

Shop Now

You will find this store prepared with an exceptionally great variety of gift suggestions for men, young men and boys. Come in and see the host of practical things we carry. They will solve your gift problems.

GRAVATS

You'll find a vast variety of new smart neckwear in beautiful color effects and novel patterns. Without a doubt the finest display we have ever attempted.

MUFFLERS

Rich silk mufflers in fancy and elegant weaves, beautiful color schemes in novel combinations.

BATH ROBES

A large selection of the newest ideas in bath robes, a gift always appreciated by men and boys of all ages. Come in and see them.

HOSIERY

He is sure to be extra well pleased if you present him with silk hosiery, black, white and all other fashionable colors.

ERNST'S 32 E. King St.

everybody
reads
food-
news!



Any news pertaining to food comes pretty close to touching men and women where they live. You'll be glad you read this if you ask for



"Ocean Flour"

The Wm. Snider Milling Co.

Waterloo,

Ontario.



Make
This a
Musical
Christmas—

This is indeed a splendid motto for this Christmas. This is the year for real rejoicing, and music at all times is symbolic of festivity.

The NEW EDISON
"The Phonograph with a Soul"

will provide for your Christmas year the finest in music. Any phonograph maker can say that, but can he go further and say that his phonograph reproduces the human voice to the point where it cannot be detected from the singer's own voice?

All over Canada this last few years there have been public tests proving Edison's claim that he "RE-CREATES" music. If you will come to our store we would be delighted to play some of our favorites on the NEW EDISON, "The Phonograph with a Soul."

Open evenings until Christmas.
D. S. CULLEN
3 King St., E. Kitchener.

Borrow to Buy Cattle



"Mixed Farming" is the big money-maker today. Of course, grain and fruit and vegetables pay well—but beef and bacon, butter and cheese, are piling up the profits for the farmer.

Milk more cows—fatten more cattle—raise more hogs. If you need money to do it, come to The Merchants Bank. We are glad to assist all up-to-date farmers.

THE MERCHANTS BANK

Head Office: Montreal, OF CANADA Established 1864.
KITCHENER BRANCH, D. A. MacMILLAN, Manager.
Sub-Agency at Breslau open Wednesdays and Fridays.
PRESTON BRANCH, H. SNEYD, Manager.
HESPELER BRANCH, M. S. SUTHERLAND, Manager.

The Merchants' Column

Edited by Mansfield P. House

FIVE WAYS OF SAYING "SHOP EARLY" FOR CHRISTMAS.

After all, slogans are very closely allied to musical instruments—the longer you play on them, and with them, the more tunes you learn and the less monotony there is to your effort.

Take the "Shop Early for Christmas" slogan, for example. Kaufman's in Colorado Springs, emphasize the pleasure angle when they state in their advertisements: "How much more pleasure the early Christmas shopper will have—how easy it is to get what you want now, before the crowds and the holidays come! Think of our service is the best, the rush will come and the finest, rarest things will go before you can even see them. Better write some of these suggestions down in your memo book and come here this week." Then follows a list of such items as Kaufman's desires to attract particular attention to.

"Be One of the Early Birds" is the way that Herz Brothers in Terre Haute, Ind., phrase the slogan, explaining it with the statement, "Don't be a late bird here, please. Christmas. We're head over heels in holiday work, getting ready to handle the crowds and to show our Christmas stocks to the best advantage."

"If we could only impress more of you with the fact that early buying is profitable, particularly at Christmas time. There is no possible advantage in waiting until the week before Christmas. If you buy this week or next, you buy from holiday stocks at their best. Many of the articles are exclusive and cannot be duplicated and these one-of-a-kind things are often the first to go. You can come in now, choose at your leisure and take your own good time in paying, whether your gift be large or small. You'll find the sales broad and comfortable and the stocks well arranged. Later on the Christmas crowds will congest even our aisles and the stocks—well, you know what stocks are around December 20!"

Abraham Straus, of Brooklyn, adds a new note to the same idea with a line in display type to the effect: "Please shop early and you will make even the horses happy." While the Holman Jewelry Company, of Columbus, O., stresses the personal advantage of early shopping in the following manner:

"The great bulk of holiday shipping is within a week or ten days before Christmas. Possibly nothing will ever completely change this custom, but every year increasing numbers of people make their selections before the big rush is on. Those who do so get the pick of the stock and they also have the personal satisfaction of knowing that their tasks are completed while others are hurrying and worrying through the turmoil of Christmas-week crowds."

But the Fair, also in Columbus doesn't stop at painting the advantages of this policy. To early Christmas shoppers who take their purchases with them, the Fair offers "genuine live Norway spruce Christmas trees—from four to five years old—growing in pots."

The trees are distributed each morning—in order to encourage shopping before the afternoon rush—to every one who presents a duplicate sales check, and the plan, according to officials of the store, has "worked like a charm."

BUYS BACK STOLEN SHOES.

The following sign appeared in the window of a Boston shoe store following the policemen's strike:

PUBLIC NOTICE
Anybody having in their possession any of our shoes which were taken from our window Tuesday night during the riot return them and receive \$1 apiece, as they are mistakes.

NO QUESTIONS ASKED.
Up to the present writing a number of twelve pairs have been brought in.

"THE BEST CHRISTMAS AD WE EVER USED."

For many reasons books form the ideal children's gift at Christmas time—particularly from the viewpoint of the bookseller. But the problem of how to advertise them is one which has plagued the hair of many a bookstore.

"If you advertise the particular books which you have in mind, you have to include a list of entire stock," argues one man who has tried it, "else you run the risk of excluding the volumes precisely suited to a certain class of trade or age. Personally, I think it's best to let the whole thing take care of itself. Those who want to give books will give 'em anyhow, so why worry with publicity?"

C.W. Smith, a bookseller of Rochester, N.Y., didn't subscribe to this idea, however. He felt that he must advertise his children's books at Christmas if he wished to maintain a respectable volume of trade. So, his advertising appropriation being limited, he hit upon a plan which produced exceptionally good results.

Under his instructions an artist made a simple, but appealing drawing of two old-fashioned children, a boy and a girl. Above them appeared just the outline of holly sprigs, and between them so that it was centered in the space, was a banner reading "We want Books for Christmas—Visit the Children's Book Corner." Below, hand-lettered, was the Smith nameplate and address.

"Possibly it was very simplicity of the whole thing that put it over," said Mr. Smith, in discussing the results of the advertisement. "The appealing childish faces and the entire absence of type made a striking contrast to other and much larger announcements. But I'm not prepared to say what was the real reason for the success of the advertisement—I'm content to know



that it greatly increased our business in the line featured, in spite of the fact that the entire announcement occupied a space of only ninety lines by two columns."

ADVERTISING DRIVE SPEEDS "SLOW PAYS."

Public acknowledgment has been made by the merchants of Minneapolis of the success of their advertising campaign to induce slow-pay customers to pay up.

The campaign has also been successful, the merchants declare, in another and very important way. It has welded the bond of friendship much tighter between the consumer and the merchant.

In a fine advertising announcement the Minneapolis Retail Credit Association says:

"The Minneapolis public has learned and realized as never before how important the meeting of all bills is to the very life and prosperity of Minneapolis and the Northwest, and especially how much the cost of doing business and the retail cost of goods depend upon the good credit of those who buy."

"To the small number who have not yet realized how important to their own welfare as well as to the welfare of all who run bills is the prompt payment of obligations, the association only wishes to point out that their records are known and listed, and they will find it increasingly difficult to get credit. The remedy for this condition lies with them entirely. Prompt attention to bills received is all that is necessary. To those temporarily embarrassed, a simple notification to your creditor will bring his hearty co-operation as to methods and time for payment. Pay your bills promptly for the sake of your own prosperity and the prosperity of the Northwest."

KEWPIE DOLLS

The cutest you ever saw.
Canadian Beauty Dolls.
Japanese Novelties.
Books and Toys.
Tires, Tubs & Vulcanizing.

20 YONGE ST.

N. E. Hett. Tel. 1716.

"SYRUP OF FIGS" IS LAXATIVE FOR CHILD

Look at tongue! Remove poisons from stomach, liver and bowels.



Accept "California" Syrup of Figs only—look for the name California on the package, then you are sure your child is having the best and most harmless laxative or physic for the little stomach, liver and bowels. Children love its delicious fruity taste. Full directions for child's dose on each bottle. Give it without fear.

Mother! You must say "California."

OH! MY NICE HAIR IS ALL FALLING OUT

Hurry! Let "Danderine" save your hair and double its beauty.



To stop falling hair at once and rid the scalp of every particle of dandruff, get a small bottle of delightful "Danderine" at any drug or toilet counter for a few cents, pour a little in your hand and rub it into the scalp. After several applications the hair usually stops coming out and you can't find any dandruff. Help your hair grow long, thick and strong and become soft, glossy and abundant.



Quality

THE QUALITY OF THE ROLLED OATS IS GUARANTEED BY THE TILSONBURG MILL. THE QUALITY OF THE ROLLED OATS IS GUARANTEED BY THE TILSONBURG MILL. THE QUALITY OF THE ROLLED OATS IS GUARANTEED BY THE TILSONBURG MILL.

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Big Luscious Flakes!

YOUR first taste of porridge made from QUALITY Rolled Oats will give you a new idea of how good, how appetizing, how delicious porridge can be.

For it comes in big, luscious flakes—full-flavored, wholesome. Extra thin—quickly cooked.

And it is always fresh.

Made by the "pan-dried" process in the famous Tilsonburg Mill—shipped fresh—never stored—never made up ahead of demand.

An old friend—now sealed in an air-tight package that you may recognize everywhere. Your grocer has it.

Houses For Sale

- 11 Ervin Street.
- 108 Mill Street.
- 137 Frederick Street.
- 143 Queen Street, North.
- 131, 133, 135 King Street, East.
- 56 Weber Street, East.
- Onward Ave.
- 41 Cherry Street with one acre land, large stable and barn.
- 628 King Street, West.
- 39 Weber Street, East, with garage.
- 928 King Street, West, with garage and extra lot.
- 8 Queen Street, North.
- 5 King Street, East.
- Brunswick Hotel.
- 36 Courtland Ave.
- 50 Scott Street.

For full particulars and prices see

C. G. Pritschau

120 King St. West.

LIGHT AND HEAVY SHOEMAKER WANTED

Also girls for Quarter Room. Experience not necessary for we are prepared to take beginners. Very good wages paid while learning. Apply

Merchants Rubber Factory.

Read Our Classified Ads

WILSON'S

"The National Smoke"

BACHELOR

So long as the Bachelor cigar represents better value than any other brand on the market, you will continue to smoke it—not a day longer. This we know.

10c.

ANDREW WILSON & CO.