

PEOPLE  
NOW

make this col-  
you are going  
visiting you.  
one 505 or 396.

el, Guelph spent  
in the city.

returned to-day  
with Miss  
ph.

William Gavan of  
at the residence  
le and Mrs. John  
ter St.

idren and grand-  
their parents,  
ome of Mr. and  
l, to pay their  
lition, who has  
eks.

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

## Classify

rkman's home,  
s, city and soft  
d good location.  
terms. Apply L.  
St., Waterloo.  
3-24-3t.

k glove for right  
Office. Finder re-  
ord. 3-24-1t.

ick house, all  
ply No. 3, Weber  
3-24-3t.

bills. Apply 51  
p.m. 3-24-2t.

roomed double  
60 St. George,  
nd finish, with hot  
ply 83 Benton.  
3-24-2t.

double house.  
s. Phone 13033.  
3-24-1t.

light factory  
for advancement.  
s & Son, Guelph  
3-24-1t.

erenced men on  
ring. Apply City  
3-24-3t.

used violins in  
Apply Box 64  
3-24-3t.

ce edge trimmer.  
oe Co. 3-24-3t.

ss furnished bed  
Apply Box 33  
3-24-1t.

ome in East,  
Vards, in exchange  
on paved street,  
fruit trees, and  
shools and Cathol-  
d opportunity for  
actory—no smoke  
or 23 News Record.  
3-24-4ts.

change—40 Acre  
d implements, (if  
l consider medium  
in town in part  
and buildings,  
school and market.  
News Record.  
3-24-2ts.

young man with  
cation for a posi-  
with an exceptional  
advancement.  
o. 65 News Record.  
3-24-4t.

teen Upholsterers  
sly with experience  
Chatterfields suites  
s, etc. Permanent  
paid up to 60  
Apply immediately  
Manufacturers Ltd.  
ables. (Near Mon-  
3-24-3t.)

sewing  
g. Apply Winder  
3-24-3t.

ighlin Roadster.  
ply 130 West King  
W. 3-24-6t.

ntified—Bramm's  
al. George Bramm,  
S. Queen. 3-24-6t.

ters Apply Wm.  
Mfg. Co. 3-24-6t.

solid red  
d convenience  
E.B. Betz 3-24-3t.

COUNTRY CLUB  
NIAL

of the Grand  
was held on  
the various  
The election  
and in the return  
director, con-  
s. E. F. Seagram,  
I. Kerr, J. A. Law  
pl. In the absence  
Seagram and Vice  
Rubin, who are out  
Rumpel presided.  
be elected by the

ond hand  
cycles

good condition.  
rings retired.  
on KRUEGER  
on Hyslop B cycle  
Waterloo.

MAKE OUR GARAGE YOUR HOME for your auto. Don't forget we handle a big line of accessories, and axle greases and auto 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 fine 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 with a hint—man—Ye Old 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. Culien, the Music Man, 3 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 "Nyd" Remedies that have an international reputation. Big stock of Christmas Novelties. E. O. Ritz, 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 catalogue house. Exclusive styles in our suit. 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" Schreiters, 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 us a. Longo's Working People's Store, next to Roma Theatre.

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 compare 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. Hessemaur & 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 SUPPLY the citizens of Kitchener and surrounding district with stoves, plumbing and electric fixtures at prices that are not equalled elsewhere. Come in and see our stock and be convinced. Dordling & Forier, 12 and 14 Foyard's 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 will 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.



## 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 established 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 manufacturer who a few years ago merely made and sold clothes now makes and sells 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 manufacturer 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 protected 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. It is 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 a manufacturing institution of this kind is to make stuff as cheaply as possible in order to obtain the largest possible profit on its products.

Same Price World Over.

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.

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.

NEVER BUY JEWELRY FROM A PICTURE, nor have your eyes treated by quacks. We guarantee all our goods and can fit your with glasses suitably. 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 tell you. Twin City Tire and Vulcanizing Co., 62 South Queen St.

HAVE YOUR PLUMBING DONE RIGHT. All our help are thorough mechanics. We are all kinds of sanitary plumbing, steam and hot water heating and "sa arc tion" to the customer is the big word here. Hooley & Dirst, 13 Frederick Street.

YOUR CREDIT GOOD AT OUR STORES for all kinds of ladies and girls' clothing, carpets, rugs, lace or tapestry, curtains, linens or house furnishings, etc. line of dress and suit coats, etc. "Buy at Home." 1400 Florence Co., 120 King, West.

WHEN YOU GET ROYAL TAILORING you are getting the best in made-to-order clothes. Big stock of domestic and imported clothes. It will make it, it will please you, that's sure. (Open evenings). Cass, 11, Bayview, 1st fl., 227 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 Factory, 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 see is insurance—our kind—and can place you in a strong company. "NITE" said. B. L. Staenle & Co.

RETURNED SOLDIERS A WILL ALLOW YOU \$2.00 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, coats and stationery. You will find you can save money. We buy close and sell close. Besides you will have our way of doing business. M. L. Gressman, 22 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, 125 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.

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 HARNES 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.

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 OF TOWN are gone forever, if you trade at home you are likely to get it back next day. See 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 up). 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 Essy, 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. Merrick, 29 King, East.

CONSULT THE CATALOGUES. THEN consult us and note the saying 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. Wolfhard & Co.

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

TRADE AT THE BIG STORE FOR ALL kinds of L. d.ies' goods. Have you seen our stock of trunks? 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 43 King St., East. Miss S. Fehrenbach.

OUR READY TO WEAR LADIES' GOODS has been selected with great care and we can show you a fine 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. Make us prove it. A. Sippel & Son, Where the good shoes come from.

CARUSO & McCORMICK SING to-day at Mason & Kitch music center, so up all other famous artists on the Victor Victrola. Get all the latest records; we have them. Also big line of all kinds of musical goods. Mason & Kitch.

PRICES ARE SELLING THE GOODS at Hagen's overflowing sale of boots and shoes, women's garments, 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 charge 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 644. The Cloisonne & 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, 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."