

MAKE OUR GARAGE YOUR HOME for your auto. Don't forget we handle a big line of accessories, and axle greases and air agents for the world renowned Chevrolet Motor Cars. None better. S. E. Dowman, 42 Denton 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. L. 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. G. L. Potter, 124 King, West.

"BUY-AT-HOME" AND MAKE IT A REAL HOME with a beautiful record—"The Old Firm"—music of a New Edison phonograph. There's music in you, next when you go you. Don't buy up your home town and there's music in your home when you deal with D. S. Cohen, the music man, 124 King Street.

SECURITY IN DRUGS ARE ESSENTIAL to health. When you buy drugs be sure of their purity. We handle a full line of the "Royal" 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 have any catalog house. Exclusive styles in our line. Mrs. K. Levy, 191 King St., West.

ALL WE ASK IS A COMPARISON of our line of furniture with others; also the large and complete stock. Get our prices first and you will see where you can save. Buy in Kitchener's 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 go 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 Koma Theatre.

WHEN YOU BUY FURNITURE FROM US you are taking no chances. We carry a big stock of standard lines 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. Fenwick & Son, The Old and Reliable Firm.

WHEN YOU DO YOUR TRADING at our store you know you are getting 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 gent's shoes and ladies' high class shoes in all colors and latest fashions. "Buy in Kitchener" is right. J. Hessemer & 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 gent's furnishings, hats and caps. You will find it will pay you to buy here. A. Z. Garner, 9 King, East.

WE CAN SUPPLY 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 Feen-ly 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 pro-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 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.**



WOMEN CONTROL TOWN'S DESTINY

(Copyright, 1917, Western Newspaper Union.) It has been said that the hand that rocks the cradle is the hand that rules the world and nowhere is this more literally true than in the world of trade. The woman is the purchasing agent of the household and man, as a rule, is very glad to have her handle the job.

It has been estimated by some students of the merchandising game that 80 per cent. of all retail buying is done by women. This may be a high estimate but a visit to the retail stores of any town or city is enough to convince one that the figures are not too high. The preponderance of women among the buyers is sufficient, at any rate, to make not only the retailer but the manufacturer and the wholesaler realize that it is the women that they must please with their merchandise.

Because they do by far the greater part of the buying in any community, the women have a responsibility that they do not always appreciate. The women of a town, through their buying power, can make or break the merchants of a town and as a natural consequence they can make or break the town. It is in their power to make it a prosperous town or a dead town. When the women of a town acquire the mail order habit, the town may just as well begin making arrangements for its own obsequies.

Hard to Understand

Just why a woman, who is a shopper by instinct and a shrewd judge of values in merchandise, should succumb to the lures of the mail order house it is difficult to understand but, unfortunately, some of them do. No one knows better than the woman who has had some experience in the buying of merchandise how difficult it is to distinguish between the genuine and the imitation even after a close inspection. The good shopper, when on buying bent, does not always take the first article that is offered for inspection. In fact this is the exception rather than the rule. The merchants know it and expect it. They expect a woman, if she is a good shopper, to "look around a little."

If a woman should walk into a retail store and purchase the first suit that she tried on, for instance, the shock probably would prove fatal to the storekeeper or the saleswoman. The chances are that she will try on a dozen suits and look at as many more before she selects one that suits her taste or pocketbook, and the storekeeper not only expects but wishes her to do this. He wishes her to be satisfied as he knows that a satisfied customer is the best advertisement that he can obtain.

Taking a Chance

This same woman, however, may order a suit from a mail order house on the strength of nothing more than a pretty picture and an alluring description. She has not even the opportunity to try it on, to say nothing of the chance of examining the fabric, noting the exact shade of the material and inspecting the workmanship. She is taking chances on the suit fitting her, on the material being good and durable, the shade shade becoming to her and the workmanship of such a character that the suit will not fall to pieces. The woman who takes such chances cannot be called a shrewd shopper.

It might be more easily understood why mere man, unaccustomed and averse, as a rule, to shopping excursions, should fall a victim to the catalogue habit. He might find it easier to order from the picture in the catalogue than to go to a store and look for the article that he wanted or he might take the position that he wouldn't know what he was getting anyway if he went to the store and he might as well take a chance on the mail order gamble, but why the woman who knows what she wants and knows that she is getting what she wants when she gets it should buy on the "sight unseen" plan—well, that's another question altogether.

Woman's Greatest Opportunity

Women are taking a more and more prominent part in public affairs all the time. They are aiding now in many parts of the country in running the affairs of state. Even where they do not have the ballot they are playing a big part, individually and through their organizations, in the conduct particularly of local governments, yet in the one field where they can do most to help build up their communities they may be overlooking their opportunity. With the buying power in their hands they can do more for their community by staunchly supporting their home business men than they can possibly do in any other way.

Man may think he is a very important person in the development of his town but when he reflects that 80 per cent. of the buying power of the community is in the hands of the women he is apt to realize that he is a very insignificant atom.

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., 135 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. Kaplin, Mgr., 219 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 merchants. All we ask is insurance—all kinds—and can place you in a strong company. Write said. H. L. Steuber & Co.

OUR CLOTHES ARE RIGHT FOR style, make and fit and we can give you the best value for your money. You only have to pay one profit when you buy from us. We manufacture all our own clothes. Thornton & Douglas, Limited.

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 see 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 will buy them. 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 "see also" to the customer is the big word here. H. H. Dirst & Dirst, 65 Frederick Street.

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.

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.

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 line 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.

BUY YOUR HARNESS HERE, also trunks, bags, suit cases and all kinds of home goods. Big line of blankets. Our prices will make you a home buyer. We stand back of all our goods. "Buy at Home," E. 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 Kueffer, 64 Frederick Street.

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

WE DEAL IN FLOUR, SEEDS, FEED, grain, cereals, hay, straw, beans, fertilizers, fruit baskets, incense 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.

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 Gloisienne & 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 let you so. Our reputation is our biggest asset. Arnold Janzen, 63 Frederick Street.

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 gent's furnishings. You will find all our goods top notables. 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 we 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, incense 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.

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THE DOLLARS YOU SPEND 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 K. Hymmen Co., Limited.

WHEN YOU BUY DRUGS ALWAYS consider the standing of your druggist and get the pure and. We handle only pure drugs and medicines; a big line of proprietary medicines and sick room supplies. (Phone 64). J. A. Schmitt, 23 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. Miss Eddy, 124 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. B. Metrick, 20 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. Escater, 124 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, linoleum, etc. "Trade in Kitchener," H. Wohlward & Co.

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

TRADE AT THE BIG STORE FOR ALL kinds of ladies' goods. Have you seen our stock of rugs? 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 high-class millinery and keep in touch with the latest fashion centers. Big stock of trimmed hats and millinery. Our number is 23 King St., East. Miss S. Fehrenbach.

READY TO WEAR LADIES' GOODS has been selected with great care and we can show you a nice line of waists and skirts, it will pay 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. Make us prove it. A. Sippel & Son, Where the good shoes come from.

JARUSO & McCORMICK SING today at auction a fine line of fashions, so do all other famous artists for the Victor Victrolas. Get all the latest records; we have them, also big line of all kinds of musical goods. Auction at 11:30 a.m.

PRICES ARE SELLING THE GOODS at Hagen's overflowing sale of boots and shoes, wonderful bargains, while the sale lasts; don't 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 quality underwear, and can give you a charge account if desired. If you want to be fashionably dressed, see us now. Dominion Novelty Co., 129 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 Gloisienne & Art Glass Co., Limited.

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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, cheaper grade wool, or half cotton, our prices are right. Chicopee Woolen Mills Store, 32 Queen St.

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."