

Late to Classy... ce shave and haircut try Barber Shop, 39 E. King... most your friend, W. G. Safety Razor blades honed 1 or 6 for 25c. 1-6-Mon. & Fri.-St. free link gold watch for ton, Alma St. or between office and Walper House, as a gift. Liberal reward, News Record, 1-6-31. Cook and housemaid, Thomas Segram, Union St., 1-6-31. Girl for suit case lining, The L. McBride Co., 1-2-31. Room in private house 1/4 West King, 1-6-31. minor operation at the nd he will necessarily not post for some weeks. Mr. in, of Chicago, is relieving a bank. Citizens wish Mr. a speedy recuperation. D.W. Davis and other als chosen at the November Idaho will be formally in- fice at Boise today with the which custom has prescrib- occasion. Ted Lewis vs. Fred Dyer at Boston.

MAKE OUR GARAGE YOUR HOME for your auto. Don't forget we handle a big line of accessories, and axle greases and are 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. Himmelshein, 144 King, West.

"BUY-AT-HOME" AND MAKE IT A REAL HOME with a Heintzman "Yo Olde 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. Cullen, 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 "Nyal" 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 have any catalog house. Exclusive styles in our line. 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. When draw your conclusions where to buy your furniture. "Buy in Kitchener" Schreifers, Limited.

WE HANDLE AN EXCLUSIVE LINK 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. Fenwick & 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. Hessehauser & 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. Doering & Forler, 12 and 14 Founy 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.



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, 23 King, West.

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

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

WE DO MERCHANT TAILORING and make clothes in this town for thirty years and our reputation for superiority in the cloth and cutting and fitting of clothes is well established. Geo. Harrison, Merchant Tailor.

IT'S UP TO YOU TO KNOW You can do better right here in Kitchener in ladies' ready-to-wear goods, furs, etc. The only way to find out is to see our stock and get prices. Raphael-Mack & Co., 169 King, West.

THE PURSUIT OF FOLLY is spending 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 1724W. A. Brooks, 217 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, and the Indian Motor Cycle; none better; they have stood the test. The Butler Cycle Co., 210 King, West.

WE HAVE A REAL BARGAIN STOCK 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, 207 King, West.

A SAVING IN LAMPS.—Compare our prices with any wholesaler or retailer in Canada. Mazda lamps are absolutely the best, 25 and 40 watts 20c; 60 watts 35c; 100 watt nitro.—\$1.60. A. Lockhart & Co., Limited, 22-24 Queen, South.

BUY YOUR BREAD FROM HOME BAKERS. Every loaf 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.

## MARKETS NEEDED BY THE FARMERS

### Presence of Thriving Cities Near By, Important to Residents of Country.

Residents of towns and cities everywhere are beginning to realize more acutely the fact that, except under very unusual conditions, their communities will prosper and develop only in proportion to the prosperity and development that comes to the farming sections which surround them. Realizing this fact, commercial clubs and chambers of commerce have in recent years been devoting as much of their attention to developing the country districts as they have to securing new industries and attracting new residents. They know that as the country about the towns becomes more thickly settled and as the farmers become more prosperous the more money will be spent in the towns and the faster these towns will grow. It is largely for this reason that the residents of the towns and cities have been doing more and more to aid the farmers in growing bigger crops and in improving marketing conditions. The towns and cities have contributed more and more liberally toward the building of good roads in the country districts and have paid a large part of the expense of maintaining agricultural experts to assist the farmers in growing bigger crops and getting more money out of their crops when they are placed on the market.

Not One-sided Proposition

But this is not a one-sided proposition. If the city is dependent upon the country, so is the country dependent upon the city. What the farmer raises is worth absolutely nothing to him unless he can sell it at a price that will pay him a fair return on the money and time invested in its production. The farmer, without markets, would be in the same fix as a storekeeper without customers. In almost every case the farmer is dependent upon the nearby town or city for a market for at least his perishable products.

In the language of the street, it is a fifty-fifty proposition. The town needs the country and the country needs the town. The farmer needs the assistance of the storekeepers of the town in securing a market for his products. He needs the assistance of the storekeepers of the town in getting good roads over which he may haul his products without losing more time than the products are worth. He often needs the assistance of the storekeepers in helping him over a period of financial stringency.

Storekeeper Needs Farmer's Trade

On the other hand the storekeeper needs the business of the farmer. He does not ask the farmer to sell him his products on credit even though at the time he may be hard pushed for cash and may need more credit badly. He does not ask the farmer to help him build a sidewalk in front of his store. He does not ask for the business of the farmer unless he can sell the farmer the goods he needs at as low a price as he can secure them for elsewhere.

But does he always get the farmer's business? Ask the mail order man in the big city or ask the postmaster or the express agent in any town or city in the country. They could, if they would, tell of thousands of dollars sent away to the big cities to pay for goods that could be purchased just as cheaply and much more conveniently in the nearest town or city. These thousands of dollars, when sent to the mail order houses in the big cities, never come back. They do not help to build good roads past the farmers' houses. When the next crops are harvested, the mail order man won't buy any of the farmer's products. The potatoes, the tomatoes, the melons and other things that the farmer raises may lie and rot upon the ground so far as the mail order man is concerned.

No Credit from Mail Order Man

The mail order man won't sell the farmer 2 cents' worth of goods on one day's credit no matter how badly the farmer may need the goods or how little ready cash he has to pay for them. If the farmer's house burns down, the mail order man is not going to sell him any lumber on credit so that he may build another home. He will take what cash he can get the farmer to send him and there his interest in the farmer ends. If the farmer has no money to pay for what he needs, the mail order man will find others to help swell the stream of dollars which is building up his great fortune and helping build up the great city in which he lives. Let the home merchant help the farmer when he needs it. And the local merchant does help the farmer as long as he can, but there comes a time when he cannot. He cannot make money without customers. Without the legitimate profit that he makes from his sales he cannot "carry" the farmer over the rough spots, he cannot contribute to the good roads funds, he cannot pay the farmer cash for his products!

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 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 ear 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, tinsmithing, 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.

THIS ALWAYS IS ONE PLACE you 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, 30 South Queen Street.

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.

YOUR CREDIT'S 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.

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.

BUY YOUR 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.

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, Mgt., 219 King, West.

SEE US FIRST FOR DRY GOODS and clothing, carpets, rugs, linoleum, 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 tinsmithing—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.

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. "Nuff said." H. L. Staebler & Co.

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., 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 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. Ehas Eassy, 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, 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. 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 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 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 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.

OUR 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 save 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 & Risch Music Parlors, so do all other famous artists on the Victor Victrola. Get the latest records; we have them. Also big line of all kinds of musical goods. Mason & Risch.

PRICES ARE SELLING THE GOODS at Hagen'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. Hagen's Shoe Store.

WE ALWAYS SHOW THE LATEST Novelties in ladies' suits, and waists, cloaks and dainty 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 by phone 614. The Cloisance & 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, 62 Frederick Street.

THERE'S IS ONE PLACE you WOOLSENS 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. Chisopee Woolens Mill 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."