

## SHOPPING INCENTIVE AT J. N. CURRIE & CO'S.

YOU may have noticed how particular we are in this store to keep each season's stock moving steadily. Things here cannot grow old. After a stock adjustment such as we've just had, any accumulations are hurried out with little regard to profit. This means a constant activity in stocks, and provides our customers with a continuous incentive to come here.

**W. G. & R. and TOOKE LINEN COLLARS**  
On sale this week at 5c. each, usual price 15c, close fitting and cut-away styles, all clean stock, at special price for this week.

Marvellous values in Men's new Silk four-in-hand TIES, for one week, only, regular 50c. **25c.**

Men's \$3.50. Sweater Coats for **\$2.50**  
Men's high, one buckle Overshoes, regular \$1.75 and \$2. **\$1.15** to clear  
Boys' high, one buckle, Overshoes, reg. \$1.60, for **98c.**  
**MEN'S REGATTA SHIRTS—**  
Regular \$1.00 values for 39c.

People are delighted with our first showing of **SPRING GOODS**

Rich colorings in several desirable qualities from 50c. to \$1.25 per yd. In Paillette, Mussaline, or Duchess. Guaranteed not to cut. Acid proof colors.

Shrewd buyers are taking advantage of Woolen Dress Goods. We have not raised one single price although the market is so firm with an advance of ten per cent. to 20 per cent. in Wool and now comes 7½ per cent. extra war tax.

We do not have to remind the intelligent public as to the advisability of buying **LINENS—NOW!**—Since we bought our spring stock manufacturers had to advance 15 per cent. to 20 per cent. and this week shows an additional 7½ per cent. war tax.

Buy **Snowy White COTTONS—NOW**  
Values better than we have shown for some years. Handsome Laces and Embroideries for edgings and flouncings. New Idea Patterns only 10c. They have the chart to show exactly how to cut and put together.

## J. N. CURRIE & CO.



New

## Columbia Records

For February

### On Sale Today

85c No Records offer the same value—none wear so long as the famous Columbia Double Disc Records. They are the best Records on the market today. 85c

The name Columbia stands today for the best records on the market. And that in every detail. In a Columbia Record you have the best record it is possible to get at any price. You have the finest recording, years ahead of any other. You have many of the biggest and best artists and bands, most of them exclusive. And in Columbia you have a record which will unfailingly WEAR TWICE AS LONG as any other make—no matter what you pay. It is these combined points of superiority that have made Columbia supreme today—the best records and the biggest value (only 85 cents). No other records dare make such specific claims, because no other records can prove them. If you are not acquainted with Columbia Records get the demonstration double disc for 30 cents (15 cents extra for postage).

### FEB'Y RECORDS ON SALE TODAY

All Double Disc Records—a Selection one each side.

**Sister Susie's Sewing Shirts for Soldiers \$1.00**  
By the Originator, Al. Jolson.  
**Tip Top Tipperary Mary** - - - - - .85  
**When You Were a Tulip** - - - - - .85  
**The Ball Room** (Funnier than "Cohen on the Phone") - - - - - .85  
**When You're a Long, Long Way From Home.** .85  
**Arrival of British Troops in France** - - .85  
This is a splendid descriptive record. Be sure to hear it.

### NEW DANCE RECORDS

Including latest Fox Trots, One Steps, Tangos, Maxixes, etc.  
Columbia Records Made in Canada—Fit any Standard Machine. You can get Columbia Grafonolas and Records from

## J. A. SCOTT, GLENCOE

## MIRACULOUS CURE OF ASTHMA

Suffered Terribly for 15 Years Until He Tried "Fruit-a-tives"



D. A. WHITE, Esq.  
21 WALLACE AVE., TORONTO,  
Dec. 22nd, 1913.

"Having been a great sufferer from Asthma for a period of fifteen years (sometimes having to sit up at night for weeks at a time) I began the use of 'Fruit-a-tives'. These wonderful tablets relieved me of Indigestion, and through the continued use of same, I am no longer distressed with that terrible disease, Asthma, thanks to 'Fruit-a-tives' which are worth their weight in gold to anyone suffering as I did. I would heartily recommend them to all sufferers from Asthma, which I believe is caused or aggravated by Indigestion". D. A. WHITE

For Asthma, for Hay Fever, for any trouble caused by excessive nervousness due to Impure Blood, faulty Digestion or Constipation, take 'Fruit-a-tives' 50c. a box, 5 for \$2.50, trial size, 25c. At all dealers or from Fruit-a-tives Limited, Ottawa.

dealers are very slow to buy, fearing a similar experience. At the present time there is a scarcity of poultry in storage. Also with the high price of feed there is less poultry on hand. If we can increase our egg production, say, one dozen eggs per hen per year, it will mean a vast amount through the Dominion.

The aim should be to increase our yield per acre, if it be only one bushel per acre; to increase the yield of our dairy cows, and to improve the quality of our stock.

Those of us who haven't the privilege of fighting ought to respond gladly to the war cry of "Pay, pay, pay."

The chorus of Canadian platform speakers is singing to the farmers the old song, "Produce; Produce; Produce"; while farmers from one end of Canada to the other, not very appreciative of the music, cry, "Help! Help! Help!"

Canada does not yet realize she is at war. She will very shortly. The papers are full of hockey matches and even of horse races in Southern States. Feeding the people of Canada on such stuff as that in time of war is a national disgrace. Such were Dr. C. C. James' scathing words at the patriotism and production meeting held at Napane.

The high price of wheat and the low price of Canadian farm lands will prove the attraction for farmers in the United States during the present year, according to statements made by J. Bruce Walker, commissioner for immigration for Western Canada, in an interview at Regina. Mr. Walker was of the opinion that emigration from the United States would be considerable.

Here is a paragraph from a German girl's letter to an English friend: "Until now I never knew what hatred was, but now my heart is filled with burning hatred, with hatred for England, and this is the case throughout Germany. We are inclined to pity the French and the Belgians; we look on the Russians as only half-developed men, but the English we hate, and the millions of curses uttered daily against your country have no effect, then there is no justice on earth or in heaven! Woe to England!"

Special attention is directed to articles on "Patriotism and Production" now appearing in The Transcript. These are prepared under the direction of the Canadian Department of Agriculture and emphasize the importance of increased production on the farm. This week the topics primarily dealt with are the necessity for using the right kind of seed, and the farm labor problem. Detailed information on the various methods suggested for making farm work more productive may be had free by applying to the Publications Branch of the Canadian Department of Agriculture, Ottawa.

Do not delay in getting relief for the little folks. Mother Graves' Worm Exterminator is a pleasant and sure cure. If you love your child why do you let it suffer when a remedy is so near at hand?

## From the Firing Line.

Lance Corp. Harris,  
B. Co'y-8525  
British Expeditionary Force.

Mr. Strrett, Mayor of Petrolia—

Sir,—  
I was very pleased to receive such a fine letter from you and thankful to think that my wife and children are left in the hands of such generous and warmhearted people. I cannot express myself as I should like but trust you will accept my humble thankfulness for forgetting the people of Petrolia who have proven my wife's friend also mine; who through you I will thank.

I must now try and give you some idea of the life we lead out here. We go into billets which consist of barns etc., which have been missed by German shells or partly so. You work in relief, part regiments in the trenches and other in billets resting. There you stay for definite periods. Then when it is time for relieving you get ready with two days' rations in your pack, some carrying coal in sacks, picks, shovels and wood stuck in straps, you are ready to move. Then you get the order to march off to the trenches, a distance of from two to five miles, depending where you billet. Oh, you march chatting and full of life. When you get within 500 yards or so of the lines, you thin out into Indian file, getting cautious as you near the trenches so after a struggle through the mud and water and missing bullets which fly thick and fast, you arrive at your destination where you find the other regiment anxiously waiting relief for a few days in billets which we vacated. Here we are in the trenches where mud and water lies in abundance. This is our abode for a period where we live in dugouts. When you want a sleep you crawl in like the rabbits underground for your resting place which is the best we can afford just now. We have our three meals a day with the battle

## Keith's Cash Store

Fall and Winter Goods, Dry Goods, Millinery,  
Men's Furnishings, Carpets and Rugs,  
Groceries, Etc.

P. D. KEITH

flying overhead and the shrapnell bursting in all directions which bother us very little except when they strike the mark. We have had about two months of this life which gets trying at times, but with a stout heart and the object of victory in view, we stand the hardship for the sake of the ones at home. We are situated from 70 to 100 yards distant from the German trenches; you can hear them shouting over to us. At Christmas they shout across to us a merry Christmas, would you like to be home, and so on. The last sentence I would very much like to fulfil. So with dangers seen and unseen, encouragements and discouragements, rain and snow, cold winds which blow, we still remain in the fighting line where we shall stay till called elsewhere. So I trust it is God's will that the termination of this terrible war may soon come and that I may see you all at Petrolia before another Christmas passes by.

I am, yours sincerely,  
EDWIN G. HARRIS.

**Prizes for Farm Products.**  
The directors of the Huron and Erie Loan and Savings Company offer \$500 in cash prizes to the farmers of the county of Middlesex for the cultivation of the best fields of wheat, oats, corn, potatoes and mangels, during 1915, as follows:—  
For the best fields of wheat of five acres and over—First prize, \$25; second prize, \$15; third prize, \$10; and ten prizes of \$5 each.  
For the best fields of oats of ten acres and over—First prize, \$25; second prize, \$15; third prize, \$10; and ten prizes of \$5 each.  
For the best fields of corn, for fodder purposes, of five acres and over—First prize, \$25; second prize, \$15; third prize, \$10; and ten prizes of \$5 each.  
For the best fields of potatoes of one acre and over—First prize, \$25; second prize, \$15; third prize, \$10; and ten prizes of \$5 each.  
For the best fields of mangels of one acre and over—First prize, \$25; second prize, \$15; third prize, \$10; and ten prizes of \$5 each.

The competition is open to all Middlesex farmers and their sons. No entry fee will be charged. Competent judges will be obtained. Fuller details with regard to entries, etc., will be advertised shortly.

Two residents of Ekfrid township were fined \$2 and costs each by Police Magistrate McKenzie on Tuesday for the disorderly conduct in Glenora on Friday last.

## EXPENSE or FENCE?

Which Do YOU Want For YOUR Money?

Most things sold through dealers cost more to sell than to make. So that every dollar you pay your dealer for fence brings you only 50c. worth of actual fence value. The other 50c. must pay selling expense.  
In other words you give dollar bills for 50c. when you buy fence the old fashioned way.  
The new way—the most economical way—to buy Fence is to

Buy Direct From **PAGE**—Freight Paid

"Made in Canada"  
You cut out all big dealer profits—all extravagant selling expense. You pay us only a single very small profit over and above manufacturing cost. For every dollar you spend in **PAGE FENCE** bought DIRECT you get MORE REAL VALUE than you could get in any other way.

Why pay your dealer  
PAGE prices for ordinary  
fence when for the same  
money, you can buy direct from the  
PAGE THE BEST  
FENCE at the LOWEST  
PRICE? Remember, "Selling  
expense" won't keep the cows

# PRICE LIST

## HEAVY FENCE

No. of Posts	Height	Spacing	Price in Old Ontario
5	37	22	8.50
6	40	22	8.50
7	40	22	8.50
8	40	22	8.50
9	40	22	8.50
10	40	22	8.50
11	40	22	8.50
12	40	22	8.50
13	40	22	8.50
14	40	22	8.50
15	40	22	8.50
16	40	22	8.50
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94	40	22	8.50
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96	40	22	8.50
97	40	22	8.50
98	40	22	8.50
99	40	22	8.50
100	40	22	8.50

## SPECIAL FENCE

No. 9 legs and bottom	Balance No. 18	Legs 18" inches apart	
18-bar, 48-inch			\$9.44
20-bar, 60-inch			.51
3-ft. Gate			2.30
13-ft. Gate			4.40
13-ft. Gate			4.40
14-ft. Gate			4.80
Set tools			8.00
10 lbs. Brace Wire			.75
25 lbs. Staples			.80

New Ontario Prices on Request.
   
 ALU. NO. 9 GAUGE
   
 FREIGHT PAID ON ORDERS
   
 OF \$10.00 OR OVER