

## REPUTATION ESTABLISHED - - YEARS AGO FOR - - HIGH QUALITY STANDARD

**T**ODAY we are establishing another reputation for values and greater assortment. The outlook affords much ground for satisfaction and confidence. The present will go on record as being one of the most interesting and surprising seasons in the history of merchandising. Manufacturers and merchants started in very gingerly, hardly knowing what or how much to provide for. Having confidence in our increasing trade, we bought heavily, with the result that we have ample stocks of desirable goods to meet the splendid trade we are having while those who hesitated buying early are caught, having to buy what they can now get at the advance prices.

THE SPRING AND SUMMER STOCKS IN EVERY DEPARTMENT  
NOW AT ITS BEST. "BUSINESS BETTER THAN USUAL."

### Complete Changes in Hat Styles FOR THIS SUMMER

Our stock shows all the new stuff in shapes, materials and colors, in both felts and straws.



### Men's Up-to-date Furnishing Store

Correct Shirts for Dressy Young Men, two special ranges, \$1 and \$1.25.

New Shapes in Ties and Collars.

Fine Half-hose, Underwear.

### As Clothing Trade Built on "Quality"

with that something different from all others to make the demand. Drop in and see our special values, offering this week at \$10, \$12.50, \$15 and \$18.50.

### Nifty Suits for Little Gents

Attractive Suits for young men with that snappy style found only in 20th Century Garments.



Fashionable women know this stamp on the bottom of a shoe is a style guarantee. "Empress Shoes" are fashioned to meet the needs of every taste in dress. We have a large variety to select from and you will find a splendid showing of the "right now" styles. We are sole agents for the "Empress" Shoe.



## J. N. CURRIE & CO.



## "Neu-Tone" for the Walls

It is so easy and so economical to have a beautifully decorated home, with "NEU-TONE" Flat Finish.

The soft, restful "Neu-Tone" tints will delight the woman and man who appreciate refinement and delicacy in the home.

When you "Neu-Tone" the walls, you save all fuss and bother of washing and scraping the plaster to re-decorate. Simply apply another coat of "NEU-TONE" in any shade or tint desired.

"NEU-TONE" is cheaper than wall paper. It is truly economical—absolutely sanitary—can't fade, scale or rub off—AND IS WASHABLE. Soap and water cleans a "NEU-TONE" wall and takes away dust, stains and finger prints.

Marble-Its Floor Finish will withstand all the wear and abuse to which a floor varnish is subjected; it can be used on hard or soft wood floors; every can carries with it a money-back guarantee.

"MADE IN CANADA"

We have for you a copy of each of our two books on home decoration—"Harmony in Neu-Tone" and "Town and Country Homes". Ask for them when you come in.

Mitchell & Hagerty, Glencoe, Ont.



### The Transcript

Published every Thursday morning from THE TRANSCRIPT BUILDING, Main Street, Glencoe, Ontario. Subscription—\$2.00 per year, in advance, to all points in the British Empire, \$1.00 per year; to addresses in the United States, \$1.50 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, MAY 27, 1915.

Prominent events of the week in the European struggle are the entrance of Italy into the war and the formation of a coalition government in Britain.

Italy's step must, it seems, hasten the end of the war. Austria will no longer draw supplies from Italy, and her sea ports on the Adriatic will be closed. The commercial isolation of Germany and Austria is, therefore, almost complete. Against that, organization and efficiency, we may be sure, will not long prevail.

The new British cabinet is absolutely non-partisan, all the important Unionist leaders having places in it. The savage criticism of the past few weeks will cease, now that the ablest men of both parties are doing everything possible to gain decisive victories which will end the war.

One of the most scathing rebukes administered to the foolish women who met recently at The Hague for an ill-timed discussion of means for bringing the war to an end was administered by a famous French writer, Mme. Juliette Adam. In answering a letter inviting her to attend the congress she stated of the Germans:—

"They lie, they loot, they burn, they kill women and children, they take hostages, they assassinate wounded, stretcher-bearers and doctors, they set fire to ambulances, they violate women, young girls and nuns. They destroy, for the sake of destroying, objects which more barbarous centuries have respected. It would be treachery to those I have lost to seek anything but what is, and

ought to be, if God of right and justice, the enemy of the demon, of brute force, of mad pride, is the true God."

And although Mme. Adam did not recount all of the indictment against the enemy of civilization her denunciation should be remembered it again there should be talk of ending the war before Germany can be forced to accept terms which will prevent that nation from again endeavoring to gain world dominion through a path of blood and tears and "frightfulness."

### KNAPDALE.

Knappdale, May 25.—Alfred Wallace, of Alvinston, spent Sunday at John Hillman's.

Mrs. John McLean is improving from her recent illness.

Colin McNaughton purchased a drive shed from R. J. Grey, of Shetland, and intends moving it this week.

Pleased to hear Miss Lucy Golderick is recovering after her long illness.

John Blackhall is visiting in Port Huron.

Mr. and Mrs. C. McNaughton and Mrs. D. McNaughton and Mrs. C. McIntyre motored to Alvinston and spent the 24th there.

### Homeseekers' Special Train.

For the accommodation of homeseekers and general tourist traffic to Western Canada, through train carrying tourist sleepers and colonist cars will, commencing June 1st, leave Toronto 10.45 p. m. each Tuesday until further notice, running through to Winnipeg.

Attention is directed to the remarkably low round trip fares in connection with Homeseekers' Excursions to Western Canada via Canadian Pacific Railway. Tickets are on sale each Tuesday until October 20th, inclusive, and are good to return within two months from date of sale.

Apply to any C. P. R. agent for full particulars, or write M. G. Murphy, district passenger agent, Toronto, 63-2.

### KILMARTIN.

Kilmartin, May 19.—Miss Mary McAlpine spent the week-end with friends in London.

Dan A. Leitch has bought a house from Mr. Poole, in Ekfrid, and intends moving it to his farm in this vicinity.

Duncan McAlpine is remodeling his dwelling house.

Kilmartin, May 21.—Miss Helen Beaman, of Walkerville, is the guest of Miss Bessie McIntyre.

Miss Cassie Crawford, of Detroit, is visiting friends here.

Home for the holidays—Will and Alex. Moore, Mac and Archie Munro, from Walkerville; Miss I. McAlpine, from Wyoming; Miss E. McTavish, from Chatham.

Mr. and Mrs. Forest Thornton and daughter Helen, of Walkerville, spent the 24th at Neil Munro's.

Miss Kathleen McDougall, of Alvinston, spent the week-end here.

Master Donald Moore, of Walkerville, spent the holiday with friends here.

Mrs. James Douey, of Sarnia, visited here during the holiday.

Rev. J. Martin, of London, will occupy the pulpit in Burns' church next Sabbath, during the absence of the pastor.

Wedding bells are ringing through this burg.

The ladies of Burns' church are donating sheets, pillows, etc., for the Red Cross hospitals at the front.

### May Reach \$150,000.

While committees of the Hospital Ship funds are asked to close their funds at their own discretion, for the benefit of distant places where collections are still actively being made for this purpose, the general fund will not be closed till early in September. Contributions to date show with "Flag Day" a total of \$137,680.70, so it may reach the splendid sum of half over what was the original amount aimed at.

### "Barely" For the Troops.

A despatch to Reuters' Telegram Company from Paris says: "The state tobacco factories are working day and night in order to supply the needs of the army. Large quantities of Virginia tobacco will be imported, especially for the use of British troops on the Continent."

### Bureau Fully Equipped.

Lady Drummond, on behalf of the Canadian Red Cross in London, is making preparations for ensuring that the work of the information bureau shall be carried out with complete efficiency.

All hospitals receiving sick and wounded will at once notify the bureau of any Canadians among the recent arrivals and in case of missing Canadians enquiries will be instituted through Red Cross branches in Paris, Rouen, and Boulogne.

A corps of visitors to call upon Canadian sick and wounded wherever they may be lying is also being formed.

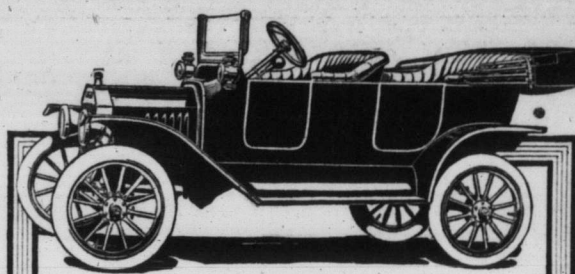
Old papers for sale at the Transcript office.

### We carry a Full Line of

Tin, Enamel and Galvanized Ware, Sinks, Bathtubs, etc.

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

J. M. Anderson  
Tinsmith Plumber



"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

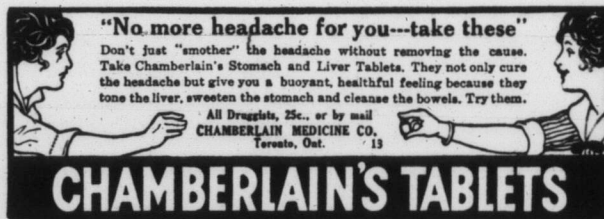
Our prices a little lower than elsewhere. Call and be convinced.

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



"No more headache for you—take these"

Don't just "mother" the headache without removing the cause. Take Chamberlain's Stomach and Liver Tablets. They not only cure the headache but give you a buoyant, healthful feeling because they tone the liver, sweeten the stomach and cleanse the bowels. Try them.

All Druggists, 25c., or by mail CHAMBERLAIN MEDICINE CO., Toronto, Ont.

## CHAMBERLAIN'S TABLETS

## GENTS' FURNISHINGS SPRING IS HERE!

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

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