


AUTUMN MOODS FASHION SHOWS...



Cougar and Kiddie Kobbler design central heat for your feet.

What a team! The "Coug" and "Kiddie Kobbler". They set out to create a line of comfortable, affordable winter boots. And just look at the results. A range of easy-to-care-for, easy-to-wear boots; that are built for warmth and style.

Check the features your children's boots will have. And check the label to make sure they're original Cougar-built boots.

Kiddie Kobbler stock Cougar footwear because they know they are the number one boots for active cats. Available in sizes to fit the entire family.

Kiddie Kobbler
822-3210

smart set



ALL OUR SUPER NEW SWEATERS NOW SELLING AT 20% OFF

Reg. price: \$12.00 - \$25.00
\$9.60 - \$20.00

SALE ENDS SAT., SEPT. 2 stone road mall

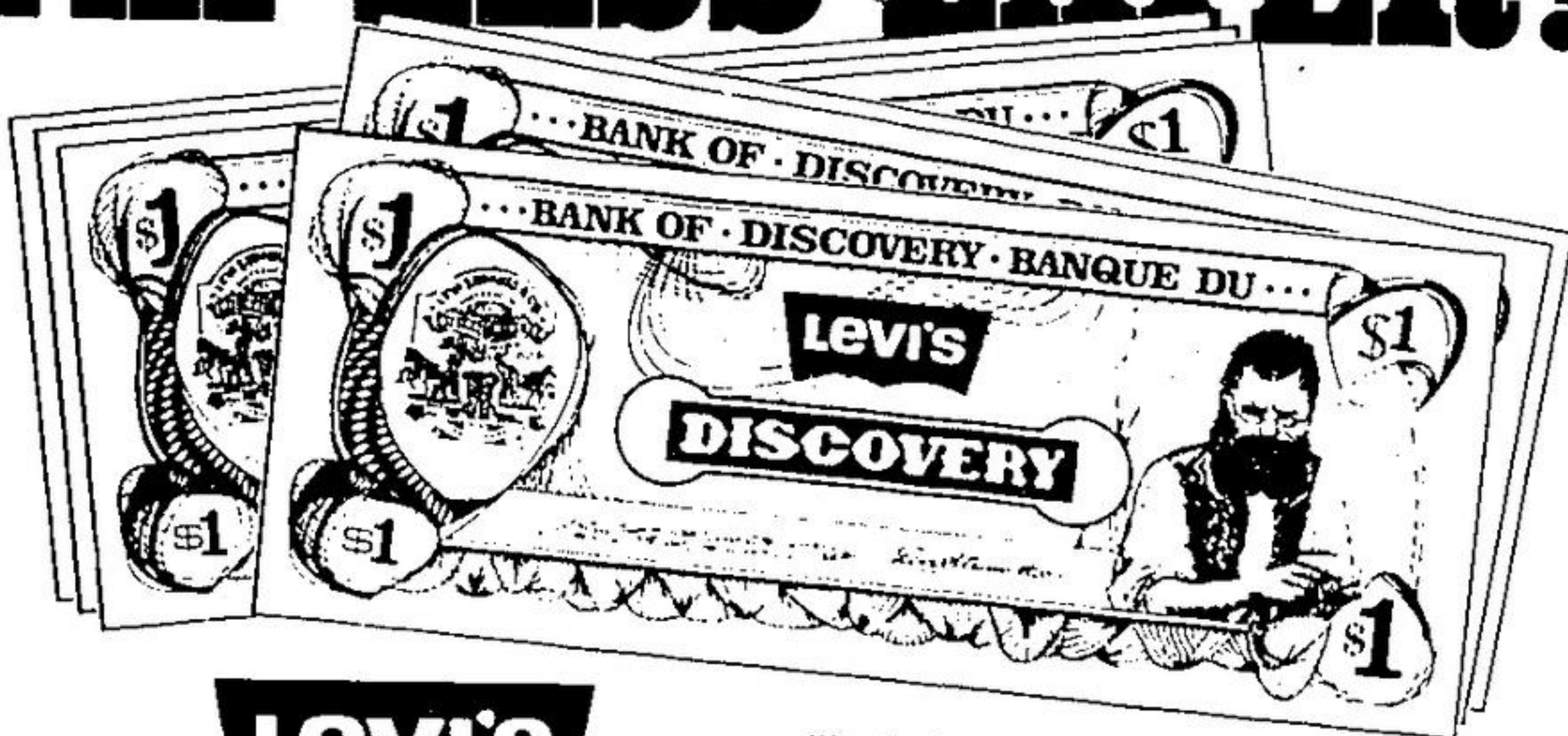


USE THIS \$2.00 CASH BONUS
for the purchase of any pair of Winter Snow Boots Retail Value from \$7.98

Kiddie Kobbler
GOOD TILL OCT. 31, 1978

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SAVE THEM NOW PAY LESS LATER!



Levi's DISCOVERY

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CONESTOGA MALL, KITCHENER-WATERLOO
FAIRVIEW PARK MALL

It's simple. Purchase any Levi's item at regular price (sizes 2 thru 38) and we'll give you back a "Discovery Dollar" good for your next purchase. Now you can stock up for "Back to School" and save up for Christmas at your Levi's Only Specialty Shop — DISCOVERY

Check Out The Values

We've Got For You... then

ORGANIZE

your family for back-to-school

Canada Standard Sizes - Measure and Be Sure
Canada Standard Sizes are based on fit by size rather than by age. Choose the size which most closely matches your child's dimensions. Order by size, not age.

CHILD'S AGE	Body Measurements - in inches				Body Measurements - in metric			
	CHEST (ins)	WAIST (ins)	HIPS (ins)	HEIGHT (ins)	CHEST (cm)	WAIST (cm)	HIPS (cm)	HEIGHT (cm)
2	21 1/2	19	20	35	55	48	51	89
3	22 1/2	19 1/2	21	38	57	50	53	97
4	23 1/2	20	22	41	60	51	56	104
5	24 1/2	21	23	44	62	52	60	112
6	25 1/2	21 1/2	24	46	64	53	61	118
7	26 1/2	22	25	48	67	54	62	122
8	27 1/2	22 1/2	26	51	70	55	64	125
9	28 1/2	23	27	53	73	56	66	130
10	29 1/2	23 1/2	28	55	76	58	71	140
11	30 1/2	24	30	58	79	61	75	149
12	31 1/2	24 1/2	31	60	81	63	81	152
13	32 1/2	25	32	62	83	65	86	157
14	33 1/2	25 1/2	33	64	85	67	91	165
15	34 1/2	26	34	66	88	69	97	167
16	35 1/2	26 1/2	35	68	91	71	101	175
17	36 1/2	27	36	70	93	73	106	183
18	37 1/2	27 1/2	37	72	95	75	111	191
19	38 1/2	28	38	74	97	77	116	199
20	39 1/2	28 1/2	39	76	99	79	121	207

Children's shoe size chart
1. The child should be seated and should not be wearing shoes.
2. Place the chart on the floor, hold a book against the base line of the chart (indicated below).
3. Place foot on chart with back of heel against book.
4. Gently press up & foot down and read size directly above longest toe. Use the larger number.
5. Chart provides ample room for normal foot growth.

My, how you've grown! - Fill in the new sizes below.

Category	Name	Shoes	Socks	Dress	Blouse	Shirt	Pant length
GIRLS	Name	Shoes	Socks	Dress	Blouse	Shirt	Pant length
	Name	Shoes	Socks	Dress	Blouse	Shirt	Pant length
BOYS	Name	Shoes	Socks	Jacket	Pant waist	Pant length	
	Name	Shoes	Socks	Jacket	Pant waist	Pant length	

Place back of heel against the book at base line.

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