

NEW GOODS ARE ARRIVING

From every side come urgent demands upon the advertising office to tell the story of new things. We are bubbling over with enthusiasm about our splendid stocks. The enthusiasm is contagious. It's in the air. The store is dressed to please you and the window displays were never more charming. But there's more definite delight among the new goods, the new styles, new patterns, new colorings, new everything. Come and see.

Our Millinery—the talk of the town

And it should be. A dictionary of superlatives is needed to describe it. There is more real snap and style in every one of these new stunning hats than you ordinarily find, and the moderate prices are surprising. Visit our show rooms this week. You are invited. It will be a pleasure to have you look, even if you do not purchase.

The Prevailing New York Modes

The new Blouses and Ladies' Fancy Collars at Mayhew's this week are a reflection of the latest New York styles. A charming assortment of materials, a variety of the newest shades, exclusive designs, and the usual moderate Mayhew prices. Every new dress material is here. Every woman should see them before choosing her fall apparel. We are in a position to show you the very latest at very moderate prices.

A Great Showing of Ladies' Winter Coats

Our mantle racks are filled with the newest styles in Women's and Young Women's Coats. They are wonders of value. See them.



Groceries

Get our list of "Specials in Groceries" this week. Help win the war by saving on your grocery bill. Trade at Mayhew's and save money.

A Real Clothing Store for Men

An Oasis in the Desert of High Prices

Saturday we launch a tremendous sale of \$3,000 worth of clothing, all at one-third less than today's prevailing prices. We bought these goods away back in October last, and can therefore offer them at prices that would be impossible on the basis of today's market, owing to the increased cost of labor and materials. Extra wear in every suit.

Great Display of New Carpets, Rugs and Linoleums

The activity of the German submarine has not prevented British manufacturers shipping out to this country their finest products in all kinds of Rugs and Linoleums. We have just received a large shipment and they are ready for your inspection.

E. MAYHEW & SON

The Transcript.

THURSDAY, OCTOBER 11, 1917

Newbury

Miss Ida Gibb and Miss Nellie Archer of Detroit, C. D. Harris of Toronto and Mrs. Harris of Waukegan spent the week-end at C. Tucker's.

D. J. Batener and Mrs. Batener of Detroit spent the Thanksgiving holidays with Miss Graydon.

Miss Grace Cameron of Chatham spent the week-end at G. Bayne's.

Rev. J. Malcolm and family returned from their eastern trip on Thursday.

Mrs. A. J. Walker and daughter Jessie and son Jack of London spent the Thanksgiving holidays at Mrs. Fletcher's.

Harvest thanksgiving services will be held in Christ church on Sunday, Oct. 14th. Rev. Mr. Durnford of Hyde Park will preach. Services at 11 a. m. and 7.30 p. m.

Miss W. Owens of Oakville was home for the week-end.

Mrs. Charlie Armstrong of Windsor was in town Saturday.

Mrs. George Churchill of London spent the week-end with her parents at Rosehill Farm.

Born—Oct. 6th, to Mr. and Mrs. Alex. C. King, a son.

Fred King of Spokane, Wash., son of Daniel King, is visiting at his home.

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.

Cairo.

Threshing in this vicinity is about at an end. Threshers report a low average for the amount of grain.

Miss Mamie Munroe returned from London on Friday for a brief stay.

Miss Myrtle Annett of London arrived on Saturday for the Thanksgiving holiday.

Jacob Handy has decided to leave this vicinity and is returning to his old home near Simcoe.

Miss Oral Tully, teacher in S. S. No. 7, and Miss L. Pearson of S. S. No. 10 purpose attending the Teachers' Association at Petrolia on Wednesday.

Mrs. W. H. McKeown is at her uncle's, Richard Burr's, during the absence of her cousin, Miss Ila Burr, who is visiting friends in Sarnia and Uxby, Mich.

Mr. and Mrs. Leo Siddall of London are visitors in this community at present.

E. Arnold has completed the township and Bury portions of the Hands drain award.

Mrs. Lulu Sterling of Highgate is the nurse attending Mrs. A. Wehlann at present. Mrs. J. Burr of Newbury having been called elsewhere.

Rev. Archie Thompson filled the Presbyterian pulpit on Sunday and delivered a thanksgiving address, which was somewhat disappointing to many.

C. J. Watson disposed of a herd of cattle during the week, realizing some \$2,000 for the same.

CASTORIA

For Infants and Children In Use For Over 30 Years

Always bears the Signature of

Wardsville

Miss M. Farrington spent Thanksgiving at her home in Woodstock.

Misses Dessie Purdy and Oread Sheppard of the London Normal spent the week-end at their homes here.

Chas. Mimma has been appointed secretary-treasurer of St. James' church, since the departure of Dr. H. A. Wilson, who formerly held that office.

Mrs. Wm. Duff of Chatham spent Thanksgiving with her parents, Mr. and Mrs. A. Miller.

James Mulligan spent Monday in Birt.

Cadet J. C. Douglas of Camp Borden spent the week-end at his home here.

Mrs. Jefferys of Detroit is visiting her mother, Mrs. D. Smith.

Pte. Ross Doyle of the 63rd Battery, London, was a week-end visitor here.

Reed Henderson has returned to his home here after spending twelve years in Australia and Mexico.

Mr. and Mrs. Miller of Detroit are visiting Mr. and Mrs. Geo. Cornelle.

Misses Ila and Wattle Quigley of Essex were home for the week-end.

Miss Lilian Sheppard of Windsor spent the holiday here.

Miss Edna Jefferson left last week for London, where she is in training in Victoria Hospital.

Alfred Hale is attending Huron College in London.

NORTH NEWBURY.

Mr. and Mrs. Coveyeau and P. Kane of Windsor spent the week-end at the home of Miss Julia Kane.

Quite a number holidaying for Thanksgiving left via C. P. R. on Saturday for London and Toronto.

Miss Sarah Fletcher arrived from Melville, Sask., on Monday night after spending a few months with Mr. and Mrs. J. Webster there.

G. A. Annett left on Oct. 2nd via C. P. R. for Guelph.

Wm. Guy and D. Congrave left for West Toronto Tuesday. Mr. Guy spent the week-end in Newbury.

Mrs. Joe Watterworth arrived from Detroit on Saturday evening.

Ekfrid Station

Mr. and Mrs. Harold Kemp and little sons of London were the guests of Mrs. Kemp's parents, Mr. and Mrs. J. E. Campbell, over the holiday.

Mr. and Mrs. Samuel McLean attended the funeral of the late Peter Gillies at Chatham on Monday.

John Switzer of London and Miss Agnes Switzer of Lawrence spent the week-end at their home here.

A number from here attended the quarterly Baptist meetings at Lobo on Sunday.

The school fair at Appin on Saturday was well attended from this district.

Miss Cutler, teacher, spent the holidays at her home in Lambeth.

J. L. Hull shipped a carload of cattle from Ekfrid this week.

PARKDALE

Mrs. Dawson of Port Alma spent Thanksgiving with her parents, Mr. and Mrs. Robert Campbell.

Mrs. Heatherton of Newbury was a visitor at E. Haggitt's last week.

James Ward of Windsor spent the holiday under the parental roof.

Mr. and Mrs. Fisher spent Sunday with Pratt Siding friends.

Kilmartin.

Mrs. Neil Munroe is visiting in Walkerville.

J. D. McAlpine was home from Detroit for the holiday.

George Secord, who has been home from France on furlough, left last Friday for Toronto, where he has secured a position in the military hospital.

Miss Evelyn McTavish of Wheatley spent the week-end at her home here.

John Secord, who has been visiting for some time at his uncle's here, returned to Detroit on Saturday.

The death occurred at Chatham on Saturday of Peter Gillies, who is survived by his wife, formerly Miss Effie Leitch of this place, and two sons. A number of relatives from here attended the funeral in Chatham on Monday.

Pupils of S. S. No. 17 did remarkably well at the recent school fair held at Walkers, winning the following prizes—Dooly potatoes—1st, Orville Woods; 2nd, Marion Campbell. Unhusked stalks of corn—1st, T. W. Little. Ordeal mangels—1st, Neil Dewar; 2nd, Beatrice McAlpine. Sheaf of oat—3rd, Jas. Munroe. Bouquet of asters—3rd, Beatrice McAlpine. Bouquet from home garden—1st, Orville Woods. Bread-to-day Barred Rocks—1st, Tena Leitch; 3rd, Lillian Campbell. Barred Rock cockerel—4th, Tena Leitch. Barred Rock pullet—2nd, Lillian Campbell. Barred Rock range—3rd, James Munroe; 4th, T. W. Little. Spring colt, heavy—3rd, T. W. Little. Spring colt, light—1st, T. W. Little. Spring calf, dairy—1st, Orville Woods. Penmanship—1st, Beatrice McAlpine; 2nd, May Moore. Collection of weeds—1st, T. W. Little. Collection of weed seeds—1st, Beatrice McAlpine; 2nd, T. W. Little. Collection of insects—1st, James Munroe; 2nd, Emerson Little. Collection of art—2nd, S. S. No. 17. Collection of vegetables—1st, S. S. No. 17. School parade—2nd, S. S. No. 17. Three-minute address—1st, James Munroe. Weed-naming contest—1st, S. S. No. 17.

Mrs. James Doney of Sarnia spent the week-end at her brother's, D. R. McAlpine's.

Burns' Church Red Cross shipment for September was 12 flannel shirts, 7 pairs of socks; total value, \$28.95. At a meeting held at Mrs. Leitch's Wednesday last the contribution was \$10.45. The November meeting will be held at Mrs. D. W. Munroe's.

Where?

The following notices were handed in for insertion this week, but there is nothing to indicate what particular institute is referred to. We will be glad to repeat the notices next week if this information is supplied in the meantime.

On Wednesday, Oct. 17th, the Women's Institute will meet at the Town Hall to pack boxes for the overseas soldiers. Kindly bring your contributions and help in this good cause.

On Wednesday, Oct. 31st (Halloween), the Women's Institute will celebrate by having a hot supper. Further particulars will be supplied. Money for British Red Cross.

Peter D. McCallum of Forest, license inspector for East Lambton and formerly a member of the Ontario Legislature, died at Mount Clemens, Mich., on Friday.

Melbourne.

A. Collins of the Home Bank staff, London, is visiting friends here.

Lloyd Ashton of the Home Bank staff, St. Thomas, is visiting in our village.

Mr. Ralston, who has held the position here as station agent, has been removed. Mr. Leeman will fill the position.

Miss Ella Jeffery of Newbury is visiting friends here.

Miss Johnston, a teacher at Mount Elgin Institute, is the guest of Mrs. Wm. Tanner.

Mrs. Peter Campbell of Campbellton and Mrs. George Kellien of Detroit are the guests of their niece, Miss B. C. Buchanan.

A number from this village attended Mt. Brydges fair on Friday of last week.

John Robinson, who underwent a serious operation at his home here on Sunday afternoon, is improving slowly.

Mrs. James Wellman, a former resident of this village, passed away at her home in Alvington on Sunday last. The remains were brought to Melbourne on Wednesday morning. Services were held in the Methodist church at 10 a. m.

The Masonic services which were held on Sunday last in the Methodist church were well attended, a number of members from neighboring lodges being present.

Sacramental services were held in the Presbyterian church on Sunday morning last.

The Mission Band which has recently been organized in connection with the Presbyterian church held their first meeting on Friday afternoon of last week. The attendance was about 40. The topic was taken by Jack Gleadale, A. Acton and Ross Jamieson. Warner Stephens and Peter Jamieson also took part in the program. Special music was prepared and appreciated by all present.

Anniversary services will be held in the Methodist church on Sunday next. Rev. C. Clarke of Sarnia will preach morning and evening.

The officers of the Strathroy district Epworth League have arranged to hold an inspirational conference in the Methodist church here on Thursday, Oct. 18th. There will be two sessions, in the afternoon at 3 and in the evening at 8 o'clock.

Wilson Richards and Robert Caruthers have returned from a trip of several months spent in the Canadian Northwest.

Miss Davidson and girls of the High School on fair day secured over \$75 for the Red Cross from the sale of flags.

Mac. McGugin purchased a new Gerhard Heintzman piano at Melbourne fair.

Appin

Two carloads of chestnut coal and one of stove coal have been received here. The teams were on hand in a long line even before the train had the coal cars placed. One car was unloaded in one hour and fifteen minutes. There is still a shortage here, and many have not anything like enough stored away for their winter needs.

At a special meeting of the Women's Institute held at the home of Mrs. Thomas King for the purpose of filling boxes of cheer for the soldiers from this vicinity now overseas, twenty-four women each brought well-filled tin-boxes, and the Red Cross provided a pair of socks, a grey flannel shirt, and a towel, which was wrapped around the tin box, and all sewed up in cotton. The boxes were valued at \$110. The postage required to send these parcels overseas was \$16.

Strathburn

John Gould has purchased a Gerhard Heintzman piano.

C. A. J. Barber is going to work for Dan Treastan, starting 1st of November.

Geo. Poole is able to be around again after being laid up with a broken leg.

Geo. Jones, the only son of Thomas James Woodgreen, is confined to bed and is in very poor health.

Fergus Ferguson of Chatham spent the holiday with his cousins, Webster Bros., of Strathburn.

Chas. Hathaway of Dunwich, while enroute to Melbourne fair noticed one of the barn buildings of Ross McEachern of Ekfrid afire, and as no men were home at the time, no doubt the barn buildings would have been destroyed if Mr. Hathaway had not succeeded in getting the fire out. A hole about 18 inches had been burned in the roof of one of the buildings before the fire was extinguished.

OAKDALE.

John Bell died on Saturday last.

Roy Messelbrooke has returned home from the West.

Mr. and Mrs. Hunger and the latter's mother, Mrs. Hodgson, of Brantford are the guests of Mr. and Mrs. Daniel McNeill.

Miss Wreatha Wright of Chatham is the guest of Miss Stanna Leson.

Rev. and Mrs. V. T. Mooney of Ruthersford were the guests of Mr. and Mrs. Robert Currie on Sunday.

Miss Lizzie Bodkin and Harry of Croton spent Sunday with Miss Maude Brown.

Miss Mary Leson spent the week-end with Miss Florence Mole of Lovgrove.

Mr. and Mrs. Albin Hodgson, who spent the summer in Saskatchewan, have returned home.

Mr. and Mrs. Stanley Oragg of Croton were the guests of the latter's mother, Mrs. David Brown, on Sunday.

Mr. and Mrs. John Campbell and Ethel of Ruthersford visited at John Brown's on Sunday.

Dates of Fall Fairs.

Highgate Oct. 12 and 13
Muncey Oct. 22
Moraviantown Oct. 17 and 18

Special Values in
Seal Plush Coats
\$25.00 - \$35.00

WOMEN'S - - - MISSES'

Seal Plush Coats continue to be very popular for fall and winter wear. Plush fabrics are steadily advancing, and women who avail themselves of the qualities we offer at present prices will make a distinct money-saving. Plain, fur or novelty plush collars.

MAIL INQUIRIES SOLICITED

B. SIEGEL

CORNER HURON & STATE
IN CONNECTION WITH OTHER STORES
DETROIT

Sales — Service

Complete Service to Ford Owners Everywhere

COURTEOUS attention to your needs wherever you may travel is something you appreciate, and being a Ford owner you can get it. You are always "among friends".

There are more than 700 Ford Dealer Service Stations throughout Canada. These are always within easy reach of Ford owners—for gasoline, oil, tires, repairs, accessories, expert advice or motor adjustments.

The cost of Ford Service is as remarkably low as the cost of the car itself. Nineteen of the most called for parts cost only \$5.40. Just compare this with the cost of spare parts for other cars and you will realize the advantage of owning a Ford.

Ford

THE UNIVERSAL CAR

Runabout - - \$475
Touring - - \$495
Coupelet - - \$695
Sedan - - - \$890

F. O. B. FORD, ONT.

A. DUNCANSON - Dealer, Glencoe

How to Keep Fit.

Drink without eating and eat without drinking.

Five glasses of water a day, none with meals, will make you free of the doctors.

Warm feet and a cool head need no physician.

A bath, cold if you please, hot if you must, with a good rub starts the day right.

If you will save your smoke till after luncheon, you'll never have smoker's heart.

Wearing the same weight under-clothing the year around will save you a lot of colds.

Dress cool when you walk and warm when you ride.

Your nose, not your mouth, was given to breathe through.

Clean skin, clean sox, clean underwear every day.

Don't sit still with wet feet. Walk until you have a chance to change.

Never let a day pass without covering four miles on foot.

See how high you can hold your head and how deeply you can breathe whenever you are out of doors.

Hot water quick is the best thing for a sprain.

Short shoes and shoes that don't fit cost a lot in the long run.

Getting mad makes black marks on the health.

Envy, jealousy and wrath will ruin any digestion.

When you rob the trolley com-

pany of a nickel by walking you add a dime to your deposit of health.

You'll never get the gout from walking.

Sleep woos the physically tired man, she flouts the mentally exhausted.

The best record in gold is the record she has made of restored health to the middle aged.

Tennis up to the thirties, but golf after forty.

Nature never punished a man for getting his legs tired. She has punished many for getting their nerves exhausted.

Two hours of outdoor exercises by the master never yet made him over critical to the cook.

Don't ask the heart to pump extra blood to the brain all day and then to an overloaded stomach all night.

Tight shoes have sent many a man to bed with a cold.

Leg weariness never yet produced brain lag.

Loose clothes, loose gloves, easy shoes spell comfort and health.

No wise athlete stands still after exercise without putting something over him.

Open windows don't make half as many colds as closed ones do.

Blood pressure does not come to the men who walk a lot out of doors; instead it looks for those who sit and eat a lot indoors.

Many a man finds too late that his motor car has cost him more in health and legs than it has in tires and gasoline.

A four or five mile walk daily makes your credit at the bank of health mount steadily.

Nature won't stand for overdrafts any more than your bank.

This is a queer world. We all urge the practice of economy, and we all hate a stingy man.

As the regiment was leaving, and a crowd cheering, a recruit asked:—"Who are all those people who are cheering?" "They," replied the veteran, "are the people who are not going."

Miller's Worm Powders do not need the after-help of castor oil or any purgative to complete their thoroughness, because they are thorough in themselves. One dose of them, and they will be found palatable by all children, will end the worm trouble by making the stomach and bowels untenable to the parasites. And not only this, but the powders will be certain to exert most beneficial influences in the digestive organs.

WE WANT NOW

A reliable Agent in Middlesex County to sell Pelham's Peerless Fruit and Ornamental Trees during fall and winter months. Good pay, exclusive territory, free selling equipment.

Over 900 acres of the choicest nursery stock, including NEW varieties controlled by us. Handsome, up-to-date selling equipment and a splendid Canadian-grown stock to offer customers. We are not jobbers. Write now for agency terms to

PELHAM NURSERY CO.

TORONTO, ONT.

N. B.—Catalogue sent on request to applicants for agencies or purchasers of nursery stock.