

If YOU Buy Out of Town, and I Buy Out of Town, what Will Become of Our Town?

THE DOLLAR YOU SPEND IN BELLEVILLE WILL "COME HOME TO BOOST"

Ontario "Buy-at-Home" Campaign

Pure Drugs An Essential to
restore health. Our line of Drugs and Sundries will meet with your requirements. There is nothing in the line of Proprietary Medicines we do not have in stock. Physicians' Prescriptions promptly filled.
Don. G. Biecker,
Front St.

Drugs, Books and Stationery
Our Drug Department is fully stocked with a line of 100% Pure Drugs, and a big line of all Proprietary Medicines. Our Book and Stationery is complete in all kinds of Books and Office Supplies. It will pay you to buy here.
Geen's Drug Store,
280 Front St.

We Specialize in Pure Drugs
and carry a full stock of everything usually found in a First-Class Drug Store. Big stock of Sundries, Toilet Articles, Rubber Goods and sick room Supplies. We will do our best to serve you right.
Doyle's Drug Store,
Front St.

Never Buy Drugs Unless it
is necessary. 100% pure Drugs will be found at our store, where there is also carried a big line of all kinds of Pure Drugs and Medicines and Proprietary Goods. Phone in your order.
Dolan's Drug Store,
252 Front St.

When You Buy Drugs Exam-
ine the "Nyal" Stores, you are getting the benefit of an international service in Pure Drugs and Special Formulas. We carry a full line of Sundries and Toilet Articles and sick-room requisites.
Lattimer's Drug Store,
Front St.

We are Headquarters for Fruits
both wholesale and retail. We handle all kinds of Domestic and Tropical Products. You will find here a big assortment of the best fruits in the market. Telephone your orders and we will deliver to any part of the city.
T. Quattrocchi,
318 Front St.

We Handle all Kinds of Fruit
You will always find at our store everything in the Fruit line fresh. We handle home-grown and foreign goods. Our knowledge of the Fruit Business assures you the best of service. Try us out.
S. Domenico,
Front St.

Our Experience in the Hardware Trade
in Belleville proves to us that good goods are the cheapest in the long run. Anything in the Hardware line coming from our store carries a guarantee with it. Big stock of all kinds of Shelf and Heavy Hardware.
J. W. Walker,
Front St.

A Word to Hardware
Just consult us first on prices, and you will see we can sell you a line of Shelf and Heavy Hardware that will keep your money at home. A big stock of Paints. Supplies for the Farm and Garden.
Stafford Hardware Co.,
267 Front St.

If in Need of Hardware or Anything
in the line, you will find the best assortment in Belleville at our store. Big stock of Stoves, Tinware, Enamelware, Cheese Factory Supplies, Farm and Garden Tools, Plumbing and Heating, Etc., Bicycles and Sundries.
Smith Hardware,
314 Front St.

A Test of Fifty-Five Years
in business is good proof of the satisfaction we have given to the public in all kinds of Footwear, Trunks, Suitcases, Travelling Outfits. Our stock of Boots and Shoes are bought right, and sold right—Trade in Belleville.
The Haines Shoe Houses

How About Your Fall Boots
and Shoes? Our stock of Boots and Shoes never was more complete. Ladies' Fine Shoes in all colors. Bring along the kiddies, too; we can fit them nicely. We want your trade and you want our Boots.—Buy at Home.
F. P. Carney,
Front St.

Note the Savings
We stand back of all our goods and carry a line of the highest grade of all kinds of Footwear, Trunks, Bags, Etc., and proper attention is given to see that you are correctly fitted.
W. M. Leslie,
255 Front St.

Just Stop and Consider the
Boot and Shoe situation. Of course Shoes are high—and so is everything else. But, one thing sure, you can get a big assortment of the best makes at our store at a low price. We handle Shoes for all the family.
Adams, The Shoe Man

When You Buy Shoes
at our store, you can be sure of getting a selection of the highest grade and best line of Boots and Shoes in Belleville. Our prices are right, and we stand back of everything we sell.
Holmes & Murdock,
Bridge St.

High Prices and Quality Has
any merit our Boot and Shoe stock will surely appeal to you. Our line is well balanced in fine Footwear. We are boosters for Belleville, and believe this Buy at Home movement is a big idea.
Vermilyea & Son,
Front St.

All Our Fall and Winter Clothing
ready for your inspection. We have all the latest up-to-date styles in Men's and Boys' Wear. Our Gents' Furnishings are full of pep and nifty. Come in and look. We can please you in prices and quality.
Quick & Robertson,
Front St.

Our Fall and Winter Clothing
is ready for your inspection in Men's and Boys' Suits and Overcoats. A big line of Furnishings, Hats, Caps, Etc. Our specialty is Broadway Clothing, Borsalino and King Hats. It will pay you to see us first.—Buy at Home.
H. O. Stewart,
236 Front St.

Water Will Find Its Level
So will Clothing, if it is made on honor. You will find at our store a line of Men's and Boys' Suits that is up-to-date in fashion and made from the best material. Big stock of Gents' Furnishings, Hats, Caps, Etc. Buy at Home.
Oak Hall

Don't be Mislead and Deceived
by big out-of-town concerns. Consult us first for your Fall and Winter Clothing. You will find just what you want at our store, and our prices will be convincing you can do better at Home. Try us out first.
C. J. Symons,
Front St.

Read these articles with care. They may present something you hadn't thought of before. Patronize the people whose ads. are here. They are your neighbors and will treat you right. The money you spend with them stays in circulation in Belleville.

Coco Cola is so Well Known
as a Soft Drink it does not need any praise. We manufacture all kinds of Carbonated Drinks and use only the best and purest ingredients in our works. Stock up on only Belleville goods—it helps our town to patronize Home Trade.
The Belleville Bottling Works,
Belleville, Ont.

One by One are Being Concerned
our methods of Cleaning, Dyeing, Pressing and Repairing are satisfactory in every way. One thing sure, we will do our best to serve you right. We can also make you good Suits to measure.
E. C. Sprague,
247 Front St.

We are Always the First
to display the latest creations in Ladies' Hats and Millinery. We keep in constant touch with the latest fashions and carry a big stock of ready-to-wear Hats. See us in fashionable.
Miss Maude Campbell,
Front St.

For Fancy Goods of all Kinds
you will find at our store anything in Fancy Yarns, dainty Ladies' and Babies' Wear, Fancy Blankets, Art Good of all kinds, Hemstitching, and all kinds of silk Threads for fine crochets work. Our store is exclusively a Ladies' Bazaar.
E. J. Neale & Co.,
Front St.

When You are Looking for the best Bicycle on the market, just try the Brantford Red Bird, then you will know you have the best. All kinds of Tires and Bicycle Accessories. Repairing of all kinds done on short notice. Keep us in mind.
Geo. L. Powell,
331 Front St.

Quinte Bicycle Store is the right place to get your Bicycle or Motorcycle. We handle the Cleveland Motorcycle and a full line of Accessories, Tires and Electrical Supplies. Buy at Home—it is a good idea.
333 Front Street

No Use to Look Further for Meats
We pride ourselves in the class of Fresh and Salted Meats. You will find everything of high quality, pure and wholesome. If it is the best you are looking for, see us—we handle it.
R. Oliphant & Son,
Bridge St.

Here is Our Trouble When
we have to repair shoes with shoddy leather and paper soles that come from cheap mail order houses. Shoes bought from our local dealers save us a lot of trouble. Bring your repairing to us. We can do it right.
Yeomans & Tibbrot,
378 Front St.

MARKET SQUARE
If money spent in Belleville helps Belleville, then money spent in Canada helps Canada.
PREST-O-LITE BATTERIES are made in Canada, and sold in Belleville by Belleville Battery Service Co. We recharge and repair all makes of Batteries.

We Specialize in the Best
brands of Flour; carry a big stock of Feed Middlings; and all kinds of Grain, hays, and sold. We give the highest prices for all your Grain and Seeds. Consult us and you will get a square deal.
Chas. E. Bishop & Son,

YOU SHOULD BE AS LOYAL TO YOUR COMMUNITY AS TO YOUR NAME.

The Belleville concerns listed here, conscious of the fact that thousands of dollars are being sent out of this territory for merchandise that can be bought at home, have launched a campaign in the hope that it will create a stronger feeling of community interest—a sentiment most vital for the prosperity of the entire community. In bold type, you therefore read the slogan that they propose to popularize—**"BUY IN YOUR HOME TOWN."**

It is the purpose of the progressive concerns whose names appear on this page, to present arguments of such convincing nature that the people of this community will respond thereto with the result that they will make a solemn pledge, to fast endeavor to get what they need from home merchants before sending their money out of town.

The time for consideration of this question could not be more opportune than the present. "Preparedness," the watchword of Canada, should begin at home and can be exemplified in no more far-reaching manner than by real co-operation in this vitally important **"BUY AT HOME"** movement. It is a thought that should be taken to heart and given consideration by every person who earns their living in, or owes their success to this community.

This campaign is launched in the firm belief that the people of this community will follow the dictates of their good sense, and bring the **"BUY AT HOME CAMPAIGN"** to an actuality that will be of vast benefit to the entire territory.

This movement is no selfish propaganda of these progressive concerns who have combined in co-operative community appeal. They urge that you read the brief message they will give you each week through the columns of The Ontario. They invite you to give careful consideration of the facts which will be presented, to talk this matter over with your friends and neighbors. Results are sure to follow.

The firm resolve to **"BUY AT HOME"** will not only help the retail merchants, but the manufacturer and jobber, the farmers adjacent to our town, and it will also help in every line of business. It will either directly or indirectly benefit every individual of this section.

We Have Every Reason to Believe
We have the finest line of fine Fur Sets in Belleville—all the best and up-to-date styles. It will pay you to step in and examine our stock before deciding. Big line to choose from. Buy at Home.
M. MARGARET HAYES, Front St.

Quinte Battery Service Station
Official WILLARD Storage Battery SERVICE STATION. We are the leading Storage Battery and Electrical Specialists for this district. If your automobile trouble is electrical, call and see us.
113 FRONT ST., BELLEVILLE—Phone 731.

VICTROLAS — VICTOR RECORDS
MASON & RISCH PIANOS
LATEST POPULAR SHEET MUSIC
AT CLARK'S
BELLEVILLE 299 Front St.
Phone 1031

We Deal in All Kinds of Seeds
and Grain. Farmers you will find a cash market for your Grain here. We handle all the best grades of Flour, Feed, Horse and Cattle Foods, Hay, Straw, Etc. We very much favor Buying at Home.
W. D. HANLEY & CO., Front St.

To Be Sure of the Best Results
use L. B. Cooper's Household Pride for bread or our Cream and Daisy Flours for pastry. You will be delighted with either; they are made in Belleville. We also do Custom Grinding.
L. B. COOPER,

If You Are Not Using Our Baked Goods
try them, and find what quality they possess. They are put up with the best ingredients and are very choice. Always fresh every day. Our bakery is open for inspection. Phone your orders.
VICKERS' BAKERY, Front St.

Strouds Is a Household Name
in Belleville and vicinity. Our large stock of Household necessities is complete. We have built up a big business by fair dealing, and we propose to stick to this idea. Buy at Home, and at
STROUDS, Front St.

Call Up Phone 194
and get in touch with us if you have any Scrap Iron or if you have any Hides, Wool, Raw Furs. We pay the highest market cash prices. We will give you a square deal every time.
D. GOODMAN & CO., 49 MILL ST.

Overland Light Four
The greatest improvement in riding qualities since the introduction of pneumatic tires. Now on exhibition at our Sales Room, 943 Front St. Call and test. Demonstration.
THE ST. CHARLES MOTOR CO.

We Specialize in BEDDING
THE DOMINION FURNITURE & BEDDING CO.
Front St., Belleville.

Automobilists Attention!
We can repair any kind of broken parts on automobiles or remove carbon from cylinders. Consult us before buying new parts. Also vulcanize, and agents for V.D.L. Tires and Tubes.
The Belleville Welding & Vulcanizing Co.,
Front St.

Furs, Furs, Furs
We wish to call your attention to our splendid assortment of Fine Furs. All our stock is fresh, and a full assortment of the beautiful sets, all made in the latest styles. It will pay you to get our prices first.
J. T. Delaney,
17 Campbell St.

Now is the Time to Settle The
question about your Furs. Come in and examine our stock. You will find just the right styles and beautiful sets of the finest Furs. We never had any better assortment to choose from. Our prices are low.
Geo. T. Woodley,
Front St.

If you Contemplate Buying Jewelry
first consider the standing of the firm, and if you need advice as to values we will assist and advise you. Our stock is large and complete in all kinds of Jewelry, Watches and Silverware, Etc.
F. Blackburn,
280 Front St.

Never Buy Jewelry from Pictures
A 10-cent article looks the same as a 10-dollar article in ads. You do not have to know Jewelry when you buy from us. We carry a full line of High-Class Jewelry and Silverware. Eyes treated scientifically.
Angus McFee,
Front St.

If You are Not Using our
Bread and Baked Goods you are losing a big treat. We take pride in all our goods as to purity. We do Catering for wedding parties and try to give you a service that will please you.
Chas. S. Clapp,
Bridge St.

For Fine Confectionery and
anything in Books and Magazine line you will find a complete stock at our store; also Ices and Ice Cream Sodas and Sundaes. We believe the best is none too good for our trade. Buying at Home is right.
B. J. Black,
Front St.

Make Our Garage the Home
for your Auto. We are distributors of the Ford Cars and carry a full line of Ford Parts. If your Auto needs repairing, we can do it quick. Big line of Tires and Accessories.
Riggs' Garage.

Don't Live in Darkness
Have your house wired for Electricity. Get our estimates first. We carry a large stock of Electric Supplies, Motors, Etc., and install them at a price that you can't afford to be without them.
W. J. Carter,
307 Front St.

Get Our Prices First
on Dry Goods and Clothing. We just simply won't be undersold. Big stock of Fall and Winter Goods arriving daily. You will find it economy to trade at our stores.—Buy at Home, and here.
W. McIntosh & Co.,
Front St.

No Need to Look Further
We can compete with anyone anywhere in Dry Goods and Clothing. Our buying power enables us to meet all competition. Full lines of Clothing for both women and men, and boys. It will pay us all to Buy at Home.
The Ritchie Co.

Our Long and Continuous Study
of the Dry Goods business enables us to carry a stock that will please you in High Class Goods. You will find our prices will be an object lesson on Buying at Home. Big stock and variety to select from.
Earl & Cooke Co., Ltd.

It Has been Our Aim to
carry a line of Dry Goods and Ladies' Wear that would not only meet with the approval of the public in quality, but prices that would command their trade, and we propose to stick to this system.—Buy at Home.
D. V. Sinclair

Now You Have Looked Over The
stocks in other stores, just stop in our store and get prices on our lines of Ladies' Ready-to-Wear Garments. You will find our stock is well selected, and prices lower than others. Save money and buy here.
Kroch Bros.,
Front St.

We Have Built Up a Good
business by selling a line of good Ladies' Wear at fair prices. We carry a big line of Coats, Dresses, Waists, Sweaters, and everything up-to-date. Get our prices first—it will pay.
Symons' Ladies' Store

We Have Been in the Furniture Business
long enough to know how to buy, and goods bought right is half sold. We carry a big stock of all kinds of Furniture and Floor Coverings, and our prices will keep your money at home. Try us out.
The Wm. Thompson Co., Limited,
Front St.

Stop, Look, Listen
We have said it before, and say it again—you can do better buying Furniture with us than in Toronto. Now make us prove it. Big stock of Furniture for every room. Floor Coverings in large varieties.
George Thompson,
304 Front St.

You Can Always Find
bargains in our store for used goods—Furniture, Stoves, Jewelry, Boots and Shoes, Etc. We also carry a full line of New Clothing both for women and men. Big line of Suitcases, Bags, Etc. Save money and see us.
Joe Diamond,
Front St.

Consult Your Out of Town
catalogue, then consult us, and note the saving in Farm Harness and Horse Supplies, Blankets, Robes. We do repairing as well. Get all your Horse Supplies here—it will pay you.
T. G. Wells,
Campbell St.

We Do Everything Electrical
and will be glad to give you an estimate on any job, large or small. Our knowledge of Electrical Construction enables us to give you service, and we carry a stock of various fixtures. Call and make your selection.
Chas. J. Peppin,
Phone 402 176 Front St.

Make Up That Order for Groceries
Bring it to us, and you will be convinced we can save you money. We can compete with anyone anywhere. Our goods are always fresh and wholesome.—Buy at Home.
The Star Grocery
E. E. DeVault,
16 W. Bridge St.

Bring Your Grocery Orders
to us; we will compete in prices with any mail order house in the country in Staple and Fancy Groceries and Canned Goods. Here is a chance to spend your money in Belleville and Buy at Home—it helps our town.
Harry Page,
Bridge St.

It is Our Aim
to make prices on Groceries and Provisions that will be an object lesson on trading at Home. Get the other fellow's prices, then get ours and just see the difference. It will pay us all to Buy at Home.
J. H. P. Young,
183 Front St.

Bring to us Your Out-of-Town Catalogue
and we will not only compete in prices, but will save you money on Groceries and Provisions—make us prove it. Buy at Home and build up Belleville.
H. E. Fairfield,
346 Front St.

Let Us Figure on Your Plumbing
We have every facility to execute your work. All our help are expert mechanics. We do all kinds of Sanitary Plumbing; carry a big stock of fixtures. Get our estimate first. We can please you.
J. H. DeMarsh,
Front St.

Get Our Estimate First
on all kinds of Plumbing, Steam, Hot Water and Hot Air Heating. We have a big stock of Hardware in general; also agent for Imperial Oxford Stoves and ranges.
John Lewis Co., Ltd.,
Phone 182 Front St.

Poor Plumbing is Dear to Any
price. One thing sure, if we do your Plumbing and Heating it will be done right, at a fair price. All our help are thorough mechanics. Big stock of "Happy Thought" Stoves in stock. We are boosters for Home Trading, too.
Diamond & Hyde,
22 Front St.

For All Kinds of Books and Stationery you will find just what you want—School Books, Text Books, and all kinds of Office Supplies. We specialize in the Latest Magazines and handle all the big city Dailies. We will attend to your subscriptions, and Toronto morning and evening papers.
Mrs. G. L. Sills,
Front St.

No Need to Send Out of Town
for Office Supplies, Loose-Leaf Ledgers, Etc. We carry a full line; also all kinds of School Books, Stationery and School Supplies. Magazines, all the latest publications, and Toronto morning and evening papers.
Jennings & Sherry,
Front St.

We do Merchant Tailoring
and carry a full stock of Domestic and Imported Woolens and Tweeds. One thing sure, if we make your Clothes you will be well pleased as to fit and finish; and we will have it finished when promised.
Arthur McGie,
206 Front St.

Dispense with Typesetters

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Process.
Oct. 17.—The possibility of typesetting by day when a copy of the Literary has just come off the press is just what you need. The whole printing process is made by photographing the original copy. Each article as written on their introductory sheets intimates that they supplant the old