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 neighboors and will treat you right.

The Money Spent With Them Stays in Circulation in Aylmer

A LARGE STOCK of the latest designs in mountings, etc., just arrived for Xmas work at The Clarke Studios, Aylmer.

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 Homemade, 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 FUR-NITURE. 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 home. John Palmer & Son.

WE HAVE A NICE ASSORTMENT of Christmas goods, prices right at Mills. Home-made candy and baking. E. 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 under-Make us prove it. Stratton

WHEN YOU BUY DRUGS AT THE Rexall Store you are getting the benefit of an international service in Pure Drugs and Medicines. line of Druggist Sundries. Agents for Ansco Cameras, Speedex Films. Bring your films to us. Buy at Home, it pays us all. J. E. Richards

A WORD TO HOUSEWIVES WHEN you order bread just insist it comes Aulmer bakers Every outof 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 DIFF. ERENCE 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.

Mail Order Houses Find it Easy to Make Substitutions

Because of the Cost of Making Exchanges

It was a famous American showman who declared that the American people love to be humbugged. That saying is many years old now but sometimes it seems that there is about as much truth in it now as there was when it was first uttered. People as a rule do not like the idea of having something "put over" on them, but from the way in which the great mail order houses in the big cities flourish it seems that a great many people do not mind it a bit.

The business man who, when he gets a call for an article which he has not in stock, attempts to substitute some other article of a similiar nature without telling the buyer of the substitution, is "putting something over" on his customer. Few retail merchants nowadays attempt to do a thing of that kind. The great majority of merchants do not do this for two reasons. One reason is, that they wouldn't do it if they could, and the other is that they couldn't do it if they would. The man who buys an article over the counter and sees what he is buying before he pays for it, is pretty sure to get what he wants.

Ordered Shirt, Got Pajamas

But there is another class of merchants, of which the same thing cannot be said. A man who has been closely connected with some of the big mail order houses is authority for the statemet that the heads of the various merchandise departenments of many mail order houses have standing orders to substitute with the nearest thing they have if the articles ordered are not in stock and available for delivery. It is related that in one instance as a result of these istructions, a man who ordered a dress shirt from a mail order house received a pair of pink pajamas instead.

It is easy for the mail order house to get away with this substitution of another article for the one that is ordered for the reason that to exchange an article received frm a catalogue house is a costly undertaking.

Exchanges Are Costly.

If a mail order buyer is disappointed in his purchase, as he is very apt to be when he compares the article upon its arrival with the picture and flowery description which appeared in the catalogue, the wisest plan is to take what he gets and make the best of it for every time he sends an article back to be exchanged, he is piling up the express or freight charges and even if the article is exchanged as requested, the buyer is not apt to fare much better on the second attempt.

apt to fare much better on the second attempt.

The mail order houses are well aware of the fact that the majority of their customers will not go to the trouble and expense of returning an article if it does not come up to their expectations and as a result they can work the substitution game to their heart's content.

The home merchant, however, cannot do business in this The home merchant, however, cannot do business in this way and, as has been said, the majority of them would not do it if they could. The home merrhant, if he has not the artirle called for, may offer another with the explanation that it is of the same quality as the one for which the customer asked. Good merchants nowadays even hesitate to offer something "just as good" to the customer especially when the article called for is one that has become well-known and popular through the advertising done by the manufacturer, but to attempt to make a substitution without his knowledge and consent of the customer! Well, it isn't being done by the local merchants of customer! Well, it isn't being done by the local merchants of

Substitution Made Easy

Substitution is made easy for the mail order houses, also, by the fact that they do not sell much of what is known as "ad-vertised" goods—that is, goods that have been thoroughly ad-vertised by the manufacturers and have become nationally known through such advertising. A large part of the mer chandise which the mail order houses sell purports to be man-ufactured by them—although in most cases little of it is made in their own plants. Much of this merchandise bears only the and the main state of the mail order house and it is easy to substitute one article for another wthout the customer being any the wiser. The methods of the home merchant naturally are different. With the great development of advertising in recent years much of the merchandise carried by the retail merchant is much of the merchandise carried by the refail merchant is "advertised" goods. These goods are of familiar brands, the names of which have been made famous by the natonal advertising of the makers. This advertising is a protection to the buyer for the latter knows when it goes into his local store and asks for an article of this kind that he will get just what he asks for if the merchant has it in stock and that he will be told if the article is not in stock. There is absolutely no opportunity for the merchant to "put one over" on him, even if the merchant had the inclination to do so.

DON'T BE MISLED by pretty pictures in mail order house catalogues of Jewelery and Cut Glass. Come in and see the real goods. We can meet all catalogue prices. Wegenast,

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 Feathers, Clean and Press your Clothes and do it right. .. The Avlmer Steam Laundry.

wife.

FOR A HANDSOME CHRISTMAS Present buy a RO-TONE-OLA, the phonograph with a full round and

WHEN YOU BUY FURNITURE from us you see what you art 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.**

mellow tone. Plays all make of records. Come in and hear, them.

Open evenings. J. T. Rowe, John

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. Bowlby & McConnel, 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 BUY-ING 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. 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. 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. our prices and terms and 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. Carter.

WHAT THOSE THREE C. C .C.'S stand for is Charlton's Cash and Carry System where you can save Provisions. It will pay to make this saving. Try us and be convin-

OUR FULL LINE OF SUITS AND Overcoats is here. We can show you all the latest styles and up-todate Clothing at prices that will prove you can do better at home. 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 ouses in Men's Furnishings and Shoes. It is our policy to live and let live. Buy at Home. The G. R.

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 meas-ure now. Buy at Home. Wm. Stevenson, Tailor.

POOR PLUMBING IS DEAR AT at any price. All our help are ex-pert mechanics. Get our estimates first If we do it you can rest as-sured it will be done right. Big stock of Fixtures on hand. Frank

CANNING CENTRE HAS ANOTHER BUSY WEEK

Lyons and Harrietsville Women's Institute Send Donations; Next week to be last.

The week has been a very busy one at the Centre. Representatives from the Lyons Women's Institute visited the Centre on Tuesday bringng with them 25 chickens, 7 bags apples, 1 bag pears and \$1 in cash They put up 36 tins of canned chick-en and 17 tins chicken jell, 44 tins apple conserve and prepared apples for 33 tins apple jelly making a total of 130 tins or 390 lbs. The ladies were accompanied by Mrs. Winder, the district president who expressed erself as much pleased at the work being done. The Lyons Ladies come Putman, superintendent of en's Institutes, in whose fertile orain the idea of the Comunity Can ning originated. Rodney Institute being unable to come sent chickens out of which were canned 14 tins canned chicken and 7 tins chicken jell. The chickens from were looked after by two ladies from New Sarum Institute, who also con tributed 10 tins chicken, and 5 tins chicken jell. They prepared apples for 26 tins apple conserve and 24 tins apple jelly.

Again those in charge gratefully acknowledge contributions from the county of Middlesex. The ladies Harrietsville are responsible for 22 tins canned chicken jell and \$1.25 in cash. To Mapleton & Kingsmill Women's Institute belongs the banner this week. Assisted by riends they contributed 72 chickens and Herald and Weekly Star. The lathave 78 tins canned chicken and 53 tins chicken jell. At a meeting of the Institute on Thursday \$50 was voted o purchase chickens, more to be orthcoming if required. The Maple-on ladies have worked faithfully since the Centre was opened and have over 5,000 tins representing 15, 000 lbs. to their credit. The output for the week was: Chicken, tins 174 lbs. 522; chicken jell, tins 95, lbs. 285 apple jelly, tins 57, lbs. 171; apple conserve, tins 70, lbs. 210. Total 390 ins, 1,118 lbs.

Next week will be the end of the Persons wishing to donate chicken must seng in before the

LANTERN SLIDES FREE

Sets of Lantern Slides, illustrating the various steps in the invalided soldier's climb back from "down and out" to "up and in again," proved very popular last winter all over Canada, as well as on ship-board among the returning soldiers themselves

We are informed by the Editorial Branch of the Department of Sol-diers' Civil Re-Establishment that the slides have been thoroughly overhauled and many new pictures have

The new sets are now being sent out, free of charge, on loan to min isters and other responsible speaking in a dry place with a temperature in a dry place with a temperature just before the freezing point. Do ers who realize the vital need of not store them before cold weather national enterprise among all classes sets in. Potatoes are best stored in national enterprise among all classes sets in. Potator shallow bins.

of the people

ment of Soldiers' Civil Re-Establish ment, 185 Spadina Ave., Toronto. Every applicant should state (1) his own position, (2) the nature of the occasion on which slides are to shown, (3) the date, or better still alternative dates, and (4) the

LITTLE RYHMES FOR PLACE-CARDS

May Christmas day bring to you Exactly what you're wishing for.

I'll sing a little song for you, Of Christmas wishes fond and true.

May Christmas bring you peace and plenty, With gifts and joy enough for

May happiness mount for you high as the moon,
Is the wish that I send with this Christmas balloon.

twenty.

Beneath the mistletoe-what bliss!-May your day be as glad as this. This turkey's stuffed with Christmas

May you find it the best of dishes May your heart be full of joys,

A Christmas pudding, full of cheer, And joy fo rall the coming year.

As this sock is full of toys.

Jolly Christmas here again. Here is a little Christmas tree

Aglow with hapy thoughts for thee. I hope that Christmas day may see To you just like a happy dream

See my merry candle's light, May your Christmas be as bright.

COULD NOT STOP THE HEADACHES

Until She Tried "Fruit-a-tives" --- Made From Fruit Juices

112 Coburg Sr., Sr. John, N.B.
"I feel I must tell you of the great benefit I have received from your wonderful medicibe, 'Fruit a wee'.

I have been a sufferer for many years from Violent Hand could get no permanent relief.

A friend advised me to take "Pout-

a-tives' and I did so with prest success; and now I am entirely free of Headaches, thanks to your

MRS. ALEXANDER SHAW, 50c. a box, 6 for \$2000, trial size 20c. At all dealers or sent on receipt of price, postpaid, by Pruita-tives Limited. Ottawa.

NOT THE SAME

Through a similarity of names a rong impression has been created hich may cause a great deal of harm. A few days ago it was re ported in many papers that the Montreal Herald had gone into liqui-dation. The news was true but the public should know that the paper in financial difficulties had no connection whatever with the great ter paper is published by the Mon-adatreal Star Publishing Co., and is known in almost every home in Canada. In justice to our confrere we make this announcement. The Family Herald and Weekly Star is one of the strongest papers on the Continent. The word should not be omitted when addressing that paper.

YOUR STOREROOM

Have your storeroom as far from the furnace as possible, and see that it has at least one window. The window should be easy to open and shut, and for proper ventilation it should be closed during the day in warm weather and opened at night. In cold weather it should be opened luring the day and closed at night. Collect your boxes, barrels, crates, and baskets and clean them well. They should not be put on the floor but raised on slats so that air can circulate freely on all sides then beets, parsnips, turnips, salsify, cel ery, celeriac, cabbages, onions and apples may safely be stored in them. The common vegetables with few exceptions are best stored in a ten perature ranging from 35 to 45 degrees Fahrenheit but the roots will be safe between 32 and 50 degrees. cold snap. Onions should be stored Before being put Posters to anounce the lecture are away they should be well dried by supplied in advance.

Application should be made as early as possible to the following address: Assistant Director, Department of Soldiars' Civil D. aside for immediate use all those that have been cut or bruised or show signs of decay. Do not wash them During the winter go over them oc casionally, pinching off the sprouts

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

Bell Phone 67 or RuralPhone 78

Highest cash prices paid for

H. Corbin & Son

WARNOCK

Notary Public and General Agen

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 mortingages or Dominion War Load bonds; secure you a loan on real estate: issue your marriage ficense; collect your accounts of notes; and do writing of all kinds at the lowest charges consistent with good business. No I will insure your buildings, your

Warnock, Notary Public

Thursday, December 19. WILLIAM BRIGGS DI

On Monday morning at fix On Monday morning at hy an aged and respected resid ed away in the person of Briggs. Deceased was a Yorkshire, England, and car country shortly after his He had lived in this vici many years, being caretak Luton church and cemetery aged, eighty-nine years at months, and leaves to mour one son, James, of the se-cession of Malahide; and o ter, Louisa, at home. H greatly missed by the Lui as he had the respect and

cadet Allan Harvey, of having received his temp charge from the R. A. I camp at Beamsville, spent last week with his cousi Westover, and left for his

Friday.
Miss Hattie McLennan i of Mrs. A. E. Richardson

Palace Liv BUS MEETS ALL T

Single and Double on short notice

Graves & T Bell Phone 43 Rural

NOTICE TO CRE

In the Matter of the Es BERT TRIM. late of t Aylmer, in the County Yeoman, deceased.

Notice is hereby give to Section 56 of the Trus ing Chapter 121, Revised Ontario, 1914, atht all c other persons having whatsoever upon or age tate or property of Albe of the Town of Aylmer, ty of Elgin, Yeoman, wh about the Seventeenth tember, in the year of c thousand nine hundred: are on or before the day of December, A.D., by post prepaid or del undersigned Solicitor fo trix of the last Will ar of the said Albert Trim his office, Brown House the control of the sa mer. Ontario, a stateme of their names and a full particulars of claim ers, and the nature and securities if any, held And notice is herby that after the said la date, the said Executris to distribute the asset deceased amongst the titled thereto, having r the claims of which not been received as above the said Executrix will or responsible to any whose claim ose claim notice s been received as afor time of such distributives of the Estate or a of so distributed.

Dated at Aylmer the of November, A.D.

Solicitor for Nov. 21-28. Dec. 5-1 NOTICE TO CR

A. E.

In the matter of W White, an Insolvent

Notice is hereby a liam George White, of Aylmer in the County erly carrying on milk vendor at the mer has made an as the Assignment ar Act and the amendm any) of all his est effects to Edward the Town of Aylmer of Elgin for the ge his creditors his creditors.

A meeting of his held at the law cha & Backus, No. 14 Ta the town of Aylmer, Elgin, on Tuesday, November, 1918 at o'clock in the aftern statement of affairs spectors and fix the giving of direcence to the disposal for the ordering of estate generally. (for the ordering of estate generally. (quested to file their assignee, with the ticulars thereof req Act on or before meeting.

And notice is fu after the 2nd day of assignee will proc the assets of the departies entitled the gard only to the notice shall then and that he shall the assets or any distributed, to any sons or corporatio of whose claims have had notice.

Dated the 18th 1918. MILLER & ! Aylmer, O E. A. Miller, Assi

WON BY DEVOTION

(continued from page 7)

"A fair good morn to thee, love A fair good morn to thee,

And pleasant be thy path, love,

Her high, sweet singing came back on the morning wind to Richard Ffrench where he stood, and a smile broke up the dark gravity of his

thoughtful face: "No vows were ever plightedWe'd no farewell to say:

Gay were we when we first met, We parted just as gay.

"A fair good morn to thee, love, A fair good morn awhile; I have no parting signs to give, So take my parting smile!"

At all times it came as naturally, it. last words floated back to him, as the asleep. For Daddy to fall asleep was Nixie turned into her little cove and a much easier thing than to awake; the gray dawn was breaking when he

disappeared. "A grown-up baby!" he repeated. opened his eyes again on this mortal

'Yes, Mrs. Carlton, you are right, but baby or no baby, my poor little Vera it seems I am to ask you to be my

CHAPTER XV. Captain Dick's Wooing. Fifteen minutes later Daddy appeared in a hangdog and apologetic fashion, looking sober and sorry He had been overtaken by the as unconsciously, almost as frequent-ly to Vera to carol as to breathe. The a back kitchen he knew of, had fallen

Captain Ffrench waved him away. He might have apostrophized him as erstwhile Sir Isaac Newton did his immortal dog. Diamond: "Oh. Daddy. chief thou hast done!" but the case was beyond all apostrophizing.

"Go in and get your breakfast," he said resignedly; "don't trouble your self with excuses. You have made the most distinguished blunder of your life, if the knowledge will give

edge to your appetite." (to be continued)