

STABILITY AND CONFIDENCE



The stability of any business is dependent upon the degree of confidence placed in the store by its customers. That we enjoy, to an unusual degree, the full confidence of our trade is unquestionably evidenced by the large number of steady permanent customers who have been dealing with us for years, many since the inception of the business over eighteen years ago. The quality and saleability of our goods, our prompt and efficient service and our courteous treatment induce the confidence which is necessary in any business of stability.

This Season's Clothing Shows Important Style Changes

We think great improvements in these changes. We would like to have our friends' opinions regarding them. Four large clothing cabinets filled with the choicest of Suits from the fashionable tailors skilled in the art of fine fitting and finishing.

Very Special Values in Dressy Suits, \$16.50 to \$25.
Splendid Serviceable Suits, newest materials, \$10 to \$16.
Nifty Suits for Boys, made in stylish way, \$4.50 to \$9.50.

Our Greatly Increased Stocks Show Wider Ranges in Each Department

This is noticeable first in our unusual display of Finer Dress Goods and Silks, British-made Broadcloths, Gabardines, Serges and Mixtures—the correct materials for this season for Suits and Dresses. Splendid values at 70c, \$1.00 and \$1.25, with a big range for the lower and between prices.

No Trouble To Sell Empress Shoes

Once an Empress Shoe, always Empress, simply because no other makes put as much style, finish or quality in the boots for the money. They are made to fit perfectly, modelled in American lasts, designed after New York styles, worth two and three times the price. Just compare values in these classy new autumn style shoes at \$3.00, \$3.50, \$4.00 and \$4.50.

A splendid time now to purchase Shoes for the family while our stocks are at their best. Exceptionally prepared to meet demands for serviceable School Shoes, Men's Heavy English Kip Waterproof Shoes, Long Rubber Boots, Women's Serviceable Comfortable House Shoes.

Glad to see you here every visit you make to town.

J. N. Currie & Co.

A "BURNING SHAME"

Canada's Fire Loss Is the Heaviest in the World.

At a recent meeting of the Berlin (Ontario) Board of Trade the following facts were brought out in a resolution placed on record:

The fire loss per capita in Canada is greatly in excess of that of any other civilized country in the world, and our national position in this regard is constantly becoming worse instead of better, until at the present time our Canadian fire losses, in proportion to population, are approximately six times greater than those of Great Britain, France, or Germany, with a correspondingly high rate of insurance premium; and in the past ten years the average annual loss in Great Britain cities has been but 50 cents per head as against an average annual loss of \$3.55 per head in ten Canadian cities from Halifax to Vancouver, with an average rate of premium in the British cities of but 22 cents per \$100 of insured value as against an average of \$1.46 in Canadian cities.

The fire losses of \$14,000,000 paid by Canadian companies in 1913 would at the British rate of premium be reduced to \$2,300,000, thus bringing about an annual saving of nearly \$12,000,000, which, in every decade, would amount, with compound interest, to more than the Dominion Government's contribution, thus far for war purposes; it being equally true that this huge sum represents perhaps less than half of the annual losses directly or indirectly resulting from fire, thus justly representing us in the eyes of European countries, on the one hand, as a nation of incendiaries, and, on the other, as absolutely incompetent, and fully authorizing the verdict that the result is not only a national criminal waste, but also a "burning shame."

In the United States, though their rate of loss is considerably lower than Canada's, the National Fire Protection Association of that country, in a recent report, referred to their "reckless and unceasing waste" as an "improvement of the nation."

Our own losses are continually deplored and lamented, not only by our insurance companies, but by the public generally, and remedial action is continually urged along Provincial lines, as yet without avail.

The Canadian Commission of Conservation has achieved excellent results in the conservation of our national waterpowers in the great region of forest fires along our railways, has initiated a movement for conservation on broad national lines for city planning, and has sought out and applied means to conserve our national resources in other directions, thus making it indispensable that they have the organization to take up this most important and directly beneficial feature of national conservation with every prospect of success.

The Berlin Board of Trade requested the Canadian Commission of Conservation to take up this matter as a special department of its work with the object of formulating recommendations to the different provinces, and directing an effort in Canada to approximate gradually to the European standard; and concerted action in a movement of this kind is more likely to bring results.

He Got a Car.

The latest Ford story is a true story and touches Toronto. It concerns the new Ford now driven by Dr. J. A. Macdonald, Editor of The Globe, Toronto. This car, a five-passenger touring car met Dr. Macdonald on his arrival from Detroit at the Union Station some days ago, and carried with it instructions to remain with him.

While in Detroit Dr. Macdonald addressed a meeting at which Mr. Henry Ford was present, and later visited at the home of Mr. Ford. So greatly impressed was Mr. Ford with the eloquent message of Dr. Macdonald's address that to express his appreciation, he said to Dr. Macdonald: "On your arrival in Toronto there will be a car to meet you at the station. Kindly consider it yours." (Or words to that effect.)

Dr. Macdonald returned to Toronto, and sure enough the shiny new touring car was pawing impatiently at the entrance in charge of a chauffeur from the Ford works.

Funeral for a Dog.

In a casket lined with white satin, his paws folded, "Laddie," beloved fox terrier of Mrs. Edward H. McAndrew, lay in state last night in the parlour of his late residence, 549 Jarvis street, Toronto.

At the funeral, which was held at 10 o'clock, a large number of mourners paid their last respects before the remains were forwarded to Vermont for interment at the birthplace of the deceased.

Besides him lay his collar and leash, the mug from which he had drunk, an old shoe, beloved of Laddie, and a piece of rope with which, 14 years ago he, then a puppy, had played, treasured in the family ever since.

Mrs. McAndrews stood to receive the visitors in genuine sorrow beside the body of her dead pet. She had raised him, trained him, brought him across the blue, loved him for 14 years and finally lost him through the inevitable ravage of old age.

Gave Life for Empire.

Without the satisfaction of having gone to the front, or the glory of dying in battle, Harry Robbins Seal of Toronto gave his life for his country as truly as any Canadian soldier who met his death from shrapnel or German gas, when he died at St. Michael's Hospital a few days ago.

Early in July, having a day off from his work with the Don Valley Brick Works, he went to the Armouries and volunteered for active service with the 10th Royal Grenadiers. The doctor told him that before he enlisted he must have a varicose vein removed from one of his legs. Accordingly he had that operation at St. Michael's Hospital, but died a couple of weeks later of blood poisoning.

CARING FOR FOXES.

How Breeders Reveal Valuable Fur-Bearing Animals.

Since the early summer of 1913 over a million dollars has been withdrawn from the Charlottetown branch of the Dominion Government saving banks for use in the fox industry. The methods of caring for foxes are now generally known, but no person who has no lifelong familiarity with animals should attempt to put them into practice. There have been instances where highly intelligent town bred men have failed after earnest efforts to handle foxes. The females are in the highest degree capricious and sensitive, especially during the mating and rearing season. If they have the slightest suspicion that their young are in danger they carry the little ones ceaselessly from place to place or even bury them alive in the snow or earth with the insane idea of protecting them. On the other hand there are captive foxes which become quite tame and make fairly tractable pets.

The young ordinarily mature sufficiently to propagate during their first year. During the early summer all foxes except the spring pups shed the long "guard hair" which projects out beyond the soft body fur. In the autumn this hair appears once more against the approach of cold weather, restoring the beauty of the fox's coat. The fur is usually taken late in December; the animal is killed with chloroform and the skin is removed with solicitous care, incisions being confined if possible to the backs of the hind legs.

The ranch is usually located in a piece of underwood on sloping ground near the owner's dwelling and is surrounded by an outer stockade or a fence of fourteen gauge galvanized fox wire (similar to chicken wire) manufactured especially for the purpose in England, Canada, and the States. The fence is ten feet high and an overhang of two feet at the top prevents the fox from climbing out, while a deep foundation or an extension of the wire underground precludes escape by burrowing. The inner enclosures or paddocks, each devoted to one pair, are also fenced as just described and are ordinarily about thirty-five feet square. Each contains a wooden kennel or fox-house, divided into a nesting compartment bedded with seaweed or straw and an outer cleaning compartment. Sometimes quarters for four pairs of foxes are built, though separate, in one central house, with spouts debouching from each corner into corresponding paddocks.

The foxes are fed very sparingly with scrap meat, clean offal, fish, special bannock cakes prepared with tallow, or with manufactured dog biscuits. They will consume berries and small fruit to a limited extent; and they seem to relish green grass or other herbage—this appetite apparently being nature's provision for the regulation of their alimentary systems. To females during the winter and spring are fed eggs, milk, gruel, and other nutritious and easily assimilable foods. To foxes about to be killed for their pelts are fed molasses, honey, and various patent stock foods with the purpose of enhancing the brilliancy of the fur.

The most elaborate and extraordinary precautions are taken to prevent the loss or theft of the high grade blacks. Man traps and uninsulated electric wires of high voltage are in use on several ranches; although since the fox pens are not an integral part of their animal dwelling such measures are not strictly within the law. Small shanties are often built at the gates of the enclosures and armed caretakers who sleep in these huts are warned by electric gongs of any attempt to break into the ranch.

Four Tappers in the War.

Lieut. Charles Tupper, son of Sir Charles Hibbert Tupper, is at Rockcliffe Ranges attending the school of musketry prior to going to the front with his regiment, a British Columbia battalion.

All four sons of Sir Charles Hibbert Tupper are in service. Reginald Tupper was wounded at St. Julien. He stuck to his machine gun until twice wounded. He is convalescing in England. Gordon Tupper, an officer of the Second Contingent, is reported to have joined one of the regiments in Flanders. He has been kept out of action for some time through an attack of pneumonia. James is an inspector in the Northwest Mounted Police, and has been refused permission to go to the front, as officers in the Mounted Police are required in the West. Charles Tupper, the youngest of the family, has now joined the colors.

Lieut. Merritt, a son-in-law, died at St. Julien while leading his men in an attack on the German trenches.

From Twelve to One.

Howard W. Pillow, Montreal, President of the Automobile Club of Canada, the pioneer motor body of the Dominion, was giving a lift to several directors of the organization, and naturally all the talk was favored with gasoline.

"Are you going to buy a twelve-cylinder?" asked Mr. J. A. Davis. "Why should I double my worries?" responded Mr. Pillow. "Haven't I trouble enough with my six now?"

There was a general laugh. "Refrain, one of the first cars I ever bought, nearly fifteen years ago," said Mr. Davis. "My brother and I knew nothing about automobiles, and the dealer didn't know much more. Nobody did in those days, for the business was in its infancy. We talked over the relative merits of one and two cylinders, but were still undecided, until the dealer interposed: 'Well, I'd make more by selling you the two, but as a friend of you boys, I don't mind telling you that you'd be foolish to spend the money for two cylinders when one does just the same work.' We bought the one-lunger."

The range with pure white enamelled steel reservoir stamped from one piece. The

McClary's Pandora

Range reservoir is seamless and clean enough to use in cooking, and preserving. See the McClary dealer.

Sold by Jas. Wright & Son

DODGE BROTHERS MOTOR CAR

There is no shortage in the general motor car market.

But there is a shortage of Dodge Brothers motor cars.

It is not due to a small production, because the production has been large.

Thirty thousand of these cars have been distributed since January 1st.

This means a production in nine months as large as is usually attained in as many years.

And yet there is a waiting list of those who want to be owners in your city.

And there is a similar waiting list in almost every city and almost every town.

You will bear witness that we have made no extravagant claims for the car.

We have merely insisted on its goodness.

And still the car continues to be singled out as one worth waiting for.

The price of the car complete is \$1100 in Canada

Wm. McCallum, Dealer, Glencoe
TELEPHONE: Residence 95 r 2; Office 88

APPIN LUMBER YARD

We handle everything in the building line, including lumber, lath, shingles, lime, Pedlar roofing and siding, also fence posts and Beaver Board.

Contracts made for building. Quality first. Get our prices.

W. R. STEPHENSON
APPIN, ONT.

ALL ELGIN PATRIOTIC FAIR WALLACETOWN

THURSDAY AND FRIDAY, SEPT. 30 AND OCT. 1

Elgin Co. 70th Batt., accompanied by the 25th Regiment and Highland Pipe Band, will parade on the grounds and give an exhibition of military manoeuvres.

Recruits are asked for overseas service. Good speed program and other attractions. Surplus receipts this year in aid of Patriotic Fund.

S. PIERCE, Iona, Pres. W. PATTON, Wallacetown, Sec.

The Liquor License Act, 1915 NOTICE

Notice is hereby given that the Board of License Commissioners for Ontario will hold a sitting of the said Board at the City of London on Tuesday, the 29th day of October, at 10 o'clock in the forenoon, at the Court House in the said City of London, to hear applications for Tavern, Shop and Club licenses which have been previously filed with the undersigned Inspector under the provisions of the Liquor License Act, to take effect within the License District of West Middlesex on the 1st day of May, 1916.

The number of licenses issued for the current license year is as follows:

Tavern	2
Shop	0
Club	0

The number of applications for licenses for the ensuing year is:

Tavern	2
Shop	0
Club	0

(Sgd.) J. B. GOUGH,
License Inspector for the District of West Middlesex.
Dated Sept. 17th.

COAL!

Now is the time to get your bin filled with

Screened D. & H. SCRANTON COAL

It satisfies. Prompt delivery

ALSO GOOD HARD WOOD

G. A. McALPINE

Flour & Feed Phone 8

CANADIAN PACIFIC TRANSCANADA EXPRESS

Carrying through equipment to WINNIPEG AND VANCOUVER
Leave Toronto at 8 a.m. daily, connecting in Elgin leaves Glencoe 12:25 p.m.
HOMESICKERS' EXCURSIONS
Each Tuesday until Oct. 26, inclusive
Canadian Pacific All The Way
No Change of Cars or Depots
Pacific Coast Tons at Low Fares including "CALIFORNIA" EXCURSIONS
Full particulars from R. Canahan, Agent, or write M. G. Murphy, District Passenger Agent, Toronto.

FOR INFLAMMATION OF THE EYES.—Among the many good qualities which Parnele's Vegetable Pills possess, besides regulating the digestive organs, is their efficacy in reducing inflammation of the eyes. It has caused forth many letters of recommendation from those who were afflicted with this complaint and found a cure in the pills. They affect the nerve and the blood in a surprisingly active way, and the result is almost immediately seen.

The Transcript

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

THURSDAY, SEPTEMBER 23, 1915.

The Security of The Farm.

In time of crisis the fact is brought out that farming, production of the necessities of life, is really the thing which matters most in the economics of the world. When everything is running smoothly and good times are in evidence everywhere, there is a tendency to forget the farm and all that it stands for and turn all energies toward money making by what then appears to be the easiest and quickest route of city employment. A change comes when a slump appears. An American magazine, which pays special attention to investments announcements in a recent issue had no less than two dozen advertisements, some of them full pages, and all appealing to those having money to invest to play safe and put it in farm lands and farm mortgages. City and town real estate booming has received a set back. The man with all his money in town lots is having a hard time to make ends meet. The man who chose the safer investments—farm property—is doing as well, if not better, than ever. There is another point of safety in the farm, there is always work for the willing and competent. There is never any need of providing charitable soup kitchens in the country. The farm, properly worked, looks after all those who attend to their duties.

The farmer's business is built on a much better foundation than many city enterprises. There is always a good living in it, and generally a little besides. Dull times and world crisis may come and go but the farm goes on forever. City business may flourish for a time and then dwindle into bankruptcy because of conditions beyond the control of those engaged in it, but the farmer works along and his fields pay his way through it all. All this should be a good lesson to young men. The farm may seem slow but it is sure and safe. It stands secure through all the ups and downs of finance, and the bulls and bears of Wall Street never makes farmers millionaires or paupers. Farm land is the best security always.—Farmers' Advocate.

The agricultural side of the fair is the main object of its existence, and it remains now for all who are engaged in that honorable pursuit to take hold and make the fair a success. Those who can should make exhibits, and those who cannot

should support the fair by their presence.

Is it honest to owe money to a local merchant and at the same time send cash to Toronto catalogue houses?

Hundreds of Transcript readers have an idea of a constructive criticism that is worth writing. This paper likes to receive letters from its readers. Public opinion on public questions is a thing newspaper readers cannot get too much of.

One of the most remarkable minor incidents of the war is the manner in which the story of the appearance of angels to British soldiers in the retreat from Mons has been passed from mouth to mouth in the Expeditionary Force and at home. The story is pure fiction. It was invented by Arthur Machen and published by him as a work of fiction, under the title of "The Bowmen" in the London Evening News last September.

In the early pioneer days, it was a bitter fight against difficulty in Ontario, then Upper-Canada. To men with little knowledge of woodcraft and with small worldly possessions, the task of subduing the forest and building homes to protect their families through the intense cold of winter must have seemed about as difficult as the task of subduing the German militarism seems to the Allies today. There was even a large share of cruelty to face. Wolves were plentiful and at times dangerous, while at times it required constant watchfulness to save their little crop on which their living depended from the wild hogs which roamed in the forest. Wild turkeys also destroyed the crops. At some seasons of the year it was almost impossible to get in provisions from outside points. Many times starvation was close by. Fever and ague were the portion of almost everybody. In face of all the difficulties that faced them the valiant settlers put on a brave face and fought their fight as best they could, building up for their successors, comfortable homes and a pleasant land in which to dwell.

Glencoe, it appears, is to have another local option contest at the municipal elections next January. If the prohibition sentiment has made as much headway in the last three years as it did in the three years previous, the measure will carry by a sweeping majority. Local option was first submitted to the municipal electors of Glencoe in January, 1909, when the vote stood 109 for and 102 against. In January, 1913, the vote stood 133 for and 89 against, or only one-fifth of a vote less than the three-fifths necessary to carry. The total number of votes polled in 1909 was 271 and in 1913 it was 222. In both those years the municipal officers were elected by acclamation and local option was the only issue at the polls.