

AYLMER CHAMBER OF COMMERCE

Membership Drive Off to Good Start

Enthusiastic address by John Cottam, London, Monday Evening.

Prince of Wales' Honor Flag Presented to the Town by Victory Loan Committee.

A public meeting was held in the town hall on Monday evening for the double purpose of presenting the Prince of Wales' Honor Flag to the town of Aylmer, and to start the membership drive for the Aylmer Chamber of Commerce.

At 8 o'clock a parade was formed in front of the Post Office, and headed by the Citizen's Band and Victory Loan Committee, marched up Talbot street displaying the Prince of Wales' Flag to the Town Hall, where the flag was presented to acting Mayor John E. Lindsay. His Worship, Mayor Wright, being indisposed and unable to be present. In making the presentation on behalf of the Committee, Messrs Wm. Warnock, J. M. Farthings and C. S. Bridgman, Mr. Warnock told of the wonderful response of the citizens of Aylmer in subscribing over \$405,300 to our country in her time of need. Our flag already has five crests and one more is still to come. A crest is given for every 25 per cent of the objective, and our objective was \$165,000. Mr. Warnock informed these present that Aylmer so far stands highest per capita of any town or city in the Dominion, and we contributed 8 per cent of the total subscribed by Elgin county.

There was a very good crowd to hear Mr. John Cottam, of the London Chamber of Commerce, tell of the value of such an organization and his advice and suggestions for the betterment of Aylmer should have been heard by every citizen. Those present, however, all expressed their intention of becoming members of the new movement and joined on the spot. The committee were greatly encouraged by the response Monday night and fully expect to secure more than three hundred members before the week is out. It was encouraging to see a number of ladies present, who took much interest in the remarks of the speaker, and who expressed themselves as wanting to assist in making Aylmer thrive.

Mr. Cottam, in beginning, congratulated Aylmer on her hearty response to the call of Canada in the 1919 Victory Loan, and expressed his opinion that if the British colonies had been half as enthusiastic to help in state affairs before the great war Germany would never have dared to declare war against the world. By our independent talk we led their spies to believe we would break away from the ties of England and declare our independence. He thought the cause of the war was our neglect in showing Germany our stand.

"These are the days of reconstruction, and every community should be organized," said Mr. Cottam. We

must not leave it to our municipal council to look after all our needs, for they have enough to do, and the Chamber of Commerce organization could do a great work for Aylmer, if our citizens supported the movement as they should. He thought that trouble with us here in Ontario was that we did not realize the possibilities of our province. We had to go outside to discover those with broad enough vision to see Ontario's future, such as the great American manufacturers, and he cited the Carnation Milk Products Co., as an example. Another thing that had been sadly neglected by the towns and cities in Southern Ontario was to properly advertise our possibilities across the border, for at this period American industries are looking to establish Canadian branches. He deplored the fact that for the first three years of the war our neighbor to the south did not come in and help maintain democratic government, but was thankful she threw her men, wealth and resources into the conflict in the last year and helped finish the fight.

Towns in future must have more faith and confidence in their young people. We must remember that the boys and girls of to-day are the merchants and manufacturers of to-morrow. We must make Aylmer an attractive and pleasant place for them to live in. We should hold our people instead of allowing them to go to larger centers. Henry Ford and Thomas Edison, when young men had to leave their home towns because their home people lacked faith in them to assist with their experiments. Every town has its Fords and Edisons on a smaller scale and they must be encouraged to remain.

We must establish the community spirit. No man liveth unto himself alone. Every citizen must take hold, put his shoulder to the wheel and help shove a little. Team work is what counts and if everybody would just boost a little instead of knocking, we could make Aylmer a regular garden of Eden. He congratulated Aylmer on the neat and progressive appearance of her streets, homes and places of business, and could see no reason why we should not prosper.

Mr. Cottam dwelt at length on the town planning idea and expressed it as his opinion that an efficient manager should be employed in every town to run its affairs instead of the old system of selecting a council. The council did the best they could, but he considered the management of any council was but 50 per cent efficient. A town's business should be run year after year as is the business of a manufacturing concern, and every town should have a plan, in fact we must have a plan if we plan to interest American industry, for this is one thing they want to know first, "If you have a town plan?" Every other province in Canada insists that every town has a plan, but Ontario, and he hoped Aylmer would join with other cities and towns in obtaining more efficient municipal laws. Mr. Cottam explained the many mistakes the city of London had made in the past twenty years because they didn't have a plan and he hoped Aylmer would benefit by their experience and prepare for the future growth of the town.

"You get out of the Chamber of Commerce just what you put into it as citizens," said Mr. Cottam, "and if you give service to your community you get your pay back in your own business success."

Mr. H. E. Armstrong, president of the C. of C., was chairman for the evening and in concluding explained that the Aylmer Chamber of Commerce was but recently organized, but had already been busy and were in communication with three new concerns seeking locations in Ontario. One would employ 200 hands, another 100 hands and the third about 50. The housing problem, which is a serious one here, is being investigated; an effort is being made to secure a Memorial Hospital for Aylmer; better train and express service, etc. He invited any one who had an idea for the improvement or betterment of the town to attend the next meeting, and hoped the canvassers, Messrs C. S. Bridgman, J. P. Coyle, George Sears, A. R. Christie, J. P. Strong, John Wilson and H. E. Armstrong, would meet with smiles from our citizens and everybody would become a member. The membership fee is \$5 and \$2 for associate members. Everybody throw away your hammer, get a horn, and boost for Aylmer.

ADDITIONAL LOCALS

Bert Smith, of St. Thomas, is visiting his sister, Mrs. Frank Howse. Fletcher Henry left Aylmer for California on Monday.

W. S. Walker visited his son John in Galt on Saturday.

George Swadling is home from Byron for a few days.

Born to Mr. and Mrs. Earl Campbell, a daughter on Friday, Nov. 14.

A quiet wedding took place at the home of the Rev. J. C. Dunlop, on Saturday, November 15th, when Georgina Brown became the bride of Wilson Z. Howe.

Throw away your hammer and get a horn and blow for Aylmer. You can do this by becoming a member of the Aylmer Chamber of Commerce.

Mr and Mrs. D. J. Hawley, announce the engagement of their daughter, Phena, to Mr. Carl D. Phelps, the wedding to take place early in December.

THE BIG STORE **AYLMER'S Best Stores** **AYLMER'S GENERAL STORE**
THE STORES WITH THE STOCK

Womens' Coats, Suits & Dresses



Another of the Great "Garment Weeks" that have brought interested women in crowds and throngs to the Apparel Department of the Big Store. Another selling event that makes for The Big store many new customers, deepens the confidence of the old, establishes more firmly than ever the value giving precedent of the Big store. The Coats at \$22.50 to \$52.50 Wool Velours and Silvertones, smart new Winter stylys, loose fitting and belted, others in full back style, many are lined others 1-2 lined. SUITS Every kind you want at whatever you want to pay \$25.00, \$30.00, \$35.00 and \$50.00 the kind that can be worn all the year round. The style is conservative enough for either spring or fall. Delightful Dresses Irresistible at \$16.50, \$25.00 and \$35.00. Yes Irresistible indeed because

of the prices at which these pretty dresses have been priced. Irresistible because of the values that these different prices make possible and that is the important thing to recognize and to consider in connection with these particular dresses. If you contemplate a new and fascinating frock for Winter do not ignore this opportunity.

SHOES THAT GIVE 100 CENTS WORTH OF WEAR

Value that demonstrate the merchandising ability of this house values such as we present have builded the reputation and good will of this house. In this era of ever-soaring leather prices, the low quotations we give on shoes are the high grade production of Canada's leading bootmakers may seem radical and inconsistent. The cause is quite simple our experience and intuitiveness led us early to anticipate the wanted styles and leathers. We bought generously at favorable prices, our good fortune is yours. The offering embraces a full line of the celebrated Williams Shoe, the shoe that gives 100 cents worth of wear for every dollar invested. The rubber season is now approaching, we have a full line and can fit any model of shoe you may have.

FURS! FURS! FURS!

The grace and poise and distinguishing beauty of fur is not alone the effect it produces upon the admirer's eye but more truly the effect upon the owner's consciousness. If mildy is sure of her fur—its character. Its author then her pride and pleasure are religiously reflected. But unless she is sure of these things there may be a lack of that fullness of pride, joy or satisfaction which comes from the possession of real furs. It is in this direct connection that the Big Store and the Big Store's furs are firmly emphasized. And this is the surety of service that is as important an adjunct of the Big Store as the furs themselves.

SPLENDID BLANKET VALUES

Many persons who are just now providing winter bedding should find it profitable to come to the Big Store to see and to share in our unusual offering of good winter blankets at \$8.00. Wool and cotton mixed blankets full bed size splendid quality at \$12.50. All wool blankets, serviceable and warm, an exceptionally good value at \$13.50. White or grey cotton blankets 10 x 4 \$3.00; 11 x 4 \$3.50; 12 x 4 at \$4.00 the pair.

FLANNELETTE GOWNS AT \$1.25 and \$1.75.

Less than you could buy the same quality flannelette and make the gowns. The gowns are of exceptional quality in plain white only.

FALL MILLINERY AT \$1.50

Every woman in Aylmer is interested in smart fall millinery at \$1.50. Yes the price alone is enough to hold her attention—and when she sees in addition the diversity here for her choosing nothing short of a catastrophe will be able to keep her from owning one of these hats that have been priced dollars more than this special figure, close fitting shapes, every model in fact that has found autumn favor with fashion-wise women, you'll be more than pleased and delighted with these hats at \$1.50.

THE BOYS AND MENS DEPARTMENTS

Are represented with a full quota of saving values. Everything in men's furnishings, everything for the school boy found here in variety at prices that mean genuine economy. Boys sturdy school suits, waist seam models, tailored of handsome mixtures in gray and brown made with fully lined trousers sizes 4 to 17. You'll do well to buy here. Boy's corduroy trousers, \$3.50. Nothing to equal this material for boys active wear.

THE LUXURY OF PERFECTLY FITTING UNDERWEAR

Watson's underwear for women and children. The form-fitting perfection of Watson's underwear brings a sense of comfort that is altogether delightful. Watson's underwear is different because it is tailored and fashioned to fit, not stretched to fit. It clings gracefully to the figure without tension, yet with no unpleasant looseness. We carry a full assortment.

BLOUSES AT MOST UNUSUAL SAVINGS

No blouse event that we have presented this season will compare with this from the standpoint of savings, therefore we urge you to come and share in this event in Georgetown we have them priced \$5.50 to \$13.50 each, all good values at the different prices asked, in all the most wanted shades.

The Big Store

Dry Goods, Millinery, Ladies' Ready-to-wear, Gent's Furnishings, Clothing, House Furnishings, Hats and Caps.

Stratton & Martin

"It Pays to Trade With Us." "Honest Goods at Honest Prices"

Highest Market Prices Paid for Produce. Good to Shop at Both Stores.

The General Store

Boots and Shoes, Hats and Caps, Groceries, Neckwear, Dry Goods

DELCO-LIGHT
The complete Electric Light and Power Plant
Clean, safe electric light and power at the touch of a convenient button.

Brown House, Aylmer, Ont.
ARCH KERR, Dealer

Aylmer Opera House
One Night Only
SATURDAY
November 22nd, '19
Guy Bros. Minstrels
25 People 25
New Dancers, Singers, Musicians and Acrobats
Superb Concert Orchestra.
Grand New Lavish First Part
Watch for the Street Parade
Concert front of Opera House at 7.30 p.m.
Seats on sale at Richards
Prices 50c, 75c.

Mrs. Wm. Lindsay, of Tillsonburg, who spent Sunday the guest of Mrs. W. Snider rendered a very pleasing solo at the evening service of the Baptist Church on Sunday.

The Helpful Circle King's Daughters will entertain the Sunshine Circle at the home of Mrs. R. B. Lindsay, on Tuesday evening, November 25th. Mrs. Savage, Provincial president will be present. All members are cordially invited.

A banquet will be held in the Sunday School room of St. Pauls Methodist church to-morrow evening at six-thirty o'clock, under the auspices of the Mission Circle. The speaker will be Miss Bowes, of Alma College, St. Thomas. Invitations have been issued.

The Holy Angels Choir, of St. Thomas, accompanied by their orchestra, gave a most enjoyable concert in the town hall here last Friday evening under the auspices of St. John's church, Aylmer. The visitors were not greeted with nearly a representative audience, owing no doubt to their being several counter-attractions, and to the fact that Friday was choir rehearsal night in the Aylmer churches. There were a number of splendid vocalists in the St. Thomas organization and their numbers were

exceptionally well rendered. The orchestra was well balanced and showed much ability.

CARD OF THANKS

The several canvassers for the Victory Loan in District No. 8, Malahide desire to express their thanks for the generous support given them during the canvass and which enabled them to win the Prince of Wales' Honor Flag and crest. Sincerely on behalf of the Committee. J. M. Hale, Captain.

What will happen immediately or soon from my ceasing to do that which is contrary to the will of God, I do not and cannot know—but I believe that from the fulfillment of the will of God, there can follow nothing but that which is good for me and for all men.—Tolstoy.

PILES
Do not suffer another day with Itching, Bleeding, or Protruding Piles. No surgical operation required.
Dr. Chan's Ointment will relieve you at once and as certainly cure you. See a box; all dealers, or Edmondson, Bates & Co., Limited, Toronto. Sample box free if you mention this paper and enclose 2c. stamp to pay postage.

Sale Register

Wednesday, November 26th, 1919—

Sold the Farm. Auction Sale of Farm Stock, Implements, Hay and Grain, the property of Jesse Stover, 4 miles north of Springfield, and 1/2 mile east on Lot 5, Con. 8, South Dorchester, the following property, namely: Horse 10 years old, weigh 1250 lbs.; Horse 9 years old, weighing 1100 lbs.; Mare 9 years old, weighing 1050 lbs.; Horse, Rolling Joe, with record of 2:29 1/2, has been miles in 2:15 the past summer; 18 first-class Dairy Cows, New Milker, just freshened; 15 due to freshen in December; one in Feb; one in April. These cows are an extra choice lot; 4 Shoats weighing 175 lbs. each; 100 hens not over 1 year old, Banded Rocks and Leghorns; 6 tons of Hay; 100 bus. of Oats; Deering Binder, nearly new; McCormick Mower, nearly new; Massey-Harris Loader, new; Sulky Hay Rake, nearly new; Cockshutt Disc Drill; Oliver Riding Plow, new; Walking Plow; Fleury; set of Bissell Disc Harrows; Steel Land Roller; McCormick Cultivator; Scuffer; set of Diamond Harrows; set of Scales 2000 lbs; Lum-

ber wagon, Adams make; Butcher wagon, cap. 2000 lbs; Milk Wagon with pole and shafts, cap. 1500 lbs; Hay and Stock Rack combined; set of Bain Sleighs, new; 125 ft. of Hay Fork Rope; Hay fork rope and car; Road Wagon; Gravel Box; Ford truck with stock rack combined 1918 model; McLaughlin truck 1911, in good running order, 1 extra tire; 9 Condenser milk cans nearly new; set of double harness; 2 sets of Breaching Harness, 5 ring; set Single Harness; Race Bike; set of A Milk Hauler; Race Bike; set of Milk Hauler; Clipping Machine; Barrels, forks; shovels; chains and other articles too numerous to mention. Terms: \$10; 9 months; 6 per cent. Dawes and Dawes, Auctioneers, H. Grimstead, Clerk.

DAWES & DAWES Auctioneers

Sales conducted anywhere in Ontario. Terms reasonable, satisfaction guaranteed. Arrangements for sales can be made at Express Printing Office, Aylmer; L. O. Purdy, Springfield; John Dawes, Belmont, or Samuel Dawes, Springfield. Rural and Bell connection.