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Advertising-isms. — One poor merchant discredits a dozen good ones.—a poor merchant is a non-advertising one.—S. Long.

THE BERLIN NEWS RECORD

Advertising-isms. — Keep your money in the City, until you have gotten out of it all that there is in it.—S. Long.

THIRTY-SEVENTH YEAR BERLIN, ONTARIO, MONDAY, DECEMBER 11 EIGHT PAGES PRICE ONE CENT

Allies Secure Some German Trenches

ALLIES REPORT SOME PROGRESS

TAKE A FOREST NEAR NOULETTES
PARIS, Dec. 31.—The official afternoon communication from French War Office says:—
"Nothing of importance occurred in Belgium yesterday, except some progress around Lombardzyde and other points and the bombardment of the enemy of Ypres hospital."
"Between the Lys and the Aisne Rivers we have occupied a forest between Nouletttes and Souchez and captured a number of German trenches."
"The enemy has bombarded Arras. At various points our artillery has secured advantages."
The statement also reports progress in Champagne, in the Argonne between Argonne and the Meuse, on the right bank and on the heights of the Meuse.

Russians Holding Enemy at Bay on Bzura River

ARE CONTENT TO PREVENT FLANKING MOVEMENT
PETROGRAD, (Via London) two o'clock, Dec. 31.—"The Russian forces entrenched on the right bank of the Bzura River are still holding at bay the German army of two hundred thousand men, who have been endeavoring for three days to cross the river and advance on Warsaw."
"The Russian artillery commands the river to its junction with the Vistula. The Russian position is part of their third line of defence and they are apparently attempting nothing more than to retard the enemy and defeat attempts at flanking movements."

LATEST NEWS FROM FRONT

TAGEBLATT SAYS FIGHTING IN BELGIUM REACHED STALEMATE
LONDON, Dec. 31.—The war correspondent of the Berliner Tageblatt wires his paper as follows:—"On the Yser canal I am convinced we cannot advance owing to the inundations and swamps. And for the same reason the allies cannot do much. Fighting in the north of France and Flanders has resulted in a stalemate."

REPORTED THAT RUSSIANS HAVE WON A SUCCESS
LONDON, Dec. 31.—The Daily News' Petrograd correspondent says the Russian army in northern Poland has met with important successes. The Vistula is freezing there and the Germans were compelled to hastily evacuate an island above Plock and the Russians captured large ammunition stores.

NOT CONTEMPLATING A ZEPPELIN RAID
LONDON.—A prominent traveller, a resident of Newport, who reached here to-day from Berlin, says the Germans are not thinking seriously of a Zeppelin invasion of England and look upon the English precautions against such an attack as a great joke.

LONDON, Dec. 31.—The departure of Emperor William for the front, announced yesterday, is said by the Exchange Telegraph Company's correspondent at Amsterdam, to have been decided upon against the advice of the emperor's physician, who strongly opposed his making the trip at this time. Military chiefs, however, insisted that the emperor spend Christmas with his troops and he decided to do so.

GERMAN CRUISER REPORTED SUNK
LONDON, Dec. 31.—4.45 P.M.—Persistent rumors are current that a German cruiser has been sunk off the coast of Scotland. Also it is rumored two British destroyers arrived at Leith, Scotland, badly damaged. No official confirmation to these reports has yet been received.

Mrs. Carl Linke Wins Insurance Suit

AWARDED \$1000 IN ACTION AGAINST C. O. F.

TORONTO, Dec. 21.—Mr. Justice Britton has given judgment at Osgoode Hall in favor of Mrs. Carl Linke against the Canadian Order of Foresters for \$1,000, the amount of a policy on the life of her husband. The Order alleged there had been no proof of the death of Linke, who disappeared in 1907 after saying he was going to visit friends in Preston and who has not been heard of since. He left a wife, whom he married in 1904, and two children. His home was in Berlin, Ont., where he lived with his mother-in-law. Mr. Justice Britton holds that the man is to be presumed dead, having been absent for seven years and nothing having been heard of him.

Thaw Must Leave New Hampshire

SAYS U. S. SUPREME COURT

WASHINGTON, Dec. 21.—The U. S. Supreme Court to-day reversed the refusal of a federal court in New Hampshire to extradite Harry Thaw. The effect of to-day's decision is to cause the extradition of Thaw from New Hampshire to New York state at once.

MAIL TRAIN WAS LATE

Train No. 31 due here at 11:32 a.m. on the Grand Trunk Railway was one hour and forty five minutes late to-day, the result of the first real snow storm of the season, winter being ushered in this morning in the good old fashioned way. There was considerable trouble in keeping the road open, and the snow plows were out in force on the western end of the division but none were used here to-day.

HEAVY FINE FOR TAKING PEANUTS

Two young men, who spent the week end at the City Hall appeared before Magistrate Weir this morning charged with breaking into the peanut garage of Tomis Chinikis on King Street West. In answer to the charge they both pleaded guilty and were fined \$20 and costs, \$25 in all with the alternative of one month in jail. They paid their fines. Sergt. Grasser and P. C. Desmond made the arrests Saturday night. They had in their possession five bags of peanuts.

WILL MEET TOMORROW

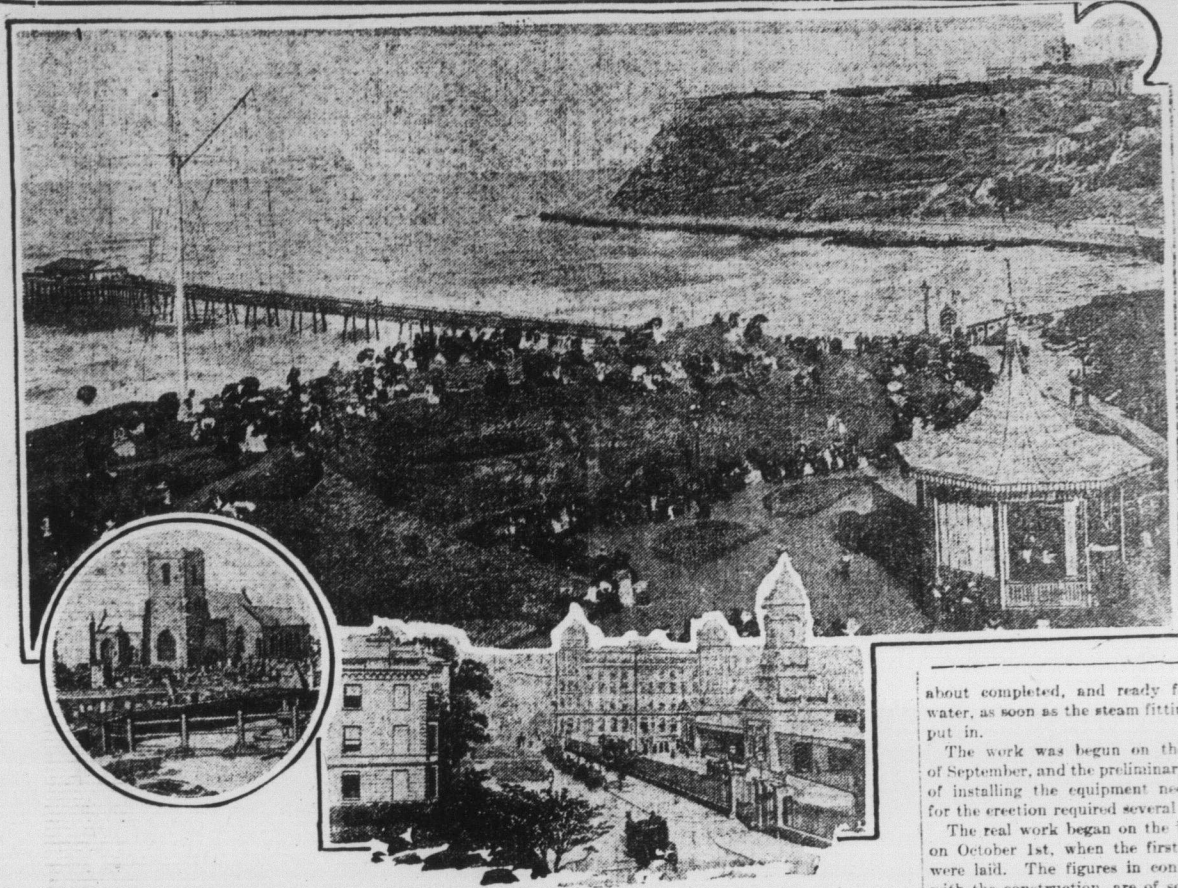
The Waterloo County Children's Aid Association will meet at St. Mary's Church Tuesday afternoon at 4 o'clock.

AT THE COUNTY BUILDINGS

Warden A. B. Robertson, of Wellesley, was at the County Buildings this morning having come down to attend a Court for the selection of jurors.

There are twenty-two prisoners in the County Jail at present. Five will go the Central Prison and one to the Kingston Penitentiary.

A two-ton boulder became dislodged and crashed down on a West Shore freight train yesterday. No one was injured. All Saints' Hospital at Morris-town has lost its entire medical staff of six physicians. Trouble started over a year ago. The Rockefeller Foundation and other large charities are to be investigated by the Federal Commission in the U.S.



SCARBOROUGH'S GARDENS REPLACED BY TRENCHES.

Public Christmas Tree Erected at City Hall

First Time in History That Opportunity the People Have of Seeing a Tree at Yuletide in the Open Air. Gives Good Impression of Great Holiday now Approaching.

A large crowd gathered on Saturday evening to witness the erection of the first public Christmas Tree for the needy of the city under the auspices of the Organized Social Workers of the City. There was an address of ten minutes by Mayor Euler, and a brief address by Adjutant Pickle of the Salvation Army, and the Army Band was present to render some music. The tree will remain in front of the City Hall until Christmas, and there will be public exercises each evening. The Berlin Band under Director Stockton will be present Monday evening.

The Mayor's Address.
Mr. D. W. Houston called the assembly to order. Prior to this the Salvation Army Band played and sang several hymns, and the crowd grew larger and larger. Mr. Houston expressed his appreciation of the assistance rendered by the Army, and stated that there would be a programme each evening during the week until Christmas. He then called upon Mayor Euler for an address.

The Christmas Tree.
The tree was obtained near Bloomingdale, by the Tree Committee. Messrs. J. Doerbecker and Dr. W. K. Jacobs, and is a fine specimen about 28 feet high. It was brought to the headquarters Saturday afternoon and decorated with tinsel, red bells and other trinkets, by the decorating committee, consisting of Messrs. D. W. Houston, R. Lautenschlager, R. J. Goudie, R. Cowan and Mr. Holmes.

The lighting committee strung on it a number of wires for the 30 or more white and colored lights which were lit from top to bottom. This committee were Messrs. Ezra Niebergall, C. Cressman and Mr. Shelley. One of Mr. Bock's delivery sleighs was secured and an extra sleigh frame hooked on behind, upon which was an upright frame, and on this the top part of the tree rested. A stout frame had been fastened to the bottom for a base.

About 7:30 the procession started up King street, and the unusual sight of a Christmas tree of such a size created no end of curiosity, and a large crowd followed.

The Tree Put in Place.
Arriving at the City Hall, a space in front of the Hall, between the two steps had been cleared, and here the tree was set up and fastened by means of ropes. The end of the wire connecting the lights was taken in through

Gasholder is Just About Completed

Mr. J. B. Beaton, the Foreman, Gives Figures regarding Its Construction.

The gasholder, which will have a capacity of 350,000 cubic feet, on Gaskel street, and which is being erected by Messrs. R. D. Wood and Company of Philadelphia, Pa., is just

Put Your Name Down as a Goodfellow

Cash Contributions Will aid in Bringing Cheer to Some Home. More Contributions are Handed in Today.

How about that subscription of yours to the Goodfellows Club? The Organized Social Workers need your assistance. The amount you give will aid in bringing Christmas cheer to some one who will be anxiously waiting for something. If you doubt the statement that there is real need in the city, a call at the Social Workers' headquarters will convince you of that fact. If you desire to see for yourself, just accompany one of the different ward committees who visit these homes, and you will see how urgent the need is. Some cases there are where there is no fuel. Others have not sufficient clothing. And in numerous other ways, can relief be given. Will you aid in such a good cause?

Amount previously acknowledged:

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| Mr. George E. Potter | \$5.00 |
| Daniel T. Heisey | 1.00 |
| Dr. J. E. Hett | 5.00 |
| A Friend | 1.00 |
| F. E. M. | 1.00 |
| A Friend | 2.00 |
| A Friend | 2.00 |
| Total | \$17.00 |

evening, and render a programme of music. Miss Olive M. Snyder, Mrs. W. K. Jacobs and a number of the Social Workers were present to witness the unique ceremony. The collection taken up amounted to \$16.35 and a large number of donations were left at Headquarters after the exercises was over.

Injured in a Battle in France

CHIEF OF CANADIAN MEDICAL CORPS INJURED

Word was received this morning by Mr. C. E. Swainland the druggist that his brother-in-law Lt. Col. Bridges, Chief of the Army Medical Corps with the first Canadian Contingent now at the front had been injured at a battle in France. Col. Bridges it will be remembered organized the very efficient Army Medical Corp which left with the first contingent.

Turks Lost Last African Holding.
LONDON, Dec. 31.—The British press yesterday makes a feature of the annexation of Egypt and the Sudan, which takes from the Sultan of Turkey 14,000,000 subjects and 1,300,000 square miles of land. This action, moreover, robs the Turk of his last foothold in Africa, Italy having taken Tripoli from him a few years ago.

Gen. Botha Takes a Holiday.
CAPE TOWN, Dec. 29.—(Via London).—Gen. Louis Botha, Premier of the Union of South Africa, considers that the rebellion, apart from the resulting up of a few stray bands, is in its end. Accordingly he has gone for a short vacation on his farm before embarking on a campaign against the Boers in Africa.

outer legs and 200 sheets in the inner shell. The crown or top consists of 287 plates, and the inner shell consists of 290 plates. Then there are 10 more sections of cup, 10 sections of bottom curbing, 20 goosenecks or guides, and 40 bottom brackets.

A big compressor engine was set in the plant of the steam heating company and five compressed air riveters were used in rivetting the rivets. The number of rivets used in the entire holder of sizes from five sixteenth to seven-eighth inches in diameter was 212,027.

The work on the holder has been practically completed in 12 weeks, which according to Mr. Beaton, is about the normal time consumed in the erection of a holder of this size.

Mr. Beaton has been with the company for 32 years and has erected holders for his company in San Francisco, Calif., in Oakland, Calif.; in Portland, Oregon; and in 1901, he superintended the construction of a holder of 2,000,000 cubic feet in the city of Auckland, New Zealand. He was also the erecting foreman for the city gas works that were ever installed in the city of Mexico which consists of two holders and a complete works.

He considers Berlin a fine city, and if his family were here, would like to stay here. Unless other arrangements can be made regarding the filling of the holder with water it may be possible that he will go home for his holidays, and return after New Year's.

LIVE INTEREST

Put something with life or "motion" to it in a store window and it is sure to attract a crowd. But in the long run—day in and day out—straight merchandise windows will bring more dollars into the store. These are things every retailer knows. The blending of these ideas in the best way would seem to be the filling of the window with Live Merchandise. Live merchandise is the kind that people want to see and want to buy. Standard national articles advertised in the daily newspapers lead in this classification. People reading about merchandise in their favorite paper want to see it. If it is good they want to buy it. The wise retailer dresses his window with the national products advertised in the newspapers.

THE WEATHER

Strong winds and gales, westerly local snowfalls and flurries and much colder. Tuesday fair and quite cold.

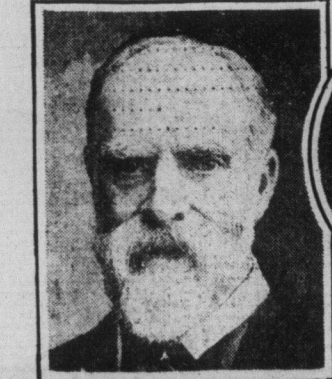
WEATHER REPORT

SUNDAY, DECEMBER 20TH, 1914

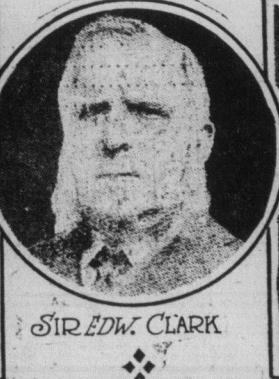
Temperature at 9 a. m. 21.
Maximum Temperature for 24 hours 32.5
Minimum Temperature for 24 hours 18.
Weather—Clear.
Rainfall—41

DECEMBER 21ST, 1914

Temperature at 7 a. m. 24.
Maximum Temperature (22 hours) 25.
Minimum Temperature (22 hours) 25.
Weather—Snowing.
Rainfall—25



LORD ARTHUR BRYCE



SIR EDW. CLARK



HAROLD COX M.P.

A BRITISH COMMITTEE TO PROBE BREACHES OF THE OF WAR.

Superintendent is Killed by Current

Killed at the Kingsville Car Barns This Morning.

KINGSVILLE, Ont., Dec. 21.—A. W. Westman, Superintendent of the W. E. & L. S. Ry., was electrocuted at the car barns here this morning while getting a snowplow ready. He leaves a wife and six young children.