

LYRIC Theatre, Simcoe
 Wednesday and Thursday
Clara Kimball Young In "The Dark Silence"
 A story of the present war in 5 acts with singers to fill out our usual programme of high class pictures and music.

PRIVATE Hospital, operative, emergency and maternity; qualified nurses when required. Mrs. I. McNally, 90 Kent St., Simcoe, Ont. Phone 265.

NOTICE is hereby given that Clarence Wong has retired from the business of the Royal Cafe, heretofore carried on under the firm name of C. & J. Wong. The Royal Cafe will continue to be run by James Wong.

DATED at Brantford this 6th day of July, A.D., 1917.
 CLARENCE WONG.

JUST ARRIVED!

Djer Kiss Talc
 Djer Kiss Face Powder
 Djer Kiss Perfume
 Djer Kiss Toilet Water
 Djer Kiss Sachet

FRANK McDOWELL
 DRUGGIST
 Cor. George and Colborne Sts. Phone 403



Look Through
 our stock of high grade eyeglasses and spectacles and you will acknowledge the superiority of every article. Human eyesight is our particular study and we make a success of providing correctly adjusted lenses to suit all sights. Come and have your eyes examined if you think your vision is failing. We will prescribe the right kind of glasses for you and charge but moderately.

Dr. S.J. HARVEY
 Manufacturing Optician. Phone 1476
 75 Market St. Open Tuesday and Saturday evenings. Closed Wednesday afternoons June, July and August.

T. H. & B. RAILWAY
 Effective June 24, 1917

Eastbound
 7.30 a.m. (Except Sunday) — For Hamilton and intermediate points, Welland, Niagara Falls, Buffalo and New York.
 2.47 p.m. daily—For Hamilton and intermediate points, Toronto, Peterboro, Winnipeg and Buffalo.
 Westbound
 9.47 a.m., except Sunday—For Waterloo and intermediate points, St. Thomas, Detroit and Chicago.
 4.36 p.m., daily—For Waterloo and intermediate points, St. Thomas, Detroit and Chicago.

L. E. & N. RAILWAY TIME TABLE
 Effective July 1, 1917.

SOUTH BOUND

K'nox	8.05	10.05	12.05	2.05	4.05	6.05	8.05
Hesler	8.10	10.10	12.10	2.10	4.10	6.10	8.10
Prater	8.15	10.15	12.15	2.15	4.15	6.15	8.15
M. St.	8.20	10.20	12.20	2.20	4.20	6.20	8.20
Chil.	8.25	10.25	12.25	2.25	4.25	6.25	8.25
G.M.P.	8.30	10.30	12.30	2.30	4.30	6.30	8.30
Pr.	8.35	10.35	12.35	2.35	4.35	6.35	8.35
Ar.	8.40	10.40	12.40	2.40	4.40	6.40	8.40
Le.	8.45	10.45	12.45	2.45	4.45	6.45	8.45
Me. P.	8.50	10.50	12.50	2.50	4.50	6.50	8.50
OKT	8.55	10.55	12.55	2.55	4.55	6.55	8.55
WY	9.00	11.00	13.00	3.00	5.00	7.00	9.00
St. C.	9.05	11.05	13.05	3.05	5.05	7.05	9.05
St. S.	9.10	11.10	13.10	3.10	5.10	7.10	9.10
St. D.	9.15	11.15	13.15	3.15	5.15	7.15	9.15
St. E.	9.20	11.20	13.20	3.20	5.20	7.20	9.20
St. F.	9.25	11.25	13.25	3.25	5.25	7.25	9.25
St. G.	9.30	11.30	13.30	3.30	5.30	7.30	9.30
St. H.	9.35	11.35	13.35	3.35	5.35	7.35	9.35
St. I.	9.40	11.40	13.40	3.40	5.40	7.40	9.40
St. J.	9.45	11.45	13.45	3.45	5.45	7.45	9.45
St. K.	9.50	11.50	13.50	3.50	5.50	7.50	9.50
St. L.	9.55	11.55	13.55	3.55	5.55	7.55	9.55
St. M.	10.00	12.00	14.00	4.00	6.00	8.00	10.00
St. N.	10.05	12.05	14.05	4.05	6.05	8.05	10.05
St. O.	10.10	12.10	14.10	4.10	6.10	8.10	10.10
St. P.	10.15	12.15	14.15	4.15	6.15	8.15	10.15
St. Q.	10.20	12.20	14.20	4.20	6.20	8.20	10.20
St. R.	10.25	12.25	14.25	4.25	6.25	8.25	10.25
St. S.	10.30	12.30	14.30	4.30	6.30	8.30	10.30
St. T.	10.35	12.35	14.35	4.35	6.35	8.35	10.35
St. U.	10.40	12.40	14.40	4.40	6.40	8.40	10.40
St. V.	10.45	12.45	14.45	4.45	6.45	8.45	10.45
St. W.	10.50	12.50	14.50	4.50	6.50	8.50	10.50
St. X.	10.55	12.55	14.55	4.55	6.55	8.55	10.55
St. Y.	11.00	13.00	15.00	5.00	7.00	9.00	11.00
St. Z.	11.05	13.05	15.05	5.05	7.05	9.05	11.05

NORTH BOUND

St. Z.	11.10	13.10	15.10	5.10	7.10	9.10	11.10
St. Y.	11.15	13.15	15.15	5.15	7.15	9.15	11.15
St. X.	11.20	13.20	15.20	5.20	7.20	9.20	11.20
St. W.	11.25	13.25	15.25	5.25	7.25	9.25	11.25
St. V.	11.30	13.30	15.30	5.30	7.30	9.30	11.30
St. U.	11.35	13.35	15.35	5.35	7.35	9.35	11.35
St. T.	11.40	13.40	15.40	5.40	7.40	9.40	11.40
St. S.	11.45	13.45	15.45	5.45	7.45	9.45	11.45
St. R.	11.50	13.50	15.50	5.50	7.50	9.50	11.50
St. Q.	11.55	13.55	15.55	5.55	7.55	9.55	11.55
St. P.	12.00	14.00	16.00	6.00	8.00	10.00	12.00
St. O.	12.05	14.05	16.05	6.05	8.05	10.05	12.05
St. N.	12.10	14.10	16.10	6.10	8.10	10.10	12.10
St. M.	12.15	14.15	16.15	6.15	8.15	10.15	12.15
St. L.	12.20	14.20	16.20	6.20	8.20	10.20	12.20
St. K.	12.25	14.25	16.25	6.25	8.25	10.25	12.25
St. J.	12.30	14.30	16.30	6.30	8.30	10.30	12.30
St. I.	12.35	14.35	16.35	6.35	8.35	10.35	12.35
St. H.	12.40	14.40	16.40	6.40	8.40	10.40	12.40
St. G.	12.45	14.45	16.45	6.45	8.45	10.45	12.45
St. F.	12.50	14.50	16.50	6.50	8.50	10.50	12.50
St. E.	12.55	14.55	16.55	6.55	8.55	10.55	12.55
St. D.	13.00	15.00	17.00	7.00	9.00	11.00	13.00
St. C.	13.05	15.05	17.05	7.05	9.05	11.05	13.05
St. B.	13.10	15.10	17.10	7.10	9.10	11.10	13.10
St. A.	13.15	15.15	17.15	7.15	9.15	11.15	13.15

NEWS OF NORFOLK

Pte. William Palmer Richmond, of Simcoe, Succumbs to Wounds

TEMPERANCE CASE

E. Ramey Found Not Guilty Of Infraction of Act Yesterday

OTHER SIMCOE NEWS

Campaign For Cooler Summer Garb For Policeman Inaugurated

Write Simcoe Agency Box 311 or phone 356-3 all matters regarding delivery or subscriptions; News items or advertisements.

(From our own correspondent).
 Simcoe, July 24.—Mrs. Julia Richmond, of 138 Talbot street S. received to-day a message stating that her husband, Pte. William Palmer Richmond, 210,774, previously reported dangerously wounded, died of wounds, at No. 1 Casualty clearing station, France, on July 16th, 1917. There are two children.

Robert Masecar went to Hamilton yesterday to take charge of the body of his brother, Alfred, who died there on Sunday evening. He had been at the hospital for a few weeks. A wife and two children are bereft.

Press Photographs
 Dr. and Mrs. Bruce Enid, of London, spent the week-end with the former's parents here. Mr. and Mrs. Ezra Wissler, of Saleen, are guests of Dr. and Mrs. McGuire.

Rev. J. E. B. Mellroy, who preached eloquently at St. Paul's on Sunday, returned to Toronto yesterday morning.

Not Guilty
 The case preferred against E. Ramey for infraction of the Temperance Act, was disposed of yesterday. The action was entered on the grounds that accused was receiving more hard goods than could well be disposed of by his household. Mr. Ramey did not dispute the figures submitted, but swore that he was disposing of the goods under the law for household requirements. The verdict was "not guilty."

Odd Ends of News
 The board of works will make hay on the H. S. Campus.
 The L. E. and N. carpenters are putting up a shelter at "Stickney's" near the Lynn Valley, St. John's and Port Bruce patrons of the road.
 Fisher's Glen is now best reached by auto via Vittoria. The front road is at present a sod road. Some who have been down that way lately say it is made worse instead of better by recent work.

Ed. Ward shipped a load of horses for the prairie provinces yesterday. An effort is being made at Dover to hold a county picnic there to replace the Boughner picnic.

Out for Reform.
 "Let the policemen leave off that regulation hat and wear a panama," was the demand of a group of citizens at a county picnic, held yesterday morning. "Let them throw off that tunic and cool off like the rest of us. A humane driver puts a sun break on his horse's head, while the policeman has to wear something to draw the heat." Reform is in the air. Some of the firemen assert that the men should appoint their own Chief. To-day the street force will demand the right to appoint their own foreman and if the weather gets much hotter the clerks at the Post Office may insist on selecting their own Postmaster. The movement may spread to the banks.

But there is likely to be some reform from revelations of yesterday when it was discovered that ten lengths of fire hose was lying in the blistering sun in the vicinity of the scene of sewer construction work, and that some time ago the hose wagon of the down town fire hall was short a few hydrant wrenches. Chairman Jacques had given no order for a loan except for three lengths of condemned hose, generally called, "work hose and used for flushing sewers and storm drains."

The chairman of the finance committee complained that a few hundred dollars worth of new hose had recently been purchased on representations that the need was imperative and asked why ten lengths of hose was taken from the tower and left out by the contractors of the sewers. No one seemed to know. On advice from Chairman Jacques, Commissioner Jackson saw Mr. Reardon, and demanded that the hose be returned. The latter consented to do so during the day. It was not returned at six o'clock. All the while and for weeks past there has been less hose available than before the last purchase was made.

The last thing we heard last night was that the mayor had concurred and Mr. Reardon is to be summoned whether to pay damages to hose or to answer a charge of interfering with the fire apparatus or both. We do not know. Mr. Reardon told the writer he got permission to take the hose out. We failed to find out who gave it.

Note to Subscribers—It is imperative that all arrears of subscriptions be paid before the close of the month. Remit enough, any excess will be credited ahead. Be sure to give street and number if using the mail or remitting by envelope to the delivery boys.

THE FEW MEN WHO SEE ALL

(Hilaire Belloc, in Land and Water)
 There is a certain small number of men in Europe, whose whole function it is to calculate with their staffs the rate of loss.

To these men, whether upon the enemy's side or upon our own, the great battle shows as really moving towards its completion, as do the manoeuvring troops on the successive plans of a history book move to a decision before the eyes of the student who reads. Weeks ago the Australians were pressing the outskirts of Bullecourt; many days ago they were still pressing upon either side of the ruins. To-day those ruins are in their hands. Some weeks ago the French pushed; many days ago they seized the ruin of that once charming village on its height. Many more days pass and they may yet be there. And the days pass and the line still stands, hardly moving.

To one who should erroneously judge by physical movement very little has happened in these places, in most other places upon the line apparently nothing. But to the men who are in possession of all the obtainable figures, and who through these figures, see the real meaning of that fight, Craonne and Bullecourt and twenty other names of twenty other unhappy ruins means a certain calculable rate of approach up to a point in space, but to a point in time where exhaustion will determine a decision.

It is a fatal error, but a truth that of these men who are watching in their rough rooms behind either line, not physical movements on maps, but figures placed in their day on the colored curves, it is those behind the German line that can best appreciate the inexorable character of the affair and the way in which it advances as by a natural force rather than by the will of man. For upon either side exact knowledge is confined to one's own losses, while those of the opponents are at first a guess, then an estimate, and only after some time reduced by an examination of prisoners, the capture of documents, etc. to a reasonable margin of error; yet there are two dominating facts which either party possesses in common, and which must be appearing to-day in the German bureaux under an even stronger light than in those of the French and the British.

These dominating facts are, first: That the Allied power of recruitment at this moment remains greater by far than the German; and secondly, that the rate of loss upon the Allied side is, and must increasingly be, less than the rate of loss upon the enemy's. It is, therefore, in the last analysis the enemy's rate of casualties which will determine this battle, and because the enemy knows that rate more accurately than we do, because he does not estimate by calculation and estimate, but can jot it down every evening accurately—it is on this account that he must know the nature of the end even better than we do. He has before him a solid line the curve of which is the master curve of information, the German losses. Our people have it as a dotted line. He sees and measures to a thousandth the decreasing belt between that rising line and the horizontal limits of the resources we measure it only to a rough estimate.

Therefore it is that he has already asked for peace. Therefore it is that he suggests to the British public, and perhaps for his own comfort, the power—the menace—grave though that menace is—of the submarine to the communications of the Allies; and therefore it is that he emphasizes as best he may, by vague phrases and general statements, the losses he is himself inflicting.

It is a fatal error, but a truth that of these men who are watching in their rough rooms behind either line, not physical movements on maps, but figures placed in their day on the colored curves, it is those behind the German line that can best appreciate the inexorable character of the affair and the way in which it advances as by a natural force rather than by the will of man. For upon either side exact knowledge is confined to one's own losses, while those of the opponents are at first a guess, then an estimate, and only after some time reduced by an examination of prisoners, the capture of documents, etc. to a reasonable margin of error; yet there are two dominating facts which either party possesses in common, and which must be appearing to-day in the German bureaux under an even stronger light than in those of the French and the British.

ANNIVERSARY OF WAR TO BE CELEBRATED

Due Observance In Britain of Beginning of Fourth Year of Fray

By Courier Leased Wire.
 London, July 24.—The beginning of the fourth year of the war will be signalled in Britain by important events, notably a great religious intercession service in London, at which King George and Queen Mary will be present, and a big meeting in London August 4, when Premier Lloyd George will inaugurate the work of the national war aims committee, in an important speech.

The object of the war aims committee is to keep before the nation the causes of the war and the necessity of continuing hostilities until the forces which brought about the conflict are destroyed. The committee has four presidents, Premier Lloyd George, Herbert H. Asquith, Andrew Bonar Law, chancellor of the

exchequer, and Minister of Pensions Barnes.

According to information in parliamentary lobby sources, the premier's speech will outline as precisely as possible the war aims of Great Britain and her allies.

BICYCLE NEWS.
 Be advised and buy made in Canada Bicycles at Hawthorne's 73 Dalhousie street, prices from \$35.00 to \$45.00. Repairs for all makes of Bicycles.

The Remington Arms Company, of Bridgeport, is threatened with a general strike affecting 14,000 hands consequent upon the walk-out of the polishers who demand a 15 per cent increase.

One luxury that is actually an economy is Salada Tea. It yields many more cups than ordinary tea and besides has that unique delicious flavour.

INDIANS AT FRONT MAKE FINE SCOUTS

National Hereditary Instincts Render Bedmen a Formidable Foe

By Courier Leased Wire.
 London, July 8.—(By mail)—Canadian officers on leave here from the French front, have informally recommended to American officers that American Indians be employed or enlisted for service with the expeditionary forces. Manitoba Indians with the Canadians have done

excellent work at scouting and in No Man's Land. "These Indians with us," said a captain with the Canadian forces, "have performed services that never could have been performed by a white man. The Indian of North America has it in his bones to be a good fighter and a crafty one. We have them in nearly every regiment." Again and again during the past two years I have seen them go out at night between the trenches and, without firing a shot, without making the slightest noise, or creating the slightest disturbance, come back leading a half dozen or so Germans, from whom much valuable information has been obtained."

ADVANCE GOES ON.
 By Courier Leased Wire.
 Copenhagen, July 24.—A despatch from a war correspondent of The Lokal Anzeiger of Berlin says that the Austro-German advance in Galicia, is sweeping forward incessantly, notwithstanding desperate counterattacks by Serbian troops.

DAILY EXPENDITURE.
 By Courier Leased Wire.
 London, July 24.—Andrew Bonar Law, the chancellor of the exchequer announced in the House of Commons this afternoon, that for 112 days the average British expenditure was 7,795,000 pounds daily. The chancellor said the total advance made by Great Britain to her allies and the Dominions was 1,029,000,000 pounds.

JULY CLEARANCE SALE **J. M. Young & Co.** **JULY CLEARANCE SALE**
 "QUALITY FIRST"
 Store Closes 1 P. M. Wednesday During July

Wednesday Morning Bargains (8:15 to 1 P. M.)

Here's Our Wednesday Morning Bargains For The Thrifty Buyers

Wednesday Morning Bargains in Ready-to-Wear Dept.
 —Second Floor—Take Elevator

Bathing Caps—Buy one for Wednesday afternoon if you are going to the Port, Sale price Wed. morning 49c

SPORT SUITS \$3.19
 Smart Sport Suits, made of Gabardine, plain linen or check crash, worth up to \$5.00, Sale price **\$3.19**

WASH SUITS AT HALF PRICE
 One Rack of Wash Suits in Palm Beach, linen, cotton, poplin or raw silk, regular up to \$17.50 to clear at **Half Price**

WASH SKIRTS 98c
 Ladies Tailor Made White Wash Skirts, made of white, Jean, with or without pockets, they come in **98c**
 extra large sizes, Sale price

ODD SUMMER DRESSES \$1.50
 1 Lot of Odd Summer Dresses in white and colored muslin, slightly soiled, on Sale at .. **\$1.50**

NECKWEAR 49c
 1 Lot Ladies Colored Neckwear, in raw silk, Voile, Crepe all styles, your choice for **49c**

NECKWEAR 25c
 Another Odd Line Neckwear, in Voiles, Pique, on Sale at **25c**

MIDDY BLOUSES 49c
 Children's Middy Blouses in white and white trimmed with colors, sizes 4 to 16 years, Sale .. **49c**

NIGHT GOWNS 59c
 Ladies White Cotton Night Gowns, slip over styles, embroidery and lace trimmed, on Sale at **59c**

CORSET COVERS 29c
 Ladies Cotton Corset Covers, sizes 34 to 44, lace and embroidery trimmed, reg. 40 to 50c, Sale .. **29c**

WHITE VOILE WAISTS 98c
 Ladies White Voile Waists lace and embroidery trimmed, large collar and all sizes, Sale price .. **98c**

CHILDREN'S WASH HATS 50c
 Children's White Wash Hats, also a few white and colored straws, Wednesday morning .. **50c**

Ladies Cotton Hose in black only, garter top, fast black, good serviceable hose, all sizes at .. 15c
 Children's 1-1 Ribb Hose, fast black, good serviceable hose, all sizes .. **15c**

Silks on Sale Wednesday Morning

Tub Silk, 36 in. wide, good assortment of colors Sale price **50c**
 Raw Silk, 33 in. wide, natural colors, regular 75c, Sale price **50c**
 36 in. wide white Habitu Silk, 2 1-2 yards **\$1.00**
 Black Taffeta Silk, 36 in. wide, chiffon finish, good wearing silk, and worth today \$2.00, on sale for **\$1.25**

Embroidery Flouncing
 3 pieces Embroidery Flouncing, 44 in. wide, choice designs, worth today \$2.00, on sale at .. **98c**
 White Habitu Silk, 36 in. wide, extra heavy weight, regular \$1.25, Sale price **\$1.00**
 Silk Crepe in black and colors, 36 in. wide, Sale price **69c**

SEE WINDOW DISPLAY

Great Bargains in Wash Goods Wednesday Morning

PLAIN VOILES 33c YD.
 Plain Colored Voiles, 36 in. wide, in colors of pink, pale blue, rose, white, black, Helen, Alice blue, all good washing colors selling regular 50c yard, Sale price Wednesday morning, yard **33c**

WHITE RICE VOILE 19c yd.
 We were able to secure 5 pieces more of White Rice Voile. This material is 36 in. wide and makes very pretty dresses and waists, worth regular 35 and 40c yard, Sale price Wednesday morning, yard .. **19c**

WHITE PALM BEACH 33c YD.
 1 piece only of white Mercerized Palm Beach Suiting, 36 in. wide, silk finish, worth 50c yd., Sale price Wednesday morning, yard **33c**

SPORT SKIRTINGS 29c YD.
 Sport Striped Skirting, 36 in. wide, in colors of green, rose, blue and black stripes, regular 37 1-2 and 45c yard, Sale price, Wednesday morning, yard **29c**

WHITE INDIAN HEAD 17c YD.
 Fine White Indian Head for Dresses, Skirts and Middies 6 in. wide, worth 25c yard, Sale price Wednesday morning, yard **17c**

A Bargain in Battenberg Runners 49c each
 5 Dozen Battenberg Runners, 50 in. long, in white only, nice even lace worth 75c each, Sale price on Wednesday morning, each **49c**

EMBROIDERY PILLOW CASES 29c Ea.
 38 Only Fine Embroidered Pillow Cases, in 42 in. size, finished with a neat hemstitched, worth 37 1-2c each, Sale price Wednesday morning, each **29c**

BATH MATS 98c Ea.
 7 Only large size blue bath Mats, with the word "Bath" neatly worked in the centre, worth \$1.50 each, Sale price Wednesday morning, each **98c**

J. M. YOUNG & COMPANY