

Only 9 Days of this Value-giving Sale

E. MAYHEW & CO.
Glencoe's Favorite Shopping Place

A Great Number of People have saved here. Have you?

"You'll Call Again" Sale

We are putting on this great "You'll Call Again" Sale as a way of introducing ourselves and store to some who have not been coming to Glencoe to do their shopping, and we know when you come once and see the wonderful values at our bright, light store you will become our steady customer as hundreds have done and are doing. This is the one big sale of the year.

BUY NOW! THE OPPORTUNITY AWAITS YOU!
SHOES for the entire family. Men's, Women's, Boys', Girls' and Infants', including all sizes and styles, your choice 25% discount.
SWEATER COATS for all. We are holding a big surprise for you in this department. Sweater Coats, regular \$1.50, for 98c. Sweater Coats, regular \$2.50, for \$1.75. We have hundreds to choose from.

Sale commences Thursday, October 14; ends Saturday, October 23

Enlisted From our Big Stock—An Army of Values

Men's \$1.00 Fine Shirts at .80c
Men's regular 50c Neckwear .38c
Men's \$1.35 All-wool Underwear 98c
35- Four-in-hand Neckwear .19c
Men's \$6.50 Raincoats, now \$3.45
Men's \$10.00 Raincoats, now \$7.45
Men's \$1.00 Ties, now .75c
Women's \$8.50 Raincoats \$5.95



Now, Then, If It's About a Nice Winter Mantle!

Don't miss it, ladies, for we know that we can save you \$2.50. If you want to spend \$7.00, \$8.00, \$10.00 or up to \$25.00 in a Stylish Winter Coat, we can give you more for your money than you would ever imagine.

Housewives' Household Savings

Kitchen Towelling for the roller, usually sold for 12 1/2c, sale price 9c per yd.
Large size Bath Towels, reg. 65c, for 35c per pair.
Bungalow Net, white and ecru shade, reg. 35c, for 19c per yd.
Large size White Quilts, nicely finished, for 98c.

Millinery Reductions

Take one of the first places at this sale. Why experiment, why buy millinery of doubtful value, of questionable style, of unknown merit, when you can buy hats here where value is unquestioned, where style is attested, where merit is proven.

"You'll Call Again" Sale Specials

6 bars Comfort Soap for .25c
1 can Old Dutch Cleanser .30c
Keene's Oatmeal Blue .30c
3 cans Maple Leaf Corn or Peas .25c
1 pkg. Pearlina .30c
Broom, regular 40c, for .29c

This Big Sale Includes Linoleum and Oil Cloths

In spite of the fact that they have advanced in price by leaps and bounds. It will pay you to buy now even if you do not need it until spring.

We are giving the very highest market price for Butter and Eggs.

Special Values on Blankets

Better get a good supply of our warm bed coverings, such as, for example, at 25 per cent. to 30 per cent. off, full 72x84 inches, heavy weight, and a choice of border colorings for we cannot buy any more "Argyle" Blankets to sell at these low prices.

Here Are the Clothing Items That Present Deep and Actual Savings

Men's \$10.00 and \$12.50 Suits, \$7.85
Men's \$15.00 Suits, \$9.75
Men's \$18.00 Overcoats, \$14.85

Boys' Clothing a Specialty At This Sale

Boys' Fine Navy Blue Serge Norfolk Suits selling at prices we could not even buy for today. Then we have the finest selection of Boys' School Suits and Overcoats ever shown. A Dandy Furled Cap given away with every Boy's Suit.

Butterick has been awarded the Grand Prize at the San Francisco World's Fair. We sell Butterick Patterns.

We lead, others follow, in the style of Men's and Young Men's Hats and Caps



Firmly Entrenched in Public Opinion

E. MAYHEW & CO.

Newbury

Born—on 9th inst., to Mr. and Mrs. A. E. Brown, a daughter.
Mrs. Wm. Grant left for Windsor last week, their new home having been completed.

It seems away in the future to talk of Christmas gifts, yet there will be a chance to buy some very useful ones at the Methodist bazaar on Monday, 18th. Rev. Mr. Agnew, of Mount Brydges, will preach on Sunday, 17th, at 11 a. m. and 7:30 p. m. Posters are out with full particulars.

Miss Penn Vreche of Bothwell, spent the week-end with Miss M. Haggith.
Ideal weather was the portion of Knox church congregation for the anniversary, Sunday and Monday. Sunday morning quite a number were out and enjoyed the sermon. Rev. J. Tolmie, of Windsor, preached. But the evening was the banner service. The church was filled and everyone listened most intently to Rev. Mr. Tolmie, and his earnestness carried an impression not soon to be forgotten. Special music was given by the choir at each service. In the morning Mr. Gay, of London, sang a solo, and in the evening Mrs. Hale, jr., sang a solo. Both were much appreciated. The church was beautifully decorated with cut flowers and flags. On Monday evening a hot food supper was served in the basement, and the ladies of Knox have become famous for the quantity and quality of these suppers. After supper a splendid concert was given in the town hall. The following gave a good program:—Misses Coy and Hamilton, of Mt. Brydges; Messrs. Cooper and Gay, of London, and Mrs. R. Moore. A very pretty tableau, "Tenting Tonight," was given at the close of the program. Rev. J. Malcolm occupied the chair. The proceeds will go to defray the expense incurred in fitting up the basement with an up-to-date kitchen, painting and ceiling, etc.

Sergt. Major Newman, Pte. Atfield and Pte. Humphries spent the week-end in town.
Henry Powell, wife and daughter Pauline, of Sarnia, have been visiting his sisters, Mrs. Robinson and Mrs. Gage.
Miss Hazel Fennell was home from London on Thanksgiving.
G. Churchill, wife and sister, of London, spent the week-end at "Rose Hill" farm.
Miss W. Owens, of Oakville, spent the week-end with her mother here.
A quiet wedding took place at Mrs. Jas. Thompson's, Thamesville, a friend of the bride, on Wednesday, October 7th, when Mrs. Emma Tryon and Mr. Sellars, of Chatham, were married. They have arrived home and will reside here.

Mr. Darch and family motored from London on Thanksgiving day, spending the day with the Misses Fennell.
Miss Bowey spent the week at her home in Brucefield.

Ralph Longley, son of Mrs. R. B. Smith, having enlisted, left last week for London camp. May he bring honor to his village.

Mrs. Ouellette and daughter Marion, of Detroit, spent last week at W. C. King's.

MIDDLEMISS.

The monthly meeting of the Middlemiss Women's Institute was held at the home of Mrs. A. Campbell on September 29th. Twenty members were present. It was decided to purchase a web of flannel to make shirts for the soldiers. An interesting and instructive address was given by Mrs. (Dr.) Wilson, of Wardsville, on her travels in the Holy Land, after which a dainty lunch was served by the hostess. Anyone wishing to contribute jams or fruit, please leave the same at the home of Mrs. J. A. McNabb not later than Oct. 15th.

EKFRID STATION.

Miss Maggie McKenzie, of St. Marys, visited with friends here last week.
Mr. and Mrs. Duncan McCallum are on a motor trip to Strathroy, Ilderton and Bryanston.

Clarence Eaton, of Toledo, spent the Thanksgiving holidays at his home here.
Miss Cutler attended the teachers' association at Strathroy last Thursday and Friday.

Mrs. A. D. Black is improving after her recent illness.
Anniversary services of Ekfrid Sunday School will be held next Sabbath, the 17th, at 2:30 p. m., and special service at 7:30 p. m.
Miss Rose T. Switzer paid a short visit to friends here last week.

Melbourne

Melbourne, Oct. 8.—Among the many visitors to our town for Fair Day were the following:—Russell Williams, of Windsor; Miss May Walker, of Wallaceburg; Mrs. Smith and daughter Dorothy, of St. Thomas; Miss Tour, of St. Marys; Mr. and Mrs. Guy Wellman, of Chatham; Lieut. Moncreiff; Miss Grace Sporenburg, of Normal School, London.

Perhaps this year's fair and concert held by the Melbourne Agricultural Society was by far the best ever held by the society or any other township fair. Not only were the exhibits many but were of the very best classes, which highly spoke of the excellency of the prize list, many specials of extraordinary value being given by different companies, and merchants of this place. The concert at night was excellent and the hall was packed, everybody going home well satisfied.

The Mason & Rich Piano Co. are exhibiting at the branch store on front street some very fine instruments which are extraordinary in finish and tone.

A rumor is current around town that two of our highly respected young people are about to be united in the bonds of holy matrimony. Well, we hope it's true, anyhow, and everyone we are sure will be on hand to give the young people a royal send-off.

We are glad to hear of the early recovery of Mrs. Rev. D. C. Stephen.
The Melbourne high school basketball team put one over the North Ekfrid team in a return match played on the school grounds, the score being 12 to 8 in favor of the local team.

Old papers for sale at the Transcript office.

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

MERCHANTS BANK OF CANADA

Established 1863 Head Office, Montreal
Capital, paid up \$7,000,000 Reserve Fund \$7,248,134

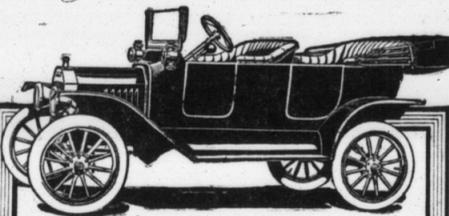
SAVINGS DEPARTMENT

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



"MADE IN CANADA"

Ford Touring Car
Price \$530

Ford Runabout
Price \$480

Ford Town Car
Price \$780

The above prices f.o.b. Ford, Ont., effective Aug. 22, 1916. No speedometer included in this year's equipment, otherwise cars fully equipped. Cars on display and sale at

ALEX. DUNCANSON'S - GLENCOE



BEFORE DECIDING ON A CAR SEE THE

OVERLAND

MANY REASONS WHY

It has the reputation for being the most reliable car.
It has all the latest improvements.
It is easy to handle.
It is easy on gasoline.
It is easy on oil.
It is an easy riding car.

1916 Model, 5-Passenger, 35-Horsepower Touring Car, reduced from \$1,275 to \$1,050.

FOR DEMONSTRATION APPLY

S. HUMPHRIES, GLENCOE

Agent for Mosa, Ekfrid, Euphemia and Zone

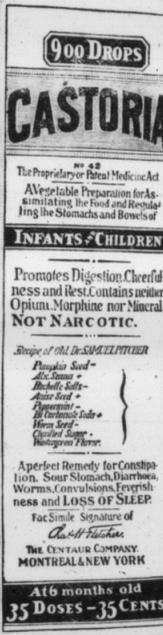
CASTORIA

For Infants and Children.

Mothers Know That Genuine Castoria

Always Bears the Signature of

Wm. D. Galt
In Use For Over Thirty Years
CASTORIA



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The Transcript.

THURSDAY, OCTOBER 14, 1915.

Wardsville

Ethridge Fordy, of Detroit, spent last week at his home here.
Dr. and Mrs. H. A. Wilson attended the marriage of their son Henry to Miss M. Lee in Toronto on Tuesday.
Geo. Constant, of the 33rd Battalion, London, spent the week-end at his home here.
Mr. Leslie returned to Dutton on Thursday after relieving in the Royal Bank here three weeks.

Mrs. O. J. Glenn spent the holiday in London.
Miss Mabel Milner, of Detroit, spent Sunday at her home here.
Fred. Shepherd, of St. Louis, spent the week-end at his home here.
Fred. Tuke, of London, spent over Sunday with Leonard Purdy.
Mr. and Mrs. G. Love, of the Royal Bank, spent the holiday in London.
Mr. Elliott spent Thursday and Friday in Strathroy attending the teachers' convention.
Miss Hilda Blott spent the week-end at her home here.
Mrs. C. Palmer is visiting friends in Detroit.
Miss Bessie Waterworth, of Port Lambton, spent the holiday at her home here.
Misses Mary and Kathleen Martyn

spent Sunday and Monday in London.
Mr. Luke, of the Royal Bank, returned Thursday after a three weeks' vacation at his home in Oshawa.

J. A. Mulligan, W. Minna and J. Creagan spent Monday in London.
L. M. Beckherough, of the Royal Bank, Toronto, spent last Thursday and Friday renewing acquaintances in town.

A number from here attended the anniversary services in Newbury on Sunday.
Misses Gundry and Millard, of the high school staff, spent the holiday in Aymer and Detroit respectively.

Angus Waterworth, of Brantford, spent Sunday and Monday at his home here.
Mr. and Mrs. W. Aitchison, of London, spent the holiday at their home here.

Wardsville, Oct. 12.—Rev. J. W. Smith, of Montreal, will preach in the Methodist church, Wardsville, next Sunday evening in the interest of Evangelism and Social Reform, for which cause he has been appointed by the General Conference. He has recently had charges in Toronto and Hamilton and is one of the prominent men of the Methodist Church in Canada. Mr. Smith will be remembered as a young man by many in Wardsville and Glencoe, who were pleased to see and hear him again.

A miscellaneous shower was given Mrs. Arthur Willson (nee Pearl Ellwood) Friday evening, Oct. 1st, in her new home. The choir of the Methodist church, on that occasion, showed their appreciation of the very valuable services of Mrs. Willson by an appropriate address read by Miss Waitie Quigley, while Miss Lulu Turk presented her with a beautiful cut-glass bowl. A very pleasant evening was spent in music.

James Ward and Mr. White, of Windsor, spent the holiday at Mr. Ward's home here.

Rev. Mr. Burgess, of Guild, preached in the Methodist church Sunday.

Appin

Mr. and Mrs. Ferg. Huston spent Sunday and Monday visiting Mr. Huston's brother-in-law, Mr. Tiffin, of Florence, who is ill.

Miss Addie McMaster spent the holiday at her home here.
D. A. Patterson was married on Tuesday evening to Miss Munroe, of Kilmartin. Congratulations.

Miss Aggie Richmond, of London, spent the holiday with her aunt, Mrs. John Richmond.
Miss Jennie Smith, of London, is spending a few days with her sister, Mrs. Geo. Huston.

Neil Galbraith, Dan McCallum and Peter McIntyre and two daughters left for the West on Tuesday. Mr. McIntyre and daughters are going to Panama.

Geo. Galbraith has purchased a new auto.
R. E. C. McDonald and W. P. Spero spent the holiday in London.
Herm. Galbraith is in town learning the hardware business.
Mr. and Mrs. H. B. Waterworth

and daughter spent Sunday at the home of Mr. Waterworth's father, near Wardsville, who is seriously ill.

Chas. Black, who is attending business college in London, spent the holiday at his home here.
Ekfrid township council has granted \$531 to the British Red Cross.

Mrs. Black, of West Lorne, is visiting friends here for a few days before going to Grand Bend to spend the winter.

Successful anniversary services were held in the Methodist church on Sunday. Rev. Mr. Williams, of Camlachie, preached morning and evening. Rev. Mr. Weir, of the Presbyterian church, Glencoe, conducted the afternoon service. Miss Ware, of London, rendered appropriate solos at all the services.

KILMARTIN.

Home for the holidays are Misses M. Leitch, M. Munroe and E. McAlpine, of London Normal; James and Kate McAlpine, of Detroit; Mac. Munroe, of Walkerville; Misses I. McAlpine, of Wyoming; E. McTavish, of Chatham. John Munroe, of St. Clair, is visiting his parents, Mr. and Mrs. M. C. Munroe.

Mac. McAlpine, of Dutton, is visiting friends here.
The Y. P. S. of Burns' church are re-organizing for the winter months.

W. A. Leitch, of Toronto University, gave a very interesting talk on student mission work in the West in Burns' church recently.

The ladies of Burns' church had a fruit shower on Wednesday for "our boys at the front."

If Miller's Worm Powders needed the support of testimonials they could be got by the thousands from mothers who know the great virtue of this excellent medicine. But the powders will speak for themselves and in such a way that there can be no question of them. They act speedily and thoroughly, and the child to whom they are administered will show improvement from the first dose.

KNAPDALE.

Mrs. N. Leitch spent Thanksgiving with her sister in St. Thomas.
Mr. and Mrs. Duncan McNaughton spent the week-end with friends in Detroit.

Miss Katie McIntyre spent a few weeks with her brother Hugh recently.
Miss J. Beattie attended the teachers' convention at Strathroy last week.
Ralph Longley has enlisted with the Pioneer Regiment and left on Friday for the recruiting station at Watford.

J. A. Park, of Windsor, has returned home after a short visit with friends here.
R. McDonald is putting a cellar and cement foundation under his house.

Ward Leitch returned home after attending the teachers' convention at Strathroy.
Miss Cassie McVicar, of Detroit, is visiting at her home here.
Mrs. E. McDonald and daughter Rachel spent Sunday with friends in Brooke.