The Purchasing Power of Your \$1.00 at This Store Means \$1.25 and \$1.35 Regular Values!

Any store can make this claim, but

Fine English Tapestry Square Carpets all reduced.

Men's Hats and Capsand piles of them, all at big reductions.

Stanfield's Underwear requires no advertising. All well known; all down in price.

"EXPERIENCED" SALESLADY

do they do it? Close comparison is the best test. We court the closest comparis every department. The easiest sales we make are to

those having made comparison. Our "Record Sales" each month and season are the best evidence we have of prices being right, our merchandise being satisfactory and our service be ing appreciated.

LOWERING OUR STOCK OF MERCHANDISE BEFORE CHRISTMAS

Almost everything in the store reduced from 10 to 20 and 30 per cent., and in some cases more. Many lines we cannot purchase again at our pres ent cut prices. If prices remain up, we are foolish; "if wholesale prices drop, we are wise. With the manufacturing difficulties and labor problems the shrewdest' buyers see no possibility of phenomenal change in prices for spring, 1921. Notwithstand ing these facts, we are going to play "Safety First"

OUR BIG BEDUCTIONS FROM PRESENT VALUES

will give our customers a chance to purchase from Great Stocks of Standard Merchandise. Just what they want, at unmatched prices, no differencetfrom what source

WANTED

JNCURRIE & CO. THE STORE WITH THE GOODS

Men's Overcoats, Suits Waterproofs, Trousers, Sweaters — All reduced to clear quickly Big saving in prices in Overalis, Smocks, Wool

Shirts, Gloves, Mitts-

Piles to choose fro Ladies' Coats of the higher grade. All wool velours, worth \$42 to \$45, balance at \$37.50.



Shoes, Rubbers, Rubber Boots. Piles of them, some lines greatly reduced in price. . .

THE TELEPHONE GIRL

MAKES A CORRECTION

To the Editor of The Transcript:

of breakage.

The Telephone Girl sits in her chair

To the Editor of The Transcript:
To the Editor of The Transcript:
Sir, -In a recent issue of your paper there appeared an item taken from the London Free Press stating that the Cooperative Co's store in Blen-heim was closed. The matter has been referred to the editor of the Far-mers' Sun who informs me that the U. F. O. have no co-operative store in that town; and I am further informed by the president of the co-operative store in St. Thomas that the U. F. O. never did have a store in Blenheim.
It is the aim of the U. F. O. to deal direct from factory to farm, thereby eliminating the middleman. This net to discredit and discourage any efforts of the U. F. O. In this direction.
Turast you will give this the same publicity that you did the quotation from the Free Press. MRS. T. W. DYKES.
Crinan. Nov. 15, 1920.
Tresh Supplies in Demand.—Where ever it goes this excellent Oil impress es its power on the people. No mat ter in what latitule it may be found its potency is never impaired. It is put up in most portable Shape in boti-ties and can be carried ithout fear of breakage.
DECOLE E WHO ARE STAPYING

divorce; She would get all the churches mixed PEOPLE WHO ARE STARVING

up in a fight. And turn all our days into sorrowing

PEOPLE WHO ARE STARVING The Chinese are not the only people who are starving. There are thous-ands of women and children in Europe who are dying and wasting away for want of food and many perish for lack of clothes to keep them warm The Red Cross Society, that has done so much for suffering humanity, is ap-pealing to the public for \$30,000 to help provide the necessaries of life for them. We are sure that the ap-peal to our clitzens will meet with a hearty response notwithstanding the frequency of those appeals.—Hamilton Times. The death rate in the United States in 1919 was the lowest recorded in any one year.

Children Cry for Fletcher's Fletcher's Castoria is strictly a romedy for Infants and Children

Foods are specially prepared for babies. A baby's medicine is even more essential for Baby. Remedies primarily prepared for grown-ups are not interchangeable. It was the

a remedy for the common ailments of Infants and Children that brought Castoria before the public after years of research, and no claim has been made for it that its use for over 30 years has not ,proven.

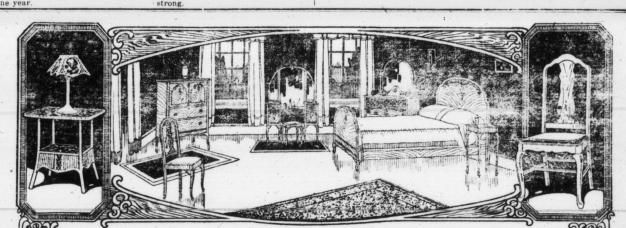
What is CASTORIA?

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance. Its age is its guarantee. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Feverishness arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of Food; giving healthy and natural sleep. The Children's Comfort—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of A. Tlitcher

In Use For Over 30 Years



"No Nation Can Rise Above The Level of Its Home Life"

RAISE the standard of living in the home and the standard of the nation rises with it.

Canada was one of the first countries to respond to the now world-wide movement to beautify the home. And there are no people in the world who are in a better position to afford and to appreciate the best and truest things in life than we in Canada.

Furnishings Mould Character

The important part that the furnishings of the home play in moulding character and developing a true pride in family and in race is better understood today than a few years ago.

To procure furniture that will elevate and make the house a home of which you can be justly proud does not call for extravagance. Good taste is more necessary than a large taste is more necessary than a large expenditure of money.

There are beautiful suites and individual pieces of furniture obtainable at moderate cost, which are true works of art, many of them being correct adaptations of the designs of the "old masters" who created the "Period Furniture" so much in vogue today.

A "Queen Anne" Room

As a suggestion, study our sketch of a "Queen Anne" bedroom. It shows the beau-tiful and refined effect obtained by the selection of an artistic suite of bedroom furniture.

Just two or three pieces of artistically de-signed furniture will raise the level of an

The Transcript

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

Advertising.—The Transcript has 4 large and constantly growing circu-lation.—A limited amount of adver-tising will be accepted, at moderate rates. Prices on application.

Job Printing .- The Jobbing Depart nent has superior equipment for turning out promptly books, pam-phiets, circulars, posters, blank forms, programs, cards, envelopes, office and wedding stationery, etc. A. E. Sutherland, Publisher

THURSDAY, NOVEMBER 18, 1920

PULL TOGETHER

London Daily Express: "Pull to gether"-that is a motto well worth giving to the nation today. On many

points of policy there must always be sincere differences. Men see different roads to a common goal and find con-

roads to a common goal and find con-troversy in questions where all are animated by common ideals. "That is inevitable, and the stilling of all such disputes might betoken nothing nobler than poverty of thought and inactivity of mind. But many of the gravest problems of the day can be solved if all will pull together with the same cheerful sacrifice of the non-essentials

Tune: "Peace, Perfect Peace. Peace, victory's péace?-Now silent all the guns; The peace of victory, Lord, give all our sons.

VICTORY OF PEACE

Peace, silent peace! — Tread softly o'er our dead; Teach us, oh Lord, For what this blood was shed.

Peace, healing peace!— The balm for wound and pain; Oh, heal our broken hearts— Our boys are slain,

Peace, Calvary's peace!— They died that we might live; To us, less worthy hearts, Their spirit give.

Victory of peace And peace of victory; Lord, crown the dawn of peace With liberty. --W. M. Leonard.

Chengtu, 24th Nov., 1918.

WOULD CHANGE MARRIAGE LAW

WOULD CHANGE MARRIAGE LAW Among suggestions offered by Dr. J. W. S. McCullough, deputy registrar-general of Ontario, to the provincial Public Service Commission with re-gard to amending the marriage law of Ontario, were the following: Issuance of marriage licenses to be vested in clerks of municipalities; all permissable celebrants of marriages to be duly registered, with possibly a beginning of a regulation requiring guarantee of mental and physical fit-ness as a condition in the securing of license; retention of the present sys-tem of issuing marriage licenses in unorganized districts. Dr. McCullough stated that in Toronto there were is-suers of licenses who were quite illit-certs a doncer so esco. Wr. McCul-

The Elgin Whiter Fair to be held at West Lorne on Nov 23 to 26 promises to be the best in the history of the association. Already a very large en-try has been made in all departments. Wednesday, Nov. 24, is school child-ren's day. Buildings open to the pub-lic from 1 p. m. to 10 p. m. At 2 p. m. child-wi-'s exercises in the opera-house. At 8 p. m. in the opera house W. D. Hobson of Woodstock will give his celebrated talk on "Song Birds of Outario.' Mr. Hobson's program is unique and interesting and includes the calls and songs of the birds. A musical program will also be given. Thursday buildings open to the public from 10 a. m. to 10 p. m. At 8 p. m. Prof. Reynolds, president of the Ontario Agricultural College, and Mr. John Farrel- of London will de-liver addresses. Prof. Reynolds is one of Canada's leading educationalists and a very fluent speaker. Friday-buildings open from 10 a. m. to 3 p. m. 25c admits to show building and

ELGIN WINTER FAIR

The Elgin Water Fair to be held a

Friday—buildings open from 10 a. m. to 3 p. m. 25c admits to show building and evening meeting. A 50-cent member-ship ticket will admit to the show building at any time and all opera house meetings any time during the show.

cheerful sacrifice of the non-essentials of individuality that we showed in the days of war. In the din of controversy and party cries we are apt to forget all but the issues on which we must profoundly disagree. It is well that we should be reminded of the many and far more important things on which we can all agree, and that we should be called back to the common tasks and ideals.

suers of licenses who were quite illi erate. A day or so ago, Mr. McCul-lough said, he had received a letter from an issuer of licenses who wrote "usta" for "used to." Chairman W. D. Gregory asked why

NEW FUEL REGULATION The Ontario fuel controller is issuing special instructions to all dealers thing to do with it.

"And there are undertakers, too, who issue licenses," remarked the that in filling further orders they must first secure from the consumer chairman

He could not explain why this was 80.

MAY CURTAIL PRODUCTION

must first secure from the consumer a declaration that he has not on hand sufficient coal to last him through the winter. The order will go to all deal-ers and the mayor of each municipal-ity. Information is also being gather-ed by the fuel controllers that wher-ever emergencies arise, immediate steps may be taken to relieve the sit-uation. Sugar beet growers in south-western

Try It Once

Sign in front of a florist's shop in Mt. Clemens, Mich.: Arthur Van Derblumenscheuer. Say it with Flowers.

Sugar beet growers in south-western Ontario are asking for a large share is the profits of the crop for 1921. In the profit of a minimum price of \$9 per ton, \$10 is being asked, when refined wight, and a bonus of a dollar and a half for every increase of one dollar in the price of the finished product over eight. Growers claim that the scarcity of labor and general high the stomach and bowels of worms, so that the child will no more be troub-scarcity of labor and general high the this step necessary, and state emphatically that will the high cost of living take a tumble. It's surely coming.
 Try it Once
 Try it Once
 The tore of a dorisit's chop in the composition, and while in some cases they may cause and indication of their effective work.

cold morning and light the kftchen fire. An increase of \$\$9,335 in the net profits of the Cockshutt Plow Co. is shown in the annual statement recent. ly made public. Mamma, why has papa no hair?" "Because he thinks so much, my dear," "But why have you so much?" "Be-cause—go away and do your lessons, you_naughty boy."

How are children to be led to appreciate the solid, substantial things in life-the beauties of art, the love of good literature, the desire for culture-unless they have the proper surroundings in the home?

Improve the Home

Beautify the home with furniture that is designed on truly artistic lines. Make the home a place of cheerfulness, refinement and restfulness. Make it breathe warmth and heartiness. Make it truly hospitable, solidly comfortable—a home that inspires interest in all that is good and worth while in life and it will mould character and develop true pride in family and in race.

. . .

tire living room. And by gradually adding other pieces and suites in the different rooms you will, before long, work a magical trans-formation of the home.

A Finer and Greater Nation

Every advance in refinement and culture, every improvement in the home surroundings, every influence that raises the ideals of homelife, makes the nation that much finer and stronger.

We are living in progressive, prosperous times in a country with a glorious future, therefore, Canadians have every incentive and can well afford to beautify their homes with new and better furniture.

RAD

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This announcement is inserted by THE HOME FURNISHINGS BUREAU Bank of Hamilton Building Toronto, Canada

NOTE—The Home Furnishings Bureau does not sell furniture or goods of any kind. Its object is to promote a greater interest in the furnishing of Canadian homes. Your local dealer will be pleased to give you any information you desire about suit-able furniture for your home.

Better Furnished Homes Mean Greater Happiness"