STAND BETWEEN YOU AND HIGH PRICES!

The store that leads—The low-price store—The store by which other stores are patterned. Its service, windows and system are of the highest and up-to-date methods. That you, the buying public, have faith in the best is shown in giving us a \$4,400 increase in business over 1915. Our appreciation to you for this business is shown in our protecting you from the high prices.

Men's Overcoats Values to \$20.00

High-grade, Hand-tailored, Black or Grey, Forming or Loose Back style. Heavier Coats in Mixed eeds, with or without belts.

For this week, \$13.85.

Womens' and Misses' Coats

Values up to \$12.00 Come and look at the specials in this department. First to come gets the pick.

For this week, \$3.65

Our Annual Stock-taking Rubber and Shoe Sale is now on

Great Bargains at this Sale! Never such Price Reductions! Real Bargains in Every Department in the Store.

E. MAYHEW & CO 'QUALITY FIRST"

The Transcript.

THURSDAY, JANUARY 18, 1917

Newbury

A number of I: O. O. F. men were here Thursday evening from Thames-ville for installation.

Born-in Aldborough, Jan. 8th, to Mr. and Mrs. Rob. Ferguson (nee Jen-nie Stockings), a daughter.

Mrs. Alex. Gray was in Windsor this week to see her daughter-in-law, who is seriously ill with typhoid fever. Miss Susie Winship left on Wednesday for Welland. She has taken a school near there, beginning to teach on Monday.

While assisting at a buzz bee at M.
Moore's on Friday Bruce Fletcher put
his arm out of joint at the elbow. He
kept on working, but Saturday the
arm became so painful he was forced
to come to the doctor to have the in-

The Red Cross Circle forwarded a box to London this week containing 35 pairs socks, 14 flannel shirts and 2 suits pyjamas, value \$803. They have just received a fine lot of yarn and are most anxious to get more knitters. The call for socks is most urgent and those who wish to do their bit can get yarn by calling at Mrs. Ovens or sending word to W. Bayne's. The Circle would be only too glad to send the yarn out.

The members of Presbyterian choir were entertained at the home of Miss Bertha McMaster Monday evening.

BIG BEND.

Lee Simpson has secured a position at Windsor.

Mr. and Mrs. John James spent Sunday in Dutton.

Miss Ida Watterworth of London spent Sunday at the Bend.

yarn out.

The new council held their first meeting on Friday night, when the following officers were appointed:—C. Tucker, clerk; D. Stalker, treasurer; C. A. Blain, assessor; A. Fennell, jr., and J. A. Armstrong, auditors; Dr. Ovens, medical officer of health; Dr. McVicar, member of board of health; B. F. Jeffery, janitor town hall nuisance and black knot inspector and truant officer; F. McRae, E. Connelly

and Chas. Fennell, fenceviewers; Wm. H. Jeffery, poundkeeper; C. Tucker, collector for electric light. Tax collector was not appointed.

Wardsville

Mrs. L. Purdy spent last week Ridgetown.

E. Pickering spent a few days last week in London. Mrs. F. Watterworth is visiting her sister in Bothwell.

Mrs. C. Wilson and daughter Verna spent Saturday in London. Miss M. McVicar of London spend he week-end at her home here.

Mrs. M. Mulligan spent last week at her daughter's, Mrs. Graham, at Kin-

Mr. and Mrs. Rasmssen of Newbury are visiting her sister, Mrs. E. Pick-ering, The Presbyterians hold their annual business and social evening on Wed-

nesday. The members of Presbyterian choir were entertained at the home of Miss Bertha McMaster Monday evening.

Miss Ida Watterworth of London spent Sunday at the Bend.

Everything in our store reduced to wholesale prices.

Business being established on new basis. Present stock

Kilmartin.

Boys' Overcoats sizes 8 to 16

Values to \$8.50

Double-breasted Coats, with regular ulster or shawl collar, belted back, in fancy coating.

For this week, \$4.95

Extra Special Value Men's Wool Underwear

Agents' samples, consisting of Heavy Ribbed Wool and Scotch Knit Undershirts and Drawers, sizes 38 to 42. Values up to \$1.50. Take your pick while they last.

This week for 67c.

Sorry to record that that Mrs. John second is on the sick list.

Miss Vida Plain of Euphemia spent he week end at Duncan McKellar's.

Mr. and Mrs. Donald McGregor spent Old New Years with their daughter, Mrs. McAlpine, Tait's Corpors

There will be an entertainment in S. S. No. 17 on Friday, Jan. 28th, under the auspices of the Red Cross Society. Proceeds for Red Cross.

FERGUSON'S CROSSING.

The Red Gross Circle will hold a tencent tea at the home of Mrs. R. E. Mc-Alpine, Mosa, on Thurday afternoon, January 18, instead of Wednesday as previously announced. There is a quantity of sewing and knitting to be done, so all be prepared for work. Don't be a slacker; come and do your bit.

The following is a report of the first shipment made by the Walkers Patriotic Society:—14 pyjamas, 32 pairs socks, 4 kit bags complete, 1 dozen mouth-wipes.

MIDDLEMISS.

The Women's Institute meeting of Jan. 25th will be held at the home of Mrs. W. J. Richards. Mrs. Wm. Carrol will take the topic on "Thoughts on the opening year."

Melbourne

La grippe has again visited us, quite a number of our citizens have been "gripped," and not too tenderly.

James Showers has been appointed lockapsent for the Massey-Harris Co. The appointment is a popular one.

At R. E. Campbell's sale of cattle on Saturday the demand was keen and consequently the prices ranged high.

The Rev. H. McGregor, M. A., B. D., preached in the Pressyterian churca eached in the Presbyterian church Sunday and gave a very able ad-

Mrs. (Rev.) D. C. Stephens will conduct a Bible study class at her home on Main street, which will begin on Wednesday evening of this week. All

Ed. McKenzie, formerly agent of the Massey-Harris Co., has accepted a position with the Equitable Life In-surance Co. and will act as their local representative.

H. D. A. McKenzie, the local mana-ger of the Home Bank of Canada, visi-ted in Toronto last week, and was the guest of the president of the bank at a luncheon at the Ontario Club.

luncheon at the Ontario Club.

Owing to the prayer services, the
Epworth League in the Methodist
church was withdrawn last week.
For Thursday evening of this week a
good programme is being provided.
Come and enjoy an evening with
Shakespeare. Visitors are always
welcome.

The annual meeting of the Mel-bourne Agricultural Society will be held in the Woodman Hall, Melbourne, on the afternoon of Saturday, the 20th inst., at 1 o'clock. It is expect the 20th inst., at 1 o clock. It is expected that everyone interested in the welfare of the society will make it convenient to be present at the meeting. Election of officers and receiving the report of the directors will occupy the meeting.

the meeting.

Union prayer services were observed in the Methodist and Presbyterian churches during the past week. Rev. Wm. R. Vance conducted the services on Monday, Tuesday and Thursday evenings; Mr. Myres of Appin on Wednesday evening, and Dr. Rayson of Delaware on Friday evening. These meetings were all well attended, the gatherings being much larger than in previous years.

Cn Monday afternoon a joint con-

Miss Vida Plain of Euphemia spent he week-end at Duncan McKellar's.

Mr. and Mrs. Wm. Cornfoot reurned to their home at Mt. Elgin last saturday.

Mr. and Mrs. Don Leitch of Orbidolo. Saturday.

Mr. and Mrs. Don Leitch of Oakdale called on friends here when attending the funeral of A. L. McKellar.

Mrs. Neil Munroe attended a family reunion at Wm. Quick's inyelebration of her mother's 80th birthday.

Mr. and Mrs. Donald McGregor spent Old New Years with their classes. charge.

charge.

A CAREFULLY PREPARED PILL.—
Much time and attention were expended in the experimenting with the ingredients that enter into the composition of Parmelee's Vegetable Pills before they were brought to the state in which they were first offered to the public. Whatever other pills may be, Parmelee's Vegetable Pills are the result of much expert study, and all persons suffering from dyspepsia or disordered liver and kidneys may confidently accept them as being what they are represented to be.

Strathburn

Many of the farmers are taking ad-antage of the sleighing. "Renz." Siddall has reopened his blacksmith shop.

Andrew and Dave Newbigging at-ended West Lorne Fair last week.

PAINS, LIKE THE POOR, ARE ALWAYS WITH US.—That portion of man's life which is not made up of pleasure is largely composed of pain, and to be free from pain is a pleasure. Simple remedies are always the best in treating bodily pain, and a safe, sure and simple remedy is Dr. Thomas Eclectric Oil. You cannot do wrong in giving it a trial when required,

Glencoe Public School.

Spelling

Gigantic Stock-reducing Sale

Begins Thursday, January 18th, at 8.00 a. m.

Everything in our store reduced to wholesale prices.

Sr. IV. — Agnes McEachren 100, Frances Moss 100, Edna Leitch 88, Annie George 84, Mamie Grant 80, George McCracken 80, Gertrude Manders 76, Anna Reycraft 48, Muriel Precious 48, Cameron McPherson 40.

Jr. IV. — Frances Sutherland 88, Hazel McAlpine 84, Jessie Currie 80, Lloyd Farrell 80, Jean McEachren 76.
Sr. III. — Marion Copeland 88, Albert 11. — Marion Copeland 88, Albert 12. — Agnes McEachren 76.
Sr. III. — Marion Copeland 88, Albert 12. — Marion Copeland 88, Albert 14. — Willing 48. Gladys Bechill 40, Willing 40. — Agnes McEachren 100, Helen McCutcheon 100, Frances Moss 100, Edna Leitch 88, Annie Grant 80, Gertrude Manders 76, Anna Reycraft 48, Muriel Precious 48, Cameron McPherson 40.

Sr. III. — Marion Grant 90, George 84, Mamie Grant 90, Gertrude Manders 76, Anna Reycraft 48, Muriel Precious 48, Cameron McPherson 40.

Sr. III. — Marion Grant 90, George 84, Mamie Grant 90, Gertrude Manders 76, Anna Reycraft 48, Muriel Precious 48, Cameron McPherson 40.

Sr. III. — Marion Grant 90, George 84, Mamie Gran

Writing

Business being established on new basis. Present stock must be cleaned out at once. With living at the present high-water mark, do not fail to benefit by this sale. We give below a few of the reduced prices:

Tillson's Premium and Robin Hood Oats 23c pkg. Fresh Ground Coffee 3cc Ib. Teas.—Choice quality. Come in and Triscuit 10 1-2c pkg. Laundry Starch 3 for 25c Policie Repert 1 for a policy of the proper later than 3 for 25c Policie Repert 1 for a policy of the present stock of the pres

Strachan 60, Iva Thompson 55, Margaret Strachan 60, Iva Thompson 55, Margaret Smith 45, Miriam Oxley 45, Fred. McRae 40, Blake Tomlinson 40, Wilford Orawford 40.

Arithmetic

First Class — Bessie McKellar 70, Fred. George 40.

Primer, A. class—Gordon Doull 91, Tom Hilman 76, Albert Diamond 74, Gordon Ramsay 69, George Kelley 66, Kenneth McLay 66, Albert Young 65, Georgina McLay 41.

Ont.

ADVERTISING RATES. — Cards of resorts in Florida, Georgia, North and South Carolina, Louisiana and other Southern States, and to Berminimum charge 50c: notices of entertainments to be held, also notices of entertainments to to be resouth and South Carolina, Court in Florida, Georgia, North and South Carolina, Court in Florida, Georg

FUNDS REQUIRING INVESTMENT

TO INVESTORS

THOSE WHO, FROM TIME TO TIME, HAVE MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500, OR ANY MULTIPLE THEREOF

Principal repayable 1st October, 1919.

Interest payable half-carly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase. Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in pay-ment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short data security.

Proceeds of this stock are for war purposes only. A commission of one-quarter of one per cent will be allowed ecognized bond and stock brokers on allotments made in ect of applications for this stock which bear their stamp. For application forms apply to the Deputy Minister of ance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA

She hath done what she could

Every married man in theranksof Canada's soldiers means that his wife gave her consent.

His the sacrifice, the danger, yes-but his also the interest of a new experience, the companionship of comrades, the inspiration of action, the thrill of the advance, and the glory of victory.

Her's the pitiful part ing, the weary waiting, the fevered watching for

the dreaded message, the gruelling grind of daily responsibility for those dependent upon her-and her alone.

No, No; not alone! Not alone, as long as the people whose battles her husband is fighting have a heart in their bosoms or a dollar in their pockets.

Not alone—as long as Canadian manhood and womanhood knows the meaning of the word "trust." Not alone, as long as Generosity is the handmaiden of Duty and Privilege.

Only an appreciation of the need is required by those of us who here at home keep the hearth fires burning. Not for some of us the supreme sacrifice, but for one and all of us at least that whole-hearted answer to the cry of patriotism that never yet has failed to go ringing around the world when the call has

GIVE - GIVE - GIVE as your own heart prompts you, give to the Canadian Patriotic Fund. \$6,000,000 must be raised in Ontario for the vital necessities of the great work of caring for the needy families of Ontario's men

Every case is carefully investigated, everything humanly possible is done to eliminate mistakes and prevent imposition—but to the needy is held out a helping hand, without lavishness, but with the determination to see no real

You are again offered the great privilege, not of charity, but of recognition of the magnificence of Canadian Wifehood.

Remember, if the Man is a Hero, the Woman is a Martyr.

"She hath done what she could"

Ontario is being asked to assure the Canadian Patriotic Fund that it can depend on having six million dollars in 1917 for the families of Ontario's soldiers. tion of these dollars must be secured from individual subscriptions. If there is no Branch of the Fund in Jounty send your subscription direct to the Head Office, Canadian Patriotic Fund, Vittoria street, Ottawa.

SPECIAL Fares now in effect to

GRAND TRUNK SYSTEM Representative Wanted

at once for Glencoe and District for CANADA'S GREATEST NURSERIES Spring 1917 Planting List now ready, Splendid list of Hardy CANADIAN GROWN Fruit and Ornamental Stock

ncluding

McIntosh Red Apple

St. Regis Everbearing Raspberry
and many other leaders.

New illustrated Catalogue sent

Start now at best selling time. Liberal Proposition.

Liberal Stop-overs Allowed STONE & WELLINGTON The Fonthill Nurseries
(Established 1887)

Ontario

Toronto

COME EARLY

TERMS CASH W.A.CURRIE & CC

Triscuit 10 1-2c pkg.
Laundry Starch 3 for 25c

Corn Starch 3 for 25c
Salmon Maple Leaf 17c and 27c

Canned Corn and Peas 2 for 25c
Beans, old price 10c, 12½c, 15c

" Pineapple, large can 22c
Raisins, loose and seeded 2 for 25c

Laundry Soap ______6 for 25c

___ Red 25c, Pink 2 for 25c

Sardines, old price 5c, 10c, 121c Peaches, large can _____15c