

Tremendous Price Reductions All Over The Store

We are certain that this sale will prove to be one of the most successful we have ever had. The very attractive price, reductions and the excellent quality of all merchandise offered present inducements that the most economical buyer will recognize as a most welcome saving chance.

A Wonderful Chance to Save on Men's Overcoats
New stylish garments that will please you with their splendid style and at half-price.

All \$40 Overcoats for \$20
All \$45 Overcoats for \$22.50
All \$35 Overcoats for \$18.50

You certainly want to see them now.
Any Ladies' Coat in Store for \$19
Some worth as high as \$50.00.

An Offering in Shoes
For men, women, boys and girls, that merits your warmest approval.
We won't urge you to buy simply because you come to look.

E. A. MAYHEW & CO.

The Transcript.

THURSDAY, JANUARY 27, 1921

NEWBURY

Fergus Foley has gone to Dresden where he will remain indefinitely with his father's sister, Mrs. Emmett.

Harold Pennell and Allan McLean were delegates from Knox Young People's Society here to a meeting in London last week.

Miss Carrie Wilson has returned home after a pleasant visit with Detroit friends.

R. W. Barnes of Theford spent a few days at Thomas Fletcher's last week.

The A. Y. P. A. of the Church of England will entertain the Y. P. S. of Knox church in the basement of Knox church tomorrow (Friday) evening.

The house which Ed. Leech bought some time ago from Miss Graydon is being moved to the corner of Queen and York streets. This house was formerly occupied by Mrs. Arthur McDonald as a dwelling and store.

The play presented by the Florence dramatic club, "A Doctor by Courtesy," on Wednesday evening last, under the auspices of the skating rink club, was a decided success. The play was fine, the actors taking their parts perfectly. There was a full house and all had a good laugh and a good time. After the play the visitors were served lunch in the basement of Knox church. Proceeds, \$66.

KNAFDAL

There is an ice-famine in Iceland. Can you beat it?

If Old King Sol doesn't soon stop his antics we won't have any ice cream next summer.

Peter Mitchell has purchased a new gasoline engine.

Rev. Mr. McKay of Alvinston, accompanied by Hugh Leitch and daughter, Mrs. J. Mawhinney, visited at Neil Leitch's one day last week.

Dan Hillman met with a painful accident one day last week while hauling a load of wood to town. The front tier slipped off and Mr. Hillman fell to the ground, the wheel passing over one of his feet. Luckily no bones were broken.

A number of ladies were present last Wednesday evening at the U.F.O. meeting. Quite a sociable time was spent in music and singing.

Miss Mabel Hillman is in Shelburne visiting her friend, Miss Mary Gray. C. C. McNaughton is in London this week on the grand jury.

No More Asthma. Dr. J. D. Kellogg's Asthma Remedy sounds the death knell of this trying trouble. It stops the awful choking and painful breathing. It guards against night attacks and gives renewed ability to sleep and rest the whole, night long. Much is claimed for this remedy, but nothing but what can be demonstrated by a trial. If you suffer from asthma try it and convince yourself of its great value.

NORTH EKFRID

The annual meeting of the North Ekfrid Presbyterian church was held on Jan. 18th. A good number were present and very interesting reports were given by the various organizations. A hearty vote of thanks was tendered the retiring secretary and treasurer, Mr. and Mrs. Adam Roemmel. The meeting closed with a dainty lunch which was served by the ladies.

Mr. and Mrs. A. I. Howe were the guests of Mr. and Mrs. Henry Pettit. We are sorry to hear that little Olive Down is seriously ill.

Miss Alice James of Knapdale spent the week-end with her sister, Mrs. Tom Hardy.

A number from this vicinity attended the ball in Melbourne.

Mrs. Ed. Cobbin and two children have returned to their home at Sarnia. Bert Pierce is attending the assizes in London this week.

Miss Lizzie Pierce and Miss Merle Chisholm will attend the convention at St. Thomas as delegates from the Swastika Mission Band.

Will and Fred Perry motored from Windsor and renewed old acquaintances.

Mrs. Ben. Patterson and Mrs. Foster will attend the mission convention in St. Thomas as delegates from the Ladies' Home Mission Society.

The Transcript office sells blank counter check books. Handy for those not using large quantity.

CAIRO

Mrs. J. L. Smith returned to her home in Detroit after visiting for a month with friends in this vicinity.

Miss Ed. Burr is visiting her sister, Mrs. John Baird, Windsor.

Miss Olive McTavish of Northwood is the guest of her sister, Mrs. Fred Thompson.

Mrs. Chas. Oster of Walkers visited friends in this vicinity during the week.

Nurse Pearl Siddall returned to her home in Detroit on Saturday.

Miss Winifred Augustine of Aberfeldy is visiting her sister, Mrs. John Temple.

Geo. Sinclair of Florence takes possession of the general store here, recently vacated by Fred Sullivan.

Mac D. Smith has returned to Bothwell after a brief call at his former home here on Sunday.

J. A. Wehlmann and Sidney Buchard visited at the home of H. S. Bliton on the 23rd inst.

SHIELDS SIDING

Dr. A. McLachlan spent a day recently at J. D. McBride's.

A number from here attended the hockey match in Alvinston last week.

The U. F. O. received a large shipment of choice flour last week at the siding.

Miss Katie McAlpine and R. L. McAlpine attended the funeral of their cousin in Bad Axe, Mich., Sunday.

Mrs. Morrison has returned home after spending some time with her daughter, Mrs. D. C. McTavish.

Miller's Worm Powders will clear the stomach and bowels of worms, so that the child will no more be troubled by their ravages. The powders are sweet to the taste and no child will object to taking them. They are non-injurious in their composition, and while in some cases they may cause vomiting, that must not be taken as a sign that they are nauseating, but as an indication of their effective work.

WOODGREEN

Mr. and Mrs. Ezra Schellenberg spent a few days last week with Mr. and Mrs. Daum.

Clarence Waterworth arrived home a few days ago and will stay for a short time.

Mrs. Edwin Weekes, who has been ill, is able to be out again.

Mrs. Fred Scoy of Elmhurst is visiting her father, David Perrin.

It is rumored that if the weather is fine they will begin drawing gravel on Monday.

Inspector Johnston spent a day in the section last week.

School re-opened on Monday, with a fair attendance.

Owing to the mild weather the road had to be scraped on Saturday and it is in good shape again.

Most of the pupils who have been ill with measles are able to be out again.

TAIT'S CORNERS

The regular meeting of the South Ekfrid U.F.O. literary society was held on Friday evening, Jan. 21.

The main feature of the program was a debate, "Resolved that our education system is wrong and needs radical changes." Affirmative—J. S. McAlpine, Wilfrid Lethbridge and Mrs. Crawford Allan; negative—A. A. Berthel, R. D. Coad and Margaret Coulthart.

The decision was given in favor of the negative. It was decided to hold a sparrow match and Russell Coad and Clarence Urquhart were chosen captains, the losing side to give an oyster supper.

The Friend of All Sufferers.—Dr. Thomas' Electric Oil is a valuable remedy to all those who suffer pain. It holds out hope to everyone and realizes it by stilling suffering everywhere. It is a liniment that has the blessing of half a continent. It is on sale everywhere and can be found wherever evering is sold.

DAVISVILLE

Mr. and Mrs. Wm. McRae of Glencoe spent Sunday with their parents, Mr. and Mrs. Joseph Armstrong.

Mrs. Ralph and daughter Irene of London spent Sunday with her mother, Mrs. Robert Armstrong.

Mrs. Mary McLean has returned to her home after visiting her daughter, Mrs. Wm. K. Durley, in Detroit.

Thomas Durley has returned home from his visit in Detroit.

Mr. and Mrs. Morton Tomlinson of Detroit are visiting her father, Thos. Durley.

Glad to hear that Mrs. Wm. Thompson is feeling a lot better.

Mr. Grim from Bothwell has struck a good oil well on the Blackall farm.

CAMERON

Will Plaine and sister Jean attended a ball at Clachan on Jan. 25th.

Miss Sophy Gee is visiting her sister in Bothwell.

Mrs. Jas. Granger and children, who spent a couple of weeks visiting Mrs. Granger's parents here, returned to their home last week.

Miss Violet Plaine went to St. Thomas on Saturday.

Mr. Tyeat and sister Mary of Orford attended the party on Tuesday of last week at Will Plaine's, where about 75 enjoyed themselves till the "we sma' hours."

Messrs. McRoberts and Bodkin of Florence visited here last week.

Mrs. Joseph Reycraft has returned home after spending a week with her daughter, Mrs. Dobby, of Shetland.

EKFRID STATION

The U. F. O. are holding a meeting in S. S. No. 4 on Friday evening, Jan. 28th. A good attendance is being looked for.

Services will be held in S. S. No. 4 on Sunday evening, Jan. 30, at 7.30.

Angus Hull, who has been visiting his brother, J. L. Hull, has left for the West.

The fast-growing demand for Tomlinson's Rheumatic Capsules and RAZ-MAH for Asthma, which H. I. Johnston's Drug Store has experienced since securing the local agency, proves the value of the medicines.

The Newbury CASH STORE

Fruit Specials:

Lemons 25c and 35c.

Best Oranges, good sizes, 40c, 50c and 60c.

Spanish Onions, 3 lbs. for 25c.

Large Point Pelee Onions, special, 30c per peck.

W. H. PARNALL NEWBURY

MELBOURNE

D. D. G. McRoy Lewis and staff of Kerwood paid a visit to the I. O. O. F. Lodge here on Monday evening and inspected the following officers: J. P. G. Earl-Beattie, N.G.; Gilbert Hyndman; V.G., George Huston; R.S., D. R. McNicol; F.S., G. Spenceburgh; treasurer, M. McNeil; warden, L. W. Beach; conductor, W. G. Robinson; I.G., E. Beattie; O.G., I. Spenceburgh; R.S.N., D. McKee; L.S.N.G., J. D. Carruthers; R.S.V.G., James Richards; L.S.V.G., Arthur Staples; R.S.S., M. R. Brown; L.S.S., Edward Huston; chaplain, R. A. Campbell. One of the special features of the evening was the presentation of a sword, which was presented by W. G. Robinson, P.D.D.G.M. of Melbourne Lodge, to the members of the Melbourne Lodge.

Melbourne, Jan. 22.—Mrs. Currie, district organizer of the U. F. W. O., met the ladies of this section at the home of Mrs. Sparling Clarke, and organized a club for Melbourne. Mrs. Sparling Clarke was appointed president, Mrs. Archie Carruthers, vice-president and Mrs. Donald McCugan secretary-treasurer. About fifteen ladies became members.

The regular meeting of the Melbourne public library was held in the I. O. O. F. hall. Although this meeting was not as well attended as those interested would desire, a splendid report was given. Fifty new books have been purchased. The following directors were appointed for the year:—R. Campbell, E. Richards, A. P. McDougald, W. J. Laing, A. Staples, L. W. Beach. Miss Jennie Campbell has recently been appointed librarian.

When the White Christmas services were held in the Methodist church here the members of the Sunday school and a few friends contributed gifts to be given where it was thought they would be made most use of.

They were given to Mrs. Harrison of London. This week a letter was received by Mrs. Harrison from which it is proved that the gifts are appreciated and that the work is well worth while. Mrs. Harrison tells of a very happy Christmas, with a multitude of gifts for her work, which enabled her to make many little tots happy at the Christmas season with toys or presents of warm clothing, sadly needed by some.

Mrs. Harrison expressed her sincere gratitude for the interest of the Melbourne Sunday school in her work and for the help that enables her to carry on.

APPIN

Appin, Jan. 20.—Mrs. James Campbell has returned to Toronto after spending a few days with her mother and Mrs. James McMaster.

Albert Z. Mullins of Grand Rapids was in Appin last week to visit his mother, Mrs. John Mullins, who has been ill but is some better and expects to go to Toronto soon to be with her daughter, Mrs. James Campbell.

We are pleased to see Mrs. James McMaster out again after a long illness.

Mrs. John Mullins has sold her house to Mr. Peckham of Mt. Brydges. Mrs. Gordon Prudham of Battle Creek, Mich., is the guest of Mrs. Jas. McMaster.

On Monday as Mr. Peckham was serving a box on his mail route the box fell off the post and under the horses' heels, causing the horse to kick and run away. Mr. Peckham was thrown out of the buggy and had his head, shoulders and arms injured. The horse demolished the buggy and Mr. Peckham is at his home here under the doctor's care.

The managers of the Presbyterian church have decided to hold an old time tea-meeting in February.

We are sorry to hear that Mrs. Scates is on the sick-list.

Some of the patrons of mail route No. 3 who had not contributed to the gifts at Christmas showed their appreciation of their courier's faithful service and courtesy by presenting him with a box of oats for his horses one day last week.

Dugald McIntyre is teaming at the river for Thompson & McCallum.

Mrs. James Allan, Mrs. Peter McIntyre, Miss Florence Glasgow and Miss Christina Thornduff are delegates to the W. M. S. convention in St. Thomas on Thursday and Friday.

Wedding invitations printed in the latest style and with neatness and despatch at The Transcript office.

USING FARM TRACTORS

Viewing the Matter as a Purely Business Proposition.

Sitting Down to Count the Cost—What the Machines Can Do—The Personal Factor in Tractor Management Important.

(Contributed by Ontario Department of Agriculture, Toronto.)

THE farmer, who is always of conservative nature, is not so readily convinced of the tractor's paying qualities. He has seen demonstration machines with one man plough as much ground in an hour as he could plough in a day; he has also seen tractors give a very creditable showing on the belt. Then again he has seen machines which for some reason or other did not give satisfaction; he has also seen instances where machines were tied up for weeks for want of a spare part to replace a broken one. The result is that they are not "falling over each other" to buy tractors. A tractor costs a lot of money, and he is afraid to make the plunge, not being so certain that it will pay for itself.

An old saw-miller once said to the writer: "Every second that saw is not actually cutting lumber she is a bill of expense." Manufacturers tell us that the factory which can be kept going twenty-four hours a day is the factory which gives the biggest returns. The same is true of the farm tractor; the most profitable machine is the one which is kept at it for three hundred days of the year. This means that if we have not enough work to keep the machine going for a certain length of time each year we will be losing money.

The debt which a tractor must wipe out when it sets foot upon a farm is a two-fold one. First it must more than repay operating expenses, and second it must pay what the manufacturer calls "overhead expenses." The machine has no reason to fear the former obligation when it is properly handled. We know that the cost of ploughing with a tractor costs only from \$1.25 to \$2.00 an acre, while horse-ploughing will come anywhere between \$3.50 and \$6.00 per acre, while other work shows an equally favorable comparison for the tractor. Besides the draw-bar work the tractor offers itself as a source of belt power which work horses have long since ceased to perform.

The "overhead" expense which the tractor must face consists mainly of interest on money invested, together with a reasonable allowance for depreciation on the price of itself, plus the price of any machinery bought expressly for use with the tractor. The price of a three-plough tractor is somewhere near \$1,400; the ploughs cost \$200. To this we must add \$500 for part ownership of a threshing machine and silo-drier, making \$2,100 in all. The interest on this at 7 per cent. is equal to \$147.00, and the depreciation of 10 per cent. per annum is equal to \$210, or a total of \$357.

Now our tractor must earn, no matter how much or how little work it does. If the machine does only ten days of work per year the cost of the overhead per day would be \$35.70; if, however, the machine is used for one hundred days the overhead drops to \$3.57 per day. So that the greater the number of days in which the tractor is employed per year the more profitable will the machine prove.

There is plenty of work for a tractor on most Ontario farms, but the work is not in such shape that the tractor can do it satisfactorily. A tractor cannot do good work in small fields. Turning around, even with a small tractor, is a laborious work for both the operator and the machine, and is not conducive to the maximum amount of work per day nor to the best quality of work.

Most Ontario farms have too many fences for profitable horse-farming to say nothing of using a tractor. Fences mean waste land; they harbor weeds, and it costs more to keep the usual quota of fences in repair than it does to build a temporary fence when needed and roll it up when not needed. Removing some fences is the first step toward fair play for the tractor. It is hard work to cultivate among stumps and boulders with horses. With a tractor it is impossible to do good work in such conditions. The second step in arranging our work for the tractor is to remove all obstructions. Give the tractor a fair chance at its work and it will not disappoint you.

In summing up the tractor's case as a business proposition we must consider the following points:—

1. That the tractor will do farm work more cheaply than horses can do it, if the work is properly arranged for the tractor.

2. The personal factor in tractor operation is so great that it alone may cause success or failure.

3. When a tractor is kept busy enough, its upkeep and overhead cost per year is far less than the same on the horses, which it is able to substitute for.

4. Belt work constitutes a large portion of the tractor's usefulness. In order to make it a paying proposition, it must do the farmer's belt work—L. G. Heimpel, Kempsville Agricultural School.

Save Manure.

There has never been a time when the making, saving, and utilizing of all sorts of farm manure was so essential. At utilizing material is high in price, and some kinds cannot be had in sufficient quantities at all. Farm manure may be used for a number of purposes to a much greater advantage than commercial fertilizers. The total quantity of manure can be greatly increased by keeping live stock sheds and stables well bedded with straw, leaves, and other refuse about the farm.

Children Cry for Fletcher's CASTORIA

Fletcher's Castoria is strictly a remedy for Infants and Children. Foods are specially prepared for babies. A baby's medicine is even more essential for Baby. Remedies primarily prepared for grown-ups are not interchangeable. It was the need of a remedy for the common ailments of Infants and Children that brought Castoria before the public after years of research, and no claim has been made for it that its use for over 30 years has not proven.

What is CASTORIA?

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance. Its age is its guarantee. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Feverishness arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of Food; giving healthy and natural sleep. The Children's Comfort—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

Chas. H. Fletcher

In Use For Over 30 Years

THE CENTAUR COMPANY, NEW YORK CITY

Reduced Prices

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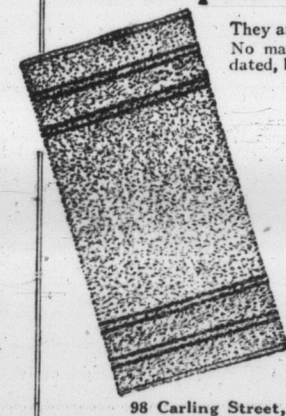
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FOR 15 DAYS ONLY

Up-to-date Chopping Mill installed.
Prepared to do Grinding every day.

W. R. McDonald, Ekfrid Store

The Carpets You Throw Away!



They are the ones we want to save for you. No matter how old, how dirty, how dilapidated, by our process they can be woven into

Velvety Reversible Rugs

that are good enough for the most elaborate home.

You won't realize how good these rugs really are until you see their beauty and feel their softness under your feet.

Send us this advertisement with your name and address for a free booklet with full information.
Tie a rope around the old carpet and send it to
The Canada Rug Co.
98 Carling Street, London, Canada

Sugar Down

Cape Cod Cranberries, Sweet Potatoes, Celery and other seasonable goods in stock.

Sugar, Soap, and many lines of Staple Groceries, much lower in price.

Fresh Eggs, good Table Butter and all marketable produce taken at highest price in cash or trade.

W. A. CURRIE

CENTRAL GROCER

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