

Lyric Theatre, Simcoe
Friday and Saturday
Jesse L. Lasky
 Presents
Sessue Hayakawa
 IN
"The Bottle Imp"
 With Others to fill out our usual programme

CLEANING AND PRESSING, repairs and alterations. McCool and Winter. Experienced tailors, 23 Robison street, Simcoe. Phone 410.


BUY YOUR INSURANCE—fire, life, accident—any kind, from T. E. Langford, 33 Lynnwood Ave., Simcoe. Town and farm ready for sale.

FOR DRY CLEANING, PRESSING and repairing go to J. S. Oimstand, 25 Peel street, Simcoe. Particular pains with both ladies' and gentlemen's work.

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HOMESEEKERS' EXCURSIONS

 MAY 8th to OCTOBER 30th Every
TUESDAY
 "ALL RAIL" - also by
THURSDAY'S STEAMER
 "Great Lakes Routes"
 (Season Navigation)
 Your Future is in the West
 The fertile prairies have put Western Canada on the map. There are still thousands of acres waiting for the man who wants a home and prosperity. Take advantage of Low Rates and travel via
Canadian Pacific
 Information from Ticket Offices: 141-145 St. James St., Phone 41-52, Windsor, Home, Windsor and Place Viger Stations.

NEWS OF NORFOLK

Details of Heroic Death of Pte. Harold Edmonds; a Brother Wounded

PRODUCTION IS VITAL
 Speakers From Hamilton Heard at Simcoe Last Evening

SUGGESTIONS MADE

Various Measures For Observance of Economy Mooted.

Simcoe, May 18.—From Our Own Correspondent.—Mr. and Mrs. R. Edmonds, who recently lost their son, Harold in France, received today a letter giving details of his end. He was wounded placed in a shell hole, where he remained for more than twenty-four hours before being found. Death was due to secondary hemorrhage and exhaustion due to exposure.



COMMANDER TYRWHITT
 In command of light cruisers and four destroyers which chased eleven German destroyers to the cover of batteries at Zebrugge, the foe refusing to fight.

Second Son Wounded
 Yesterday also the same anxious parents received a cable stating that another son, Bombarrier Chas. Edmonds had been admitted to No. 13 general hospital, Bologne, on May 7th, suffering from a severe wound in the right arm. His letter received to-day was written on April 21st. Charles was attending the S. P. S. Toronto, pursuing a course leading to the degree C. E., when he enlisted in March 1915. He went overseas in August. John Ward, of Waterford is in the same battery with him. There are no other Simcoe boys with him.

To Ward Off Famine
 C. T. Martin, President, and Russell T. Kelly, of the Hamilton Board of Trade were heard last night by a very representative audience in the matter of the war production campaign being prosecuted by the Provincial Government.

Audience Bashful.
 Mindful of the qualifications mentioned at the outset, volunteers did not respond when called for. The following committee was, however, chosen: H. H. Groff, president; Frank Reid, secretary; H. P. Cook, B.A., Jos. Cridland (Warden of Norfolk); Mayor Williamson, Mesdames Williamson, Sharp, Tomlinson and Langford.

Notes.
 Hamilton Chamber and Galt were alleged to have passed resolutions, asking for a stoppage of waste of food in manufacture of strong drinks. "Simcoe should produce enough potatoes for the population." Corn, beans and potatoes, three staples that may yet be planted. Rev. and Mrs. S. F. Sharp, of Exeter, are holidaying in town at the residence of the latter's parents, 102 Kent street, North. Pte. Dertinger is home on eight weeks' convalescent leave from the front. He was wounded at the Somme. Mrs. Hayes-Jackson, of Kent St., North, was able to be out yesterday for the first time in almost a year. Sheriff Snider returned on Monday night from a trip to Montreal. Miss Rhea Clark, stenographer with Slight, Slight and Agar, was in Hamilton yesterday. Mrs. P. Nicol returned to Exeter yesterday to rejoin Rev. P. Nicol, who is supplying there for Rev. S. F. Sharp, B.A., B.D.

BABY'S OWN TABLETS
 Mrs. J. A. Lagace, Ste. Perpetue, Que., writes:—"Baby's Own Tablets have been of great value to me and would strongly recommend them to other mothers. Thousands of other mothers say the same thing. They have become convinced through actual use of the Tablets that nothing can equal them in regulating the bowels and stomach; driving out constipation and indigestion; breaking up colds and simple fevers; expelling worms and curing colic. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

ALGONQUIN PARK.
 Only 200 miles north of Toronto is beautiful Algonquin Park. With an altitude of 2000 ft. above the sea level the air is pure and bracing. Just the out-of-the-way sort of place for rest and recuperation. The Highland Inn offers splendid accommodation. Handsome publication free on application to C. E. Horning, Union Station, Toronto.

ONE CENT
 buys tooth paste, Palm Olive Soap, Talcum, Peroxide, Syrup Hypophosphates, Wash Cloths, Whisks, etc., at Robertson's one cent sale, Saturday, last day.

Assist Nature. There are times when you should assist nature. It is now undertaking to clean your system—if you will take Food's Sarsaparilla the undertaking will be successful. This great medicine purifies and builds up as nothing else does.

MAY DAY SPECIALS | J. M. Young & Co'y. | **MAY DAY SPECIALS**
 "Quality First"

May Day Specials For Saturday

Special Values in Room Rugs
Tapestry Rugs. These are a few of the old stock and quality and are worth 50 per cent. more than to-day's market prices—
 Tapestry Rugs, 3x3 1-2, worth \$18.00, for each..... \$12.50
 12 Only Rugs, Sizes:
 3x3, price..... \$8.50
 3x3 1-2, price..... \$9.50
 3x4, price..... \$10.50
 These come in two tone colors of greens, blues and browns and they make a very good and serviceable covering for floors.

Axminster Rugs
 2 Dozen Axminster Rugs, 27x54 size, in good range of patterns and colors..... \$3.75
 special at..... \$3.75
 Congoleum, 2 yards wide choice patterns, special per square yard..... 60c
 Curtain Materials in Voile, Marquisette, Scrim, Etc., in white and ecru, special at 50c, 35c, and..... 25c
 Nottingham Lace Curtains at Pair..... \$1.25
 45c, 75c to.....

Wash Skirts For Warm Days

Washable Skirts, made of Cotton, Gabardine, made with girldle top and jaunty pockets. These come in cream with hair line stripe of black, sizes 25 to 30 waist measure, special at..... \$3.00
Novelty Stripe and Figured Waist Skirts. They come in large range of coloring and designs, large pockets and girldle top, range up to 30 in., special at..... \$3.00
Wash Skirts made of Poplin, Bedford Cord, Repp, plain and fancy Gabardines and velvet corduroy, many smart styles to choose from and prices range \$1.50, \$3.50, \$2.50, \$2.25, \$1.75, \$1.50 and..... \$1.25

Silk Suits
 These popular *Silk Suits* are made of soft Chiffon, Taffeta and fine Corded Silk, heavy Shantung and Silk Poplin. The styles are the very newest and the finish and lining are the best. Colors black, navy, brown, green and sand, sizes 34 to 42, special at \$35.00, \$33.50, \$30.00 and..... \$25.00

Raincoat Specials
 Ladies' and Misses, Raincoats in Silk finished Poplins, made with raglan or set in sleeve, colors navy, grey, olive, and black, special at..... \$6.50

Ladies' and Misses' White-wear at Special Prices For May Day Selling

 Children's Middy Blouses made English Drill, with belt, lace sides or plain all white trimmed, navy, copen, and red, all sizes, special at \$1.50, \$1.25, \$1.00 and..... 79c
 Ladies' and Misses' Middy Blouses, Paul Jones Make, navy flannel collars and cuffs, long sleeves, special... \$2.00
 Children's Colored Gingham Dresses, sizes 2 to 6 years, worth \$1.00, special at..... 79c
 Ladies' Silk Sweater Coats with belt or sash in rose, goblin, canary, helio, purple, kelly, copen, etc., at \$22.00, \$20.00, \$18.00, \$15.00, \$10.50, \$10.00 and..... \$8.00
 Infants' Cream Cashmere Coats, embroidered Cape, many styles, sizes 6 months to 3 years, special \$4.00, to \$2.50 and..... \$2.25
 Ladies' White Cotton Drawers, embroidery and lace trimmed, special at..... 50c
 Corset Covers, dainty styles, some with short sleeves, special values at \$3.00 to \$1.00, 79c., 59c., 50c., and..... 29c
 Ladies' Corset Covers, dainty lace and embroidery trimmed, special at..... 39c

These Values in Table Linens Cannot be Replaced
 A big assortment of Pure Linen Table Napkins, in dozen or half dozen quantities, worth almost 50 per cent more, prices \$9.75 per dozen, \$3.29, \$3.75, \$3.98, \$4.98, \$5.35 to.....
 A beautiful range of Table Cloths in pure linen, which are not to be obtained from manufacturers at any price, in sizes 22 1/2 yards, 2x2 1/2 yards and 2x3 yards, 2x3 1/2 yards, special prices, each \$3.50, \$4.25, \$4.50, \$5.25, up to..... \$10.00

Specials in Canton Flannels
 Unbleached Canton Flannel, 26 inches wide, worth 12 1/2c yard, special at, yard..... 9c
 Heavy Unbleached Canton Flannel, 27 inches wide, 15c quality, special at 8 yards for..... \$1.00
 Heavy White Canton Flannel, 27 inches wide, special at 6 yards for..... \$1.00
 2 Pieces only of White Table Linen, 68 inches wide, pure linen, special at, yard..... \$1.00

1 Piece only of Pure Linen Damask, 70 inches wide, worth \$1.75, special at, yard..... \$1.35
 3 Pieces of Heavy Pure Linen Damask, 68 inches wide, special at per yard..... \$1.59

Great Savings in White Flannelettes
 Buying Flannelettes at these prices and laying them away for fall you will save 5c to 7c per yard as this class of material has advanced almost beyond reach.
 White Flannelette, 27 in. wide, Special at 10c yard
 Fine White Twilled Flannelette, 29 inches wide, Canton Flannel finish, worth 18c., special at, yard..... 15c
 Plain White Flannelette, 1 yard wide, worth 22c., yard, Sale price, yard..... 18c

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 Our... have... fight... favorite... as your
 Ten-inch 90 c
 Patriotic Med... of the All... "Keep the Ho... from
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 I have received instrum...
 sell by public auction Stat...
 19th, at my office, 10 Qu...
 the following property:—
 Firstly—Corner lot N...
 according to a plan of a...
 of the southerly part of...
 and "R" on the north sid...
 Mill street, made for Joh...
 Charlotte Livingston, an...
 istered as Plan Number 3...
 Secondly—Corner lot N...
 according to a plan of sub...
 the Southerly part of Lot...
 "R" on the north side of...
 street, made for John T. E...
 Charlotte Livingston, and...
 as plan Number 345.
 Remember the date, M...
 1917, the time, 8 p.m.,
 10 Queen street,
 Robert Bryson, J. T...
 Prop.
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 Of Real Estate.
 W. J. Bragg has rec...
 structions to offer for...
 public auction on the p...
 221 West Mill street, Br...
 Wincoy Mill, on Saturda...
 7 o'clock in the evenin...
 ing property: Two-story...
 ed brick house, 4 bedroo...
 room, 3-piece, large hall, b...
 ing room, kitchen, pantry,
 soft water, gas and elect...
 three cellars and furn...
 waiter to cellar. Lot 5...
 This property is new and...
 home. Terms made know...
 sale, at 7 o'clock in the...
 221 West Mill street, Satu...
 May 19th. Sold subject...
 bid.
 Mrs. Giddie, Proprietress.
 W. J. Bragg, Auc...