

# ADAMS BLACK JACK

Keep all the soldier boys you know well supplied with the best flavored gum you can buy—Adams Black Jack. A stick a day keeps bronchitis away. Every time you buy it for yourself, buy it for a soldier.



# ADAMS

Pure Chewing Gum

SATISFACTION

QUALITY



HAWTHORNE'S  
DALHOUSIE STREET. BRANTFORD.

## NEWS FROM NORFOLK COUNTY

### OFFICERS TAXED IN IMPERIAL ARMY

Tax Increases With Salary;  
News Notes From  
Simcoe

(From our own Correspondent)  
Simcoe, March 30.—In the Imperial army there is not advantage in promotion from the rank of lieutenant to captain, or captain to major, from a pecuniary standpoint. The increase in pay is more than offset by the increase in war tax. Major Simpson's war tax is about \$240 a year. Capt. Burt and Capt. Jacques, we understand, pay each about \$125 war tax on every pound sterling of pay, and yet some young men in Simcoe complain about a poll tax of \$5 a year.

Capt. H. L. Selby writes to say he has returned to duty on the far-stretched line; that he ran across Lt. Murray Dillon at Rouen and that the latter was wearing the Military Cross, though he professed he did not know what Dillon had seen for, if any, of the Norfolk boys since a short time after going to France. Word has been received that Pte. Robert Neill is back in England and possibly slated for home soon.

Lost His Way Home  
Douglas Brown of Grimsby drove a truck load of produce to Hamilton last Tuesday, and after disposing of part of the load, apparently lost his way home. He came out to Brantford and next morning landed in Simcoe with the auto truck about the same time as Chief Canning received a wire advising him that Brown was wanted for making off with \$150. About fifteen minutes after Brown was in the cooler, where he spent what he claimed was a very long day. J. L. Koukle, chief of police of Grimsby, came over in the afternoon and left for home with Brown, the latter driving the car. Brown claimed here that he got while in Hamilton something stronger than sap from the maple. He was quite penitent.

Miss Wells' Obituaries  
The funeral of the late Miss Matilda Wells was conducted to Oakwood cemetery on Thursday, Rev. H.

### SIMCOE AGENCY

The Brantford Courier  
55 Peel Street.  
An Excellent Local Advertising Medium  
Telephone 390; Nights 356-3

C. Newcombe officiating. The bearers were D. G. McKnight, A. B. Jackson, Geo. H. Luscombe, Chas. G. Cass, Dr. A. W. Smith and Newton Challen.

With the Churches  
There was a good attendance at Trinity and St. Mary's churches yesterday morning. In the evening the usual Friday evening lecture gave way to an intercessory service, very fitting after the news that the Canadians were entering the great battle.

The usual Good Friday concert was held at St. James' Methodist church. The choir of the church sang opening and closing choruses, and the remainder of the programme was a varied selection of vocal solos, duets and trios.

From Central Africa  
Rev. Arthur J. Bowen of Chicago, a friend, and for the week-end a guest of the pastor, will at evening service give an illustrated lecture at St. Paul's on his life and experiences among the savages of Central Africa.

All Returned Soldiers  
Preferably, but not necessarily, in uniform, are requested to parade at the armories at 10.30 to-morrow and proceed to Trinity church for the Continued on page eight

The key to success belongs to the ambitious. The Simcoe Business College is an ambitious school for ambitious students. Ninety-three students are enthusiastically endorsing this school. Summer term from April 2. Special reduced rates over L. E. & N.

### STUDEBAKER SERVICE AT SIMCOE

The undersigned has taken over the Studebaker supply and service station opposite the market square, Simcoe. "Efficiency and promptness" our motto.  
We can handle any work on any car.

### USED STUDEBAKER AT AUCTION

On Saturday, April 6th, at 2 o'clock precisely there will be offered for sale at the Chevrolet Garage, Colborne St., Simcoe, a 1916 Model Studebaker auto, in first class running order. The sale will be made subject to a chattel mortgage which will be produced.  
Sam King, Auctioneer.

## RUHM AUCTION

Woollens  
Clothing  
Boots  
and Shoes

The sale will continue every day next week afternoon and evening, 2 to 6; 7 to 10.

### BARGAINS FOR EVERYBODY

Come and see. Private sale every afternoon and an opportunity to look over the goods.

It has paid others, it will pay you to attend this auction.

ROBINSON ST., SIMCOE.

MAX RUHM, Prop.  
SAM KING, Auctioneer

## Wall Paper Bargains

We have a number of last seasons papers in small lots of choice patterns and colorings that we would like to close out before the very busy days come. We are offering these papers at **positive bargains**. If you are interested in Wall Paper this Spring you will find it worth while to come and see these goods.

## NOBLE & SON

84 COLBORNE STREET.

## SUTHERLANDS

The new designs and colorings we are showing in our

## Wall Paper Department!

this season are simply marvelous and will enhance the value of any home. All the latest things are on the racks. *Papers for Living Rooms* that will go with any rugs or furniture. *Papers for Dining Rooms and Stairways*, in Forest Tapestries, Grass Cloths, Tiffany Blends and all the latest treatments in various shades. *Bed Room Papers Without End*.

We carry one of the most complete lines of Paper Hangings in Ontario.

JAS. L. SUTHERLAND Colborne Street

Window Shades and Room Mouldings.

## Are you Selling your Soul for the Lure of the City?

An Announcement Addressed Particularly to Single Men—and Their Employers

### NOTE—

In listing the following classes of labour from which farm help may be reasonably drawn, we respectfully exclude all returned soldiers engaged in these occupations. They have already DONE THEIR NATIONAL SERVICE.

Shoe Shiners  
S. L. Fountain Dispensaries  
Jewelry Salesmen  
Shoe Salesmen  
Men's Wear Salesmen  
Women's Wear Salesmen  
Florist's Salesmen

And every other class that can be included under the heading of Store Clerks or Store Salesmen.

Commercial Travellers  
Lunch Counter Waiters  
Hotel Waiters  
Bell Boys  
Restaurant Clerks  
Book-keepers

Typists  
General Office Assistants  
Theatre Ushers  
Grocers' Assistants  
Hardware Assistants  
Drug Store Assistants  
Messenger and Delivery Boys

Shipping Clerks  
Warehousemen  
Music Store Salesmen  
Cheffeurs

Carters  
Bread Route Men  
Milk Route Men  
Street Car Conductors  
Elevator Operators

All General Labourers who can reasonably be spared.  
House to House Canvassers of all Classes and Grades.

This list by no means includes all. There are many other non-essential occupations in our times, and those who are engaged in them would do well to consider their abandonment in favour of farm work.

Get away for a moment from the clamour of the street; go into your room, at once, or to-night if you are not now at home, and ask yourself this question:

"Have I actually done anything that could count as National Service for my country during the forty bloody months of her suffering?"

Put down in hours the actual time that you have worked. Then, if before your conscience you can say, fearlessly, that you have done a man's service to your country, well and good—we know that you will do even more. But if there is the thought drumming through your mind that all—everything—that you have done, is a mere nothing, just a sop to conscience, then as you are worthy of your manhood, make a speedy decision to devote the next few months of your life to National Service.

Outside of our armed forces only one kind of civilian labour ranks as National Service for men. That is Service on a farm.

That is why the Government in all seriousness exempted the farmer and the farmer's helper from military service.

If you are not quite sure whether your work could be done by a woman consult the list of occupations. These do not include all occupations. There are many others.

Sheer necessity urges that many men in these occupations should give place immediately to women, while they, the men, take up farm work temporarily.

This applies particularly to single men who can move with little or no inconvenience. Positions can also be found for married men who wish to move their families to the country.



Issued by the Labour Committee, Dr. W. A. Riddell, Chairman.  
Organization of Resources Committee, Parliament Buildings, Toronto.



### Organized Labour Endorses This Crusade—Remember That!

In a memorandum to members they specifically, as a matter of national necessity, agree to:

- The exemption from compulsory military service of all farm help.
- The substitution of female for male help in order that certain classes of male help may be released for essential National Labour Service, that is, Farm Labour.
- The stipulation that women who temporarily replace men who go upon the farm shall receive the same pay for service equal to the man replaced, so that the rates of wages for men shall not be lowered.

### Farm Wages are Good

At present farm wages with board are in many cases equal to, if not better, than city wages without board. So that the handicap of wages should not be magnified.

A day of reckoning is coming; a day when that irresistible force, Public Opinion, will judge a man by his work, and will judge employers by the work they are retaining men to do.

Men and women will look hard at the clerks in stores, offices, warehouses and factories. We are down to elements to-day, and our people will not tolerate the thought that while so many of our sons are perishing in

the bloody struggle in France, so many men are doing work that can easily and efficiently be done by women without sacrifice to their womanhood or health.

### Remember Your Effort is Voluntary

The production of food is the paramount work of Canada to-day.

In going to work upon a farm, the farm is actually your channel of National Service. That is the attitude you should take towards the matter.

We owe it to our nationhood and to our Allies, who stand with us through the Ordeal by Battle to see that no effort is spared to insure to them a sufficient food supply.

Don't dismiss this matter from your mind. Enroll for service quickly. Send your application to the District Representative of the Department of Agriculture in your County, or apply at the local public employment bureau or fill out the coupon below and mail it to the address given.

DR. W. A. RIDDELL, Chairman, Labour Committee,  
Organization of Resources Committee,  
15 Queen's Park, Toronto.

As a matter of National Service I am willing to work upon a farm. (State if you have had farm experience. If so for how long?)

I am willing to work for.....months.

My present occupation is.....

My age is..... Married?..... Single?.....

Full Name.....

Address.....

Telephone No. if any.....

A Day of Reckoning is Coming—The Battle Line Must Not Lack For 1