

1915 FALL VOGUE SUGGESTS DISPLAY

That before you spend a penny on your New Clothes—before you even plan your wardrobe—you consult the Latest Styles and Fashions now on display at

THE E. MAYHEW & CO. STORE

There is no doubt about a big fall business for this store. We can feel it. Every department is filled to overflowing with Bright, New Merchandise.

NEW FALL HATS AND GARMENTS
HERE IN ABUNDANCE

A SUCCESSFUL EVENT

The first two days of our BIG OPENING DISPLAY of MILLINERY has passed with every satisfaction. Everyone seemed in raptures over the new and pretty styles, and, as several ladies remarked, "It is the grandest showing of hats I ever saw in Glencoe or anywhere, and the prices so low." Come with the crowds and see for yourself.

Ladies! If You Want "Style" and "Quality" Fabrics, Choose Them Here

It's the fabrics more than anything else that make or mar your suit or dress. Here you'll find such a choice of different weaves, moderately priced in spite of the great wool scarcity brought about by the war, that you're quite sure of getting something to your liking.

And Then! Those New Fall Shoes

There is nothing that sets off one's togetherness as a nice pair of shoes. We have the very newest in men's, women's and children's at a little lower price than you can buy elsewhere.

We invite all men and young men to view the new ideas in

Fall Headgear

The "King" Hat at \$1.75, \$2.00 and \$2.50

brings home to you as fine a quality, as handsome a style, as the best \$3 hats sold anywhere.

Groceries Specials

Corn Starch, per package..... 7c
Fresh Royal Yeast Cakes, per package..... 3c
Corn Flakes, 3 packages for..... 23c
Snow Flake Ammonia, per package..... 3c
1 quart sealer Baking Powder..... 10c

E. MAYHEW & CO.

The Transcript.

THURSDAY, SEPTEMBER 23, 1915.

Newbury

The I. O. O. F. held their district meeting in the lodge room here on Saturday.

Mrs. McDonald and Miss Ora arrived home from Coldwell on Thursday evening.

Harvest thanksgiving services will be held in Christ church on Sunday, 28th, at 11 a. m. and 7.30 p. m.

The children and teachers are all busy these days preparing for the school fair Oct. 1st.

Miss Ella Jeffery returned home from Detroit Saturday evening. She was accompanied by her friend, Miss Kennedy.

Mr. and Mrs. Fred Yealland, of London, and Mrs. Brown and two sons, of Pittsburg, spent the week-end with Miss Graydon.

Miss Chalk, of Alvinston, visited Miss Nellie Archer on Sunday.

Miss Batsner is visiting Windsor friends.

Mr. Sellers, of Chatham, is visiting his daughter, Mrs. Regis.

Friends here will sympathize with Russell Jeffery in the death of his mother, she having passed away on Friday after a short illness. His father, the late Robert Jeffery, died a few years ago.

Mrs. Watterworth has returned to Sault Ste. Marie after visiting her niece, Mrs. Holman and Mrs. King.

Irwin McCully and Mrs. Benson were married at London on Tuesday last.

Newbury, Sept. 22.—The many friends of Mrs. Joseph C. Bradshaw will be pleased to learn of her safe arrival at Nelson, B. C., after a short visit with relatives here.

Mrs. S. F. Hudson is spending a few days in and around Newbury with relatives.

Mr. and Mrs. F. Anthony announce the marriage of their daughter Kathryn to W. J. Harspool, a Newbury old boy, at Jamestown, R. I., Sept. 10.

CAIRO.

Miss Ellen Huffman, of Detroit, is enjoying her vacation at her former home here.

Miss Ella Smith returned to Detroit on Thursday.

Miss Mabel C. Watson became the bride of Mr. Gilbert, of St. Thomas, on Thursday.

Richard Burr and daughters, Misses Bella and Ella, visited at the home of their cousins, Mr. and Mrs. R. Huston, Glencoe, on Sunday last.

Mr. and Mrs. G. W. Young visited the latter's mother in Orford on the 19th inst.

W. J. Torrence, of Bothwell, spent Sunday at the home of Mr. and Mrs. A. Wehlann.

P. W. Brown motored to Rondeau, accompanied by Roy Turner, K. Annett and Misses B. Pringley and Ella McGugan, on Sunday.

Mrs. M. Wehlann spent Sunday at the home of her daughter, Mrs. H. S. Bilton.

Wm. Leng has announced his intention of leaving the Watson farm. A number of farms have exchanged hands in this vicinity of late. Among the latest transfers is the property owned by W. A. Brownlee.

Your Asthma, too. The efficacy of Dr. J. D. Kellogg's Asthma Remedy is not something that is merely to be hoped for; it is to be expected. It never fails to bring relief, and in your own individual case it will do the same. So universal has been the success of this far-famed cure that every one afflicted with this disease owes it to himself to try it.

Wardsville

Wardsville, Sept. 21.—Miss Dorothy Edgington, of Woodstock, is visiting her sister, Mrs. B. Snell.

Mrs. H. A. Wilson spent a few days last week in London.

Mr. Lake, of the Royal Bank staff here, has gone to his home at Oshawa for a two weeks' vacation.

Miss M. Aitchison spent the week-end in London.

Miss I. Quigley, of Kilmartin, spent over Sunday at her home here.

Mrs. Hobbs, of Birr, is visiting her daughter, Mrs. J. A. Mulligan.

Mr. and Mrs. D. McRae and son Donald spent last Wednesday in London.

The Presbyterian church will hold their anniversary services next Sunday, Sept. 26. Rev. Dr. Boyd, of Thamesville, will conduct both services. Special music by the choir.

Mrs. M. Mulligan is visiting her daughter in Detroit.

Only those who have experience can tell the torture corns cause. Pain with your boots on, pain with them off—pain night and day; but relief is sure to those who use Hollaway's Corn Cure.

Melbourne

Mrs. C. R. Howell and daughter Constance, who were away for three weeks visiting friends in Detroit, Chatham and Wallaceburg, have returned home.

Miss Grace Spensberg has gone to London to attend Normal School.

Miss Kate Buchanan and friend, Miss Robinson, visited Miss Buchanan's sister here last week.

A patriotic tea was held in the Presbyterian Sunday school hall Monday evening.

Mrs. J. D. McKee has returned home after spending a week with her sister, Erwin, in Toronto.

Miss Bessie Auld has returned home after visiting friends in London.

Anniversary services were held on Sunday in the Presbyterian church, conducted by Rev. Mr. Bearcroft, of Aylmer. Special music was given by the choir, and Andrew McLoughlin gave violin solos at both services.

Knapdale, Sept. 20.—Miss Lillian Mitchell, of Glencoe, visited friends here recently.

John Hillman spent Wednesday in London.

Mr. and Mrs. John Congdon and Mrs. D. Campbell, of Appin, spent Sunday with friends here.

A number from this vicinity attended London Fair last week.

R. J. Grey, of Shetland, visited his mother here on Sunday.

KILMARTIN.

Kilmartin, Sept. 20.—Mrs. Flora Leitch has returned to her home at Alvinston after spending a fortnight with friends here.

Misses Maggie and Christine Little visited in Thamesville last week.

D. N. Munroe attended the London Fair last week, with his high-stepper. Miss Violet McAlpine spent last week with friends in the Forest City.

Miss Quigley spent the week-end in Bothwell.

Appin

The citizens of Appin and vicinity are offering liberal prizes for all the sports at the children's school fair next Thursday.

H. B. Watterworth has moved to his new quarters in Norris Graham's property, both house and shop.

Mrs. D. L. McIntyre and son Harold are visiting friends in Toronto.

The peach crop must be good by the way the stores here have been delivering the fruit.

Wm. May received a carload of tile and the farmers have been busy drawing them out.

Wm. Hughes and wife spent last week in London attending the fair and visiting friends.

Mrs. M. R. Brown has left for Brownsville, where her mother is very ill.

One of the greatest blessings to parents is Mother Graves' Worm Expeller. It effectually expels worms and gives health in a marvellous manner to the little one.

KILMARTIN.

Miss Rattie, the highly honored and most efficient worker in the rescue and redemption work of the Board of Social Service and Evangelism of the Presbyterian Church, is expected to give an address in Burns' church next Sabbath at eleven o'clock.

Rev. Dr. Smith left on Monday for Toronto to attend the fall meeting of the Presbyterian Board of Foreign Missions, of which he is a member.

Some Famous Jews.

Under which flag in this war are the mighty among the Jews? Under all flags.

The head of the British hospital fund committee was Lord Rothschild, a Jew.

The head of the British finance commission, due in New York this week to try to save the financial situation for the allies, is Baron Reading, the lord chief justice of England, born Isaac, a Jew.

The Kaiser has put the management of the entire railway system of Germany and Austria, which has been a decisive factor in this war, under the supreme control of Herr Ballin, creator of the great German merchant marine, who is a Jew.

In France, the grand officer of the Legion of Honor, General Heymann, who has been put in command of a French army corps, is a Jew.

In Turkey, the supreme military commander, Enver Bey, who has just received the Order Pour La Merite from the Kaiser for his signal success in defending the Dardanelles, is a Jew.

In Italy, the foreign minister, Baron Sonnino, who helped to persuade the king to cast his lot with the allies, is a Jew.

The Jews are a great race without a country, a ruling race without a seat of government, but, wherever an enthroned monarch sits you will find close beside him or her, as a chosen, sagacious, loyal counsellor, some Jew who rules by divine right of intellect.

Dr. George B. Sippl, one of London's best known musicians, died suddenly Saturday. He was 98 years of age.

Sleep is the great nourisher of infants, and without peaceful sleep the child will not thrive. This cannot be got if the infant be troubled with worms. Miller's Worm Powders will destroy worms and drive them from the system, and afterwards the child's rest will be undisturbed. The powders cannot injure the most delicate baby, and there is nothing so effective for restoring the health of a worm-worm infant.

FULL VALUE FRUIT

(By Peter McArthur)

The war is developing in many people a higher ideal of citizenship—a clearer conception of the fair-play that should prevail in all the business of the country. Even our government is preaching honesty, thrift and economy—work that was usually left to the pulpits. In addition to this, business organizations are adopting a more public-spirited attitude and giving more attention to the service they should render for the money they receive.

A notable example of this new spirit is being shown in the fruit industry of the country, which has now reached so large a proportion. The organizations having charge of the marketing of tender fruits (berries, currants, plums, peaches, etc.) are particularly anxious to place the work of marketing and distribution on a plane of patriotic public service. It is their aim to distribute their products so widely that there will be no waste and at the same time to place them on the market in such a way that the consumers shall have full value for their money.

During the past few months I have had an opportunity of investigating the business of marketing plums and peaches. I have interviewed growers, dealers and retailers and have no hesitation in saying that except in a few centres where the campaign to sell the fruit is interfered with by the business of marketing outside products it should be possible for consumers to get better service than they have ever had in the past. The campaign to sell the fruit is in order that they may be able to do so I am going to make them an unusual offer.

If you feel that you are being overcharged for peaches, plums or tender fruits kindly send the facts to me, stating price paid and date of making the purchase and the district from which the fruit was secured. This will enable me to learn exactly what the price of fruit should have been where you bought at that particular time. If you have been overcharged I shall write and let you know so that we may expose everyone who is trying to make undue profits in this year when every man should be doing his part for the good of his stricken country.

The campaign to sell the fruit is the first big selling campaign to be organized within the empire since the outbreak of the war and it is desired to handle the business in such a way as to set an example to the rest of the empire. To this end everyone is asked to co-operate, from the grower to the consumer. The consumer in particular is requested to report all instances of overcharging so that the persons guilty of it may be exposed to public censure. Complaints will be investigated by Peter McArthur, Appin P.O., Ont.

Fall Fair Dates.

Ailsa Craig	Sept. 28 and 29
Alvinston	Oct. 7 and 8
Bridges	Oct. 7 and 8
Chatham	Sept. 21-23
Comber	Sept. 29 and 30
Delaware	Oct. 13
Dorchester Station	Oct. 6
Dresden	Sept. 30, Oct. 1
Essex	Sept. 29-Oct. 1
Florence	Oct. 11 and 12
Forest	Sept. 29 and 30
Galt	Sept. 30, Oct. 1
Glencoe	Sept. 28 and 29
Harrow	Oct. 5 and 6
Highgate	Oct. 1 and 2
Lambeth	Oct. 1 and 2
Leamington	Oct. 8
Melbourne	Oct. 6
Munsey	Oct. 1
Parkhill	Sept. 23 and 24
Petrolia	Sept. 23 and 24
Ridgeway	Oct. 11-13
Rodney	Oct. 4 and 5
Sarnia	Sept. 28 and 29
Thamesville	Oct. 5 and 6
Wallaceburg	Sept. 28 and 29
Wallacetown	Sept. 30-Oct. 1
Wardsville	Oct. 6
Windsor	Oct. 31-Sept. 3
Woodstock	Sept. 23 and 24
Wyoming	Oct. 1 and 2

Wood Wanted.

Notice is hereby given that offers for a supply of twenty cords of three-foot hard wood will be received by the supply committee of the Glencoe High School Board up to Oct. 1st next, the wood to be delivered at the school house this fall.

DR. WALKER, Supply Committee.
Glencoe, Sept. 15th, 1915. 79-3

UNDERTAKERS

FURNITURE DEALERS

Having taken over the Furniture and Undertaking business from Mrs. Mary D. McAlpine of this place, we wish to state that we will endeavor to give our patrons the best service possible. We are adding to our stock and will at all times show a large range in all lines of Furniture. The Funeral Direction remains under the management of Mr. Wehlann.

J. B. GOUGH & SON

Day Phone 23 Night 93

INVESTING MONEY.

Don't Buy Securities Unless You Are Positive They Are Sound.
A good counselor of Wall street was talking to me about investments in stocks. He said:

"Tell people not to be in a hurry to buy. The average investor, as differentiated from the steady speculator, doesn't put much money into stocks, and what he does invest is apt to be the accumulation of months or years. He can very well afford to wait until he finds out about the stock which interests him."

"The stock market is with us always. Tell your friends to study it carefully for a time before going into it. Tell them to put their money in a savings bank for six months and let it draw interest at 3 or 4 per cent while they study the market actions of the stocks they think of buying. Suppose in that time prices do rise steadily and the stocks prove to be sound—the increased price in that case will be a small tax on their ultimate profits."

It is good advice for all investors of small experience. An investment ought to have a market price—whether it be stocks, bonds, mortgages, commercial notes, farms or city real estate. The market price of a safe and sound investment ought, on the whole, to rise; when it goes the depression ought not to be great, and it ought to be due to perfectly logical and easily understandable causes.

Beware of the seller who tries to hurry you into buying by saying that the market price of what he has to sell is going up. In most instances you'll find that he's wrong, and if it does go up consistently and logically over a period of months you may reasonably expect that after you buy it its rise will continue.

Don't be in a hurry. You can easily lose in an hour what has required years to accumulate. Look, listen, investigate! The financial history of investments open to the average buyer can be learned—usually the bank in which you have your money deposited can put you in the way of learning it. For every cent spent in finding out before buying the investor will get back a dollar in safety and better returns.—John M. Oskison in Chicago News.

FIRST RECORDED ECLIPSE.

Chinese Astronomers Were Punished For Not Predicting It.

Messrs. Hirayama and Ogura have published in the proceedings of the Tokyo Mathematical-physical society the results of their attempts to fix the dates of some early eclipses recorded in Chinese literature.

The earliest is mentioned in one of the books of the Shu Ching, where it is recorded that in the region of Chung K'ang, the fourth emperor of the Hsia dynasty, there occurred an eclipse of the sun which had not been predicted by the astronomers, who were alleged to have been drunk and to have neglected their duties. Hence the customary rites for delivering the sun, which should have been arranged in advance and superintended by the astronomers, were in the emergency performed by other officials without proper preparation. The emperor accordingly ordered the army to punish the astronomers.

A later document makes it possible to fix the date of this event as Oct. 13, 2127 B. C. (Julian calendar)—the earliest recorded eclipse in the world. Calculation shows that there actually was a solar eclipse on that date, but probably not in China, though the elements of the motions of the sun and moon are not accurate enough to indicate certainly the path of so remote an eclipse. The authors are inclined to think that the information fixing the date of the eclipse is due to Chinese astronomers of a later age, who calculated that an eclipse occurred on that date and erroneously supposed that it was visible in China.

Rubber and Gutta Percha.

There are important distinctions between India rubber and gutta percha, and in the majority of purposes for which they are employed one cannot replace the other. While the trees yielding India rubber are well distributed over the tropical parts of the world and may be cultivated with more or less facility, the tree which furnishes gutta percha is to be found only in Borneo, Sumatra and the Malay archipelago generally.

In the Stilly Night.

Among the noises of the night may be mentioned that produced when the man in the upper flat pulls off his shoes and drops them on the floor. In the daylight it would not be noticed, but in the still hours those shoes tear a big hole in the silence.—Toledo Blade.

Her Long, Long Pest.

Penelope—Marcella was in the clairvoyant's room for a good two hours. Percival—She must have been having her future told. Penelope—Why are you so certain of that? Percival—It would have taken the clairvoyant two weeks to have told her past.—Judge.

No Pursuit Necessary.

"Catch" does not imply motion in every case. You may have to step lively to catch a train or a rabbit, but there is a long list of things, from hares to rheumatism, that you can connect with while standing perfectly still.—Houston Post.

She Talked Freely.

"Did she say anything when the traffic officer made her back up her car?"
"I should say she did. She couldn't have said more if she had been married to the policeman."—Detroit Free Press.

THE ROYAL BANK OF CANADA

CAPITAL PAID UP - \$ 11,560,000
RESERVE FUND - \$ 12,560,000
TOTAL ASSETS - \$187,000,000

Savings Department—Interest allowed on deposits of one dollar and upward and credited to accounts half yearly.

Farmers' business solicited. Loans made to responsible farmers for the purchase of cattle, etc. Sale notes cashed or collected.

Glencoe Branch - E. M. DOULL, Manager

MERCHANTS BANK OF CANADA

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

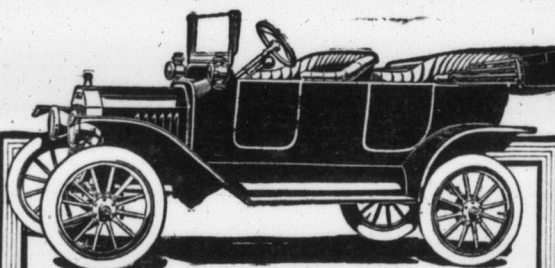
SAVINGS DEPARTMENT

We give special attention to Savings Accounts. One dollar only is necessary to open an account. Interest allowed at highest bank rate, and added twice a year without application or presentation of pass-book. No day in withdrawal. Two or more persons may open a Joint Account, and either party can withdraw money.

FARMERS' BUSINESS

Money advanced to Farmers at Reasonable Rates. Sales Notes handled on most favorable terms.

J. A. McKELLAR, Manager GLENCOE BRANCH



"MADE IN CANADA"

Ford Touring Car
Price \$530

Ford Runabout
Price \$480

Ford Town Car
Price \$780

The above prices f.o.b. Ford, Ont., effective Aug. 2. No speedometer included in this year's equipment, otherwise cars fully equipped. Cars on display and sale at

ALEX. DUNCANSON'S - GLENCOE



BEFORE DECIDING ON A CAR SEE THE

OVERLAND

MANY REASONS WHY

It has the reputation for being the most reliable car.
It has all the latest improvements.
It is easy to handle.
It is easy on gasoline.
It is easy on oil.
It is an easy riding car.

1916 Model, 5-Passenger, 35-Horsepower Touring Car, reduced from \$1,275 to \$1,050.

FOR DEMONSTRATION APPLY

S. HUMPHRIES, GLENCOE

Agent for Mosa, Ekrid, Euphemia and Zone