# SEMI-ANNUAL OPPORTUNITY SALE

## The Big Week

of this, our Opportunity Sale, presents many ex traordinary buying opportunities. Right now when prices are advancing daily on almost every wanted kind of merchandise that is needed in you dollars on the coming season's supplies. Al goods advertised will be on sale exactly as repre-sented, and special values are to be had in every

MEN'S SAMPLE FELT HATS, worth up to \$2.50, for \$1.00. Soft hats in new, up-to-date styles, splendid fur and wool felts, assorted

MEN'S CAPS for Fall or Winter, in new tweed and worsted materials. Special-25c, 50c

MEN'S UNDERWEAR in heavy elastic rib, nicely finished, elastic knit cuffs and ankles. Sizes 34 to 44, for 85c.

Buy your FLEECE LINED UNDER-WEAR now. We have just three cases more at

The great bargain in the Silk department will be 5 pieces of BLACK DUCHESS PAIL-LETTE, 1 yard wide, value \$1.50, which will be sold during the Opportunity Sale for 98c per yd.

## Women's Winter Coats

Remarkable values for this week. Extremely smart stylish models are shown in these new Fall and Winter Coats. They come in tashion's latest effects. The materials used are tweeds, novelty mixtures, plain cloths and circhillas, in mostly every color. Opportunity Sale Prices-\$7.85, \$9.95, \$12.00, \$13.50, \$15.00.

## Bargain After Bargain on Shoes

for Men, Women and Children. Such a carnival of savings has been planned to throng the Shoe section. All previous selling records will easily be surpassed. Broken size ranges—special pur-chases—have been gathered together, and we have marked prices at extraordinary reductions. Women's Shoes, in gunmetal and patent

Women's leathers, receding toe, all sizes, value to \$4.00, for \$2.95.

Women's Shoes, good quality dongola kid, patent top, lace or button, reg. \$3.00, for \$1.85.
"Double-wear Brand" Shoes for boys and youths. Solid leather throughout, made of good fitting lasts. Every pair guaranteed. Specially priced at \$1.75 to \$3.00 per pair.

Men's Waterproof Shoes, \$3.95.

## Our Millinery Department

offers many special values in the season's latest creations. Be sure you visit our show rooms beore buying your hat.

## Great Values in Cotton and Linens

This sale presents just the opportunity you have been waiting for. Cottons and Linens are advancing in price so rapidly that very soon some lines will be out of reach of many. We have purchased well in advance and reserved an enormous stock of great values specially for this sale, so buy your needs for months to come as this is an opportunity to buy White Sheetings, White and Grey Cottons and Linens at less than

mill prices.

Mill ends Flannelette at 11c, in a variety of patterns

Remarkable Values in Sweater Coats at last year's prices. Children's Sweater Coats very specially priced.

# E. MAYHEW & CO.

## The Transcript.

THURSDAY, OCTOBER 5, 1916.

## Newbury

The share the second of the state of the sta

## Wardsville

Misses Garbutt and Farrington spent Saturday in London.

Miss Ilda Smith of Glencoe spent Sunday with Miss M. Aitchison. Miss Mary Batsner of London is in

W. Sparling of Niagara spent a few days last week at his home here. Miss Mary Batsner of London is in

H. Sparling and W. McMaster returned home from the West last week.

Mrs. Henry Blain was taken very ill on Thursday.

Miss Mamie Bayne is attending the Faculty of Education at Toronto.

Mrs. John American

## Appin

A number left here Tuesday to attend the fair in Alvinston.

Dr. Glanfield has left for his home in Brucefield, Huron county. Mrs. M. R. Brown has returned home after an extended visit in the West and also in the East.

Mrs. Geo. Philpot is visiting friends ere. She has been residing in Sim-oe since her husband went everseas with the 125th with the 135th

Angus Prudham of Cloquet, Minne-sota, and Mrs. Rubel of Detroit have returned home after visiting their sis-ter, Mrs. Dan Laughton, and friends

## ENGLISH PANTOMIMES

HOW THE MODERN ENTERTAIN-MENT IS STAGED IN LONDON

serve with limelight. Time, from four to five hours."

Needless to say, however, Mr. Collins repudiates the suggestion that the Drury Lane pantomime is created in any such rough-and-ready fashion. On the contrary, he once declared that no class of dramatic production entails such unlimited thought and care or such extended preparations in advance. Mr. Collins says, too, that he and his collaborators always attach he greatest importance to the choice of their subject—though this might hardly be supposed from the frequency with which the same stories are treated. But the remists cannot find a substitute. The ingenuity of chemists, even before the war, had succeeded twen before the war, had succeeded the succeeding the control of the Relation in the cotton trade began to look threatening. The Saxon export the look threatening. The Saxon export to look threatening. The Saxon expor

the book we have all laughed at have fallen woefully flat at the first per-formance and have had to be cut out. Others, again, from which little or nothing had been expected have been received with unlimited favor by the public on the first night and have helped to make the success of the piece."

piece."

As to the cost of a modern pantomime it is something stupendous. The times have long since passed, indeed, when John Kemble could give us a general direction for an entertainment of this sort: "It must be very short, very laughable, and very cheap." For better or for worse we have changed all that, and a Drury Lane pantomime of to-day

The hall was crowded, proceeds being started that the process of the success of t

## PROF. ASHLEY ON COTTON.

Embargo Hit German Industries

More than twenty years ago a bril o Class of Dramatic Production
Entails Such Unlimited Thought
and Care or such Extended Preparations in Advance—Number of
Fairy Tales Suitable Are Limited
—Salaries Drawn Are of Royal
Proportions.

The pantomime is the entertainment of the hour in
Britain. How is the modern pantomime made? Mr.
Arthur Collins himself once
iggested the following recipe: Arthur Collins himself once suggested the following recipe: "Take one old well-worn fairy tale, one music-ha!l comedian with lungs of brass, two knockabouts with heads of ditto, and one serio-comic with a cast-iron voice. Mix some scenery with a ballet or two, several hundred supers and children, and some pretty girls. Then take some popular songs—American for choice—and add a little music. Dress well and serve with limelight. Time, from four to five hours."

Needless to say, however, Mr. Collins repudiates the suggestion that totton is contraband to the some propular songs—American for choice—and believe the suggestion that since cotton was made contraband there has been great unemployment in German textile centres. The price of raw cotton (in Germany) in July, 1914, was 65½ phennigs per pound; in December it had risen to \$1. In June," he adds, 'with the elocking of the Italian Avenue, the situation in the cotton trade began to look threatening. The Saxon export business was conferred to be

though this might hardly be supposed from the frequency with which the same stories are treated. But apparently the number of fairy tales considered suitable is very limited. Next to its spectacle the most important part of a pantomime is its fun, and according to Mr. Collins this is a more difficult element to provide than any other. Jokes, in fact, are kittle-kattle, and how they will take no man can tell. Such, at any rate, has been Mr. Collins' experience. "Over and over again," he has recorded, "jokes that in reading over the book we have all laughed at have fallen weefully flat at the first performance and have had to be cut out. war.

## A GREAT CHANCE.

### Russia Will Afford an Immense Market for Canadian Goods.

There is a great chance for Canadian trade in Russia, according to a returned war correspondent. There will be need, too, for Canadian

'Prior to the war," Mr. McCormick says, 'nine-tenths of the goods used in Russia passed through Ger-man hands. They had German cash-iers for most of the banks, and much

worse we have changed all that, and a Drury Lane pantomime of to-day that hopes to justify its existence must rather be very long, very gorgeous, and very costly. Sir Augustus Harris once unlocked the secrets of his account books to the astonished gaze of the public and disclosed the fact that pantomime princes and their attendant suites certainly draw salaries of royal proportions.

Here are a few items from the civil list which prevailed in those days at the "Lane":

Principal boy, £60 to £100 weekly; clown, £30 to £40 weekly; premiere danseuse, £30 to £60 weekly.

And these figures have been very largely advanced upon it many cases.

"In trying for business in Russia is must be borne in mind that the larguage is different the religion (s.)

No warping or cracking is possible with our secret process semi-steel fire-box linings. Being in five pieces, they are easily removed or replaced without belts or cement.

# M<sup>c</sup>Clary's

Before you invest in a new range let me show you the Pandora's sensible ideas for saving time and labor. Sold by Jas. Wright & Son

## THE ROYAL BANK OF CANADA

Capital Authorized Capital Paid-up Reserve and Undivided Profits . Total Assets HEAD OFFICE MONTREAL MONEY ORDERS. -- A safe and economical method of remitting small amounts. 3c 6c Rates \$5 and under Over \$ 5 Over \$10 Over \$30

\$30 10c \$50 15c SAVINGS BANK
DEPARTMENT
Deposits of \$1 and upwards received and interest at highest current rate added twice yearly. A General Banking Business Transacted.

Glencoe Branch - E. M. DOULL, Manager

## WANTED

Bright young men and women for high-class office positions in and around Detroit.

Our Employment Department is able to fill only 20% of the demands made upon us for D. B. U. trained office assistants.

Let the school with a reputation prepare you for a position in the city where your opportunities will be unlimited.



instead or swhen all the p...

"I'll go when all the p...

are gone."

"Very much married."

"I have seven reasons: a wife and six children."

"There are too many walking tashion-plates adorning the streets.

When they go, I go."

"When the poolroom bums have Clydesdale Stallion "Stately Mac" (10995) owned by D. M. Webster,

"Gafety First."

"G

L. L. McTAGGART,