

INDIGESTION AND CONSTIPATION

Quickly Relieved By "Fruit-a-lives"

Rochester, P. Q.
"I suffered for many years with terrible indigestion and constipation. A neighbor advised me to try 'Fruit-a-lives'. I did so and to the surprise of my doctor, I began to improve and he advised me to go on with 'Fruit-a-lives'."
I consider that I owe my life to 'Fruit-a-lives' and I want to say to those who suffer from indigestion, constipation or headaches—try 'Fruit-a-lives' and you will get well."
CORINE GAUDREAU.
50c. a box, 6 for \$2.50, trial size 25c. At all dealers or sent postpaid by Fruit-a-lives Limited, Ottawa.

The Transcript.

THURSDAY, OCTOBER 17, 1918

MELBOURNE

A gloom was cast over this village and community on Monday morning when a message was received stating that Pte. Will Newman, who has been in France for some time, was killed in action on October 1st. His mother and sister (Mrs. George Bess) have the sympathy of the entire community in their sad bereavement.

Miss Bole of the continuation school staff spent the holidays at her home in West Lorne.

Mrs. W. O'Brien spent a part of last week with her father in London who passed away at Victoria Hospital a few days ago.

Rev. W. R. and Mrs. Vance were in Detroit on Saturday attending the funeral of the latter's aunt, Mrs. S. Spurr.

Mrs. Dale has returned to her home in Detroit after spending a few weeks with her sister here, Mrs. Sparling Clarke.

Mr. and Mrs. Newson of St. Thomas called on friends here recently.

Mr. and Mrs. Jeffery of Newbury spent the week-end with Mrs. James Collier.

Anniversary services will be held in the Methodist church here on Sunday next when Rev. W. G. H. McAllister, M. A., a former pastor, will preach at 11:30 and 8 o'clock. There will be special music and a thank offering will be received.

Henry Harvey, daughter and son-in-law motored from Detroit to attend the fair here on Friday.

Misses Kathleen and Agnes Wellman are visiting friends in Detroit this week.

Robert Parr and family spent the Thanksgiving holidays with Mrs. Muckle of Blenheim.

Mrs. Elliott of Bothwell spent a few days here.

Rev. Mr. Brigham of Walpole Island conducted services in the Anglican church here on Sunday.

Miss Sherriff, teacher of the public school here, attended the teachers' convention in Strathroy on Thursday and Friday and spent the week-end with her brother in London.

Miss A. Campbell is spending the week with friends in Glenora.

G. Little of the Union Bank staff, West Lorne, spent the week-end here.

Calvert Fletcher of Toronto is visiting at his home here.

Maxwell Parr, who has been visiting at his home here, spent the week-end with his sister at Kimball.

Mr. and Mrs. McLaughlin of St. Thomas are the guests of the latter's mother here, Mrs. John D. Campbell.

Miss Jean Buchanan of Campbellton is the guest of her sister here.

Asthma brings misery, but Dr. J. D. Kellogg's Asthma Remedy will place the misery with welcome relief. Inhaled as smoke or vapor it reaches the very innermost recesses of the bronchial passages and soothes them. Restriction passes and easy breathing returns. If you know as well how this remedy would help you as do thousands of grateful users, there would be a package in your home tonight. Try it.

MOSA

John Mitchell of Chatham has returned home after visiting friends in this vicinity.

Miss Olive Pack spent Thanksgiving at her home in London.

Miss Flora McLachlin attended the teachers' convention at Petrolia.

Mrs. Mary McLean and son Archie spent Thanksgiving at A. McCahill's, Alvinston.

Mrs. Duffy of Detroit and Mr. and Mrs. Dan McLean of Alvinston spent Sunday with Mrs. Mary McLean.

Miss Olive Pack, teacher in No. 9, attended the teachers' convention at Strathroy.

R. McLachlin and Mr. and Mrs. A. B. McLachlin motored to Strathroy last week.

STRATHBURN

Mr. and Mrs. John Webster and son of St. Thomas spent Thanksgiving with Mrs. D. Allan and Mrs. D. H. McRae.

Wm. Gates and Bernie Galbraith were busy last week scraping the road east of Strathburn with the county road scraper.

D. R. McRae, with the assistance of Walter Ferris and Crawford Allan, is busy filling his silo.

A large number of Indians passed through here on Tuesday to attend Melbourne fair on Friday of last week and all report a splendid showing of horses, cattle, fruits and other farm products.

Good Bros. did a good business threshing in this vicinity last week.

CRINAN

Miss Dorothy Coll of Ridgetown visited Miss Grace McIntyre over Sunday.

W. S. Stalker had a successful raising of a horse stable on Friday afternoon. H. A. Watson was the framer and everything went off fine.

Mrs. J. A. Matheson received word last week of the death of her brother, Alvin Evans, at Jacksonville, Florida.

Mr. Evans was an old West Lorne boy.

Walter Cadogan spent a few days in Detroit the first of the week.

The repairs to the Graham road bridge have been completed.

Mr. and Mrs. J. C. McMillan, Miss Grace McIntyre and Mrs. J. McIntyre attended the funeral of the late W. D. Craig at Ridgetown Saturday.

Sacrament of the Lord's Supper was dispensed in Argyle church on Sunday. Services were conducted on the previous Thursday by Rev. A. McAllister, and on Friday evening by Rev. J. B. McKillop of Duff, Danville.

Services will be conducted next Sunday at 3 p.m.

The Crinan Farmers' Club will hold its regular meeting in Markham Hall on Thursday evening of this week.

Representatives are expected to be present from Eagle, Rodney and New Glasgow Farmers' Clubs for the purpose of discussing the formation of a township organization.

Bruce McPherson is on the sick-list.

The school was closed on Thursday and Friday of last week as the teacher, Miss Johnston, was attending the teachers' association at St. Thomas.

Dugald Andrews and family, who have been suffering from an attack of the Spanish "flu," are recovering.

Mr. and Mrs. Wm. Dobson are on the sick-list.

Quite a number from here attended Melbourne fair.

D. D. Johnston's new house on the Graham road is nearing completion.

Wedding bells will soon be ringing here.

EUPHEMIA

The Armstrong people are figuring on having their anniversary on Sunday next. On the following Monday evening the usual, or should I say unusual, hot fowl supper and grand concert will be enjoyed.

S. Frank, a successful business man of Hamilton, who recently through a deal secured proprietorship of the Cairo store, is very anxious to sell the same owing to other interests demanding his entire attention. We are in no wise posing as an advertising medium, but it seems too good that such a splendid stand as Cairo should go a-begging for a "live-wire merchant."

L. H. Badgley of Shetland has opened up a new store in that town. Having put in a small general stock as a "beginning," he expects with the help of a liberal patronage to some day make the T. Eaton Co. sit up and take notice.

Florence fair this year like all the other smaller "show-fairs" proved the best yet. A fine day was chosen this year for a change, and by the attendance the public evidently were anxious or curious to see the effect. If so, their curiosity for once was gratified, for everybody was there, in the best of humor and contentment. The president told your correspondent that the financial end was far beyond the wildest expectation, and the exhibits of the best quantity and quality. The "rooting" of the farm tractors attracted much attention and criticism.

EKFRID STATION

Sam. McLean is building a new garage.

Richard Eaton has purchased a Ford car.

The Ekfrid Patriotic Society will meet at Mrs. J. L. Hull's on October 23rd. Boxes will be packed for the soldier boys overseas, and all are expected to give liberally.

Miss Jessie Allan of Tait's Corners spent a few days recently with Marion and Margaret Campbell.

CAIRO

Gordon L. Smith of Windsor is a visitor at his former home.

Frank Young and son Arnold of Alvinston visited at the home of Mr. and Mrs. G. W. Young on the 12th.

Mr. and Mrs. J. R. McKeown of Sarnia are spending Thanksgiving at the former's mother's, Mrs. Rachel McKeown, and with other friends.

Peter McAlpine, a former resident of this vicinity, is visiting at the home of his niece, Mrs. G. A. Annett.

Mr. and Mrs. John Wehlmann and mother were guests at the home of Mr. and Mrs. H. S. Bilton on Sunday.

The Presbyterian church will be vacant on the 20th, owing to anniversary services being held at Armstrong Methodist church.

The Cairo store is now conducted under the management of W. H. McKeown, the matter having been arranged during the week.

Philip Gilbert has purchased a bean threshing machine from Dent Bros. of Bothwell, and is now ready to attend to business along that line.

This Space Belongs to the
NEWBURY ASH STORE

W. H. PARNALL

Successor to W. M. Edwards and L. B. Gage. License No. 8-13967.

WAIT FOR OUR SALE OF MISSES
FENBY'S MILLINERY

BIG SALES MADE BY SUGGESTION

Local Merchants Should Make It a Study.

AN ART TO BE ACQUIRED.

Arrangement of Stock and Window Display Part of General Scheme. Best Salesmen Know How Diplomatically to Suggest to Purchasers. Catalogue Houses Use Pictures.

If there ever was a concern on the face of this earth that has studied the theory of suggestion it is the retail catalogue house.

In its early beginning it fooled railroad men and plenary workers, securing names and addresses in some way or another, after which it forwarded each individual a nice brass watch, finished in gold. However, it was cautious, never sending a watch to the prospective customer on credit.

The railroad man or woodsman never ordered the watch, and of course a mistake happened.

According to the mail order man, it was wrongly addressed, but the watch was there at the express office, and if he would take it and pay for it a large reduction would be made.

This suggested to the prospective purchaser that he was in need of a watch, "got him," and if he did not have the money to pay for it he would borrow the necessary amount or draw on his salary account.

The power of suggestion soon convinced the wily mail order man that he was on the right track, and he then branched out into furniture, clothing, machinery, hardware and other lines of manufacture.

Great Power of Suggestion.

It is very probable now that a large proportion of merchandise sold is through suggestion. If people bought only the bare necessities of life, only what they actually need, there would be but few business houses and civilization would halt.

The power of suggestion is what builds up great business houses and keeps the world on its progressive march.

Advertising is one of the most powerful and at the same time easiest methods of suggestion. But there are many others very much akin to the popular conception of advertising.

Therefore it behooves the merchant who would be successful and to be numbered with the progressives of his kind to study well the theory and practice of suggestion. Its ramifications are many and varied.

Make a Good Impression.

It is not alone in the preparation of copy for newspaper, circular or other printed forms for advertising that this principle of suggestion must be observed and followed out.

While it is all important to observe the rules of suggestion in getting up such copy, the idea should be carried into every feature of merchandising.

The handling of good merchandise and square dealing, accommodating store policy suggest to a customer that he has found the right place to trade, and he is not liable easily to forget his first impression.

The arrangement of stock, the window display, the attitude of proprietor and clerks toward customers, deliveries, methods of collections—in fact, every action suggests to the naturally receptive mind of a purchaser and brings him back again.

On the other hand, the neglect to observe all these things implants a suggestion in the mind of the public that cannot be overcome, even by offering glittering bargains.

Suggestion an Art.

Some of the best salesmen in the business are those who know how diplomatically to suggest to purchasers something else that would be to their advantage to buy.

This sort of suggestion is a kind of art and unless used with the finest tact and discretion is liable to make a bore of a salesman.

The retail catalogue house system is cautious. However, there is no law against exaggerating pictures when one confines himself to an actual description of the article. This is where the mail order house system covers itself.

The pictures are suggestive to the prospective buyer.

The description of the article contains Latin phrases, trade terms and language that is foreign to many consumers and is not understood by them.

As an illustration of picture book buying through mental suggestion our readers might profit by reading the following poem, which illustrates the folly of buying mail order house trash:

HE QUIT.

He owned a retail catalogue house car. To ride in it was heaven.

He ran across a piece of glass—Bill, \$14.97.

He took his friends out for a ride. 'Twas good to be alive.

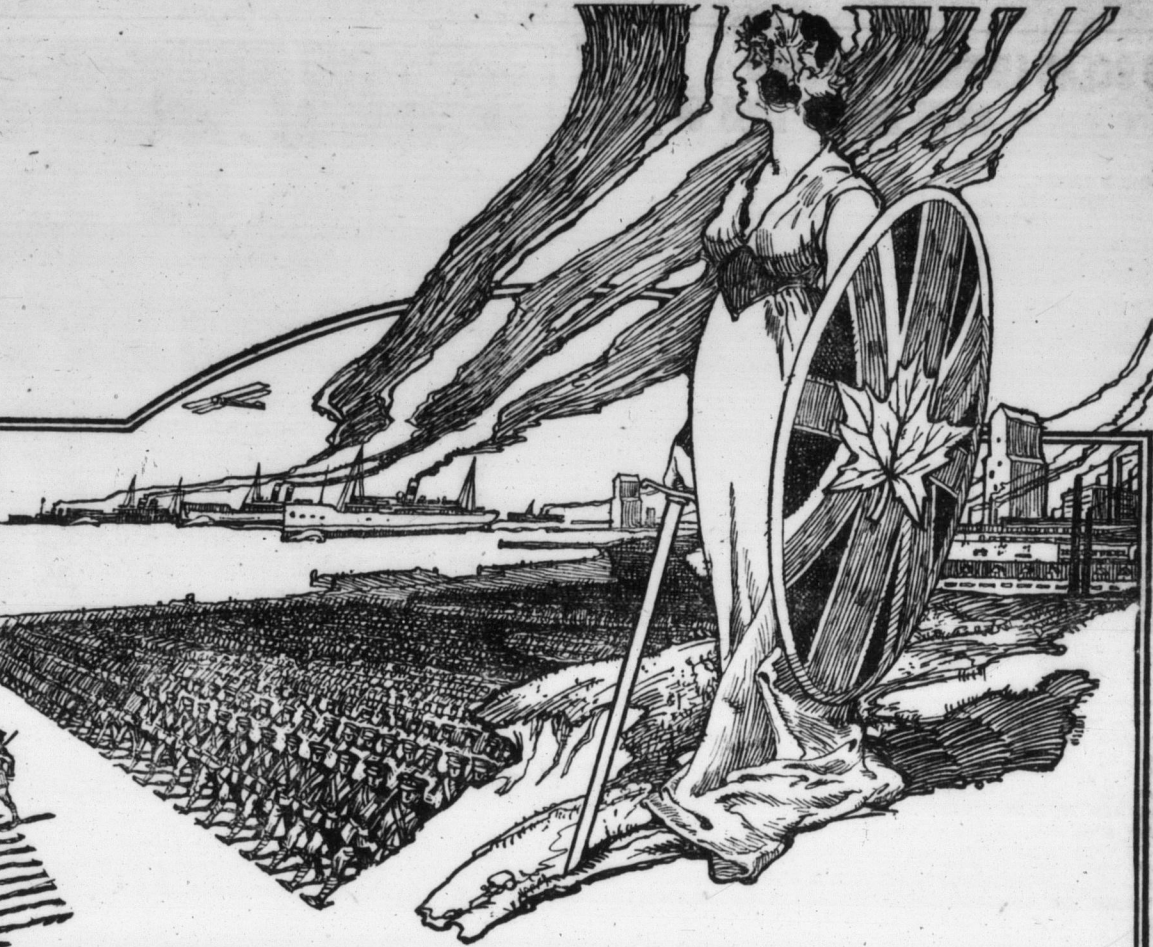
The carburetor sprang a leak—Bill, \$40.55.

He started on a little tour. The finest sort of fun.

He stopped too quick and stripped his gear—Bill, \$30.51.

He spent his little pile of cash. And then in anguish cried.

"I'll put a mortgage on the house And take just one more ride!"



Why Canada must borrow money to carry on

Because Canada has put her hand to the plow and will not turn back:—

—our country is in the war on the side of liberty and justice and will stay in it till complete victory is won and the unspeakable Hun is smashed and beaten to the ground;

—a nation at war must make tremendous expenditures in cash to keep up her armies and supply them with munitions, food and clothing;

—Canada must finance many millions of dollars of export trade in food, munitions and supplies which Britain and our allies must have on credit;

—for these purposes Canada must

borrow hundreds of millions of dollars—

And, this money must be borrowed from the people of Canada:—

Therefore, Canada will presently come to her people for a new Victory Loan to carry on.

Canadians will loan the money by again buying Victory Bonds.

The national safety, the national honor and the national well-being require that each and every Canadian shall do his duty by lending to the nation every cent he can spare for this purpose.

Be ready when the call comes to see your country through in its great war work

Issued by Canada's Victory Loan Committee in co-operation with the Minister of Finance of the Dominion of Canada

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WARDSVILLE

Among those who were home for Thanksgiving were the Misses Quigley, Dessie Purdy, William Aitchison, Lieut. J. C. Douglas, Hilda Blott and Clara Miller.

Miss Farrington spent the holiday in Woodstock.

John Dykes, Jr. of London spent a few days with his uncle, Jim Dykes.

Miss Jennie McCowan of West Lorne spent a couple of days with friends in the village.

Isabelle McCracken of London and Archie McVicar and family of Brantford spent Thanksgiving at Miss McVicar's.

Mr. and Mrs. C. B. Sheppard have returned from their trip north.

Mrs. McIntyre is on the sick-list.

Mrs. P. King has returned from a visit to Detroit.

Mr. and Mrs. Wm. Milner motored to Windsor for the holiday.

Mr. Golding left for his home in Wheaton, Ill., on Thursday.

H. Brinson received word that his son Douglas has been wounded in France.

The high and public schools have been closed to prevent the Spanish "flu" from spreading.

Mrs. W. G. Mahon and children are home from the West and expect to spend the winter with Mrs. Aitchison.

Bar Barbarism by Buying Victory Bonds!

KILMARTIN

Cadet John McFarlane of the R. A. C., Toronto, spent Thanksgiving with friends here.

Miss Evelyn McTavish of Toronto spent the week-end at her home here.

Russell McAlpine of Alvinston spent Thanksgiving here.

Gordon McLachlan has purchased a motorcycle.

Thanksgiving services were held in Burns' church on Monday.

A. D. McCallum had a narrow escape when his horses ran away while he was unloading sugar beets at Walkers station. We are glad to report that he is not seriously hurt.

A large number from here attended Melbourne fair last week and report it one of the best of the season.

Mr. and Mrs. Crosby of Highgate spent the week-end with the latter's parents, Mr. and Mrs. D. R. McAlpine.

Archie Munro and bride of Windsor visited the former's parents, Mr. and Mrs. Neil Munro.

Mr. and Mrs. D. R. McAlpine attended the fair in Highgate on Saturday.

Mr. and Mrs. Elliott Douglas and family of Walkerville spent the holidays at the latter's mother's, Mrs. Hugh Munro.

Burns' church Red Cross shipped Christmas parcels to all the boys from this district overseas or in camp.

Are you saving for Victory Bonds?

Garage Special

A Preston Garage, 10 x 18, with metal roof, hardware, glass and painted, erected on your place—\$115.00.

or we will furnish

material for garage 10 x 18, felt roofing, doors made up, rafters and studding cut, window frame and sash, everything ready to put together, including glass, nails and hardware—\$75.00.

McPHERSON & CLARKE

Lumber Yard and Planing Mill Glencoe, Ont.

Keith's Cash Store

Our Millinery Opening takes place on Thursday, Sept. 19th, and following days. A very large assortment of the latest styles of hats.

P. D. KEITH