

GARAGE YOUR
your auto. Don't forget a big line of accessories, axle greases and air for the World-Renowned Motor Cars. None better. Bowman, 42 Benton.

HANDLE THE BEST OF
HARDWARE of all kinds. Big line of farmers' garden and mechanical tools, builders supplies, stoves and cutlery. We stand back of our goods, and believe in "Buy-at-Home." C. E. Potter.

WE ARE OPEN AND READY FOR
business. Come in and examine our line of 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 Heintzman—"Yo Olds Time"—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, 1 East King Street.

PURITY IN DRUGS IS ES-
SENTIAL 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. R. O. Rita Druggist, cor. King and Queen Sts.

OUR STOCK OF LADIE'S GOODS
should be seen to be appreciated. Get our prices first and you will see where you can save. We have an exclusive catalog house. Exclusive style is our aim. Mrs. R. Levy, 19 King St., East.

ALL WE ASK IS A COMPARI-
SON of our line of fine furniture with others also the life and complete stock. Get our prices then draw your conclusion where to buy your furniture. Buy in Kitchener's Schreiers, Limited.

WE HANDLE AN EXCLUSIVE
LINE of children's wear; alpacas, suits, skirts, cloaks and hats. Our stock large and our prices will convince you it will pay to do your shopping with us in this line. "Buy Home." The Children's Shoe, 111 King, West.

IF YOU WANT BARGAINS IN
dry goods, clothing, boots and shoes, you will find them in big variety at our store. We buy right and sell right. "Buy Home" will pay. A. L. Longo Working People's Store, next to Roma Theatre.

WHEN YOU BUY FURNITURE
FROM US you are taking a chance. We carry a big stock and stand by everything we sell. Furniture for every room in the house. Our credit is good with us. Light Home Furnishing Co.

THE QUESTION OF BUYING AT
HOME is paid by first getting our prices to compare quality. We carry a line of light and heavy hardware, farm and garden tools, etc. J. Fennell & Son, the Old and Reliable Firm.

WHEN YOU DO OUR TRADING
at our store you know you are dealing at right place for dry goods and ladies' suits and furnishings, rugs, and linoleums in big varieties. Goudie's, Limited.

WE HANDLE WELL SELECTED
stock of boots and shoes that have a national reputation. Big stock of fine gents' and ladies' high class shoes in colors and latest fashions. "Bin Kitchener" is right. J. Hnaur & Son.

ALL OUR CLOTHING IS MADE
ON HONOR. We sell it the same way. A stock of men's and boys' and a nifty line of gents' things, hats and caps. You will find it will pay you to buy here. Z. Garner, 9 King, East.

WE CAN UP the citizens of Kitchener surrounding district with stoves, piping and electric fixtures at that are not equalled elsewhere. Come in and see our stock be convinced. Doering & Son, 12 and 14 Foundry Street.

A WORD TO TRAVELLING
PUBLIC. Welcome to Kitchener you and a homelike hotel at "The Rector." Steam heated, every first class. \$2.50 per day. Sabooms, American House, King and Queen Streets. C. Under, Prop.

PHOTOS NOTER HOW
FADED copies enlarged, in black and white or colored. Frames in store-war prices. Denton's Studio West King.

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



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 DOLLAR YOU SPEND IN KITCHENER WILL COME HOME TO BOOST."

THE MONEY YOU SPEND WITH THEM STAYS IN CIRCULATION IN KITCHENER.

GOLDEN RULE HAS PLACE IN TRADE.

Has Been Found to Be Good Business Policy Both for Buyer and Seller.

CONSUMER GAINS AS MUCH BY BEING FAIR WITH MERCHANT AS LATTER DOES BY BEING SQUARE AND HONEST.

(Copyright.) Some cynical persons have remarked that the Golden Rule has no place in business. They have taken the position that instead of doing unto others as you would have them do unto you, the only safe and sane plan is to do others before they have a chance to do you.

Fortunately for business and for the world at large, however, these persons are few and far between. The great majority of people are honest. It has been proven repeatedly that even in business it pays to practice the Golden Rule, just as it has been proven repeatedly that "honesty is the best policy." It not only makes a man feel better down in his heart when he employs the principle of the Golden Rule, but he finds that it is good business. This applies not only to the man who stands behind the counter and gives a full pound of sugar to the man who asks for a pound, but also to the man who stands on the other side of the counter and pays his money for the pound of sugar.

DOES CONSUMER DO HIS PART?
The consumer expects the merchant to be honest and square and give him his money's worth for every penny that he spends with him, but how often does the consumer stop and ask himself the question, "Am I being as fair and honest with the merchant as he is being with me?" The consumer not only expects the merchant to give him honest weight and full measure at the lowest possible price, but he expects a world of other things at the same time. Nine times out of ten he expects the merchant to give him credit, and nine times out of ten the merchant does it. Many times he expects the merchant to "carry" him for three or four months before he pays for what he buys, and as many times the merchant does it. He expects the merchant to pay for advertising space in the church program which he is getting up, and the merchant does it. He expects the merchant to "kick in" most liberally when he is raising a fund for the benefit of the town band, and the merchant does it.

He expects the merchant to provide the bonus which is to be paid to obtain a new factory which will benefit the working man, the clerk and everybody else in the town, and the merchant does it. He expects the merchant to "come across" with a donation to help the poor family which otherwise would become a charge upon the common funds of the community, and the merchant does it.

ANOTHER SIDE TO PICTURE.
Now, look on the other side of the picture. Mr. Consumer decides that he needs a new suit of clothes, or Mrs. Consumer decides that she wants a new kitchen range, or some of the little Consumers express a desire for a train of cars or a bobbed. Mr. Consumer picks up the big mail-order catalogue which the mail-order house has printed with his money or that of others like him, and he looks it over until he finds a picture that strikes his eye. It's a picture of a "nifty" looking suit of clothes. Of course, he can't feel the picture to see whether the cloth is as good as it looks; he can't look the mail-order man in the eye and ask him whether he will guarantee it to wear for at least a month or six weeks; he can't tell the mail-order man that he will drop in the first of the month and settle for it; he can't tell the mail-order man that he would like to have a little of his business or a chance to do a little carpenter work or painting or plumbing work for him, as long as he is buying his goods from him, for the mail-order man hasn't any business or any work to give him. But the picture is a pretty one, so Mr. Consumer digs out his hard-earned cash, goes down to the postoffice, buys a money-order and sends it to the mail-order man.

After a week or ten days, or possibly two weeks, the suit arrives. It may be nothing like the picture. The cloth may be of poor quality. The chances are that it doesn't fit at all. But there is nothing for Mr. Consumer to do but put the suit on and wear it. He can't get his money back. He might send the suit back and the mail-order man might send another in its place, but the chances are that it wouldn't be any better than the first and Mr. Consumer would only be out the additional express charges.

FOUND GOLDEN RULE PAYS.
Mr. Consumer found that it pays to remember the Golden Rule in business. If he had done unto the merchant as he would like the merchant to do unto him, he would have got more for his money and he would have aided in making it possible for the merchant to help him and his town when they needed help.

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 manage 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, West.

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'efaction" to the customer is the big word here. Hollinger & Dirst, 63 Frederick Street.

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.

WHEN YOU GET ROYAL TAIL-
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. Kaplan Mgr., 219 King, West.

WE ARE UP-TO-DATE IN MIL-
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.

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.

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" will 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 notehers. 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, insmithing, 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, 39 South 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., Limited.

WHEN YOU BUY DRUGS AL-
WAYS 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 sink 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. Elias Eassey, 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 FASH-
IONABLE 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 & 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.

WE 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 LAT-
EST 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 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 it's an all good wool, cheap 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, either city home or farm.

W. H. ROSENBUSCH
"Where you get a square deal."