## NORFOLK NEWS

Waited Until Last and Found Office Not

OTHER SIMCOE NEWS

(From our own Correspondent Simcoe, July 11.—Quite a number of citizens, apparently laborers or factory hands, stood about the town clerk's office last night, ready to pay their water rates. The Gas Co's office is said to be open on the evening of the last day, and very probably the men thought the municipal office too, would be open. We are not aware that this accommodation has ever been given in the past. But at any rate there was some kick coming.

Where both man and wife are busy on a ten hour day job, there is little chance now to do any business or even pay debts about town with-

out knocking off work.
One lady who had turned in to as sist with the strawberry and pea pack at the canning factory, called yesterday to say that with others she was unable to give the help she might because of the necessity of afternoon shopping.

There is considerable comment about the scarcity of strawberries, and other season's fruits, in the stores, while the factories get plenty, and many are shipped. One retailer says the price is too high. The stores cannot sell strawberries at 20 We said nothing about "25 cents," but the fact remains that there is general complaint that the berries are not to be had, and many assert that early closing is to blame. Berries come to town late in the afternoon, and on the opening of the business was not profitable, and afternoon or held over at risk. The business was not profitable, and the berries were dropped. This may or may not be the case, but one thing is quite evident. Early closing has shut up the fruit stores this year for the first time, and this year for the first time we hear that berries are not to be had in the stores You can buy them at rural stores any evening by the small box or erate, and some have gone out by auto for them. Anyway there's compensation the unspent berry money will help pay the 1918 taxes. And there will be berries next year. Reverting to the opening topic. the clerk's office is open 9 to 12 and

2 to 5 o'clock daily except Thursday afternoon during June, July and about 9 to 12 and 1 to 5, with the

Got What He Expected. known as Russelites, were in court vesterday, charged with distributing orbidden literature in Simcoe on Sunday, June 16th. The publicia-"Morning Messenger" and the conies had been passed by the censor, but an orderin-council which came into effect on the Saturday preceding, had forhidden distribution or even having the sheet in possession.

The mainspring of the activity was one Jenkinson and he admitted that the other four were his dupes In the matter. One of them was from Woodstock. They were deended by Mr. McFwan of Prantford, who found Jenkinson rather a noor subject in court and had on ene occasion to admonish him to ronto

Magistrate Gunton remarked that this and other similar literature had been distributed, by night always. wrong doing. In fact, Jenkinson is it caught a lot of hav in the making hourses, seurs in French. Le Devoir, Henri Bourassa's organ asks: ing, but it was a grand rain, and it was needed.

The Courier last eventual franching fr would indicate a knowledge of

SIMCOE AGENCY

The Brantford Courier 55 Peel Street.
An Excellent Local Advertising
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over the matter. He got what he xpected.

In view of the short time which had elapsed after the order was is His Worship assessed the quintette \$1 and costs, or \$11.60 each. Jenkinson Gets Funny.

Mr. Jenkinson-How have we to pay it:

P. M .- Forthwith. Jenkinson-We have no money. I told the men not to bring any Could we pay \$5 a week? P. M .- We are not running a collecting agency here.

A lady in the audience, presumably a daughter of the clerical respondent, produced a roll of bills and the total fines and costs were paid over. And there was plenty of green backs to spare.

We deem it just to add that when advised of their error the gentlemen went about town and as far as possible gathered up the pamphlet, destroyed what they had and assured the authorities that they would desist in future.

A Long Place from Which to Escape. Second Lieut. W. J. Prier, a gradnate of the Simcoe Business College, now a prisoner of war, is located at Kriegsgefangenenlager. Landshut, a Isar, Bayern. He was in the Royal Flying Corps and enlisted from Norfolk, lived near Vittoria, but the family have since moved to Brantford. Aeroplane May Visit Simcoe This

Week-End. Efforts are at present being made to have a military aeroplane from one of Ontario's training camps visit Simcoe in the near future, possibly this coming week-end. Should these efforts be successful, Mr. S. N. Culver of Model Farm. has generously consented to allow the machine to land upon one of his fields, where it will be upon exhitition to the public. A local organization will be on hand to collect money for a patriotic purpose from those who desire to view the plane

Will Picnic at Dover The Great War Veterans' Associaion of Norfolk, with headquarters here, will hold a picric at Dover on stored by private owners by the time Civic Holiday, August 12th. All of the manufacture of beer was the clan and all the kiddies will be stopped out and all their friends are extend-ing a hearty welcome.

It has been suggested that auto owners in and out of town assist in the transportation, and all willing to do so should notify the secretary. Mr. French. This is one picnic that should be encouraged. The organization has taken the matter up witl.

Mrs. H. A. Ostrander has rewith her sister in Detroit.
Mr. H. A. Ostrander has Cillsonburg to-night to assist in in-

stalling officers, in the I. O. O. F. Encampment.

Mr. Robert Osborne is attending skipper knows exactly where to drop the convention of master painters the anchor in any weather, and decorators of Canada, held at Dover consumers are gett the Royal Connaught Hamilton.

Constable Penner of Port Doevr what more than a year behind.

yas in town yesterday.

Mr. Martin of the high school Courier before you do? If so, phone staff is home, having completed his 390. work as associate examiner at To-

P. S. Inspector Cook is off to By Courier Leased Wire.

Guelph to learn how to farm.

Montreal, July 10.— The French Guelph to learn how to farm.

Odd Ends of News

Splendid rain—two days of hesitating mist and drizzle and then a ing a welcome to the Alpine Chasnour-down yesterday afternoon. Yes, seurs in French. Le Devoir, Henri

THE FALSE PAIRIOI

TAKE IT AWAY

SOMETHING FIT

& GIVE ME

TO EAT! "

Production of Beer in U. S May End in Eight Months' Time

GOVERNMENT ACTION May be Plan Adopted to Head Off More Drastic

Legislation sued, acting Attorney Agar advised. Washington, July 16—White the that the Crown would be satisfied. Senate was delating the question of with a nominal fine. The limit is nation-wide prohibition, the Fuel Washington, July 10-While the \$5,000 or five years, by the way. Administration this afternoon an nounced the adoption o' a conservation plan which would stop the supply of fuel to brewers, probably within another six or eight month: and thus end the production of beer

efter that period. Considerable sign! Sicance was at ached to the announcement by the fact that the plan was prepared by a Commission named by President Wilson, and including in its merabership Fuel Administrator Garfield Food Administrator Hoover, Ber nard M. Baruch (Chairman of the War Industries Board), and Vane-McCormick (Chairman of the War Trade Board).

To Use Present Stocks. In brief the plan would be to pe mit brewers to obtain 50 per cent of their normal fuel supply to be used in production of beer out of the raw materials now in the pro cess of manufacture, including mal already manufactured. When such tocks were used it was proposed that the fuel supply to breweries should end.

The Food Administrator estimat ed that the stocks of materials in the hands of the brewers at presen would keep them in operation for anywhere from six to ten monthsprobably not longer than eigh The Fuel Administrator months. order did not state definitely tha the fuel supply would then be cut off, but announced that such : course would be followed if the fuel was needed for vital war work. Warning to Brewers. .

The tenor of the order was ger erally accepted, however, as a warn ing to the brewers that there was little or no chance of the Government permitting the manufacture of beer after the present stocks of raw materials had been consumed The danger of placing the nation on a whisky basis by such a plan, it was believed, was small as it was felt that most of the distilled liquors would have been consumed o

that the plan appounced by the Fuel Administration had been for mulated in the hope of heading off the adoption of more drastic legislation by Congress, and that it was intended to represent the course which the President and some of his advisers looked upon as the more acceptable program at this time.

urned home after spending a week good news to many of Simcoe's boys so much more devotionand girls, in the results of the promotion examination.

Every day in July and August booked ahead is the report from a Pt. Rowan fishing yacht, whose Dover consumers are getting gov-

the Royal Connanent Hamilton.

Fit., Lt., Jack Machon, of Toronto, visited his aint. Mrs. D. G. McKnight. One brother of two overseas or two, following Delhi's lead, some or two, following Delhi's lead, some ernment fish through the Simcoe

FRENCH PRESS PLEASED. was needed. print French what to quarrel about?"

NO WHEAT

PRODUCTS

SERVED

Conscience

During a Raid

HEN a raid begins and we sit together in my suburban house a very solemn feeling assails me, says a writer in the London Mail. I review my past life; I open the

the old skeletons that still have a hostilities from the Allies. If the good deal of solid flesh on them; I are face to face with ultimate issues.

At this moment hostile aircraft nation-wide prohibition, the Fuel pass "overhead" and the Pekingese a friend of the editor of "Der dog barks and growls angrily. ese dog. "Shut up! Lie down!" dragged across the German frontier.

All other raidees will agree with "The centre of the pro-German

me that nothing during raids is sentiment in Holland," said Mr. Cormore upsetting than when the dog lissen, "is the Prince Consort, Henry of Mecklenburg, who has an able assistant in his secretary, de Bulowagain: "Yes. That's typical of you. Stolle. At the beginning of the war You're rattled—so you are taking it Prince Henry was practically under out of the poor dog. The dog is only doing his duty, the duty you yourself trained him to, barking at the approach of sinister strangers."

I interrupt the Voice within: "Come along, come along, old boy," I say to the Pekingese. "There, then, snuggle in here, old chap, under here with the family."

The Voice continues: "O, it's all very well. But is it only the Peking-

ese that has caught it sometimes when you are rattled? What about your wife? What about that little woman whom you promised at the altar to-I shiver and interrupt the Voice 'Are you quite comfortable, dear?" I entreat of my wife. "Is there any-

thing I can do for you? Another cushion? Is that cook's boot sticking into your side? Cook, could you give an inch? Just — ah, thanks, cook. You're very cool and brave, cook-remarkably so. When this is all over it is the intention of-BOOM! The voice starts again: "O, it's all very well, but why have you ever

lapsed from this gentleness, chivalry, this thoughtfulness? And then look at your life in generalleaving alone your domestic life-"Yes," resumes the Voice, "your life in general. It is all you intended it to be when you set out upon it? When you were a young enthus iastic ingenuous man? When you em

barked on your profession-"Take this war time," resumes the conditions have changed owing to the Voice. "Have you done your utmost? influence exerted by the court on the Have you saved every penny? Have members of the Cabinet, you knocked off every luxury? Have "Like practically all the officers of

'No 8, regularly. Really-BASH!
"And I'm going to put in at least another hour a day's work—

BOFF! "No. Two hours, Really. half the tobacco. And even so much more kindness to the family. Ever

BANK! "-to my wife-"
WHOOP! and my home—" CRUMP!

"and to my work-" BOFF! -and a much greater control

and my self-indulgences-" "All clear." We switch on the electric light. We go to the dining-room. The cold supper—the usual cold supper of the an extraordinary effect of air raids that they make you ravenously hun-gry. The steak pie is excellent. And —just this once surely—a stiff whiskey and soda is, as the doctor would

talk again. But it has changed.

is what it says:

"I'm sorry, old fellow, that I let you have it so. I accused you of being 'rattled,' but I'm afraid that it was I that was rattled. We're all alike that—all of us Consciences—up and down like Jack-in-the-boxes. We're full of nerves. Just forget what I said, there's a good fellow, I assure you that you are. Not a better tather, not ter husband, not a better father, not ter husband, not a better father, not the carden in the Garden that the upper classes are pro-German in words and acts, if not at heart.

"It is different with the middle class in the cities, the farmers and the working people.

"The German banking firms were agencies of their home Government, and allowed German middle class business men relatively large credits, thereby contributing to the hard presa better citizen in all the Garden Suburb—and you can chuck in Hampstead. You're a man, my, with all a man's faults. Good faults, most of them, to my mind. Just an ordinary, decent, venial man. Between you and me, you're better than most of them.

And so, as Pepys said, "with great ontent to bed, and slept."

She had just rejected him and nat-urally he was a bit sore. "You have refused me, Gladys," he observed as he turned to go, "but remember this. —I shall not always be a ten-dollar-a-week clerk."

"That's the trouble," she replied witheringly "You're liable to lose

It is customary to put a blue star for each relative in the service on the service flag, a red star for one that is wounded, and a gold star for one that is killed. There is, however, no law on the subject.

She How have you been econ-He-Used last year's resolution

F. O. Bigelow, a member of Yon-kers. N.Y., Chamber of Commerce has been summoned under the anti-

Teutonic Prince Consort Uses Influence in Court

To Make Holland Pro-Hun

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* THILE openly protesting its neutrality, the Dutch Government, backed by powful interests, covertly favors the Kaiser's cause as far as it can safely do in the face of the anti-Gercupboard of my conscience: I lug out man sentiments of the middle class talk to myself somewhat as follows: powers that be at The Hague had "For the first time in your life you their own way they would have joined the Central Powers. Such is the For all you know this may be the last day of your life. What have putchman, passing across this conyou done with your life? What—" thent en a te to Asia. Corlissen is tinent en i te to Asia. Corlissen is Kampf," of Amsterdam, who has "Shut up!" I shout to the Peking-been kidnapped by German spies and dragged across the German frontier.



PRINCE HENRY OF HOLLAND. bidden to meet German officials and interned German army officers. But

the Dutch army, Col. Pleyte, Minister of War, was pro-Teutonically inclin-"Will you reform?" demands the ed from the outset. The Ministers of the Interior and Justice, Van der Lin-"O, yes," I answer. "Now — at once, After to-night I'm going to be quite different. Indeed, I assure you I am. I'm going to get up at 8,30—"

BIFF!

BIFF!

The Tiple and Ort, respectively, were and still are neutral to the casual observer. But their acts tell a different story. The Tiple an Amsterdam newspaper, was prosecuted for its critipaper, was prosecuted for its criti-cism of Germany, while the publications on the pay-roll of Wilhelm-strasse remained unmolested, their rabid attacks on the allies notwith-

standing. "Prince Henry's and the court's in-And even so much fluence are effectively economic conditions, Amsterdam and Rotterdam were, since more than five unloading port for the heavy and profitable Rhine traffic. The leading firms of Mannheim, Cologne and Duesseldorf had their permanent dis-ponents or branch offices at the two "—and a much greater control largest and most important cities of over my moods, and my tempers, and the Netherlands. German banks were established to attend to the financial end of German economic penetration. They forged ahead of the Dutch banks and become the controlling factors of the Stock and Produce Exchanges. Dutch commercial and dustrial firms were dependent German banks to a large degree. Since the outbreak of the present war coal can be had only from Germany, which thereby fastened her grip on the manufacturing and transporting 

business men relatively large credits, thereby contributing to the hard pressure to which the Dutch competitors were subjected, and often succumbed.

"Although Germany was in need of factory and mine hands and had to rely on the immigration of Slavs and Italians in this respect, many applied Germany workers of level dis system, which started its extensive and even criminal propaganda im-mediately after the outbreak of the war. They were assisted in every way by the Deutsche Hilfsvereine (German aid societies) of Amsterdam reine (German societies) of Ut. ed to be purely social organizations, but assumed the same functions as the Hilfsvereine. They were subsidized by the Berlin Government like the Hilfsvereine, who always had worked in harmony with the German consuls general."

Millions Starving Already. Deaths from starvation in Europe are estimated by the United States Food Administration at 4,750,000 since the war began, as compared to 4,250,000 Elled by fighting.

Children Or FOR FLETCHER'S ... CASTORIA

## **Proof That**

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 twentyeight 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 cialty is selling his goods at 25 per cent. less to the wholesale grocery trade than four years "Twenty years ago a nationally advertised

having 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 in-

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 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 ssible verdict for advertising in the face of these

tion. stomac tion. nothing friend took t it made has mi tionan I say t will ge At deal tives L

"For

from S

A Pa are a who h vision Wher glasse are n while serve ably. If you ing fi us. V help t will b

Chai