

HOW ABOUT EARLY BUYING FOR AUTUMN AND WINTER?

Will prices be higher or lower?
Will merchandise be plentiful or scarce?

These questions are asked us scores of times each day.

At time of signing armistice and before no one knew for a certainty about foreign conditions. Every day since signing of armistice time conditions are being found out. Now we know for a certainty that there is a great scarcity of raw materials and labor conditions are very bad. Never have there been smaller quantities of merchandise offered for sale. Never have Canadian, American and English mills had to refuse so many orders.

THIS STORE'S OUTLOOK BRIGHT

Fortunately the manufacturers whom we represent have foreseen all this and have endeavored to protect themselves and us against the possible shortage. As a result our New Fall and Winter Goods are coming in now and opening up most satisfactorily.

Our Bigger Volume of Business Each Year

Makes possible "fair prices."
The responsibility of the reputation of these firms, including this store, safeguards our customers on "quality."
The practical appreciation of worthy merchandise is shown by the greater increase in our trade.

It Will Pay You Well Now

To buy Autumn and Winter Underwear, Heavy and Fine Shoes, Hosiery, Gloves, in fact all lines of merchandise.

See the Advance Styles in Ladies' Winter Coats

Splendid Style, Excellent Quality. In Valour and Bolivia Wool materials. Special values—\$35 to \$40. \$10 less than city prices.

Men's Clothing for Autumn and Winter

Desirable materials well tailored and reasonably priced at \$18.50 to \$35.

J. N. Currie & Co.

ALWAYS BEST OF EVERYTHING AT LEAST MONEY

The Transcript

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THURSDAY, AUGUST 28, 1919

BUILDING UP THE HOME TOWN

By E. M. Trowern, Secretary Dominion Board, the Retail Merchants Association of Canada, Incorporated, Ottawa.

The place where most people congregate in a village is the country store. It is usually a post office, the place where the farmers exchange their eggs and butter, the committee room for the politician, the headquarters for country-side gossip, a meeting place for friends, and the place where the merchant is supposed to keep everything from a needle to an anchor. It is from these centres that the villages develop into towns and the towns into cities. The more the merchant prospers, the better the village prospers, and so it is with towns and cities.

Goods in the retail stores in New York are of little value to the people of Canada. They want to be able to go into the shops in the place where they live and examine the goods, price them, order them, and either take them home or have them delivered. They want to know also that the goods they select personally are the goods they get, and this is where the local merchant will always have the advantage over the mail order house system, which means that when you buy goods you must rely almost entirely upon the selection by other people and not upon your own judgment. Perhaps the best illustration that can be given of the advantages of buying in the home town will be understood by those who are familiar with the question of selling boots and shoes at retail and the correct fitting of the same.

Not long ago the writer's attention was called to a rather singular circumstance. Visiting in a small town in the cool of the evening, when the ladies of the town were visiting the post office for the evening mail, a merchant, well posted in the boot and shoe business, called attention to the fact that ten ladies out of twelve who passed were wearing mail order shoes. He discerned them by the way in which they fitted the feet. Some were too high in the heel, others too low, some too broad and others too narrow. They were not only uncomfortable but they interfered with the poise and carriage of the wearer. Had these shoes been purchased in the home town these faults could have been avoided, much to the comfort and well-being of the wearer, and at perhaps less cost in the end. This illus-

tration might also apply to a large number of other articles. The citizens of every city, town or village should take a pride in their retail stores in their community. The better the stocks the merchants carry, the better the selection the citizens have, and the greater the number of people who purchase in the home town the better the opportunity the merchants have for increasing their stocks and carrying the latest styles. All citizens who send their money out of town are injuring the business of the town to that extent, and they are doing an injury to those citizens who patronize the local retail merchants.

Retail merchants select goods for the convenience of their customers. They study their requirements, they understand the extent of their purse, and the goods are always on hand, ready to be delivered at a moment's notice. Merchandise in Europe is of very little use to the citizens of any city, town or village in Canada. The goods must be here, ready and waiting, and our system of distribution is so arranged that if trade is developed along natural lines, and that which receives their money from the town patronize the town, they are not only making it convenient for themselves but also every other resident in that town. If the retail stores were taken out of the cities, towns and villages of Canada, it would be equivalent to destroying the commercial life of Canada.

Although not generally mentioned, when the development of a city is questioned, the first thing that strikes a stranger when he enters a city or town is the character of the shops in that city or town. If they are poorly kept and poorly stocked, with unpainted fronts, the town can be considered to be on the decline. If the store fronts are well painted and the stocks well kept and the retail merchants alert to their business, the town is always prosperous and it becomes an attractive place for the farmers and mechanics to congregate. It generally develops into a community hub, and the effect is reflected in the homes and in the surrounding farms. The nearer a good farm is to a thriving city, town or village, the more valuable that farm becomes, the better will be the business done in the city, town or village. In this way the whole community thrives.

Buying in the home town, therefore, means very much more than appears on the surface. It benefits both the buyer and the merchant. It helps to improve the streets, to reduce taxation, to add to the enjoyment of life, to bring the goods that are made at a distance to a common centre where they are needed. It circulates money, giving all an equal chance to secure some of it, and in this way buying in the home town helps the merchants, lowers the price of goods to the consumer, aids the financial institutions, gives more money in taxes for better roads, better police and fire protection, helps the newspapers, enables the municipality to pay better wages to school teachers, assists in the erection of better churches and public institutions, and, finally, establishes better residential districts, and in this way prosperous cities and towns are built up. The object, therefore, of all loyal citizens should be to buy the

things they require in the place in which they live.

GOOD SENSE

The secret of happiness so long and feverishly sought for by so many people has been discovered by the Toronto Star, which gives the following joy recipe in its question and answers column:

"The cure of the blues lies with yourself, and being 'always on the go' is but a temporary remedy. Happiness is not found in places. It comes from within. You can discover happiness in your own home—in your office—in the workshop—just as easily as in Europe or China or at the North Pole—and usually a great deal easier. Once get this idea firmly fixed in your mind," says Graham Hood, "and you will have solved lots of the problems of life, and some of the most important ones at that. The discovery that happiness is under your own hat, and that it can be found in no other place in the world, is one of the first secrets of success. But how am I to find this happiness, you ask. The answer can be condensed in two words: Keep busy. The only happy life is the busy life. The happiest man in the world is he who has just a little more work to do than it is possible to perform in the hours of an ordinary working day."

A FARM FABLE

(By Peter McArthur)

One day a black cat and a white cat got into an argument that could be settled only with claws. As they were both of about the same size they made no real progress toward settlement, though they made a noise that disturbed the whole neighborhood. At last the black cat ran up a tree and cursed the white cat from the first limb. Then the white cat ran up the tree and chased the black cat to the next limb. By turns they chased each other to the tip-top limbs of the tree. Then they found that they could go no higher, and they were afraid to come down. They mewed pitifully, and the farmer who owned them sat under the tree and told everybody that the Black Cat represented the high cost of living, and the White Cat represented wages, and that they chased each other up so high that they could never come down, and would perish miserably.

Presently a common fool came along and listened to the fable of the plain citizen who owned the tree and the cats. And when he heard it he exclaimed:

"You microcephalous troglodyte, why don't you take a long sharp stick and prod out those cats? They will fall on their feet, for that is the way of cats."

And suiting the action to the word he took a long sharp stick and prodded out the climbing cats.

Moral—Isn't it about time that some one got after the cost of living with a long sharp stick?

Another tradition is passing. Most of the green apples nowadays go into jelly, not into stomach aches for little boys.

In 1914 a hog could be bought for less than \$9 a hundred pounds. A hog would laugh in your face if you offered double that today.

MARKETING OLD HENS

Egg Production Falls Off After Month of May.

Small Cold Storage Plant Both Practical and Profitable on Each Progressive Farm—It Adds to the Comfort of the Family and Increases the Profits—Essential Factors of Construction Explained.

(Contributed by Ontario Department of Agriculture, Toronto.)

IN almost every flock there is a percentage of hens who are poor layers. These hens lay so few eggs that they frequently do not pay for the feed they eat and therefore reduce the profits of the better layers. The market price is high for old hens, and where the birds are not good producers it is a good plan to market them fairly early. There are also in most flocks a number of hens that were hatched in 1917 or earlier. Our figures suggest that most hens fall back about twenty eggs annually in their production. It is true that most of this occurs during the winter months, but one must also consider that the number of eggs falls off considerably after the month of May and, moreover, it is not uncommon for July and August to be poor egg-producing months.

The price of old hens usually is at its lowest point during the fall of the year, so that in many cases it pays best to sell the old birds not wanted for next year fairly soon, as the decline in price frequently is more than the profit made upon the eggs laid from June to October.

In a word the hen that has bright yellow legs and beak at this season is a poor producer, as is also usually the bird that has a large amount of internal fat or is very full and hard in the space between the end of the breast bone and the tail.

A good laying hen is active. If of the yellow-legged breeds her feet are usually faded as is also the bill. Her toe-nails are shorter than her poorer laying mates. She appears as if she had worked harder, that is she is not so sleek and fat. Her skin is usually thin and soft. She is busy and not a loafer.

The non-laying hen has a small dry vent whereas the laying hen has a large moist vent.

Small Cold Storage for Every Farm.

Cold storage practice so far has been connected with the large produce warehouses in our towns and cities. These establishments could not do successful business if their plants were not provided with large storage chambers kept cool and in other particulars suitable for the long storage of perishable products of the farm, such as eggs, butter, meat, cheese, fruit, and so forth. Some warehouses in our towns and cities after all, the farmers may be come sufficiently well organized to build and equip mechanical cold storage warehouses of their own, where by they will be able to have complete control over the products of their own labor until they are disposed of to the consuming public. Personally, I believe the problem of cold storage on the farm should be handled through co-operatively owned warehouses provided with adequate cold storage facilities.

Apart, however, from the question of a cold storage with up-to-date mechanical equipment for the farm or farmers' association as suggested above, there is the problem on almost every farm pertaining to the storage for a few days of small quantities of various foods used on the table from day to day, such as butter, meat, milk, etc. It is certainly of a most useful for cooling the milk and cream, supplying an ice-box or refrigerator in which the butter, for example, may be kept firm, the milk and cream sweet, and the foods in good condition for the table day by day. With ice always so handy and the best of cream available, it is possible for the housewife to make such delicious and wholesome delicacies as ice-cream, sherbets, and many delightful and cool drinks, all of which are most refreshing and stimulating to the folks on the farm in the hot and busy season of the year. In case of sickness, too, ice is sometimes a necessity. There is no doubt then about the fact that every farmer would find a supply of good ice a great advantage in many ways, whether it be stored in some bin from which it is removed as required or in some form of small ice-cold storage where it cools automatically a small refrigerator room adjoining the ice storage room. There are several types of small ice-cold storages suitable for use on the farm. In using these small ice-cold storages, however, it must be kept in mind always that the temperature cannot be maintained lower than about 40 or 45 degrees Fahrenheit scale, which of course is not low enough to keep perishable products like fresh meat longer than a few days, and large quantities of perishable articles must not be stored in a small chamber, nor too many kinds at one time. In a subsequent article I will deal with a few of the most common and practicable forms of small ice-cold storages for the farm.—R. L. Graham, B.S.A., O. A. College, Guelph.

A SOLDIER'S RECEPTION

On Monday evening, August 18, at the home of his parents in Ekfrid, a reception was tendered Pte. Gilbert Auty, who has returned from overseas. The lawn was tastefully decorated for the occasion and the walls of the house near the main entrance were covered with flags, the old Union Jack hanging in graceful folds by the windows and over the door, and bright lights hanging from the maples on the lawn. L. Leitch was chairman and introduced a program consisting chiefly of local talent, in which the school children played a prominent part. After the singing of the National Anthem, Miss Dorothy Auty and Miss Ruby Munson sang "The Maple Leaf." The words of this fine old Canadian song struck an echo in a nearby wood and rang back with a charm that thrilled the audience with emotion.

Pte. Auty was called to the platform and presented with an address and a well-filled purse from his friends and neighbors by Miss Alberta Munson and Miss Annie Carruthers. Pte. Auty thanked all for their kindness to him and said it was like a bit of Heaven to be with his old friends, and referred kindly to his fallen comrade, Pte. Balantyne, who enlisted with him but who will not return. The chairman remembered our fallen hero and quoted a poem entitled "After the War." Misses Ruby Munson, Dorothy Auty and Winnifred Carruthers sang a closing song. A dainty lunch was provided by the ladies.

Pte. Auty enlisted with the 135th at Glencoe and went overseas with that division and served on the western front.

CASTORIA

For Infants and Children
In Use For Over 30 Years

Always bears the Signature of *Dr. H. H. Hinton*

"Be surest way to keep out of bad company," said Dr. Hinton, "is to mind your own business so close that company won't take an interest in you."

Butter wrappers for one-pound prints for sale at The Transcript office.

Warts are unsightly blemishes and corns are painful growths. Holloway's Corn Cure will remove them.

NORTH NEWBURY

The C. P. R. station is undergoing extensive repairs. Charles Roemmele of Applin is directing the work.

R. J. Petch loaded a car of wheat for Galt last week.

A number of Cairo and Shetland people are taking in the Canadian National Exhibition at Toronto.

Fred Robinson was a passenger for Toronto on Sunday.

Miss Beatrice Prangley left by C. P. R. for Toronto on Saturday.

Will Plaine is spending his holidays with his sister and brother-in-law, Mr. and Mrs. Fred, Baldson, St. Thomas. Mrs. T. J. Crotty and son Eugene, accompanied by Mrs. Crotty's mother, left for Nashville, Tenn., this week.

Chas. Alderman of Inwood shipped a fine driving horse to Milton during the week.

Corn and potatoes in this section are looking fine after the recent showers. We all hope for a good crop.

Miss Violet Plaine is attending the millinery opening in London.

Old papers for sale at The Transcript office.

NOTICE TO CREDITORS

In the Matter of the Estate of Victoria Kunes, Late of the Township of Ekfrid in the County of Middlesex, Widow, Deceased, and Isaac Kunes, of the same place, Farmer, Deceased.

Notice is hereby given that all persons having any claims or demands against the late Victoria Kunes and Isaac Kunes are required to send by post prepaid or to deliver to the undersigned, solicitors for Agnes Cummings, executrix of the estate of the said Victoria Kunes and administratrix with the will annexed of the said Isaac Kunes, deceased, their names and addresses and full particulars in writing of their claims and statements of their accounts and the nature of the securities, if any, held by them.

And take notice that after the fifteenth day of September, A. D. 1919, the said Agnes Cummings will proceed to distribute the assets of the said deceased among the persons entitled thereto, having regard only to the claims of which she shall then have had notice, and that the said Agnes Cummings will not be liable for the said assets or any part thereof to any person of whose claims she shall not then have received notice.

Dated at Glencoe the 19th day of August, A. D. 1919.

ELLIOTT & MOSS,

Solicitors for said Agnes Cummings.

We are too wrapped up in material things. We are too uneasy, too fretful, too anxious. We are too much absorbed in business cares and too prone to believe that everything is on the downward trend. We need to get out in the country, to see the blue sky, the trees, the brooks, to feel the majesty of Nature and the charm of the pristine.

Wedding cake boxes at The Transcript office.

FOUND GUILTY OF NEGLIGENCE

THREE YEARS' PUNISHMENT FOR MAN WHO ALLOWED A SERIOUS SITUATION TO DEVELOP.

Failure to take proper precautions has been responsible for many deaths, and is the cause of much suffering and hardship to-day.

Take the case of Wm. Dunn, 313 Gerrard St. East, Toronto, Ont. Mr. Dunn was a chronic rheumatic sufferer for ten years. Three years of that time he spent in bed suffering indescribable torture. Picture the joy of this man on finding that Templeton's Rheumatic Capsules were restoring him to normal health again. Here are a few extracts from his letter to us: "During the past ten years I have been laid up with Rheumatism. One attack confined me to my bed for a year, and a second attack left me helpless for over two years. After I had tried almost everything, a friend got me a box of T.R.C.'s, and a few doses convinced me that I had at last found the proper remedy for my trouble. T.R.C.'s improved my condition rapidly, and I feel that had it not been for T.R.C.'s I should have been laid up for years." T.R.C.'s are certainly wonder workers. Try them.

Sole Agent for Glencoe, H. I. Johnston, Pharm. B. Druggist, Optician and Stationer, or if you live out of town mail \$1.04 to the above address or to Templeton's, Limited, 142 King Street, West, Toronto, and Capsules will be sent postpaid.

Cream Wanted

Cream received, tested and paid for daily at the Glencoe Butter Factory. Phone 73 if you want our delivery truck to call.

LAMBERTON CREAMERY CO.

ALEX. MCNEIL, Local Manager.



\$10 Puts One In Your Hands

A RED BIRD will save you time and money from the day you unpack it. Running short errands or going on long trips, getting to work and riding home again, holiday jaunts or evening spins, a RED BIRD is the wheel for you.

Men's and Women's Models, \$52.50 - \$57.50. Boys' and Girls', \$45.00

All Charges Paid to Your Station

\$10 Down

Brings the machine. The balance you pay in small monthly or weekly instalments.

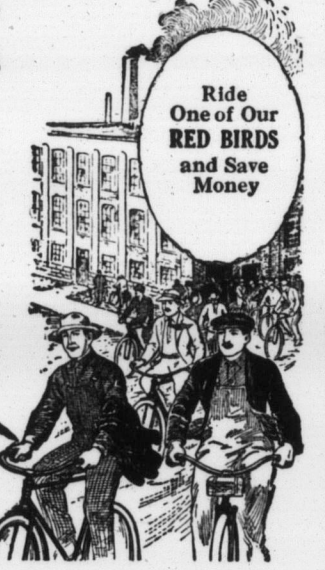
We have the largest bicycle repair shop in Western Ontario, and carry a full line of accessories and sundries—tires, carriers, bells, lamps, horns, cyclometers, pedals, chains, saddles, grips, handlebars, toolbags, mudguards, brakes, pumps, etc. If it belongs to a bicycle, we have it. Write for catalogue.

Everything Guaranteed Satisfactory or Money Back.

Bicycle and Motor Sales Co.

LARGEST EXCLUSIVE BICYCLE AND MOTORCYCLE HOUSE IN WESTERN ONTARIO

425 to 429 Wellington Street, London, Ont.



Ride One of Our RED BIRDS and Save Money

Well Dressed Women Will Wear These

Tailored Fall Suits

at **\$39.50**

Well tailored suits are these in Velours, Oxfords, and Mixtures, all silk lined—the kind of suits which dispel the general belief that nothing particularly desirable as to style and quality may be had this season at this price. Plainly tailored models with notched collars as well as high-collared belted styles are represented in shades of navy, Infantry blue, Madura brown, Bresilian wine, taupe, henna, gray, and heather mixtures. Cleverly placed trimmings of silk braid and bone buttons, and attractively styled pockets, add individualizing touches. Women's and misses' styles and sizes.

B. SIEGEL & CO.

WE ACCEPT CANADIAN MONEY AT PAR

No Connection With Any Other Store.

