

Our Spring Stock

would be a creditable range under normal conditions, and it is a source of great satisfaction that our buying advantages have made it possible to submit such a variety of most worthy merchandise under most trying and abnormal conditions.

Pleasing Styles in Georgette Waists for Easter

In various combinations, such as gold with ivory, flesh with ivory, maize with ivory—embroidered in colors to blend. Prices, \$3.50 to \$6.50.

Attractive New Style Collars for Ladies

In washable satin and georgette silk. Make your collar selections for Easter now. Prices, 50c to \$2.25.

Perrin's Kid Gloves

Kayser Chamotte and Silk Gloves. In much-wanted colors. Prices—\$1.00, 1.25, 1.75 and 2.00. Above makes of gloves are always dependable and made to fit perfectly.

The Military Shoe for Ladies

Decidedly in vogue for street wear. In black, brown and grey. Prices, \$5 to \$7.

Louis Heel Shoes Predominate for Dressy Types

Our stocks in "Empress" makes show very smart styles and exceptionally good values at \$4.50 to \$8.

Standard Lines for the More Conservative Wearers

In "Empress" make, at \$3.50 to \$5.50.

The New English Last Shoe for Particular Young Men

In Slater, Derby and Peerless make. Prices—\$5.00, 5.50, 6.00.



TRADE MARK
SOUNDERS
TORONTO

Substantial, Serviceable Shoes for Wet and Muddy Season

For men, women and children. The best shoes money can buy and none too good for our customers.

Drop in and Examine the Smart Spring Styles of Clothing Endorsed by the Good Dressers

Right ready for you, at a saving of \$5 to \$8 on today's real values. 20th Century Clothing has made us a name and we are not going to lose in one season a reputation which has taken us years to build.

The more you investigate the more you will see the real economy in buying such clothing as we handle compared with the ordinary ready-made, sweat-shop, "hand-made" imitations that are only made to sell, not to wear.

Correct Hats and Caps for Early Easter and Spring Trade

You can be correctly dressed with everything else, but an ill-becoming hat will mar the whole effect. We sell you only what you should wear. Prices—\$2.00, 2.50 and 3.00.

The New Shadow Effect and Foul-ard Pattern Neckwear for Men

Just opened. 50c, 65c, 75c.

Swell Dress and Outing Shirts, \$1.00 to \$2.00

Everybody buying earlier than ever makes this store's business show splendid increases over previous seasons, and our customers are saving now on later prices, besides getting a better choice and quality.

J. N. CURRIE & CO.

The Store With the Stocks and Service

The Transcript

Published every Thursday morning from THE TRANSCRIPT Building, Main Street, Glencoe, Ontario. Subscription—10c per copy in Canada and all points in the British Empire, \$1.50 per year, \$1.00 for eight months; to addresses 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, programmes, cards, envelopes, office and wedding stationery, etc.

THURSDAY, MARCH 21, 1918

A fresh vote of five millions of dollars for Northern Ontario development seems a bit extravagant at such a time as this. That amount would go a long way toward stimulating the production movement if used to encourage farming on the many idle lands in Old Ontario already developed.

Union Government was created to serve the one great purpose of raising Canada's quota of men for service for overseas. As a means of implementing this pledge, the Toronto Telegram suggests that all the draftees be allowed to go home and the government enroll the commissioners, boards and staffs created in the past year as a greater army than the 100,000 men to be raised under the Military Service Act.

With big headlines and accompanying portrait in latest cut of gown, the city papers feature Lady Hendry as "a maple sugar enthusiast—a patriotic example." There are lots of maple sugar enthusiasts down this way, but they wear work garments and carry sap buckets and don't cut much of a dash on the society page. They belong to the nobility—that noble class of men and women known as useful citizens.

A correspondent has found an entirely new matter to complain about. After mentioning a number of officials whose duties appear to be entirely advisory, despite their large salaries, she protests against the high cost of advice. That is certainly a new one. We have a proverb that "advice is cheap," and experience teaches us that it is founded on fact. Most of us find that advice is about the cheapest thing on the market. We can not only get it when we want it, but we all get a whole lot that we do not want. Of course, there are forms of advice that always come high, such as legal, medical, engineering and general professional advice, but we all avoid dealing in it while we can. But common or garden advice is pestiferously plentiful. Most of us raise more of it than we need

for home consumption and have a plentiful supply to unload on our friends, relatives and neighbors. My correspondent complains that the highly-paid advice that is now coming to us from official circles is largely of the common variety, and that it is a nuisance rather than a help. Not wishing to give offence, I refrain from giving instances of the kind to which she refers, but if you watch the papers you can find examples every day. We are certainly well supplied with advice, no matter what we may think of its quality. But it will not do to complain too much about it or the first thing we know someone will be given a high office with a high-sounding title and a large salary to advise us about the advice we are getting, and tell us how much of it we should take. As we are obliged to pay in our taxes for all the advice we are getting, it is possible that we really have grounds for complaining against the high cost of advice.—Peter McArthur.

Now For the Farmerettes.

The "farmerette" movement started in England in the early years of the war and is now an established factor in English food production. The idea is catching on rapidly in the United States and Canada, and this season, no doubt, "farmerettes" all over America will be doing their bit to help save us from famine. Farmers may not take these candidates for jobs seriously, but their attitude will soon change on trying them out, and the demand for their services will spread like wildfire. Let us not forget that the first farmers were women. While their men hunted game and made war on other tribes, the women stayed at home and sowed, planted, tended, and gathered in the harvests, as well as spinning, weaving, tanning, making pottery, and generally tending to the constructive, conserving business of life. In more ways than one we are returning to primitive conditions and activities. And, by the way, let me tell you that the woman who isn't making garden breeches or overalls a definite and important part of her summer wardrobe nowadays is going to feel like a back number when the warm days come. The most eminent dressmakers in New York and Chicago are now competing to make the perfect design for these bifurcated garments—a design that shall encompass both beauty and comfort and be accepted as the standard for the coming season. Think what money there is for the artist who

accomplishes this! There are at least 20,000,000 women in this broad land of ours whose patriotism and passion for fashion will unite to make them yearn to adopt this new style. Once we women get used to the ease and joy of a skirtless condition do you suppose we'll ever return to bondage?—Chicago Tribune.

Advertising As Education.

The confusion that existed in many parts of the country as to the exact meaning of the recent order regarding the three "heatless days" indicates that the Government has already forgotten the lesson it should have learned from its experience last fall. It will be remembered that an extensive advertising campaign was put into operation in connection with the enforcing of the Military Service Act and with the marketing of the Victory Loan bonds. Clear, definite, and authoritative information was given to the public in the advertising columns of both country and city press, with the result that everybody learned just what was expected in each case.

The dissemination of information regarding three-day closing order was left to news despatches, and resulted in much exasperating conflict of opinion as to what was meant. Had the Fuel Controller's office followed the example set by the Minister of Finance and by the Military Service Council, this confusion need not have occurred. An official statement in the advertising columns, giving an exact interpretation of the order in its relation to the various fuels used, would have obviated the necessity of calling for special interpretations in behalf of so many sections of the country.

The educational value of advertising is becoming more and more understood every day and the volume of advertising is increasing in a corresponding degree. The advertising columns of a newspaper are even more closely read than the news columns. This is especially true of the advertising of those merchants or firms who realize that what prospective customers desire is information about the goods advertised. That is why the mail order business has grown to such large proportions in recent years. Both the newspaper and direct advertising of the mail-order houses is packed with definite information as to quality, use, and price of the goods advertised. Such advertising brings results just as surely as the Victory Loan advertising of last fall brought the largest returns of all the loans so far offered by the Government.—Ridgetown Dominion.

Vacant Lot Gardening.

The majority of the horticultural societies in this province have accomplished great things with their vacant lot propaganda. In the cities of Toronto and Ottawa alone many acres have been cultivated. Ottawa reports over 100 acres from which 50,000 bushels of valuable garden products have been garnered in first-class condition. Those interested in horticulture in Toronto through the Vacant Lot Gardening Association have also done a splendid work and in a large way.

The report issued by the superintendent, Mr. Geo. Baldwin, states: Number of lots under cultivation during 1917, 798, all well cultivated. Number of soldiers and soldiers' families working lots, 80. Average size of lots 3,000 square feet, all marked with sign board. Package of seeds provided 725, of which 607 were paid for. Several churches, hospitals, boy scouts, guides, boy scouts included in lot holders. One lot looked after by a returned soldier who lost both his legs, another by a man with only one hand. The condition of both these lots would shame those who are not thus seriously handicapped. All gardens are inspected once a week and reminders sent to those who neglect their plots. The crops produced have a value of \$10,000 at a moderate estimate.—J. Lockie Wilson, Ontario Department of Agriculture, Toronto.

Dread of Asthma makes countless thousands miserable. Night after night the attacks return and even when brief respite is given the mind is still in torment from continual anticipation. Dr. J. D. Kellogg's Asthma Remedy changes all this. Relief comes, and all at once what nature's attacks are warded off, leaving the afflicted one in a state of peace and happiness he once believed he could never enjoy. Inexpensive and sold almost everywhere.

The Gospel According to You.

You are writing a Gospel. A chapter each day. By deeds that you do. By words that you say. Men read what you write. Whether faithful or true. Say, what is the Gospel According to you?

Mothers can easily know when their children are troubled with worms, and they lose no time in applying the best of remedies—Mother Graves' Worm Exterminator.

You can't always judge a man by the cigars he gives his friends—they may be the ones his wife gave him for Christmas.

Corns cripple the feet and make walking a torture, yet sure relief in the shape of Holloway's Corn Cure is within reach of all.

Lecturer—Allow me before I close to repeat the words of the immortal Webster—

Farmer Hawbuck—Land sakes, Maria, let's get out of here. He's a-goin' to start in on the dictionary.

Health cannot be looked for in the child that is subject to worms, because worms destroy health by creating internal disturbances that retard development and cause serious weakness. Miller's Worm Powders expel worms and are so beneficial in their action that the systems of the little sufferers are restored to healthfulness, all the discomforts and dangers of worm infection are removed, and satisfactory growth is assured.

"The Dust of the Earth"

This popular four-act drama will be given by the Newbury Dramatic Club in the school house

S. S. No. 7, Ekfrid

on the evening of

Thursday, March 28th

Rural drama, plays two and a half hours. Each character furnishes a good part. Interesting plot wound into every ill at one's nature. Two charming love stories. The heroine and her story win the audience from the moment the curtain rises. Full of mystery, romance, pathos and fun.

Good musical program between acts.

Greatest hit of the season.

Admission 35c Children 25c

Proceeds for patriotic use

WESTERN Business College
WINDSOR, ONTARIO
A High Grade School. Write for Catalogue. Hundreds of students placed annually in DETROIT and WINDSOR. L. S. McAllum, Prin. P. O. Box 16 Accountant

GRAND TRUNK RAILWAY SYSTEM

The Double Track Route Between Montreal Toronto

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UNEXCELLED DINING CAR SERVICE

Sleeping Cars on night trains and Parlor Cars on principal day trains

Full information from any Grand Trunk Ticket Agent, or C. E. Horning, District Passenger Agent, Toronto. C. O. Smith, Agent, Glencoe; Phone 5

J. B. COUCH & SON
Furniture Dealers
Funeral Directors
MAIN STREET - GLENCOE
Phone day 23, night 100

TEN-DAY SALE!

Commencing on Saturday, 23rd inst.

700 rolls Wall Paper, priced at about one-third value, 5c to 15c single roll. Some of this paper was 40c to 50c. Paper must be cleared out at once.

100 pairs Shoes, sizes 8 to 13 and 1 to 4. Priced, \$1.00 to \$1.95 per pair.

During the sale all Dry Goods purchased will be subject to 5 per cent. cash discount.

Car Wire Fence at lowest price. It will pay you to see us before you buy.

A quantity of Corn for feed on hand.

Seed Corn, "Gold Mine" and other good varieties, \$5.00 bushel.

Save money by buying here.

Ekfrid Store

W. R. McDonald

STAR BRIGHT

A Comedy Drama in three acts will be presented at the

Woodmen's Hall, Melbourne

ON MONDAY EVENING

March 25th, 1918

by the Macksville Dramatic Club

A charming play of two and a half hours, full of comedy, pathos, love, romance and mystery.

CAST OF CHARACTERS

LEMUEL BRIGHT, a "Vile Worm of the Dust".....Evan McMaster
WILLIAM WALKER SMITH, a Private Detective.....Milton Fletcher
WALTER WILLIAMS SMYTHE, a Student from the "U".....Elmer McIntyre
ARTHUR PULVER, Otherwise Known as Westcott.....Archy McIntyre
JAKE HOOVER, Who Proves to be Slow but Sure.....Arthur Ash
PARSON WILLIAMS, a Friend in the Nick of Time.....John McAlpine
HONOR BRIGHT, the Wife.....Mrs. H. Galbraith
STAR BRIGHT (Alias Madame Ormand) the Elder Daughter.....Edna McIntyre
SUNSHINE BRIGHT, the Younger Daughter.....Marion Hawkins
BIRD DENTON, a College Girl.....Mae McAlpine
MELINDA BENDY, With a Love for Romance.....Nellie McTaggart

Good Music Between Acts

ADMISSION - 35 CENTS

Proceeds of Play for Patriotic Purposes

Spring Millinery Opening

At W. BAYNE'S, NEWBURY

Friday and Saturday - March 22 and 23

THE BEST YET