

**Lyric Theatre**  
SIMCOE  
Friday, Saturday  
SEPT. 14th, 15th.  
Fanny Ward in  
"The Crystal Gazer"  
In five acts with others to fill out our usual program of high-class pictures and music.

**T.H. & B. Railway**  
(Automatic Block Signals)  
The Best Route to  
**BUFFALO, ROCHESTER**  
**YRACUSE, ALBANY, NEW YORK, PHILADELPHIA, WASHINGTON, BOSTON, CLEVELAND, PITTSBURGH**  
Through Sleepers—Hamilton to New York, Boston; also New York, Boston to Hamilton.  
**H. C. THOMAS, Agent, Phone 110**  
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**Broadbent**  
Tailor to the well-dressed Man or Woman  
Agent for Jaeger's pure wool Fabrics  
Agent for Ely's Neckwear  
Agent for Aertex Underwear  
"Borsalino" and other high grade Hats  
Phone 312 4 Market St.

**ROACHE & CLEATOR**  
General Tinsmiths  
Rear of Temple Bldg.  
Bell Phone 2482  
Cold Weather Will Come. Be Prepared  
Furnace Work a Speciality  
Estimates Given  
Agents New Idea Furnace.

**Be Careful**  
—to keep the stomach well, the liver and bowels regular, by the timely and helpful aid of  
**BEECHAM'S PILLS**  
Largest Sale of Any Medicine in the World. Sold everywhere. In boxes, 25c.

**Largest Stock of Picture Frames**  
Convex Ovals  
Framed and unframed pictures in the city. Bring your honor rolls and soldiers certificates and have them framed by an expert of the C. E. F. Prices lowest in city, quality considered.  
**Harold Creasser**  
Market St. Book Store  
72 Market Street

**Seeing Is Believing**  
but we cannot trust to an impaired vision. If you suspect any derangement of your sight come and have your eyes examined here without delay. We will discover and remedy the defect, giving you the correct glasses to restore the lost power of vision. We are accurate adjusters of lenses to suit all sights and our charges are most reasonable.  
**Dr. S. J. HARVEY**  
Manufacturing Optician. Phone 1478  
8 E. Market St. Open Tuesday and Saturday evenings. Closed Wednesday afternoons August and September.

**Cook's Cotton Root Compound.**  
A safe, reliable, permanent medicine. Sold in three do. sizes. No. 1, 50c; No. 2, 25c; No. 3, 75c per doz. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: **THE COOK MEDICINE CO., TORONTO, ONT.** (Formerly Windsor.)

**NEWS OF NORFOLK**

**Simcoe Women's Institute Holds Its Septemeb Meeting.**

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

Simcoe, Sept. 14.—(From our own correspondent) The beautiful farm house lawn of Mr. and Mrs. George Potts, Woodhouse, presented an animated scene yesterday afternoon while the Simcoe Women's Institute held their September meeting there in warm September sunshine and balmy air.

It was a combination of work, instruction, recreation and financing, for many of the ladies had been knitting recipes of articles brought along, were read and discussed and the articles were sold. Ten members paid the membership fee. The collection amounted to \$4.15, and the vice-president, Miss Pidge Matthews, who presided in the absence through illness, of the president, Mrs. Williamson, handed over the sum of \$26.00, obtained from the sale of lilies from her private garden. This gift was earmarked for the Children's Aid Society.

Mrs. W. B. Tomlinson addressed the meeting, informally, giving a narrative of points of interest in her experience as travelling lecturer, throughout the province for the past months. There were about thirty-five present, and those from town left the farm just about the time their assistance with the milking and general chores might have been acceptable.

The Simcoe Reformer is wrothy this week because an article in the London Free Press credited this county with 55 fatal casualties, among men who passed out of the county through Simcoe. Coming out a few days later, Mr. Donly finds the county with 55 fatal casualties, a total 68. His authority, Lt.-Col. Aiken, he claims, is the best to be had. In this most will agree. But Col. Aiken says Pte. Stort was the first Norfolk man killed. Mr. Donly says not. He claims Pte. Watbuth was the first to fall. The Reformer protests also that Norfolk should take credit for all the Norfolk born, wherever they enlisted. Following this rule the casualty list for the county would probably shrink a little, for of the first thirty to leave Simcoe, only eleven were Canadians, others there were: English, 14; Scotch, 4; Irish, 1; and it is possible that the eleven were not all Norfolk born.

So it really turns out that while on one page the Reformer reviles the Free Press for slighting Norfolk county, on another page publicity is given to the fact that approximately two-thirds of these first thirty-five are men upon whom lands across the sea should have first claim, if we are to follow the dictum set forth. In turn, then, the Reformer should be scoured for doing an injustice to this county.

**Old Ends of News**  
Sergt. Bland left for the front at 3.15 to-day, from the L. E. and N. depot, and was given a farewell cheer by Mayor Williamson and Reeve Carter, and other citizens. Herb. Hammond has recovered sufficiently from wounds to be again into the reserve battalion of his brigade.

**MILITARY REGISTRAR FOR ONTARIO**



**THE BUSINESS WOMAN**

To-day, more than ever before, is woman's opportunity. Many new occupations are now opened to her, which, before the war, she was deemed unfitted to fill. And truth to tell she has risen to the opportunity, and now shares many business responsibilities in former times confined to men. But, as women are subject to more frequent fluctuations of health than men, many will be handicapped early, if they regard their health requirements too lightly.

The nervous strain, long hours and prolonged mental or physical fatigue thin the blood and weaken the nerves. Such conditions as women are now called upon to undergo can only be endured by a full-blooded constitution. This is as true for men as for women, only weaker women suffer sooner. The woman worker, in any line, requires her blood replenished frequently. She needs new, rich blood to keep her health under the trying conditions of business life, and to fortify her system against the effects of overwork. This applies also to the woman in the home, who, perhaps, has more worries and anxieties than usual. So let all girls and women take heed and renew their blood promptly at the first approach of ailing. This can be best and most effectively accomplished by taking Dr. Williams' Pink Pills which make new, rich blood and thus help womanhood so perfectly. No woman need fear failure of health if they take these pills occasionally to keep them well, or give them a trial if they find themselves run down.

You can get Dr. Williams' Pink Pills through any medicine dealer or by mail at 50 cents a box or six boxes for \$2.50 from The Dr. Williams' Medicine Co., Brockville, Ont.

**TRIBUNALS PUBLIC**  
Every exemption tribunal under the Military Service Act must be appointed by the 30th of September, and if the nominations have not been made by that time, the minister of justice is empowered to fill the vacancies. His Honor Judge Hendry, county judge of Brant, stated to the Courier that the sittings of the tribunals would probably be held in public, and that all claims for exemption would be heard in this manner. His Honor has not yet heard from the Board of Selection of the county judge of Brant County tribunals.

**TEST ARTESIAN WELL**  
A test artesian well is to be drilled on the waterworks property by the commissioners to discover whether or not a sufficient supply of pure water is available for the use of the city. This course was decided upon yesterday afternoon at a meeting of the commissioners held in the city hall. Mr. W. S. Lee, consulting engineer of Montreal was present at the meeting and consulted with the commissioners on matters relative to the waterworks, securing their views and opinions before proceeding with the work he has on hand.

**MODEL SUB.**  
A perfect reproduction of a submarine, of ninety pieces and measuring about three feet from stem to stern has been presented to the G. W. V. A. by Sidney Maynard, to be raffled.

**THE ZIMMERMAN OF THE SWEDISH CABINET**  
Mr. Linsman, the Swedish Foreign Minister, around whom centres the events which have brought Sweden to the brink of war.

MILLINERY OPENINGS NOW ON. **J. M. Young & Co.** "QUALITY FIRST" MILLINERY OPENINGS NOW ON.

**Saturday Bargain List**

**Special Values in Ladies' Ready-to-Wear Suits and Coats**

**Tailor Made Suits \$16.50**  
Ladies' and Misses' Suits in good quality serge Coats 32 to 34-in. long. Made with large shoulder collar trimmed with braids and buttons and lined throughout colors, Green, Navy, Brown, Burgundy and Black full range of sizes. **\$16.50**

**Plush Velour Coats**  
Ladies and Misses Plush Velour Coats full length with large collar and belts quilted lining these come in all the leading shades as Green, Brown, Burgundy, Navy and Black. Special at **\$17.50** and **\$16.50**

**Children's Warm Winter Coats**  
Children's Coats, natty styles for the coming season, in Tweeds, Blanket Cloth Zebeline in plain and fancy cloths also Velour Plush; range of sizes from 7 to 14 years, colors include, Brown, Green, Burgundy, Grey and Black. **\$5.50** Special at \$15.00, \$13.50, \$12.50, \$10.00 to

**Extraordinary Values in Dress Goods**  
**TWEEDS AT 50c and 75c**  
Tweed Suiting for Boys' wear **75c**  
good material Special 50c and **75c**  
**WOVE SERGES 75c**  
40-in. Wide Wool Serges in navy, **75c**  
Brown, Green Topie, Alice Spec.  
**All Wool French Coating Serge, in navy**  
**COATING SERGE \$1.25**  
Brown, Wine, Grey and worth **\$1.25**  
to-day \$1.75. Special **\$1.25**

**\$3.00 COATING SERGE \$2.50**  
52-in. Wide All Wool French Coating Serge in fine and heavy weave old dyes and worth to-day \$3.00  
Special **\$2.50**  
**BLANKET CLOTH \$1.50**  
20 End Blanket Cloth, all wool 54-in. wide length 2 to 5 yards in plain and fancy colors suitable for children wear or Men's House Jackets, regular \$2.50 Special, yard **\$1.50**

**2 Special Bargains in Flannelettes**  
**WHITE FLANNELETTE 15c YD.**  
Heavy White Flannelette free from filling, 36-in. wide worth 20c. Sale Price, yard **15c**  
**STRIPED FLANNELETTE 18c YD.**  
7 pieces of Striped Flannelettes, 34 in. to 35 in. wide good heavy weight. Special Sale price, yard **18c**

**EMBRO BEDSPREADS**  
Fine Embroidered Bed Spreads, 72 x90 size, Hemstitched side and ends Very Special Value **\$3.50** Each  
**HUCK TOWELS 25c PAIR**  
Good Quality of Plain White Huck Towels, heavy weight Sale **25c** Price Pair  
**PILLOW CASES 20c EA.**  
Hemmed Pillow Cases heavy bleached cotton free from dressing. Special at each **20c**

**Linen Specials**  
Unbleached Table Linen, 54 in. wide and part linen Special at, yard **40c**  
Pure White Table Damask, 58-in. wide. Special at, yard **50c**  
Pure White Table Damask, 64-in. wide and most all linen: Special at, yard **75c**

**Blanket Specials**  
Heavy White Flannelette Blankets, blue and pink borders. Special at, pair **\$1.75**  
Heavy Grey Flannelette Blankets 12-4 size, slightly imperfect worth \$2.25 pair. Special pr. **\$1.69**  
Heavy Wool and Cotton Blankets, in white only. Special at, pair **\$3.75**

**Special Values in SILKS**  
**BLACK PAILLETTE \$1.50**  
36-in. Wide Black Paillette Silk recommended for wear best of dye and worth \$2.00 Special **\$1.50**  
**BLACK DUCHESS \$1.50**  
Black Duchess Satin, French make extra heavy quality six yards make Special **\$1.50**  
**BLACK TAFFETA \$1.50**  
Here's a Big Bargain 36-in wide Chiffon finish free from dressing Black Taffeta Silk will wear better than any guaranteed Silk. Our Special price for Saturday **\$1.50**

**J. M. YOUNG & COMPANY**

**Rippling Rhymes**  
Walt Mason  
UNCERTAIN TIMES  
In times of war no prophet tells his wares, but Uncle Sam may need just what will chance tomorrow; it may be you'll be wearing bells, or plunked, neck-deep in sorrow. Perhaps the boss will on you smile and say, "Boy, I admire you," perhaps he'll say that trade's so vile he fears he'll have to fire you. We are at war with sword and gun, and as the trou-then put the marks and frames, and other coin untainted. In time of war prepare for peace, that peace of mind unending, which comes to prudent folk who cease all vain and useless spending; who have a package put away, should evil days come nigh them, who'll do without their plea to-day, if they lack coin to buy them. Keep out of debt, for debt's a curse when times are calm and cheerful, and now that war is here it's worse—it's something dread and fearful. Be prudent, now, before the stress of war has made us hum-ble, and when the crisis comes you'll bless the day you took a tumble.

**DODDS KIDNEY PILLS**  
DODDS KIDNEY PILLS  
CURE ALL KIDNEY DISEASES  
GOUT, RHEUMATISM, GRAVEL, DIABETES, BRANCHED  
23 THE PR

**Victor**  
Bring y  
success  
"His Ma  
90 cent  
Chu-Chin-Chow  
Hello, My Dear  
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Ziegfeld Folie  
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\$1.50  
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By Courier Lensed Wire  
Petrograd, Sept. 13.—  
After being received by  
Kerensky at the Winter  
informed of the fate wh  
him, General Knyffort,  
of the Korniloff troops,  
sent against Petrograd,