inger 11 King, West

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'Listen! hing business

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welery Store'

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Miss Dawson, Miss Dunke. Miss Hellman. Mrs. (Dr.) Lackner. Miss McKay.

—Miss Dowswell, and Physical Culture— Miss Waelchli.

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EST DRESSED IN WERE TAIL-

OR elegance, good style, superb making d superfine materials e have no equal in e city.

Special Reduced Prices for December Only.

ADIES' ART AILORING CO.

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Weber and Queen North eber and College, cithaupt and Weber. ellington and Margares Ave argaret Ave. and Maynare St.

STUDY WANT ADS TO YOUR

THE BERLIN NEWS RECORD

ELMIRA INVESTORS IN DEFUNCT NATIONAL AGENCY NOW SEEK TO RECOVER \$8,500 FROM AGENT

BERLIN, ONTARIO, WEDNESDAY, DEC. 17th, 1913

Game Warden Sattler is making a strong plea in behalf of squirrels, both black and grey. These little inhabitants of the woods have been prey to the gam of the hunter to such an extent that if their slaughter is allowed to continue, the squirrel family will be exterminated in a few years. The official hrs directed a communication to the County Council, to this effect. He points out that the law now daily provides a short period of two weeks in which the squirrels are protected. Having conferred with the Frovincial Game Department regarding restrictions for this killing of game, he now asks the County Council to pass a resolution asking legislation which will make the slaughter of squirrels in the next two years, illegal. Unless some such legislation is passed, the squirrel family, he believes is doomed. It was on the advice of the Provincial Department that he asks the County Council to pass such a resolution which will then be ## HERDING BR. SUIT FROM ABENT
William/Dumah and Herry Strick Alice Miscreting
Interesting Case in Superinteres by Admir Found.

**The Association of the Company of the Co

The epidemic of measles promises to be pretty well over by Christmas, so the children will have an opportunity of enjoying the season with the rest. A number of the local physicians state that except for the measles, and a number of cases of diphtheria, there is not much sickness. November was a very slack month, but the epidemic among the school children, of measles, has made the break in the general good health of the community. When this clears up there is the prospect of a very merry Christmas.

Respectfully Submitted

That time honored expression means more these days than it used to mean.

When you see it in the advertisement of a reputable merchant you know it is an exact statement of fact, not a catch-phrase.

statement of fact, not a catchphrase.

Advertisers nowadays plan
to build business—not merely
to make immediate sales.
They know that a carclessly
made statement would come
back to plague them, so they
weigh their words carefully.
There is no news that goes
into the newspaper that is more
carefully edited or held to more
ironclad statements of fact than
the advertising of reputable
merchants.

As a big merchant expresses
the general sentiment, "Money
spent to advertise a lie is
worse than money thrown
away. It is money spent
for a sword by which you
must commit business suicide."
P. S.—Don't delay that
Christmas shopping!

How well behaved the children are

An injunction has been taken out to keep the natural gas of Kent acounty in that bailiwick. If the Kentites had not taken this step, other counties might have been lead to do so to prevent its entry into their limits, on account of its sweet smell.

King Menelik of Abyssinia is reported to have died on Friday. This colored gent, like Sara Barnhardt, has made so many farewell appearances that the despatch is taken with reserve.

Court Action Saken To Prevent It -- Claimed It

As a big merchant expresses the general sentiment, "Money the general sentiment, "Money spent to advertise a lie is worse than money thrown away. It is money spent for a sword by which you must commit business suicide."

P. S.—Don't delay that Christmas shopping!

Three have already enrolled their names

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When arraigned before Magistrate Weir in Police Court this morning, the woman pleaded gindrance of the criminal law which prohibits fertune talling in Canada. She satisfied Crown Attorney Bowlby that she did not know that she was committing an agrain chopper, had to have it ampute.

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TO CURTAIL SERVICE.

At Toronto says that since 1854, which is fifty-nine years ago, there have been only 31 years in which the ground was covered with a white blanket on Christmas day.

He is not senguine of seeing sleighing on Dec. 25 next, but there might be skuting.

Also he places no reliance on the old saying that: "Green Christmas" means a "Fat Graveyard." It may have applied when this country had no health departments. Now-

The Record is creditably informed that the G. T. R. Co. intends to curtail the passeager service on its Gelt branch, by removing the train which no retrives here at 8 o'clock in the moraing and leaves at 9.35 in the evening.

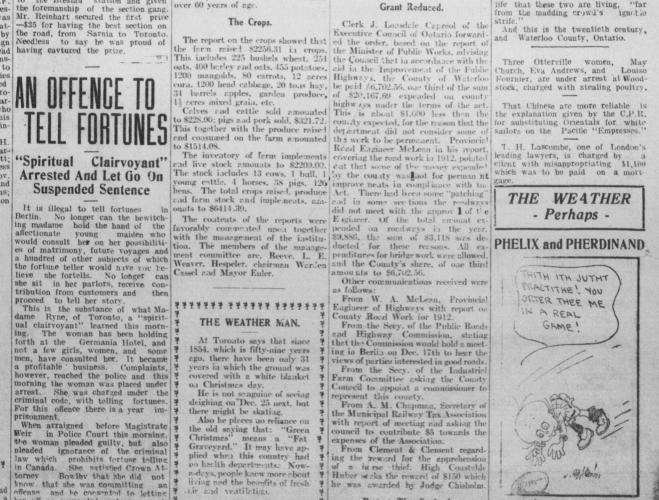
This would inconvenience Doon and Blair citizens and cause a loss of trade to Berlin merchants.

Protect The Squirrels.

Local Opinion Expressed AMENDS OBJECTIONABLE PLAY.

CLASSIFIED ADS ARE READ BY

to Ontario Highways Com. MONTREAL, The management of



Protect The Squirrels.

From Louis Sattler, Deputy Game

From Loui

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