

Start the New Year Right

By opening a new set of books.
We have a large assortment to choose from such as:
Day Books, Journals, Minute Books, Cash Books, Ledgers and Diaries.
In fact all kinds of blanks, books and office supplies at

CLARKE BROS. BOOK & STATIONERY STORE

Reduced Prices

are now in vogue throughout the entire store. The fact of the matter is Winter Goods Must Now Be Sold and such lines as Winter Dress Goods, Flannelette, Kimona Cloths, Ladies' and Children's Underwear, Winter Coats for ladies and children and Furs are certainly marked at prices that will interest you and everybody else who have passed the New Year resolution of being more economical in 1911
COME AND SEE

A. Weseloh & Co
Shoes, Dry Goods, Clothing

Good Clothes

Are easily distinguished where ever you may see them. There is a clear-cut something about them that you cannot help but notice. T. & D. clothes are good clothes, they have that clear-cut, something. Step in and try on one of our suits and overcoats, and see it for yourself. Just now we are showing some special values in hand tailored overcoats, samples just received from our own tailors, selling at from \$3.00 to \$5.00 less than regular values. They are worth investigating if you are thinking of buying a coat. There are some in boys' sizes too.

Thornton & Douglas Limited

Boys! Get your Hockey Stick from R. Neill

A First class hockey stick given free with every pair of Neill's Boys' Hockey Boots.
Ontario's Largest Retail Shoe Dealer
R. NEILL
NINE STORES

A GREAT ENTERPRISE COMES TO BERLIN

A. J. ROOS MAKES AN IMPORTANT CONNECTION WITH THE LARGEST CO-OPERATIVE CORPORATION IN AMERICA, BACKED BY MEN DOING AN ANNUAL BUSINESS AMOUNTING TO \$75,000,000

PEOPLE OF BERLIN BENEFITED

A. J. Roos of this city has demonstrated his ability to keep well abreast of the times by connecting himself with the largest druggists' co-operation in America. The men connected with this enterprise do a yearly business aggregating over \$75,000,000, which well emphasizes its soundness and magnitude.

About three thousand retail druggists throughout the United States and Canada have organized themselves as a co-operative company and for the purpose of producing a line of medical preparations which they recommend, absolutely guarantee and back up with their own names and personal reputations. The formulas of these remedies are thoroughly known to every one of these druggists and the ingredients of each will be truthfully described to the public and the remedies sold with the distinct understanding that their purchase price will be instantly refunded without question or quibble if they fail to benefit the user.

One thousand different formulas were turned over to the company. Each formula being selected because of its tested and proved value and established reputation, gained through continued and successful use by prominent physicians.

A research committee of expert chemists and physicians made a most thorough and exhaustive test of each one of these one thousand prescriptions until they had selected about three hundred as being the very best and most dependable known to medical science, each for the treatment and cure of a particular ailment.

These three hundred remedies are now manufactured by the company, which is known as the United Drug Co., Boston, Mass., and United Drug Co., Limited, Toronto, Canada, in the largest, most modern and best equipped pharmaceutical laboratories in America.

The tremendous output of this company enables it to purchase drugs, herbs and other necessary material in very large quantities. The co-operation and professional advice of 3000 leading druggists guarantees the high quality of everything used and guarantees that only formulas of extraordinary merit are used in the manufacturing of their products.

The preparations of the company are shipped direct to the retail druggists who are connected with the enterprise. Thus their absolute freshness is assured, it is impossible for their quality to deteriorate, there are no middlemen's or jobbers' profits to be added to their cost and the public can obtain these products at actual

cost of manufacture, plus a single retail profit.

One noticeable feature of this business and a very commendable one, is that no one remedy manufactured by this company is a "cure-all." Each one of the 300 different remedies is a known and dependable specific for a particular ailment. The confidence of the druggists interested in this enterprise is unquestionable demonstrated by this guarantee, which is printed on every package: "The United Drug Co., Inc., and The Retail Store, selling this preparation guarantee it to give satisfaction. If it does not, go back to the store where you bought it and get your money—it belongs to you, and we want you to have it."

This is certainly an innovation that must appeal to the people of Berlin. It insures safety and satisfaction because your own local druggist, A. J. Roos, who is so well known and highly respected for his integrity, is connected with this enterprise and is staking his own personal reputation on the quality of these remedies, and the very frankness with which he takes the people of Berlin into his confidence insures an unprecedented success for these remedies, which are sold under the trade-name Rexall which means King-of-All. From reports coming from thousands of towns and cities the Rexall Remedies are certainly demonstrating their full title to the name.

Those who have previously refused to buy proprietary medicines because there was no way of ascertaining their ingredients, can now purchase Rexall Remedies, the formulas of which they can have for the asking. Besides, they are sold by a concern personally known to you and located right here in our own city, who guarantees that they are in every way as presented or they will cost nothing.

Rexall Dyspepsia Tablets are one of the three hundred remedies which are being sold in Berlin. Anyone in Berlin who suffers from stomach derangement, indigestion or dyspepsia should not hesitate to try this. Rexall Remedies when they are so highly recommended and backed with such a strong guarantee.

Mr. A. J. Roos is so well and favorably known for his sterling honesty and square dealing that we predict a great success for him with the Rexall Remedies and he is to be heartily congratulated in bringing this great and modern business enterprise to Berlin.

We urge all who may be in need of prepared medicines to call on Mr. A. J. Roos and learn about Rexall Remedies. Enterprises of this sort should be encouraged.

ZION CHURCH SUNDAY SCHOOL

ANNUAL MEETING WAS HELD ON TUESDAY EVENING.

The services in Zion Evangelical Church were well attended on the first Sunday in the New Year. The pastor preached two very acceptable sermons. His subject in the morning was "Our reasonable service," and in the evening he spoke on "The call of the New Year" on the past and of consecration in view of the multiplied responsibilities and opportunities of the future. It is a call to all to enter upon their glorious heritage, to become active workers in some line of christian work, and to heartily co-operate with everything that makes for civic and national righteousness and for the good name of Berlin.

In the afternoon the organized Adult Bible classes met in the auditorium of the church for a New Year rally and consecration service. It was an intensely spiritual and solemn service.

At the close of the evening service the annual meeting of the Sunday School was held in the basement. The reports that had been given at the morning service to the congregation touching the Sunday School, were adopted. These reports show that Zion Sunday School has had a very prosperous year. The enrollment of the Sunday School, proper is 504, of the Cradle Roll 101, making a total enrollment of 747—an increase of 35 over last year. In the average attendance there has been an increase of 57 over that of 1908 and an increase of 30 over that of 1909. 13,688 Bible verses were committed to memory. The amount of money raised for missionary and Sunday School purposes is

\$667.23. All obligations of the past year have been met, and the Sunday School begins the New Year with a neat balance of \$271.44 in the treasury.

When the election of officers was proceeded with, Mr. A. L. Breithaupt the popular and efficient superintendent, put in a strong plea to be relieved of the office of superintendent after eight years continuous service. He was, however elected on the first ballot but tendered his resignation which was reluctantly accepted. The election then resulted as follows.

Supt.—J. E. Bilger.
1st Asst. Supt.—V. K. Weber.
2nd Asst. Supt.—J. Derbecker.
Secretary—A. W. Voelker.
Asst. Sec. and Treas.—M. R. Kaufman.
Chorister.—Garfield Hallman.
Pianist.—Miss Laura Knechtel.
Asst. Pianist.—Miss Anna Foreman.
Librarians.—John Dengis and Leslie Shantz.
Auditor.—A. W. Feick.

A hearty vote of thanks was tendered the officers and teachers for the excellent work they have done, and special reference was made to Mr. A. L. Breithaupt's valuable services as superintendent during the past eight years.

THIS SOUNDS LIKE BUSINESS.

We positively guarantee, in writing, to refund every cent paid by any student, who, at any time during the first two weeks in our College, will stand in the presence of the class and state that we have misrepresented the facts or that he or she is dissatisfied with our College or System. To Toronto pupils this would hardly be required, as they are in a position to personally investigate, but to out of town persons, who are to be pardoned for being suspicious of 30-day Shortland, the above written guarantee will dispel all doubt. Enclose this advertisement for full particulars of an actual cash saving of \$75 to \$100 and four or five months' time (or wages.) Address Moon College, 283-286 Yonge St., Toronto.

APPOINTED CUSTOM OFFICER.
Mr. John Dunn has received word from Ottawa of his appointment of Custom Officer at Waterloo. He has for the last ten years or more been tiding-waiter at Waterloo. His appointment to the head position is a very popular one.

Card of Thanks.
Though not elected I desire to thank all my friends for their support. Wish you one and all a Happy and prosperous New Year.
Emil Huber.

A VISITOR FROM THE WEST

RETURNS AFTER 38 YEARS' ABSENCE.

Mr. Fred. Blankstein, of Minedosa, Manitoba, is the guest of his brother, Mr. C. W. Blankstein. It is 38 years since he left Berlin for the West to make his pile. He was residing in Winnipeg when the first C. P. R. engine was floated into the town on a flatboat, amid great rejoicing.

Mr. Blankstein married a Scotchman's daughter. Their union was blessed by three sons and two daughters, all of whom are doing well. He considers that Winnipeg will become one of the largest cities of Canada.

Speaking of the state-owned telephone system in Manitoba, Mr. Blankstein says it is a good thing. A town-dweller pays \$15 and a farmer \$20 per year for the phone. The province is extending the system all over, and the price of farmers' phones will be reduced.

When Mr. Blankstein left Berlin Mr. Hoffman was making furniture in a wooden structure; Simpson and Alders were also making furniture; the J. Y. Shantz Co. had begun the manufacture of buttons and there was a very small foundry. The population of the place was in the neighborhood of 2000 or 3000 souls. On reaching Berlin after an absence of 38 years, Mr. Blankstein says he was lost, so great have been the changes.

Familiar landmarks are left. The block built by the late Louis Breithaupt, Mr. Wm. Snyder's store; the house occupied by Mr. Rohleder, and the Tuerk homestead are all he can recall.

Among the acquaintances of his youth whom he has met are Mr. F. Snyder, Mr. Herman Rathman, Mr. Louis Seibert and others. He informs the Record that Berlin manufactured products stand well in the West, and he gives them the preference. He uses Berlin furniture in his home, and wears a pair of felt shoes and overshoes made in Berlin.

Although coming back to Berlin is like going to a strange city, yet he is enjoying his visit. He had not spoken any German for 32 years and when he tried it again, he found his friends just a little too fast.

BERLIN WON AND LOST

Two Games On The Holiday—Waterloo Being The Losers.

Galt, Jan. 2.—In the first game of professional hockey here this winter the local team defeated the Berlin aggregation by the score of 7 to 2.

About fifteen hundred fans witnessed the game and all are highly delighted over the strength of the local team, which is the strongest ever sent on the ice in Western Ontario. Tommy Smith, of Ottawa, arrived this morning and completed the line-up. To-day's game was the first game the locals have played together.

Berlin came down with nine players and made a change at half time. The score at half time was 2 to 1 in the locals' favor and in the second Manager Service "Musheaters" demonstrated what they could do. The ice was sloppy, but the match was a good one. Jimmie Fraser, the local referee, handled the game well. The league opens on Wednesday night, when Waterloo plays here.

The line-up to-day was:
Galt. Berlin.
Morison goal. Lehmann.
Murphy point. Rosekat.
Serviss cover. Corbeau.
Dumphy rover. Seibert.
Smith centre. Frood.
Murphy right wing. Anderson.
Doherty left wing. Engle.

Berlin, 7; Waterloo, 1.

Berlin and Waterloo pros. met again Monday evening, and Berlin turned the tables on the Scagranites, winning by 7 to 1. Waterloo's loser came in the last period. Over a thousand people saw the game. Gross was in the game again, replacing Rosekat at point, and played a whale of a game. The teams were:

Waterloo—Goal, Mickus; point, G. MacNamara; cover, H. MacNamara; rover, Wray; centre, Povey; right, Boisseneau; left, Croucher.

Berlin—Goal, Lehmann; point, Gross; cover, Corbeau; rover, Edmunds; centre, Dumart; right, Anderson; left, Frood.

Referee—Oliver Seibert.

The league schedule begins on Wednesday, with Waterloo at Galt, and Galt plays here on Friday night.

NEW YEARS SERVICES.

Large Attendances and Special Services on Sunday.

Sunday, being New Years Day, the services in the churches were of a special nature, having particular reference to the results to be accomplished during the year.

There were large congregations at all the churches, the appeal of the Ministerial Association having had a good effect in inducing citizens of all classes to begin the year by attending church.

Special services were preached by all the pastors, appropriate music having also been arranged.

David Lithgoe, the star of this attraction, is an artist who needs no introduction to the average playgoer. He made his first appearance when a boy but ten years old and was hailed as one of the best boy sopranos of the country at that time. He was sent

to Europe, studied in both Paris and Rome and has appeared before royalty both abroad and in Canada. He has been identified with some of the leading operatic stars, singing both concert and opera. Possessed of a fine physique, together with intense dramatic ability he is well fitted for the part he portrays, that of Robert Reid, a soldier of fortune and is ably supported by a strong coterie of sterling players. The play is handsomely mounted, carrying a carload of special scenery and all effects. The company comprises twenty-five people. The production, in its entirety, with the original cast, comes to the Opera House on Thursday January 5th. Seats on sale in advance. Don't miss it. 50c—75c—\$1.00

MRS. MICHAEL SCHWARTZEN-RUBER.

The Record regrets to report the sudden death of Mrs. Michael Schwartzentruber, who died suddenly on Saturday last in Wilmot Township. Deceased was in her 15th year and is survived by a husband, three daughters and five sons.

The funeral was held this morning at 9 o'clock to the Mennonite cemetery at Baden.

GOES ON THE ROAD.

Mr. Ed. Black left to-day on his initial business trip in the interests of the Berlin Shirt Co. His destination will cover the eastern points. Ed. has had a wide experience in the manufacture of shirts, and as a knight of the grip will doubtless make good.

Christmas Gifts

Gabongs, Webbs and Lowneys chocolates in gift boxes, just the thing for presents.
The largest and best assortment in Berlin.
Be sure and see our assortment before purchasing your presents.

BROWN'S Phone 411
6 King St. W.

We extend to all our sincere good wishes for a bright, happy and prosperous New Year

BERLIN DYE WORKS
Walper Block Phone 808
We Close at 6.15 p. m.

"Ritz's Honey Elixir"

We know what "Ritz's Honey Elixir" cough cure is. Nothing else will so readily relieve a tight, dry hacking cough.

E. O. Ritz & Co
CITY DRUG STORE
Opposite Knox's Phone 125

Artistic BRASSWARE

In Brushed Brass
Jardiniers, Snuffers and Tray, Flower Baskets, Candle Sticks, Trays, Hanging Baskets, Smokers Sets
In Polished Copperware
Chafing Dishes, Egg Glasses, Crumb Trays
In Plated Ware
Chafing Dishes, Coffee Percolators, Tea Kettle, with Alcohol Lamp, in all styles.
Moderate Prices. Correct Designs.

J. Fennell & Son.
Phone 14 BERLIN