

# AYLMER'S BEST STORES

THE BIG STORE

AYLMER'S GENERAL STORE

## Queen-like Fashion Reign Supreme

With Dignity and Refinement at The Big Store. Authentic---Exclusive---Distinctive our modes in women's garments. Pruning Peacocks never took more pride in the beauty of their feathers than we do in this exceptional display. The models in coats, suits and dresses that we are now showing merit the attention of every discriminating woman. Cherishing a reputation of years standing for exclusiveness and authenticity of mode, we sincerely believe that our offering will meet the approval of the most exacting women for style, workmanship and quality.

### FINE SUITS FOR WOMEN

One-of-a-kind Suits, including copies of the latest importations, unassuming tailored styles. Long straight graceful lines set off the huge collar and deep cuffs on these handsome suits.

### SWEATER COATS

If you see our Sweater Coats, you'll surely want one. They are the likeliest looking Sweaters we've ever sold. The sweaters represented here come from the best makers, which is a guarantee in itself for their reliability. Here are sweaters in countless pretty weaves. The quality of the best. These sweaters are as stylish as can be designed for good hard and long wear. There is no mistake about it, Sweater time is here. The nip has gotten into the air. Nothing so comfortable as a good warm Sweater. Prices in reach of all and all extra values for the different prices asked for each garment, 75c to \$16.50 each.



### WATSON MADE UNDERWEAR

The standard by which underwear quality is gauged. Styles for women and children. We are sincere when we say that we believe that there is no better underwear made than Watson's. The highest class of workmanship and materials are used and when you buy Watson garments you know that it will fit. The new fall shipment of Watson underwear beckons you to the department in the east aisle.

Excellent underwear for Men and Boys carefully selected qualities in underwear that should command your attention at prices that are very favorable. Boys in sizes 26 to 32, 25c each garment. Men's \$1.00 to \$3.25 each garment.

### MILLINERY! MILLINERY!

If it's new and smart, if it's good and beautiful, if it excels in value, if it's the very best that is to be found in Millinery—it will be found at The Big Store.

### THE GENERAL STORE

We call your attention to a few of the many good values which you may get here.

Raisins, per package.....15c	Cheese, per lb. ....30c
2lbs. extra good prunes.....35c	Corn Syrup per lb.....9c
2 Shredded Wheat.....25c	2 lbs. good Rice .....25c
3 Laundry Soap.....25c	2 Corn Flakes .....25c

**The Idea Behind These Stores**—There is a determination behind these stores to create a feeling of utmost confidence in every sale we make. We are resolved to have customers know that when any article bought in either store is a rare and costly one or something of less price and importance the value is there and the article was properly represented.

### LETTING THE PUBLIC KNOW SHOE FACTS

A man always has confidence in a person he knows or in something he understands. As long as a thing remains a mystery we instinctively distrust everything connected with it. It is so with the buyers of shoes. As long as conditions are not clear to them they may wonder who is getting the "rake off." The shoes that we are selling are better shoes, at the General store at any given price than most stores, we're proving to scores of new customers each week. No matter where you have been buying your shoes in the past, see what we are showing. We only ask a comparing look, a chance to show you the value and styles, that we are building up one of the best shoe trades in the county. The look costs you nothing. We stand behind every pair of shoes we sell and the price is always moderate, consistent with good materials and workmanship.

Remember we deliver all goods free to any part of the town 4 times each day.

<b>The Big Store</b> Dry Goods, Millinery, Ladies' Ready-to-wear, Gent's Furnishings, Clothing, House Furnishings, Hats and Caps.	<h2>STRATTON &amp; MARTIN</h2> Canada Food Board License No. 8-8424 <b>AYLMER'S BEST STORES</b> "Honest Goods at Honest Prices" Highest Market Prices Paid for Produce. Good to Shop at Both Stores.	<b>The General Store</b> Dry Goods Groceries Boots and Shoes Hats and Caps Neckwear
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**SERGEANT ARTHUR YOUELL, M. M., IS THOUGHT TO BE IMPROVING**

Sends Cable Himself to His Parents Here.

The expression "The ruling passion strong in death" was well illustrated by a cable received from Eng. and on Tuesday. On the 23rd of August the hospital authorities at Leireport, France, cabled that Sgt. Youell was dangerously ill and then letters which followed said he was suffering greatly from his wounds and from pyaemia abscesses, or blood poisoning, and that he would be sent to England in a hospital ship when fit to travel.

On October 6th the hospital authorities at the University hospital, Southampton, cabled he was dangerously ill. Then on October 14th, Col. Murray McLaren, inspector of hospitals, who had interested himself in the case at the request of his Toronto sister, whose son was one of Sgt. Youell's signalers at Passchendaele, called "condition most serious," and on the 16th the hospital authorities cabled "condition critical." Then on Tuesday came the cable signed by Arthur Youell himself, "Am at University Hospital, Southampton. Had comfortable trip across," he of course being quite unaware of previous cables, or probably how long he had been in England. He has never complained since he enlisted, of any dangers or discomforts, and simply mentioned the pleasant features of the soldier's life, of which there are many, and of his wounds he only said it was a good "Blighty" and that his arm was sore so he would not write as he wished. It is felt now that he has taken a turn for the better and that his good constitution and cheery optimism will win out in his fight for life. Arthur was a school chum of the writer and his present bravery and cheerfulness is very characteristic.

An officer of his battery, writing in August, telling of his wounding in the early morning of the 8th, before Amiens, said that after he had received first aid he made light of his wounds, and wished to "carry on" but the Major who had assisted in the dressing ordered him back to the dressing station, where his wound received further attention and he was then hurried to the base hospital in a motor ambulance. The metal was not removed until the 28th, three operations previously having proved ineffective.

Had Sgt. Youell been less conspicuous Nettie and Alta Bates, and McCausland, of the teaching of the Toronto public schools, their homes here. The Toronto schools are closed on account of influenza epidemic.

and Mrs. Howard McLennan, onto, have both been seriously ill with influenza, but we understand Mr. McLennan is recovering. Mrs. McLennan's daughter of Mr. and Mrs. F. W. A. of this place.

and Mrs. R. Caughey have the apartment over Glover's are, and will move there this week. Mr. and Mrs. Marlatt will move into the home vacated by Mr. Caughey, which they recently vacated.

scientific or more ambitious military honors, he would have escaped this wound. Officers had repeatedly asked him to take out a commission, but he would not consider it for a moment until early in February, when the Major sent for him and convinced him he could be of greater service as a lieutenant than as a sergeant, asking him to think it over carefully. The result was that at an interview he consented to have his name forwarded to England, but stipulated that one of his men take a special course so that he might keep up the efficiency of his party. The man went out, but finding the class complete had to return and Sgt. Youell was asked to accept the promotion without further instruction, but as his total military experience before reaching France was less than four months, he felt the responsibility too great and declined. Later his candidature finished his course, and Sgt. Youell was ordered to be ready to go to England for his course, on the 15th of July, but the great allied offensive which began two days later, prevented.

He never hinted that he had won the Military Medal, nor for that matter, that he had ever taken part in a battle, but it has been learned since from his associates that he was the first member of his Battery to be recommended for a decoration, and that it was for valuable services at Passchendaele Ridge. Seven others were later mentioned, five of them being his own men. He was in this fight for twenty-three days and lost several men, four of them by one shell, which grieved him greatly. The total Canadian casualties numbered 24,500, or about every third man, as not all of the four Canadian divisions took part. Privates Scriver and Walker, who returned last week, were among the casualties. Lieut. L. Youell was acting-Captain of his battery in this action.

Prince Rupert of Bavaria, whose forces held the ridge, had ninety-one divisions, or over a million men, and was protected by cement pill boxes filled with machine gun batteries, while the British had to advance up the muddy hill practically without cover.

The glorious part the Canadians took in the final day, Nov. 6, 1917, was described by the leading English war correspondent, Philip Gibbs, in the following words:

"It is with thankfulness that one can record to-day the capture of Passchendaele, the crown and crest of the ridge which made a great barrier round the salient of Ypres and hemmed us in the flats and swamps. After an heroic attack by the Canadians this morning they fought their way over the ruins of Passchendaele and into ground beyond it. If their gains be held the seal is set upon the most terrific achievement of war ever attempted and carried through by British arms."

### MR. AND MRS. T. W. BENNER LEARN PARTICULARS OF SON'S DEATH

Letter from Major Cook Tells How Gunner Murray Benner fell in Action.

Mrs. T. W. Benner, Aylmer, Ont., Dear Mrs. Benner: May I send you my deep sympathy for the loss of your son, Murray, who was one of my best soldiers and one of the most likeable boys I have had in 4 years of war. I don't mind saying to his memory that I not any of my officers never saw anything about him that wasn't manly, honorable, and altogether fine. He would have had a fine future in my battery. He was killed instantly about 6 p.m. on the 4th of September, near a village called Villers-Le-Cagnicourt, which is about 12 miles east of Arras on the Arras-Cambrai road. A shell exploded at his feet. Owing to his ability I had made him one of my machine gunners who keep enemy airplanes off, and it was while serving his gun that he died. He was buried that night with military honors in a British cemetery by our Padre, on the famous battlefield of Telegraph Hill, 4 miles east of Arras. His personal trinkets have been sent and will reach you through the Canadian Militia Department.

With sincere sympathy of my officers and myself.

Yours faithfully,  
Geo. H. Cook, Major  
O. C. 9th Battery, C. F. A.

**J. M. FARTHINGS VICE-CHAIRMAN VICTORY LOAN CAMPAIGN**

Following are the officers for Elgin County for the Victory Loan organization:

R. M. Anderson, Chairman; Alex. McColl, Vice-Chairman; John M. Farthings, Vice-Chairman; H. M. Grills, Organizer; Rev. N. H. McGillivray, Secretary.

### CARD OF THANKS

To all those friends and neighbors who so kindly offered their services and sympathy in the hour of our bereavement, in the sickness and death of our wife and mother, we wish to extend our most sincere thanks with the assurance that the kindness bestowed will always be carried in our memories.

W. Fansher and Family

**Palace Livery**  
BUS MEETS ALL TRAINS  
Single and Double Turnouts  
on short notice

**Graves & Tomlin**  
Bell Phone 43 Rural Phone 70

**Printing**  
Leave your order in Springfield  
— FOR —  
Sale Bills  
Envelopes  
Bill Heads  
Letterheads  
Statements, Etc.

— WITH —  
**L. O. Purdy**  
Satisfaction Guaranteed

**WOOSTER'S Variety Shop**

A New Name and a New Proprietor. Our intentions are to keep a new and up-to-date stock of

**China, Crockery, Glassware of all kinds, Graniteware, Kitchen Utensils, Trays, etc.**

We will add new lines to the business. So as to make this Variety Shop one of the leaders in the town, watch our windows for the new things.

**T. WOOSTER, Prop.**

**TO GAS USERS**  
Kitchen Heater—Burns Coal or Wood  
Attach it to your gas range and you have a combination range. Shown in our East window.

**Dr. Hess Line**

<b>Pan - a - cea</b>	<b>Stock Tonic</b>
Feed it to your Moulting Hens	For Horses, Hogs, Cattle and sheep
35c, 85c, \$1.75 Package	10 lbs. .... \$1.25
	25 lbs. .... 2.50
	100 lbs. .... 8.50
Lanterns.....	\$1.25 to \$2.25
Gas Mantles and Globes	

**E. MILLER, The Hardware Man**  
Bell Phone 23 Rural Phone 53

Thursday, October 24th, 1918

**J. & B. BELL**

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Star Grocery has purchased  
cel delivery business in Ayl-  
Mr. John Taylor, and took  
on last Monday.

nd Mrs. J. Hanson have been  
that their son, Pte. John  
is in the general hospital at  
s, suffering from gunshot  
in the left thigh.

E. A. Caughell was in London  
nday and brought home his  
er Irene, who was recently  
ed on for appendicitis. She is  
ing nicely.

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A. of this place.

and Mrs. R. Caughey have  
the apartment over Glover's  
are, and will move there this  
week. Mr. and Mrs. Marlatt will  
move into the home vacated by  
Mr. Caughey, which they recent-  
ly vacated.

**Big Feet**

here support  
dainty dress-  
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footwear.

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ire that their

Exclusive  
be Store, Talbot St.