

MOTHER OF A FALLEN HERO

Spent the Week-end With Relatives in Aylmer.

Mrs. Jeffery and her daughter, Mrs. Strathy, of Toronto, spent the week-end with the former's sister, Mrs. A. J. McKenzie, Victoria street. Mrs. Strathy's only son, who graduated with high honors in the applied science department of Toronto University in 1914, was offered and accepted a responsible post with the Westinghouse Company, and filled it to their great satisfaction. When the call for more men came after the first battle of Ypres, he promptly resigned his position, and went overseas with the first unit of engineers going. Recently he became much interested in aviation, and transferred to that branch. On October 3rd two British machines went over the enemy country taking observations. Mr. Strathy going on one as an observer. While returning they were attacked by a fleet of German planes. The crew of the first British plane succeeded in escaping from the three machines which engaged it, and looking back saw the plane Strathy was on was not so successful, and a little later they saw it dive vertically and noticed one wing was broken. Nothing has since been heard of it or its crew and though they were officially reported "missing" the commanding officer recently wrote Mrs. Strathy he feared her son was killed, and at the same time testified as to his great ability, cheerfulness and keenness for the work, which had made him very popular with all, and it was the intention to have made him an officer this month.

Last spring we published a very interesting letter from him signed "Jeff," describing in a humorous way the awful mud of Flanders. Shortly before his departure for the front a pleasing incident occurred at Ottawa, which showed Sir Sam Hughes' interest in his soldiers.

Mrs. Strathy had gone to Ottawa to see her son, and they were dining at the Chateau Laurier, when Sir Sam entered the dining room, much to the embarrassment of Strathy, as it is quite contrary to military etiquette for privates and officers to dine in the same room. Strathy instantly arose and saluted. Sir Sam went up and spoke cordially to him. Later he sent word to him to report at his office the next morning at ten, and Strathy had visions of C. B. or a lecture at least. When he reported Sir Sam asked him if his mother had seen much of Ottawa, and hearing that she had not, he promptly put his automobile and chauffeur at their disposal, permitting them to do so very pleasantly.

Strathy was one of the type of men all too few, asked for in the following verses of the Bishop of Exeter's poetical call for recruits:

Give us men!
Strong and stalwart ones;
Men whom highest hope inspires,
Men whom purest honor fires,
Men who trample Self beneath them,
Men who make their country wreath them

As her noble sons,
Worthy of their sires!
Men who never shame their mothers,
Men who never fail their brothers,
True, however false are others;
Give us men! I say again—again
Give us men!

Give us men!
Men who, when the tempest gathers,
Grasp the standard of their fathers
In the thickest fight;
Men who strike for home and altar
(Let the crowds cringe and falter),
True as truth, though lorn and lonely,
Tender as the brave are only;
Men who tread where saints have trod,
God defend the right!
Men for Country—Home—and God;
Give us men! I say again—again
Give us men!

ADDITIONAL LOCALS.

Mr. and Mrs. S. Swartz and Mr. and Mrs. Ernest Swartz attended the Benwell-Swartz wedding at Jaffa last week.

Mr. Frank Davenport is building a cement retaining wall at the rear of his property on Talbot street, which was gradually washing into the creek.

Mrs. C. Davenport, Mrs. A. R. Lemon and Master George Lemon spent the week-end with relatives and friends at Villa Nova and Delhi. Mr. Lemon joined them on Monday, and returned home with them on Tuesday.

Dr. Tom. Early, V. S. of Tillsonburg well and popularly known in Aylmer, had a very narrow escape from death a few days ago. He was crossing the C. P. R. tracks, when he found a train was upon him. With rare presence of mind the Dr. jumped from the buggy to the horse's back a second before the engine hit the buggy and completely demolished it. Although somewhat shaken up, Dr. Early was uninjured, and so was the horse.

The Misses Potts and Miss E. Bake, who were visiting relatives and friends here, have returned to their homes in Fingal.

A number of Aylmer people attended the Memorial Service at the Lakeview Baptist church last Sunday, for Mr. and Mrs. Edgar Cohoon and Mr. and Mrs. Joseph Marr.

Dr. C. L. Huffman and wife returned to their home in Forest, on Monday after spending a week with the Dr.'s mother, Mrs. I. Huffman. Dr. J. L. Huffman and Mrs. Huffman, of Arkona, motored down on Sunday and also spent the day with Mrs. Huffman.

Corporal R. B. Hinman, a former popular agricultural representative for Elgin, who made his headquarters in Aylmer, left with his medical unit from London last week, for overseas. Corporal Hinman enlisted in the A. M. C. some months ago, first having to undergo an operation.

Mr. and Mrs. W. C. Bingham recently received a letter from their grandson, Gunner Eric Bingham, in which he states that his comrades Gunners Hill, Wrong, Rundle and Lieut. Youell, are all well. He sent a small souvenir of the war in the shape of a piece of the covering of a captured German balloon.

The gas pipe for connecting the present main line with the gusher recently struck on the farm of Mr. Charles James, arrived on Saturday, and the connection will be made promptly, which when completed should give Aylmer a bountiful supply. A well is also to be sunk at once on the Harvey property, adjacent to the James farm. Here's hoping they may strike another million-foot flow.

A very interesting place at this time is the poultry department of D. Brodie & Co. There may be seen any day over 3,000 chickens being milk fed for market. Ten men are employed to look after these birds. Not satisfied with this Brodie & Co. are building a special building for this branch of the business, and when completed will have accommodation for milk-feeding 4,000 birds.

Lieut. Isaac C. Atkin, of the 131st New Westminster Battalion, left on Thursday last, from his father's home in Springfield, where he had been making a final visit before going overseas, to join his regiment on their way east. Lieut. Atkin, who at the time of joining the colors, was accountant at the New Westminster branch of the Royal Bank. He was most popular in his home town, and while visiting at home was presented with a purse of gold. A large procession of autos escorted him to the station when he entrained at Springfield, and all his friends wished him a safe return.

MISTOOK INTENTIONS OF CHARIVARIERS

Donates \$5 to Red Cross

Mrs. C. S. Bridgman, President of the Aylmer Red Cross Society, has received the following communication and donation from one of our citizens who was charivariated by a big crowd of youngsters, who went too far on Hallowe'en night and broke into his residence by picking the lock:

Aylmer, Ont., Nov. 1st, 1916

Dear Mrs. Bridgman:—

We wish to congratulate you on the energetic workers of your society who are out working until the early hours of the morning, they having honored us with a call after midnight this a.m. Assuming that the population of Aylmer is 2200, we would judge from the size of the deputation that they numbered 2198. This is certainly a wonderful showing for a town the size of Aylmer. Fortunately we had not been invited to join the party for if such had been the case there would have been no one in town to call on. In view of the date, we are sorry we mistook this delegation for a Hallowe'en house-to-house canvas, which accounts for our not having responded to the call more promptly. We are sorry, however, to note that the strain of overwork, as clearly demonstrated by one of your delegates, who in his efforts resorted to shooting; hearing the shot we concluded that wild game was in our vicinity. Consequently decided to assist in the hunt. But upon reaching the ground floor was surprised to find that a committee from the delegation had forced entrance. However, they made a hasty exit when we appeared. From the lawns came the cry, "Give us Something for the Red Cross." Since no Red Cross collector would force an entrance to a home we were in doubt that the request was made in good faith. Consequently did not respond to same. We therefore, hand you herewith, the sum of \$5, and will appreciate your giving the credit to the delegation for securing this small donation.

Yours very truly,

M. R. S.

The Big Store

Aylmer's Best Stores

The General Store

"MARCHING! INDEED THEY ARE"

JUST WATCH THE BIG STORE

AND don't women love "marching stocks," for the clear flash of their eyes, for their ruddy red cheeks, for their tingling veins, and magnetism, for the very life that is in them. Don't women love marching stocks! Just watch the Big Store, we repeat it. This isn't a list of "Mark-time" to these splendid new families that have come. Families bent upon accomplishment, families bent upon making friends and keeping them for the Big Store.

BIG STORE MILLINERY

Proves a Delight to our customers. "Do you notice how closely these hats follow the new law of little trimming?" was asked by a customer who is known to be one of the most correctly hatted women of East Elgin. She knew—as fashion designers know—that it is the shape that counts this season. As she and her companion passed down the great aisles of the millinery section, they took note of other things, especially of the diversity of the display. It is one continuous joy, these displays taken one after another!

LUXURIOUS FUR COATS

A Fur Coat—rich, luxurious and fashionable—with real warmth and serviceability built into every garment. Why not get one now, before the long winter season

really starts and when you can have the full season's use of it? We show coats in a selection of styles, such as few houses are able to display.

SUITS FOR MEN AND YOUNG MEN

Suits that from all appearances you would guess to be priced at a far higher figure than we are asking. Nobby worsteds and blue serges. Are you stout? Are you slim? or can you wear a regular model? At any rate there's a suit here that'll fit you correctly. May we have the pleasure of showing you that suit? Going to have a new overcoat this fall? Before you finally decide on any particular ones, call and see ours. You're sure to like the patterns—and you'll be impressed with the cost of our coats.

Winter Coats and Suits

They just laugh when one tries to describe them. A line of superb grace defies one. Here a bit of trimming; there a personality—a something intangible—but **As Real as Character**—because it is character and style and everything that has to do with making these Big Store Fashions irresistible. Out they go—in they come—Marching!—so that you will be able to see the very **New Ideas—New Coats—New Suits**. Winter styles that you will be glad to see. Winter styles of individuality and beauty of Difference and Value. Coats—and Such Coats—in such Variety—at so many prices—with fur and plain tailored models of Bolivia Cloth of Velour, of velvet, of broadcloth and tweed. Coats of black and brown at \$10.00 to \$25.00 each, and plush coats of the most exclusive styles from **\$16.50 to \$40.00 each**

There will be very Attractive New Suits

Definite style expressions that make for a marker individualism in Women's Dress. The season's very smartest creations, specially designed and produced to meet the requirements of every occasion. You can ever depend upon the latest and last word in authoritative suit modes at The Big Store. Every day we are receiving by express something that is entirely new—that East Elgin women see for the first time at the Big Store. We recommend these new suits as the utmost in suit-making achievement.

Distinguished Suits of Elegance.

Suits that you would expect to find at The Big Store—Distinguished examples of elegance and luxury in women's suits, developed from the richest qualities superb velvets and other fashionable fabrics of decided quality. Priced from **\$15.50 to \$37.50**



The Big Store
Dry Goods, Millinery,
Ladies' Ready-to-Wear,
Gent's Furnishings,
Clothing, House Furnishings, Hats and Caps

STRATTON & MARTIN

AYLMER'S BEST STORES
"Honest Goods at Honest Prices."

Highest Market Prices Paid for Produce. Good to shop at both Stores

Dry Goods
Groceries
Boots and Shoes

The General Store
Hats and Caps
Neckwear

Mrs. A. Love and Miss C. E. Walker spent a couple of days in London last week.

Messrs Lambert & Allen, are enlarging their floor space and have rented the store just east of them, recently occupied by Readman & Co.

Mr. Stanley Lambert, who spent several days here last week visiting former Aylmer friends has returned to Boston. While in town he was the guest of Mr. and Mrs. C. Alger.

Owing to an accident to the dynamo which generates the juice for the ark lights, a smaller one had to be substituted temporarily. That is the reason some of the street lamps have been off.

STRAYED

Onto the premises of the undersigned, Lot 23, con. 4, Malahide, on or about the 16th day of October, 1916, 3 yearling calves. Owner is requested to prove property, pay expenses, and take the animals away, otherwise they will be sold according to law.

Dated at Aylmer this 30th day of October, 1916.
W. Cleaver, Aylmer
Rural Phone 2489.



RUSSIAN TROOPS IN GREAT OFFENSIVE

Picture shows a Regiment of the Imperial Russian Army in the field and in a charge.

CARD OF THANKS

We desire to express our sincere thanks to the neighbors and friends who have so kindly extended to us their sympathy and love, in our recent sorrow.
Mr. and Mrs. Jabez Cohoon and Family

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being forced to wool coming hat will be serving filled just as only a few more is much better

with high con- \$1.00 to \$2.75

\$1.00 to \$1.25

fine weave .. \$1.25 to \$3.50

d collar, a very weather..... \$2.00 to \$5.00

side wear..... \$3.50 to \$4.50

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AIM AT

RELIABLE JUTFITTERS"

and Mrs. G. R. Christie have ed a most interesting letter their son, Lieut. Ewart Christie, ptive of his trip across the He met his brother, Private Christie, at Sandling, England, e boys had an interesting visit er. Lieut. Christie talks of ap- for a change from the Signal to the Engineers section, in event the brothers will try et in the same regiment.

NISHERS "

our e Need his Fall?

Have You given any about a new Comfy room? A Library Furniture for m?

ou ought to make sure of. You ought to make nd comfortable.

Conditions

, prices on Carpets, Rugs aterially. Knowing the ght very heavily before enables us to take care h lower than, of goods ng for you.

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