

PROFITS AND SATISFIED CUSTOMERS

Customers are like friends. The old ones, in most cases, are of more value than the new ones. Therefore one of the big secrets of business success lies in giving the new ones such "service" and "quality" that they become old ones, and giving the old ones such "service" and "quality" that they continue to be customers.

Satisfied Customers comes first. Profits comes from the increased volume of business brought about by Satisfied Customers.

Many New Customers added to our Permanent List for 1920. If Quality, Value and Service counts for anything, which we believe it does, we will have another record year for 1920.

Spring buying in full swing.—Advance styles for spring in all lines now on display.

Very Smart Styles in Serge Dresses \$18.50 to \$37.50

Easily \$5 to \$10 under city prices. Not a very large range, but a very exclusive lot of very correct dresses.

Silks for Spring Suits and Dresses

In splendid quality for either purpose. Rich colors for spring and summer. Very moderately priced, quality considered—\$1.75 to \$9.50 per yard. A big saving on city fancy prices. Compare and see.

Buy Gingham

While the buying is good. We are fortunate in securing some early shipments of these scarce goods. They are being picked up rapidly by shrewd buyers. Superior quality at 50c and 55c per yard.

Anything in Wash Materials of "good quality" will be scarce and good buying now. We are not promised any chance at repeat orders.

Before you pay for prices for Shoes take a glance at our stock of *Empress* make for women at from \$5.50 to \$9.75. Style, comfort and value combined.

Splendid values in *Serviceable Shoes* for boys and girls from reliable manufacturers—\$1.25 to \$2.95.

Special Values for Men—\$5 to \$8.75.

Working Men's Heavy Serviceable Shoes—Value in every pair—\$3.50 to \$4.75.

Spring Clothing Being Delivered Now

Ordered months ago. Smart styles for dressy young men. More conservative styles for those wishing to avoid the more freaky styles.

Always glad to show the New Lines as they come to the store.

J. N. Currie & Co.

The Transcript

Published every Thursday morning from The Transcript Building, Main Street, Gloucester, Ontario. Subscription—In Canada, \$1.50 per year; 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, programs, cards, envelopes, office and wedding stationery, etc. A. E. Sutherland, Publisher.

THURSDAY, FEBRUARY 19, 1920

Speaking at an unrelenting function in Kingston last week, Hon. R. H. Grant, Minister of Education, dealt with some of the educational problems of the province. Referring to the consolidation of rural schools, he stated that since November one hundred applications had been made for consolidated schools. He also made reference to the scarcity of teachers. The shortage he placed at two thousand in the province, and attributed it largely to the poor salaries paid. The remedy, he said, was increased interest in rural school life and higher salaries. He said that there were a large number of qualified teachers who were not following their profession because of these reasons.

Dr. McCullough, Provincial Health Officer, regarding the advisability of putting the ban on public meetings, states that no such order will be issued this year. If people felt like exposing themselves, the provincial authorities were not inclined to limit their activities, and at any rate, the flu this year is of a milder type than that which swept the province in 1919.

This is the way the Montreal Herald figures out Canada's position with the United States. It says: "During the first seven months of the current fiscal year 72.2 per cent. of all imports into Canada for consumption came from the United States. On such imports we now have to pay a premium of from 8 to 10 per cent. on account of exchange, an additional cost to the Canadian people of more than \$60,000,000 a year. Since this statement was made the exchange rates have nearly doubled, so that instead of paying the United States the sum of \$60,000,000 a year for nothing we are paying to Uncle Sam a premium at the rate of more than \$100,000,000 a year and getting nothing for it but the privilege of being allowed to spend our good money in hundreds of millions in the United States for goods that we might produce at home. This means economic servitude to the United States. It means that Canadians are rapidly becoming hewers of wood and drawers of water for Uncle Sam. It means that we are working hard and producing wealth by our toil for the inestimable privilege of being

squeezed like a lemon and sucked dry by our neighbors to the south. It means that Canada is heading for bankruptcy and handing over to Uncle Sam the title deeds to our heritage, for we are piling up our debts by millions and hundreds of millions in the United States and handing over first liens on our national heritage as security. Every year we are increasing our debt to the United States by far more than a quarter of a billion dollars. We can free ourselves from the stranglehold that is on us," declares The Herald, "by buying Canadian goods in preference to all others, and speeding up production to meet the home demand. As a patriotic duty every man, every woman and every child must become an apostle of the 'Made in Canada' movement."

Whether the high cost of living can be remedied to any extent by reform in women's dress is doubtful. If anything at all could be accomplished, the reform would have to begin at the top, or with the woman who pays hundreds or thousands for furs or for imported dresses or for jewelry and trinkets. So long as the wealthy adorn themselves in costly apparel and thus enhance their beauty, just so long will girls with less money try to copy their wealthy sister in an endeavor to look as well and as attractive as she does. —Parkhill Gazette-Review.

The approach of the springtime turns attention toward the sugar-bush, the more so because of the acute scarcity of white sugar on the world's markets. In such fragments of her original forests as remain, Ontario has a heritage of maple trees that in many lands would be regarded as a priceless possession and that would be utilized in a commercial way on a scale such as we have not thought of in this country. Maple sugar, while not apt to displace the granulated sugar of commerce as a housewife's staple, is a luxury for which an enormous market might be cultivated in other countries, and especially in Great Britain, where many people came to know its delicious flavor from samples sent to Canadian soldiers by their friends and relatives at home. At that, indeed, the supply in Canada, both of sugar and syrup, is far below the popular demand, and it is regrettable that labor scarcity is able to prevent a wider manufacture of these delectable farm products.

BACK TO THE LAND

A close observer is authority for the statement that every ten years or so there is a "back to the land" movement. He says that it works out this way: Young men come to the cities, attracted by the higher wages and the change of living conditions, hoping to improve themselves. For a time they are satisfied with the greater amount of money they find in their pockets, with the regular hours of work and the larger opportunities for entertainment. They necessarily engage in more or less laborious tasks, being

without training for specialized work. Reference is not, of course, here made to the farmers' sons who equip themselves for business or professional work. These laborers from the farm eventually begin to discover, however, that things were not so bad back on the farm. They find that though they have handled more money, less of it has remained with them. Work becomes more difficult to find—and every ten years or so the move back to the farm takes place.

It seems about time for the trek from the farm to face about—to turn back to the land. A news report says there are 24,000 idle farms in New York State, due to the fact that the men on these farms have been attracted to the cities of the great manufacturing centers of the Eastern States. It is said to be possible to travel in some districts of the state for a distance of ten miles and to find not more than a half-dozen occupied farms. An Ontario farmer recently bought a New York State farm for \$4,000 which would have had two or three times the value if in Ontario. The farm comprises 150 acres, with 40 acres of hard wood. It sold at so low a price because the owner could not find labor to help him work it, and probably himself was earning larger returns in the city.

OIL STOCK FAKES

The Boston News Bureau says that in 1919 the capitalization of the oil stocks issued in the United States was \$8,000,000,000 and that of the oil produced, only one-sixth of one per cent. came from companies whose stocks were advertised and peddled among the public. Ninety-nine and five-sixths per cent. of oil was produced by companies whose securities were not offered or specially advertised to the people at all. If buyers of wild-cat oil stocks were to reflect upon the significance of these facts, they would swear off giving good money to unscrupulous swindlers. It is said that mining stocks are made to sell, but the average oil stock promotion has not even got some of the merits of a gold or silver stock. Most of the eight billions of stock floated in 1919 went to United States "suckers," but Canada unfortunately gets some of the slop-over of the questionable promotions. It passes comprehension why an Ontario investor should buy stock in some oil promotion in Texas or Oklahoma or Louisiana, especially when he is approached through the flamboyant advertisement. He knows nothing of the local situation, of the people with whom he deals, he has no guarantee of good management. Far fields always will look green, human nature being what it is, but surely elementary common sense would tell buyers of stock in far-distant oil ventures that if the prospect were good enough for them, it would be good enough for those close at hand to take up the issue, and they would not hear of the proposition. If a man has several hundreds or a thousand or two dollars saved up for investment, why should he not buy good preferred Canadian securities, or buy a little revenue-producing property? The sum out of which oil-stock buyers have been swindled in the last year is at least several billions.—Mail and Empire.

HOLIDAYS IN DECEMBER.

Young Canadians Only Enjoy a Few of Them.

No less than twenty days in the month of December are observed as bank and public holidays in the various states and countries throughout the world. The list has been compiled by the Guaranty Trust Co. of New York.

December 25 (Christmas Day), is not only observed as a holiday in Canada, in the United States, Alaska, Hawaii, the Philippine Islands, Porto Rico and the Virgin Islands, but also in every part of Europe, with the exception of Bulgaria, Greece, Roumania, Russia, Serbia and Turkey, (where it is observed by foreign banks and merchants); in all of the European colonies in Africa and in Liberia and the Portuguese West Africa; also in North, Central and South America; in all parts of Asia except China, where it is observed by the foreign community; and in Australasia and Oceania.

Other December holidays throughout the world are as follows:—

Monday, December 1.—A holiday (Flag day) in Azores, Madeira Islands, Portugal, Portuguese East Africa, Portuguese West Africa; also in Liberia (Newport day).

Tuesday, Dec. 2.—Siam (king's coronation).

Thursday, Dec. 4.—Bulgaria (unofficial), Rhodes (day).

Monday, Dec. 8.—Immaculate Conception.—A holiday in Argentina, Austria-Hungary, Bolivia, Brazil (not legal but generally observed), Quebec, Canary Islands, Chile, Colombia, Costa Rica (unofficial), Germany (Catholic only), Guatemala, Honduras (unofficial), Italy, Mexico (half holiday), Panama (unofficial and not observed by banks), Paraguay, Peru (unofficial), Philippine Islands (not a legal holiday), Salvador (not observed by banks), Spain, Uruguay, Venezuela (unofficial).

Tuesday, Dec. 9.—Brazil (State of Matto Grosso).

Friday, Dec. 12.—Mexico (Our Lady of Guadalupe).

Saturday, Dec. 13.—Greece (unofficial).

Monday, Dec. 15.—Brazil (State of Las Paulo).

Tuesday, Dec. 16.—Brazil (State of Parana), Bulgaria, Greece (unofficial), Roumania, Serbia (half holiday), Venezuela.

Tuesday, Dec. 22.—Spain (Feite of the queen, limited observance).

Wednesday, Dec. 24.—Ceylon, Gibraltar, Salvador (not observed by banks), Siam (Bangkok), Sweden (half holiday).

Friday, Dec. 26.—Austria-Hungary, Barbados, Basutoland, Bechuanaland, Belgium (unofficial, the Brussels-Bourse does not close), Bermuda, Brazil (State of Espirito Santo only), British Guiana, British Honduras, Cayman Islands, Ceylon, China, (unofficial), Curacao, Cyprus, Denmark, Dutch East Indies, Dutch Guiana, Finland, Germany, Grenada (unofficial), Hong Kong, India, Italy (half holiday), Jamaica, Leeward Islands, Netherlands, New South Wales, New Zealand, Norway, Nyasaland, Queensland, Rhodesia, Siam (Bangkok), South African Union, South Australia, St. Lucia, St. Vincent, Straits Settlements, Sweden, Switzerland (unofficial), Tasmania, Turks and Caicos Islands, United Kingdom, Victoria, Western Australia.

Saturday, Dec. 28.—South Australia (Proclamation day).

Monday, Dec. 29.—Costa Rica.

Tuesday, Dec. 30.—Costa Rica, Philippine Islands (Rizal day).

Wednesday, Dec. 31.—Costa Rica, Philippine Islands, Switzerland (unofficial).

Shipping in Montreal.

That the first year of peace was a banner shipping year for Montreal is reflected in the statistics placed before the harbor commissioners of Montreal. In the season just closed 786 ships came to Montreal, of which 702 were trans-Atlantic ships, as compared with 644 last year. The British tonnage totaled 1,646,522 and total of other tonnage was 532,748. Inland transportation totaled 7,499 vessels, with 4,357,734 tonnage, an increase of 1,397 ships and of 1,353,886 tonnage over the previous season. River and gulf traffic between Montreal and the Maritime Provinces showed great improvement, number of vessels in this category being 54, with tonnage of 137,742, as compared with only 30 vessels, and tonnage of 22,861 in 1918. The 1919 season opened on April 14 and closed December 12. The opening was the earliest since 1913, but the closing was five days earlier than last year. First ocean arrival was on April 22, five days earlier than last year, and last ocean departure was December 10, four days earlier than in 1918.

Winnipeg to Build Houses.

As the first definite step toward relieving the housing shortage, the Winnipeg Housing Commission has called for tenders for the construction of fifty residences in Fort Rouge and west end districts. These houses, to be erected at a cost of about \$185,000, are to be the first block of about 300 that the commission proposes to build before next autumn.

Friends Are Sometimes Candid.

"My poem is returned with the editor's regrets. I wonder if he is quite candid with me?" "I fear not. I don't see why he should have any regrets at sending it back."

Really.

So, "Father, what is the rest of the quotation, 'Man proposes and'?" "Father (sadly)—'Women seldom refuses!'"

Absent-minded Vicar (during dinner at a friend's house, to his wife)—"My dear, we must change this cook; she's even worse than the last."

SOILS AND COMPOSTS

Best Suited for Pot Plants, Hot Beds, Seed Sowing, Etc.

Well-rotted, Tough, Fibrous Sod the best Basis—How to Prepare It—Substitute Potting Soil—Bone Meal a Valuable Fertilizer.

(Contributed by Ontario Department of Agriculture, Toronto.)

SECURING suitable soil or compost for all features of horticulture or horticulture is a very important matter if the best results are to be obtained.

The best basis for all ordinary potting soils is well-rotted, tough, fibrous sod, taken from loamy or light clay loam soils. Sod from an old pasture field, or from the roadside, from where the grass has been kept fed or cut down constantly, will give the closest growing sod, with lots of fibrous roots attached. These fibrous roots are one of the very necessary essentials in potting soils to keep the soil open and friable. The sod should not be cut from heavy clay soils, or where noxious weeds, especially "couch," "spear" or "twitch" grass is growing. The sod should not be cut from near pine or cedar trees as the turpentine in the leaves or pinnas of these trees is very detrimental to plant life. It is also best not to cut the sod from very swamp soil. Well-rotted barnyard manure such as from an old hot bed, or cow manure, are both good fertilizers to use for a soil compost. Horse manure alone is not a good fertilizer for a compost. About one-third horse manure and the balance cow manure will be suitable. Late in autumn or early spring is the best time to prepare the soil compost, autumn preferred.

How to Prepare.—The sod should be cut about four inches thick, and about eight to ten inches square. It should be stacked out of doors in an out-of-the-way part of the garden or grounds. A space six or eight feet long by five or six feet wide would be a good supply for a small greenhouse, or for a few hot beds for a year or two. Start by placing one layer of sod packed close together with the grass side downward over the space selected. Then add a second and third layer on top of the first layer. About four or five inches in depth of either the fertilizers mentioned should now be spread evenly over the third layer of sod. Another three layers of sod should then be placed on top of the fertilizer as before. Then another layer of the fertilizer as before, and so on until the pile is four or five feet in height. About two inches in depth of soil should be placed on top of the pile to finish off with. Place some wire netting over the pile (not pine or cedar) all over the top of the pile to keep off chickens or animals. Keep the pile quite level while building, and draw it in slightly narrower toward the top. It should be flat on the top when finished. It may be necessary to give the pile one or two good soakings with water after it is finished, or during dry weather in summer, to hasten decomposition. In six to eight months it should be ready for use and will keep in good condition for about two years.

Preparing for Use.—When ready for use, trim or slice down, with a sharp spade, the quantity required from top to bottom of the pile so as to secure the proper proportions of soil and fertilizer. For potting purposes this should be put through a coarse sieve having a 3/4-inch mesh. All the decayed fibrous part and the fertilizer, should be worked through the sieve. The partly decayed fibrous or organic matter that will not pass through the sieve should be chopped or pulled finely to pieces and put into the soil, if at all decomposed.

Tempering or Mixing Soils.—If the soil is of a heavy clay loamy nature about one part sand should be mixed at the time of using, with eight or nine parts of the soil compost for repotting purposes, for plants such as geraniums, roses, chrysanthemums and similar plants. If the soil of the sod is taken from is of a light loamy nature, a very little sand, if any, will be required.

For Begonias, Coleus, Callas (Arum Lilies), Gloxinias, Salvia, Ferns and similar plants one part of leaf soil, (rotted leaves) or black soil from the bush (decayed leaves), may be added to the compost and sand before mentioned. Black leaf soil from the bush alone does not make a good potting soil for but very few plants, it should be mixed with other soil as stated.

Substitute Potting Soil.—A good substitute potting soil or compost may be made by mixing about seven or eight parts of good, light, loamy garden soil, or loamy sub-soil taken from underneath sod, with one part sand and one part leaf soil as before mentioned, mixed well together. One part of dry cow manure, which can be secured from the fields where cows have pastured, or one part of pulverized sheep manure should be added as a fertilizer for this substitute potting soil. The pulverized sheep manure can be purchased at almost all large seed stores at the rate of about \$2 per 100 pounds. Or about one pound of fine bone meal or bone flour to each bushel of soil may be used as a substitute fertilizer to those named. Sheep and cow manure are two of the best fertilizers to use in connection with all horticultural work, whether incorporated in potting composts as stated, or used out of doors as liquid solutions for flower borders or the vegetable garden during summer, if the ground is not rich enough in fertilizers. Seepage from the barnyard diluted one-half with water makes a good liquid fertilizer for outdoor use where the soil is poor.—Wm. Hunt, O. A. College, Guelph.

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