

## Eminently

You've noted, perhaps, the clothes that the well-dressed man wears to-day. We mean the well-dressed man—not the fop, not the dandy; but the man whose clothes look manly and up-to-the minute.

He wears none of the freakish, under-sized coats. Nor do his trousers just reach to the tops of his shoes.

Navertheless, every tendency of

Nevertheless, every tendency of good fashion is marked in his ap-

pearance.
His coats are not so long as in seasons past. And their shoulders are of a more natural shapeliness, without being heavily padded, as

without being heavily padded, as formerly.

Also, with him, trousers of graceful length and width find favor over the extremes either way.

Briefly, he demands that his clothes be eminently correct—and he gets becoming clothes always.

20th Century Brand Clothes meet his requirements and suit his taste. is requirements and suit his taste. Handsome Style Book showing New Suit and 20 New Overcoat

20 New Suit and 20 New Models free on request. J. N. Currie & Co.

## RADIGAL GHANGES IN STYLES FOR SPRING 1915

Throughout the length and breadth of the land there is a stirring and an awakening of interest as the new season approaches. Such decided changes in styles in such a short time caught even the big department stores in bad shape. Huge stocks were manufactured only to find they are just enough out of style to make the public slow to buy, even though they slaughter the prices. Compare the styles shown in department store catalogues with the styles shown in latest issues of the best style journals and see the contrast.

> When a garment is out of style you cannot give it away. Public demands goods and styles right up to the last word. :: :: ::

It will be up to the buying public to watch carefully in order to get what is "correct."

### Look Over All the Best Fashion Journals

and compare with the lines this store is featuring and you will see how correct our new goods and styles are. Compare closely the real value and see how moderate our prices

New Colored Suitings and Dress Fabrics. French Silk and Wool Black Goods, New Crepe Wash Fabrics and New Complete Stock of Dressmakers' Supplies



### A Splendid First Showing

of Wash Dresses in the desirable materials and reliable qualities - not the skimp" kind but the 'roomy," easy-fitting, wantable styles.

### Dainty New Voile Waists

with correct new standing collar and long sleeves.

### Ready-to-wear Whitewear

Princess Slips, Corset Covers, Gowns, Underskirts - trimmed in the finest laces and flouncings. Exceptionally low priced, considering quality.

J.N. Currie & Co.

more space and in 1912 a new building of reinforced concrete was ready, making 60,000 additional square feet of floor space.

It is not necessary to follow the raply development of the Canadian Ford with further detail. Suffice is to say that when the magnificent new addition to the plant which has been building during the last few months is opened this summer the Canadian Ford will have more than 400,000 square feet of floor space exclusive of all the branches—all of which is a growth of ten years.

Naturally with the growth of the factory and the output the number of the employees has increased. The plant at Ford, Ontario, now employs about 1700 Canadian workers. In addition to this the Company has many employed at the Branches. in Toronto, Winnipeg, Montreal, Hamilton, Vancouver, London, Calgary Saskatoon, and St. John, and Melbourne, Australia. Including the men employed in these branch plants Ford—Motor Company of Canada, Limited, now has on its payroll nearly 2,100 men.

It is hard to conceive a whole city of people depending for their livelihood on a single manufacturing industry, yet this is true in connection with the manufacture of Fignes" in Canadaenough people, according to the last find the population of a city larger than either St. Catharines or Stratford, Ont.

Practically all of the inhabitants of the town of Ford are dependent on the plant, as are also a large number from Windsor and Walkerville.

The above figure represents the entire families of all Ford employees and employees of those concerns in Windsor and Walkerville.

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These are the facts on which Ford Motor Company of Canada, Limited, nown of Ford are dependent on the plant, as are also a large number from Windsor and Walkerville.

The above figure represents the entire families of all Ford employees and the variance of the condition of the comment of the comment of the comment of the com

employees of those concerns in Windsor and Walkerville making wheels, lamps, tops, etc., and which devote almost their entire time manufacturing accessories for the Canadian Ford. The total number of employees

in Furniture will be found at our store at all times. Spring stock now coming in. We aim to give you a good article and save your money at the same time. See our stock and learn our prices and be convinced of this fact.

### PICTURE FRAMING

in any style you wish at moderate

### UNDERTAKING DEPARTMENT

horoughly equipped, and perfect satisfaction in every respect guar-anteed, with Mr. Wehlann, a firstclass undertaker and embalmer, in

Mrs. Mary D. McAlpine



CHAMBERLAIN'S . TABLETS .

### Fence Facts

by PAGE

If we felt to "high and nighty" to deal DIRECT with armers— We could hire a Salesmanager or \$3500 a year—

He could hire an Organizer (or Blockman) for \$3000—

The Blockman could hire Agents and Dealers on 20% to 30% commission, and offer "free excursions" to the de-slers who sold the most fence at the high-

Naturally — if we sold that ay—our prices would have be 25% to 50% higher than t present.

Or the QUALITY of our Fence would have to be low-

(Made in Canada)

Because PAGE
QUALITY Fence simply cannot be sold for less than our price. In fact only Page can give such high quality at such low cost. We sell DIRECT "from factory to farm" – with only one small profit between YOU and US.

WE WOUND TO SHOW THE STATE OF THE STATE

When you buy from the Dealer you help to pay fat salaries to the Salesmanager and Blockman-fancy profits and

the very lowest cost. we can cut out all middlemen's expenses and profits - and give you REAL VALUE for When you buy through the dealer or "direct" from department stores, you give dollar bills for 50c. worth of fence. When you buy DIRECT from the PAGE factory, you self to yourself—pocket the middlemen's profits —and get the biggest actual value for your cosh

Don't give dollar bills for 50c. Don't

"pay PAGE prices for
inferior fence. Mail
your next order to the
nearest PAGE Branch
—and get the BEST
FENCE at the LOWEST COST. IMMEDIATE
SHIPMENTS from stock—
FREIGHT PAID on \$10
orders and up.



cause we've sold both ways. And we'd rather sell DIRECT TO YOU every time. In this way we can give you the H I G H E S T QUALITY. Fence at the very lowest, cost

## YOU SHOULD

Get the Worth of Your Money When You Spend It

By HOLLAND.

YOU owe it to yourself and to those dependent on you to get value received for every dollar you spend. This is not parsimony, not stinginess. It is merely business

You are entitled to all that your money will buy, but you will not get it unless you demand it, and you can't demand it unless you know values, unless you are posted on

You can gain this wisdom

have something more serious to do current conditions.

You can gain this wisdom only by reading the advertisements. They will tell you what things are worth, where they can be had and will offer suggestions concerning qualities, styles and designs.

ADVERTISEMENTS

WILL MAKE YOUR

DOLLARS BIGGER.

There is news—real live news—the last fisely part of the province. It is said that the grant or most of it.

The annual report of the Postman of the province of the grant was able to consider its annual report of the province. It is said that the grant or most of it.

There is news—real live news—the last fisely year the number of the last fisel

The Cranscript

Tansscript Building, Main Street, Glencoe, Ontario. Subscription—to addresses in Canada and all points in the British Empire, \$1.00 per year; to addresses in the United States, Advektrismo.—The Transcript has a large and constantly growing circulation. A limited amount of advertising will be accepted, and Jon Pristring.—The Jobbing Department has superior equipment for turning out promptly books, pamphlets, circulars, posters, blank forms, programmes, cards, envelopes, office address all communications and make remittances parable to Ag. Scripteria.

Thursday. February 25, 1915.

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The Dominion of Canadian raw material.

The Constant provided of the Canadian Ford in its presentation of the Company was organized in August, 1904, and shipped above the goods and the torsign of the manufactured goods at home we get both the goods and home we get both the goods and to buy home produced goods and to buy home produced goods and to buy home produced goods and to buy them at home.

The Dominion of Canadian raw material for the development. The Company was organized in August, 1904, and shipped above the first first car by express in February, 1905. The entire sales for 1905 to too school advanced although the superior equipment for turning out promptly books, pamphlets, circulars, posters, blank forms, programmes, cards, envelopes, office amount of advertising with the manufacturing and the money, 'said Abraham Lincoln.

The great American statesmen to fact illustrates two important truths. First, the money, 'said Abraham Lincoln.

The Dominion of Canadian automobiles made by the manufacturing policy was correct. The latter point is not without the time was repeated to the canadian make cars: and, secondly, that the time was repeated to the Canadian raw material of the Company was organized in August, 1904, and shipper to the great was a constant to the proper to the great was a constant to the money, 'said Abraham Lincoln.

The Dominion of Canadi

# PATRIOTISM and PRODUCTION Pin Your Faith to Live Stock

The one outstanding feature of the world's farming is that there will soon be a great shortage of meat supplies. Save your breeding stock. They are today Canada's most valuable asset. If you sacrifice your breeding stock now, you will regret it in the near future. Plan to increase your live stock. Europe and the United States, as well as Canada, will pay higher prices for beef, mutton, and bacon, in the very near future. Remember that live stock is the only true basis of economic and profitable farming. The more grain you grow, the more stock you can carry. The more stock you keep, the more fertilizer for your fields. Mixed farming is real farming, not speculating.

BEEF

Study this table, which was prepared Study this table, which was; before the war. Only one increased its cattle more than its people in the past ten years. And, in it (Australia) in 1914 there (Australia) in 1914 there was a tremendous loss of live stock through an unprecedented drought—a fact which the table does not show. Do you need any stronger argument than thistable that there is bound to be an increasing demand.

Germany.
United Kingdom
Austria-Hungary
European Russia
Canada 17% Argentine
Australia
New Zealand
United States. 40%

SHEEP. Canadian farmers have been losing great opportunities in sheep raising and sheep feeding. Hundreds of thousands of sheep have been slaughtered to provide winter clothing for the soldiers of the different armies. Australia's losses, through drought in 1914, were very heavy. Canada has been importing frozen mutton from New Zealand. In view of these conditions, wool and mutton should prove very profitable for Canadian sheep raisers during the next few years.

SWINE. Through the indiscriminate sale of swine in the Canadian West in the past three months, the supply in 1915 promises to be little more than half of 1914. Add to this the fact that the British soldier is allowed 1/4 lb. of bacon per day, and that sausage is the principal meat food of the German soldier, and you will understand, the outlook for the future. Those who stay

steadily with swine, year in and year out, make money. Those who rush in and rush out, generally lose money. "Buy when others are selling, sell when others are buying," applies to live stock as well as to Wall Street stocks.

DAIRY. Mitch cows increased in Canada from 2,408,677 in 1901 to 2,594,179 in 1911. This increase did not amount to 8% and was less than one-quarter of the population increase of Canada. At the same time, the per capita consumption of milk by Canadians increased 30%. Is there any wonder we had to import 7,000,000 lbs. of butter from New Zealand?

The exports of Canadian cheese have been steadily declining for ten years. Look at the market prices today. Do they not suggest the advantage of increased production?

Through cow-testing, selectives

dition, the destruction of live stock of all kinds, breeding and young stock includ-ed, in the war zones. The war has merely hastened the meat shortage of the world. When it is over, the farmer with shortage of the world. When it is over, the farmer with live stock will continue to profit in the world's markets, and, in addition to having helped feed our soldiers at the front, will be in a position to reap a further reward for having stayed with the live stock industry. 12% 6%

> average annual production per cow in Canada did increase from 2,850 lbs. per cow in 1901 to 3,805 lbs. in 1911, but this is only 3,806 ibs. in 1911, but this is only a beginning. Last year one cow in Canada produced 26,000 lbs.
>
> The dairymen of Denmark who supply Great Britain with butter and bacon are not satisfied unless their herds average 10,000 lbs. per cow. Let Canadian dairymen work to increase the productiveness of the milch cow. Breed for milk. Test your cows. Save your calves. Select your milkers. Feed for yield. Read the Agricultural papers and Government reports and bulletins on dairying.

Now that you have attended the Conferences, or have read about them, get together and talk things over. Also write to the Publications Branch, Canadian Department of Agriculture, Ot-tawa, for bulletins and reports on live stock and dairying.

Canadian Department of Agriculture. Ottawa, Canada