

Substantial Lowering of Prices in All Departments Results in Speed-up Sales at J.N. Currie & Co.'s

October Sales showing marked increase owing largely to the increased purchasing power of the Dollar.

The Bright, Crisp New Merchandise for Fall and Winter show wonderful change in Quality and Value.

1924 Home-stretch Sales

will depend upon Stocks and Prices, and this store will be lacking in nothing to make a Record Year-end Sale.

We have gone over our Shelves and re-marked all lines down—in many cases 20 per cent., some lines 15 per cent., some 10 per cent. It means a substantial saving to our customers.

We depend upon increased turnover of stocks to make up the lowering of prices. The more active buying already shows results.

Make Comparison Today

Increased assortment and better choice. A higher standard of Quality at a lowering of Prices.

Shipments every week of the Season's Newest in Merchandise. Snappy Dresses, Coats and Furnishings, as soon as they appear on the market.

Big increase in Shoe Stocks from Empress and Murray Manufacturers.

Clothing of the Quality and Price to bring back that smile again.

Linoleums and Congoleums at New Lower Prices with greater choice.

Over 1,000 Designer Patterns Right in Stock.

J. N. CURRIE & CO.

Glencoe's Best Clothing Store

The Transcript

Published every Thursday morning from The Transcript Building, Main Street, Glencoe, Ontario. Subscription—In Canada, \$2.00 per year; in the United States and other foreign countries, \$2.50 per year.

Advertising.—The Transcript covers a wide section of territory in Western Ontario, and its readers are the leading farmers, and townspeople. It is a first-class advertising medium. Rates on application.

Job Printing.—The Jobbing Department has superior equipment for turning out promptly books, pamphlets, circulars, posters, blank forms, programs, cards, envelopes, office and wedding stationery, etc.

A. E. Sutherland, Publisher

Exercise your franchise next Thursday. Don't let it be said that Ontario citizenship is spineless.

"What is so rare as a well-behaved day in October" the poet might have written had he waited until autumn to become inspired.

The elusive mushroom is more elusive than ever this season, according to those who have been combining their seeking with the pleasurable exercise of tramping through pasture fields.

Patience may be a virtue but most of us would rather practice this virtue anywhere else than waiting chilled to the marrow for one of those long freights to coal up and get off the crossing.

The citizenship responsibility of the women will be put to the test as never before at the polls on October 23rd. Whether to exalt the humble homes of the people or the palaces of the distillers is largely up to the woman with the franchise to decide.

In the jails the cost of living is coming down. But who wants to go to jail? Last year, for the quarter from July 1st to September 30th, it cost an average of 11 1/2 cents to feed prisoners in the Elgin county jail. That was one of the lowest quarterly averages on record. This year, for the same period, the average cost per prisoner per day was 9 7/8 cents.

The fact that Blenheim, Leamington and other towns along the Talbot Provincial Highway are holding a meeting this week to co-operate in an effort to direct tourist traffic to that route from the more central Longwoods Highway bears out that the objections then raised were within reason when the Talbot road was designated a provincial highway in precedence over the much shorter Longwoods route. That the Longwoods road is the more popular of the two among tourists strengthens the opinion that the Department of Highways should spend every effort to make the Longwoods road a permanent highway throughout, leaving further improvement of the Talbot Highway in suspension as a scenic route until the more useful highway is completed.

"If the people of Ontario will sustain the O.T.A. it will be honestly enforced and its weaknesses strengthened."—Premier Ferguson.

THE PLEBISCITE

On October 23rd the electorate of the province will be asked to give expression to their views in regard to the regulation of the use of intoxicating liquors. All now admit that because of its character some kind of regulation is necessary. In former times it was regulated under the license system, when its sale was allowed in hotel bars. Because of abuses which prevailed under this system, the people became disgusted and voted the barroom out of existence, and so thorough was this disgust that even the most enthusiastic supporters of the business are not asking for the return of the bar system. For the past few years the use of liquor according to the Ontario Temperance Act has been confined to that prescribed for medicinal purposes. The same old law-breaking influences have been at work, however, and the law has been broken, and a certain amount of what is commonly called bootlegging has been going on, but liquor has been difficult to get for it has only been obtainable through underground methods. Government control will again make it easy to get as a beverage.

At the Dundas Star points out, the use of liquor to excess and it will always be used to excess so long as it is obtainable—has always been the cause of much crime, poverty and privation, and the history of this province and other places has proven that the easier it is to get it the greater is the number of such deplorable affairs. And the same lawless element which has been breaking the O.T.A. would continue to break the law under Government control, as is the case in other provinces where it is in force.

Under old conditions the sight of an intoxicated man staggering about the streets was a quite common occurrence, and was taken as a matter of course. Under the O.T.A. conditions have radically changed, and the sight of a drunken man in our streets is now an occurrence which happens so very seldom that it is an anomaly, and the big chances are that he lands in the lockup before he has gone very far. Many people have not seen an intoxicated man in years. The O.T.A. has assuredly done a fine work in cleaning up our streets, and in the reduction of drunkenness and poverty, and the province should be loath to go back to conditions which make the obtaining of liquor easy and respectable.

WHAT GOVT. CONTROL MEANS

(Pin this up as a Reminder)

Is it not the simple truth that a vote for Government control is: A vote to go into the liquor selling business? A vote to place fresh temptation in the way of tens of thousands of men who have sobered up under the O.T.A., in spite of all the allurements of the bootlegger?

A vote to force the sale of intoxicants in hundreds of municipalities that were dry under local option for years before Ontario adopted prohibition?

A vote to increase drinking, drunkenness, bootlegging and reckless driving?

Unimpeachable records show that the O.T.A. has reduced drunkenness by 70 per cent. in Toronto, Ottawa and Hamilton, and that Government control during the last year has increased drunkenness by nearly 40 per cent. in Winnipeg, by 52 per cent. in Calgary, and by 111 per cent. in Edmonton. Equally reliable evidence shows that bootlegging has been multiplied by Government control in Winnipeg, and that system has increased reckless driving in Calgary by several hundred per cent. Citizens who know the facts about Government control and prohibition and who regard the public good will not vote for Government control.

Safeguard Ontario and you save the boy and girl.

MOSA COUNCIL

A meeting of the Mosa council was held at Glencoe on Saturday, September 20th. All the members were present except the reeve.

Moved by A. McCready, seconded by Isaac Watterworth, that John A. Leitch be appointed reeve pro tem. Moved by A. McCready, seconded by J. Watterworth, that the acting reeve be authorized to sign the contract for the repair of the Frederick Marsh drain. Carried.

Moved by J. Watterworth, seconded by James Gilbert, that by-law No. 741, to provide for the repair of the Frederick Marsh drain, be passed as read a third time, and that A. McCready be appointed a commissioner for to let and superintend the work of repairing the said drain. Carried.

Moved by A. McCready, seconded by James Gilbert, that by-law No. 739, to raise the requirements of the council for 1924, be passed. Carried.

Moved by J. A. Leitch, seconded by A. McCready, that Neil Mitchell be paid \$14 for sheep killed by dogs; R. Dunlop, registrar, 77c, for search of title; R. R. Foreman, \$1.50, for burying a dog; Joseph Babcock, \$6, for valuating sheep killed by dogs. Carried.

Moved by James Gilbert, seconded by Isaac Watterworth, that a grant of \$50 be made to the Mosa & Ekfrid Agricultural Society providing that Ekfrid and Glencoe each grant \$50 to the said society. Carried.

Moved by A. McCready, seconded by Isaac Watterworth, that by-law No. 738, to provide for the construction of the J. J. Shields drain, be finally passed as read a third time, and that J. A. Leitch be appointed a commissioner for to let and superintend the work. Carried.

The council adjourned to meet at Newbury on October 18 at the hour of 10 a.m.

C. C. McNaughton, Clerk.

GLENCOE FAIR PRIZE WINNERS

(Continued from last week)

Fruit

Variety of apples—Harry Harvey, Wm. Gould.
Northern Spy—Wm. Gould, Joseph Tait.
Golden Russet—Wm. Gould, Harry Harvey.
American Russet—Wm. Gould, John C. Gillies.
Roxbury Russet—Wm. Gould, Joseph Tait.
Rhode Island Greening—Wm. Gould, Harry Harvey.
Snow apple—Harry Harvey, Thos. Walker.
Maiden Blush—Harry Harvey, Joseph Tait.
King of Tompkins County—Harry Harvey, Wm. Gould.
Wagner—Harry Harvey, Joseph Tait.
Newton Pippin—Harry Harvey, Wm. Gould.
Baldwin—H. Harvey, Wm. Gould.
Duchess of Oldenburg—H. Harvey, Joseph Tait.
Ben Davis—Wm. Gould, Joseph Tait.
Yellow Bellflower—Joseph Tait.
Mann apple—J. C. Gillies, Thos. Walker.
Blenheim Pippin—Wm. Gould.
Talmont Sweet—Wm. Gould, Harry Harvey.
Wealthy—H. Harvey, Joseph Tait.
Fall pears—D. D. Campbell, J. C. Gillies.
Winter pears—Joseph Tait, Russell Walker.
Crawford peaches—Wm. Gould.
Peaches, any other kind—Wm. Gould.
Green Gage plums—D. D. Campbell, Wm. Gould.
Yellow Lombard plums—Wm. Gould, W. Hallstone.
Plums, any other kind—W. A. Hills, J. L. Tait.
Crab apples—D. R. McRae, John C. Gillies.
Concord grapes—W. Hallstone.
Grapes, any other kind—D. R. McRae, Russell Walker.

Specials

Most first prizes on fruit—Wm. Gould.
Spy apples—Wm. Gould.

Floral Exhibits

Begonias—D. D. Campbell.
Geraniums—D. D. Campbell.
Colums—D. D. Campbell.
House plant—D. D. Campbell, Wm. Hills.
Tropical plant—D. D. Campbell.
Asters, different colors—D. A. Campbell, R. N. Campbell.
Asters, 1 variety—M. L. Farrell, Mac Leitch.
Dahlias—Wm. Hills, Webster Bros.
Geraniums—Wm. Hills.
Gladioli, collection—Webster Bros., D. A. Campbell.
Gladioli, 10 spikes—Webster Bros.
Perennial phlox—D. A. Campbell, Wm. Hills.
Marigolds—D. A. Campbell.
Zinnias—D. A. Campbell.
Table bouquet or basket—Mrs. David Reeves, M. L. Farrell.
Hand bouquet—Thos. Henderson, Annie Walker.

Floral design—Wm. Hills, Annie Walker.

Special

Best display of flowers grown from Rennie's seeds—Wm. Hills.
Dairy Products
Crock dairy butter, 10 lbs.—Annie Walker, Mrs. Jacob Anthes, Mrs. Thos. McDonnell.
Dairy butter, 1-lb. prints—Annie Walker.
Butter, roll—Annie Walker.
Dairy butter, individual pats—Annie Walker, Fred Simpson.
Home-rendered lard—Annie Walker, D. A. Campbell.
Hens' eggs, brown shell—W. H. Switzer, Mrs. W. A. McCutcheon.
Hens' eggs, white shell—Arch. D. Leitch, W. H. Switzer.
Crock dairy butter—Annie Walker, Jacob Anthes, W. H. Switzer.

Specials

5 lbs. butter in blocks—Annie Walker.
5 lbs. butter in prints—Annie Walker.
10-lb. crock butter—Thos. McDonnell.
5-lb. crock butter—Annie Walker.
5-lb. crock butter—W. H. Switzer.
5-lb. crock butter—Annie Walker.
10-lb. crock butter—Hector McKellar.

Apiary and other Products
Honey, in comb—Wm. Gould, M. L. Farrell.

Honey, extracted—M. L. Farrell.
Display of honey, section and extracted—Wm. Gould, M. L. Farrell.
Maple syrup—Russell Walker, Nevin McVicar, J. L. Tait.
Maple sugar—Webster Bros.

Specials

Honey, in comb—M. L. Farrell.
Honey, strained—M. L. Farrell.
Domestic Science

White bread—Mrs. Thos. McDonnell, Dan K. McRae, Fred Simpson.
Brown bread—Mac Leitch.
Nutmeg bread—Dan K. McRae, W. A. McCutcheon.

Plain raised buns—Mac Leitch, Mrs. Thos. McDonnell, Dan K. McRae.

Baking powder biscuits—Arch. D. Leitch, James McRae, Mac Leitch.

Baking soda biscuits—Peter Duncanson, Mrs. David Reeves, W. H. Switzer.

Sugar cookies—John Craig, Webster Bros., J. L. Tait.

Date cookies—D. A. Campbell, Jas. McRae, Dan K. McRae.
Shortbread—Webster Bros., Dan K. McRae.

Jelly roll—Peter Duncanson, Arch. D. Leitch.
Sponge cake, uniced—Dan K. McRae, Peter Duncanson, Arch. D. Leitch.

Light layer cake—James McRae, Thos. Walker, Annie Walker.
Dark layer cake—James McRae, D. R. McRae, Arch. D. Leitch.

Apple pie—Arch. D. Leitch, Webster Bros.
Pumpkin pie—D. R. McRae, Dan K. McRae.

Lemon tarts—Webster Bros., Arch. D. Leitch.

Homemade candy—F. C. McRae, Webster Bros.

Canned tomatoes—Mrs. W. A. McCutcheon, Wm. Hills, Webster Bros.

Canned corn—Mrs. W. A. McCutcheon, Webster Bros.

Canned string beans—Mrs. W. A. McCutcheon, Webster Bros.

Mixed vinegar pickles—Wm. Hills, W. A. McCutcheon, Webster Bros.

Mustard pickles—Mrs. W. A. McCutcheon, Mrs. David Reeves.

Tomato catsup—Wm. Hills, Mac Leitch, Webster Bros.

Ripe tomato sauce—Mrs. W. A. McCutcheon.

Canned chicken—Webster Bros.

Canned strawberries—Webster Bros., Mrs. W. A. McCutcheon.

Canned cherries—Wm. Hills, Mrs. W. A. McCutcheon.

Canned pears—Mrs. David Reeves, Mrs. W. A. McCutcheon.

Canned peaches—Webster Bros., Mrs. W. A. McCutcheon.

Preserved citron—Mrs. McCutcheon.

Gage plums, preserved—Mrs. McCutcheon, Mac Leitch.

(Continued on page 5)



Children Cry for Fletcher's CASTORIA

MOTHER! Fletcher's Castoria is a harmless Substitute for Castor Oil, Paregoric, Teething Drops and Soothing Syrups, prepared to relieve Infants in arms and Children all ages of

Constipation

Flatulency

Diarrhea

Wind Colic

To Sweeten Stomach

Regulate Bowels

Aids in the assimilation of Food, promoting Cheerfulness, Rest, and

Natural Sleep without Opiates

To avoid imitations, always look for the signature of *Dr. H. H. Fletcher*. Proven directions on each package. Physicians everywhere recommend it.

The Moderation League of Ontario

Pres. dent. I. F. Hellmuth, K.C.

Government Control is People's Control

THE people of Ontario—not any narrow or isolated section of them—but the people of Ontario as a whole—have certain ideals of public and private life. British traditions have given us these.

These ideals are well understood.

Lawlessness, disrespect for law, lack of self-restraint, and excesses of all kind find no approbation in Ontario.

Government Control, in the present plebiscite, is simply a mandate by the people to the Government to proceed with legislation which, while dealing with and as far as possible eliminating excesses in drinking, will restore respect for law, and recognize the right of the citizen to regulate his private life in accordance with the principles of moderation and sanity.

Prohibition is a denial of such a mandate. It consists of an absolute order of "MUST NOT".

That it undermined private and public life—that it made lawlessness profitable—that it took revenues which should be used for the public good—that it created evils harder to subdue than those it pretended to abolish—was the verdict of Alberta, Saskatchewan and Manitoba within the last year. They had tried Prohibition for seven years and found that period quite long enough.

Of course, the verdict was not rendered without a fight. Just as here, the people were told of the wonders of prohibition. They were told how rich they had become, how sober they were, how crime had vanished, how low taxes were and how happy and prosperous everybody was. "Impartial" writers wrote articles in the newspapers, "unbiased" speakers made speeches.

But the people were not moved. They knew better.

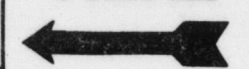
Then they acted. Just as soon as the opportunity arose they voted for Government Control. The Prohibitionists tried to prevent the people from expressing their views. Everywhere they said that a vote was unnecessary and sought to avoid one. Just as here.

But the people prevailed. They decided that, through their Governments, they would take control themselves.

Vote for Government Control as follows:

1	Are you in favour of the continuance of The Ontario Temperance Act?
2	Are you in favour of the sale as a beverage of beer and spirituous liquor in sealed packages under Government control?

MARK YOUR BALLOT HERE



Provincial Headquarters, 9 Richmond Street East, Toronto
Telephone: Main 8387 and Main 1193

R. Gordon Osler, Treasurer

C. D. Boyce, Secretary