

SUBSCRIPTION RATES:
 In Canada.....\$1.50 per year
 In United States.....\$2.00 per year
 Payable in advance

The Glencoe Transcript.

A GOOD INVESTMENT
 It pays to advertise in the Transcript, the local paper with a circulation. Try it.

Volume 47.--No. 41.

GLENCOE, ONTARIO, CANADA, THURSDAY, OCTOBER 17, 1918.

Whole No. 2437.

A REGULAR COMMUNICATION of Lorne Lodge No. 282, A. F. & A. M., will be held in the English church at Hensall, on the evening of **Thursday, 17th October**, at 7:30 o'clock precisely. General business; conferring degrees. All Masonic brethren welcome.
 D. A. McAlpine, W. M.
 J. A. McKellar, Secretary.

FARM FOR SALE
 Desirable farm of 134 acres, well situated near Glencoe in Ekfrid township. Apply to A. E. Sutherland, Transcript office.

FOR SALE
 Part of the west half of the north half of lot 22, con. 1, Ekfrid, known as "Fairview Place." Contains about 35 acres of clay loam soil, good house, barn, orchard, etc. An ideal small farm, with telephone and rural mail, and only one mile from school, church and railroad station. Apply to John B. McRae, Appin Road. 34-13

Cream Wanted

Having engaged with the Lambton Creamery Co. as their local manager for the purchase of Cream and Eggs, I hereby solicit a share of your patronage. Cream will be received, tested and paid for by me daily at the Glencoe Butter Factory. Will also have a man collecting on the road.
 Phone 73 ALEX. McNEIL

DELCO-LIGHT

The complete Electric Light and Power Plant

The safest, surest and most economical form of light and power.



M. C. MORGAN DEALER
 Kerwood, Ont.

Cream and Eggs Wanted

Get our proposition re cream: highest prices paid. Wagon always on the road. Phone us if you want us to call.

D. R. HAGERTY, Glencoe
 Home, 30-2, Store, 80

A. B. McDONALD
 Agent for Fire, Life, Accident, Automobile and Animal Insurance. A share of your business solicited. Office at residence, Main street, Glencoe, Phone 74.

Are you saving for Victory Bonds?

JAMES POOLE
 Fire, Life, Accident and Plate Glass Insurance Agent, representing the greatest fire insurance companies of the world, and the leading medical fire insurance companies of Ontario. Office at residence, first door south of the Presbyterian Church, Glencoe.

CHANTRY FARM

Lincoln Sheep and Shorthorn Cattle
 ED. DE GEN, Kerwood, Ont.

GRAND TRUNK RAILWAY SYSTEM

Highlands of Ontario

Canada
 The Home of the Red Deer and the Moose

OPEN SEASONS

DEER—November 1st to November 15th inclusive.
MOOSE—November 1st to November 15th inclusive. In some of the northern districts of Ontario, including Timagami and the territory north and south of the Canadian Government Railway from the Quebec to Manitoba boundary, open season for Moose is from October 1st to November 30th inclusive.

Write for copy of "Playgrounds—The Haunts of Fish and Game," giving Game Laws, Hunting Regulations, etc., to C. E. Horning, District Passenger Agent, Union Station, Toronto, Ont.

C. O. Smith - Phone 5

M. A. McALPINE

LICENSED AUCTIONEER
 Is prepared to conduct all kinds of sales, large or small. Terms reasonable. Satisfaction guaranteed. Write or phone him at Campbellton. 432

J. B. COUGH & SON

Furniture Dealers
 Funeral Directors
 MAIN STREET - GLENCOE
 Phone day 23, night 100

Are you saving for Victory Bonds?



The Lungs of Your Range

There is no flue system just like that of the Pandora Range. Before you buy a range learn about the Pandora method of heat distribution—it is the secret of good baking and of every kind of good work a good range should do. It is the lung system of the range.

For Sale by JAS. WRIGHT & SON

McClary's Pandora Range

London Toronto Montreal Winnipeg Vancouver
 St. John, N.B. Hamilton Calgary Edmonton Saskatoon

CLEARING SALE OF WALL PAPER

We are clearing out the entire stock of our Wall Paper at HALF PRICE. Drop in and look our stock over. We have about 200 different varieties.

McDONALD & McINTYRE APPIN

THE ROYAL BANK OF CANADA

INCORPORATED 1869

Capital Authorized.....\$ 25,000,000
 Capital Paid-up.....14,000,000
 Reserve Fund and Undivided Profits.....15,000,000
 Total Assets.....90,000,000

SIR HERBERT S. HOLT, President
 E. L. PEASE, Vice-President and Managing Director
 C. E. NEILL, General Manager
 STUART STRATHY, Supervisor of Ontario Branches

521 Branches, Correspondents in all parts of the world. Savings Departments at all Branches.

Special attention given to business of Farmers.

Glencoe Branch - E. M. DOULL, Manager
 Branches also at Strathroy, Appin, Wardsville, Dutton and Rodney

BIG SHOE SALE

Starting this week to sell our entire shoe stock at cost and less than cost, as we have decided to go out of the shoe business.

Come and get your share of the bargains while they are on the go.

W. J. Strachan

Are you saving for Victory Bonds?

DISTRICT AND GENERAL

Miss Edith Wright of Strathroy has been appointed choir leader of the English church at Hensall.

There has never, they say, been such a harvest in the history of England as they are having this year.

It cost eleven young men who participated in a recent charivari in Leamington \$5 each for their tun.

The war tax to be imposed by the United States for the coming year will mean \$80 on every man, woman and child or approximately \$400 for every family.

The train that took the C. A. M. C. boys to Vancouver on the way to Siberia was quarantined about 15 miles from Vancouver. A card was received which says they have had 50 cases of influenza since leaving Sudbury.

Mr. and Mrs. D. E. McAlpine Appin announce the engagement of their daughter, Mary Lydia, to Lemuel D. Black of Walkerville, son of Mr. and Mrs. J. D. Black of Dutton, the marriage to take place in October.

Robert Orr, a well-known citizen of Strathroy, died Sunday at the early age of 33 years. Mr. Orr injured his hand while working in a sawmill about a month ago, and blood-poisoning developed. He leaves his wife and two children.

An investigation was opened at Dutton to enquire into the cause of the fire which recently destroyed the barns and crops of Mr. Taylor near that place. Several witnesses were examined and the enquiry was adjourned for a while.

The epidemic of Spanish influenza which has been spreading rapidly all over America is considered so serious that people who travel are now being advised to wear cheesecloth veils over their faces while on trains, etc., in order to prevent the contraction of the disease.

Allan McDougall of Alvinston has returned from Toronto, where he underwent an operation in the Toronto General Hospital, on his arm. In the operation, in order to make it a success, a bone had to be removed from his leg and placed in his arm. It will be months before he will be able to do any work again.

That an attempt is being made to corner the potato market in Kent county is indicated in statements to the effect that dealers are offering farmers as high as \$2.50 per bag for their entire crop, and in addition agree to dig the tubers. The potato crop, despite some damage by blight, is reported to be above the average.

The combined population of the Canadian provinces, including Windsor, Walkerville, Sandwich and Ford, is now 45,848, or an increase of 4,312 compared to last year. Windsor's population has jumped to 33,440, an increase of more than 2,000. Walkerville's is estimated at 6,336; Sandwich 3,300, and Ford 2,772.

A resident of Forest reports that during the peace celebration in that town, when the whistles were blowing and the bells ringing, thousands of blackbirds congregated on his premises and made as much racket as was being indulged in up town. As soon as the noise ceased the birds immediately took their departure, flying away in one flock.

George Nichol, foreman of the Strathroy branch of the Dominion Cannery, was crushed to death beneath 15 tons of canned peas Friday afternoon while attempting to prop up a floor. Mr. Nichol noticed that the floor was sagging at a point that was loaded with canned goods. He went into the cellar to place supports beneath the flooring, and while he was at the work the floor collapsed.

On the farms of Harley Parker and W. T. Armstrong, South Yarmouth, dogs killed five valuable sheep and worried the rest of the flock to such an extent that they will be of no use for brood ewes. A few weeks ago George Minor lost nearly 20 sheep by dogs. The farmers feel it is about time something was done to protect the sheep industry by getting rid of some of the worthless dogs that are forever running at large without owners.

MINNESOTA FOREST FIRE

More than 600 bodies of people burned to death in the forest fires which swept over Northeastern Minnesota last Saturday have been recovered, and it is expected this number will be increased by three hundred and possibly four hundred when the entire devastated district has been gone over.

Properly damaged by the forest fires amounts to \$75,000,000 and the insurance will total \$23,000,000, according to computations made by insurance men. Their estimates do not include the standing timber and the other property which was destroyed, which was uninsured, and the consensus of opinion in insurance circles is that the loss to insurance companies is the heaviest since the San Francisco fire in 1906.

A sure corrective of flatulency.—When the undigested food lies in the stomach it throws off gases, causing pains and oppression in the stomach region. The belching or eructation of these gases is offensive and the only way to prevent them is to restore the stomach to proper action. Parmelee's Vegetable Pills will do this. Simple directions go with each packet and a course of them taken systematically is certain to effect a cure.

Are you saving for Victory Bonds?

BLOWN INTO WELL

A particularly sad death occurred in Dunwich, when the five-year-old daughter of Mr. and Mrs. George Barrett Shackleton street west, at Coyne road, accidentally fell into a well at the farm of John Brown, a neighbor, and was drowned.

The little girl and her sister had gone to the neighbor's to play with Mr. and Mrs. Brown's little girls, and they were there only a short time when the accident occurred.

Mrs. Brown went to the well to draw a pail of water and the little girl followed her. When she had set the pail of water down and was about to place the cover on the well, a strong wind took the little Barrett girl off her feet and she toppled over into the well. Some men nearby were called, one of whom allowed himself to be lowered with a rope into the well, which is 35 feet deep, and with a rake and rope succeeded in raising the little girl from the water, but the child was dead when taken out, there being sixteen feet of water in the well.

REPORT OF W. C. T. U.

The annual meeting of the Women's Christian Temperance Union was held at the home of Mrs. Hicks. Officers and superintendents were re-elected, with the exception of Mrs. Farrell, who has been treasurer for six years. Mrs. Aldred was elected treasurer. Following is the financial report for the year:

Balance from June, 1917.....	\$ 41
Fees.....	13.00
Reports.....	.77
For soup, coffee and cocoa fund 76.00	
For war prisoners' fund.....	57.10
Patron for Tidings.....	\$ 5.20
Reports.....	.50
Affiliation fees.....	3.90
Postage expenses.....	.46
Contributions to war prisoners' fund for April, May and June—Mrs. J. A. McLachlan \$2.50, Mrs. W. W. Stuart \$1.50, Mr. and Mrs. P. J. Morrison \$2. A. E. Aldred \$1.50, Mrs. Oxley \$1, Mrs. Clunn \$1, H. M. Weekes 75c, Mrs. Joseph Gilbert 50c, Mrs. Hetley 10c, Mrs. Trestant \$1.30, Mrs. Tallamy 25c, Mrs. Ewing 30c, Clifford Ewing 20c, Garnet Ewing 30c, Cloda Hicks 30c, Mrs. R. Hicks 30c, Mrs. F. Cope land 25c, Mrs. S. Shaw 25c, Mrs. M. Knox 25c, Mrs. Dr. McLachlan \$1, Mrs. D. McCallum 25c, Mrs. F. Aldred \$2.25, Mrs. T. Simpson 30c, Mrs. Chas. Stinson \$1, Miss Stinson \$1, Miss Weldon \$1, Mrs. Irwin \$1, Mrs. McCaffery 75c, Miss Berdan \$1, E. Huston 50c, Lloyd Farrell 15c, J. D. McKellar \$1, Mrs. Farrell 15c.	

Following are the contributors for July, August and September to war prisoners' fund—Mrs. J. A. McLachlan \$2.50, Alfred E. Aldred \$1.50, Mrs. Simpson 50c, Mrs. M. L. Farrell \$1, H. M. Weekes 50c, Mrs. F. Aldred \$2, Mrs. Clunn \$1, Mrs. Oxley \$1, Mrs. Mary McRae 25c, Mrs. Hetley 25c, Mrs. Anderson 25c, Mrs. A. J. Wright \$1, Miss Weldon \$1, Mrs. (Rev.) Irwin 75c, Mrs. W. Quick 60c, Mrs. McCaffery 75c, Mr. and Mrs. P. J. Morrison \$2, Ernest Hicks 30c, Robert Walker 20c, Walter Walker 20c, Willie Bassey 10c.

We very much regret that our war prisoners' fund has dropped nearly \$14 this last quarter. Please leave contributions with Mrs. Irwin, Miss Weldon or Mrs. Farrell. A. Aldred, secretary.

Money received for soldiers' comforts: Received from Mrs. McIntosh, \$ 25
 Proceeds of social evening at church..... 7.50
 Sale of popcorn at entertainment 10.46
 Sale of popcorn..... 16.35
 Doors receipts for play..... 80.30
 Donation by Mr. Bechill..... 1.00
 Donation by Ed. Berdan..... 1.00
 Received for popcorn, Mrs. Stinson..... 20
 Received from Dr. McLachlan..... 1.00
 M. Doull..... 1.00
 I. O. F..... 10.00
 Lorne Lodge, No. 282 G. R. C..... 10.00
 A. F. & A. M..... 139.36

Expenses—
 Expense of popcorn, April 12, \$ 4.05
 Expense of popcorn, April 19, 4.55
 Paid to manager of play..... 40.00
 Paid to A. E. Sutherland, advertising..... 6.00
 Paid to Mr. Huston, rent of hall 10.00
 Received from Mrs. Pease..... 84.60
 To balance..... \$74.76
 F. Aldred..... 1.24
 Balance..... \$76.00

SHOP EARLY SATURDAY

A poor thing to do on Saturday night is to leave your shopping orders till late in the evening. If you do it you keep the merchant up late. In fact you keep him from church on Sunday morning. Shop early and don't give him a chance to blame you for keeping him away from church. He may be looking for an excuse for not going, so just foot him.

ADDRESS BY "FAN FAN"

Miss Grace Blackburn (Fan Fan) will give an address entitled "A Summer in Quebec," in the schoolroom of St. John's church on Friday evening, October 25th, at 8:15 o'clock, under the auspices of the W. A. Good music will also be provided. Chairman, Peter McArthur. Admission, 25c. 37-2

Wise mothers who know the virtues of Mother Graves' Worm Exterminator always have it at hand, because it proves its value.

PROVINCIAL INFLUENZA ASSOCIATION FORMED

At Woodstock on Tuesday about 150 delegates, representing the municipalities from Windsor to Hamilton which are interested in having the northern route designated as the provincial highway, met in convention to further their aims. An association was formed and committees were appointed to further the progress of the movement. It was arranged to hold another meeting on November 16th in Toronto for the purpose of laying the matter before the Government.

DEATH OF WM. PATTERSON

After a short illness the death occurred at the home of his sister, Mrs. H. S. Coyne, Concession street, on Wednesday, October 9th, of William Patterson in his 72nd year. The funeral took place on Friday afternoon from his sister's residence to Oakland cemetery.

Mr. Patterson leaves three sisters and two brothers—Mrs. Wiggins of Aylmer, Mrs. Allen of Jarvis, Mrs. H. S. Coyne of Glencoe, John Patterson of Cairo and Thomas Patterson of Glencoe.

Mr. Patterson was born in Ireland in 1846. He served as a volunteer during the Fenian raid and also in the Northwest rebellion, and was awarded a medal for his services in each case.

MELBOURNE FAIR BEST EVER

Melbourne annual fair, held on Friday, was in every respect the most successful since the fair was established, and that is saying a lot, as this fair has always been popular and has attracted large crowds. This year it is estimated that nearly 6,000 people were on the grounds, and in every department the exhibits were more than creditable.

There was a good showing of live stock, especially horses, cattle and sheep. Great interest was shown by the men and boys present in the judging of the various animals.

In the dairy, domestic manufactures and ladies' work sections the ladies of the community certainly showed that they had taken an interest in the fair.

The races proved a great attraction and were keenly contested.

INFLUENZA PRECAUTIONS

How to Avoid
 Avoid contact with other people so far as possible. Especially avoid crowds indoors, in street cars, theatres, motion-picture houses, and other places of public assemblage.

Avoid persons suffering from colds, sore throats and coughs.
 Avoid chilling of the body or living in rooms of temperature below 65 deg. or above 72 deg. F.

Sleep and work in clean, fresh air. Keep your hands clean, and keep them out of your mouth.
 Avoid expectorating in public places and see that others do likewise.

Avoid visiting the sick.
 Eat plain, nourishing food and avoid alcoholic stimulants.
 Cover your nose with your handkerchief when you sneeze, your mouth when you cough. Change handkerchiefs frequently. Promptly disinfect soiled handkerchiefs by boiling or washing with soap and water.

Don't worry. Keep your feet warm. Wet feet demand prompt attention. Wet clothes are dangerous and must be removed as soon as possible.

What to Do For
 Oftentimes it is impossible to tell a cold from mild influenza. Therefore, if you get a cold go to bed in a well ventilated room. Keep warm.

Keep away from other people. Do not kiss anyone. Use individual basins, knives, forks, spoons, towels, handkerchiefs, soap; wash plates and cups.
 Every case of influenza should go to bed at once under the care of a physician. The patient should stay in bed at least three days after fever has disappeared and until convalescence is well established.

The patient must not cough or sneeze except when a mask or handkerchief is held before the face.
 He should be in a warm, well ventilated room.
 Symptoms should be met as they arise.

The great danger is from pneumonia. Avoid it by staying in bed while actually ill and until convalescence is fully established.
 The after effects of influenza are worse than the disease. Take care of yourself.

DR. ARCH. McLARTY DEAD

London, Oct. 15.—Dr. Archibald McLarty, one of the house surgeons of Victoria Hospital, died at 11:30 last night from pneumonia, which developed following a recent operation. He had been ill since October 5. Dr. McLarty was in his fifth year at Western University. He received his early schooling at the Wardsville high school. Dr. McLarty was a noted athlete, excelling especially at rugby football. He was a son of John McLarty of Clachan.

GLENCOE RED CROSS

We gratefully acknowledge the following donations:—Country grants \$159.60, Mrs. R. J. Mumford \$10, Mrs. Thomas Diamond \$1.25.
 J. SUTHERLAND, Treas.

A dollar saved over here helps the boys "over there."

DAUGHTERS OF THE EMPIRE

Meetings every Tuesday night and Thursday afternoon during this month for hospital work and soldiers' field supplies.

The I. O. D. E. gratefully acknowledge the following donations:
 J. N. Currie \$10, M. J. McAlpine \$10, Mrs. Quick 2 lbs. apples.

A meeting in the rooms Friday of this week at 1:30 to make the Christmas cakes for the boxes.

PERSONAL AND SOCIAL

Miss Annie Patterson is visiting her aunt, Mrs. John Hayter.
 Miss Lena Craig spent the week-end and holiday at Port Huron.

—Messrs. Wilkie and Templar of London were recent visitors at John Gould's.
 —Mrs. (Dr.) Currie of Thamesville spent a few days with relatives in Glencoe.

—Miss Steele of the high school staff spent the week-end and holiday at her home in Stratford.
 —Mr. and Mrs. Bailey of St. Thomas were the guests of Mr. and Mrs. Thos. Stinson for Thanksgiving.

—Mrs. Sarah Adams of Leamington has been spending a week with her sister, Mrs. Mark Walker.
 —Mrs. R. M. Patterson has returned to her home in Wisner, Nebraska, after visiting relatives here.

—Miss Margaret Watterworth is spending a few days with her brother, Frank Watterworth, Wardsville.
 —Misses Edna and Mary Leitch spent the week-end and holiday with friends and relatives in St. Thomas.

—Misses Florence Keith, Jean McLachlan, Catharine McLean and Jessie McAlpine are home from Normal.
 —Miss Cloda Hicks returned home on Saturday after spending several weeks with friends in Toronto and Trenton.

—Mrs. Charles Lickman and daughter Phoebe and son Charles of Toronto are the guests of Miss Florence Mitchell.
 —Miss Catharine B. Sutherland is home from her school at Chippewa, which is closed on account of Spanish influenza.

—Mr. and Mrs. A. L. Lovell of Stratford were in town renewing old acquaintances for the week-end and Thanksgiving.
 —Mr. and Mrs. F. J. Pole announce the engagement of their daughter, Lettie Irene, to George W. Hodgson of Chatham, the wedding to take place the latter part of October.

—Mr. and Mrs. Gordon McNeil and baby daughter of Burk's Falls, who motored to Glencoe and spent a week with Mr. McNeil's parents, Mr. and Mrs. Alex. McNeil, left for home on Tuesday.

The many friends of Miss Annie L. Tucker of Newbury will regret to learn that she is in ill health. Miss Tucker is now in Detroit for a visit and it is hoped the change will have a beneficial effect.

A Scotch evening will be held in the Presbyterian church here on Tuesday next. The program will be an entire Scotch one. Garfield Munroe of Kilmartin will sing and other local talent will also take part. A silver collection will be taken up in aid of the Overseas Chaplains' Fund. Come and bring all your friends.

A pretty wedding took place at the home of the bride's parents, Mr. and Mrs. John Cuthbert, Windsor, on Thursday, October 10th, when their eldest daughter, Zola Irene, became the bride of Archibald Munro, second son of Mr. and Mrs. Neil Munro of Kilmartin. Mr. and Mrs. Munro spent the week-end with the former's parents here.

DIED OF WOUNDS

Pte. T. Tyler, who was reported early in September as having been seriously wounded in France, is now reported to have died of his injuries. Pte. Tyler before enlisting had lived with Lachlan McKelvie, Moss township, for some nine years. His parents are supposed to be living in Toledo.

There was a man who fancied that by driving good and fast he'd get his car across the track before the train came past; He'd miss the engine by an inch, and make the train-hands sore. There was a man who fancied this—there isn't any more.

Printer who made "fuel controller" read "fool controller" mentioned the only job that appears to have been left unfiled up to the present writing.—Toronto Telegram.

Sir William MacKenzie pays taxes on an income of \$250,000. Christ said "Blessed are the poor, for theirs is the kingdom of heaven." Yet there are a lot ready to take a chance with Sir William.

In England they say: "A shilling wasted stabs a soldier in the back." Parsimony to promote your country's welfare is now a virtue; indeed, it is expected of you.

HUN A BLUBBERER WHEN CORNERED

SAYS A WRITER IN THE LONDON DAILY MAIL

But We Must Be Careful Not To Allow Their Capacity for Weeping to Excite Our Sympathy.

Under the heading, "The Hun as a Blubberer," R. E. H. writes in the London Daily Mail:

"The influence which, in the end, makes a nation great or small is its temperamental. Either it can bear it in a period of adversity or it cannot. How will the German temperament disclose itself when the pinch comes? Never yet has it been seriously tested. In previous wars it has known only success; in trade it has been flattered by constant prosperity, and in the present war it has had the 'map' to soothe it.

"So far, then, the inwardness of the German temperament is an unknown quantity. But I have come into contact with a good deal of it as a result of having to call upon, and put some pertinent questions to, an interesting variety of uninitiated Huns in our midst, and this much I am prepared to say: Just as the Hun is the worst tyrant, bully and ravisher in the world when he has the power to exercise his instinct, so he is the most cringing coward known to humanity when he is cornered.

Some Specific Examples. "My experience with our Huns is that they always begin to weep when the inquiries become searching. At first it is rather embarrassing to see a big, fat, healthy German blubbering like a baby.

"There was the rich German whom I visited at his luxurious house in the South of London to ask how he came to get petrol every month for his motor car at a time of acute shortage. When he was pressed for an answer tears of extraordinary size and number—like great raindrops—coursed down his cheeks. Somehow they created the impression that he could produce them to order, when he could cry no more. He said that he only got two gallons a month to give the car a run and keep it in order. With a sob, he added the justification: 'It's a very beautiful car.'

"After a while you realize that this capacity to cry is part of the nature of the German. There was a Hun manufacturer who had contracts with the War Office early in the war and who, when I asked him a few points about his business, wept so copiously as to suggest that he would never be able to answer. And the German householder who, having given peremptory notice to a British family to clear out of a house, cried like a child on being asked about it.

"The German women cry less than the men. "A woman I saw at Highbury represented her cult. 'What right has anybody in England to say a word against our own dear Kaiser?' she demanded fiercely.

"But when the Huns have been conquered we shall have to be careful of their capacity to weep. They will use it for all they are worth to excite sympathy."

USING PALACE OF KAISER

Australian Soldier Tells of Life in the Holy Land.

Description of Palestine, and particularly of Jerusalem, is contained in a letter sent by W. A. Walker, of the Australian Light Horse, to a relative in Toronto. Trooper Walker has been in Palestine for the past 12 months, having previously gone through the Gallipoli campaign. He says:

"Jerusalem is in no way a modern city. It is about the dirtiest place I have ever been in. Its streets are narrow, especially in the old city, which is built within the walls. You know Jerusalem is divided into two parts. That which is outside the walls is built more or less on the European style, but with very narrow streets. Some of the streets in the old part are not more than six feet wide, and there are thousands of steps, as the ground is so rugged, and I tell you that by the time you have climbed these steps for a while you want to rest.

"The population of the city is composed mostly of Jews, but there are Greeks, Armenians, Bedouins, Arabs, French, Russians, Assyrians and Turks, of which last there is a good number.

"I do not know how many gates there are in the wall, but they are all very narrow, so narrow, indeed, that the Kaiser, when he visited Jerusalem, had 22 feet cut away near the Jaffa gate so that he could get his procession through. The castle the Kaiser had built for himself is at present being used by one of the units here for quarters."

Keep the garden clean from end to end.

"A man may, if he knows not how to save as he gets, keep his nose to the grindstone and die nor worth a groat at last."—Benjamin Franklin.

In using corn syrup as a substitute for sugar in jelly-making use three-quarters of a cupful of fruit juice. In preserving use equal weight of syrup and fruit.



Are You Exhibiting This Year?

A MAN may well feel proud to have raised stock, grain, fruit or vegetables that will stand comparison with the best his neighbour can produce.

The exhibition gives you an opportunity to show your best work, and to see what others have been producing.

It is natural to want to win a prize or a ribbon. The desire puts you on your mettle, and even though you may not win the coveted prize, the effort you make will mean an improvement in your whole year's production.

It is this constant striving that keeps all live people up to the mark. We, as manufacturers, have a tremendous responsibility to spur us on. We know our success depends on the perfect satisfaction of the millions of Gillette Razor users who daily enjoy the real luxury of a faultless shave.

The every-day shaver has put the "blue ribbon" on the Gillette Razor. His hearty commendation makes his friends want to buy the famous safety razor. It would do you good to hear him.

At the Exhibition, you will see thousands of men who owe their clean, fresh appearance largely to the Gillette. Suppose you step into a jewelry, drug, or hardware store, and look over the assortment of Gillette sets.

Your year's work has entitled you to "treat" yourself to a Gillette, and you will say, as the years go by, that it was the best five dollars you ever invested.

GILLETTE SAFETY RAZOR CO., of Canada, Limited,

Office and Factory: 65-73 St. Alexander St., Montreal. 360

Those who bring sunshine to the lives of others cannot keep it from themselves.—J. M. Barrie.

Misard's Liniment for sale everywhere.



KEEP YOUR SHOES NEAT
2 IN 1
SHOE POLISHES
FOR BLACK, WHITE, TAN, DARK BROWN OR OX BLOOD SHOES
PRESERVE the LEATHER

ABSORBINE STOPS LAMENESS

from a Bone Spavin, Ring Bone, Splint, Curb, Side Bone, or similar troubles and gets horse going sound. It acts mildly but quickly and good results are lasting. Does not blister or remove the hair and horse can be worked. Page 17 in pamphlet with each bottle tells how. \$2.50 a bottle delivered. Horse Book 9 R free.

How to Cure Biliousness
Doctors warn against remedies containing powerful drugs and alcohol. "The Extract of Roots, long known as Mother Selig's Curative Syrup, has no dope or strong ingredients; it cures indigestion, biliousness and constipation. Can be had at any drug store." Get the genuine. 50c. and \$1.00 Bottles.

HIRST'S PAIN EXTERMINATOR
Pain? Hirst's will stop it!
Used for 40 years to relieve rheumatism, lumbago, neuralgia, sprains, lame back, toothache, earache, swollen joints, sore throat and other painful complaints. Have a bottle in the house. All dealers or write us. HIRST REMEDY COMPANY, Hamilton, Canada.

Britain's Power Output.

The coal used in Great Britain could be made to do three times its present work if converted into electricity at large central power plants, according to the report of the British Coal Conservation Sub-committee to the Ministry of Reconstruction. There are now about six hundred power stations, generating an average of 5,000 h.p. each, scattered throughout Great Britain, and it is recommended that these be replaced by sixteen "super-power" stations from which transmission lines would radiate to all parts of the country. The generators in these would produce from 20,000 to 50,000 horse power each.

LEMONS WHITEN AND BEAUTIFY THE SKIN

Make this beauty lotion cheaply for your face, neck, arms and hands.

At the cost of a small jar of ordinary cream one can prepare a full quarter pint of the most wonderful lemon skin softener and complexion beautifier, by squeezing the juice of two fresh lemons into a bottle containing three ounces of orchard white. Care should be taken to strain the juice through a fine cloth so no lemon pulp gets in, then this lotion will keep fresh for months. Every woman knows that lemon juice is used to bleach and remove such blemishes as freckles, sallowness and tan and is the ideal skin softener, whiten and beautifier.

Just try it! Get three ounces of orchard white at any drug store and two lemons from the grocer and make up a quarter pint of this sweetly fragrant lemon lotion and massage it daily into the face, neck, arms and hands. It is marvelous to smoothen rough, red hands.

The flag of Serbia consists of horizontal stripes of red, blue and white. Cooking-school Teacher: "Did your husband like the doughnuts you made him?" Mrs. Newed: "Yes, he was delighted. He said that if I could only make them large enough he could save on his motor-tire bills."

DON'TS FOR GUNNERS

Words of Wisdom for the Guidance of Hunters.

Every year the hunting season brings with it its spoils in the form of human sacrifices. For the benefit of gunners who are going after game this fall the following list of don'ts is given:

Don't take any chances. The function of a shotgun is to scatter shot, but be careful where you scatter it. Don't blize away in haste and don't get excited. Many a shooter has filled his favorite dog full of lead just because he was over-anxious.

Don't point a gun at any person in jest. It is always the gun that "we didn't know was loaded" that goes off and does the damage. The only time to point a gun is when you intend to kill.

Don't take every rustle of a bush or a bough as a sure indication of game. Remember, sometimes an inquisitive person has a penchant for being in strange places.

Don't carry a loaded gun through the street or on cars, trains, automobiles or any other kind of vehicle. Don't get excited and shoot without making sure your object is game. Don't shoot until you see the rabbit, and then be sure that he is clear of both man and dog.

Don't drag a gun under a fence with the muzzle pointed toward you. Don't climb over fences with your gun or lean it against a tree until you get over. Put it through the fence and on the ground, business end before.

Don't hunt with anyone you know to be careless. Carelessness with three and a quarter drams of powder behind one and one-eighth ounces of shot is inviting "sure death."

Don't load your guns until you are actually ready for business. At all other times it should be empty. Keep your finger off the trigger until you are looking down the barrel at your game.

Don't rest on the muzzle of your gun. Don't violate the game laws. It is not criminal, but sometimes very costly. Don't "hog" all the game. Leave some for the next fellow. Don't rest the muzzle of your gun on the ground. A gun muzzle clogged with dirt or mud is a dangerous proposition.

When a man wants your best calves or lambs, or you need them at home, do not hem and haw about it. Just say, "No thank you! Those are just about right for me!" And stick to it. It is the way to top-notch farming.

The Weekly Fashions



A one-sided effect of satin and a contrasting material. The tunic is cut circular and is not straight at the lower edge. McCall Pattern No. 8306, Misses' Dress. In 4 sizes, 14 to 20 years. Price, 20 cents.



Featuring the soft vest with the slip-over panels of the dress forming deep bosom. McCall Pattern 8572, Ladies' Dress. In 6 sizes, 34 to 44 bust. Price, 25 cents. Transfer Design No. 922. Price, 15 cents. These patterns may be obtained from your local McCall dealer or from the McCall Co., 70 Bond St. Toronto, Dept. W.



The war gardens of Canada this year have produced anywhere from \$40,000,000 to \$90,000,000 worth of fruit and vegetables. This production should be worth about \$50,000,000.

It might bother the man who piles barnyard manure a foot deep close up to the trunk of his apple trees, to tell just why he does it. But if he will spread it around as far out as the roots grow, he will soon have a reason for the faith that is in him.

POSTUM

When the morning cup is unsatisfactory suppose you make a change from the old-time beverage to the snappy cereal drink



INSTANT POSTUM
You'll be surprised at its cheering, satisfying qualities and delightful flavor. It's all health—no caffeine.

Try a Tin

Send a Dominion Express Money Order. Five Dollars costs three cents. Gather squashes before killing frost. Brush the dirt from the underside and turn them bottom side up to dry thoroughly. Store in a dry, frost-proof place. Rhubarb beds should have a heavy coat of manure through the winter. Asparagus, too, after the frost-killed tops have been mowed off and buried.

Distillation of Wood.

The destructive distillation of hardwoods is the only important distillation industry in Canada where wood is used as raw material. There are now 11 plants in Ontario and Quebec, and the industry is well organized. It is gratifying to note that manufacture is carried beyond the stage of the crude products, where so many of Canada's industrial activities cease, and that the specially refined and derived products are produced in Canada for local and export trade. In the limited list of chemicals which are regularly exported from Canada there are only three of much importance, namely, calcium carbide, acetate of lime and methyl alcohol, the last two of which are entirely produced by hardwood distillation. It is important to remember that practically all the wood alcohol and acetic acid which are so essential to modern civilization are produced by the destructive distillation of hardwoods. The plants in Canada consume, in the aggregate, over 500 cords of wood per day. Maple, beech and birch are the principal species used, although oak, hickory and other hardwoods are suitable if obtainable.

YES! LIFT A CORN OFF WITHOUT PAIN

Cincinnati man tells how to dry up a corn or callus so it lifts off with fingers.

You corn-pestered men and women need suffer no longer. Wear the shoes that nearly killed you before, says this Cincinnati authority, because a few drops of freezone applied directly on a tender, aching corn or callus, stops soreness at once and soon the corn or hardened callus loosens so it can be lifted off, root and all, without pain.

A small bottle of freezone costs very little at any drug store, but will positively take off every hard or soft corn or callus. This should be tried, as it is inexpensive and is said not to irritate the surrounding skin.

If your druggist hasn't any freezone tell him to get a small bottle for you from his wholesale drug house. It is fine stuff and acts like a charm every time.

Patriotic Jack.

"Dear me," sighed Jack Pumpkin, "I wish I were red, white and blue, 'stead of harrowing yellow!"

Why, with colors like these they will think I'm Chinese. Or some sort of a queer foreign fellow!"

That night as a lantern Jack Pumpkin hung high and grinned at each person who came. For a candle of white filled his heart with delight and the red and blue danced in the flame.

Misard's Liniment Co., Limited

Dear Sirs,—I can recommend MISARD'S LINIMENT for Rheumatism and Sprains, as I have used it for both with excellent results.

Yours truly,
T. B. LAVERS,
St. John.

Navy Blue.

The blue color so prominent in the uniforms of almost all marines is of hoary origin. Vegetius, in his fifth book on the military affairs of the Romans, traces the origin of this color to the Veneti, an ancient people dwelling near the coast of Biscay, and well versed in seamanship. It was customary among them to paint their outgoing ships, as well as their masts and sails with a blue color; also their soldiers and sailors wore blue uniforms. According to our author, the Latin word "Venetus," which was both the name of the color and that of the people, points to its origin. From the Veneti the custom was adopted by the Romans. Thus the son of Pompeius, after defeating Caesar's fleet in a naval battle, wore the navy blue, although entitled to the purple. The enei were subdued by Caesar after a severe maritime war in 56 B. C.

Misard's Liniment Cures Burns, Etc.

Sacking Him. There was a wordy altercation on the doorstep, and then the postman turned away muttering:

"Well, if that ain't the limit!" "What's the trouble?" queried a passer-by sympathetically.

"Why," exclaimed the man "the woman in that house says that if I don't come earlier she'll get her letters from another postman!"

MONEY ORDERS. Send a Dominion Express Money Order. Five Dollars costs three cents.

Gather squashes before killing frost. Brush the dirt from the underside and turn them bottom side up to dry thoroughly. Store in a dry, frost-proof place. Rhubarb beds should have a heavy coat of manure through the winter. Asparagus, too, after the frost-killed tops have been mowed off and buried.

MADE IN CANADA
ROYAL YEAST

A Modern Sisypheus. Emeline, who was watching some men working a pile driver, came to her mother with this complaint. "I'm so sorry for those men, mamma. They've been trying and trying to lift out that big weight, and every time they get it most to the top it falls back again."

Misard's Liniment Cures Dandruff.

Pansies covered with straw or leaves will go through the winter in good shape and bloom early in the spring.

AGENTS WANTED

PORT HAIT AGENTS WANTED. Good writers. Publishing specialties. Frames and everything at lowest prices. United Art Co., 4 Brunswick Ave., Toronto.

WANTED

BAILED HAY, QUOTE DELIVERED. Bothwell, Ontario. Reid Bros.

FOR SALE

WELL EQUIPPED NEWSPAPER and job printing plant in Eastern Ontario. Insurance carried \$1,500. Will go for \$1,200 on quick sale. Box 43, Wilson Publishing Co. Ltd. Toronto.

WEEKLY NEWSPAPER FOR SALE in New Ontario. Owner going to France. Will sell \$2,000. Worth double that amount. Apply J. H. Co. Wilson Publishing Co. Limited, Toronto.

MISCELLANEOUS

CANCER, TUMORS, LUMPS, ETC. Internal and external, cured without pain by our home treatment. Write us before too late. Dr. Bellman Medical Co., Limited, Collingwood, Ont.

GET SLOAN'S FOR YOUR PAIN RELIEF

You don't have to rub it in to get quick, comforting relief.

Once you've tried it on that stiff joint, sore muscle, sciatic pain, rheumatic twinge, lame back, you'll find a warm, soothing relief you never thought a liniment could produce. Won't stain the skin, leaves no marks, wastes no time in applying, sure to give quick results. A large bottle means economy. Use our own or any other druggist's. Made in Canada. Get it today.

Sloan's Liniment Kills Pain

KEEP YOUR STOVE BRIGHT
BLACK KNIGHT STOVE POLISH



CUTICURA HEALS ITCHING ECZEMA

So Bad Could Not Sleep. Red With Water Blisters and Burning.

"I had eczema so bad I could not sleep. It first started on my arm, then I had it on my body so that I could hardly wear my clothes, and I had to stay in bed. My flesh was dark red with water blisters, and burning and itching."

"Everything I tried seemed to make me worse, and I had the trouble for nearly two years. I read about Cuticura Soap and Glycerin, and I got them. They did me good right away, and now I am entirely healed." (Signed) Mrs. Peter McIntosh, French River, Ont., April 10, 1917.

How often such distressing, disfiguring skin troubles might be prevented by every-day use of Cuticura Soap and Ointment for all toilet purposes. For Free Sample Each by Mail address post-card, "Cuticura," Dept. A, Boston, U. S. A." Sold everywhere.

ISSUE No. 42-18

Glencoe's Best Clothing House

Always a Good Selection
Always the Right Quality
Prices Yet Moderate for
Early Buyers

Real Progress

To hold old customers as well as to make new friends of the store from year to year—that is what we consider "Real Progress." That is what in our business we have endeavored to do. That is what we have succeeded in doing.

To hold our old customers we realize that we must supply them with good goods, give them the best service within our power, and last, but by no means least, to make it a pleasure for them to do business with us.

In Every Department Real Value

Clothing with the quality and style that appeal to the careful, exact buyer.

Underwear of best quality, from best mills, such as Stanfield's, Watson's and Penman's. All bought months ago at much below today's values. Full stocks right now.

Women's Coats—Stylish, Moderately Priced

We feature the "Princess" and "Roger" makes in Salt's celebrated plush and imported Whitney cloths. Prices, \$16.50 to \$35.00.

The "King Quality" Hats, \$3.50 and \$4.00

For men who want the best. The new shades are cactus and bay green, elephant grey, African brown and navy. This same quality is 50c and \$1.00 more in city hat stores.

Shoes of Quality for Real Service

Men's heavy wearing kip shoes.
Boys' heavy wearing kip shoes.

Women's and Misses' glove grain for solid wear and dry feet.

Men's and Boys' Long Rubber Boots of guaranteed quality, where guarantee means something.



Fine English Type Dress Shoes for Men and Women

"Empress" make featured in best lines for women; "Derby" for men.

This Store Carries the Largest Stock of Staple Goods

We purchase in large enough quantities to get best mill prices. We pay strictly cash and get all discounts. We buy so far ahead that we save much for our customers. Make closest comparisons of prices in Flannels, Flannelettes, Cottons, Linens, Denims, Shirtings, Towellings, Tickings, etc. You will see our quality just one step ahead and our prices one step back of all others, including city stores.

J. N. CURRIE & CO.

Canadian Food Control License No. 8-11484. Retail Grocer.

OLE BULL'S COLONY

Norwegian's Dream of Model Home Now Scene of Ruin.

Recalls Misplaced Confidence and Made All the More Tragical Because of Splendid Ideals.

Only the ruin of the villa "Valhalla" remains of the ill-fated Norwegian colony established by Ole Bull in Pennsylvania in the late '50s. The story of the colony, says the Kansas City Times, is one of misplaced confidence, made all the more tragic because of the splendid ideals that led to its establishment.

The great Norwegian violinist, always an admirer of America, wished to obtain a location for a model colony of his countrymen. He bought a thousand acres of a firm of land dealers and soon afterward brought to this country several hundred Norwegians. A clearing was made, the village of Oleanna built and, in an address to the townspeople, Ole Bull set forth the hopes that had inspired his mission.

The address follows: "Brothers of Norway! From the clime where the north wind has its home; where the maelstrom roars, and where the aurora for half the year takes the place of the genial sun, we have come to find a home. When we were among our mountains, and war was bringing want and famine upon us, we heard there was a country in a milder climate where liberty dwelt and plenty reigned. Upon looking over our records, we found that our countrymen, under Thorin, had discovered that land more than eight hundred years ago, but that they were met by cruel and savage Indians, and had left no record of themselves, except some traces of their sad history engraven in the rocks of Fall river, and one temple which they raised to God on an island at the mouth of Narragansett bay. All other record of them had passed away.

"How different is our reception from that which Thorin and his followers received. No savage Indian startles us with his war whoop, but kind friends meet us on every side, taking us by the hand and giving us welcome to our new home.

"Brothers of Norway! We must not disappoint this industry and honesty show to our new brothers that they have not misplaced their friendship. "And now, to these gentlemen of New York and Pennsylvania, who have so kindly assisted by their counsel and advice in this work, I return my most sincere and heartfelt thanks, and casting ourselves upon the goodness of our heavenly Father, resting secure upon his promise, let us go on in the daily performance of every duty, and he will bless us."

There was a pathetic aftermath. Hardly had the pioneers got well under way with their homeliving when it was discovered that the violinist had been victimized. The company that sold him the land had no valid title to it. The people of Oleanna scattered, some of them penniless and with few friends in the new country. Ole Bull, with splendid loyalty to those he had brought to this pass, gave public concerts to raise money for their relief.

A Pacifist.
The newcomer had hardly seated himself in the railway compartment before he began to talk, relates London Tit-Bits. "I am a pacifist," said he in a voice as if he wanted to disarm all interruption. "If we can't beat the enemy in three years it's time we started waving the olive branch instead of the sword."
Just then a severe feminine face inserted itself at the carriage window. "Is there a John Tamson here? Aye, there he is. Can't you get out of your carriage, ye heathen, before I tak' ye by the lug. Dae ye think your wife's a haddie for the curin'?"
John Tamson left, and the astonished silence which followed was broken by one passenger remarking: "Fuir fellow, nae wonder he's a pacifist. It's mair nor three years o' war he's had, I'm thinkin'."

A Handy Utensil.
The soldiers in the trenches wear gas masks, and near the front the French children go to school with them on, mused a citizen of Parliament, who was of unusual width between the eyes, observes the Kansas City Star. "I believe if I could get hold of a practicable gas mask I would wear it to the town hall tonight, where the handbills announce that Hon. Braggin Blow will talk on the patriotic duties of the hour, but where in reality he will with many words permit us to learn the glad news that at the earnest solicitation of his many friends he has reluctantly consented to become a candidate for re-election to congress."

The Smallest Cartoon.
A certain small boy has drawn a caricature picture of President Wilson upon a single grain of corn. He spent about a half hour in doing the work, for which he used water colors, says Christian Science Monitor. It is said that some time ago he drew a similar picture upon a single grain of corn and, upon sending his work to the president, he received an appreciative acknowledgment from Washington. This is believed to be the smallest cartoon picture in the world, for it measures only about a quarter of an inch in the longest direction. The likeness is a profile.

The Transcript

Published every Thursday morning from THE TRANSCRIPT Building, Main Street, Glencoe, Ontario. Subscription—address in Canada and all points in the British Empire, \$1.50 per year, \$1.00 for eight months; to addresses in the United States, \$2.00 per year—payable in advance.
ADVERTISING.—The Transcript has a large and constantly growing circulation. A limited amount of advertising will be accepted, at moderate rates. Prices on application.
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. S. STEPHENS, GLENCUE, ONT.

THURSDAY, OCTOBER 17, 1918

CONTINUITY IN ADVERTISING

Did you ever hear of St. Jacob's Oil? Did you ever eat Force? Do you know whether or not your grocer keeps Pyle's Pearlina? Are there any boxes of Frog in Your Throat in the local drug store?
A few years ago these were household names. Now they are rarely heard. What gave them their popularity and why has their star apparently set? These articles owed their enormous popularity to the persistence of advertising. They are practically unknown today because that advertising no longer appears.
A quitter in the field of advertising that appears every week in the local paper that exerts the steady pull that brings in steadily increasing business and builds up the bank balance.

WHAT CAUSES A TOWN TO DIE

More towns die for want of confidence on the part of business men and lack of public spirit than for the rivalry of neighboring towns or adverse surroundings, says a writer in a western paper. This is true. When a man in search of a home or a business location goes to a town and finds it brim full of hope and enthusiasm over the prospects of the place and earnestly at work to build up the town, he soon becomes imbued with the same spirit, and as a result he drives his stakes and goes to work with the same interest. When, however, he goes to a town and everyone expresses a doubt and apprehension of the prosperity of the place, moving about and indulging in mournful complaints about imaginary evils which are likely to befall the town, he feels that it is no place for him, and shakes the dust from his feet, while he departs with all possible speed for some other town. Try to make a live, enterprising, progressive town out of the one in which you live. When you are working for or saying a good thing for your town you are accomplishing a good thing for yourself.—Ex.

Spare the children from suffering from worms by using Miller's Worm Powders, the most effective vermifuge that can be got with which to combat these insidious foes of the young and helpless. There is nothing that excels this preparation as a worm destroyer, and when its qualities become known in the household no other will be used. The medicine acts by itself, requiring no purgative to assist it, and so thoroughly that nothing more is desired.

Farmer's Account Book

This book is as complete as we can make it. There is a place in it for everything you plant, raise, buy, sell, have on hand; with a summary of the year's business.

It puts your farm on a business basis.

It is free to Farmers. Call or write for a copy.



THE MERCHANTS BANK OF CANADA

Head Office: Montreal. Established 1864.
GLENCUE BRANCH, J. A. McKELLAR, Manager.
BOTHWELL BRANCH, R. J. GILFILLAN, Manager.
NEWBURY BRANCH, G. T. MURDOCH, Manager.

Children Cry for Fletcher's

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

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 Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

Charles H. Fletcher

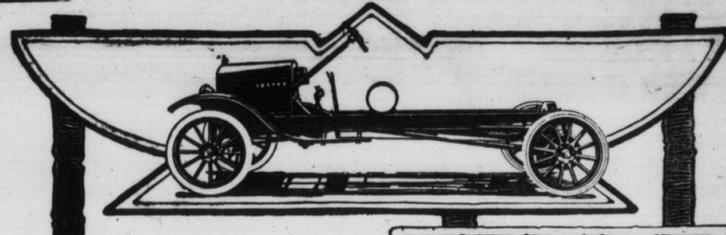
In Use For Over 30 Years

The Kind You Have Always Bought

THE CENTAUR COMPANY, NEW YORK CITY.

COUNTER CHECK BOOKS

Order your next lot of these at The Transcript office



Saves Money For The Farmer

PRICES of farm products I have reached a high level. The farmer can take full advantage of this situation only by adding to his equipment of time and labor-saving machinery. Time and labor are money. When time and labor are saved, money is saved.

Time and labor-saving devices for working the land do not produce complete results in themselves. The farmer must have rapid and dependable means of placing his products on the market.

The Ford One-Ton Truck will make trips to town so much more quickly than the horse that you will have many extra hours of time to devote to productive work. A large number of farmers have proven the Ford One-Ton Truck to be a time and money-saver—have you?



Runabout - \$ 660 Coupe - \$ 875
Touring - 690 Sedan - 1075

F. O. B. Ford, Ontario

All prices subject to wear tax charge, except truck and chassis

All prices subject to change without notice

Price (chassis only) \$750

F. O. B. Ford, Ontario

ALEX. DUNCANSON, DEALER, Glencoe

Dresses of Serge

\$25.00

WOMEN'S AND MISSES'

In these October days we present a special purchase of all wool navy blue Serge dresses, with one idea in mind—to give wonderful dresses at a popular price—wholly disregarding the steady advance in this practical and serviceable fabric. Up-to-date models, beautifully designed, braided, embroidered and fringe trimmed. Two styles are pictured.

WE ACCEPT CANADIAN MONEY AT PAR

B. SIEGEL & CO.

MAIL INQUIRIES SOLICITED

DETROIT

SCHOOL REPORTS

The following is the report of S. S. No. 7, Ekfrid, for September. * Means perfect attendance; a absent for an examination:
Class IV.—Robert Carruthers 53.
Class III. Sr.—Elva Sutton 74, Joe McVicar 73a, Russell Campbell 73a, A. D. McVicar 57a.
Class III. Jr.—Cameron McTaggart 70.
Class II.—Clarence Eddie 74*, John Carruthers 73, Ella Leitch 63.
Class I.—Elizabeth Crawford, Lillian Edley, Mac Leitch, Sara Crawford.
Primer.—Clarice Glasgow, Margaret Little, Teacher.

School report for S. S. No. 2, Mosa, for the month of September. * Means perfect attendance:
Sr. IV.—Cecil Moore, *Amy James, *Hugh Whitfield.
Sr. IV.—*Howard Edwards, *Walter Clannahan, *Roy Whitfield, *Commie Moore, Elliott Whitlock, Alice Harvey, Lell Smith, William Whitlock.
Sr. III.—Edythe Lumley.
Sr. III.—Blanche Whitlock.
Sr. II.—*Marion Grover, *Jean Moore, Donald Coyne, *Frank Walker, *Charlie Clannahan, Ida Clannahan, John Whitfield, Richard Fry.
Sr. II.—*Lewis Moore, Helen Whitlock, Earl Harvey, Ross Edwards, Florence Fry, Melvin Smith.
Class I.—Clare Whitlock, Willard Edwards, Charlie Perrin.
Primer.—A—John Smith; B—Yelda Grover; C—Ethel Harvey; D—Mary Waterworth, Helen Goff, Winnie Goff; E (1)—Margaret Whitfield.

The Brunswick

ALL PHONOGRAPHS IN ONE

Truly said! The Brunswick is all phonographs in one. For sweetness of tone, lack of noise, beautiful design and finish, it has no peer. Best of all, it plays all makes of records. No attachments to get lost, no needles to change. Come in and see and hear the ideal machine.

H. I. JOHNSTON, Phm. B., GLENCUE DRUGGIST, OPTICIAN, STATIONER

Kathleen Clannahan: E (2)—Alex. Giles, Kathleen Giles. E. REYCRAPT, Teacher.

The following is the report in percent for September for S. S. No. 8, Ekfrid:
Sr. IV.—Stanley Hyndman 94.
Sr. III.—Jessie Allan 85, William Treastain 82, James Coad 81, John Allan 80, Philip McRae 80, Flora McRae 79, Barbara McRae 69, Gladys McEachren 65, Mac McRae 40.
Sr. II.—Phemie McEachren 79, Ross Allan 58.
Sr. I.—Maud Allan 80, Thelma Cyster 70, George Berdan 64, Marion Dobie 62.
Primer.—A—Isabel McAlpine, David McRae, Helen McEachren; B—Helen Berdan, Donald McRae.
Wynifred Poole, Teacher.

Are you saving for Victory Bonds?
Are you saving for Victory Bonds?
Are you saving for Victory Bonds?

On sale everywhere.—There may be country merchants who do not keep Dr. Thomas' Electric Oil, though they are few and far between, and these may suggest that some other oil is just as good. There is nothing so good as a liniment or as an internal medicine in certain cases. Take no other. The demand for it shows that it is the only popular oil.

NOT OLD-TIME HELL FIRE, SURELY

Pastors will please take notice that the churches are expected to go light on the fuel. As a patriotic duty we call upon them to warm up their congregations with burning words from the pulpit.—Guelph Herald.

When Holloway's Corn Cure is applied to a corn or wart it kills the roots and the callosity comes out without injury to the flesh.

MRS. CURRIE'S MILLINERY PARLORS

SILK WAISTS AND SILK SKIRTS
Opposite Royal Bank Building

FLOWER DEPT.
Potted Plants and Cut
Flowers for all occasions.

Highest cash
price for Butter
and Eggs.
Phone 25

FANCY GOODS DEPT.
Stamped Linens and
Embroidery Silks; Crochet
Cottons of all kinds.

RAILWAY AND POSTAL GUIDE.

GRAND TRUNK RAILWAY.

Main Line.

Eastbound—No. 12, mail and express to London and intermediate points, 9:25 a. m.; No. 11, express, local points to London, 2:30 p. m.; No. 10, Eastern Flyer, for Toronto, Montreal, etc., 8:00 p. m.; No. 10, local accommodation to London, 10:25 p. m.

Westbound—No. 13, local mail and express, 7:30 a. m.; No. 13, Detroit express, 1:31 p. m.; No. 11, local mail and express, 5:27 p. m.; No. 10, International Limited, from Toronto and east for Detroit, 10:55 p. m.

No. 11, 15, 15 and 18, Sundays included.

Wabash and Air Line.

Eastbound—No. 352, mixed, local points to St. Thomas, 9:35 a. m.; No. 2, Wabash, 12:30 p. m.; way freight, 1:30 p. m.

Westbound—No. 353, mixed, local points to St. Thomas to Glencoe, 2:30 p. m.; way freight, 9:25 a. m.

No. 2, Sundays included.

Kingston Branch.

Leave Glencoe for Kingston, Petrolia, etc., connecting for Sarnia Tunnel and points west—No. 365, mixed, 7:35 a. m.; No. 285, passenger, 8:40 p. m.

Arrive at Glencoe—No. 272, passenger, 7:05 a. m.; No. 364, mixed, 1:51 p. m.

CANADIAN PACIFIC RAILWAY.

Eastbound—No. 624, 12:42 p. m.; No. 672, Windsor mixed, 4:17 p. m.; No. 22, daily, stops for Toronto passengers, 5:25 p. m.

Westbound—No. 625, for Windsor, 1:18 a. m.; No. 671, Windsor mixed, 9:20 a. m.; No. 623, 8:15 p. m.

Trains 631, 633 and 634, Sundays included.

GLENCOE POST-OFFICE

Mails closed—G. T. R. East, 9:36 a. m.; G. T. R. West, 6:00 p. m.; London and East, 7 p. m. Mails received—London and East, 8 a. m.; G. T. R. East, 7 p. m.; G. T. R. West, 9:45 a. m. Street letter box collections made at 8:30 a. m. and 4:30 p. m.

ROY SIDDALL

Flour, Feed, Grain, Seeds,
Coal, Wood and Cement

All kinds of Grain bought
and sold.

Up-to-date Chopping Mill
in connection.

Terms Cash, or extra charge
for credit.

Patronize
Home Industry
by buying

MCLACHLAN'S

BREAD

Made from the best Flour that money
can buy, along with other ingredients
which make it wholesome. Try our
Homemade Bread made with Fleischmann's
Yeast. Also our Buns, Cakes
and Pastry, fresh every day. Have
our wagon call.

J. A. McLachlan
GLENCOE

We Carry a Full Line

Tin, Enamel and Galvanized
Ware, Sinks, Bathtubs, etc.

Plumbing, Furnace-work, Roofing,
Eave-troughing, Repairing, etc.,
done by a Practical Mechanic.

J. M. Anderson
GLENCOE Plumber

Eye Comfort

is obtainable
through
the aid of
perfect
fitting
glasses.

Our spectacles and lenses
are guaranteed
perfect in fit and focus.

C. E. Davidson
Jeweler Optician
Marriage Licenses Issued

Wright's hardware store had many
visitors on Thursday when a demon-
stration was made of the Fikeco
range, said to be one of the greatest
fuel-saving stoves invented. The
demonstration was a complete success
in that it evidenced that the range
was fully all that was claimed for it.
Several sales were made to parties in
the vicinity.

Alexander Martin, a former resident
of Ekfrid township, died from paral-
ysis at St. Thomas a few days ago,
aged 86 years. Deceased was born
in Ireland and came to Canada when
17 years of age, settling in Elgin
county. He was a staunch Conser-
vative and a member of Appin Lodge
No. 981, L. O. L., and also an adherent
of the Disciples church. He is sur-
vived by eight children, six daughters
and two sons.

The L. O. D. E. will pack Christmas
boxes for the boys overseas. Fifty
boxes will be required, which are
nearly all provided for. Each box
will contain 1 box chocolate, 1 pound
box seeded raisins, 1 tooth brush,
1 box tooth paste, 1 indelible pencil,
writing paper, homemade pickles and
jam, fruit cake, shortbread, gum,
candy, tobacco. Any person
that wishes may contribute any of
these articles.—Tooth brushes, to-
bacco, seeded raisins.

separator, 450 lbs. capacity per hr.;
forks, log chains, whiffletrees, etc.,
and other articles used on a farm.—
James McMaster, proprietor; McTag-
gart & McIntyre, auctioneers.

Auction sale of live stock at Appin
stock yards on Saturday, October 19,
at 1 o'clock—1 cows, milkers; 4 cows,
springers, due to calve shortly; 9 two-
year-old heifers in calf; 6 two-year-
old steers; 20 Durham calves, steers
and heifers, of extra quality.—S. P.
Charlton, proprietor; McTaggart &
McIntyre, auctioneers.

Clearing sale, half mile east of
Woodgreen, on Longwoods Road,
Mosa, on Monday, October 21, at one
o'clock—1 mare 5 years old, Percheron;
1 gelding 4 years old, Percheron;
1 cow 6 years old, due to calve on Dec.
15; 1 cow 4 years old, due to calve on
Nov. 25; 1 farrow cow, milking well;
1 two-year-old heifer with calf by
side; 4 two-year-old heifers; 4 two-
year-old steers; 5 yearling steers; 2
spring calves; 1 wagon; 1 Deering
mower; 1 Perry's plow; 1 culti-
vator, with bean pulley; 1 Deering
hay rake, nearly new; 1 Bissel disc;
1 set of finishing harrows; 1 walking
plow, Cockshutt, new; 1 steel roller;
1 combination hay and stack rack; 1
cutter; 1 set of sleighs; 1 buggy;
2 sets of double harness; 1 set of
single harness; 1 walking cultivator;
1 hand cutting box; 170 chestnut
saw posts; 5 horse collars; whifflet-
rees, neckyokes, chains, forks, shov-
els, spades, and many other useful
articles found on a farm.—David Wat-
terworth, proprietor; Mac, A. Mc-
Alpine, auctioneer.

Clearing sale, on lot 9, con. 7, Met-
calfe, on Monday, October 21, at one
o'clock—1 mare, supposed to be in
foal by Royal Dennis; 1 four-year-old
mare, supposed to be in foal by Dr.
Thompson's horse; 1 driving mare; 1
young cow, due to freshen in Decem-
ber; 6 cows, supposed to be in calf,
milking now; 9 one-year-old steers,
of good quality; 8 spring calves; 1
cow, with pigs by side; 3 young ewes,
Lincolns, extra quality; 3 ram lambs,
good quality; 40 hens; 2 pairs geese;
2 turkey hens; 1 broad-tire wagon; 1
new top buggy; 1 old top buggy; 1
cutter, nearly new; 1 set of Bain
sleighs, nearly new; 1 all steel side
delivery rake, new; 1 Frost & Wood
hay loader, new; 1 set spring-tooth
harrows, new; 1 seed drill, in good
repair; 1 set of heavy double harrow,
nearly new; 1 set of light single har-
row, nearly new; 135 feet of 7-8 inch
rope, with new car and pulley; 1 new
Standard cream separator, 600 lbs.
capacity, per hour; 1 lawn mower; 1
stove; 1 heater; a quantity of
good furniture; about 15 tons of hay;
1 stack of straw, to be fed on the
farm; a quantity of potatoes; 1 Gould,
Shibley & Muir gasoline pumping en-
gine, nearly new; 1 set of mangle;
a reserve bid; numerous other articles.
No reserve, as the proprietor has sold
his farm. John Mitchell, proprietor;
McTaggart & McIntyre, auctioneers.

Clearing sale, on south half lot 14,
con. 1, Ekfrid, on Tuesday, Oct. 22, at
one o'clock—3 milch cows, milking,
supposed to be in calf; 3 two-year-old
steers; 2 yearling heifers; 2 yearling
steers; 3 spring calves; 1 Massey-
Harris binder, 6-ft. cut, nearly new;
1 Deering mower, 6-ft. cut, new; 1
side-delivery rake, Massey-Harris; 1
Massey-Harris manure spreader; 70 bushel
size, nearly new; 1 two-horse culti-
vator; 1 twelve-hoe drill, Massey-
Harris; 1 set disc harrows; 1 steel
land roller, nearly new; 1 set bob-
sleighs; 1 lumber wagon; 1 hay rack;
1 20-hp. engine; 1 fanning mill;
1 cream separator, No. 15 De Laval,
new; 2 sets heavy double harness; 1
grindstone; 1 dump rake; 1 set finish-
ing harrows; 1 set lance-tooth har-
rows; 1 harrow cart; 1 logging chain;
1 bedroom suite; 1 bedstead; 1 pair
pillows; 2 sets springs and mattresses;
1 extension dining-room table; 4 kitchen
chairs; 1 heating stove and pipes; 15
yards rug carpet; a quantity of rock
elm fence slats; post auger, forks, and
other articles generally used on a
farm.—John S. McDonald, proprietor;
McTaggart & McIntyre, auctioneers.

Clearing sale, on north half lot 18,
con. 13, Metcalfe, on Wednesday, Oct.
20, at 1 o'clock—1 heavy brood mare,
supposed to be in foal to Lawerston's
Pride; 1 heavy mare 8 years old, in
foal to same horse; 1 heavy filly ris-
ing 3 years old, by Revelanta; 1 heavy
gelding rising 3 years old, by same
horse; 1 heavy gelding rising 2 years
old, by same horse; 1 filly, sucking
colt, by Lawerston's Pride; 4 good
milch cows, milking now, supposed to
be in calf; 2 two-year-old heifers; 5
good yearling steers; 3 good yearling
heifers; 6 spring calves; 1 Deering
binder, 6-ft. cut, nearly new; 1 Deer-
ing mower, 6-ft. cut, nearly new; 1
steel side-delivery rake, nearly new;
Deering; 1 Frost & Wood cultivator;
1 ten-hoe seed drill with grass roller;
1 disc harrow; 1 diamond-tooth har-
row; 1 drag cart; 1 broad tire wagon;
1 good hay rack; 1 hog rack; 1 gravel
box; 1 Frost & Wood plow, No. 15;
1 fanning mill with bagger; 1 bag
holder; 1 set bob-sleighs, nearly new;
1 new hay fork and 135 ft. 7-8 inch
rope; 1 hay fork and 135 ft. 7-8 inch
rope; 1 Wortman & Ward car; 1 set
slings and ropes; 5 pulleys; 1 set
good double heavy harness; 1 set
single heavy work harness; 2 collars
and sweat pads; 2 horse blankets; a
quantity of woven fence; 1 pick; 1
post auger; 2 logging chains; 2 sets
whiffletrees; 1 set 3-horse whiffletrees;
2 neckyokes; a quantity of 2x3 scant-
ling; stack of oat straw to be fed on
farm; other articles generally used
on a farm.—Dan, McEachern, prop-
rietor; McTaggart & McIntyre, auc-
tioneers.

Reeve Wright, Councillor Hagerty
and Barrister J. C. Elliott attended a
meeting of municipal representatives
held at Woodstock on Tuesday in the
interests of the middle, or Longwoods
Road, route for the proposed provin-
cial highway.

A proposition that met with little
sympathy was for a temporary re-
laxation of the prohibition regulations,
as an emergency requirement of the
Spanish influenza epidemic. Whisky
is down and out for good, both as a
beverage and a medicine.

Capt. George Elliott arrived home
from England on Friday evening.
Capt. Elliott enlisted in the C. A. M.
corps in Kingston and has been over-
sight in England for the past year as as-
sistant in one of the army hospitals.
Owing to ill health he has been in-
valided home.

The distance from Glencoe to
Windsor by the lake route, which the
people south of the Thames are en-
deavoring to have designated as the
provincial highway, is 112 miles. It
is about 25 miles less by the Long-
woods Road, the route that will serve
the greater extent of territory.

The remains of the late Mrs. Frank
Haviland, who died at Hamilton on
Sunday from pneumonia, were brought
by train to Glencoe on Monday and
taken to her late home at West Lorne
for interment. Deceased was for-
merly Miss Ethel Brown, only daugh-
ter of Mrs. Brown of West Lorne.

IN MEMORIAM

JONES.—In loving memory of Geo.
W. Jones, who died one year ago, Oc-
tober 17, 1917:

We often sit and think of him
When we are all alone,
For memory is the only friend
That grief can call its own;

More and more each day we miss him;
Friends may think the wound has
healed,
But they little know the sorrow
Lies within our hearts concealed.

We miss him, yes, we miss him,
But Jesus helps us bear
The sorrow of our loving hearts,
For we will meet him there.

—Father, mother and sisters.

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

SPECIAL NOTICES

For sale—young pigs.—Bert Mc-
Eachern, phone 44172.

Wanted to loan on farm property.
Write to box 34, Wardsville.

Full line of tobacco and cigars at
W. A. Currie's, Main street.

For sale—good rubber-tired top
buggy.—W. R. Stephenson, Appin, 28th

Chopping Tuesdays, Thursdays and
Saturdays.—W. R. Stephenson, Appin.

For sale—one good working mare,
11 years old. Apply to Mark
Walker.

Secure first-class seed corn for next
season from Wm. Stinson, Glencoe;
phone 874.

Flour and feed for sale at store cor-
ner of Main and McKellar streets.—J.
D. McKellar.

Cream and eggs wanted at the old
stand, as usual. Highest prices paid
in cash.—Wm. Muirhead.

Lost gold watch, closed face, on
Alvinston fair grounds.—Mrs. Neil
McLarty, route 2, Newbury.

For sale—two dozen red raspberry
bushes for \$1; three crimson rose
bushes for \$5.—Miss Riggs.

Splendid opportunity for active, in-
telligent boy to learn printing. Ap-
ply at The Transcript office.

Soldiers' overseas comfort boxes
for mailing and everything to fill them
with, at Johnston's drug store.

Wanted—a good, capable girl for
general housework. Apply to Mrs.
Tompkins, care of the Royal Bank,
Appin.

For sale—onions, cabbage, beets
and celery. Apply to David Squire,
fifth door south of public school, Main
street, or phone 1411.

Parties having apples for the evap-
orator will please hold them for a
couple of weeks as we are overstocked
at present.—A. H. Copeland.

Having purchased the grain ware-
house at Walkers I am open every day
for all kinds of grain. A full stock of
feed and flour on hand. Get our
prices before you sell.—R. E. C. Mc-
Donald.

The people will oblige the ushers,
singers and all concerned by taking
their seats early at the concert in the
town hall next Friday night. Regard-
ing the best seats—"first come, first
served."

Two buildings, nearly new, for sale
—one 20x24, good hardwood floor;
the other 20x20 and lean-to; both
sided with good, matched lumber,
painted, and with parrot roof. Apply
to A. B. McDonald, Glencoe.

All the young ladies of Glencoe and
vicinity who are interested in the
forming of a junior chapter of the
Daughters of the Empire are invited
to attend a meeting to be held in Mc-
Rae Hall Friday afternoon, October
18th, at 4.30.

George Hulse has opened a garage
on McRae street in the rear end of
Roy Siddall's grain store, and solicits
a share of your patronage. All kinds
of auto repair work will receive
prompt and careful attention. Tires
and accessories. Phone Roy Siddall,
No. 5.

337

337

337

337

337

337

337

337

337

337

337

337

337

337

337

337

337

337

337

It Has Proved a Revelation —To Millions of Tea Drinkers

TEA AT ALL!!

Rich in Flavor — Absolute in Purity.
Sealed Packets Only... }
Black—Green or Mixed } 2466 **TRY IT!**

The Double-Walled Secret

By Edwin Baird

CHAPTER II.
"Ah, father!" he heard the girl say, and a deep voice answered. Then the door closed and he could hear them talking just outside in lower tones. It seemed to Keley that an age had passed—age of suspense, pain, uncertainty and bewilderment—before the door opened to admit a tall, broad, white-haired man of indeterminate age. His ruddy skin and unclouded eyes denoted a life lived largely out-of-doors, yet the lines in his face were plainly put there by suffering or hard toil, or both. As he came briskly into the room he removed his coat and then, sitting beside the leather couch, he rolled up his shirt-sleeves and fell to work on Keley's broken arm without speaking a word. His daughter stood behind him holding splints and bandages. His steady fingers moved with precision and skill, and presently Keley's arm was set as natty as any surgeon could have done it. The man signed to his daughter to leave, and when she had gone he spoke to Keley for the first time. "What pen did you break?"

"Locket," came the prompt answer. "When?"
"Last night. I had friends outside. They got these clothes for me."
"And the shirt?"
"They got that, too. I was an aviator before I was sent up." Keley winced inwardly at the untruths, and felt thoroughly ashamed of himself. Was life worth purchasing at such a price?

The white-haired man frowned and said: "I believe you're lying. You don't talk or look like a jailbird. However, I'll soon know." He rose. "In any case," he hung over his shoulder as he started from the room, "you don't leave this house. Understand that. If you're telling the truth you won't want to leave."
Keley lay staring at the frescoed ceiling, his mind busy with the things that had happened since that 2,000-foot drop. All of his thoughts converged at one point and that point puzzled him; his imagination, though fertile, could fathom no reason for the strange behavior of these people, into whose home ill luck had brought him.

He tried to rise, but a rush of blood to his head checked the impulse. In moving his feet to the floor he saw that his shoes had been removed, and he wondered if this were the first step in his weird incarceration. He smiled mirthlessly at the thought. He was sitting on the edge of the couch, his throbbing temples pressed between right thumb and fingers, elbows resting on his knees, when the girl came in to him.
"You didn't convince father," she said. "He's gone ten miles to the nearest telephone to disprove your pretensions."
Keley said listlessly: "Let him. What do I care?"

She stood with her back to a heavy oak table, her hands resting lightly on the edge, her compelling eyes on him curiously, speculatively. He noticed that the lace change to a house dress of Nile green silk and foamy lace, and a trifle later it came over him that she was one of the most striking girls he had ever seen—and quite the most unusual.
"Did you follow my instructions?" she asked.
"Not all of them. I hadn't time." He looked up, met her eyes. "I'm tired of guessing at puzzles," he said. "Won't you clear things up for me, please?"

Again he saw that troubled expression on her piquant face. She hesitated momentarily, then walked over and sat down near him.
"Did you ever, she asked, looking at him, 'hear of Redmond Stryker?' And when he shook his head: "He's my father—the man who was here a little while ago. When I was three months old he was arrested for murder. He was innocent, but the evidence against him was strong and he was sent to prison for fifteen years. It killed mother. He left the penitentiary after serving ten years. And he was a different man." She paused and sat staring broodingly at the rug, her chin cupped in her palm.
After a pause he asked: "Didn't they ever find the right man for Keley's murder upon what she had told him; the tragedy of a lifetime compressed in a few brief sentences. But the thought of his own predicament soon drove all others from mind. "I'm still in the dark," he protested. "Why should your father feel savage toward me?"
She glanced up swiftly, her blue eyes kindling. "Why shouldn't he?" she flared. "You are a member of the society, civilization call it what you will—which made those back-

ward laws that sent him to prison. Why shouldn't he hate you? Why shouldn't he? She leaned toward him, fists clenched, eyes blazing. In that he thought her superb. "And you?" he countered, striving to speak lightly. "Aren't you also a member of that society?"
"No!" And she struck her little fist into the leather seat. "I am on father's side, now and always! I am opposed to the law and all it stands for. It is rotten to the core, unjust, heinous! And you—" She checked her runaway tongue and drew slightly away. She was breathing rather more rapidly than normal, for she had spoken fiercely, and her mounting emotion had sent an excess of blood to her cheeks, richly flushing the fine-grained skin.
"Well?" he ventured, trying to fancy her in his mother's living-room. "What's to be done with me? Am I to be decapitated?"
She did not respond to his smile. Instead, she stared at him silently; and he noticed that her bosom was rising and falling less tempestuously now.

"I think I told you," she said presently, "that your arrival marked a precedent. Then my punishment is problematic." She nodded unsmiling acquiescence. "I can only throw myself on your mercy," he said, leaning back in his chair, and watching her. He was beginning to enjoy his adventure in a mild sort of way. Somehow, he could not take the thing seriously. "If my arm and mono-plane were disabled, I should have adieu and fly away. As it is," he lifted his right shoulder and sighed. Her big, solemn eyes were on his face again. "I am sorry you view your position with levity. It will anger father."
He pretended to become sober. "And—if I should—what do you suppose he would do to me?"
"I don't know. You can not leave here without his consent—that I do know. The place is well guarded by men with rifles."
"And he would hold me against my will, against all law?"
She interrupted sharply: "We recognize no law except our own."
"But where's the sense in it?" he demanded. "What am I to him? What can he gain by making a prisoner of me? If it's money—" But a flash from her eyes stopped him. She got up abruptly, took a turn about the room, touching a statuette here, a book there, her brows knitted, eyes troubled. Suddenly she faced him. "When you fell—did you see anything unusual?" The words came out jerkily, but her gaze was as steady as blue steel.
"Nothing more unusual," said he, "than a huge double-walled thing without windows nor any decent roof. There's a door I didn't see it. And I'll bet it's damp inside."
"You didn't see what was inside?" Her voice, though low, was keyed to its highest tension.
"No," he shook his head, puzzled by the way she looked at him. "I couldn't see through the grating. I was falling too fast, and the light wasn't right."
She said nothing for a minute or two, but he could see that she was relieved. She stood beside the table toyed with a book. "Perhaps," she said finally, "I may be able to save you. Let me warn you to be guarded in what you say to father. It is too late now to assume an archaic pose. He will know who you are when he returns. Above all, show no curiosity in what you have seen or may surmise. Say as little as possible. If I succeed in prevailing upon him to let you go he will probably enjoy you to silence. You must swear to say nothing of your stay here." She replaced the book on the table and, glancing at him briefly, started from the room.

A new phase of the situation struck Keley. "I suppose you think I'm a cad," he began, "for showing such a pronounced dislike for you—shall I say hospitality?—but the unusual circumstances—" he halted lamely. She had stopped at the door, her hand on the knob, and her attitude seemed to say: "If you are trying to be funny you are a ridiculous failure." "Not, without speaking; she went out and closed the door quietly behind her.
Laboriously, Keley stretched his length on the divan again. He was frowning. His bandaged arm, held rigidly in the splints, was aching with a steady, dull throb. He tried to see the humor in his predicament, but it escaped him somehow. The girl's demeanor was annoying, very. He had either fallen into a madhouse, or there was mystery here, that much was certain!

The ache in his arm increased its tempo, rising and falling, rising and falling. He closed his eyes tiredly. His face, in the paling light of the dying day, looked drawn, waxen. Listlessly, indifferently, he became aware that several persons had entered the room; and then he heard the snap of a button—and raised himself slightly, blinking his eyes against the dazzling light that filled the room. Stryker stood near the door, his finger still on the electric button. Behind him, filling the doorway, were the three Africans, a fifth man whose dead-white skin, bullet-shaped head and handgrip look proclaimed the habitual criminal.

The button clicked again and the room was thrown back into darkness. He heard Stryker say something in a quiet voice, heard a tramping of feet, and the couch on which he lay was lifted from the floor and borne toward the hall. He muttered something—he knew not what—and attempted to rise, with some wild idea of leaping to the floor and dashing to the windows. But a hand closed upon his throat and crushed him back. He struck out smartly with his right fist and dislodged the strangling grip. He felt a noose tighten about his ankles. He drew his feet toward him and lashed back with all his strength, loosening the rope, which was immediately drawn taut again. (To be continued.)



The Housewife's Corner
How We Cook in War-Time.
The girls of to-day hear their grandmothers and great-grandmothers tell how they made their own books of tried recipes, handing them from family to family, and down from generation to generation: directions for richly-compounded cakes, savory meats, jams, pickles, sauces, and all the more or less, heavy, delicious "eat" of the long ago.

Yesterday's girls could cook but today's girls have a work to do that combines responsibilities in food-chemistry, food-production, food-cost, food storage, food-economy, food-preparation—almost startling responsibilities. But the girls can do it—they are doing it.
Here are some tested recipes:—
Apple Catsup.—1 quart apple sauce, 1 teaspoon ginger, 1 teaspoon cinnamon, 1 teaspoon cloves, 1 pint vinegar, 1 teaspoon pepper, 1 teaspoon mustard, 1 teaspoon onion extract, 2 teaspoons salt, 1/2 cup chopped nuts, 1/2 cup cream. Chop meat and onion and mix together. Add egg tie in cheddar. Simmer 2 1/2 hours in 3 quarts of boiling water, to which 1 teaspoonful of salt and 4 table-spoons of vinegar have been added. Drain, press and cool.
If the children of the family are enrolled with the wheatless, reward them with a treat now and then. Little cakes mean so much to little people.

Hermite.—1/2 cup fat, 3 tablespoons corn syrup, 2 tablespoons molasses, 1 egg, 1/2 teaspoon salt, 1 1/2 cups chopped raisins, 1-3 cups chopped nuts, 1/2 cup thick, bottle and seal. A similar catsup can be made from plums or grapes, and spiced to taste. Molasses may be added if a sweet sauce is liked.
Cucumber Catsup.—1 dozen large cucumbers, 1 quart vinegar, 1 table-spoon salt, 1/2 teaspoon cayenne. Gather cucumbers before sun strikes them and keep in a cool place until used. Peel and grate the cucumbers and drain off the water. Heat vinegar and spices to boiling point; pour at once over the grated cucumber, bottle and seal. Cucumbers bottled in this way retain their freshness and make a particularly good sauce for steak.
All the year around there is a place on the home table for cold meats. Don't depend on tin cans for these meats. You can prepare delightful dishes without drawing on the national reserve of canned meats. It is a good plan, too, to pile up your own reserve of home-canned meats.

Fickled Tongue.—Boil a fresh tongue by placing it in hot water, let come to boil and boil gently for three hours or until tender. When cooked remove from water, skin, put back into water and let get cold. Slice in thin slices, put one layer of sliced tongue in bottom of an earthenware crock, then one layer of sliced onions, a few thin slices of lemon, salt, pepper a little sugar and mixed spices. Repeat until all material is used up, having the onion and lemon on top. Cover all with vinegar. If vinegar is too strong, use two-thirds vinegar and one-part water.
Pressed Beef Tongue.—1 beef tongue, 1 veal shank, cayenne, salt, pepper, 2 table-spoons catsup. Boil tongue and veal shank together for three hours, putting 'it on to boil in cold water. This will draw out all the gelatin of the veal bone. When tender, skin the tongue, cut in slices, or put through a coarse meat gringer. Add salt, pepper, cayenne and catsup, put into a mold and cover mixture with the liquid in which it has been boiled. When cold, turn out on a platter, slice and serve.
Calf's-Head Cheese.—1 calf's head, 1 table-spoon chopped herbs, pepper, salt. Put calf's head in enough water to cover, let come to a boil and boil gently until meat leaves the bone. Take up with a skimmer, put into an earthen bowl, season with salt, pepper and chopped herbs. Lay a cloth in colander, put minced meat into it. Fold a cloth over the top, weight down with a plate. When cold, slice and serve with mustard.

Potted Liver.—Wash and cut up two pounds of liver. Cover with cold water, let come to a boil, and simmer until tender. Press through a potato-ricer; add one-half cupful of butter, one-half teaspoonful of salt, and a dash of pepper. Beat the above mixture to a smooth paste. Mince a good-sized onion and a few sprigs of parsley and stir into the mashed liver. Put in jars in a cold place and it will keep for some time.
Pork Loaf.—1 lb. chopped ham, 1 lb. chopped fresh pork, 3 table-spoons

falling. He closed his eyes tiredly. His face, in the paling light of the dying day, looked drawn, waxen. Listlessly, indifferently, he became aware that several persons had entered the room; and then he heard the snap of a button—and raised himself slightly, blinking his eyes against the dazzling light that filled the room. Stryker stood near the door, his finger still on the electric button. Behind him, filling the doorway, were the three Africans, a fifth man whose dead-white skin, bullet-shaped head and handgrip look proclaimed the habitual criminal.

The button clicked again and the room was thrown back into darkness. He heard Stryker say something in a quiet voice, heard a tramping of feet, and the couch on which he lay was lifted from the floor and borne toward the hall. He muttered something—he knew not what—and attempted to rise, with some wild idea of leaping to the floor and dashing to the windows. But a hand closed upon his throat and crushed him back. He struck out smartly with his right fist and dislodged the strangling grip. He felt a noose tighten about his ankles. He drew his feet toward him and lashed back with all his strength, loosening the rope, which was immediately drawn taut again. (To be continued.)

NEW BRUNSWICK TIMBER

To Be Disposed of on Stumpage Basis Instead of Under Lease.
New Brunswick has made a radical change in its method of disposing of timber of Crown lands. Heretofore long leases were given resulting in any increase of value going to the lumber operator. Now, timber cutting privileges will be offered at auction on a straight stumpage basis of so much per thousand feet. The Provincial Government will scale all the lumber cut. It is likely that the change will result in a substantial increase in forest revenue.
Another progressive move on the part of New Brunswick has been the recent organization of a technically-trained-forest service.

She Pinched 'Em.
Queen Mary sent a beautiful bouquet that had been presented to her to a soldier's hospital. To show their appreciation the inmates commissioned one of their number to stand at the hospital gate the following morning, holding the gift, when the bouquet passed. He did so—with hitherto unexpected results. Queen Mary, seated in her car, saw the soldier standing there bouquet in hand, and assuming that he wished to present it to her, she reached out and took it. After she had thanked him her car passed on.
The soldier stood quite dumfounded—then, recovering his speech, he said: "Well, she pinched 'em."
Cold—Very!

The car was boarded by a husky soldier in the picturesque Highland uniform with his best girl. The girl cast admiring glances at the attractively uniformed "kittie," much to the displeasure of the slacker escort. So he endeavored to make fun of the uniform by remarking:
"That fellow's knees look as if they were frozen."
The kittie, overhearing the comment, glanced contemptuously at the duff's civilian clothes, then scornfully replied:
"Awful. Am I thinking my knees aren't as cold as your feet."
The slacker got off at the next stop.

Delicate Indian Pudding.—1 pint milk, 4 table-spoons syrup, 1 table-spoon butter, 1/2 cup cornmeal, 3 eggs, salt. Boil milk and sift meal in slowly; add butter, sugar and salt. Set aside to cool, then add beaten eggs. Bake in baking pan 45 minutes.
Corn Short-Cake.—Make an egg cornbread, fill two buttered layer-cake pans one-quarter full and bake. Turn out, butter and pile up with berries that have been cut in half and allowed to stand covered with sugar. Shredded pineapple, or stewed fruit may be used. Serve hot with whipped cream.
Most housekeepers know that in some recipes eggs replace baking powder and that the lightness of sponge cake depends on well beaten eggs but not every housekeeper is familiar with cornbreads that are made without baking powder or soda. This is the way that plain cornbread and delicate egg breads are often made in the cornbread belt. Only coarse, white meal is used in these breads; the same results cannot be obtained with bolted white meal or yellow cornmeal.
Don't expect cornbread to look like wheat bread. Sponge breads are soft but not row; corn pieces are hard but not heavy. Eat cornbread for what it is—it has served millions of people for many years.

Sponge Cornbread.—1 quart milk, 2 cups cornmeal, 1 table-spoon butter, 1 table-spoon salt, 2 eggs. Bring the milk to boiling point and pour it on the meal; add butter and salt and set mixture away overnight. In the morning beat up and add two well-greased earthen plates and bake 25 minutes.
Batter-Bread.—1 quart milk, 2 cups cornmeal, 1 table-spoon butter, 1 table-spoon salt, 3 eggs. Batter-bread or spoon-bread, the name tells the story. It should be soft like a pudding, and like a pudding served with a spoon. Bring the milk to the boiling point and pour over the cornmeal, mix and allow to cool a little; add salt, beaten yolks and butter (butter may be omitted); fold in well beaten whites, bake in pudding dish 45 minutes or in shallow dish 25 minutes.

Mail Order System.
Issued by Canada Food Board. Through its provincial committees the Food Board is calling the attention of fish dealers to the necessity for supplying people in rural localities with fifty or one hundred pound boxes of frozen fish by the mail order system for the winter months.
This is an innovation which should appeal to the farmer, as all he has to do is to send in his order and his box of frozen fish will be delivered by express. It is a matter which should be given immediate attention by the enterprising city fish dealer.

Prepare beds for bulbs and get ready to set out the hardy bulbs.

Buy Peace Stocks Now

Write for list of selected investments which yield from 6% to 10% with absolute security.
"Booklet on Partial Payment Plan mailed on request."
H. M. CONNOLLY & CO.
Members Montreal Stock Exchange.
105-106 Transportation Building
MONTREAL, QUE.

NURSING

Earn from \$10 to \$25 a week. Learn without leaving home. Booklet sent free. NATIONAL COLLEGE OF NURSING, 709 St. Spadina Ave., Toronto, Can.

Canuck BREAD MIXER
MAKES BREAD IN 3 MINUTES
Eliminate all guess-work. Makes light, wholesome bread, rolls, etc., without trouble. Saves flour and helps conserve the Nation's food supply.
Convenient, quick and clean—hand-does not touch dough.
Delivered all charges paid to your home, or through your dealer—two loaf size \$2.75, eight loaf size \$3.25.
E. T. WRIGHT CO., HAMILTON, CANADA.

BOB LONG
UNION MADE
OVERALLS
SHIRTS & GLOVES
Known from Coast to Coast
R. G. LONG & CO. LIMITED
TORONTO, CANADA

Ingrain's Milkweed Cream
Two Sizes—50c and \$1
For 31 years Canadian women have found Ingrain's Milkweed Cream the most efficient toilet preparation on the market for keeping the complexion clear and colorful, preventing windburn and pimples, keeping the hands soft and white even when in dish-water daily, and warding off hang nails from the fingers. It has therapeutic qualities no other emollient possesses.
Always have a box of Ingrain's Veivola Sovereign Face Powder (50c) in the house. A mere touch and oiliness and perspiration disappear. It covers up blemishes and gives you a clear, flawless complexion. It stays on. At your druggist's there is a complete line of Ingrain's toilet products including Zedenta for the teeth (25c).
A Picture with Each Purchase
Each time you buy a package of Ingrain's Toilet aids or Perfume your druggist will give you, without charge, a large portrait of a world-famed motion picture actress. Each time you get a different portrait so you make a collection for your home. Ask your druggist.
F. F. Ingram Co. Windsor, Ontario

Parker's will do it--
By cleaning or dyeing—restore any articles to their former appearance and return them to you, good as new.
Send anything from household draperies down to the finest of delicate fabrics. We pay postage or express charges one way.
When you think of **CLEANING or DYEING** Think of Parker's
Our booklet on household suggestions that save you money will be sent free of charge. Write to-day to
Parker's Dye Works, Limited
Cleaners and Dyers
791 Yonge St. Toronto

THE DUTIES OF A QUARTER MASTER

BRITISH OFFICER DESCRIBES A DAY'S WORK
The Job of a Company Quartermaster-Sergeant Is By No Means a Simple One.
"Quarters" works till the dawn is grey, and jiggles his fingers neatly. "Juggling" or "twisting" is always associated with the "Quarter Bloke," or "Quarters," as I am generally known. Why, I don't quite know. But whatever I may think of the second line quoted above, I'm in entire agreement with the first. Let me enumerate a few of the jobs that fall to my share as a Company Quartermaster-Sergeant of a corps' signal company. The first job of the day is drawing rations from the "dump." What a mixture by the time we are loaded! Meat, bread, bacon, tea, sugar, butter, biscuits, cheese, jam, milk, fresh or dried vegetables, petrol, paraffin, carbide, lubricating oil, grease, disinfectant, oats, hay, etc.

Frequent Interruptions.
Arrived back with rations, my storeman sets about splitting them up into officers', N.C.O.'s, and men's messes.
I prepare the diet-sheet for the following day, and put it up at the cook-house so that the troops may see what they are going to get, and also that the cooks may see what to prepare.
Here's a sample diet-sheet.
Breakfast—Boiled and fried bacon, tea, and bread.
Dinner—Roast meat, potatoes, beans, rice pudding.
Tea—Preserved Meat, tea, bread and butter, jam, cheese.
Extras are added at frequent intervals from the canteen funds.
Next, I start to prepare, with various interruptions, orders on Ordnance for clothing, harness, boots, etc. The first interruption is a telephone message from some unit, that one of the 'phones has got "dis." I arrange to send a man out to repair or replace it.
Then linemen roll up and want cable and wire for the repairing of faulty lines. I issue bicycles to other linemen who have a long distance to go patrolling lines. I issue clearing sets to others who are clearing away boughs of trees which are touching the lines and interrupting communication.

I get another 'phone message. This time it comes from an officer who starts "creating" that he cannot hear anybody on his 'phone. I promise most faithfully to have it attended to at once, then replace my receiver and say a few words to myself.
Stores and Merc Stores.
The adjutant calls in. He wants to know if we can "do" so many miles of so-and-so cable for the — Division, and so much for the — Squadron. I look up my stock-sheets, find that we can "do" it, and arrange transport for delivery.
The R.S.M. comes in. He wants me to get some lime for lime-washing the cook-house. He helps himself to my cigarettes, borrows a pencil—which, by the way, he never returns, and suggests that it is about dinner time, and what about a drink. I welcome the suggestion.

After dinner I go off to Ordnance and pick up whatever stores have arrived for my company—clothing, caps, boots, horse-shoes, soap, soda, paint, etc. When I get back with the stores I arrange to deliver them to the sections for which they were ordered.
Then I look around the instrument repairs shop to see what instruments we can repair and what we must send back to the base as "beyond repair." After a "stunt" there are always plenty of phones requiring repairs.
Then I go to the carpenters' shop to give the joiners their detail of work for the following day.

I see the boot repairer and the tailor. By having a boot repairer a great saving in boots is effected. The tailor is a most useful man, too. Quite a number of garments are repaired which otherwise would have to be discarded. Despatch-riders have a spill, perhaps, and breeches get ripped up. Linemen, in climbing poles, get many tears. All these are repaired by our tailor, and the issue of new articles is rendered unnecessary.

A Night's Report.
I get my copy of Company Orders, and see if there are any new arrivals, or if any men are proceeding on leave (only whisper the word in case of a stamped), or if any have gone away sick. Then I make out the A. B. 55 (better known as the Ration Incident) for the following day.
Indents for stores, cable, wire, instruments, etc., come in from divisions and various units. These have all to be checked before being passed on for the demand to be met.
About 9.30 p.m. I present myself to the adjutant and get my indents and correspondence signed. All these are despatched by about 10 p.m.

The transport sergeant comes in and asks what transport I require for the following day.
At about 11 p.m., having found a newspaper many days old, or old magazine (and either, however old, is acceptable), I retire to my hut for a few minutes' reading before getting under the blankets.

TWO OCEAN LINERS TORPEDOED WITH HEAVY LOSS OF LIFE

Japanese Steamer Sunk Off Irish Coast—American Vessel Destroyed Off Atlantic Coast—Loss of 900 Lives Including Women and Children.

A despatch from a British port says:—The Japanese steamship Hiranu Maru, of 7,835 tons gross, has been torpedoed and sunk. It is feared that 300 lives were lost.

The Hiranu Maru was outward bound for Japan and carried about 200 passengers. The vessel was torpedoed and sunk by a German submarine early on Friday morning of last week, when about 300 miles south of Ireland.

The few survivors who were picked up by the American torpedo boat destroyer Sterret had been brought here. They declare the torpedo struck the steamer in the forward engine room.

Nothing remained for those on board, including the women and children, but to plunge into the ocean. A large number, however, went down with the ship. The vessel disappeared completely within seven minutes after being struck by a torpedo.

The scene was indescribable. The weather was bad and rather hazy. The cries of the drowning were heartrending. Everybody had been supplied with life belts, but only the strongest were able to stand the buffeting waves and exposure.

Provisionally, the commander of the American destroyer Sterret heard the explosion and steered his vessel for the point whence the sound came.

He found the ship had disappeared and he saw a mass of people struggling in the water.

There were no small boats available, so the destroyer, in the bad weather, stemmed about picking up those who still were alive. The American warship picked up 30 persons, one of whom died while being brought ashore.

A despatch from an Atlantic Port says:—Scores of American sailors and soldiers were killed or wounded by shrapnel fired by a German submarine after it had torpedoed the steamship Ticonderoga, 1,700 miles off the Atlantic coast, according to the story told by 20 survivors who arrived here on Thursday aboard a British freighter.

There were 250 men aboard the Ticonderoga, an American steamship of 5,130 tons, and all but the twenty who arrived here on Thursday are believed to have perished. The survivors got away in the only boat which was not demolished by the shell fire from the submarine, they said. Seventeen of the men who reached port were members of a detachment of soldiers detailed to care for horses which were being transported.

The Ticonderoga was attacked presumably on Oct. 2, when she fell behind her convoy because of engine trouble.

through Durazzo, from which they drove the Austrians a week ago and destroyed the naval base there. It seems to be but a question of a short time until the Austrian army is rounded up on its way to Scutari by the Italians, Serbs and French, who are after them.

AUSTRIANS BEING ROUNDED UP

Position of Enemy in Albania is Extremely Critical.

A despatch from Washington says: The Austrian army in Albania is in danger of immediate capture. The allies are hot after the fleeing Teutons, and may surround them on their way out.

Army experts and diplomats are keenly interested in the critical position the surrender of the Bulgarians has left the Austrians. Some time ago Austria had three routes by which she could have withdrawn her forces, but two of these are practically closed because of recent events. She could have gone out by Ochrida or Prizrend, through Serbia, but with the Italians following them from the south-west and the Serbians waiting for them on the north-west and the allies dominating the Adriatic Sea some distance north of Durazzo, her only hope, and that is scant, is by Scutari.

It is believed here that the next big war news will be that the allies have taken approximately 100,000 Austrians in Albania.

It is said by persons in a position to know the facts that the allies are rushing men and supplies to Albania

through Durazzo, from which they drove the Austrians a week ago and destroyed the naval base there. It seems to be but a question of a short time until the Austrian army is rounded up on its way to Scutari by the Italians, Serbs and French, who are after them.

**SERBIAN FORCES
15 MILES FROM NISH**

A despatch from London says: French troops operating in Serbia are pushing towards the Montenegrin territory. The Serbian army has reached a line between 15 and 18 miles south of Nish.

Serbian troops pursuing the defeated Ninth Austrian Division on Monday entered Leskovats, south of Nish, and Vlasovitsa, according to an official Serbian statement issued to-day.

The Serbians took several hundred prisoners and captured a large quantity of material.

**FRENCH CAPTURE RAILROAD
AND OVER 2,600 GERMANS**

A despatch from Paris says: In an advance of about eight kilometres east of St. Quentin, the railroad junction point of Mezieres-sur-Oise has been captured by the French, who also took 2,000 prisoners and a number of guns. Big gains also have been made by the French along the Aisne, where 600 more prisoners were taken.

CANADIANS WERE THE FIRST TO ENTER THE CITY OF CAMBRAI

Enemy in Full Flight on 20-Mile Front With British Cavalry in Hot Pursuit—Defence System Between Cambrai and St. Quentin Shattered.

A despatch from the British Army says:—The German troops on a twenty-mile front have been put to full flight north and south of St. Quentin, and the British cavalry is reported to be pursuing them, the infantry marching in columns of four through the villages hastily abandoned by the enemy.

Cambrai has fallen and the British are now well to the east. The Canadians were the first to enter the town. The deepest gain some hours ago was at least nine miles on this sector, and there are no signs of the advance slowing up. On the contrary, it is going faster every hour, with clear ground ahead.

Everything that could be burned had been set afire by the enemy before he began what virtually amounts to the rout of no less than 80 divisions, the smashing of which was continued furiously on Wednesday.

North of Cambrai the Canadians at-

tacked and penetrated deeply also. The British marched through Bertry without opposition. They reached the outskirts of Troisvilles and held Maurois and Honnechy. Large forces of the enemy have been seen from the air fleeing well to the east of Le Cateau.

Marechal fell early and the British reached Busigny and passed quickly through Bohain. These are only a few of more than a score of towns captured.

Many thousands of prisoners and quantities of field and machine guns were taken, as well as vast stores of other booty, which the enemy did not have time to blow up or set afire.

All this was the immediate effect of Tuesday's great victories, which are being exploited to the fullest. The Germans may try to make a stand on their partly completed line at Le Cateau, but they have been badly punished and they face an overwhelming disaster.



King George, President Poincaré, Marshal Foch and Field Marshal Haig, photographed during His Majesty's recent visit to France.

Markets of the World

Foodstuffs
Toronto, Oct. 15.—Manitoba wheat—No. 1 Northern \$2.24½; No. 2 Northern, \$2.21½; No. 3 Northern, \$2.17½; No. 4 wheat, \$2.11½, in store Fort William, not including tax.

Manitoba oats—No. 2 C.W., 80%; No. 3, C.W., 77½%; extra No. 1 feed, 77%; No. 1 feed, 75½%.

American corn—No. 3 yellow, kiln dried, nominal; No. 4 yellow, kiln dried, nominal.

Ontario oats, new crop—No. 2 white, 76 to 78%; No. 3 white, 75 to 77%, according to freights outside.

Ontario wheat—No. 2, winter, per car lot, \$2.31; No. 3, winter, \$2.27; No. 2, spring, \$2.26; No. 3, spring, \$2.22, basis in store Montreal.

Peas—No. 2 nominal.
Barley—Malt, new crop, \$1.03 to \$1.08.

Buckwheat—Nominal.
Rye—No. 2, nominal.
Manitoba flour—Old crop, war quality, \$11.65, Toronto.

Ontario flour—War quality, old crop, \$10.75, in bags, Montreal and Toronto, prompt shipment.

Milkfeed—Car lots, delivered Montreal freights, bags included: Bran, \$37.25 per ton; shorts, \$42.25 per ton. Hay—No. 1, \$22 per ton; mixed, \$19 to \$20 per ton, track Toronto.

Straw—Car lots, \$9 to \$9.50, track Toronto.

Country Produce—Wholesale
Butter—Dairy, tubs and rolls, 38 to 39c; pounds, 40 to 41c.
Eggs—New laid, 49 to 50c.

Dressed poultry—Spring chickens, 33 to 34c; roosters, 25c; fowl, 25 to 27c; ducklings, 27 to 28c; turkeys, 28 to 30c; squabs, doz., \$4.50.

Live poultry—Roosters, 15 to 16c; fowl, 20 to 24c; ducklings, 1b., 22c; turkeys, 27 to 30c; spring chickens, 26 to 28c.

Wholesalers are selling to the retail trade at the following prices:
Cheese—New, large, 26 to 26½c; twins, 25½ to 26½c; old, large, 28 to 28½c; twin, 28½ to 29c.

Butter—Fresh dairy, choice, 45 to 46c; creamery, prints, 51 to 52c; creamery, solids, 49 to 50c.
Margarine—32 to 33c.

Eggs—No. 1 storage, 50 to 51c; selected storage, 52 to 53c; new-laid, in cartons, 60 to 62c.

Dressed poultry—Spring chickens, 38 to 40c; roosters, 25c; fowl, 31c; turkeys, 40c; ducklings, 1b., 35c. Squabs, doz., \$5.50.

Beans—Canadian, hand-picked, bushel, \$7; imp., hand-picked, Burma or Indian, \$6; Japan, \$7; Limas, 18 to 18½c.

Honey, new crop—Strained, 60-lb. tins, 26c; 10-lb. tins, 27c; 5-lb. tins, 28c. Combs—Doz., \$3.75 to \$4.50.

Provisions—Wholesale
Smoked meats—Hams, medium, 37 to 38c; do., heavy, 30 to 32c; cooked, 52 to 54c; rolls, 32 to 35c; breakfast bacon, 41 to 45c; backs, plain, 46 to 47c; boneless, 50 to 52c.

Cured meats—Long clear bacon, 30 to 31c; clear bellies, 20 to 30c.
Lard—Pure, tierces, 31 to 31½c; tubs, 31½ to 32c; pails, 31½ to 32½c; prints, 33 to 33½c. Compound tierces, 25½ to 26c; tubs, 26 to 26½c; pails, 26½ to 26¾c; prints, 27½ to 28c.

Montreal Markets
Montreal, Oct. 15.—Oats—Extra No. 1 feed, 95c. Flour—New standard grade, \$11.50 to \$11.65. Rolled oats—Bags, 90 lbs., \$5.20 to \$5.30.

Markets of the World

Live Stock Markets
Toronto, Oct. 15.—Extra choice heavy steers, \$14.25 to \$15.00; choice heavy steers, \$13.50 to \$14.00; butchers' cattle, choice, \$11.50 to \$12.00; do. good, \$10.25 to \$10.50; do. medium, \$9.00 to \$9.50; do. common, \$8.00 to \$8.50; butchers' bulls, choice, \$10.00 to \$10.50; do. medium bulls, \$9.50 to \$9.85; do. rough bulls, \$7.25 to \$8.25; butchers' cows, choice, \$10.25 to \$10.50; do. good, \$9.00 to \$9.50; do. medium, \$7.50 to \$8.00; do. common, \$6.50 to \$7.00; stockers, \$8.00 to \$10.50; feeders, \$10.00 to \$11.00; canners and cutters, \$5.50 to \$6.75; milkers, good to choice, \$9.00 to \$10.00; do. com. and med., \$65.00 to \$75.00; springers, \$90.00 to \$100.00; light ewes, \$13.00 to \$14.00; yearlings, \$15.00 to \$15.50; spring lambs, \$15.95 to \$16.50; calves, good to choice, \$14.00 to \$17.50; hogs, fed and watered, \$18.75; do. weighed off cars, \$19.00.

Montreal, Oct. 15.—Choice steers, \$10.00 to \$12.50; good butcher steers, \$8.50 to \$10.00; butcher bulls, \$6.00 to \$7.50; good cows, \$7.50 to \$8.50; poorer quality \$6.00 to \$7.00; canners cows, \$5.00 to \$5.50; stockers, \$8.00 to \$10.50; choice lambs, \$15.00 to \$18.00; choice select hogs, \$19.00 to \$19.25; sows and stags, roughs and fat, \$18.75.

**AIRPLANE CARRIES PIANO
ACROSS ENGLISH CHANNEL**

A despatch from Paris says: One of the new large allied bombing planes, in order to demonstrate its carrying capacity, has brought from London to Paris a full-sized upright piano. The machine landed in Paris safely after a flight across the English Channel. The airplane is capable of carrying six persons and much bombing explosives. When this weight is measured in pounds, however, it is not readily comprehended and it was determined to bring over a piano as clear evidence of the machine's capacity.

**11,000 PRISONERS, 200 GUNS
CAPTURED ON FIRST DAY**

A despatch from London says: In Wednesday's attack between Cambrai and St. Quentin the allied troops made 11,000 prisoners and captured 200 guns. The victory also yielded 60 square miles of territory, and a great haul of field guns, trench mortars and machine guns. Moreover, important tactical results were achieved. The enemy has been thrust back into the open country beyond any continuous defensive works.

Sugarless Apple Sauce.
Now that sugar is so scarce, this recipe should prove welcome to the housewife: To nearly one quart of chopped apples, add one teaspoon salt, one cup chopped raisins and four tablespoonfuls corn syrup; when done add small piece of butter. This sauce can be put in a crust and makes a nice pie; add spice if desired.

HEAVY FIRE FROM FRENCH GUNS SWEEPS GRAND PRE GAP

Demoralized Foe Being Defeated Even at Points Chosen by Themselves For Counter-Attacks—French and American Forces Join at Lancon.

A despatch from the French Army in Champagne says: The battle in Champagne is going on with increasing intensity on Wednesday from the Aisne in the region of Vaux-les-Mourin, which was taken Wednesday morning by the French, to the Suippe River at Bazancourt, which is violently attacked by the Germans.

North of St. Etienne, on the Arnes River, the enemy made vigorous assault upon the positions won by Gen. Gouraud's men Tuesday, but without other resistance than to increase largely the German casualties.

Notwithstanding the stubborn opposition the enemy is offering on the Suippe and north of the Arnes, the impression still is that he is merely seeking to gain time to reduce the difficulties of retreat, the extent of which, in view of the developments on the extreme left wing of the fighting front, it is impossible to forecast.

The vigor and perseverance of the allied pressure appears to have deranged all the German plans. No-

where have the Germans, with all their genius in organization, been able to prepare a stable position upon which their defeated troops could retire in security, which suggests that they have again erred in their judgment of the strength and endurance of the Entente allied fighting forces.

They are being defeated not only at points chosen for attack by Marshal Foch and his generals, but on ground selected by themselves for counter-attacks. Their reaction all along the Champagne front thus far has been productive of only one result relatively favorable to them, in the region of the Grand Pre gap, which they have been able to keep open up to the present, although the gap is under the heavy fire of the French guns.

The latest American advance has now particularly neutralized that result. The Americans fighting west of the Argonne Forest on Wednesday were west of Cornay on the Aire River, having effected a junction with the French troops.

Dublin Mail Boat Torpedoed While En Route to Holyhead

A despatch from London says: The Dublin mail boat Leinster has been torpedoed, according to the Exchange Telegraph Company. The steamer was making a trip from Dublin to Holyhead.

Four hundred persons perished in the torpedoing of the Leinster, according to a report which has not yet been confirmed.

The reported torpedoing of the Leinster on her regular voyage from Dublin to Holyhead would indicate that the German U-boats have again succeeded in getting into St. George's Channel. Nothing has been reported of a U-boat in that water for a long time.

Answered.
Mrs. Hughes, wife of the Australian Premier, is very fond of children, and has a fund of anecdotes concerning them.

One she is fond of telling concerns a visit she paid to a certain elementary school in Melbourne shortly before starting for England.

Among the questions put by the mistress to her little pupils was the following:

"Supposing we had boarded a ship last night and steamed a hundred miles due southwest, where should we be now?"—the correct answer being, of course, "Off the coast of Tasmania."

There was a moment of breathless silence, and then a tiny girl in the front row, who had just recently, it transpired, returned from a rather rough and stormy sea trip, piped out shrilly:

"In the cabin, ma'am, sick."

U.S. TROOPS TAKE MAMELLE

Capture Redoubtable Fortifications Which Contributed to Enemy Strength.

A despatch from the American Army north-west of Verdun says: Complete reports show that the Mamele fortifications have been occupied by the Americans. To do it the troops had to storm the redoubtable Hill 269, which was taken as early as 10 o'clock on Wednesday morning.

Hill 263 was captured a half-hour later. The advance here and there had been momentarily checked by fierce resistance and the stiffest kind of machine gun fire, but the Americans had so resolutely gone after their objective and the advance artillery firing had been so complete that nothing could stop them.

More than 1,500 prisoners had been counted up to late on Wednesday afternoon. These were confined in the cages, and more were coming in. From a strategic point of view the victory was more important than at first appeared. From just north of Romagne and east to west of the point carried by the American troops there is nothing but level ground and no serious enemy fortifications to encounter. Ideal conditions for the Americans are in prospect, and the Germans have lost a large part of their strength—their tremendous fortifications and concrete pill boxes.

Never put fresh manure in the soil when planting fall bulbs. Narcissus are particularly sensitive; hyacinths, tulips and others will likely rot if fresh manure is placed near them or comes

BRITISH OCCUPY LE CATEAU CAPTURING MANY PRISONERS AND GUNS

Many Other Villages Taken in Victorious Sweep of Haig's Armies—French Also Capture Large Number of Villages—Germans Still in Full Flight.

A despatch from the British Armies says: The British armies continued their rapid movement eastward on Thursday despite desperate resistance which they encountered at times from strong enemy rearguards who were trying to protect the main bodies of troops now in flight.

British cavalry, moving astride the Cambrai-Le Cateau road, captured Le Cateau and moved beyond it after overcoming enemy machine gun posts. Just north of here the infantry many hours ago reached Neuvilly.

The Germans were in some strength on the east side of the Selle River at this point, and used their guns vigorously, but the town was taken and passed.

Caudry, Inchy and many other towns are burning, as the Germans continue their incendiarism and destruction.

Other important advances have been made and notwithstanding the enemy's flight, more than 2,000 addi-

tional prisoners have been taken since Wednesday. One army of the three participating in the operations took 50 cannon on Wednesday and many more on Thursday. The others have undoubtedly done as well.

The Germans are still in full flight, but resistance from the rear guards appears to have slightly stiffened and it is considered not unlikely that the enemy may try to make a stand on the east bank of the Oise and the Sambre Canal, running north-east of it.

A despatch from Paris says: French troops advancing east of St. Quentin have penetrated to a depth of nearly four miles and occupied numerous villages.

South of the Oise, in the St. Gobain region, Servais has been captured and prisoners have been taken. Between the Ailette and the Aisne French and Italian troops advancing on both sides of the Chemin des Dames have forced the Germans back beyond the Oise Canal.

NEW MODERN TANK HAS GREAT SPEED

HAS ALSO DOUBLE THE RADIUS OF EARLIER TYPE

"Whippet" is Term Applied to New Development, Which is a Purely Killing Machine.

Tanks, cavalry and armored motor cars have had a larger part in the recent fighting on the western front than ever before in the war. They have added greatly to the driving weight and speed of assault of the modern intensive attack, and their use has been developed tremendously by the British command since last year.

The modern tank was twice the speed of the earlier type, and more than twice the radius of action. Infantry is practically powerless against them. If infantry attempts to rush an oncoming tank, they are machine-gunned in the open. If they stay in their trenches the tank straddles the line and ends up with direct short-range fire; if they retreat to the shell-holes or dugouts, the tank lumbers along right over them, crushing them into the ground and caving in the dugouts.

Are Very Destructive.
The light, high-speed tanks known as "whippets" are a development of this year. They are killing machines, pure and simple, for they can bear down upon fortified positions and batteries at such a speed that there is little chance of getting the guns or men away in time. Their reserve of fuel enables them to remain in action for a full day without re-filling.

Moreover, the advance of the whippets is quickly followed by the so-called "supply tanks," which can cross any ground, bringing up reserve supplies of gasoline and ammunition.

The armored motor cars are necessarily limited in their radius of action, owing to the fact that they must stick to the roads, but their great speed makes them very useful in pursuit, and they have a faculty of getting well back behind the enemy front and doing endless damage by taking command of a vital road junction and preventing the escape of enemy guns and transport. Possibilities of infinite adventure are open to the commanders of such detached units.

**MANY HEROES IN
ALLIED RANKS**

INDIVIDUAL BRAVERY DISPLAYED IN RECENT BATTLES

Sergeant Recovered a Tank While Another Tank Officer Wiped Out a German Unit.

Individual heroism was rampant during the successful British and American attack on Oct. 8, and several incidents stand out from the others.

A sergeant found himself in command of a tank, the officer having become a casualty. In an isolated position the machine temporarily became disabled. The sergeant led the crew of six men to a strong point some distance away and resisted for nearly an hour against German units that tried to reach them. Meanwhile the abandoned tank was occupied by the Germans. The sergeant led his men back and drove the enemy out after which he regained possession of the tank until relieved.

At another point a tank was put out of action and the officer ordered the crew to remain inactive. The enemy, seeing the monster apparently helpless, approached in considerable number, shouting for it to surrender.

Meanwhile the officer succeeded in fixing the trifling mechanical difficulty and swung his tank around in the midst of the astonished enemy. He then ordered the crew to give the Germans a broadside. The tank suddenly opened fire on the Germans and drove them back in great disorder.

A staff officer saw the British attack at one point being held up by heavy enemy machine gun fire from a number of machine gun posts. He obtained the services of a few tanks, entered one and directed the attack on the hostile positions. Although wounded by machine gun bullets he continued to direct the attack until the enemy machine guns had been whiped out, thus enabling the British to gain the ground ahead of them with trifling loss.

Dreams Come True.
Sir John Dickinson, the Bow Street magistrate, recently told a story of his schoolboy friends. They talked of what they would like to become.

One said he would like to be a great soldier and win the V.C.; the second also wanted to be a great soldier; and the third said, from beneath the bedclothes, that he would like to be a savage.

The first is now, said Sir John, a great general, with the V.C.; the second led his men at a critical moment at Omdurman and saved the battle; the third is in the Australian bush, and almost a savage.

The Doings of the Duffs.



INDIGESTION AND CONSTIPATION

Quickly Relieved By "Fruit-a-lives"

ROCHON, P. Q.
"I suffered for many years with terrible indigestion and constipation. A neighbor advised me to try 'Fruit-a-lives'. I did so and to the surprise of my doctor, I began to improve and he advised me to go on with 'Fruit-a-lives'.
I consider that I owe my life to 'Fruit-a-lives' and I want to say to those who suffer from indigestion, constipation or headaches—try 'Fruit-a-lives' and you will get well."
CORINE GAUDREAU.
50c. a box, 6 for \$2.50, trial size 25c. At all dealers or sent postpaid by Fruit-a-lives Limited, Ottawa.

The Transcript.

THURSDAY, OCTOBER 17, 1918

MELBOURNE

A gloom was cast over this village and community on Monday morning when a message was received stating that Pte. Will Newman, who has been in France for some time, was killed in action on October 1st. His mother and sister (Mrs. George) have the sympathy of the entire community in their sad bereavement.

Miss Bole of the continuation school staff spent the holidays at her home in West Lorne.

Mrs. W. O'Brien spent a part of last week with her father in London who passed away at Victoria Hospital a few days ago.

Rev. W. R. and Mrs. Vance were in Detroit on Saturday attending the funeral of the latter's aunt, Mrs. S. Spurr.

Mrs. Dale has returned to her home in Detroit after spending a few weeks with her sister here. Mrs. Sporing Clarke.

Mr. and Mrs. Newson of St. Thomas called on friends here recently.

Mr. and Mrs. Jeffrey of Newbury spent the week-end with Mrs. James Collier.

Anniversary services will be held in the Methodist church here on Sunday next when Rev. W. G. H. McAllister, M. A., a former pastor, will preach at 11.30 and 8 o'clock. There will be special music, and a thank offering will be received.

Henry Harvey, daughter and son-in-law motored from Detroit to attend the fair here on Friday.

Misses Kathleen and Agnes Wellman are visiting friends in Detroit this week.

Robert Parr and family spent the Thanksgiving holidays with Mrs. Muckle of Blenheim.

Mrs. Elliott of Bothwell spent a few days here.

Rev. Mr. Brigham of Walpole Island conducted services in the Anglican church here on Sunday.

Miss Sherriff, teacher of the public school here, attended the teachers' convention in Strathroy on Thursday and Friday and spent the week-end with her brother in London.

Miss A. Campbell is spending the week with friends in Glenoe.

G. Little of the Union Bank staff, West Lorne, spent the week-end here.

Calvert Fletcher of Toronto is visiting at his home here.

Maxwell Parr, who has been visiting at his home here, spent the week-end with his sister at Kimball.

Mr. and Mrs. McLaughlin of St. Thomas are the guests of the latter's mother here, Mrs. John D. Campbell.

Miss Jean Buchanan of Campbellton is the guest of her sister here.

Asthma brings misery, but Dr. J. D. Kellogg's Asthma Remedy will place the misery with welcome relief. Inhaled as smoke or vapor it reaches the very inmost recesses of the bronchial passages and soothes them. Restriction passes and easy breathing returns. If you know as well how this remedy would help you as do thousands of grateful users, there would be a package in your home tonight. Try it.

MOSA

John Mitchell of Chatham has returned home after visiting friends in this vicinity.

Miss Olive Pack spent Thanksgiving at her home in London.

Miss Flora McLachlin attended the teachers' convention at Peleea.

Mrs. Mary McLean and son Archie spent Thanksgiving at A. McCahill's, Alvinston.

Mrs. Duffy of Detroit and Mr. and Mrs. Dan McLean of Alvinston spent Sunday with Mrs. Mary McLean.

Miss Olive Pack, teacher in No. 9, attended the teachers' convention at Strathroy.

R. McLachlin and Mr. and Mrs. A. B. McLachlin motored to Strathroy last week.

STRATHBURN

Mr. and Mrs. John Webster and son of St. Thomas spent Thanksgiving with Mrs. D. Allan and Mrs. D. H. McRae.

Wm. Gates and Bernie Galbraith were busy last week scraping the road east of Strathburn with the county road scraper.

D. R. McRae, with the assistance of Walter Ferris and Crawford Allan, is busy filling his silo.

A large number of Indians passed through here on Tuesday to attend Moraviantown fair.

Major Grover was lucky enough to find his steer, which was lost, by advertising in The Transcript.

A large number from here attended Melbourne fair on Friday of last week and all report a splendid showing of horses, cattle, fruits and other farm products.

Good Bros. did a good business thrashing in this vicinity last week.

CRINAN

Miss Dorothy Coll of Ridgetown visited Miss Grace McIntyre over Sunday.

W. S. Stalker had a successful raising of a horse stable on Friday afternoon. R. A. Watson was the framer and everything went off fine.

Mrs. J. A. Matheson received word last week of the death of her brother, Alvin Evans, at Jacksonville, Florida. Mr. Evans was an old West Lorne boy.

Walter Cadogan spent a few days in Detroit the first of the week.

The repairs to the Graham road bridge have been completed.

Mr. and Mrs. J. C. McMillan, Miss Grace McIntyre and Mrs. J. McIntyre attended the funeral of the late W. D. Craig at Ridgetown Saturday.

Sacrament of the Lord's Supper was dispensed in Argyle church on Sunday. Services were conducted on the previous Thursday by Rev. A. McE. Hig, and on Friday evening by Rev. J. B. McKillop of Duff, Dunwich. Services will be conducted next Sunday at 3 p.m.

The Crinan Farmers' Club will hold its regular meeting in Markham Hall on Thursday evening of this week.

Representatives are expected to be present from Eagle, Rodney and New Glasgow Farmers' Clubs for the purpose of discussing the formation of a township organization.

Bruce McPherson is on the sick-list.

The school was closed on Thursday and Friday of last week as the teacher, Miss Johnston, was attending the teachers' association at St. Thomas.

Dugald Andrews and family, who have been suffering from an attack of the Spanish "flu" are recovering.

Mr. and Mrs. Wm. Dobson are on the sick-list.

Quite a number from here attended Melbourne fair.

D. D. Johnston's new house on the Graham road is nearing completion. Wedding bells will soon be ringing here.

EUPHEMIA

The Armstrong people are figuring on having their anniversary on Sunday next. On the following Monday evening the usual, or should I say unusual, hot fowl supper and grand concert will be enjoyed.

S. Frank, a successful business man of Hamilton, who recently through a deal secured proprietorship of the Cairo store, is very anxious to sell the same owing to other interests demanding his entire attention. We are in no wise posing as an advertising medium, but it seems to us that such a splendid stand as Cairo should go a-begging for a "live-wire merchant."

L. H. Badgley of Shetland has opened up a new store in that town. Having put in a small general stock as a "beginning," he expects with the help of a liberal patronage to some day make the T. Eaton Co. sit up and take notice.

Florence fair this year like all the other smaller "show-fairs" proved the best yet. A fine day was chosen this year for a change, and by the attendance the public evidently were anxious or curious to see the effect. If so, their curiosity for once was gratified, for everybody was there, in the best of humor and contentment. The president told your correspondent that the financial end was far beyond the wildest expectation, and the exhibits of the best quantity and quality. The "rooting" of the farm tractors attracted much attention and criticism.

EKFRID STATION

Sam. McLean is building a new garage.

Richard Eaton has purchased a Ford car.

The Ekfrid Patriotic Society will meet at Mrs. J. L. Hull's on October 23rd. Boxes will be packed for the soldier boys overseas, and all are expected to give liberally.

Miss Jessie Allan of Tall's Corners spent a few days recently with Marion and Margaret Campbell.

CAIRO

Gordon L. Smith of Windsor is a visitor at his former home.

Frank Young and son Arnold of Alvinston visited at the home of Mr. and Mrs. G. W. Young on the 12th.

Mr. and Mrs. J. R. McKeown of Sarnia are spending Thanksgiving at the former's mother's, Mrs. Rachel McKeown, and with other friends.

Peter McAlpine, a former resident of this vicinity, is visiting at the home of his niece, Mrs. G. A. Annett.

Mr. and Mrs. John Wehlann and mother were guests at the home of Mr. and Mrs. H. S. Billon on Sunday.

The Presbyterian church will be vacant on the 20th, owing to anniversary services being held at Armstrong Methodist church.

The Cairo store is now conducted under the management of W. H. McKeown, the matter having been arranged during the week.

Philip Gilbert has purchased a bean thrashing machine from Dent Bros. of Bothwell, and is now ready to attend to business along that line.

This Space Belongs to the **NEWBURY ASH STORE**

W. H. PARNALL

Successor to W. M. Edwards and L. B. Gage. License No. 8-13967.

WAIT FOR OUR SALE OF MISSES FENBY'S MILLINERY

BIG SALES MADE BY SUGGESTION

Local Merchants Should Make It a Study.

AN ART TO BE ACQUIRED.

Arrangement of Stock and Window Display Part of General Scheme. Best Salesmen Know How Diplomatically to Suggest to Purchasers. Catalogue Houses Use Pictures.

If there ever was a concern on the face of this earth that has studied the theory of suggestion it is the retail catalogue house.

In its early beginning it fooled railroad men and miners workers, securing names and addresses in some way or another, after which it forwarded each individual a nice brass watch, finished in gold. However, it was cautious, never sending a watch to the prospective customer on credit.

The railroad man or woodsman never ordered the watch, and of course a mistake happened.

According to the mail order man, it was wrongly addressed, but the watch was there at the express office, and if he would take it and pay for it a large reduction would be made.

This suggested to the prospective purchaser that he was in need of a watch, "got him," and if he did not have the money to pay for it he would borrow the necessary amount or draw on his salary account.

The power of suggestion soon convinced the wily mail order man that he was on the right track, and he then branched out into furniture, clothing, machinery, hardware and other lines of manufacture.

Great Power of Suggestion. It is very probable now that a large proportion of merchandise sold is through suggestion. If people bought only the bare necessities of life, only what they actually need, there would be but few business houses and civilization would halt.

The power of suggestion is what builds up great business houses and keeps the world on its progressive march.

Advertising is one of the most powerful and at the same time easiest methods of suggestion. But there are many others very much akin to the popular conception of advertising.

Therefore it behooves the merchant who would be successful and to be numbered with the progressive of his kind to study well the theory and practice of suggestion. Its ramifications are many and varied.

Make a Good Impression. It is not alone in the preparation of copy for newspaper, circular or other printed forms for advertising that this principle of suggestion must be observed and followed out.

While it is all important to observe the rules of suggestion in getting up such copy, the idea should be carried into every feature of merchandising.

The handling of good merchandise and square dealing, accommodating store policy suggest to a customer that he has found the right place to trade, and he is not liable easily to forget his first impression.

The arrangement of stock, the window display, the attitude of proprietor and clerks toward customers, deliveries, methods of collections—in fact, every action suggests to the naturally receptive mind of a purchaser and brings him back again.

On the other hand, the neglect to observe all these things implants a suggestion in the mind of the public that cannot be overcome, even by offering glittering bargains.

Suggestion an Art. Some of the best salesmen in the business are those who know how diplomatically to suggest to purchasers something else that would be to their advantage to buy.

This sort of suggestion is a kind of art and unless used with the finest tact and discretion is liable to make a bore of a salesman.

The retail catalogue house system is cautious. However, there is no law against exaggerating pictures when one confines himself to an actual description of the article. This is where the mail order house system covers itself.

The pictures are suggestive to the prospective buyer.

The description of the article contains Latin phrases, trade terms and language that is foreign to many consumers and is not understood by them.

As an illustration of picture book buying through mental suggestion our readers might profit by reading the following poem, which illustrates the folly of buying mail order house trash:

HE OWNS A RETAIL CATALOGUE HOUSE CAR. To ride in it was heaven.

He ran across a piece of glass—Bill, \$1.97.

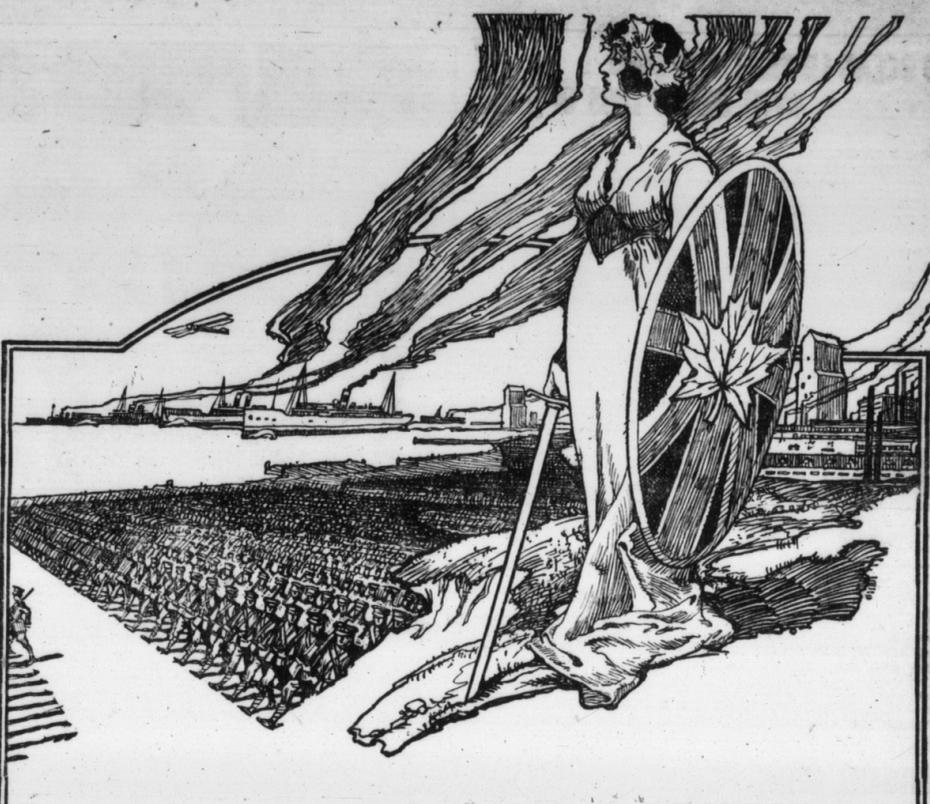
He took his friends out for a ride. "Twas good to be alive.

The carburetor sprang a leak—Bill, \$6.95.

He started on a little tour. The finest sort of fun.

He stopped too quick and stripped his gear—Bill, \$20.51.

He spent his little pile of cash And then in anguish cried, "I'll put a mortgage on the house And take just one more ride!"



Why Canada must borrow money to carry on

Because Canada has put her hand to the plow and will not turn back:—

—our country is in the war on the side of liberty and justice and will stay in it till complete victory is won and the unspeakable Hun is smashed and beaten to the ground;

—a nation at war must make tremendous expenditures in cash to keep up her armies and supply them with munitions, food and clothing;

—Canada must finance many millions of dollars of export trade in food, munitions and supplies which Britain and our allies must have on credit;

—for these purposes Canada must

borrow hundreds of millions of dollars—

And, this money must be borrowed from the people of Canada:—

Therefore, Canada will presently come to her people for a new Victory Loan to carry on.

Canadians will loan the money by again buying Victory Bonds.

The national safety, the national honor and the national well-being require that each and every Canadian shall do his duty by lending to the nation every cent he can spare for this purpose.

Be ready when the call comes to see your country through in its great war work

Issued by Canada's Victory Loan Committee in co-operation with the Minister of Finance of the Dominion of Canada

WARDSVILLE

Among those who were home for Thanksgiving were the Misses Quigley, Dessie Purdy, William Aitchison, Lieut. J. C. Douglas, Hilda Blott and Clara Miller.

Miss Farrington spent the holiday in Woodstock.

John Dykes, Jr. of London spent a few days with his uncle, Jim Dykes.

Miss Jennie McCowan of West Lorne spent a couple of days with friends in the village.

Isabelle McCracken of London and Archie McVicar and family of Brantford spent Thanksgiving at Miss McVicar's.

Mr. and Mrs. C. B. Sheppard have returned from their trip north.

Mrs. P. King has returned from a visit to Detroit.

Mr. and Mrs. Wm. Milner motored to Windsor for the holiday.

Mr. Golding left for his home in Wheaton, Ill., on Thursday.

H. Brinson received word that his son Douglas has been wounded in France.

The high and public schools have been closed to prevent the Spanish "flu" from spreading.

Mrs. W. G. Mahon and children are home from the West and expect to spend the winter with Mrs. Aitchison.

Bar Barbarism by Buying Victory Bonds!

KILMARTIN

Cadet John McFarlane of the R. A. C., Toronto, spent Thanksgiving with friends here.

Miss Evelyn McTavish of Toronto spent the week-end at her home here.

Russell McAlpine of Alvinston spent Thanksgiving here.

Gordon McLachlan has purchased a motorcycle.

Thanksgiving services were held in Burns' church on Monday.

A. D. McCallum had a narrow escape when his horses ran away while he was unloading sugar beets at Walkers station. We are glad to report that he is not seriously hurt.

A large number from here attended Melbourne fair last week and report it one of the best of the season.

Mr. and Mrs. Crosby of Highgate spent the week-end with the latter's parents, Mr. and Mrs. D. R. McAlpine.

Archie Munro and bride of Windsor visited the former's parents, Mr. and Mrs. Neil Munro.

Mr. and Mrs. D. R. McAlpine attended the fair in Highgate on Saturday.

Mr. and Mrs. Elliott Douglas and family of Walkerville spent the holidays at the latter's mother's, Mrs. Hugh Munro.

Burns' church Red Cross shipped Christmas parcels to all the boys from this district overseas or in camp.

Are you saving for Victory Bonds?

Garage Special

A Preston Garage, 10 x 18, with metal roof, hardware, glass and painted, erected on your place—\$115.00.

or we will furnish

material for garage 10 x 18, felt roofing, doors made up, rafters and studding cut, window frame and sash, everything ready to put together, including glass, nails and hardware—\$75.00.

McPHERSON & CLARKE

Lumber Yard and Planing Mill Glencoe, Ont.

Keith's Cash Store

Our Millinery Opening takes place on Thursday, Sept. 19th, and following days. A very large assortment of the latest styles of hats.

P. D. KEITH