

to Class.

ng Ladies would
truly located, in
24 News Rec-
3-10-19.

waiting room, a
containing sum of
ration card. Fin-
Record or call
3-10-19.

ply Mrs. O. R.
Margaret Ave.
3-10-19.

the Mandolin,
Violinello. Apply
Duke S., Wat-
3-10-19.

enced cook and
lay 1st, willing to
be season to sum-
orgian Bay. Mrs.
7 Roland St. Kit-
3-10-19.

r general house-
62 Record.
tf.

eneral servant,
s. Carlo Boehmer,
3-10-19.

Second safe. Ap-
ber, 326 Victoria.
3-10-19.

red Veneerhand
large. Apply Ar-
rd. 34 Laurate
3-10-19.

ion boarders.
red. Apply Mrs.
th Queen. 3-10-19.

ward evening.
ed at News
3-10-19.

A YOUNG
emonstration &
salary. Ap-
RUG STORE. &
3-10-19.

date sectional
ft. poultry wire,
oughbred chickens.
\$20.00. Apply 39
3-10-19.

omed red pressed
wen. Benton and
w this if you want
land Ave. 3-10-19.

leaving city. 60
one 1465W. 3-10-19.

man to learn the
is business, wages
ply "The Rose"
3-10-19.

0 through the meet-
for three o'clock,
was a large congre-
Neighbour spoke
luts". Man must
d must give his
preach the gospel.

of intense interest
was visibly moved
aded with men to
provided by God
their own works.

people began to
on the church was
t for the service
ion to death." Peo-
bour, do become
t, but it is usually
brought some great
m. After the suc-
cesses of the sin
then men go on in

Such men were
Aachen did not
it he was found out.
Prodigal admitted
reave them. Their
incere. It was a
death. Dr. Neigh-
man an hour, yet all
vest of the audience
ans for a moment.
ubject will be "The
Post" Tomorrow
the Midst." The
eld throughout this
Dr. Neighbour will
services with the
in Atlanta, Ga.

nd. Please: "A fire in a
the stock exchange
he operations and
why the stock mar-
not appear several

TO-DAY
Finals—University
stock.
League—Victoria at

10-19.

10-19.

10-19.

10-19.

10-19.

10-19.

10-19.

10-19.

10-19.

10-19.

10-19.

10-19.

10-19.

10-19.

10-19.

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. K. 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. Simmelstein, 144 King, West.

"BUY-AT-HOME" AND MAKE IT A REAL HOME with a realistic "Ye Olde Firme"—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, 5 East King Street.

SECURITY 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 and every home. 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 then draw your conclusions where to buy your furniture. "Buy in Kitchener," Schreiers, 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 go 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 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. 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. 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. Duerling & Forster, 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.



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.

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 325,000 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 necessity 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 pictures 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 correspondents, 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 a year among the same people. The buyers to whom he can appeal for business number only a few thousand 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 correspondents 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 to 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 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 will 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 your with glasses when necessary. See us and see better. Buy at home. Heller Bros., Jewelers and Opticians.

WE HAVE A REAL BARGAIN STAKE 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, 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.

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 will 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 "so also" to the customer is the big word here. Hooley & Dirst, 65 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, tul. line of brass and iron beds, etc. "Buy at Home." The Florence Co., 145 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). Cnas. H. Kaplin, mgr., 219 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.

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 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.

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 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. 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, 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, tinware, etc. "Buy in Kitchener." H. Wohlhard & 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. Smayn Bros.

TRADE AT THE BIG STORE FOR ALL kinds of "C" goods. Have you seen our stock of hats? 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 gain 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 & Birch Music Parlors, to us 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 & Birch.

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 up; phone 614. The Glassonne & 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 if it's an all good wool, cheaper grade wool, or half cotton, our prices are right. Chicopee Woolen 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. ROSEBUSCH
"Where you get a square deal."