

# NEW GOODS ARE ARRIVING

From every side come urgent demands upon the advertising office to tell the story of new things. We are bubbling over with enthusiasm about our splendid stocks. The enthusiasm is contagious. It's in the air. The store is dressed to please you and the window displays were never more charming. But there's more definite delight among the new goods, the new styles, new patterns, new colorings, new everything. Come and see.

## Our Millinery—the talk of the town

And it should be. A dictionary of superlatives is needed to describe it. There is more real snap and style in every one of these new stunning hats than you ordinarily find, and the moderate prices are surprising. Visit our show rooms this week. You are invited. It will be a pleasure to have you look, even if you do not purchase.

## The Prevailing New York Modes

The new Blouses and Ladies' Fancy Collars at Mayhew's this week are a reflection of the latest New York style. A charming assortment of materials, a variety of the newest shades, exclusive designs, and the usual moderate Mayhew prices. Every new dress material is here. Every woman should see them before choosing her fall apparel. We are in a position to show you the very latest at very moderate prices.

## A Great Showing of Ladies' Winter Coats

Our mantle racks are filled with the newest styles in Women's and Young Women's Coats. They are wonders of value. See them.



## Groceries

Get our list of "Specials in Groceries" this week. Help win the war by saving on your grocery bill. Trade at Mayhew's and save money.

## A Real Clothing Store for Men

An Oasis in the Desert of High Prices. Saturday we launch a tremendous sale of \$3,000 worth of Men's Clothing, all at one-third less than today's prevailing prices. We bought these goods away back in October last, and can therefore offer them at prices that would be impossible on the basis of today's market, owing to the increased cost of labor and materials. Extra wear in every suit.

## Great Display of New Carpets, Rugs and Linoleums

The activity of the German submarine has not prevented British manufacturers shipping out to this country their finest products in all kinds of Rugs and Linoleums. We have just received a large shipment and they are ready for your inspection.

E. MAYHEW & SON

## Invasion by Prussians

### Cause of Constant Fear Among the Swiss People

THE question of the possible invasion of Switzerland by German forces, which has recently occupied attention to a considerable extent, is, of course, not a new one. The Swiss authorities recognized invasion as something more than a possibility as soon as the war broke out, over three years ago, and, in proclaiming the country's neutrality, they also announced the Swiss Government's intention of defending that neutrality against all attempts at violation, from whatever quarter they might come. The necessary preparations were carried through with an energy and thoroughness characteristic of a people which had maintained its independence against all comers, with almost unbroken success, for over 600 years, and so effective were these arrangements that it was found possible, after some time, for Switzerland to reduce the voice which she had rushed to her frontiers. Her neighbors, as Felix Calonder, now vice-president of the Republic, declared in a memorable speech at Bellinzona, had given her assurances which could not be regarded as



FELIX CALONDER

satisfactory. He hastened to explain that the sentinels who still remained on the Swiss frontiers, and the garrisons of the fortifications closing the great passes, were not to be taken as a sign that Switzerland distrusted her friends. They showed the world, however, clearly enough, that Switzerland was not inclined to take any risks. And at the first hint of invasion, the Government at Berne acts with promptitude. It looks with skepticism on the report, but issues immediate orders for the mobilization of three additional divisions of the Swiss army.

As to the probabilities or improbabilities of invasion, it is perhaps idle to discuss a question which need not necessarily be so much a matter of pure speculation. Paris, naturally enough, viewed any such possibility with serious concern. It looked at once to Belfort and remembered the statement of Colonel Egli, during his trial at Zurich, that, in the event of a German invasion, the German forces could be at Lucerne on the first night. Even Paris, however, when it came to analyze the position, steadily became more confident. There was much rumor and much vigorous writing, but when it was all subjected to the inexorable test of fact, it was found to have sprung from "a certain concentration of German forces near Switzerland, particularly behind Lake Constance." Whatever there may or may not have been in it, however, it has served the purpose of making quite clear to all, concerned or unconcerned, that Switzerland is still ready to defend her neutrality with the utmost determination. Some 200,000 of the best soldiers in the world, and "a perfectly impossible terrain," might give any invader pause.

### A Curious Zoological Colony.

Investigations recently made on the little known and rarely visited Henderson or Elizabeth Island have led to the discovery of a little colony of zoological total abstainers. The island, which is uninhabited, is situated about one hundred and twenty miles north-east of Pitcairn Island—itsself sufficiently out of the way, but famous as the home of the descendants of the mutineers of the Bounty. There is no water on it, not even a swamp, and it is only six miles long, yet it harbors quite a menagerie—a kind of rat, a lizard, described as very abundant, and no fewer than four kinds of birds, all peculiar to the island. These are a fruit pigeon, a lorikeet, or honey-eating parakeet, a little rail or crane, and a reed warbler. The strange thing about the inmates of this curious little natural aviary of coral rock, surrounded by waves instead of wires, is that two of its inmates are birds, one especially associated with water—the rail and the warbler. Yet it is evident that these, like the rest, must do without drinking unless the dew can slake their thirst or they have acquired toleration for sea water as a beverage.

### Where Do They Drink?

A curious feature of animal life in the deserts of the south-west is that rabbits, quail, squirrels, deer, antelope, the mountain sheep, and any number of reptiles and insects live at great distances from visible water.

## College Princess

### Dresses for Misses

at **\$15.00**

Ideal for School or General Wear

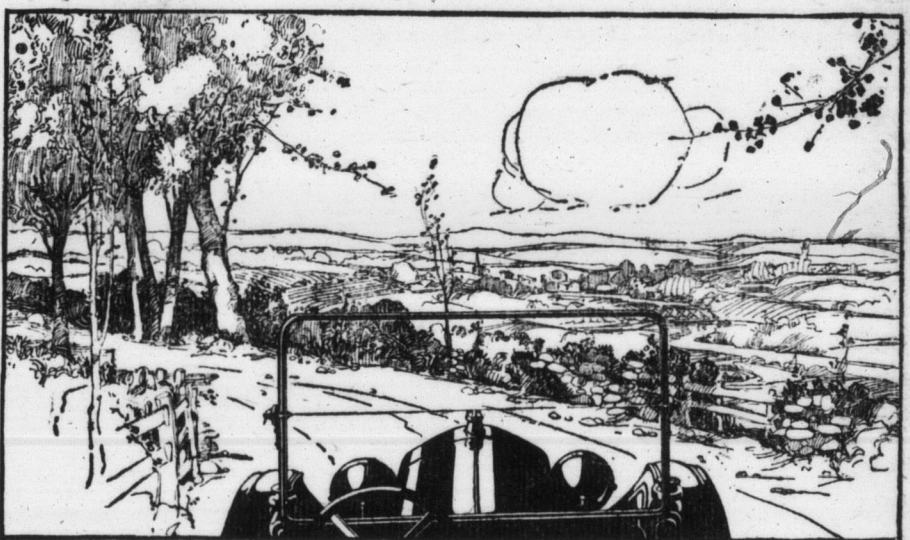
"College Princess" dresses are developed in exclusive designs and express the highest inspiration of exceedingly clever style originators. Practical? Yes, and pretty, too. The style pictured is of navy serge; narrow black silk braids trimmed and red silk bow. Also novelty bouffant pouch pockets.

Sizes 14 to 20 Years

MAIL INQUIRIES SOLICITED

**B. SIEGEL & CO.**

1000 WOODWARD AVE. DETROIT



## Get Behind the Wheel of a Ford and Drive

TRY it just once! Ask your friend to let you "pilot" his car on an open stretch. You'll like it, and will be surprised how easily the Ford is handled and driven.

If you have never felt the thrill of driving your own car, there is something good in store for you. It is vastly different from just riding—being a passenger. And especially so if you drive a Ford.

Young boys, girls, women and even grandfathers—thousands of them—are driving Ford cars and enjoying it. A Ford stops and starts in traffic with exceptional ease and smoothness, while on country roads and hills its strength and power show to advantage.

Buy a Ford and you will want to be behind "the wheel" constantly.

**Ford**  
THE UNIVERSAL CAR

Runabout - \$475  
Touring - \$495  
Coupelet - \$695  
Sedan - \$890

F. O. B. FORD, ONT.

**A. DUNCANSON - Dealer, Glencoe**

## "Lest We Forget"

We need to be reminded quite as much as to be informed. Memory has been jocularly described as "the thing we forget with." Out of sight is apt to be out of mind.

An advertiser who relies on the memory of the public leans on a broken reed. The absence of its advertising from the newspapers has been the beginning of the end for many a firm. "The present suitor hath ever the advantage over the absent lover."

If you forget the public, the public will forget you.

## The Transcript.

THURSDAY, SEPTEMBER 27, 1917

### Newbury

Mrs. J. Eacott of Detroit spent a few days with her mother, Mrs. Crim, last week.

M. Fowler has sold out his interest in the farm to J. J. Johnston and taken a position in London.

Albert Grant returned to Windsor on Monday to resume his position.

Miss Crookes of Petrolia, who is in charge of W. Bayne's millinery department, had her millinery openings Monday and Tuesday.

Miss Mammie and Allan Bayne spent the week-end with Chatham relatives.

Mr. and Mrs. Tate and two daughters and Mr. and Mrs. Bently of Blenheim called on Mrs. Tate's uncle, C. Tucker, on Sunday.

The new G. T. R. station is completed and is a fine, neat, comfortable building. It is a credit to the company and to the village and will be much appreciated by the travelling public. Agent W. O. Kraft moved into the new office on Saturday.

Mr. and Mrs. Ed. Gosden attended the fair at Strathroy last week.

Mr. and Mrs. Darch and a family of London motored down to A. Fenell's, sr., last Sunday.

Rev. Mr. Bowen, representative for the Bible Society, will speak in Knox church Sunday evening at 7.30. Mr. Bowen, who is always an interesting speaker, will have many new thoughts for his hearers, having been in the trenches in France since his last visit here. Everybody should come out and enjoy this treat.

Tomorrow (Friday, Sept. 28th) is the school fair. Children and teachers from our own school and No. 7 have taken great care in the preparation so the fair may be a good success. Everybody come. A good concert at night.

The Women's Institute will serve lunch at the school fair on Friday, Sept. 28th, and ask all its members and friends to contribute provisions for the booth. The institute will hold its next monthly meeting at the home of Mrs. Watson, Pratt's Siding, at 2.30 p. m., Oct. 3rd. Roll call—"Don'ts." All the members kindly be present. Christmas boxes for the soldier boys to be arranged for, also appointment of delegates for the London convention. Mrs. Hammett, president of the institute, received a few days ago an official announcement from Vernon Grest, a Montreal soldier boy, now a prisoner of war in Germany, of the receipt of parcels sent by her through the Canadian Prisoner of War Dept., 14 Cockspur St., London, S. W., England. Another protégé of the institute, David Saunders, of London, prisoner of war in Germany, also sent acknowledgments to Mrs. Hammett of receipts of parcels. The institute asks for continued help for these prisoners of war.

## CASTORIA

For Infants and Children  
In Use For Over 30 Years

Always bears the Signature of *Dr. H. H. Dickinson*

Use the "Special Notices" column in this paper if you have anything to buy or sell. It is the quickest and most economical way of reaching many hundreds of people throughout the district.

### SHETLAND.

Woke up again!

Ain't this been some weather? Jack Frost did us a nasty trick, but, thank goodness, there's enough yet if we're careful.

Carrie Bilton is leaving to attend the Forest City Business College.

Mrs. J. Vosburg is away west on a visit.

Joseph Paul & Co. are drilling for water on Alex. Dobbyn's lot. So far they are having a dry time.

George Bilton's name appears on the casualty list, having sustained a nasty bump while manipulating some machinery along the trenches.

Mr. and Mrs. George Edwards of Wardsville spent Sunday at Shetland store.

J. D. Dobbyn's family motored to London Saturday.

What about the Military Service Act? Can you dodge it? Sure you can if you're in politics, trusts or combines.

Shetland Picnic Co. had their final business meeting for this year on Monday evening. The reports from the various committees were handled in and after perusal by the auditors will be published in the various local papers.

Well, we're going to have gas in Shetland. Not the kind so prevalent around every little burg, viz., "Surface gas." I mean the genuine good old sizzling, frying, rock-bottom stuff, what you just touch yer match agin, and, presto, the fire's lit—the lights are on. The Shetland Gas Company, born on Friday, the 29th, consisting of Messrs. Dobbyn, Badgley, Moorhouse, Grey and Edwards, flopped right out of the shell and got busy. The well has been doubly tested by experts from Oil Springs and Tilbury and proves a hummer. Estimates have been made, fixings ordered, pipe line bought and the work begun this very week, and long before the snow piles white agin the winter pane, in the first cold, grey rays of chilly dawn, we can hop out of bed, skip across the clammy linoleum, rasp a match 'gainst the sandpaper, turn on the gas, whew—the fire's lit! skate back to bed until the sizzling steam of the teakettle calls us forth to a cozy breakfast in the cozy corner. Won't that be Jake?

Some Grits 'll be Tories, and some Tories 'll be Grits, as sure as some another 'lection day; but chuck yer dern old politics an' take a rap at Fritz, is what any good Canuck should do, I say.

### OAKDALE.

Miss Minnie Brown has gone to St. Thomas to visit for a few days.

Born—to Mr. and Mrs. Geo. Barnes, a son.

Pearl R. McCallum is improving slowly from her severe attack of cholera infantum.

Mr. and Mrs. Russel Wright of London spent a few days at Wm. Wright's home.

The Oakdale and Rutherford Sunday Schools held a picnic at Lake Erie Sept. 12. The children were overjoyed with the automobile ride there, as well as with the picnic.

Misses Annie and Marjory McCreary of Florence have gone on a visit to Calgary.

Misses Mary G. Leeson and Pearl A. Summers and Howard Corlett are attending the Florence high school.

The third annual Dawn township rural school fair was held at Rutherford September 26th.

Worms cause fretfulness and rob the infant of sleep, the great nourisher. Mother Graves' Worm Exterminator will clear the stomach and intestines and restore healthfulness.

### Wardsville

Mrs. Portsmouth of Mount Brydges is visiting her daughter, Mrs. J. A. McDonald.

Mrs. Graham of Mount Brydges is visiting the Misses Campbell.

Charles Wilson left on Saturday for Toronto, where he will attend dental college.

Mr. and Mrs. Roy Palmer and daughter of Strathroy spent Sunday at his home here.

Cadet J. C. Douglas of the R. F. C. at Camp Borden spent the week-end at his home here.

Leonard Purdy left on Sunday evening for Oshawa.

Miss Belle Blott has returned to Dunnville after spending the summer at her home here.

Mrs. (Dr.) Clair and sons have returned to their home in Toronto after spending the summer with her mother, Mrs. McVicar.

Rev. and Mrs. Hale and son Bert and Mr. and Mrs. E. Hale motored to Guelph and Niagara last week.

CLEAN STOMACH, CLEAR MIND.—The stomach is the workshop of the vital functions and when it gets out of order the whole system clogs in sympathy. The spirits flag, the mind droops, and work becomes impossible. The first care should be to restore healthful action of the stomach, and the best preparation for that purpose is Parmelee's Vegetable Pills. General use for years has won them a leading place in medicine. A trial will attest their value.

### Melbourne.

On Sunday evening last, memorial services were held in the Methodist church in memory of Pte. Arthur Stevenson, son of Isaac Stevenson of this village, who gave his life for our country on or about August 15. The service was conducted by Rev. Wm. R. Vance, pastor of the Methodist church, assisted by Rev. P. Jamieson of the Presbyterian church, the service in the Presbyterian church being withdrawn for the occasion. The large attendance testified to the esteem in which the young man was held in this community, also the sympathy extended to the widow, father and brothers.

Mr. and Mrs. Coulter and family of Saskatchewan are the guests of Mrs. James Collier.

Miss Gertrude Collier of Detroit is visiting at her home here.

Claude Christian of Wallaceburg is visiting friends here.

Mrs. G. Muckle and daughter Lillian of Blenheim are visiting in this village.

Miss Davidson spent the week-end at her home in Watford.

Mrs. E. L. Frost has returned to her home here after spending the summer with her mother, Mrs. Quick, of Kingsville.

A number from this vicinity attended the Wallace town fair last week.

Mr. Miers called on friends in our village last week.

James Phillips of Windsor called on friends here a few days ago.

Mr. Collins of the Home Bank staff, London, spent the week-end here.

A missionary tea in connection with the W. M. S. of the Presbyterian church was held at the home of Mrs. A. D. Brown on Wednesday last. The proceeds amounted to about \$9.

Anniversary services will be held in the Presbyterian church on Sunday next.

A wise man never attempts to guess the use of fancy work made by a woman.