Before the War

Manufacturers' Price Lists for Autumn, 1917, show advances ranging from 15 per cent. to 35 per cent. above present highest price. We're placing orders now for fall delivery at prices higher than our present selling prices.

While Stock-taking

you can get real snaps in Men's Overcoats, Boys' Overcoats, Storm Collar Reefers, and many lines at It will pay you well to buy now even for next winter.

Balance of Furs

at less than half price. Isabella Sable Scarfs, reg. \$10, for Isabella Sable Scarfs, reg. \$8 50, for \$4.50. Isabella Sable Scarfs, reg. \$6, for

Marmot Sable Scarfs, reg. \$10, for Marmot Sable Scarfs, reg. \$6 50, for Grey Persian Lamb Caps, reg. \$4.50,

for \$2.25. Grey Persian Lamb Caps, reg. \$4, for \$2.
Men's Astrachan Gauntlet Mitts,
reg. \$2, for \$1 50.
Men's Astrachan Gauntlet Mitts,
reg. \$1.25, for 95c.
Children's Fur Sets, reg. \$3 50, for

A Clean-up of Ladies' Sweater Coats

after a busy season Mostly "Monarch Knit"--pure wool-

Men's Winter Caps have their walking ticket Broken lines, one and two of a kind, at quick clearing prices.

Red Cross Societies can be supplied with pure wool Yarn at \$1.20 per lb.

A pure long wool, made specially for solid wear and comfort. Let old knitters who know wool yarn be the judge. They know that a pair of sox made from this good homespun yarn will not only give more comfort but will outwear two pair of ordinary store yarn.

February Women's Magazine ready for you

Get a new Spring Fashion Sheet for the asking

J. N. CURRIE & CO

The Transcript

ublished every Thursday morning from The Transcript Building, Main Street, Glencoe, Ontario. Subscription—to addresses in Can-ada and all points in the British Empire, \$1.50 per year, \$1.00 for eight months; to address-es in the United States, \$2.00 per year—pay-able in advance.

es in the United States, \$2.00 per year—payable in advance. Praniscript has a large and coverrising.—Thing circulation. A limited amount of advertising will be accepted, at moderate rates. Prices on application. Or PRINTING.—The Jobbing Department has superior equipment for turning out promptly books, pamphlets, circulars, posters, blank forms, programme, cards; envelopes, office and wesding stationery, etc.

ddress all communications and make remittances payable to A. E. SUPHERILAND.

Fay everyone you owe and make a fresh start, and during the year start, and the year start, and during the year start, and the year start, and during the year start, and during the year start, and the year start, and during the year start, and during the year start, and the year year, and year year, and

many supplies that were formerly imported from Germany. The whole country, according to the Japanese ambassador at Rome, is practically one immense war-factory, and very many thousands of Japanese, both men and women, are assisting in the production of munitions of war. These are being sent to the Russian front as rapidly

worse the world is growing until he hears two old settlers exchanging reminiscences.

In indiscriminate gorging as there is in alcoholism. And the physical effects may be just as bad, though not so obvious or so easily traced. The system has enough to do these

for every savage of our race, even as He cares for me, and why should He

not so obvious or so easily traced. The system has enough to do these days without struggling with an extra burden of superfluous food. Stuffed it has less power of resistance than lightly or even meagreis it ever strike you that way?

Parkhill has a woman on the school board. The wisdom of this will become evident as time goes on. Where the child is concerned the woman naturally belongs.

This is the month when everyone should try to square up all debts. Pay everyone you owe and make a fresh start, and during the year 1917 make it a rule to pay cash and solved the words. The same kind of calculation can be about the sake and in the service of the King of Kings. That will never the ske and in the service of the King of Kings. That will never the sake and in the service of the King of Kings. That will never the sake and in the service of the King of Kings. That will never the sake and in the service of the King of Kings. That will never the sake and in the service of the King of Kings. That will never the sake and in the service of the King of Kings. That will never the most worthy the high honor involved. Stuffed it has less power of resistance than lightly or even meagreis bance bance had lightly or even meagreis bance than lightly or even meagreis bance than lightly o

A NATURAL PUZZLE

One of the Great Mysteries That Confound Science.

THE FORCE OF GRAVITATION.

Suns and Planets In Their Courses Push All Bodies. Toward Each Other.

The mystery of mysteries in science very force of nature that is the most familiar to us all. It seems strange that the most familiar thing in the world should be at the same time the most inexplicable, but so it is.

In order to see clearly wherein the mystery consists let us first consider what gravitation appears to be. It is gravitation that gives the property of weight to all bodies. If there were no gravitation we could float in the air. It is gravitation that brings a cannon ball eventually to the earth, no matter how swiftly it may be projected. The faster it starts the farther it will go, but during every second of the flight it drops the same distance vertically toward the earth, whether the speed imparted to it by the powder is 500 or 3.000 feet per second. Gravitation acts on a moving body exactly as well as on one at rest.

It is gravitation that curbs the mo gravitation we could float in the air.

It is gravitation that curbs the mo tion of the moon and keeps it in an orbit of which the earth is the active

So, too, it is gravitation that governs the earth in its motion around the sun, preventing it from flying away into boundless space. Astronomy shows that gravitation acts between all the planets and all the stars and controls their motions with respect to one an-

Now, this mysterious force appears to be an attraction as if there were elastic cords connecting all the bodies in space and tending to draw them to-gether. But space, as far as our senses can detect, is empty. How, then, can there be an attraction? In order that a body may be attracted or drawn there must be something to draw it. Gravitation does the trick, but completely hides from us the mechanism through which it acts. We can dis-cover no mechanism at all. When an unfortunate aeropianist

drops from his machine he begins at once to fall toward the earth as if it were pulling bim But how can it pull if it has nothing to pull with? You may think at first sight that it is the air which acts as an intermediary, but that is not so, because the earth and the moon "pull" upon one another with a force equal to the strength of a steel

as possible.

This is grippe and pneumonia and programme, cards; onvelopes, office and weeding stationery, etc.

Address all communications and make remit tances payable to A. E. SUTHERLAND.

THURSDAY, JANUARY 18, 1917

The greatest difficulty that some people experience is in keeping appearances up and expenses down.

Civilization has done a great deal for, man, but it hasn't been able to prevent his stopping to look at a dog fight.

One seldom realizes how much worse the world is growing until he hears two old settlers exchanging reminiscences.

It you buy out of town, and we large the suppose the suppose the programme to truming out prompts as a possible.

This is grippe and pneumonia mand promption that make mere man shiver and huddle himself as close as possible to the atmospheric conditions that make mere man shiver and huddle himself as close as possible to the stove or radiator seems to bring joy and strength to the disease germs. Hence the Board of Health issues instructions on prevention of pneumonia and the grippe. There are the general instructions as to keeping out of crowds, ventilation, bathing, and so forth. And then comes the terse advice, "Don't overeat."

There is as much intemperance in indiscriminate gorging as there is in alcoholism. And the physical effects may be just as bad, though not so obvious or so easily traced. The system has enough to do these days without struggling with an excitation of the care.

It you buy out of town, and we are the atmospheric contitions that make mere man shiver and huddle himself as close as possible to the atmospheric contitions that make mere man shiver and huddle himself as a close as possible to the atmospheric conditions that make mere man shiver and huddle himself as a close as possible to the atmospheric conditions that make mere man shiver and huddle himself as a close as possible.

The atmospheric conditions that make mere man shiver and huddle himself as close as possible.

The atmospheric conditions that make mere man shiver and huddle himself

MAKING UMBRELLAS.

In most umbrella factories the task of turning out ribs and stems is left to other factories making a specialty of at the end of the ribs, draws them to

In cutting the cloth or silk seventy five thicknesses or thereabouts are ar-ranged upon a table at which skilled operators work. In one department there are girls who operate bemming machines. A thousand yards of bem-med goods is a day's work for one of these girls. The machines doing this job attain a speed of some 3,000 revo-lutions a minute. After the hemming has been done the cloth or silk is cut into triangular pieces with a knife, as before, but with a pattern laid upor the cloth. The next operation is the sewing of the triangular pieces to gether by machinery

The covers and frames are now ready to be brought together. In all there are twenty-one places where the cover is to be attached to the frame The handle is next glued on, and the umbrella is ready for pressing and in-

EARLY RAILROAD FLIERS.

When the first passenger railroad ever built was opened in England in 1825 the train traveled from one end of the line to the other, a distance of twelve miles, in two hours. And Wood, one of the best known writers on the subject of railroads at that day, wrote as follows:

"Nothing can do more harm to the adoption of railways than the promul-gation of such nonsense as that we shall see locomotives traveling at the rate of twelve miles an hour."

Today, with locomotives traveling at the rate of seventy-five miles an hour, one can look at Wood's warning with a feeling of amusement.

In 1829 a locomotive was introduced in this country, and in the following year Peter Cooper experimented with a locomotive on the B. and O. reilroad. The flues of the boller were made from gun barrels. The boller was about the size of a flour barrel. Cooper related with considerable sat-isfaction how on the trial trip of this

wonderful engine he passed a gray orse attached to a wagon.

A double star is one which consists of two stars lying close together and revolving in an orbit. For some time

Professor Comstock, astronomer of the University of Wisconsin, has made a particular study of this feature in A new phenomenon is a double star which he noticed was that two bright

stars "wobbled" and did not have the usual steady appearance. At length the conclusion was reached that this condition was caused by a dark star to close proximity to the two bright stars possible at first, but analysis revealed that the two bright stars could thus exist with a dark star without break ing down. Albough the dark star has never been seen, there is sufficient proof to justify the belief that it is the cause of this double star's peculiar behavior. It revolves about the double star about once in a little less than

his birthday party. "I don't think I would mention the

advised his mother. To this Billy demurred violently, but

"Well, mother, we won't say anything about the birthday, but don't you think that we might put the picture of a cake wih candles at the top of the paper?

Never Had to Replace a Bridge.
"I suppose you have to go to a great deal of expense to get thrills?"
"Not always," said the movie producer—"not if you study your audiducer-"not if you study your

"For instance?" "Well, if the heroine gets grease on a pair of white gloves the women specta-tors will become just as excited as they would over the blowing up of a bridge'

A Mean Insinuation. "Why," writes one of these pro-pounders of unanswerable questions, "does a girl always shut her eyes when a man kisses, her?"
Send us your photograph and perhaps we can tell you the reason.—To-

A Solemn Ceremony.

"Papa," whispered Johnny, who was in attendance at the Sunday morning services, "why do the people look so sad when they drop their money in that plate?"—Chicago Tribune.

AGAINST you, in j by your competitors.

More Like a Noose.

The trouble with the hymeneal knot is that it is often tied too tightly. Many a husband reminds one of a sixteen neck in a fifteen and three fourths collar.—Smart Set.

In the smallest cot there is snough for a loving pair,—Schille

those parts. These are sent to the manufacturer, and the man whose work it is to assemble the parts in serts a bit of wire into the small holes Losses?

We all advertise.

A man advertises his character by his deeds, his wisdom by his words or by his silence. A merchant's store, stock and windows When the Threat of Twelve Miles an speak either well or ill of his busi-

> So when a man says "No, I do not advertise," he knows not what he says. What he really means is that he does not publish printed advertisements.

> Some proclaim this as though it were a virtue-yet spend much effort and invest much money in advertising their business through mediums other than the printed

> They may make their wares fit for a king-yet hesitate to introduce them to Brown or Smith.

This is inconsistency.

The truth is, printed advertising is a vital force in EVERY business, just as is the "silent" advertising of a product's quality or a merchant's service.

When you employ the Printed Word as your solicto rin the Court of Public Opinion, you build good will was finally persuaded to yield the point. For a long time he thought deeply. Then, solving the problem, he for your product or service—a good will that results in

> If unrepresented at this Court, your interests are as unprotected as though, when involved in a law suit, you failed to "enter an appearance" and the case is decided against you-by default.

> So it is clear you pay for advertising - one way or the other. If you pay it wages, it will work FOR you.

> If you refuse its offers of service, it will work AGAINST you, in just the measure of its employment

So you ARE paying for advertising either out of your profits or by your losses.

