AGNEW'S STOCK REDUCING SALE

Starts Thursday, Dec. 4th

Having to vacate our present store at 59 King West after Jan. 1st, we have secured the entire stock of J. Hessenaur & Son. We are going to put both stocks into one, and in order to give us enough room we will give the people of the vicinity an opportunity of buying our good choice clean Footwear at what you used to pay prices. DON'T MISS THIS OPPORTUNITY!

Women's Shoes

Dark Brown Walking Bal, 8½ inch top medium heel, all sizes $4.48

Brown and Black Vici Kid Bal, 9 inch top, Louis heel, plain toe, same style as cut, all sizes $5.98

Brown Calf Walking Bal, medium low heel, 9 inch top, all sizes $4.98

Black Calf Bal, with walking heels, all sizes, pointed toe $3.98

Black and Brown Vici Kid Bal, B to D width, all sizes $6.98

Brown Kid Bal, high grade stock, newest design, all sizes $7.48

Women's Grey Kid Bals, A to D width, newest style .. $7.98

Special Prices on all Trunks, Bags and Suit Cases.

Misses' and Children's

Children's Brown Kid Bluchers, all sizes 4 to 7½, reg. $2.80 ..... $1.68

Misses Box Kip Bluchers, sizes 11 to 2, solid leather $2.78

Girls' Box Kip Blucher, solid counters, double toe cap, 8 to 10½ $2.48

Children's Patent and Kid button, turn soles, sizes 5 to 7½ $1.98

Buy Your CHRISTMAS SLIPPERS Now.

Women's Felt Cosey Slippers, in all colors, same style as cut, 98c., $1.28, $1.38, $1.68

Women's Boudoir Slippers, in suede and kid, in all colors $1.78 to 1.98

Men's Shoes

Men's Gunmetal Calf, lace and button, all sizes, regular $7.00 and $8.00 .. $5.98

Men's Brown Calf Bluchers, medium round and recede English last, all sizes $5.98

Men's Black Calf Bluchers, all sizes, medium round toe, real value $4.98

Brown and Black Calf Bal, recede last, newest style, worth $10.00 ..... $6.98

Brown and Black Bal, recede with slip sole, Goodyear welt, all sizes $7.48

Gunmetal English Bal, same style as cut, worth $10.00 and $11.00 all sizes $7.98

Men's Patent Lace Bals, newest recede last, cloth top, welt $3.98

No Goods sent on approval. Everything Cash During this Sale. Sale will be Carried on in Both Stores

AGNEW'S BOOT SHOP, 59 King St. West.

Anniversary Shoe Sale

In this big Sale we have thrown lines we never expected to let go at such low prices.

Ladies' High Grade Lace Boots. This includes some of our very finest lines certainly a wonderful opportunity, shoes reg. $7.00, sale price $4.95

Ladies' high cut boots, the season's newest styles at less than wholesale price, reg. $8.00, sale price $5.95

Come and see for yourself. These shoes with long vamps, high cut extra quality leathers would sell everywhere reg. $10.00, special $6.95

MEN'S WORK BOOTS

In a substantial solid leather heavy Work Boot, splendid for fall and winter wear. They are easily worth $6.00, but the sale price is $3.19

BIG VALUES HERE

Youths' Shoes in box calf and gun metal, made on up-to-the-minute lasts, sizes 1 to 5, reg. $5.00, sale price $3.95

$6.50

Men you will be delighted with the style, fit and quality of the Havana brown shoes we have on sale at $6.50

A complete stock of Rubbers always in stock.

ERNST'S 32 E. King St.

Thursday Specials at J. A. HUBER

133 King E. Phone 677.

Look, for a real bargain see our fresh stock of fruit, just arrived.

Pastry Flour, 24 lbs.	$1.28
Bread Flour, 24 lbs.	$1.40
Domestic Shortening, per lb.	30c
Lard, per lb.	35c
Fresh seedless Raisins, per lb.	25c
Fresh seeded Raisins, per lb.	23c
Fresh seeded Raisins, per pkg.	23c
Fresh seedless Raisins, per pkg.	25c
Fresh Currants, per lb.	27c
Fresh large Raisins, with seeds, per lb.	25c
Fresh Dromedary Dates, per pkg.	23c
Fresh Excelsior Dates, per pkg.	18c
Fresh Dates in bulk, per lb.	33c
Fresh Figs, per lb.	23c
Granulated Sugar, 8 lbs.	$1.00
Brown Sugar, 8½ lbs.	$1.00
Choice Icing Sugar, per lb.	14c
Fresh Orange Peel, per lb	55c
Fresh Lemon Peel, per lb.	55c
Fresh Citron Peel, per lb.	70c
Fresh Orange and Lemon Peel, cut, ready for use, per lb.	55c
Vanilla and Lemon Extract, per bottle	3c
New prunes, reg. 30c per lb.	25c
New Prunes, reg. 25c per lb.	20c
Margarine, per lb.	38c
Medium Baking Molasses, per qt.	30c
Choice Rice, per lb. 15c and	18c
Graham Flour, 3 lbs.	25c
Kellogg's Cornflakes, 2	25c
Shredded Wheat, per pkg.	14c
Gusto, 3 pkgs.	25c
Krinkle and Quaker Cornflakes	10c
Puffed Rice, 2 pkg.	35c
Puffed Wheat, 2 pkg.	27c
Fresh Oatmeal, 4 lbs.	25c
Cornmeal, 4 lbs.	25c
Crape Nuts, per pkg.	14c
Krumble, per pkg.	11c
Oatmeal, in pkg. reg. 40c	33c
Cornstarch, per pkg.	12c
Gloss Starch, per lb.	13c
Eggo Baking Powder, small size 13c large size	25c
Forest City Baking Powder, 10c, 15c and	25c
Peas, Corn, Tomatoes, per tin	20c
Special price on 1 dozen lots.	
Salmon, small tins, 2	25c
Red Salmon, reg. 50c	40c
Carnation Milk, large tin	18c
Carnation Milk, small tin	8c
Coffee, worth 40c for	36c
Our Special Blend	43c
Good Coffee, worth 60c	50c
Fry, Lowney, or Lipton's Cocoa, reg. 30c	25c
Small tins of Cocoa	10c
Corn Syrup, per quart	35c
Saniflush, per tin	30c
Old Dutch, per tin	10c
Castile Soap, reg. 9c	5c
Castile Soap, large bar	30c
Lennox, Electric, White Knight 3	25c
Lux, 2 pkgs.	25c
Ammonia, 3 pkgs.	25c
Washing Soda, 3 lbs.	10c
Toilet Paper, 3 large rolls	25c
Pearline, per pkg. 7c and	15c
Matches, 2	25c
Black Knight, Zebra, Quickshine Stove Polish	10c
Nippy Cheese, per lb.	38c
Large Salted Herring, per doz.	60c
Small dried Herring, cleaned, ready to eat, per lb.	40c
Macaroni, in shells, 13c per pkg. or 2	25c
Cocoa, in bulk, per lb.	30c
Clarkes vegetable and pea soups, 2	25c

The Merchants' Column

(Copyright) Edited by Mansfield F. House

„THE BEST CHRISTMAS AD WE EVER USED

"The enormous day's business produced by a single piece of our copy last year was due to the attraction it had for women folks," states O. A. Engel, advertising manager of the Hub, one of the largest men's stores in Chicago.

"This may appear to be a strange admission when it is considered that we cater exclusively to men, but it's the truth. We always believed that a great part of the high-priced men's-wear gifts purchased at Christmas time were bought by women, and the advertisement in question proved our theory.

"The copy wasn't large, as such things go, measuring about 175 lines by three columns. Neither was it crowded with type Line sketches of a cane, a tie and some gloves appeared at the upper left-hand corner balanced by a sketch of a bath-gown and some socks in the lower right-hand corner, with one or two Christmas decorations at the top and bottom. In fact, it just had enough trimmings to suggest the Christmas spirit.

"The idea of bringing women in to inspect our goods was apparent from the headline—'Abundant in selection—Exquisite in quality and style—This holiday display of gratifying gifts for men.'

"Below was listed a variety of items, each with its name in large type, indented into the paragraph which carried the prices in faced type. Women always like variety and, as they are famous for delays in buying gifts, we figured that they would be glad to see a list of suggestions like these some ten days before Christmas.

"Undoubtedly this advertisement sold many men—because we are primarily a man's store—but frankly having watched the crowds the days after the ad appeared, I think the women were the ones who sent the sales way over the top of any previous record."

„FREE JAZZ" MADE FRIENDS FOR STORE

The Yonkers Talking Machine Company, Yonkers, N. Y., had found a clever method of making friends and selling goods. The scheme is simplicity itself.

All during the balmy months, beginning at 7.30, a machine was placed so near the door fronting on the street that the strains of music could be heard outside the moment the record began to revolve. And all of the latest jazz melodies were sent skylarking into the night.

Then things began to happen. South Broadway is popular at this hour with young folks, ... "block parties" are quite the order of the night. The cop on the beat has a big heart. He didn't have it in him to interfere, so the girls and boys tried out a few steps right there on the sidewalk in front of the talking machine company's store.

Each fair evening from 7.30 to 10, the dance music bubbled from the open door, the lights blazed and the young people danced. It was such a success, that even if they wanted to trip the light fantastic inside, room was made for them.

In two weeks, the idea made this store more popular than all the other establishments on South Broadway. A splendid trade was built up and the dance records sold like the proverbial hot cakes.

TAKING "BLUE" OUT OF "BLUE MONDAY"

At different times through the year the Weigel Furniture and Carpet Co., of St. Joseph, Mo., puts on events that increased traffic in the store on Monday—the day of the week when things are usually dullest.

People are not inclined to visit a furniture store unless they have something of size in mind. They even buy their furniture polish of the hardware or drug store merchant. For that reason Weigel's has inaugurated some sales that give hundreds of persons, mostly women an excuse to visit the store. These are the Monday specials.

One advertisement was of a card table, a timely offering for fall. When the liberty bond drives were on a sale of safety boxes was staged; with such success that a repeat order had to be placed—for the calls continued to come in long after the clean-up. One other Monday saw a conbination stool and step-ladder offered. Clothes hampers were the subject of another. The price is nominal and right; and the article is such as will be needed in any home.

When there is to be a special advertised in the Sunday paper the windows are piled high with goods—all of the stock as a rule, and just the one item. No charges are made, no orders wrapped, no telephone orders filled or deliveries made. Trouble starts at eight, the hour of opening. Men take the items to their offices, employees rush over at noon and many women hustle down earlier than ever. They all talk about it—and that probably is the source of the greatest benefit. A. L. Guile, advertising manager of the firm, said that noon as a rule sees the windows clean with more calls being made.

But price is not the only argument the store offers in its advertising, for last summer the store held one of its heaviest ruff sales—and not a price was quoted in the advertisements.

MAKING THE CIRCULAR FIT THE PROSPECT

There are many ways of using literature furnished to merchants by manufacturers. One way is to fill each statement envelope with as many as will go for the two cents postage. In that case Miss Singlelife will get a circular showing beautiful illustrations of baby carriages, and the Rev. Prim will get a folder on card tables, or Mrs. Scrimp will open a booklet showing expensive period furniture such as she sees in the movies yet can never get on John's measly salary. Obviously, that is not the most advantageous way.

Another way, used by a furniture man in Boswell, N. M. is this: When the bookkkeeper finishes addressing and inclosing the monthly statements she turns it over to the merchant. While she has been doing the statements he has been rounding up the assortment of imprinted dealer literature that he has on hand. There's one lot on sweepers, one on ranges, one on kitchen cabinets and one on talking machines. Besides these, he has a quantity of slips showing a sale on cheap rugs. He takes down five shoe cartons. One he marks "Sweepers", another "Ranges,' and so on to include one for each kind of circular he has.

Then this merchant picks up the envelopes anf begins to note the names. "Mrs. Henry Franham," he says, "she ought to be interested in a sweeper., Mrs. Herbert Russ; this sale of rugs ought to interest her. George McQuinn; talking machine. R. W. McMullen; ranges." And he throws each envelope into the proper box. Then he turns over the lot to the bookkeeper, who incloses the proper folders. In this way the misfits are held to a minumum. Takes more time—but it is more like real salesmanship, considers the merchant.

There is no longer any doubt that Norman Ross, the famous swimmer from the Pacific Northwest, now wearing the colors of the Illinois A. C. of Chicago, will undertake his proposed competitive tour of Australia. Word comes from Honolulu that he is taking a few week rest in the islands preparatory to setting saol for Sydney.

Single blessedness is considered better than twins.

The girl behind the glove counter knows how to handle kids.

BREAD

Cut the slices Generously

If your boys and girls are strong and healthy, keep them so.

If they're not—build them up to sturdy health.

See that they have plenty of sunshine, fresh air and exercise. See that their food is of the SENSIBLE kind. Give them less of rich, heavy foods and more of BREAD.

No other food is so good for the growing child. It supplies all the building material for bone, muscle and brain. At meals and between meals, give your children bread—the health-building food.

Bread is your best food—eat more of it.

Always ask for the best—Dietrich's Bread. At all good grocers or phone 413 for one of our salesmen to call.

Dietrich's Sanitary Bakery

Phone 413.

Results Accomplished by Systematic Saving

Monthly Deposits of

in	$1.	$2.	$5.	$10.
1 year	$ 12.20	$ 24.39	$ 60.98	$121.96
2 years	24.76	49.52	123.80	247.60
3 years	37.70	75.41	188.52	377.04

Your savings gladly received at any branch of

THE ROYAL BANK OF CANADA

Kitchener Branch - F. H. Boehmer, Mgr.
Waterloo Branch - H. G. Mistele, Mgr.