

COME PEOPLE YOU KNOW

Our aim is to make this
interesting. If you are
or have friends visiting
is a line or phone 395 or 396.

Frank Paetz of MacCallum's
ed after spending a few days
onto.

A. J. Kimmel, of Cobourg,
e to-day on business in
with his local interests.

W. H. Brethaupt has returned
Parents where he attended the
tion before the government,
for the amendment to the
planning act.

Too Late to Classify

W. Gent men—Two are
a, well furnished, central,
ness, use of phone, breakfast
sup. preferred. Box 7.
Record. 4-3-11.

d to en—A house on Be-
Street, all conveniences, by
15th, will pay high rent, wa-
e long term. Apply Box 7.
Record. 4-3-11.

ale—Good delivery 14 h.
ble for town or country, a,
good top enclosed box with
doors. Apply to F. Kell,
rlo. 4-3-11.

te—Fifty Factory chairs also
al tables, will sell in quantities
d. Apply F. Matthews, W.
Green, 401 Rime Co., Limited,
Benton and St. George, 4-3-11.

ry will pay for ad will give
complete set of dishes and
household utensils. Box 7.
Record. 4-3-11.

ale—Good quarter cut oak
card modern like new. Apply
er's Bookstore. 4-3-11.

d—Three or four unfurn-
rooms by young couple by
1st Apply Box 73 News Record.
4-3-11.

le—A number of Rhode
1 Clacks. Apply 83 Mount
Street, Kitchener. 4-3-11.

le—House in a desirable
on. Price reasonable. High
of building makes it pay to
Apply G. A. Wanless, 36
King Street, Kitchener.
4-3-11.

—Woman or good girl for
ing, steady work, good pay to
party. Apply Mitchell Bu-
o. 4-3-11.

—Club bag makers—on e
wed in frame and one for pin
bags. Apply Doering Trunk
Limited, Waterloo. 4-3-11.

le—A modern 7 room
low, every modern conveni-
large verandah, location the
avours Kitchener and Waterloo.
\$2650.00; terms. Owner out
n. It must be sold. Apply L.
Foundry Street, Waterloo.
162W. 4-3-11.

—Horse and light platform
Apply Box 73, News
4-3-11.

Public Sale

hold goods of the late William
176 Queen St. South, on Sat-
P.M. 1.30 April 5th.
on suit, hanging lamp, hall
lighted chandelier, 6 dining
looking stove, kitchen chairs,
upholstered arm chair, some-
l. carpets, mats, garden tools,
r tools, bookcase of desk combi-
inder and numerous other

antz, meet.
Alex. Schaefer,
John Schaefer,
Executors.

than one thousand societies
n in Great Britain are ar-
for celebrations to be held
uth in honor of the Queen
centenary.

the servants in Toronto have
union and are agitating for
hour day and six-day week.

ASTERN
TS & CAPS
DAD and his LAD

Waterloo House
Bargains

150, 7 rooms, in North End,
Central School, 2 minutes
from car, an individual
oroughly up to date Ameri-
yle, all conveniences, quar-
us, oak floors downstairs,
he finest select Hardwood
throughout, 50 ft. lot.
DUSE THAT APPEALS.
ICE \$37.00.

id Brick, 7 roomed house,
modern wired, good lot
garden. A snap at the
price. \$1500.

layton B. Eby

3 Merchants Bank
uilding, Kitchener.
Phone 949, Office
idence 314W (Waterloo).

Notice to Automobile Dealers

It is not necessary to lose the sale of a car when a good prospect wants to buy on the part payment down plan. The financing of the notes given by a reliable purchaser is done by the Commercial Credit Co. of Canada, Limited. The financing service rendered by this Company to the automobile dealer enables him to use his capital, which would otherwise be tied up in notes, for extending his business and increasing his sales. This plan of

Financing the purchase of Passenger cars, Trucks, etc. increases dealers' sales.

Our service, which involves no expense to the dealer, is fully explained in the booklets and circulars issued. This Company invites the details of our plan the better they will like it.

Our representative will be in Kitchener this week.

Rates low; include insurance against fire and theft; an all Canadian company.

The Commercial Credit Company of Canada, Ltd.

305-306 Bank of Hamilton Bldg., Toronto.



Five cakes of Gold Soap measure as large, weigh as much, and do as much and as good work as six cakes of any other laundry soap. Think of the saving and remember the name.

Gold Soap is made in the Procter & Gamble Factories at Hamilton, Canada

Gold Soap

Attraction

The Basis
of

Advertising

The purpose of Store Advertising is not merely to sell goods, but to sell more goods—to make friends, build up a patronage that will not only stick, but grow. Newspapers reach the greatest number of people in the immediate vicinity in the most natural way, at the least expense, and they are therefore the best of all mediums for stores. In a newspaper you follow the lines of least resistance—you follow with the stream—you talk to an audience, already assembled, to the people who want to read—their mental cosmos is right—they are on your wire, and they won't ring off if you hold their attention. Attraction is the basis of all advertising—the store is the sun, the customers the planets that revolve around it.—Ma Jene (N.Y.) Palladium.

THE VICAR'S SLIP

An exceedingly amiable widow came to live at Little Rudecomb. The vicar, a bachelor regarded her with fear and trembling; she was so very obviously after him. He cured her through making a fortunate slip. "It is very lonely for me now" she told him one day. "I have always been used to having a man about the house, and I can't get used to the quietness." She turned and gazed away to the

distant hills, while her underlip trembled piteously. "Oh, don't worry, my dear lady," said the vicar hastily "don't worry! You know the wind is always tempered to the lorn sham."—Answers. "Was Comprehensive. "Your answer is about as clear as mud." "Well, that covers the ground, doesn't it?"—Answers.

Letters to NewsRecord

PROHIBITION.
To the Editor: I notice, in your valuable paper, some interesting letters on Prohibition. I wish to offer a few thoughts in answer to one, by Mr. J. F. McKay, who, by the way, seems to be an ardent student of the Bible. altho he seems to be rather a "hit and miss" reader however, as only those parts, which seem to suit his ideas, evidently only make an impression.

In his letter of Mar. 25th he informs us "that the Almighty never predestinated that any of the human race should be engaged in so low and contemptible an occupation, as to become a spotter, and snoop and sneak and skulk." Truly said. Neither did he pre-destinate that any of them should become a thief, black-leg, murderer, etc. But because some human beings do become such, we must appoint policemen, detectives, to "snoop, sneak and skulk." "Spotters" if you please, and so it becomes an honorable occupation.

So it is also with the booze. If human beings would use it as it is intended, namely for medicinal purposes only, the "spotter" would not be necessary, but under existing circumstances, it is an honorable occupation.

If some of the saints in Old-Testament times did use wine, in some instances, or excess, is it reasonable to advocate that we may CARRY ON in the same way in this enlightened age of the New Testament times? Surely not as well try to argue we may introduce polygamy because in olden times they also had several wives.

I am an aged mother and have not the "knowledge" or "wisdom" that some of the correspondents on this subject, but surely any child can see the fallacy of such arguments.

Respectfully submitted by an anxious mother and advocate of total Prohibition.

(Mrs. H. Werner.

TODAY'S EVENTS

Harriet Prescott Spofford, one of the foremost of American women writers, enters upon her 85th year today.

After-the-war educational problems will be discussed by the West Tennessee Teachers' Association, meeting in annual convention today at Memphis.

An elaborate celebration of the Alabama Statehood centennial is to be the feature event of the annual meeting of the Alabama Educational Association, opening today at Mobile.

The part that chemistry played in helping to win the war will be told at the annual meeting of the American Electro-Chemical Society, which is to begin its sessions today in New York City.

On the 100th anniversary of the birth of Rabbi Isaac M. Wise, the founder of the liberal movement in Judaism and the father of the Union of American Hebrew Congregations, it is to be observed today with memorial exercises at his grave in Cincinnati.

The Cathedral of the Immaculate Conception in Albany, N.Y., is to be the scene of notable ceremonies today, when Rt. Rev. Edmund F. Gibbons will be formally installed as Catholic bishop of the Buffalo diocese. Bishop Thomas F. Hickey of Rochester will celebrate pontifical high mass and Rt. Rev. Joseph J. Conroy, auxiliary bishop of Ogdensburg, will preach the sermon.

Racing.—Winter meeting at Havana, Cuba. Spring meeting at Hot Springs, Ark. Spring meeting at Bowie, Md. Bench Shows.—Opening of annual show of Chicago Kennel Club, Chicago, Ill.

TODAY'S CALENDAR OF SPORTS

Racing.—Winter meeting at Havana, Cuba. Spring meeting at Hot Springs, Ark. Spring meeting at Bowie, Md. Bench Shows.—Opening of annual show of Chicago Kennel Club, Chicago, Ill.

BETTY FLYNN MAKES A DISCOVERY.

Betty Flynn made a new discovery this morning. She's been making discoveries every day since she opened her eyes on the world nine months ago. She learned quite early that the things one enjoys most are the things that are not good for one; for what is there more comforting than a nice little pink thumb to suck? And yet, every time that Betty essays to enjoy its pink smoothness mother takes it out and tucks it in the bed clothes.

Then Betty learned that things can become very painful in the region of one's piny, and that mother can relieve the situation by turning one on one's face, but that father invariably makes matters worse. There was one glad day, when she discovered her hands are good for something else besides sucking, the day she grabbed for the bright thing in father's tie. Then, grabbing, became life's first sport, until holding things, and dropping them almost ousted it from favor.

Down at the end of Betty Flynn are two little pink things, perfectly useless things. Mother makes a fuss over them and kisses them and exclaims adoringly about the tiny toes; but Betty doesn't see what they are there for, she's grabbed for them and tried to get them in her mouth, but the effort has never been very successful, although mother always applauds the attempt heartily, and seems willing to witness the effort as often as Betty cares to try.

But to-day Betty made the crowning discovery of her life, it was quite accidental—and there MAY be some excuse for the existence of those little pink things with toes after all! She was grabbing for the bar that runs round her crib, grabbing and stretching, with little hope of reaching it, when, sure enough she caught it, pulled on it, and there you are—her whoop of triumph made mother look round.—Why baby's standing?

Flop went Betty Flynn, but she knew about those two pink things, and as soon as she got her breath she is going to try it again!

BEATING THEM TO IT

"What is the earliest date we may expect the arrival of Uncle Bob and his family to spend the summer?" "The first of May." "Ahem! Write to Uncle Bob and tell him to expect us the 29th of April!"

THE REASON

"Nobody at weddings ever gives the bridegroom away."

A Good Way to Start
"They seem to get along well together."

"Yes. Neither one expected the other to be perfect when they married."

Actions speak louder than words when—deal-mutes talk.

A locomotive engineer dreads a misplaced switch; a naughty boy doesn't.

Antoinette
Hat Shops Limited.

THE CHILDREN'S HAT SHOP

Opens Its Spring Treasure Box



Every little lady from 6 to 14 is invited to attend.

As these new hats were carefully unpacked from their tissue wrappings—everyone agreed that Hats for Children had never, never been more adorable.

There are wonderful little Milan Hats with streamers and bands and for those who prefer something less expensive there are models just as smart in tagel milan and other straws. Mothers will be pleased with our hand made hats, they are so distinctive.

Tailored and School Hats

More than two dozen styles and such a price range. All sizes for the tiny tot or for her big sister.

75c., \$1 and up to \$3.50.

Hand Made Distinctive Hats

Here are hats that cannot be purchased anywhere else except at The Antoinette Shops. They are lovely.

\$2.50, \$3.00 and up to \$6.00

Antoinette
Hat Shops Limited.



Happy Berry Pickers being driven to work from their camp at Clarkson, Ont.



A roadside market booth on the Toronto-Hamilton Highway

One of the many farm trucks in use among farmers living on or near the Toronto-Hamilton Highway

CONCRETE HIGHWAYS

Save Time Money Labor

WHATEVER speeds up traffic must be a real economy. Whatever delays traffic must always involve waste of time and effort.

Concrete, being the road material of minimum tractive resistance, makes a pavement on which all types of vehicle can travel quickly, and this speeding-up of traffic makes possible the speeding-up of production.

Wherever there is a concrete road, in that locality you will find farmers and their "help" able to devote more time to the vital work of sowing and gathering the crops.

SAVING TIME OF BERRY PICKERS

THE girls who helped so splendidly in the gathering of our berry crop last summer, can testify to the value of a concrete highway along lines of time-saving. To those of them who were able to use the Toronto-Hamilton highway, it meant many hours saved in transit between their camps and their berry-patches—thus giving them more hours for berry picking than they could possibly have had if their travelling to and fro had been on the old style road.

The manner in which the Toronto-Hamilton highway conserved time in last summer's berry picking is but one of the many sidelights on the value of concrete that have been revealed to those farmers whose properties adjoin this modern concrete road.

It is the duty of every Canadian citizen—a duty he owes both to himself and to his country—to get the facts about concrete highways which will enable him to intelligently use his influence for the building of the kind of roads which shall result in more complete conservation of all we produce.

CANADA CEMENT COMPANY LIMITED

HERALD BUILDING MONTREAL

Sales Offices: Montreal Toronto Winnipeg Calgary

OLD FOLKS' COUGHS, CATARRH BRONCHITIS QUICKLY CURED

This Tells of a Method That Cures Without Using Drugs

Elderly people take cold easily. Unlike young folks they recover slowly. That is why so many people past middle life die of pneumonia.

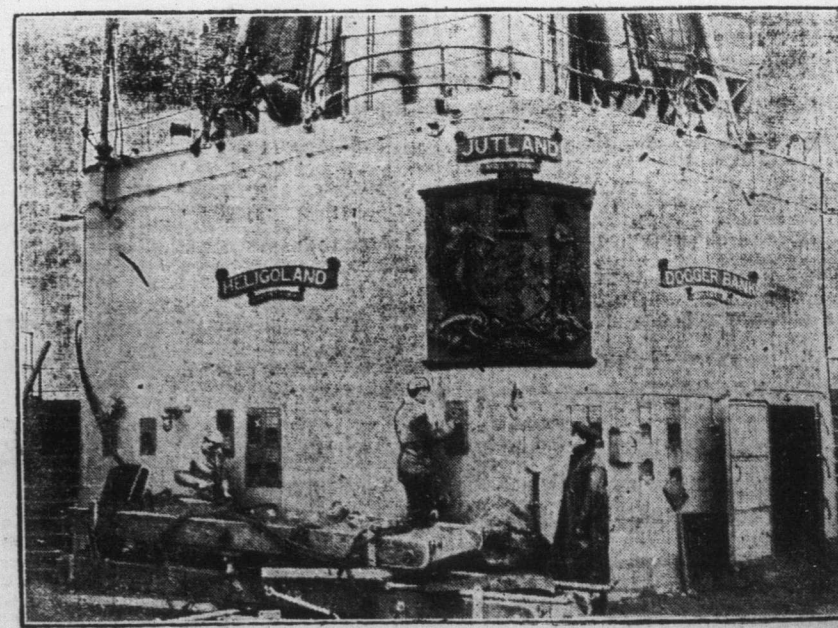
Cough Syrup seldom does much good because they upset digestion. Any doctor knows that a much more effective treatment is "CATARRHOZONE" which heals and soothes the irritated surfaces of the throat.

In using Catarrhzone you do not take medicine into the stomach—you simply breathe into the throat, nose and lungs rich piney balsamic vapor, so full of healing power that colds, catarrh and bronchitis disappear almost instantly.

The germ-killing balsamic vapor mixes with the breath, descends through the throat, down the bronchial tubes, and finally reaches the deepest air cells in the lungs. All parts are soothed with rich, pure medicinal essences, whereas with a syrup the affected parts could not be reached and harm would result through bumbling the stomach with drugs.

A Catarrhzone inhaler in your pocket or purse enables you to stop a cold with the first sneeze. Large size costs \$1.00 and supplies treatment for two months small size 50c; trial size 25c; all storekeepers and drug-gists, or The Catarrhzone Co., Kingston, Canada.

As a woman sews, so shall her husband rip.



POLISHING H.M.S. NEW ZEALAND FOR ADMIRAL JELICOE'S EMPIRE TOUR.—Admiral Jellicoe is about to leave on a tour of the British Dominions. The photo shows the war honors won by the battleship New Zealand, which he will make his headquarters.