

# THE GENTLE ART OF MAKING CUSTOMERS

A Sale is good for One Profit, while a Customer is a Continual Source of Profits.—More Customers, More Sales. *It's the Large Turnover in Business at Little Overhead Cost that Makes This Store's Success.*

## Concerning Your Fall Shoes

If you would secure satisfaction and service from your shoes this fall, it is more than ever important that you should go to a reputable dealer in whom you have confidence and see that the maker's trade mark is on the shoes you buy. This is for the reason that leather is scarce and prices higher than at any time during the war, and a lot of worthless shoes are put on the market at so-called slaughter prices. Many who buy these goods are the least able to lose, and it simply means money lost. Our big Fall and Winter Stock of Most Worthy Quality and Desirable Style of Shoes and Rubbers are here for your early comparison.

Comparison means Sales. Selling more shoes each year because more people buy "Quality" and less "Trash."

## Glencoe's Big Clothing Wardrobe

Young Men's Swagger Top Coats—Middle-aged Men's Smart Fitting Top Coats—Elderly Men's Comfortable, Serviceable Ulsters—very moderately priced, considering the quality and fine tailoring—\$18.50 to \$35.

Bench Tailored Suits to please the most exacting tastes, and prices more reasonable than you would expect. Young Men's Waist Line in several new styles—\$18.50 to \$35. Men's Form Fit Suits, made from fine worsted and mixed tweed—perfect tailoring—serviceable linings—\$23.50, \$27.50, \$30 and \$35. Easily \$5 to \$8 less than any city prices. Lots of Boys' and Children's Suits, in many cases less than to day's wholesale prices.

## Glencoe Fair Visitors Make This Store Your Meeting Place

Leave Parcels, Coats, etc., here if you wish. While at the store take a look at our special values in Smart Winter Coats for Ladies at \$27.50 to \$45. Take note of the attractive sensible styles. Examine workmanship and linings. A clear saving of \$8 to \$10 over city prices.

Very special Fur prices. Collars, Muffs or Sets—\$12.50 to \$50.

## J. N. CURRIE & CO.

GLENCOE'S BEST STORE

WITH THE BEST GOODS

## Has Done Good Work Ontario Temperance Act A Great Benefit to Province

THE Ontario Temperance Act has reduced crime by over one-third and drunkenness in public has practically disappeared.

Alcoholic insanity has disappeared.

Gold cures and alcoholic institutes for treating alcoholism have been closed for lack of patients.

Ontario has been saved an annual drink bill of \$36,000,000, enough to pay our share of interest on the War Debt.

Many victims of alcohol three years ago, thank God to-day for the Ontario Temperance Act.

To repeal the Ontario Temperance Act would be a calamity. The amendments would make it practically worthless. To every question on the Referendum vote NO.



Abraham Lincoln  
"The Liquor traffic is a cancer in society, eating out the vitals and threatening destruction, and all attempts to regulate it will not only prove abortive but will aggravate the evil. It must be eradicated—not a root must be left behind."

## Drink is a Cancer

Doctors, Alienists, Criminologists, Insurance Actuaries, Statesmen, Generals, Big Business Men, and Social Workers agree that alcohol as a beverage is a racial poison and a national curse.

British Columbia, Alberta, Saskatchewan, Manitoba, Quebec (excepting beer and wine), New Brunswick, Nova Scotia, Prince

Edward Island and Newfoundland have enacted prohibition.

The United States is permanently "dry."

France has abolished absinthe, Scotland has now a local option law, England is initiating a great campaign for temperance reform. The movement is world wide.

Ontario must go forward, or be left behind, but be careful

## Mark Four X's (One X under each NO)

## Ontario Referendum Committee

JOHN MACDONALD,  
Chairman.

D. A. DUNLAP,  
Treasurer.

ANDREW S. GRANT,  
Vice-Chairman and Secretary,  
(1001 Exclusive Life Bldg., Toronto.)

## 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, \$1.00 for eight months; to addresses in the United States, \$2.00 per year—payable in advance.  
Advertising.—The Transcript has a large and constantly growing circulation. A limited amount of advertising space is accepted, at moderate rates. Prices on application.  
Job Printing.—The Jobbing Department has superior equipment for turning out promptly books, pamphlets, circulars, posters, blank forms, programmes, cards, envelopes, office and wedding stationery, etc.  
Address all communications and make remittances payable to A. E. S. THORNTON.

THURSDAY, OCTOBER 9, 1919

Half the troubles and miseries in this life would be smoothed away if we would put ourselves in other people's places and try to see things from their point of view. It is the great blank wall of self that hinders us.

One reason why so many girls and boys, men and women, too, are uninteresting is because they try so hard to be like somebody else rather than be content to remain himself or herself in life. In nature you don't see an oak posing as a willow, or a black duck as a white leghorn, or a lilac as a peony, or a dog as a cat. Be natural and you'll be all right.

The world has discovered that there is only one cure for its material ills, one sure road to economic recovery, and that is honest labor. Tariffs and bounties and other contraptions count for nothing beside the willingness to work. The country with the most industrious population will be the first to recover from the war. Germany must not be permitted to take the lead—Globe.

It should be clearly understood that the "light" beer which would be authorized in Ontario if the third or fourth questions in the referendum were answered in the affirmative contains more than twice as much alcohol as the so-called "temperance" beer at present in use. In the "light" beer 2.51 of alcohol weight measure would be allowable, which is equivalent to 54.8 per cent. proof spirit; whereas at present the limit of alcohol allowable is 2.50 proof spirit.

There is another line of activity for the women who really love their country well enough to work for it. The liquor traffic is making its last desperate stand. Logically every child welfare worker is a prohibitionist; just as a true gardener would prohibit bugs and worms and weeds. If he could, if we love humanity we must declare war on humanity's enemies. That is not fanaticism! It is merely good sense! There are not many women who are not interested in child welfare and for this reason alone can be relied upon to cast a vote against anything that would impede the child's progress in life.—From an article by Nellie McClung.

Don't stick to money like a burr to a cow's tail, when other people have a legal or moral claim to it. There is an old man down east who rides into town on the rear seat of the trolley so as to hang onto his fare until the last possible minute. There are plenty of men in business just like the old screw, who carry around in their pockets or hold in their banks money that does not belong to them. The man who knowingly keeps money a minute longer than it belongs to him is a rogue. What business have you to compel a man to ask again and again for what is his? By all rights the borrower is servant to the lender and instead of the latter seeking repayment, the borrower should seek him. "Say not unto thy neighbor, go and come again and tomorrow I will give thee, when thou hast it by thee."

Sun time will once more operate in Canada immediately after 2 o'clock on the morning of October 27. At that hour all over Canada trains will come to a stand for an hour. Clocks will be turned back an hour so as to switch industry and all the varied manifestations of life in the Dominion back to the old time. There is no Federal law or order-in-council governing the matter in Canada. The railroads adopted daylight saving so that their time tables would agree with those in the United States. All through Western Canada many cities and towns and country districts refused to follow suit, but for convenience sake in the East daylight saving has become the time in many places. The hour of 2 o'clock on October 27 was selected because the night following Sunday is the one when such a change can be made with the least industrial disorder.

The pioneers established a new world in which the men who worked the land owned it and were free men. Little by little they worked out a plan of education by which every man who worked on the land got an education that opened to him all the treasures of the world. If we had kept on the path on which we were started by the God of nations we would not be envying the cities and comparing what we have with what they have. It would be better for us to think of all we have that they lack. But we have started building cities and bringing about the city civilization that destroyed the old world. We are uprooting humanity from the soil on which it had become established. There never was more wisdom packed in a few words than that verse from the Book of Job, "As for bread, it cometh from the earth." It doesn't come from city streets and tall buildings and manufactories and airships and all the things with which people are troubling themselves. There is nothing worth while in the world that a man cannot have on a farm right now. What we need is a propaganda to teach people to the solid, healthy comforts of a farm civilization as compared with a city civilization. The advantages of the cities have no more substance to them than the moving pictures that they are all so crazy about. And unless the people come back to the land and build

their civilization from the sure foundation that has been laid, they will plunge, as Hughes of Australia said, headlong to destruction. Here is something more important than gratuities, U. P. O. movements, tariffs, eight-hour days or anything else that they are shaking up the world about. We are throwing away the substance of things for the shadow. If we can only keep law and order established until the world comes to its senses things may yet be all right, but order is the most important thing in the world today." Peter McArthur, in one of his recent sketches.

## CRINAN

A large number from here attended Glencoe fair on Wednesday of last week.

R. E. Evans, Mrs. A. M. Baldwin and Misses M. and E. Baldwin spent last Sunday at J. A. Matheson's.

Mrs. Ford of Rodney visited Mrs. J. C. McMillan last week.

Rev. A. L. Carr was inducted into the united charge of Argyle and West Lorne on Thursday of last week. The London Presbytery met in Argyle church at 2 p. m. for the induction. Rev. Mr. Melroy of Wallaceburg preached the sermon. Rev. Mr. Stuart of Dutton addressed the newly-inducted pastor and Rev. J. P. Falconer of Rodney addressed the people. After the induction the ladies of Argyle church served lunch.

The W. M. S. hold their annual thankoffering meeting in the church on Thursday afternoon. Mrs. John Currie of London will address the meeting.

Several attended the Wallaceburg fair on Thursday and Friday of last week.

G. Markham has sold his farm at the Crinan cheese factory and is holding an auction sale Oct. 16th.

The sacrament of the Lord's Supper will be dispensed in Argyle church on Sunday, Oct. 19th.

Preparatory services will be held the previous Thursday afternoon and Friday evening.

Mr. and Mrs. J. H. Smith of Chatham spent Sunday at J. C. McMillan's. S. D. McIntyre is at Ridgetown fair this week.

J. A. Taylor, I. P. S., visited our school last week.

The Teachers' Association meets in St. Thomas this week and our school will be closed on Thursday and Friday.

Mrs. P. D. McEae and Mrs. Dan Matheson spent Friday in London.

Prepare to pay for Victory.

Miller's Worm Powders are sweet and palatable to children, who show no hesitancy in taking them. They will certainly bring all worm troubles to an end. They are a strengthening and stimulating medicine, correcting the disorders of digestion that the worms cause and imparting a healthy tone to the system most beneficial to development.

## For Bigger Profits Add CANE MOLA to your roughage

### A Pure Sugar Cane Molasses

that adds palatability to whatever roughage you have on hand. Stock will greedily eat all straw, old hay, corn stover, fodder, ensilage, screenings, etc. The cost of Cane Mola is very reasonable.

**Saves You the Cost of Expensive Prepared Feeds**  
Successful dairymen and farmers are constantly re-ordering in ever-increasing quantities. Live stock gain weight rapidly, and look 100% better. Cows give more milk. Cane Mola is the best conditioner you could possibly have. Endorsed by Government Experiment Stations.

### Write for Valuable Feeding Information

We will send you our booklet and expert advice on economical feeding. Cane Mola is sold in 600 lb. barrels.

Car load of "Cane Mola" is now en route. Place your order with our distributor.

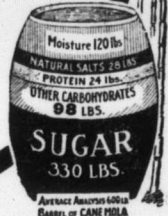
GOOD LIVE AGENT WANTED

Reduces Feeding Costs To a Minimum

## Cane Mola Co. of Canada, Limited

118 St. Paul St. West,

Montreal, Que.



## 2.51% BEER—the Beer of the Ballot—is not Intoxicating



A determination as to whether or not a particular beer is intoxicating can be reached only by a proper understanding and analysis of the manner in which the alcohol in such beer affects the human organism.

Beer containing 2.51% alcohol by weight has been proven non-intoxicating by actual experiments, scientific tests, thorough research.

Fourteen specially qualified experts, testifying before the United States Circuit Courts of Appeals, were unanimous in agreeing that beer containing even as high as 2.75% alcohol by weight (or .24% stronger than the beer of the Referendum Ballot) was non-intoxicating.

These experts were Professors of Chemistry, Toxicology, Therapeutics, Nerve Specialists, Physical Training Instructors, Medical Doctors and specialists in charge of city departments where alcoholics were cared for. Experiments were conducted upon twenty-four men chosen from various walks of life—medical students, laborers, mechanics, business executives, clerks in banks and brokers' offices, artists, writers and professional men.

The experiments proved conclusively that beer of 2.75% alcoholic content strength could not possibly be intoxicating—not the slightest signs of intoxication were shown by any of the subjects.

In view of the sworn statements of these experts, based upon the results of their experiments, that beer containing 2.75% alcohol by weight is non-intoxicating, it must follow that 2.51% beer, the Beer of the Ballot, is non-intoxicating.

It is the strong conviction of the Citizens' Liberty League that—as no harmful results can possibly come from drinking 2.51% beer—then there is no fair or just reason why the general sale of beer of this quality should not be permitted.

Unite with the Citizens' Liberty League in its earnest, sincere endeavor to obtain moderate Temperance Legislation.

## Vote "YES" to all Four Questions

Mark your ballot with an X. Any other marking will spoil it. Remember, also—every voter must vote on every question or his ballot will be spoiled.

### CITIZENS' LIBERTY LEAGUE

MEMBERSHIP FEE, ONE DOLLAR

Please enroll me as a member of the League, for which I enclose my subscription.

Name .....

Address .....

Occupation .....

To enable the League to carry on its good work and achieve its present purpose, active members and funds are required. Show your true spirit! Fill in the coupon and become a member of the Citizens' Liberty League at once.

T. L. CARRUTHERS, Secretary  
at College St., Toronto

### Citizens' Liberty League

PROVINCIAL HEADQUARTERS

22 College Street,  
T. L. CARRUTHERS, Secretary

Hon. President: SIR EDMUND B. OSLER

President: Lt.-Col. H. A. C. MACHIN, M.P.P.

Vice-President: I. F. HELLMUTH, K.C.

Hon. Treasurer: F. GORDON OSLER



## Of Special Merit Are the Georgette Blouses

at \$5.75 and \$7.50

Blouses which, in spite of their extremely moderate pricings, have many of the attributes of higher-priced garments. The trimming details, the quality of Georgette and the workmanship are all of unusually high order. Predominant fall suit shades and harmonizing colors are represented as well as white and delicate tints.

We Accept Canadian Money at Par

B. SIEGEL & CO.

NO CONNECTION WITH ANY OTHER STORES  
DETROIT