OPPORTUNITY to Buy Now and Save Money AT J. N. CURRIE & CO.'S

"Opportunity Knocks But ONCE at Every Door" is not all truth in this progressive age. Not once but many times and continually this store has been offering the opportunity to buy worthy merchandise at less than in, mapy, cases prevailing mill prices. Customers have found that what we stated were facts, and

We do not hesitate again to say Buy today any goods you may require for the next six months or year at least. You will save anywhere from 10 to 35 per cent. Will save anywhere from 10 to 35 per cent. The advantage is not alone the saving in price but greater still in getting "quality" today that tomorrow or next day we cannol get. The chances of getting so many line: have been cut off entirely by destruction of mills or raw materials mills or raw materials.

mills or raw materials. The cotton crop this year is only 58 per cent. of normal conditions, and Germany alone following close of war is ready to buy up two full reacts around up two full year's crops.

This store never before had such large stocks of dependable. desirable merchandise

This did not come by accident but by carf ful consideration of past, present and futur conditions and buying ahead in quantitie two and three times as large as ever before

Splendid opportunity just now to buy Clothing

Men's Serviceable Tweed Suits, \$10, \$12.50, \$13.50. Men's Fine Worsted and Tweed Suits at \$15 to \$20

Men's Vickerman's Blue Serge, guaranteed dye, \$19, \$22 50, \$25. Stocking heavily a year ago on these navy serge suits saves our cus-tomers all advances, as it means a saving of from \$3 to \$6 besides getting guaranteed

A Personal Chat.

THURSDAY, NOV. 9, 1916

The Transcript has never been given to "talking shop." "There are times, however, when a personal word or two to our readers might not be amiss. And this is one of can with perfect propriety be taken ing price. which, for some time after the ter-mination of the present war, will be the times

The Transcript

ished every Thursday morning from THE RANSCRIPT Building, Main Street, Glencoe,

contario. Subscription-to addresses in Can ada and all points in the British Empire, \$1.5 per year, \$1.00 for cight months; to address es in the United States, \$1.75 per year-pay-able in advance.

advance. statumeter, states, state per year-pay-strong-The Transcript has a large and ntly growing circulation. A limited it of advertising will be accepted, at ale rates. Prices on application. rrso. The Jobbing Department has or equipment for turning out promptly magnammes, cards, corvelopse, office call communications and make remit-

communications and make remit vable to A. E. SUTHERLAND.

Highway

extend from Halifax to Vancouver,

and will pass through all the Provinces except Prince Edward Island,

to which, however, it will be in close

THE Canadian National High-

for vehicular travel, will

in need of some great public work on which to employ the many dis-Increased cost of printing mater ial, in fact higher prices for practi-cally all commodities, has compelled publishers of weekly newspapers to banded soldiers who will return to Canada, and be unable to find imme-diate employment at their former oc-cupations, says John Simpson in a recent article. publishers of weekly newspapers to raise their subscription rates—for the present to \$1.50 per year. It has been agreed that this rate shall come into effect on the first day of December next. And we are in nour bound not to break that greement.

In order, however, to give our old subscribers every advantage pos-sible, as well as to establish the pay advance system for all, we are receiving arrearages and one-year renewals up to December first at he old rate of \$1.00 per year.

there are more than a million auto-mobiles in the United States, and that many of the owners of those Now, this advance payment system may appear a little harsh t automobiles, if such a highway were constructed, would spend a consid-erable part of every summer in Cansubscribers, many ome of our whom have taken the paper years and have always been "good But it is for their benefit as vell as ours that we are adopting this system. You will see the point it you think it over. For instance, why should the person who pays promptly year after year be made o shoulder a proportion of the cost f carrying others over from year to ear, as well as the cost of repeated billing and entering and re-entering the accounts on our books? And it is only because some people are neglectful—they are not dishonest. So we are going to "cut it out," subscription that is not paid in advance is going to be removed from our mailing list. Even our bosom riend, if we had one, would have or less rocky land north of the Geor-gian Bay and Lake Superior, which pay in advance.

Some of the advantages we see in has always been looked upon as a great empty space, which will be for-ever almost devoid of population, his are-fair treatment to all; less elerical expense; more time to devote to improving the paper; ready means to take advantage of cash discounts for printing material; a better satisfied list of subscribers, and fewer worries and less grey

Now, dear old subscriber, don't get on your dignity and saylthat "if Sutherland won't trust me for a paltry dollar-and-a-half he can keep is old rag.". It is not a question t any man's honesty or ability to buy. It is a matter of business, bure and simple. And we think it is good business for both parties.

Kilmartin.

great empty space, which will be for-ever almost devoid of population, and form a great barrier dividing Canada into two distinct areas of peopled land. All who have passed through this tract by train, however, know that it is filled with almost countless beautiful lakes, and that it could be made a vast camping-ground for hundreds of thousands of persons during the summer. If a great trunk road were constructed through this district for vehicular travel, it would become a vast sanitarium for the worn-out business men of New York, Philadelphia, Chicago, and numerous other cities. It would be a sanitar-ium, however, in which nature would be the only doctor, and where men, instead of taking pills and all kinds of nostrums, would breathe in health-producing air, and seek relief from bodily ailments by going boat-ing, fishing, and hunting, The great empty gap between the two popu-lated areas of Canada has been by nature fitted to become the greatest summer resort in the world, and all nature fitted to become the greatest summer resort in the world, and all that is neded is giving access to it by means of a great highway passing across it, whose help in peopling it would soon be supplemented by branch roads constructed by the **Pro**-Mrs. D. R. McAlpine is visiting with her daughter, Mrs. Crosby, in High-

<text><text><text><text><text><text>

GREAT LOSS AND A Canada's National 3 A GREATER GAIN HE Canadian National High-way, which it is proposed to construct across-Canada to construct across-Canada

Price-concessions on this car-are ment.

rarely asked, and never given with Dodge Brothers' consent or to their knowledge.

proximity and quite easy of access. As this highway will extend from one end of Canada to the other, and bene-in Dodge Brothers cars by multi-an infinitely greater gain.

fit all the Provinces, its construction plying the output by the retail sell-The people of Canada have implicit can with perfect propriety be taken up by the Federal Government, bich for some time star that far. One hundred thousand cars at \$785 Brothers' manufacturing methods. One hundred thousand owners-or rather, one hundred thousand fam--or, with freight-cost added. con-siderably more than \$80,000,000. ilies—are practically of one mind concerning the car and the men who

There have been no bursts of speed in the up-building of this great business. At no time has there been even an attempt at stimulation of sales or of

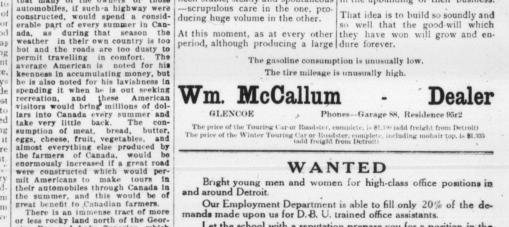
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The state automobile trips across the con-tinent. They say that the money, in order to benefit the farmers, should be expended on the roads in rural localities, so as to enable them to branket. They forget, however, that there are more than a million auto-there are more than a mi



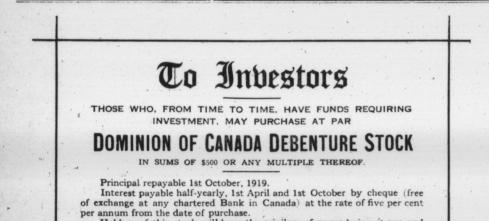


mands made upon us for D.B. U. trained office assistants.

Special Courses in Farm Accountancy.' Write for Bulletin.

Important Notice to Subscribers

On and after December first next the subscription price of The Transcript will be \$1.50 per year in Canada; \$1.75 in the United States; single copies 5 cents. When subscriptions expire hereafter the paper will be discontinued unless promptly renewed. Subscriptions in arrears after December first will be assigned for collection with costs and interest. Look at your label; no more accounts will be sent out from this office.



airs all round.

Russell McAlpine is home from New-market College. Mrs. Alex. McVicar is under the

gate. Miss McAlpine of Alvinston is the guest of her sister, Mrs. Alex D. Mc-Alpine. Mr. and Mrs. James Morrison of Brooke spent Sunday at D. C. Mc-Tavish's. KNAPDALE. C. Armstrong and family of Wind-sor called on friends here last week. Mr. R. J. Grey and daughter Mary of Shetland visited friends here re-cently.

Let the school with a reputation prepare you for a position in the city where your opportunities will be unlimited. Business University



A variety of solidly-constructed boots are ready here to proteet you against the colds that November and December and their wet streets bring. One of the comfort models has a layer of rubber between two layers of strong sole, making it absolutely

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J.N.Currie & Co. The Store With The Stock to Serve You Well

"Slater's" Fine Shoes for Men. "Empress" American style Shoes for Wostandard makes for service.

Ample stocks of Rubbers and **Rubber Boots**

Rubbers to fit all lasts and heels. guaranteed goods, and yet our prices will compare favorably with the lowest grades offered.

Ladies' Plush and Tweed Coats marked at \$2 to \$3 50 less than city price for Big Sale on FRIDAY and SATURDAY. Our winter stocks in all departments now at their best. Thrifty buyers are now eagerly buying their winter supply, and our sales in-creasing every day.

Great stocks of Boys' and Children's Suits **Glencoe's Best Family Shoe Store**

"Cote's" and "Ames Holden", McCready None but the best makers' goods handled, assuring our customers of satisfaction.

Great stocks of Overcoats for

Men and Boys

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

people

GLENCOE BRANCH

Proceeds of this stock are for war purposes only. A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

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HAVE YOU? If not, start a savings account with us today, and begin to get a fund together that will go on working for you at the rate of 3 per

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J. A. MCKELLAR, Manager

DEPARTMENT OF FINANCE, OTTAWA,

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These prices are in effect until Nov. 30th only :-

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The Transcript and Weekly Sun, 1 year. Farmer's Advocate, 1 year. Daily Advertiser, 1 year. Daily Free Press, 1 year. Canadian Countryman, 1 year. Daily Globe, 1 year. Daily Mail, 1 year. 3.75 3.75 Pay up and renew for a year of The Transcript NOW and save money. Address Transcript Office, Glencoe, Out

ADVERTISING RATES. — Cards of thanks, In Memoriam Verses, Com-limentary Addresses, 5 cents per line, ninimum charge 50c; notices of enter-ainments to be held, also notices of .ost, Found, Wanted, or For Sale, 1c .oer word each insertion, minimum charge 25c-all to be prepaid.

153 Woodward Ave. - Detroit, Mich. Many women with disfigured complexions never seem to think that they need an occasional cleansing inside as well as outside. Yet neglect of this internal bathing shows itself in spotty, and sallow complexions—as well as in dreadful headaches and billousness. It's because the liver becomes sluggish, and waste matter accumulates which Nature cannot remove without assistance. The best CHAMBERLAIN'S TABLETS

remedy is Chamberlain's Stomach and Liver Tablets, which stimulate the liver to healthy activity, remove fermentation, gently cleanse the stomach and bowels and tone the whole digestive system. Sure, safe and reliable. Take one at night and you feel bright and sunny in the morning. Get Chamberlain's today—druggists 25c., or by mail from Chamberlain Medicine Company. Toronto 15 2 3 85

Say you saw it in The Transcript

It helps us, it helps you, it' helps all round