

## WE KEEP OUR CUSTOMERS INFORMED AS TO PROBABLE FUTURE PRICES

Prices are yet very much below prevailing prices at time of American Civil War. At that time prices were three to five times that of normal times. Considering the vastness of this present war, every indication points to steadily increasing prices. Cotton and Wool getting scarcer and prices rapidly advancing. Shrewd buyers are keeping their wares well supplied and in many instances even purchasing ahead for next winter.

### Prices for Fall and Winter, 1918.

as nearly as manufacturers can judge now, will be about 20 per cent. or more above today's prices, with quality each season more inferior.

### This Store Never Encourages Extravagant or Reckless Buying

Economy in all things is rather to be encouraged. It's poor economy, in face of advancing prices, to put off buying "necessaries" of life.

### This is the Store With "The Goods"

Stocks not only LARGER but QUALITY Standard WELL MAINTAINED

Our sales show enormous increases over former years, partly accounted for by the large surplus stocks held in reserve, bought months ago. We want our customers to get values equal to if not lower than what same goods can be procured for from any other source.

### We Enter Christmas Month Well Prepared

in every department for the big December trade. Time to start buying when stocks for Christmas are most complete.

### Empress Shoes For Spring, 1918

We were fortunate in getting a special delivery now of goods ordered for spring, 1918. It gives next spring's styles at today's values—a saving of 20 per cent. or more. Besides, you get better quality. Compare our values at from \$3.50 to \$7.50.

### Right After Big December Business, With Values Unmatched

Men's Grey Long Rubber Boots, not seconds but perfect quality, \$4.75.  
Men's Black Long Rubber Boots, red sole guaranteed, \$3.90.  
Men's Storm or Plain Rubbers, 90c.  
Women's Storm or Plain Rubbers, 75c.  
Women's Felt Overshoes, \$1.25.  
Men's Felt Overshoes, \$1.50.  
Special values in Lumbermen's Rubbers and Sox.

### Christmas Number of Woman's Magazine now in stock

J. N. CURRIE & CO.

## The Transcript

Published every Thursday morning from THE TRANSCRIPT BUILDING, Main Street, Glencoe, Ontario. Subscription—\$1.00 per year in advance, \$1.50 per year, \$2.00 for eight months; to address 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. JOE PRUITT—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, DECEMBER 6, 1917

### Christmas and Other Gifts.

Some years ago there was organized in the United States the Society for the Prevention of Useless Giving, whose abbreviated name "Spugs" tended to give a comic character to a movement that was both serious and sensible. To-day this society represents the true spirit of the times in the United States as it never did before, for this is the first Christmas since the American nation entered the war. The spirit is reflected in the following request appended to the published death notice of a prominent citizen of New York:

"At this time of national emergency it is earnestly requested that no flowers be sent. Whoever has thought of sending them had better contribute in his memory to some war charity or national need whatever sum, large or small, might otherwise have been spent for a swifly-passing token of affection." The amount of money ever spent on any funeral would be a mere drop in the bucket, perhaps, compared with the daily expenditure of any of the powers engaged in the war. The amount by which war charities would benefit as a result of this request is trifling. The significant and important thing is the spirit of saving. If it is begun in small things it will extend to large things, and the effects of a whole nation saving money for necessities would equal the effect of another nation declaring war on Germany.

Christmas giving has become such a habit among Christian nations that an agitation to suspend it while the war endures would have little influence. Nevertheless, the man or woman who spends money in useless Christmas gifts at this time must be either thoughtless or unpatriotic. Gifts that supply a real need on the part of those who receive them are the only gifts that ought to be considered in war-time.

### One Man's Prayer.

Out in Kansas there is a man named Homer McKee. He wrote a prayer and it was printed in the State Board of Health Bulletin. The Bulletin fails to identify Mr. McKee further than to publish his name, which is enough in a way, for the prayer speaks for the man, and sums up in a few words the attitude of happiness. The Guelph Herald quotes it as follows:

Teach me that sixty minutes make an hour, sixteen ounces one pound, and 100 cents \$1.  
Help me to live that I can lie down at night with a clear conscience, without a gun under my pillow, and unharmed by the faces of those whom I have brought pain.  
Grant, I beseech Thee, that I may earn my meal ticket on the square, and in doing thereby that I may not stick my gaff where it does not belong.

Blind me to the faults of the other fellow, but reveal to me my own.  
Keep me young enough to laugh with my children, and to lose myself in their play.  
And then, when comes the smell of flowers, and the tread of soft steps, and the crushing of the hearer's wheels in the gravel out in front of my place, make the ceremony short and the epitaph simple

### Your Wealthy.

Don't worry just because you're poor; If you were rich you'd worry more— That's cert'n.  
You get your three square meals a day.  
You couldn't eat more, anyway— 'Thout hurtin'.  
Don't think the fates have been unkind, There's many millionaires you'll find complainin'.  
There's lots of men with so-called means, Who'd like to wear your old blue jeans— 'Thout strainin'.  
We fellows in our working clothes Can shake 'em when the whistle blows— 'Thout frettin'.  
The boss with dollars to your dime, You bet he's working overtime— And sweatin'.  
There's them who'd give up every sou If they could stand up strong like you— And healthy.  
You've got your children and your wife, You've love and happiness and life— You're wealthy.

Worms cause fretfulness and rob the infant of sleep, the great nourisher. Mother Graves' Worm Exterminator will clear the stomach and intestines and restore healthfulness.

### School Reports.

The following is the report of S. S. No. 12, Moss, for November. *a* Means absent for one examination. *a* Perfect attendance:—  
Sr. IV.—Dan W. McVicar 70.  
Jr. IV.—Wilson McLean 67, Emerson McVicar 69, Oscar Goldrick 69, Ella I. Quick 30.  
Sr. III.—Sara M. Mitchell 70, Wm. H. Quick absent.  
Jr. III.—William A. Quick 68.  
Class II.—Barbara E. McVicar 70, Sara C. Purcell 70, Winnifred A. McLean 69, M. Bruce McLean 65, Jean McVicar 64, Margaret McIntyre 35.  
Class I.—Anna B. McVicar 91, Carrie McLean 91, Miss B. Purcell 77, Nelenia McVicar 67, Maggie M. McLean 58.  
Primer.—James Mitchell, George Ritchie, Malcolm McVicar, Cecil Goldrick.

MARGARET LITTLE, Teacher.  
School report for S. S. No. 3, Moss, for the month of November. *a* Means perfect attendance. *a* Means not present for all examinations:—  
Sr. IV.—Verna Watterworth 88  
Jr. IV.—Hugh Whitfield 85, Cecil Moore 87, Amy James 80  
Sr. III.—Elliot Whitlock 85, Compton Moore 85, Wm. Whitlock 79, Norman Winger 73, Alice Harvey 71, Ralph Perrin 68.  
Jr. III.—Edith Lumley 70.  
Sr. II.—Blanche Whitlock 80, Richard Fry 80.  
Sr. I.—Donald Coyne 90, Frank Walker 90, Ross Edwards 70, Jean Moore 73, John Whitfield 68, Marion Grover 69, Willard Edwards 65, Charlie Perrin 58, Florence Fry 49, Louis Moore 52, Helen Whitlock 40, Earl Harvey 37.  
Primer. A Class—Clare Whitlock p. B Class—Russell Winger. C Class—Arlay Haskell. D Class—Velda Grover.

### A Wonderful Newspaper.

The Family Herald and Weekly Star, of Montreal, is a most unique paper and very popular in every home in Canada. It is surprising what great value to the reader is contained in every issue. Few homes are without it, and they are the losers in not having it. The subscription price is \$1.25 a year, and includes a colored war map of the fighting area in Europe. It is a splendid map and of great assistance to understand the war. We understand the map offer is shortly to be withdrawn. The year's subscription and war map are certainly big value at \$1.25. 94-1

CLEAN STOMACH, CLEAR MIND.—The stomach is the workshop of the vital functions and when it gets out of order the whole system closes in sympathy. The spirits flag, the mind droops, and work becomes impossible. The first care should be to restore healthful action of the stomach, and the best preparation for that purpose is Parmelee's Vegetable Pills. General use for years has won them a leading place in medicine. A trial will attest their value.

Marriage Licenses issued by D. H. McRae, Strathburn. 541

## HOW THE LUTZOW SANK

STORY OF JUTLAND BATTLE TOLD BY GERMAN.

The First Description of Admiral Beatty's Victory From the Point of View of the Teuton Sailors to Reach English-speaking Public Comes From The Hague.

SCENES on board the German flagship Lutzow during the Jutland naval battle, when some of the newest and largest of the German battle cruisers were battered or sunk by Admiral Beatty's British squadron in June, 1916, are vividly described by P. Krug, one of the Lutzow's survivors, in a pamphlet which has just been published at The Hague. It is believed to be the first detailed story of that great battle, from the point of view of the German sailor, to reach the public eye.

Torpedoed by a British warship early in the engagement, the Lutzow, which was the flagship of Admiral Hipper, was hammered unmercifully by the big guns of the British vessels, and soon became a complete wreck, a "ship of the dead," as Krug describes her.

According to his story, twenty-seven German sailors were trapped in the Diesel dynamo room before the battle had been long in progress and remained there when the Lutzow, a disabled bulk, was abandoned and sent to the bottom by a torpedo from a German destroyer. Two of these imprisoned men had been driven insane and were kept tied by their shipmates.

After describing the first part of the battle and telling how the arrival of British battleships turned the tables on the Germans, Krug writes:

"Suddenly the entire ship is roughly shaken. The colossal heaves far over, and everything that is not fixed is upset. The first direct hit! The torpedo pierces the fore part of the ship. Its effects are terrible. Iron, wood, metal, parts of bodies, smashed ship's implements are all intermixed, and the electric light, by chance spared, continues to shine upon this sight.

"Two decks lower, in the Diesel dynamo room, there is still life. That compartment has not been hit, and 27 men in the pride of life have been spared, but the chamber is shut off from all others, for the water is rushing in. They are doomed to death. Several 38-centimeter shells squarely hit their mark, working terrible havoc. The first hits the wireless department. Of the twelve living men who a moment ago were seated before the apparatus, there is nothing more to be seen. Nothing is left but a smoking heap of ruins. The second hit pierces the fore part of the ship. The entire fore part of the vessel as far as the Diesel motor room was past saving.

"Another broadside meant for the Lutzow fell short, but a torpedo boat close by disappeared, leaving only a few odd pieces of wood and a smashed lifeboat drifting round. It is now half past seven, and the hostile circle grows ever smaller. The Lutzow and the Seydlitz lie with their bows deep in the water; both are badly mauled. The fore part of the Lutzow was in flames. Shells burst against the ship's side in rapid succession. A terrible sight is presented on board the Lutzow, and it needs iron nerves to look upon it coolly. Hundreds have lost their lives, while many have lain for hours in torture, and the light is not yet over. The bow is now crushed in and is entirely submerged. The four screws are already sticking half out of the water, so that the Lutzow can only make eight to ten knots an hour as against the normal 23.

The Admiral decides to transfer to the Moltke. He gives orders to turn and get away from the scene of the fight, but the Lutzow has not time to make a move before she receives a 38-centimeter shell. The entire ship was filled with the poisonous fumes of the shells, and anyone who failed to affix his gas mask was doomed to be suffocated. "It was three quarters of an hour before the lighting installation was restored. Then for the first time could the extent of the damage wrought by the salvo be seen. One of the shells had landed in the sick bay. Here there were three doctors and fifteen attendants besides 160 to 180 wounded. Of all these only four remained alive. These four were hurried into the next compartment by the air pressure; there they lay unconscious.

"The Lutzow was now a complete wreck. Corpses drifted past. From the bows up to the first 30-centimeter gun-turret the ship lay submerged. The other gun-turrets were completely disabled, with the guns sticking out in all directions. On deck lay the bodies of sailors in their own uniforms in the midst of the empty shell cases. From the masts fluttered torn flags, twisted signal lines, and pieces of wire of the wireless installation. Had not the lookout man and three officers on the commander's bridge given signs of life, the Lutzow would have truly resembled a ship of the dead. Below, on the battery deck and in the coal bunkers, there still lay innumerable wounded, but there was no longer a doctor to attend to them.

"Night came on and hope was entertained of getting away without a further encounter. But at 3 o'clock in the night news of the approach of two British cruisers and five destroyers was received, and just at that critical time the fore and middle bulkheads gave way.

"Orders were given to carry quickly the wounded to the stern. Then the order rings out: 'All hands muster in division order abaft.' A tumult arises on the lower deck, for every body is now bent on saving his life.

## THE DAIRY INDUSTRY.

Interesting Figures Regarding Production of Butter and Cheese.

In a press bulletin issued from Ottawa the census and statistics office reports on the total production of butter and cheese in the creameries and cheese factories of Canada for the year 1916, as compared with 1915, the report being based upon returns collected from the dairying branches of the provincial departments of agriculture. The figures for 1915 represent approximate estimates, as the returns for that year are not quite complete. The total number of creameries and cheese factories operating in 1916 is reported as 3,446, including 993 creameries, 1,813 cheese factories, 624 combined factories (cheese and butter), and 10 condensed milk factories. The total number of patrons contributing to creameries and cheese factories during the year 1916 was 221,192, the deliveries of milk amounting to 2,600,542,387 lbs. and of cream to 157,620,636 lbs. The two chief dairying provinces of the Dominion are Ontario and Quebec. Both manufacture cheese and butter; in Ontario more cheese is made than butter; in Quebec more butter is made than cheese. In Ontario the total number of establishments operating in 1916 was 1,165, and the patrons numbered 87,325, whilst in Quebec the establishments numbered 1,984 and the patrons 79,145; so that the average number of patrons per establishment was 75 in Ontario and 40 in Quebec.

The total production of creamery butter in Canada in 1916 is returned as 82,564,130 lbs. of the value of \$26,966,357, as compared with 82,824,176 lbs. of the value of \$24,368,336 in 1915. Comparing the relative production of the provinces, the production in 1916 is highest in Quebec with 34,323,275 lbs. of the value of \$11,516,148, as compared with 24,680,109 lbs. of the value of \$8,031,984 in Ontario. These two provinces together produce about 70 per cent. of the total creamery butter of Canada. Of the other provinces the production and value of creamery butter in 1916 were in relative order as follows: Alberta 8,521,734 lbs., value \$2,619,248; Manitoba 6,574,510 lbs., value \$2,038,109; Saskatchewan 4,310,669, value \$1,338,180; Nova Scotia 1,586,679 lbs., value \$505,000; British Columbia 1,243,292, value \$497,316; New Brunswick 709,932 lbs., value \$236,194; and Prince Edward Island 613,880 lbs., value \$184,164. The average price per lb. of creamery butter for all Canada works out to 33 cents in 1916, as compared with 30 cents in 1915. By provinces in 1916 the highest price was in British Columbia 42 cents and the lowest in Prince Edward Island 30 cents. In the other provinces the price per lb. for 1916 was as follows: Nova Scotia, 32 cents; New Brunswick, 33 cents; Quebec, 34 cents; Ontario, 33 cents; the prairie provinces 31 cents.

The total production of factory cheese in 1916 was 192,968,597 lbs., of the value of \$35,512,530, as compared with 183,878,898 lbs. of the value of \$27,597,775 in 1915. By provinces the lead in production is taken by Ontario with a total quantity in 1916 of 126,015,870 lbs., of the value of \$23,312,935, Quebec being second with 61,606,750 lbs., of the value of \$11,245,104. These two provinces together account for 98 per cent. of the total production of factory cheese. The production and value of factory cheese in the other provinces in 1916 were as follows: Prince Edward Island, 2,121,736 lbs., value \$409,495; New Brunswick, 1,185,664 lbs., value \$210,692; Manitoba, 880,728 lbs., value \$158,331; Alberta, 745,123 lbs., value \$154,454; Nova Scotia, 94,727 lbs., value \$16,959, and British Columbia, 18,000 lbs., value \$3,960. The average price per pound of factory cheese for all Canada works out to 21 cents in 1916 as compared with 17 cents in 1915. In 1916 the average price is highest in British Columbia, 25 cents. In Quebec and Ontario the average price is 18 cents, and in Alberta it is 21 cents.

### Captured Machine Gun.

Details have reached Canada of the act for which the Victoria Cross was conferred upon Lieut. Frederick Maurice Watson Harvey, of Strathcona's Horse, Canadians, who is Irish by birth, but now belongs to Medicine Hat, Alta. The official records say he was given the Victoria Cross, the highest decoration for valor in the world, for the following:

"For most conspicuous bravery and devotion to duty. During an attack of his regiment on a village a party of the enemy ran forward to a wire trench just in front of the village and opened rapid fire and machine gun fire at very close range, causing heavy casualties to our leading troops. At this critical moment, when the enemy showed no intention whatever of retreating and the firing was still intense, Lieut. Harvey, who was in command of the leading Canadian troops, ran forward ahead of his men, and dashed at the trench, still fully manned. He jumped the wire, shot the machine gunners, and captured the gun. His most courageous act undoubtedly had a decisive effect on the success of the operation." The investiture took place before the King on July 21.

### Fifty Wooden Ships.

Fifty wooden steamers of a uniform size of twenty-five hundred tons will be added to the ocean-going tonnage of Canada within the next twelve months. The first of them will be launched this fall and on the others good progress is reported. The ships are those which are being built for the British Government through the agency of the Imperial Munitions Board. About thirty are in yards on the Pacific coast, and the others at Atlantic or lake ports. From five to nine months is the time required for completion. Simultaneously with ships of steel construction the various ship building plants are stockpiling orders to their full capacity for the coming year.

## THE ROYAL BANK OF CANADA

INCORPORATED 1869

Capital Authorized.....\$25,000,000  
Capital Paid-up.....12,911,700  
Reserve Funds.....13,471,700  
Total Assets.....302,000,000

SIR HERBERT S. HOLT, President  
E. L. PEASE, Vice-President and Managing Director  
C. E. NEILL, General Manager  
STUART STRATHY, Supervisor of Ontario Branches  
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## THE MERCHANTS BANK OF CANADA

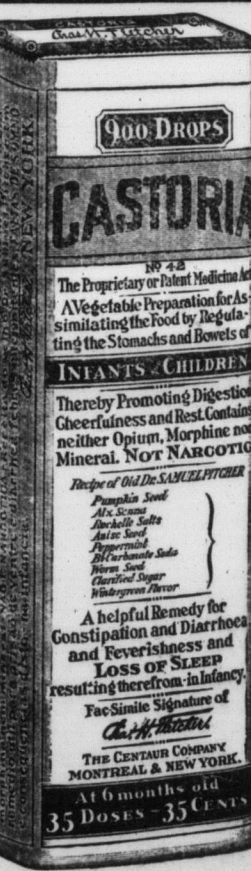
A VALUABLE FEATURE OF A JOINT ACCOUNT

opened with the Merchants Bank of Canada in the names of two persons is that if one dies the family funds are not tied up just when they are likely to be most needed. The survivor can withdraw the money without delay or formality.

Think it over—then open a Joint Account.

GLENCOE BRANCH J. A. McKELLAR, Manager

Branches at Alvinston, Watford, Bothwell, Newbury, West Lorne and Muirkirk.



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