NORFOLK NEWS

LIGHTNING ON RAMPAGE IN NORFOLK

Barns of Langton Man and Their Contents Destroyed in the Storm

NEWS FROM SIMCOE

Lightning Destroys Langton Barns.

Simcoe, Aug. 14.—(From Our Own Correspondent).—John Jamieson, a Langton farmer, lost his barns and contents by lightning during a thunderstorm last Thursday night. He had $1,000 insurance on buildings, $75 on silo, and $1,500 on contents. The loss on contents and including the season's hay, was estimated at $1,382.95. It is said that the barn cannot be replaced for much less than $4,000.

Last Week's Cyclone.

The cyclone which crossed Norfolk last week in a south-easterly direction, apparently wrought most of its havoc in this county up east of Delhi. One twenty-acre orchard was pretty well riddled, a barn roof went up like a single shingle, a large tree entire, was lifted over a barn and dropped on the other side, a farm auto garage was carried up and scattered about and the car thus liberated was carried across a ten-acre field. We have yet to learn of anyone having received personal injury.

Press Photographs.

Mr. and Mrs. Chamberlain of Toronto are spending the week with Mrs. Woolnough, Grove street.

Mr. and Mrs. Piett, Dean street, have returned from visiting friends in Chatham.

Mrs. Chas. Toms of Woodhouse spent the week-end with Mrs. I. McInally.

Mr. and Mrs. Speers, Grove street, are speding the week at Gravenhurst.

Miss May McInally in a letter to her mother from Toronto, describes an hour's spin two thousand feet in the air while on a visit to Deseronto recently.

Wm. J. Hennessey is home from a most enjoyable vacation in Toronto.

Odd Ends of News.

Harry Nelson has found another pair of spectacles in his cucumber patch. James Johnson has picked up a few clues of nocturnal or stealthy visitation to his vegetable patches. Last spring when the production campaign was launched, we read something promising severe treatment to any who should at this season take unto themselves the reward of the labor of others.

Mr. Nelson has passed the spectacles over to the police and requests the owner to call for them. He hopes to get a clue to the party who began at the centre of a good onion patch of his and took the whole centre out of the plot before anything was missed.

Half of the double family of eight children mentioned last week have been given over to the Children's Aid Society, the father being well pleased with the arrangement; the mother and the other quartette have gone to Delhi

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KNIGHTS OF PYTHIAS

Windsor, Aug. 13—The Grand Lodge of the Knights of Pythias elected the following officers for the year: Grand Chancellor, Arthur Wilkes, Hamilton; Grand Vice-Chancellor, W. H. Gorrie, St. Thomas; Grand Prelate, A. G. Marshall, Ottawa; Grand Master of Exchequer, John Burns, Niagara Falls, Ont.; Grand Keeper of Records and Seal, Alex. Coulter, Toronto; Grand Master at Arms, C. H. Tinsley, London; Grand Inner Guard, Chas. Peebles, Hamilton; Grand Outer Guard, W. Davis, Oshawa. St. Thomas was selected as the place for holding the next convention.

INSTEAD OF THIRD STOREY

An Extension Has Been Decided on for the Nurses' Home

At a recent meeting of the executive of the W.H.A. it was unanimously decided that instead of placing a third storey on the Nurses' Home, as originally planned, an extension should take place of the present building. The change will afford more beds, thirty in number, instead of twenty-seven, and will do away with fire escapes and other extra expenditures in connection with a third storey.

Yesterday afternoon at the hospital a meeting of the special committee appointed in connection with the matter took place and Mr. Tilley, the architect, was present to explain the new proposal. The scheme was enthusiastically adopted and tenders will be asked as soon as Mr. Tilley can complete the specifications. The cost is expected to be no greater than the erection of a third storey and in addition to more accommodation, much inconvenience will also be avoided in connection with building operations.

FERDY IN TEARS

By Courier Leased Wire

Geneva, Aug. 14—The German newspaper says that King Ferdinand of Bulgaria who is at Nauhlim, frequently is seen in tears and appears greatly depressed. A German mental expert has been sent to Nauheim from Berlin by order of Emperor William.

TAKING BIG GUNS THROUGH THE WOODS.
An American Artillery Battery Moving to the Front Through the Forest.

DETROIT WINS OUT AGAINST RAILWAY.

Ordinance Enforcing Five Cent Street Car Fare is Upheld.

Detroit, Aug. 13.—Efforts of the Detroit United Railway Company to prevent enforcement of an ordinance reducing to five cents the rate on local traction lines failed this forenoon when United States District Judge Tuttle refused to hear the plea of the company for a restraining writ. Judge Tuttle declared the case had no place in his court and he severely criticized the attitude of both the city and the traction company in the fare controversy.

The ordinance reducing fares from six to five cents became effective at midnight last night and the city, to forestall court action by the company obtained a circuit writ enjoining the company from evading it.

Service on the car lines to-day was virtually normal and there was no recurrence of the disorders of the last few days

ALLEGED THEFT AT WOODSTOCK

Woodstock, Aug. 13—Just as he was stepping off the train last evening County Constable Hill arrested Sergeant Extrom of London in connection with the alleged theft of $100 found by Harvey Leach of this city who is at present in jail. Leach found the money, the police say, and although there was a registration card in the purse bearing the name of Mrs. Jack Sullivan, Bay Street, he gave it to Extron who is stationed in London in the Dental Corps. Shortly after getting the money from Leach, Extrom left the city and returned to London. He was remanded to jail to await the hearing of the case.

WOODSTOCK SOLDIER DIES

Woodstock, Aug. 13—Word was received here this morning by Mrs. Mary Kean, that Lance-Corp. Joseph F. Kean, Infantry, was officially reported dead at the 50th General Hos- Lance-Corp. Kean was on his way home from the front when he was taken ill. He enlisted with the 34th Battalion in Woodstock early in the war and had been on active service nearly three years. His wife and three children survive.

NOT LORD RHONDDA'S WIDOW, BUT DAUGHTER, NOW PEERESS

At Special Request of Dying Man, Barony Passes to Daughter—Lady Mackworth Thus Rewarded for Help in Averting Coal Strikes in Wales

According to a cable containing a report published by the Manchester Guardian, "Lady Rhondda, widow of the late Viscount Rhondda, British Food Controller, proposes to claim her rights as a peeress to sit in the House of Lords."

The cable goes on further to say: "Viscount Rhondda left no male heir, his only child being a daughter, Lady Mackworth."

However those who have followed Lord Rhondda's career will recognize that the cable is most incorrect, as it is Lord Rhondda's daughter, not his widow, who through his death has become a peeress.

For an authority on such matters recently wrote the following from London:

"Although Lord Rhondda left no son, his peerages have not become extinct with his demise the other day. For, when on the occasion of King George's birthday, the food dictator's barony was transformed into a viscounty, the new patent was, at the earnest solicitation of the then already dying man, made out with remainder to his only child, Margaret, the wife of Sir Humphrey Mackworth.

"Lady Mackworth has now therefore through her father's demise, become Viscountess Rhondda in her own right and a peeress of the realm. She enjoys the distinction alone among the peeresses of the realm of having served time in jail. For, among the boldest and most ardent followers of Mrs. Pankhurst in the case of militant suffragism, she was arrested and sentenced to a term in jail for having set fire to a street letter box in London with the object of destroying the mail therein. She did not, however, serve out her term, for she went on a hunger strike and in that way compelled the authorities to release her.

"Viscountess Rhondda accompanied her father on several of his numerous trips to America, and was returning home with him on board the Lusitania when it was sunk off the coast of Ireland. In the confusion father and daughter lost one another Each of them was rescued, but it was not until three days later that while recovering at Queenstown from the exposure and prolonged immersion in the water., they learned of one another's safety.

Lord Rhondda never recovered from the effects of the tragedy which started the breakdown of what until then had been an iron constitution, and which he had still further impaired by setting an example of abstinence in the matter of food and drink, after inaugurating the enforcement of the drastic laws rationing the food of his countrymen to narrow limits.

"His daughter, Lady Mackworth, being much younger and of stronger health, suffered no ill effects from the Lusitania disaster, and when her father entered the service of the Government first in connection with the Department of Munitions and afterwards succeeding Lord Devonport as Controller General of Food, she assumed charge of all her father's vast industrial interests, including the management of those big coal mines in Wales, the possession of which had earned for him the nickname of the Old King Coal of Wales

'That she is a wonderfully capable woman is shown by the manner in which she has handled the various labor difficulties among the coal mining population in Wales, and there is no doubt that the government in securing for her father's new viscounty a patent providing for its remainder to his daughter, wished to recognize the services which she had rendered to the state in averting the coal mine strikes in Wales, thereby keeping the coal supply for the nation and for its allies relatively unimpaired.

"Her husband's family, that of the Mackworths, is of great antiquity in Derbyshire, the manor of Ash, in that county, having been held by the Mackworths in the reign of Richard II. One of her husband's ancestors and namesakes, Humphrey Mackworth, enjoyed the distinction of burial with great pomp in Westminster Abbey, as one of the principal advisers and adherents of Oliver Cromwell and as a member of his council. But when Charles II. was restored to the throne in 1660, he had Humphrey Mackworth's remains thrown out of Westminster Abbey, along with those of Cromwell himself and of other prominent parliamentarians.

Proof That

ADVERTISING

Lowers Selling Cost

Some new facts and figures throw a flood of light on this subject

The rising cost of living is the great universal hardship of the present day. So great and so many have these rises been that few people stop to realize that there have been any exceptions to the general rule. But the fact is that there have been numerous exceptions and all of these exceptions belong to the same great class—that of nationally advertised goods.

The present agitation on the high cost of living has led to some investigations which have brought out a lot of facts hitherto unknown to the public Some of the most important work in this line is being done by the Association of National Advertisers, an organization of 260 of the leading advertisers of the country. Mr. Sullivan, the secretary-treasurer of the association, has given out some vitally important facts concerning the relation of advertising to selling costs.

"The old idea," said Mr. Sullivan, "that the cost of advertising raises prices, dies hard. But the business man knows better. He knows that selling goods is costly business—no matter what the goods or what the selling methods. And he knows that anything which creates demand on a large scale, and thus makes selling easier, is bound to reduce selling costs and thus helps to reduce prices.

"But the evidence is better than argument; facts are better than theories, and we have been at great pains to collect the facts. We have secured an immense amount of data from our members which proves that advertising does reduce selling costs and thus tends to reduce the selling price of advertised goods. Let me quote a few examples:

"The makers of a famous photographic camera, when they began advertising twenty-eight years ago, made one camera which took a 2 1-2 inch picture, and which sold at $25. Today they make a far better camera which sells for $10. Another, which took a 4x5 picture, sold for $60. Today they sell a far better one for $20. And so on through the line.

"A prominent hat manufacturer has, by means of advertising, reduced his selling cost seven cents per hat. Result—the buyer gets a hat of better quality at no increase in price; this despite increased cost of raw material and workmanship.

"When the manufacturer of a famous breakfast food specialty began advertising, his goods sold at 15 cents a package. Today the package is fifty per cent. larger and the price has been reduced to 10 cents. Again advertising did it, the same causes producing the same results.

"The producer of another well known food specialty is selling his goods at 25 per cent. less to the wholesale grocery trade than four years ago.

"Twenty years ago a nationally advertised shaving stick was sold in a cheap metal leatherette covered box. Today a stick containing 20 per cent. more soap is sold in a handsome nickel box at the same price.

"Then take the most conspicuous example of them all—the automobile business; and compare the $5,000, or $10,000 cars of ten years ago with the equally good cars of today, selling for a fraction of the money.

"And so on through a long list. In every case, the manufacturer either has been able to lower the price or improve the quality at no increase in price."

How has he done it? By means of advertising, which has created demand on a larger scale, and thus permitted production and distribution on a large scale. Result—improved manufacturing efficiency and reduced costs. And all of this in the face of a steady increase in the cost of labor and raw materials which, with advertising eliminated, might in many cases have doubled the price of the goods.

"A triumph of economical marketing" is the only possible verdict for advertising in the face of these facts.

ANNOUNCEMENT

FALL WHEAT SEED

N VIEW of the partial failure of the Fall Wheat crop in this Province this year, it will be necessary for farmers to make early arrangements for the supply of seed which they will need for Fall Sowing. Under these circumstances farmers who have on hand quantities of wheat suitable for Fall Seeding are urged to conserve them for this purpose. If there is no demand locally, the information should be supplied to this Department, or to the Local Office of this Department in your County, so that every effort may be made to have an equitable and satisfactory distribution. The need for foodstuffs justifies a large acreage of Fall wheat in this Province again this year, and the co-operation of the farmers in the mobilization and distribution of the available seed supplies is invited.

ONTARIO DEPARTMENT OF AGRICULTURE

GEO. S. HENRY,
Minister of Agriculture,
Parliament Buildings,
Toronto, Ontario.

What Is Man?

A man weighing 150 pounds approximately contains 3,500 cubic feet of gas, oxygen, hydrogen, and nitrogen in his constitution, which at 80 cents per thousand cubic feet would be worth $2.80 for illuminating purposes. He also contains all the necessary fats to make a 15-lb. candle, and thus, with his 3,500 cubic feet of gases, he possesses great illuminating possibilities. His system contains 22 pounds and 10 ounces of carbon, or enough to make 780 dozen or 9,360 lead pencils. There are about 50 grains of iron in his blood and the rest of the body would supply enough to make one spike large enough to hold his weight. A healthy man contains 54 ounces of phosphorus. This deadly poison would make 800,000 matches, or enough of poison to kill 500 persons. This, with two pounds of lime, makes the stiff bones and brains. No difference how sour a man looks, he contains about 60 lumps of sugar of the ordinary cubical dimensions, and to make the seasoning complete must be added 20 spoonfuls of salt. If a man were distilled into water he would make about 38 quarts, or more than half his entire weight. He also contains a great deal of starch, chloride of potash, magnesium, sulphur, and hydrochloric acid in his system.

Boches Use Battle Axes.

In a little curiosity shop in Montparnasse (Paris) I was attracted by the excellent quality and low price of a steel battle-axe and mace, both of small size, but most beautifully damascened, and handled with tanned snakeskin. Later an Anzac friend brought me two more, and told me of 27 being captured in one raid on the boche trenches. There was no doubt of their age and authenticity; but how they ever made their way from the Orient to the boche front is a mystery. They are powerful weapons and well adapted for trench warfare as it is waged in 1918, in competition with bayonets, daggers and brass knuckles. —Wm. Beebe, in Atlantic Monthly.

The Biggest.

When the oldest inhabitant tells about last winter fifty years from now, he will be set down as also the biggest liar.

IMMIGRATION IS IMPORTANT

Decison of Imperial Conference as to This Policy is Momentous One

By Courier Leased Wire

Ottawa, Aug. 13.—Great importance is attached in Government circles to the conclusions reached at the Imperial War Conference in respect to the matter of immigration, more particularly as it affects India and the overseas dominions.

Emigration to Canada from india of laboring classes which has been the cause of considerable difficulty in the past will be stopped in the future. The decision reached and which will have this effect was that the several communities of the British Empire, including India, shall enjoy complete control of the composition of its own population by means of restriction of immigrain from any other communities.

The representatives of Canada agreed that natives of India now resident in Canada and who number approximately two thousand should be allowed to bring in their wives and minor children on the condition that not more than one wife and her children shall be admitted for each Indian.

To the provision for absolute control by each dominion of immigration there was attached by the conference a reciprocal arrangement covering temporary residence for purposes of education and visits for purposes of pleasure or business.

FOCH PRAISES PRINTERS

Scranton, Pa., Aug. 14.—At the opening session of the International Typographical Union in this city yesterday, President Marsden G. Scott read a cablegram from Marshal Foch addressed to the printers saying:

"The factory, like the trench, is a post of combat. The duty is not to abandon it before the enemy. My compliments to your Union for having understood it so well."

Twenty-four new locals were chartered during the year. A service flag containing 4,328 stars, presented to the International Union by the Scranton local, was dedicated during the day.