

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

Volume 47.--No. 41.

**A REGULAR COMMUNICATION** of Lorne Lodge No. 282, A. F. & A. M., will be held in the Masonic Hall, Glencoe, 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 55 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 mutual 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 Glencoe Transcript.

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

A GOOD INVESTMENT

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

Whole No. 2437.



## 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

## GLARING 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, Wardville, 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**

### 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 charity in Leamington \$5 each for their fun.

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 of Ontario and Quebec, 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 33,449, 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 whistles 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 look to such an extent that they will be of no use for brood ewes. A few weeks ago George Nichol 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.

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 Nichol 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.

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.

Property damage by the forest fires amounts to \$75,000,000 and the insurance will total \$25,000,000, 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. Parlee'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.

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

**W. J. Strachan**

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.....7.77  
For soup, coffee and cocoa fund 76.00  
For war prisoners' fund.....57.10  
Paid out for Tidings.....\$ 5.20  
Reports......60  
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, Joseph Gilbert 50c, Mrs. Helley 10c, Mrs. Treastin \$1.30, Mrs. Tallamy 25c, Mrs. Ewing 30c, Clifford Ewing 30c, 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 Wood \$1, Harry McLachlan 30c, Ernest Hicks 30c, Willie Bassey 30c, Alfred Robinson 40c, Charlie Squire 30c, Walter Walker 30c, Russell Walker 30c, Mrs. A. J. Wright \$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 \$1.

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. Thos. Simpson 50c, Mrs. M. L. Farrell \$1, H. M. Weekes 50c, Mrs. F. Aldred \$2, Mrs. Clunn \$1, Mrs. Oxley \$1, Mrs. Mary McKee 25c, Mrs. Helley 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 \$3, Ernest Hicks 30c, Robert Walker 20c, Walter Walker 20c, Willie Bassey 10c.

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.....7.80  
Sale of popcorn at entertainment 10.46  
Sale of popcorn.....16.35  
Door receipts at play.....80.30  
Cafeteria by Mr. Bechill.....1.00  
Donation by Ed. Berdan.....1.00  
Received for popcorn, Mrs. Stinson.....20  
Received from Dr. McLachlan.....1.00  
E. M. Doull.....1.00  
O. O. F.....10.00  
Lorne Lodge, No. 282 G. R. C.....10.00  
A. F. & A. M.....10.00

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  
Mary McKee 25c, Mrs. Helley 25c, F. Aldred.....\$74.76  
Balance.....\$76.00

### SHOP EARLY SATURDAY

A poor thing to do on Saturday night is to leave your shopping orders until 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 fool 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. C. 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 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**  
Often times 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.

—From circular issued by the Provincial Board of Health.

### 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 Chatham.

### GLENCOE RED CROSS

We gratefully acknowledge the following donations:—County grant \$159.60, Mrs. R. J. Mumford \$10, Mrs. Thomas Diamond \$12.25.

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 bbls. 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 Haver.

—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 oldest daughter, Zeta 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, Mossa 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 saves 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 Weep-  
ing to Excite Our Sympathy.

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

"The influence which, in the end,  
makes a nation great or small is its  
temperament. Either it can bear it—  
readily—its spirit unconquered—in  
a period of adversity or it cannot.

"How will the German tempera-  
ment disclose itself when the pinch  
comes? Never yet has it been seri-  
ously 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 con-  
tact 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 rascal in the world  
when he has the power to exercise  
his instinct, so he is the most cringing  
and cowardly 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 num-  
ber—like great raindrops—coarsened  
down his cheeks. Somehow they cre-  
ated the impression that he could pro-  
duce 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 contracted 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 per-  
emptory 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 re-  
presented 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 par-  
ticularly 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 com-  
posed 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 proces-  
sion 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 satis-  
faction 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 assort-  
ment 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.

Minaud's Liniment for sale everywhere.



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 re-  
sults 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.

ABSORBINE, JR., the antiseptic liniment  
for mankind, reduces Painful Swellings, En-  
larged Glands, Wens, Bruises, Varicose Veins,  
heals Sores, Allays Pain. Will tell you  
more if you write. \$1.25 a bottle at dealers  
or delivered. Liberal trial bottle for 10c stamps.  
W. F. YOUNG, P. O. F., 516 1/2 St. St. Louis, Mo., U.S.A.

How to Cure  
Biliousness

Doctors warn against remedies  
containing powerful drugs and  
alcohol. "The Extract of Roots,  
long known as Meier's 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.

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indigestion, biliousness and  
constipation. Can be had at any  
drug store. Get the genuine.  
50c. and \$1.00 Bottles.

### Britain's Power Output.

The coal used in Great Britain  
could be made to do three times its  
present work if converted into elec-  
tricity 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 aver-  
age 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 pro-  
duce 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  
cold cream one can prepare a full  
quarter pint of the most wonderful  
beautifier, by squeezing the juice of  
two fresh lemons into a bottle contain-  
ing 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, whitener 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 frag-  
rant 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 hori-  
zontal 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."

## 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 pain-  
ful complaints. Have a bottle in the house. All dealers or write us.  
HIRST REMEDY COMPANY, Hamilton, Canada.

### 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 func-  
tion 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 be-  
cause 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 in-  
quisitive person has a penchant for  
being in strange places.

Don't carry a loaded gun through  
the street or on cars, trains, automob-  
iles 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 a  
three and a quarter drams of powder  
behind and 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 clog-  
ged with dirt or mud is a dangerous  
proposition.

When a man wants your best calves  
or lambs, and 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. Tor-  
onto, 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 produc-  
tion 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 rea-  
son for the faith that is in him.



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, satis-  
fying qualities  
and delightful  
flavor. It's all  
health—no  
caffeine.

Try a Tin

### Distillation of Wood.

The destructive distillation of hard-  
woods is the only important distilla-  
tion 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 manufac-  
ture is carried beyond the stage of  
the crude products, where so many of  
Canada's industrial activities cease,  
and that the specially refined and de-  
rived 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 impor-  
tant to remember that practically all  
the wood alcohol and acetic acid  
which are so essential to modern  
civilization are produced by the de-  
structive 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 hard-  
woods 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 posi-  
tively take off every hard or soft corn  
or callus. This should be tried, as it  
is inexpensive and is said not to irri-  
tate 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 fel-  
low!"

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.

### Minaud's Liniment Co., Limited.

Dear Sirs,—I can recommend MI-  
NAUD'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 Veneti were subdued  
by Caesar after a severe maritime  
war in 56 B. C.

### Minaud'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 wo-  
man 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 un-  
der side 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 burn-  
ed.

Minaud's Liniment Relieves Neuralgia.



### 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."

### Minaud'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 RAIT AGENTS WANTED  
good prints. Publishing a specialty.  
Frames and everything at lowest prices.  
United Art Co., 4 Brunswick Ave.,  
Toronto.

### WANTED

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

### 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. c/o Wilson  
Publishing Co. Limited, Toronto.

### MISCELLANEOUS

CANCER, TUMORS, LUMPS, ETC.  
Internal and external, cured with-  
out 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, comfort-  
ing relief

Once you've tried it on that stiff  
joint, sore muscle, sciatic pain, rheu-  
matic 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. Your own or any  
other druggist has it. Made in Can-  
ada. Get it today.



Will not burn  
Easy to use

## 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 Cuti-  
cura Soap and Gintment, 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, disfig-  
uring skin troubles might be prevented  
by every-day use of Cuticura Soap and  
Ointment for all toilet purposes.  
For Free Sample Each by Mail ad-  
dress 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 Sait'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.

**J. N. CURRIE & CO.**

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



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.

## 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 Oleana 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 confidence, but by lives of 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 homebuilding 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 Oleana 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 Tamsom here? Aye, there he is. Can't you o' that smokin' carriage, ye heathen, before I tak' ye by the lug. Dae ye think your wife's a haddie for the curin'?"

John Tamsom 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 Parisville, 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. E. SUTHERLAND.

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 Pearline? 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 solely to the persistency of advertising. They are practically unknown today because that advertising no longer appears. A quiver in the field of advertising is lost in so far as his future is concerned. When a business man gets the idea that he is so well-known that he does not need to advertise he has accepted defeat unless he takes another think. The effect of advertising is cumulative. A large advertisement run once a year or four times a year may make a sudden "killing," but it is the 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.  
GLENCOE 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

*Chas. H. Fletcher*

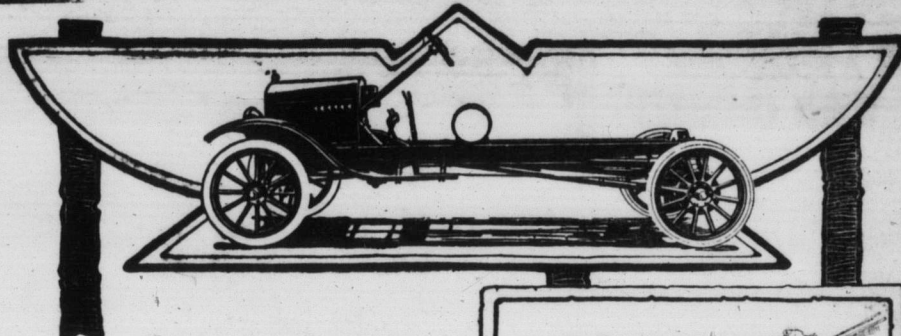
In Use For Over 30 Years

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?

Price (chassis only) \$750

F. O. B. Ford, Ontario

**ALEX. DUNCANSON, DEALER, Glencoe**

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

F. O. B. Ford, Ontario

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

All prices subject to change without notice

## 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

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 Eddie, Mac Leitch, Sara Crawford. Primer.—Clarice Glasgow.  
Margaret Little, Teacher.

School report for S. S. No. 3, 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, Leah 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 noises, 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., GLENCOE**  
DRUGGIST, OPTICIAN, STATIONER

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

The following is the report in per cent 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?

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 Bat-  
ter 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, Mon-  
day, etc., 6:00 p. m.; No. 10, local accommo-  
dation 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. 13,  
International Limited, from Toronto and east  
for Detroit, 10:50 p. m.

No. 11, 13, 15 and 16, Sundays included.

##### Wabash and Air Line.

Eastbound—No. 302, mixed, local points to St.  
Thomas, 9:35 a. m.; No. 3, Wabash, 12:30 p. m.;  
way freight, 1:30 p. m.

Westbound—No. 303, mixed, local points,  
St. Thomas to Glencoe, 2:30 p. m.; way freight,  
9:25 a. m.

No. 2, Sundays included.

##### King's Court Branch.

Leave Glencoe for Alvinston, Petrolia, etc.,  
connecting for Sarnia, Tannet and points west—  
No. 365, mixed, 7:35 a. m.; No. 285, passenger,  
6:40 p. m.

Arrive at Glencoe—No. 272, passenger, 7:05 a. m.;  
No. 364, mixed, 1:50 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, 5:35 p. m.

Westbound—No. 625, for Windsor, 1:45 a. m.;  
No. 671, Windsor mixed, 9:20 a. m.; No. 623,  
8:10 p. m.

Trains 624 and 625, Sundays included.

##### GLENCOE POST-OFFICE

Mails closed—G.T.R. East, 9:30 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, 6:40 a. m.

Street letter box collections made at 8:30 a. m.  
and 5:30 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 Fleisch-  
mann'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,  
Eavetroughing, 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

### 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.

### TOWN AND VICINITY

London has 11,000 cases of influ-  
enza.

Taxes are now due. You may ex-  
pect a visit from the collector any  
day.

Automobile and farm implement  
agents are now going in for farm  
tractors.

The annual meeting of the Glencoe  
Book Club will be held at the home  
of Mrs. Neil Graham on Monday after-  
noon next.

The Presbyterians are having a bee  
this week reshingling the church  
sheds, and invite all interested to  
take a part.

On Monday last Rev. R. Fulton Ir-  
win conducted the funeral of Mrs.  
Haghigh of Newbury. Interment at  
Wardsville.

There are openings in the Siberian  
unit, in the tank battalion, in the ma-  
chine gun section and in the artillery  
for volunteers.

W. T. Jelly and Miss Lena Towers  
were married on Thursday, September  
26th, and left for their home in Ben-  
heim on Monday last.

Mosa council will meet at Newbury  
on Oct. 19th at 10 o'clock a. m., in-  
stead of at Glencoe as was stated in  
the minutes last week.

Several cases of Spanish influenza  
are reported in town and vicinity.  
With the exception of two or three  
cases they are of a mild type.

Next Sunday Rev. W. J. Ford will  
conduct the services in the Methodist  
church, as the pastor has been asked  
to preach anniversary sermons on his  
last charge.

The Battle Hill Relief Society will  
not hold a meeting on October 17 as  
was announced last week. A meet-  
ing will not be held until further  
notice is given.

People driving to the town churches  
in autos Sunday evenings are com-  
plaining of serious damage being  
done to their machines by mischievous  
boys.

The police should get busy.  
Anniversary services will be held  
at Tait's Corners on Sunday, October  
20, at 3:30 and 8 o'clock p. m. (new  
time). Rev. Mr. Malcolm of Newbury  
will preach. Special music by the  
choir.

Camphor is now the popular per-  
fume. If you have a piece of gum  
camphor tied to a string and suspen-  
ded from your neck you are supposed  
to be immune from the prevailing  
epidemic.

An interesting basketball game was  
played between Wardsville and Glen-  
coe high school girls at the Glencoe  
high school on Field Day, October 10.  
Wardsville obtained the game by a  
score of 14-13.

There is some likelihood that the  
Glencoe schools will be closed as a  
precautionary measure to prevent the  
spread of influenza, although such a  
step is not advised by the Provincial  
Board of Health.

The public school was closed on  
Thursday and Friday owing to the  
fact that the teachers, Mrs. Troyer,  
Mrs. Gilbert, Miss Edith Precious and  
Mrs. McMullen, were at Strathroy at-  
tending the teachers' convention.

We are calmly waiting for the time  
when we may summon all our dignity  
as an ultimate consumer and tell the  
butcher, the baker and the candlestick  
maker that "on account of the peace"  
we'll be damned if we'll pay such  
prices.

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  
in England for the past year as as-  
sistant in one of the army hospitals.  
Owing to ill health he has been in-  
valid 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.

Wright's hardware store had many  
more than the ordinary number of  
visitors on Thursday when a demon-  
stration was given of the new 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 Ekfrid  
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, nuts, etc. Any person  
that wishes may contribute any of  
these articles: Tooth brushes, to-  
bacco, seeded raisins.

**SPECIAL NOTICES**  
For sale—young pigs.—Bert Mc-  
Eachen, phone 44752.

Money 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 8784.

Flour and feed for sale at store  
corner 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 \$11; three crimson rose  
bushes for \$10.—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 14711.

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 paroid 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  
15th, 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. 8.

**AUCTION SALES**  
Clearing sale, on south half lot 11,  
con. 2, Ekfrid, on Friday, Oct. 18, at 1  
o'clock—1 mare 6 years old, supposed  
to be in foal by Royal Dennis; 1 mare  
10 years old, supposed to be in foal  
by Thomson's Percheron; 1 mare 9  
years old, supposed to be in foal by  
Royal Dennis; 1 mare 2 years old,  
heavy; 1 gelding 2 years old, heavy;  
1 gelding rising 2 years old, general  
purpose; 1 sucking colt, Percheron;  
1 sucking colt, filly, by Royal Dennis;  
5 cows supposed to be in calf and  
milking soon; 3 young cows with  
calves by side; 5 heifers in calf; 4  
bull heifers, 2 years old; 8 spring  
calves (4 steers and 4 heifers); 5 two-  
year-old steers; 5 one-year-old steers;  
2 one-year-old heifers; 12 Lincoln  
ewes; 6 Lincoln ewes, 1 year old; 5  
ewe lambs; 6 buck lambs, of extra  
quality for breeding purposes; 1 man-  
ure spreader (International); 1 Deer-  
ing mow, 6-foot cut; 1 Deering  
mower, 5-foot cut; 1 hay loader; 1  
side-delivery rake; 1 Massey-Harris  
binder in good repair; 1 dump hay  
rake; 1 eleven-hoe seed drill; 1 three-  
horse cultivator; 1 two-horse corn  
cultivator; 1 pleasure sleigh; 1 light  
wagon; 1 cutter; 1 open buggy; 1 set  
of bobsleighs; 2 broad-tire wagons;  
1 hay rack; 1 road cart; 2 disc har-  
rows; 1 sulky plow; 4 long plows; 1  
two-furrow gang plow; 1 lance-tooth  
harrow; 1 wooden harrow; 1 iron har-  
row, straight-tooth; 1 stock rack,  
nearly new; 1 land roller; 1 set of  
1200-lb. scales; 1 set of 800-lb. scales;  
1 fanning mill and bagger; 4 sets of  
heavy double harness; 1 set light  
double harness; 1 set single harness;  
1 saddle; 1 sawing horse; 1 cream

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, Percher-  
on; 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 farmer 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 Percheron plow; 1 culti-  
vator, with bean puller; 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 stock rack; 1  
gravel box; 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-  
trees, 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.  
Thomson'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  
heavy, 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 chain  
sleighs, nearly new; 1 all steel side  
delivery rake, new; 1 Frost & Wood  
hay loader, new; 1 set spring-tooth  
harrow, new; 1 seed drill, in good  
repair; 1 set of heavy disc harness,  
nearly new; 1 set of light single har-  
ness, 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  
cook stove; 1 heater; a quantity of  
good furniture; about 16 tons of hay;  
1 stack of straw, to be fed on the  
farm; a quantity of potatoes; 1 Gould,  
Shimley & Muir gasoline pumping en-  
gine, new, to be offered subject to 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  
hay loader, in good repair; 1 side-  
delivery rake, Massey-Harris; 1 Mas-  
sey-Harris manure spreader; 10 bushel  
sleigh, 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. gas engine; 1 family 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 ring plow; 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; 16 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.  
23, 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  
cow, 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  
mower, 6-ft. cut, nearly new; 1 Deering  
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 harrow;  
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 bobsleighs, 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. McEachren, prop-  
rietor; McTaggart & McIntyre, auc-  
tioneers.

**CASTORIA**  
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In Use For Over 30 Years  
Always bears  
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The Loveliest Styles—the Finest Qualities and  
Lowest Prices on Dress Goods, New Fall Shoes, etc.  
Curtains and Draperies underpriced this week.  
Do not miss this chance.

Rare Economies in our Silk and Velvet De-  
partment.

YES, FROM HEAD TO FOOT  
THAT'S THE PURPOSE OF THIS BIG STORE

New Fall Hats and Caps just in. We outfit  
Men and Boys. We save you Time and Money.

Such choice as we offer is of value to you. It's  
worth something to have lots of everything to select  
from, and E. Mayhew & Son always have that to  
offer, and the prices are always right.

Correct Overcoats for Young Men. We have an immense stock of  
these novelty coats for the young chap.

Specials on Men's, Women's and Children's Shoes.

Ladies' and Children's Coats at Great Reductions.

This Season's Millinery all to be closed out at Half Price.

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## DO YOU WANT DRY FEET?

If so, buy the Regulation Leather Army Shoe.  
This shoe contains three soles, is bench-made, and  
guaranteed to be solid leather. This shoe is made  
specially for farmers, engineers and mine-workers.

Breaks the wearing record of any shoe that was ever built.

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Wall Paper so cheap again. FIFTEEN PER CENT. OFF on all this year's  
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# "SALADA"

Rich in Flavor — Absolute in Purity.  
Sealed Packets Only...  
Black—Green or Mixed

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## 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—an 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 looked up at Keley's broken arm without speaking a word. His daughter stood behind him, holding splints and bandages. His sunny 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?"

"Joliet," came the prompt answer. "When?"

"Last night. I had friends outside. They got that, too, for me."

"And the others?"

"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 flung 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 thought 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 moved, and he wondered if this were the first step in his weird incarceration. He smiled thoughtlessly 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 variations."

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, speculatively. He noticed that she had changed 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?"

She answered with an almost imperceptible shake of her head. Sitting beside her, regarding her bowed head and girlish figure, outlined slenderly in the gathering dusk, young Keley mused 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 instant 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 asked, 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 the couch and studying 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 weren't disabled I should add 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 your 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 tin 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 as a blue steel.

"Nothing more unusual," said he, "than a huge double-walled roof 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 toying 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 arachnid 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 enjoin 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. If not, you display ill-breeding."

Then, 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



### 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 "test" of the long ago.

Yesterday's girls could cook but to-day'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 quart vinegar, 1 tablespoon salt, 1/4 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 tablespoons 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 grinder. 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 tablespoon 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 tablespoons

### 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 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. On the car was a young slacker 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 kittle, overhearing the comment, glanced contemptuously at the duke's civilian clothes, then scornfully replied:

"Awful. A'm thinking my knees aren't as cold as your feet."

The slacker got off at the next stop.

## THE DUTIES OF A QUARTER MASTER

BRITISH OFFICER DESCRIBES A  
DAY'S WORK

The Job of a Company Quarter-Master-Sergeant Is By No Means a Simple One.

"Quarters" works till the dawn is grey. And juggles his figures 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, it is in entire agreement with the first. Let me enumerate a few of the jobs that fall to my share as a Company Quarter-Master-Sergeant of a corps' signal company.

The first job of the day is drawing rations from the "dumps." 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, indent 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 More 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 Repose.

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 stampede), or if any have gone away sick. Then I make out the A. B.55 (better known as the Ration Indent) 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 Hiran Maru, of 7,835 tons gross, has been torpedoed and sunk. It is feared that 300 lives were lost.

The Hiran 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 have 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 steamed 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, steamed 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.

## 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 Austrians, 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 Vlasotina, 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 on the Cambrai-St. Quentin front 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 Bertre 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.

Maretz 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., 80½¢; No. 3, C.W., 77½¢; extra No. 1 feed, 77½¢; 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 freight 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—Malting, 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.

Milled—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 39¢; pounds, 40 to 41¢.

Eggs—New laid, 49 to 50¢.

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

Live poultry—Roosters, 15 to 16¢; fowl, 10 to 24¢; ducklings, 1b., 22¢; turkeys, 27 to 30¢; spring chickens, 26 to 28¢.

Wholesalers are selling to the retail trade at the following prices: Cheese—New, large, 26 to 26½¢; twins, 26¼ to 26½¢; old, large, 28 to 28½¢; twin, 28½ to 29¢.

Butter—Fresh dairy, choice, 45 to 46¢; creamery, prints, 51 to 52¢; creamery, solids, 49 to 50¢.

Margarine—32 to 33¢.

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

Dressed poultry—Spring chickens, 38 to 40¢; roosters, 28¢; fowl, 33¢; turkeys, 40¢; ducklings, 1b., 35¢.

Squabs, doz., \$5.50.

Beans—Canadian, hand-picked, bushel, \$7; imp., hand-picked, Burma or Indian, \$6; Japan, \$7; Limas, 18 to 19¢.

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

**Provisions—Wholesale**

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

Cured meats—Long clear bacon, 30 to 31¢; clear bellies, 20 to 30¢.

**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., \$6.50 to \$7.50; springers, \$9.00 to \$10.00; 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; sheep, \$10.00 to \$12.00; choice select hogs, \$19.00 to \$19.25; sows and stags, roughs and heavies, \$16.00.

**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 tablespoonsful 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-le-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 counterattacks. 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.

## 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 has 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 enfilades them 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 "snappy 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 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 position some distance away and resisted for nearly an hour strong 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"

Rochester, 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 Bess) 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. Sparling Clarke.

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

Mr. and Mrs. Jeffery 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 Stratford on Thursday and Friday and spent the week-end with her brother in London.

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

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 Petrolia.

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 Stratford.

R. McLachlin and Mr. and Mrs. A. B. McLachlin motored to Stratford 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 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 threshing 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. H. 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. McElroy, and on Friday evening by Rev. J. B. McKillop of Duff, Danville.

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 too good 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.

### EKFRIED 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 Tait'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 Wehlmann and mother were guests at the home of Mr. and Mrs. H. S. Bilton 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 threshing 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 plenary 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 progressives 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.

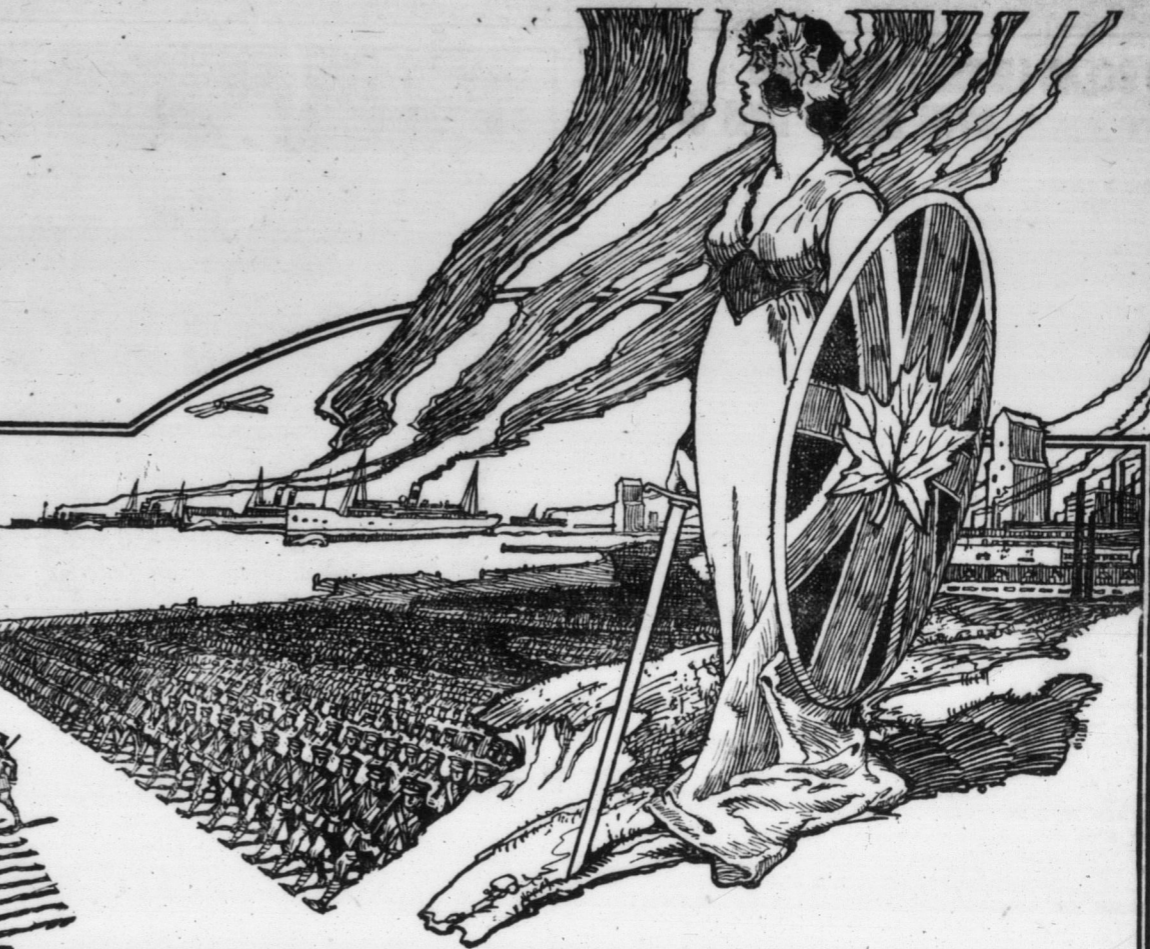
As an illustration of picture book buying through mental suggestion our readers might profit by reading the following poem, which illustrates the folly of buying mail order house trash:

HE QUIT.  
He owned 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, \$40.55.

He started on a little tour.  
The finest sort of fun.  
He stopped too quick and stripped his gear—  
Bill, \$30.51.

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

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### 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. McIntyre is on the sick-list.

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