

We Have Anticipated a Big Fall and Winter Business and Stocked Accordingly

Case after Case of Newest Merchandise Opening up each day. The Greatly Increased Stock Makes Shopping a Pleasure.

Ladies' Fall and Winter Coats

Selected from half a dozen of the leading Manufacturers of Toronto and Montreal. To appreciate the great values we offer, you want to see the Styles, Qualities and Workmanship. You can't help buying these three specials, \$17.50, \$22.50, \$27.50. \$5 to \$8 under value.

A Touch of Autumn Air Suggests Warmer Undergarments and Hosiery

The stocks already coming in show improvements in quality. Greater value for the money.

School Opening Demands Hats for the Kiddies and Grown Ups

English Silk Plush and Felt Hats for Girls and Misses, 98c to \$2.50. Wonderful values.

School Opening Suits for Boys

Pure Wool Mixed Tweeds for Real Service made in "Mannish Way" as boys demand at saving in prices, \$7.50, \$8.50, \$9.50, \$12.50.

Goodbye Straw Hats Time to Don a New Felt

Imported English Fur Felts in Newest Blocks and proper colors, \$3.00 to \$4.50.

Boys' Bloomers in Serviceable Tweed

at \$1.25, \$1.50, \$1.85, \$2.25.

Empress Shoes for Ladies

The Greatest Shoe Value given among them all, more style, more comfort, more service at lowest cost. Big stock in Patent and Vici Kid Oxfords and Slippers.

Shoes for the Whole Family

at general store prices which means a saving of 10 to 15. The easiest sales we make is to the shrewd buyers after making comparison. Whether to look or buy you are equally welcome because lookers afterwards means buyers eventually.

J. N. CURRIE & CO.

The Transcript

Published every Thursday morning from The Transcript Building, Main Street, Glencoe, Ontario. Subscription—In Canada, \$2.00 per year; in the United States and other foreign countries, \$2.50 per year.

Advertising.—The Transcript covers a wide section of territory in Western Ontario, and its readers are the leading farmers and townspeople. It is a first-class advertising medium. Rates on application.

Job Printing.—The Jobbing Department has superior equipment for turning out promptly books, pamphlets, circulars, posters, blank forms, programs, cards, envelopes, office and wedding stationery, etc.

A. E. Sutherland, Publisher

The farmer says he isn't making his salt when he sells his steers, his lambs and his sheep and his hogs. Losing money, in fact. The packers take advertising space to tell the world how very little, how extremely infinitesimal, is their profit. They aren't even making yacht money, taking the year as a whole. The railroads declare they just about operate at a loss logging the live stock to market and delivering the meat products. Hardly enough surplus to buy new brakebeams. The butcher's tears drop on the chopping block as he explains how pitifully small his margin is. Can't even buy a spare tire. But John W. Consumer knows he pays a good stiff price for his sirloin, for his lamb chops and for his bacon for tomorrow's breakfast. If he goes once and buys a whole ham at once it leaves a hole in his roll. Yet nobody seems to be making any money on the various transactions. It is the great mystery.

Any man in any business that depends upon public approval and patronage for its success has a perfectly reasonable method open to him to keep himself and his business before the buying and patronizing public. Advertising is a medium that offers the quickest route to success, and failure to use it consigns the whole proposition to an early failure. If the public is misinformed or uninformed about a great deal that is offered for sale, the reason largely may be discovered in the lack of proper and sustained advertising. Success is not some mysterious element that chances to drop in here or there to enrich this or that person. It is a problem that has been solved, and you will find in nine cases out of ten advertising has been the stepping stone.

Western Ontario is, without question, "The Garden of Canada." There is no district on this continent which is so fertile or so prosperous, or where there is such a happy balance between city and country. If Western Ontario was situated beyond the Great Lakes or in California, where booming is an art, the press of the country would be filled with tales of the wonderful crops, the salubrious climate and the great industrial possibilities. Even without booming it seems absurd that there should be so much idle land in this territory.

Although the union of the Methodist, Presbyterian and Congregational Churches of Canada, ratified by the

Canadian parliament at its recent session, comes into effect on June 10, 1925, the Presbyterian Church of Canada will vote again on this question. The act now provides that within six months before it comes into force (June 10, 1925), any congregation may, by a majority vote, decide whether or not it will enter the United Church of Canada. If by such a vote it determines to remain a congregation of the Presbyterian Church, it retains its congregational property. Provision has been made for voting by ballot. The date set for the commencement of congregational voting is December 1st next. If any congregation remains inactive and fails to take a vote during the appointed time—December 10, 1924, to June 10, 1925—such congregation automatically becomes a congregation of the United Church.

WHY YOU SHOULD BUY CANADIAN-MADE GOODS

The following from the pen of M. C. Paton, published in the Dry Goods Review, is well worth reading:—"Probably the premier question existing in the minds of many Canadians today is the cause necessitating the closing down or part time operation in numerous Canadian plants. It is difficult for these people to realize why unemployment exists in a land so richly endowed with natural resources, and embracing so vast a territory, supporting eight million people, and yet actual want is felt amounting in some cases to suffering. On every hand bewildering questions are asked, seeking some solution for the problem, all admitting that trade in general requires a powerful stimulant.

Some of the reasons are: Lack of natural pride in the products we produce. Our eagerness to magnify those things which are foreign both in manner and style. Our belief that we are obliged to seek abroad for original and distinctive goods.

We discount too freely Canadian ability and products. The crusade of our buyers abroad for cheap goods. We have modern machinery and devices capable of producing style, quality and finish equal to any country in the world, but the public have failed to observe the enormous advances made by the Canadian manufacturers since 1914; their efforts are not appreciated by the public. These plants supplied the home demand when foreign goods were denied us. The immediate future offers small promise of our export trade increasing. Therefore Canadian plants must depend on the Canadian market to absorb their goods. If workmen produce an article in Canadian factories and spend their wages on foreign goods this practice if it became general would cause all our plants to cease operations. There would be no one to buy the goods we make. The more goods we can consume made in Canada the more work will be provided, wages maintained and each will be able to purchase from the other.

It is small profit to us, no matter how cheaply we can procure foreign articles, if we are idle, without funds to spend. Numerous foreign coun-

tries have raised their tariff several times, while the tendency here appears to be the lowering of the tariff, providing assistance to the foreign shipper to distribute his wares in Canada.

Admitting the revenue derived from customs is desirable to the government, would not full time production here contribute returns in the form of taxes to offset to some extent the loss of customs returns?

We have been afforded opportunities of observing the relation existing between immigration and agriculture, and are convinced that this form of employment is at best seasonal, whereas if more efforts were made towards the refining of our natural resources or semi-refinement we would offer for export more flour than wheat, more lumber than logs, metals instead of ore, each having some degree of labor added. This would create permanent employment for newcomers. A review of Russia's condition will convince anyone of the value industries are to any country, and an absence of which forces that country to remain rural to a marked degree, with limited opportunity.

Our industries are in their infancy struggling desperately for recognition and existence, and more intelligent effort should be advanced for their encouragement in the form of protection. We support agriculture by model farms, colleges, government bureaus and free stock, but where is the wisdom of this unless labor is employed to purchase the surplus of the farms, especially perishable products?

The government insists on a standard factory living wage scale, but how can this be maintained if the lowering of the tariff on foreign goods, produced with cheap labor under conditions Canadians would not accept or subsidize, is encouraged?

What the buying public demand is what the merchants are forced to supply. They have previously insisted on foreign styles. Now let them demand "Made-in-Canada" goods and observe the instant revival of commerce. No European prices, government tariffs and foreign influence can prevail against our determination to insure prosperity here. Let us first put our house in order and assure our own children's bread before preparing a stranger's banquet. The Canadian deserves a living from Canada, and all that is needed is a firm desire on the part of Canadians to support their own. For when we support one industry by another and have faith in our own Canada, no foreign tempest of cheap goods can wreck our ship of national industries."

THE BITERS BITTEN

A couple of city motorists, riding near a farm orchard, stopped the car, got out, climbed the wall and gathered half a peck of rosy apples. To complete the "joke" they slowed down as they went by the farmhouse and called out to the proprietor: "We helped ourselves to your apples, old man. Thought we'd tell you." "Oh, that's all right," the farmer called back. "I helped myself to your tools while you were in the orchard."

CO-OPERATIVE SELLING

What Ontario May Learn From California Fruit Growers

An Immense Range of Business—The Market Still Growing—Organized Effort Pays the Producer—Legume Inoculation—The New O. A. C. No. 144 Oat.

(Contributed by Ontario Department of Agriculture, Toronto.)

The California Fruit Growers' Exchange shipped 17,857,417 boxes of oranges, lemons and grapefruit in 45,258 cars to points outside California; increased its proportion of all citrus fruit grown in the state from 68.7 to 75.8 per cent.; returned \$55,223,450 to its members; lost through failure of customers only \$6,926,497; did all this business at a cost of 1.51 per cent. of the delivered value and, including advertising, 2.48 per cent. Such is the record for its last financial year of the California Fruit Growers' Exchange, whose products are best known to Canadian consumers by the brand "Sunkist."

An Immense Range of Business. The California Fruit Growers' Exchange is the oldest and largest of the California Co-operatives. In the last twenty years it has returned to its members \$446,000,000 from the sale of their products. It is a federation of 208 local associations with 11,000 members. The locals each have their own packing houses and are fully responsible, financially and otherwise, for their own local activities. They are grouped into 21 districts, exchanges. Each district exchange has one director on the board of the California Fruit Growers' Exchange, which owns the brand "Sunkist" and acts as the Central Selling Agency for the fruit. It has business connections with 3,500 wholesalers, who serve 400,000 retailers, who in turn serve 113,000,000 consumers in Canada and the United States.

The Market is Still Growing. The market demand for its products is being constantly increased by the Exchange. Twenty-five years ago the orange growers of the State were faced with what they thought was over-production. Since then production has quadrupled and the crop is still consumed. Judicious advertising and merchandising methods have kept demand equal to or ahead of supply. A levy of four cents a box on oranges and 6 1/2 cents a box on lemons pays for it all. Advertising and dealers' service work is directed chiefly to the retailer and consumer. In any cross-road village in Ontario, where you could not buy an Ontario apple, you will find oranges constantly displayed according to directions by those wide-awake growers in Southern California.

Lower Freight Rates Secured. Last year an arrangement was made with the railways by which, through the use of larger cars and quantity shipments, a lower freight rate was secured on oranges. The reduction will effect a saving of \$3,000,000 a year to the orange growers of the State. This works out to 14 cents a box. The cost of the organization's services, exclusive of advertising, is 6.86 cents per box or less than half the amount of the reduction.

Organized Effort Pays the Producer. The oldest and best Co-operative Marketing Department during the year 1923 of 4,327 cultures of legume bacteria for seed inoculation were prepared and sent out. Of this number alfalfa was most frequently asked for, with 1,892; Red clover, 886; sweet clover, 552; peas, 524; alfalfa, 143; soy beans, 88; beans, 71; sweet peas, 39; vetch, 31; white clover, 1. The creamerymen and the cheese-makers asked for and were supplied with 147 lacto starters, and 63 Bulgarian cultures.

The multiplying influence of the various bacteria sent from the Bacteriological Department during the year had a very noticeable influence on legumes of the fields and the finished dairy products of the factories.

The New O. A. C. No. 144 Oat. The O. A. C. No. 144 oat was obtained from the Siberian variety through nursery plant selection. This oat, which matures about the same time as the Banner, has a spreading head, white grain and less than the average per cent. of hull found in oats. The straw is strong and it has proven to be an excellent yielder of grain.

When tested on thirty-two farms situated in twenty-one different counties in Ontario in 1923, it outyielded the O. A. C. No. 72 by 5.7 bushels, the O. A. C. No. 3 by 10.5, and the Liberty Hullless oat by 17.3 bushels of grain per acre. In triplicate plot tests at the College in the average of the last five years, it surpassed the O. A. C. No. 72 by 4.3 and the Banner by 5.6 bushels of grain per acre. During this five-year period the straw of this variety lodged less than either the O. A. C. No. 72 or Banner Oats.

Dept. of Extension, O. A. College, Guelph.

Salt serves as a spice for condiment which whets the appetite and increases the palatability of food for live stock.

FALL MILLINERY & READY-TO-WEAR OPENING



New Coats and Dresses of Different Styles and Materials

— at —
**MRS. W. A. CURRIE'S
READY-TO-WEAR
STORE**

Phone 55w - Glencoe
Store Open Every Evening



TALK VERSUS FACTS

In these times people often say that "Business is not good, trade is poor, there is no money in the country and prospects do not look very encouraging." Just look at a few of the facts:

In the Dominion of Canada savings deposits have increased 12 million dollars since the beginning of the year an increase of 10 per cent. The number of freight cars loaded in the Dominion are 9 and 7-10 per cent. more than a year ago.

Canadian bank clearings over the Dominion since the first of the year are 5 and 6-10 per cent. greater.

Then look at the big crop of grain and other food stuffs Ontario is producing this year, and the more than good crops of Western Canada. The outlook at present is as good in Canada as it is in any country under the sun, and a great deal better than in some.

A GOOD THING TO DO

Notices sent out by the post office department call public attention to the advisability of placing the sender's name and address on the upper left hand corner of all mail matter posted in Canada. By doing this, lost letters can be easily returned to the senders, instead of being sent to the dead letter office. When placing the return address on envelopes and parcels, care should be taken to make this less prominent than the address of the person to whom the piece of mail is being sent, the department points out. The use of different colored ink is also urged, together with the use of the word "from" before the return address. All mail, including first class letters, should bear return addresses of this sort.

SOME FALL FAIR DATES

Altona, Craig,	Sept. 18, 19
Alvinston,	Oct. 6-8
Blenheim,	Oct. 2-4
Bridgen,	Sept. 30
Chatham,	Sept. 16-19
Delaware,	Oct. 8
Dorchester,	Oct. 1
Dresden,	Sept. 25, 26
Florence,	Oct. 2, 3
Forest,	Sept. 30, Oct. 1
Glencoe,	Sept. 24, 25
Highgate,	Oct. 9, 10
Idleton,	Sept. 26
Lambeth,	Sept. 24
Leamington,	Sept. 30, Oct. 1-3
Melbourne,	Oct. 9
Mount Brydges,	Oct. 3
Muncey,	Sept. 26
Parkhill,	Sept. 23-24
Petrolia,	Sept. 22-23
Ridgeway,	Oct. 7-9
Rodney,	Sept. 29-30
Sarnia,	Sept. 24-26
Thamesville,	Sept. 30, Oct. 1
Thedford,	Oct. 2, 3
Watford,	Sept. 18, 19
Wyoming,	Oct. 2, 3

Corns cripple the feet and make walking a torture, yet sure relief in the shape of Holloway's Corn Remover is within reach of all.

Sometimes it's lack of time and sometimes it's just indifference that leaves farm machinery neglected and broken from one season to the next.

An Oil That is Prized Everywhere. —Dr. Thomas' Electric Oil was put upon the market without any flourish over fifty years ago. It was put up to meet the wants of a small section, but as soon as its merits became known it had a whole continent for a field, and it is now known and prized throughout this continent. There is nothing equal to it.



Farm Book-keeping

More and more the experienced farmer realizes the importance of accurate book-keeping.

The farmer who opens a Chequing Account with the Bank of Montreal is enabled to keep an exact record of receipts and expenditure and to have the helpful advice of an experienced banker whenever he needs it.



We shall be pleased to supply you with a Farmer's Account Book free of charge.

R. M. MacPHERSON
Manager Glencoe Branch

BANK OF MONTREAL
Established over 100 years

The Ontario Voters' Lists Act, 1922

NOTICE OF SITTINGS OF REVIS-ING OFFICER

TAKE NOTICE that sittings for the purpose of hearing complaints or appeals with regard to the Voters' Lists to be used in the ELECTORAL DISTRICT OF WEST MIDDLESEX on the vote to be taken on questions submitted under the Ontario Temperance Act, 1924, will be held by Judge Macbeth, Revising Officer, at the following times and places, namely:

1. At the Town Hall, Newbury, at 10 a.m. on the 1st day of October, 1924, for the Township of Mosa, and the Revising Officer's Clerk in this Municipality will be C. C. McNaughton, whose address is N. Half 9, Con. 2, Mosa, Newbury P.O.

2. At the Town Hall, Wardsville, at 12 noon on the 1st day of October, 1924, for the Village of Wardsville, and the Revising Officer's Clerk in this Municipality will be George E. Cornelle, whose address is Wardsville.

3. At the Town Hall, Newbury, at 1:30 p.m. on the 1st day of October, 1924, for the Village of Newbury, and the Revising Officer's Clerk in this Municipality will be Anne L. Tucker, whose address is Newbury.

4. At the Town Hall, Appleton, at 10 a.m. on the 2nd day of October, 1924, for the Township of Efrid, and the Revising Officer's Clerk in this Municipality will be Charles George, whose address is Glencoe.

5. At the Town Hall, Glencoe, at 1:30 p.m. on the 2nd day of October, 1924, for the Village of Glencoe, and the Revising Officer's Clerk in this Municipality will be James H. Matthews, whose address is East Part of Lot 6, Con. 3, Delaware, P.O. Delaware.

6. At the Town Hall, Mt. Brydges, at 10 a.m. on the 4th day of October, 1924, for the Township of Carleton Place, and the Revising Officer's Clerk in this Municipality will be John Brodie, whose address is Lot 6, East Muncey Road, P.O. Muncey, R. R. No. 1.

7. At the Town Hall, Coldstream, at 11 a.m. on the 8th day of October, 1924, for the Township of Lobo, and the Revising Officer's Clerk in this Municipality will be E. R. Barclay, whose address is Poplar Hill.

AND FURTHER TAKE NOTICE that any voter who desires to complain that his name or the name of any person entitled to be entered on the said lists has been omitted from the same or that the names of any persons who are not entitled to be voters have been entered thereon, may apply, complain or appeal to have his name or the name of any other person entered on or removed from the said lists.

AND FURTHER TAKE NOTICE that such appeals must be by notice in writing in the prescribed form signed by the complainant in duplicate and given to the Clerk of the Revising Officer or left for him or her at the proper address as stated above.

AND FURTHER TAKE NOTICE that the last day for so entering appeals shall be:

The 27th day of September, 1924, for the Township of Mosa and the Villages of Wardsville and Newbury; The 29th day of September, 1924, for the Township of Efrid and the Village of Glencoe;

The 30th day of September, 1924, for the Townships of Delaware and Carleton;

The 4th day of October, 1924, for the Township of Lobo.

AND the Election Board calls upon all persons to examine the Voters' Lists in order to ascertain that their names are correctly entered thereon.

T. MACBETH,
Chairman of Election Board, Middlesex.

Dated this 15th day of September, A.D. 1924.