

? 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

FIRST CLASS PHOTOGRAPHS—
Coloring and enlargements. Amateurs films printed and developed. **Clarke Studio.**

YOU WILL FIND OUR STORE
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.**

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 & Wong.**

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.**

THIS WEEK ONLY
90 cent brooms for 80c
\$1 10 brooms for 95c
\$1 25 brooms for \$1 10
All kinds of toilet soap and perfumes. **Enoch Mills.**

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 melow 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.**

Merchants Must Build "Back - Fires"

Can Beat Mail Order Houses at Their Own Game if They will do it—Advertising Only Weapon—Catalog Concerns Spend Hundreds of Dollars Annually to Create a Demand for Their Merchandise. Copyright.

The forest ranger and the prairie farmer have learned that they must fight with fire. They know that when the all-consuming forest or prairie fires are sweeping toward them their only hope of safety lies in the back-fire. By kindling and carefully controlling a fire of their own they force the bigger fire to burn itself out, finding no further fuel on which to feed.

The merchants of small cities and towns are learning that in waging their fight for existence they must adopt the tactics of the consuming flames which threaten to wipe out the retail merchants of the small towns unless the latter, realizing their danger, take steps to remove the menace. The retail merchants as a whole, are beginning to realize that they must fight fire with fire and that to save themselves they must build a "back-fire."

Advertising is the weapon with which the mail order houses conduct their warfare on the retail merchants of the small cities and towns. The mail order houses do their advertising through their own catalogs and through certain publications which are known as mail order advertising mediums. A big mail order house spends hundreds of thousands of dollars merely on the preparation and publication of its bulky catalogs.

Business Built on Advertising.

The catalog houses spend thousands upon thousands of dollars in advertising in the mail order publications which look for their circulation to the people of the small towns and the rural districts. Advertising in some of these mediums costs as much as from \$40 to \$85 for a single inch, yet the mail order houses find it profitable to pay these high rates. Their business is built upon advertising and if they were denied the use of the mails for their advertising for a single month their business would be destroyed.

In advertising, the local merchants find the only weapon with which they can beat the mail order houses at their own game. This does not mean necessarily only newspaper advertising, although that is the big gun in the battery employed by the successful merchant in his battle for trade. Advertising is a big word and it covers a big field. There is no longer to be found the man who does not believe in advertising. Every merchant believes in advertising of some sort. The placing of a display in a shop window is advertising. The only difference between that kind of advertising and advertising in a newspaper is that where the one reaches dozens the other reaches hundreds. Attractive window displays are, of course, an important adjunct to any retail store. They serve their purpose but this purpose is only to attract the attention of those who may be passing by the store. There are other forms of advertising, such as personal solicitation, but printed matter must always continue to be the chief reliance of merchants to attract customers to their stores.

Advertising Begets Confidence

The buying public has learned that the store which takes the people into its confidence through its advertising is the one in which it may expect to get the best bargains and the most satisfactory treatment. It knows that the store that advertises consistently and regularly has the best and most up-to-date stocks because this store sells its goods more rapidly than the one which does not advertise and therefore is not forced to carry over old stock from one season to another. The public knows that the store which advertises can place lower prices on its goods because it turns over its stock oftener than the store which does not advertise and therefore does not have its capital tied up in slow-moving stock.

The mail order house does not get its business by merely letting the public know that it has dry goods or hardware or groceries or some other commodity to sell. It creates a demand for its goods by placing in its catalog attractive pictures and detailed descriptions of the articles which it has to sell. The lure of the mail order catalog lies in the fact that the merits—or alleged merits—of the merchandise offered are placed before the prospective buyer in the most graphic manner. The local retail merchant has a better opportunity than the mail order house has and can do it much more effectively than the mail order house can. The retail merchant can talk to the people of his community through his home newspaper and that is something which the mail order houses—as a rule—can not do for the local newspapers through a sense of loyalty to their communities and their home merchants will not accept the advertising with which the mail order houses would flood them if they had the opportunity.

Soldiers Returning from the War— bring in your watches and have them put in order. **W. H. Wegenast, 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 Fashions, Clean and Press your Clothes and do it right. **The Aylmer Steam Laundry.**

THE - RO-TONE - OLA

Phonograph has a full, round, mellow tone. Plays all make of records. Come in and hear them. **J. T. Rowe, John St. North.**

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. **Bowly & 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 tractors 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 is here. 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.**

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.**

you went away, that you—how shall I say it?—cared for me as men care for girls they marry. And I believed her, and was glad; how am I to deny it? And I wrote you that poor, foolish, fatal letter, and you came, and in spite of your coldness, your gloom, I never read the truth. Until Mrs. Carlton spoke I knew nothing, and then—Heaven help me—I knew all!"

She caught her breath with a dry, husky sob, and stopped for a moment. Her hands were locked in their grasp to a tension of pain. It seemed to her that if she let go her hold she would turn dizzy and fall.

"You went away," she hurried on, "and I was alone, and had time to think. Your letter came, but I would not read it—then, I laid it away, and waited until the muddle would grow clearer. Time might have soothed and softened even what I felt then, if something else had not come. That something else was a letter of yours. Colonel French, do you recall a letter you wrote to Mr. Carlton just after my acceptance of you? In that letter you spoke your mind—how, over-powered by the tears and reproaches of Miss Lightwood, to save my honor, to shield me from the consequences of my own act, you would marry me, although you knew that marriage to be utterly folly and insanity—although I would be an incubus to you for life. I remember it all—so well! I found it among some papers given me by Dora to read. Mrs. Carlton's surmise might be false or true—that mattered little; but I held in my hand that day your own thoughts, your own words, and knew at last, for the first time, the full extent of the dreadful mistake that had been made. If you had but told me—if Dora had but told me! You were my friend, she my sister—but you would not. I was a child, I know, but I would have understood, and the sacrifice might have been spared. Colonel French, your life may have been spoiled by a force marriage, but tell me, if you can, what do you think of mine?"

He could not speak if he would, but she gave him no time. Carried away by the excitement of all she had hidden so long, she was unconscious that he had spoken but one word,—her name—since he had entered,—but he still stood mute and motionless, borne down by the whirlwind of her passion and grief and regret. That rainy twilight was before her—she was back at Carlton, with the wind tossing the trees, the shine of the rain on the lamplit flags. Dora in her trailing crepe and sables, and small, pale face, and she herself a wan, forlorn little figure enough, in the recess of the window, reading the cruellest letter, it seemed to her, that ever man wrote.

"Well," she said, "all that is past. What is done is done; your wife you made me, your wife I am. But Richard French, as I stand here, I would give my heart's blood to blot out that day—a hundred lives, if I had them, to be free once more!"

He made no sign; he still stood, hat in hand, and listened and looked.

"I liked you in the past in those days Carlton days. Oh! I know it well; as a child may like, with no thought of love or marriage, so hear me Heaven, any more than if I had been six instead of sixteen. Dora spoke—you were silent, and I consented to marry you. You thought I was in love with you, and you pitied me; I had endangered my reputation for your sake, and you made me your wife. But, Colonel French, listen here! I was not in love with you, either then, or ever, or now—there have been times when it has been in my heart to hate you as you stand before me now. You did me a cruel wrong when you made me your wife, and, as I say, I would lay down my life gladly, willingly, this hour to be free!"

She had never intended to say this, to go so far, but the force of excitement that shook her, carried her away. She saw his face turn slowly from its clear, unburned brown to a dead, swarthy white, which made her draw back even while she spoke.

"Understand me," she said, in a steadier voice, "I knew you meant well, honorably, chivalrously, but, as I tell you, it was a mistake. No, not irreparable—my sister tells me otherwise, and if the law will give you back your freedom, take it; then, indeed, I may learn to forgive and forget. As I said to you when I came in, I think I know why you have asked for this interview—what it is you wish to say, but do not say it—I would rather not hear it. Dora has told me all that is necessary for me to know. For the rest, I wish you well and happy, but after to-day I see no reason why we should ever meet again. We have managed to spoil each other's lives—if you can set your own life right, no one will rejoice more than I. But whatever the future may bring you, Colonel French let it bring you other thoughts of me than those you must have had in the past. Think of me no more as a girl who cared for you so much that she forgot modesty and delicacy and ran after you wherever you went; but think of me as a poor, innocent child, who knew no better than to like the gentleman who was kind to her, and who never knew there could be harm or shame in that liking. Think of me as I am—so ashamed of that past, so sorry, so humbled, that never for one hour is the sickening memory absent from me. Think of me as a woman who would give you back your freedom by the sacrifice of her life, if she dared—as a woman whose own existence is marred and darkened by that insane marriage. Let us

DANGER LURKS IN EVERY ONE OF US

We Are As Full of Deadly Poisons As A Germ Laboratory.

AUTO-INTOXICATION OR SELF-POISONING

"FRUIT-A-TIVES" Absolutely Prevents This Dangerous Condition.

The chief cause of poor health is our neglect of the bowels. Waste matter, instead of passing from the lower intestine regularly every day, is allowed to remain there, generating poisons which are absorbed by the blood.

In other words, a person who is habitually constipated, is poisoning himself. We know now that Auto-intoxication, due to non-action of the bowels, is directly responsible for serious Kidney and Bladder Troubles; that it upsets the Stomach, causes Indigestion, Loss of Appetite and Sleeplessness; that chronic Rheumatism, Gout, Pain In The Back, are relieved as soon as the bowels become regular; and that Pimples, Rash, Eczema and other Skin Affections disappear when "Fruit-a-tives" are taken to correct Constipation.

"Fruit-a-tives" will protect you against Auto-intoxication because this wonderful fruit medicine acts directly on all the eliminating organs.

50c. a box, 6 for \$2.50, trial size 25c. At all dealers or sent on receipt of price by Fruit-a-tives Limited, Ottawa.

meet no more, let us speak of it no more. Our ways lie apart—let us say good-by, here, now, and forever."

She turned from him as she said it, still hurried, breathless, scarcely knowing what she did. He made no answer, he made no attempt to, he made no effort to set himself right—the rush of her rapid words had carried him away as on a torrent. But the picture she made as she stood there with him to the last day of his life—beautiful, impassioned, erect, noble, vindicating her womanhood, a memory to be with him when he died.

As she turned to go, another door opened; Dora came in, and stood stricken mute on the threshold, a gorgeous little vision, all salmon-pink silk and pearls. He glanced at her a second, then looked back, but in that glance Vera had gone.

(to be continued)

W. WARNOCK

Notary Public and General Agent

Issuer of Marriage Licenses

Aylmer, Ontario

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

Warnock, Notary Public.

DRAYING

CITY DRAY

All kinds of draying done. Prompt Attention given to Household Moving.

Pianos a Specialty

W. J. WALKER

Forest Street

Phone Red Star Grocery

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

Rural Phone 78

Highest cash prices paid for hides.

H. Corbin & Son

WON BY DEVOTION

(continued from page 7)

time—what must you think of me to-day! How bad, how bold—Colonel French!" She turned to him passionately and held forth both hands. "For heavens' sake try to believe me, if you can! All that Mrs. Carlton said to you that day was false—false every word. It seems hard to credit, I know, but, indeed, when I went to you that evening, when I stayed with you that night, I had no thought, no wish, that you—would make me your

—wife!"

The words that nearly stifled her were out. She turned from him again and bowed her face on the hands that clasped the marble. In all her life it seemed to her she could never suffer again the pain, the shame she suffered in that hour.

As for Colonel French, he stood and looked at her. The whole scene, her excited manner, her rapid words, seemed literally to have taken away his breath. Was this the dignified, haughty, self-possessed princess of last night—this passionately speak-

ing woman, shaken like a reed by the storm of feeling within her? He simply stood mute he had expected something so entirely different, and looked and listened like a man in a dream.

"You defended me from my enemy, I knew," continued Vera, still in that agitated voice; "every word of that interview is stamped on my memory. It was like you—you would have done it for any one maligned. She wronged me—try and believe me when I say she wronged me cruelly. I went in all innocence that night, try and believe that too, with no thought in

my child's heart but that you were suffering and alone, and that—I liked you so much. And from that hour, until I sat and listened to Mrs. Carlton, no thought of the actual truth ever crossed my mind. Dora told me nothing—nothing that was true. Neither did you. Oh, Richard French, neither did you! She told me you wished to marry me before

Children Cry FOR FLETCHER'S CASTORIA

Judgement was given by Justice Chute Thursday to the plaintiffs to the amount of the costs of their action brought against Aaron Morick, \$500; for the damages to the automobile, \$200. He not think David Morick for \$500 damages, developed nervousness, any appreciable damage to the damages awarded two plaintiffs, he did there was an error of judgment, it would be too low.

Correct Idea His Lordship accepted given by Engineer M. folk county, and other the plaintiffs, in respect of the evidence. Superintendent Pines for the defence stated that he did not

You N More A Lax

NR

To live and be healthy, mechanism must be perfect, extract all the waste and promptly eliminate it. This is the process of digestion—stomach, liver, kidneys. The failure of any of these to do its work properly, the action of all the forced bowel movement help constipation; leaves for a few hours that constipation. Now if you are so-called laxative pills and the like, you are just long enough to get the results show the difference are not more but purpose is to correct the bowels constipation.

Ern A. Coughlin