

Ernst's January Sale

The Greater January Sale of 1911 Starts Wednesday

Behind us stand records of the greatest selling achievement one would think possible in a January Sale. Records that following the policy of this store MUST be beaten. This sale, knowing this and anticipating what it will mean, we started a month ago—and leaving no stone unturned, no opportunity missed—put forth every effort of which we were capable, to bring this January Sale of 1911 to a state of perfection in value-giving never attained in any previous year. And that we've succeeded—that we've gathered together the finest lot of wanted goods ever offered you to make January a month of bustling, rushing business stocks greater in assortment and varieties.

WITH PRICE-RECORDS OF PAST YEARS TO JUDGE BY, AND OUR ASSERTIONS OF BIGGER VALUES FOR THIS YEAR, YOU CAN ANTICIPATE A FEAST OF UNPRECEDENTED VALUE-GIVING, AND YOU WON'T BE DISAPPOINTED.

\$5.95 An Extraordinary Value in Men's Suits. A Com- **\$5.95**
manding Price on College Ulsters.

We have purchased specially for the opening day of the January Sale, 100 men's stylishly cut and well tailored in different patterns of cloth and so priced as to present a buying opportunity we could hardly ever to see bettered.

Three-buttoned, single-breasted, sack coat; good Italian cloth lining and strong trimmings; materials are English cloth, worsteds and Saxony finished tweeds in browns, olives, greens and greys; sizes 35 to 42. See the wonderful Come Wednesday. **\$5.95**

Men's and young men's college ulsters, fashionable, single-breasted style. Prussian collar, button close to throat, material is a fancy, wool tweed, glossed sleeve linings, Italian body linings of good quality; sizes 34 to 44. **\$5.95**

Ernst's

OUR SMALL PROFIT SYSTEM IS A GREAT SUCCESS

Flowers for Christmas

WHEN IN DOUBT GIVE FLOWERS. Remember the sick with flowers. Remember all your friends with flowers. A basket, box or bouquet of flowers add a charm and a delicate finish to any gift. Giving bouquets and funeral work a specialty. Always fresh and prices moderate.

C. MORTIMER BEZZO

31 Ellen St. East

Berlin Auditorium

Ta Skating every Tuesday, Thursday and

Saturday Evening, 7 30 to 9.30

Saturday afternoon, 2 to 4.

Band in Attendance Each Night.

Admission 15c. 8 tickets for \$1.00.

Saturday Afternoon, 10c

A. F. Klugman, Mgr.

Phone 112

PICTURES PICTURES

Do you love pictures? We know you do. We invite you to come to our store and see our new lines. We have all kinds among them and some choice colored pastels, art's, oil paints, pastels painted on glass, etching, carbons and carbonettes. The most exquisite bits of scenery that have ever been shown in the city. Call and see them.

A. B. Surarus & Co.

38 to 40 Queen St. S.

phone 134

There is Only One

"Bromo Quinine"

That is

Laxative Bromo Quinine

USED THE WORLD OVER TO CURE A COLIC IN ONE DAY.

Always remember the full name. Look

for this signature on every box. 25c.

E. W. Brown

News-Record Want Ads. Pay

CURED OF CONSTIPATION

Mr. Andrews praises Dr. Morse's Indian Root Pills.

Mr. George Andrews of Halifax, N. S., writes: "For many years I have been troubled with chronic Constipation. This ailment never comes single-handed, and I have been a victim to the many illnesses that constipation brings in its train. Medicine after medicine I have taken in order to find relief, but one and all left me in the same hopeless condition. It seemed that nothing would expel from me the one ailment that caused so much trouble, yet at last I read about these Indian Root Pills.

That was indeed a lucky day for me, for I was so impressed with the statements made that I determined to give them a fair trial.

They have regulated my stomach and bowels. I am cured of constipation, and I claim they have no equal as a medicine."

For over half a century Dr. Morse's Indian Root Pills curing constipation and clogged, inactive kidneys with all the ailments which result from them. They cleanse the whole system and purify the blood. Sold everywhere at 25c. a box.

Serviceable Gifts
You can present no better gifts than knives, forks, spoons or fancy serving pieces of the well-known brand "1847 ROGERS BROS." For over sixty years the best made, best designed silverware. No other is "just as good." Best tea sets, dishes, walters, etc., are stamped MERILEN BROS. CO. SILVER PLATE THAT WEARS

THE MAYORS FOR 1911

Elections in Ontario Occasion Some Hot Contests.

Toronto Returns Mayor Geary By the Largest Majority in History of the City—Hamilton Elects Mr. Lees By a Big Plurality and Makes Several Changes in Its Administration—The Successful Ones.

Toronto, Jan. 3.—The results of the Toronto elections yesterday were a triumph for the sound sense of the ratepayers, who showed a discrimination alike in the municipal field and in the contests for the Board of Education that should make for a year of good civic and educational administration.

The return of Mayor Geary for a second term was in no doubt, but a majority of more than twenty-seven thousand votes over both his opponents is a striking proof that the citizens regard the choice of a chief magistrate as a serious business. The controllers for the coming year are: Hocken, Spence, Ward and Church.

In Hamilton. Hamilton, Jan. 3.—Ex-Ald. George H. Lees was elected Mayor of Hamilton yesterday by a majority of 504 over Controller Allan. The power question was the principal issue. License reduction also played an important part. The council was cut down from 25 members to 21, including the Mayor and Board of Control. Twelve of the new council are pledged to a co-operative contract with the Hydro-Electric Commission. Ten members ran on the temperance ticket. Five bylaws were submitted and all carried. One provides for a reduction of Council to introduce legislation in favor of compensation of those who lose licenses, another is for the purchase of a site for a new hospital, another for a detention home and a fifth was to raise \$125,000 for good roads.

Mayors Elected, Cities—H. W. Akerman, Belleville; R. A. Bastall, Brantford; George Thorpe, Guelph; Geo. H. Lees, Hamilton; Chris. J. Graham, Kingston; J. H. A. Beattie, London; Oliver F. Dore, Niagara Falls; Mayor Hopewell, Ottawa; W. G. Morrow, Peterborough; Col. Bay, Port Arthur; J. M. McBride, St. Catharines; W. H. Munroe, Sault Ste. Marie; Dr. Fred Guest, St. Thomas; John Brown, Stratford; W. J. Hanna, Windsor; James S. Scarff, Woodstock.

Mayors Elected, Towns—J. H. Mitchell, Alliston; Robert Atkin, Amherstburg; T. B. Barrett, Barrie; P. Hutchinson, W. R. Greenwood, Blenheim; W. H. Schmalz, Berlin; Thos. Haller, Bothwell; John B. Mitchell, Bowmanville; Jacob Kyler, Clinton; Mayor Krugg, Chesley; W. J. Doxsee, Campbellford; Collins, Collingwood; R. T. Wilson, Dundas; D. C. McKenzie, Fort Francis; G. D. Forbes, Hesepeler; N. R. Green, Halesbury; Mayor Camaban, Huntsville; Dr. A.

BLACK KNIGHT

Stove Polish

is not only the biggest can for the money, but by far the best preparation for polishing stoves, pipes, grates and ironwork. Not a messy liquid or powder, or cake which must be scraped, but a large can of wonder-working paste.

If your dealer does not carry "Black Knight" Stove Polish in stock, send us his name and we will send a full size tin by return mail.

THE F. F. BAILEY CO., LIMITED, HAMILTON, ONT.

Makers of the famous "G. W. 1st" Shoe Polish.

THE BERLIN NEWS RECORD.

McKay, Inger, D. H. Currie, Kenora; W. A. Smith, Kingsville; Nelson Hay, Leavelle; R. M. Beall, Lindsay; J. A. Cook, Mount Forest; Frank Campbell, Mitchell; A. S. Kimerley, Napanee; G. A. McLaughlin, North Bay; W. S. Frost, Orillia; Geo. Hillmer, Oakville; E. Lemon, Owen Sound; W. E. N. Sinclair, Oshawa; Capt. F. F. Hall, Port Hope; A. R. Mulholland, Port Hope; M. Burns, Palmerston; John A. Johnson, Parry Sound; Dr. W. A. Henderson, Sarnia; J. McCallum, Sarnia; Mayor Breault, Sandwich; Mayor Lyons, Steelton; A. Fisher, Smith's Falls; A. T. Sibley, Simcoe; J. Funnell, Trenton; S. McCallum, Thornbury; J. Thompson, Tillamook; A. McCallum, Thorold; Mayor Downey, Whitby; C. A. Saulvey, Wallaceburg; G. W. Sutherland, Welland; Walter Chester, Walkerville; George Spotten, Wingham; L. Graybill, Waterloo.

In the Outside Service. Ottawa, Jan. 3.—The Secretary of State will at the present session of Parliament introduce a bill placing all employees of the Printing Bureau in the outside service, on the same footing as letter carriers.

Superintendent Boardman, the chief foreman of the bureau, had placed all employees of the bureau in the outside service, on the same footing as letter carriers. The object of Hon. Charles Murphy, who has dispatched the officials on the trip, is to secure pointers to put in effect the improvements recommended by the commission, which recently investigated and reported upon conditions at the bureau. The party goes direct from Ottawa to Washington where the U. S. Government Printing Bureau will be inspected.

Turned on the Power.

Dundas, Jan. 3.—Hydro-Electric power was turned on for the first time in Dundas last evening, temporary connection having been made with the main interlocking station, which is situated just outside the town limits. The first place to be lighted is the Collins' Curling Rink, one of the proprietors of which is Charles Collins, the well-known baseball player and curler, who is chairman of the civic lighting committee.

The new transformers are being installed today, and Dundas users will have light and power here in a few days. The main station being at Dundas, there will be no cost of transmission.

The bylaw to raise money for the installation of a municipal power and lighting plant carried yesterday by a large majority.

Sent Back to States.

Niagara, Jan. 3.—Provincial Officer McNamara arrested Helena Cuozzo, 17, and Joseph Moralabite, aged 24, in Welland on Sunday, for the Sloan, N.Y., authorities. The pair were sent back to the States for the man to answer to a charge of abduction, while his pretty sweetheart will be charged with violating the penal code.

TELEGRAPHIC BRIEFS.

The Swiss National Assembly elected Marc Ruchet president and Ludwig Fichtelberg president of Switzerland for the year 1911.

The strike of 12,000 dockmen and coal heavers has tied up completely the business of Barcelona, Spain. No ships are being loaded or discharged.

At a special meeting of the Montreal City Council yesterday, a motion to dismiss Dr. Leberge, health officer, because of his Masonic intentions, was defeated by 15 to 13.

The Montreal Board of Trade and other public bodies will send a deputation to Washington to oppose the Long Sault Rapids power bill, introduced in the U. S. Congress. The projected trip for Canadian business men to the West Indies, which was arranged to commence on Jan. 14, from St. John, N.B., and to last for some six weeks, has been finally abandoned.

J. E. Connors of Moosejaw was convicted in that city of having wrongfully assumed the title of D.D., and of having led people to infer that he was a qualified medical practitioner. He was fined \$45.

Hon. Dr. Pugsley heard the complaint regarding the erection of Hydro-Electric towers in the lake, and it is stated he will not delay the work, but will have it done to the satisfaction of the Department's engineers.

Two preachers and many women have been drawn into the Adams County, Ohio, ballot scandal, the ministers confessing that they had sold their votes for \$5 each and the women asserting that they had put a price on the votes of their husbands, sons and sweethearts.

Elegies For Old Year.

"Of all sounds of all bells, most solemn and touching is the peal which rings out the old year," wrote Charles Lamb. "I never hear it without a gathering up of my mind to a concentration of all the images that have diffused over the past twelvemonth, all I have done or suffered, performed or neglected, in that regretted time. I begin to know its worth as when a person dies."

Longfellow, too, looks at the solemn side of the old year, for he says in his "Midnight Mass For the Dying Year": Through the woods and mountain passes The winds like anthems roll. They are chanting solemn masses, Singing: "Pray, pray!"

Tennyson's "Death of the Old Year," however, looks more to the New Year and voices the sentiment of the "king is dead, long live the king." It is not well to dwell upon the mistakes of the past.

He was full of joke and jest, But all his merry quips are o'er. To see him die across the waste His son and heir doth ride posthaste. But he be dead before. Every one for his own.

The night is stormy and cold, my friend, And the New Year, blithe and bold, my friend, Comes up to take his own.

Laurence Munroe and William R. Mead, Architects, Hamilton, Phone 1889.

Double Your Heating Capacity

If we were able to convince you that we had a device which when attached to the smoke-pipe of your stove or furnace (burning either wood or coal) would double its heating capacity, and at the same time save your fuel, and heat your home in the most healthy and comfortable manner, would you not get it? A very important feature of this heater is that the sections are detachable and easy to clean.

The Berlin Fuel Savers, Ltd.
Old Market Building
Berlin, Ont. Phone 780
Open 8 a. m. to 6 p. m.

To The Grand

"The Family Theatre"

An Indian's Gratitude. Suspicion, Vitagraph.

DON'T MISS IT.

A complete change of pictures and songs every Monday, Wednesday & Friday

Vaudeville: Ind. Siad Wah. Matinee daily at 3.30. The Chinese Novelty Orienta, Magician.

Geo. O. Philip, Mgr. Admission, 5c

Moving Pictures, Illustrated Songs

The Theatorium

CHANGE OF PROGRAM EVERY MONDAY, WEDNESDAY AND FRIDAY

OUR MOTTO—THE BEST NONE TOO GOOD FOR OUR PATRONS

THEATORIUM: "The Plain So ng." "A Mexican Romance." "New Laid Eggs."

The Star.

STAR—Vaudeville—The Pierce Co., a company of Star vaudeville artists.

"The Greater Love." "The Queen of Hearts."

The "Ding-a-Ling" Hat

The new creation in headgear for the fair sex has just worked its way out in Detroit in the shape of "The Ding-a-Ling" Hat.

This hat is the best made up in fur and has a very natty appearance. It is one of the most comfortable hats designed this season. The new color for the festive season is "Cerise."

A model of the "Ding-a-Ling" Hat can be seen in our show rooms.

The Misses Cowan

To one and all we extend our most hearty wishes for a Happy & Prosperous New Year.

The Simpson Furniture Store

71 KING ST. W.

Day Phone 37 Night Phone 653

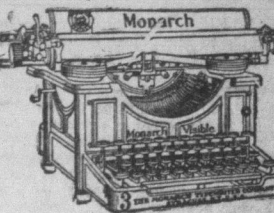
UNDERTAKING AND EMBALMING A SPECIALTY.

Season's Greetings

To our many patrons and friends we extend our best wishes for a very, very prosperous New Year.

Mrs. Milburn,

Hair Parlors, King Street, East



Monarch

the name in the typewriter using world that stands for honesty of manufacture, perfection of mechanical principles, uncompromising durability, enjoyable ease of operation, and marvelous adaptability to all nature of office detail.

THE MONARCH TYPEWRITER COMPANY LIMITED

No. 98 King Street West, Toronto

Hamilton Branch

No. 177 King Street East

Xmas Suggestions

Nothing would please your mother, sister or lady friend better than a nice warm Coat Sweater in Black, Cream, Navy or Grey.

A lady's stately outfit of Tonic, Mitts, Sash and Stratter in Cardinal, would also make a very acceptable Xmas Gift. We have them.

Give us a call when you are out Christmas shopping.

Chicopee Woolen

Store

D. L. WEBER & SONS

68 Queen St. S.

Even a very enthusiastic advertisement of real estate is not often misleading—for a good real estate bargain justifies some enthusiasm in advertising.

BAKERY



THE STAFF OF LIFE.

The Bread made here can be truly considered such. It contains all the elements necessary to nourish the human system. But it is something more than mere food. It is so well made that it may be considered a dainty, though a very inexpensive one. Many kinds of BREAD, ROLLS, BISCUITS, ETC. all are delicious.

H. A. DIETRICH

86 King St. E. Phone 413



A LUCKY CATCH

Will Prove our Marthello at

10c. It's a dandy smoke

"LEMBKE"

THE CIGAR MAN

NEXT DOOR WALPER HOUSE