

? 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
will save you money in all kinds of China and Silverware, Glassware and all kinds of novelties. It is our aim to sell you at prices that will merit a big share of your patronage. Try us out. **T. Wooster.**

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 & Wrong.**

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 mellow 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 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 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 productions 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. Cartor.**

WHAT THOSE THREE 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 measures 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.**

much to say; I will not be tragic or high-flown if I can help it. Hear me, and hear me on this matter for the last time: Neither from you or from any other human being will I tolerate a word on this subject of my marriage more. I will never apply for a divorce—I will never marry again. If Sir Beltran Talbot were one of his majesties sons, and I were free by law to-morrow, I would not marry him. Colonel Firench may free himself or not, as he pleases, and as he can—for me there shall be no divorce, no lovers, no marrying! As I am to-night I will go to my grave. And if you ever, Dot, see him again and discuss me with him as you did last night, as surely as we both sit here, I will leave you! I will leave you, and will never return!"

Dora sat mute, shrinking, startled, confounded.

"Let us not quarrel," Vera said, after a moment, in an unsteady voice, "let us finish with this now and forever. It is a miserable affair from first to last. Oh, a miserable affair! I am tired, my head aches, I think, and—and—goodnight Dot!"

Dora rose dignified but disgusted, and without deigning to notice the hand her sister held out, sailed in silence from the room. The door banged behind her and Vera was alone.

GALLEY 5, Story

But not the same Vera. She sat where Dora had left her, and she knew her fate. She believed what she had heard. She sat quiet, motionless for a long time—her hand over her eyes. A long time—so long that the rain was pattering against the glass, and the raw London fog floating dankly through the open windows before she stirred. But she rose at last, and as she turned to the light, both hand and face were wet with tears.

CHAPTER VII

When Love Grows Cold

"There! Look to the left, Colonel Firench, it is the Countess of Davenant—she is bowing. Do you remember meeting her? Ah! yonder is Mrs. Fanshawe; how pretty—and—yes youthful she is—at this distance. Those petites blondes make up so admirably. That is Miss Martinez beside her, of course, and also, of course, that is Sir Beltran Talbot with them. Do you know Miss Martinez? She was at Lady Hammett's garden party last week. She is but a compatriot of yours, mon colonel, and one of the most charming debutantes of the season. They tell me all of your American women, of the best type are like that, pale, spirituelle, haughty. She makes one of our party to-day at Richmond with the Dane Fanshawe. She is quite the fashion and asked everywhere. They leave almost immediately, to-morrow or the next day for New York. No doubt Sir Beltran will get leave of absence and follow. They say she is an heiress, but even for one of your rich countrywomen it will be a brilliant match. He is the parti of the season, and—ah!"

Mrs. DeVigne paused—she looked first at the Fanshawe party, then at the Mexican colonel who sat beside her. The scene was the park—the hour five in the afternoon. The chush of carriage had come to a deadlock. Directly opposite her pretty victoria was a barouche; seated therein Mrs. Dane Fanshawe, Miss Martinez and beside them curbing with some difficulty his impatient horse, Sir Beltran Talbot. Colonel Firench's quick eyes saw them even before those of his fair companion, and his dark brows lowered, and his resolute lips compressed as his gaze rested on Vera and her attendant knight. What all the world says must surely be true, and seeing, the universe over, is believing. Sir Beltran's story was written in his frank English face, for all the Ladies Mile to read, if it listeth.

For Vera, she lay back listlessly enough, a trifle bored, but very handsome—so handsome that a thrill of wonder, of recognition, of pleasure of pain, went through the heart of the man that watched her. His wife! He was amazed at himself that, in spite of all the changes, he had not recognized her from the first; for despite all its beauty, he saw now it was the very face of a little Vera, and the deep, large, lustrous eyes—they were unchanged. Sir Beltran was talking—she was listening—answering—smiling too, but in an absent and preoccupied way, and with a proud indifference that she took no pains to hide. A sharp pang of angry jealousy knitted Richard Firench's brows. She was his wife—what had this man, any man on earth to do with her but himself? His resolution was taken on the instant—there should be no divorce—his wife she was, his wife she should remain—no man should win or wear what belonged to him. She might have forgotten, but she loved him once, child or woman, it mattered not, she loved him. She should love him again. She might be ambitious, she might be worldly—she might be like her sis-

ter, and yet he could not believe it. That was a noble, a true a pure, a womanly face, if he was any judge of faces. And little Vera could not have changed her whole nature. How beautiful she was—not one of these fair, delicate patricians he saw about her were half or quarter so lovely. And she was his wife—

Sir Beltran Talbot glanced at him, and saluted Mrs. de Vigne. Then he stooped with a smile and spoke to Vera. She looked up, her eyes and the eyes of Richard Firench met. He knew her now—at last! and there flashed from hers one passionate gleam of anger and scorn and contempt, that even Mrs. de Vigne could not fail to see. She turned to him in wonder.

(to be continued)

The years of a dwarf may be many, yet he never lives long.

Some women dress to please men, and some to worry other women.

A girl's mission in life is to change her dresses, her mind and her name.

A woman always loves those who admire her, but she doesn't always love those she admires.

GRAND TRUNK RAILWAY SYSTEM

THE DOUBLE TRACK ROUTE

Between
MONTREAL
TORONTO
DETROIT
&
CHICAGO

Unexcelled Dining Car service
Sleeping cars on night trains and Parlor cars on principal day trains.
Full information from any Grand Trunk Ticket Agent, or C. E. Hornung, District Passenger Agent, Toronto.

S. F. BALL, Agent, Aylmer
Both Phones.

Palace Livery

BUS MEETS ALL TRAINS
Single and Double Turnouts on short notice

Graves & Tomlin
Bell Phone 43 Rural Phone 71

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

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.

WON BY DEVOTION

(continued from page 7)
Colonel Firench's forcible remarks." "We discussed the matter fully continued Mrs. Fanshawe, "in all its bearings. You cannot blame him, Vera, that he is most anxious to regain his freedom. Any man would in his place. And—he did not say so in express words, remember—but I infer that in Mexico there is some one—a lady—" "Yes, go on."

"Well—perhaps I had better not, and he really did not say so directly. But one can always tell—men are so transparent in these things. He has heard of Sir Beltran's attentions, and he spoke very handsomely—said he need never know of the divorce, I mean." "Yes." "He leaves England shortly, and will soon after return to Mexico. There is every possibility, he thinks, of his remaining there." "Yes."

"And he said he thought it best under the circumstances not to seek an interview with you. It could only be painful and embarrassing to you both. That is why to-day—I am almost sure—he feigned not to know you when you met. For, of course, he knows you—you have changed, but not so utterly as that." "Yes." Mrs. Fanshawe smiled. "How long do you intend to go on saying 'yes,' like an automaton? Turn round, Vera, and let me see you. Tell me you agree with what I said about the divorce. Believe me, child, it is the only thing to be done, for you and for him. And then you can become Lady—"

Vera turned around, turned so quickly, so imperiously, that Dora recoiled.

"That will do, Dot. I have not

Children Cry FOR FLETCHER'S CASTORIA

Thursday, March 20,

MOTHER GA THIS DELIC CHILD

And He Got Well at That's True

Monaca, Pa.—"My little is the youngest of three, nervous and tired all the time. He was most unfit at school and seemed to help him. I restored his health and he has gained in weight. Frederick Sommers, Monaca, Pa. is a constitution and iron remedy for delinquent children. Formula bottle, so you know what. Children love it."

J. E. Richards &

HOW CONCRETE IS BUILT AT MOBIL

Levi Young describes his S. Shipyards and also (nery at Biloxi, on the Mexico.

Another of Mr. Young's letters—

New Orleans, Mar I left Pensacola by steamer and arrived there at trip was without anything and the Gulf was on havior so I had a good n

Mobile is Alabama's c and is situated on Mobil 40 miles from the gul trades are: cotton, lumber merchandise. It has a ton of 75,000 and has a sive shipbuilding plant, wooden, steel and reinfo ships.

I have been through where woden and steel ing made, but never been my privilege to one where ocean going cement ships were built. By some manoeuvring to secure a pass to go cement ship yard at M a Government shipyard quite hard for a strange mission to go through. succeeded and will bring this plant and how the made.

Let me say that they construction two ships long, 60 ft. beam with a

BE

Good bl steady eyes ar full of healthy using Beecha from the sy food, and the famous reme

Mak

Prepared only Sold everyw



Wa

Go Your W-

SOLD W