"Price" is a Good Salesman, but "Quality" ...

THIS STORE COMPRISES BOTH

With so many circumstances working against successful business at the present time, a merchant cannot neglect any one factor that will enable him to come through a trying year without going behind. His customers are also trying to do the same thing and will insist, when buying, on getting good wearing, serviceable qualities at moderate prices.

To meet this demand we must be more careful to get just such lines as will appeal to the most exact for quality, style and price.

THIS STORE SERVES YOU WELL. THIS SPRING'S MERCHANDISE BETTER THAN EVER.

A Raincoat is a Utility—Cost, \$7.50 to \$12.50

A SPECIAL SHOWING THIS WEEK FOR MEN AND WOMEN

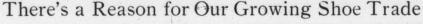
These Coats are guaranteed waterproof and the seams on the Paramata warments are all re-enforced with cemented straps. Made in motor style in fawn, olive and tan shades. All these goods are British manufacture and all delivered before the extra war tax was put on. It's a question if we can get more even at any price from any British manufacturers. These special prices only during sale on present stock—\$7.50, \$9.00, \$10.50, \$12.50.

If the "Price" Sounds Reasonable and the "Quality" is Not There, Better Leave It Alone

When you buy Clothing, for instance, you have to guess at the inner parts, the parts not seen. You only see the shell. There's a safe protection for you if you pin your faith to some reputable make and insist on seeing the maker's name. When a name like 20th Century is stamped you take no chances. Our showing for spring excels all former displays.

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We handle only the most desirable makes and insist on buying "value" every time. We buy direct from manufacturers, cutting out all middlemen's profits. We hold manufacturers responsible to make good to our customers for any defective goods.

The Spring Styles in "Empress" for Ladies are very attractive. They are so satisfactory for fit - give every comfort. Glad to show you the new styles at \$2 50 to \$4.00.

Derby and McCready Makes for Men. The best lines we can procure at reasonable with all confidence. Dressy Young Men's English Last Boots in black and chocolate, \$3.50 to \$4.50. Lines that would seem reasonable at \$4.00 we sell at our close trade-building price, \$3.50; some leather-lined box kip, some patent colt.

Buy your family shoe supplies here. You will like our "qualities" and "values."

New Arrivals This Week

I case Dress Goods, including Gabardines, Crepes and Serges. I case Silks, both plain and fancy. A big consignment of Linoleums. 2 bales of Carpet Squares. Get our prices on Linoleums and Carpets and see quality.

J. N. CURRIE & CO.

A New Dressmaking Department Added



LIFE INSURANCE FOR YOUR HOUSE

MARTIN-SENOUR "100% PURE" PAINT

means life insurance for your home. The genuine White Lead, Oxide of Zinc, Pure Colors and Linseed Oil—ground to extreme fineness by powerful machinery—form a combination that protects against decay.

"100% Pure" Peint makes protection sure. It spreads easily, covers completely and is the cheapest in the end because it covers more space per gallon. We have it in all colors for spring painting.

Call and get a copy of our amusing book, "The House That Jack Built". It's full of pictures, rhymes and reason, that you will enjoy as well as the children. Free to all.

Mitchell & Hagerty, Glencoe, Ont.



The Transcript

Published every Thursday morning from The Transcript Building, Main Street, Glencoe, and a consecution of the Consecution of th

If you should wander into Mr. H. Moore's barber shop and spy your favorite tonsorialist shoving large electric sparks about another cus-tomer's hair, using only his fingers to accomplish this result, don't furn and

And don't try to guess how he does it, for you would ruffle your brain and give up, believing that the man who had shaved your face for the last three or four years had been studying magic and neglected to let you in on his

Just pretend you know all about it.
Stroll leisurely to a chair and stay
there until the familiar "next" is

Stroll ieisurely to a chair and stay there until the familiar "next" is yours.

In the meanwhile watch closely and you will see your predecessor receive the latest electrode treatments. Yep, that's it—electrode.

Should the customer call for the entire list, here are a few of the things the barber will do to him: Darken his grey hair, produce a rosy color to his cheeks that will last from five to ten hours, cure that terrible headache, chase away warts, moles, pimples, blackheads, etc., and end with the newest massage and shampoo.

If you notice the operation, you will see the customer holds a small glass tube that shoots violet streams of electricity. These sparks go up the victim's fugers, up the arm, around the shoulder, and jump out of the ends of the hair when the barber disturbs the locks with his fingers.

The razor manipulators call the apparatus the barber's X-ray, and say it will perform a hundred feats never heard of.

The stream of sparks is the entire secret, and whatever your ailment is, the barber can effect a cure by turning the violet ray on the location of the pain.

H. S. Term Examinations

| | Form | I. |
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| C. McBean | | |
| . McKellar | | |
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| I. Baldwin | | |
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| V. A. Coult | hard | |
| L. Dalgety | | |
| R. Pierce | | |
| B. King | | |
| M. Mitchell | | |
| A. Aldred | | |
| S. Eddie | | |
| G. Hurley. | | |
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| C. Miller | | | | | | | | | | |
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| T. Marsh | | | | | | | | | | |
| H. Moss | | | | | | | | | | |
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| J. McLachla | n | | | | | | | | | |
| W. McVicar | | | | | | | | | | |
| F. Giles | | | | | | | | | | |
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| F. Campbell. | | | | | | | | 1 | 4 | |
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| J. McAlpine. | | | | | | | | | | |
| F. Keith | | | | | | | | | | |
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| G. Grant W. Brown | | | | | | - | | | Ů | • |
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| G. C. Squire | | | | | | | | |
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| A. E. Aldred | | | | | | * | | |
| G. Campbell | | | , | | | | | |
| A. Campbell | | | | | | | | |
| N. McCallum | | | | | | | | |
| W. Poole | | | | | ٠. | | | |

N. Archer M. McLean M. Bayne M. Chalk M. Leitch T. Code

School Reports.

FRINTING.—The Jobbing Department has superior equipment for turning out promptly books, pamplets, circulars, posters, blank forms, programmes, cards, envelopes, office and wedding stationery, etc.

Address all communications and make remittances payable to A. E. SUTHERLAND.

THURSDAY. APRIL 8, 1915.

VIOLET MASSAGE NEW LUX. URIOUS BARBER TREAT.

Tonsorialist Shoots Rays Into "Patient" and He Arises a "New Man."

Tonsorialist Shoots Rays Into "Patient" and He Arises a "New Man."

If a "New Man."

Report of S. S. No. 11, Aldborough, for March.

"a bsent for exam.

Subjects — geography, composition, arithmetic, reading, art.

Fourth.—Jean McRue 68 per cent., Finlay Sutton 64. Elsie Sutton 61.

Emerson King 60, Bessie Blain 55, Muriel MacIntosh 50, Clayton Liddle 20taca.

Third. — Agnes Campbell 76, Ina Downie 72, Helen Campbell 61a, Chass. Geary 50a. Roy Downie 57, Dan Winger 53a, Myrtle Downie 40, Albert Downie 40, Rose Woodward

Primer.-Annie McLean, Khea Mc-L. A. McManon, Teacher.

Table 1. A. McMahon, Teacher.

Report of S. S. No. 2, Mosa.

Names in order of percentage taken at examinations held during the term: IV. Class. — Mary Burchiel 70, Myyte King 68, Wm. Gardiner 67, III. Class.—Lillian King 64, Mary Beattie 64, Hilda Allen 57, Beattie 68, John Bell 61, Florence 68, Gardiner 61, Willie Reycraft 60, Susie Gardiner 61, Willie Reycraft 60, Susie 68, Gardiner 59, Susie Bell 55, George Winship 53, Lillian Waite 34.

Part II., sr.—Marks for March—Bessie McCallum 667.

Bessie McCallum 67.

Coulthard 50, III.—Anna Bell McRae 72, George Winship 53, Lillian Waite 34.

Part II., sr.—Marks for March—Bessie McCallum 667.

Bessie McCallum 67.

Coulthard 50, III.—Anna Bell McRae 72, George Winship 53, Lillian Waite 34.

Part II., sr.—Marks for March—Bessie McCallum 667.

Bessie McCallum 67.

Coulthard 50, III.—Anna Bell McRae 72, George Winship 53, Lillian Waite 34.

Part II., sr.—Frank Bell 529, James 68a, Bell 406.

Bessie McCallum Roft.

Coulthard 50, III.—Anna Bell McRae 68a, Florence Reeves 61, Barbara McRae 68a, Bell 406.

Jr.—Sarah Mitchell 71a, William H.
Quick 68.
First Book. — Bruce McLean Sla,
Sarah C. Purcell 78, Winnifred McLean 67a, Margaret McIntyre 68.
Primer, A Class.—a Wm. A. Quick.
B Class.—a Ella Pierce.
C Class.—a Jean McVicar, a Barbara McVicar.
a Perfect attendance.
EVELYN MCLACHLAN, Teacher.

Part II. jr.—Frank Bell 529, James Bell 406.

OLIVE E. HODGINS, Teacher.

March report for S. S. No. 3, Mesa. Average per cent. given:—

Nethercott 88, Winnie Wakefield 80, Hugh Lamont 80, George Harvey 80, Lawrence Harvey 61, Lillie Welch 47, Tom Simpson 37, Rosella Wright 34. III. — Fred. Whitfield 84, Walter Whitfield 79, Florence Simpson 76, Lloyd Simpson 65, Verna Watterworth 64, Annie Wakefield 61, Allan McDonald 53, II.—Hugh Whitfield 94, Cecil Moore 90, Amy James 80, Commy Moore 66, John McDonald 53, Leonard Winger 51, Gordon Lancaster 50.

I.—Alice Harvey 94, Roy Whitfield 90, Nelson Whitlokk 73.

Primary.—Richard Fry, Edith Lumley, Margaret Mc D o n al d, Glen Wright, Vera Clark.

No. on roll, 34.

Average attendance, 26, C. M. Telfer, Teacher.

The following is the report, in percentage, of S. S. No. 12, Mosa, for March: — Fourth Book, sr.—Al D. McVicar 74a. Jr.—Dan McVicar 75a. Ella Quick 57a.

Emerson McVicar 75a. Ella Quick 57a.

Emerson McVicar 75a. Ella Quick 57a.

Children Cry for Fletcher's

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of and has been made under his personal supervision since its infancy.

All counterfeits, Imitations and "Just-as-good" are but Experiments that trille with and endanger the health of Infants and Children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic, all Teething Troubles and Diarrhea. It regulates the Stomach and Bowels, assimilates the Food, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

In Use For Over 30 Years The Kind You Have Always Bought

THE CENTAUR COMPANY, NEW YORK CITY

YOUR POCKET or the MIDDLEMEN'S?

Between what you pay the dealer and what you get in fence, there's at least 50% "selling-expense," which can't add one cent to value—but does add several cents per rod to cost. You put that several cents PER ROD in the "middleman's" pocket, when you buy fence through the dealer. You put that saving in YOUR OWN POCKET when you buy

PACE FENCE---DIRECT---FREIGHT PAID

because you buy direct from factory to farm. You pay us only a single small profit over and above the actual cost. You save the 50% "selling-expense," in the shape of HIGHEST QUALITY FENCE.
When you're offered "other" fence at PAGE prices—bear this fact in mind. YOU MUST PAY THE "SELLING-EXPENSE." So that fence sold through the dealer at PAGE prices or less—must be of lower quality, to make up the "selling-expense."



PAGE FENCE sells at the LOW-EST PRICE for which HIGH GRADE FENCE can be sold. It represents the biggest actual dollar-for-dollar value to be had in fence. When you buy through the dealer-you DO one of two things. Either you GIVE MORE—or GET LESS,

If you must make money for some one - MAKE IT FOR YOURone — MAKE IT FUR SELF! Mail your next fence order to the nearest FAGE BRANCH. Remit in čash, check, money or express order, or bank draft. Get immediate shipment of LIFETIME 11 Don 810 and