

(Established in 1878)
The News-Record is published every afternoon (holidays and Sunday excepted) at 49 West King St., Kitchener, Ont., by its proprietor, The News Record Limited.

SUBSCRIPTION RATES
Per week..... 10c
Per month..... 45c
Per Year, in advance..... \$5.00
By mail to any address in Canada or the United States, \$3.00 per annum, invariably in advance.
Advertising Rates furnished on application.

CANADIAN EXPORT TRADE

To keep Canadian factories busy, a Canadian Trade Commission was appointed to investigate market conditions in Europe and, wherever possible and advisable, to secure orders. Some results have been secured.

In tackling this problem, it has become necessary to establish credits in Canada for the countries desiring its materials and products.

The factory organisation and efficiency built during the war has enabled industries in numerous lines, when operating with full staffs and on full time, to produce more than the home market will readily absorb. With the return of hundreds of thousands of men to civil life, it becomes obligatory to maintain production at a high level. It will, therefore, for some years, become necessary to secure a large volume of foreign business.

Canada did an unprecedented large export trade during the war years. European nations were in a position where they could not produce sufficient commodities to meet their own needs and hence turned to America to supply them. These are now feverishly returning to peacetime production and will again become competitors. The facts that time will be required for them to revert to business occupations and that there is a vast amount of reconstruction work to be done, give Canadian exporters encouragement to continue seeking a market abroad for their products.

Selling goods across the Atlantic will not be as easy a matter as it was during the war period. Yet a brisk demand for many of our products will continue to exist and the Canadian Trade Commission makes a recommendation which in pre-war years would have been regarded as a novel one. It is that firms seeking foreign orders cooperate, or if you will combine their selling organisations for export purposes.

The industries are being urged to eliminate competition insofar as export trade is concerned and to organise by groups to secure and fill such orders. With class organisation obtained, a group of industries will set a common price at which an order can be filled and when secured divide it among themselves according to their capacities for filling it. Presumably the group would share the selling, shipping and collection costs. Cooperation is necessary and eradicates competition.

This plan has been tried, with good results. It is the opinion of the Trade Commission that if export trade is to be developed, it must be through an extension of this system. It urges on industrial concerns the imperative necessity of combining to secure orders from abroad, so that by their united effort they may be able to deal with large scale orders, such as are now being placed and to compete with large-scale producers in other countries.

This procedure will, it is confidently expected, enable them to take care of what is called "unused factory capacity." This is the difference in output between what is possible in given plants and what is actually being produced.

It will be recalled that the industries of the United States are permitted under the terms of the Webb-Pomeroy law, to combine for the sale of goods in foreign countries. Since the Canadian Trade Commission urges similar cooperation here, it seems there is nothing in the way to prevent group combinations to fill foreign orders.

Where the Trade Commission's advice followed, there would be other advantages accruing from such industrial organisations. They would be able to maintain laboratory and invention departments, something which modest-sized industries cannot singly support. The mainstays of the great conflict were the engineers and chemists. These will subsequently play a more important role in industrial production. Heretofore, only the largest firms have been able to provide laboratories and employ draughtsmen, notwithstanding their importance to all industries.

GODERICH'S GOOD FORTUNE

This community which knows the value of industries, will be pleased to see that Goderich is to get an American concern which will give employment to a large number of persons.

The new company, which has located in Ontario, in order to secure the benefits derivable from the model British preference regulations, is composed of both steel and automobile men. They propose to manufacture steel, auto parts, engines and high-grade steel products. Their having chosen Goderich, was probably due to its being a lake port and accessible to ore steamers.

The census of 1911 gave Goderich's population as being 4500. Its citizens expect that the coming of this steel industry will result in a doubling of its population. One of the stipulations made was that housing should be provided for the workmen who will be required. The town has agreed to do this.

It will immediately form a Housing Commission under the Housing Act, and will, according to a press dispatch, undertake this year to erect 500 houses. In this resolve they show commendable enterprise.

There has not been any details given as to the class or cost of the houses proposed to be built. They are to average only \$2000 each, this would call for an outlay of \$1,000,000.

That Goderich has not been hypnotised by its good fortune is evidenced by its obtaining the assent of the company jointly to become guarantors of the sum to be borrowed for this purpose, from the province.

That a little, saved-off lake port should relegate to the back ground all fears of what the next several years may bring and display equal courage with the company in building there and now, is inspiring. Other enterprising Canadian centers will conclude that Goderich merits the apple which has fallen into its lap.

It is said that ninety odd American firms are about to locate branches in Canada. The existence of our tariff, which makes it more profitable for them to make their wares in Canada than pay duty, has been and is a factor in the decision. Another is the Imperial preference.

The province has, however, become all the more attractive to American manufacturers, since it secured Hydro power and since the passing of the Housing Act, under which any reasonable number of houses may be erected for mechanics, without unnecessary delay.

Ontario generally will be pleased to see another large industry locate within its boundaries. The thousand workmen who, it is predicted, will be employ-

ed in the coming steel plant will add four or five thousand customers for bread and wieners and shoes and shirts.

PROTECTION BENEFITS EVERYONE

The Canadian tariff is not a sectional one but a national one. As "Industrial Canada" says, not only the manufacturers need protection, but also:

1. The seven hundred thousand men and women who work in Canadian factories.
2. The wholesalers and retailers and their employees who distribute the products of the Canadian factories.
3. The farmers who sell 80 per cent. of everything they produce in Canada.
4. The railway and steamship companies and their employees who carry Canadian goods.
5. The bankers, brokers, and commission agents, and their employees, who finance Canadian industry.
6. The innumerable investors who own stock in Canadian manufacturing concerns, but who are in no sense manufacturers.
7. All other—doctors, lawyers, insurance men, publishers, etc.—who make their living, directly or indirectly, from industrial concerns and the industrial population.

BY THE WAY

"No! It does not always rain. It sometimes snows," say Glasgow and also North Waterloo men.

During a discussion in Guelph, it was shown that the loss in operating the Guelph Junction Railway was last year, \$12,761. Its charter prevents its charging more than a 5-cent fare.

There are 388 manufacturing plants in Canada which are branches or affiliates of American concerns. It is estimated that these have invested \$264,939,000 in this country.

Among the members of the Special Railway Committee at Ottawa, there were only six M.P.'s who stood up for the right of municipalities to control their streets. All the others, including Ministers Reid and Carvell, voted to deprive them of this right insofar as the T.E.N. power company is concerned. These will have some job explaining their action.

GOOD HEALTH AND "GETTING ON"

(By F. W. Harding)

What a subject for a master physician to write about, especially if he is a lover of his fellow men; one can only give to the world useful service in proportion to his capacity of brain and body. To give the most, both must be kept in the best condition, and one without the other is of small account. Therefore, the care of the body is of prime importance. Its condition should be checked up just as you would an automobile. Unless the brain we possess is supported vigorously by the body, it cannot put forth its full power.

Our bodies compare very closely with a steam boiler and engine, for while they require coal for fuel, food is our fuel. With good coal and with engine and boiler in good shape, we can get from the apparatus all for which it was designed, and so with men, if the body is well and the food is right. Good coal supplied to a run-down engine and boiler fails of its best efforts; likewise poor coal with a good engine and boiler fails to give a good return. Just so with us, if our selection of food is poor and if it is not digested properly, the system becomes clogged and many evils result. The body must be tended carefully and never abused. If we want to keep it in condition for its purpose of supporting the brain.

Our mouths are our turned doors, and within an apparatus similar to a coal breaker, our teeth. Their office is to help prepare our food for assimilation. No one with poor teeth can be well. How important then that care be taken of the teeth. Poor decaying teeth are a real menace to health and many promising careers have fallen short of fulfillment because of bad teeth. Not only do they prevent proper mastication of food, but the decaying matter is absorbed into the system. Pus formed at the roots of teeth poisons our blood and causes many ills, of which rheumatism is one. When the hood is bad, our brain is not clear, it becomes sluggish and incapable of great sustained effort. Have teeth examined now and regularly, at least every six months, afterwards.

The eyes are often an unsuspected source of trouble. Sick headaches, irritability and other nervous disorders are sometimes directly traceable to eye defects, although the defects may not be great. Go to the oculist and find out if you need help. You pay Life Insurance religiously for the benefit of your dependents, but the dentist and oculist are your own physical insurance towards success, and of even greater importance than the other. All of nature's channels must be kept free and clear. Avoid wet feet and even damp feet. Because the soles of your shoes are thick is no guarantee that they are damp proof. Modern treatment of leather thickens up a thin piece of leather like a sponge. Wear low rubbers, unless slushy.

A well man, if ambitious, is inclined to go beyond his capacity, especially in brain work, and to enervate upon his nerve reserve. Sleep is the great remedy for that. The lack of proper sleep tends to lethargy and irritability. Is it fair to yourself to hazard your chances of success in disipation? It is not fair to your employer either, for his success and yours depend upon a fair return for the money he invests in your skill.

You may have a perfectly healthy body, but a diseased imagination which has, by lack of control, become filled with evil thoughts, vanity, envy, malice and a host of others of like character, lodge in a mind willing to receive them. The actual effects of such thoughts is disastrous. Your face and eyes show that you have them and you are not trusted. These are easily eliminated if you will do it. Pleasant thoughts stimulate mental and bodily activity, while bad thoughts send a message of discouragement from the brain to the stomach, and if the message is bad enough, it will actually prevent digestion, for there is direct nerve connection; ask your doctor.

When all this is done, we begin to think well of ourselves, and others like us better. We become successful in the greatest sense, for we become men, capable of trust and confidence. It may not result in great money-getting but it points that way. At any rate we are likely to live longer and happier, and remain efficient to the end.

TODAY'S BIRTHDAYS

- Hall Caine, famous novelist and playwright, born in the Isle of Man, 60 years ago today.
- William Hale Thompson, recently re-elected mayor of Chicago, born in Boston, 50 years ago today.
- Rt. Rev. Lucien L. Kimbolving, Episcopal missionary bishop in Brazil, born in Loudoun County Va., 57 years ago today.
- Alva Adams, former governor of Colorado, born in Iowa County, Wis., 69 years ago today.
- Alton N. Parker, Democratic nominee for President of the United States in 1904 born at Cortland N.Y., 67 years ago today.

DOES IT HURT YOU TO BEND OVER?

This is a Sign of Kidney Weakness But Can be Quickly Cured

Don't give up! You can be cured and made well again. That backache and dragging weariness can be stopped for all time. Those sharp attacks when bending over, and that lameness in the morning can also be overcome. Every ache and pain due to kidney weakness will disappear quickly once you start to use Dr. Hamilton's Pills, a marvellous remedy long ago made famous by its strange healing effect upon the kidneys and liver. Don't wait till that dragging pain in the loins grows worse. Start the cure today. Delay will mean swelled ankles and limbs, sharp rheumatic pains in the muscles and joints, and other painful symptoms as well. If you are always tired, have continuous headache, dizzy spells, and specks before your eyes or ringing noises in the ears—these are common symptoms that warn you of the immediate need of Dr. Hamilton's Pills of Mandrake and Butternut. Sold in 25¢ boxes.

An Irish Proposal
Paddy slipped his arm around Biddy's waist and asked, "Am I progressing?"
"Sure," replied Biddy, "you're building your own 'Edinburgh Scotsman'."

A Diplomatic "Fibber"
"Do you ever tell all fibs?" asked a woman who had advertised for a maid.
"Not myself, ma'am," answered the applicant, "only for the missus!"
From the Edinburgh Scotsman.

Defined
"What's the difference between valor and discretion?"
"Well, to go to a swell restaurant without tipping the waiter would be valor."
"I see. And discretion?"
"That would be to dine at a different restaurant the next day."

Vicarious Atonement
"Ah, me," sighed the successful man who was revisiting the old village school, "how time does fly. Thirty years ago I sat in this very front seat as a boy, and as if it were but yesterday. If I am not very much mistaken, you'll find my initials carved on the desk."
"There's there, right enough," said the present occupant of the seat. "I got whipped for doing it just because my initials happened to be the same as yours."—London Answers.

Cleveland, O., will dedicate "Liberty Row," a nine-mile memorial road, May 30th, in honor of her dead soldiers. Trees are being planted for the 694 gold star men.

HEALS INFLAMED NOSES—STOPS CATARRH—HALTS CHARGE CURES COLDS QUICKLY

Remedies have given Catharine the reputation of being invariable. But it is curable, easily and quickly, if the right method is employed. Snuffing a powder or ointment up the nose is a real menace to health and many promising careers have fallen short of fulfillment because of bad teeth. Not only do they prevent proper mastication of food, but the decaying matter is absorbed into the system. Pus formed at the roots of teeth poisons our blood and causes many ills, of which rheumatism is one. When the hood is bad, our brain is not clear, it becomes sluggish and incapable of great sustained effort. Have teeth examined now and regularly, at least every six months, afterwards.

Real Wonder-Worker For Wrinkled Faces

Those who have tried all sorts of so-called "wrinkle removers" in a vain effort to lose those unwelcome traces of age, illness or worry, can scarcely find words to express their delight with the wonderful results furnished by the new wrinkle remover. The success of this method is due not alone to its marvellous effectiveness—upon the deepest lines and crow's feet, as well as upon the very fine ones—but also to its surprisingly quick action and its entire harmlessness. Its simplicity is another commendable feature, for one need only dissolve an ounce of powdered saxatol in a half pint of water, and bathe the face in this solution. At once a remarkable transformation is effected.

It is not only the effect on wrinkles and creases that is so noticeable, but facial contour is remarkably improved and the face looks much younger. One should be sure to ask the druggist for the powdered saxatol, which is light, being so refreshing, is particularly grateful to tired faces.

TENDERS

Tenders will be received up till 6 o'clock P.M. on Tuesday May the 27th, for the several trades required in the erection of a new warehouse and addition to factory building for the Great West Paper Co., Ltd., Elmira, Ont. Plans and specifications may be obtained at the office of the Company at Elmira or from the Architect, J. Evans, Galt, Ont. Tenders will be accepted at either office.
The lowest or any tender not necessarily accepted. 8-13-17.



Ladies Beautiful New Spring Suits

At Decided Reductions
\$16.00 and \$25.00.

Ladies and Misses' New Spring Suits, made in all wool serges and gabardine materials, in good styles, including loose backs, also belted effects in colors of sand, grey, navy, black and white checks, all sizes including some O.S. sizes, worth from \$32.00 to \$40.00, on sale tomorrow at \$16.00, \$18.00 and \$25.00

Ladies and Misses' Newest Spring Suits, made in some very smart styles, neatly trimmed with braid and buttons, colors of navy, brown, grey, taupe and black, made in the best all wool serges and gabardines, worth \$38.00 to \$50.00, on sale..... \$22.00 TO \$35.00

Ladies' Separate Coats for street and motoring, splendid styles and made up in velours, poplins, serges and tweeds, made in belted style, also Dolman Coats and Capes, at very special prices, as follows
\$15.00, \$16.00, \$18.00 TO \$35.00

EXTENSIVE ALTERATION SALE

On Monday, May 19th, we will announce the particulars of an Alteration and Building Sale which will effect both our Ready-to-wear and the Housefurnishing Departments.
Look for this announcement on this page in Monday's issue of this Daily.

Phone 476 **LANG TREACY CO. LIMITED**

STRONG ROLE FOR END BENNETT IN "PARTNERS THREE"

Star's New Paramount-Ince Film
One of the Best in Which She has been seen
One of the best photoplay stories ever furnished End Bennett, the Thomas H. Ince star as a vehicle is "Partners Three" the Paramount picture which will be shown at the Allen Theatre Fri. Sat.

BE WELL

I am a woman who helps women to be well. I tell women how to be free of headaches, backaches, nervous spells, crying spells, tired, listless feeling, constipation, fretfulness, sleeplessness. Simply write me and I will send you postpaid, ten days' free trial treatment, with names of people in Canada who owe their present health and strength to my treatment.
Write me today.
MRS. M. SUMMERS, Box 301 Windsor, Ont.

picture, is discovered to be a cabaret dancer. Accepting an offer of marriage by a Westerner to escape a distasteful existence, she jumps from the frying pan into the fire. She finds her husband is a brute who, in a drunken humor abandons her on the desert. She is picked up by a prospector, who secures her a position as waitress in a railway restaurant. Here she falls in love with a sickly youth, and because of her sympathy and care for him, is practically driven back to the desert. The two find a haven in the solitude but with the prospector. Her husband, recovering from a sudden illness fears the consequence for deserting his wife and starts out to find her. He comes upon the trio just as they have struck pay dirt, and plans to defraud them of their claim. He is foiled by the prospector, who recognizes in him an enemy of former days and takes his revenge, leaving Agnes free, to hearken to the pleading of the youth, who has recovered his health under her care. Miss Bennett is supported by a well-chosen cast. The picture was directed by Fred Niblo under the supervision of Thomas H. Ince.

In these days archery is becoming part of the sport curriculum in many women's colleges.



It's Pure
Cleans sinks, closets
Kills roaches, rats, mice
Dissolves dirt that nothing else will move

A SPLENDID CHOICE STILL HERE

Despite the immense business we have done during this big sale our two large stocks still contain a beautiful selection of the newest and best in ladies' ready-to-wear. You'll never get lower prices. Then why not get that outfit at once and have the satisfied and comfortable feeling that you look well, feel well and that your dress is correct and new?
Come in and make your selection now.

FELDMAN 21 West King Exclusive Ladies' Ready-to-wear



WHITE D
Children's white lawn dress lace and embroidery, sizes 3, 4, \$1.70 and

WHITE D
We are showing special value made in the newest modes for broderie trimmed. Silk sash. Priced to sell at \$2.25 to

LADIES' WHITE
Made from fine white flounce. Priced to sell at \$ Corset Covers, lace and some with sleeves. Priced to \$0c, 90c to

NIGHT G
Ladies' white muslin night open front styles, lace and embroidery. \$1.00, \$1.15, \$1.25 to

Terms Cash One Price



If You Need

a new overcoat would you throw your suit, undergarment and what you are doing every time you throw the fire away instead of the old carcass RETREAD? Save two thirds of the price of tire. Get your retreading by

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