

**MAKE OUR GARAGE YOUR HOME** for your auto. Don't forget we handle a big line of accessories, and also tires 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." C. E. Foster.

**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 cheap and please you. W. A. Himmelfarb, 125 King, West.

**"BUY-AT-HOME" AND MAKE IT A REAL HOME** with a real home. "Buy at home" is a new business philosophy. 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. Cohen, 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 "Royal" Remedies that have an international reputation. Big stock of Christmas Novelties. E. O. Kitz, Drugist, 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 catalog home. Exclusive styles in our line. Mrs. K. Levy, 171 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" Schreier, 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 Koma 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. Hesseaur & 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 APPLY** 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. Doering & Forster, 12 and 14 Fourth 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, 83 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 are 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.



IT HAS ALWAYS BEEN OUR AIM to sell you dry goods and ladies' furnishings at fair prices and our reputation for fair dealing is our reference. This "Buy at Home" movement is a good one. F. E. Macklin.

**BEWARE OF CATALOG FURNITURE!** It looks all right in pictures, but better buy where you can first see the goods. We show furniture for every room in the house. "Buy at Home" every time. The Kitchener Furniture Co.

**WE ARE ALWAYS THE FIRST** to display the latest creations in ladies' hats and millinery. We keep in constant touch with the latest fashions; big stock of trimmed hats on hand. The Misses Cowan, 25 King, West.

**NO NEED TO LOOK FURTHER;** we carry the goods and can compete with any one anywhere. Big stock of up to date dry goods and ladies' wear. We are boosters for Kitchener; see us first. Miller & Himmelfarb.

**WE CLAIM TO BE ARTISTS** in millinery; we have all the latest shapes and carry a big stock of trimmed hats. Exclusive styles are our specialty. We can please you. Patronize home trade; it pays. Miss Lowes, 11 King, East.

**WE DO MERCHANT TAILORING** and have made clothes in this town for thirty years and our reputation for superiority in the clothes 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 here in Kitchener in ladies' ready-to-wear goods, suits, etc. The only way to find out is to see our stock and get prices. Kaufman-Wack & Co., 109 King, West.

**THE PURSUIT OF FOLLY** is sending out of town for watches, diamonds and other jewelry. See the stock of Kitchener's leading jeweler and make your selections. We remain here, you know us, and our reputation, and can call and be assured of square, courteous treatment should any purchase be unsatisfactory. A. J. Gabel, the Leading Jeweler.

**OUR LONG AND CONTINUED BUSINESS** in this city should be sufficient proof we have the right line of dry goods and ladies' wear at prices that will attract you to our store. "Buy at Home" helps us all. Lang-Treacy Co., Ltd.

**EVERYONE NEEDS PICTURES** in the home. Our stock of mouldings and sheet pictures is complete. Everything in artists and school supplies. Phone 1122-W. A. Brooks, 241 West King Street.

**GET IN TOUCH WITH US FOR** your bicycles and supplies. We carry a full line of accessories and handle the Cleveland Bicycle, also the Indian Motor cycle; none better; they have stood the test. The Butler Cycle Co., 219 King, West.

**WE HAVE A REAL BARGAIN STORE** and handle everything in ladies' and gents' furnishings, dry goods, boots and shoes. We buy right and every article is surely a bargain. Buy here and you will do well. The Economic Store, 201 King, West.

**A SAVING IN LAMPS.**—Compare our prices with any wholesaler or retailer in Canada. Mazda lamps are absolutely the best. 20 and 30 watt 100; 40 watt 30c; 100 watt 100c. \$1.00. A. Lockhart & Co., Limited, 22-24 Queen, South.

**BUY YOUR BREAD FROM HOME BAKERS.** Every loaf of bread you buy from out of town bakes build up Kitchener. Think this over and patronize home industry. You will like our bakery products. Peter Henderson, Frederick St.

## LOYALTY BASIS OF ALL CIVILIZATION

Every Citizen Owes Moral and Legal Obligation to His Government.

SAME IN COMMUNITY LIFE.

People Have Duty to Their Home Town Which is No Less Binding Because It Is Not Fixed by Law.

(Copyright, 1917, Western Newspaper Union.) Loyalty is the foundation upon which the whole structure of civilization rests. Loyalty to one's country, loyalty to one's state, loyalty to one's city, loyalty to one's business associates, loyalty to one's friends! Loyalty is essential to the ordinary progress of the world. Without it the world must be chaos. There would be no stable government in the world were it not for the loyalty of the people to their government. There would be no successful business enterprise on the face of the globe were it not for the loyalty of the men and women who are connected with it. No church could exist for a month were it not for the loyalty of its members. The sacredness of the home would be a myth were it not for the loyalty of the members of the family group.

The loyalty of a people to its government is based partly upon sentiment and partly upon the recognition of an obligation that a people owes to its government. A people that has the benefit of good government owes a duty to that government. Those who do not recognize this duty and perform it voluntarily are compelled by law to do so. The man or woman who is protected by the government in the pursuit of life and happiness, must contribute in money and service toward the support of the government. The man or woman who, under the protection of his government which preserves law and order, is able to accumulate property, must pay taxes on that property to help maintain the government which has protected him or her. In time of war the government has the right to call upon its citizens to take up arms in its defense.

Property is a moral obligation. In government affairs these things are regulated by law, and the man who receives the benefit of orderly government is required to fulfill the obligation which that entails, but in the ordinary affairs of life, loyalty is a moral rather than a legal obligation. There are laws which prevent a man from stealing from his employer or his business associates, but there is no law that requires him to be loyal to them. The success of a business institution, however, depends more upon the loyalty of its employees than upon the laws which prevent them from stealing its money. Likewise the stability of a government depends more upon the loyalty of its people than upon the laws which compel them to fulfill their obligation to the government.

It is equally true that the prosperity and growth of every individual community is dependent upon the loyalty of the people who live in it. Every citizen owes an obligation to his community, and the obligation is a moral as well as a legal one. The good citizen pays his taxes cheerfully and willingly. He serves upon the jury which administers the laws of the community. He fulfills every legal obligation that is imposed upon him by his government, but there is a moral obligation which is of still greater importance to the community. This moral obligation consists in doing everything that is in his power to promote the prosperity and happiness of his community. The man who is enabled to make his living in any community is under a moral obligation to spend his money in such a way as to help his community.

Anything worth having is worth protecting, and if the prosperity of a community is worth anything to the people living in it it is worth protecting. If the chance for a man to earn a good living, to live well, to give his children a good education, is worth anything, it is worth protecting. There is just one way to protect the prosperity of a community, and that is to keep the community from being drained of its cash—working capital. The only way to do that is for the people of the community to keep their money at home. Every time the citizen of a community sends money away from home to a mail order house instead of spending it in his home stores he is disloyal to his community. It is disloyalty to the merchants only indirectly. It is disloyalty to the community of which the merchants are only a small but a very important part.

This is the moral obligation that every citizen owes to his community, just as the payment of taxes and the loyal support of his government are his legal obligations. Disloyalty of a large body of the citizens spells disaster to any government and disloyalty of any large part of the people to their community is followed inevitably by the downfall of the community. Self-interest, if nothing else, should convince every citizen of the advisability of fulfilling his moral obligation to his community.

**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 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 tell you. 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 "sa gas" to the customer is the big word here. H. J. Dirst, 13 Frederick Street.

**YOUR CREDIT IS GOOD AT OUR STORE** for all kinds of 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.

**WHEN YOU GET ROYAL TAILORING** 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. Kaplan, 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 sell is insurance—all kinds—and can place you in a strong company. "Buy at Home." H. L. Staebler & Co.

**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 lines of fixtures on hand. See us first. T. Winters, 105 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 help our town. Lutheran Book Rooms, 67 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 wools. 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 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 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, incubators 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.

**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" Reproduction is found only on the Brunswick. Bender's Book Store, 14 E. King 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 F. 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, 35 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, 149 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, 26 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. Fischer, 136 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 dry goods and clothing and gents' 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. die's goods. Have you seen our stock of suits? If not, come in and we will show some wonderful bargains. Exclusive styles in all lines. W. Peterson, 7 King, West.

**IF YOU WANT TO BE FASHIONABLE** remember we have high-class millinery and keep in touch with the latest fashion cutters. Big stock of trimmed hats and millinery. Our number is 25 King St., East. Miss S. Fehrenbach.

**OUR READY TO WEAR LADIES' GOODS** have 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** to-day at Mason & Busch 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 & Busch.

**PRICES ARE SELLING THE GOODS** at Hagau's overflowing sale of boots and shoes, wonderful bargains, while the sale lasts; better get in while you have a chance. It will pay you. Hagau's shoe store.

**WE ALWAYS SHOW THE LATEST** novelties in ladies' suits and waists, cloaks and ready-to-wear, and can give you a change account if desired. If you want to be fashionably dressed, see us now. Dominion Novelty Co., 108 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 434. 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, 67 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 Woollen Mills. Ste e, 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."

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