

# THE CHRISTMAS STORE

# E. MAYHEW & COMPANY

# THE CHRISTMAS STORE

GLENCOE'S FAVORITE SHOPPING PLACE

## "Get Onto This Great Christmas SHOPPING Campaign"

**HELPFULNESS**—that is the keynote of our Christmas campaign—helpfulness not only as giving values but also as to giving service. That was the idea back of the preparation of this pageful of Christmas gifts, which, while presenting only a nominal part of the merchandise in this great store suitable for Christmas gifts, will serve splendidly as an inspiration for those who have their shopping problems before them.



### Great collection of Men's Boxed Christmas Neckwear

There is an endless assortment of Silk Neckties for men, all done up in Christmas boxes. The very latest shapes and almost every coloring and design. Choose now: 50c.

### Also hundreds of Boxed Ties, 25c

In every conceivable pattern and coloring, all made of silk, done up in gift boxes, 25c.

### Beautiful Silk Mufflers

Wouldn't a fellow like a nice Silk Muffler—something he can wear? All done up in Christmas boxes, 50c to \$3.00.

### Now!

Here is a very important item in Men's Gifts—these swaggy Silk Shirts, put up in individual boxes, tied with holly ribbon, all sizes, from \$1 to \$1.50.

### Women's Pure Silk Gift Hose

It would be hard to think of a more appropriate gift for any woman.

### Gift Gloves for women

The most complete stock you could wish to choose from. You make no mistake in giving gloves. They are always appreciated. Our stock this year is remarkably large. Prices as low as ever. Why not decide to buy your gift gloves tomorrow? We stock the well-known makes, Fownes' and Dent's.

### Handkerchiefs make the ideal gift

As in previous years, for Handkerchiefs you need go to Mayhew's, at least if you want the best values. We have now the most complete Christmas stock. Don't wait until assortments become broken; BUY NOW. Prices from 5c to 75c.

### Millinery at slaughter sale

This season's Untrimmed Hats at \$1.50 and \$2, sale price . . . . . 49¢  
\$3 and \$5 Trimmed Hats, the latest, for \$1.48  
\$4 and \$5 Trimmed Hats, very new, for . . . 1.18  
\$3 and \$5 Trimmed Hats, extraordinary, for 2.98  
\$7 and \$8 Plumes, very latest, for . . . . . 3.95

### Two Splendid Gift Lines

**SWEATER HOUSE.**—What would be nicer for father, mother, brother or sister? Something they will get some comfort out of. Choice of all colors and prices.

**SILK WAISTS.**—Now wouldn't that be a dandy gift to give her? What she appreciates a nice waist more than anything else. A beautiful lot to choose from.

### For Baby

Surely we will not forget baby.  
Wool Booties, 15c to 35c. Wool Shoes, 25c to 35c. Kid Shoes, Bibs, 12c to 35c. Infant Sweater Coats. Wool Bonnets, etc.

### The Linen Section has hosts of practical gift suggestions

Guests Towels, a very special range. Cushion Tops, a great variety to choose from. Pillow

Cases—fine plain linens, suitable for embroidering or initialling; stamped linens, many different designs. Table Cloths and Napkins, full range of qualities and patterns.  
These are gifts that will appeal to any woman: Our Beautiful Centrepieces, Doylies, Dresser Scarfs, Pillow Shams, Tray Cloths, etc.

### What's better than a Set of Furs!

Doesn't this appeal to you as a practical Christmas gift? The beauty of our Furs and the extensive choice offered makes selection an easy matter for anybody. Children's Fur Sets from 75c to \$4.50.

### Christmas Slippers and Shoes

The most sensible gift of all. We have slippers for all—mother, father, sister or brother—every style and color.

### In Toyland

We are headquarters for Toys, so bring the kiddies along and let them enjoy themselves. Glencoe's greatest amusement centre for the youngsters! Choose their Toys now and then you will be sure that the children will not be disappointed Christmas morn. "Toyland is Joyland."

### Fancy Christmas Dishes and Water Sets

It may seem an extraordinary thing to our many customers that we are able to give such bargains in Dishes, but that is because they don't know how close we keep in touch with manufacturers. We have without a doubt some of the nicest fancy dishes ever put on display and at such low prices.

### Sharp Reductions on Women's Coats

Regular \$10 Coats, sale price \$3.98. Regular \$15 Beautiful Tweed Coats, in different colors, for \$7.85. Several Women's Black Beaver Coats, regular \$14, for \$6.75. Then the Swaggy Young Ladies' Coats, with flare bottom, many colors to choose from, regular \$14.50, for \$7.50. Sealette and Baby Lamb Coats at enormous reductions.

**WHAT DID YOU SAY?** It couldn't be done! Well it does seem impossible the low prices we are selling Men's Overcoats for. Just come and see for yourself.

### Here is where we save you money!

### Christmas Groceries

We have just received our New Fruit—Raisins, Currants, Dates, Oranges, Peels, etc. We can save you money on these goods. Call and get prices. We have the usual large assortment of Candies, Oranges and Nuts. All the different prices and kinds.

### Yes, a Rug

would make a fine gift. We have them in all sizes and prices.

Then how about a nice pair of Wool Blankets? Wouldn't that make a gift worth while?

If in difficulty what to give, come in and let us help you. Helpfulness, indeed, is the keynote of this big campaign.

See Window Displays This Week

# E. MAYHEW & COMPANY

THE STORE WITH THE CHRISTMAS SPIRIT

## The Transcript.

THURSDAY, DECEMBER 9, 1915.

## Wardsville

The bazaar which was given by the Outlook Mission Band of the Presbyterian church on Wednesday, Dec. 1, was a splendid success. Although the night was disagreeable the concert

afterwards was well attended. Proceeds amounted to upwards of \$100. Dr. and Mrs. O. J. Glenn attended the Grand in London on Friday night, hearing "Friske O'Hara."

Mrs. R. McDonald, of Appin, spent a few days last week at her home here.

The first meeting of the High School Literary Society was held on Friday, Dec. 3d, and the following program was given:—Presidents address; debate—"Resolved that Vancouver is likely to become a greater city than

Montreal." The leaders of the affirmative were Earl Martin and Harold Fennell, and those of the negative Tom Kearns and Allan Bayne. The debate was decided in favor of the affirmative. Solo by Verna Wilson; recitation by Frances Archer; piano duet by Pauline and Charles Wilson; reading by Blanche Snell; Bulletin: National Anthem. Wedding bells will soon be ringing in our town. R. J. Patch is attending county council in London. J. A. Mulligan spent a few days last week in London. Miss Ila Quigley, of Kilmartin, spent the week-end at her home here.

## STRATHBURN.

Wedding bells are ringing this week. Roy McKenzie and sister Christie left last Thursday evening for the West. Miss Maggie Newbigging spent Sunday with friends at Crinan. Quite a number from here attended the patriotic meeting in Glencoe on Friday evening. Mrs. James W. Simpson and two children, Don and Fern, have returned home after spending a few days at Pratt's Siding. Miss Maggie Welch has returned after visiting friends at Crinan and West Lorne. H. A. Cavalier enlisted in the 135th Battalion last week. Walter Hallstone spent Sunday with friends at Tat's Bridge. Mrs. Mary A. Simpson, who has been sick the past week is recovering.

Many children die from the assaults of worms, and the first care of mothers should be to see that their infants are free from the pests. A vermifuge that can be depended on is Miller's Worm Powders. They will not only expel worms from the system, but act as a health-giving medicine and a remedy for many of the ailments that beset infants, enfeebling them and endangering their lives.

## CRINAN.

The Christmas entertainment of the Sunday School will be held on Thursday evening, Dec. 23rd. Clover threshing is now under way and the returns so far are reported good. The vote on church union in Argyll Presbyterian church resulted in a majority of six votes against union as proposed. Messrs. Kook and Webster, of Strathburn, are shredding corn in this vicinity. Mr. and Mrs. P. D. McRae entertained the Bible Class of Argyll church recently. About fifty were present and report a very good evening. Robert Ferguson, of St. Thomas, has been spending a few days here. He has recently taken a position as fireman on the Wabash.

The Last Asthma Attack may really be the last one if prompt measures are not taken. Dr. J. D. Kellogg's Asthma Remedy will safeguard you. It will penetrate to the smallest bronchial passage and bring about a healthy condition. It always relieves and its continued use often effects a permanent cure. Why not get this long-famous remedy today and commence its use? Inhaled as smoke or vapor it is equally effective.

## Appin

A meeting for Red Cross work will be held in the town hall, Appin, Thursday, 9th Dec., at half-past one o'clock. All ladies interested in patriotic work are invited to come and help in sewing and knitting.

The voting on church union in the Presbyterian church resulted as follows:—Members for union, 23; against, 21. Not half of the membership voted.

Mr. Craeh, of Toronto, spoke in the Presbyterian church on Sunday in the interests of the Temperance Alliance. Rev. G. Weir, of Glencoe, gave a temperance address before the Appin Epworth League recently. The G. T. R. have moved the shute in their stock yards and made it into two instead of one and have fixed the yards in general. They are also putting in tile at the crossing on Main street and covering it with cinders. Don't forget the big recruiting meeting here on Thursday night. Albert Hearn, who purchased Simon Winger's farm, has had a carload of corn shipped in from Essex county. Cyrus John W. Smith and daughters, of Glencoe, spent Tuesday in town at H. B. Watterworth's. A few of the boys of the 33rd spent the week-end here bidding their friends good-bye before leaving for overseas. Capt. Spero and Lieut. Hughes are stationed here on recruiting service. Duncan Campbell has sold his horse of fame to a Kincardine man.

## BETHEL.

The Bethel Sunday School intend holding a Christmas tree on Friday evening, Dec. 17th, in the Bethel church. A good programme is being provided. Everybody welcome. Harry Galbraith spent Monday in London. Cyrus Henry is attending county council in London this week. Mrs. C. Henry and daughter Marion spent a couple of days in the city this week. The Willing Workers and Red Cross clubs of Bethel met at the home of Mrs. John Boyd last Thursday and a splendid lot of knitting and sewing was brought in for the patriotic fund.

## CASTORIA

For Infants and Children  
In Use For Over 30 Years  
Always bears the Signature of *Dr. H. H. Fletcher*

## PARKDALE

Mr. and Mrs. Vincent Watterworth and son have returned home to Beamsville, after an extended visit with Mrs. Watterworth's parents, Mr. and Mrs. Robert Campbell. Wm. Moore has purchased a house in Newbury and is moving it out to his farm. H. Fisher left for Welland last week, where he has secured a position for the winter. Upwards of sixty volunteers have enlisted to date in A Company of the 135th Middlesex Battalion at Strathroy.

## Newbury

Mr. Roche, a student of Wycliffe College, Toronto, and a representative of the Dominion Alliance, gave splendid addresses in Christ church Sunday morning and in Knox church Sunday afternoon.

Miss Bowey and Miss Ora McDonald left on Monday for a visit with Ilberton friends. Miss Bowey will go on home from there.

Service will be held in Christ church Sunday, 12th inst., at 7.30 p. m., owing to Bishop Williams holding confirmation at Wardville at 11 a. m. Newbury candidates will go there too.

Mr. Virley had his household effects moved this week to Stratford, where the family will reside.

The Women's Institute will have lots of pretty and useful articles on sale Saturday at their "bazaar" and "lea."

Robin and Miss Margaret Haggit were home from Chatham for the week-end. Both are attending business college.

Any school boy or girl can tell you how many more school days till Christmas.

Mrs. Gray has returned from Ridge-town, where she was called to see her brother, who met with a serious accident.

Do not forget the 11th of December, when the Women's Institute will hold a bazaar in the town hall, Newbury, where all sorts of things will be on sale. Also, the same evening, oysters, 25c, or a ten-cent lunch will be sold.

## KILMARTIN.

Charles Munroe, of St. Clair, Mich., and Mr. Daniels, of Sarnia, spent the week-end with friends here.

Mrs. Janet McIntyre, of Walkerville, and Mrs. John H. McFarlane, of Detroit, spent a few days here after attending the funeral of the late Mrs. Hugh B. McNeil.

Peter McGregor, John Dewar and Elliott Douglas are home from the West.

John McGregor spent Sunday with his sister, Mrs. McAlpine, at Alliance. Miss Grace Wood, of London, is visiting at D. N. Munroe's.

The marriage took place at St. Clair, Mich., on Wednesday, December 1st, of John N. Munroe and Miss Alice McDuff, of that place. Mr. and Mrs. Munroe spent the week-end with friends here.

The funeral of the late Mrs. Hugh B. McNeil, of Detroit, formerly a resident of this place, took place here on Friday, December 3rd, and was largely attended. The service was held in Burns' church, Moss, and was conducted by Rev. Dr. Smith. Interment was made in Kilmartin cemetery. Among those who accompanied the remains from Detroit were Mrs. McNeil's husband and son Archie and daughter Margaret, and her sisters, Miss Mary Leitch and Mrs. Anderson, and Mr. Anderson, Mrs. McIntyre and Mrs. McFarlane.

Peter McGregor, of Florence, attended the funeral of the late Mrs. Hugh B. McNeil and visited with friends here for a few days. Miss Phemia Munroe returned to her home in St. Clair, Mich., on Sunday.

Nothing looks more ugly than to see a person whose hands are covered with warts. Why have these disfigurements on your person when a sure remover of all warts, corns, etc., can be found in Holloway's Corn Cure.

THE  
**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 delay in withdrawals. 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

**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

Many women with disfigured complexions never seem to think that they need an occasional cleansing inside as well as outside. Yet neglect of this internal bathing shows itself in spotty, and sallow complexions—as well as in dreadful headaches and biliousness. It's because the liver becomes sluggish, and waste matter accumulates which Nature cannot remove without assistance. The best

**CHAMBERLAIN'S TABLETS**

remedy is Chamberlain's Stomach and Liver Tablets, which stimulate the liver to healthy activity, remove fermentation, gently cleanse the stomach and bowels and tone the whole digestive system. Sure, safe and reliable. Take one at night and you feel bright and sunny in the morning. Get Chamberlain's today—druggists 25c., or by mail from Chamberlain Medicine Company, Toronto

**Keith's Cash Store**

Dry Goods Millinery Groceries  
Fall and Winter Goods to hand. Best values in all these lines.

P. D. KEITH

**NEW**  
**Christmas Goods**  
Arriving Daily at **McRAE'S**  
OUR PRICES CAN'T BE BEAT

For This Week—  
New Raisins 1 lb. for 10c  
New Currants 2 lbs. for 25c  
New Cranberries, Dates, Nuts, Peels,  
Icing Sugars (in white, red and pink)  
Best English Mince Meat, two-lb. tins, 25c

**FISH**  
Pure Cod, 12c per lb.; Labrador Herring, 30c per doz.; Sea Salmon, 10c per lb.; Ciscoes, 15c per lb.; Fresh Oysters, 50c per quart; Sardines in oil, 4 tins for 25c

If you want a cup of the best Coffee on the market, try a can of McRae's Steel-cut Java and Mocha Blend. Guaranteed absolutely pure. In 1-lb. and 1-lb. tins, 20c and 40c.

We carry the largest and finest assortment of Candies west of London.

Our stock of Boots, Shoes and Rubbers is very large. PRICES SMALL.

TERMS—CASH OR PRODUCE

**McRAE'S, WARDSVILLE**