MAKE OUR GARAGE YOUR HOME for your auto. Don't for

get we handle a big line of acces

sories, and axle greases and are agents for the World Renowned Chevrolet Motor Cars, None bet-

ter. S. E. Bowman, 42 Benton

WE HANDLE THE BEST OF HARDWARE of all kinds. Big

line of farmers', garden and mech-anics' tools, builders supplies, stoves

and cutlery. We stand back of our goods, and believe in "Buying-

3

## MEPEOPLE OU KNOW

our aim to make this conteresting. If you are going or have friends visiting you, is a line or phone 395 or 396,

Alberts of Montreal is in town. McPhail of Renfrew is here. .G. Henry of Sudbury is in town.

. Hare of Saskatoon is in town.

. Laude of Montreal is in town.

F. Steadman of Petrolea is in

A.M. Tanney of J.H. Barfield ay Winnipeg is in town.

Ed Roberts of the Leslie Furni impany, Winnipeg is in town.

Whitman of Fort William is

3. Embry of the Wright Furni-mpany Port Arthur is in town.

Beatrice Gordon of Teeswater ing a few weeks with relatives city.

J. McLauglin of Toronto is in

Mitchel manager of the Globe Company London, is in the business.

dontgomery and Mr. Henderson Adams Furniture Company are in town on buying trip.

P. Brown returned to Toronto

friends in the city for a few days.

Coltart of Chatham is in town Exhibition.

A. L. Bitzer is confined to

me through illness. Friends

our Stedman, counsel for the in Socialist Party is to present in today in the Federal court ago asking for a new trial for sman-elect Victor Berger and her Socialist leaders recently ad on indictments charging ith hampering the Government's tion of the war.

January

Feb 1

nnot be bought

real MONEY

Silver Teaspoons Reg. 90c

e Silver Teaspoons, Reg.

t bottom smooth Iron Pot,

isels, + to 2 inch Reg. \$5.50

Boards, with sides, size Reg. \$1.00 at...... 79e Boards, 10x14 35e at 27e

bread Boards, 25e at 17e

tato Pots with cover at 69c

lat Bottom Teakettles at

p and Mugs, assorted at 7c

mee Pans at 15c and 25c

7ash Basins at ...... 20c hambers, large, at ..... 30c

wn Lunch Boxes. Reg. 65c.

lot of these fine folding ag boards, with folding sleeve

l. Reg. \$3.00 at... \$2.49 WHISKS

TIN STEAMERS me-made Steamers, No. 9.

FOOD CHOPPERS ze Household Food Che \$2.50 at.....

in Kitchener

Phone Water-

SANI FLUSH Sani-Flush, at each.... 25c

......81.89

res. Kettles at.....ater Bottles at.....

LUNCH BOX ES.

ron cover. Reg. \$2.25

ER TEA SPOONS

ize Silver Spoons,

ON STO VE POTS

HISELS, IN SETS

WOODENWARE.

GRANITEWARE

ea Pots at .....

o see him out soon.

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.

at-Home." G. E. Potter.

"BUY-AT-HOME" AND MAKE IT
A REAL HOME with a Heinizman—"Ye Olde Firme"—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 town and there's music in your home when you deal with D. S. Cullen, the Music Mark F. Cullen, the Music M the Music Man, 3 East King

PURITY IN DRUGS ARE ES- BEWARE OF CATALOG FURNI buy drugs be sure of their pucity. We handle a full line of the "Nyal" Remedies that have an internation: neputation. Big ttock 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. beat any catalog house. Exclusive styles is our aim. Mrs. R. Levy, 191, King St., West.

ALL WE ASK IS A COMPARIwith others; also the large and complete stock. Get our prices then draw your conclusions where to buy your furniture. 'Buy in Kitchener' Schreiters, Limited. furniture. 'Buy in

WE HANDLE AN EXCLUSIVE LINE of children's wear; also lames' 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 al. Longo's Working People's Store, next to Roma Theatre.

FROM US you are taking no chances. We carry a big stock and stand back of everything we sell. Fu. niture for every room m the house. Your credit is good with us. Lippert Home Furnish-

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, fa.m and haavy garden tools, entlery, etc. J. Fennell & Son, The Old and Re-

WHEN YOU DO YOUR TRADING OUR LONG AND CONTINUED dealing at the right place for dry goods and ladies' suits and furnishings, rugs, carpets and linoleums in big varieties. Goudie's, Limit-

WE HANDLE A WELL SELECTED EVERYONE NEEDS PICTURES in stock of boots and shoes that have a national reputation. Big stock of tine gents' shoes and ladies' high class shoes in all colors and latest class shoes in all colors and latest supplies, thone 1722W. A. Brooks fashions. "Buy in Kitchener" is 217 West King Street. right. J. Hessenaur & 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, bats and You will find it will pay you

WE CAN UPPLY the citizens of Kitchener and surrounding district with sloves, plumbing and electric fixtures at prices that are not equalled elsewhere. Come in and see our 'stock and be convinced.

Doerfling & Forler, 12 and 14 perfling & Forler, 12 and 14 A SAVING IN LAMPS.—Compare SAVE ALL THE MILEAGE YOU Found y St., North.

PUBLIC. When coming to Kitchener you will find a homelike hotel at "The American." State heated, everything A WORD TO THE TRAVELLING heated, everything first class. \$2.50 per day. Sample rooms. Ameri-can House, cor. King and Queen

can House, cor. King and Queen Streets, C. J. Bruder, Prop.

HOTOS 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.

BUY YOUR BREAD FROM HOME BAKERS. Every losf of bread you buy from out of town bakers build up THEIR town. Think this over and patronize home industry. You will like our bakery products. Peter Henderson, Frederick St. PHOTOS NO MATTER HOW FADED copied and enlarged, in-black and white, sepia or colored.

YOU BUY OUT OF TOWN AND I BUY OUT OF TOWN WHAT WILL BECOME OF OUR TOWN?

THE NEWS RECORD



Home" movement is a good of

TURE; IT looks all right in pictures, but better buy where you can first see the goods. We show

furniture for every room in the

TO display the latest creation ladies' hats and millinery.

keep in constant touch with the latest fashions; big stock of trim-

med hats on hand. The Misses

NO NEED TO LOOK FURTHER

we carry the goods and can compete with any one anywhere

Big stock of up to date dry goods

for Kitchener; see us first. Miller

WE CLAIM TO BE ARTISTS IN

millinery; we have all the latest

shapes and earry a big stock of trimmed hats. Exclusive styles is

our specialty. We can please you Fatronize home trade; it pays

Miss Lowes, 11 King, East.

WE DO MERCHANT TAILOR-

this town for thirty years and our

cloths and cutting and fitting of

clothes is well established. Geo.

Harrison, Merchant Tailor.

IT IS UP TO YOU TO KNOW

You can do better right Kitchener in ladies' teady-to-wear

goods, turs, etc. The only way to

prices. Raphael-Mack & Co., 109 King, West.

sending out of town for watches diamonds and other jewelry. Se

the stock of Kitchener's leading

We remain here, you know us, and

our reputation, and can call and

be assured of square, courteous

unsat sfactory. A. J. Gabel, the

BUSINESS in this city should be

sufficient proof we have the righ

line of dry goods and ladies' wea

at prices that will attract you to our store. "Buy at Home" helps

us all. Lang-Treacy Co., Ltd.

the home. Our stock of mould

ings and sheet pictures is complete

GET IN TOUCH WITH US FOR

the Indian Motor cycle; none bet-

ter: they have, stood the test,

The Butler Cycle Co., 210 King,

West.

South.

Everything in artists and

treatment should any pu

jeweler and make your selection

and ladies' wear. We are t

& Hohmeier.

"Buy at Home" every time. The Kitchener Furnitur

"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.



LOCAL DEALERS DO

Know They Must Face the Music if Their Customers Are Displeased.

there are many things that he wants that the local merchants do not carry in stock and that it is necessary for him to send away from town to get them.

This explanation may be all right on the theory that a poor excuse is better than none

he does not go to the local merchant and ask him to order the articles desired if they are not to be found in the merchant's stock. The merchant will very gladly do this and the merchant and customer will both profit. The merchant can sell you whatever you desire at as low a price as the mail order house can make you on goods the same quality and he can make a small profit.

chant who stands back of the goods that he sells and who is easily accessible in case the arti-

Why not try this plan the next time you need something which you cannot find in any of your home stores? The merchant in the average sized town cannot carry in stock everything that all of the people in his town may want at all times. It would require a capital many times larger than the average merchant can command to do this but he does the best he can. He ordinarily does carry in stock at all times many things for which there is no general demand in order that he may meet the needs of his customers to the greatest possible degree but there is a limit to his purchasing ability. He is always ready and willing lowever to make every effort to meet the demands of the community. Why not then gi him the preference over the far-distant mail order man if you must have something which is not to be found in the local stores? He will do the business in a satisfactory manner give you as quick if not quicker service and more satisfactory treatment and the chances are that he will give you better values for the money. Finally whatever profit is to be made off the will stay at home and do its bit toward making the merchant and his town and

No business can be transacted as satisfactorily at long range as it can when the two parties to the transaction meet face to face. The only exception to this rule is in the case of the mail order man himself who can transact his business with greater success to himsel at long distance than he could if he had to meet his customers face to face. That is the reason that he does businessby mail instead of selling to the people in his own city. If the goods which the mail order man advertises in his alluring catalogues were the bargains that he represents them to be he would not have to go outside of the confines of his own city to sell all the goods he could possibly obtain. But the average mail order house not only does not make any effort to sell goods in its own city but will not sell to anyone residing within the city limits. The mail order man does not want to meet his customers face to

Does Business In Open.

The man who sells goods over the counter on the other hand does business in the He cannot hide behind a corporate name or talk to a displeased customer from behind the locked doors of a private office. He knows that he must face the music in case he is a party to any transaction that won't stand the light of day. He knows that he must satisfy every customer with whom he may be dealing or he will lose not only that customer but probably others who will soon know all the facts if he does not do the square thing by any

There is no reason in the world for any person to send his money to a mail order house because he cannot find the article he wants in his local store. The local merchant is in business for the very purpose of getting you what you want. He has the information that will be a supply of the cannot be a supply of the enable him to get what you want and to get it as quickly as you could get it from a mail order house. It is only fair to him to give him the chance to make such profit as any dealer would make off the transaction and it is only fair to yourself to keep that profit at home

## BUSINESS IN OPEN

MEET PATRONS FACE TO FACE.

Mail Order Men Prefer to Sell at Long Distance Rather Than Deal With People in Their Own Cities.

One of the stock excuses of the man who orders goods from a mail order house is that

but it fails to pass muster when it is subjected to a little scrutiny.

Ask the man who offers this as an excuse for his dealings with the mail order man why

The customer will profit from the transaction because he will be dealing with a mer-

cles purchased do not prove to be all that the customer had expected.

Give Home Merchant Preference.

face. He can do business better so far as he is concerned if his customer is some hundreds of miles away from his office.

his patrons.

rather than to send it away to some far distant city from which it will never return.

SUIT or overcoat? Suppose you want the best value for your your bicycles and supplies. We carry a full line of accessories and handle the Cleveland Bicycle, also 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 PICTURE, nor have your eves treated by quacks. We guaran all our goods and can fit your with glasses scientifically. See us and see better. Buy at home. Heller Bros., Jewelers and Opticians.

A SAVING IN LAMPS.—Compare our prices with any wholesaler or retailer in Canada. Mazda lamps are absolutely the best. 25 and 46 watts 30c; 60 watts 35c; 100 watt nitroge... \$1.00. A. Lockhar & Co., Limited, 22-24 Queen, South.

SAVE ALL THE MILEAGE YOU 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 lasts. If you want to look fashionable come in and we will do the rest. New York Millinery Parsouth.

HAVE YOUR PLUMBING DONE
RIGHT, All our help are thorough mechanics. We d all kinds of sanitary plumbing, steam and of sanitary plumbing, steam and of town and merchanics. All we town to to the customer is the big tion to the customer is the big word here, Ho.linger & Dirst, 63 Frederick Street.

Iors, South Queen St.

MAIL ORDER HOUSES DO NOT hut our business; but we are in line for any movement that helps our town and merchanics. All we sel is insurance—all kinds—and can place you in a strong company. 'Nuff said. H. L. Staebler & Co.

Ters, 165 East King St.

WE KEEP STRICTLY UP TO DATE in all the latest sheet music, each old and office supplies. If it is anything in music or books can be used. But the said. H. L. Staebler & Co.

HOW ABOUT THAT WINTER YOUR CREDIT S GOOD AT RETURNED SOLDIERS I WILL SUIT or overcoat? Suppose you OUR STORE for all kinds of ALLOW YOU \$5.00 reduction on ladies' and girls' clothing, carpets, rugs, lace or tapestry, curtains, all kinds of house furnishings, full line of brass and iron beds, etc. "Buy at Home." The Florence Co., 135 King, West.

NEVER BUY JEWELERY FROM WHEN YOU GET ROYAL TAIL- SEE US FIRST FOR DRY GOODS ORING 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. Kaplin, Mgr., 219 King,

either city home or farm.

any suit you order and if I make them you are sure of a perfect tit and best of woolen and tweeds. Try us out. Max Rosenberg, 159 King, West.

and clothing, carpets, rugs, lin leums, books and stationery. You will find you can save money. buy close and sell close. Besides you will like our way of doing business. M. G. Cressman, 82 King, East.

LINERY 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 tinsmithing—we have the faculties and the right kind of workman to complete the job right. Big lines of fixtures on hand. See us first. T. Winters, 165 East King St. it is plumbing, heating or tinsmithing—we have the faculties and the right kind of workman to complete the job right. Big lines of fixtures on hand. See us first. T. Winters, 185 East King St.

DATE in all the latest sheet mu-sie, school and office supplets. If it is anything in music or books see us and "Buy at Home" and help our town. Lutheran Book Rooms, 67 Frederick Street.

YOU DON'T HAVE TO KNOW JEWELERY." Our reputs Kitchener for square dealing is our from, watches, diamonds, rings and novelties. "Buy at Home." Boeh-mer Bros., 46 King, East.

AM BUILDING UP A NICE BUSINESS in boots and shoes b 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? ure. We can give you a perfect Try us next time. "Buy at Home."
The Up-to-Date Tailoring Co., 212 King, West.

IF YOU'R 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 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 we would charge you for shoes of equal worth. John Ag-new, the Home of Good Shoes

NEVER BUY OUT-OF-TOWN MADE IT IS UP TO YOU TO KNOW 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,

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

POOR PLUMBING IS DEAR AT ANY PRICE; get our estimates first and if we do your p you can rest assured it will be done right. Heating, tinsmithing, automobile and sheet metal work. neral 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

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.

can rely on for high class musical goods. We sell the Nordheimer and Mozart Pianos and the Brunswick Phonograph and the New Williams Sewing Machines. Musical merchandise and sheet music. Brunswick Music Store, 36 Sout Queen 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.,

WHEN YOU BUY DRUGS ALyour druggist and get the pure kind. We handle only pure drugs and medicines; a big line of pro-Schmidt, 33 King East.

OUR SPECIALTY IS DRY GOODS and boots and shoes, and we values. Our motto is to live and let live; it pays to "Buy at Home" and here. Elias Eassy, 146 King,

WE CARRY THE LARGEST STOCK of chinaware in Waterloo County make you a satisfied customer Come in and examine our stock Big line of glassware. "Buy at Home," L. D. Merrick, 20 King

THEN consult us and note the saving in all kinds of harness, trunks, bage, suit cases, etc; we also have a line of boots and shoes and rubbers, at low prices. Bu at Home. A. L. Fischer, 104

domestic and imported woolens. A WORD ABOUT HARDWARE. see us. You will find you can do better with us every time; big stock; all kinds of hardware, stoves H. Wolfhard & Co.

> IT HAS ALWAYS BEEN OUR AIM to sell our customers a line of dry goods and clothing and gents' turnishings that would make every one a satisfied buyer and we propose to keep up this system. Try

TRADE AT THE BIG STORE FOR ALL kinds of ladies' goods Have you seen our stock of furs? 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 FASH-IONABLE remember we have highclass millinery and keep in touch with the latest fashion centers. Big stock of trimmed hets and millinery. Our number is 23 King St., East. Miss S. Fehrenbach.

OUR READY TO WEAR LADIES' GOODS has been selected with great care and we can show you nice line of waists and skirts, It will say you to call and see A. J. Capling. King, East.

you can do better with us than from any mail order house. We will beat their prices any time in a full line ot boots and shoes. Mak us prove it, A. Sippel & Son. Where the good shoes come from.

CARUSO & McCORMICK SING to-day at Mason & Risch Music Parlors, so do 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 & Risch.

specialty. Our aim is to hamble prices are Selling The buyer and seller, S. Brown & GOUDS at Hagen's overflowing sale of boots and shoes, wondertubargains, while the sale lasts; better get in while you have a chance, it will pay you. Hagen's Shoe Store.

> WE ALWAYS SHOW THE LAT-EST Novelties in ladies' suits and waists, cloaks and dainty un-derwear, and can give you a charge account if desired. If you want to be fashionably dres Dominion Novelty Co., 159 King

HAVE YOU ANYTHING YOU WANT STORED? We have ample facilities for storing furniture, auto-mobiles or merchandise of any kind. For Art glass work, see us—we are prompt and reliable. Cell us up; phone 644. The Cloisonne & Art Glass Co., Limited.

DON'T NEGLECT YOUR EYES
They are most important. Be care
ful tohave 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.

THIS ALWAYS IS ONE PLACE YOU 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 Woollen 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,

"Where you get a ... square deal."

W. H. ROSENBUSCH