

GIFTS FOR WOMEN

Holiday Suggestions

GIFTS FOR MEN

E. MAYHEW & COMPANY

GLENCOE'S LEADING GIFT STORE

NOW AT ITS BEST

There is something in this for everyone. This gift store is one of discretion, and in making selections from the markets of the world has taken great pains to provide only gifts that have the merit of real value. Come tomorrow—early shopping is best—better service, better choice.

Gift Suggestions from our big Shoe Department

There are so many calls for money this season it is your duty to give useful presents at Christmas.

Men's and Women's Slippers

At present our stock is complete and our advice is—buy at once. Prices range from 75c to \$3.50.

Rubbers and Overshoes

We carry a very large stock of these goods in most reliable makes. What is more acceptable as a gift for man, woman or child than a pair of Slippers or Shoes. Our stocks are at their best and prices right.

Linens for the most particular

What would the housewife do without the necessary piece of Linen to complete every room in the house. What will make a more acceptable gift than something you know she will appreciate? A large assortment of Centrepieces, Doylies, Fray Cloths, Stand Covers, etc., will be found at this store, 25c to \$2.00. Fancy Huck Towels, pure linen, guaranteed, 50c to 85c per pair. Table Cloths and Napkins to match, \$3.50 to \$8.00.

A Hearth Rug as a holiday gift

A real Toyland is really a Joyland



Every toy of merit is here. An early inspection this year is imperative to be sure of all the lines you want.

Decide Upon Gloves

and buy them at Mayhew's, the recognized headquarters for Gloves. Choose tomorrow from the largest and most complete stock in the town. You will find the prices most moderate.

Give Blankets and Comforters for gifts

Gift Suggestions of brief mention for Baby

Warm Vest for baby, 18c to 50c.
Infants' Wool Booties, 15c to 50c.
Infants' Bibs, 10c to 35c.
Infants' Bearskin Coats, \$2.50 to \$3.00.
Infants' Wool Gaiters, 25c to 35c.
A nice Silk or Wool Bonnet, 50c to \$1.00.
Silk and Cashmere Dresses, etc.

Get Hold of the Fact

that this is Glencoe's Finest Men's Store. Great attention devoted to the appareling of men and boys. Doing a splendid business because the public has found it the RIGHT KIND of a store, selling the best Clothes and Haberdashery in Canada for men and young men who want the best, presenting immense assortments and the best values that money will secure (in Glencoe or anywhere else). A store that guarantees you absolute and lasting satisfaction with every purchase.

LADIES! When men hold this department in such high opinion for Style, Quality and Value, plus Immense Stocks and Service, then why not buy his gifts here?

Collars and Collar and Cuffs Sets—couldn't be nicer.

A big list of Christmas Suggestions from our Men's Department

Pure Linen Handkerchiefs, full sizes, 12c to 25c.
Linen Handkerchiefs in fancy box, with block initial, 25c and 35c.
Umbrellas for that particular man, at \$2 to \$3.50.
Brace Sets, combination of Garter and Braces, at 75c.
"Forsyth" Brand Shirts in great variety, \$1 to \$2.
Silk Socks, Mercury Mills and Holeproof Brand, 50c to 85c.
The new Lightning-hitch Hockey Shoes, \$3 to \$4.
A well Silk Scarf, Paisley pattern, \$1.50 to \$3.75.
A pair of those nice easy House Slippers, 75c to \$2.
A dandy two-tone Sweater Coat, \$2 to \$5.50.

Just call in and we will help you decide.

When you come to the word Neckwear on your Christmas list, come to this store and see our assortment. Just now in, and the very latest.

Nothing is more acceptable than Hosiery

Don't you think a Blouse gift would be delightful?

Seldom a Blouse gift is out of place. You can safely bestow it as a Christmas gift upon any female friend or relation. She is sure to be pleased with it. The new styles in silk, georgette crepe and crepe de chine are charming. Prices range from \$2.00 to \$5.50.

Silks are very acceptable gifts

We have a large and most complete stock, all at old prices.

Handkerchiefs on every Christmas list

And well they might be, with such a beautiful assortment to choose from. A gift of Handkerchiefs always pleases a woman. No doubt of it, for their popularity is growing every season. No wonder, for the dainty and fascinating kinds that we show couldn't but be admired.

Furs! Furs!

Furs are the acceptable gift.

Nuts, Candies and Oranges

Nice sweet Navel Oranges at 1c each.
Large Christmas Candy, 2 lbs. for 25c.
Nuts, Candies, Oranges, Peels, etc. All kinds at right prices.

We will box any article in the store for you free.

Gifts for Young People

E. MAYHEW & COMPANY

Gifts for Children

JANUARY

16

Tuesday

Telephone Book.

New Issue

of the

Copy for the next Telephone Directory closes on the above date!

Order your telephone now, so that your name will be in the new issue!

Report changes required to our Local Manager to-day.

The Bell Telephone Co. of Canada.

WALK-OVER SHOES

Greetings

May the holidays all be happy ones.

May the love of right living, cheerfulness and Patriotism tingle your being.

May all these be yours and more.

WALK-OVER SHOE CO.
153 Woodward Ave. - Detroit

The Transcript.

THURSDAY, DECEMBER 21, 1916

Newbury

Eleven degrees below zero was reported Monday at 7 a. m.

W. C. King has sold his farm to J. E. Hendrick of Euphemia.

Miss Myrtle of Alma College is spending the holidays at her home here.

Cameron Bayne arrived home Friday evening from London Normal for the Christmas holidays.

Letters received tell of boys of the 13th Batt. who were here for a time being now in the trenches.

Tommy (Thursday) is the Knox church S. S. entertainment, and Christmas night the Methodist S. S. have their annual concert.

New Year's night "The Soldier's Sweetheart" will be presented by local talent under the Women's Institute auspices for patriotic work.

Mrs. Glennie had a letter a few days ago from her brother, Pte. F. J. Johnston, telling of his recovery and return to the trenches. Pte. Johnston had a very close call in his recent wound. A bullet grazed his forehead and eye-ball.

The following refers to one well known in this district. The late Jamin Lawrence was in the store business here for years, selling out to Bayne & Douglas the business now owned by Wm. Bayne.

Dresden, Dec. 6.—The funeral of Jamin Lawrence of Winnipeg, aged 72 years, at one time one of Dresden's prominent businessmen, took place here yesterday.

December 2 at his home in Winnipeg, and the body was brought east by his son, John Lawrence. Mr. Lawrence removed with his family to Winnipeg in October, 1906, following the death of Mrs. Lawrence here in June of the same year. The surviving members of the family are: Mrs. Herbert Toze, land, Mrs. David Ladd, Miss Edith, who is a teacher in the Technical School there, and Cora, all of whom reside in Winnipeg.

Miss Rutherford of Chatham is visiting Miss A. Ward.

Miss Ivy Henderson of London is visiting at her home.

Jack McVicar of Dauphin is visiting at his home here.

Mrs. J. McLarty of Charlottetown, P. E. I., is visiting her parents, Dr. and Mrs. H. A. Wilson.

Mrs. D. Anders and son Donald of Philadelphia are visiting her parents, Mr. and Mrs. C. Minna.

A number of the girl friends of Miss Letitia Stocking met at the home of Mrs. E. Pickering on Friday evening and gave her a miscellaneous shower. A very enjoyable evening was spent in games, after which lunch was served.

Melbourne

Miss Edith Clarke has returned to her home in Saskatchewan.

Mrs. Sparling Clarke is visiting her sister, Mrs. James Hale, Detroit.

M. R. Brown has purchased Mrs. James Clark's house, and will move from Appin here.

Miss Mary Odell was united in marriage to E. Kellettine, at the parsonage at Melbourne, by Rev. Mr. Vance.

Mrs. C. E. German of London and Miss Alice Nickelson of Mt. Hermon, Mass., are guests of Mrs. Wm. R. Vance.

Pte. Cady of Dutton, who has recently returned from England, is spending a few days with his uncle, James Showers.

John McKenzie has sold to Mr. Stuart of Strathroy, his entire stock of groceries and drygoods, and will give immediate possession.

BETHEL-METCALFE.

The Bethel Red Cross Club meets with Mrs. Toze on Thursday, Dec. 21, from 2 p. m. until 4 p. m.

Misses Jean and Martha Boyd were each presented with gold medals for best attendance at Bethel S. S. for the year 1916, at the entertainment on Friday evening.

The proceeds of the annual entertainment at Bethel on Friday night were \$30.70. After the expenses of the entertainment are paid the balance will be used for Red Cross purposes.

Misses Reid and Hicott, the lady evangelists who have been preaching at union school section 14, have closed the meetings till after the holidays, and have gone to Petre to take a rest and visit with friends at that place.

On Wednesday evening the friends and neighbors of Mrs. Ann Hicks met at her home and presented her with a nicely-worded address and a large leather rocker. Mrs. Hicks and her family are moving to Sarnia in the near future.

Kilmartin.

Miss Margaret Little is home from London Normal School.

Dan Dewar and Dan L. McKellar are home from the West.

Miss M. J. Munroe, who has been attending Alma Ladies' College, is home for the holidays.

Kilmartin, Dec. 18.—Alex. McIntyre of Wallaceburg is visiting at his sister's, Mrs. A. L. Munro.

Strathburn

Much credit is due to the ladies of the Battle Hill Society for the splendid chicken supper they served in S. S. No. 1, Moss, last Friday evening.

The solo, duets and trios rendered by S. Simpson, W. Quigley and W. Gould, along with several musical numbers given by the school children, were much enjoyed by all. Spicy addresses were given by Chas. Cameron and the choir chairman, Nathaniel Currie. Splendid music was given throughout the evening by the Strathburn orchestra. After the program, Mac McAlpine of Dunwich proved himself a most capable auctioneer in selling at high prices the remaining articles of the bazaar. The proceeds of the evening amounted to \$100.

WHY DOES THE CANADIAN PATRIOTIC FUND REQUIRE SO MUCH MONEY?

This question is often asked, by persons and by municipal councils, when the matter of liberal giving to the Fund is brought before them.

They are entitled to the most complete answer, for the Fund is the people's. They created it, and it is they who must maintain it.

Now for the reasons. There are 149,230 of them.

The Fund asks for so much money because Canada has given her men so lavishly to the Great Cause. Between 300,000 and 400,000 have volunteered. If their families need help, this Fund provides it. In October 53,693 families did need it. These families comprised 149,230 persons, nearly all either mothers, wives or children. Is it any wonder that so Great a Need requires so Great a Fund?

HOW GREAT IS THE NEED OF MONEY?

The sum expended in October, 1916, was.....	\$891,814.00
The average payment to each family was.....	16.29
The average payment to each person was.....	5.73
The cost of administration was.....	15,464.00
(In above averages, sums paid for broken periods not included.)	

Pay special attention to the figures concerning cost of administration—including expense of campaigns for raising money. It is the ambition of the managers of the Fund to keep the cost of raising and disbursing it below that of any voluntary fund ever created in Canada. Their aim is to hand to the soldiers' families as nearly as possible one hundred cents for every dollar subscribed. They succeeded in handing 99½ cents. The sum received in October as interest on moneys in banks was about \$11,500. Take this from the cost of administration. The remainder is \$4,000. And that, therefore, is all that had to be deducted from sums paid in.

That is to say, of every \$100 paid by generous givers, \$99.46 reached the families.

Is not that economy which should give confidence to every subscriber?

Does the magnitude of the Fund, as well as its importance, begin to impress you, Mr. Citizen—who-is-being-asked-to-subscribe-\$100, or you, Gentlemen of the Municipal Council, who are being urged to vote \$100,000 for 1917? Does the REQUEST look as large as it did now that you know something more of the NEED?

Since the war began the people of Canada have subscribed to this Fund.....	\$16,495,000
For 1917 they will be asked to give—and will give.....	12,500,000
Of this sum Ontario is being asked to guarantee—and will guarantee—at least.....	6,000,000

This is one million more than in 1916, but every dollar will be required for Ontario's families. Not much chance for individuals or counties to economize by cutting down their contributions, is there? On the contrary, the giving must be on a scale more generous than ever. And why not? If we can't FIGHT, isn't it a Privilege rather than an Obligation to PAY?

ONE WORD MORE:

No man should ignore his personal responsibility towards the families of those who are fighting for him, simply because his Municipal Council is taxing him slightly for the same object. He owes these people far more. Perhaps he is too poor to pay more. If not, it is up to him to give a generous cheque to his local Patriotic Fund Committee, or mail it to

THE CANADIAN PATRIOTIC FUND, VITTORIA STREET, OTTAWA



SOME OF THE 149,230 REASONS WHY THE FUND NEEDS SO MUCH MONEY