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The News Record

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STANDARDIZING BUSINESS.

War has left an impress on industry. The cooperation in production, exercised during the last four years, produced results that would have been impossible without coordination of effort. The physical and trade tests which were applied to the individual entering the army to secure the right man for the right job will hereafter be applied to a large extent in industrial undertakings. In essence it is a recognition that talents differ. Some are best suited to do one thing. Others who are more mentally alert produce the best results where they can employ their grey matter and assume responsibilities. Grading may now come.

Every big industrial nation is alert to secure export trade. It is foreseen that to secure this, it will become a contest of wits, in which efficiency will play the leading role.

How one world-trading nation is coping with the new industrial situation is illustrated by a paragraph from the speech of Edward Morris, head of the Morris Packing concern, before the United States Senate Committee on Agriculture.

I am informed that the British government since the war cooperates with the various industries of that country on an entirely different basis from anything heard of in this country. It is striving for efficiency to the point that if two companies in the same line of business do not produce the manufactured article at the same cost, the government through experts, studies conditions at both plants to ascertain the reason for the difference and to bring the plant with the least efficiency up to the standard of the other company, so that there will be the lowest possible cost in both plants.

In the past, the aim of the manufacturer has generally been to secure the best methods in his own plant and to get a lead on his home competitor. From the foregoing statement it appears that a standardization of processes is to be sought without the sacrifice of individuality, and having for its aim the securing of the benefits of the highest efficiency and of co-operation in selling in world markets. It is a novel experiment but one which has its appealing features.

THE TURK STREET CROSSING.

It is presently costing the city more than \$35 per month to maintain a watchman at the Turk Street crossing, or in excess \$1,000 a year.

In view of its not being a "busy" crossing, not nearly as much so as others which have no watchman, the Council has decided to ask the Dominion Railway Commission to revise its order. That which it will probably recommend is that an electrically operated bell, such as is used where the G.T.R. crosses Lancaster street, be installed. This has thus far operated satisfactorily.

In a sentence, the "MeAdoo" award has made a watchman at Turk street a costly matter.

FORTY YEARS A PUBLISHER.

In W. B. Burgoyne, editor and publisher of the Standard, St. Catharines has a useful citizen. His activities have not been confined to his own city. He is a member of the Hydro Electric Association Executive and a supporter of the St. Lawrence Waterway project. He is generally found promoting all measures which will advance the social and material welfare of his native city and of his country.

The reason for this reference to his career is that he recently completed forty years of service to the public as editor and publisher. Few there are who have been able to weather the storms incidental to small-city newspaper work for four decades. His record is thus unique both for its quantity and quality.

His 40th anniversary in harness fell on Saturday Feb. 1. He marked it by sending the Mayor of St. Catharines a cheque for \$1,000, with which to provide a rose garden for his city.

He will be commended for this deed, and others, who have to a greater extent than he accumulated coupon-bearing certificates, may be led to emulate his example and assist in civic beautification.

The gift is an indication that the spirit of public service, inculcated during the war, will not subside nor cease functioning in the forthcoming era of peace. Men will, according to their means, delight in furthering social betterment.

Their efforts may differ as widely as their ways of thinking differ but assurances are not wanting that men of middle age and upward, who have succeeded in life, will hereafter exhibit less concern in providing shafts to perpetuate their memories and more towards performing services for their communities and fellows, which will cause their lifetimes to be as sweetly odored as Burgoyne's prospective rose garden.

The publisher of the Standard has turned over a new furrow and is to be congratulated on his venture into philanthropy, hitherto considered closed to the fraternity of publishers. His action may result in the Canadian Press Association sending a Committee to investigate.

Wide the wonder trucks.
That that printer
Has been a sprinter
And saved a thousand bucks.

COMMUNITY FARMING CENTERS.

Good news for the man whose heart has turned back to the land is contained in the latest messages from the Department of Soldiers' Settlement.

The work of establishing competent and fully qualified men in every province, who will look after the best interests of the returned men in the matter of choice of land, location, suitability, etc., has been carefully planned and at the present time this organization has been completed and the Board is getting into action upon the work of placement. The men in charge of these centres will be returned men who have themselves technically qualified for farm life.

The necessary organization required to select and appraise the land, which will be taken over by the Board as soon as full power is obtained, is also being completed so that any veteran already qualified to engage in farming and desirous of doing so next spring may be enabled to select his future home and engage in farming operations as soon as the land is ready for cultivation.

There have been some questions as to the policy of establishing community farming centres, many people, including The Record, having the conviction that this would be the happiest plan of settling returned men on the land. To such questions, W. G. Black, Superintendent of the Land Settlement Board, says, "It is anticipated that those who are desirous of settling in community fashion will have every opportunity of doing so. This Board intends to offer every encouragement to the soldier settler and the organization is co-operating with every possible institution that may prove helpful to the work, in order to reap the best advantages for the returned men."

Old February is apparently carrying on the winter reform movement.

Winnipeg's city council may ask its ratepayers to vote on a \$3,000,000 pulp and paper mill project, as a means of establishing permanent industries in Winnipeg.

An ancient story has it that when a man, who considered himself IT, returned to his native town and told of his success, his former fellow townsmen "only smiled." This was not the experience of Mr. Beatty, president of the C.P.R. On revisiting his birthplace, Thorold, Ont., the residents gave him the best rocker in the parlor.

EXTRACT OF EXCHANGE

WHO PAYS FOR GOOD ROADS?

Toronto Globe.—Hon. G. H. Henry, Minister of Agriculture, in appealing to a rural constituency for support for the Government, says that more than half of the \$1,220,000 collected for auto licenses was paid by people in urban municipalities, that it was all spent on country roads, and not one dollar of it on city roads or streets. This sounds like robbing Peter to pay Paul.

MR. WILSON'S TROUSER LEGS

Manchester Guardian.—President Wilson exercised a manifold attraction during his visit. Everybody has been charmed by his homely personality; some by his oratorical skill, others by his good humor, and still more by the high moral resolve by which he is animated. It was left, however, almost to the last minute of his stay for the most intimate revelation of his character. Who, looking on the group photographed in Wednesday's Manchester Guardian will doubt this? That the man who can stand between a King and a Queen to be photographed with one trouser leg at full length whilst the other is turned up a couple of inches is above all things else—human.

WAIT A MINUTE

TODAY'S ANNIVERSARIES.

1807—Pasquale de Paoli, a famous Corsican general and patriot, died near London. Born in 1728.
1831—A Russian army of 160,000 men invaded Poland.
1862—Prince of Wales (Edward VII.) took his seat in the House of Lords for the first time.
1869—State of Pennsylvania granted a charter to Ursinus College.
1894—Vaillant, the French anarchist, condemned to death and guillotined.
1904—Japan severed diplomatic relations with Russia.
1915—Cairo official report stated that Turkish force of 12,000 men were defeated by British at Suez.
1917—Germany detained Ambassador Gerard in Berlin while waiting for assurance of Bernstorff's safety.
ONE YEAR AGO TODAY IN THE WAR.
Austrian airplanes bombed Venice and Treviso.
American transport Tuscania torpedoed off Irish coast, with loss of over 100 lives.
Italians broke German lines east of Asiago Plateau.
Allied aviators attacked Zebruggen, German submarine base in Belgium.
Forty-seven persons killed and 169 injured in German air raid on London.

TODAY'S BIRTHDAYS.

Mahlon Pitney, associate justice of the Supreme Court of the United States, born at Morristown, N. J., 61 years ago today.
Giulio Gatti-Casazza, director of the Metropolitan Opera Company of New York, born at Ferrara, Italy, 56 years ago today.
Rear Admiral Charles T. Huchins, U.S.N., retired, born at Kingston, Pa., 75 years ago today.
Prof. Lafayette B. Mendel of Yale University, celebrated as an expert on nutrition, born at Delhi, N.Y., stage, born at Rockland, Maine, 46 years ago today.
Simon E. Baldwin, celebrated jurist, former governor of Connecticut, born in New Haven, 79 years ago today.
Rt. Hon. Henry W. Forster, Financial Secretary to the War Office in the new British Government, born 53 years ago to-day.
Rev. William H. Roberts, for 35 years stated clerk of the Northern Presbyterian General Assembly, born at Holyhead, W. Va., 75 years ago to-day.
Nathan Straus, eminent New York merchant and philanthropist, born in Rhenish Bavaria, 71 years ago to-day.
Rear Admiral Washington Lee Capps, U.S.N., former head of the Emergency Shipping Corporation, born at Portsmouth, Va., 55 years ago to-day.
Everett W. Lord, Massachusetts State Director of Employment, born at Surry, Maine, 48 years ago to-day.
Zane Grey, one of the most successful of the younger American novelists, born at Zanesville, O., 44 years ago to-day.

ST. VALENTINE'S GOLF AT PINEHURST

Pinehurst, N.C., Feb. 3.—Play was started to-day in the fifteenth annual St. Valentine's golf tournament on the links of the Pinehurst Country Club, and the usually large and prominent field of amateur golfers lined up to take part in the qualifying round. The qualifying and final rounds will be at 18 holes of play. The tournament is to be conducted under the well-known Pinehurst system and there will be a consolation tournament as in the midwinter tourney. Play will continue through the entire week.

SOCIETY OF AUTOMOBILE ENGINEERS

New York, Feb. 3.—From all parts of the country, delegates are arriving in the city to attend the annual winter meeting of the Society of Automobile Engineers. The meeting, which will open to-morrow and continue in session for several days, will be the occasion of illuminating technical sessions on the different automobiles and on fuel for internal combustion engines. A whole half-day session will be devoted to consideration of gasoline, kerosene, benzol and other fuels. Representatives of the Government will present their latest data as to supplies and the results of recent intensive research of a startling nature. Men of acknowledged authority will discuss this matter from the standpoint of engine design. Many other timely subjects are slated to receive attention. Members returned from the European war front will relate their experiences, and particulars never before made public concerning war automotive apparatus will be given in papers by members and other in Government service. The sessions will conclude with a "Victory" dinner at the Hotel Astor, at which the speakers will include numerous men of international prominence.

SMILE OR TWO

What's The Inference?
Mrs. Flatbush—"Is your husband a good golfer?"
Mrs. Bensonhurst—"Well, he doesn't swear, if that's what you mean."

IF YOUR EARS RING WITH HEAD NOISES

If you have roaring, buzzing noises in your ears, are getting hard of hearing and fear Catarrh of the Ears, go to your druggist and get 1 ounce of Parmit (double strength) and add to it 1 pint of hot water and a little granulated sugar. Take 1 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. Any one who has Catarrh trouble of the ears, is hard of hearing or has head noises should give this prescription a trial.

CURES DIZZINESS PREVENTS HEADACHES INSURES HEALTH

Puts Vim, Snap, Vitality and Briskness Into Run-down Men and Women

You who are nervous, tired and played out can quickly get back the best of health by purifying and enervating the blood with Dr. Hamilton's Pills. This wonderful medicine will make you feel better the first day. A real assistant to nature, full of purifying qualities, rich in blood-cleansing power these are health-renewing principles in Dr. Hamilton's Pills that accomplish so much good. Four live pills will work right if taken with Dr. Hamilton's Pills. The bowels will move out of the system all wastes and impurities. Your stomach will be put in order, digestion will be perfect and as a result your health is bound to be permanently improved.

To be always in good spirits, to enjoy your meals, to sleep well and have lots of energy to work with, use Dr. Hamilton's Pills regularly. No medicine for general family use so good, sold every where in 25c boxes.

Letters to NewsRecord

THE CEMETERY QUESTION

To the Editor.
Having read in your paper last evening regarding the choice of Cemetery grounds, I, who have watched this city of ours grow from its infancy to its present dimensions cannot refrain from expressing my views on so important a matter.

First let us consider the fact that our present burying grounds are not only crowded but very necessary. I may not even be far wrong in judging that the first burials in the new cemetery will be made during the present year. As one who pays respect to the memory of the dead by an occasional visit to the last resting place, I resent the idea of depriving the majority of citizens of this privilege and hold that a new plot should not be located at a distance where the man who owns a motor car will be the only one to enjoy such privilege. It should be made convenient enough so that the mothers and sisters, wives and daughters who after all are the frequent visitors, should have easy access to it and not make it necessary for them to hire a conveyance for the occasion.

Our city in the past has not spread out in such great proportions as to warrant our imagining that it will soon be crowded to the point where the Bridgeport-Waterloo road in the near future. My candid opinion that the Schaefer property at the end of Wilmet Street is the easiest accessible and the nearest and most suitable for the purpose.

Our Band has started something which should be continued, namely public decorations day and day of respect to the dead. Will those who are advocating Chippewa Heights as a cemetery accompany the Band on their 13 mile route march when such occasion demands?

My advice to the Council is to pay no heed to the prejudiced advice of land speculators, and use their own best judgment, and I am sure they will choose a spot which will serve to please the majority of our citizens. In the case of Chippewa Heights, though, would happen to be buried there in the next fifty years will surely have cause to exclaim—"Forsaken, forsaken, forsaken am I!"

AN OLD CITIZEN.

NEW GERMANY.

There is considerable activity in Real Estate at present. Four farms were sold and some more deals are being negotiated the details of which will be reported later on.

On Tuesday morning, Mr. Theodore Brohman of Waterloo Township was united in marriage at the Chapel, by Rev. Father Forster, to Miss Laura Bruder of Guelph Township. The young couple will reside on the farm of the bride's father, Mr. John Bruder. Mr. Ed. Scherrer assisted the groom and Miss Pearl Bruder the bride. Our best wishes to the young couple.

Miss Ada Hummel and Miss Carrie Klopfer of Guelph spent Sunday at home with their parents.

Eyes Strained?

If your eyes are work-strained or tired; if your vision is dim or blurred; if it bothers you to read; if your eyes burn or itch or ache; if you wear glasses, get a bottle of Ben-Opto tablets from your druggist, dissolve one in a fourth of a glass of water and use from two to four times a day to bathe the eyes. Ben-Opto has brought comfort and relief to thousands and thousands.

Note: Doctors say Ben-Opto strengthens eye muscles.

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This means that you will get beautiful Papers at such low prices as 8c, 10c, 12c 1-2c, 15c, 18c, 20c, to 25c. a roll. Some choice new things have just arrived including the latest ideas in Chintzes, Tapestries, Overprints, Tints, Plain and Basket Weave effects, with beautiful borders and banding effects to match, at from 15c, 18c, 20c, 25c, 50c to 1.50 a roll.

All kinds of Mouldings, Burlaps and Dado effects, supplied. Come and see. Make your selections now and get this work done early. Consult us re-decorating. Phone 687w.

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Furs next year will be, indeed, a luxury. The conditions of the fur market, right now, and the prices of raw furs (which are from 20 per cent. to 60 per cent. higher) make that a certainty.

This, then, is surely all the more reason why you should take advantage of our great 20 per cent. Discount Sale—which applies to every beautiful fur in our possession.

On a \$200 garment you can save \$40. Think of it! Then come in and examine at your leisure the exquisite furs which can be yours at so great a saving.

And note this—Feldman designs and makes all the furs shown in this big store; with the result that every piece is correct in style and superior in workmanship and materials.

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Our stock of Halls as well as ti veiled leaf effects make it very costly trouble.

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To clear out over, size 72 by 72 for \$5.95. Down Quilts, from \$12.00. We also carry COCOA MATS, OI

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