

The News Record

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WHERE THE WAR LEFT BUSINESS

In Everybody's Magazine for February there is an article on "Where the War left Business," written by its Washington correspondent, W. G. Sheppard. After briefly dwelling on the work which business men did for the government during the great conflict, he stated a truism when he asserts that they did a double job: helped to win the war and set about correcting the faults of their own undertakings.

Hundreds of business executives were summoned to the American capital and their services utilized in solving the thousand and one problems which confronted a big nation at war. Housed in one building, East met West and both rubbed elbows with the Center. Men engaged in the same lines of business became acquainted. The makers of lawn mowers, for instance, would gravitate toward each other and the group would naturally talk shop. And thus with a dozen other industries.

They no doubt discussed all phases of business from raw materials to markets, but the one subject on which they smiling agreed was that all were making too many varieties of products.

The manufacturers of lawn mowers discovered that they were giving the public the choice of 207 different standards of grass cutters. Most of these 207 varieties were made by every firm. Each was striving to add selling points that would make their salesmen's work easier. The outcome of their confab was the styles and sizes are by agreement one to be cut down to six.

One manufacturer had been making 5700 different kinds of pocket knives and others about as many. Putting their heads together has ended in their reducing the number of standard knives to 250.

Makers of agricultural vehicles formerly made 1460 kinds of wheels, each a little bit different but all round. These will be reduced in number by several hundred per cent., without loss to the consumer and with advantage to themselves. By mingling at Washington they decided that they would, hereafter, manufacture scissors on a comprehensive scale. The great bulk of the quantity used had therefore been imported.

Nearly three hundred kinds of buggies were formerly manufactured in the United States. In future the buggy makers will make just one. It will embody all the good points and omit the frills.

Larger freight cars are now used by the railways but the shippers of fruit had not changed the sizes of their boxes and hence car space was wasted. The same was true of tobacco shippers. These and others will change the sizes of their boxes. Flour shipments, which were increased from 18 to 30 tons per carload, will remain as another lesson taught by war conditions.

Mr. Sheppard's references to the furniture industry will be found of interest:

Furniture manufacturers rushed to Washington, at the signing of the armistice, to try to prevent the stoppage of the reforms which they had under way in their business. They appealed to the President of the United States and to Congress not to permit the War Industries Board to cease its labors until they had reformed themselves.

During their war-time analysis of their business and the consequent retrenchment, the furniture makers of the United States made a discovery which any of them will repeat to you with astonishment and laughter.

They were making, at the lowest estimate, when we went into the war, over two million variations of furniture: I use an exclamation point to describe the tone in which some of the leaders in the furniture-making industry told me the story in Washington, on the day the war came to an end.

Ninety per cent. of them want this practice ended. Before the war, they had no idea how far their business, in respect to competition in types, had run amuck; the end of the war came only to find them busily at work on the job of reaching some sort of sanity, and with the job not done.

From the consumers' viewpoint, I stepped into the furniture-makers' maelstrom at Washington, and above the clamor, I asked: "How will it help the consumer to have all these two million and one types of furniture reduced to standard types?"

"Why, can't you see?" answered one manufacturer. "We've been adding talking points for our salesmen, from year to year, until we're almost swamped. As soon as one furniture exposition was over—we used to have from three to four expositions every year and almost everybody would make a new line for each exposition—we would start out to get ready for the next exposition."

"Salesmen would go out on the road with the next newest wrinkle and the furniture-store men would have to buy our new patterns in order to keep up to date. It didn't make any difference how much furniture the store man had on hand already. He had to get the latest furniture and dispose of the old stock he had on hand as best he could. And the pity of it was that it wasn't really old stock; only a few months behind the latest patterns. The profit in furniture had to be tremendous to keep the trade alive. And it was all because of the waste of competition."

The basic principle discovered during the war is: "Whenever you decrease variety you increase production and you decrease unit cost."

There are few lines of manufacture in either country to which this principle might not with advantage be applied. The obstacle, presently preventing its adoption may be trade jealousy or fear of the other fellow. This arises through rival manufacturers not knowing and understanding the aims of their competitors. To overreach him in sales, new varieties and frills are introduced beyond number; patterns multiply and costs increase.

By adopting approved standards, both the consumer and the manufacturer would obviously be benefited. To attain this the spirit of cooperation will have to enter. To reach this the old fear that there may some day not be enough orders to go around will require to be dispelled.

It seems that when manufacturers can reach an agreement to eliminate the frills and adopt fewer standards they will be brought to a point where they can unite and exploit foreign markets when their own is dull. Again the lesson of increased production has been learned and new outlets may become necessary

until the expected increase of Canada's population has overtaken production.
There is food for thought in Mr. Sheppard's findings at Washington.

THE GROWTH OF HYDRO ELECTRIC POWER

Figures gathered by the Commission of Conservation show that upwards of two million horsepower of electrical energy are generated in Canada.
This total is produced by 565 electric generating plants, the majority of which are privately owned. Public and private plants furnish electricity to 973 localities.

In Ontario, Quebec and Eastern Manitoba water power is the dominating source of power. A greater number of electrical h.p. is used than of steam h.p.

The Niagara system of the Ontario Electric Power Commission is the largest power system under public ownership. The largest Hydro-Electric development is the three large power plants at Niagara. The 26,667 horse power plant at Hamilton is the largest steam power plant in Canada. It is used as an auxiliary. The 14,234 horse power plant at Edmonton, Alta., is the largest steam plant continuously operated.

BY THE WAY

Cheer up: The peach buds came through the mild weather unharmed.

Coarse grains saved the agricultural record in 1918. The Dominion Bureau of Statistics places the aggregate value of all field crops last year at \$1,337,350,870, as against \$1,144,636,450 in 1917. High prices and a larger yield of coarser grains did it.

Professor Maurice Hutton, of the University of Toronto, recently declared at a public meeting that "when the history of this war is written, Venizelos will rank as the first statesman, Clemenceau the second, Asquith third, Lord Grey of Faldoen fourth and probably Lloyd George last." It will be no disparagement of this list to say that in our opinion Lloyd George and Woodrow Wilson may be bracketed in first place.

EXTRACT OF EXCHANGE

THE DEADLY COOTIE

London Times.—"It is probably not an exaggeration to say that insects have killed and disabled more people during the war than bullets and shells. Of these insects the louse has proved one of the most deadly and must have accounted for at least 1,000,000 persons dead and disabled. That, however, is only a rough estimate; the probability is that the toll is infinitely higher, for in Serbia alone typhus fever, a louse-borne disease, infected nearly 1,000,000 persons, and killed 500 a day in the little city of Jassy, while 200 of the 1,200 medical officers in the country died from the disease. The disease was spread over Russia, Austria, Germany, and the Balkans generally.

These figures are vouched for in a work published to-day and written by Lieutenant Lloyd, R.A.M.C., before the war, Chief Entomologist in Northern Rhodesia. Lieut. Lloyd calls his book "Lice and their Menace to Man" (Oxford Medical Publication, 7s. 6d. net) and shows how much light has recently been cast upon the habits of a pest to which disease after disease has been brought home.

Typhus, one of the most dreaded epidemic diseases of man, is entirely due to its activities. The same remark applies to relapsing fever over the greater portion of the world, including Europe and Asia. During the present year still a third disease, trench fever, has been placed to its discredit, and possibly even now the full extent of its guilt is not known. One of the most urgent sanitary problems of the present and the future is therefore the destruction and prevention of lice. Lousiness is a disease as influenza is a disease. It is quite possible for a person with the habits of an ordinary British household to harbor a few lice over a very long period. Lice breed neither from the skin nor from dirt.

Very interesting descriptions are afforded of the steps taken to prove the louse a carrier of disease, and also to study the manner in which lice pass from one host to another. Roughly speaking it was found that when fever begins lice leave the infected host as soon as possible, carrying the infection with them, and "this phenomenon is partly accountable for the rapidity with which louse-borne epidemics spread."

The returning armies will be likely to bring louse-borne disease with them to this country, and consequently the widest dissemination of knowledge about lice is desirable at this time so that steps may be taken to destroy them. One of the few good points about insect-borne diseases is that they are entirely preventable if preventive measures are taken in time and carried out in a thorough manner."

WAIT A MINUTE

"IN THE DAY'S NEWS"

To-day is the 45th birthday of a man whose name is familiar to all the world, whose chief enjoyment is church work, and whose favorite recreation is skating, playing the violin, or a drive in the park. And yet this young man, if he lives, and he is in the best of health now, will some day undoubtedly be the richest man in the world. He is John D. Rockefeller, Jr., the only son of his multi-millionaire father, and the probable heir to a fortune so vast that its owner now says he cannot estimate it within 10 or 15 millions of dollars. The younger Rockefeller was born in Cleveland, attended Brown University, and then entered upon a career of training to fit him for his vast responsibilities of the future. In 1901 he married Miss Abby Aldrich, daughter of the Rhode Island senator. The couple have six children, five sons and one daughter.

TO-DAY'S ANNIVERSARIES

- 1754—Gen. Moses Cleveland, for whom the great Ohio city was named, born at Canterbury, Conn. Died there Nov. 16, 1806.
- 1806—Freedom of the City of London voted to Captain Hardy of Nelson's flagship "Victory."
- 1814—Battle of Brienne, in which the French under Napoleon defeated the allies under Blucher.
- 1844—Duke of Saxe-Coburg and Gotha, father-in-law of Queen Victoria, died. Born Jan. 2, 1784.
- 1869—Resolution carried in the Prussian parliament confiscating the property of the ex-King of Hanover.
- 1906—King Christian IX. of Denmark, father of Queen Mother Alexandra, died in Copenhagen. Born April 8, 1818.
- 1915—Austria reported gains against the Russians in Galicia.
- 1916—More than a score of persons killed by a Zeppelin raid on Paris.
- 1917—German Crown Prince delivered heavy blow at Verdun, capturing French positions at Hill 304.

Seattle Officer Tells of Trouble

Collins Was Nearly Down And Out—Gains 25 Pounds By Taking Tanlac.

"A medicine that will do as much for suffering people as this Tanlac has done for me is certainly worth recommending to the public and I can't say too much for it," said John W. Collins, of 1214 East Columbia Street, Seattle, while in a Bartell drug store, recently. Mr. Collins has been a resident of Seattle for the past thirteen years, and is a popular member of the police force.

"When I began taking Tanlac," Mr. Collins continued, "I weighed only one hundred and fifty pounds and was in such a bad condition that I could not patrol my beat. But, I now weigh one hundred and seventy-five pounds—have gained twenty-five pounds and am feeling fine. I have had trouble with my stomach for several years. Nearly everything I would eat disagreed with me. My food would almost invariably sour and keep me filled with gas and misery most all the time. Then sometime ago I had a fall of about thirty feet which came near putting me out of commission. On top of this I had an attack of grippe and I simply got to where I was just about down and out. My whole body seemed full of neuralgia and rheumatism and I ached all over. Every joint in me ached and the pain in the left side of my back, over my kidneys were so severe at times that I could hardly stand it. Nothing did me any good and finally I just had to give up my position, stop working entirely and do nothing but try to find relief. My sleep was very poor and I kept falling off in weight—until I got down to one hundred and fifty pounds.

"Then I got uneasy about my condition, went to Colorado and stayed there for a while but never did get any better until I began taking Tanlac, and then I commenced climbing right up. I have used six bottles now and have gotten rid of all that neuralgia and rheumatism entirely and never feel an ache or a pain. My appetite is great and my stomach is in such a good shape that I can eat just anything I want without the least trouble afterwards. I now sleep like a log every night and am in splendid condition in every way. I'm going back to work tomorrow, and I cheerfully recommend Tanlac to everybody."

Tanlac is sold in Kitchener by E. O. Ritz & Co., in Galt by R. W. McKillop, in Hespeler by J. B. R. Phin, in New Hamburg by W. H. Boules, in Milbank by R. B. Hamilton, in West Montrose by A. E. Richert & Co., in Preston by H. L. Frick, in Waterloo by A. B. Learn, in Doon by L. C. Bullock.

SECOND TRAINLOAD FROM ARMY IN ITALY SENT TO AUSTRIAN CAPITAL

Vienna Jan. 25 (Delayed).—A second trainload of foodstuffs from the British army in Italy left Vincenza today and is expected to reach here on Wednesday next. The plans for the distribution of the first trainload which arrived recently have not been completed and the work has already been begun under the supervision of Major Bathel chief of the British military mission. As foodstuffs are still commanding fabulous prices in Vienna special precautions have been taken to prevent them falling into the hands of profiteers.

The greater part of the provisions sent will be distributed free among the poorest of the city's population. In addition military mission is continuing to furnish weekly rations for the 600 British residents here.

Arrangements have now been completed with Italy for the regular shipment of foodstuffs to Vienna. It is hoped that a trainload will arrive almost daily and that similar arrangements can be made with Switzerland, so that before long Vienna's situation may be materially relieved.

TO RELIEVE CATARRHAL DEAFNESS AND HEAD NOISES

If you have Catarrhal Deafness or are hard of hearing or have head noises go to your druggist and get 1 ounce of Parment (double strength) and add to it 2 pint of hoot water and a little granulated sugar. Take one tablespoonful four times a day!

This will often bring quick relief from the distressing head noises. Clogged nostrils should open breathing become easy and the mucus stop dropping into the throat. It is easy to prepare, costs little and is pleasant to take. Anyone who has Catarrhal Deafness or head noises should give this prescription a trial.

SARNIA AFTER FLAX MILL

Sarnia Jan. 27.—The Chamber of Commerce is being look to to bring a large flax factory to this city in the near future owing to the announcement which appeared recently to the effect that the Federal Government was to establish a large flax factory in this country. Lambton flax is of the highest quality the country has, and this city it is felt, is the rightful place to build this new factory. The movement is expected to gain in favor.

HEAD STUFFED FROM CATARRH OR A COLD

Says Air Applied in Nostrils Opens Air Passages Right Up

Instant relief—no waiting. Your clogged nostrils open right up; the air passages of your head clear and you can breathe freely. No more hawking, snuffling, blowing, headache, dryness. No struggling for breath at night; your cold or catarrh disappears.

Get a small bottle of Ely's Cream Balm from your druggist now. Apply a little of this fragrant antiseptic, healing cream in your nostrils. It penetrates through every air passage of the head, soothes the inflamed or swollen mucous membrane and relief comes instantly.

It's just fine. Don't stay stuffed-up with a cold or nasty catarrh.

Sweeping Reductions on all Fur Prices During our Jan'y Sale



We have a large and well assorted stock of Furs, all of which we have been marking at sweeping reductions during our Great January Sale. Below we give you a few items. Look them over carefully and come and inspect the goods.

2 ONLY MARMOT COATS, 38 and 40 size, latest design, chin chin collar, lined with plain brown silk poplin, for hard wear this is your coat. Reg. \$85.00, for \$55.00. \$55.00 CIVET CAT SET \$42.50

2 only Civet Cat Fur Set for young ladies, shoulder caps, good size with satin streamers, large melon muffs to match. Reg. \$55.00 per set, on sale \$42.50

MINK FURS REDUCED
1 only Mink Muff, beautifully marked. Reg. \$45.00 for \$30.00
1 only Mink Tie, double skin style. Reg. \$35.00 for \$25.00
Mink Marmot stoles. Reg. \$20.00 for \$15.00
Mink Marmot stoles. Reg. \$12.00 for \$7.50
Small Neckpieces, Cravats, \$4.00 for \$2.75, and \$6.50 for \$4.00
\$45.00 RED FOX SCARF \$30

2 only Red Fox Scarfs, animal effect, large head and tail and claws, fancy satin ties, beautiful dark skins, richly lined, a bargain at \$45.00, on sale \$30.00

2 only Red Fox Muffs, in elegant quality, fur to match scarfs, melon shape, head and tail trimmed. Reg. \$35.00 for \$25.00
\$30.00 NATURAL LYNX MUFF \$24.00

1 only Natural Lynx Muff in large round barrel shape, down filled pillow. Reg. \$30.00 for \$24.00

1 only Natural Lynx stole, animal effect with head and tail trimming, pearl grey satin lining, beautiful quality, good style. Reg. \$40.00, for \$32.00
\$60.00 PATAGONIA FOX SET \$45.00

1 only Patagonia Fox Set in Natural grey, fine full furred pelts, head and tail trimmed, also satin draw strings, neat canteen muff to match, a beautiful set for misses or young lady. Reg. price \$60.00 per set for \$45.00

REMNANTS OF DRESS GOODS AND SILKS ON SALE TO-MORROW

300 remnants of D. Goods and Silks in ends of 1 1/2 to 5 yds., some of our best sellers, and all our remnants are marked cheap to sell quickly.

Phone 476

LANG TREACY COY LIMITED



\$5.00 for \$4.00

And every dollar worth more!

Government Security in Small Denominations

If War-Savings Stamps were offered in denominations of \$40 and \$80 only, redeemable in 1924 at \$50 and \$100 respectively, only a limited number of people could profit by the high interest return.

But nearly everyone in Canada can and should invest \$4.00 periodically in these Government securities earning over 4 1/2 per cent. compound interest. W.S.S. are sold at Money-Order Post Offices, Banks, and wherever the sign is displayed.



THRIFT STAMPS

Patriotic storekeepers will sell you Thrift Stamps, at 25 cents each. Affix sixteen of them to a Thrift Card and you can exchange for a W-S-S. this month.

Victory Sale of Furs



Two only Muskrat Coats left, regular \$175.00, for \$125.00

One only Hudson Seal Coat, regular \$300.00, for \$225.00

Beaver Cape, regular \$65.00, for \$49.00

Persian Lamb Capes, regular \$150.00, for \$125.00

Mink Capes, regular \$140.00, for \$100.00

Fitch Capes, regular \$150.00, for \$125.00

Seal Capes, regular \$100.00, for \$69.00

Taupe Wolf Set, regular \$80.00, for \$65.00

Natural and Black Wolf Sets, regular \$85.00, for \$69.00

Wolf, Jap Fox and Badger Sets from \$19 to \$35

Odd Muffs in Mink, Lamb, Seal and Fox at 25 per cent. off regular price.

15 only Siberian Wolf and natural Wolf Muffs to be sacrificed at \$7.50

Coon Sets from \$32 to \$50 are also marked at 25 per cent. to 35 per cent. clearance prices.

W. Feldman

WESTERN ONTARIO'S LEADING STORE FOR LADIES' READY-TO-WEAR AND FINE FURS.

Spec

We are still of the old lower than

4 ft. 6 inches by 7 ft. 6 in.
9 ft. by 9 ft. for
9 ft. by 10 ft. 6 inches in

4 ft. 6 inches by 6 ft.
4 ft. 6 inches by 7 ft. 6 in.
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A few imported A
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Kindly inspect before

Terms Cash
One Price

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LADIES' HOSE,
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CHILDREN'S S
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MEN'S WARM
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and best colors, are

HIMELST

New York



Fine Ladies Wear

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CANADA WILL SEND RIFLEMEN TO BIS JULY

London Jan. 27.—The A call has given its approval of the National Rifle being held this year. A will accordingly be made in July.

The Biele ranges ha the hands of the army since the war opened. Th ment received recently th that the Dominion was send a team has given m tion here.

The prospectors that t very little O.A.C. curing this week, and it would not