AFTER-HOLIDAY CLEARANCES - BIG REDUCTIONS

This is the annual stock adjustment after the heavy Christmas baying, when we put the desire to reduce stocks ahead of profit-making. This week's offerings are all at substantially reduced prices, and the entire store shares in the event.

Women and Young Women!

The Coat clearances offer enormous values this

Women's and Young Women's Mixed Tweeds in nifty-styles, \$4.95 to \$10.75.
Absolutely every Coat in our stock reduced \$5.00 one big clearance.

Remarkable Values in Underwear and Hosiery

400 Sweater Coats for Men, Women, Boys and Girls

Sweaters to fit everyone, at prices that today would be impossible for us to buy wholesale.

Men's Good, Heavy Sweaters, good collar and good fitter, reg. price \$1.50, for 98c.

Sweater Coats worth \$2.50 for \$1.49.

Men! Can You Afford to Miss It? Men's Suit and Overcoat Clearance

A Clothing Sale that will create the greatesting activity ever seen in Glencoe. Men's \$12.50 Suits, in novelty and plain patterns, well made and trimmed. Sale price, \$9 25.

Men's \$15.00 Suits. Here are positively the best \$15.00 Suits that can be produced. Sale price, \$11.75.

Men's \$18.50 Suits, made from fashionable fabrics. Sale price, \$13.45.

Terrific Cuts on Overcoats

A Speedy Clearance of New Waists and Ladies' Collars. The very latest

Shoes For the Whole Family

Just where you can save a lot of money Right in the face of the great advance in shoe leather, we are going to give the people of Glencoe one more chance to secure their supply of Shoes before we are forced to raise the prices. Take this tip and buy. You will thank us in a month from now.

Men's Wool Sox 3 pairs for \$1.00. Worth 50c a pair. This is a

All Christmas Dishes and Toys marked away below half price.

Fancy Slippers marked away down

A Foreword

People know what to expect in the way of special values and price concessions when a "Mayhew" Clearance Sale of this kind is announced. All lines of which we have bought too heavily or that have not moved as rapidly as desired, and broken lines that we do not wish to make an inventory of, will be marked at prices away below regular for quick clearance. We strongly advise you to come early to secure the cream of the many special values offered.

E. MAYHEW & CO.

The Transcript.

THURSDAY, JANUARY 4, 1917

Newbury

The Ladies' Institute have purchased a piano for the Town Hall from D. McRae of Glencoe.

Mrs. Parish and son Frank of Ottawa: spent New Year's with her mether, Mrs. Robinson.

Mrs. George Churchill of London pent Christmas week with her par-nts at "Rose Hill Farm."

A. R. Gillett, who has been visiting at Newbury and in the vicinity for the past two weeks, returned to Detroit on Tuesday.

Melbourne

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

Mr. and Mrs. Fred. Hill of the Canadian West are the guests of the latter's mother, Mrs. Harvey.

Lorne Heatherington was here for the holidays.

Carson Mann of Windsor was here for New Year's.

Miss Anna Gordon was home from Toronto for the Christmas hollwy.

Ernest Archer, wife and baby Audrey of Windsor, have been visiting here.

Lorne Heatherington was here for the from Toronto for the Christmas hollwy.

Ms. and Mrs. Rev. G. N. Hazen of Sarnia have returned to their home after spending the Christmas holiday with the former's mother, Mrs. Clarke, and sister.

The statement made in last week's

Mrs. T. Dixon is spending the winter with her daughter, Mrs. Gray, at Oliver Prangley and family of Plattsville spent the holiday week at J. Grant's.

Pte. Cameron.

J. Grant's.

Pte. Cameron of the Highlanders and wife are visiting her sister, Mrs. Ed. Jeffery.

Mrs. Thos. Yates and daughter, Miss Weaver, spent Christmas with friends in Thamesville.

In another column will be found In

Wardsville

Mr. and Mrs. G. Love spent the Fred Tuke of London spent the holi-day with Lequard Purdy.

Dr. and Mrs. H. A. Wilson are vis-ting their sons in Toronto. Brant Thomas of Wallaceburg spen the holiday with friends here.

Mrs. J. Purcell spent the past two weeks with friends in Buffalo. T. Depew of Detroit renewed ac quaintances in town on Monday. Mr. and Mrs. A. Watterworth of tratford are visiting at his home

here.

Mrs. Clair and children of Torontcare visiting her mother, Mrs. A. McVicar.

have read Mrs. (Rev.) T. E. Harrison of London.

OAKDALE.

Murray Corlett, son of Chas. Corlett, is ill with pneumonia.

Mrs. G. Hupper of Proceedings of Chas. Corlett, with the Missac Mrs. (Rev.) T. E. Harrison Miss Josie Walker of London spent last week with her aunt, Mrs. R. Yates.

P. O'Malley and daughter Agnes spent the holiday with his mother in Detroit.

Missac M. M

at Newbury and in the vicinity for the past two weeks, returned to Detroit on Tuesday.

The sumicipal election passed of the vicinity of the passed of the vicinity of the passed of the vicinity of the policy of the vicinity of t

Miss Helen Matheson is spending er holidays at her home here.

ing.

Miss Ila Taylor has returned to school in St. Thomas after spending her holiday at her home here,

At the school meeting on Wednesday A. J. McMurchy was re-elected trustee for a term of three years.

Mrs. John W. Armstrong has re-urned to her home after visiting her nother, Mrs. H. Johnson, con. l. Miss Annie Matheson has returned o Detroit after spending the New Year's holiday with her parents, con-

The many friends here will be pleased to learn that Donald James McMillan of Cleveland, who is ill, is considerably better.

considerably better.

Rev. John D. McMillan, M.D., Ph.D.

D. D., an old Crinan boy, who has been visiting his brothers on con. 2, has returned to his charge near Philadelphia.

Appin

Murray Fisher was home for the noliday.

Mr. Aand Mrs. Roy Edwards and son Earl are visiting in London.

Miss Eva Wightman of Burwell Road is visiting her aunt, Mrs. Mills.

Richard Richmond, formerly of Ap

Appin baseball club will hold a bo-ocial shortly for the benefit of the

L. H. Payne has been engaged as teacher in Appin school for 1917, doing away with a second teacher.

Mrs. Ross Laughton of Granum, Alberta, and Mrs. F. Huston of London are visiting friends in Appin and visiting friends in Appin and visiting friends.

Kilmartin.

Crinan

A number from here attended the ball in Glencoe Friday evening.

Several from here attended the ball in Campbellton Friday evening.

The managers of Argyle church met in the vestry on Tuesday evening.

Rev. Mr. Malcolm of Newbury occupied Argyle pulpit on Sunday morning.

has returned to his charge near Philadelphia.

The many friends here were sorry to here of the death at Port Stanley on Friday of Mrs. D. N. Baldwin, formerly Miss Clara Montgomery of this place. Mrs. Baldwin had been in poor health for some time, but her death came unexpectedly to her friends here. She was in her 28th year. Memorial services were held on Saturday at the home at Port Stanley by Rev. E. H. Eastman of St. John's Presbyterian church, after which the remains were brought to the home of her parents, Mr. and Mrs. J. B. Montgomery, West Lorne. The funeral services were conducted on Monday at 2 o'clock by Rev. A. McD. Haig, interment being in Evergreen cemetery. Besides her husband, she leaves one small son, Duncan, her parents, five sisters and three brothers, all of West Lorne.

Election passed off quietly.

Pte. Angus McMaster is spending a few days at his father's, Jas. McMaster's.

The Appin Improvement Society meets again on Thursday evening, Jan. 9th. There will be a good pro-

Mrs. Christina McIntyre is visiting at John Secord's. Miss Jessie McLachlan is spending he holidays in Detroit. Miss Becca Pollock of Brooke visited riends here on Sunday.

In Use For Over 30 Years

Give Now to the Patriotic Fund If ever you would give give now

"Bear Ye One Another's Burdens"

Take a present-day illustration. British Columbia—out there under the setting sun—is helping to bear Ontario's burdens. She has sent to the front—that shell-torn front in France—a larger proportion of her manhood than has Ontario.

Therefore it comes to pass that we in Ontario are being asked to help in bearing British Columbia's burdens by helping its soldiers families. It's a fair, a just, request. We all are in the same boat. We must bear one another's burdens. And if one Province, not rich in money, makes heavy calls on the Patriotic Fund, the richer Provinces must help out their poorer neighbor. Under a plan of each Province caring only for its own, the Province sending no men would spend no money. It would neither Fight nor Pay.

Ontario will need about six million dollars in 1917 for the families of its own soldiers. The Canadian Patriotic Fund is asking for that sum as a minimum below which the richest Province in the Dominion will not go. But, as a matter of fact, the Fund hopes Ontario will do still better—will bear another's burdens by helping out gallant British Columbia.

How stands the Western Province? It will require, in 1917, two million dollars for the families of its boys at the front. That is one-third of Ontario's requirements. But Ontario has probably more than seven times the population. British Columbia asks no favors. With only about 350,000 people—not rich in this world's goods, but rich in pluck and good red blood—it is undertaking to raise One Million Dollars for the Canadian Patriotic Fund! That equals \$2.86 per head. Ontario, if it raise six million, will be giving about \$2.38 per head.

But the Western Province will still be short One Million Dollars. Where is this sum to come from? Eastern Canada. And Ontario, if it wishes to help, can do so only to the extent to which its gifts to the Fund exceed Six Million Dollars.

Three

A lot of money, isn't it? Yet less than British Columbia is giving, if measured on a per-capita basis, and far less if measured by ability to pay. There will be no difficulty in securing the Six Millions if three courses are followed 1. If all County Councils make reasonably large grants to the national Fund.

Courses

1. If all towns, whether separated from their counties or not, will undertake car voluntary subscriptions.

3. If all citizens, in town or country, contribute fairly according to their means.

As to No. 1. The County Councils are beginning well. Simcoe has decided to largely increase its grant. For 1917 it will be the generous sum of \$120,000. Victoria, another county patriotic to the core, has doubled its grant, jumping it from \$2,500 a month in 1916 to \$5,000 in 1917. The majority of the County Councils will decide at the January sessions how large their grants will be. Public opinion will have great influence on the Councils. Every county ratepayer, sympathetic towards the Fund, should write or speak to his representative on the Council, endorsing a liberal grant. The small tax of three mills on the dollar raises a sum that constitutes a handsome contribution.

As to No. 2. Many towns ignore the duty of holding campaigns. This applies particularly to towns which pay a county tax. Yet this tax never represents a fair or just contribution to the Fund from men of moderate or large means. Practically it is based on what the poorer men can afford. The richer should give much more, and they can be reached only through a popular campaign. To relieve anxiety these campaigns should be held in January or February. Will not patriotic men and women in every town take up this duty? They can get all information as to organization and methods by writing to the Canadian Patriotic Fund, Ottawa. And the Fund will assist them also with a campaign of advertising.

As to No. 3. Patriotism of the individual is the basis of the Fund. Everything is built on it. If he will not make some sacrifice for the sake of the mothers, wives and children of the men at the front, the Fund suffers, and they suffer with it. The average family on the Fund requires \$200 a year from it. It is the duty—it should be considered the Privilege—of every Canadian stay-at-home to ask himself: For how many weeks, at \$4 a week, must I, in self-respect and in gratitude, take care of one of these families? If my county taxation for this purpose means that I am taking care of only one family for one week when I-could do more, am I doing the right thing?

The answer to these questions will be found when he sits down and mails his extra gift to the Treasurer of his

THE CANADIAN PATRIOTIC FUND, OTTAWA.

Four million of these dol-lars must be secured from individual subscriptions. If there is no Branch of the Fund in your town or county

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 On-

AUGTION SALES Name of Chas. Corlett, son of Chas. Corlett, is ill with pneumonia.

Mrs. G. Hunger of Brantford is visiting her sister, Mrs. Paniel McNeil.

Dr. Geo. McTaggart of London is spending his holidays with his parents here.

Mr. Farr of Saskatchewan is spending his holidays with his daughter, Mrs. Geo. Rae.

Mrs. Hungber of Brantford is visiting her sister, Mrs. Potential Misses Mabel Milner and Greta Cody and Earl Milner of Detroit spent Christmas at W. J. Milners.

Mrs. Hungber of Detroit spent Christmas with his daughter, Mrs. Hungber of the 2dist High and Battalion of Windsor spent Christmas with his grandparents here.

Mrs. Henry Mawlam and Mrs. John Summers were visiting friends in Mosa I ast week.

Pte. Robert McFall of the 186th Battalion spent his holidays with his uncle, Robert Currie.

Mrs. D. Thompson of Battleford, Sask., is going to spend the winter at her sisters, Mrs. George E. Brown's, with her mother, Mrs. Margaret Leitch.

Miss Mary Ferguson is home from Detroit for the week-end in Detroit.

Miss Mary Ferguson is home from Detroit and Mrs. D. Mitchell and Margaret Leitch.

Miss Mary Ferguson is home from Detroit and Mrs. D. Mitchell and Margaret Leitch.

Miss Becca Pollock of Brooke visited friends here on Sunday.

Mrs. D. D. Campbell and daughters ad Appin. there will be offered for sale by auction (subject to a reserved bid) reisited in Warwick last week.

D. D. Campbell and daughters appin to visited friends here on Sunday.

Mrs. D. D. Campbell and daughters at hep is treed in Warwick last week.

Duncan A. Campbell, Montreal, is visited in Warwick last week.

Mrs. And Mrs. Cornfoot and baby son of Mount Elgin are visiting at Archie McKellar's.

Wr. and Mrs. Cornfoot and baby son of Mount Elgin are visiting at Archie McKellar's.

Dr. D. Campbell was elected the new trustee in No. 17 at the annual school meeting on Wednesday.

Rev. Dr. Smith will attend the opening of the new-charch at Combernis for the holidays with his parents at the sisted in Warwick last week.

Dr. D. Campbell was elected the

Help for Asthma. Neglect gives asthma a great advantage. The trouble, once it has secured a foothold, fastens its grip on the bronchial passages tenaciously. Dr. J. D. Kellogg's Asthma Remedy is daily curing cases of asthma of long standing. Years of suffering, however, might have been prevented had the remedy been used when the trouble was in its first stages. Do not neglect asthma, but use this preparation at once.

Hydro power was turned on at West Lorne on Dec. 22nd.

Address Transcript Office, Glencoe, Ont.

CASTORIA

THE ROYAL BANK OF CANADA

Capital Paid-up Reserve Funds

HEAD OFFICE MONTREAL

SAVINGS BANK \$1.00 opens an account. Interest payable half-DEPARTMENT | yearly. Joint savings accounts are a great convenience for man and wife.

Glencoe Branch - E. M. DOULL, Manager

ELCIN WINTER FAIR West Lorne

\$1,500 in prizes for Corn, Seed Grain, Potatoes and Poultry Price List on application to Secretary T. W. Sims, Sec. S. W. Carson, Pres.

Watch for program of speakers

Jan. 9, 10, 11, 12 - 1917



SHIP YOUR FURS DIRECT to "SHUBE!

A. B. SHUBERT, Inc. 25-27 WEST AUSTINA'T