

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 many 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. The advantage is not alone the saving in price but greater still in getting "quality" today that tomorrow or next day we cannot get. The chances of getting so many lines have been cut off entirely by destruction of 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 year's crops.

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

This did not come by accident but by careful consideration of past, present and future conditions and buying ahead in quantities two and three times as large as ever before.

Splendid opportunity just now to buy Clothing

Men's Serviceable Tweed Suits, \$10, \$12.50, \$15 to \$20.

Men's Fine Worsteds and Tweed Suits at \$15 to \$20.

Men's Viceroy's Blue Serge, guaranteed dye, \$10, \$22.50, \$25. Stocking heavily a year ago on these navy serge suits saves our customers all advances, as it means a saving of from \$8 to \$6 besides getting guaranteed goods.

Great stocks of Overcoats for Men and Boys

Great stocks of Boys' and Children's Suits

Glencoe's Best Family Shoe Store

"Slater's" Fine Shoes for Men.

"Empress" American style Shoes for Women.

"Cote's" and "Ames Holden," McCready standard makes for service.

None but the best makers' goods handled, assuring our customers of satisfaction.

Ample stocks of Rubbers and Rubber Boots

Rubbers to fit all lasts and heels. All 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 increasing every day.

J. N. Currie & Co.

The Store With The Stock to Serve You Well

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.

To Investors

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT, MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500 OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

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.

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.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA, OCTOBER 7th, 1918.

CLUBBING RATES

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

The Transcript and—
Weekly Sun, 1 year.....\$1.75
Farmer's Advocate, 1 year.....2.45
Daily Advertiser, 1 year.....3.75
Daily Free Press, 1 year.....3.75
Canadian Countryman, 1 year.....1.50
Daily Globe, 1 year.....3.75
Daily Mail, 1 year.....3.75

Pay up and renew for a year of *The Transcript* NOW and save money. Address *Transcript* Office, Glencoe, Ont.

ADVERTISING RATES.—Cards of Thanks, In Memoriam Verses, Complimentary Addresses, 5 cents per line; minimum charge 50c; notices of entertainments to be held, also notices of Lost, Found, Wanted, or For Sale, 1c per word each insertion, minimum charge 25c—all to be prepaid.

MERCHANTS BANK OF CANADA

ALMOST EVERYBODY HAS A BANK ACCOUNT. 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 cent. per year, compounded every six months. It may be just the start you need for a fortune—it has been with thousands of other people.

GLENCOE BRANCH

J. A. McKELLAR, Manager

The Transcript

Published every Thursday morning from *The Transcript* Building, Main Street, Glencoe, Ontario. Subscription—To addresses in Canada and all points in the British Empire, \$1.50 per year; \$1.75 for eight months; to addresses in the United States, \$1.75 per year—payable in advance.

ADVERTISING.—*The Transcript* has a large and constantly growing circulation. A limited amount of advertising will be accepted, at moderate rates. Prices on application. JOB PRINTING.—The Jobbing Department has superior equipment for turning out promptly booklets, pamphlets, circulars, posters, blank forms, programmes, cards, envelopes, office and wedding stationery, etc. Address all communications and make remittances payable to A. E. SUTHERLAND.

THURSDAY, NOV. 9, 1918

A Personal Chat.

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 the times.

Increased cost of printing material, in fact higher prices for practically all commodities, has compelled 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 honour bound not to break that agreement.

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

Now, this advance payment system may appear a little harsh to some of our subscribers, many of whom have taken the paper for years and have always been "good pay." But it is for their benefit as well as ours that we are adopting this system. You will see the point if you think it over. For instance, why should the person who pays promptly year after year be made to shoulder a proportion of the cost of carrying others over from year to year, 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," to use a popular phrase, and every subscription that is not paid in advance is going to be removed from our mailing list. Even our bosom friend, if we had one, would have to pay in advance.

Some of the advantages we see in this is—fair treatment to all; less clerical 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 hairs all round.

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

Kilmartin.

Russell McAlpine is home from Newmarket College.

Mrs. Alex. McVicar is under the doctor's care.

Mrs. D. R. McAlpine is visiting with her daughter, Mrs. Crosby, in Highgate.

Miss McAlpine of Alvinston is the guest of her sister, Mrs. Alex. D. McAlpine.

Mr. and Mrs. James Morrison of Brooke spent Sunday at D. C. McTavish's.

KNAPDALE.

C. Armstrong and family of Windsor called on friends here last week.

Mr. R. J. Grey and daughter Mary of Shetland visited friends here recently.

Mrs. G. Hillman of Thamesville is visiting her brother, John McDonald, and other friends here.

The death occurred Monday of James Gage of Euphemia. The late Mr. Gage was well known and highly respected.

From week to week questions political and otherwise, of the utmost importance to the farmer are coming to the front. These questions are in many instances permitted to pass without comment by some newspapers for political reasons. That old and reliable friend of the farmer, *The Weekly Sun*, does not allow any questions affecting the farmer or his family to pass without comment. You may not always agree with its opinion, but the *Sun* being free from party or political control gives its readers an unbiased opinion on all questions. These opinions are always worth reading, while the *Sun's* market reports have long been considered most reliable from the farmer's standpoint. Are you reading this exponent of your interests? If not, you are missing many good things each week. You will find the *Sun* instructive and profitable reading.

How to CLEANSE THE SYSTEM.—Parmelee's Vegetable Pills are the result of scientific study of the effects of extracts of certain roots and herbs upon the digestive organs. Their use has demonstrated in many instances that they regulate the action of the liver and the kidneys, purify the blood and carry off morbid accumulation from the system. They are easy to take and their action is mild and beneficial.

Canada's National Highway

THE Canadian National Highway, which it is proposed to construct across Canada for vehicular travel, will extend from Halifax to Vancouver, and will pass through all the Provinces except Prince Edward Island, to which, however, it will be in close proximity and quite easy of access. As this highway will extend from one end of Canada to the other, and benefit all the Provinces, its construction can with perfect propriety be taken up by the Federal Government, which, for some time after the termination of the present war, will be in need of some great public work on which to employ the many disabled soldiers who will return to Canada, and be unable to find immediate employment at their former occupations, says John Simpson in a recent article.

Some persons object to the expenditure of public money on this highway on the ground that it will benefit the few and not the many, as only such persons as are in good circumstances financially will be able to take automobile trips across the continent. 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 bring their product more easily to market. They forget, however, that there are more than a million automobiles in the United States, and that many of the owners of those automobiles, if such a highway were constructed, would spend a considerable part of every summer in Canada, as during that season the weather in their own country is too hot and the roads are too dusty to permit travelling in comfort. This average American is noted for his keenness in accumulating money, but he is also noted for his lavishness in spending it when he is out seeking recreation, and these American visitors would bring millions of dollars into Canada every summer and take very little back. The consumption of meat, bread, butter, eggs, cheese, fruit, vegetables, and almost everything else produced by the farmers of Canada, would be enormously increased if a great road were constructed which would permit Americans to make tours in their automobiles through Canada in the summer, and this would be of great benefit to Canadian farmers.

There is an immense tract of more or less rocky land north of the Georgian Bay and Lake Superior, which has always been looked upon as a great empty space, which will be forever almost devoid of population, and form a great barrier dividing Canada into two distinct areas of populated 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 sanitarium, 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 boating, fishing, and hunting. The great empty gap between the two populated areas of Canada has been by nature fitted to become the greatest summer resort in the world, and all that is needed 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 Provincial Government.

The work of constructing a great highway across Canada would be much less difficult than many Canadians think it would be, as, with the exception of the almost uninhabited district north of the Georgian Bay and Lake Superior, all the parts of Canada through which it would pass already possess roads, which could be linked together so as to form one continuous highway without serious difficulty. The road would probably extend from Halifax to Moncton, and from Moncton to some convenient point on the southern bank of the St. Lawrence, along which it would pass to a point opposite Quebec, where the river would probably be crossed. From Quebec the road would probably extend in almost a straight line to Ottawa, and thence to Winnipeg. The roads which already exist, connecting Winnipeg, Portage la Prairie, Brandon, Regina, Moose Jaw, Swift Current, Medicine Hat, and Calgary could easily be linked together so as to form one continuous highway.

The last and by far the most difficult part of the great highway, extending from Calgary to Vancouver, is to a great extent completed already. This project of a great national highway had its inception in British Columbia, and the Government of that Province has been at work on it for years, the result being that out of 750 miles, the distance from Calgary to Vancouver by the highway, only 150 miles remain to be constructed. There are three gaps of forty miles each in the continuous stretch between the two cities mentioned, and one thirty miles in length.

From Calgary to Banff and from Banff to a point within forty miles of the Columbia River the road is in an excellent condition for motoring. From the point mentioned to the Columbia River the road is in course of construction, the Dominion Government having taken it over for the purpose of making it an approach to the National Park from the west; this gap, therefore, will soon cease to exist.

A GREAT LOSS AND A GREATER GAIN

This business has rounded out 22 months of existence by distributing to owners more than one hundred thousand cars.

Price-concessions on this car—rarely asked, and never given with Dodge Brothers' consent or to their knowledge.

You can therefore figure accurately the amount invested by the public in Dodge Brothers cars by multiplying the output by the retail selling price.

One hundred thousand cars at \$785 per car means a sales-total in less than two years' time of \$78,500,000—or, with freight-cost added, considerably more than \$80,000,000.

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 production.

Never for a single day has production been speeded up for the sake of attaining a total.

On the contrary, it has been held down every day within the limits of close, careful, conscientious manufacturing.

Both production and sales have been stable, steady and spontaneous—scrupulous care in the one, producing huge volume in the other.

At this moment, as at every other period, although producing a large

volume every day, Dodge Brothers are "losing business" by their policy of keeping production within the bounds of continuous betterment.

In that sense they have doubtless suffered a great loss in the past and will endure a great loss in the future.

But over against this great loss is an infinitely greater gain.

The people of Canada have implicit faith in the integrity of Dodge Brothers' manufacturing methods.

One hundred thousand owners—or rather, one hundred thousand families—are practically of one mind concerning the car and the men who make it.

This business and its product are blessed with a friendship probably without parallel in the history of American manufacturing.

Fresh from the factory, or sold at second-hand, from one end of the nation to the other, the car has special value and a special reputation, because of the name it bears.

Because of the name it bears, you may be sure that the principle behind the car will never be changed a hair's breadth.

Dodge Brothers have only one idea in the upbuilding of their business.

That idea is to build so soundly and so well that the good-will which they have won will grow and endure forever.

The gasoline consumption is unusually low.

The tire mileage is unusually high.

Wm. McCallum - Dealer

GLENCOE

Phones—Garage 88, Residence 95r2

The price of the Touring Car or Roadster, complete, is \$1,195 (add freight from Detroit). The price of the Winter Touring Car or Roadster, complete, including mohair top, is \$1,335 (add freight from Detroit).

WANTED

Bright young men and women for high-class office positions in and around Detroit.

Our Employment Department is able to fill only 20% of the demands made upon us for D.B.U. trained office assistants.

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

Special Courses in Farm Accountancy. Write for Bulletin.

Business University
DETROIT
61-69 W. Grand River Ave.

WET WEATHER BOOTS FOR MEN



Flat English models, and restful broad-toed ones; tan and black calf.

\$5 \$6

A variety of solidly-constructed boots are ready here to protect 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 damp-proof.

WALK-OVER SHOE CO.

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 biliousness. 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



Say you saw it in *The Transcript*

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