

This Store Figures on Increased Volume of Business and Less Overhead Expense

To get this increase in sales we must sell merchandise at TODAY'S LOWEST PRICES, not what prices were or what merchandise might have cost us.

Replacement Prices Today

are our price guide. In many cases our prices are below replacement values. This is the reason for our sales increasing each month when most business houses are complaining of sales falling off.

Greater Reductions This Week in Almost All Departments.

Shoes Show Big Reductions

All lines of Fine Shoes down about 40 per cent.
All lines of Heavy Wearing Shoes down about 30 per cent.
A few other lines down more or less.

Clothing

Clothing shows big shrink in prices, in some cases 50 per cent.
New lines opened up this week.

Working Men's Outfits, 40 to 50 per cent. down

Work Shirts, Overalls, Smocks, Sox, etc., down about one half.

Big Change in Staple Prices

Cottons, Cottonades, Denims, Shirtings, Sheetings, Galateas, Gingham and Chambrays, all down 40 to 60 per cent.

Hot Weather Requirements

You will benefit by our splendid values in these lines.
Summer Underwear for men, women and children, direct from Watson Manufacturing Co.'s factory.

Advance Styles in Sport Skirts

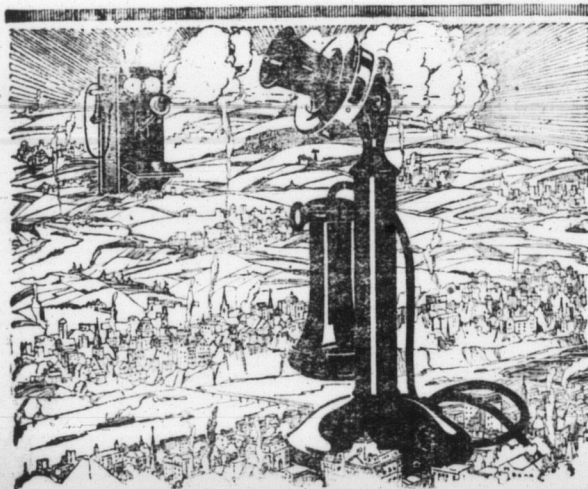
including all the new things in All Wool Flannel, Gabardine and Serge, in cream, plain and fancy. 25 per cent. below city prices. Compare and see.

New Waists

in new advance styles. Just the "snappy stuff" people are looking for.

This store's reputation for a step ahead in quality and a step back in price is well maintained through this most trying period.

J. N. CURRIE & CO.



This Way — to Broader Markets

Right at your elbow is your Long Distance telephone. With it, you can talk with any of 12,000,000 telephones in Canada and the United States.

"Clear the Way!" Long Distance seems to say — "here's an important message!"

For there is something impressive about a Long Distance call. The customer is favorably impressed before he knows what the message is about. And Long Distance gives you the right of way into every man's office. He can ignore your advertising, your letter, or even your traveller, but ignore a Long Distance call? Instinctively he reaches for the telephone!

Keep down selling expense. "Use the 'Bell' to Sell." You will be amazed to find how many people can be sold your product by Long Distance—quickly—economically.

If you have several calls to make, our Local Manager can arrange to have one follow the other. Think of him as the Manager of your telephone service. He can suggest ways of applying Station-to-Station service to your business.



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 has a large and constantly growing circulation. A limited amount of advertising will be 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, programs, cards, envelopes, office and wedding stationery, etc. A. E. Sutherland, Publisher.

THURSDAY, JUNE 23, 1921

Unless extraordinary and sustained bad weather intervenes one of the best crops in Canada's history is assured this year, according to a statement made by the Deputy Minister of Agriculture. Conditions in the east are slightly better than in the west.

The Ontario Sheep Breeders' Association are strictly up against it this year with regard to the disposition of their wool and that at a time when it looks as though the crop of wool in Ontario will be larger than for a number of years. There is at the present time stored in the Winter Fair building in Guelph over 300,000 pounds of wool, and many thousands of pounds are coming in from all parts of the province every day.

There is absolutely no sale for this wool in Canada, as the mills are not operating to any extent, and there is no demand.

In some of the smaller places, where mills are in operation, they are only paying five cents a pound for the wool. The cause for the ab-

sence of a market for this wool is the emergency tariff put on wool by the United States Government, which is 15 cents a pound, and practically amounts to an embargo.

Mr. O'Brien, of the Co-operative Wool Growers' Association, has gone to England to look into the wool situation there and see if he cannot find a market for the wool, as there is not much hope of the American market opening up.

Thirty-nine million dollars have been collected so far this year by way of 1920 income taxes. Many people have availed themselves of the instalment plan of paying this year, so the figures are considered very favorable as only one instalment has been met in many cases.

In the first year in Canada, nine millions had been collected. In the second year, twenty million. In the third year Canada collected over six millions. The average per person collected in the first year was \$200 and last year \$244.

This is the time of readjustments, and the painful process will be over the more quickly if people get that get-rich-quick idea, begotten of the high price era, out of their heads and settle down to a slower, less feverish process of acquiring a competence. To many—particularly those who have had to live on a settled income—the present lowering of prices is salvation from poverty; and those who have "made big money" the last few years should now be content to give less fortunate ones a chance to live comfortably. However, it is going to be no easy matter to get down to anything like the old levels, and to accept the dollar at its increased value as prices decline.

Says the Ridgeway Dominion: A sign of real smartness is to drive a motor car at an excessive speed on a crowded highway. It is all very well for a bunch of dubs to be considerate of the laws or of the rights of others, but the real bright guy shows his superiority by endangering the lives and property of his fellow citizens.

Toronto Saturday Night says that a potent cause of juvenile crime is the undue prominence given to reports in the daily papers of criminal actions of all kinds. The tendency of the press to furnish the public with sensational stories is, no doubt, doing much to create in the youthful mind a feeling that acts of daring are really heroic deeds, and incite many youths to commit crimes they would not otherwise think of. To ignore them would be better.

McCREADY

The crops in this locality are sadly in need of rain. The bounteous showers which have visited other localities have somehow missed this section.

The boys have organized a baseball club and play on Monday evenings. We wish them success and hope they will be able to distinguish themselves on the diamond and that our burg will be able to produce a Ty Cobb or a Babe Ruth.

Mr. McLean, editor of the Alvinston Free Press, accompanied by his wife and Mrs. Sara McLean, spent Sunday, the 12th, at Lachie McTaggart's.

Mrs. Joseph Waterworth, accompanied by her sisters, Mrs. McRobbie of Detroit and Mrs. Stewart of Alvinston, spent Thursday in London visiting their sister, Mrs. McCahill. On Friday they spent the day with their sister, Mrs. Dewar, West Albinborough. Alex. McClure has rented a farm near Sarnia and intends moving there in the near future.

A little ad. will sell it.

WEST MIDDLESEX U. F. O. Picnic STRATHROY, JULY 1st

All Roads Will Lead to Strathroy on Dominion Day
Great Program Prepared — Races Already Well Filled

U. F. O. Picnic, July 1—a celebration of, for and by the people of West Middlesex. This means that each individual friend of the organization is responsible for its success or failure. The committees are only striving to carry out your wishes.

The organization cannot remain stationary. It must go forward or back. This is the natural law. Which shall it be? It is yours to say, absolutely.

The pivotal idea of this celebration is to strengthen your organization and to prepare for the strenuous times ahead.

There is no other method which so effectively consolidates the ranks, dispels suspicion and ensures success. It is clearly your duty to be there, and it is also your duty to see that everyone else will be there.

If your organization fails, your last condition as a class will be worse than your first. They will do with you as they will. But if you remain steadfast, your ideals of democracy will ultimately prevail.

It is true we have had some disappointments, but these are incidental to the history of all great causes and should incite us to greater efforts.

Regarding disappointments: Do your own criticizing; do not listen to your enemies, for you know when Satan gets a prospect he immediately enlists the services of seven other demons.

Those not directly interested in the farmers' movement will get their

money's worth heaped up, pressed down and flowing over.

Our battle cry: "On to Ottawa!"

When Shakespeare wrote "To thine own self be true" he meant that you should go to this great celebration and give yourself and your recognized agent a square deal. Remember that ordinary excuses will not do on this occasion and that nothing but sickness or death will excuse your absence that day.

The secretary has received official notification that Mr. Crerar cannot be with us on July 1st, as he has been subpoenaed to give evidence before a government commission that week. This is a great disappointment to the committee, but they have strong hope of securing Dr. Michael Clark as a substitute. The result will be made known through the press.

The relay race is causing great interest and keen rivalry. Already 14 teams have entered. All entries should be in this week.

The ball teams will play as follows: Strathroy vs. Appin at 9.30 a. m. Poplar Hill vs. Ilderton at 11 a. m. winners to play at 6 p. m.

In future years your children will inquire, "Were you at the great U. F. O. celebration in 1921?"

The vanguard of 35 horses entered for the three staked races are already here. More are arriving daily.

Four thousand dollars in purses and prizes.

Get Your Pictures Framed

Before they get Soiled and Broken
Up to July 15th we will allow 25 per cent. off all Picture Moulding. A few odd ends as low as half price.
We carry a full line of first-class Mouldings, also Framed Pictures and Mirrors.

J. B. GOUGH & SON

SPECIAL NOTICES

25c trade and 27c cash for eggs at Mayhew's.

Wooden cistern for sale.—Mrs. Nixon, Glencoe.

Wanted — slave jointers. — Reid Bros., Bothwell, Ont.

For sale—new milch cow with calf by side.—Frank Copeland.

I still have some fertilizer on hand.—J. D. McKellar, Glencoe.

For the best value in men's pants and overalls, go to Lamont's.

Kellogg's corn flakes 11c, red salmon 25c large can, at Mayhew's.

For sale — washer, with good wringer attached.—M. L. Farrell.

Bruce McAlpine, dealer in flour, feed, coal, wood, salt, cement, etc.

Young pigs for sale. Apply to Albert George, Route 1, Glencoe; phone 609r23.

Am still buying wheat at North Glencoe.—J. D. McKellar; phone 623 ring 23.

For sale—lot and barn on Symes street, next to post office. Apply to Mrs. Keith.

Wanted—sewing by the day or at home; good experience. Apply to Box 202, Transcript.

For sale—Primolite lens for automobile headlights, at \$2 per pair.—Galbraith Bros., Appin.

Matt, Waterworth will preach at Woodgreen church every night this week, including Sunday.

Saws filed, furniture repaired, shoes repaired, 2 second-hand lawn mowers for sale.—Harry Vause, next to Hayter's grocery.

Strayed — onto lot 19, Longwoods road, about June 1st, a 2-year-old steer; red, with white stripes over back.—Geo. Smith, Route 3, Glencoe.

I am prepared to do all kinds of work in the way of raising and moving buildings.—Wesley Henderson, R. R. No. 1, Glencoe; Bell telephone 609 r 24.

Specials for this week at Lamont's: Khaki pants, \$1.95; khaki shirts, \$1 to \$1.40; best cottonade pants, \$1.95; boys' blouses, 75c each; boys' bloomers, \$1.25 to \$2.25; hosiery, 40c pr.

To cover the cost of recent improvements made in the Edie cemetery, plot holders are asked to pay \$1 a plot to Alex. F. Poie, treasurer, or to the Merchants Bank, Glencoe, to be placed to the credit of the cemetery account.

Miss Glenn of Glenn-Charles, Toronto, Canada's hair fashion store, will be in Glencoe, McKellar House, Wednesday, June 29, with a full line of ladies' and gentlemen's hair goods. If you are not satisfied with the appearance of your hair consult Miss Glenn, who is an authority on hair goods and individual hairstyles. Free demonstration.

A lawn social under the auspices of Ferguson Crossing Needle Club will be held on the school grounds in S. S. No. 12, Mossa, on Wednesday, July 6. Good program by the following: Joe Williams, celebrated comedian, of Toronto; Imperial Orchestra, of London; B. J. Sedman, celebrated baritone, of London. Supper served on the grounds from 7 to 9 o'clock. Grounds lighted with electric lights. Chairman, Rev. D. Robertson. Admission, 50 and 25 cents.

Enrolled, Form 1, will stand during the season of 1921 at his own stable, lot 15, 2nd range south of Longwoods road, Ekfrid, and at the following noon stands:—

Monster GARDEN PARTY NAPIER Friday, June 24th

Grand Concert by FAX FUN COMPANY of Toronto; GEORGE NEAL, Famous Scottish Tenor of Toronto; McDONALD JUVENILE KILTIE BAND, London.

Admission—Adults, 35c; Children, 15c
President, John McNeil Secretary, W. E. Winter

DOMINION TIRES

DUNLOP TIRES

Electric Supplies—Irons, Toasters, Grills, Washing Machines, etc.

Muresco, Floglaze and Sherwin-Williams Paints.

Beatty Bros. Hay Cars and supplies.

Barrett's Slate Surface and Everlastic Roofing.

Perfection Oil Stoves, Lawn Mowers, Hammocks, Harvest Tools, Auto Accessories, Buggy and Auto Rugs—in fact, just about anything you need in hardware, at prices that are "exactly right."

GOODYR TIRES

C. T. DOBBYN, NEWBURY

GALL STONES

"MARLATT'S SPECIFIC"

A never failing remedy for Appendicitis, Indigestion, Stomach Disorders, Appendicitis and Kidney Stones are often caused by Gall Stones, and mislead people until those bad attacks of Gall Stone Colic appear. Not one in ten Gall Stone Sufferers knows what is the trouble. Marlatt's Specific will relieve without pain or operation. For sale at all Drug Stores or

H. I. Johnston, Druggist, Glencoe, Ont.

J. W. MARLATT & CO., 211 Gerrard St. E., Toronto, Ont.

High Average Mileage

Sometimes you find a tire that gives extraordinary mileage—one in a dozen perhaps. Whereas the average of mileage given by a dozen—or a hundred—Ames Holden "Auto-Shoes" will be as high as that given by the exceptional ordinary tire.

It's the high average that counts—that cuts the cost of miles—that makes it worth while to get Ames Holden "Auto-Shoes" instead of ordinary tires.

AMES HOLDEN "AUTO-SHOES"

Cord and Fabric Tires in all Standard Sizes

For Sale By

Wm. McCallum
Phone 88

M. J. McAlpine
Phone 19w

Geo. Parrott
Phone 36w

"Grey Sox" Tubes

"Red Sox" Tubes