

MAY SALES Showing a Splendid INCREASE

This is exceedingly important and gratifying to this store. It is the sign of no depression, but rather prosperous times in this district in face of war times and depressing influences. This store is selling at less profit than ever before, but our increase in turnover helps us out. Desirable merchandise will be very hard to get for autumn and winter trade, but we are "right on the job" preparing already. :: :: :: :: ::

Buy This Spring, Not Next Fall; You Save Dollars and Get Better Goods

If it's a Tailored Suit or Dress and you are not fully decided to buy this spring or leave until fall, take the wise course and buy now. You not only save in price but you will be able to get imported goods that will not be able to be had later. "Made in Canada" goods will have to take place of "imported." While we are loyal to our Canadian manufacturers, still we must admit in many cases and in many lines they cannot be compared for quality or value. So we advise our customers to buy liberally now anything IN WOOLLENS AND LINENS particularly including Dress Goods, Hosiery, Linens of all kinds, Men's Suitings and Suits and Underwear.

Ladies' Tailored Suits Ladies' Afternoon and Evening Dresses

This store is specially prepared to take charge of all orders, execute promptly and serve you as well as any city store, with a saving in prices equal to 25 per cent. to 50 per cent. Our dressmaker will save you all the worry if you just drop in and consult her, see the different styles and choose your materials from our splendid stock. Everybody satisfied and delighted with our dressmaking service.

Ready-to-wear Tub Dresses

We have doubled up in our stock and expect greatly increased sales. We have avoided all the troublesome features in connection with so many of the Wash Dresses by buying the more roomy kind, the properly-made kind. See our large selection at very attractive values, \$1 to \$2.50.

Smart Summer Apparel for Matrons and Maidens

Report orders already this season on Middy Blouses. An increased demand this year. We show splendid lines for women, misses and girls, 75c to \$1.50.

Children's Rompers

In large assortment of materials for solid wear. Prices, 25c to 45c.

Dainty Shirtwaists and Blouses

Made from Voile, Sheer Wool and Silk and All Silk; some in Sheer Linens and Marquisettes, daintily trimmed with exquisite laces. Wide range of prices and every article moderately marked for quick selling. \$1.00 to \$5.00.

Black and White Greatly in Vogue

Our stock, both in Wool, Silk and Wash Materials in Black and White, is very large and well assorted. Drop in and see how correct the styles and materials are.

Silk and Lisle Gloves and Hosiery Silk Lisle and Cotton Underwear

Lisle in particular will be impossible to get later. Many are unable to get them now. We anticipated this trouble and bought liberally last autumn, and are prepared for a ready demand. For values compare our 25c and 50c lines.

Our Clothing and Men's Annex

is the busy spot in town, with its splendid stocks of choicest makes in Special-fitting Suits for Men, attractive styles in Suits for Dressy Young Chaps, Mannish Little Suits for the Little Gents.

Grand Display of Spring Headgear

Panama, Sennet and Split Straws in the New York blocks for spring 1915. The New Christie Hats, the New Popular Fedora and Tapering High Crown.

Special Feature This Spring

Our kiddies' showing in Suits and Smart Hats, including all the Novelties.

Another Lot of Men's Sample Suits at Less Than Manufacturers' Prices. Drop In and See.

J. N. CURRIE & CO.

TOP PRICES FOR BUTTER AND EGGS CASH FOR EGGS



Are You Painting on the "24th"

"Victoria Day" is "Spic and Span Day", when everybody gets out their paint brushes.

The "24th" comes just at the right time for you to give the House its new coat of paint—to freshen up the Porch and Front Fence—to do the Floors and Walls—in short, to make your home spic and span, inside and out.

MARTIN-SENOUR PAINTS AND VARNISHES

include everything you need for Paint Day. We carry the full line of "100% Pure" Paint—also Spic and Span Finishes—and will be pleased to give you color cards of these reliable brands.

Ask for a copy of our books, "Town and Country Homes" and "Harmony in New-Tones". You will find them of the greatest assistance when deciding on color schemes for the different rooms and also for the outside of the house. Free to our friends.

Mitchell & Hagerty, Glencoe, Ont.



The Transcript

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Address all communications and make remittance payable to A. E. SCHROEDER.

THURSDAY, MAY 20, 1915.

Looking at the situation in even its most favorable light, there will be a demand for food that the world will find great difficulty in supplying.

The importance of ammunition in the war, and particularly for the success of the advance of the Allies, will be understood from the announcement that at the battle of Neuve Chappelle as much ammunition was used as during the entire Boer war. The Boer war lasted two years and nine months.

When will would-be poets learn that the senseless drive that they throw on paper on every possible obituary occasion, is in nearly every instance but adding to the burden of the bereaved ones? These "In Memoriam" artists are a humbug, and the sooner they find it out the better.—Thamesville Herald.

The county weekly and the small town daily can establish the dignity and value of local life. The villages, towns and smaller cities of Ontario have not rewarded the work of their own newspapers. Ontario has failed to encourage the editors of local weeklies and dailies to fill a place that can never be filled by city newspapers.—Toronto Telegram.

What honor, what credit to a man is there in the blasphemous repetition of a Name that is above all names? Men there are on all sides who cannot utter a dozen words without naming the Giver of Life to emphasize their utterance. It would be bad enough if it ended at

that, but when they are sandwiched in epithets of the most immoral and degrading character it casts a slur on the community that cannot be ignored. On our streets and within doors, too, can be heard language that makes one wonder how self-respecting men and women can live within sound of it.

Russia, France, Belgium and Britain with less than ten months of preparation for war are still locked in their wrestle against the Germanic alliance with more than forty years of preparation for war. The wonder is not that the unprepared nations have made so little headway against the prepared nations. The free people can find cause for surprise and gratitude in the almost complete nonfulfillment of the expectations which tempted a well-prepared Germany to choose the hour at which to strike down an unprepared foe.

A Million Pounds of Sugar a Day.

It is only when one reads of the capacity of a big sugar refinery, like the new Atlantic Refineries in St. John, N. B., that one realizes the enormous quantities of sugar consumed by the people of to-day. Canada has a population approaching eight million. The Atlantic Refineries have a capacity of one million pounds of refined sugar a day, thus this new and up-to-date plant could supply one-eighth pound of LANTIC SUGAR per day for every man, woman and child in the Dominion. Only those who have been through a modern refinery like this one in St. John can appreciate the scrupulous cleanliness of every detail of the process of converting raw sugar into the sparkling, diamond-like granules of LANTIC SUGAR. And this keen regard for perfect purity is carried beyond the actual refining of the sugar to the filling of the cartons and bags. LANTIC SUGAR comes to Madame Housewife in attractive cardboard cartons, containing two and five pounds of sugar (and the weights are guaranteed) and in bags of 10, 20 and 100 pounds. These packages are filled and weighed by automatic machinery, one of the wonders of the refinery, so that the sugar is never touched by hand from the time it comes in the raw state from the southern sugar cane fields until the packages are opened in the home. This is a point well worth remembering, now that the preserving season is soon to open, when pure sugar will be in great demand for putting up delicious home-made preserves, jams and jellies.

High School Notes.

On Monday afternoon, Captain Darling, of London, inspected the High School Cadets, who have been under the instruction of Captain Roy Squire for the past year. He was quite satisfied and approved of the progress made, but suggested the use of uniforms. These were procured by the High School Board in other places. Sickness is interfering somewhat with the attendance of the pupils recently. This is serious in view of the proximity of the examinations. The following are the additional results of the Matriculation Tests held a week ago:—E. Bromhead 74, N. McCallum 72, G. Campbell 65, A. Campbell 61, W. Poole 60, A. Aldred 58.

Civilization Against Savagery.

The civilization that we know cannot survive alongside of the new warfare perfected by all the discoveries of science and put in the hands of a race of devils. War must go if civilization is to live. Civilization must go if the new warfare is allowed.

War hereafter is not to be between nations, but between humanity and savagery. And the Kaiser is at the head of the horde that seek to throw things back two thousand years. Men must now ask themselves not as to their race and nationality, but whether they are civilized or savage, and they must align accordingly. The United States finds itself face to face with this interrogation. That country has many savages who would side with savagery.

The world is being absolutely revolutionized in a single year by this new phase of conflict. We are nearer barbarism at this moment than we ever were in centuries.

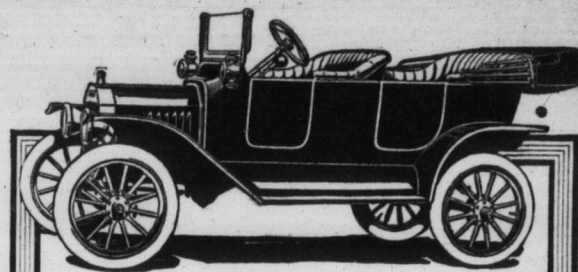
But it will not be by races or blood ties, but by faith in moral principles, faith in humanity, in civilization. To save humanity all the world is going to turn in and beat Germany, not because she is German, but because she is savage, and there is only one law for the brute, and that is castigation or extermination. In less than a year mankind is being forced to think that civilization is to be saved by the destruction of Germany. And Germany has by her own madness forced this belief on the rest of us. The most highly educated nation has run amuck. Why?

GENTS' FURNISHINGS

We have just added a complete line of Gents' Furnishings to our business of Merchant Tailoring, and will be pleased to have you call and look over our stock. Everything of the very latest in style, and quality of the best.

Our New Spring Suitings are now here. Come in and get your clothing hand-tailored to your measure. Fit, workmanship and style guaranteed.

TOMLINSON
THE SHOP FOR MEN GLENCOE



"MADE IN CANADA"

Ford Touring Car Price \$590

Prices of other Ford cars are: Two-passenger Runabout \$540, Two-passenger Coupelet \$850, Five-passenger Sedan \$1150. All cars fully equipped, including electric headlights. Prices F. O. B. Ford, Ont. Buyers of all Ford cars will share in our profits if we sell 30,000 cars between August 1, 1914 and August 1, 1915. All Ford cars are on exhibition at

Alex. Duncanson's, Glencoe



ARE YOU GOING TO PAINT this SPRING?

Does your house look shabby alongside of your neighbors? Does it look neglected? Is this the way you are going to leave it for another year? Your house may be larger and better than your neighbors' but it does not look so well nor will it stand the weather and test of time so well without the necessary coat of Paint. A small investment in Paint will prove a money saver and you owe it to yourself.

SHERWIN-WILLIAMS make a Paint for every purpose. Use the best.

JAS. WRIGHT & SON

PERFECTION OIL STOVE WIRE FENCE

THE LARGEST AND BEST ASSORTED STOCK OF STAPLE AND FANCY GROCERIES

kept in Glencoe

Also Confectionery, Imported & Domestic Fruits, Meat, Fish, etc., carried

Our prices a little lower than elsewhere. Call and be convinced.

Good Butter and Eggs and other marketable produce taken as cash at highest market price.

CASH FOR EGGS

TRY OUR SPECIALS IN BULK TEAS AND COFFEES. Red Rose, Lipton's and Salada Packet Teas always in stock.

W. A. CURRIE

We carry a Full Line of Tin, Enamel and Galvanized Ware, Sinks, Bathtubs, etc.

Plumbing, Furnace-work, Roofing, Eavetroughing, Repairing, etc., done by a Practical Mechanic.

J. M. Anderson
Tinsmith Plumber

WOOL WANTED!

Highest Market Price

Friday and Saturday deliveries preferred.

G. A. McAlpine, Glencoe

SPRING IS HERE!

And so are we, with a full line of High and Medium-grade

FURNITURE

that will be offered at GREATLY REDUCED PRICES

giving our customers a chance to purchase their needs for the spring at a bargain, for the next two weeks ending on the 6th day of April. It will pay you to call and inspect before buying elsewhere.

All calls in the Undertaking business promptly and carefully attended to day or night. Prices moderate. Phone, day or night, 76.

McLay & Munroe

CANADIAN PACIFIC

For Winnipeg & Vancouver leave Toronto 10.20 p. m. daily.

Attractive Tours to Pacific Coast Points

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