

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 Georgia 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 \$6.75.

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

Bé 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."



PERSONAL AND SOCIAL

—Miss Alice Dalton is visiting in Detroit.

—Miss B. M. Weldon spent the week-end at Thameville.

—Miss Marjorie Boud spent the week-end at her home at Longwood.

—Miss Etta McIntosh of London spent the week-end at her home here.

—Mrs. J. Young has been called to Sarnia owing to the illness of her son Ernie.

—Misses Aliff and Violet Gould have returned from a visit to Evanston and Rockford, Ill.

—Mrs. John McRae of Minnesota is visiting her sister-in-law, Mrs. Alfred Aldred, Aldborough.

—Mrs. Davidson and daughter Clara of Woodstock are visiting Mrs. Davidson's parents, Mr. and Mrs. H. Lumley.

—Mrs. Naismith of Stratfordville, who has been visiting her daughter, Mrs. J. A. Scott, has returned to her home.

—Miss Gladys Hagan of Detroit has returned home after visiting Mrs. James Grover and other relatives in this vicinity.

—Mr. and Mrs. George Coulthard of Iowa have returned home after spending a few weeks visiting relatives in and around Glencoe.

—The Forest Free Press says:—Miss Adeline Trusler, nurse, went to Glencoe last Thursday, and will spend the winter there with her sister, Mrs. Twiss.

—Miss Susie Hull, who has been holidaying at her home here, left on Saturday to resume her position as nurse in one of the hospitals in Indiana.

—Mrs. Alex. McLellan, who has been quite ill for some time, is rapidly recovering. Her niece, Miss Clara Tunks, has been in attendance during her illness.

—Dugald M. Gillies left on Monday for Vancouver, B. C. Mr. Gillies has been laid up for some time with rheumatism and his many friends trust that the change of climate will benefit him.

The Late Mrs. Joseph R. Squire.

The funeral of the late Mrs. Joseph R. Squire took place from her residence, Glencoe, on Tuesday, Oct. 23rd.

Mrs. Squire was the daughter of the late Wm. and Eliza Cooper, and was born in Canada on November 20th, 1883. At eighteen years of age she was converted, and she maintained a consistent Christian character till the end of life. The fortitude, resignation and patience exhibited during her lengthy illness reflected her faith in a future life.

The funeral service was conducted by Rev. R. Fulton Irwin, Dr. Ford delivering the address. The subject, "My Beloved has gone down into her Garden to feed upon the spices and to gather the lilies," was taken from the Songs of Solomon, and was appropriate to the purity of life of the departed. During the service Mrs. Wilson and C. O. Smith of the Glencoe Methodist choir, sympathetically rendered the duet, "Face to Face."

She has left to mourn her loss, a husband, three daughters—Ethyle, Mrs. Edward Galbraith of Limerick, Sask., Mrs. Donald McCall of Ekfrid—and two sons, Roy and G. C. There are also two sisters—Mrs. (Dr.) Bennett, Swift Current, Sask., and Mrs. J. W. Naftzger, Adrian, Mich., and two brothers—Fred G. Cooper, Twatnaw, Alta., and Dr. E. M. Cooper, Carleton, Mich.

Caradoc correspondence Strathroy Dispatch:—A gathering of the ladies of the Glencoe and Strathroy societies met last Thursday afternoon at the home of Mrs. Herbert Sutherland, 5th con. Mrs. J. A. Scott of Glencoe, was present and addressed the ladies on the subject of "Red Cross work, giving many practical ideas of what is needed in the care of the men at the front and in the hospitals. All present were much interested and gave promise of doing their work when they have done in the past. Mrs. Sutherland served a dainty lunch, and all present felt that they had a profitable day in spite of the rain and cold. Mrs. Scott was accompanied on her visit by Mrs. Stuart, President of the Glencoe Red Cross Society, Mrs. (Rev.) R. F. Irwin, and Mrs. A. E. Sutherland and Mrs. Archer.

Savin' Food With Hanner.

Maw's signed the conservation card, it's hung up in our window. Paw says he'd put it in the stove. An' burn it to a cinder; But maw says there it's goin' to stay. It's saved as our hanner. An' all us kids must "do our bit" An' help save food with Hanner.

Our dog's so thin he's got to lean Agin the fence to bark. Our cat has joined the midnight crew An' hunts while it is dark. Our cow is on a skim rations put. Her skin would shock a tanner; The whole caboodle on our lot Are savin' food with Hanner.

Maw served us grub the other day—She called it squeak and bubble. The way paw squeaked and fussed about, It looked like there'd be trouble; But maw just pointed to the card, Then in her kindest manner Said: "It's up to each one of us To help save food with Hanner."

Maw's out to lick old Kaiser Bill, You bet your hat that's true; An' who she gets an idea. Well, maw will see it through. She's kind and good, but if she could She'd hit Bill with a hammer— She can't, an' so with all her brood She's savin' food with Hanner.

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Mosa Council.

A meeting of Mosa Council was held at Newbury on Oct. 20th. Members all present. The minutes of the last meeting were read and adopted.

Orders were issued for the following accounts:—John McKay, \$19.50, for repairing Government drain No. 4, e. c. James Douglas, \$4, E. F. Keycraft, \$4, and C. C. McNaughton, \$6, for selecting jurors; John C. Congdon, \$58, for work done on upper portion of Peter Mitchell drain; John Benson, \$2.50, for cutting weeds on lot 4, con. 7; Wm. Starks, \$400, for work done on Government drain No. 6; F. J. James, \$30, for commissioner's fees on No. 6 drain; Bessie McAlpine, \$25, grant to Ferguson's Crossing Needle Club; M. M. Edwards, \$6.50, for provisions furnished to George McDonald.

The council made a grant of \$200 to the British Red Cross appeal.

A by-law was passed to provide for imposing an additional per centage of one per cent. on all taxes of the township of Mosa not paid on or before the 15th day of January, 1917.

The council adjourned to meet at Glencoe on Nov. 17th at 10 a. m. C. C. McNAUGHTON, Clerk.

Coming to Glencoe.

Komoka, Oct. 30.—A pleasant evening was spent at the home of Mr. and Mrs. W. Martinson, prior to their departure for Glencoe, where they will reside in the future. Their many friends in Komoka took the opportunity to express their good-will, and during the evening an address was read by Mr. Foster, and J. H. Stuart presented to Mr. and Mrs. Martinson a large leather easy chair each, and also a smoking case for Mr. Martinson. They have been residents here for many years and will be missed by a host of friends, who hope that all success will follow them in their new home. The evening was spent in games and music.

Daniel Dobie is in very poor health and is confined to his bed continually.

School Reports.

The following is a report of S. S. No. 12, Mosa, for September and October. Means absent for one or more examinations, * perfect attendance:—

Sr. IV.—Dan W. McVicar 74. Jr. IV.—Wilson McLean 60, Oscar Goldrick 60, Emerson McVicar 58, Ella Quick 47.

Sr. III.—Sara M. Mitchell 86, Wm. H. Quick 65. Jr. III.—William A. Quick 73.

II.—Winifred McLean 80, Sara C. Purcell 79, Bruce McLean 78.5, Barbara McVicar 78, Jean McVicar 74, Margaret McIntyre 35.

I.—Anna Barbara McVicar 90, Carrie McLean 83, Miss Purcell 81, Neleena McVicar 78, Maggie M. McLean 60.

Primer. A.—George Ritchie, James Mitchell, Cecil Goldrick. B.—Malcolm McVicar.

MARGARET LITTLE, Teacher.

The following is the report in per cent. of S. S. No. 7, Mosa, for October. Means absent for one examination, means perfect attendance:—

Jr. IV.—Elsie Seaton 78, J. D. Gillies 70, Grace Seaton 63, Clarence Clements absent.

Sr. III.—Willie Muskett 83. Jr. III.—Helen Gillies 80, Harry Turner 66, Willie Benson 63a, Robert Seaton 60a, Alton McVicar absent.

Sr. II.—Annie Turner 77a. Jr. II.—Clarence Scott 77, Marion Armstrong 70, Dan Armstrong 63, Jane Gates absent, Arch. Gates absent.

Sr. I.—Florence McLean 86, Willie Scott 79, George Turner 77, Violet Gates 67a, Marguerite McVicar 63. Primer. A.—Velma McNaughton 90, Irene McLarty 80, Jean King 75, Etta Scott 40, Bessie McVicar 45a, Willie Turner absent.

B.—Edith June. C.—Jessie McNaughton. D.—Rosie Harris. V. BIRCHELL, Teacher.

Buy a bond and help win the war.

AUCTION SALES

On north half lot 16, concession 2, Ekfrid, (on 16 sideroad, north of Appin road), Tuesday, Nov. 6th, 1917, at 1:30 o'clock sharp:—1 mare, 9 years old, black; 1 colt, 2 years old; 1 driver, 9 years old; 1 bull; 4 young cows, supposed to be in calf; 1 cow, due to freshen 1st of December; 2 one-year-old steers, 1 sow and 1 suckling pigs, 415 bus. oats, quantity of hay, 1 binder; 1 manure spreader, nearly new; 1 mower, nearly new; 1 drill, 2 harrows, 1 spring-tooth cultivator, 1 corn sifter, 1 disc; 1 side-delivery rake, nearly new; 1 loader, fanning-mill with bagger attached; 1 cutter, nearly new; 1 set sleighs, 1 plow, 1 road cart, 1 broad-tire wagon, 1 dump hay rake, 1 top buggy, 1 open buggy; hay fork, rope and pulleys; 1 set slings; 1 set single harness, new; 1 set single harness, 2 sets double heavy harness; 1 Standard cream separator, nearly new; 1 churn, 1 hanging lamp, 1 wood stove, 1 lawn mower; 1 Ford automobile, in first-class repair; forks, hoes, whiffletrees, and other articles usually used on a farm. At the hour of 4 o'clock sharp the farm will be offered, subject to a reserve bid. Terms and conditions made known at time of offering. The homestead farm contains 100 acres, more or less, and is the north half lot 16, con. 2, Ekfrid, upon which is a good dwelling-house; barns and implement shed, lately remodelled; orchard; 7 acres tall wheat; a new failing supply of water for house and stock. This is one of the best grain producing farms in the township of Ekfrid; is well tile drained, and well located on good gravel road, being 2 miles from Appin and 34 miles from Glencoe, and is a very inviting home. Also 25 acres of good pasture land, with a good supply of water, and about 10 acres of standing timber, mostly beech and maple, and is the south half north half south lot 17, con. 3, Ekfrid. Mrs. Eva Covey, proprietress; L. L. McTaggart, auctioneer.

The Transcript.

THURSDAY, NOVEMBER 1, 1917

Newbury

The official meeting of the quarterly board will be held in the Methodist church on Monday night at 7.30.

The monthly meeting of the Newbury Woman's Institute will be held November 7th at the home of Mrs. A. Holman. Roll call—"Things to be thankful for. Recently the institute packed parcels for our overseas soldiers. Among those remembered were Fletcher, Longley, Archer, Crim, Leeson, Collishaw, Dean, Shred, Westover, Harcourt and Armstrong.

Mrs. C. Gilbert Fletcher, who has been visiting here, received official word on Saturday that her husband, Sergt. Fletcher, had been wounded—contusion of the shoulder. It is hoped by his many friends he may have a speedy recovery.

E. J. Haghigh and wife returned from Windsor Saturday evening.

Miss Messer of Toronto visited Mrs. H. A. Fenby a few days last week.

Miss M. Gordon returned from London on Saturday.

Knox church will hold anniversary services on Sunday, Nov. 4th, at 11 a. m. and 7.30 p. m. Rev. Mr. Lloyd of Glencoe will preach. The male quartette of Glencoe will sing in the evening.

Service will be held in Christ church on Sunday, Nov. 4th, at 3 o'clock on account of the special services in Knox church.

Mrs. Owens is visiting her daughter in Hamilton.

Dr. Webster and wife of West Lorne spent Sunday at J. G. Bayne's.

Miss Mary Hammett has returned home from London.

Ekfrid Station

Miss M. A. McKenzie of Embro called on friends here last week.

Miss T. Switzer of Parkhill spent the week-end with friends here recently.

Mrs. Burton is spending a week with her brother in Chatham.

Mr. and Mrs. D. McCallum have returned from a visit to friends in Forest.

Mrs. D. H. Black passed quietly away on Tuesday evening, Oct. 16th. The funeral was held from her late home on Thursday afternoon, conducted by Elder J. B. Slauson of St. Thomas; interment at Longwood cemetery. The immediate cause of her death was due to her extreme age, she being in her ninety-third year.

FERGUSON'S CROSSING

The secretary-treasurer of the Red Cross Society forwarded the Hon. McGarry, Toronto, the following free contribution for British Red Cross: Needle Club, \$11.75; S. S. No. 12, Mosa, per Miss M. Little, \$5.40.

SHETLAND.

Did the Hallowe'en witches 'witch you? Potato crop here only fair to middlin'.

The daily downpours are putting the clay in great shape for fall plowing.

Peter and Paul's outfit has resumed drilling operations near here.

Lorne Elliott of Huron college was home over Sunday.

Clayton Sharp and family motored to St. Thomas for a week-end visit.

Mrs. Johnson of Winnipeg has returned home after a month's visit with her mother, Mrs. Geo. George.

Mighty busy times at the Wellington flour mills these days.

Hollow trees are in big demand around here.

Jack Mitchell has disposed of his interests in the Ecot oil fields and is moving back to Oil Springs.

J. L. Munroe wears a proud countenance.—It's a boy.

Having been no church here for a couple of Sundays, a great harvest of nuts has been garnered.

Mr. and Mrs. Edward Moorehouse of Chatham are visiting around here.

The Navy, we hear, has purchased the Shetland picnic pleasure launch for a submarine.

Miss M. E. L. Dobbyn is a Chatham visitor.

Shetland store has a new clerk.

Ivy Stephens is visiting with friends in London.

Sam Turtle has decided to live retired in Bothwell. We regret losing this worthy, venerable citizen.

Private Vero Johnson has again donned the king's uniform.

The Shetland Gas Company, under the supervision of James Munroe, manager of Oil Springs Gas Co., have got their gas line two-thirds laid and are endeavoring to finish in the race ahead of John Frost.

Kilmartin.

Miss Grace Woods of London spent the week-end with her sister, Mrs. D. N. Munroe.

Mrs. Neil Munroe has returned after spending three weeks in Walkerville.

Red Cross Society meets on Wednesday, Nov. 7th, at Mrs. Dan W. Munroe's.

Wm. Munroe is moving to his residence on the townline for the winter, owing to the burning of his barn and stabling on the premises where he has been living.

Miss Minnie McNeil of Brooke is visiting at Donald McGregor's.

Many give until it hurts and then give more. Some yell that they are hurt before they have given anything. 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.

Melbourne.

Mrs. (Dr.) Woods, Chelsea, Mich., is visiting her sister, Mrs. Arch. Stevenson.

Mrs. Wm. Richards of Middlemiss is the guest of Mrs. George Richards.

Mrs. John McDonald of Middlemiss called on friends here last week.

Mrs. James Showers is the guest of her niece, Mrs. Hathaway, of Iona.

Mr. Showers of Woodstock spent a few days with his uncle, James Showers.

Miss B. C. Buchanan spent Sunday with Mrs. McGregor of Mount Brydges.

Mrs. W. G. Robinson has returned home after spending a few weeks with her mother, Mrs. Watson.

Ernest Stevenson, who is attending the normal school in London, spent the week-end at his home here.

Miss Mary King of Woodstock addressed the Epworth League on Wednesday evening of last week. The subject, "My Book Shelf."

Miss A. Campbell, of the Home Bank staff here, called on London friends last week.

We are pleased to see John Robinson able to be out again after his severe illness.

WARDSVILLE

Don't forget Hallowe'en! Did you hear the wedding bells?

Donald McRae spent the week-end in London.

Miss Margaret Atkinson is visiting relatives in Motherwell.

Miss B. Gardner attended the convention in Chatham last week.

Miss Hilda Blott of Crinan spent the week-end under the parental roof.

Miss Mable and Lyle Milner of Detroit spent the week-end at their home here.

Mrs. H. Dougherty of Allanburg is visiting her parents, Mr. and Mrs. John Lamont.

Rev. and Mrs. Hunt (nee Miss Bessie Waterworth) of Chatham spent the week-end at her home here.

The Circle girls of the Presbyterian church met at the home of Miss Bessie Hindson last Monday afternoon and presented her with a beautiful cut glass berry bowl.

Appin

The home of Mr. and Mrs. George Galbraith on Monday evening, October 29th, was a scene of a pretty reception on the arrival home of their eldest son, William Harry, and bride from their honeymoon. Guests numbering about forty partook of a sumptuous repast, afterwards enjoying the evening in music and games. The bride was the recipient of many beautiful and useful presents.

When you invest your money in Canada's Victory Loan you are sure of getting it back; you earn good interest, and you help win the war.

CASTORIA

For Infants and Children In Use For Over 30 Years Always Bears Signature of *Charles H. Watson*

Use the "Special Notices" column in this paper if you have anything to buy or sell. It is the quickest and most economical way of reaching many hundreds of people throughout the district.



Women Who Buy This
Serge Dress
at **\$20.00**
Will Get Exceptional Value

Of Navy blue Wool Serge; white satin collar extending to the waist-line; vestee of white satin trimmed with tucks and buttons. Black bone buttons down centre of back of bodice. Deep self belt trimmed with black patent leather and buckle. Full draped skirt with long overskirt effect. Side-front pockets, button trimmed and pleated. A wonderful bargain at \$20.

MAIL INQUIRIES SOLICITED

B. SIEGEL & CO.
CORNER WOODWARD & STATE
NO CONNECTION WITH ANY OTHER STORE
DETROIT

DELCO-LIGHT

ELECTRICITY FOR ANYONE-ANYWHERE