

IE PEOPLE  
U KNOW

aim to make this col-  
resting. If you are com-  
ave friends visiting you,  
line or phone 385 or 386.

a record is held by two  
the city. Mr. and Mrs.  
clock and Mr. and Mrs.  
ist for thirty five consecu-  
have held Christmas and  
s dinners at their homes,  
the place of the family  
between the two homes.  
he was missed by either  
he thirty-five years. How-  
a holiday period just clos-  
they it impossible to hold  
a event but they hope  
soon. The record is cer-  
one attained by few fami-  
lier friends.

ny friends of Miss Grace  
Eby street will be glad to  
have completely recovered  
attack of the "flu".

J.F. McLean, who recent-  
ly from France is visiting  
meadow Ave.

Bridges of Guelph was  
over the week end.

Schreiber was in Galt  
week-end.

Kumpf arrived back from  
his morning.

a Erb writes from London  
he does not expect to be  
ner for about six months.

Aulph, formerly of the Mar-  
ank staff, is now in Lon-  
don, and has completely  
from the bullet wound  
ed while flying over the  
lines.

hes-to-be-remembered to  
ld Kitchener friends.

Late to Cassioy

Delivery man, married  
referred. Apply at once  
g & Son. 1-13-3ts.

Experienced maid. Ap-  
pointings between 7 and 9 at  
at King Street. 1-13-3ts.

Fen of exhibition white  
ttes—one cockered and four-  
took second prize at Kitch-  
er. Phone R. Richardson,  
erloo. 1-13-3ts.

e-Household furniture,  
enings. 9 Betzner Apart-  
ment Cedar Street. 1-13-3ts.

At a Bargain. Refrigerat-  
or, 8 ft. in A1 condition,  
inter and 75 ft. of shelving  
so County Loan and Savings  
chener Ont. 1-13-3ts.

Two Kitchen girls and a  
maid. Apply Walper House.  
1-13-3ts.

Grove or Waterloo st.  
n's small gold watch and  
with photo case attached.  
return to 11 Grove st. Re-  
1-13-3ts.

First class improver and  
ice. Apply Misses Cowan.  
1-13-3ts.

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ing Str.

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. Himelstein, 144 King, West.

"BUY-AT-HOME" AND MAKE IT A REAL HOME with a Steinman—"Ye 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. Kitz, 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 catalog house. Exclusive styles in our aim. 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 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 at Long'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 comparing 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 UPPLY the citizens of Kitchener and surrounding district with a soves, plumbing and electric fixtures at prices that are not equalled elsewhere. Come in and see our stock and be convinced. Doering & Foiler, 12 and 14 Foundry 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 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 & Bonhoefer.

WE CLAIM TO BE ARTISTS IN millinery; we have all the latest shapes and carry a big stock of trimmed hats. Exclusive styles in 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 cloth 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, furs, etc. The only way to find out is to see our stock and get prices. Kaphnel-Hack & 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. Gaudet, the Leading Jeweler.

OUR LONG AND CONTINUOUS 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 1722W. 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, also the Indian Motor cycle; none better; they have stood the test. The Butler Cycle Co., 216 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, 247 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 30c; 60 watts 35c; 100 watt nitroge... \$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 bakers build up THEIR town. Think this over and patronize home industry. You will like our bakery products. Peter Henderson, Frederick St.

## EVERY ONE WANTS MONEY'S WORTH

Person Who Buys From Catalogue House Sees Only the Price and Forgets That Value Is Thing That Counts.

(Copyright.)

When you spend your money you naturally want to get all you can in return. No one can criticize you for having that desire. Only those who are commonly referred to as having "more money than sense" throw their money away. All others are careful to see that they do not get the worst of any bargain. But one has to be able to look farther than the end of his nose if he is to be sure that he is getting the most that he can get for his money.

That is the defense of the man who buys from the mail order house instead of patronizing the merchants in his own town. He says he can get more for his money when he buys from the mail order man than when he spends his money at home. But in arriving at that conclusion he certainly has not been able to look further than the end of his nose.

In most cases the man who buys goods from a mail order house does so because he thinks he is getting the goods for less money than he would have to pay for them at the store in his own town. He thinks he is looking out for No. 1 and he says it is not his fault if the merchant in his town cannot make any money and is forced to go out of business. He overlooks the fact that he is likely to be as hard hit as anyone else when that merchant closes his doors but, leaving that probability out of consideration, the chances are about 10 to 1 that the buyer has really lost money on his deal with the mail order man.

Price Not Only Consideration.

If buying an article of any kind, whether it be a house and lot or a paper of pins, the price is not the only thing to be considered by any means. You are not in the habit of going into a store when you want to buy a suit of clothes and saying to the storekeeper: "Give me the cheapest suit of clothes you have in the house." You want the best suit of clothes you can get for the price you pay for it, but you don't usually want the cheapest thing you can find.

A man may delude himself into believing that when he buys a suit of clothes from a mail order house for \$10 he is saving money, but what is there to justify him in such a belief? The mere fact that he is getting a suit for \$10 does not mean that he is saving money. The chances are that if he should go to the man who runs the clothing store in his own town and ask for it he could get a suit of clothes for \$10 and the chances are also that it would be just as good if not a better bargain than the suit which he could get from the mail order house for the same sum. It is not the price he pays that shows whether he is getting a bargain or not. It is the quality of goods that he gets for his money that counts.

Can Under Sell Mail Order House.

The home merchant can sell as cheaply as the mail order man if he sells as cheap goods as the mail order man sells. His expenses are not as heavy as those of the mail order man. He pays less rent in proportion to the business he does, his taxes are less in proportion to the capital invested. His advertising bills are less than those of the mail order man in proportion to the volume of his sales. He can under sell the mail order man any day in the year if he wishes to sell only goods of the same quality and style of those sold by the mail order man, but he doesn't do this because he knows that the majority of the people in his town do not want that quality and style of goods. Therefore he keeps in stock goods of all qualities and all prices. He has the \$10 suit for the man who thinks that he can get more for his money by buying a suit at that price than he can by buying a better one for \$20, but he tells the customer just what he is buying.

The next time you think about buying something from a mail order house, if you ever do think of such a thing, go first to your home merchant and ask to see the article which you are thinking of buying.

Ready to Compare Prices.

Your home merchant is a business man. He gets the best values he can for his money when he buys goods, and he does not expect his customers to do anything else. All that he asks, in return for the favors he does his customers and the things he does for the good of his community is that he be given an opportunity to meet the insidious competition of the mail order house. He is perfectly willing to have his prices and his values compared to those of the mail order house, but he has a just complaint when he is not given a chance to make this comparison.

If all buyers would take the value as well as the price of the article they are buying into consideration, the mail order houses would all go out of business tomorrow.

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 385). 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 Essay, 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, 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, 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, hawars, 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 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 & Hinch 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 & Hinch.

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 quaint 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 Jansen, 63 Frederick Street.

THERE'S A DIFFERENCE IN WOOLLENS 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 Mill Store, 32 Queen St.

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, 166 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, 207-209 King.

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 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, 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, 36 South Queen Street.

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.

# 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."