

## TO DEFEND BUCHAREST AGAINST GERMAN RUSH

Roumanians Place Capital in Condition for R sistance, Teuton Newspapers Report Civilians Withdraw


## YOPK COTJNTY SMUBDRBS

WEST TORONTO
YORK MILLS

(Conntinued From Pago 1.)
$\begin{aligned} & \text { the old defences into a new system of trenches as at Verdun and } \\ & \text { qyery other/ sector of northerny France. }\end{aligned}$



CANADIAN CASUALTIES




## 

WRy


## Why the name "Quality Bread" belongs to the Lawrence Bakery

good chance to test the quality of "cheap": bread compared with "expensive" bread. Of course, we have not heard from all of our new customers, but they at least continue to take our bread in spite of very strong inducements to leave us, and go back to their former bakers. Those we have heard from say they "like our bread better," "it keeps better," "has a better flavor," "is more substantial and finer texture," "Lawrence's Bread is more satisfying," "seems to have mibre nourishment," "we consider it is of considerably better quality," "we never had bread we like so well, and will stay with Lawrence's Bread right along." These are samples of the remarks made to us and our men by hundreds of new customers. I want to add one final word about QUALITY. I can prove by comparing invoices that
I buy more high-grade flour and a better grade of high grade than any other Toronto baker. Those who wish to start "Quality" talk must have better arguments than mere slander, inspired by a desire for revenge against the bakery which reduced the price of bread.
It is an old and not admired practice to decry another man's goods because he is en abled by better business circumstances to sell for a lower price. The public ought to be able to judge pretty well whether Lawrence's Bread is the BEST. We believe it is, and our list of steady customers who cannot be lured away is pretty good proof that the quality of Lawrence's Bread is the kind they want.
Lawrence's bread brings the highest cash retum per loaf of any bread in this city--just think that over when the subject of "cheap" bread is brought up
In the first place I get CASH for my bread, real money, not an-accumulation of promises, bad debts "written off" assets to cripple my selling price. My system stops losses from such sources, and the result is my bakery can prosper at a price for bread which would be very difficult for loosely-operated plants to meet. It takes the strictest and most determined business policy to meet the wiles' of competi ors who offer the most unbusiness-like inducements to get customers away from me. But I mage
somehow to get along, and carry many thousands well-pleased customers along with me, too. But the somehow to get along, and carry many thousands well-pleased customers along with me, to
(1) Will Lawrence be able to keep the price down to 8 cents?
(2) Will Lawrence keep up the quality of his bread?
(3) Will the feople suppoit the Lawrence- Bakery with thelr orders?

These are three vital questions. They are the kernel in the nut of this whole situation, and on these three depend the satisfaction of the public and the possibility of maintaining the reduced price. To the first two questions, I can answ

The answer to the third question is up to the public, and in their own interests, and in the interests of cause of such general importance as the maintaining of the low price of bread, the lowest in any city in
Canada or the United States; the answer, unanimously, from every Toronto Bread User, should be

$$
\mathbf{Y E S !}
$$

I wish to say that yesterday we recorded a splendid enlistment-of new customers for the cause of keepin down the price of bread. Every order you send me is a nail that fastens our flag to the mast. Ou can to push forward to victory - the permanence of the rou should be proud to fight under. Do all you of business to make low prices possible, and it is to build up this volume by detting your big volum we are doing this advertising.

## Will You Send'Your Bread Order to Lawrence

# ORDER YOUR BREAD BY TELEPHONE College 321 

## Three 'Phones

 College 137 College 258 Cents for a 24 oz. Loaf--- 13 Tickets for One Dollar You Save Four Cents Extra on every Dollar's Worth of Tïckets GEORGE LAWRENCE, Baker

THE MAN WHO PUT DOWN THE PRICE OF BREAD



DECEMBER 1191

## HOCK FV Looks Like 0. H. A.'s Biggest of All Years <br> $\cdot$ <br> TURF Long Winter Season Opens in Mexico

TWENTM NEWCLUBS
TOENTER THEO. H. A


York Battalion Will Enter the
Junior Ranks-Hockey



Every garment a gentemanly style-lht's just a matter of OVERCOATS


Whether you select a
Chesterfield an ulter
style-or the big swagker Chesterfield - an alst
style or the big swagge
easy-fitting garment. easy-fitting garment.
Harris tweeds Harris tweeds, cheviots,
Llamas, triezes, and other wonderful weaves. Very attractive range of
exelusive patterns and fine assortment of
and shades in new and shades in new,
brewns, blight and dark
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mixtures. Chosen by Fairwoathers to
sell to men who discriminate in dress. \$25-\$30-855- $\$ 45-550$
Military Rain fantry men


Fairweathers Lisk
${ }_{84}{ }^{\text {air }} \mathbf{8 6}$ Yoathers St, Toronto



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X'SKUCE ME


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The Frontenac Brewery of Montreal, the greatest brewery of Canada and the mos ${ }^{\text {t }}$ "up to date of America, has just brewed a new beer to meet the requirements of the recen ${ }^{t}$ This beer is a high-class product and fully worthy of the other Frontenac Brands. It has already acquired much favor with the beer drinking public of Optario
Notwithstanding the heavy handical
and tasty. Brewed in Dark and Light.
This new Frontenac Beer will be found in the following first-class Hotels and Restaurants:
 otel bottLes

Cameron House

E. T. SANDELL, Representative, 523 Yonge Streé. Tel. North 192

FRONTENAC BREWERIES, LIMITED, MONTREAL, P.Q
-

By Lou Skuce


Harvard Rugby Earned Over Quarter Million




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Conqueror of Yale And Harvard Beaten By Colgate Eleven



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 PENNS ComEBACK.

G. HAWLEY WALKER Limited 126 and 128 YONGE STREET


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White Label Ale

## Invalid Stout Fani stroneth)

Toronto Prices---Delivered Free JAMESA A, BLEAKLEX



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street
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## At Simpson＇s－A Great Sale of Men＇s Suits at $\$ 12.45$

Here is a Group of Bargains in Men＇s and Boys＇Seasonable Furnishings

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|  | Men＇s Work Shirs，witit coils atached， made trom |  |
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|  |  | Men＇s Body Band． |
| 12 to 14.4 Rerevilar soc | Pull over style with high roll storm collart ribbed knit Iint |  |
| sill ernay |  |  |

This is a Friday Bargain that should bring an early crowd，for the values are marvellous




Men＇s Very Good Winter Overcoats at $\$ 12.95$

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| :---: |

Bigy full－sized Ulsters， 50 inches long；double－breasted；convertible colla snd belted back；made of strong，heavy，English tweed，in grey or brown
lined with durable materials，and excellently tailored．This is a coat th lined with durable materials，and excellently tailored．This is a coat that will give you splendid service and sat isfaction．Sizes 36 to 44.12 .95
It＇s a great value for ．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．． 12.95

Leather Bags for Gifts
Very Special Value





## Flannelette Blankets at $\mathbf{\$ 1 . 1 9}$

Four Wonder Bargains for Boys
Boys＇and Youths＇Slip－on and Ulster Overcoats，Friday $\$ 4.85$



Slip－on Overcoats for the Smaller Boys，Friday Bargain $\$ 3.95$
 Bo ys＇Twed Norfolk Suits，Friday Bargain $\$ 3.98$



## City Weight

 RubbersAt Lowest Price





8 to 10,34 ．



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Boys＇Odd Blnomers，69c

## Low Prices for Dependable Grades of Footwear

## Women＇s Smart，Stylibh Boots s2．49．${ }^{\text {and wer wer Fulf fiting round toe and }}$






Men＇，Good Wearing Boos，$\$ 2.79$.


pairs Boys Boox Kip Kipol Bucherer Boots solid


Girbs＇Boots That will weer





Many Clearance Specials in Rugs
These Wilton and Brussels Rugs Are Wonderful Vaiue． 10 Rugs Only







 4 YARD Wipe




These Tempting Values in the Drapery Department




\＆SCREEN FRAMES．
A three－foud sareen trame，finished in oak


Bargains in the Simpson Christmas Show or or fort





Men＇s Hats 95c

The Market Telephone Adelaide 6tvo




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