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Meet Me Roos' Big Drug Store

We would like the oppor-Electrical Work

THE WATERLOO ELECTRIC CONSTRUCTION CO. King St. Waterloo.

Fine feathers do not pay the



THE NRW YEAR'S BALL

| King press and gold broaded | Gall) Mile Brodger, Gall (Col.) Mile Brodge

Mrs. Norman W. Berkinshaw of Toses. Mrs. Bain, mother of the Toronto is entertaining this afternoon in honor of Miss Elva Krug, the very popular bride of next week, at the home of Mrs. L. W. Shuh, Waterloo.

Mrs. Norman W. Berkinshaw of Toses. Mrs. Bain, mother of the groom, wore grey satin and earried a bouquet of violets. Mr. and Mrs. Bain left later for Atlantic City and New York.

Mr. Henry Madden of Buffalo is visiting at the home of Mr. and Mrs. at the Waterloo rink on Wednesday G. W. Stewart, North Queen street. evening, when a large number of members came out to enjoy skating.

Among the small snowshoeing parties which were given this week by the younger people were those given by Miss Albine Oberholtzer, Miss Louise Breithaupt, Miss Vera Gies, Mr. Ward Clement and Miss Olive Anthes.

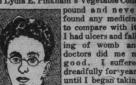
Miss Helen Witzel who has been visiting in Toronto returned home. Thursday, and was accompanied by Mr. and Mrs. Theodore A. Witzel for the holiday.

Mr. and Mrs. Simon Gross, and Mr. Mrs. Athleen O'Niel, Miss Lilian Gough, Miss Kathleen Gough, Toronto. Miss Heeney, Ottawa, Mr. and Mrs. Louis Long, Galt, and Mr. Charles Mr. and Mrs. Simon Gross, and Mr. Materio County Ball were the guests

EVERYTHING

For Years, Restored To Health by Lydia E. Pinkham's Vegetable Compound.

Canadian women are continually writ-ing us such letters as the two fo'lowing, which are heartfelt expressions of grati-tude for restored health:



A Decidedly Bright Outlook Say Manufacturers

Oil Supplies

THE TWIN CITY OIL CO. report that considering all things they are perfectly satisfied and while they naturally suffer from the closing down of factories still, the trouble is not so pronounced locally as it is elsewhere. The activities of the firm reach from Halifax to Vancouver and from Mr. Phillip's observations the outlook for the future is brighter than it has been for some time.

Shoes

MR. J. KILLER of the Western Shoe Company speaks very encouragingly of the future, speaking of his concern he says they have advance orders that will last them some considerable time; also they expect to receive a large French Government order for military footwear.

The factory is working almost to capacity and it is only a matter of a short time when we will be running full tilt observed Mr. Killer.

Dominion Tires

MR. J. I. F. ANTHES, of the Dominion Tire Company was asked regarding the conditions as it affects the trade in the Rubber Tire Industry, stated that it would be impossible to compare conditions at present with a year ago, as the factory has just been running about a year, compared with six months ago, he considered it about normal. "The trade for the year, has been satisfactory," said Mr. Anthes, "and we are encouraged for the present year. We are working on stock which will be ready for the season of 1915 when it opens. Our factory is working about two-thirds full, and we are aiming to keep going, even if the price of rubber is high."

Shoes

MR. HEINRICH. Superintendent of the Woelfle Shoe Co. gave a silent account of conditions as it concerned their business, said he is "Business is better than we ever expected, we are working about 4 le full time. Our trade is chiefly in women's wear, and our six trave report that business in the smaller cities is much better than in the

Bedroom Furniture

Felt Boots

MR. A. J. KIMMEL of the Kimmel Felt Boot Company said that this being between seasons it was impossible to give one a fair idea of conditions, the sales end of the business being conducted from Montreal. However, at the factory, samples are being made up for their travellers who go out on the road this month. They cover the whole country and usually to improved advantage with each trip, and said Mr. Kimmel] we expect this New Year to sustain the regular order; continuing, he said:

"We have about 100 men working full time and even though the war may have to some extent affected our business, still we cannot complain, regarding my other business activities everything points to an upward movement and it is only a case of the public keeping their heads when flourishing times will be restored."

Leather

MR. GEORGE LANG of the Lang Tanning Company is a born optimist and says that even though commercial orders are weak, he has confidence in the return of good trade from all parts of the Dominion and from United States centres.

At the present time the immense plant is running overtime, rushing out the Government orders for harness leather, the extensive shipments being made daily is significant of the splendid organization of this firm and is a tribute to the local development of this highly important industry. "We shall employ another fifty or more men just as soon as a supply of bark comes in," said Mr. Lang, "and altogether the outlook is bright for this year.

Felt Boots

Trunks and Bags

Confectionery and Biscuits

MR. C. H. DOERR of the Wholesale Confectionery firm of that name says that last year was decidedly good, although not quite up to the year previous, on account of certain onditions. Profits were considerably reduced, however, to show how my views for increased business coincide with conditions. I will tell you that my travellers report new accounts and many repeat orders, showing that trade has been brisk as a matter of fact, some dealers were completely sold out, naturally, continued Mr. Doerr, the orders placed were not so large since/the stringency but it is evened up by the more frequent ordering. I am of the decided opinion that the year 1915 will be better than we expect, without, however, trying to prophecy to your readers.

Shirts and Collars

MR. S. J. WILLTAMS, President of the W. G. & R. was perfectly frank about the matter of trade conditions. He said that apart from their big army orders there was very little else stirring. Of course the immense output of 250 dozen shirts per day is quite a contract and keeps some 400

operators busy.

The reports from their travellers, however, confirmed the opinion that the future looked decidedly good and if any firm in this fair Dominion is to receive a fair share of the business the W. G. & R. can be depended upon to get it and keep its hands employed.

Samples for the next season's orders are going out and we would be in a better position to tell you definitely in a few weeks, quoted Mr. Williams.

Furniture

MR. D. HIBNER, the President of the D. Hibner Manufacturing Company, when asked regarding the outlook for trade, said:—"I feel that of all lines of business, the outlook in the furniture business since the war began, was not very encouraging. People at once stopped buying. And it was not on account of a lack of money, but it was rather from a tendency, as is exemplified by the cartoons which we see occasionally, "What we have, we will hold." The outlook for the future is very good. In the Province of Ontario, conditions are changing for the better, and in the west it is also picking up. A large portion of our trade is with the west, and as the prices which the farmers received for their crops are above normal, business should pick up very rapidly. The main thought is to restore confidence, and as soon as this is established, the money which is now being held, will be released. The war makes everything uncertain, and I hope it will soon be over. We are working not one half of our force at the present time, but expect to increase it after the Exhibition.

Rubbers

MR. A. R. KAUFMAN, of the Kaufman Rubber Company was asked regarding the conditions in the Rubber Shoe trade. He said:—"Our business depends, in a large measure, upon the weather. When there is plenty of snow, as there has been in December, our business is very good. The month has been the best with us, than it was for several years. Of course, our season, which is usually rather early, is over and we are working on orders for the coming fall and winter. I find conditions fair, and our collections are very good. The conditions in the Province are just about normal, while the west is also holding its own at the present. The war does not affect our business to a very great extent, only in so much as I consider that the people are naturally holding on to their money. Our profine goes all over the Dominiou, and our factory is running on full time. Our travellers report that business are general is very good."