

One Week Each Year We Ask For Boosters Instead of Profits

This Week is Boosters' Week in Our Store

The Event of the Season

Profits Are Sacrificed

For one week, commencing November 1st, this store will introduce an innovation by putting on what will be known in future as "Boosters' Week," and it will be a week long to be remembered. There are few people who have not heard of the E. Mayhew & Son store; we believe there are a few yet who have not bought from us owing to long associations with other stores. But when we tell you that this week we will give you some goods at ACTUAL COST, we are stating the pure truth. MOTHERS! We want you to apply the test and see us this week. FATHERS! This is your opportunity to buy a Suit or Overcoat for yourself or one for the boy. You ask us how can we do it? We reply that we are willing to sacrifice our profits for one week in order to get a "voluntary army" of new boosters.

Boys' Winter Overcoats and Suits

Boosters' Week special, \$3.78. Fit ages 5 to 12 years.

Youths' Overcoats

Fit ages 12 to 18 years. Specially priced for Boosters' Week, \$7.95.

Attractive Blouses That Have Just Been Unpacked

New Georgette Crepe Blouses with beaded and embroidered effects, with large and small collars, shades of flesh, mauve, peach and white. Also embroidered and stock collars, tailored very effectively. Blouses, \$1.19 up to \$3.75.

Guarantee!

Every purchase you make at our store carries our personal guarantee. If the article does not correspond in every way as represented or you are in any way not satisfied, we want you to bring it back and get your money.

Millinery at Half Price

No wonder there is such a hum of business in our Millinery parlors. All the newest creations. Now is your time to practise economy.

Coming to Glencoe November 8th

We want every man of this community, young and old, to visit our store on the 8th day of November, where they will meet Mr. Irving of the House of Hobblerlin, clothing expert. Whether you are thinking of purchasing a Suit or Overcoat or not, come and see what is the latest and most up-to-date clothing of the day.

Specials in Groceries—Boosters' Prices

E. Mayhew & Son

Be Wise!

Buy your winter supply of Shoes for the whole family at this great Boosters' Sale.

An Opportunity for Women

Boosters' Specials on a wide range of beautiful new Coats at

\$7.50

\$10.95

\$14.75

\$19.90

\$24.50

Plush \$27.50

Remember, too, that "Quality" is "Economy."



Appin

Mrs. Gemmel of Brimley, Mich., is visiting her mother, Mrs. Duncan Campbell.

Mrs. Golding has returned to Detroit, having spent three weeks with friends in and around Appin.

Frank Pote shipped two carloads of cattle and hogs from here this week.

D. L. McIntyre has gone west for a second carload of cattle.

Twelve hundred dollars has been already subscribed toward installing an electric light plant in our town.

Miss Anna Graham of Dutton is holidaying with Mrs. D. A. Patterson.

Make your engagements for the musical comedy at Glencoe on Nov. 22 and 23.

PARKDALE

Mrs. H. Blain has returned home after having a very pleasant visit with her daughter, Mrs. Purvis, at Belle River.

Wm. Martyn returned home last week, slightly improved in health.

Thomas Hagitt is home from Windsor.

Miss Lilly Blain of Aldboro has been spending a few days at H. Blain's.

WALKERS

The box social held in Walkers school house under the auspices of the Walkers Patriotic Society was a great success. Over \$90 were taken in.

The Walkers Patriotic Society shipped to Hyman Hall, London, Thursday, Nov. 1st, a box containing 50 lbs. fruit cake, 2 lbs. maple sugar, 2 lbs. home-made candy, 5 lbs. honey, 1 box chewing gum.

British Red Cross.

Subscriptions received for the British Red Cross in the canvass made at Glencoe on Trafalgar Day are as follows:

Wright and Currie List.

A. J. Wright \$ 5.00
Mrs. A. J. Wright 5.00
M. J. McAlpine 5.00
J. N. Currie 10.00
Mrs. J. N. Currie 5.00
Mac McGeachie 3.00
Roy Siddall 3.00
John Smith 2.00
Margaret Stinson 1.00
David Stinson 1.00
W. W. Gordon 1.00
Alex. McNeil 2.00
Mrs. Clunn 1.00
Miss Berdan 2.00
Mrs. Neve 1.00
Mrs. W. A. Currie 1.00
Harry Wing 1.00
Charles Dean 1.00
Fred Hills 2.00
Dan McRae 1.00
Archie McLachlan 1.00
Edward Berdan 2.00
Joseph Grant 1.00
Mr. & Mrs. D. R. Hagerty 3.00
Mrs. Small 2.00
Mrs. Elliott 2.00
Dr. A. McIntyre 2.00
Edward Mayhew 1.00
Mrs. W. H. Waterworth 25
S. J. Shaw 1.00
William Henry 1.00
William Newport 1.00
David Reeves 1.00
Leslie Reeves 25
Alex. Stuart 25
Miss Riggs 25
Rev. J. Crawford 1.00
Wesley Thomson 1.00
Hugh K. Munro 1.00
J. A. Ferguson 1.00
L. Dalgety 1.00
S. Overton 1.00
Mrs. F. G. Humphrey 2.00
F. G. Humphrey 3.00
T. A. Craig 2.00
Mrs. J. S. Macmillan 2.00
George Lethbridge 1.00
W. Muirhead 1.00
Mrs. Barker 1.00
Mrs. W. G. Craig 2.00
J. C. Elliott 10.00

McAlpine and Scott List.

R. Clannahan 5.00
R. Dunlop 5.00
J. A. Hamilton 5.00
Neil McAlpine 5.00
J. A. Scott 5.00
W. R. McCracken 5.00
Alex. Duncan 3.00
William Quick 2.00
Mrs. Archer 2.00
John Oldrieve 2.00
Mrs. C. Blackwell 2.00
Mrs. William Gilbert 2.00
J. W. Mitchell 2.00
Sam Hart 2.00
S. Rogers 1.00
C. George 1.00
Dr. Saxton 1.00
Mrs. Saxton 1.00
Mrs. J. A. McAlpine 1.00
Miss A. Cook 1.00
Miss Genge 1.00
Miss M. McBean 1.00
S. Thompson 1.00
Simeon Hill 1.00
Neil Lease 50
Joe Johnson 50
Melvin Waterworth 50
Dougald McIntyre 50
Mrs. A. J. Sullivan 25
High School 6.85

Huston and Keith List.

P. D. Keith 5.00
William Allan 1.00
Don H. Love 1.00
Mrs. (Dr.) Wilson 3.00
J. Y. McLaughlin 2.00
Duncan P. Mitchell 50
William Tomlinson 1.00
J. A. McLachlan 5.00
John McMillan 5.00
J. A. Jones 2.00
H. Ralph 1.00
Robert Knox 1.00
James Corbett 2.00
F. Aldred 5.00
E. T. Huston 5.00
William McCallum 1.00
Rev. Dr. Ford 5.00
John W. Eddie 2.00
J. W. Smith 2.00
Thomas Stinson 2.00
George A. Parrott 2.00
W. T. Jolly 1.00
Duncan McCallum 75
Russell Waterworth 1.00

(Balance of contributors names will appear later.)

Buy a bond and help win the war.

A Great Hit.

The Family Herald and Weekly Star of Montreal certainly made a popular hit when they issued their new war map of the European fighting area. It is said they are over whelmed with orders. The map is not for sale at any price, but is given free to all who pay a year's subscription to that great paper. The price for the full year is \$1.25, map included. It is a wonderful value, and it is no wonder they are securing thousands of new readers. Renewals also, many months ahead, are being sent in order to get the map now. The map is very complete, and alone well worth the price asked for both the paper and map.

Tait's Corners Contributors

A canvass was made by Tait's Corners Red Cross Society for Trafalgar Day contributions to the British Red Cross, and \$107 was secured and forwarded through the bank. Following is the list of contributors and amounts paid:

Duncan R. McRae \$5.00
Alex. Coulthard 2.00
Donald K. McLean 3.00
Duncan McEachern 5.00
N. Urquhart 1.00
John McColl 5.00
Katie McColl 1.00
John O. McEachern 5.00
Mrs. Lydia McCallum 3.00
Mrs. Robert Huston 5.00
David A. McColl 5.00
Alex. McKenzie 2.00
John H. Smith 2.00
Geo. H. Smith 2.00
John Cyster 2.50
Mrs. Archie McEachern 2.50
Charlie Willey 1.00
Archie Duncan 2.00
Gilbert Duncan 2.00
Dick Coad 5.00
Dan Treastin 5.00
W. G. Poole 6.00
Cyster Bros 1.00
Stanley Dobie 1.00
John McAlpine 1.00

This Up-to-Date Range

has a ventilated oven with walls of nickelled steel that roasts and bakes to a turn. The glass door enables you to watch the baking and the thermometer shows exact temperature. Our free booklet describes many other special features. Write for it.

McClary's

PANDORA RANGE

LONDON TORONTO MONTREAL WINNIPEG VANCOUVER
ST. JOHN, N.E. HAMILTON CALGARY
SASKATOON EDMONTON

For Sale by James Wright & Son

David Allan 1.00	Dan Campbell 1.00
John S. McAlpine 1.00	Archie McAlpine 1.00
Crawford Allan 1.00	Bert McEachern 1.00
Dan Allan 1.00	D. A. Dobie 5.00
Duncan K. McRae 1.00	Jas. Lethbridge 3.00
Roy Goff 1.00	Bert Collier 2.00
David Dobie 1.00	John L. Tait 1.50
James Tait 1.00	Total \$112.00
A. A. Berdan 2.00	
Jas. McRae 2.00	
Dan K. McRae 1.00	
Jas. Treastin 1.00	
Margaret Ferguson 1.00	
Wm. Coad 2.00	
Geo. Coad 5.00	
Dick Coad 5.00	
Roy Squires 1.00	
E. W. Squires 1.00	
John Lethbridge 1.00	
Dunc. Hyndman 1.00	

Should you spoil an envelope after putting a stamp on it, you can have the stamp redeemed by application to the post office department. Or should you have by reason of warm or damp weather a number of stamps stuck together, they may be exchanged for new stamps. These regulations are not generally known and their publication may be of some benefit.



Two Great Value Groups of
**SELECT SILK
PETTICOATS**
at **\$2.95** and **\$3.95**
Two Popular Styles Pictured

With the advancing price of Taffeta Silk, it is an achievement to be able to sell such underskirts as these at popular prices. Every desirable shade—one-tone or changeables—also light evening colors. Fitted tops, new flounce pleating and ruffings.

MAIL INQUIRIES SOLICITED

B. SIEGEL
"Where Fashion Begins"

The Transcript.

THURSDAY, NOVEMBER 8, 1917

Newbury

Mrs. C. Armstrong of Windsor was in town for the week-end.

George Bell and his bride of London are visiting his parents, Mr. and Mrs. Jason Bell.

Dr. B. Wilson and Jas. Wilson of London spent a few days with Mrs. Matt. Armstrong last week.

Miss Mamie Fennell of London Normal and Miss Hazel Fennell of Thamesville were home for the week-end.

Mrs. Thomas Dixon left on Friday for a visit with relatives at Bad Axe, Mich.

Mrs. Porter of Wardsville spent a few days with her aunt, Mrs. George Armstrong.

Mrs. J. H. Robinson entertained the members of the Unity Bible Class on Monday, the members bringing a "show" for the boys overseas. During the evening Mrs. Robinson served a dainty lunch.

Miss Belle Colbourn of Atkin is visiting her sister, Mrs. C. Doby, at Windsor and the Byron Sanatorium last week. Over fifty sealers of canned fruit and a quantity of nuts were shipped.

The anniversary services held in Knox Church on Sunday were well attended, the church being crowded in the evening. Rev. G. S. Lloyd of Glencoe preached two splendid sermons full of zeal and earnestness, the practical points being clearly brought out. The choir rendered good music at each service. In the evening the Glencoe male quartette sang two selections which were much appreciated. The collections were over \$103.

Someone counted 15 autos on Knox church corner Sunday evening.

Middlemiss.

Mrs. Pepper of St. Thomas was in town recently and organized a mission band. The boys and girls met in the schoolhouse and after a short devotional service were addressed by Mrs. Pepper, mission band secretary, after which an organization was formed, to be known as the "Mission Band."

Mrs. Wesley Richards was elected president, Miss Kathleen Graham secretary and James McNabb treasurer. The band will meet the second and fourth Saturday afternoon of each month.

Miller's Worm Powders do not need the after-help of castor oil or any purgative to complete their thoroughness, because they are thorough in themselves. One dose of them, and they will be found palatable by all children, will end the worm trouble by making the stomach and bowels untenable to the parasites. And not only this, but the powders will be certain to exert most beneficial influences in the digestive organs.

Wardsville

Mrs. Jas. Mulligan and daughter Dorothy are visiting the former's mother, who is very ill, in Birt.

M. Miller spent a few days this week in London.

On Wednesday evening last, Mrs. Wm. Minna entertained the younger members of the St. James' Sunday School. A very pleasant evening was spent in playing games.

Gordon Palmer of Rodney spent the week-end at his home here.

Rev. S. Jefferson entertained the young people of the Methodist Sunday School at his home on Halloween. The evening was pleasantly spent in games and music. A light lunch was served.

Mrs. D. McKee returned home on Friday from Victoria Hospital, London.

The young people of this community held a dance in the town hall on Monday night as a farewell for Gunners Joe Kearns and Ross Doyle, who are leaving this week for overseas.

Cairo.

Mrs. D. M. Smith, after visiting at the homes of her two sons, Gordon of Windsor and Stuart of Detroit, and other friends, returned on Saturday.

G. W. Young, accompanied by his daughter Mamie, visited friends in Walkerville and Detroit, returning on Wednesday.

The Red Cross Society of this place held a very successful comfort shower and concert on behalf of the boys in the trenches in the town hall on Friday night. The "Tipperary Lasses," as they are named, prepared a lengthy program, which was carried out to the letter—full of interest and exceedingly entertaining. B. W. Fansher was chosen chairman and executed his part to the full satisfaction of all present. Miss Oral Talley, teacher in St. S. No. 7, contributed largely to the affair by her introduction of the "Silent Band," which was a unique feature of the occasion. Mrs. Lew Sullivan's recitations were certainly much appreciated and reflected creditably on the skill displayed by her as an artist.

OAKDALE.

This year has been an ideal one for nursing.

Born—on Oct. 20th, to Mr. and Mrs. Herbert Wright, a daughter—Ella May.

Herbert Roberts and Thomas Maxwell have gone to Muskoka on a hunt.

Miss Lydia Edwards of London, is the guest of Miss Stenna Leeson.

Miss Della Leeson is attending Business College in Chatham.

Mrs. Daniel Leitch and Mrs. John Summers spent Wednesday and Thursday with relatives in Bothwell.

William Leitch spent Friday in Sarnia.

Marriage licenses issued by J. S. Macraul, Appin.

Melbourne.

The Y. P. S. C. E. of the Presbyterian church here held their first devotional meeting on Sunday evening, Oct. 28th. It took the place of the regular Sabbath evening service. The attendance was large and the service was very enjoyable. The choir provided music, and Norman Lockwood read the Scripture Lesson. Prayer was offered by a number of the members. The gathering was addressed by Miss Carrie Carruthers and Robert Campbell, the subject being: "The young people's opportunities during the next fifty years." This new organization promises to become a power in the community as well as the church. Miss Agnes Campbell is the correspondence secretary.

At a special meeting of the Library Board held on the 31st ult., Eber L. Frost in the chair, it was unanimously resolved to hold a conference in Guthrie church hall on the evening of Tuesday, the 13th, at 8 o'clock, for the purpose of creating a deeper interest in the library and for greater financial support. All interested are cordially invited to be present.

The pulpit of the Presbyterian church was occupied last Sunday morning by Rev. E. A. Rayson of Detroit, who delivered an excellent sermon, the minister, Rev. P. Jamieson, being away conducting anniversary services at Muncey church. In the evening the honor roll to the men of the church and community who serve in the army of the Empire was unveiled. The service was a pleasing one. The honor roll was unveiled by Miss Eva Brown and Miss Bessie Auld, who also executed the work on the beautiful scroll. After the ceremony of unveiling, the choir sang the French hymn composed by Miss Alice Irene Wood of Monclair, N. J., which has found favor with the men in the trenches. The minister spoke from the text, "The sword of the Lord and of Gideon."

John Horne of Weyburn, formerly of Elfrid, called on friends in our village last week.

The Epworth League Halloween social, which was held on Wednesday last week, was well attended. The young people of the village and community pronounced it one of the best evenings they had ever spent at any social gathering. Miss Udy of London gave a number of readings. Vocal solos were given by Miss Gladell of this village and Miss Somerville of London, and piano solos by Miss Annie Acton. A girls' pumpkin drill was one of the main features of the program. The young people cleared about \$20.

The gross profits of the William Davies Packing Company last year were \$1,827,000 on a capital stock of two millions. No wonder bacon is a luxury which only the rich man can afford to buy.

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.