

# "OPEN YOUR EYES" A Flaming, Price-reducing Thunder-bolt!

See it All This Week at the **E. A. MAYHEW & CO.'S BIG STORE**

Values Unspeakable! Catalogues Betrayed! Are you going to keep on "Going it blind," or are you going to see for yourself "What's what?" These prices tell the truth--wipe out all doubt as to "Are Prices Coming Down?" Mr. Mayhew says "YES." Cut this price list out and compare prices and quality.

**EVERYBODY WANTS TO GET AHEAD. WHY NOT?**  
Some strive to get ahead in business, some in position, some socially and almost all FINANCIALLY. In order to ensure financial success, OPEN YOUR EYES.

**BUY WHERE YOU GET THE BEST VALUE FOR YOUR MONEY**  
And we want every person who reads this statement to come prepared to find exactly the sensational values advertised. This is not a sale, but an event.

**CLIMAX OF VALUES IN WOMEN'S KNIT DEPARTMENT**  
Brushed Wool Scarf in fancy stripes and colors, remarkable value, \$1.69.  
Brushed Wool Scarf and Cap to match in fancy stripes and colors--\$1.98, \$2.50, \$3.50 and \$5.50.  
Extra Large Angora Wool Scarf and Cap to match--Open Your Eyes--\$7.95.  
Attractive All Wool Pullover--colors, turquoise, pink, Nile, American Beauty. Very smart and comfortable in all ladies' all wool-pullover sweaters, different colors to blend very effectively introduced in the pompon tassel and smartly shaped collar. Your choice, \$4.95.  
Other Pullover Sweaters to choose from. Prices, \$6.50 and \$7.95.  
All Wool Sweater Coat--colors, old rose, Belgian blue and lovely green. Comfortable and smart, for it is knit with the finest of Monarch yarns. Price, \$8.95.

**ROLLER TOWELLING**  
Strong wearing and splendid drying quality. Open Your Eyes--27c.

**CANTON FLANNEL**  
Bleached, 27-inch width, strong twill back, lofty nap. Open Your Eyes--33c.

**WHITE FLANNELLETTE**  
36 inches wide, heavy Saxony finish, splendid value at 65c--Open Your Eyes--56c.

**WOMEN'S SATEN PETTICOATS**  
Colors--navy, rose, green, open. An effective scalloped and embroidered dounce. This comes in all sizes. \$1.95.

**STURDY SATEN PETTICOATS**  
Black only. It is finished with scalloped dounce showing effective embroidered design. Elastic waistband, \$2.45.

**MEN'S SOCKS**  
Black Ribbed Worsteds, fine knit, reinforced heels and toes. Special--Open Your Eyes--59c pair.

**MEN'S UNDERWEAR**  
Heavy Fleece-lined Shirts and Drawers, extra heavy fleeces, splendid value at \$1.75. Open Your Eyes--\$1.39 per garment.  
Penman's Extra Heavy All Wool Ribbed Shirts and Drawers, can't be beaten for comfort and service. Open Your Eyes--\$1.89 per garment.  
Guaranteed 100 per cent. Wool, the heaviest Underwear in Canada. Compare it with any \$4.50 line. Open Your Eyes--\$2.95 per garment.  
Men's Heavy All Wool Ribbed Combinations (Penman's). Open Your Eyes--\$3.95.  
Penman's Extra Special No. 95 Combination. Open Your Eyes--\$4.50.  
4 dozen suits Men's Combinations. Open Your Eyes--\$2.48.

**OUR ENTIRE STOCK OF LADIES' COATS MARKED FOR QUICK DISPOSAL**

Splendid Winter Coats of soft velour, modelled along straight lines, with scarf collar, smart belts, pockets and cuffs. These coats are shown in colors of navy, burgundy, sand, taupe, black and brown, at prices that will Open Your Eyes--\$27.50.

Handsome Big Collar Coats, with full length fancy satin lining, belt and deep cuffs, color range of French blue, Pekin, navy, moss, taupe, black and brown. Regular value \$55.00, for \$39.95.  
Some 2 dozen Coats in broken sizes, different styles and patterns, at Open Your Eyes--\$9.95.

The largest selection of Men's Sweaters ever shown, from the all-wool jumbo stitch to the finest silk and wool, in all styles and inexpensive--\$2.95, \$3.75, \$4.50, \$10.50.

**YOUNG MAN! YOUR NEW OVERCOAT IS A PIPPIN.**  
No matter what kind of a Coat you have decided to buy this fall, you will find it here in our store. There is a style to suit every man's taste; smart form-fitting models, made up in rich browns, greens, grey and heather mixtures for the young man, and great warm alsters, belted and half-belted models, for the more conservative dresser. \$22.50, \$29.50, \$32.50, \$37.50 and \$45.

25 PER CENT. OFF ON ALL SUITS

**BOYS' ROELED COLLAR SWEATER**--Sizes 26, 28, 30, 32  
A style that has always been popular with boys. Regular Pullover Sweater with roll collar. Comes in cardinal with grey. Price, \$2.25.  
Boys' Strong V-neck Sweater, all colors. Prices, \$1.75, \$2.00 and \$3.00.

**GOOD HOSIERY AND UNDERWEAR**  
Ladies' Fine Black Cashmere Hose, full fashioned and perfectly seamless, with double heel and toe; an extra fine quality. Regular value \$1.55, for \$1.29.  
Ladies' Black Cashmerette Hose, guaranteed fast black, splendid quality, for 44c.  
Children's Fine Rib Cashmere Hose, in black, extra value, in all sizes; per pair, 69c to 85c.  
Children's Ribbed Cotton Hosiery of medium weight, 27 ribbed, legs and plain knit feet, reinforced heel and toes; all sizes; in black and white. Per pair, 49c and 59c.  
Women's Wool and Cotton Mixed Combinations, with low, high and V neck, in ankle length, with long, elbow and no sleeves; sizes 34 to 42. Price, \$2.95.

**"OPEN YOUR EYE" BARGAINS**  
Rockfast Shirting, the strongest of texture, splendid for work shirts, at 39c per yard.  
Extra Heavy Flannellette for men's work shirts; price, 39c per yard.  
35-inch Apron Gingham, 29c per yard; two good colors to choose from in this splendid English Gingham, for 29c.  
28-inch Galatea, 42c per yard. The best iron-clad Galatea, suitable for women's, misses' or children's wear, for 42c.

27-inch Corduroy Velveteen; 79c per yard. Colors--grey, blue and brown. Will give satisfactory service in either women's, misses' or little gents' garments, for 79c per yard.

**WONDERFUL REDUCTIONS IN SHOES AND RUBBERS FOR ALL MEMBERS OF FAMILY**  
Do not miss seeing these. Too numerous to mention here.

**THIS IS THE EVENT YOU ASK FOR--"PRICES COMING DOWN"**  
It complies with popular demand, so do not miss it.

## E. A. MAYHEW & CO.

## THE ROYAL BANK OF CANADA

Capital and reserve \$35,000,000  
Total Assets over \$587,000,000

Protect your Valuable Papers and Documents by renting a Safety Deposit Box at a small annual rental. Apply to the Manager.

GORDON DICKSON, Manager, Glencoe

## TOWN HALL GLENCOE

Two Nights, Starting  
**Monday, Nov. 15th**

THE FAMOUS  
**Ernie Marks Stock Co.**  
WITH ERNIE AND KITTY MARKS  
In New Plays--Complete Change of Play Nightly

**OPENING PLAY**  
The Sensation of all Sensational Plays. The Dramatic Triumph of the Theatrical World. The Play that received such an enthusiastic endorsement from press and public, which ended in a World's Record Run of 900 consecutive nights in New York City, and now Presented for the First Time on Any Stage, at Popular Prices.

**"THE PRICE"**  
With an All Star Cast. --14 PEOPLE--14  
New York's Tremendous Hit

4 Big Vaudeville Specialties Between Acts  
**FUNNY COMEDIANS, SINGING & DANCING**  
SPECIAL SCENERY MAGNIFICENT COSTUMES  
PRICES:--Adults, 50c; Children 25c.

## Sugar Down

Cape Cod Cranberries, Sweet Potatoes, Celery and other seasonable goods in stock.

Sugar, Soap, and many lines of Staple Groceries, much lower in price.

Fresh Eggs, good Table Butter and all marketable produce taken at highest price in cash or trade.

**W. A. CURRIE**  
CENTRAL GROCER TELEPHONE 25

**COUNTER CHECK BOOKS**  
Order your next lot of these at the Transcript Office

## The Newbury CASH STORE

Special Bargains in  
**ONIONS for a few days only.**

Highest quality Yellow  
Dawn Onions from Point  
Pelee marsh.  
\$1.50 per bushel; 40c per  
peck. Quantity limited.

**W. H. PARNALL**  
NEWBURY

Send the Transcript to your friends.  
We have them ready-wrapped for mailing.

## WONDER VALUES IN

## COATS

at \$38

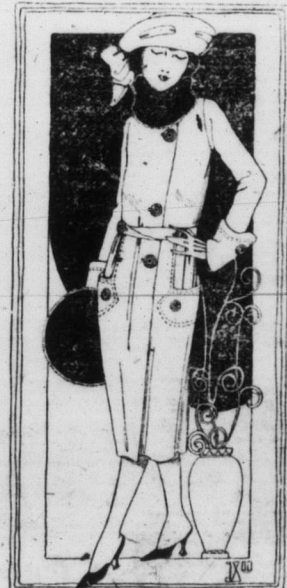
WOMEN'S--MISSES'

The lowered material market brings wonderful savings on desirable Winter coats, mostly fur-collared models and marked far below recently prevailing prices. Wool Velours, Silvertones, Bolivias, Kerseys and Cheviots in soft browns, new blues and other shades. Many with collars of self material which button snug at the throat.

We Accept Canadian Money at Par

**B. SIEGEL & CO.**

DETROIT



## The Transcript.

THURSDAY, NOVEMBER 11, 1920

### NEWBURY

The Newbury-Moss Women's Institute will meet on the 17th at the home of Mrs. Stephen Pennell. The roll call will be suggestions for Christmas. Mr. and Mrs. T. J. Crotte entertained a large number of friends at their home, North Newbury, Friday evening in honor of Tom Deacon of Vancouver.

Ray Hanson of Detroit spent the weekend at Wm. C. King's.  
Miss Frances Bayne of Detroit is visiting her uncle, Wm. Bayne.  
C. T. Dobbins and Wm. Bayne attended as jurors at division court at Glencoe on Tuesday.

Mr. and Mrs. Fred Gough of Glencoe and Lyle Milner of Walkerville spent Sunday at Reeve Holman's.

The G. T. R. were making a test of the crossing here on Saturday. Wm. Woods stood on the crossing from 7 a. m. till 7 p. m. Sunday, keeping count of all persons or vehicles going over, the total being 1,500.

Mrs. Jennie Fletcher and Mrs. Jas. D. Armstrong were in Windsor Monday attending the funeral of the late Mrs. John Fletcher.  
The Young People's Society of the Presbyterian church met in the basement Friday evening at 8 o'clock. The topic, "Japanese Missions," was taken by Miss Elsie Pringley. James Parnall and Rev. Mr. Farquharson. It was decided to take up a special collection for the Chinese famine at next Friday's meeting. Arrangements were also made to hold a meeting on Sunday evenings for Bible study. The first meeting will be held next Sunday evening at 7.30 when the first chapter of Jeremiah will be studied. Everybody is asked to come.

The death of a former resident here is reported from Duluth in the passing away of Mrs. Malvina Palmer, relict of the late Wm. Palmer, at the age of 83 years. Deceased had lived with her daughter Minnie (Mrs. Pennell) at Duluth for 40 years.

Armistice Day, Thursday, Nov. 11, will be observed as a holiday in Newbury. This was decided at a meeting of citizens held on Monday evening in the town hall. All places of business will be closed. Everyone should observe in some form this great anniversary.

### DAVISVILLE

Mrs. Dan Hillman spent the weekend with friends in Detroit.  
Mrs. Fred Watterworth of Wood-green called on her mother, Mrs. Robert Armstrong, on Monday.  
Mrs. Archie Sinclair attended the funeral of her aunt, Mrs. John Fletcher, in Windsor on Monday.  
Mr. Grime of Bothwell is busy getting ready to drill more oil wells on the farm at Blackhall's.  
Mrs. Robert Armstrong and son Edgar spent Sunday last at the home of Mr. and Mrs. Archie Sinclair, Glencoe.

### MELBOURNE

A very pretty wedding took place at the home of Mr. and Mrs. Archie Johnston on the 3rd inst., when their eldest daughter, Annie Mae, became the bride of Dr. W. V. Pardy. The ceremony was performed by Rev. John Elder of the Presbyterian church. The bride was unattended. Miss Annie Maud Johnston, cousin of the bride, played the wedding march. Dr. and Mrs. Pardy will reside in Mt. Brydges, where we wish them every success in their new field of work. Mrs. Pardy is one of our Melbourne young ladies, attending continuation school here for some years, and afterwards graduated as a nurse in Victoria Hospital, London.

The Epworth League of the Methodist church here held their rally services on Sunday evening, the pastor, Dr. Brown, presiding. Addresses were given by L. W. Beach on "Keep the Home Base Strong," by Wm. Lewis on "Our Objectives--I. For our young people; 2. Neighboring communities; 3. The world." The choir gave suitable music. Miss B. Foster of Kerwood sang a solo. An appeal was made for everyone, old or young, of any denomination, to attend the regular services on Thursday evening.

One of the very best Hallowe'en social evenings that has ever been enjoyed in this village was held last Monday evening in the Presbyterian Sunday school room by the Mission Band. The various characters represented were very interesting--young girls appearing as feeble old ladies; "Old Dutch," busy at her work; Topsy, colored gentlemen, ghosts, witches, gypsies and many others all helping to make the evening interesting. A program, consisting of southern songs by the colored gentlemen, reading, solos, dialogues, etc., was given, followed by a lunch. The proceeds amounted to \$35.

A community shorthand class will be formed in the Presbyterian school room on the evening of Tuesday, Nov. 16, at 8 o'clock. Pupils will then be enrolled, officers elected and the first lesson given. Rev. John Elder will have charge of the class, and Pitman's system of shorthand will be used. At the end of the term the usual examination will be held for certificates granted by the Pitman Institute. A cordial invitation is given to all young people to join the class.

### STRATHBURN

David Coulthard, Frank Siddall and Fred Simpson had some sheep killed last week by dogs.  
Bert Cyster of Ekfrid Mills has taken out the grinding stone and put in a new chopper, and is now ready for grinding.  
Nat Currie was on the road this week with his scraper, from Strathburn to Melbourne.

Pleased to hear that Mrs. Dan K. McKee, who went to St. Joseph's Hospital, London, two weeks ago, had a very successful operation for appendicitis.

### WARDSVILLE

Rev. R. J. Murphy has returned from Alliston where he attended the funeral of his brother.  
Miss Elinor Martyn of Detroit spent a few days with friends in this village.  
Mr. and Mrs. J. C. Weer of Adrian, Mich., spent the week at the home of his parents, Mr. and Mrs. Thos. Weer. They returned home Sunday.  
A union meeting of the executives of the young people's societies of the three churches was held at the home of Miss Gardiner. Plans were made for a union meeting to be held Nov. 26th.

An epidemic of whooping cough is spreading over the village. Not only the children but also grown people are victims of it.  
An A. Y. P. A. meeting in the form of a masquerade Hallowe'en was held at the home of Mrs. J. McKee. A very pleasant evening was spent in games and contests.

Rev. and Mrs. Murphy and daughters Violet and Frances spent Monday in London.  
Miss Bess Blain and Douglas Brimmon were quietly married Saturday in Glencoe. They are residing for the present in the village.

### CASHMERE

Mr. and Mrs. Wed. Darke spent Sunday with the former's parents, Mr. and Mrs. Thos. Darke, at Bothwell.  
Irvin Willick of Ford is visiting his brothers, Ross and Allen.  
A number from here attended the Saints' annual anniversary at Bothwell on Sunday last, also the fowl supper and concert on Monday night.  
Mr. and Mrs. D. A. Bobier have moved to Bothwell. Geo. Wilson has bought Mr. Bobier's farm.  
Mr. and Mrs. Will Saylor and Miss Merle spent Sunday with Mr. and Mrs. Thos. Darke at Bothwell.  
Mrs. B. F. Jeffery of Newbury spent Sunday with her daughter, Mrs. Calvin Sittler.  
Myr. and Mrs. Allen Sittler moved to Bothwell on Wednesday last.  
Harold Bobier of Detroit spent a few days with his parents here.

## CASTORIA

For Infants and Children  
In Use For Over 30 Years

Always bears the Signature of *Dr. H. H. Mitchell*

### KILMARTIN

Mrs. Alex. Ferguson of Moss and Katie Bell Leitch of St. Thomas left last week to visit their brother, Andrew Leitch, of Bethany, West Virginia.

Mr. and Mrs. Robert Eddie and family spent Sunday at Alex. Leitch's.  
Corns cause much suffering, but Holloway's Corn Remover offers a speedy, sure and satisfactory relief.

### SHIELDS SIDING

Much sympathy is extended Mrs. A. D. Ferguson in the sudden death of her sister, Miss Flora Bowie, at Alliston.  
A large number from here attended the funeral of the late Mrs. Andrew Shields at Inwood. Sympathy is extended Mrs. A. Quick in the death of her sister.  
John Dewar has returned to Aldborough after spending some time with his grandchildren, Catharine, Miza and Gertrude Purcell. Mr. Dewar, who is 87, is hale and hearty.  
Mrs. R. L. McAlpine visited her father and mother recently.  
Mrs. D. C. McTavish spent some time at her old home in Brooke.  
Mrs. Archie Purcell attended the funeral of her cousin, Elsie Strangeway, of Bridgen last week.

No More Asthma. Dr. J. D. Kellogg's Asthma Remedy cures the death knell of this trying trouble. It stops the awful choking and painful breathing. It guards against night attacks and gives renewed ability to sleep and rest the whole night long. Much is claimed for this remedy, but nothing in what can be demonstrated by a trial. If you suffer from asthma try it and convince yourself of its great value.

### CAIRO

Ed. Arnold continues very ill, with little hopes of recovery.  
Mr. and Mrs. Wm. Fraser and little son Gordon arrived on Saturday and returned to their home in Walkerville on the 7th, accompanied by Miss Mary Young.  
John Arnold of Indianapolis, Ind., is at present with his father.  
Osborne Gage and wife are visiting friends at Gobles.  
Chas. Arnold of Courtright visited his father here on Sunday.  
S. R. Longley, wife and family have moved to Hepworth.  
The Royal Bank has opened up a sub-office here which will be of considerable convenience.

### SHIELDS' SIDING

A literary meeting of Winningsdale U. F. O. Club will be held in the school house on Friday evening, Nov. 12th. Everybody welcome.  
Miss Bessie McAlpine is spending some time with relatives in Strathroy and Springbank.  
Mrs. John D. Campbell and daughter Marion of Springbank visited at Hugh R. McAlpine's on Sunday.  
John F. McTavish and John McLean left on Monday, for a hunting trip to Northern Ontario.  
Mr. and Mrs. J. D. McBride motored to Campbellton one day last week.  
Miss Menta Anderson left for Chatham where she has accepted a position.

A pleasant medicine for children is Mother Graves' Worm Exterminator, and it is excellent for driving worms from the system.