

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 BOO"

Ontario "Buy-at-Home" Campaign

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.

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.

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

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. Bloeker,
Front St.

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. F. Carney,
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.

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.

DOLAN, THE DRUGGIST
Phone 138 252 Front Street
Prescriptions, Toilet Articles, French Ivory Goods, Candy, Cigars, Cameras and Supplies, Thermo Bottles and Lunch Kits, Cough Medicines and Chamois Vests.

Dolan's Drug Store,
252 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 Drugs From
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.

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.

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.

If 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.

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.

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 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.

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, Boratino and King Hats. It will pay you to see us first.—Buy at Home.

H. O. Stewart,
236 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.

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

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.

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.

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.

Golden Rule Has Place in Trade
Has Been Found to Be Good Business Policy Both for Buyer and Seller.

OBLIGATION NOT ON-SIDED
Consumer Gains As Much By Being Fair With Merchant As Latter Does by Being Square and Honest.

(Copyright.)

Some cynical persons have remarked that the Golden Rule has no place in business. They have taken the position that instead of doing unto others as you would have them do unto you, the only safe and sane plan is to do others before they have a chance to do you.

Fortunately for business and for the world at large, however, these persons are few and far between. The great majority of people are honest.

It has been proven repeatedly that even in business it pays to practice the Golden Rule, just as it has been proven repeatedly that "honesty is the best policy." It not only makes a man feel better down in his heart when he employs the principle of the Golden Rule, but he finds that it is good business. This applies not only to the man who stands behind the

Continued on page 6.

Automobilists Attention!
We can repair any kind of broken parts on automobiles—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.

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.

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.

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.

BUY YOUR FURS NOW
Present market indications point to a considerable increase in the price of Furs next season and we would advise those wanting furs to purchase them now.

We Buy Raw Furs
DELANEY
Phone 787 "The Furrer"
17 Campbell St. Opp. Y.M.C.A.

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.

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.

When You Buy Drugs From
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.

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.

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.

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 crochet work. Our store is exclusively a Ladies' Bazaar.

E. J. Neate & Co.,
Front St.

FURS
We can SAVE you a lot of MONEY if you are thinking of buying FURS. Next Season's prices will be very much in advance of this year's. We would be pleased to have you call on us before purchasing.

Remodelling a Specialty
G. T. WOODLEY
275 Front St.

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

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.

When You Buy Drugs From
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.

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Bridge St.

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E. J. Neate & Co.,
Front St.

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.

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.

T. Blackburn,
280 Front St.

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.

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.

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.

All 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, Boratino and King Hats. It will pay you to see us first.—Buy at Home.

H. O. Stewart,
236 Front St.

When You are Looking for the best Bicycle on the market, just try the Brandford 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,
381 Front St.

Your 1920 Model
is now here. Step in and look it over. Your decision is satisfaction to us. We are the distributors of the Gray-Dort Cars and appreciate your approval. Our Garage is at your service.

F. C. LEE, 321 Front St.

Never Buy Jewelry From Pictures
A 10-cent article looks the same as a 10-dollar article in cuts. 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.

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

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.

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.

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, Boratino and King Hats. It will pay you to see us first.—Buy at Home.

H. O. Stewart,
236 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

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.

118 FRONT ST., BELLEVILLE—Phone 791.

BREAD SCONS
Have you ever tried any of our wholesome, palatable, delicious BREADS & SCONS? You'll surely find them just what you need. Just nicely heat them through, kindly break them open and enjoy some of the "Belleville Better Butters."

They are 20c a Dozen
We always have them Saturdays.

CHAS. S. CLAPP

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.

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.

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.

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

EXTRA SPECIAL
Cooking Figs, reg 25c lb., 2 pounds for 35c.
All lines of Laundry Soaps, including Palm Olive, 10c.

R. OLIPHANT & SON,
Phone 310

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

For Fine Confectionery and
anything in Books and Magazine line you will find a complete stock at our store; also Ice 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.

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.

Peer Plumbing is Dear at 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,
2.2 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.

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.

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 & Tillbrook,
378 Front St.

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

L. B. COOPER.

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.

Biggs' Garage.

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.

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. We believe in Home trading.

Mrs. G. L. Sills,
Front St.

Stafford Hardware Co.,
267 Front St.

Oak Hall

Belleville Battery Service Co.
The recognized Prest-O-Lite Service Station. Canadian made batteries repaired and recharged. Winter storage specialty. Leave your car with us for Winter Storage. Prices Moderate.

At Parking Station, Market Square

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.

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,
207 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.

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.

Smith Hardware
314 Front St.

C. J. Symons,
Front St.

Seeds—
Clover, Timothy, Grains, Grasses, Garden Seeds, etc.

Bought and Sold
C. E. Bishop & Son,
Seedsman,
103 Front St. Phone 285

Overland Light Four
The greatest improvement in riding qualities since the introduction of pneumatic tires. New on exhibition at our Sales Room, 343 Front St. Call and test. Demonstration.

THE ST. CHARLES MOTOR CO.

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.

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 462 176 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,
208 Front St.

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

W. J. Carter,
207 Front St.

Chas. J. Peppin,
Phone 462 176 Front St.

Arthur McGie,
208 Front St.