T 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.

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-

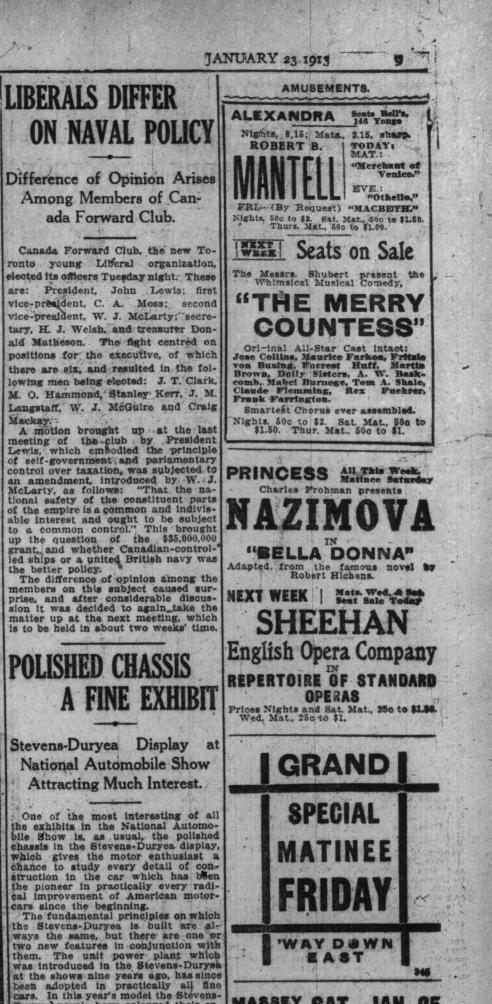
Geo. Lawrence Will Not Raise the Price of Bread

THE quality of Lawrence's Bread is not confined to any one loaf. The quality is all that a mixture of the choicest of flour, the greatest skill, and the

A FACTORY grows according to the de-mand for its products. So the business in bread grows with the public appre-ciation of the quality of the loaves. The public appreciation of Lawrence's Bread has grown until the Lawrence Bakery is the largest single bakery of bread alone in Canada. Three times enlarged, its present proportions take in nearly a city block. Fifty waggons are required to deliver the bread. 100,000 bags of flour are purchased at a time. Everything is on a large scale, as need be to supply 8,000 custom-ers. Good bread, good delivery, and year-round satisfaction have made this Canada's Largest Bread Bakery.

O URS was the first bakery to recognize the Union, and we were the first to adopt the Union scale of wages, and a ninehour day. In addition to this, we have always paid extra for overtime. We have never practised the custom of overworking our bakers, and every man has received full compensation for full time. Our drivers receive higher wages than formerly, and our records show that in every department wages have been advanced. No one can say, "Lawrence's Bread is produced by cheap labor." We defy any baker to show a higher pay sheet than ours.

THE TORONTO WORLD



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

THURSDAY MORNING

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QUALITY LOAF from every point of view

The first point regarding my ability to sell a Big Loaf for five cents is this: "I can save thousands of dol-lars 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, CAN SELL FUK FIVE CENID 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.

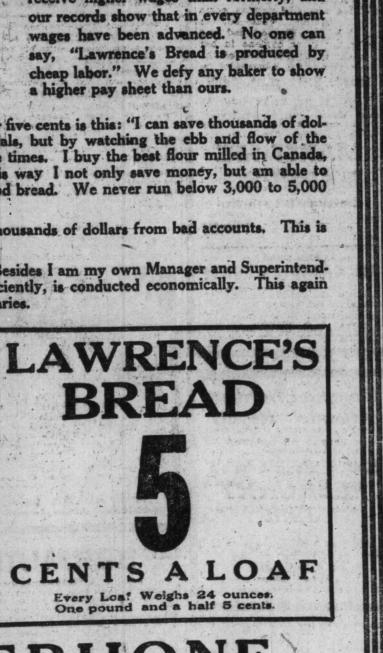
Another reason why I can sell bread cheaper than other bakers is my very large turnover. Besides I am my own Manager and Superintend-ent, and have no expensive staff to keep. Every part of my business, while conducted efficiently, is conducted economically. This again leaves me thousands of dollars for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

WHY LAWRENCE'S BREAD No matter how much machinery a bakery, it is still the brain and skill of the expert that BEST ! 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



MASSEY SAT., JAN. 25 HALL Under suspices of the Canadian Institute of Toronto.

cars. In this year's model the Stevens-Duryea' people have enlarged their en-gine 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 ar rangement of valves. By extra ma chining of every part the engine has been made more silent than ever. A special feature of it is the water-jack eting of the valves, and so perfectly does the Stevens-Duryea method of water-jacketing prevent undue wea and expansion that it is possible to adjust all valves and operating me chanism to a point where sound is entirely eliminated. The flexible attachment of the pow er plant to the chassis by three-point Capt. Amundsen "How I Discovered the South Pole" Prices 50c, 75c and \$1. Rush 25c. Seats now on sale. WEDNESDAY, JAN. 29 **Boston Symphony** 100 Musicians Orchestra

The flexible attachment of the pow-er 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." Dr. KARL MUCK ANTON WITER Prices \$2, \$1.50, \$1 and 75c. Rush 50c. SEATS NOW ON SALE,

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 Houk detach-able rim, which is the latest design in the chast of a seven and seven and the advance wire wheels, and gives all the advan-tages 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 Houk rim.

REMARKABLE TRIP

dication of Supremacy.

The "Royal Edward" of the Canadian Northern Steamships, has given a further vindication of her assumption of supremacy in the Canadian Atlan-tic Service, by her remarkable trip from Bristol to Halifax, which was completed last Friday. The "Royal Edward" holds both sum-mer and winter records, each of which

The "Royal Edward" holds both sum-mer and winter records, each of which hewever, was made in comparatively good weather, but the governing wea-ther 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 presist-ent violence of the weather. It is more remarkable that - in a storm, unparalleled in the knowldge of the most experienced masters, the "Royal Edward," leaving Bristol on the evening of January 8th. should arrive

NEW YORK, Jan. 22 .- (Can. Press.

NEW YORK, Jan. 22.—(Can. Press.) —Cut diamonds, weighing 407-8 carats, smuggled across the Canadian border and confiscated by the govern-ment, were sold at auction here today, by a United States marchal, 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 he East." to which Sir George Tur-r. the English doctor, who has con-racted leprose 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 le-gagies have lately been left.









OPERA Broadway DOWN HOUSE New York EAST Theatre

of the most experienced match on the "Royal Edward," leaving Bristol on the evening of January 8th. should arrive at Halifax on the forenoon of the 7th. The "Royal Edward" traveled thru the most violent storm centres, and altho 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. TOR ON TO SYMPHONY ORCHESTRA To, 1.00, 1.50, 2.00.



TIGER LILIES. Next Week-Miss New York, Jr.



Next class begins Tues-day. Jan. 28th, 8.30 p.m. Ladies and gentlemen. Apply at once. C. F. DAVIS, Principal 215 Dundas St. P. 862