

A New Year

Is before us with a new record to make. We are out to beat last year's business, and of course we don't expect to do it, unless we deserve it—we will try our utmost to make this store deserve your business more than ever—during the year of 1917—Watch us and see how well we succeed.

Thornton & Douglas Ltd.

Clothing Manufacturers.
Stratford Kitchener Hamilton

NO USE TALKING

There is nothing quite like
OCEAN FLOUR
Flour for producing bread of quality and purity. If you have not as yet tried this excellent flour, it is time you did. Why not order a sack today and try it?

OCEAN FLOUR
Wm. SNIDER FLOUR MILLS
PHONE 239 WATERLOO, ONT.

L. A. A. Septet Trims Boys From Kitchener

In a game characterized by plenty of action the London Amateur Athletic Association Junior O.H.A. hockey team defeated the Kitchener Union Jacks by a score of 5 to 2 at London Curling Club rink last evening.

The L. A. A. team, notwithstanding the fact that the members have had little practice, showed up in splendid condition and from present indications there is no doubt that this speedy aggregation will be at the top of the bunch when the spring playoffs begin.

The game was played in three 20-minute periods.

Many penalties were exacted from players on both teams, the two-minute infractions being handed out by Referee William Legg for fouling and tripping.

Schell of the Kitchener team scored

the first goal in one and a half minutes after play commenced.

Novak, the visitors' right defence, received the first penalty of two minutes for tripping. At five minutes time Waagen shot the rubber to Phillips who scored the L.A.A.A. first goal with a wicked drive of the puck straight into the net.

Redow, the right wing for the local septet scored the last goal of the period at sixteen minutes.

Second Period.

At the opening of the second period Norman replaced Waagen at centre, in order to give the force a chance to work out. Smith replaced Hynd at goal for the same reason, the L.A.A.A. manager considering it was wise to give all the boys on the team an opportunity to play during the first half of the game.

Kay, the speedy L.A.A.A. rover, scored with a hot drive down the ice at three minutes after play opened, and one minute later repeated the trick, the balance of the period going through without a score by either team.

During this period Jamieson, Novak, McKag, Phillips and Schnarr were penalized, each two minutes.

Norman Scores.

The third period opened with Walden at centre for the first half of the period. Norman playing the balance. Jamieson and Seiling of the visitors team went down on the ice for a minute apiece, the former from a crack over the head with a hockey stick, the latter stuck in the stomach with the puck.

At 12 minutes Jamieson took the puck from a mix-up sent it down the ice, and on a rebound shot the rubber into the net for the second and last score for the Union Jacks.

Norman at one minute before the close of the game scored the fifth and last goal for the L.A.A.A. team.

The line-up was as follows:

Kitchener
L.A.A.
Huehnera Goal. Hynd and Novak
Novak... R. defence... Phillips
Seiling... L. defence... Gibbs
Jamieson... Rover... McKag
Schnarr... Centre... Walden, Norman
Schell... R. wing... Redow
Sauer... L. wing... Elliott
Hannberg.

HOCKEY.

Stratford Jan. 1.—By 7 to 5 the local O.H.A. juniors defeated Preston this afternoon in a good game before a big holiday crowd. It was a battle royal all the way and only a grand rally in the final period put the home team in the lead. The first period was a tie at two all and the second frame ended 4 to 3 in favor of Stratford. The third period was lightning fast.

White Moore and Bridgman were the best of the locals though they played well. Blum the Preston goaltender is a crackerjack and Clarke is probably the fastest of the forwards. Referee Jack Shea of Palmerston lined up the teams as follows: Stratford—Goal, Malone; left defence, McDonald; right defence, McAdie; rover, Harris; centre, Bridgman; right wing, Moore; left wing, White.

Preston—Goal, Blum; left defence, Roth; right defence, Heinrich; rover, Thompson; centre, Schnarr; right wing, Clarke; left wing, Johnson.

A NEW YEAR'S MESSAGE FROM HIS EXCELLENCY THE GOVERNOR GENERAL.



Canada is heart and soul with the Mother Country and the Allies in their fight for Liberty and Justice.

Every Canadian man and woman can assist by placing his or her services at the disposal of the State.

Government House,
Ottawa, 20th December, 1916.

Devonshire

National Service Week, 1st to 7th January.

We are Plunging into Stock-taking Which Must be Completed Within a Limited Time

During which time all surplus lines will be reduced to clear and it will be advantageous for you to purchase now.

Cut prices on Ladies' Special prices on
and Children's Coats. black & colored Silks

WESELOH-GOUDIE, Ltd.



KING GEORGE'S TOBACCO CAN BE HAD AT MacCALLUM'S, KITENER
GET KING GEORGE'S AT STUIM BROS., WATERLOO

The Mater's Comfy Slippers

Perhaps Mother or Father or some other member of the family did not get that pair of warm easy house Slippers they so much want. Our overflow of Slippers is offered at prices too small to mention.

C. W. Hagen
Central Shoe Store.

CORNWALL LADIES' TEAM DEFEATS MAISONNEUVE

Cornwall, Ont., Jan. 1.—(Special.)—The hockey season of 1917 so far as the ladies are concerned opened here to-night with a very interesting match between the Cornwall Victorias and the Maisonneuve Ladies. The Cornwall team, coached by 6 to 0. The teams and officials were: Maisonneuve—Misses E. Dupont, L. Bell, M. Lavoie, May, Dolores, N. Kelly and S. Kennedy; Spares, B. Griffith and M. Kelly.

Cornwall—Misses May, Carpenter, May, Sullivan, Evelyn, Lafaye, Ada, McDonald, Evelyn, Leaverson, Albertine, Lapensee—Bertha, Masson. Referee—“Newy” Lalonde, Montreal.

Judge—George Anderson, Cornwall. “Black and White” V. “Irish” St. Patrick's and T. R. and A.A. should provide a good exhibition of their O.H.A. senior championship game at the Arena to-night. The Irish have left nothing undone to bring their team up to full strength and it will be a strong line-up that will represent them to-night. T.R. and A.A. have been displaying real ability at their practices and all of their players are in the best of condition. The game starts at 8:30 sharp. On Wednesday night the two local N.H.A. teams will furnish the fun. They are tied for the league leadership having each won two games.

NEW YEAR'S MESSAGE FROM THE GOVERNOR GENERAL.

Ottawa Dec. 30.—His Excellency the Governor-General, as president of the Canadian Patriotic Fund has issued the following New Year's appeal on behalf of the Fund.

Twice His Royal Highness the Duke of Connaught appealed to the people of Canada in support of the Canadian Patriotic Fund. The prompt and generous response on each occasion proves how truly Canada appreciates the debt which she owes to her sons who are fighting for the Empire. Heavy as the sacrifices have already been the Dominion is as determined as



READY TO ACCEPT any call, accept any invitation, take any kind of a trip and appear always well dressed and at ease on every occasion, is the man who wears clothes of style distinction.

OUR TAILORING
We know how to transform woollens into attire that accords with your individuality and adds a touch of subtle style distinction.

Let us take your measure.

You will like our work.

GEORGE HOELSCHER

29 E. King St., upstairs, Phone 1073

ECONOMIZE
By having last winter's suit or overcoat re-dyed or cleaned and pressed. Will make it like new.

Berlin Dye Works

28 South Queen St.

How Often

O, how often, these bleak, freezing days, you have wished for a new, warm Overcoat. Make your wish come true by leaving your measure here, today. We'll make the price right, as well as the coat.

Max. Rosenberg
Merchant Tailor,
Janzen Block, Kitchener.



AUSTRALIA'S CHAMPION IN NEW YORK. This photograph shows Tex Richard (on the left), famous right promoter, and Leo Darcy, the Australian boxing champion (on the right). The pair are now in New York, where it is said that a fight will probably be staged between Carpenter and Leo Darcy, when Carpenter arrives on his expected leave from the French army.

Five Good Reasons for a McLaughlin own Car

It is made by a Canadian Manufacturer with a well known reputation for good quality. As part of a McLaughlin Car can had in 24 hours.

It has the famous “Buick” valves-in-head motor which develops 15 per cent. more power than any other.

It is upholstered in real leather.

It has the “Delco” system for starting alighting.

For other particulars see

LOCKHART

Our Country Needs Gold

The Most Profitable Way For Our Country to Get It, Is By

Canadians Mining It.

Northern Ontario is one of the most prolific fields for mining in the world and yet few Canadians seem to know it.

Help Enrich Your Country

and also thereby make wealth for yourself by investing a good

safe

Call for information

Mining Enterprise

Phone 848.

Kieley Smith & Amos

35 King St. W., Chenev

Geo. A. Wanless Rep.

How to Find Real Salesmen—

or Positions as Success

Behind Every Successful Concern Stand Salesmen

If you want to keep the dollars pouring into your bag box you must have real salesmen—salesmen who can make an intelligent, tactful, and forceful presentation of your goods. It is a business house the difference between success and failure. If your salesmen are incompetent find producing salesmen cheaply and quickly with our Want Ads.

Or, if you are a real salesman or saleswoman and you want a position or a better place than you now have, you will find our little Want Ads splendid position finders. Scores of employers and hundreds of employees read and use our Want Ads daily—and profit greatly by the habit. Write your Want Ad like those below. Make it definite and to the point. Then send it to us promptly. You will be pleased with the results. Learn to

(Suggestions for You to Adopt)

SALESMEN WANTED—Competent men and women who know the selling points of men's clothing and who can present our goods in an attractive and convincing manner. Will pay good salary to capable men. Write, giving full details of experience, age, etc. to: Advertiser.

POSITION WANTED—By experienced retail store salesman. (Recently victorious salesmen) desire position of sales; know business; connected to C. store; ready to work. Will handle your company with care and produce sales. Will have four stock very quickly. Salary reasonable. Address:

(Signed) D. P. N. S. H. I. B.

Use

“The Want Ad Way”

twelve million five hundred thousand dollars will be required to meet the requirements of the next twelve months.

The sum is a large one but when the circumstances are fully realized and evident that the people of Canada will willingly contribute the

amount necessary for the fund to continue its patriotic work.

(Signed) D. P. N. S. H. I. B.

Members of the Audit Bureau of Circulation

THIRTY-EIGHTH YEAR

THE A

Activity Resumed on Verdun

FRENCH PATROLS WE ACTIVE

PARIS, Jan. 3.—The British and French armies rather active north of Verdun in the region of the hills and Bezons and a Champagne, says today's edition from the Office of the French army and in prisoners.

Two More Seamen Have Been Shot

BELONGING TO FOUR DIFFERENT COUNTRIES

LONDON, Jan. 3.—Lloyd's agency announces the death of two seamen, one British and one Norwegian, who were shot by the German navy on the coast of Norway because of the manner in which certain actions were fulfilled by the British.

Export of Coal to Norway Prohibited

WHICH DID NOT FULFILL OBLIGATIONS

LONDON, Jan. 3.—The Norwegian newspapers quoted in the Express and the Telegraph deplore the fact that the British Government has prohibited the export of coal to Norway because of the manner in which certain actions were fulfilled by the British.

118th Bn. Concer To-morrow Evening

Fine Program Arranged

In a program which will be the program, be rendered 118th Band the Grand Theatre tomorrow, Thursday evening. At the time should prove a most interesting and attractive all round entertainment to the public. When at the 118th Band had performed, and the bandmaster indulged in such practice in rare treat in store for all who read. Give Boys a good

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Or, if you are a real salesman or saleswoman and you want a position or a better place than you now have, you will find our little Want Ads splendid position finders. Scores of employers and hundreds of employees read and use our Want Ads daily—and profit greatly by the habit. Write your Want Ad like those below. Make it definite and to the point. Then send it to us promptly. You will be pleased with the results. Learn to

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