

? If You Buy out of Town and I Buy out of ? Town, What Will Become of OUR Town ? The Dollar You Spend in Aylmer will "Stay Home and Boost"

The Express Buy-At-Home Campaign

Read these articles with care. They may present something you hadn't thought of before.
Patronize the people whose ads. are here. They are your neighbors and will treat you right.

The Money Spent With Them Stays in Circulation in Aylmer

A LARGE STOCK of the latest designs in mountings, etc., just arrived for Xmas work at The Clarke Studios, Aylmer.

YOU WILL FIND OUR STORE will save you money in all kinds of China and Silverware, Glassware and all kinds of novelties. It is our aim to sell you at prices that will merit a big share of your patronage. Try us out. T. Wooster.

NO NEED TO LOOK FURTHER See me for Fresh and Cured Meats, Fish and Oysters, try our Home-made Sausages. You will like them. Everything done in a sanitary way. Buy at home, it pays us all. H. Corbin & Son.

MEN ALTOGETHER LET US Get the habit of trading in Aylmer. We will do our share in making close prices in Dry Goods, Ladies Wear, and we will convince you your dollar spent at our store will be an object lesson on Buying at Home. Youell & Wrong.

BEWARE OF CATALOGUE FURNITURE. All Furniture looks alike in pictures. Buy where you know you are getting a square deal. All kinds of Furniture for every room. Floor Coverings, etc. Get our prices first and your money will stay at home. John Palmer & Son.

GET OUR ESTIMATES ON YOUR HOUSE. Painting or decorating and you will find at our store, nice line of Light Groceries, Baked Goods and Confectionery and small 5 & 10 cent articles. Trade at home, we do. E. Munn.

THE SECRET OF BUYING AT HOME can be solved by getting our prices and compare quality. Big line of Dry Goods, Ladies Goods, Furs, etc. We will not be undersold. Make us prove it. Stratton & Martin.

WHEN YOU BUY DRUGS AT THE Rexall Store you are getting the benefit of an international service in Pure Drugs and Medicines. Big line of Druggist Sundries. Agents for Anco Cameras, Speedex Films. Bring your films to us. Buy at Home, it pays us all. J. E. Richards & Co.

A WORD TO HOUSEWIVES WHEN you order bread just insist it comes from Aylmer bakers. Every out-of-town loaf of bread you eat hurts our town. You will like our Baked Products best. Trade at Home. T. H. Willoughby.

HAVE YOU NOTICED THE DIFFERENCE in the tone of the Victor Victrola than any other. The mellowness expression will convince you that it is the last word in perfection. Come in and listen to our New Records. Big line of Musical Goods, Pianos, etc. Dan McLean.

IT IS OUR AIM TO NOT ONLY get your trade in Hardware but to retain it by giving you prices that will convince you that you can do better with us than mail order house. E. Miller.

CONSULT ME FOR ALL KINDS OF Building Supplies, Cement, Lime Plaster, Sewer Pipe and Ready Roofing. You will find my way of doing business to your liking. Buy at Home, I do. W. M. Davis.

THE DOLLAR YOU SPEND AT home is here to stay, if you send it out of town it is gone forever. Think this over and do your trading at Aylmer. It will help our town. See us for Hardware. Wright & Allen.

Markets Needed by the Farmer

Presence of Thriving Cities Near By, Important to Residents of Country—Merchants Do Their Part—Town and Rural Community Are Dependent Upon Each Other—Co-operation Alone Brings Prosperity to Both. (Copyright)

Residents of towns, and cities everywhere are beginning to realize more acutely the fact that, except under very unusual conditions, their communities will prosper and develop only in proportion to the prosperity and development that comes to the farming sections which surround them. Realizing this fact, commercial clubs and chambers of commerce have in recent years been devoting as much of their attention to developing the country districts as they have to securing new industries and attracting new residents. They know that as the country around the towns becomes more thickly settled and as the farmers become more prosperous the more money will be spent in the towns and the faster these towns will grow. It is largely for this reason that the residents of the towns and cities have been doing more and more to aid the farmers in growing bigger crops and improving marketing conditions. The towns and cities have contributed more and more liberally toward the building of good roads in the country districts and have paid a large part of the expense of maintaining agricultural experts to assist the farmers in growing bigger crops and getting more money out of their crops when they are placed on the market.

Not One-Sided Proposition

But this is not a one-sided proposition. If the city is dependent upon the country, so is the country dependent upon the city. What the farmer raises is worth absolutely nothing to him unless he can sell it at a price that will pay him a fair return on the money and time invested in its production. The farmer, without markets, would be in the same fix as a storekeeper without customers. In almost every case the farmer is dependent upon the nearby town or city for a market for at least his perishable products.

In the language of the street, it is a fifty-fifty proposition. The town needs the country and the country needs the town. The farmer needs the assistance of the storekeepers of the town in getting good roads over which he may haul his products without losing more time than the products are worth. He often needs the assistance of the storekeepers in helping him over a period of financial stringency.

Storekeeper Needs Farmer's Trade

On the other hand the storekeeper needs the business of the farmer. He does not ask the farmer to sell his products on credit—even though at the time he may be hard-pushed for cash and may need more credit badly. He does not ask the farmer to help him build a sidewalk in front of his store. He does not ask for the business of the farmer provided that he can sell the farmer the goods he needs at as low a price as he can secure them for elsewhere.

But does he always get the farmer's business? Ask the mail order man in the big city, or else the postmaster, or the express agent in any town or city in the country. They could tell, if they would, tell of thousands of dollars sent away to the big cities to pay for goods that could be purchased just as cheaply and much more conveniently in the nearest town or city. These thousands of dollars, however, they do not help to build good roads past the farmer's houses. When the next crop is harvested, the mail order man won't buy any of the farmer's products. The potatoes, the tomatoes, the melons and other things that he grows and that rot upon the ground so far as the mail order man is concerned.

No Credit From Mail Order Man

The mail order man won't sell the farmer two cents' worth of goods on one day's credit, no matter how badly the farmer may need the goods or how little ready cash he has to pay for them. If the farmer's house burns down, the mail order man does not go to sell him any lumber on credit so that he may build another home. He will take what cash he can get the farmer to send him and there his interest in the farmer ends. If the farmer has no money to pay for what he needs, the mail order man will find others to help swell the stream of dollars which is building up his great fortune and helping build up the great city in which he lives. Let the home merchant help the farmer when he needs it. And the local merchant does help the farmer as long as he can, but there comes a time when he cannot. He cannot make money without customers. Without the legitimate profit that he makes from his sales he cannot "carry" the farmer over the rough spots. He cannot contribute to the good roads funds, he cannot pay the farmer cash for his products.

DON'T BE MISLED by pretty pictures in mail order house catalogues of Jewelry and Cut Glass. Come in and see the real goods. We can meet all catalogue prices. Wegmann, the Jeweler.

NO PLANT OUTSIDE OF AYLMER can give you better satisfaction in Auto Tire Repairing and Storage Battery Work than we can, and besides you save transportation charges. We sell Storage Batteries. Aylmer Vulcanizing and Battery Plant, Ern. Millard, Proprietor.

MAIL ORDER HOUSES do not hurt our business, but we are in line with any movement that helps our merchants and town. We can do your Laundry Work, Renovate Your Feather, Clean and Press your Clothes and do it right. The Aylmer Steam Laundry.

WHEN YOU BUY FURNITURE from us you see what you are getting, and we will stand back of everything we sell. We carry a big stock and can please you in prices and quality. Buy at Home, it pays us all. Geo. A. Allen.

DON'T BE DECEIVED WITH CUTS of Jewelry. A 10c. article looks the same as a \$10.00 article in a picture. You don't have to know Jewelry when you buy from us. Big line of Diamonds, Watches and Novelties. Repairing done. Bowley & McConnell, Jewellers.

HERE IS OUR TROUBLE WHEN we have to repair cheap mail order shoes made from shoddy leather and paper soles, when we get shoes bought from our home stores we avoid this. It pays to buy at Home. Geo. N. Dunning, Shoe Repairing.

A WORD TO FARMERS ON BUYING Farm Implements. Get our prices first on Massey-Harris productions and Bain Wagons, Grey Carriages, Cutters, Sleighs and you will make no mistake. Our lines will suit you. Buy in Aylmer. Lindsay & Lindsay.

THE CHEVROLET GARAGE IS AT your service day or night. Just run your car in and we will do the rest. Big line of Tires, Accessories. If your car is sick we will doctor it quick. Geo. W. Howse & Co.

WE SELL ALL KINDS OF FARM Machinery and also handle the world renowned Singer Sewing Machine, which has been the leader for over half a century. Get our prices and terms and you will be a Home Buyer. Wm. Mills.

OUR MILLS ARE RIGHT HERE IN Aylmer. We can give you good service in Flour and Feed of all kinds. Call us up, either phone. We can give you the best prices. Trade at Home. M. C. Carter.

WHAT THOSE THREE C. C. C.'S stand for is Charlton's Cash and Carry System where you can save 25 per cent. on your Groceries and Provisions. It will pay to make this saving. Try us and be convinced. Charlton's Grocery.

OUR FULL LINE OF SUITS AND Overcoats. We can show you all the latest styles and up-to-date clothing at prices that will prove you can do better at home. Big line of Nifty Gent's Furnishings. C. & R. W. Thayer.

GET OUR PRICES FIRST AND compare quality then you will be convinced. We can beat mail order houses in Men's Furnishings and Shoes. It is our policy to live and let live. Buy at Home. The G. R. Christie Co.

I DO MERCHANT TAILORING and carry a large stock of Imported and Domestic Woollens. I can make you a suit you can depend it is made right and will fit. Leave your measure now. Buy at Home. Wm. Stevenson, Tailor.

The Ro-Tone-Ola Phonograph. A very human sort of instrument is the Ro-Tone-Ola. A big, handsome, musical friend with a voice that is clear, sweet and strong bringing good cheer to every home he enters. You need this cheerful voice in yours. Call and hear them and let us talk the matter over. J. T. Rowe, John Street, North, Aylmer.

POOR PLUMBING IS DEAR AT any price. All our help are expert mechanics. Get our estimates first if we do it you can rest assured it will be done right. Big stock of Fixtures on hand. Frank Light.

We were left so poor, so desolate, so utterly alone."

"She died suddenly?" she replied, after a moment, during which she had covered her face with a sob, "and—Dot would not like me to tell this—she will not talk of it, nor think of it, but she has it too. It is hereditary in our mother's family, and some day I am afraid—"

She stopped; her large eyes looked larger and blacker, Ffrench thought, than he had ever thought them before.

"I would die, I think, if anything happened to Dot. I have nobody but her in the world. Captain Dick, you know so much, do you think—do you think Dot will ever go like that?"

"I think not, I hope not, I am sure not," he answered, "my poor little Vera!"

He was so sorry for her, she was such a childish little soul to be thrown on the world, to fight its bitter battles. He had never had a sister, never thought whether he wished when you buy from us. Big line of Diamonds, Watches and Novelties. Repairing done. Bowley & McConnell, Jewellers.

She broke off. A great flash of lightning blazed out, followed by a dull, roaring canonade. The storm shrieked and covered her eyes.

"Don't be afraid," Dick said reassuringly. "What! Such a little heroine frightened by a thunder-storm? Come, sit with your back to the window and go on. You do not know how interested I am."

The crash was over; it was so dark they could hardly see each other's faces. Captain Ffrench took her two hands in one of his and held them fast.

"Now," he said cheerily, "not all the powers of earth and air, not all the king's horses, nor all the king's men, shall harm you. What next? What did you and Dot do then?"

When mamma died, Dot wrote to Miss Scudder, asking her to help us. She wrote back at once, the kindest letter. She had married during those four years, a very rich banker, a Mr. Trafton, and she invited us to her house, and inclosed money to pay our way. Now, was that not kind?"

"Very kind. The world is not such a bad sort of place after all as the cynics try to make it out. Now, now, now! never mind the lightning."

"But it is so awful. Captain Dick, what would we do if it struck this house and set it on fire?"

"It won't strike," he laughed, "I am a non-conductor. Well you went to Mrs. Trafton's, and nobody could have been kinder. Mr. Trafton had been a widower, and Lex and Flossy were two little tots no bigger than that, but they took the greatest fancy to me at once—you can't think!"

"Can't? I stood on the bank, that morning and looked down on the dearest little black-eyed fairy in the world, and fell in love with her on the spot."

(to be continued)

THE NOT DOWN-HEARTED TOMMY

A British Army officer, writing about "Kitchener's Mob" in the Atlantic, says that Tommy is sick of the war, sick of its discomforts, and that he longs for home and peace. But there is "that within him," he says, which inspires him to hold on and to carry the fight to the Germans. He is a compound of cheerful optimism and grim tenacity—a wonderful fighting man.

The intimate picture of him that lingers most willingly in my mind, continues the author is one that I carried with me from the trenches on the dreary November evening a short time before I bade him goodbye. It had been raining and snowing for a week. The trenches were waist-deep in water—in some places as level as a floor, and there was no possibility of drainage. We were wet through, and our legs were numb with the cold. Near our gun position there was a hole where the water had gathered four feet deep. A bridge of boards had been built over it, but in the darkness a passer-by slipped and fell into the icy water up to the armpits.

"Now then, matey," said an exasperated voice, "bathin' in our private pool without a license!" And another, "Ere, son! This ain't a swimmin' bath! That's our tea water yer a-standin' in!"

The Tommy in the water must have been nearly frozen, but for a moment he made no effort to get out. "One of you fetch me a bit of soap," he said coaxingly. "You ain't a-gin' to talk about tea water to a bloke wet ain't 'ad a bath in seven weeks!"

HOW TO COOK A HUSBAND

Many good husbands are spoiled in the cooking; some women go about as if they were bladders, and blow them up; others keep them constantly in hot water, while others freeze them by conjugal coolness; some smother them in hatred; others

ONLY MEDICINE MADE FROM FRUIT

Extraordinary Success which "Fruit-a-lives" Has Achieved

One reason why, "Fruit-a-lives" is so extraordinarily successful in giving relief to those suffering with Constipation, Torpid Liver, Indigestion, Chronic Headaches, Neuritis, Kidney and Bladder, Nervous, Rheumatism, Pains in the Back, Eczema and other Skin Affections, is because it is the only medicine in the world made from fruit juices.

It is composed of the medicinal principles found in apples, oranges, figs and prunes, together with the nerve tonic and antiseptic of proven repute.

Box, a box, 6 for \$2.50, total also \$5. At all dealers or sent postpaid by Fruit-a-lives Limited, Ottawa.

tion and variance, and some keep them in pickle all their lives. These women always serve them up with tongue sauce. Now it cannot be supposed that husbands will be tender and good if managed in this way; but on the contrary, very delicious if managed as follows—Get a jar, called the jar of faithfulness, (which all good wives keep on hand), place your husband in it, and set him by the fire of conjugal love; let the fire be pretty hot, but especially let it be clear, and above all let the fire be constant. Cover him with affection, kindness and subjection, garnish with modest becoming familiarity, and spiced with pleasantry, and if you add kisses and other confectionaries, let them be accompanied with a sufficient portion of secrecy, mixed with prudence and moderation. We would advise all good wives to try this recipe and realize what an admirable dish a husband makes when properly cooked.

CAUSE FOR THANKSGIVING

An Irish farmer, waking up in the night, saw an apparition at the foot of the bed. He reached out for a gun and perforated the ghost with a bullet. In the morning he discovered he had made a target of his own shirt.

"What did you do then?" inquired the friar to whom he told the story.

"I knelt down and thanked God that I hadn't been inside it," said the farmer piously.

MAIL CONTRACT

Sealed Tenders, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 6th day of December, 1918, for the conveyance of His Majesty's Mails, on a proposed contract for four years, six times per week, over Aylmer No. Rural Route, from the Postmaster General's pleasure.

Printed notices containing further information as to conditions of proposed contract may be seen and blank forms of Tender may be obtained at the Post Office of Aylmer, Kingsmill and Springfield, and at the office of the Post Office Inspector, London.

Post Office Inspector's Office, London, 25th October, 1918.

CHAS. E. H. FISHER, Post Office Inspector

Choice Meats

If it's a nice roast of Beef, or Pork; a choice tender steak or a few nice chops with prompt and cordial attention call

Bell Phone 67 or RuralPhone 78

Highest cash prices paid for hides.

H. Corbin & Son

W. WARNOCK

Notary Public and General Agent

holder of Marriage License

Aylmer, Ontario

I will insure your buildings, your life, your health, against sickness or accident; your stock against death from accident or disease; invest your surplus in safe mortgages or Dominion War Loan bonds; secure you a loan on real estate; issue your marriage license; collect your accounts of business; and a list of all kinds at the lowest charges consistent with good business. No shoddy.

Warnock, Notary Public.

WON BY DEVOTION

(continued from page 7)

"What a shame!" he said. "I wish I could take you with me to Central America. You would like that, wouldn't you, Vera?" Like it? Her eyes flashed with quick delight. She laughed, then sighed. "And Floss and Lex," he went on, "who are they? My lady's pair of pet poodles?" "Poodles!" indignantly, "they are Alexis and Flossilla Trafton, nine and eight years old, and two of the nicest little things. I suppose it is

wicked of me to be discontented. Mrs. Trafton is ever so good to me, and the children love me; but I do not like teaching; I ought to be at school myself. I know nothing at all. You see, it all happened when I was so young—only ten, Captain Dick," lifting two pathetic young eyes.

"Yes, dear," he said tenderly, tell me about it. You lost your father, I know."

"I was twelve when papa died. He was killed in the second year of the war. Dot was over twenty then—she is only my half sister, you

know."

"By the bye," said the Captain, struck by a sudden thought, "what is your name, Vera? Not Lightwood, I know. Curious hat in all of this time I have never heard your name."

"My father was a Cuban," Vera answered, "his name was Martinez—Manuel Salvador Martinez. I was christened after his mother, Veronica Mary. Then I have the honor of addressing the Dona Veronica Maria Martinez?"

"I am Vera to everybody, and all who know Dot call me Vera Lightwood. My grandmother Martinez lives in Cuba yet, and they say is very rich. She was angry with papa for marrying mamma, and never would speak to him. When he died, she wrote for the first time—such a cold, proud letter—offering to take me. Mamma had lost her fortune through unfortunate speculation. "So your mother would not let you go to Grandmother Martinez and the Ever-Faithful Isle!"

"No, but I think if she had known she was to die so soon, she would

BEE

When y caused by out of orde quickly disa is relieved c your stomc the liver w rapidly imp

Help

Directions of St Prepared only by Sold everywhere

IN THE MATTER OF SHERMAN BRADLEY

NOTICE is hereby given persons having claims against George Sherman Bradley, deceased, to send by post to deliver to William W. Aylmer, Ontario, signed Attorney, under Attorney on or before the day of December, A. D. 1918, names, addresses, and a full statement of their claims and the security (if any) held by them, and that after the Attorney will proceed to distribute the assets of the Sherman Bradley among entitled thereto, having to the claims of which he have notice.

Dated this 13th day of A. D. 1918.

WILLIAM WARNOCK, Aylmer, Ontario, Attorney for said George Sherman Bradley.

W. HAROLD BARRETT, His Solicitor.

NOTICE TO CREDITORS

Of Abram Wagner, I

Pursuant to Sec. 56 of R. S. O., 1914, notice is given that all creditors and claimants against the estate of Abram Wagner, late of the Town of Elgin, in the County of Elgin, died on or about the 1st of October, A. D. 1918, are, the first day of December to send by post, pre-paid, to the Administrator, of the said estate, their christian names, addresses, and the full particulars of their claims, and that as ab aforesaid the said Administrator proceeded to distribute the said deceased among entitled thereto having to such claims of which have been given as ab aforesaid the said Administrator is liable for the said part thereof, to any persons of whose claim or shall not then have been him at the time of such distribution.

Dated at Aylmer this November, A. D. 1918.

Junius Bradley, Adm Miller and Backus his S.

NOTICE TO CREDITORS

In the Matter of the BERT TRIM, late of Aylmer, in the County of Elgin, deceased.

Notice is hereby given to Section 56 of the Trusting Chapter 121, Revised Ontario, 1914, that all other persons having whatsoever upon estate or property of Albert of the Town of Aylmer, of Elgin, Yeoman, about the Seventeenth of the year of thousand nine hundred and one or before the day of December, A. D. 1918, send by post prepaid or undersigned Solicitor of the last Will of the said Albert Trim his office, Brown Home, Ontario, a state full particulars of their claims, and the nature of securities, if any, held by them.

And notice is hereby given that after the said date, the said Executor to distribute the assets of the said deceased amongst entitled thereto, having to such claims of which have been received as ab aforesaid the said Executor is responsible to the persons of whose claim notice has been received as at time of such distribution of the estate or of so distributed.

Dated at Aylmer day of November, A. D. 1918.

A. I. Solicitor for

Nov. 21-28. Dec.