

# PEOPLE KNOW

n to make this col-  
g. If you are going  
friends visiting you,  
or phone 335 or 336.

J. Evans of Detroit  
over the week-end.

Haas was home from  
he week-end.  
in the best of health  
rofit first class.

Thorpe of Galt was a  
in the city.

ley is in Stratford on

and Sofia Mann spent  
with her sister Mrs.  
Brantford.

eiger from Breslau is  
this week.

ler, M.P. has returned  
S.M.P. the weekend

Schmidt of Stratford  
in the city.

r has severed his con-  
the Ontario Woodmen  
has gone to Plattsville  
a visit relative.

Little was in Toronto  
week-end.

ler spent the week-end

E. Dieher of Vancouver  
if Kitchener spent a few  
y the guest of his aunt  
am Arthur Place.

# le to Classify

ano-Square, with  
chment and 10 rolls of  
lete for \$78.00. Terms  
week. D. S. Cullen, 3  
Street. 3-1-44.

er and an apprentice  
Dietrich. 3-1-51.  
e unfurnished rooms,  
eping, all conveniences.  
7 p.m., 72 S. Foundry  
3-2-21.

Watch between Her-  
len streets Sunday Re-  
mning to News Record.  
3-3-21.

de-Must sell \$3000  
500. In order to wind  
Apply 56 Mill Street.  
3-3-21.

ad salesman, married  
ed. Apply H.A. Diet-  
3-3-21.

to do stocking and run  
ply W.E. Woolfe shoe  
3-3-21.

Conveniences Apply  
ng st. 3-3-21.

I for general house-  
W.R. Moore, 23 Ro-  
3-3-21.

n to do vulcanizing  
outh Queen St. 3-3-21.

is also due to the  
Father Kuntz, and  
oeds of this staff.

eral men were excused  
is trial of a murder case  
because they did not  
death penalty, twelve  
on the venire said they  
such punishment, and  
sted for service.  
oe. Lynch vs. Crique,  
t London.

CHREITERS  
RTAKING AND  
MBALMING  
SERVICE EXCELS'

LOO OFFICE IN  
RGE OF MRS.  
OY, ALLAN ST.  
Phone 304.

ENER OFFICES  
er's, Phone 156.  
ert, Phone 653.  
reiter, Phone 1147

# rincess onight

, TUES., WED.

William Fox  
presents

nia Pearson

in

ughter  
of France"

est love story of 1918  
Fox Film Comedy  
Is Many a Fool  
(Frank Mawn)  
Starts 7.30.

# TORY BONDS

ses bought and sold  
partly or full paid.  
W. WELLS,  
je St., Waterloo.  
Tel. 121W.

MAKE OUR GARAGE YOUR  
HOME for your auto. Don't for-  
get we handle a big line of acces-  
sories, and such grosses and are  
agents for the World Renowned  
Chevrolet Motor Cars. None bet-  
ter. S. E. Bowman, 42 Benton  
Street.

WE HANDLE THE BEST OF  
HARDWARE of all kinds. Big  
line of farmers', garden and me-  
chanics' tools, builders supplies, stoves  
and cutlery. We stand back of  
our goods, and believe in "Buy-  
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 house-  
man—"The Olds 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.

FOURTY IN DRUGS ARE 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  
Novelities. 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  
beat any catalog house. Exclu-  
sive styles is our aim. Mrs. K.  
Levy, 191 King St., West.

ALL WE ASK IS A COMPARI-  
SON 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" Schreifers, 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 Chil-  
dren'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 L. Long's Working People's  
Store, next to Roma Theat.

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 Furnish-  
ing 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. Fen-  
nell & Son, The Old and Re-  
liable 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 furnis-  
hings, rugs, carpets and linoleums in  
big varieties. Goudie's, Limit-

WE HANDLE A WELL SELECTED  
stock of boots and shoes that have  
a national reputation. Big stock of  
fine gent's 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 gent's 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.  
Doerfling & Forter, 12 and 14  
Foundy St., North.

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

PHOTOS NO MATTER HOW  
FADING 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 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.



## NEW ONE BORN EVERY MINUTE

Mail Order Man Need Not Worry About  
Keeping His Old Customers.

HIS FIELD NOT RESTRICTED.

Local Merchant, on Other Hand, Must Give Good Values and  
Service In Order to Hold His Trade.

(Copyright.)  
It has been said that there is a sucker born every minute. If this be true, there are  
1,440 potential customers of the mail-order houses ushered into the world every 24 hours and  
the number reaches a total of 525,600 every year.  
Of course, as Mark Twain remarked regarding reports of his death, these figures may  
be exaggerated, but they serve to illustrate the fact that the mail-order houses of the big  
cities always have new fields to exploit and are not hampered in their dealings by the neces-  
sity of pleasing all their old customers. If the mail-order buyer discovers that he has been  
"stung" and registers a vigorous kick, it means nothing in the young life of the mail order  
man. Why should he worry as long as there are some 99,999,999 other persons in the United  
States to whom he may make his alluring appeals.

Ever Get Money Back?  
Did anyone ever hear of a mail order house refunding a customer's money if the customer  
was not satisfied with his purchase? Don't all speak at once, please. The big mail order  
houses in the cities expect to receive a large number of complaints from their customers.  
They know that much of the goods which they sell will not come up to the expectations of the  
buyers, whose ideas as to what they will receive have been formulated from the pretty pic-  
tures and alluring descriptions given in the catalogues.

The mail order houses prepare for this contingency by maintaining large corps of  
clerks whose sole duty it is to answer the letters of irate customers. These clerks, or cor-  
respondents, as they are called, exercise all their powers of cajolery in an effort to appease the  
complaining customers, but if this is found to be impossible, after an exchange of letters, the  
mail order man has no cause for worry. His living is not dependent upon the customer to  
whom he has already sold goods. There are as good fish in the sea as have ever been caught  
and he turns his attention toward the landing of the new fish.

Local Merchant's Field Limited.  
Compare the position of the mail order man with that of the retail merchant in the  
small city or town. The retail merchant has a certain limited territory from which he must  
draw his trade. All his business must be done day after day and year after year among  
the same people. The buyers to whom he can appeal for business number only a few thou-  
sand at the most and in some cases a few hundred. Unless he can make his customers his  
friends and bring them back to his store again, he cannot continue in business. The result  
is that he looks beyond the single sale which he may be making at the time. It is to his  
interest to please every one of his customers. It will profit him nothing to make a big  
profit off a customer on one sale if that customer is not satisfied with his purchase and refuses  
to come back to his store again.

From which man can the buyer expect to get the best values, the best service and the  
best prices in proportion to the quality of the goods sold? From the man who must please  
him and give him his money's worth in order to remain in business or from the man who  
figures that he may never hear from the buyer again and that it will make no great difference  
best prices in proportion to the quality of the goods sold? From the man who must please  
whether he pleases him or not?

Gets It While He Can.  
The idea upon which the mail order man works is to get the money while the getting  
is good. If the customer is satisfied with the goods which he receives, all well and good.  
The mail order man knows that the customer is the kind of a man or woman who likes to  
take a chance or he wouldn't have sent in his order in the first place. Therefore he may  
figure that the customer is likely to take a second chance even if the first does not turn  
out to his liking. If the customer has enough spirit to make a kick, the trained correspon-  
dents in charge of the complaint department may be able to pacify him. If they are not,  
it doesn't matter much anyway, for there are millions of others who may be caught with  
the same bait—there is one born every minute, you know.

It is well for the consumer to remember these facts if he is ever tempted to take  
a chance on the offerings of the mail order house. The home merchant has something at  
stake in every sale that he makes. The mail order man has nothing at stake. The home  
merchant has everything at stake on the manner in which he treats his customers, for he  
cannot get others to take their places. The mail order man has nothing at stake for it is  
his interest to get all that he can out of each sale, knowing that he may never have another  
chance at that particular customer.

Which is the safest man to do business with?

HOW ABOUT THAT WINTER YOUR CREDIT IS GOOD AT  
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 in-  
gall our own clothes. Thornton &  
Douglas, Ltd.

NEVER BUY JEWELRY FROM  
A PICTURE, never have your eyes  
treated by quacks. We guarantee  
all our goods and can fit your with  
glasses seen titically. See us and  
that's sure. (Open evenings) Cmas.  
Bro., Jewelers and opticians.

SAVE ALL THE MILEAGE YOU  
CAN. Have your tires vulcan-  
ized 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 thor-  
ough mechanics. We do all kinds  
of sanitary plumbing, steam and  
hot water heating and "sa sta-  
tion" to the customer in the big  
world here. Ho. Hager & Dirst,  
63 Frederick Street.

OUR STORE for all kinds of  
ladies and girls' clothing, carpets,  
rugs, lace or tapestry, curtains, all  
kinds of house furnishings, rug, line  
of brass and iron beds, etc. "Buy  
at Home." The Florence Co.,  
145 King, West.

WHEN YOU GET ROYAL TAIL-  
ORING you are getting the best  
in mail-to-order clothes. Big stock  
of domestic and imported clothes. If  
we make it, it will please you.  
that's sure. (Open evenings) Cmas.  
H. Kaplin, mgr., 217 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 inas-  
tonable come in and we will do our  
best. New York Millinery Par-  
lors, South Queen St.

MAIL ORDER HOUSES DO NOT  
hurt our business; but we are al-  
line for any movement that helps  
our town and merchants. All we  
sell is insurance—all kinds—and  
can place you in a strong com-  
pany. "Nuff said. H. L. Steen-  
ler & 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, lin-  
oleums, 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. G. Cressman, 82  
King, East.

CALL US UP ON YOUR PHONE if  
it is plumbing, heating or tin-smith-  
ing—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. Win-  
ters, 185 East King St.

WE KEEP STRICTLY UP TO  
DATE in all the latest sheet mu-  
sic, 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, 6/ Frederick Street.

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 Kit-  
chener 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 dem-  
onstrated and sold at Bender's.  
The "Altona" Reproducer 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 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 pro-  
prietary 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. Elias Essey, 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  
savings 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, 184  
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 gent's  
furnishings that would make every  
one a satisfied buyer and we pro-  
pose 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 fur?  
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, 41  
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 & Kitch. Music  
rallies, so do all other famous arti-  
sts on the Victor victrols. Get all  
the latest records; we have them.  
also big line of all kinds of musical  
goods. Mason & Kitch.

PRICES ARE SELLING THE  
GOODS at Hagen's overflowing  
sale of boots and shoes, women's  
garments, 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 quantity un-  
covered, and can give you a change  
account if desired. If you want to  
be fashionably dressed, see us now.  
Dominion Novelty Co., 129 King  
St., West.

HAVE YOU ANYTHING YOU  
WANT STORED? We have ample  
facilities for storing furniture, au-  
tomobiles 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 care-  
ful 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 if it's an all  
good wool, cheaper grade wool,  
or half cotton, our prices are  
right. Chicopee Woollen Mills  
Store, 32 Queen St.

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."

# Your Home