

COME PEOPLE YOU KNOW

our aim to make this col-
interesting. If you are col-
or have friends visiting you,
ne a line or phone 302 or 304.

Ephraim Ferrier is spending
weeks with relatives in To-
ronto.

Hilda Bowman spent the
nd with friends in Toronto.

and Mrs. E. W. Clement are
ing the funeral of the late Mr.
Charles McGibbon, at Pene-
dence.

B. W. N. Grigg spent the
nd with friends in London.

and Mrs. E. B. Bowman, of
ok, spent Sunday with their
er, Mrs. C. Kruspe, Roy St.

and Mrs. Fred Herline have
d to their home in Saginaw,
after visiting at the latter's
H. Boll Church St.

F. Dregger, of Courtland Ave.,
d a telegram this morning
ter son, Pte. Wm. Dregger,
rived at Halifax.

Oliver Bendig, of 110 Lancas-
West, has left for Nebraska,
where he will spend a few
with some of his relatives,
leaving he was presented with
titled tin pin as a token of
ranchise from some of his boy

John Smith of 388 Breithaupt
who underwent an operation
endicite last week at the hos-
pitals will be pleased to learn
ly recovering.

Too Late to Classify

le-Belgians, Flemish giants
common, rabbits, at reasonable
Apply 51 N. Water St.
3-31-11.

Two unfurnished rooms
tire factory. Apply Box 42
Record. 3-31-31.

MONEY WANTED

d-To borrow \$1900 for three
on first class residential pro-
in city. Best of security.
Box 33 Care News Record.
3-31-31.

d-Young Man to work on
Apply 36 Benton St. 3-20-41.

wanted-To Buy for cash.
ly located 6 or 7 rooms.
price and particulars. Apply
20 News Record. 3-29-41.

d-Competent maid for
all housework. Apply Mrs.
on Hagmeier 29 E. Albena.
3-31-41.

in girl wanted-Apply
Dean Hotel. 3-31-41.

1-Experienced housemaid,
it wages. Apply Mrs. August
377 West King Street. 3-31-31.

le-Red Brick dwelling, all
niences, near The Co., ap-
y by getting quick, you will
1,000. C.H. Fischer, Waterloo
3-31-41.

is wanted-All convenien-
Apply Box 43 News Record.
3-31-2.

Y CHEEKS, SPARKLING EYES, WOMANLY HEALTH

nds of Vigorous, Happy
and Women Endorse the
Treatment.

S KEEN APPETITE, GOOD SPIRITS

in who are all played out,
pale, nervous, and irritable,
tainly be greatly interested.
folk who are embarrassed
mple, rashes, and pallid com-
plexion.

val joy of living is best known
e who keep the blood pure
system toned by the use of
nilton's Pills, a soothing tonic
that puts health, vim, and
into those who lack these

will be stronger, better nour-
in better spirits, and sleep
after using Dr. Hamilton's
wonderful medicine will do
d in a hundred ways. It will
ing in your step, an attrac-
tiveness in your eyes, and on
heeks will be stamped the
d blush of a June rose. A
possible because Dr. Hamil-
fills bring about vigorous dis-
perfect assimilation, pure blood,
oper working of all the organs,
benefits from Dr. Hamilton's
ne about in a natural, south-
y way, and girls and women
ages are advised to try this
family remedy, which is
all dealers in 25c boxes.

piece out with.
ill quantity of Lehigh Coal for
them range or furnace or your
inter requirements delivered
ekhart's yards with the same

lesman Wanted

ong Toronto Financial
e wants competent Stock
man to represent them in
City and district. Apply
No. 25.

MAKE OUR GARAGE YOUR
HOME for your auto. Don't for-
get we handle a big line of acces-
sories, and also greases and auto
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.
Himmelsheim, 144 King, West.

"BUY-AT-HOME" AND MAKE IT
A REAL HOME with a beauti-
ful "Le Ode firme"-piano, or
a New Edison phonograph. There's
home in your heart, want you do
you bit to build up our home town
and there's music in your home
when you deal with D. S. Culien,
the music man, 3 East King
Street.

PURITY 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
beat any catalogue house. Exclu-
sive styles in 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" Schreiers, Limited.

WE HANDLE AN EXCLUSIVE
LINE of children's wear; also ladies'
suits, skirts, cloaks and prices.
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 Child-
ren'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
S. L. 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 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.

HANDLE A WELL SELECTED
stock of boots and shoes that have
national reputation. Big stock of
gents' shoes and ladies' high
top shoes in all colors and latest
novelties. "Buy in Kitchener" is
J. Hessehaus & Son.

OUR CLOTHING IS MADE
HONOR and we sell it the
way. Big stock of men's
boys' suits, and a fifty line
of furnishings, hats and
shoes. You will find it will pay you
to be. A. Z. Garner, 9
East.

AN APPLY the citizens of
ner and surrounding district
coves, plumbing and electric
s at prices that are not
d elsewhere. Come in and
r stock and be convinced.
ing & Forier, 12 and 14
y St., North.

IC TO THE TRAVELLING
G. When coming to Kit-
chener you will find a homelike
at "The American," steam
everything first class. \$2.50
y. Sample rooms. Ameri-
cuse, cor. King and Queen
St. J. Bruder, Prop.

NO MATTER HOW
copied and enlarged, in
d white, sepia or colored,
in stock at pre-war prices.
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
ll 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.



BUYER PROTECTED BY ADVERTISING

HIS REPUTATION AT STAKE

Man Who Buys Standard Brands
From Local Merchants Knows
That He Is Getting Full
Value for His Money.

(Copyright, 1917, Western Newspaper Union.)

Time was when advertising did not occupy the place in the world of trade that it does today. It has not been so very many years ago that the people were suspicious of advertising. They were inclined to believe that the merchant was trying to "fool" them with his advertising, that he exaggerated the value of the merchandise he advertised and took that method of trying to get them to buy goods that he could not sell by the old established methods of merchandising.

Those days are gone. The public now realizes that it is the greatest beneficiary of advertising.

Advertising has done more in a decade to establish certain standards in merchandise than could have been accomplished in a hundred years by any other agency. The manufacturer who a few years ago merely made and sold clothes now makes and sells the Blank brand of clothes. The man who formerly just made hats now makes Blank's hats. And so it is with everything that one buys today. The manufacturer, by his advertising, has built up his business around a trade name and if he is to continue in business he must protect that trade name by maintaining such a high standard of quality that people, when they buy his products will know just what they are getting. The consumer, when he goes into a store today, does not buy merchandise blindly, with the HOPE that it will prove to be worth the money. He buys standard goods that bear the trade-mark of the manufacturer and that are backed by the reputation not only of the merchant who sells them but the manufacturer who makes them. This has been brought about by advertising.

No reputation to protect.

All this applies to the retail merchants as a class but it does not apply to the mail order business. The man or woman who buys goods from a catalogue house is not protected by the manufacturer of the goods for the reason that most manufacturers who sell goods to the mail order houses do not place their names upon the goods and therefore have no reputation to protect.

The great majority of articles listed and illustrated in the mail order catalogues are included in what is known among manufacturers as "stencil" stuff. These articles bear the name of the mail order house which sells them instead of that of the manufacturer who makes them. It can readily be understood that any manufacturing concern which turns out goods that do not bear its name or trade-mark is likely to be a very unreliable institution. It is not building up any reputation on the quality of its goods for its products have nothing to distinguish them from the products of any other concern. With no reputation to sustain and no chance of creating a general demand for its goods the only concern of amanaufacturing institution of this kind is to make stuff as cheaply as possible in order to obtain the largest possible profit on its products.

These facts are chiefly responsible for the generally prevailing idea that the home merchants do not sell goods as cheaply as the mail order house. They do sell the same quality of goods that the mail order house sells as cheaply as the mail order house sells it but they cannot sell the standard, guaranteed products of responsible manufacturers at the same price at which the mail order house sells its nameless, unbranded merchandise. Standard goods bearing a registered trade-mark sell for the same price the world over and the manufacturer's guarantee stands back of them when they are sold in the smallest village in the country just the same as when they are sold in the stores of the largest cities.

This is what the national advertising of the manufacturers has done for the consumers of the country. It has enabled them to go into their home stores and buy merchandise which they know from past experience or from the reputation and guarantee of the manufacturer will give them satisfaction. They are not buying blindly and hopefully when they buy from the merchants in their home towns. They are buying with the knowledge that they are getting their money's worth. When they buy advertised brands they are getting double protection, that which is afforded by the responsibility of the retail merchant and that which is given by the reputation and guarantee of the manufacturer. When they buy the unknown brands of goods that are offered by the mail order houses they are getting neither kind of protection.

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 give you glasses seen locally. See us and see better. Buy at home, Heller Bros., Jewellers and Opticians, 201 King, 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 so on to the customer is the big word here. Hoinger & Dirst, 63 Frederick Street.

OUR CREDIT IS GOOD AT 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 wooden and tweeds. Try us out. Max Rosenberg, 159 King, West.

WHEN YOU GET ROYAL TAILORING you are getting the best in made-to-order clothes. Big stock of domestic and imported clothes. It all our goods and can fit your with glasses seen locally. See us and see better. Buy at home, Heller Bros., Jewellers and Opticians, 201 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 your best come in and we will do the rest. New York Millinery Tailors, South Queen St.

MAIL ORDER HOUSES DO NOT sell our business; but we are in line for any merchandise that helps our town and community. All we sell is insurance—our kind—and can place you in a strong company. "Buy at home." A. A. Stevenson & Co.

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. A. C. Gressman, 82 King, East.

CALL US UP ON YOUR PHONE if it is plumbing, heating or tin-smithing—we have the facilities and the right man or woman to complete the job right. Big lines of fixtures on hand. See us first. T. Winters, 182 East King St.

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.

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, 196 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., 112 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 F. 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 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.

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 F. 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, 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, 124 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 gentle 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 trunks? 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 45 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. Make us prove it. A. Sippel & Son, Where the good shoes come from.

CARUSO & McCORMICK SING today at Mason & Kirsch Bros. on the Victor victrola. "Get all the latest records; we have them. Also big line of all kinds of musical goods." Mason & Kirsch.

PRICES ARE SELLING THE GOODS at Hagen's overflowing sale of boots and shoes, women's bargains, while the sale lasts; never 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 quality underwear, and can give you a cargo account if desired. If you want to be rationally 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 611. The Glissone & 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, 65 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 Stn. 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."