

The GREATEST Secret in Successful Merchandising is Handling 'Good Goods' Followed by Splendid Service



STANFIELD'S Underwear, For Instance

No other make of underwear will give the same comfort, service or satisfaction. Ask our hundreds of customers who have tried all. We stocked heavily in underwear in all grades. We saved many dollars, for many advances since have sent prices high and made desirable goods very scarce. Our prices in only few cases show advances. While present stocks last we advise our regular customers to buy at once what they require for this winter.

Watson's Celebrated Underwear for Ladies, Misses and Children

brings customers from distant points because we carry the largest stocks of the grandest goods money can buy. The particular woman gets here exactly what she wants. Stocks this year bought heavier than ever. In combination and single garments a complete range, from the medium to the highest grade garments, and every price quoted means as low or lower than same quality can be got from any source.

This Store Buys Direct From Mills and Factories

Concerns that turn out the highest grade and most desirable goods, backing us up in our guarantee of quality—another reason of our ever-increasing sales.

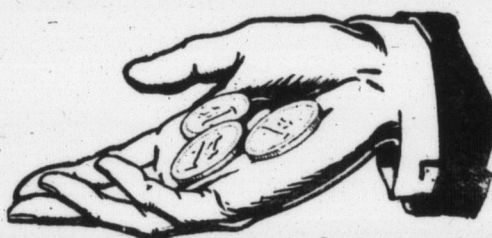
While every other store is talking higher prices and justified in doing so, this store moves right ahead increasing sales from ample stocks bought early and selling at prices to compare favorably with even the so-called cut prices advertised for inferior goods. For instance, compare our Clothing Values in Suits and Overcoats.

More Ladies' Coats for Friday and Saturday

A splendid assortment of the correct styles and materials to sell at \$8.50 to \$16.50. Rich Silk Plush Coats at \$16.50 to \$25.00.

J. N. CURRIE & CO.

The 20th Century Clothing Store



Just A Few Cents!

We are warned to practice a rigid economy.

A telephone in the home will cost you only a few cents a day and it will make possible many economies in household buying.

"I saved more than my first quarter's telephone rental in the first ten days," says one woman subscriber. "Without the weary walk from store to store I have compared prices and made my purchases all by telephone, and the result is an all-round saving."

Has your wife a telephone? It is not only in money she can save, but in time and physical strength.

Ask for information to-day!

Every Bell Telephone is a Long Distance Station

The Bell Telephone Co. OF CANADA.



APPIN LUMBER YARD

We handle everything in the building line, including lumber, lath, shingles, lime, Pedlar roofing and siding, also fence posts and Beaver Board.

Contracts made for building. Quality first. Get our prices.

W. R. STEPHENSON APPIN, ONT.

and she never scolds. It doesn't pay. Fretting and scolding leave ugly marks upon the face and upon the character. Is everything wrong—the day upside down, the fire won't burn, the children out of sorts, a picked-up dinner, and company at the last moment. She does the best she can and lets the consequences take care of themselves. Worry will not help matters; and then she has a secret that she is willing to tell all her friends. Every day at a certain hour she goes to her room and, locking the door, has half an hour absolutely to herself. If she is very tired she wrings a towel out of water as hot as she can bear and binds it about her neck, renewing it till the weary muscles relax and she can lie down and sleep for a few minutes, arise refreshed and invigorated for the rest of the day. Try it, weary mother. Be good enough to yourself and those who depend upon you to take time for rest and refreshment.

Free Notices and Their Abuse.

The following editorial from the Ridgetown Daily News deals with a subject that very frequently comes up in the conduct of newspapers in these war times. Editor Bowyer, of the Dominion, has given a very sensible and convincing argument to show why it is that newspapers cannot always give the free notices which are asked for by the people who are working in patriotic and charitable causes. The Dominion says:

"The war and other things have hit the newspapers hard and they are forced to protect themselves. In Bruce county and other sections the price of weekly newspapers has been advanced from \$1 to \$1.50 per year. 'The requests for free publicity, owing to the great increase of patriotic, religious and other societies, have become so many as to seriously embarrass the newspapers, which too long have been giving free notices to all kinds of societies. The question has been asked: Why should the newspapers give away for nothing the space they must sell in order to live? The answer is that throughout Ontario newspapers are announcing that all readers, whether for money-making purposes or not, must be paid for. And, fairly speaking, why should not anybody or society pay for the publication of announcements in which they are interested? Why ask the newspapers to bear the cost of type and paper which is not set and papers printed and published without cost to somebody. It is astonishing, too, the difference it makes in the length of the notice brought in whether it is a free or a paid notice. When free no attempt is made to condense or shorten up to a bare statement of facts. When a charge is made, however, not an unnecessary word is used and every line that makes a copy of five cents is grudgingly wrung."

"The Ridgetown papers are still publishing the non-monetary making advance announcements free, but in self-defence may have to make a charge, if for no other reason than to compel condensation of the flood of 'free notices' asked from all quarters. 'The day of free publicity is drawing to a close, and no one should object to a small rate per line for what is for their benefit or interest.'"

Local Patriotic Fund.

Previously acknowledged in-
cluding British Red Cross
subscriptions \$3750 85
Benjamin Towers 5 00
Wm. Mitchell 5 00
Alex. Coulthard 1 00
Ladies' Fund 1325 84
Total contributed \$5,087 69
Treasurer General Fund, A. E. Sutherland.
Treasurer Ladies' Fund, Miss M. McCracken.

School Reports.

The following is the report of exams held in S. S. No. 8, Moss, for the month of October. It means absent for one exam, perfect in attendance.
Class IV.—Lawrence Harvey 79, Annie Wakefield 78, Frank Brown 74, Tom Simpson 61, Verna Watterworth 55, Rosella Wright 55, Florence Simpson 55.
Class III.—Fred Whitfield 93, Hugh Whitfield 92, Walter Whitfield 88, Lloyd Simpson 80, Allan McDonald 70, Cecil Moore 63, Amy James 30, Conny Moore 24.
Class II.—Ray Whitfield 88, Nelson Whitlock 84, Elliot Whitlock 84, John McDonald 84, William Whitlock 78, Norman Winger 77, Alice Harvey 52.
Class I.—Sr.—Edith Lumley 85, Blanche Whitlock 85.
Jr.—Richard Fry 90, Hope Knight 80, Glen Wright 10, Margaret McDonald 10.
Primer.—A.—Jean Moore, Earl Harvey, Frank Walker, Donnie Coyne, Marion Grover, Lewis Moore, Helen Whitlock, Willard Edwards.
B.—Ross Edwards.
Number on roll, 37; average attendance, 33.
WARD LEITCH, Teacher.

Report of S. S. No. 8, Ekfrid, for October:—
Class IV.—Clarence Urquhart 400, Neil Hyndman 384, Alex. McRae 232.
Class III.—Ann Bell McRae 430, A. D. Duncan 288, Mildred Dobie 277, George Coulthard (absent).
Class II.—Catharine Duncan 450, Stanley Hyndman 448, Florence Reeves 300, Philip McRae 331, Evelyn Poole 324, Barbara McRae 283.
Part II. Class.—Gladys McEachren 137, Flora McRae 130, Percy Reeves 128, William Treisman 124, Jessie Allan 123, Mac McRae 121.
Primer.—A.—Jimmy Coad. B.—John Allan, Ross Allan.
B. B. OLIVER, Teacher.

The trouble with most true stories is that it is necessary to add a few lines to make it interesting.

The man with a wife and ten children to support is unable to see where the camel has it on him as a beast of burden.

Glencoe Public School.

Report for October. Names in order of merit:—
Class IV, Sr.—E. Leitch, D. Weir, A. Reycraft, M. Precious, H. McLachlan, C. Sutherland, M. McLevey, M. Anderson, W. Atkinson, H. Luckham, C. McPherson, R. Quick, O. Quick.
Class IV, Jr.—F. Moss, H. McCutcheon, A. George, M. Owen, A. McEachren, C. Stuart, M. Grant, G. Barker, E. Hicks.
Class III, Sr.—M. Simpson, G. McCracken, R. D. McDonald, H. McAlpine, F. Sutherland, A. E. Parrott, Gladys George, Cecil McAlpine, Willie Stinson, Alex. Stuart, Lynn Wehlmann, Gladys Bechill, Clarence Leitch, Ethel George, Ethel Stinson.
Class II, Sr.—John Simpson, Murie Weekes, Marion McLellan, Florence McEachren, Alexander Sutherland, Margaret McDonald, Leslie Reeves, Grace Dalgety, A. E. Parrott, Gladys Eddie, Florence Sillett, Naala Stuart, Pat Curry, Stewart Weir, Roderick Stuart, Mariner McCracken, John Hillman, Mary Quick, Violet Wilson.
Class II, Jr.—Gladys Wilson, Edna Squire, Willie Kelly, Charlie Davenport, Conrad Jones.
Junior Second.—Sherman McAlpine, Willie Diamond, Winnie Sillett, Glen Allen, Wilhelmina Whelan, May McIntosh, Jim Donaldson, Emma Reycraft, Clifford Stinson, Joe Grant, Verna Stevenson, Gladys Congdon, Vada Whelan.
Senior First.—Evelyn Allen, Stanley Jones, Willie Moss, Isabel McCracken, Mabel Wright, Martin Abbott, Grey Doull, Donald McLay, Duncan McEachren, Clarence Maginn, Garnet Ewing.
Junior First.—Delbert Hicks, Florence McCracken, Thelma McCaffery, Eleanor Sutherland, Nelson McCracken, Gordon Stevenson, Elizabeth Simpson, Margaret Smith, Irene McCaffery, Blake Tomlinson, Glen Abbott, Duncan Scott, Willie McLay, Gordon Stevenson, Alfred Sutton, Harold Watterworth, Marvin Watterworth.
Primer, Class A.—Donna McAlpine, Billy Doull, Dorothy Dean, Daisy McCracken, Laura Reycraft, Marjorie McLay, Verna Whelan, Evelyn Tomlinson, Norman Congdon, George Kelly, Leonard Donaldson, Lyman Stewart, Kenneth McLay.
Primer, Class B.—Bessie McKellar, Mildred Anderson, Albert Young, Daisy McCracken, Ernie Biddles.

High School Weekly Exams.

Form I.—Grammar.	
E. Poole	80
M. McRae	77
E. McEachren	72
V. Eddie	72
R. Gilbert	70
A. Poole	68
M. B. Duncan	67
R. Mitchell	64
M. Graham	64
G. Hurley	62
S. McLachlan	62
B. King	62
M. Fryer	60
J. Eddie	59
C. Howe	55
M. Leitch	51
L. Grant	51
M. Westcott	45
Form II.—Algebra.	
M. Baldwin	100
A. Moore	100
S. McKellar	97
E. Campbell	95
R. Leitch	85
C. McBean	80
R. Owen	77
C. Hicks	75
A. McKee	70
L. Urquhart	70
H. Sutherland	65
M. Gardiner	64
F. Smith	62
G. Grant	60
E. McEachren	55
G. Old	52
M. Huston	50
D. McAlpine	50
E. Gilles	45
L. Deacy	40
E. Leitch	40
J. McAlpine	40
C. Sutton	40
A. Aldred	35
F. Westcott	35
M. McMaster	absent
Form III.—Geometry.	
J. Fox	100
W. Leitch	90
A. Campbell	97
W. McEachren	97
J. Humphries	80
S. McCutcheon	80
E. Smith	80
A. D. McDonald	85
F. McLachlan	85
J. McLachlan	85
E. Thomas	84
C. Bayne	83
H. Moss	81
A. McArthur	80
M. McArthur	79
A. McCallum	72
I. Luckham	70
B. Silcox	64
M. Galbraith	61
L. Eddie	60
F. Keith	52
Form IV.—Chemistry.	
A. Mawhinney	91
G. Campbell	90
N. McCallum	88
E. Hussey	84
A. Aldred	80
M. Bayne	80
A. Munroe	75
M. Chalk	70

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Pacific Coast Tours VIA THE SCENIC CANADIAN ROCKIES AT ATTRACTIVE FARES Through Trains—No Change

See that your ticket reads CANADIAN PACIFIC "Nature's Exposition Route to the California Exposition"

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Unequaled by any other paper.

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Discusses the day's issues in a bright and comprehensive style.

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THE BEST IN CANADA.

MARKET PAGE

THERE IS NONE BETTER.

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All the general sporting news, with special reference to Western Ontario.

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When you can have a FREE DEMONSTRATION of the style that will answer your demands

LADIES:—Switches, Braids, Transformations, Pompadours, Waves and many other hair-goods creations of the finest quality hair.



GENTLEMEN!

Hygienic toupees and wigs which are indestructible, featherweight and are worn by over a quarter million of men. See what a benefit it is to your Health, Comfort and Appearance.



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