

SCHREITERS
UNDERTAKING AND
EMBALMING
"OUR SERVICE EXCELS"
WATERLOO OFFICE IN
CHARGE OF MRS.
KILROY, ALLAN ST.
Phone 304.
KITCHENER OFFICES
Schreiter's, Phone 156.
L. Seibert, Phone 653.
A. G. Schreiter, Phone 1147

VICTORY
BONDS
All issues bought and sold
whether partly or full paid.
C. W. WELLS,
24 George St., Waterloo.
Tel. 121W.

Princess
Waterloo
WM. FOX
presents
"JUNE CAPRICE"
in
"MISS U.S.A."
A breezy, thrilling picture
of young and old.
"A Soft Tenderfoot" with
Tom Mix.
Comedy.
Starts at 7.45.

Technical men engaged in the pulp
paper industry are expected to
be in New York in large num-
ber to-day for the annual meet-
ing of the Technical Association of the
Paper Industry.

a part of the national food pro-
tection campaign the Alabama Ex-
position Service to-day will inaugurate
the farming and marketing cam-
paign to cover the entire State of
Alabama.

to-day is the feast of St. Blas-
ius when many Roman Catholics
follow the custom of having their
cats blessed.

ive You
Make
tim-

"news merchants"
their patrons one hun-
dred, commencing today.
quantities; they sell
d of mere "newsies"
not miss a single cus-

chant Who
ervice.

n before.
g the sums due them.
ould he prefer to pay
continue its interest
17 o'clock to receive
give their papers.

s Boys
rriers who have made
rd made. Assistance
criptions in arrears.
ll be given each sub-
will punch the ticket.
ublic. The aim is to
e reader and the car-
naking it a practical
it and encourage his
suggestions for satis-

MAKE OUR GARAGE YOUR
HOME for your auto. Don't for-
get we handle a big line of acces-
sories, and axle greases 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 mech-
anics' 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 flutis-
man—"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 M. S. Cullen,
the music man, 5 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
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 have
best any catalog house. Exclu-
sive styles in our line. 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" Schreiters, 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 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 shoe,
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 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 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-
ed.

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. 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 gents' 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 a sows, plumbing and electric
fixtures at prices that are not
equalled elsewhere. Come in and
see our stock and be convinced.
Doerling & Forier, 12 and 14
Fountain 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, 55 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 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.



FORTUNES MADE WITHOUT EFFORT

Profits of Stockholders in Mail-Order Houses Stagger The Imagination

(Copyright.)
There is one way to make money by dealing with the mail-order houses but it isn't by buying goods from them. The man who thinks he is making money by buying his goods from mail-order houses has only to read of the amazing profits made by some of these big corporations to realize that all the money is being made by the man on the other end of the deal. The stockholder in a big mail-order concern toils not and neither does he spin, but he piles up his money so fast that it makes the ordinary man's head swim to read about it. Here is the experience of the stockholder in one of the large mail-order concerns, as told by a reliable financial journal. It gives a glimpse into the inside workings of the mail-order business that should be of interest to those who have made such things possible.

How the Game Works.
In 1908 this man bought 600 shares of stock in the mail-order corporation in question when the stock was selling around \$40 a share, the 600 shares costing him a little less than \$25,000. In 1911 the company declared a stock dividend of 33 1-3 per cent. In other words the company after paying cash dividends regularly, had accumulated a surplus profit of one-third of the amount of capital invested in the business; but instead of distributing this profit among the stockholders the company kept the money in the business and issued stock for that amount to the stockholders. By this action 200 more shares of stock were issued to the man who had originally bought 600, increasing his holdings to 800 shares, without his having put any more money into the business. Another stock dividend of 50 per cent was declared in 1915 and this added 400 shares more to his holdings, giving him 1,200 shares in all. A third stock dividend of 25 per cent was paid early in 1917, bringing this man's stock holdings up to 1,500 shares, still without his having paid in any more money. On this 1,500 shares of stock, cash dividends of \$8 a share are now being paid. This investor therefore is now receiving \$12,000 a year from his original investment of about \$25,000, and as the stock is now worth around \$160 a share, the present market value of his stock is \$240,000, giving him a profit of \$215,000 in addition to cash dividends which he received during nine years, amounting to many more thousands of dollars.

One Out of Nine.
This is the story of just one small stockholder in one mail-order concern. A profit of more than \$215,000 made by one small stockholder in nine years on an investment of less than \$25,000! It reads like fiction but it is financial history. There are hundreds of other stockholders in this and other mail-order corporations, some of whom have made millions while this man made thousands. Add the profits of all these stockholders together and the result is a sum that staggers the imagination.

Small wonder that the men who own the stock of the big mail-order houses can live in palaces, ride in the highest-priced automobiles, own palatial private yachts and buy \$100,000 paintings. But who has furnished the money to pay for the palaces and the automobiles and the yachts and the \$100,000 paintings? The people in the country and the small towns who have kept an endless stream of money flowing into the coffers of the mail-order houses have made all this possible. Their millions of dollars have gone to the big cities to build up these great concerns. Their millions of dollars have provided the automobiles and yachts and other luxuries for the stockholders in these corporations.

Present From Mail-Order Buyers.
These men who have piled up such big fortunes in the mail-order business have not even had to pay for most of the stock from which they are now drawing princely dividends. The people in the country and the small towns, generous souls, have bought it for them. This is shown in the case of the stockholder just mentioned, who originally invested. The generous mail-order buyers have made him a present of \$215,000 worth of stock and he has not had to turn his hand over to get it. He has never even had to so much as write a letter to get it. The generous mail-order buyers have handed it to him on a golden platter.

There's money in the mail-order business without a doubt, but its on the side of the man who does the selling and not the one who does the buying. If you must do business with the mail-order house, buy some of its stock and let the fellow in the next town buy your automobiles and private yachts, while he struggles with the hard times that come from draining his town of the cash that goes to keep you in luxury.

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.

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.

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 afo tion" to the customer is the big word here. Ho Liner & Dirst, 63 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, full line of brass and iron beds, etc. "Buy at Home." The Florence Co., 135 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). Chas. H. Kaplan, Mgr., 219 King, West.

WE ARE UP-TO-DATE IN MILLINERY 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" and 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 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, tin-smithing, 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 home 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 patronising 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.

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 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, 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. 119 u out. Smyth Bros.

TRADE AT THE BIG STORE FOR ALL kinds of ladies' goods. Have us send our stock of fur. If not, come in and we will show some wonderful bargains. Exclusive styles in all times. 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 25 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 pay 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. Ask us prove it. A. Sippel & Son. Where the good shoes come from.

CARUSO & MCCORMICK SING to-day at Mason & Hirsch 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 & Hirsch.

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 gaily 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 if it's an all good wool, cheaper 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."