# THIS STORE DOES NOT ENCOURAGE EXTRAVAGANCE

Economy in buying merchandise means good judgment in selections. Getting the best quality possible at most reasonable prices.



Our Winter Stock now at its best, with quality kept right up to top notch

Prices so low and reasonable we ask closest comparison with anything offered from any source.

Our early buying of ample stocks places us in a position to offer goods in every department at from 10 per cent. to 20 per cent, below present values. Later buying will find many lines clean out of the market and lines available much higher in price. We can with sincerity advise you to buy full winter's supply now.

If our advice to buy now to save money is not correct, two months from purchase of any article we sell you return to us and get 10 per cent. more than you paid us. This is an exceptional war year. We are in a position to know better what future prices and difficulty of procuring goods is going to be. This is why we keep advising our customers to anticipate future wants and buy now.

### Do you want to buy some Table Damask

at 25 per cent, below present value? See what ware offering this week at 50c, 75c, \$1 and \$1,25.



Our September sales were very heavy. Our October turnover points to a very great increase.

Having the goods and prices right and serving you well, we hope to not only hold all old customers but to

## Some special lines you should buy this week

Your winter supply of Underwear

Watson's Celebrated Underwear at last year's price while present stock lasts.
Watson's Fine Wool Combination Underwear.
Vests and Drawers for Women, Misses and Children, every price less than present value.

## Your Family Stock of Shoes

Because money can't buy better we stick to "Empress" make for women's fine shoes, "Slater" and "McCready" shoes for men. "Cote's" make for heavy solid wear. We are in a spiendid position to save our customers money if they buy now.

## Your Clothing an Important Matter

We bought heavily in Blue Serge Suits immediately following declaration of war. We have large stocks of the same serge, exactly same dye as we have handled for years.

Exceptional values in best Vickerman's Serge Suits at \$17.50, \$20, \$22.59 and \$25. Add \$3 to these prices and you cannot match our qualities elsewhere.

Boys' and Youths' Suits. Ample choice.

Serge, Gabardine and Broadcloth Dress Goods at a saving on today's values.

Black and Colored Duchess Silk Underpriced



# J N CURRIE & CC

With the Stock and Service Our Customers Appreciate

Published every Thursday morning from THE TRANSCRIPT Building, Main Street, Glencoc, Ontario. Subscription—to addresses in Canada and all points in the British Empire, \$1.00 per year; to addresses in the United States, \$1.00 per year; payable in advance.

Published every Thursday morning from Thurbang the Construction of the Pittish Empire, \$1.50 per year it to addresses in the United States \$1.50 per year—payable in advance. Advertrishs.—The Jobbing Department has an observed rates. Prices on application. Jon Prayring.—The Jobbing Department has books, pamphlets, circulars, posters, blank forms, programmes, cards, envelopes, office and weighing stationery, etc. dank remit there is payable to A.F. STHERLAND.

THURSDAY, OCTOBER 12, 1916

Thursday in the period of the British Red Cross Appeal on October 19th as follows: "My visit to England and France has a roused deeper appreciation than ever of the splendid work of the Red Cross. It deserves every support and I frust the people of Ontario will respond with their usual generosity to the British Red Cross Appeal for October 19th."

It is stated that there is, an increasing tendency to cigarette smokens before the more and the question arises, Where are the boys getting the dope? A provincial act prohibits the sale to minors, and it is a duty incument on county constables to take youthful cigarette smokers before the magistrate and have them question."

At the Appin Schools, page number of each class, and the quality was exceptionally good. The people of the splendid manual proposed the prize last. A flexible was exceptionally good. The people of Appin A

see the boys getting the dope? A provincial act prohibits the sale to minors, and it is a duty incumbent on county constables to take youth ill cigarette smokers before the magistrate and have them questioned as to how and where they obtained the cigarettes. Unfortunately Glence is at present without a constable able to be on duty. Speaking of the injurious effects of cigarette smoking, a physician of large experience stated the other day that he had treated more physical which have been broken unit is sandly honored. Practically in the cigarette smoking than those from the results of alcoholism, and while there was some hope for the alcohol victim it was absolutely impossible to restore the victim of the cigarette habit.

May Go to Front as Unit.

Information received from officers of the corps in England makes it appear that the 130th Middlesex County. Beart Covey 13, Margaret Lovell 5, Mornan Adams 4, Cots, Light Bate 1. Cots, Li

Calium 17, Ella Quick 3, Minnie McNeil
4, John Hugh Walker 4,
Golden Glow Corn—Archie Walker
4, John A. Steele 17, Harold Nevin 3
Mangles—Grant Smith 17, Albert
Moon 17, John A. Munroe 17,
Sheaf of Oats—Gondon Fields 4,
James Munroe 17,
Asters—Edna Munroe 23, Ella Quick
3.
Bouquet from Home Garden—Mae
Moore 17, Annie Ferguson 23, Leone
Winters 3, Bessie Muoroe 23, Jean
Patterson 4,
Pen of Bred to Lay Barred Rocks—Marion Campbell 17, Leone Winters 3,
Wm. E. Munroe 23, John Walker 4,
Bred to Lay Barred Rock Cockerel—Marion Campbell 17, John Walker 4,
Moore 17, Collection of Med Seeds—Wm. E.
Munroe 23, Gordon Fields 4, T. W.
Little 17, Elsie M. Leitch 17, Mae
Moore 17, Collection of Insects—Elsie M. Leitch
17, James Munroe 17,
Vm. E. Munroe 23,
Bred to Lay Barred Rock Pullet—
John Walker 4, Mation Campbell 17,
James Munroe 17, Leone Winters 3,
Wm. E. Munroe 23,
Pair of Bred to Lay Barred Rocks—Philip Patterson 4,
Light Breed Colt—Philip Patterson
4,
Light Breed Colt—Philip Patterson
4,
Penmanship, pupils over ten—Mar
Beef Calf—Duncan McNaughton
4,
Penmanship, pupils over ten—Mar
Breight Garden McNaughton
4,
Penmanship, pupils over ten—Mar
Campbell 23, Annie Ferguson 23, Jean
McNaughton 4, Vera Nevin 3,
Fancy Apron—Gladys Campbell 23,
Fancy Apron—Gladys Ca

Beef Calf - Duncan McNaughton 4. 17.

Beef Calf—Duncan McNaughton 4.
Penmanship, pupils over ten—Marion Campbell 17, Minnie McNeil 4, Beatrice McAlpine 17, Gladys Campbell 23, Wm. Munroe 23.
Penmanship, pupils under ten—William McKellar 17, James Munroe 17, Bessie Munroe 23, Edith Nevin 3, Edith Quick 3.
Essay on Agricultural Subject—Effie McKellar 17, Munroe, Elsie Leitch 17, M. J. Munroe, Elsie Leitch 17, Annie Ferguson 23, Map of Township—Alex. McKellar 17, Annie Jerguson 23, Half pound Fudge—Edith Nevin 3, Elsie Leitch 17, Edna Munroe 23, Verna McCallum 4, Vera Nevin 3, Loaf Bread—Annie Ferguson 23, Loaf Bread—Annie Ferguson 23, Beatrice McAlpine 17, Gladys Campbell 23, Ida Graham 4, Annie Lightfoot 3, Jean McNaughton 4, Laura Qampbell 23, Bessie-Munroe 23, Verna McCallum 4, Vera Nevin 3, Loaf Bread—Annie Ferguson 24, Beatrice McAlpine 17, Gladys Campbell 23, Ida Graham 4, Annie Lightfoot 3, Jean McNaughton 4, Laura Qampbell 23, Bessie-Munroe 23, Verna McCallum 4, Vera Nevin 3, Loaf Bread—Annie Ferguson 24, Beatrice McAlpine 17, Gladys Campbell 23, Ida Graham 4, Annie Holland Gra

900 DROPS

INFANTS & CHILDREN Promotes Digestion.Cheerfu ness and Rest. Contains neith Opium Morphine nor Minera

NOT NARCOTIC. Recipe of Old De SAMUELPHONER Pumpker Seed -Alix Seana + Richelle Salts -Ause Seed + Proportion -Li Carborate Sola + Worm Seed -Worm Seed -Worm Seed -Worm Seed -Wortegroup Flavor -Wortegroup Flavor -

Aperfect Remedy for Constipation. Sour Stomach, Diarrhoea mess and Loss of Sleep. Fac Simile Signature of Chart Fletcher. THE CENTAUR COMPANY.
MONTREAL&NEW YORK

35 Doses -35 CENTS

Exact Copy of Wrapper

**Mothers Know That Genuine Castoria** Always Bears the Signature

Use For Over Thirty Years



# Give and heal!

An urgent call for help again goes forth from the Motherland's mighty lifesaving agency — the British Red Cross. The Empire is called upon to give greatly, give lovingly, give quickly, that the sick, wounded and suffering on all the battle fronts may not languish and perish in their hours of deepest need.

Here is a great work in which all can share. The Joint War Committee of the British Red Cross Society and Order of St. John is the only institution which carries voluntary aid to the sick and wounded of the British forces on land and sea in every region of the war. Thousands of lives of our bravest and best are saved through this splendid work. YOUR gift may save a life. Isn't it worth doing? It is GIVE!

# Make "Our Day" Your Red Cross Gift Day Give on October 19th

Ontario's princely gift in 1915 of \$1,514,000 rang, a clarion mercy call, throughout the Empire. The British Red Cross were grateful beyond measure, and their appeal through Lord Lansdowne, President, now comes to us as to friends who sympathize and help. The need is greater to-day than a year ago—it is ever growing. Will Ontario do less than she did last year? No! GIVE—give a day's pay, give all you can, GIVE

Premier Hearst Has Seen the Work "My visit to England and France has aroused deeper appre ciation than ever of the splendid work of the Red Cross. It deserves every support, and I trust the people of Ontario will respond with their usual generosity to the British Red Cross Appeal for October 19th,"

## He gives twice who gives quickly. Your help is needed NOW!

The Motherland's only direct appeal to us for help in this great war is her great Red Cross mercy work. Ontario's response must and will be quick and generous. Give through the Treasurer of your Local Committeeor, send your subscription to the Clerk of your municipality—or, make it payable to Hon. T. W. McGarry, Treasurer British Red Cross Fund for Ontario, Parllament Buildings. Toronto. ment Buildings, Toronto.

Don't Let Your Stricken Defenders Call in Vain, but

Give and heal!

The Red Cross looks after the transportation of sick and wounded—it equips thousands of hospitals, rest and convalescent homes, it supplies countless requisites for hospital work, clothing and other comforts. Over 2,000 Red Cross Motor Ambulances are at work on the various fronts, while "rest stations," hospital trains, steamers and launches, food for prisoners, books, special work for the blind, etc., etc., are a few, only, of Red Cross activities.

# The Sick and Wounded Call For Your Help Give on October 19th

Your gift will go entirely to the British Red Cross, where, again, through much voluntary work, the working expenses are cut down to only 2½% of the total revenue. Thus, if you give \$10, actually \$9.77½ goes to the healing and saving of some stricken hero. The expenses of the Ontario Committee, advertising, printing, etc., are being met entirely by the Provincial Government.

Mr. N. W. Rowell, K.C., Brings a Red Cross Message "I bring a message of cheer to those who have relatives at the front and who fear they may be wounded. I believe every-thing human skill can do, that human care and sympathy can provide, is being done and provided each day and each night throughout the year by the Army Medical Corps and the Red Cross. It is a perfect marvel of efficiency." MR, N. W. ROWELL, R.C.,

