Lyric Theatre, Simcoe

Friday and Saturday

WM. FOX
Presents
George Walsh
IN
"Meltino Millions"

In five Acts, with others to fill out our usual programme of high class pictures and music.

FOR DRY CLEANING, PRESSING and repairing go to J. S. Olmstead, 26 Peel street, Simcoe. Particular pains with both ladies' and gentlemen's work.

BUY YOUR INSURANCE —fire, life, accident—any kind, from T. E. Langford, 33 Lynnwood Ave., Simcoe. Town and farm realty for sale.

CLEANING AND PRESSING, repairs and alterations. McCool and Winter. Experienced tailors, 23 Robinson street, Simcoe. Phone 410. C|21|tf

Simcoe Business College

A School of Business Efficiency

Typewriting
Civil Service
Preparatory
Bookkeeping
Shorthand
Secretarial
Education
Employment

Write for Terms

J. H. Bowden, Principal.

Wood's Phosphodine.
The Great English Remedy. Tones and invigorates the whole nervous system, makes new blood in old veins. *Cures Nervous Debility, Mental and Brain Worry, Despondency, Loss of Energy, Palpitation of the Heart, Failing Memory.* Price $1 per box, six for $5. One will please, six will cure. Sold by all druggists or mailed in plain pkg. on receipt of price. *New pamphlet mailed free.* THE WOODS MEDICINE CO., TORONTO, ONT. (Formerly Windsor.)

KEEP HENS

FOR THE SAKE OF
PROFIT and PATRIOTISM

Every housekeeper should provide against the high prices of poultry and eggs by keeping hens. You will have to pay war time prices next fall and winter. Now is the time to hatch chicks. Layers will be high priced in the Fall. There will be a

PUBLIC MEETING

In Conservative Hall, Dalhousie St., Wednsday Eve., May 30th at 8 p.m., where addresses will be delivered by Mr. John S. Martin, Port Dover, who will tell how to raise poultry with profit—how you can keep them in your back yard and use much of the waste food from your table in feeding them economically. He will tell how profits may be increased by poultry keeping on the farm.

Mr. W. N. Andrews and Others will speak.

Everybody Welcome
Ladies Specially Invited
Admission Free
Hatch More Chickens and Help Win the War

Mr. J. H. Spence
Chairman:

Call 1386
CAHILL'S
FOR GOOD
DRY CLEANING
29½ KING ST. BRANTFORD

CONSCRIPTION ENDORSED
By Courier Leased Wire.

Vancouver, B. C., May 31.— The Vancouver Board of Trade yesterday passed a resolution endorsing conscription.

NEWS OF NORFOLK

Details of the Death of Lt. Dugit

Monthly Income for the I. O. D. E.

Minister to Retire From Active Service

PORT DOVER ITEMS

Simcoe, May 31.—The following letter giving detail regarding the death of the gallant soldier, Lt. Louis Dugit, will be of general interest to the young lieutenant's many friends and acquaintances.

France, May 9th, 1917

My Dear Mrs. Dugit:

The news of the death of your husband, Lieut. R. L. Dugit who was killed in action May 3rd will no doubt have reached you through official and other private sources before this letter arrives.

My object in writing to you is to offer the sincerest sympathy not only of the officers and men in No. 1 company which he was commanding up till the time of his death but of all the officers and men in the Battalion. I quite appreciate that nothing I can say will assuage the loss you and your children have sustained, but the circumstances surrounding his death may offer some consolation to you and be an inspiration to your little son for I feel I almost know the little fellow from his father's description, when he is big enough to understand how his father died.

May I give the unvarnished and honest story, for I was the only officer of the company nearby at the time: No. 1 company had advanced to within a few yards of our objective. It was then dark, for it was about four o'clock in the morning and the darkness was made doubly opaque by the smoke and dust made by our own and the enemy's artillery. Presently from behind a hedge, a machine gun of the Germans opened a rapid fire. There was a call to throw over rifle grenade and bombs. Then some one said he thought that some No. 1 company men were flanking the gun on our immediate section and in range of our grenades, etc. I heard Mr. Dugit say: "If there are any of No. 1 Co'y men there I should find out." He then tried to get over near the hedge followed by his batman, Pte. J. B. ——. Shortly after following an order to rally the men of our Co'y. nearby I found him lying dead, shot by the machine gun I have referred to.

I know the impression his action made on me and all who were near him. He was a brave man under the severest test. He set an example to all officers and died, I know, for the sake of the men under his command.

Always on the line, his conduct was becoming of an officer that is exemplary. You may in all honesty tell your boy that his father died nobly in a worthy cause. Soon after he was killed, a shell fell near his body and partly buried him, and owing to intense shell fire we were unable to carry him out. We buried him under the shade of some trees near where he fell, with some of his comrades in graves beside him.

A little party of us attended the obsequies conducted by myself, and after a little service held under bombardment, we saluted. It was a humble ritual, but sincere. The grave was marked with a cross and the exact location has been filed with the proper authorities, and will no doubt be communicated to you later. We all pray that you will be comforted in your sorrow. May God bless you and the children till you all join Mr. Dugit where he is young and happy forever in the Resurrection and the Life.

Believe me to remain very sincerely yours on behalf of the officers and men of No. 1 Co'y.

——, Lieut.

Will Fall Back on the General Public

The movement undertaken by the County Patriotic committee to provide a monthly income for the Simcoe Chapter of the I. O. D. E. will likely be carried out by a team of canvassers chosen from the general public. Scores have been requested by phone, to attend this evening, a mass meeting in the town hall for the appointment of ward captains, who shall be responsible for their districts. If the work is pursued in this manner, which, by the way, has more than once proved successful before, the desired goal will doubtless be reached. Last winter, however, two attempts were made to get such an organization under way for Red Cross funds, but without success.

The German suspect, who was to appear before Magistrate Gunton yesterday, was remanded till to-day.

The funeral of the late John Goodland will be held from his late residence, 41 Lynwood Ave., to St. John's cemetery, Woodhouse, on Saturday at 11 o'clock.

Mr. N. J. H. Green has considerably improved his grounds and the adjacent boulevarde at his North ward residence.

Rev. Mr. Garnham to Retire

Rev. Mr. Garnham, who has just completed his fourth year on the old Windham circuit, retires this year from active service in the Methodist church, and will reside in Toronto. His kindly salutation will be long missed, not only by his rural parishioners, but also by many who have met him about town, throughout his stay here. He was a scholarly, well-read man, kindly, sympathetic and tactful, most courteous, solicitous for the weal and happiness of his people and mankind at large. He will receive a "God-speed" and many wishes for many years more in a long evening of life. May his people here, be yonder, to add "Amen" to the "well done, good and faithful servant," which Rev. Garnham, in the minds of his people, will surely receive when time has ceased.

Press Photos.

Dr. and Mrs. W. J. Dey arrived home with the opening of the week.

Mrs. Jacob Deslandes and children moved to Tillsonburg early in the week. Mr. Deslandes is overseas with the boys in France.

PORT DOVER

Port Dover, May 31—News of the sudden death of John Goodland in Simcoe on Tuesday evening was flashed down here a few minutes after his sudden demise. Mr. Goodland knew the Port from boyhood, and the Port knew him, and though for some six years he has not been much about the village he is still well remembered as a man whose presence in any group of citizens always made the atmosphere brighter and clearer. He was rated here as a man of sound judgment and good sense, and a man brimming over with goodwill to all about him.

The Vigilant made her first break for the open at 8.45 yesterday morning. There was hardly enough sea to make the "new" sailors uneasy. It is the latest start in the boat's history.

Looks too Good to Be True.

A work train came down over the L. E. and N. yesterday with rails and other track-laying appliances; citizens are rather canny about entertaining thoughts that the road is going to push on down town—and it may.

Provincial Health Inspector, Dr. McCullough will make a trip to Dover presently to look over the proposed sources of supply for waterworks system; and to advise in the matter.

USE "TIZ" FOR SORE, TIRED, ACHING FEET

No More Puffed-up, Burning, Sweaty, Calloused Feet or Corns.

Just take your shoe off and then put those weary, shoe-crinkled, aching, burning, corn-pestered, bunion-tortured feet of yours in a "Tiz" bath. Your toes will wriggle with joy; they'll look up at you and almost talk and then they'll take another dive in that "Tiz" bath.

When your feet feel like lumps of lead—all tired out—just try "Tiz." It's grand—its glorious. Your feet will dance with joy; also you will find all pain gone from corns, callouses and bunions.

There's nothing like "Tiz." It's the only remedy that draws out all the poisonous exudations which puff up your feet and cause foot torture.

Get a 25-cent box of "Tiz" at any drug or department store—don't wait. Ah! how glad your feet get; how comfortable your shoes feel. You can wear shoes a size smaller if you desire.

NATIONAL COMMISSION RULING

Cincinnati, May 30—The optional rights of the Detroit club to purchase Player Pittler from the Chattanooga club yesterday were adjudged to be valid and effective by the National Baseball Commission, which, with the approval of the Detroit club, sanctions his transfer by the Chattanooga club to Pittsburg for a consideration of $3,750, of which $2,500 is to be paid to the Chattanooga management and $1,250 to Detroit for relinquishing claim on the player. The Chattanooga club's plea to have the Commission cancel the agreement whereby Player Harper was released by the Detroit club to the Chattanooga team was dismissed, and the Detroit club directed to turn the player over to Chattanooga.

LABOR CONFERENCES.
By Courier Leased Wire.

Ottawa, May 30.—Delegates are arriving in great numbers from all over Canada to attend the secret labor union conference on conscription that commences here today and may last over the week-end. The International Association of Machinists went into session this afternoon and will report its decision to the general conference of all unions, whose sittings begin on Friday. While it is probable that there will be an overwhelming majority against conscription in its proposed form, unanimity is not expected by any means. The executive of the Dominion Trades and Labor Congress is acting in an advisory capacity at the conference.

HALF MILLION SUIT.
By Courier Leased Wire.

Regina, May 31.—D. B. Hanna, and ex-Judge Phippen of the C. N. R., Lieut.-Governor Grant of Nova Scotia, and Hector McInnis of Halifax, appear as defendants in a suit involving half a million dollars at a special sitting of the supreme court here next Tuesday. The plaintiff is the National Trust Company, acting as liquidator for the Great West Iron, Wood and Chemical Works, Limited, of Prince Albert. Together with Felix Frank, these men as directors and shareholders of the defunct company, and the court is asked to declare them severally liable for the liabilities of the company to the extent of their unpaid stock.

Catarrh Cannot be Cured

with LOCAL APPLICATIONS, as they cannot reach the seat of the disease. Catarrh is a blood or constitutional disease, and in order to cure it you must take internal remedies. Hall's Catarrh Cure is taken internally, and acts directly upon the blood and mucous surface. Hall's Catarrh Cure is not a quack medicine. It was prescribed by one of the best physicians in the country for years and is a regular prescription. It is composed of the best tonics known, combined with the best blood purifiers, acting directly on the mucous surfaces. The perfect combination of the two ingredients is what produces such wonderful results in curing catarrh. Send for testimonials, free.

Take Hall's Family's Pills for constipation.

Sold by Druggists, price 75c.
F. J. CHENEY & CO., Props., Toledo, O.
order—"really does" overcome indt-

ADVERTISE RELIGION

Church May Draw Lessons From War Time Publicity Campaigns

RESULTS ARE CERTAIN

England Makes Lavish Use of Advertising in War Schemes

(By Charles Dinghan, of Winnipeg, in Christian Guardian.)

Ever since the war began England has been making lavish use of newspaper advertising in furtherance of war schemes. Whenever men or money have been wanted, immediate resort has been made to public appeal through the newspaper advertising columns. The work has not been left to amateurs. The best writers of advertising "copy" have been seconded by able artists. The result has been some of the most striking and effective advertising that has ever been produced. The advertisements have carried a direct personal challenge to men such as only the slacker and the stolidly indifferent could well resist. The advertisements have even attracted notice on this side of the Atlantic, and many United States newspapers have reproduced some of the advertisements as illustrating a unique phase of war making.

Is there not in this remarkable advertising campaign an object lesson for the Church? Why should the church not make similar use of newspaper advertising to enlist men and women in the service of King of Kings? It will be answered, of course, that advertising for war service is different, in that it makes appeal to the heroic and to the spirit of self-sacrifice. These factors have no doubt contributed to the success of war advertising. It would be useless to advertise that which nobody wants or nobody needs. Has the church nothing that men need? If it hasn't it would be useless to advertise. If it has, why should it not make use of so effective a means of reaching the man in the street who to-day is indifferent or even antagonistic to the Church?

But another factor has contributed to the value of England's war advertising. It has been bold, candid and direct in its appeal. Every advertisement, in illustration and reading matter has brought the men of the nation face to face with vital facts. Men have been faced with a crisis in their lives. Every advertisement has been a real challenge. What is there in these appeals that could not—nay, that should not—be duplicated by the Church?

The maintenance of a vigorous, purposeful church is as vital to the welfare of the nation and the Empire as the winning of the war. Men are fighting to-day on the battlefields of France and Flanders for just these things that the Church stands for—the principles of human liberty and justice for the rights of the weak and the oppressed, for the triumph of righteousness and truth. These are the very foundations on which the Church is established. Yet while our brave men fight abroad, men at home maintain an attitude of indifference to the Church. Their attitude constitutes a challenge to the Church.

Let the Church meet the challenge. If men need the Church—and they do—let us show them. If the Church has anything worth while to offer them—and it has—let the Church say so with a clear and convincing declaration. The Church to-day is on the defensive. It is challenged daily for its alleged ineffective service, both from within and without the pulpit. If the criticism is undeserved, let the Church boldly assert itself and claim that place of leadership that rightfully belongs to it.

There has been criticism of Church advertising as it is being conducted to-day; but the criticism is concerned more with the method than with the principle of newspaper publicity. Much Church advertising has been badly done. Much of it has been in bad taste, it has smacked of the sensational. It has sought to advertise the man rather than the message.

The advertising campaign I have in mind would go deeper and much farther than the Saturday pulpit announcement. I would employ the best advertising minds available to conduct the campaign and to prepare the advertising matter. There are in our churches hundreds of splendid Christian men whose sympathies and training fit them in a unique way to undertake such work. I would employ the best available illustrators. The advertisements without being sensational, should be bold, direct and forcible appeals. They should state the case for the Church in such a way as to anticipate the question of the indifferent man, or the man who fancies he "has no use for the Church." Much of this indifference and assumed opposition have their basis in ignorance of what the Church stands for and what it offers to men.

Does someone ask: "Why not preach these things from our pulpit?" Thunder them from our pulpits by all means. But why limit the challenge and the appeal? The people who already attend church are not the ones who need to be reached; it is the non-church-goer we must get after. The newspaper would follow him to his home; it would greet him in his office; it would face him with pointed advertisement in the company of other men. The newspaper would reach its thousands where the pulpit would not reach hundreds. Newspaper advertising would not displace the pulpit; it would supplement and strengthen its efforts.

Would men respond to such an appeal? Let me answer by asking. "What has the Church to offer?" England's war advertising has clearly shown that men will answer an appeal to worth-while things. The easy criticism is often levelled against the Church that it has lost its leadership. I am not so sure of that. It may not be as aggressive as it should be. But there is still plenty of vitality and energy within the Church awaiting proper direction. The Church is the most potent factor for good in the community and the nation. Just in the measure that its appeal to men is vigorous and aggressive, just in the measure that the Church assumes a place of true leadership, will men follow. A Church has nothing to offer to men Church that has nothing to offer to men will never get them.

FIRE IN MOSSBANK
By Courier Leased Wire.

Mossbank, Sask., May 31.—Fire here last night started in Beveridges' blacksmith shop and destroyed six buildings, with an estimated loss of $90,000, partly covered by insurance.

COLD WEATHER
By Courier Leased Wire.

Winnipeg, May 31.—Calgary and Vegreville were the coldest points in the west last night, according to the official weather report to-day. At both points, 16 degrees of frost were recorded. At Russell, Man., it was as low as 14 degrees of frost. The freezing point was reached in each of the prairie provinces, and temperatures ranging from 26 to 30 degrees above zero were general. The prospects are for warmer weather to-day and to-morrow.

Several Baby Buggies to be sold at auction, Saturday afternoon, June 2nd, Central Auction Rooms, 8 Wharfe Street.

Children Cry
FOR FLETCHER'S
CASTORIA

AGAINST CONSCRIPTION.
By Courier Leased Wire.

Montreal, May 31—Socialism made an energetic and varied protest at a demonstration on the Champ de Mars last evening when speakers of many nationalities and creeds appealed to three distinct audiences at the same time against the enforcement of conscription. All the arguments which have been used of late against the introduction of conscription were used last night, and were joined with the usual Socialistic arguments against war.

Children Cry
FOR FLETCHER'S
CASTORIA

PAPER MONEY
By Courier Leased Wire.

Petrograd, via London, May 31.—The provisional government to-day approved the proposal of temporary finnace minister Teretschenko, to raise 2,000,000,000 rubles and take steps for securing for the treasury "the supply of paper money which already has become indispensable." The government's approval of the measure was unanimous, it is stated.

OCCUPY VILLAGES
By Courier Leased Wire.

Rome, May 31—via London—Italian troops in Albania have occupied the villages of Cerevoda, Velisest, Osoja and Cafa, the war office announced to-day.

SPECIAL SHOWING IN WASH MATERIALS | **J. M. YOUNG & CO.** QUALITY FIRST | SPECIAL SHOWING IN WASH MATERIALS

SPECIAL VALUES IN WASH MATERIALS

Fine Voiles, Skirtings in Gabardines Matting Cloths, Piques, Reps, Middy Twills

A GREAT VARIETY TO CHOOSE FROM

Fancy White Voiles, 39c
10 Pieces of Fancy White Voiles, 36 to 40 inches wide, in rice patterns, checks, stripes, etc., special value at, yard..... **39c**

Poplin Suiting, 25c yard
Poplin Suiting, in white only, 36 inches wide, for skirts and middies special at, yard..... **25c**

36 in. Middy Twill, 25c yard
Fine Quality Twill in white only special at, yard..... **25c**

White Gabardines, 39c yard
White Gabardine Suitings in stripes and plain, 36 inches wide, special at, yard..... **39c**

White Pique, 30c yard
36 in. ***White Pique,*** nice fine cord, special at yard..... **30c**

Sport Suiting, 50c yard
Sport Suitings in checks, stripes, and spot patterns in white and tan grounds, 27x36 inches wide, special value at, yard..... **50c**

Palm Beach Cloth, 50c yard
Palm Beach Cloth, 36 inches wide, in white, tan and linen shades, in plain, or fancy patterns, special value at, yard..... **50c**

Special Values in White Piques
White Piques, in 27 or 36 in. widths, in fine or wide cords, special at yard, *18c* up to..... **60c**

Plain White Voiles
Plain White Voiles, 36, 40 and 44 inches wide, special at, yard *23c., 30c., 35c., 40c., 50c., 60c.* and **75c.**

Indian Heads at 15c yard
Plain White Indian Head Suitings, launder the linen, special at yard, *15c., 20c., 25c* and..... **33c**

Kimona Crepes, 40c yard
36 in. ***Kimona Crepes*** in plain colors of cardinal, blue, pink, light green and white, special at..... **40c**

44 in. Fine Lawn, 20c yd.
Fine White Lawn, 44 inches wide special at, yard..... **20c**

Foulards, 90c
36 in. wide ***Foulard Silks,*** neat patterns, choice colorings, special at, yard..... **90c**

Burton's Sport Voiles at 50c yard
Burton's Sport Voiles, 40 inches wide, in checks, block patterns, allover designs, stripes, etc., all the newest colors, a great variety of patterns to choose from, special value at, yard.... **50c**

Swiss Embro. Voiles
Fine White Swiss Embroidered Voiles, 36 inches wide in small dainty patterns, will wash perfectly, special at, yard, *65c., 75c., 85c., $1.00* and **$1.25**

Fancy White Voiles, 50c
Over 25 different patterns of fancy white Voiles, in lace stripes, checked patterns, ribbon stripes, etc., 36 inches wide, special at, yard..... **50c**

Fancy Colored Voiles, 25c yard
Fancy Colored Voiles, in white grounds, with fancy patterns on colored grounds, and with fancy patterns, such as pale blue, rose corn shades, etc., nice fine quality, suitable for separate Waists or Dresses in stripes and floral patterns, special at, yard..... **25c**

Satin Stripe Voiles
Satin Stripe Voile in Alice, white, sky, navy, purple, 36 inches wide, special at..... **$1.25**

Tokio and Tussor Silks
500 yards ***Tokio and Tussar Silks*** in good range of colors and designs, special at, yard..... **33c**

J. M. YOUNG & CO.

BOTH PHONES 632

MITCHELL'S TAXI-CABS

55 DARLING STREET, BRANTFORD

Ingram's Milkweed Cream

—will give *any* woman the beauty which is more attractive than regular features; the beauty of a fair, glowing, clear and healthy skin.

It corrects complexion faults

For a radiantly natural complexion of lingering and lasting effect, apply Ingram's Milkweed Cream; then let a light application of Velveola Souveraine Face Powder add the finishing touch.

Buller's Cut Rate Store
COLBORNE STREET