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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 "Buying-at-home." G. E. Potter.

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

"BUY-AT-HOME" AND MAKE IT A REAL HOME with a Heintzman—"Yo Udo Firm"—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. Cullen, the music man, 5 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 "Nyl" 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" Schreiers, 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 you a. Longo's Working People's Store, next to Roma The-tre.

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 comparing 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. Hesseaur & 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 UPPLY the citizens of Kitchener and surrounding district with a.saves, plumbing and electric fixtures at prices that are not equalled elsewhere. Come in and see our stock and be convinced. Doering & Forler, 12 and 14 Foun-y 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, 88 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 once 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 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.



Does Business On Other Man's Cash

Capital of the Mail Order House Is Furnished by its Customers

WORKS ALWAYS ON "VELVET."

Buyers Supply Money to Support Enterprises Competing With Those in Which They Are Interested.

(Copyright.) It is a mighty nice thing to be able to do business on the other fellow's money, but there are few people who can do it. Probably the only business men who, as a class, are able to do this, are the mail-order men in the big cities.

Did you ever stop to think—you, who have ordered goods from a mail order house and there are probably few who have not done that at some time or other—that you are supplying the cash upon which the mail order man is doing business? You are well aware of the fact that your cash must go with your order if you expect to receive the goods, but have you ever stopped to think what that means? Do you realize that you are supplying the capital for a business which is running in direct competition with your home merchants, upon whose prosperity you and your fellow townsmen are dependent for a livelihood?

The majority of mail order houses do not carry large stocks of goods. They do not have to. When the mail order man gets your order, accompanied by the cash, of course, he can take a part of your money and go to the manufacturer or the wholesaler and buy the article that is wanted. The rest of the money he can put down in his pocket after paying his operating costs, which are light when compared with those of the merchant who must carry a large stock of goods to meet the demands made upon him.

There is absolutely no other class of men who do business on the capital furnished by their customers. Even the retail store which sells for cash only cannot do this for he must carry a large stock and in most cases must pay cash for it in order to get prices that will enable him to make lower prices to his customers than can be made by the merchant who gives credit to his customers.

The mail order man doesn't need to have any of his own capital invested in his business—or any large amount of it, at least, in proportion to the volume of the business which he does. He does not have to pay interest to the banks on money borrowed to help him finance his business. The mail order man figures that about one-half of the amount he receives on any order goes to the wholesaler or manufacturer in payment for the goods ordered. Of the remainder a part goes for postage, printing, maintenance of office and plant, insurance, etc. What is left, which is by no means an insignificant part of every dollar received, goes into dividends to stockholders in the mail order corporation. All this has been done without any capital other than that which may be required to pay office expenses.

Suppose, for a minute, that you did business with the local merchants on the same plan. Suppose that they did not carry any goods in stock, that when you wanted to buy something you should go to one of your home merchants, look in his catalogue and pick out an article that seemed to be similar to the one that you wanted, hand over the price as shown by the catalogue and tell him to order it for you. The merchant would take your money and you would wait for your goods until they arrived from a distant city.

But the people who make up any community are not nearly as anxious to furnish capital to the home merchant—the man who helps "make" the town—as they are to the mail order man in the far distant city, who does nothing and cares nothing for the people who furnish him the money on which to do business. They insist that the home merchant shall carry a large stock of goods from which they can select what they wish, when they think it is to their interest to buy from him. They insist that he shall stand back of the goods he sells and make good any defect that may appear in them. They insist that he shall sell them what they wish and wait for the money until they get ready to pay it. They insist that he shall sell goods at the same prices or lower prices than the mail order houses charge for goods of poorer quality. And finally, they insist that the home merchant shall furnish the large amount of capital that is required to conduct a business on this plan.

The mail order buyer may say that he has the right to spend his money anywhere he pleases and he has, legally. But he probably has never stopped to reflect on the fact that he is supplying the capital for the operation of a concern which is in direct competition with enterprises in which he is directly interested, for every man, woman and child in a town is directly interested in the success of the business enterprises in that town. If these business enterprises are not prosperous, the town cannot be prosperous. To supply capital to your competitor is not very good business.

YOU DON'T HAVE TO KNOW JEWELRY. Our reputation in Kitchener for square dealing is our best asset. Big stock to choose from, watches, diamonds, rings and novelties. "Buy at Home," Boehmer Bros., 46 King, East.

I AM BUILDING UP A NICE BUSINESS in boots and shoes by giving a square deal. Big line of all the best makes of boots and shoes at low prices. See me and "buy at home." Chas. J. Seyler, 106 King, East.

WHY NOT BE WELL DRESSED? Have your clothes made to measure. We can give you a perfect fit and satisfaction from a line of domestic and imported woolsens. Try us next time. "Buy at Home," The Up-to-Date Tailoring Co., 212 King, West.

IF YOUR WATCH OR ANY TIME PIECE needs repairing just call me up and I will call for it and deliver it, and you can rest assured it will be done right; big line of jewelry at right prices. W. V. Franklin, 91 King, East.

GET IN TOUCH WITH US FIRST for your dry goods and made-to-measure clothing. We just simply won't be undersold by anyone. It will pay us all to buy in Kitchener every time. Louis P. Roth, 135 King, East.

COME IN AND EXAMINE our big line of clothing and gents' furnishings. You will find all our goods top notchers. Don't forget the number; it will pay you. E. H. Thamer & Son.

YOU CANNOT FIT SHOES BY "ABSENT TREATMENT" and you know that when you buy shoes by mail you take long chances on comfort, fit, quality and style; and invariably you pay higher prices than you would charge you for shoes of equal worth. John Agnew, the Home of Good Shoes and Fair Prices.

NEVER BUY OUT-OF-TOWN MADE bread—when you buy at home you are helping to build up Kitchener. When you order baked goods, just call for our products; then you know you will get the best. H. A. Dietrich, 86 King, East.

WE DEAL IN FLOUR, SEEDS, FEED, grain, cereals, hay, straw, beans, fertilizers, fruit baskets, incubators and poultry supplies. Apples and potatoes in car lots a specialty. Our aim is to maintain a good home market both for the buyer and seller. S. Brown & Sons.

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.

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, 105 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 help our town. Lutheran Book Rooms, 67 Frederick Street.

BRUNSWICK PHONOGRAPHS and the Brunswick Records are demonstrated and sold at Bender's. The "Altona" Reproducer 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, 33 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 Essey, 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. Werrick, 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, 104 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. Woffhard & Co.

IT HAS ALWAYS BEEN OUR AIM to sell our customers a line of city 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.

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

IF YOU WANT TO BE FASHIONABLE remember we have high-class 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.

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

PRICES ARE SELLING THE GOODS at Hagen's overflowing sale of boots and shoes, women's dresses, while the sale lasts; better get in 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 quantity underwear, and can give you a change account if desired. If you want to be fashionably dressed, see us now. Dominion Novelty Co., 159 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 64. The Ligonson & 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, 63 Frederick Street.

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

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 might all our own clothes. Thornton & Douglas, Ltd.

YOUR CREDIT IS GOOD AT OUR STORE for all kinds of ladies and girls' clothing, carpets, rugs, lace or tapestries, curtains, all kinds of house furnishings, full line of brass and iron beds, etc. "Buy at Home." The Florence Co., 135 King, West.

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

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

WHEN YOU GET ROYAL TAILORING you are getting the best in made-to-order clothes. Big stock of domestic and imported cloths. If we make it, it will please you, that's sure. (Open evenings). Chas. H. Kaplan, Mgr., 219 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. M. C. Cressman, 82 King, East.

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 they are not worth fixing up we tell you. Twin City Tire and Vulcanizing Co., 62 South Queen St.

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.

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, 105 East King 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 "Saw steel" to the customer is the big word here. Hoisinger & Dirst, 63 Frederick Street.

MAIL ORDER HOUSES DO NOT hurt our business; but we are in line for any movement that helps our town and merchants. All we sell is insurance—all kinds—and can place you in a strong company. "Buy at Home." Lutheran Book Rooms, 67 Frederick Street.

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.

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."