

# For the New Year's Festivities

## A 1915 RETROSPECT

Despite many attempts made by various governments to change the date of the New Year, it still remains intact, namely, January 1st. The word "year" is etymologically the same as "hour", signifying going, movement, etc., and now we celebrate the passing of the year 1915 to 1916.

A retrospective view of the past year reveals a condition of affairs remarkable indeed. Armageddon in Europe, and conflicts in many other parts of the Globe. Disturbances in every phase of industrial activity rebounding extraordinary vitality to Canadian manufacturing concerns; instances are on record of corporations that were almost extinct twelve months ago, now thriving with an unprecedented volume of business.

Fortune has favored this fair land of Canada; and however a man could be a pessimist among such natural success is hard to imagine; yet there were those who blandly stated that "We were in for bad times." Business will be quiet; "We must save," etc., etc. True enough the latter, but totally erroneous were the former statements, and calculated to perform a harsh trick upon their individual enterprise. Men with a clear vision, men with courage, have won out in this eventful epoch and the result has shown itself in their balance sheets, indeed, showing "Records."

Does the outlook for 1916 look promising? Most assuredly; working men are slowly but surely creating for themselves a competence and employers are treating the social welfare of their help in a manner almost startling; yet, with the one idea of getting greater efficiency from them; thus we find labor and capital working harmoniously with the effect of providing better living, cheaper living, and a plethora of good will, which cannot help but make the coming year one of enormous commercial possibilities for Canada and Waterloo County in particular.

## Distinctive Features of the Edison Diamond-Disc Phonograph

Requires no change of needles. The reproducing point is a permanent, genuine diamond. Edison Disc Records are indestructible. Stops automatically at the end of each record.

A ten-inch Edison Disc Record will play longer than twelve-inch needle records. The Edison Phonograph is the only machine that successfully plays all makes of

disc records. The New Edison Diamond Point Disc Phonograph was invented and designed by the one man who knows every fault and every mistake in needle machines. He was determined to end once and for all the three evils of the Talking Machine—imperfect music, scratchy records and the incessant changing of needles.

We give a free trial in your home. Fall in line with all the great musicians and buy the greatest of all reproducing instruments—The Edison Diamond Disc Phonograph.

### Cullen's Music Store

KING ST. E.

BERLIN.

## A Merchant Tailor



now-a-days must be above the ordinary if he wishes to remain long in business. Ten years is a good test for any man and the fact that each year has proved better than the last, should convince one that my principles are about right.

I wish to thank my many patrons and friends for their past favors, and live in hopes of seeing them again just as soon as they require new clothes.

May 1916 be a Prosperous One for us all.

### M. ROSENBERG

MERCHANT TAILOR

50 West King St.

Phone 16

## 28 Years of SUCCESSFUL BUSINESS

That's some record, isn't it? Yet it's just about that length of time since the Pearl Laundry was established in Berlin. At that time a boy went around with a bag collecting home washing and all the help required to do it were four people in all.

How completely revolutionized is the laundry business transparent to any one interested enough to observe. To-day the equipment of a modern laundry is surprisingly intricate; machines for this, machines for that; all performing certain labor in a better manner than could be done under the old and laborious methods of a few years ago.

Well laundered clothes last longer than those imperfectly washed, and with the splendid arrangements the housewife can make for sending the family wash, it is remarkable that a larger number of housewives do not avail themselves of the opportunity to save the drudgery of washing.

The past year has been generous to us. We have expanded our business and now employ twenty-two hands, three delivery rigs taking care of the collecting and delivering.

Quite recently, a building especially for Dry Cleaning has been erected and in a short time the necessary machinery will be in operation.

Mr. David Knipfel the proprietor, wishes to thank his many patrons for their past favors and to wish them the Compliments of the Season.

Hoping that 1916 will find us all better prepared to carry on our life's work.

## FORD SERVICE TALK

The name of FORD is proverbial, but however, well known it is, it must identify itself with a good product. Assuming therefore that Ford has a good product—the next thing is—How to obtain service when you have procured a Ford product?—or as we will call it a FORD CAR.

This is the question we put to ourselves, with the result that our good money was lavished in extending our plant (almost double) and erecting a COMPLETE FORD SERVICE STATION. As a fact outside of London, Toronto and Hamilton, it has no equal in Ontario.

What this really means to the Ford owner is apparent; should he for any reason need spare parts or corrections of any kind, he can immediately get them, without waiting for freight and express and other consequent delays.

We are exclusive agents for the Ford in this territory, handling a complete line of commercial cars and supplies. A feature of our business in the near future will be the delivery of light motor trucks, suitable for Grocers, Butchers and Dry Goods Houses, etc.

Our Garage service is continuous and we are equipped to do repair work of every description.

The staff has been considerably augmented and a plant manager is in constant attendance.

Many thanks for past business favors, wishing one and all the Compliments of the Season.

### Browns Garage E. L. C. BROWN, PROP.

2-14 COLLEGE ST.

PHONE 665.

## Mac's Megaphone



In our little advertising talks during the year we have always played fair. Our business has been built up on the "square deal" policy and we close the year with a most satisfactory business.

By paying the "war tax" on many lines ourselves it is true the profits have been reduced considerably, but we have more than made this loss up in the new customers we have gained.

We are already laying plans for even greater efforts for the coming year. Our Saturday cigar bargains which have proven wonderful trade pullers will be continued, and if possible, even better values will be offered.

In the Sporting Goods Department the public will find the best lines to be had on the market. The special values we are offering in hockey sticks has added many new customers. Everything in fine athletic goods can be had here at the closest possible price, and we stand back of every article sold.

We thank our patrons for the generous support they have given us and wish one and all a happy and prosperous New Year.

### James J. MacCallum

Berlin, Dec. 31, 1915

King St. West

## Usher In The New Year With the convivial Glass.

Let your 1916 resolution be "Moderation in all things" as a Health measure, always keep by you a suitable quantity of liquor. Wishing you all the season's compliments.

### C. Stein

Wines and Liquors

Auditorium Block, South Queen St.

Phone 82.

## Makers of Butter-Nut Bread



During the past year, we have expanded our business enormously in order to provide our patrons with the very finest food products made anywhere. One feature of the year has been the introducing of BUTTER-NUT BREAD, of which we hold the exclusive rights in Berlin. No other bread has taken the public fancy; it is made from a special formulae, it is scientifically made and is never touched by human hands, until the consumer breaks open the waxed paper covering. Nothing could be cleaner, no bread is more wholesome. It contains the maximum food properties, it is easily assimilated and costs no more than the ordinary kind, delivered to your door.

LUXURY CAKES, have come to instant favor, and for 16c we know of nothing to compare.

1915 has been good to us. Of course we have had ups and downs like everyone else, but we appreciate the fact that our trade is staying with us, and are consoled in the thought that 1916 will see us even better equipped to give the public exactly what they want.

WISHING YOU THE COMPLIMENTS OF THE SEASON

### H. A. DIETRICH

86 WEST KING ST.

## New Year's CANDY MAKING



is an art and any one attempting to make high class candies must be an expert.

All the delicate flavors, dainty tints, fancy shapes, do not arrive accidentally; it is only by careful work and the utmost scrutiny of materials that give these results.

None but genuine fruit flavors are used, not extracts; also pure sugar cane sugar; everything the best.

We sell our candies loose and in fancy boxes, at prices to suit every purse.

Special New Year meals to-morrow. Instead of bothering cooking at home, come here for a change. You will enjoy it.

### Berlin-Restaurant The Home of Sweets Gettas & Gettas

RESTAURANT SERVICE.

WEST KING STREET.

Wishing You The Compliments Of The Season.

## We Thank You



The sixteen years that we have been engaged in business had proved to us that the public can be relied upon to patronize a merchant that consistently gives good values.

It has been our constant aim to provide the merchandise that was in general demand, favoring no particular set of people, but rather to cater to the public as a whole. It has worked well and nowafter these successful years we are ambitious enough to move to larger quarters when even more courage will be required to handle other lines of goods, connected with the millinery.

We expect to be open in the new store next to the Theatre, 92 West King street, in time for the Spring Openings. Meantime special reductions will be offered in all lines at our store, so that the new premises may be entered with an entire new stock.

Thanking you for past favors, and assuring you of our desire to make your purchasing at this store during 1916 a real profit and pleasure.

### The Rose Millinery

King St. West.

## Wishing One And All A Happy, And Prosperous New Year J. Hainsworth

Plumber and Electrician

14 Foundry Street North, Berlin

We'll do the work well.

of thousands of new sufferers join the ranks.

The disease first makes its appearance in December. A victim becomes bestially around a poker table, and announces, "Well, boys, I swear on the 1st."

Jan. 1 arrives. Simultaneously several hundred million persons rise, yawn and glance at the calendar. Involuntarily the muscles of the right arm contract, elevating that member toward the ceiling. In a state of temporary stupor the victim voices good intentions. Some of the more serious cases even rush off to a notary public to record these thoughts in black and white and pay said notary \$5. The stupor is attended by either a lapse of memory or a distorted mentality. In the first case the victim has entirely forgotten his attack of the year before; in the second he says, as he has



THIS YEAR IT WILL BE DIFFERENT!

said almost every year of his life "Oh, this year it will be different. I'm not going to bust 'em this time." This is the crisis of the year.

So many persons try from the disease most be called a seriousness lies in of the largest industry. Manufacture

nine apparel, cigarette, other institutions try its envied aggressive and enter business and market hit and hit hard

most cases the rapid is the only few of the been known to later than noon

Perhaps, one affected industries to have the govern to prevent the

Year's disease to tion, and to try the case of press with recovery con

dition to the article is another general tom and is a se

logical effect rather and physical.

In from five and statistics show, the its course. The self again. He

full height, voice what's the use? mal mode of life

if he's a smoker for a few days; t become normal

gives a new imp by the consumptio the first few days

are smoked than the entire year. T daily increases and reaches its max which is a gradu

mal.

Pope's Welcome It is the universal Jesuits to hold New

ices in their church throughout the world church. In Rome, the tends the service in per

consists of "The benediction.

Geo. Lloyd, aged 17, held at Bedford, charging breaking.

Dr. Jones Moore, o been accepted as med the 118th Battalion.

Col. J. J. Creelman, Max Artillery, has re real as 6 weeks