

Glencoe's Best Clothing House

Always a Good Selection
Always the Right Quality
Prices Yet Moderate for
Early Buyers

Real Progress

To hold old customers as well as to make new friends of the store from year to year—that is what we consider "Real Progress." That is what in our business we have endeavored to do. That is what we have succeeded in doing.

To hold our old customers we realize that we must supply them with good goods, give them the best service within our power, and last, but by no means least, to make it a pleasure for them to do business with us.

In Every Department Real Value

Clothing with the quality and style that appeal to the careful, exact buyer.

Underwear of best quality, from best mills, such as Stanfield's, Watson's and Penman's. All bought months ago at much below today's values. Full stocks right now.

Women's Coats—Stylish, Moderately Priced
We feature the "Princess" and "Roger" makes in Sait's celebrated plush and imported Whitney cloths. Prices, \$16.50 to \$35.00.

The "King Quality" Hats, \$3.50 and \$4.00
For men who want the best. The new shades are cactus and bay green, elephant grey, African brown and navy. This same quality is 50c and \$1.00 more in city hat stores.

Shoes of Quality for Real Service
Men's heavy wearing kip shoes.
Boys' heavy wearing kip shoes.

Women's and Misses' glove grain for solid wear and dry feet.

Men's and Boys' Long Rubber Boots of guaranteed quality, where guarantee means something.



Fine English Type Dress Shoes for Men and Women

"Empress" make featured in best lines for women; "Derby" for men.

This Store Carries the Largest Stock of Staple Goods

We purchase in large enough quantities to get best mill prices. We pay strictly cash and get all discounts. We buy so far ahead that we save much for our customers. Make closest comparisons of prices in Flannels, Flannelettes, Cottons, Linens, Denims, Shirtings, Towellings, Tickings, etc. You will see our quality just one step ahead and our prices one step back of all others, including city stores.

J. N. CURRIE & CO.

Canadian Food Control License No. 8-11484. Retail Grocer.

OLE BULL'S COLONY

Norwegian's Dream of Model Home Now Scene of Ruin.

Recalls Misplaced Confidence and Made All the More Tragical Because of Splendid Ideals.

Only the ruin of the villa "Valhalla" remains of the ill-fated Norwegian colony established by Ole Bull in Pennsylvania in the late '50s. The story of the colony, says the Kansas City Times, is one of misplaced confidence, made all the more tragic because of the splendid ideals that led to its establishment.

The great Norwegian violinist, always an admirer of America, wished to obtain a location for a model colony of his countrymen. He bought a thousand acres of a firm of land dealers and soon afterward brought to this country several hundred Norwegians. A clearing was made, the village of Oleana built and, in an address to the townspeople, Ole Bull set forth the hopes that had inspired his mission.

The address follows:

"Brothers of Norway! From the clime where the north wind has its home; where the maelstrom roars, and where the aurora for half the year takes the place of the genial sun, we have come to find a home. When we were among our mountains, and war was bringing want and famine upon us, we heard there was a country in a milder climate where liberty dwelt and plenty reigned. Upon looking over our records, we found that our countrymen, under Thorin, had discovered that land more than eight hundred years ago, but that they were met by cruel and savage Indians, and had left no record of themselves, except some traces of their sad history engraven in the rocks of Fall river, and one temple which they raised to God on an island at the mouth of Narragansett bay. All other record of them had passed away.

"How different is our reception from that which Thorin and his followers received. No savage Indian startles us with his war whoop, but kind friends meet us on every side, taking us by the hand and giving us welcome to our new home.

"Brothers of Norway! We must not disappoint this confidence, but by lives of industry and honesty show to our new brothers that they have not misplaced their friendship.

"And now, to these gentlemen of New York and Pennsylvania, who have so kindly assisted by their counsel and advice in this work, I return my most sincere and heartfelt thanks, and casting ourselves upon the goodness of our heavenly Father, resting secure upon his promise, let us go on in the daily performance of every duty, and he will bless us."

There was a pathetic aftermath. Hardly had the pioneers got well under way with their homebuilding when it was discovered that the violinist had been victimized. The company that sold him the land had no valid title to it. The people of Oleana scattered, some of them penniless and with few friends in the new country. Ole Bull, with splendid loyalty to those he had brought to this pass, gave public concerts to raise money for their relief.

A Pacifist.

The newcomer had hardly seated himself in the railway compartment before he began to talk, relates London Tit-Bits. "I am a pacifist," said he in a voice as if he wanted to disarm all interruption. "If we can't beat the enemy in three years it's time we started waving the olive branch instead of the sword."

Just then a severe feminine face inserted itself at the carriage window. "Is there a John Tamson here? Aye, there he is. Can't out o' that smokin' carriage, ye heathen, before I tak' ye by the lug. Dae ye think your wife's a haddie for the curin'?"

John Tamson left, and the astonished silence which followed was broken by one passenger remarking: "Fuir fellow, nae wonder he's a pacifist. It's mair nor three years o' war he's had, I'm thinkin'."

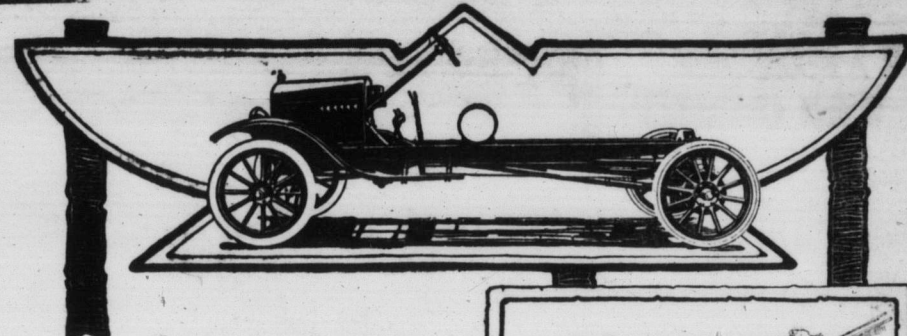
A Handy Utensil.

"The soldiers in the trenches wear gas masks, and near the front the French children go to school with them on," mused a citizen of Parisville, who was of unusual width between the eyes, observes the Kansas City Star. "I believe if I could get hold of a practicable gas mask I would wear it to the town hall tonight, where the handbills announce that Hon. Braggin Blow will talk on the patriotic duties of the hour, but where in reality he will with many words permit us to learn the glad news that at the earnest solicitation of his many friends he has reluctantly consented to become a candidate for re-election to congress."

The Smallest Cartoon.

A certain small boy has drawn a caricature picture of President Wilson upon a single grain of corn. He spent about a half hour in doing the work, for which he used water colors, says Christian Science Monitor. It is said that some time ago he drew a similar picture upon a single grain of corn and, upon sending his work to the president, he received an appreciative acknowledgment from Washington. It is believed to be the smallest cartoon picture in the world, for it measures only about a quarter of an inch in the longest direction. The likeness is a profile.

Spare the children from suffering from worms by using Miller's Worm Powders, the most effective vermifuge that can be got with which to combat these insidious foes of the young and helpless. There is nothing that excels this preparation as a worm destroyer, and when its qualities become known in the household no other will be used. The medicine acts by itself, requiring no purgative to assist it, and so thoroughly that nothing more is desired.

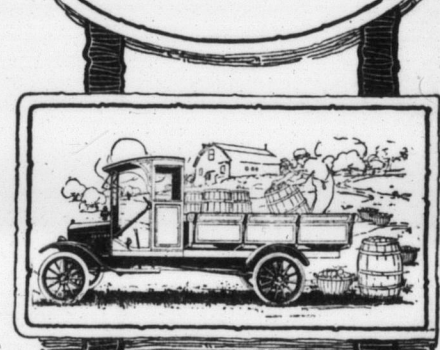
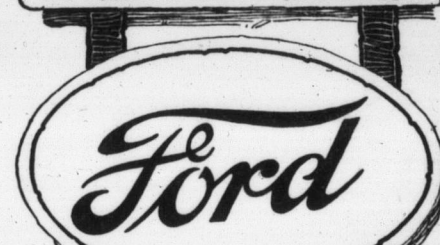
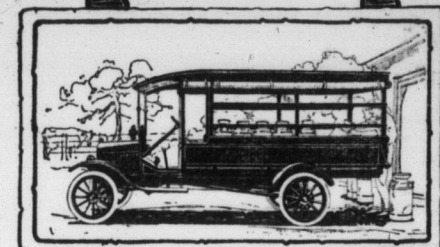


Saves Money For The Farmer

PRICES of farm products I have reached a high level. The farmer can take full advantage of this situation only by adding to his equipment of time and labor-saving machinery. Time and labor are money. When time and labor are saved, money is saved.

Time and labor-saving devices for working the land do not produce complete results in themselves. The farmer must have rapid and dependable means of placing his products on the market.

The Ford One-Ton Truck will make trips to town so much more quickly than the horse that you will have many extra hours of time to devote to productive work. A large number of farmers have proven the Ford One-Ton Truck to be a time and money-saver—have you?



Runabout - \$ 660 Coupe - \$ 875
Touring - 690 Sedan - 1075

F. O. B. Ford, Ontario

All prices subject to wear tax charge, except truck and chassis. All prices subject to change without notice.

Price (chassis only) \$750

F. O. B. Ford, Ontario

ALEX. DUNCANSON, DEALER, Glencoe

Farmer's Account Book

This book is as complete as we can make it. There is a place in it for everything you plant, raise, buy, sell, have on hand; with a summary of the year's business.

It puts your farm on a business basis.

It is free to Farmers. Call or write for a copy.

THE MERCHANTS BANK

Head Office: Montreal, OF CANADA, Established 1864.

GLENCOE BRANCH, J. A. McKELLAR, Manager.
BOTHWELL BRANCH, R. J. GILFILLAN, Manager.
NEWBURY BRANCH, G. T. MURDOCH, Manager.

Children Cry for Fletcher's

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance. Its age is its guarantee. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Feverishness arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of Food; giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

Chas. H. Fletcher.

In Use For Over 30 Years

The Kind You Have Always Bought

THE CENTAUR COMPANY, NEW YORK CITY.

COUNTER CHECK BOOKS

Order your next lot of these at The Transcript office

The Transcript

Published every Thursday morning from THE TRANSCRIPT BUILDING, Main Street, Glencoe, Ontario. Subscription—to addresses in Canada and all points in the British Empire, \$1.50 per year; \$1.00 for eight months; to addresses in the United States, \$2.00 per year—payable in advance. 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, programmes, cards, envelopes, office and wedding stationery, etc. Address all communications and make remittances payable to A. E. SUTHERLAND.

THURSDAY, OCTOBER 17, 1918

CONTINUITY IN ADVERTISING

Did you ever hear of St. Jacob's Oil? Did you ever eat Force? Do you know whether or not your grocer keeps Pyle's Pearline? Are there any boxes of Frog in Your Throat in the local drug store? A few years ago these were household names. Now they are rarely heard. What gave them their popularity and why has their star apparently set? These articles owed their enormous popularity solely to the persistency of advertising. They are practically unknown today because that advertising no longer appears. A quiver in the field of advertising is lost in so far as his future is concerned. When a business man gets the idea that he is so well-known that he does not need to advertise he has accepted defeat unless he takes another think. The effect of advertising is cumulative. A large advertisement run once a year or four times a year may make a sudden "killing," but it is the advertising that appears every week in the local paper that exerts the steady pull that brings in steadily increasing business and builds up the bank balance.

WHAT CAUSES A TOWN TO DIE

More towns die for want of confidence on the part of business men and lack of public spirit than for the rivalry of neighboring towns or adverse surroundings, says a writer in a western paper. This is true. When a man in search of a home or a business location goes to a town and finds it brim full of hope and enthusiasm over the prospects of the place and earnestly at work to build up the town, he soon becomes imbued with the same spirit, and as a result he drives his stakes and goes to work with the same interest. When, however, he goes to a town and everyone expresses a doubt and apprehension of the prosperity of the place, moving about and indulging in mournful complaints about imaginary evils which are likely to befall the town, he feels that it is no place for him, and shakes the dust from his feet, while he departs with all possible speed for some other town. Try to make a live, enterprising, progressive town out of the one in which you live. When you are working for or saying a good thing for your town you are accomplishing a good thing for yourself.—Ex.

Spare the children from suffering from worms by using Miller's Worm Powders, the most effective vermifuge that can be got with which to combat these insidious foes of the young and helpless. There is nothing that excels this preparation as a worm destroyer, and when its qualities become known in the household no other will be used. The medicine acts by itself, requiring no purgative to assist it, and so thoroughly that nothing more is desired.

SCHOOL REPORTS

The following is the report of S. S. No. 7, Ekfrid, for September. * Means perfect attendance; a, absent for an examination:
Class IV.—Robert Carruthers 53.
Class III. Sr.—Elva Sutton 74, Joe McVicar 73a, Russell Campbell 73a, A. D. McVicar 57a.
Class III. Jr.—Cameron McTaggart 70.
Class II.—Clarence Eddie 74*, John Carruthers 73, Ella Leitch 63.

Class I.—Elizabeth Crawford, Lillian Eddie, Mac Leitch, Sara Crawford. Primer.—Clarice Glasgow. Margaret Little, Teacher.

School report for S. S. No. 3, Mosa, for the month of September. * Means perfect attendance:—

Sr. IV.—Cecil Moore, *Amy James, *Hugh Whitfield.
Sr. IV.—Howard Edwards, *Walter Clananah, *Roy Whitfield, *Commie Moore, Elliott Whitlock, Alice Harvey, Leah Smith, William Whitlock, Sr. III.—Edythe Lumley.
Sr. III.—Blanche Whitlock.
Sr. II.—*Marion Grover, *Jean Moore, Donald Coyne, *Frank Walker, *Charlie Clananah, Ida Clananah, John Whitfield, Richard Fry.
Sr. II.—Lewis Moore, Helen Whitlock, Earl Harvey, Ross Edwards, Florence Fry, Melvin Smith.
Class I.—Clare Whitlock, Willard Edwards, Charlie Perrin.
Primer.—A—John Smith; B—Yelda Grover; C—Ethel Harvey; D—Mary Waterworth, Helen Goff, Winnie Goff; E (1)—Margaret Whitfield.

Dresses of Serge

\$25.00

WOMEN'S AND MISSES'

In these October days we present a special purchase of all wool navy blue Serge dresses, with one idea in mind—to give wonderful dresses at a popular price—wholly disregarding the steady advance in this practical and serviceable fabric. Up-to-date models, beautifully designed, braided, embroidered and fringe trimmed. Two styles are pictured.

WE ACCEPT CANADIAN MONEY AT PAR

B. SIEGEL & SONS

DETROIT

MAIL INQUIRIES SOLICITED

The Brunswick

ALL PHONOGRAPHS IN ONE

Truly said! The Brunswick is all phonographs in one. For sweetness of one, lack of noises, beautiful design and finish, it has no peer. Best of all, it plays all makes of records. No attachments to get lost, no needles to change. Come in and see and hear the ideal machine.

H. I. JOHNSTON, Phm. B., GLENCOE
DRUGGIST, OPTICIAN, STATIONER

Kathleen Clananah: E (2)—Alex. Giles. Kathleen Giles. E. REYCRRAFT, Teacher.

The following is the report in per cent for September for S. S. No. 8, Ekfrid:—

Sr. IV.—Stanley Hyndman 94.
Sr. III.—Jessie Allan 85, William Treastain 82, James Coad 81, John Allan 80, Philip McRae 80, Flora McRae 79, Barbara McRae 69, Gladys McEachren 65, Mac McRae 40.
Sr. II.—Phemie McEachren 79, Ross Allan 58.
L.—Maud Allan 80, Thelma Cyster 70, George Berdan 64, Marion Dobie 62.
Primer.—A—Isabel McAlpine, David McRae, Helen McEachren; B—Helen Berdan, Donald McRae.
Wynifred Poole, Teacher.

Are you saving for Victory Bonds?
Are you saving for Victory Bonds?

On sale everywhere.—There may be country merchants who do not keep Dr. Thomas' Electric Oil, though they are few and far between, and these may suggest that some other oil is just as good. There is nothing so good as a liniment or as an internal medicine in certain cases. Take no other. The demand for it shows that it is the only popular oil.

NOT OLD-TIME HELL FIRE, SURELY.

Pastors will please take notice that the churches are expected to go light on the fuel. As a patriotic duty we call upon them to warm up their congregations with burning words from the pulpit.—Guelph Herald.

When Holloway's Corn Cure is applied to a corn or wart it kills the roots and the callosity comes out without injury to the flesh.