BUSINESS CHA

E. A. Mayhew & Co, having taken over the business formerly known as E. Mayhew & Son, take this opportunity to thank the public for their co-operation in the past. We are prepared to give you the same service, courtesy and consideration you have been in the habit of receiving at this store. To all those who have been in the habit of running accounts with the old firm we will be pleased to have them continue with us, and will extend the same liberal terms.

GRAND OPENING DISPLAY

Plenty of everything that is new and desirable for Spring and Summer Wear, and you can count on better all around value at whatever price you pay, because we are not content unless every article sold makes a pleased customer ! This weeks' display consists entirely of styles that have been approved by good dressers. Come, and feel free to see everything without thought of buying unless you wish. Welcome.

In Our New Young Men' ment You Will Marr Our Prices	s Depart- Special Display bel at Newest in Pump Shoes at Lo	os, Oxfords and partme	erything must be sold in our Millinery De- ent as we are going out of this line. Every- new and up-to-date at less than half price.	EXCI
To induce the young men to o tore, we are going to give a spec yeak. This is for the young man we bants. Young Men's Suits, nifty styl lash pockets, cuff on pants, for \$9 Young Men's Suits, pinch back tyle, for \$13 75 Young Men's High Waist Seat tyle-\$14.50 and \$21. For the Workingm This week we will sell our extr youny, \$1.50 Work Shirt for only \$ Our \$1.85 Work Shirt for \$1.48. An extra strong Denim Overal or \$1.68. Out They Go With a Nearly 200 Dandy Patter	ann a good, full, B1 18. A Rush ! A Rush ! A Rush ! A off all This season of all Oxfords. "Better Shoes Women's Black Kidl a Gown Kid Oxfords, of Women's Black Vici top, Louis heel, for \$6. Women's Brown Kid \$2.29. Ladies' and M Special=\$5.08. Waists of Crepe-de- \$5.68.	seasons for Women's for Less." Defords, newest styles, \$4.38. extra special style and Kid Shoes, high S-inch , high tops, for \$6 and bargain table of Shoes , specials \$1.98 and Cisses' Waists pes in three patterns, chene, round necks—	Big Sale of Rugs This Week Brassels Rugs e 9 ft.x6 ft., for 87.50 e 9 ft.x7 ft. 6 in., for 89.25, e 9 ft.x7 ft. 6 in., for 89.25, e 9 ft.x7 ft. 6 in., for 815.85, e 9 ft.x7 ft. 6 in., for 815.85, e 9 ft. by 9 ft. for 818.95, reials in Stair Carpets – 58c a yard. n's 85c Penman's Balbriggan underwear a garment. Specials for This Week Nesk Kayser Silk Gloves, Grey, White lack, for 98c, g S5c nicely trimmed Brassieres for 59c NOTICE Mayhew & Son wish to thank their many	ECONOMY—Ask as 39 miles to BEAUTY—All mo STRENGTH ANI Unsurpassed ACCESSABILITY with very lit A CHEVROLET commercial Miss Elsie Phompson of Miss Elsie Phompson
Colorings in a Clean- Men's Shirts Some worth \$3 and \$3.50, for \$1. FC, A.	Waists of Voile, with \$1.95, \$2.19 and \$3. 48. Special table of Whit	round or square neck them a ness in	the rest for the generous support accorded to during the last ten and a half year's busi- to Glencoe, and hope for a continuance of me with the new firm.	Me are glad to hear that condition is somewhat im Allan Sitler was in Lond Bert, Webster is spendin ton. Stanley Allen and Allan expected house in a day or Miss Freme distant parket of the standard of the parket of the standard of the parket of the standard of the Miss Irene Purches seen home at Belle Biver. Onite a number attendee at Newbury on Sumday. Miss Ida Haggitt has a London. Mr. and Mrs. Thos. Hag in their new home.
MELBOURNE	MACKSVILLE Miss Susie Boyd is spending the vacation at her home here. Edison Bell and sister, Miss Ida, spent the week-end at John Boyd's. /The U. F. O. held their regular	APPIN Mr. and Mrs. Alex. Stewart ily are visiting at the home of Mrs. Richard Pettit, parents Stewart.	Mr. and that the roads are good.	A. Everet of Thamesvi
go for their new home at Port . They have been residents in mmunity for eight or ten years $M \to g$ greatly missed.	meeting on Friday evening, April 18. Miss Frances Wrinn of South Ek- frid is renewing old acquaintances in the neighborhood. We are pleased to see Mrs. J. B. Fletcher out again, after a lengthy ill- ness. Miss Margaret McLeish and Miss	Stewart Smith, our cheek bought a car lately. Mrs. John Macfie entertai organized class of the M church on Monday evening week. On May 11th there will co a week's meetings here in co with the forward movement	daughter Margaret has recovered from her illness. Farmers of the vicinity who lease thethodist of this made here in the immediate future. Mr. Rayburn has taken his oil drill ing rig to the Glencoe foundry to hav	 whome of his sister, Mrs. Fr Geo. Veo. who former Smith, but of Late attendi don, is visiting at his form Jas, Brittain, who has be time, in Toronto, has ar Easter h Bollys. Mrs. John Baird of Al Windsor for a brief visit. Miss Leapha Annett, te is at home for the holidays

E MOD \$1585, War Tax and Freight Paid EPTIONALLY HIGH MILEAGE k the man who owns one. We have mileage reports from owners of Model 490 as high to the gallon for a trip. odels built along conventional and beautiful lines, very pleasing to the eye. ND ENDURANCE-Chevrolet cars have set new precedents for power in motordom. d as hill climbers. Y—This is the feature in a Chevrolet that makes you independent of garages ; owners ittle experience can overhaul their own cars. is the shortest distance between two points. Fourteen models of pleasure and cars. N. & A. M. GRAHAM, Glencoe ERE f Thi that Mac. Webster at little Dan Taylo noroved. idon on Saturday last ing a few days in Dut MARTIN-SENOUR 100 per "cent. PURE PAINT n Willick and wife a has returned hon t Dutton. Try our Floor Paint and Floor Wax. Campbell's Varnish Stain will brighten up a dull surface. Try DALE Alabastine for wall finish. ent Eastertide at he Garden Tools, Spades, Rakes, Hoes, Cultivators, Poultry led the Easter service Netting, Chicken Fence, Paroid Roofing, Shingles. refurned home fro aggitt are now settl RO Fred. The fred. The ding a compared rimer hot sided with D. Perfection Stoves Frost Fend g for som nerican soldier, is visi Alvinston has gone eacher in S. S. No. 4 VILLE lilner spent their holi Walkerville called on Miss Jean Russell of J. Sheppard last week. s able to be out, after visiting Jack Dougla solos in the Methodis n and Miss Harcourt of at Mrs. Atkinson's, ed last week from De-d an Oktomobile on an Oldsmobile car. the Port Arthur col Caster. to is on the sick list, is Quigley are spending their mother. Donna are visiting in Home in Halifax roofed with Brantford Asphalt Slates d of Windsor is home A handsome roof that

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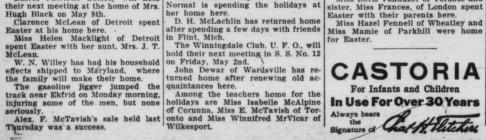
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Thursday was a success.



Always bears the Signature of Char H. Hitchers despatch at The Transcript office.

Mrs. A. Daum is visiting her parents at Sebringville. The holiday visitors are Mrs. Peel and daughter of Detroit at H. Clan-ahan's, Dr. J. Russell and children and Nurse Jean Russell of Toronto at Is-aac Watterworth's. Wm. Weekes of London Medical College at E. Weekes', Miss Connie Pearson of London at H. Harvey's, Dan Watterworth of Hamf-forence at D. Watterworth's. Mrs. T. Simpson and Miss Florence are spending the week at Florence. Store will commence its summer half - holiday on Wednesday, April 30th, closing at 12 o'clock stand-ard time. All kinds of Garden Seeds, package and bulk, on hand.

Wedding invitations printed in th latest style and with neatness and despatch at The Transcript office.

An added touch of beauty to any house is a roof Brantford Asphalt Slates, which are in soft, harmonious shades of reddish brown and dark green. The colors are permanent and unfadeable, being the natural shades of the slate just as it is taken out of the quarries.

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defies the weather

It will also prove a very economical roof, because Brantford Asphalt Slates do not split, get loose, absorb water or rot. They are strongly fire-resistant and are classified as non-combustible by the fire insurance companies, and allowed to be used in cities where the most rigid fire-prevention By-laws are in force.

Brantford Asphalt Slates are very moderate in cost. The regu-lar size of the slates and their pliability make them easily and quickly laid, thus saving time and cost of labor. Being made of high grade felt saturated and costed with asphalt, and with a surface of crushed slate, they make a roof that defies the elements and is a permanent part of the building, just like the walls and the foundation.

Brantford **Asphalt Slates**

are being used more extensively every year for city, country and summer homes, churches, golf clubs, stores, garages, and wherever an artistic effect is desired on a pitch roof.

If you are going to do any building this year or have an old roof that needs replacing, it will be to your advantage to investi-gate Brantford Asphalt Slates.

Brantford Roofing Co.Limited

Head Office and Factory, Brantford, Canada Branches at Toronto, Montreal, Halifax

For Sale by McPherson & Clarke