



"Successful Selling"

The months of October and November have been a record breaker in successful selling. This suggests advantages in values here that do not fail of appreciation, and as we advance nearer the holiday season this fact will become more and more in evidence. The great principle of this store is to keep perfect faith with the public. In consequence it is not necessary to use bold type or high sounding utterances to emphasize facts. The simple fact is that we are here to stay; that we are doing the business, and the more you compare values the more you will be satisfied to trade with us.

These are a Few of the Many Bargains to be Had Here :

25 pr. of 10-4 Shaker Blankets, reg. 90c. to \$1.00, our price is **65c.**

5 pieces of new pink and blue shaker 28 inches wide, special value... **6c.**

8 pieces of 42 inch Tweed Dress Goods, all the new colorings **20c, 25c** sells at sight.....

5 pieces of 40-inch Plaid Dress Goods, 39 inches wide, regular 40c. to 50c. quality..... **25c.**

5 dozen Men's Heavy Top Shirts, just the Garments for the winter wear, most stores ask 75 cents and \$1.00 our price..... **50c.**

6 pieces of all-wool Dress Serges, 40 in. wide, in cardinal, navys, greens, blacks and new blue special..... **25c.**

One case of 20 dozen Men's heavy Artie Shirts and Drawers, reg. 75c. quality, all sizes, 32 to 44, special **50c**

10 dozen Ladies' Wrappers, all sizes, in heavy Wrapperettes **\$1. to 2.25** from.....

Astrachan Jackets—We are headquarters for these Goods. Remember we guarantee our Fur Garments **\$20 to \$35** prices.....

Ladies' Cloth Coats—We are offering special prices this week. Our \$5.00 Jackets are winners **\$6 & \$7** better qualities at..

TAILORING

Orders are continually rushing in. We still have about twenty Suits of the Dorling stock left. Remember this is a genuine clearing sale of up-to-date Cloths and Tweeds. **DRIED APPLES WANTED—HIGHEST PRICE.**

3 FARTHING'S.

You're After Money

You have heard the proverb : "A dollar saved is a dollar earned." That is a cold, hard fact. A dollar spent extravagantly or paid in over-charge, is a dollar knocked out of your day's earnings. A dollar saved in economical trading is a dollar added to the day's wages.

We're After You With Money in our Hands.

in the way of a practical premium for your trade. We can save you money every time, and we will do it and demonstrate the fact. We can make a dollar go as far as a dollar and dime elsewhere, that means that you are getting a premium of one dollar on every ten you spend with us.

Here's Money for You

Do you want it ? It is the strangest thing that either from doubt, dullness or dread of deceit, people will go on wasting money, and dropping a dime out of every dollar spent into the over-charge slot of the high-price trader's profit box, when the low-price trader would drop that dime into the buyer's bank

Here is a Fact in Finance

worth your considering. If you put money out at interest, eight per cent. is as big a return as you can hope to get ; you probably will be glad to take six per cent. on a safe loan. But we offer you ten per cent. interest on every dollar you spend with us, and to spend money elsewhere is like loaning money without interest when you might have ten per cent. Our Goods are the best you can buy, our prices are the lowest and save you a dime on every dollar.

Christie & Caron

FARMERS' WANT COLUMN

Advertisements inserted under this heading one cent a word for first insertion, and half cent a word for each subsequent insertion, name and address to be counted.

A second-hand open buggy, in good repair for sale cheap ; or will exchange for hay, oats or wood. Enquire at this office.

Good yoke of oxen for sale, five years old. J. C. DANCE.

"Fifty-two Weeks with God," a fascinating study of the International Sunday School Lessons for 1939, now ready. No Christian, especially Clergyman or Teacher, should be without it. Beautifully bound in cloth of two colors, with stiff boards. Price only 35 cents. Strongly recommended by J. E. H. Clergyman. On sale by all book sellers, or sent postpaid on receipt of the price by THE BRADLEY-GARRETTSON CO., LIMITED, Publishers, Toronto, Canada.

To Whom it May Concern :

Notice is hereby given that I will not be responsible for any debts contracted in my name by any person without my written order. JAMES A. BAUGHMAN, November 16th, 1898. Mt. Salem, Ont.

Have You Tried

THE LILY

10 CENT PLUG.

Finest Virginia Smoking.

FARM FOR SALE.

In the Township of Malahide, containing fifty acres, more or less, and being composed of the east half of the north half of lot number ninety-five, north on Talbot Road east. On the farm is a good frame house and new barn, a good orchard, and lots of good water ; situated 4 1/2 miles north-east of Aylmer. For further particulars, apply to FRED MARTIN, Rodney.

FOR SALE OR EXCHANGE—100 acres, being the south half of lot 26, con. 3, Township of Bayham, 75 acres cleared and free from stumps. All the necessary farm buildings in fair repair, orchard 150 trees ; 2 1/2 miles to Vienna Station. Price, \$3,000, small payment down ; balance on easy terms of payment. For further particulars, apply to C. O. LEARN, Real Estate Broker, Brown House Block, Aylmer.

New river and energy are soon attained by the use of Miller's Compound Iron Pills 50 doses 25c. Sold at J. E. Richards'.

Children Cry for CASTORIA.

LUMINOUS BACTERIA.

THE QUEER LIFE WHICH MAKES THE SEA PHOSPHORESCENT.

How These Immeasurable Millions of the Smallest Living Organisms Divide and Multiply—Air a Necessity For Their Flashes of Silvery Fire.

Nature dazzles the eye of man with many wonderful phenomena, but perhaps never more so than when she turns the gloomy night waters of the sea into a sheet of silvery fire. It is only lately that any very serious effort has been made to study this phenomenon, but the research has been abundantly rewarded, for it is now pretty certain that the luminosity is due to the presence in the water of various kinds of bacteria.

Now, bacteria are the very smallest living organisms of which we have cognizance. Millions of them can lie on a penny. Therefore to produce the gleaming appearance recognized by us as phosphorescence they must be present in numbers too enormous even to contemplate with our finite minds. It would be immeasurably easier to reckon with the stars for multitude than with these phosphorescent bacteria. They are colorless, rodlike bodies, only known to us in the land revealed by the highest powers of the microscope, and careful comparison shows minor differences among them. For instance, some of them are capable of independent motion—we can hardly call it swimming—others are nonmotile, some are enclosed in a jelly-like covering, and others are without this sheath. Their power of motion is probably due to excessively fine hairs at their extremities, which, moving to and fro in the water, act the part of oars. These cilia have not been found in all forms of bacteria which move, but their presence is inferred, since every advance in the study of motile forms increases the number of bacteria which are seen to possess them.

These light producing bacteria are known as photo bacteria, and so far some half dozen varieties have been distinguished and named. The names in such cases are usually either given from the locality of their appearance (thus, photo bacterium balticum, found in the Baltic), from their discoverer (for example, photo bacterium Fischer, after Professor Fischer), or from some striking attribute (to wit, photo bacterium phosphorescens, the commonest light giving species).

That they lie at the bottom of the matter—that phosphorescence is due to their presence—has been and can be proved in several pretty ways. It is not sufficient, of course, that we should always detect them in any examination of luminous sea water. To prove that they are the cause of light we must be able to procure luminosity by introducing them into water that did not previously show this quality, and this can be done thus:

Place a few of these tiny organisms into sea water or broth prepared from fish and keep at a suitable temperature. They can then be cultivated without much difficulty, and as they spread and develop phosphorescence appears, so that a removal of the vessel into another room shows unmistakably the glow of the familiar light. It only appears, however, at the surface of the liquid, where the oxygen of the air has free access to the bacteria. If, for experiment's sake, the supply of fresh air be cut off—that is, if no oxygen be allowed to come near them—then the little colony of bacteria loses its fascinating power and remains dull and shorn of its glory. But restore the air, and the microbes again recover their normal condition and luminosity seems a natural corollary.

There is a tale told that a woman whose husband made bacteria his study took a leaf out of his book and cultivated these bacteria on gelatin in such a way that as they developed they shone out the message "Honour a M. B. Bacterium." The shining letters were then photographed and the picture sent to the great bacteriologist, thus conveying in graceful form the warm appreciation in which he was held by those following in his steps.

The explanation, too, of the luminous shoals of fish is now made plain, and we can apparently get "fiery herrings" at will. No longer are we to believe that the herrings themselves, by the exercise of some marvelous power or by the excretion of an extraordinary substance, give rise to the striking luminosity, but rather that their brightness is due to myriads of these infinitesimal bodies, which cling to their surfaces and invest them in a coat of shining light. Thus if some herrings newly caught and with the sea water still fresh on them be placed on one plate and covered with another and then put into a suitable temperature and left for a day and a night, glints of light can at the end of the time be detected at various points on their bodies when they are examined in a dark room. If they are yet again put away for another 24 hours, the points of light spread until the whole of the fish are enveloped in a beautiful bluish glow. The light is then at its best and gradually fades away as the fish putrefies and the sea water dries up.

If a little of the light giving matter be scraped off the skins of the herrings and examined under the microscope, it shows itself to be nothing but colonies or collections of bacteria, all living at a great pace, dividing, multiplying and developing at a tremendous rate. Each member of a colony is normally roundish in shape, but in this stage of reproduction it is continually elongating into a long ellipse, a constriction appears at the middle, and it divides into two. Each of these two in their turn elongate, become constricted and divide. And so it goes on, the process being often so rapid that short chains are formed, the various portions being unable to break away in time. The particular bacterium which affects herrings and cod is remarkable for its great luminosity. In fact, it exceeds all other species in this quality.

It is a curious fact that the addition of a little sugar to the liquid or the gelatin on which these phosphorescent bacteria are being cultivated increases very much their power of producing light. The sugar must, however, be used with great moderation, as too much of it has a contrary effect and checks the luminosity altogether. The reason for this is that nearly all this class of bacteria require carbon as nourishment if they are to develop to their highest powers. Now, sugar is very largely composed of carbon; hence the good results which follow its presence.

It would of course be presumptuous and doubtless erroneous to say that all the phosphorescence of the sea is due solely to photo bacteria. It can only be asserted in the present state of our knowledge that they are certainly responsible for a great share of it. But this wonder of nature must now be regarded as yet another instance of the mighty results accomplished through the agency of the smallest of living things.—G. Clarke Nutall in Nature.

THE BUSY CORNER.

AYLMER'S CHEAPEST STORE

Now, Ladies !For Jacket Bargains

We have decided to clear out the balance of our Jacket and Cape stock. We want to close out the entire lot during the next two weeks, before the Christmas rush is on. We have put the knife in deep enough to make speedy work. You want a Jacket now if you want one this season, and it will be many days before you see such value again. They are not old shop-worn Goods. Every Garment is new and up to date. The assortment is still very complete, but early picking means something.

Here are the Details :

Lot No. 1,	\$3 95	Ladies' Jackets for	\$2 90
" 2,	4 90	" " "	2 95
" 3,	4 75	" " "	3 50
" 4,	5 50	" " "	3 90
" 5,	5 75 & \$6	" " "	4 50
" 6,	6 75 & \$7	" " "	5 00
" 7,	7 50, \$7 75	" " "	5 50
" 8,	8 75	" " "	6 50
4 only Silk Lined Jackets,	\$11.00	for	6 00
2 only Silk Lined Jackets,	16.00	for	8 00

MISSSES' JACKETS

2 only Tweed Jackets,	\$3 50	for	\$2 25
1 only Frieze Jacket,	4 00	for	3 00
3 only Beaver Jackets,	5 00	for	3 50
4 only Tweed Jackets,	5 50	for	3 50

LADIES' CAPES

2 only Fancy Tweed Capes,	\$3.50	for	\$2.50
5 only Black Beaver Capes,	3.75	for	3.00
3 only Fancy Tweed Capes,	3.75	for	3.00
1 only Black Curl Cape,	5.00	for	4.00

They are not marked up and then down to make an alleged bargain. These are the reductions from our well known one lowest price.

Gentlemen ! Get in Shape for the Cold Weather.

It is sure to be here before you are ready. There is little sense in feeling the cold when you can get Overcoat comfort at these prices. It's just another instance of those exceptional buying chances that constantly come our way. READ THE DETAILS:

BOYS' ULSTERS, made from heavy frieze, high storm collar, muff pockets, heavy check linings, perfect fit and workmanship, sizes 22 to 28, worth \$3 25 for \$2 75.

BOYS' ULSTERS, heavy frieze, high storm collar, muff pockets, heavy check lining, right all through sizes, 29 to 32, worth \$4.25 for \$3.50.

YOUTH'S ULSTERS, heavy frieze, high storm collar, muff pockets, heavy check lining, perfect at every point, sizes 33 to 35, worth \$4 50 for \$3 75.

YOUTH'S ULSTERS, made of prime wool celtic tweed, extra well made and trimmed, sizes 34 and 35, worth \$6 00 for \$4 50.

MEN'S ULSTERS—Heavy frieze, high storm collar, muff pockets, heavy check lining, perfect fit and workmanship, sizes 36 to 42, worth \$5.00 for \$4.00.

MEN'S ULSTERS—Extra heavy waterproof frieze, high storm collar, muff pockets, extra heavy check linings, sold all over Canada at \$6.75, our price \$6.00.

MEN'S ROSEBERRY OVERCOATS—Made from fine imported Kersey, the very latest swell Ulsterette. We have them in two qualities, \$11 and \$13.50.

MEN'S BEAVER OVERCOATS—Very low grade Beavers are dear at any price. Only reliable qualities will be found here. We carry a large stock, and have the best value in all Canada at the following prices: \$6.00, \$6.50, \$7.00, \$7.50 and \$10.00.

SUITS—We added many new lines to our Suit department this week in men's, youth's and children's, very stylish Goods, and very extra value. The list is too long for detail. All we can say is come and see them. We welcome the clearest eyesight. With half an eye you can see how little the prices are.

ECONOMY PRICES FOR MEN AND BOYS

Men's Heavy Underwear, 25, 40, 50, 65, 70, 75, 85c and \$1.00.
Boys' Heavy Underwear, 25, 30, 35, 40, 45 and 50c. each.
Men's Heavy Top Shirts, 40, 45, 50, 75 and \$1.00.
Men's Socks, 10, 15, 20 and 25c.
Men's Heavy Wool Mitts, 12 1/2, 17, 20, 25 and 35c.
Boys' Heavy Wool Mitts, 15, 20 and 25c.
Men's oil tanned Leather Mitts, 25 cents.
Boys' lined Leather Mitts, 25 cents.
Men's lined Ki Gloves, 50, 75, 90, \$1.00, \$1.25 and \$1.50.
Men's Fleece Cashmere Gloves, 25 cents.
Men's Ringwood Gloves, 20 and 25 cents.
Men's Cardigan Jackets, 75, \$1.00 and \$1.25.

Special values in Shirts, Collars, Cuffs, Ties, Hats, Caps and Handkerchiefs.

SIMPSON & CASE,

Dry Goods Importers and Clothiers, Aylmer.

