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Be sure to get **WRIGLEY'S** Look for the name.

WRIGLEY'S TOBACCO COMPANY

protection against rain, cold is save much extra expense. Good investment.

Gar

very short time. No complimentary. The doors are fitted home and its surroundings

152.00
162.00
175.00

HANGERS

returned for those heavy swing re such a splendid feature for it and the elements in general. The complete sets up, etc. \$8.50
lete. \$4.50

MAKE OUR GARAGE YOUR HOME for your auto. Don't forget we handle a big line of accessories, and axle greases and are agents for the World Renowned Chevrolet Motor Cars. None better. S. E. Bowman, 42 Benton Street.

WE HANDLE THE BEST OF HARDWARE of all kinds. Big line of farmers' garden and mechanics' tools, builders supplies, stoves and cutlery. We stand back of our goods, and believe in "Buy-at-Home." G. E. Potter.

WE ARE OPEN AND READY for business. Come in and examine our fine new stock of ladies' goods, and ready-to-wear for men and boys. Our motto will be to sell close and please you. M. A. Himmelsheim, 144 King, West.

"BUY-AT-HOME" AND MAKE IT A REAL HOME with a Heintzman—Yale Organ—piano; or a New Edison phonograph. There's music in your heart when you do your bit to build up our home town and there's music in your home when you deal with D. S. Culien, the Music Man, 3 East King Street.

PURITY IN DRUGS ARE ESSENTIAL to health. When you buy drugs be sure of their purity. We handle a full line of the "Nyal" Remedies that have an international reputation. Big stock of Christmas Novelties. E. O. Kitz, Druggist, cor. King and Queen Sts.

OUR STOCK OF LADIES' GOODS should be seen to be appreciated. Get our prices first and you will see where you can save. We beat any catalog house. Exclusive styles in our line. Mrs. R. Levy, 191 King St., West.

ALL WE ASK IS A COMPARISON of our line of fine furniture with others; also the large and complete stock. Get our prices then draw your conclusions where to buy your furniture. "Buy in Kitchener" Schreiters, Limited.

WE HANDLE AN EXCLUSIVE LINE of children's wear; also ladies' suits, skirts, cloaks and waists. Our stock is large and our prices will convince you it will pay to do your shopping with us in this line. "Buy at Home," The Children's Shoppe, 111 King, West.

IF YOU WANT BARGAINS in dry goods, clothing, boots and shoes, you will find them in big varieties at our store. We buy right and sell right. "Buy at Home" will pay us at Longo's Working People's Store, next to Roma Theatre.

WHEN YOU BUY FURNITURE FROM US you are taking no chances. We carry a big stock and stand back of everything we sell. Furniture for every room in the house. Your credit is good with us. Lippert Home Furnishing Co.

THE QUESTION OF BUYING AT HOME is proved by first getting our prices and compare quality. We carry a big line of light and heavy hardware, farm and garden tools, cutlery, etc. J. Fennell & Son, The Old and Reliable Firm.

WHEN YOU DO YOUR TRADING at our store you know you are dealing at the right place for dry goods and ladies' suits and furnishings, rugs, carpets and linoleums in big varieties. Goudie's, Limited.

WE HANDLE A WELL SELECTED stock of boots and shoes that have a national reputation. Big stock of fine gents' shoes and ladies' high class shoes in all colors and latest fashions. "Buy in Kitchener" is right. J. Hesseauer & Son.

ALL OUR CLOTHING IS MADE ON HONOR and we sell it the same way. Big stock of men's and boys' suits, and a nifty line of gents' furnishings, hats and caps. You will find it will pay you to buy here. A. Z. Garner, 9 King, East.

WE CAN APPLY the citizens of Kitchener and surrounding district with stoves, plumbing and electric fixtures at prices that are not equalled elsewhere. Come in and see our stock and be convinced. Doerfling & Forler, 12 and 14 Ferny St., North.

A WORD TO THE TRAVELLING PUBLIC. When coming to Kitchener you will find a homelike hotel at "The American." Steam heated, everything first class. \$2.50 per day. Sample rooms. American House, cor. King and Queen Streets. C. J. Bruder, Prop.

PHOTOS NO MATTER HOW FADED copied and enlarged, in black and white, sepia or colored. Frames in stock at pre-war prices. Denton's Studio, 38 West King.

IF YOU BUY OUT OF TOWN AND I BUY OUT OF TOWN WHAT WILL BECOME OF OUR TOWN?



"THE DOLLAR YOU SPEND IN KITCHENER WILL COME HOME TO BOOST."

The News Record "Buy-in-Kitchener" Campaign

Read with care the series of articles which the News Record is publishing in this department each week. They may present to your mind and heart something you have not thought of before. Patronize the people whose advertisements appear here. They are your friends and ours. They will circulate the dollars you leave with them and are helping to build up our town and community.

THE MONEY YOU SPEND WITH THEM STAYS IN CIRCULATION IN KITCHENER.



MERCHANTS MUST BUILD 'BACKFIRE'

Can Beat Mail Order Houses at Their Own Game if They Will Do It.

ADVERTISING ONLY WEAPON.

Catalogue Concerns Spend Hundreds of Thousands of Dollars Annually to Create Demand for Their Merchandise.

(Copyright, 1917, Western Newspaper Union.)

The forest ranger and the prairie farmer have learned that they must fight with fire. They know that when the all consuming forest or prairie fires are sweeping toward them their only hope of safety lies in the "back-fire." By kindling and carefully controlling a fire of their own they force the bigger fire to burn itself out, finding no further fuel on which to feed.

The merchants of the small cities and towns are learning that in waging their fight for existence they must adopt the tactics of the men of the West. The great mail order houses of the cities are the consuming flames which threaten to wipe out the retail merchants of the small towns unless the latter, realizing their danger, take steps to remove the menace. The retail merchants, as a whole, are beginning to realize that they must fight fire with fire and that to save themselves they must build a "back fire."

Advertising is the weapon with which the mail order houses conduct their warfare on the retail merchants of the small cities and towns. The mail order houses do their advertising through their own catalogues and through certain publications which are known as mail order advertising mediums. A big mail order house spends hundreds of thousands of dollars merely on the preparation and publication of its bulky catalogues.

Business Built Upon Advertising.

The catalogue houses also spend thousands upon thousands of dollars in advertising in the mail order publications which look for their circulation to the people of the small towns and the rural districts. Advertising in some of these mediums costs as much as from \$40 to \$85 for a single inch, yet the mail order houses find it profitable to pay these high rates. Their business is built upon advertising and if they were denied the use of the mails for their advertising for a single month their business would be destroyed.

In advertising, the local merchants find the only weapon with which they can beat the mail order houses at their own game. This does not mean necessarily, only newspaper advertising, although that is the big gun in the battery employed by the successful merchant in his battle for trade. Advertising is a big word and it covers a big field. There is no longer to be found the man who does not believe in advertising. Every merchant believes in advertising of some sort. The placing of a display in a show window is advertising. The only difference between that kind of advertising and advertising in a newspaper is that where the one reaches dozens the other reaches hundreds. Attractive window displays are, of course, an important adjunct of any retail store. They serve their purpose but their purpose is only to attract the attention of those who may be passing by the store. There are other forms of advertising, such as personal solicitation but printed matter must always continue to be the chief reliance of merchants in attracting customers to their store.

Advertising Begets Confidence.

The buying public has learned that the store which takes the people into its confidence through its advertising is the one in which it may expect to get the best bargains and the most satisfactory treatment. It has learned that the store which advertises consistently and regularly has the best and most up-to-date stocks because this store sells its goods more rapidly than the one which does not advertise and, therefore, is not forced to carry over old stock from one season to another. The public knows that the store which advertises can place lower prices on its goods because it turns over its stock often than the store which does not advertise and therefore does not have its capital tied up in slow-moving merchandise.

The mail order house does not get its business by merely letting the public know that it has dry goods or hardware or groceries or some other commodity to sell. It creates a demand for its goods by placing in its catalogue attractive pictures and detailed descriptions of the articles which it has to sell. The lure of the mail order catalogue lies in the fact that the merits, or alleged merits, of the merchandise offered are placed before the prospective purchaser in the most graphic manner. The local retail merchant has the same opportunity to do this that the mail order house has and can do it much more effectively than the mail order house can. The retail merchant can talk to the people of his community through his home newspaper and that is something which the mail order houses as a rule cannot do, for the local newspapers through a sense of loyalty to their communities and their home merchants will not accept the advertising with which the mail order houses would flood them if they had the opportunity.

HOW ABOUT THAT WINTER SUIT or overcoat? Suppose you want the best value for your money and see our big values. You only have to pay one profit when you buy from us. We mfg. all our own clothes. Thornton & Douglas, Ltd.

NEVER BUY JEWELRY FROM A PICTURE, nor have your eyes treated by quacks. We guarantee all our goods and can fit you with glasses scientifically. See us and get better. Buy at home. Heller Bros., Jewelers and Opticians.

SAVE ALL THE MILEAGE YOU CAN. Have your tires vulcanized and repaired. It will save 50 per cent. on your auto expenses. We repair them and if they are not worth fixing up we tell you. Twin City Tire and Vulcanizing Co., 62 South Queen St.

HAVE YOUR PLUMBING DONE RIGHT. All our help are thorough mechanics. We do all kinds of sanitary plumbing, steam and hot water heating, and "Sawing" to the customer is the big word here. H. H. L. & Co., 65 Frederick Street.

YOUR CREDIT IS GOOD AT OUR STORE for all kinds of ladies and girls' clothing, carpets, rugs, lace or tapestry, curtains, all kinds of home furnishings, full line of brass and iron beds, etc. "Buy at Home." The Florence Co., 165 King, West.

WHEN YOU GET ROYAL TAILORING you are getting the best in made-to-order clothes. Big stock of domestic and imported clothes. If we make it, it will please you, that's sure. (Open evenings). Chas. H. Kaplan, mgr., 217 King, West.

WE ARE UP-TO-DATE IN MILLINERY and keep in line with the latest fashions in millinery. We carry a big line of ready-to-wear hats. If you want to look fashionable come in and we will do the rest. New York Millinery Parlors, South Queen St.

MAIL ORDER HOUSES DO NOT hurt our business, but we are in line for any movement that helps our town and its merchants. All we sell is insurance—all kinds—and can place you in a strong company. Null said. H. L. Steuber & Co.

RETURNED SOLDIERS I WILL ALLOW YOU \$5.00 reduction on any suit you order and if I make it you are sure of a perfect fit and best of woolen and tweeds. Try us out. Max Rosenberg, 159 King, West.

SEE US FIRST FOR DRY GOODS and clothing, carpets, rugs, linoleums, books and stationery. You will find you can save money. We buy close and sell close. Besides you will like our way of doing business. W. C. Cressman, 82 King, East.

CALL US UP ON YOUR PHONE if it is plumbing, heating or tin-smithing—we have the facilities and the right kind of workman to complete the job right. Big lines of fixtures on hand. See us first. T. Winters, 195 East King St.

WE KEEP STRICTLY UP TO DATE in all the latest sheet music, school and office supplies. If it is anything in music or books see us and "Buy at Home" and keep our town. Lutheran Book Rooms, 67 Frederick Street.

POOR PLUMBING IS DEAR AT ANY PRICE; get our estimates first and if we do your plumbing you can rest assured it will be done right. Heating, tin-smithing, automobile and sheet metal work. General repairing. Herbert Klem, 81 King, East.

BUY YOUR HARNESS HERE, also trunks, bags, suit cases and all kinds of horse goods. Big line of blankets. Our prices will make you a home buyer. We stand back of all our goods. "Buy at Home." F. W. Fehrenbach, 73 King, East.

WE PRIDE OURSELVES on our line of fresh and salted meats. The best is none too good for our patrons. We are boosters for Kitchener and believe in patronizing home trade. Call or phone us. We are prompt. Peter Rueffer, 64 Frederick Street.

BRUNSWICK PHONOGRAPHS and the Brunswick Records are demonstrated and sold at Bender's. The "Altona" Reproduction is found only on the Brunswick. Bender's Book Store, 14 E. King Street.

THE DOLLARS YOU SEND OUT OF TOWN are gone forever, but if you trade at home you are liable to get it back next day. See us for all kinds of light and heavy hardware. You will find our prices right. The P. Hymmen Co., Limited.

WHEN YOU BUY DRUGS ALWAYS consider the standing of your druggist and get the pure kind. We handle only pure drugs and medicines; a big line of proprietary medicines and sick room supplies. (Phone us). J. H. Schmidt, 35 King East.

OUR SPECIALTY IS DRY GOODS and boots and shoes, and we are sure we can give you excellent values. Our motto is to live and let live; it pays to "Buy at Home" and here. Elias Eassy, 146 King, East.

WE CARRY THE LARGEST STOCK of chinaware in Waterloo County and can quote you prices that will make you a satisfied customer. Come in and examine our stock. Big line of glassware. "Buy at Home." L. D. Merrick, 29 King, East.

CONSULT THE CATALOGUES, THEN consult us and note the saving in all kinds of harness, trunks, bags, suit cases, etc.; we also have a line of boots and shoes and rubbers, at low prices. Buy at Home. A. L. Fischer, 194 King, East.

A WORD ABOUT HARDWARE. Just consult outside prices, then see us. You will find you can do better with us every time; big stock; all kinds of hardware, stoves, tinware, etc. "Trade in Kitchener." H. Wollhard & Co.

IT HAS ALWAYS BEEN OUR AIM to sell our customers a line of dry goods and clothing and gents' furnishings that would make every one a satisfied buyer and we propose to keep up this system. Try us out. Smyth Bros.

TRADE AT THE BIG STORE FOR ALL kinds of ladies' goods. Have you seen our stock of fur? If not, come in and we will show some wonderful bargains. Exclusive styles in all lines. W. Feldman, 7 King, West.

IF YOU WANT TO BE FASHIONABLE remember we have ladies' millinery and keep in touch with the latest fashion centers. Big stock of trimmed hats and millinery. Our number is 24 King St., East. Miss S. Fehrenbach.

OUR READY TO WEAR LADIES' GOODS have been selected with great care and we can show you a nice line of waists and skirts. It will say you to call and see our line. A. J. Capling, 61 King, East.

IT IS UP TO YOU TO KNOW you can do better with us than from any mail order house. We will beat their prices any time in a full line of boots and shoes. Ask us prove it. A. Sippel & Son, Where the good shoes come from.

CARUSO & McCORMICK SING to-day at Mason & Hirsch Music Factory, so do all other famous artists on the Victor Victrola. Get all the latest records; we have them. Also big line of all kinds of musical goods. Mason & Hirsch.

PRICES ARE SELLING THE GOODS at Hagen's overflowing sale of boots and shoes, women's bargains, while the sale lasts; never get it while you have a chance, it will pay you. Hagen's Shoe Store.

WE ALWAYS SHOW THE LATEST Novelties in ladies' suits and waists, cloaks and quality underwear, and can give you a charge account if desired. If you want to be fashionably dressed, see us now. Dominion Novelty Co., 139 King St., West.

HAVE YOU ANYTHING YOU WANT STORED? We have ample facilities for storing furniture, automobiles or merchandise of any kind. For Art glass work, see us—we are prompt and reliable. Call us up; phone 644. The Cleissonne & Art Glass Co., Limited.

DON'T NEGLECT YOUR EYES. They are most important. Be careful to have them tested scientifically. Have us examine them and if you do not need glasses we will tell you so. Our reputation is our biggest asset. Arnold Janzen, 65 Frederick Street.

THERE'S A DIFFERENCE IN WOOLLENS when you want a Sweater Coat. Look over our stock. We tell you if it's an all good wool, cheaper grade wool, or half cotton, our prices are right. Chitopee Woollen Mills Store, 32 Queen St.

n. Ltd.
Phone 215

Your Home

Is your castle, your pride, your delight. You cannot enthuse about "Home" if you are paying tribute to a landlord. I help the "Buy-at-Home" movement by assisting worthy men to get into a home of their own. My large list contains just what the Home Seeker most desires and my prices and terms are the most favorable.

I can save hundreds of dollars for the man who is buying property, either city home or farm.

W. H. ROSENBUSCH
"Where you get a square deal."