

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

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

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

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

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

People are delighted with our first showing of SPRING GOODS

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

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

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

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

J. N. CURRIE & CO.



New

Columbia Records For February

On Sale Today

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

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

FEB'Y RECORDS ON SALE TODAY

All Double Disc Records—a Selection one each side.

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

NEW DANCE RECORDS

Including latest Fox Trots, One Steps, Tangos, Maxixes, etc.

Columbia Records Made in Canada—Fit any Standard Machine. You can get Columbia Grafonolas and Records from

J. A. SCOTT, GLENCOE

MIRACULOUS CURE OF ASTHMA

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



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

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

For Asthma, for Hay Fever, for any trouble caused by excessive nervousness due to Impure Blood, faulty Digestion or Constipation, take "Fruit-a-lives" 50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or from Fruit-a-lives Limited, Ottawa.

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

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

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

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

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

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

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

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

From the Firing Line.

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

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

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

Keith's Cash Store

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

P. D. KEITH

flying overhead and the shrapnell bursting in all directions which bother us very little except when they strike the mark. We have had about two months of this life which gets trying at times, but with a stout heart and the object of victory in view, we stand the hardship for the sake of the ones at home. We are situated from 70 to 160 yards distant from the German trenches; you can hear them shouting over to us. At Christmas they shout across to us a merry Christmas, would you like to be home, and so on. The last sentence I would very much like to fulfill. So with dangers seen and unseen, encouragements and discouragements, rain and snow, cold winds which blow, we still remain in the fighting line where we shall stay till called elsewhere. So I trust it is God's will that the termination of this terrible war may soon come and that I may see you all at Petrolia before another Christmas passes by.

I am, yours sincerely,
EDWIN G. HARRIS.

Prizes for Farm Products.
The directors of the Huron and Erie Loan and Savings Company offer \$500 in cash prizes to the farmers of the county of Middlesex for the cultivation of the best fields of wheat, oats, corn, potatoes and mangels, during 1915, as follows:

For the best fields of wheat of five acres and over—First prize, \$25; second prize, \$15; third prize, \$10; and ten prizes of \$5 each.
For the best fields of oats of ten acres and over—First prize, \$25; second prize, \$15; third prize, \$10; and ten prizes of \$5 each.
For the best fields of corn, for fodder purposes, of five acres and over—First prize, \$25; second prize, \$15; third prize, \$10; and ten prizes of \$5 each.
For the best fields of mangels of one acre and over—First prize, \$25; second prize, \$15; third prize, \$10; and ten prizes of \$5 each.

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

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

EXPENSE or FENCE?

Which Do YOU Want For YOUR Money?

Most things sold through dealers cost more to sell than to make. So that every dollar you pay your dealer for fence brings you only 50c worth of actual fence value. The other 50c must pay selling expense.

In other words you give dollar bills for 50c when you buy fence the old fashioned way. The new way—the most economical way—to buy Fence is to Buy Direct From PAGE—Freight Paid

PRICE LIST

HEAVY FENCE		SPECIAL FENCE	
No. of Posts	Height	No. of Posts	Height
5	37	18-bar, 48-inch	\$9.44
6	40	20-bar, 60-inch	.51
7	42	3-ft. Gate	2.30
8	44	12-ft. Gate	4.35
9	46	13-ft. Gate	4.60
10	48	14-ft. Gate	4.85
11	50	Set tools	8.00
12	52	25 lbs. Brace Wire	.75
13	54	25 lbs. Staples	.50

Freight Paid on Orders of \$10.00 or Over

PAGE WIRE FENCE CO., LTD.

Dept. 62, 1137 King Street West, TORONTO.
Dept. 62, 87 Church Street, WALKERVILLE.

PATRIOTISM and PRODUCTION

Complete Your Plans Now

The important thing now is to complete at once your plan for the year's work—for increased production. By planning well in advance, each month's operations can be carried through more effectively when the time comes. Delays later on, through neglect of this, will mean loss to you and to the Empire.

Use the Best Seed

This year, for the sake of the Empire, farmers should be exceptionally careful in the selection of seed. Cheap seed is often the dearest. If every Canadian farmer would use only the best varieties, and sow on properly cultivated soil, the grain output of Canadian farms would be doubled. Deal only with reliable seedsmen. Write at once to Canadian Department of Agriculture, Ottawa, and to your Provincial Agricultural Department for information as to the best varieties of seed to be used in your particular locality, and use no others.

ATTEND YOUR CONFERENCE

All grain intended for seed should be thoroughly cleaned and selected to retain only the strong kernels. You can reap only what you sow. It does not pay to sow weeds. Clean seed means larger crops and helps to keep the land clean. When you have your seed grain ready, put it through the cleaner once more.

Test Your Seed

Test your seed for vitality, too. Seed is not always as good as it looks. For example, oats, quite normal in appearance and weight, may be so badly damaged by frost that their value for seed is completely destroyed. If you have any doubt as to the quality of your seed a sample may be sent free to the seed laboratory at Ottawa, or Calgary, for test. But in most cases this simple test will prove sufficient. Take a saucer and two pieces of blotting paper. Place seed between blotting papers. Keep moist and in a warm place. In a few days, you will be able to see whether the vitality is there. Neglect to test your seed may mean the loss of crop.

The Farm Labour Problem

The Government suggests the forming of an active committee in every town and city, composed of town and country men and women. This committee would find out the sort of help the farmers of their locality need, and get a list of the unemployed in their town or city, who are suitable for farm labour. With this information, the committee would be in a good position to get the right man for the right place. Councils, both rural and urban, Boards of Trade and other organizations could advantageously finance such work. Every unemployed man in the town or city who is placed on the farm becomes immediately a producer, instead of a mere consumer and a civic expense.

Increase Your Live Stock

Breeding stock are today Canada's most valuable asset. The one outstanding feature of the world's farming is that there will soon be a great shortage of meat supplies. Save your breeding stock. Plan to increase your live stock. Europe and the United States as well as Canada will pay higher prices for beef, mutton and bacon in the very near future. Do not sacrifice now. Remember that live stock is the only basis for prosperous agriculture. You are farming not speculating.

No Postage Required.
Publications Branch, Canadian Department of Agriculture, Ottawa.
Please send me Bulletins relating to Seed.

Name.....
P.O. Address.....
County.....

1000 Pairs of BOOTS and SHOES

1000 pairs of Women's, Men's and Children's SHOES. We bought a Big Stock and are prepared to sell out to the public at Greatly Reduced Prices. We MUST Clear these out by the END OF THE MONTH.

LADIES' SHOES

Ladies Patent Cloth Top, plain toe, (button)	\$2.98
Patent Kid Top	\$2.98
Gun Metal Button	\$2.80
Gun Metal Lace	\$2.15
Felt House Slippers, clearing	40¢
and	60¢
"Kozzy" Bedroom Slippers clearing	70¢

MEN'S SHOES

Gunmetal Blucher, nifty style, clearing	\$3.70
Beresford Patent Blucher, regular \$5, clearing	\$3.80
Gunmetal Button	\$3.80
60 pairs of Men's Black and Tan grain Boots	\$2.49
Men's House Slippers going at	COST.



BOYS' SHOES

Boys' Shoes, regular up to \$3.00,	\$1.98
Boys' Shoes, regular \$3.25, clearing	\$2.10
Patent Blucher, regular \$3.50,	\$2.25

All Rubbers at greatly reduced prices.

When House-Cleaning Time Arrives

And it makes you think of new Carpets, Rugs, Linoleums and Oilcloths, etc., it will pay you to think of E. MAYHEW & CO. We are showing elegant new patterns in a variety of different color combinations that are sure to delight the heart of all who enjoy attractive Floor Coverings.

It will also pay you to see our new lines of Wall Paper and Window Shades.

Never too much Trouble to Show Goods

Bring your friends and spend a pleasant hour or two.

THE BIG CLEAN-UP SALE of Remnants and other Winter Goods still continues with the same swing that marked it from the first.

There Must be a Cause— This is it— The Remarkable Bargains Come along and Cut Down your Living Expenses.

E. MAYHEW & CO.

The Transcript.

THURSDAY, FEBRUARY 18, 1915

Newbury

Miss Flossie Heatherington has returned from a visit with Rodney...

Sergeant Herb Marcus, of the Signal Corps, arrived from San Diego, Cal., last week, making a short visit with his parents here.

Stuart Ovens, of Denfield, is visiting his brother, Dr. T. Ovens.

Mrs. R. J. Webster returned to Glencoe on Friday, after spending a week with her sister, Mrs. J. G. Bayne.

The Ladies' Patriotic League sent a box containing 17 pairs of socks, 19 pairs, 9 pairs of wristlets, 2 shirts and 1 pair of mitts to the soldiers last week.

Peter Johnston, of Saskatchewan; George, of Inwood; A. L. of Bothwell, and Thos. H. and Will, of Euphemia, spent Friday with their sister, Mrs. Glennie.

People here were shocked to hear of the fatal accident which befell John McLeay at Thamesville Friday night.

To THOSE OF SEDENTARY OCCUPATION.—Men who follow sedentary occupations, which deprive them of fresh air and exercise, are more prone to disorders of the liver and kidneys than those who lead active, outdoor lives.

Melbourne

Melbourne, Feb. 15.—Russel Campbell, who expects to leave shortly for the front, spent Sunday at his home here.

William Elliott and his two sisters, Miss Elliott and Mrs. Farman, have returned to London, after visiting their sister, Mrs. H. Munce.

Rev. Mr. Hartley administered Holy Communion in St. Stephen's church Sunday afternoon.

Miss Minerva McDougall has gone to Dresden to visit her aunt, Mr. (Dr.) Williams.

Edward McKenzie, little son of Jack McKenzie, is ill with pneumonia.

A quiet wedding was solemnized at the manse, Melbourne, on Feb. 11th, when Miss Tiffin was united in marriage to M. Newbigging, of Ekfrid.

The young ladies who gave the recent ball in aid of the Red Cross work report the receipts of the evening at \$75.

At the annual meeting of the Public Library a most excellent report of the past year was given by the secretary, Miss Mary Mather.

In the death of George Marshman Melbourne loses its oldest resident, one who was a familiar figure in our midst since 1847.

bill, in 1843 he, with his father and other members of his family, came to America, the land of promise, settling first in Vermont.

John A. Murray has disposed of his farm of one hundred acres to Alex. F. McTavish, the woodman, who is moving about the first of March.

Mrs. G. C. Smith has gone to Bothwell to wait on her sister, Mrs. Crouch, who has been seriously ill.

J. L. Hull is shipping a carload of wheat from here this week.

William Winger, of Detroit, is spending a few days with Albert Winger.

George Kook has returned home from Chicago where he was spending the winter.

Miller's Worm Powders prove their value. They do not cause any violent disturbances in the stomach, any pain or gripping, but do their work quietly and peacefully, so that the destruction of the worms is imperceptible.

Richards QUICK NAPTHA THE WOMAN'S SOAP

Wardville

Wardville, Feb. 15.—Miss Mary Benner, of Alvinston, spent the week-end with Miss Pauline Wilson.

Mr. and Mrs. R. E. C. McDonald, of Appin, visited her brother, J. A. Mulligan, last week.

Miss N. Lucas, of Middlemiss, visited her sister, Mrs. A. Hunter, on Wednesday last.

Mr. Reddon, who has been ill for some time, is able to be out again.

The Wardville High School is holding their annual concert in the Music Hall on Feb. 28.

The high school students are preparing for their annual entertainment to be held on Friday evening, Feb. 26.

The Methodist church board has extended an invitation to the pastor, Rev. B. Snell, to remain for the fourth year.

KILMARTIN.

The remains arrived in Glencoe on Sunday, Neil Livingston, of Moss, who died in London.

The next meeting of S. S. No. 17 Literary Society will be held on Friday evening, the 19th.

Rev. Dr. Smith is conducting two weeks' evangelistic services at Botany, and Rev. Mr. Armstrong, of Botany, is occupying Dr. Smith's pulpit in the meantime.

Miss Waugh, of Toronto, is visiting Mrs. Smith, at the manse.

The regular meeting of the Young People's Society of Burns' Church will be held on Wednesday evening, Feb. 24.

Women and Asthma.—Women are numbered among the sufferers from asthma, but the condition is more frequent in every climate they will be found, helpless in the grip of this relentless disease unless they have availed themselves of the proper remedy.

EKFRID STATION.

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KNAPDALE.

Knapdale, Feb. 15.—Hugh McIntyre paid a flying visit to Marthaville last week.

Mr. and Mrs. John McConnell and son Ivor, have returned after visiting Aberfeldy friends.

Appin

Appin, Feb. 16.—Miss Ruth Glenfield visited friends in Mt. Brydges recently.

Preparations are being made and some 1,500 acres are leased for drilling for oil and gas in the spring.

Mr. and Mrs. R. E. C. McDonald, of Appin, now living in Walkerville, has enlisted with the third contingent.

The Appin Women's Institute will hold their next monthly meeting at the home of Mrs. George Lamont, on Thursday, February 25th, at 3 p. m.

Mrs. E. C. McDonald has returned home after spending two weeks in Toronto, visiting her sister, Mrs. J. D. Morrow.

The Ekfrid Pleasure Club purpose holding another of their enjoyable dances in the hall in the near future.

Miss Winnie Eddie entertained a number of her friends on Monday night.

Joe Mitchell intends building in the spring.

J. A. McTaggart received a car-load of Frost fence and expects another this week.

The family of Mr. and Mrs. Jas. Macfie met at their home on Friday to celebrate the 70th birthday of Mr. Macfie.

Drawing of gravel has stopped on account of the sleighing giving out.

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Richards QUICK NAPTHA THE WOMAN'S SOAP

CASTORIA

For Infants and Children.

Mothers Know That Genuine Castoria Always Bears the Signature of Dr. J. C. Williams

In Use For Over Thirty Years CASTORIA

THE CENTAUR COMPANY, MONTREAL & NEW YORK.

MERCHANTS BANK OF CANADA

Established 1863 Capital, paid up \$7,000,000 Head Office, Montreal Reserve Fund \$7,248,134

Deposit some of your savings in the Savings Bank Department of this strong institution. Deposits of \$1.00 and upwards will be received and interest at current rates added to principal twice a year.

MAKE YOUR MONEY WORK FOR YOU AS YOU HAVE WORKED FOR IT

The bank will appreciate your business, whether the account is large or small. All customers treated with the same courtesy and consideration.

J. A. McKELLAR, Manager GLENCOE BRANCH

As we are very heavily stocked with Furniture bought at a bargain we offer the same to the public up until the 24th inst. at a cut rate.

Such bargains were never known in Glencoe.

All New and Up-to-the-minute Stock.

It will pay you to call and inspect.

McLAY & MUNROE



"MADE IN CANADA"

THE FORD COUPELET

A car of style in a class by itself. Beauty in design. Rich in appointment. Roomy and comfortable. Every detail in material, make and finish carries the highest quality. Ford efficiency and large production making possible the following price:

Fully Equipped (f.o.b. Ford, Ont.) \$850

Buyers of this practical Ford car will share in profits if we sell at retail 30,000 new Ford cars between August 1914 and August 1915.

Ford Motor Company
OF CANADA, LIMITED
ALEX. DUNCANSON, DEALER GLENCOE