

"Mother's Favorite"

SOAP

9 YEARS OLD. HARD AS A STONE

To get you to try this splendid Toilet Soap we are selling it for

20c a box of Three Cakes

It's worth 30c of anybody's money Get your supply while the sale is on.

Plant the Tulip Bed Now

Sooner they are in the ground the better. We have all the Fall Bulbs for indoor and outdoor planting.

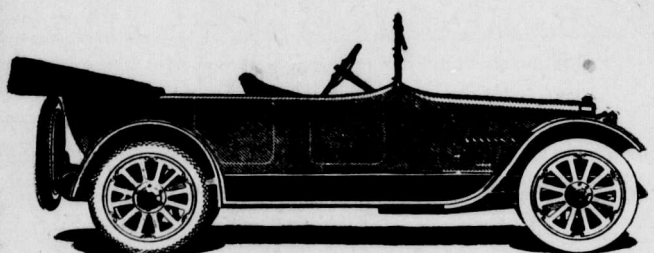
Wall Paper--Half Price.

We are clearing out several of our very best Papers at just HALF PRICE. Only a room left of each kind. See our windows.

WHITE
DRUG
STORE

ERN. A. CAUGHELL
Druggist and Stationer
AYLMER, ONTARIO

To the Intending Purchaser



THE MAPLE LEAF

Do not be in too big a hurry to order your car for the coming season, before you see our new car "The Maple Leaf," known as the Dodge Car, manufactured by the Cockshutt Plow Co., Brantford.

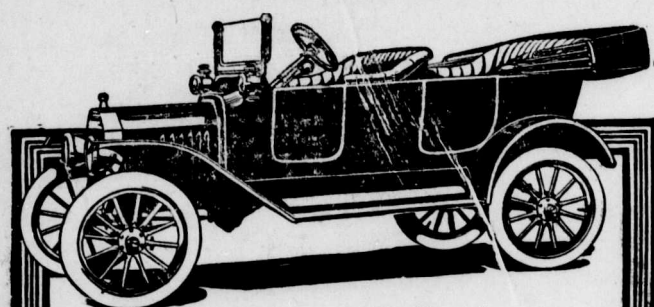
Please call and see me before placing your order.

Price Fully Equipped \$770

F. O. B. Brantford

Frank Maginnis

Agent, AYLMER



"MADE IN CANADA"

Ford Touring Car
Price \$530

Its performance is bigger than its price. What any other motor car will do, the Ford will do--and more. Yet it is the lowest-priced real motor car on the market. Because our output is set this year at 40,000 cars, we are able to sell the dependable Ford at so low a price.

The Runabout is now \$480; the Town Car \$780; f. o. b. Ford, Ontario. All cars completely equipped, including electric headlights. Equipment does not include speedometer. Get particulars from

THE AYLMEY GARAGE



HOME JOURNAL PATTERNS

YOUELL & WRONG

STORE NEWS



You will see quite a change in Coat Styles

We have studied closely the question of length and the new features such as Collars, Pockets, Belts, military and flaring effects. The materials also were chosen with an eye to style and durability. Chin-chillas, Tweeds, Cheviots, Zebelines, Curis, Seal-ettes, Baby-Lamb, Astrachans and Persian Cloths, All warm Winter Coats, favorites every one of them. Priced to meet every need **\$5.00 to \$25.00** from

The Misses' Coats

Are shown in military and flaring styles with comfortable three-way Collars, decidedly new and fashionable, belted designs, styles that will please you, from

\$3.48 to \$10.00

Extra Special Value in Children's Coats

In all sizes from 4 years to 12 years, new cloth, new collars, right in every particular, from

\$2.50 to \$6.50

High grade Fashionable Furs

Never in this Store's history have we offered such qualities and values in High Class Furs.

MINK MARMOT

A fur of medium price, but will give the best of wear, and closely resembles our Canadian Mink, both in texture and color.

Muffs from **\$4.00 to \$12.00**
Stoles from **\$3.50 to \$15.00**

WESTERN SABLE

In large pillow shape muffs and large animal stoles with head and tail. Splendid values from **\$6.00 to \$12.50**

NATURAL CANADA WOLF SET

Stole and muff in animal style, with large head and tail, nicely lined with gray satin. The muff is a large pillow shape. Specially priced, the set **\$22.00**

Black Siberian Wolf Sets

Extra large pillow shape muff, finished with head and tails and cord fasteners. Stoles, animal shape, with head tails and paws, chain fastener. A splendid wearing Fur, ranging in price from **\$5.75 to \$9.50**.

BLACK FOX SETS

Extra large fancy pillow shape muff, finished over full satin form, beautifully shirred and pleated. Stoles are full animal styles, with head and tail. Can be worn across shoulders. See the quality and note the prices.

ALASKA SABLE MUFFS AND STOLES

Selected skins, very choice, large pillow muffs and shawl stoles. All lengths and widths at right prices.

Bed Comforters

PRETTY SILKOLINE BED COMFORTERS

With soft, perfectly sanitary cotton filling, covered on both sides with American Silkoline covering, very attractive designs in blue, rose and green. Size 72x72 for double beds. Excellent quality at **\$2.00**

An extra fine reversible Silkoline Comforter, filled with best white cotton filling, very soft and downy. Size 72x72, lovely designs. Specially priced at **\$2.50**

REVERSIBLE DOWN COMFORTERS

Covered with down-proof sateen, beautiful designs, finished with plain sateen panels, eyelet ventilators, in blue, rose and green, 72x72. These special qualities at **\$5.00, \$6.00 and \$8.00**

SILK WAISTS

New, just in. La Moska in styles up to the minute. Special while they last at **\$2.25, \$3.00, \$3.40 and \$3.50**.

FLANELLETTE NIGHT GOWNS

Full standard sizes in Slip Over and High Neck and V Yoke styles, white, pink and blue, at **75c, \$1.00, \$1.25, \$1.50 and \$2.00**

LADIES' and MEN'S

TAILORING Wm. BOETTINGER
Cutter and Designer

CANADA'S LOSSES IN THE WAR

Ottawa, Oct. 25--Canadian losses in the war up to October 6, total 15,187, made up of 677 officers and 14,510 men. Of these, dead from all causes, are 127 officers and 2,490 men, to which it is feared much of the heavy list of missing must be added.

The official figures are as follows:

	Officers	Men
Killed in action	94	1,635
Died of wounds	25	654
Died of illness	6	172
Accidentally killed	2	38
Prisoners of War	56	1,251
Missing	31	1,110
Wounded and sick	457	9,660

MORE MEN THAN EQUIPMENT

We have 100,000 men fully armed for service and 15,000 men waiting equipment, but we can do with more. We now have recruiting centres all over the Dominion, and we hope that the spring will see another army ready for service. The weakness of the present situation is not the inability to get men, but to get equipment. But that must not deter the men from enlisting. Let them join and we will see that they are trained to be ready for the emergency, like the boys were at St. Julien."--Sir Sam Hughes, Minister of Militia.

You might just intimate to your friendly neighbor, if he is not already a subscriber to the Express, that he can secure the same till Jan. 1, 1917, for one dollar cash.

A New and Valuable Stock Feed

The Government Elevators at Port Arthur, Moose Jaw, Saskatoon and Calgary are equipped with up-to-date cleaning machinery and facilities for grinding and bagging by-products of grain elevators. The grain dockage is reclaimed to remove the weed seeds chaff and dust and then ground to destroy the vitality of all seeds. The results of feeding experiments conducted at Ottawa Experimental Farm have shown this mixed grain meal to be a cheap and valuable feed for live stock. It is now available to Canadian feeders and feed dealers in car lots at moderate prices. Prospective purchasers should apply direct to the General Manager, Government Elevators, Fort William, Ont.

A bit of grain if the pasture is short will do wonders for the growing lambs. Push them along to market as soon as you can. The less the cost of production, the more the profit.

C. H. PICKNELL

Painter, Paperhanger and Decorator

30 YEARS EXPERIENCE OF GOOD WORK.

Estimates free. Box 288
AYLMER, Town or Ont. Country.

Special odd lot offering of Municipal Debentures

Those who have money available for investment in small or large sums and to whom safety is first and paramount cannot do better than select municipal debentures. They are available in various amounts and yield from 5% to 7%.

A copy of the Odd Lot List and our leaflet, "What is a Municipal Debenture?" will be sent to you on request and without obligation on your part.

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