

# NORFOLK NEWS

## SIMCOE'S SHARE OF COAL IS LIMITED

Town Can Have Only Same Amount as Two Years Ago

**CONTROLLER WRITES Town Council Was in Session Last Night - Other Simcoe News**

(From Our Own Correspondent.)  
Simcoe, July 8.—The town fathers were all about the board last night and got through the business of the session at 10.30 but it was midnight before the members dispersed.  
Innes Charity Fund Replenished.  
Treasurer Reid reported the receipt of dividends on the W. P. Innes Fund Stock and Bonds of \$1950 was paid in Government Victory Bonds. The total sum was not stated. The treasurer was authorized to see the bonds and report.  
Litho Company Will Meet Debentures  
A communication from the Simcoe Litho Company acknowledged the company's liability to the town at \$2,343.90 and requested that the matter be left in abeyance for the present, the company to remit \$2497.28 in time to meet the debenture due in August, this amount to stand as a credit against the company's obligation. Council was quite agreeable. Had this information been to hand three weeks ago Simcoe's rate would have been 27 instead of 23 mills this year.  
The County Council's request for a levy of \$12,000 against 6,400 last year was read and placed on file.  
A request for a grant to assist relief work among our Balkan allies was read and placed on file.  
Our Share of Coal.  
His Worship had a communication from the fuel controller stating that Simcoe could receive this year only the same amount of coal as was brought in during the season 1916-1917 and requesting the Mayor to have a conference with local railway agents and dealers with a view to checking over the estimates supplied. It was noted that the actual figures for the 12 months indicated.

A Hint for the Controller.  
Strange to say, in the discussion which followed in the communication itself, was there any hint at a regulation to prevent coal going to rural homes where wood is nearby, until all the residences in urban centres have their supplies.  
Last year coal was drawn many miles into the country from Simcoe and wood was drawn to town over the same roads.  
Supt. Fiddin Exceptionally Qualified.  
Chairman Carter congratulated the Board of Works again, and in more detail cited the exceptional qualifications of Supt. Fiddin for his work and the satisfaction and economy with which that official is carrying on. He has stationery engineer's papers, can repair and adjust machinery and as an ex-farmer is the man for his job. The committee would not entertain any re-arrangement in the department.  
Oil had been placed as decided with some slight alterations to prevent the necessity of taking the water tanks into every other road to water isolated ends of streets, and up West street to obviate a heavy uphill tug with the water tank. Event-

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ually all of Norfolk street will be opened.  
W. P. Price Dully Commissioner.  
A report from the Utilities Commission stating that J. L. Acker had resigned, was followed with the appointment of W. P. Price, to fill the unexpired term. The statute calls for an appointment "at once" and the matter was promptly dealt with.

Better Fire Alarm System.  
Chairman Jaques reported that the Fire and Light Committee have accepted the contract for the installation of a better electric system for calling the men and ringing the fire alarm. The cost will be \$261. The work is awaiting the completion of Mr. Stalkers' end of the work.  
The re-arrangement of buildings at the market square will proceed next week. The object is to get more of the machinery under cover and get the horses closer to the horse wagon.  
Policeman Gay passed probation. Chairman Jackson reported that Mr. Gay's month on trial had proved satisfactory and recommended that he be engaged permanently, at \$70 a month. This went through and authority to issue new uniforms to the police was given.

Will Look Up Some Wood.  
On motion, his Worship was requested to name a committee who should at once investigate and report on possible sources of wood supply for domestic purposes during the coming winter. Carter, Langford and Jaques were named.

Curfew Later.  
After some discussion it was agreed to postpone the curfew till ten o'clock during July and August.

No Recommendation.  
The Industrial Committee had no recommendation to offer regarding the matter of eliminating the fruit stores from the operation of the early closing by-law. Some discussion regarding ice cream parlors selling tobacco and confectionery followed.  
Mr. Grubb wanted to have a test case brought on to see if this business could not be stopped. It was stated that Karl Byrse, who was reported to have been willing to desist from any trade except in ice cream, had broken away lately because his opposition would not fall in line and the opinion about the board was that a test case would be a loss of time, the matter having already been discussed against such.

Regarding Finances.  
Chairman Langford paid passing comment on some uninformed criticisms Council was receiving, and his committee in particular, regarding the sale of debentures. He thought it unwise to sell more of the school debentures than would be necessary to provide the board with enough to finish the South School. Any excess would of necessity lie in the bank at 3 per cent. or be transferred to the Board of Education to be held for the purposes for which it was provided—building the North Ward School—and this work was not likely to go on at once.

He thought that the Alreco hospital project, which should be to hand soon, might well be invested in the meantime in taking up some of the outstanding local improvement debentures. His Worship and

# Save for

Chairman Langford will confer with the Board's committee on the matter of the Frill Outlook.  
It is quite probable that the Board's committee on the matter of information as to how many cords of short wood will be required for Simcoe during the coming winter. If the gas is to be cut off places of business it will be no small amount. By "short" wood we mean wood about 16 inches long, for anything above this length is not suitable for the modern stove.  
Citizens may be asked to call at some particular office in town and fill in on blanks provided for their names, addresses and the amount in cords that they may need. If this is the case if they go on it is quite probable that some through neglect, may not be supplied. It might be well to watch the papers for announcements along this line. Should the Council decide later on to secure the block of timber, men may be required to cut wood, and a call may come for men who will accept work in November, December and January to fall the trees, and the buzz saws or the "cross cut" on the large limbs. This wood business may turn out to be a solution for the winter employment problem. There is no reason why Simcoeans should be short of fuel next winter if the energy of the town is put to the test by the emergency requirements. The manual labor involved will prove "quite" as healthy, interesting and as profitable as pleasure auto, bowling the bowls, or following the golf ball. There will be a hundred or so citizens at present who might well spend a day or two a week "underbrushing" the town a block of timber to work on.  
Already lumbermen are laying their plans for the winter's cut. The tons of all trees felled for lumber will make excellent wood. If we have a chilly winter in Simcoe it will be because of mismanagement, indolence or worse. Time will tell.  
The Courier will endeavor to keep its readers advised in this as in all other public business.

After Farm Help  
The executive of the conservation committee met at Mr. Frank Reid's office yesterday afternoon to go through a set of cards forwarded from Toronto and compiled from the committee list. A list of all those who signed as willing to farm work, and are going through this work with a view to getting all possible help, was placed before the various branch organizations. A committee will be asked to send in advice as to outside help required, those who cannot do farm work may be called on regarding their own land, and their present employment.

And Still They Work  
The I. O. O. F. worked yesterday 1-12 dozen pies, 147 stockings, 51-2 dozen ties; bed Sox: 35 doz. hdkts.; 6 doz. wash cloths; 5 doz. personal property bags; and 1-2 doz. suits pyjamas.  
To Pre. W. G. Quinn, 14 prs. Sox and 2 boxes raiment, and to Gunner R. Musgrave 13 prs. Sox and one box raiment.  
The following donations were acknowledged:  
Mrs. J. H. McKnight, \$5; Mrs. W. A. Woodley, \$5; Miss M. Wilson \$4.  
Langton W. Inst., 21 prs. Sox, 2 pillows, 1 dozen wash cloths, 5 pillow cases, 14 suits pyjamas, 12 towels.  
Press Photographs  
Lt. Porter of the Royal Flying Corps, Toronto, spent the week end with the family of Milton Porter.  
Miss Isabel McGee of Toronto, is visiting Miss Porter, 206-1/2 street south.

Wedded Among the Orange Groves  
Herbert A. Johnson, only son of Mr. and Mrs. J. S. Johnson, of the Fruit King, was wedded on Sunday June 30th, at Deland, Florida, to Miss Aileen Eaton, and the young couple are at present honeymooning with his parents and relatives in town.  
The young man has had three years of military training, and is subject to call any moment to join the U. S. navy.  
Miss Isabel McGee, of Toronto, has been visiting the Misses Porter, Norfolk St. South.

Lt. Porter of the Royal Flying Corps, Toronto, was out for the week end.  
Grass Fire Causes Commotion  
There was a small fire yesterday afternoon when a calf came in from the pumping station for the fire brigade. Clerk McCall wondered if the reservoir had taken fire. England Waiter feared the plant was going to be burned up. His Worship, remembering that there was a hydrant there, ordered that a few buckets of hose be taken up.  
The chemical went just because it is his habit to get there when any one even thinks, much less, shouts fire. And there was fire—in the grass, somewhere beyond Joseph Church's and the Jenkinson property—in fact it originated somewhere in the rear there and worked along the grass to the Industrial Home cemetery, but it was arrested here because it got through the wild roses which hide the graves of the unknown dead from the sun's direct rays.  
There was some confusion as the County Farm, too, had the fire gotten into the swamp, some fields of grain might have gone down.  
The situation was taken in hand by a couple of car loads of men taken out by W. L. Innes, and he got through without being spotted for fast driving too. But the pumping station never was in any danger. The incident however, is a reminder that the season now upon us is not

one for carelessness with cigars, stumps or matches. A few rods of indifference fencing was burned.  
Odd Birds of News  
The young men residing near Lyndale have been charged with breaking the windows of a farmer residing near Brand Creek—a Unionist. They will appear before Magistrate Guntor next week.  
Local horsemen will not offer any defence in the charge of neglecting to register their horses. They were under the impression that the animals were over the age limit.  
A special constable was asked for and detailed to protect the farmer's cattle camp southwest of the town from disturbance from an unbalanced element among the youth of the environs.  
Pte. G. Watts phoned from Toronto yesterday morning that he would reach Simcoe last night. This is a fact that to the surprise of his session, it was impossible to give the young man a formal welcome home, but we understand he was well received. He is in pretty good shape too.  
Even farmerettes get out of sorts at times and the colony disturbed early yesterday morning went on strike before noon and would not pick berries. It was discouraging too for a few hours till other help was obtained.

Stories Regarding Lady Aberdeen  
Denied by President of the National Council of Women  
At a private session of the recent annual meeting of the National Council of Women, held in Brantford, evidence was given to show how unfounded were the various rumors derogatory to the character of Lady Aberdeen, the Advisory President, which had found circulation particularly that alluding to misappropriation of the funds of the Women's National Health Association of Ireland.  
Mrs. W. T. Sanford, President of the National Council, now makes public a synopsis of this evidence in the following letter, copies of which will be sent to the Presidents of local Councils and nationally affiliated societies.  
To the Editor:  
Dear Sir,—Statements made in the press, together with innuendoes and rumors derogatory to the character of the National Council of Women of Canada, made it seem advisable and right that these should be investigated, and a statement made in regard to their truth or falsity. This has been done and the facts established by the evidence now in the hands of officers of the National Council amply refute such charges and insinuations. A summary of this evidence is here appended.  
Telegram from J. G. Heyer, Treasurer in Boston of the Women's National Health Association of Ireland, who says, "approximately \$30,000 sent forward to destination."  
Letter from G. P. Mountain, Manager, Parkin, Department, Federal Trust Co., Boston, giving dates and amounts, both in British and American currency, of seventeen remittances sent to Sir William Thompson returning to Scotland, some weeks earlier, and a denial of the statements published in the press which were said to have been made to Lord Aberdeen by Judge Swann, the district attorney. Also of the difficulty of securing passage, which alone had prevented Lord and Lady Aberdeen returning to Scotland some weeks earlier; and a denial of the statements published in the press which were said to have been made to Lord Aberdeen by Judge Swann, the district attorney. Also of the difficulty of securing passage, which alone had prevented Lord and Lady Aberdeen returning to Scotland some weeks earlier.

Telegram from Mr. S. Macdonald, Secretary, Waikato, Trust Co., Ltd., in San Francisco of the fund, which, telegram says, "Amount cabled from San Francisco, \$2,840. It is customary in this country in all charitable work to apply part of the receipts to the expenses of the work, but no such application made here."  
Note from J. P. Morgan re remittances sent to Sir William Thompson, Dublin, of \$4,006 and \$1,000 respectively.  
Letter from Charles R. Keating, New York, Chairman of the American Auxiliary to the Women's National Health Association of Ireland, giving full particulars re the failure of Charles Chapin to appear at the performance given recently in New York for the fund; of the arrest of the man who was supposed by Judge Swann to have managed the affair, and of the request made to Lord Aberdeen by the District Attorney, Judge Swann to appear as a witness against him. Also of the difficulty of securing passage, which alone had prevented Lord and Lady Aberdeen returning to Scotland some weeks earlier; and a denial of the statements published in the press which were said to have been made to Lord Aberdeen by Judge Swann, the district attorney. Also of the difficulty of securing passage, which alone had prevented Lord and Lady Aberdeen returning to Scotland some weeks earlier.

Letter from J. J. Curran, barrister, of New York, who confirmed all the above statements re the matter.  
Letter from E. D. Williams, manager for Charles Chapin, explaining that his contract with the syndicate prevented his keeping his engagement, and that he had been to appear at the performance already spoken of, this letter bearing date two days after his presumed appearance.  
H. S. Sanford, President National Council of Women of Canada.

Recognition won by more Canadians.  
Col. Draper, for Skill and Coolness, is Awarded Bar to D.S.O.  
London, July 8.—The following have been gazetted:  
Bar to the Distinguished Service Order—Lieut.-Col. Denis Draper, Royal Rifles, who, in his battalion had both tanks in the air, secured the left with great skill and coolness. He remained forward till all the wounded had been rescued. He has shown gallantry and devotion in several engagements.  
Distinguished Service Order—Major Samuel D. Grey Birds, when leading company he held up advanced straight to position and captured it, with three "machine" guns and a large number of prisoners.  
Lieut.-Col. Allison Hart, Borden, by personal reconnaissance in the face of great danger from machine gun and rifle fire, obtained sufficient information to deal with an unexpected situation caused by the enemy's counter-attack, and with complete safety of his own safety, he made a tour of the line. His example to the battalion was magnificent.  
Major Alexander Grant led a company forward under heavy shell fire, and established it immediately behind the front line. He set a splendid example to his men.  
Major K. E. Alexander McSwan, when all the officers became casualties, placed himself in front of a company under heavy fire and led them with the greatest skill and determination to their final objective. Three times hurled by shells, he continued to hold the line for four days.  
Lieut.-Col. Andrew George McNaughton carried out a daring reconnaissance and observed the enemy's batteries from an exposed position under very heavy fire. On one occasion he crossed the enemy's line in a low-flying airplane, obtaining valuable information.  
Bar to the Military Cross—Lieut. Alfred Henry Cowie, in charge of a working party of 250 men connecting up a buried cable, though continuously under fire, persisted in the face of severe casualties.

French Philosopher Is Certain That Victory Will Crown the Struggle  
SIMPLE and heartening words spoken by Henri Bergson, the French philosopher, after the beginning of the latest German drive, show that the fall in the big battle is over, we are more ready for new fighting than the enemy. But I do not expect the failure of the present offensive to win the war. The Allies should not assume that now. It would be a logical thing if the German people controlled their Government, but they do not. The German military will not cease with the failure that seems conclusive to all national beliefs. However, France and her Allies will go on to a victory that will convince even the German Government. The French are fighting their own war, of their own volition, for a government of their own, entirely subject to their opinion.  
And speaking of Paris in particular he said: "Paris is not the same to-day as in August, 1914. You see no excitement now, but you feel an assurance of much more determination to win than in the first wild demonstration of patriotism when the war began. That first mental state was too intense to endure. To-day you see Paris itself under bombardment, and the great battle resuming without a trace of public fear or excitement. Fighting, suffering, sacrifice have ceased to be a novelty; they have become the indispensable routine duty. The French never neglect a necessary routine. There is no question of the outcome.  
Not that there ever has been any serious question of the outcome in the minds of judicious and reflecting persons, but there are moments when the steady reasoning and calm, clear words of a philosopher like M. Bergson are as a wall in the desert to a man atariat. Some of our practical men of affairs, whose professional service in speeding up production and delivering the right goods in the right place cannot be overvalued, nevertheless err on the side of speed and early delivery in the quality of their otherwise admirable shipments. It is extremely unlikely that Germany as a sequel to her great victory in the east is going to collapse through internal weakness the middle of next week or the middle of next month, or the middle of the month after. That sort of prophecy has been current for three years and a half, and it does not deceive M. Bergson. His emphasis on the dogged endurance of France and her Allies, on their relentless persistence, on the ever-growing strength of their psychological attitude, is the valuable point in his utterance. He knows that victory will come because the allied people are moulding its substance with their daily bread."

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LIMITED  
26 King Street, Phone 670.  
The Food Board has arranged for a supply of fat for feeding young children during the hot summer months.  
There was a net gain of 11,772 in the Canadian Expeditionary Forces during June.

# Proof That ADVERTISING Lowers Selling Cost

## Some new facts and figures throw a flood of light on this subject

The rising cost of living is the great universal hardship of the present day. So great and so many have these risen been that few people stop to realize that there have been any exceptions to the general rule. But the fact is that there have been numerous exceptions and all of these exceptions belong to the same great class—that of nationally advertised goods.  
The present agitation on the high cost of living has led to some investigations which have brought out a lot of facts hitherto unknown to the public. Some of the most important work in this line is being done by the Association of National Advertisers, an organization of 260 of the leading advertisers of the country. Mr. Sullivan, the secretary-treasurer of the association, has given out some vitally important facts concerning the relation of advertising to selling costs.

"The old idea," said Mr. Sullivan, "that the cost of advertising raises prices, dies hard. But the business man knows better. He knows that selling goods is costly business—no matter what the goods or what the selling methods. And he knows that anything which creates demand on a large scale, and thus makes selling easier, is bound to reduce selling costs and thus helps to reduce prices.  
"But the evidence is better than argument; facts are better than theories, and we have been at great pains to collect the facts. We have secured an immense amount of data from our members which proves that advertising does reduce selling costs and thus tends to reduce the selling price of advertised goods. Let me quote a few examples:

"The makers of a famous photographic camera, when they began advertising twenty-eight years ago, made one camera which took a 2 1/2 inch picture, and which sold at \$25. Today they make a far better camera which sells for \$10. Another, which took a 4x5 picture, sold for \$60. Today they sell a far better one for \$20. And so on through the line.  
"A prominent hat manufacturer has, by means of advertising, reduced his selling cost seven cents per hat. Result—the buyer gets a hat of better quality at no increase in price; his despite increased cost of raw material and workmanship.  
"When the manufacturer of a famous breakfast food specialty began advertising, his goods sold at 45 cents a package. Today the package is fifty per cent. larger and the price has been reduced to 10 cents. Again advertising did it, the same causes producing the same results.  
"The producer of another well known food specialty is selling his goods at 25 per cent. less to the wholesale grocery trade than four years ago.  
"Twenty years ago a nationally advertised shaving stick was sold in a cheap metal leatherette covered box. Today a stick containing 20 cent. more soap is sold in a handsome nickel box at the same price.  
"Then take the most conspicuous example of them all—the automobile business; and compare the \$5,000, or \$10,000 cars of ten years ago with the equally good cars of today, selling for a fraction of the money.  
"And so on through a long list. In every case, the manufacturer either has been able to lower the price or improve the quality at no increase in price."

How has he done it? By means of advertising, which has created demand on a larger scale, and thus permitted production and distribution on a large scale. Result—improved manufacturing efficiency and reduced costs. And all of this in the face of a steady increase in the cost of labor and raw materials which, with advertising eliminated, might in many cases have doubled the price of the goods.  
"A triumph of economical marketing" is the only possible verdict for advertising in the face of these facts.

SCREEN DOORS AND WINDOWS KEEP KITCHENS CLEAN AND COOL

Flies, those dangerous carriers of disease germs, will soon be venturing into every door and window.

Bar them out. Good screens cost little money.

Time to get out and overhaul the lawn mower. Perhaps you need a new one. We have a number of easy running, inexpensive machines.

Every woman recognizes the superiority of aluminum ware. It is easily kept clean and lasts forever. Ask to see our stock of these necessities.

**W. S. STERNE** **BELL 1857.**

**120 MARKET ST.**

Cheerfully Bright

Cleans as it Polishes

**O-Cedar 25¢ Polish**

O-Cedar is TOTALLY DISEINFECTANT. With it you remove the accumulated dust and dirt from the floor.

Save for

Advertisements for various services and products, including printing and food products.

PRINTING

MacBride Press

26 King Street, Phone 670.

The Food Board has arranged for a supply of fat for feeding young children during the hot summer months.

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