MUCH ATTENTION

Despite Busy Shopping Week, Crowds Patronize Strand Theatre.

GIVEN MUCH PRAISE

'King's Visit to His Armies in Great Advance" Remarkable Film.

Despite the fact that this is perhaps the busicst of all shopping weeks in the year, and people are for the most part thinking of nothing but the rapidly approaching holiday, crowds continue to patronize the Strand Theatro, where the latest war film. "The King Visits His Armies in the Great Advance." is being shown.

viance," is being shown.

The pictures have attracted citywide attention, as attested to by the bundreds of people who see the film daily. Each day's attendance at the theatre has been greater than the foregoing one, according to box office receipts.

foregoing one, according to box office receipts.

The King's visit to his armies in the recent great advance at the Somme was filmed by the British Topical committee's military moving picture operator, Lieut. Malines, who was one of the photographers who took "The Battle of the Somme." The picture constitutes a record of a therogoing tour of inspection undertaken by his majesty, who met and conferred with the President of France and the general staff, and saw everything there was to see of the actual fighting.

The King's visit to the front makes a companion picture to that wonderful film, "The Battle of the Somme," and is so regarded by the British press. Thruout the presentation of this picture, patriotism stirs the audience, and frequent applause is sounded.

The Chaplin picture was shown during the forepart of the week, and during the remainder of this week another story in the serial "The Crimson Stain," featuring Maurice Costello, will be presented. This serial is expinited.

Stain," featuring Maurice Costello, will be presented. This serial is exhibited with each number a complete story in itself. Costello has many admirers, and his list of devotees has increase with the release of this serial. program is one of the best

REMOVES OFFICES.

The Canadian War Contingent Asso-lation has removed its offices from the Westminster Palace Hotel and established headquarters in 123 Victoria street London, S.W. Those who are nterested in providing comforts lamadian soldiers are requested

HEROIC RESCUE MADE BY COLORED SOLDIERS

Sick Captain Snatched From Certain Death in Blazing Windsor Barracks.

Windsor, Dec. 20.—A fire which broke out in the agricultural building at the Windsor Jockey Club, occupied as barracks by No. Colored Construction Battalion, today found the negro soldiers equal to the occasion and at great risk they rescued Capt. G. T. McLaren, til and helpless, from his bed just as the roof fell in. The blaze, which started in the orderly rooms, spread with such rapidity that the building was destroyed before the arrival of the city firemen. The building itself was valued at \$2,500, while the contents, including officers' equipment and the personal effects of Capt. McLaren, Capt. McConnell and Lieut, the manoeuvres—and they seem to have as many formations as in the army tain the same distance from one another. And destroyers dash around like mad things. Meanwhile the battle squadron is doing its own work impressively at a distance.

"The dexterity of a fleet of motorboats on regatta day. During all the manoeuvres—and they seem to have as many formations as in the army tain the same distance from one another. And destroyers dash around like mad things. Meanwhile the battle squadron is doing its own work impressively at a distance.

"The dexterity of a fleet of motorboats on regatta day. During all the manoeuvres—and they seem to have as many formations as in the army tain the same distance from one another. And destroyers dash around like mad things. Meanwhile the battle squadron is doing its own work impressively at a distance.

"The dexterity with which these crafts, large and small alike, are handled, would be a revelation to the expert yachtsman or the steamboat men of the lakes.

"The men of our navy are everlastingly training and becoming more weirdly efficient. Regarding the ships themselves—the word is 'Hush.'" McLaren, Capt. McConnell and Lieut. Menton, added another \$500 to the loss.

FIND A. GREEN GUILTY. Woodstock Man May Be Fined for Causing Bodily Harm.

the case of Alex Green, charged with causing grievous hedily harm to Constable Moore, found the accused guilty, with a recommendation for nercy." At the solicitation of J. Godfrey, Green's counsel, Judge Wallace deferred sentencing Green for one week. In the meantime it is possible that some arrangement may be arrived at whereby Green will pay a stated sum instead of going to jail.

WATCH FOR BURGLARS. County Police After Thieves Who Stole Mail from Walpole Island.

Chatham, Dec. 20.—The county police have been advised to watch for burg-lars who last night broke into the postoffice on Walpole Island and stole registered mail, valued at \$200. The miss ing letters include eight letters enclosing cheques to wives of soldiers now at the front, in addition to two government cheques payable to Walpole Island constables. A quantity of stamps and a small of money were

NOW BRIGADIER-GENERAL.

Windsor, Dec. 0 .- Word was received by A. P. Panet today that his brother, Lieut.-Col. Henry A. Panet, of Windsor, has been promoted to the rank of brigadier-general. He has been in France with the Canadian Horse Artillery since the outbreak of the war and has frequently been mentioned in

STEAMER RELEASED.

steamer that was fast in the ice off Colchester, was released by tugs this morning and supposed to be proceeding down the lake, but owing to the snow storm could not be seen later in the day.

J. H. MATTIC DIES.

Hamilton, Thursday, Dec. 21.-J. H well-known resident of this city, and former correspondent here for The Toronto Globe, died at the City Hospital yesterday after a brief City Hospital yesterday after a brief illness. The deceased was well-known in Masonic circles and was a member of St. John's Lodge, A.F. and A.M., and Godfrey De'Boullion Preceptory. Miss Marion E. Mattic, the well-known

Charles White Alleged to Have Stolen Money From Letters.

Chas. White, 68 years of age, of 14 lazelwood avenue, was arrested yeserday afternoon by Detectives Mitchell and Mulholland on two charges of heat; the first, of stealing \$981.60, the

White was employed as a machinist at the general postoffice, East Adelaide street, and in some manner is alleged to have secured possession of letters containing money, which he for his own use.

Australian Nurses Arrive in Toronto on Way to England

A party of twenty-five nurses en-route from Sydney and Melbourne, Australia, to England, where they purpose entering military hospitals, ar-lived at the Walker House yesterday. They leave today for New York. These women, the majority of whom have relatives at the front, express regret that the conscription bill was voted down in Australia.

MANY CANADIANS SEE GRAND FLEET

Officers Go on Trips of Inspection to British Navy.

SUBMARINES ON DEEP

Operating of Craft in Home Waters Has Been Settled.

London, Dec. 20.—For some time past whereby Canadian officers who have been at the front are enabled to visit the grand fleet. Many have availed themselves of this, with the result that nterest in the work of the navy, and appreciation of what it means to the

army in the field, has been greatly stimulated among the Canadian fight-

stimulated among the Canadian fighting forces.

The Canadian Associated Press has had an interview with an officer just returned from such a visit. "It is interpossible," he said, "to give a person who has not seen the miles and miles of battleships any real lides of the navy. Words are too feeble.

"Modern battleships in dead-weight tonnage are bigger than any great liners, such as the Olympic. Imagine an endless chain of these—the first being almost out of sight from the last, turning and twisting the while steaming at great speed, and doing all these evolutions with the dexterity of a fleet of motorboats on regatta day. During all the memory.

"The men of our navy are everlast-ingly training and becoming more weirdly efficient. Regarding the ships themselves—the word is 'Hush.'" A question was asked regarding sub-

"Everyone understands that so far as operating in home waters, they were settled a year ago. They now operate out in the deep sea, and a sub in that environment is like a minnow in Lake Superior. The arming of all merchant ships would reduce the number of the latter subsequently sunk by 80 per cent. One out of every which now now arm arms. five which now carry guns is lost, while four out of every five without guns, which are attacked are lost. One of the virtues of a ship possessing guns is that a submarine will subnerge rather than expose itself to at-

ABDUCTION OF INFANT LAID TO FOSTER FATHER

Real Parent Charges Thomas Woods With Hiding His Little Girl.

Chatham, Dec. 20.—Charged with inent to deprive Jacob Fox, of London Ont., of his lawful child, Helen Fox, an infant of seven years, who shortly after birth was placed in the Catholic Hospital for the Blind in London, Eng Orphanage Hospital in London and at which the blinded Canadian solwas subsequently adopted by Thomas diers are given training before re-Woods of this city, the latter appeared in the city police court, pleaded not guilty, and was sent up for trial. Durng the preliminary hearing which concluded today, W. G. Richards, for the rown, intimated to the court that the child had been spirited away following the first visit of the father to this city a few weeks ago, after he had learned he whereabouts of the infant from the authorities at the London institution. The child is supposed to be in Chicago, now in the care of a third party. The infant has been in the care of the Woods family for nearly six years, and it is understood they were not aware until recently that their protegee was daughter of the complainant.

POSTOFFICE EMPLOYE BANK OF COMMERCE

of War.

QUICK ASSETS LARGE

mmercial Loans Increased, But Liquid Assets Are Also

report, were \$2,439,000 or 8.56 per centon capital and rest. This compares with profits of \$2,352,035 in 1915 and \$2,668,234 in 1914—the percentage or capital and rest in those years propriations this year amount to \$298,-988, the items being: Circulation tax, \$88, the items being: Circulation tax, \$88, the items being: Circulation tax, \$147,288; pension fund, \$80,000; patriotic fund, \$50,000; British Red Cross Society, \$6000; and Northern Ontario Fire Relief, War Hospitals, etc., \$11,700. Last year the appropriations, including \$1,000,000 applied to write down securities, aggregated \$1,207,906; and in 1914, they amounted to \$135,000. After allowing for the dividends and bonus which have absorbed the same amount \$1,800,000, the profit and loss balance was built up to \$802,000, as compared with \$461,892, shown a year ago. In view of the fact that this substantial addition to the carry forward was made after providing for the bonus on extra dividend of 2 per cent., the shareholders will doubtless accept the results as satisfactory.

as satisfactory.

Quick Assets Larger.

In various respects the war has bome hardly on the profit and loss accounts of the banks. The circulation tax alone absorbs roundly 1 per cent. on paid capital and the other contributions voluntarily assumed representations.

on paid capital and the other contributions voluntarily assumed represent another substantial sum.

There was a marked increase in the reserve of cash and quick assets generally, the total as at Nov. 30, 1916, being \$123,000,000 as against \$101,000.000 a year ago. Much of the increase here is in the form of call loans and bank balances and government bonds. Call loans, at home and abroad show substantial gains. The New York loans thruout most of the year commanded low rates of interest, but for funds employed is London, higner rates prevailed. As the bank must stand ready to meet large obligations of its customers payable in the two great international centres, heavy reserves of ternational centres, heavy reserves of cash or its equivalent are absolutely necessary. Again it is recognized that a considerable part of the newly acquired deposits of Canadian banks in general consist of transient balances; and in consequence large amounts or liquid funds must be carried against them. The increase of \$27,000,000 in its liquid reserve during the past year indicates that the executive officers of the Bank of Commerce are fully alive to their responsibilities in this connection. On no previous occasion of the bank's history have the reserves of available assets approached the figures shown for November, 1916. At amounted to 56 per cent. of the deposits and roundly 50 per cent. of the total liabilities to the public.

Commercial Loans Larger.

The strengthening of the cash posi-tion was not effected, however, at the expense of the commercial loans and discounts. These at the end of the fiscal year showed an increase of three million dollars to \$133,738,000. The activities of the various industries with which the bank's clients are assooans of the bank, it is the case that considerably in excess of the figures, hown by any other Canadian bank-

It was the satisfactory increase of deposits that enabled the bank to increase its liquid reserve to the desired extent, fully meeting the changed conditions, without resorting to liquidation of commercial loans and discounts. The aggregate gain in interest-bearing and non-interest-bearing deposits was \$35,000,000—so, roughly four-fifths of this was applied to inease the reserves. During such periods as the present the fluctuations of leposits must necessarily be extensive. future large government and other credit transactions are assured, and the strength of the Bank of Commerce in the matter of quick assets indicates clearly that the bank will take a prominent part in the prospective financing

Canadian Red Cross Society To London Home for Blind

At the meeting of the central execuive of the Canadian Red Cross So-ciety, held yesterday another grant of turning to Canada. which is under the management of Sir Arthur Pearson, who is himself blind has been compelled to extend its ac-commodation. Vancouver recently commodation. Vancouver recently shipped many cases of comforts to the

FOR BOARD OF EDUCATION.

John McClelland, a prominent business man in Toronto for a number of venrs, is a candidate for membership on the board of education in ward four. Mr. McClelland is president of the firm of McClelland, Goodchild & Stewart, Limited, publishers, West

THE UNION TRUST COMPANY, LIMITED

Notice is hereby given that a dividend of 21/2 per cent. for the 3 months ending December 31st, 1916, being at the rate of 10 per cent. per annum, has been declared, payable January 2nd, 1917.

The transfer books of the company will be closed from Dec. 22nd 30th, inclusive.

By order of the Board. Toronto, Nov. 29th, 1916.

J. M. McWhinney, General Manager.

"I WANT 4,000 PEOPLE TO READ THIS ADVERTISEMENT"

Reasons Why At Least 4,000 Bread Users Should Send Their Orders in This Week to Geo. Lawrence's Bakery

"There are about 100,000 families in Toronto who use baker's bread.] have always had a good share of this trade and that is the reason I have almost always been able to give the public an advantage in price. The bigger the volume of business I carry, of course, the less each loaf costs to produce. I have for eighteen or twenty years given the public the benefit of their own patronage-they have shared my profits, always, in the form of a reduced price, whenever the amount of business they gave me warranted a reduction. My bakery has been run on a co-operative basis—that is when the people gave me enough business I handed back a share of the profits by lowering the price of my bread-and every customer received a dividend from my business just as much as if they actually owned stock and were shareholders in it. It is a sound business principle—increasing the turnover lessens the cost of production per loaf. It is on this principle that I figured out my costs on November 17th and 18th, and decided that in conjunction with my enormous new purchase of flour at a favorable price, I could sell bread two cents a large loaf cheaper IF-mark this word IF, it is the keystone of the entire bread situation in Toronto to-day-IF the people of Toronto would back me up in my plan to reduce the price of bread by giving me an increased volume of business represented by 10,000 new customers. Bread at that time was 18 cents for a three-pound loaf, so in my first appeal to the public, in an advertisement on Monday, Nov, 20th, I stated this fact :

You Save 17 Cents Every Time You Buy a Dollar's Worth of Lawrence's Bread Tickets

Just figure up how much of a cash saving that would be to the people of this city at the rate of a dollar's worth of tickets a week-no less than

Seventeen Thousand Dollars a Week

Any person who has the intelligence to read my advertisements; any person who has the mental capacity to make rudimentary deductions from first causes will recognize instantly that this big saving to the Toronto public is directly, exclusively and solely due to the reduction of the price of bread which I inaugurated on Nov. 20th—just one month ago.

Why Did I Do It? How Could I Afford To Do It?

First, WHY? One reason why I reduced the price, was because I felt that I could afford to sell bread for a little less than 18 cents for a large loaf because I had made a fortunate purchase in flour, though I could not afford to sell at 16 cents except I secured a large increase in my output. Another reason was because I felt that the public looked to me to do something to relieve them from the awful pressure of high cost of the necessities of life. I always had been able to save them money before; why could I not do it now? How could I afford to do it?

As I have stated, I figured that I could get the price down to 16 cents for a large loaf if I could get enough customers to further lessen the cost per loaf. I decided not to wait, but to take it for granted that the public would back me up, encourage me, support me, and MAKE IT POSSIBLE FOR ME TO KEEP DOWN THE PRICE OF BREAD AFTER, I

ONCE REDUCED IT, by giving me their orders. I only needed 10,000 new customers out of this whole city full of bread-eaters, to make my position secure.

I banked upon their loyalty, upon their fidelity to their own interests, and upon their hearty support of the bakery which proposed to throw down the gauntlet in a fight for them and try to win out a PERMANENT REDUCTION IN THE PRICE OF BREAD. Did the 10,000 new customers support the new move?

I am glad to say that at the present time, I feel greatly encouraged because the thinking element, the solid citizens, those who read and understand the signs of the times, who realize the hazards of business and the courage it takes to do big things at personal risk for the public good, and the faith in public sentiment which a man must have to launch a plan like mine—these, I am glad to say, are the ones who have formed the public support of my effort, so that

I Now Need Only 4,000 More Customers to Make 8c Bread a Permanent Price What say you, reader? Are you with me in this good cause? Do you care enough about having the price of bread reduced to give your support to the bakery which reduced it? Will you be loyal enough to the public interest to help make up the remaining 4,000 by sending me your order for bread?

I Ask No Favors. If any skeptic thinks good bread cannot be made for 8 cents for a 24-oz. loaf, let him try my Home-made Bread. He will declare, honestly, it is the best bakers' home-made bread he ever tasted.

I am anxious to close up the remaining 4,000 customers. If you will send your order, please do it to-day or to-morrow morning.

Order by Telephone: College 321, College 137, College 25

8 Cents for a 24 Ounce Loaf
YOU SAVE 4 CENTS EXTRA ON EVERY DOLLAR'S WORTH OF TICKETS

GEO. LAWRENCE, Baker The Man Who Put Down the Price of Bread and Wants YOU to Help Him KEEP It Down.

Bakery and Offices: 21-31 Carr Street

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