

Lyric Theatre, Simcoe
 Monday and Tuesday
 Feature Picture
Wm. Farnum
 IN
 "Fires of Conscience"
 With
 Travel Picture
 "Seeing America
 First"
 And
 Comedies to fill out our
 usual High Class Program

Cleaning and Pressing, Simcoe
 FOR DRY CLEANING, PRESSING
 and repairing go to J. S. Olm-
 stead, 26 Peel street, Simcoe. Par-
 ticular pains with both ladies' and
 gentlemen's work.

**MISS GRAHAM'S
 MILLINERY
 PARLOURS**
 10-12 Robinson Street
 SIMCOE
 Opposite the Battersby House



Hats from \$2.25 up
 The same unsurpassed
 workmanship and care, re-
 gardless of price.

Veils from 25c to \$1.50
 All styles and shades.
 Purchased in large quan-
 tities for cash at close fig-
 ures.

All Sales Cash
 Goods delivered in town
 and to the E. E. and
 N. Depot

**Miss Graham
 MILLINER**

**Simcoe
 Business
 College**

**A School
 of Business
 Efficiency**

**Typewriting
 Civil Service
 Preparatory
 Bookkeeping
 Shorthand
 Secretarial
 Education
 Employment**

Write for Terms
J. H. Bowden, Principal.

**CANADIAN
 CASUALTIES**

Killed in Action
 Strathroy—Pte. Thomas W. Mill-
 ken.
Died
 Galt—Pte. Thomas D. Clara.
Wounded
 Stratford—Pte. Harold Killoran.
Ill.
 Stratford—Gunner Geo. Ingham.

The kidneys and the skin. If the kid-
 neys are weak or torpid, the skin will be
 pimply or blotchy. Hood's Sarsaparilla
 strengthens and stimulates the kidneys,
 and clears the complexion. By thoroughly
 purifying the blood it makes good health.

**What
 Society
 is doing**

Mrs. T. H. Preston was a visitor
 in Stratford this week.
 Mr. N. D. Neill was a business
 visitor in Toronto this week.

Harold Brooks of the 215th batt.,
 has been transferred to the Engi-
 neering corps.

Mrs. W. L. Creighton and Mrs. H.
 W. Flitton, spent a few days in To-
 ronto this week.

Mr. Lamont Brandon was a week-
 end visitor at the parental home,
 Dufferin Ave.

Dr. Charles Crompton is a week-
 end visitor from Toronto at the par-
 ental home, Dufferin Ave.

The waste of rice at weddings
 has come under the ban of the new
 food controller in England.

Miss Marjorie Jones was a visitor
 in London on Wednesday, playing at
 a recital there on Wednesday even-
 ing.

Mr. and Mrs. E. L. Gould (form-
 erly of Darling street), moved to
 their new residence on Chestnut
 avenue this week.

Mrs. David L. Wright has suffi-
 ciently recovered from her recent
 operation, to be moved to her resi-
 dence on Brant Avenue.

Mrs. Wm. Lewis and little son, of
 Barrie, are spending a few weeks with
 her parents, Mr. and Mrs. E. B.
 Crompton.

Mrs. Gordon Duncan returned
 home on Wednesday from spending
 a couple of weeks in Chicago with
 relatives.

Mr. Harry Hatley and Mr. Frank
 Sanderson, of the Ottawa signalling
 corps, are at present on the high
 seas, en route to England.

Mrs. Lyon, who has been a popular
 visitor in town the guests of the
 Misses Ballachee, left for her home
 in Sioux City the first of the week.

Dr. Reg. Digby, is spending the
 week-end with his mother, Mrs. J.
 W. Digby. Dr. Digby is leaving for
 the East with his battalion the 164th
 early in the week.

Mr. Lamb of Ypsilanti, Mich.,
 spent a week or so in the city the
 guest of his sister, Mrs. Ed. Henwood
 Wellington street, leaving for home
 on Thursday.

Mrs. James Cockshutt, Lorne
 Crescent, left the first of the week
 for Vancouver, B.C., where she will
 spend a few months with her sister
 Mrs. Harvey.

Miss Vera Reding was up from
 Hamilton on Tuesday and Friday of
 this week, presiding over the por-
 ture telling booth at the War Relics
 exhibition at the old Y.M.C.A.

Miss Maude Cockshutt is spend-
 ing the Easter vacation with her
 parents, Mr. and Mrs. W. F. Cock-
 shutt, coming up from Macdonald
 Hall, Guelph, last Saturday.

Miss Grace Lloyd Jones, Miss
 Dorothy Rowe, Miss Marjorie Stand-
 ington, Miss Evelyn Hard, have return-
 ed from the Normal School, Hamil-
 ton, and will spend the Easter vaca-
 tion at their homes.

The Rev. Mr. C. Paterson-Smyth
 leaves to-day for Toronto, to assume
 his new duties as Rector of St.
 Phillips church, corner Spadina Ave.
 and St. Patrick's St. Mrs. Paterson-
 Smyth will remain in the city until
 after Easter, with her parents, Mr.
 and Mrs. W. L. Roberts, Brant Ave.

Misses Helen Ballantyne, Sybil
 Duncan and the Misses Millicent
 Verity, Isabel Verity, Frances Leem-
 ing, Elspeth Duncan, Margaret
 Matthews, Constance Hevly, are
 spending the Easter vacations at
 their homes, coming up from West-
 bourne College and Moulton College
 Toronto, the first of the week.

After the evening's programme on
 Friday night, at the War Relics Ex-
 hibition, an informal dance was
 held for the young ladies and their
 friends who had assisted during the
 week. The officers of the 215th bat-
 talion were all in attendance, and a
 very jolly time was spent. Music
 was supplied by the orchestra from
 "The Rex Theatre."

The ladies' auxiliary of the 215th
 battalion are giving a chain of
 "bridges" for the sock fund of the
 battalion. Mrs. James Sutherland
 gave three tables of bridge on Wed-
 nesday, and the Misses M. Jones
 and Hilda Hurley also entertained
 at bridge during the past week,
 while Mrs. Hedley Snider entertain-
 ed at bridge for the 215th auxiliary
 sock fund.

Viscount Milner has placed his
 beautiful house, Sturroy Court, Can-
 terbury, with a residence adjoining,
 and also a staff of servants, at the
 disposal of Lady Drummond, for
 the benefit of Canadian officers on
 sick leave. This place is among
 the most beautiful in Kent. Officers
 will be sent there through the Can-
 adian Red Cross London Bureau.

Mrs. H. B. Yates, widow of Colonel
 Yates, who died here, will have
 charge.

Capt. R. Tyrwhitt was a week end
 visitor in Toronto with his mother,
 Mrs. Tyrwhitt.

Miss Lillian Hyslop was a week
 end visitor in Toronto, the guest of
 Miss Tyrwhitt.

Mr. and Mrs. Bruce Gordon,
 Church street, are returning from
 their southern trip.

Mrs. Harry Whitehead entertain-
 ed informally at the tea hour on
 Saturday afternoon.

Miss Margaret Cockshutt is home
 from Macdonald Hall, Guelph, for
 the Easter vacation.

Mr. and Mrs. A. T. Duncan were
 week end visitors in Toronto, the
 guests of Mr. and Mrs. Chester Har-
 ris.

Mrs. George Hater, Albion street,
 spent a few days in London with
 the guest of Mrs. W. Muir and
 family, returning home on Friday.

Miss Muriel Heaton of Toronto is
 spending the Easter vacation in town
 the guest of Mrs. W. Verity, Char-
 lotte St.

Mr. and Mrs. Harvey Watt and
 small son, Dufferin Ave., together
 Thursday for Birmingham, Ala., to
 spend Easter with Mrs. Watt's par-
 ents, Dr. and Mrs. Woodson.

Mr. Fred Lameroux, who is at-
 tending college in Chicago, is spend-
 ing the Easter vacation with his pa-
 rents, Mr. and Mrs. Lameroux, Duf-
 ferin avenue.

Miss Florence Leeming, Dufferin
 avenue, left this week for New York
 to spend the Easter Vacation with
 her sister, Miss Dorothy Leeming,
 who is attending Miss Finch's school
 in New York City.

Mr. Sykes and son, Lieut. Hugh
 Sykes, of Toronto, who have been
 spending a week or so in Brantford
 the guest of Mr. E. McK. Wilson,
 Dufferin Ave., returned home the
 first of the week.

A number of the members of the
 Brantford Rotary club, together
 with their women folk, were the
 guests of the Hamilton Rotary club
 Thursday at the Royal Connaught,
 Hamilton. A thoroughly enjoyable
 time was spent, and the Hamilton
 Rotarians certainly do know how.

The Scottish Women's Hospital
 for Foreign Service recently received
 subscriptions amounting to more
 than twenty-three thousand dollars.
 This represents funds raised by Miss
 Kathleen Macdonald, of the amount
 twenty thousand was subscribed in
 the United States.

The members of the 38th Dufferin
 Rifles band, who have recently
 organized under the leadership of
 Bandmaster Johnson, will hold their
 first meeting in the old Masonic
 Temple on Monday night, the in-
 struments having arrived and every-
 thing being in readiness for a good
 practice.

Women drivers of motor cars
 give less trouble than do men, say
 the London police, who declare that
 if all the drivers of automobiles
 were women it would be easier to
 regulate traffic. Women are more
 alert than men, they add, and re-
 spond more quickly to the traffic po-
 liceman's sign.

The marriage of Lord Hartington,
 son of the Duke and Duchess of De-
 vonshire, and Lady Mary Hamilton,
 will take place at Easter. The his-
 torical old place, Hardwicke Hall,
 near Chesterfield, occupied at one
 time by the Duke and honored by
 the presence of King Edward for the
 hunting season will be lent by the
 Duke to his son as a country home.

"Ration pledges" are being given
 in Belfast, where a movement to
 obtain and register promises to keep
 within the prescribed limits of food
 consumption has been begun at a
 citizens meeting called by the Lord
 Mayor of Belfast. The work will be
 carried out by house to house visits
 by women who will ask housewives
 to sign and to hang up in a promi-
 nent place cards carrying a promise
 to abide by the food restrictions.
 Reports of sales from meet from sev-
 eral large centres indicate a general
 disposition to observe the food con-
 troller's appeal for a restricted con-
 sumption.

The visit to Ireland of the Duch-
 ess of Connaught's Own Irish Can-
 adians (199 Batt. C.E.F.) was film-
 ed, and an exhibition of the film was
 recently given in London. The film
 is a record of laughing faces, sing-
 ing handkerchiefs and conquests
 whose only wounds were in the
 heart. The acrobatics of two of the
 Rangers kissing the blarney stone
 amazed Londoners. The last picture
 shows the Canadians visiting a fac-
 tory. The programme calls it "Types
 of Irish who did so much to
 make all happy." Each Ranger is
 being made happy by at least three
 different "types" and buttons and
 badges are ruthlessly pillaged.

The Rev. Mr. Jenkins, rector of St.
 Jude's church, Brantford, gave an
 address at St. Peter's parish hall,
 London, under the auspices of Pa-
 tricia Chapter. Captain Jenkins is a

well known chaplain, says the "Lon-
 don Free Press," who has seen ser-
 vice at the front, where he took
 some of the most interesting pic-
 tures. The photographs were repro-
 duced on the screen at the lecture,
 and citizens attending this lecture,
 and the better insight into the ac-
 tive experiences of our Canadian
 and London soldiers than would be
 possible otherwise."

These beautiful spring-like days
 make the golfers think of their
 "driver, their iron and their
 putter," and many enthusiasts are al-
 ready enjoying their favorite health-
 giving game at the links. This after-
 noon at the Brantford course
 many players are having their first
 game of the season. The links here
 have wintered exceptionally well,
 and the indications are for a record
 year's golf, a number of new mem-
 bers having recently joined the
 club. Golf to-day is the most popu-
 lar outdoor sport in Canada.

The teachers and scholars of
 Grace church Sunday school pre-
 sented the Rev. C. Paterson-Smyth
 the Rev. C. Paterson-Smyth with a
 half dozen silver orange spoons and
 a handsome berry spoon on the eve
 of Mr. Paterson-Smyth's departure
 for Toronto. Both Mr. and Mrs. Pa-
 terson-Smyth have been actively en-
 gaged in Sunday school work for
 some years. Mr. Paterson-Smyth as
 superintendent of the Sunday school
 and Mrs. Paterson-Smyth had a large
 class of girls. They will be greatly
 missed in the Sunday school, where
 they have endeared themselves to
 both teachers and scholars.

On the departure of the Rev. Pa-
 terson-Smyth from Grace Church, of
 this city to become vicar of St. Philip's
 Church, Toronto, the members
 of the church thought it fit to re-
 cognize his services and good work
 during his tenure of office.

This took the form of a purse of
 gold, which was presented to him
 at the residence of Mr. P. W. Frank,
 the Rector of St. Philip's Church, on
 Thursday evening last instant. It was
 accompanied by an address signed by
 Mr. Frank, J. Bishop and Mr. F. W.
 Frank, the church wardens express-
 ing appreciation of his services in the
 parish and wishing him every suc-
 cess in his new field of labor and
 long happiness in his wife and him-
 self.

A thoroughly enjoyable evening
 was spent, and the Hamilton
 Rotarians certainly do know how.

The Rev. Mr. Fotheringham was
 in London on Tuesday addressing
 a meeting of the Anglican Women's
 Auxiliary. Mr. Fotheringham took
 the place of Bishop Williams, who
 was unable to address the meeting
 this year on account of a hemor-
 rhage in his throat. A number of
 delegates went up to London from
 Brantford to be present at the con-
 vention. Mrs. W. F. Cockshutt and
 Mrs. Geo. Hatley representing the
 Senior Auxiliary, Miss Torrey and
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The British Admiralty, in refer-
 ring to the German statement that
 German naval forces had been cruis-
 ing off the south coast of England,
 says:

"During the night of March 28-29
 some firing was observed some miles
 off shore from Lowestoft. Our patrols
 were sent to the scene with the ut-
 most speed, but nothing was seen of
 the enemy, who had made off.

"There is only one British steam-
 er named Mascotte in the register,
 and she is unarmed, but it is as-
 sumed the German message refers to
 one of our patrol trawlers named
 Mascotte."

The Paisley shawl is coming back
 again. The Paisley shawl is the
 shawl that grandmother used to
 wear. It is the direct descendant in
 the Scotch line of industry of the
 famous and costly Kashmir article.
 The process of manufacture was one
 of long and patient labor. The ma-
 terial that went into it was the fine
 and flossy underwool of the goat
 that inhabited the elevated regions
 of Tibet. It was a delicate material
 to work, and great care was exer-
 cised. The production of the yarn
 alone required so much patience and
 care and toll that \$15 a pound was
 not an uncommon price. Not infre-
 quently the manufacture of a single
 shawl required the time of three
 men for one year, and such shawls
 very often brought prices of \$100
 and \$1000.

The experiment of women carters
 began by the South-Eastern and
 Chatham Railway on a small scale
 several months ago has proved so
 successful that the company are ad-
 vertising for more. "They drive pair-
 horse drays and do exactly the same
 work as our cartmen," said an offi-
 cial. "The only difference is that
 they get more assistance in hand-
 ling heavy goods from the staffs of
 the firms to whom we deliver and
 from whom we collect than our car-
 men do. We have been surprised to
 find how well the women have done
 in this heavy work. They are very
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Easter Store News **J. M. YOUNG & CO.** **Easter Store News**
 QUALITY FIRST

**But a Few Days From
 Easter**

And Spring Apparel becomes a subject of First Importance. So we picture
 and describe for you a delightful assemblage of Modish Millinery and Suits
 for Women and a Quartette of charmingly youthful styles for Misses.

Misses' Sport Coats
 Misses' Sport Coats in novelty checks and
 plaids, trimmed with large fancy buttons,
 patch pockets, etc., elegant collection to
 choose from, special at \$15.00, \$12.00,
 \$10.00 to.....\$6.50

Misses' Suits
 Smart Tailor made
 Suits for Misses' wear
 in Serge and Toplins,
 coats silk or satin lin-
 ed, extra silk collar
 and trimmed with
 braid etc., special at
 \$25.00, \$20.00, \$18.00

Ladies' Separate Coats for Easter Wear
 Ladies' Separate Tailor made Coats, in
 Convert Cloths and Velour Cloths, also
 newest Tweed effects, raglan or set in
 sleeves, full range of sizes and big as-
 sortment of styles to pick from. Special
 at \$25.00, \$20.00, \$18.00, \$15.00, \$12.00
 and.....\$10.00

New Neckwear
 Easter Neckwear now being shown in all,
 the latest New York styles and materials,
 Georgette Crepe, Shadow Lace, Khaki
 Kool etc., special at \$2.00, \$1.50, \$1.25,
 \$1.00 and.....50c

J. M. YOUNG & CO.

Millinery for Easter Wear

We are showing some very
 smart New York and also
 copies from Paris Hats for
 Ladies' and Misses' wear.
 They come in black and col-
 ors and suitable for any
 occasion. You will find some
 strictly Tailor made shap-
 es amongst them, special at \$10.00, \$8.00
 To.....\$5.00

Ostrich Boas
 Ostrich Boas are greatly worn for early
 spring. They make a very stylish neck
 piece and give a great deal of style to
 a person's appearance. They come in
 black and colors, finished with long silk
 tassels, special at \$15.00, \$10.00, \$8.00,
 \$7.00 to.....\$3.50

New Easter Gloves
 New Gloves in Kid, Silk Lisle and Cham-
 oisette, in black, tan, grey, white, all sizes
 and at \$2.00 to.....85c

New Hose
 Ladies' Silk Hose in black and colors, all
 sizes, best of dyes, special at \$2.00, \$1.75,
 \$1.50, \$1.25 and.....\$1.00
 Silk Boot Hose at 75c and.....50c

KULTUR TAKES HEAVY TOLL
 Two Months of Unlimited
 Sub. Warfare Equals
 Six Previous
 TOTAL TONNAGE LOSS
 Of Million Tons in Two
 Months

By Courier Leased Wire.
 New York, March 30.—The Asso-
 ciated Press says:
 Germany's destruction of mer-
 chant ships during two months of
 unrestricted submarine warfare, has
 amounted to more than 1,000,000
 tons or more than one-fifth as great
 as the total losses during the pre-
 vious thirty months of warfare, ac-
 cording to figures published here to-
 day. The destruction of Entente
 and neutral vessels of this class
 since the war started totals approx-
 imately 5,500,000 tons, it is in-
 dicated by this summary. It shows
 that during the present month at
 least twenty-seven ships of more
 than 5,000 tons each are known to
 have been lost including two Ameri-
 can vessels.

TRAWLER SUNK BY HUN FLEET
 London, Saturday, March 31.—
 "During the night of March 28-29
 part of our naval forces cruised in
 the barred zone of the south coast
 of England," says an official state-
 ment received here from Berlin. "Be-
 yond the armed English steamer
 Mascotte, which we encountered
 eight miles east of Lowestoft, and
 sunk by artillery fire, neither the
 enemy fighting forces nor merchant
 shipping was sighted. Seven men of
 the Mascotte were made prisoners."

Other Figures.
 London, March 30.—The figures
 for British shipping losses from sub-
 marines and mines in the first eight
 days of December, January,
 February and March were given as
 follows to-day in the House of Com-
 mons:

ADMINISTRATIVE
AUCTION SALE
 Of Farm Stock and Implements
 W. Almas has been instructed to
 sell from O. Thomas to the
 Public Auction at the residence
 of one half mile west of
 village of Mount Pleasant,