

BRITISH RED CROSS FUND

To the Citizens of the Town of Aylmer: His Honor, Sir John Hendrie, Lieutenant Governor of the Province of Ontario, has forwarded a copy of a cablegram from Lord Lansdowne requesting contributions towards the funds of the British Red Cross Society.

As head of the Municipality, therefore, I desire to make an especial appeal to you at this time.

The British Empire and her allies are engaged in the greatest struggle for freedom and civilization in all history. Every citizen of the Empire has a bounden duty to perform at the present time. We should each make some special sacrifice.

This is the first appeal from the Mother Country for direct aid, and this is the first chance you have to contribute through your own Municipality.

I make this appeal to the 2500 loyal citizens of our Town with every confidence that you will do something worthy of yourselves and the Municipality.

The collection is to be made through canvassers on Trafalgar Day, Thursday, Oct. 21st, 1915.

Yours sincerely, F. L. WAGNER, Mayor.

30th BATTERY WIN FROM 34th BATTALION, LONDON, IN FAST GAME OF FOOTBALL

Another splendid game of football was played last Saturday between the 34th Battalion, of London, and the 30th Battery, Aylmer, which resulted in another win for the Aylmer boys, by a score of 4-2. It was an exciting and hard-fought battle from start to finish and kept the thousands who witnessed it, at fever heat every minute. Right at the start Aylmer rushed and all but scored within two minutes, but the 34th goal keeper managed to clear. This close call put vim into the visitors and they carried the ball down the field and took a shot which Big Jim stopped, but in clearing he dropped the ball and the 34th forwards were on it like sharks, and put it through the goal—1-0 for the 34th. After the kick-off in centre the ball was carried up and down in ding-dong fashion first by one team and then the other, with Aylmer having somewhat the better of the argument and the 34th were forced to give a corner to same. Houston made a splendid drop in front of the goal which should have resulted in a score, but it was again cleared. The 34th got the ball down the field and by a splendid bit of play worked the ball in front of the Aylmer goal, and shot another—Score 2-0 for the 34th. Things looked a little blue for Aylmer and the supporters were somewhat disheartened, all except the players. The Aylmer boys are great at the stern chase and never give up. They went right at it again and it was not long before Fricker got an opportunity and scored by a beautiful side shot. Score 2-1 for the 34th. The first half ended with this score. During the rest period everyone was asking "Can the home boys win out?" The players were confident, but not so much so the fans. The boys were given plenty of advice and no doubt profited by it. When the game started again both sides were at it hammer and tongs to increase their score, but for some time neither forwards could penetrate the opposing defence. For Aylmer Big Jim Pickard and the Pridaux Brothers are as good defence men as there are in Ontario, and on Saturday Howse and Scotty did their share just as well. The game was getting more strenuous every minute and the 34th boys were using their weight and condition to advantage, but the Aylmer boys were not to be denied. Johnson dropped a nice shot which hit the cross-bar and dropped behind, but Bottrell followed up splendidly and made the score doubly sure by heading the ball well through. From this on the result was never in doubt. Aylmer again pressed hard, the 34th left full back fouled within the penalty area and Aylmer was given a penalty kick. Captain Pridaux gave Johnson the honor and he scored by a well-directed shot. Score 2-2 for Aylmer. Aylmer led for the first time and everything was rosy. The 34th now worked over-time and Basil Pridaux was forced to give a corner to save. Aylmer cleared and the ball again went down the field, and after some fine work in mid-field the ball was worked in towards the 34th goal when Bottrell took a beautiful shot and scored—Score 4-2 for Aylmer. This ended the scoring but the contest was fast and strenuous right to the finish. The game throughout was clean and fast, and Rogers, who forced to the satisfaction of all, had no difficulties with which to contend.

N. W. ROWELL AT AYLMER

Leader of the Opposition Gives A Stirring Patriotic Address

The Town Hall was crowded to the doors last Thursday night by patriotic citizens to hear N. W. Rowell, K. C. M.L.A., Leader of the Opposition in the Provincial House, give a Patriotic address under the auspices of the Aylmer Liberal Club. A collection was taken in aid of the Red Cross, which amounted to some \$82.00.

W. J. Mann, President of the Aylmer Liberal Club, was chairman, and performed his duties in a very able manner. The speakers of the evening were the chairman, W. Harold Barnum, Private Ronald Grey, of the 70th Battalion, London, and N. W. Rowell, K. C.

The addresses were interspersed with a splendid patriotic musical program, as follows: Scotch song, Rev. W. A. Beecroft; Patriotic song, A. Ray Lemon; violin solo, Mr. R. Seed; patriotic number by the Symphony quartette, Messrs. Millard, Lemon, Smith and Beebe. All the numbers were well rendered and demanded encores.

The hall was tastefully decorated with flags, bunting and Red Crosses, showing that the committee in charge spared no pains to make the hall attractive. The 30th Battery, who have but recently been issued new uniforms, attended the meeting in a body and judging by the reception they received as they marched into the building, were the pride of every citizen. They also received some very complimentary remarks from the speaker of the evening, Mr. Rowell. This meeting was one of the first of a series of Patriotic gatherings to be held by Liberal Clubs throughout Ontario for Patriotic purposes. The first speaker was W. Harold Barnum, who gave a splendid address on "The Origin and Aim of the Red Cross," explaining the wonderful work undertaken and accomplished by the Red Cross Society, and the assistance required from all to keep up the good work.

Pte. Ronald Grey of the 70th Batt., London, Secretary Treasurer of the London Liberal Club gave a short address. Among other things he pointed out that since the modern war was declared the Liberal Clubs of Ontario ceased to be political and at once became patriotic, doing all they can to assist in this great war. He extended an invitation to all men to join the colors, for said he, "You are badly needed."

Mr. Rowell's Address

Mr. Rowell, who is a very fluent, pleasant, and forceful speaker, said in opening his address that it gave him much pleasure to meet so many fellow citizens in this part of the province. "One thing this war has done for Canada," said Mr. Rowell, "is to make the men of the two political parties meet on a common platform, and forget their political differences." In referring to the Red Cross, the speaker said, "There is no more Christ like ministry than helping to make a little easier the suffering of those wounded and dying soldiers, who give up their lives to save us from the horrors of war. This is a struggle between Democracy and Autocratic Militarism," continued the speaker, "being fought on the plains of Europe at this hour. Great Britain had to fight against the power of Kings to rule by Divine Right, along with many other powers ages ago. Even our own Canada was divided into two parties, one clamoring for the rights of the people to Govern and the other for the Government to be in the hands of a few. But since 1840, we have had Government by the people, and it is for that principle our sons are fighting to-day. Great Britain was among the first to demand self government when the great wave swept over Europe, and the people clamored for self government. France won out for Democracy, but Germany was at that time divided into many provinces each with its own ruler. The demands of the people of these provinces were so pressing that the Kings, to save their own lives and positions, granted the people self government in a measure. Then when the Kaiser came into power, and under the advice of Bismark, who insisted that as William was a Hohenzollern, and the Hohenzollerns had always ruled the people and not the people the Hohenzollerns, that he should rule. The people gradually lost their self government and Democracy was defeated. Great Britain believes that peace is the normal occupation for men, rather than war—and this war found us unprepared. Since then she has been trying to put herself on a war footing, both as to numbers of armed men, munitions and food supply, and the task is larger than the Allies anticipated. Germany was prepared,"

The Big Store

Aylmer's General Store

Our Windows are Supplied with timely attractions. While our spacious windows are at all times interesting, we specially invite your attention to them this week. You will be well repaid for any little trouble it may cause you to come out and see them.

Seasonable Merchandise at Close Prices

Blankets, Comforters, Eiderdown, White Flannelettes and Flannelette Blankets

PREPARE FOR THE COLD WEATHER

Schotch Wool Blankets

Lamimour Blankets, best maker in Scotland, pink and blue borders, finished singly to make working easy. Beautiful blankets at \$4.50, \$5.00 and \$6.00

Canadian Wool Blankets

Made-in-Canada of pure wool, and wool and cotton mixed, in white and grey, pink and blue borders at \$3.00, \$3.50, \$4.00 and \$5.00

Flannelette Blankets

Made in England. All white, all grey, plain and with pink and blue borders. Some are cut and finished separately. Full double bed size at \$1.50 and \$1.75

Silence Cloths and Mattress Covering

Quilted silence cloths, 48 to 54 inches wide. Special at per yard \$1.00

Men's Fur Overcoats with Fur Collar at Special Low Prices

A black Beaver coat with Astrachan collar at \$13.90 Also a better line at \$15.00 These are both good value.

Canadian Flannelettes

Made in Canada. Light, medium and dark shades. About a yard wide at per yard 10c.

English Flannelettes

Manchester made goods 32 to 34 inches wide, Excellent patterns and fast colors. All our standard makes at old prices while they last, at per yard 12c. and 15c

Saxony Flannelettes

English Saxony Flannelette, 32 to 36 inches wide. Nice soft cloth, and extra value at 10c, 12c, 15c. and 20c

Comforters

Cotton filled comforters in a good variety of cotton. Full bed size, well made of chintz and silkolines. Special at \$1.75, \$2.00, \$2.50 and \$3.00

Eiderdown Comforters

We have an excellent range to choose from full size, sateen and satin covered. Special \$5.00, \$7.50, \$10, \$15.

The General Store is well stocked with good Shoes and Rubbers. Shoes that wear. Our Shoe trade keeps ever increasing. "There's a reason." We are sole agents for the Williams Shoe in Aylmer and we have many lines at the old prices. Other lines are slightly advanced but all within keeping with good goods. If you cut a Williams' Shoe, you'll find it solid all through.

The Big Store

Dry Goods, Millinery, Ladies' Ready to Wear, Gen's Furnishings, Clothing, House Furnishings, Hats and Caps

STRATTON & MARTIN

AYLMER'S BEST STORES

"Honest Goods at Honest Prices"

Highest market prices paid for produce, good to shop at both stores.

The General Store

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

READY FOR ACTION

At the Red Chopping Mill AYLMER, ONTARIO

We are prepared to either Chop or Roll, and plan to give perfect satisfaction.

Try us with your Next Grist

JOHN OKE & SON

John Street, North, Aylmer.

said Mr. Rowell, "and has proven herself a stronger opponent than expected."

Canada Sends but 2 per cent.

"It has been estimated," said Mr. Rowell, "that but 10 per cent. of the total population of any country can be put into the firing line, in order to obtain the best efficiency. The other 90 per cent. are required for reinforcements, to manufacture munitions, and feed and clothe the men under arms. Here Mr. Rowell gave some interesting statistics which were surprising to us, as Canadians, who thought we had done so much. "England, Ireland and Scotland, up to Sept. 30th, have enlisted 84 per cent. of their total population. In a few months they will have over the 10 per cent. in the field. France has more than 30 per cent. in the fighting line and Belgium—we all know that Belgium has been crucified on the altar for human liberty and freedom. Canada has enlisted but 2 per cent. of the entire population, up to Sept. 30th last. She has 100,000 men on service overseas, in training here and including those doing guard duty at our public buildings, canals and railways. Therefore, the motherland has put into

the field more than four times our numbers, in proportion to our populations. The daily expenditure of Great Britain on the war, is estimated at \$25,000,000 per day. Up to September, Canada's highest expenditure reached \$160,000 per day. If Canada spent in the same proportion according to population, as the Motherland, it would cost her \$400,000 per day. The time has come," said the speaker, when this young nation of ours must put its shoulder to the wheel and lift, or stop talking about patriotism. Of course the majority must needs stay at home, but there is no reason why the majority should not try and lift the burden."

30th Battery Complimented

"I am glad to see the men here tonight in the King's Uniform," said Mr. Rowell, "All honor to the men who go to the front and to those who fill up the local battalions and batteries. There are no more loyal our courageous men anywhere than our own Canadian sons. I believe the patriotism of the people of Canada is equal to any demand that may be made upon them."

Here the speaker took occasion to mention Trafalgar Day, October 21st. (Continued on page 12)

Children Cry FOR FLETCHER'S CASTORIA