

Complete New Stock of Merchandise at J. N. Currie & Co.'s Store

After eight months of big "clearing" and "stock reducing" sales; after selling piles of merchandise at "half price," great quantities at far below what we paid ourselves, forgetting cost or anything near. Our whole aim was to "clear" before we bought another dollar's worth, the result being that we

REDUCED OUR STOCK OF MERCHANDISE TO THE LOWEST POINT SINCE WE STARTED BUSINESS.

There was the choice of keeping up our stock at high prices or reducing stock in order to be ready to buy at low prices when the opportunity came. We chose the latter. We sacrificed piles of goods, but in doing so we made many new customers. We took our losses as our customers did.

**THE BENEFIT OF NEW LOWEST LEVEL PRICES
IS GREATLY INCREASED SALES**

If you see anything advertised that appears a bargain, come to this store and you will see **JUST A LITTLE BETTER QUALITY AT A LITTLE LESS MONEY.**

More new shipments arrived this week. Jumper Dresses, Blouses of all kinds, Ladies' Coats, Men's Overcoats, Ladies' Fancy Separate Skirts. Make closest comparison and you will decide on buying at

J. N. CURRIE & CO.'S

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 townpeople. 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.

THURSDAY, OCTOBER 13, 1921

Municipal Politics.

The Strathroy Age sketches the following picture of a session of the Strathroy Town Council: "Black storm clouds gathered and threatened to break during the lengthy discussion; sharp and caustic remarks flew across the table from one to another, but the mayor, after being repeatedly requested and urged to say he would sign the checks due the commission, finally brought about a calm by signifying his intention to do so. Quite a number of interested spectators were present, the majority of them departing after the board had settled down again to solid, sober business."

The Strathroy people who attended that session probably knew in advance that there was going to be some excitement. They suspected some of the members would have something pointed to say, and so they went.

Very good, but once the excitement was over and the council settled down to transaction of business, the crowd signified their interest in municipal affairs by departing.

It was not interest that brought them to the council meeting—it was curiosity and the love of novel entertainment.

Strathroy is not alone in this respect—not for one minute. Any municipality in the country can furnish a parallel case.

Let some spectacular issue be brought to the front—let it be made more or less certain that brick-heaving is going to be indulged in, and the ratepayers become interested in municipal politics.

But let the council settle down to an intelligent discussion of civic business concerning matters where the good money of the ratepayers is at stake, where the fixing of their streets, the management of their debentures and sinking funds is considered—at once there is a gradual but increasing shuffling of feet, and the procession starts for the nearest and most convenient exit.

The following day, if there is any mention on the street of what took place at council, the emphasis is placed on the excitement or the

personalities that took place. There is no mention at all of honest work of some committee composed of faithful aldermen or councillors who seek, week in and week out, to do the best possible thing for the ratepayers.

The situation is not new, but it is none the less regrettable. A healthy, sustained interest in municipal politics is as scarce as it is desirable.—London Advertiser.

INSPECTOR NEGLIGENT, TOO?

(Woodstock Sentinel-Review)
Inspector Dunlop would make a clean sweep of almost everybody connected with London jail, as a result of the investigation of the escape of the Murrells. He recommends that the sheriff be retired, that the deputy-sheriff be reprimanded, that the resignation of the governor be accepted, and that there be a complete reorganization of the staff of turnkeys and watchmen.

There is an old saying about locking the stable door after the steed has been stolen, and it is true that all the shaking up the inspector can do will not put the Murrells back behind the bars again. And, besides, if the inspector was doing his full duty as inspector how did it come that so much negligence and incompetence was permitted?

Funeral of the Late Mrs. Gould

The funeral of the late Mrs. John Gould took place from the family residence, Longwoods Road, Mosa, on Monday, Oct. 11, to Oaklawn cemetery, and was very largely attended. Rev. D. G. Paton, B.A., pastor of Glencoe Presbyterian church, conducted the funeral service, assisted by Rev. George Weir of Ridgeway, a former pastor. Pallbearers were George Webster, George Weekes, Charles Ferris, Edward Currie, Isaac Vatterworth and Charles Cameron. During the service a solo, "Beautiful Land," was rendered by Savil Simpson. There were many beautiful floral offerings, including: "Gates Ajar," from brothers and sisters; wreaths from Farmers' Club, Glencoe; Farmers' Club, No. 1, No. 3 Sunday School; nurses of Victoria Hospital; and a number of sprays from nieces and aunts. Among those present were friends from Komoka, Mount Brydges, Alvinston, London, Windsor, Blenheim, Essex and Chicago. The late Mrs. Gould leaves her husband, one son and four daughters, all at home. She also leaves three brothers and four sisters, as follows: Alex. Stewart, La Platch, Sask.; Angus Stewart, Minneapolis; Duncan Stewart, Glencoe; Mrs. Newby, Chicago; Mrs. Schmidt, Chicago; Mrs. Isaac Simpson, Elfrid, and Mrs. Robert Dobson, Crinan.

There may be other corn removers, but you will not be completely satisfied until you have used Holloway's Corn Remover.

John Wanamaker, the well-known merchant, was interviewed in New York newspapers on Wednesday last and he expressed his opinion that good business was in hand for those who were willing to go after it. Among other things, he said: "We are not cutting down our advertising—we are going to enlarge it."

Honesty is a prevailing virtue among most Chinese. Some of them in their native towns and cities leave their places of business unguarded while they go off for half an hour or more. Should customers arrive in the meantime they find the prices of goods plainly marked, select what they wish and leave the money for them.

SELLING FARM PRODUCE

Standardization Is Necessary for the Best Results.

Graded Fruits or Vegetables Attract While Mixed Grades Appeal—The Satisfied Consumer Will Come Again—Quality Is a Must.

(Contributed by Ontario Department of Agriculture, Toronto.)

Will the consumer pay for quality? Yes, and liberally if he understands what standardization means. Criticism is frequently directed at the farmer producer for the lack of attention given to grading and packing of the product of his farm. Fruits in different stages of ripeness, different sizes, shapes and colors are frequently seen in the same package. Chickens of various breeds, sizes, types and degree of plumpness are jumbled together in the same crate and form a marked contrast when placed beside a crate containing birds of the same sex, size, plumpness and color. To the well ordered mind uniformity always appeals, while mixtures and jumbles repel as so much junk. If a child goes into a candy store it will soon learn that mixtures are sold at a lower figure than standard confections. And so it goes through life—a mental attitude is developed by the great majority of consumers regarding the products that are not standardized as being less attractive and having a lower value. The percentage of particular consumers has increased much faster than the percentage of agricultural producers who standardize their products. In the old days the wormy apple, the misshapen potato and the old hen may not have lost their attractiveness, but times have changed, more people have more money to spend on foods than ever before. With the increase of the family income or wealth during the past twenty years the attitude of the younger generation towards the foods that they eat has changed very considerably. If we refer to the good old days when oatmeal was the standard breakfast food and citrus fruits were only seen at Christmas time, we will realize what present day quality food would mean to the average consumer when compared with the past. With this advance in tastes for foods which may be largely flavor and of little value when considered from the standpoint of nourishment, the demands for foods that appeal to the eye and to the sense of taste have increased very greatly during the past five years.

People Will Pay for Quality.

Standardization of food products will put the rosy cheeked, clean, uniform, sound apples in one basket and it will put the wormy, scabby, misshapen product in another. People are willing to pay for quality providing they have a guarantee that they will be handed a quality product in exchange for their money. How many householders have had the all too frequent experience of putting one-third of their purchase in the garbage can? Inferior materials should be directed into channels where they would be used to the best advantage instead of being a mill stone or dead weight in occupying space, increasing carrying costs in transportation and reducing the attractiveness of the superior portion of the commodity.

In seasons of food shortage mixed and lower grades of food products will usually sell and show a margin of profit, but when food products are abundant the more attractive grades sell most readily and create a want for more high-class produce, which demand frequently must be filled from the lower grade. This substitution of a low grade for a high or standard product kills the incentive to buy. Stung once, the particular purchaser will consume will not buy. They look, but do not buy.

Grading Best for Perishable Foods.

The amount of perishable food in the fruit, vegetable and poultry product classes that is now consumed, while very large, is not as great as it would be under standardization. Experience with mixed grades, poor quality and poor packing leave an impression on the mind of the average purchaser that will take some time to erase. When the perishable food product of Ontario is standardized and marketed in a way that will command the confidence of the consuming public an increased demand is bound to follow.

The Satisfied Consumer is an Asset.

If all the food produce offered for sale could be standardized and marketed in such a way as to develop the market for future crops, much benefit would result. Satisfied consumers of this year's product will look to the same source again next year. Consumers know or should know what they want, and given a standardized packet of food product in exchange for their money will, if suited, go on patronizing standard products. Salesmanship has been too frequently used to sell a consumer something that he did not want, material sold with the one idea of getting rid of it and no thought of the future.

If the farm end of the food products industry is to develop to the fullest it merits all produce grown for sale will have to be marketed through co-operative marketing organizations. Standard, honest prepared, packed and delivered produce is the only course to pursue in developing a worthwhile market for farm produce in our Canadian cities or abroad. Any food producing community that is without a co-operative marketing organization should consider the establishment of one. These districts that have such should consider expansion by amalgamating with similar organizations. Standardized products, common honesty, any industry will make for success in producing and disposing of farm products.—L. Stevenson, Secretary, Department of Agriculture, Toronto.

SHIELDS SIDING

The Winningside Club U.F.O. have organized their social evenings for the winter months. The first meeting, "A Night With Burns," was held on Sept. 23rd. The program, which was both interesting and educating, consisted of the following:—Life of Burns, Warped by dust, Carrie McLean and Helena McVicar; accordion selections, Wm. Hamilton; Burns' poems, R. L. McAlpine; solo, Wm. Hamilton; reading, Catherine Purcell; Burns' songs and ballads, Isabelle McAlpine; solo, Sarah McLachlan. The meeting was brought to a close by singing Auld Lang Syne. The next meeting, which will take the form of a debate, will be held on Oct. 21st. Those having charge of the meeting are Mrs. John Graham and A. J. Purcell.

Drives Asthma Before It. The smoke or vapor from Dr. J. D. Kellogg's Asthma Remedy gives asthma no chance to linger. Our experience with the relief-giving remedy shows how actual and positive is the succor it gives. It is the result of long study and experiment and was not submitted to the public until its makers knew it would do its work well.

SHETLAND

Russell Gray and Harold Dobbyn attended Briden fair.

Wm. Bolton and family spent Sunday in Newbury at James Whittington's.

Miss Margaret Ward of Newbury spent the week-end with Shetland friends.

Miss Ila Bolton has returned home from Oakdale.

New York salesmen report largely increased sales of corn cob pipes. Somebody must have seen a movie star or a social leader smoking one on the street.

The Many-purpose Oil.—Both in the house and stable there are scores of uses for Dr. Thomas' Electric Oil. Use it for cuts, bruises, burns, scalds, the pains of rheumatism and sciatica, sore throat and chest. Horses are liable very largely to similar ailments and mishaps as afflict mankind and are equally amenable to the healing influence of this fine oil remedy which has made thousands of firm friends during the past fifty years.

Sale of Assets

Rockwood Oil and Gas Company, Limited
TOWNSHIP OF MOSA, COUNTY OF MIDDLESEX

Sealed Tenders will be received addressed to N. L. Martin, Liquidator, 73 King Street, West, Toronto, Ontario, marked "Tenders, in the matter of Rockwood Oil and Gas Company, Limited," up to the hour of twelve o'clock noon on Wednesday, the 19th day of October, 1921, for the purchase of the following assets of the said Company:

Parcel No. 1.
All of the Company's right, title and interest in two oil leases of 22 and 78 acres respectively, being part of Lot No. 6 of the Seventh Concession, Township of Mosa, in the County of Middlesex, upon which the Company has drilled eight oil wells.

Parcel No. 2.
All of the Company's right, title and interest in the plant erected on the above oil leases, inventoried as follows:—7 complete pumps, 1,000 feet casing, 8 tanks, 2 engines, blocks, standard and walking beams. On the premises at GLENCOE, Ontario, the whole valued at \$3,021.00.

2 drilling rigs, 718 feet casing, 1 Ford touring car. On the premises of George Saul, Dundas Road, 6 miles east of London, Ontario, the whole valued at \$1,237.20.

Terms of Sale.—25 per cent. Cash at the time of sale, and the balance payable in 30 days thereafter with interest at 7 per cent., secured to the satisfaction of the Liquidator. A marked cheque payable to the order of N. L. Martin, Liquidator, for ten per cent. of the amount of the tender, must accompany each tender, which cheque shall be returned if the tender is not accepted. The highest or any tender not necessarily accepted.

Tenders will be opened at the office of the said liquidator at 73 King Street, West, Toronto, at 2 o'clock in the afternoon on Wednesday, the 19th day of October, 1921, and all who tender are required to be then present.

As to Parcel No. 1.—The Purchaser shall search the title at his own expense, and the vendor shall not be required to furnish any abstracts or to produce any deeds, declarations or other evidence of title except those in his possession.

The purchaser shall have ten days in which to make any objections or requisitions in respect of the title, and in case the purchaser shall make any objections or requisitions which the vendor shall from any cause be unable or unwilling to answer, the vendor may then rescind the sale, in which case the purchaser shall be entitled only to a return of the deposit money, without interest, costs or compensation.

In all other respects the conditions of sale will be the standing conditions of the Supreme Court of Ontario, so far as applicable.

Further particulars may be had on application to the Liquidator or his Solicitors.

DATED at Toronto this 7th day of October, 1921.

N. L. Martin, Liquidator,
73 King Street, West,
Toronto.

Van der Voort, O'Connell,
Gilliam and Van der Voort,
312 Temple Building,
Toronto.

Solicitors for the Liquidator.



New Roofs for Old

**Economically and Quickly
Accomplished With
ART-CRAFT**

ART-CRAFT is fireproof and weather proof; it gives lasting service; it comes in a beautiful tile design—slate red or slate green. Laid right over old wooden shingles it saves the expense and labor of ripping off the old roof. Made by Bird and Son, Limited, established 1794.

Ask us for samples and free estimates.

Exclusive Agent

J. W. EDWARDS, Glencoe, Ont.

For Sale and Applied by
VINCENT WATTEWORTH

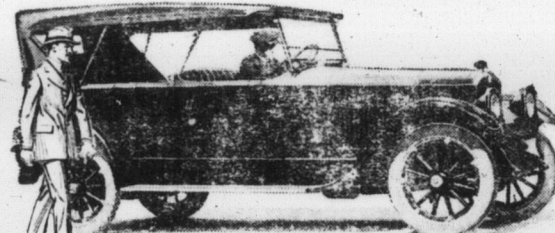
Art Craft Roof

RED—GREEN

"Built in Canada"

Studebaker

BIG-SIX FLEXIBILITY



The test shown by these illustrations was actually made with a Studebaker Big-Six. To the left the Big-Six is shown, creeping smoothly in high gear at two miles an hour.



36 seconds later—the same car accelerated to a speed of 55 miles an hour! This test conclusively proves the remarkable flexibility of the Big-Six.

From a walking gait to the speed of a locomotive—evidence of the remarkable flexibility possessed by the BIG-SIX!

WM. McCALLUM
Dealer - Glencoe

NEW PRICES OF STUDEBAKER AUTOMOBILES

f. o. b. Walkerville, Ont., exclusive of Sales Tax; effective Sept. 8, 1921

Touring Cars and Roadsters		Coupes and Sedans	
LIGHT-SIX 3-PASS. ROADSTER	\$1700	LIGHT-SIX 2-PASS. COUPE ROADSTER	\$2325
LIGHT-SIX 3-PASS. ROADSTER	1725	LIGHT-SIX 5-PASS. SEDAN	2775
SPECIAL-SIX 2-PASS. ROADSTER	2275	SPECIAL-SIX 4-PASS. COUPE	3525
SPECIAL-SIX 3-PASS. ROADSTER	2325	SPECIAL-SIX 5-PASS. SEDAN	3625
BIG-SIX 4-PASS. ROADSTER	2325	BIG-SIX 7-PASS. COUPE	3995
BIG-SIX 4-PASS. ROADSTER	2785	BIG-SIX 7-PASS. SEDAN	4095

ALL STUDEBAKER CARS ARE EQUIPPED WITH CORD TIRES

This is a Studebaker Year

THIS IS "TELLING IT TO THEM"

As a specimen of the brick bouquet the prize goes to the following handed out by the Walkerton Herald and Times in a recent issue: "That auto load of young men and ladies which cruised up and down Durham street on Monday night belowing out 'Old Black Joe' may thank their stars that no lineal descendant of that old colored gentleman was hereabouts, or he would have heaved a whole brickyard at them for butchering a song solemnly dedicated to his ancestor. The male voices, as the late Sir James Whitney would say, sounded

like a logging chain being drawn over a hog-trough, while the female talent evaporated melody that might be mistaken for a squeaky beer sign flapping itself to death in a wind storm. Talk about the increase in crime, but if murdering a song is any offence, we know of some who should be arrested on suspicion."

THE BARBERS ARE HAPPY

(New York Globe)

In a suburban barber shop we noticed that only two men were being shaved. The other six chairs were taken by children and girls who were

having bobbed hair trimmed. We asked the barber whether the bobbed hair had been ending. "No, it's increasing. And the losses we used to have because so many men shave themselves we are making up by trimming hair for girls."

It Bids Pain Begone.—When neuralgia racks the nerves or lumbago cripples the back is the time to test the virtues of Dr. Thomas' Electric Oil. Well rubbed in it will still the pain and produce a sensation of ease and rest. A trial of it will establish faith in it.