## 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 first and your money will stay at home. John Palmer & Son.

WE HAVE A NICE ASSORTMENT Christmas goods, prices right, 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. Big 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 from Aylmer 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 melthat 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 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 doing business to your liking. at Home, I do. W. M. Davis.

THE DOLLAR YOU SPEND AT home is here to stay, if you send i out of town it is gone forever. Think do your trading at this over and Aylmer, It will help our town. See us for Hardware. Wright & Allen.

As winter apples are expensive it

## Golden Rule has Place in Trade

Has Been Found to be Good Business Policy Both for Buyer and Seiler—Obligation Not One-sided—The Consumer Gains as Much by Being Fair With the Merchant as the Merchant Does by Being Square and Honest.

Some cynical persons have remarked that the Golden Rule has no place in business. They have taken the position that instead of doing unto others as you would have them do unto you, the only sane plan is to do others before they have a

Fortunately for business and for the world at large, however, these persons are few and far between. The great

ever, these persons are few and far between. The great majority of people are honest.

It has been proven repeatedly that even in business it pays to practice the Golden Rule, just as it has been proven repeatedly that "honesty is the best policy." It not only makes a man feel better down in his heart when he employs the principle of the Golden Rule, but he finds that it is good business. This applies not only to the man who stands behind the counter and gives a full pound of sugar to the man who age for records but the man who age for records. who asks for a pound, but also the man who stands on the other side of the counter and pays his money for the pu

Does Consumer Pay His Part?

The consumer expects the merchant to be honest and square and give him his money's worth for every penny that he spends with him; but how often does the consumer stop and ask himself the question: "Am I being as fair and honest with the merchant as he is being with me?" The consumer not only expects the merchant to give him honest weight and full measure at the lowest possible price, but he expects a world of other things at the same time. Nine times out of the expects the merchant to give him credit, and nine times of ten the merchant does it. Many times he expects the chant to "carry" him for three or four months before he s for what he buys, and as many times the merchant does pays for what he buys, and as many thines the merchant does it. He expects the merchant to pay for advertising space in the church program which he is getting up, and the merchant does it. He expects the merchant to "kick in" most liberally when he is raising a fund for the benefit of the town band, and the merchant does it.

He expects the merchant to provide the bonus which is

to be paid to obtain a new factory which will benefit the workingman, the clerk and everybody else in town, and the nerchant does it. He expects the merchant to "come across" with a donation to help the poor family which otherwise would become a charge upon the common funds of the community, and the merchant does.

#### Another Side to the Picture

Another Side to the Picture

Now, look on the other side of the picture. Mr. Consumer decides that he needs a new suit of clothes, or Mrs. Consumer decides that she wants a new kitchen range, or some of the little Consumers express a desire for a train of cars or a bobsled. Mr. Consumer picks up the big mail-order catalogue which the mail-order house has printed with his money or that of others like him, and he looks it over until he finds a picture that strikes his eye. It's a picture of a "nifty" looking suit of clothes. Of course, he can't feel the picture to see whether the cloth is as good as it looks; he can't look the mail-order man in the eye and ask him whether he will guarantee it to wear for at least a month or six weeks; he can't tell the mail order man that he will drop in the first of the month and settle for it; he can't tell the mail-order man that he would like to have a little of his business or a little carpenter work or painting or plumbing work for him, little carpenter work or painting or plumbing work for him, as long as he is buying his goods from him, for the mail-order man hasn't any business or any work to give him. But

the picture is a pretty one, so Mr Consumer digs out his hard-earned cash, goes down to the post office, buys a money order and sends it to the mail-order man.

After a week or ten days, or possibly two weeks, the suit arrives. It may be nothing like the picture. The cloth may be of poor quality. The chances are that it doesn't fit at may be of poor quality. The chances are that it doesn't hi at all. But there is nothing for Mr. Consumer to do but to put the suit on and wear it. He can't get his money back. He might send the suit back and the mail-order man might send another in its place, but the chances are that it wouldn't be any better than the first and Mr. Consumer would only be out the additional express charges.

Found Golden Rule Pays

Mr. Consumer found that it pays to remember the Golden Rule in business. If he had done unto the merchant as he would like the merchant to do unto him, he would have got would like the merchant to do unto him, he would have got more for his money and he would have aided in making it possible for the merchant to help him and his town when they needed help

they needed help.

The world has discovered that the Golden Rule is not for use only on Sundays, but that it is valuable on every day of the week.

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

FOR A HANDSOME CHRISTMAS Present buy a RO-TONE-OLA, the phonograph with a full round and mellow tone. Plays all make of records. Come in and hear them. Open evenings. J. T. Rowe, John St. North.

WHEN YOU BUY FURNITURE from us you see what you art get-ting, 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 onds, Watches Repairing done. Bowlby & McCon-

HERE IS OUR TROUBLE WHEN we have to repair cheap mail order shoes made from shoddy leather nd paper soles, when we get shoes bought from our home stores we Geo. N. Dunning, Shoe Repairing

A WORD TO FARMERS ON BUY-ING Farm Implements. prices first on Massey-Harris productions and Bain Wagons, Grey Carriages, Cutters, Sleighs and you will make no mistake. Our lines ill suit Buy in Aylmer

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 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 lea der 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 pricat Home. M. C. Carter.

WHAT THOSE THREE C. 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 convined. 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 Hor. 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 measure 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 Light.

some of the sorts which do not keep well much after midwinter may be used first. Among such are Rhode Island Geening, Baldwin, Wagener and Esopus Spitzenburg. winter and spring, in addition to Northern Spy, varieties which are usually available are Golden Russet, Roxbury Russet or Nonpariel, Stark and Ben Davis and, in boxes from the West, Yellow Newton, Winesap Stayman Winesap and Rome Beauty. Stark and Ben Davis are the least desirable for dessert purposes, and Stark is not acid enough for the best cooking. There are other good var-

## TO REVOLUTIONIZE

"The manufacture of condensed and powdered milks utilize 'all' of the milk solids as human food, whereas cheese and butter manu-facturers are able to convert but onehalf to one-third of these solids diinto food for human consumpion. Because of this fact the condenseries and milk powder factories are able to pay higher prices for milk than can factories which make heese and butter in the ordinary vay, and still have a large margin profit-how large, no one outside these concerns is aware," says Prof. H. H. Dean, of the O.A.C., in his inroduction to the latest bulletin on heese and butter making, prepared by the staff of the dairy school at Guelph. He points out that we are acing conditions that will practicalrevolutionize dairying in Ontario luring the next ten years, and advises dairymen to make preparations o meet these new conditions as rapdly as possible.

"Our agricultural colleges and experimental stations should be leaders in these progressive and more emunerative lines of dairy advance he adds, and points to the great interest displayed at present the manufacture of butter from whey, and the outcry against the waste of skim milk and buttermilk even for feeding animals, as signs ion of securing the fullest returns from the milk, which is doubtless of the most important sources f food supply existing.

#### THE BREAD TUNNEL

There is certainly more tragedy got off pretty easy, because the Gerhan comedy in the cruel disappointment of unhappy prisoners thwartpromising and almost successful effort to escape; nevertheess, the gallant gayety that has marmen does not fail them wholly in ked so many of the Allied fighting circumstances. Lance-Corp. Chas. W. Baker, who recently ounted his prison experiences in the letropolitan Magazin Metropolitan Magazine wastes no pathos on himself or on his fellow sufferers when they failed to get safe through their ingenious nel and can even see a funny side to

the affair.
Some of the other prisoners had begun the tunnel and had worked upon it daily for a month before hey let him into the secret, which became known to hundreds

of the captives. opened at the last hut at the

end of the back row and was headed for the only clump of bushes anywhere near the camp. The soil was o sandy that it was imposible to nake a tunnel in the ordinary way hit upon a plan. After our own packages had began to come and we had white bread to eat, says the corporal some genius had a happy the same ge long time pased before the boys some genius had a happy thought o using the war bread for bricks. The war bread is as tough and as hard as rubber and of about the same size and shape of a small stone block that you use for paying streets. We kept the bread buried until night. Then we piled it up in a kind of crate, and when the sentries were out of sight we rushed it over to the tunnel. It was the most beautiful tunnel you ever saw. The sides were built up like brick walls, and the roof was a perfect arch. The sand that we took out was the same color as the sand of the camp, and as the ground was almost always wet you couldn't tell the difference. We would take it out in small tin-fuls and scatter it all over the place, and with several thousand men walkng round there was no way of detecting it.

Of course it was hard work makng the tunnel, for we had to accumalate war bread, and so to amuse our selves we fixed it all up. We stuck oictures from newspapers on the vall ,and we even ran a wire down from the cookhouse and lighted it all up with electricity. We took some of the lamps, and when the guard wanted to know where they were we said they had got broken.

A hundred and twenty yards had been built out of the hundred and fifty that the tunnel had to go when miserable eFrnchman, to carry faor with his captors, betraved the seeret. The other French prisoners oncerned were wild with rage and shame; and when the whole camp was lined up for investigation and punishment the French non-commis-sioned officers stepped forward and begged "for the honor of the French army" to be allowed not only to take heir own share of punishment but that of all the others.

But of course, says Corp.\*Baker, the British wouldn't have that, and the non-commissioned officers gave after the New Year, the McIntosh ply is limited and they can be kept grown in some districts will keep in until late in the winter or spring, bowing and scraping, "You-first-my

#### AYLMER OFFICER AND PT. STANLEY NURSE MEET FRANCE

Saturday Times—Journal gave a letter from Nursing Sister Marion Price to her parents in Pt. Stanley, which the following is a part:-Yesterdey I admitted Lieut. ard Youell, son of Mr. and Mrs. Geo. W. Youell, of Aylmer. His medical officer sent him to our hospital suffering from a very severe cold, his battery having been on the march during a very heavy rain storm. He is not seriously ill, but will, I think soon recover and join his battery. As soon as I heard the name I asked him if he were from Aylmer, Canada. He ONTARIO DAIRYING replied he was. After informing him who I was we took a great interest in one another. He is a dear little chap, and our frequent conversation about our relatives and friends at home made us firm friends. We are moving again and I regret parting with I divided the box of chocolates with him. They were such a treat. We enjoyed them as any sweets here are out of the question. We feel now that the end is

sight, although it is truly terrible the

awful traps the Huns have left behind which makes many casualties. To-day I had a Canadian Light Horse soldier. He told me our cavalry has making Fritz go faster than he wanted. You cannot conceive the distress the poor civilians are sufferings. After being they get shelled and die. We having strenuous times with those who escape, their nerves are shattered and are so emaciated you almost doubt they are human beings. They tell the most awful tales treatment at the hands of the "vile things." One woman about 55 years of age, came to our hospital with a terribly mutilated hand and arm caused by a Hun seargeant who shot her because she cheered when she saw the Canadians coming. We are certainly in touch with all the phases and stages of the terrible ravages of the war, but we do not get despondent. It will soon be over; we sure that peace is in sight, and we "carry on" with that bright hope be-fore us."

dear-Alphonse" sort of proceeding. A few of the men were given five months in solitary, but most of them man officers were so much amused. They thought they had taken away every conceivable thing that could but they never thought of the war bread. German officers came miles round to see the tunnel. They wouldn't let us destry it but kept i as a curiosity. Even the general of a division near by came in to see it. was the finest piece of sapping he had ever seen

#### THE FINAL TEST

The "old-timers" in the Great Lakes region tell the story of a prospective marine engineer who was being examined by the captain. The captain had asked a number of difficult questions in order to confuse ways ready with an answer. At iast, in a tone of deepest concern, the captain asked:

"supposing the water in your injector was working properly, your boiler check was not stuck or your pipes clogged, but you weren't gett-

situation; then, with a knowing smile on his face, he answered:
"I'd go up on deck and see if there

"You'll do," said the captain.

### 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

#### W. WARNOCK Notary Public and General Agent

Issuer of Marriage Licenses

Avlmer, Ontario

I will insure your buildings, yo life, your health, against sickness or accident; your stock against death from accident or sickness; invest your surplus cash on mortagages or Dominion War Loan bendle against a service learning and service learning against the service learning aga bonds; secure you a loan on real castate; issue your marriage license; collect your accounts or netes; and do writing of all kinds at the lowest charges consistent with good business. No shoddy.

Warnock, Notary Public.

Thursday, December 5th REVIEW OF THE WOR

(Continued from pag Turks out of the war me terms, Oct. 31. On Nov. 4, Austria-Hunga note to President Wilson sking for a peace parley,

rejected on Oct. 19, and wh ng severely punished by nsive begun on Oct. 27 an armistice which left he Vienna, Prague and elsewh the Dual Monarchy of the F As far back as Sept. 14, Au gary had attempted to habelligerents meet in confe the President had rejecte

posal Sept. 17. On Oct. 6 the new Germa lor, Prince Max of Baden peace parley on the ba President's 14 articles of subsequent utterances for On Oct. 8 President Wi Chancellor's manda

come from the authoritie begun and carried on the from the people?
Germany on Oct. 12 poin reforms that were going empire and asked for a r on the evacuation cupied territory in 'Bel

#### NOTICE TO CREI

RERT TRIM. late of th Avlmer, in the County Yeoman, deceased.

Notice is hereby given to Section 56 of the Trust ing Chapter 121, Revised Ontario, 1914, atht all cr other persons having a whatsoever upon or agai tate or property of Alber of the Town of Aylmer, it y of Elgin, Yeoman, who about the Seventeenth d about the Seventeenth d tember in the year of or thousand nine hundred as are on or before the day of December, A.D., 1 by post prepaid or deli undersigned Solicitor for trix of the last Will and of the said Albert Trim, his office, Brown House his office, Brown Housemer, Ontario, a statemen of their names and ad fell particulars of claims ets, and the nature and securities if any, held be and notice is herby f that after the said las date, the said Executrix to distribute the assets deceased amongst the titled thereto, having rethe claims of which notice. the claims of which noti the said Executrix will or responsible to any whose claim notice shi been received as afore time of such distribution sets of the Estate or an of so distributed.

Dated at Aylmer thi Solicitor for t Nov. 21-28. Dec. 5-12

NOTICE TO CRE In the matter of Wil

White, an Insolvent. Notice is hereby give liam George White, of Aylmer, in the County of Aylmer in the County of erly carrying on be milk vendor at the said mer has made an assi the Assignment and Act and the amendmer any) of all his estateffects to Edward Al the Town of Aylmer of Elgin for the gene his creditors.

A meeting of his ergonal carrying on but his milk ergonal carrying on but his ergonal carrying on the carrying of his ergonal carrying on the carrying of his ergonal carrying on the carrying of his ergonal carrying of his ergonal carrying on the carrying of his ergonal carrying on the carrying of his ergonal carrying of

his creditors.

A meeting of his credit at the law cham & Backus, No. 14 Talbe the town of Aylmer, in Elgin. on Tuesday, the November, 1918 at the o'clock in the afternoc statement of affairs, spectors and fix their the giving of directic ence to the disposal of for the ordering of the cstate generally. Crequested to file their cassignee, with the p quested to file their cassignee, with the p ticulars thereof requi Act, on or before the meeting.

And notice is furt after the 2nd day of J assignee will procee the assets of the debrarties entitled ther gard only to the clanotice shall then ha and that he shall no the assets or any p distributed, to any sons or corporation of whose claims he have had notice.

Dated the 18th da MILLER & BA Aylmer, Onta E. A. Miller, Assign

CAST For Infants ar In Use For Ov Always bears the Signature of

sumer should ,when laying in the through the winter. He should ripeness or rotting. As soon as the fruit is received it should be put in the coolest place available without the coolest place available without frost. A temperature from 32 to 35 after wrapping as they will shrivel

WINTER APPLES

moisture atmosphere, such as a cellar without a furnace, would be the better for the air is too dry for is important that the buyer and con- keeping apples well in many houses. winter's supply obtain varieties that tion, they may be left in the barrel or box. If, however, they show signs also keep his apples so as to lose as the unaffected specimens wrapped in them as possible from overof rotting they should be sorted and tissue or newspaper which lessens the danger of rot spreading If the room is very dry it will be better to

degrees Fahr, is best. If there is a less than if more exposed to the air, good condition until March. Rib-AND THEIR CARE choice in the house, that with the It is important to keep the fruit in ston Pippin, Hubbardston and Tomclean receptacles, 4therwise they may absorb unpleasant flavors.

Among the best variety of apples in good condition early in the winter are Fameuse or Snow, Ribstone reference from the side British Columbia, is shipped east in boxes. It also comes from the western States and can be dependent and McIntosh Red are two of the most popular desert varieties. These are both in good condition in November, but, while the Fameuse does not keep well, as a rule, much after the New Year, the McIntosh of the New Year.

kins King are three more apples of high flavor for November and Decafter the New Year, the McIntosh ply is limited and they can be kept