

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 Men's 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 4, 1917

Newbury

Miss Helen Douglas of Shields is visiting Mrs. W. Bayne.

Rev. Mr. Bowen of London, secretary of the Bible Society, paid his annual visit here on Sunday evening, the meeting being held in Knox church. The business was quickly done by reappointment of all officers. Rev. Mr. Bowen then delivered a most earnest and impressive address, which was listened to with closest attention.

Mrs. Graham of Fiesheron is visiting her daughter, Mrs. R. H. Moore, prior to taking a trip west.

Miss Mary Hammett was home from London for the week-end.

Miss Ella Jeffery visited Melbourne friends this week.

Mrs. McDonald and daughter Ora left on Monday for Caldwell. Before returning, Miss Ora and her brother Simon will take a trip to the Coast.

Harvest thanksgiving service will be held in Christ church Sunday, Oct. 14, at 11 a. m. and 7.30 p. m. Rev. Mr. Durnford of Hyde Park will conduct the services.

Miss Jean Fletcher has taken a position in W. Bayne's store.

Sergt. H. C. Bayne is home from Camp Borden on leave until Oct. 10th.

Mrs. Wm. C. King spent the week-end with Miss Bessie at Chatham.

John Sheppard of London was in town Monday.

Mrs. Whittaker and Miss Donna and Master Gerald Stephenson of Windsor spent last week with Miss Gay.

Mrs. Hagith, sr., has returned from a visit in Windsor.

Mrs. John B. Thompson of Windsor visited Mrs. Fennell last week.

Knox church service will be held as usual at 2.30 Sunday.

The School Fair held on Friday last in Old Boys' Park was a splendid success. The weather was fine. The exhibits were all splendid—and such a lot of them, showing the interest the children are taking in the producing and growing of fruit, vegetables, flowers, etc., and sewing fancy work and cooking. The chickens, colts and calves, too, were all good. The exhibits would make a most creditable showing at any of the larger fairs.

The afternoon sports made lots of fun for all—races of all sorts. The most interesting feature was a game of baseball between the junior teams of Glencoe and Newbury. The game was fast and well played. Eleven innings were played, with a score of 1-0 in favor of Glencoe (1-0 sounds most professional). This was the rubber game between these teams, Glencoe winning out. A good concert in the evening in the Town Hall was well attended. Robert Hanna of London, Miss Ella Jeffery and the school children furnished the program. The judges—Miss C. Craig of Glencoe, Miss E. Kerr of Bothwell, Miss Millett of Wardsville, Will Atkinson of Wardsville and Messrs. Fansher and Davis of Florence—gave entire satisfaction in the awarding of prizes. Their task was rather hard sometimes as the exhibits were all good. The teachers, J. A. Armstrong, Miss B. Fennell, and Miss V. Burchell of No. 7, deserve lots of credit for their work in carrying the fair to such a success.

Hon. W. J. Hanna, Food Controller, gives warning that there must be no hoarding of potatoes, urges increase consumption of them so there shall be none wasted, and says the price should not exceed \$1.25 per bag.

Wardsville

Don't forget the School Fair Tuesday, Oct. 9th. Everybody come and have a good time. A good concert at night.

The Women's Guild, St. James' Church, have received acknowledgment of the receipt of their parcel containing 13 sheets, 47 towels, 17 pairs of socks and 12 pieces of old cotton.

Mrs. Jas. Mulligan is visiting her parents in Birr.

Mrs. A. Miller is visiting relatives in Chatham.

A number from here attended Glencoe fair last Wednesday.

Miss Farrington spent the week-end in London.

A very pleasant evening was spent in the Town Hall on Friday last in honor of Dr. H. A. Wilson and family, who are about to leave for Toronto. In recognition of the high esteem in which they are held by all who know them, Dr. and Mrs. Wilson were presented with an address and two beautiful lamps. After a programme of speech and song, lunch was served and all united in wishing the guests of the evening blessings and prosperity in their new home.

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

Relief Society's concert October 9th, school fair evening. Come and do your bit. A good program provided. See bills later.

Cairo.

The school fair held on Sept. 25th at the town hall was a grand success. A large attendance and a great display of fruit, vegetables and handiwork by the children, besides a number of colts and Shetland ponies, the property of E. F. Augustine, Aberfeldy; races for the boys and girls, and that of the trustees, which created a good deal of fun owing to some foul work by one of the contestants. A tug-of-war and finally addresses and recitations ended the proceedings.

On Monday evening the members of the Presbyterian choir met at the home of Mr. and Mrs. G. W. Young, when an address was read, signed by Miss Ila Burr and Mrs. W. H. McKinnon, and a beautiful fruit set was presented to their daughter, Mrs. Will Fraser of Walkerville (formerly Miss Sadie Young) who happened to be at her former home here on a brief visit at the time.

W. R. Macaulay accompanied by O. Gage spent Friday in Forest.

On Friday evening Wm. Weekes and Mac D. Smith of London motored to see friends here, and returned to Woodgreen, intending to proceed to London on Saturday morning.

In the Presbyterian church on Sunday last Jas. H. Miers conducted service, discoursing to a crowded and attentive audience. His encouraging remarks to those who recently professed their faith in the week and lowly One were particularly inspiring. Mr. Miers leaves for Toronto to resume his studies at college.

Miss Edna Moorhouse of Shetland left for Toronto on Tuesday.

Miss Belle Macaulay and Miss Jane Armstrong were visitors at Glencoe fair on Wednesday. James Moran and Joe Brennan also took in Glencoe fair. Everyone reports having a good time.

Robert Plaine left for Caradoc on Saturday to spend the week-end.

Mrs. Oppie and son Eugene spent Saturday in London.

Miss Mabel Loughheed is spending a few days at her home here.

Mr. Gilbert of Glencoe purchased some fine cattle here on Monday and is making up a carload for the North-west.

Like to "the shadow of a rock in a weary land" is Dr. T. H. E. Oil to all those who suffer pain. It holds out hope to everyone and realizes it by stilling suffering everywhere. It is a salve that has the blessing of half a continent. It is on sale everywhere and can be found wherever enquired for.

A man may admit that his wife has her faults. But he won't stand for criticism of his dog.

Signature of *Charles H. Fletcher*

CASTORIA For Infants and Children In Use For Over 30 Years Always bears Signature of *Charles H. Fletcher*

Melbourne.

Anniversary services were held in the Presbyterian church on Sunday last. Rev. Mr. McLaughlin of Stratford occupied the pulpit. The services were well attended. Special music was rendered by the choir which was very much appreciated by all present.

"Rally Day" was observed in connection with the Methodist Sunday School last Sunday morning. The church was well filled, the choruses, recitations and readings given by the children were a credit to the Sunday School.

A large crowd gathered on Saturday afternoon at McKenzie & Wellman's auction sale.

Rev. Mr. Bowen addressed a meeting on Friday in connection with the Bible Society. Mr. Bowen has recently returned from a trip to England. His address was very interesting. Those who attended the meeting were delighted; those who did not were sorry.

Mrs. Carr (nee Miss Stephens) and daughter are the guests of Mrs. Carr's sister-in-law, Mrs. (Rev.) D. C. Stephens.

Mrs. Ed. Dyer of Toronto is visiting at her father's home here.

Mrs. David Treford and daughter of Toronto are the guests of Mrs. Wm. Tanner.

Calvert Fletcher is on the Home Bank staff here.

Mrs. John R. Campbell, who has been in ill health for some time, passed away on Saturday evening. The husband, son and brothers have the sympathy of the community in their bereavement.

The Masonic Lodge of this village will attend service at the Methodist church on Sunday afternoon, Oct. 7th, at 3 o'clock. The evening service will be withdrawn.

Mrs. Henry Elliott is the guest of Mrs. Geo. Richards.

Anniversary services will be held in the Methodist church on the 14th inst. Rev. C. F. Clarke of Sarnia, a former pastor, will preach morning and evening.

Mrs. R. Plaine arrived via C.P.R. on Tuesday last after visiting in London and Strathroy.

Mrs. (Dr.) Clare and two sons left on Thursday for their home in Toronto.

R. J. Petch of Wardsville received a car of shorts on Wednesday.

Corn cutting is now in full swing in this vicinity.

Mr. and Mrs. S. B. Morris of Rodney left on Tuesday by C. P. R. for Montreal.

Miss Edna Moorhouse of Shetland left for Toronto on Tuesday.

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Appin

The Women's Institute will serve lunch, also other refreshments, at the school fair on Sat. Oct. 6th. Members and friends are kindly requested to contribute a cake for the booth. Christmas boxes for our soldier boys are to be packed on Thursday afternoon, Oct. 4th, at the home of Mrs. King. A full attendance requested.

The Ladies' Aid of the Appin Methodist church will meet on Wednesday afternoon, Oct. 10th, in the basement of the church. A good attendance is requested, as the ladies are going to quilt.

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 untamable to the parasites. And not only this, but the powders will be certain to exert most beneficial influences in the digestive organs.

MOSA.

The Red Cross Society of S. S. No. 9, Mosca, met at the home of Mrs. M. G. McLean on Friday, Sept. 28th, and packed a box of soldiers' comforts. The box contained 16 pairs of socks and 12 day shirts. Total value, \$40.

Dan Mitchell of Brooke visited in this vicinity on Saturday last.

Miss Duncan of Bothwell and Miss Mitchell of Chatham visited at A. B. McLachlin's on Monday.

The next Red Cross meeting will be held at the home of Mrs. David Currie on Wednesday, Oct. 31st.

Kilmartin.

Mr. Tyrell of Detroit is visiting at Alex. Dewar's.

Mrs. R. E. McAlpine was the guest of Dr. and Mrs. Smith of Blenheim last week.

The Misses Campbell of Detroit spent a few days last week at Alex. McLachlin's.

Rev. Mr. Young of Kemble occupied the pulpit in Burns' church last Sunday.

A congregational meeting will be held in Burns' church Monday afternoon at two o'clock for the purpose of moderating in a call to a minister.

Miss Annie Graham of Dutton is the guest of Mrs. D. McGregor.

OAKDALE.

Clarence White, aged one year and twelve months, son of Mr. and Mrs. David White, died early Friday morning with inflammation. The child was only sick a few hours.

Born—to Mr. and Mrs. Richard Adams, a son.

Miss Olive Kniffen, daughter of Mr. and Mrs. William Kniffen, was married to Mr. Law of Dresden on Wednesday last.

The rural school fair held at Rutherford on Sept. 29th proved a great success.

Mr. and Mrs. Henry Mawlam and Gerald, accompanied by Mrs. Mac Leitch and Mr. and Mrs. A. R. Summers and Pearl, motored to Alvinston on Sunday last.

Mr. and Mrs. John McCallum have purchased a new car.

Mr. and Mrs. John Summers spent Friday last in Dresden.

The Oakdale Presbyterian church congregation will hold their anniversary services on Sunday, October 7th, in the morning and evening.

On Thursday, Sept. 27th, while Archie McDonald was threshing, a spark from the engine caused a fire in one of the grain stacks, but by the skilful work of the neighbors the fire was soon put out.

John Bell is seriously ill.

Dates of Fall Fairs.

Ailsa Craig	Oct. 5
Alvinston	Oct. 9 and 10
Blenheim	Oct. 4 and 5
Delaware	Oct. 10
Florence	Oct. 4 and 5
Highgate	Oct. 12 and 13
Leamington	Oct. 3 & 6
Muncey	Oct. 23
Moraviantown	Oct. 17 and 18
Mount Brydges	Oct. 5
Ridgeway	Oct. 8 & 10
Wyoming	Oct. 4 and 5

Reports from all cities and towns in Ontario indicate a lessening in the amount of crime and drunkenness in Ontario in the first year of prohibition. In spite of the very heavy fines imposed for infractions of the law, totalling over \$150,000 in the year, the expenses of the license system were over \$102,000, which means a deficit of some \$12,000 in this department of the Provincial Government.

Nights of Agony come in the train of Asthma. The victim cannot lie down and sleep is driven from his brain. What grateful relief is the immediate effect of Dr. J. D. Kellogg's Asthma Remedy. It banishes the frightful conditions, clears the passages, and enables the afflicted one to again sleep as soundly and restfully as a child. Insist on the genuine at your nearby druggist.

The fall of prehistoric man is attributed to the apple. The modern man is more apt to fall for a peach.

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.

McAlpine Bros.

Flour and Feed

COAL

All kinds of Grain bought.

See us before selling.

HERE'S A WONDERFUL FALL COAT at \$20.00 For Women's Wear

Made of Russian green cheviot, a warm fabric, without weight. Large cape collar trimmed with mole fur plush; can be worn flat or buttoned criss-cross and high at the throat as shown in picture. Self girdle belt with gun metal buckle. Two side pockets strapped and shirred. Deep, notched self cuffs. Sizes 36 to 42 bust. An exceptional value at \$20.

MAIL INQUIRIES SOLICITED

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

Necessary Farm Equipment

MORE and more the Ford car is looked upon by progressive farmers as necessary farm equipment, the same as the plow, the hay-rake, the drill, the mower, the harrow and other labor and time-saving machinery.

A farmer with a Ford car can dispense with one or two of his horses and make the trips to town, railway station, creamery, or to the neighbours in one-third the time. In fact there is no farm machine made that will save the busy farmer and his busy wife so much valuable time as a Ford. And it's so easy to take care of—far easier than a horse. No bed to make, or hay and oats to get, no harnessing and unharnessing, and no stables to clean. The Ford practically takes care of itself.

Ask any farmer who owns a Ford if he would ever again try to get along without it. His answer will hasten your decision to own one.

Ford
THE UNIVERSAL CAR

Touring - - \$495 Coupelet - - \$695
Runabout - - \$475 Sedan - - \$890
F. O. B. FORD, ONT.

A. DUNCANSON - Dealer, Glencoe

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 600 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.

CLEAN STOMACH, CLEAR MIND.—The stomach is the workshop of the vital functions and when it gets out of order the whole system clogs in sympathy. The spirit flag, the mind droops, and work becomes impossible. The first care should be to restore healthful action of the stomach, and the best preparation for that purpose is Parlee's Vegetable Pills. General use for years has won them a leading place in medicine. A trial will attest their value.

We carry a Full Line of

Tin, Enamel and Galvanized—Ware, Sinks, Bathtubs, etc.

Plumbing, Furnace-work, Roofing, Eavestroughing, Repairing, etc., done by a Practical Mechanic.

J. M. Anderson
Tinmith Plumber

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.

LOCAL AGENT WANTED

for Glencoe and District to sell for

"The Old Reliable Fonthill Nurseries"

Splendid list of stock for fall planting 1917 and spring planting 1918, including many new varieties which we alone control.

Send for new illustrated catalogue, also Agent's proposition. Handsome free outfit; exclusive territory; liberal commissions.

STONE & WELLINGTON
The Fonthill Nurseries
(Established 1887)

Toronto Ontario

It's comforting to think that the most of the men driving big touring cars used to drive the cows home.