

SOME PEOPLE YOU KNOW

Our aim is to make this column interesting. If you are going to have friends visiting you, call us a line or phone 395 or 399.

Frank Paetz of MacCallums died after spending a few days in hospital.

A. J. Kimmel, of Cobourg, is today on business in Toronto with his local interests.

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

Too Late to Classify

W. Gent men—Two large, well furnished, central, modern, use of phone, breakfast, preferred. Box 7, Record.

to en—A house on Beaufort Street, all conveniences, by 15th, will pay high rent, wage long term. Apply Box 7, Record.

ale—Good delivery table, for town or country, good top enclosed box with doors. Apply to F. Keil, 4-3-31.

le—Fifty factory chairs also tables, will sell in quantities. Apply F. Matthews, W. Green and Romeo Co., Limited, Benton and St. George, 4-2-24.

ry will pay for ad will give complete set of dishes and household utensils. Box 7, Record.

ate—Good quarter cut oak card modern like new. Apply to Bookstore. 4-3-31.

le—Three or four unfurnished rooms by young couple by 1st Apply Box 73 News Record. 4-3-31.

le—A number of Rhode 1 Clacks. Apply 83 Mount Street, Kitchener. 4-3-31.

le—House in a desirable location. Price reasonable. High of building makes it pay to Apply G. A. Wanless, 33 King Street, Kitchener. 4-3-31.

Woman or good girl for long, steady work, good pay to party. Apply Mitchell Bldg. 4-3-31.

Club bag makers—on wood in frame and one for pin bags. Apply Doering Trunk Limited, Waterloo. 4-3-31.

le—A modern 7 roomed house, every modern convenience, large verandah, location the avors Kitchener and Waterloo. \$2650.00; terms. Owner out n. It must be sold. Apply L. Foundry Street, Waterloo. 162W.

le—Horse and light platform. Apply Box 73, News. 4-3-31.

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 1, carpets, mats, garden tools, tools, bookcase of desk comb, nder and numerous other antz. 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. tie servants in Toronto have union and are agitating for -hour day and six-day week.

ASTERN HATS & CAPS
DAD and his LAD

Waterloo House Bargains

ise, 7 rooms, in North End, Central School, 2 minutes from car, an individual thoroughly up to date Amer- ican style, all conveniences, quar- us oak floors downstairs, the finest select hardwood throughout, 50 ft. lot. **USE THAT APPEALS. ICE \$27.00.**

layton B. Eby

3 Merchants Bank building, Kitchener. Phone 949. Office address 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.

365-366 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



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

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 pre-destinated 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, and in some instances an 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 introduce polygamy because in olden times they had several wives.

I am an aged mother and have not the "knowledge" of Boester, who, in 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.

The 50th 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, is to be observed today with musical 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.

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 that hands are good for something else besides sucking, the day she grabbed for the bright thing in father's tie. Then, grabbing because life is almost 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
"When 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 tassel 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.

CONCRETE HIGHWAYS
Save Time Money Labor

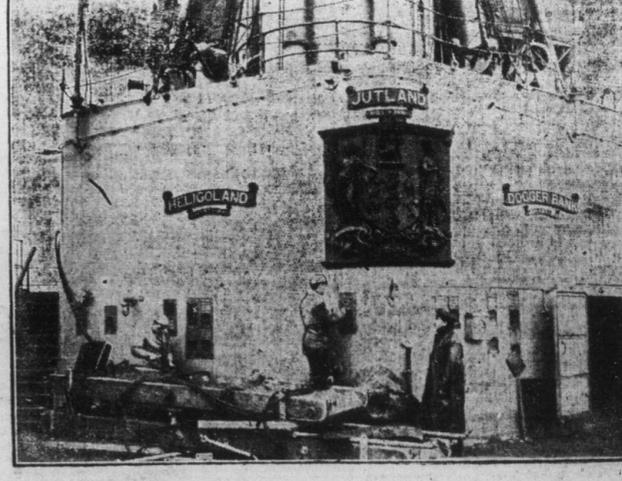
Happy Berry Pickers being driven to work from their camp at Clarkson, Ont.
A roadside market booth on the Toronto-Hamilton Highway.
One of the many farm trucks in use around farming, on or near the Toronto-Hamilton Highway.
WHATEVER speeds up traffic must be a real economy. Whatever delays traffic must 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.
SAVING THE FARMER'S TIME
THIS same concrete highway has resulted in the opening of many wayside markets, to which motorists come for their fruit and provisions, thus saving much of the farmer's time. Then, too, those farmers who still take their "truck" to market are able, on this highway, to get to market and back in double quick time. A farmer situated on this highway, twenty miles from market, can load his motor truck, and leave in the morning—be back home for lunch—and make another trip to market in the afternoon. Instead of three uncomfortable team trips per week, which was his average before the concrete road was built, he now makes twelve trips in comfort—two trips each working day—by motor truck.
HOW ONE FARMER PROFITS
THIS is the experience of R. H. Lush, of Clarkson, Ontario, whose farm adjoins the Toronto-Hamilton highway. He sold at his wayside booth last summer among other fruits, 700 baskets of cherries at an average price of \$4.50 per basket, a total of \$3,150, for cherries alone. Had he shipped these 700 baskets to Toronto (as he had to do before the highway was built), he would have had to reckon with the following items:
Commission to commission house (12 1/2 per cent on \$3,150)..... \$140.00
Express (at 5c. per basket)..... 35.00
Cartage at city end (1c. per basket)..... 7.00
Hauling from farm to railroad..... 7.00
Total..... \$189.00
The \$189 which he saved by selling his cherries at his wayside booth represents an extra profit of \$189 on cherries alone.
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 do 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 Catarrhozone 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 bouncing the stomach with drugs. A Catarrhozone 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 Catarrhozone Co., Kingston, Canada.



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.