens-Duryea method of water-jacketing prevent undue wear and expansion that it is possible to adjust all valves and operating mechanism to a point where sound is entirely eliminated.

The flexible attachment of the power plant to the chassis by three-point support is, of course, retained. It maintains a direct drive, no matter how the chassis may be dipped or twisted by unevenness of the road. A new and striking feature shown by the polished chassis in this year's Stevens-Duryea exhibit is the novel spring suspension. One member of the spring is longer than the other, so that it vibrates in a different "time." There are three cars in the exhibit besides the polished chassis, and the seven-passenger touring car is fitted with Rudge-Whitworth detachable wire wheels, with the Hook detachable rim, which is the latest design in wire wheels, and gives all the advantages of the wire wheel combined with the most modern detachable rim. It might be mentioned that the Stevens-Duryea is the only manufacturing firm exhibiting a set of genuine Rudge-Whitworth wheels with the Hook rim.

### REMARKABLE TRIP

Royal Edward Gave Further Vindication of Supremacy.

The "Royal Edward" of the Canadian Northern Steamships, has given a further vindication of her assumption of supremacy in the Canadian Atlantic Service, by her remarkable trip from Bristol to Halifax, which was completed last Friday.

The "Royal Edward" holds both summer and winter records, each of which, however, was made in comparatively good weather, but the governing weather conditions for the last five weeks have been such as to disorganize all traffic in the Atlantic Steamship lanes. The crack liners of New York have been delayed several days by storms and some steamers were withdrawn from service, because of the present violence of the weather.

It is more remarkable that, in a storm, unparalleled in the knowledge of the most experienced masters, the "Royal Edward," leaving Bristol on the evening of January 8th, should arrive at Halifax on the forenoon of the 17th. The "Royal Edward" travelled thru the most violent storm centres, and although speed was at times reduced to less than 100 miles per day, the steamer docked safely, in good order, and only a few hours behind her schedule time.

### CONTRABAND GEMS SOLD

NEW YORK, Jan. 22.—(Can. Press.)—Cut diamonds, weighing 407.8 carats, smuggled across the Canadian border and confiscated by the government, were sold at auction here today by a United States marshal, for 25 per cent more than valuation placed upon them by the government. The government appraisers thought the gems were worth \$2004, they brought \$2513.

The Same Mission. "The Mission to Lepers in India and the East," to which Sir George Turner, the English doctor, who has contracted leprosy, offered his services, is the same mission which has an auxiliary in Toronto, whose monthly meeting was held on Monday of last week, and to which two Toronto lepers have lately been left.

### AMUSEMENTS.

**ALEXANDRA** Seats 1400. Nights, 8.15; Mat., 2.15. Sharp TODAY: ROBERT B. SAT: "Merchant of Venice."

**MANTELL** EVE: "Machete." FRI.—(By Request) "MACHETE." Nights, 8.15; Sat. Mat., 2.15. Thurs. Mat., 2.15.

**SEATS ON SALE** The Messrs. Schubert present the Whimsical Musical Comedy, "THE MERRY COUNTESS"

Original All-Star Cast intact: Joe Collins, Maurice Farina, Fritzie von Busing, Forrest Huff, Martin Brown, Betty Sisters, A. Baskcomb, Mabel Burnage, Tom A. Shale, Claude Flemming, Rex Fuchsen, Frank Farrington. Smartest Chorus ever assembled. Nights, 8.15; Sat. Mat., 2.15. Thurs. Mat., 2.15.

**PRINCESS** All This Week Charles Frohman presents

**NAZIMOVA** IN "Bella Donna"

Adapted from the famous novel by Robert Hichens. Next Week: "Machete" and "Machete"

**SHEEHAN** English Opera Company

REPERTOIRE OF STANDARD OPERAS

Prices: Nights and Sat. Mat., 25c to \$1.50. Wed. Mat., 25c to \$1.

**GRAND**

**SPECIAL**

**MATINEE**

**FRIDAY**

**WAY DOWN EAST**

**MASSEY SAT., JAN. 25**

Under auspices of the Canadian Institute of Toronto.

**Capt. Amundsen**

"How I Discovered the South Pole"

Prices: 50c, 75c and \$1. Rush 25c. Seats now on sale.

**WEDNESDAY, JAN. 23**

**Boston Symphony**

100 Musicians Orchestra

Dr. E. R. HUCK Conductor

Prices: \$2, \$1.50, \$1 and 75c. Rush 50c. Seats now on sale.

**MASSEY TUES., JAN. 28**

**HARRY LAUDER**

Prices, 50c to \$1.50. SEATS NOW

**SHEA'S THEATRE**

Matinee Daily, 2.15; Evenings, 2.15, 5.00, 7.15. Week of Jan. 20.

"The Drum of Oude" Ben Deley and Company. Mosher, Hayes and Mosher, Puck and Lewis. The Act Beautiful. Madge Mallard, the Gordon Highlanders. La Toy Bros. the Kinetograph. Next week—Irène Franklin.

**GAYETY** LUDS-184

**WINNING WIDOWS**

Next Week—THE "GAYETY GIRLS"

**GRAND OPERA HOUSE**

Direct From "WAY Broadway DOWN Theatre New York EAST

NEXT WEEK—AL. H. WILSON.

**TORONTO SYMPHONY ORCHESTRA**

the Greatest Living Violinist

Prices: 75c, 1.00, 1.25, 2.00.

**STAR** BURLESQUE

Next Week—Miss New York, Jr.

**WESTERN COLLEGE OF DANCING**

Next class begins Tuesday, Jan. 28th, 8.30 p.m. Ladies and gentlemen. Apply at once. C. F. DAVIS, Principal 215 Dundas St. E. 2nd