

"BUSINESS AS USUAL"

MUST MEAN MANY INDUCEMENTS TO HELP

Without special inducements, sales will surely drop back. We start the new year with the determination to make 1915 another record year for volume of business. We realize that a great deal more effort has to be made, harder work necessary, improvement on service, willingness to put ourselves out to give special attention to customers. Mail orders will be looked after better and a general improvement made throughout the store.

RIGHT INTO STOCK-TAKING

This means remnants, short lots and broken lines are being thrown out as we go through stock. These will be placed at clearing prices. In about another week we will have a large collection of remnants to put on sale.

SELLING OUT FURS AT HALF PRICE AND LESS

Every \$5.00 Fur, \$2.50
Every \$7.50 Fur, \$3.75
Every \$10.00 Fur, \$5.00

WINTER TWEED DRESS GOODS

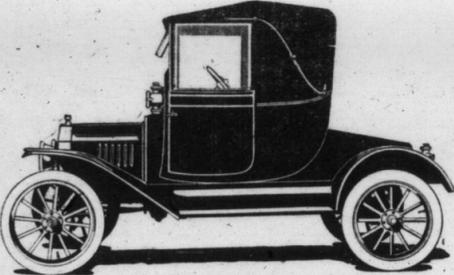
These Fine Winter Suitings and Dress Goods at exactly half price.

WINTER SUITS AND OVERCOATS

will see their finish at this week's prices. A special line of \$10.00 Overcoats for \$5.00.

J. N. CURRIE & CO.

THE STORE WITH THE GOODS TO DRAW THE TRADE



"MADE IN CANADA"

THE FORD COUPELET

A car of style in a class by itself. Beauty in design. Rich in appointments. Roomy and comfortable. Every detail in material, make and finish carries the highest quality. Ford efficiency and large production making possible the following price:

Fully Equipped (f.o.b. Ford, Ont.) \$850

Buyers of this practical Ford car will share its profits if we sell at retail 3,000 new Ford cars between August 1914 and August 1915.

Ford Motor Company

OF CANADA, LIMITED
ALEX. DUNCANSON, DEALER GLENCOE



"If You Don't Blow Your Own Bugle the Other Fellow Will Blow His at Your Expense"

This is the way a western exchange puts it

In other words: If you don't come out and tell the people what kind of business you are in and what claim or right you have to their good will and patronage, some other fellow will do so and get what should have been your share.

THE TRANSCRIPT has a growing weekly circulation that covers the trade area of Glencoe like a blanket. A conservative estimate would place the number of readers at 6,000 weekly. All must be fed, clothed, educated and entertained. Some people are making a bid for their patronage through advertising. Are you? If not, why not?

Why Agriculture Declines.

On the first page of this paper is an article showing the crop production of Lambton in 1914. The figures are from the Ontario Government report recently issued. They are interesting in themselves, but are doubly interesting when compared with the production of a few years ago. We have made a comparison with 1908, and find as follows:—Grain produced, 6,938,000 bushels in 1908, and 6,576,000 in 1914, a decrease of over 300,000 bushels; roots 1,448,000 bush. in 1908 and 1,181,000 in 1914, a decline of 267,000 bushels; hay, 135,000 tons in 1908, and 148,000 in 1914, an increase of 13,000 tons; in live stock on hand and sold there is a slight increase. On the whole the industry of agriculture is not making any progress in Lambton, one of the best counties in the Province, notwithstanding improved farming facilities and the prevalence of better prices. In the same eleven years the farm population has fallen off by thousands, while taxation, both Federal and Municipal, has nearly doubled. The reasons for this unsatisfactory condition are not hard to find. The Canadian autocracy, composed of the manufacturing, transportation and banking combines, have controlled legislation, and have loaded the country with burdens on agriculture, until it has ceased to be profitable. The boys raised on the farms do not remain there, but go into the professions and into other lines of business, simply because they find it pays better to do so. There is only one remedy. The electors who are interested in agriculture must do as the managers of the combines do, that is, unite in their own interests. The farmers are the only people who sacrifice their own welfare by refusing to break down party lines, and in spite of their superiority in numbers they have less influence in the framing of legislation than any other class. The war now going on will soon add enormously to the burden of taxation in this country, and all that additional burden will have to be carried by the farmers, unless they unite and break down the autocracy that has been creating millionaires at their expense, and is now planning for further enrichment when the additional taxes have to be levied.—Forest Free Press.

A Valuable Paper.

The opportunities of the coming year, from a farmer's point of view, appear to be many. Owing to the war there will be a shortage of crops in Europe, and therefore an extra demand for all kinds of farm products in Canada. This will afford an opportunity for the farmer who manages his farm in a business like way to reap a rich harvest. Every farmer, who is farming for profits, should be a reader of the Weekly Sun, the Farmer's Business Paper. This paper supplies the farmer with the same reliable information as the Sun does. By perusing the Sun, you will gain a knowledge of the world, which will enable you to sell your products to the best advantage. The subscription price will only be a fraction of the additional profits you will make by reading the Sun. When renewing your subscription for your local paper, you will make no mistake if you subscribe for the Sun, the Farmer's Business Paper.

Subscriptions to Patriotic Fund.

Previously acknowledged: \$837 58
Isaac Abbott 5 00
Per Walter Hastings 40 00
ceeds shooting match 2 00
Cameron Berdan 2 00
Ekfrid council (Red Cross) 15 00
..... 8019 58
Reported by Ladies Society \$718 50

GLUBBING RATES

Renew your newspaper and magazine subscriptions at the Transcript office. We can save you money, as well as the trouble and expense of remitting. The following are some of our clubbing rates:—

The Transcript and Family Herald and Weekly Star \$1.00
Daily Advertiser, morning or afternoon edition 2.90
Daily Free Press, morning 3.75
Daily Free Press, afternoon 2.90
Daily Globe 3.75
Daily Mail and Empire 3.75
Farmer's Advocate 2.40
Weekly Sun 1.90
Weekly Mail and Empire 1.75
Weekly Advertiser 1.75
Weekly Globe 1.90
Toronto Daily News 2.90
Weekly Witness, new subscribers 1.75
Weekly Witness, renewals 1.90
Toronto Daily Night 3.75
Weekly Free Press 1.90

All subscriptions are payable in advance. Address: TRANSCRIPT OFFICE, Glencoe, Ont.

NEW TELEPHONE DIRECTORY

A New Issue of our Official Telephone Directory is now being prepared and the copy will close within the next few days.

Orders for New Connections, Changes of Name or Address should be reported to us at once.

The Bell Telephone Company of Canada

Summary of the War

JUNE.

28. Archduke Ferdinand, heir to the Austrian throne, and his morganatic wife, Duchess of Hohenberg, assassinated by Gavrilo Princip, a Bosnian student, while public guests at Sarajevo, Bosnia.

JULY.

23. Austria delivered ultimatum to Serbia demanding prompt punishment of assassin of Archduke Ferdinand on June 28 and his accomplices.

24. Russia asked Austro-Hungary to extend the time of ultimatum to Serbia. Serbia's reply to Austria resulted in the severance of diplomatic relations.

27. Austria invaded Serbia. Great Britain proposed conference. Czar asked Austria to modify demands on Serbia.

28. Austria formally declared war on Serbia. Russia moved troops to frontier.

29. Russia called out 1,200,000 men. France massed troops on German frontier. British fleet sailed under sealed orders.

30. Germany demanded that Russia cease mobilization within 24 hours. Col. Sam. Hughes announced that Canada would send a contingent of 20,000 men.

31. Negotiations for peace between Czar, Emperor William and King George. Germany under martial law. All Europe armistice.

AUGUST.

1. Germany declared war on Russia and mobilized her army; France mobilized.

2. Germans invaded France through neutral territory of Luxembourg. Russians invaded eastern Prussia. Britain mobilized. Belgium troops to cross her territory.

3. Germans crossed the Yser-Ypres canal, near Neuport.

4. Belgians resisted German invaders at Liege and Namur. Great Britain declared war on Germany, also Germany on Great Britain.

6. British cruiser Amphion sunk by a German mine. Austria-Hungary declared war on Russia.

7. Montenegro declared war on Austria. French troops invaded German province of Alsace. British troops landed on French coast.

8. Germans occupied city of Liege, Belgium.

10. France declared war on Austria. 12. Great Britain declared war on Austria.

13. German march in Belgium checked at Antwerp.

16. Japan demanded that Germany evacuate Kiauchau, China.

21. Germans occupied Brussels and attacked Namur, Belgium.

23. Germans took Namur and attacked Mons. Canadian troops arrived at Valenciennes.

25. Austria declared war on Japan. Zeppelin airships dropped bombs on Antwerp.

26. Allies defeated at Cambrai.

27. French surrendered Longwy to Germans.

German auxiliary cruiser Kaiser Wilhelm der Gross sank by the British cruiser Highflyer off the coast of Africa. German cruiser Madgeburg destroyed by Russian ships in the gulf of Finland.

28. City of Louvain, Belgium, sacked and burned by Germans.

British cruiser fleet destroyed 5 German warships off Heligoland.

30. German aviator dropped five bombs on Paris.

SEPTEMBER.

1. Estimated that 6,000,000 combatants were in the field, 3,000,000 in the east and 3,000,000 on the Franco-German-Belgian lines. Germans defeated Russian invaders at Allenstein and Tannenberg, East Prussia, capturing many prisoners.

Austrians abandoned the fortress of Lemberg, Galicia.

3. French capital transferred from Paris to Bordeaux.

4. French city of Rheims occupied by German troops. Germans 25 miles from Paris on the north and 20 on the east.

6. German right wing, commanded by Gen. Von Kluk, attacked on the march and forced to retreat.

Battle began on line of river Marne, east of Paris, between Von Kluk's columns and allies in pursuit.

7. British cruiser Pathfinder sunk by German submarine in North Sea. Germans captured Maubeuge, France.

8. Von Kluk's column retreated from the Marne toward the Aisne.

9. German retreat from the river Marne began. Gen. French's British force crossed the Marne in pursuit.

14. British auxiliary cruiser Carmelia (Cunarder) sunk the German cruiser Cap Trafalgar off South America. Allies' advance checked by German artillery on the line between Noyon and Soissons.

Rheims recaptured by the allies. German artillery, bombarded Rheims.

22. German submarine U-9 sunk the British armored cruiser Aboukir, Cressy and Hogue by torpedoes in the North Sea.

24. The Canadian troops started from Valenciennes to Britain.

26. Germans laid siege to Antwerp.

OCTOBER.

1. The Germans held as prisoners of war 8,800 British, 31,300 Belgians, 84,100 Russians; 123,000 French.

WORLD'S GREATEST KIDNEY REMEDY

"Fruit-a-tives" Have Proved Their Value In Thousands of Cases

WONDERFUL RECORD OF A WONDERFUL CURE

Only Remedy That Acts On All Three Of The Organs Responsible For The Formation Of Uric Acid In The Blood.

Many people do not realize that the skin is one of the three great eliminators of waste matter from the body. As a matter of fact, the skin rids the system of more Urea (or waste matter) than the kidneys. When there is Kidney Trouble, Pain In The Back and Acidic Urine, it may not be the fault of the kidneys at all, but due to faulty Skin Action, or Constipation of the bowels.

"Fruit-a-tives" cures weak, sore, aching kidneys, not only because it strengthens these organs but also because "Fruit-a-tives" opens the bowels, sweetens the stomach and stimulates the action of the skin.

"Fruit-a-tives" is sold by all dealers at 50c. a box, 6 for \$2.50, trial size, 25c. or will be sent postpaid on receipt of price by Fruit-a-tives Limited, Ottawa.

Dependable FURNITURE

When you buy Furniture for your home at this store, you can depend upon getting the best quality solid woods, guaranteed workmanship and the newest designs shown in the furniture world. If fair dealing, reliable goods and small margins of profit are of interest to you, you will patronize this store. Come and see; telling you in talk, seeing is proof positive.

We also have every equipment in the Undertaking Department, and guarantee perfect satisfaction in every respect. Mr. Wehlmann, a first-class undertaker and funeral director, is in charge. Mr. Wehlmann, who got his practical training with R. F. Howard, is also a graduate of the Canadian Embalmers' Association.

Mrs. Mary D. McAlpine

FOR SALE

QUANTITY OF WOOD suitable for box stove or furnace purposes. SQUIRE BROS., Lot 18, Con. 1, Ekfrid.

Notice to Creditors.

In the Matter of the Estate of Isabella McLellan, late of the Village of Glencoe in the County of Middlesex, Spinster, Deceased.

NOTICE is hereby given pursuant to "The Revised Statutes of Ontario, 1914, Chapter 121, Section 36, that all creditors and others having claims against the Estate of the said Isabella McLellan, who died on or about the eleventh day of February, 1915, are required to send by post, prepaid, or deliver to Messrs. Elliott & Moss, of the Village of Glencoe, Solicitors for Charlotte Simpson, Administratrix of the estate of the said deceased, the full particulars of their claims, the statements of their accounts and the nature of the securities, if any, held by them. And further notice that after such last mentioned date the said Administratrix will proceed to distribute the assets of the deceased among the parties entitled thereto, having regard only to the claims of which she has had notice, and that the said Administratrix will not be liable for the said assets or any part thereof to any person or persons of whose claims notice shall not have been received by her at the time of such distribution. Dated the twenty-second day of December, 1914.

ELLIOTT & MOSS, Solicitors for Charlotte Simpson, Administratrix of the estate of the said deceased.

Notice to Creditors.

In the Matter of the Estate of Amasa Thomas, late of the Village of Wardville in the County of Middlesex, Farmer, Deceased.

NOTICE is hereby given pursuant to "The Revised Statutes of Ontario, 1914, Chapter 121, Section 36, that all creditors and others having claims against the Estate of the said Amasa Thomas, who died on or about the twenty-eighth day of September, 1914, are required to send by post, prepaid, or deliver to Messrs. Elliott & Moss, of the Village of Glencoe, Solicitors for Samuel Hiram Brown, Administratrix of the estate of the said deceased, the full particulars of their claims, the statements of their accounts and the nature of the securities, if any, held by them. And further notice that after such last mentioned date the said Administratrix will proceed to distribute the assets of the said deceased among the parties entitled thereto, having regard only to the claims of which she has had notice, and that the said Administratrix will not be liable for the said assets or any part thereof to any person or persons of whose claims notice shall not have been received by her at the time of such distribution. Dated the twenty-second day of December, 1914.

ELLIOTT & MOSS, Solicitors for Samuel Hiram Brown, Administratrix of the Estate of the said deceased.