

**GARAGE YOUR**  
your auto. Don't for-  
get a big line of acces-  
sories, tools, garden and mech-  
anics' supplies, stoves  
and cutlery. We stand back of  
our goods, and believe in "Buy-  
at-Home." E. Bowman, 42 Benton

**HANDLE THE BEST OF**  
HARDWARE of all kinds. Big  
line of lawnmowers, garden and mech-  
anics' tools, builders supplies, stoves  
and cutlery. We stand back of  
our goods, and believe in "Buy-  
at-Home." E. Bowman, 42 Benton

**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 Heintz-  
man "No Old 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, 4 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 "Nyl"  
Remedies that have an international  
reputation. Big stock of Christmas  
Novelties. E. O. Ritt Drugist,  
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  
beat any catalog house. Exclu-  
sive style is our aim. Mrs. R.  
Levy, 14 King St., Est.

**ALL WE ASK IS A COMPAR-**  
ISON of our line of furniture  
with others, also the price and  
complete stock. Get our prices  
then draw your conclusion where  
to buy your furniture. Buy in  
Kitchener's "chairs, Lifted.

**WE HANDLE AN EXCLUSIVE**  
LINE of children's wear; also  
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 Chil-  
dren's Store, 111 King, St.

**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 Home" will pay  
a. L. Longo Working People  
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 Furnish-  
ing Co.

**THE QUESTION OF BUYING AT**  
HOME is paid by first getting  
our prices and compare quality.  
We carry a line of light and  
heavy hardware, farm and  
garden tools, lary, 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 place for dry  
goods and ladies' and furnish-  
ings, rugs, and linoleums in  
big varieties. Goudie's, Limit-  
ed.

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

**ALL OUR CLING IS MADE**  
ON HONOR. We sell it the  
same way. stock of men's  
and boys' stand a nifty line  
of gents' things, hats and  
caps. You 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 else. Come in and  
see our stock be convinced.  
Doering & Son, 12 and 14  
Fourth St.

**A WORD TO TRAVELLING**  
PUBLIC. Wanting to Kit-  
chener you need a homelike  
hotel at "The Ritz." Steam  
heated, every first class. \$2.50  
per day. Savanna. American  
House, King and Queen  
Streets. C. Under, Prop.

**PHOTOS NOTTER HOW**  
FADED. Copies enlarged,  
in black and white or colored.  
Frames in store-price. Prices.  
Denton's 208 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.



## 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 mix  
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  
be better. Buy at home. Heller  
Bros., 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 "Seaflo"  
to the customer is the big  
word here. Hoefinger & Dist.,  
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 bread 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 fash-  
ionable come in and we will do the  
rest. New York Millinery Par-  
lors, 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 com-  
pany. "Nuff said. H. L. Staeb-  
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. C. 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, 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." Boeh-  
mer 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. Sey-  
ler, 106 King, East.

**WHY NOT BE WELL DRESSED?**  
Have your clothes made to mea-  
sure. 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 Kit-  
chener every time. Louis P. Roth,  
135 King, East.

**COME IN AND EXAMINE** our big  
line of clothing and gents' furnish-  
ings. You will find all our goods  
top notchers. Don't forget the num-  
ber; 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 Ag-  
new, 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 Kit-  
chener. 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,  
inoculators 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 Kit-  
chener 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 New Williams  
Photograph and the New Williams  
Sewing Machines. Musical mer-  
chandise and sheet music. Bruns-  
wick 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 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 Eassy, 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 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 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 ar-  
tists 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 un-  
derwear, 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, auto-  
mobiles or merchandise of any kind.  
For Art glass work, see us—we are  
prompt and reliable. Call us up;  
phone 644. The Gloisonne & 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 it's an all  
good wool, cheaper than wool,  
or half cotton, our prices are  
right. Chicopee Woollen Mills  
Store, 32 Queen St.

# our 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."