## 4, 1919.

COPLE NOW

## you are going ds visiting you. one 395 or 396.

el, Guelph spent, s in the city.

returned to-day day with Miss ph. illiam Gavan of at the residence ole and Mrs. John ster St.

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tinger celebrated yesterday. She y sixty-six years. occasion yesterday er, son-in-law and

o Classity orkman's home

s, city and soft id good location, terms. Apply L. St., Wa 3-24-3t. k glove for right

ord. Finder r ord. 3-24-1t. ick house, all 3-24-3t. bbits. Apply 51 p.m. 3-24-2t. p.m. roomed double 60 St. George. nd finish, with hot pply 83 Benton.

3-24-tf. double house. ts. Phone 1303J. 3-24-1t. light factory ) for advancem 1 & Son, Gaukel 3-24-1t. erienced men on ring. Apply City

3-24-3t. used violins in Apply Box 64 3-24-3t. ce edge trimmer.

100 Co. 3-24-3t. ss furnished bed 90 Apply Box 33 3-24-1t. ome in East, Vards, in exchange on paved street, fruit trees, and

shools and Catholie d opportunity for factory-no smoke ox 23 News Record. 3-24-4ts. change-40 Acre d implements, (if ing Co

liable Firm.

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1 consider medium in-town in part and and building school and market. News Record.

3-24-2ts. young man with cation for a posi rith an exceptional advancement.

o. 65 News Record. 3-24-4t. teen Upholsterers ely with experience Chesterfi s, etc. 1 paid u Apply im Manu fact ables. (N r sewin g. Apply 150 W. ighlin R ply 150 W. iatisfies-al. Geory i S. Queer terers Af Mfg. Co w solid d, conven E.B. Be phone 31 COUNT NUAL Ted in the ent direc s E. F. A. Wit I. Kerr, sar Rump be elec



anics' tools, builders supplies, stoves and cutlery. We stand back of our goods, and believe in "Buyingat-Home." G. E. Potter. WE ARE OPEN AND READY for

business. Come in and examine our line 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. Himelstein, 144 King, West. "BUY-AT-HOME" AND MAKE IT

A REAL HOME "AND MAKE IT A REAL HOME with a heintz-man.—"Ye Uide firme"—piano; or a New Edison phonograph. There's music in your near 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 best Value a sould and there's the second cost the Music Man, J East King Street.

is our reference. 'This "Buy at Home" movement is a good one. F. E. Mackhn. FURITY IN DRUGS ARE ES- BEWARE OF CATALOG FURNI SENTIAL to health. When you TUKE; IT looks all light in buy drugs be sure of their pucity. pictures, but better buy where you We handle a full line of the "Nyal" can first see the goods. We show

Remedies that have an international furniture for every room in the house. reputation. Big Ltock of Christmas "Buy at Home" every Novelties. E. O. Ritz, Druggist, time. The Kitchener Furnitur cor. King and Queen Sts. WE ARE ALWAYS THE FIRST OUR STOCK OF LADIES' GOODS '1O display the latest creations in ladies' hats and millinery. We should be seen to be appreciated. Get our prices first and you will keep in constant touch with the latest tashions; big stock of trimsee where you can save. We beat any catalog house. Exclumea hats on hand. 'the Misses sive styles is our aim. Mirs. R. Cowan, 23 King, West.

Levy, 191 King St., West. NO NEED TO LOOK FURTHER, ALL WE ASK IS A COMPARIwe carry the goous and can SON of our line of fine furniture with others; also the large and pete with any one anywhere. Big stock of up to date dry goods complete stock. Get our prices anu laques' wear. We are pooster then draw your conclusions where tor Euchener; see us first.' Mille a honmeier.

to buy your furniture. 'Buy in Kitchener' Schreiters, Limited. WE CLAIM TO BE ARTISTS IN WE HANDLE AN EXCLUSIVE millmery; we have all the latest LINE of children's wear; also laates' shapes and carry a big stock o suits, skirts, cloaks and waists. trimmed mats. Exclusive styles is Our stock is large and our prices our specialty. We can please you. will convince you it will pay to ratronize nome trade; it pays do your shopping with us in this line. "Buy at Home." The Chil-Mass Lowes, 11 Ming, East.

dren's Shoppe, 111 King, West. WE DO MERCHANT TAILOR ING and have made clothes in IF YOU WANT BARGAINS IN this town for thirty years and our dry goods, clothing, boots and shoes, you will find them in big varieties toputation for superiority in the cloths and cutting and ritting of at our store. We buy right and sell clothes is well established. Geo.

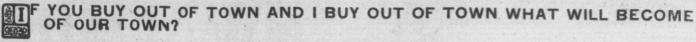
right. "Buy at Home" will pay us itarrison, Merchant 'lailor. a. Longo's Working People' Store, next to Roma Theatre. IT IS UP TO YOU TO KNOW You can do better right here in WHEN YOU BUY FURNITURE Kitchener in ladies' ready-to-wea

FROM US you are taking no goods, lurs, etc. The only way to chances. We carry a big stock una out is to see our stock an and stand back of everything we prices. kaphael-Mack & Co., 109 Aing, West. sell. Funiture for every room in the house. Your credit is goo with us. Lippert Home Furnish- THE PURSUIT OF FOLLY

sending out of town for watche mamouds and other jewelry. See the stock of kitchener's leading THE OUESTION OF BUYING AT HOME is proved by first getting our prices and compare quality. We carry a big line of light and jeweler and make your selection We remain here, you know us, and our reputation, and can call and be assured of square; courteous heavy hardware, fa.m and garden tools, cutlery, etc. J. Fentreatment should any purchase be nell & Son, The Old and Reunsa. stactory. A. J. Gabel, the

Leading Jeweier. OUR LONG AND CONTINUED WHEN YOU DO YOUR TRADING BUSINESS in this city should be at our store you know you are dealing at the right place for dry sufficient proof we have the right line of dry goods and ladies' wear goods and ladies' suits and furnishat prices that will attract you to our store. "Buy at Home" helps ings, rugs, carpets and linoleums in Goudie's, Limitus all. Lang-Treacy Co., Lto.

WE HANDLE A WELL SELECTED EVERYONE NEEDS PICTURES IN the home. Uur stock of mould stock of boots and shoes that have a national reputation. Big stock of mgs and sheet pictures is complete Everything in artists and school tine gents' shoes and ladies' high ne lizzW. A



THE NEWS RECORD



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 Il 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.



YOU DON'T HAVE TO KNOW JEWELERY. Our reputation 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.

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 CONSULT THE CATALOGUES. 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 meas-We can give you a perfect ure. tit and satisfaction from a line of 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 HAS ALWAYS BEEN OUR AIM . it will be done right; big line of ewelery 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' furnish-ings. You will find all our goods IF YOU WANT TO BE FASHtop notchers. Don't forget the ber; it will pay you. E. H. Thamer & Son.

YOU CANNOT FIT SHOES BY "ABSENT TREATMENT" shoes by mail you take long chances OUR READY TO WEAR LADIES' on comfort, fit, quality and sityle; and invariably you pay higher prices than we would charge you for shoes of equal worth. John Ag-new, the isome 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, tertilizers, fruit baskets, incubators and poultry supplies.

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

WHEN YOU BUY DRUGS AL-WAYS consider the standing of your druggist and get the pure kind. We handle only pure drugs and medicines; a big line of proprietory 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 Eassy, 146 King, East.

IN 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 glasswate.

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

domestic and imported woolens. 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. "Irade in Litchener." n. wolfhard & Co.

> to sell our customers a line of cry goods and clothing and gents' lurnishings that would make every one's satisfied buyer and we propose to keep up this system. Mry

us out. Smyth Bros. TRADE AT THE BIG STORE FOR ALL kinds of L dies' ko Have you seen our stock of jurs? If not, come in and we will show some wonderfui bargains. Exclusive

styles in all lines. W. Feldman, 7 King, West, IONABLE remember we have highclass millinery and keep in touch with the latest fashion centers.

Big stock of trimmed hats and millinery. Our number is 25 King St., Last. Miss S. Febrenbach

GOODS has been selected with gleat care and we can show you a price line of waists and skirts, It will say you to call and see our line. A. J. Capling, 61 bing, East.

IT IS UP TO YOU TO KNOW you can do better with us than trom sny 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 snoes come trom.

CARUSO & MCCORMICK SING to-day at Mason & Risch Music rariors, so do all other famous artbeans, tertilizers, fruit baskets, incubators and poultry supplies. Apples and potatoes in car lots a specialty. Our aim is to maintain

specialty. Our aim is to maintain a good home market both for the buyer and seller. S. Brown & Sons.

**BUYER PROTECTED BY ADVERTISING** HIS REPUTATION AT STAKE Man Who Buys Standard Brands From Local Merchants Knows That He Is Getting Full Value for His Money. (Copyright, 1917, Western Newspaper Union.) Time was when advertising did not occupy the place in the world of trade that it does today. It has not been so very many years ago that the people were suspicious of advertising. They were inclined to believe that the merchant was trying to "fool" them with his advertising, that he exaggerated the value of the merchandise he advertised and

took that method of trying to get them to buy goods that he could not sell by the old es tablished methods of merchandising. Those days are gone. The public now realizes that it is the greatest beneficiary of

advertising.

Advertising has done more in a decade to establish certain standards in merchandise than could have been accomplished in a hundred years by any other agency. The manu-facturer who a few years ago merely made and sold clothes now makes and sells the Blank facturer who a few years ago merely made and sold contex now makes and sets the blank brand of clothes. The man who formerly just made hats now makes Blank's hats. And so it is with everything that one buys today. The manufacturer, by his advertising, has built up his business around a trade name and if he is to continue in business he must protect that trade name by maintaining such a high standard of quality that people, when they buy his products will know just what they are getting. The consumer, when he goes into a store today, does not buy merchandise blindly, with the HOPE that it will prove to be worth the money. He buys standard goods that bear the trade-mark of the man turer and that are backed by the reputation not only of the merchant who sells them but the manufacturer who makes them. This has been brought about by advertising.

No reputation to Protect. All this applies to the retail merchants as a class but it does not apply to the mail order business. The man or woman who buys goods from a catalogue house is not pro-tected by the manufacturer of the goods for the reason that most manufacturers who sell goods to the mail order houses do not place their names upon the goods and therefore have no reputation to protect.

The great majority of articles listed and illustrated in the mail order catalogues are included in what is known among manufacturers as "stencil" stuff. These articles bear the name of the mail order house which sells them instead of that of the manufacturer who makes them. It can readily be understood that any manufacturing concern which turns out goods that do not bear its name or trade-mark is likely to be a very unreliable institution. not building up any reputation on the quality of its goods for its products have nothing to distinguish them from the products of any other concern. With no reputation to sustain and no chance of creating a general demand for its goods the only concern of amanufacturing institution of this kind is to make stuff as cheaply as possible in order to obtain the largest possible profit on its products. same Frice World Uver.

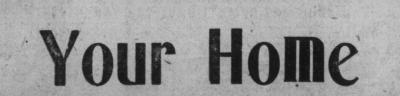
These facts are chiefly responsible for the generally prevailing idea that the home merchants do not sell goods as cheaply as the mail order house. They do sell the same quality of goods that the mail order house sells as cheaply as the mail order house sells it but they cannot sell the standard, guaranteed products of responsible manufacturers at the same price at which the mail order house sells its nameless, unbranded merchandise. Standard goods bearing a registered trade-mark sell for the same price the world over and the manufacturer's guarantee stands back of them when they are sold in the smallest village in the

Country just the same as when they are sold in the stores of the largest cities. This is what the national advertising of the manufacturers has done for the consumers of the country. It has enabled them to go into their home stores and buy merchandise which they know from past experience or from the reputation and guarantee of the manufacturer will give them satisfaction. They are not buying blindly and hopefully when they buy from the merchants in their home towns. They are buying with the knowledge that they are getting their money's worth. When they buy advertised brands they are getting double protection, that which is afforded by the responsibility of the retail merchant and that which is given by the reputation and guarantee of the manufacturer. When they buy the unknown brands of goods that are offered by the mail order houses they are getting neither kind of protection.



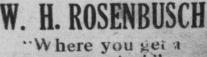
relates shoes in all colors and latest ap to 60       217 West Aima iass shoes in all colors and latest iashions. "Buy in Kitchener" is right. J. Hessenaur & Son.       217 West Aima iass shoes in all colors and latest iashions. "Buy in Kitchener" is right. J. Hessenaur & Son.         interest Ltd. Vear Mon- 2       ALL OUR CLOTHING IS MADE ON HONOR and we sell it tho same way. Big stock of men's and boys' suits, and a nitty line of gents' furnishings, hats and coadster, io adster, io buy hete. A. Z. Garner, io King, East.       GET IN TOUCE your bieyeles carry is ruit line hande the Clev ine indian Aco its buy hete. A. Z. Garner, King, East.         We CAN UPPLY the citizens of Kitchener and surrounding district py Limit'       We CAN UPPLY the citizens of Kitchener and surrounding district with stoves, plumbing and electric	<ul> <li>A. Brooks.</li> <li>g. Street.</li> <li>HOW ABOULT ARAT WINTER I OUK CREDAT COUD SUIT or overgoat? Suppose you want the best value tor 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 a bouglas, Ltd.</li> <li>NEVER BUY JEWELERY FROM A PICTURE, nor have your eyes treated by quacks. We guarantee all our goods and can fit your with garses scient inteally. See us and see batter. Buy at home. Heiter Bros., Jewelers and Opticians.</li> </ul>	<ul> <li>a of ALLOW YOU solut reduction on any suit you order and if 1 make them you are sure of a perfect in the and best of woolen and tweeds. Try us out. Anax Kosenberg, 159 King, West.</li> <li>ALLOW YOU solut reduction on the sure of a perfect in the sure of a sure of a perfect in the sure of a sure of a perfect in the sure of a sure of a perfect in the sure of a sure of a perfect in the sure of a sure of</li></ul>
red       equalled elsewhere. Come in and see our stock and be convinced.       200 Aing, Wes         1:3:       206       Doerfling & Forler, 12 and 14       A SAVING IN         1:3:       Foyad.y St., North.       A SAVING IN       our prices with retailer in Cam         1:6:       7       A WORD TO THE TRAVELLING PUBLIC. When coming to Kit- chener you will find a homelike hotel at "The American." Steam heated, everything first class. \$2:00 per day. Sample rooms. Ameri- can House, cor. King and Queen Streets. C. J. Bruder, Froy.       & Co., Limit. South.         T. A. Law the absence m and Vice who are out sed by the       PHOTOS NO MATTER HOW black and white, sepis or colored.       BUY YOUR BRE buy for out ou up THELIK tow		LUISINESS. w. U. Cressman, of King, East.       East.       Glass Co., Limited.         King, East.       WE PRIDE OURSELVES on our ine of fresh and sailed meats. The best is none too good for our patrons. We are boosters for Kit- chener and believe in patronizing our nand. See us first. T. Win- ters, avo East King St.       DON'T NEGLECT YOUR EYES The best is none too good for our patrons. We are boosters for Kit- chener and believe in patronizing our nand. See us first. T. Win- ters, avo East King St.       Don'T NEGLECT YOUR EYES The best is none too good for our patrons. We are boosters for Kit- chener and believe in patronizing our nand. See us first. T. Win- ters, avo East King St.       Don'T NEGLECT YOUR EYES The best is none too good for our patrons. We are prompt. Peter Rueffer, 64 Frederick Street.         WUY       WE KEEP STRICTLY UP TO DATE in all the fatest sincet ma- and it is anything in music or books out- see us and "Buy at Home" and it is anything in music or books       BRUNSWICK PHONOGRAPHS and the Brunswick Reproducer is found The "Altona" Reproducer is found       Sweater Coat. Look over our stock. We tell you if it's an al yood wool, cheaper grade wool or half cotton, our prices are

ond Hand ycles good condition riages retired. KRUEGER on Hyslop B cycle Waterloo.



Is your castle, your pride, your delight. You cannot enthuse about "Home" if you are paying tribute to a landloro. I help the "Buy-at-nome" 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 nundreds of dollars for the man who is buying property, either city home or farm.



square deal."