

# 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 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

# How to say "No!"

Mark Your Ballot with an X after Each Question under the word "No"

|   |  |     |    |
|---|--|-----|----|
| 1 | Are you in favour of the repeal of the Ontario Temperance Act?   | YES | NO |
| 2 | Are you in favour of the sale of light beer containing not more than two and fifty-one one-hundredths per cent. alcohol weight measure through Government agencies and amendments to The Ontario Temperance Act to permit such sale?   | YES | NO |
| 3 | Are you in favour of the sale of light beer containing not more than two and fifty-one one-hundredths per cent. alcohol weight measure in standard hotels in local municipalities that by a majority vote favour such sale and amendments to The Ontario Temperance Act to permit such sale? | YES | NO |
| 4 | Are you in favour of the sale of spirituous and malt liquors through Government agencies and amendments to The Ontario Temperance Act to permit such sale?   | YES | NO |

Above is an exact reproduction of the Referendum ballot, showing the correct way to Vote in order to sustain the Ontario Temperance Act as it stands.

Everybody should study the four questions and realize exactly what they mean. Do not be misled by the insidious demand for "light" beer.

The beer of the ballot is 118% stronger than the Ontario Temperance Act now allows, and over five times as strong as the limit allowed for beer defined as non-intoxicating in Great Britain and the United States.

## Answer Each Question

- Unless you vote on every question your ballot is spoiled.
- You must mark your answer to each question with an "X" only. Anything else would spoil your ballot.
- Unless a majority vote "No" on question 1 the bars will be restored and the sale of all kinds of intoxicants permitted.
- Unless a majority vote "No" on questions 2, 3 and 4 the Ontario Temperance Act will become almost worthless.
- The only SAFE course is to mark your ballot as shown above.

# "No!"—Four Times—"No!"

No repeat; No government beer shops; No beer saloons; No government whiskey shops.—Four X's, each under the word "No."

## Ontario Referendum Committee

JOHN MACDONALD,  
Chairman

D. A. DUNLAP,  
Treasurer

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

## The Transcript

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NOTICE.—The Transcript has a large and constantly growing circulation. A limited amount of advertising will be accepted, at moderate rates. Prices on application. PRINTING.—The Jobbing Department has complete facilities for the printing of books, pamphlets, circulars, posters, blank forms, envelopes, etc., and also of wedding stationery, etc. Address all communications and make remittances payable to A. E. SUTHERLAND.

THURSDAY, OCTOBER 2, 1919

## A DAY FOR THANKSGIVING

Up to the time of going to press there has been no change made in the date of the holiday dignified by the name of Thanksgiving for this year, and Monday, October 13, evidently will be the day, as originally set. A few days ago they endeavored down at Ottawa to fix the day permanently for the second Monday in November. Then that and another proposition were given the "six months hoist," which means that the same old question will be debated again next year. If the country must have this holiday as an annual event, some permanent date should be fixed. People could then set their dates for other occasions without fear of conflicting. If it is really and truly intended to set apart a day for national thanksgiving, the second Monday in November is suggested, as it would perpetuate Armistice Day—a day for which the whole world cannot be too thankful. The trouble appears to be that we have lost sight of the true object of the holiday, which as far as can be seen is devoted almost entirely to sports and visiting and other selfish pleasures.

## THE PROVINCIAL ELECTION

With the general election and the referendum vote on the same day, at least this measure of satisfaction is possible, that a record proportion of voters will be polled. With the activity of the prohibition and anti-prohibition agencies added to the usual political appeal to the electorate, public interest should be raised to a high pitch that will be reflected in the returns. Whatever the end may be, it is eminently desirable that it be representative so far as that is possible under the circumstances for the province. There have been occasional intrusions of isolated independents into the political field, seldom crowned with success. Now, however, a really serious invasion of the once sacred preserve has happened in the shape of farmer and labor candidates, and in not a few instances farmers and labor-unionists have joined forces and will support a common standard-bearer. What will eventuate at the enumeration under these circumstances is entirely conjectural.

## BECLUODING THE ISSUE

The St. Marys Argus says: "There is no marrying or giving in marriage in Heaven," neither is there any marrying or giving in marriage between either political party and the "temperance" cause in this coming election. It matters not how desperately either or both may flirt with the issue. The referendum vote removes absolutely all justification of a vote for and at the same time removes the possibility of such a relationship. The Liberal party has a platform, the Conservative party has a platform, the U. F. O. has a platform. The platform of each candidate in the coming election is obvious and delimited. It is to place before the electorate the merits of his party platform as fully and as well as it is possible for him to do it, and to try his best to persuade the electorate to elect that party to office, as he considers that party's platform and that party's ability to carry it out would be in the best interests of the province. But he should stop there. No irrelevant issues should be brought in. No deft side-stepping should be indulged in. There should be no camouflaging to net a strong sentiment that is not called into play by the issues before the electors. No "playing the game" should be engaged in to round up groups which have nothing particular at stake in this election. The course for each candidate is clear-cut and delimited, and the candidate who does not pay homage to this definiteness and this clear-cutness and follow them during the campaign is playing false with himself and with his fellow-citizens, and is not worthy of the suffrage of the people. There is enough in the various platforms to engage a candidate to the fullest limit of his capacity for the next month or six weeks, without wandering far afield to drag in wholly irrelevant issues to confuse the minds and prejudice the decisions of the electors. The people of the country are anxious that the business, used in its broadest and biggest sense, of the country be conducted in the most efficient manner, and that certain men may attain to certain positions that are dearly desired as goals of personal ambition.

## LETTERS TO THE PAPER

One of the most interesting departments in any paper is that devoted to what some editors have called "editorials by the readers." The editorial columns of a paper reflect the opinions, and very often the prejudices, of one person, who very often does not hold the same opinions as the readers. It is to give opportunity for the "contrary," if any, to express its side of the matter that the column headed "Letters to the Editor" has come into existence, and happy is the editor whose readers have sufficient interest in community, national, social or religious affairs to make his paper the forum for the discussion of them all. There is a quite general impression that the editor of a paper has much

# Comradeship



Admiral Sir David Beatty

ADMIRAL Sir David Beatty, when speaking at Leicester a few days ago, said:—

"We have been through four and a half years of a great struggle. We have all learned something—the true value of comradeship. Comradeship has enabled us to win the war." Realizing the significance and truth of this statement the Citizens' Liberty League appeals to the people of this Province to develop the spirit of comradeship, mutual forbearance, toleration and sympathy. Let us be fair-minded, less rigid, more reasonable, and more willing to give and take.



Samuel Gompers

The workmen of Ontario appeal for better beer—non-intoxicating beer—beer containing 2.51% alcohol by weight—THE BEER OF THE BALLOT.

Samuel Gompers, the world's greatest labor leader, stated the workman's position clearly when he said:

"The normal men, the men of Labor who work eight hours a day and no more, the workmen who earn decent pay, the workmen who have comparatively comfortable homes, they do not want the artificial spirit of normal spirit finds comfort in pleasant surroundings; he does not need, and, as a rule, does not partake of intoxicating drinks; he shuns the effects of intoxicants. What we now ask is that the men of Labor, the masses of our people, shall have the opportunity to drink a glass of beer of not more than 2 1/2% by weight of alcohol in that

beer, and I am told you cannot drink enough of that character of beer to get drunk even if you tried."

Scientific tests, practical experiments and thorough research prove that beer of even greater strength than 2.51% of alcohol by weight, is absolutely non-intoxicating. (The results of these tests have been filed with the United States Circuit Court of Appeals).

As no harmful results can possibly come from drinking beer of this quality—there is any fair or logical reason why the working men should not have the more palatable beer for which they are asking—THE BEER OF THE BALLOT?

Support the working men and the Citizens' Liberty League in the endeavor to obtain a fair, just and reasonable compromise on the present too drastic prohibitory legislation.

## Vote "YES" to all Four Questions

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

## Citizens' Liberty League

Hon. President  
SIR EDMUND B. OSLER  
Vice-President  
L. P. HELLMUTH, K.C.

PROVINCIAL HEADQUARTERS  
22 College Street, Toronto  
T. L. CARRUTHERS, Secretary

Hon. President  
H. A. C. MACHIN, M.P.P.  
Hon. Treasurer  
F. GORDON OSLER

Unusually Good Values in  
**Winter Coats**  
at **\$29.50**

Coats of surprisingly good quality with a representative model pictured. It is of bottle green Velour with a wide belt, an unusual shoulder yoke across the back and two deep, roomy pockets. Its huge collar of taupe Coney fur may be buttoned snugly around the throat. Lined to the waist in good quality dark green satin and warmly interlined.

We Accept Canadian Money at Par

THE STORE THAT SHOWS THE NEW THINGS FIRST

**B. SIEGEL & CO.**  
DETROIT

the same advantage over his readers that a preacher has over his hearers, in that they cannot "talk back." This is a misconception. The average editor gets tired of seeing nothing but his own opinions in the paper, and welcomes every attempt on the part of his readers to tell him where he "gets off at." If you have anything of public interest you would like to put before the readers of the paper, write to the editor about it.



## MAIL CONTRACT

SEALED TENDERS, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 7th day of November, 1919, for the conveyance of His Majesty's Mails, on a proposed Contract for four years, six times per week, over Glencoe No. 1 Rural Route, from the 1st day of April, 1920.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Offices of Glencoe, Appin and Newbury, and at the Office of the Post Office Inspector, London.

CHAS. E. H. FISHER,  
Post Office Inspector.  
London, 26th September, 1919.

## VILLAGE OF GLENCOE

### BY-LAW NO. 257

To take the vote of the ratepayers of the village of Glencoe entitled to vote on money by-laws, on a question to be submitted whether the said ratepayers are in favor of a supply of electric power from the Hydro-Electric Power Commission of Ontario.

WHEREAS the municipal council of the corporation of Glencoe deems it advisable to submit to the ratepayers

of the village of Glencoe entitled to vote on money by-laws a question as to whether the said ratepayers are in favor of a supply of electric power from the Hydro-Electric Power Commission of Ontario.

THEREFORE the council of the corporation of the village of Glencoe enacts as follows:

1. THAT the following question be submitted to the ratepayers of the municipal corporation of the village of Glencoe entitled to vote on money by-laws:

Are you in favor of obtaining from the Hydro-Electric Power Commission of Ontario a supply of electric power?

2. THAT the votes of the said ratepayers shall be taken on this question at the following times and places and by the Deputy Returning Officers and Poll Clerks hereinafter mentioned, that is to say: On the fourteenth day of October, A. D. 1919, between the hours of nine o'clock in the forenoon and five o'clock in the afternoon, at the following places: For Polling Division Number One—at the town hall, by Charles George, Deputy Returning Officer, and Arnold Aldred, Poll Clerk; for Polling Division Number Two—in the building known as the Simpson House, by P. J. Morrison, Deputy Returning Officer, and Harry Moss, Poll Clerk.

3. A true copy of this by-law shall be published in the Glencoe Transcript on the following dates, namely: the 15th day of September, 1919, and the 25th day of September, 1919, and the 2nd day of October, 1919, and copies of this by-law shall be posted in the following places, namely: The town hall and the post office in polling division No. one, and at the building known as the Simpson House and the electric power station in polling division No. two.

4. On the tenth day of October, A. D. 1919, at the council chamber in the town hall in the village of Glencoe at ten o'clock in the forenoon, the reeve of the said village of Glencoe will in

writing signed by him appoint two persons to attend at the final summing up of the votes by the clerk of this corporation and one person to attend each polling place on behalf of the persons interested in and desirous of the answering of the said question in the affirmative, and a like number on behalf of the persons interested in and desirous of the answering of the said question in the negative respectively.

5. The fifteenth day of October, A. D. 1919, at the said council chamber in the village of Glencoe at ten o'clock in the forenoon is hereby appointed for the summing up by the clerk of this corporation of the number of votes given in the affirmative and in the negative respectively.

MADE, PASSED and ENACTED this fifteenth day of September, A. D. 1919.

A. J. WRIGHT, CHAS. GEORGE,  
Reeve. Clerk.

Notice  
TAKE NOTICE that the above is a true copy of the by-law passed by the municipal council of the village of Glencoe on the fifteenth day of September, A. D. 1919.

AND FURTHER TAKE NOTICE that at the hour, day and places therein fixed for taking the votes of the electors the polls will be held.

First publication the eighteenth day of September, A. D. 1919.

CHAS. GEORGE, Village Clerk.  
Council chamber, fifteenth day of September, A. D. 1919.

Internally and Externally it is Good.—The crowning property of Dr. Thomas' Electric Oil is that it can be used internally for many complaints as well as externally. For sore throat, croup, whooping cough, pain in the chest, colic and many hundred ailments it has curative qualities that are unsurpassed. A bottle of it costs little and there is no loss in always having it at hand.