

Vast Issues Depend Upon the Welfare of Our Men!



Cheer Up and Thank God for the Y.M.C.A.

War Work Summary

- There are:
- 96 branches of Canadian Y.M.C.A. in France.
 - 79 branches in England.
 - Dozens of Y.M.C.A. dug-outs in forward trenches under fire.
 - Over 100 Military Secretaries overseas.
 - 300,000 letters a day written in Y.M.C.A. overseas buildings.
 - \$133,000 needed for athletic equipment. (Helps morale of soldiers.)
 - Y.M.C.A. saved hundreds of lives at Vimy Ridge by caring for walking wounded.
 - Over 100 pianos in England and France, also 300 gramophones and 27 moving picture machines.
 - Y.M.C.A. helps boys in hospitals.
 - More than 60,000 cups of hot tea and coffee distributed daily in France—free. Estimated cost for 8 months, \$48,000.
 - 150,000 magazines distributed free every month. (Estimated cost \$15,000.)
 - \$125,000 used in 1917 to build huts in France.
 - Concerts, sing-songs, good-night services and personal interviews energetically conducted. Concerts, lectures, etc., cost \$5,000 a month.
 - Thousands of soldiers decide for the better life.
 - Y.M.C.A. sells many needful things to soldiers for their convenience. Profits, if any, all spent for benefit of soldiers.
 - Service to boys in Camp hospitals.
 - Red Triangle Clubs for soldiers in Toronto, St. John and Montreal Centres in Paris and London for men on leave.
 - Out of Red Triangle Fund, \$75,000 to be contributed to the War Work of the Y.M.C.A.

TRY to picture yourself in the muddy cold trenches after exciting days and long nights of mortal danger and intense nervous strain. Rushing "whiz-bangs" and screaming "coal boxes" are no respecters of persons. You are hit! But despite shock and pain you still can face the long weary trudge back to dressing station. Weary, overwrought and dejected with the surgeon. There are other "walking wounded" too! You must wait, wait, wait. And then—

Up comes a cheery Y.M.C.A. man, the ever-present "big brother" to the soldier, with words of manly encouragement. Close beside the dressing station the good generous folks at home have enabled him to set up a canteen. He hands you biscuits, and chocolate or coffee.



Red Triangle Fund

\$2,250,000, May 7, 8, 9

Canada-Wide Appeal

"In thousands of cases," writes an officer, "it was that first hot cup of coffee that dragged the man back to life and sanity."

The tremendous helpfulness of the Y.M.C.A. as an aid to the "morale," or fighting spirit, of the soldiers is everywhere praised. No wonder the Germans make every effort to smash the Y.M.C.A. huts out of existence.

The Y.M.C.A. is everywhere. You first met the helpful, manly Y.M.C.A. worker in camp, then on train and boat, at camp in England and in France, close to the firing line. Often he risks his life to reach you in the trenches. He has won the warmest praise from military authorities, statesmen—the King!

Have you a precious boy at the front? You cannot be "over there" to guide him away from fierce temptations of camp and city. You cannot comfort him in his supreme hour of trial. Your parcels to him are necessarily few. But the Y.M.C.A., thank God, is "over there," going where you cannot go—doing the very things you long to do—doing it for you and for him.

Will you help? This vast organization of helpfulness needs at least \$2,250,000 from Canada for 1918. For your boy's sake be GENEROUS!!

National Council, Young Men's Christian Association

Campaign Directors for Red Triangle Fund:

Ontario: Dr. John Brown, Jr.,
120 Bay St., Toronto

Quebec: P. S. Dobson,
Y.M.C.A., Sherbrooke

An Unexpected Meeting

ANYONE who knows the Canadian Pacific Rockies knows that north of the main line of the C. P. R. and in the neighborhood of the headwaters of the Bow River there is good country. At one point where a cypress-like nestles in the chill grey rocks of 10,000 feet elevation there can almost always be found fresh indications of the peak dwellers.

Now, old goat hunters will tell you that there is nothing more difficult to approach from below than a band of Rocky Mountain goats. Their keen eyes and sensitive noses, their exaggerated caution and incessant watchfulness makes it a game of highest skill. But once let a hunter get above a band of goats and they are practically at his mercy. Trained as they are in the safety of the peaks, knowing full well that danger comes from below they watch the down slopes and are inclined to be careless about the trail behind, down which they have come in safety.

As old bog-out, tall as a yearling



and odorless as an Indian fish camp, went down to the lake to drink, and started back up the rock slide to his waiting band. It was summer, or rather early fall. Only old snow was yet in the mountains, and it lay only where the shadows of the cliffs protected it from the rays of the sun. It was above the timber line, there was no brush, but plenty of succulent lichens. The old goat turned and climbed. Topping the grade, five hundred feet above the lake, he stopped astounded and

Boys!

Here's your chance to do a fine stroke in the big war! Help the Y.M.C.A. to help your big brothers overseas by joining in the

"Earn and Give Campaign"

Six thousand Canadian older boys are invited to earn and give at least Ten Dollars (\$10) to the Red Triangle Fund. That means \$60,000 in all! Splendid! Five thousand dollars will be used for boys' work in India and China; another \$5,000 for the National Boys' Work of Canada, and \$50,000 to help big brothers in Khaki. Ask your local Y.M.C.A. representative for information and pledge card. When you have subscribed one or more units of Ten Dollars, you will receive a beautifully engraved certificate.

THE RUN OF THE BIG YEAR

Romantic Aspect of the Salmon Fishery Has Disappeared.

British Columbia, salmon is a staple product of the world over. The superior quality of the sockeye salmon, especially, has created a market for them wherever there is a demand for canned fish. This world-wide reputation has naturally led to an extensive exploitation of the fishery, and, in spite of a measure of restrictive legislation and artificial propagation, there has been a steady decline in the catch during the past twenty years. This is especially true of the Fraser River fishery. The international character of the stream has made it impossible up to the present, to secure adequate restrictions and regulations.

As is well known, the life history of the sockeye salmon extends over a period of four years and, each year, the fish that were spawned in the upper waters of the Pacific Coast rivers four years before, come in from the sea to deposit their spawn in turn and then die. It is during these seasons of inward migration that the fishermen gather their harvest. One of the strange and romantic features of these migrations is that every fourth year the run of fish is many times larger than during any of the three years preceding or following it. This phenomenon has occurred so regularly that it is commonly spoken of as "the run of the big year." The explanation most generally accepted is that, at some period, before the advent of the white man, the fish were overtaken by some disease, or other calamity, which either prevented spawning or destroyed much of the spawn during a period of three years. As if to confirm this theory, the enormous rock slide in the Fraser in 1913—a big year—which prevented the salmon getting up the river to spawn, caused a tremendous falling off in the catch of 1917. Thus, in 1913, 2,401,488 cases were packed, by Fraser river canners, while a close estimate of the total pack of 1917 is only 529,600 cases, or only about 18 per cent. of the pack of 1913. Such a decline is a calamitous one and only the most carefully enforced restrictions over a period of years can restore, or even save, the fishery.

At the ninth annual meeting of the Commission of Conservation, Mr. J. P. Babcock, Assistant Commissioner of Fisheries, British Columbia,

said: "The history of the fishing in the Fraser River district in the past fourteen years is a record of depletion—a record of excessive fishing in the past; a record of failure on the part of the authorities of the State of Washington to realize the necessity of enforcing a great fishery, notwithstanding the convincing evidence submitted to them; agents of their own creation that disaster was impending to one of their great industries."

The Canadian authorities, on the other hand, have, by their representations and acts, evinced, in unmistakable manner, their willingness to deal squarely and adequately with conditions that foretell depletion, and to join with the State of Washington or the United States Government in legislation to prevent it.

If this can be done there should be no reason why in the course of time "every year should not be a big year." On the other hand, a continuance of the present wasteful methods of fishing, especially by American fishermen, can only result in the complete depletion of this valuable fishery.

Canada's Democratic Army.

"Canada's Democratic Army," is the title of a column special article in The London Chronicle, intended to show that insistence on staff college standards of leadership in the field is a mistake. The writer points out that the commanding officer of the C. E. F. Army Corps, Gen. Currie, though always a keen military student and citizen soldier, is a real estate agent; Gen. Turner, commanding the Canadians in England, is a member of a large Quebec firm of wholesale grocers, but a born soldier; the Canadian Artillery is led by a former editor of The Ottawa Citizen, Morrison; Brigadier-Gen. Ross is a miller in business; Brigadier-Generals Gen. Meyer and Griesbach, and the late Gen. Meyer were all solicitors, and Brigadier-Gen. Watson, commanding the 4th Canadian Division, who had no active service before the war, was formerly a reporter.

One might, says the writer, go through the whole list of Canadian generals and find not more than four or five professional soldiers. The bearing of all this is that the British armies are full of extremely able and highly trained civilians who are not getting a chance. Staff college training has proved again and again a disadvantage. The Canadian civilian showed common sense and no cowards, and has frequently done better than has staff college men.

Our War Figures.

Canada's war expenditure for the nine months of the fiscal year ending December 31 amounted to \$171,748,839. During the same period in the previous fiscal year the expenditure was \$170,229,748. For the months of December alone, the war cost \$19,779,563. In December, 1916, it cost \$23,702,217.

The revenue of the Dominion for the nine months was \$190,558,370, as against \$166,856,349 for the similar period in 1916. For December alone the revenue was \$20,617,303. In December, 1916, it was \$21,845,775. Expenditure chargeable to revenue, \$96,982,537, as compared with \$81,696,505 in the previous year.

The total national debt of the Dominion on December 31st stood at \$976,423,504. On the same date in 1916 it was \$722,111,449. During December the debt increased by \$18,427,803, which was approximately a million less than the war expenditure for that month.

The END

OF FALLS' Belated Sale of Furniture comes Tuesday next, April 30th. We have, during this Sale, sold Furniture to Parties living in nearly all parts of Norfolk and Haldimand. We have pleased old Friends and made new Friendships that are likely to stand. We can look back upon this Furniture Sale as a work we are glad to have done and on putting down precedents safe to follow and to build higher upon in the future. These prices hold good until next Tuesday afternoon at 6 o'clock.



Worth Now

- Black Walnut Bed—William and Mary \$30 00—25 00
 - Black Walnut Bed, William and Mary 33 50—29 00
 - White Enamel Bed, cane setting, 36 00—31 00
 - Ivory Bed, enamel finish 21 00—18 00
 - Davenport, fumed oak, tapestry covering, 29 50—26 50
 - Davenport, golden oak, tapestry covering, 29 50—26 50
 - Davenport, fumed oak, Spanish leatherette covering 47 50—42 00
 - Chesterfields, pillowed arms, tapestry covered 95 00—77 00
 - Chesterfield, separate cushion, best grade tapestry 125 00—112 50
 - William and Mary Rocker, real walnut soft down cushion 25 00...22 50
 - Library Table, Queen Anne Design, 27 50...24 75
 - Library Table, William and Mary design 30 00...27 00
 - Library Table and Writing Desk combination 15 00...13 50
 - Parlor Suites, mahogany, 3 piece 27 50...24 75
 - Large Fireside Rocker & Chair, tapestry covered 24 00...21 60
 - Bedroom Suites, in figured Red gum complete 120 00...108 00
 - Princess Dresser, in quartered oak 25 00...22 50
 - Dining Room Chairs, leather seats 30 00...26 00
 - Dining Room Chairs, William and Mary design 32 50...29 00
 - China Cabinet, glass front and sides 30 00...27 00
 - China Cabinet, carved ends, mirror at top 30 00...27 00
 - Buffet, large Colonial design 42 50...38 00
 - Couches, tapestry covered, golden finish frames 11 00... 9.00
 - Ostermoor Mattress, too well known to dwell on 25 00...22 50
 - Kapok Mattresses, covered in good art ticking 21 00...19 00
- MANY BARGAINS AWAIT YOU HERE IN
- Tables
 - Chiffoniers
 - Buffets
 - Bedroom Suites.
 - Dressers
 - China Cabinets
 - Dining Room Suites

The beginning of the End of Falls Furniture Sale comes with the remaining days of Spring.

The reductions are not on merely a few pieces but on hundreds of the finest examples of the furniture art on Dining Room Pieces and Suites, on Bedroom Pieces and Suites, on Parlor and Library pieces and Suites, on Mission furniture, on Mattresses, Rugs, Carpets, Linoleums and on all sorts of wanted home furnishings.

We can now allow ourselves to say that the confidence of our friends and good merchandise have enabled us to hold our greatest furniture sale, have enabled us to send happiness into more homes than ever before in any furniture sale, just as we have sent, we believe, better qualities of Furniture.

We shall hold other furniture sales, we hope, but this one will be over in a few days, next Tuesday, April 30th, at 6 o'clock.

H. S. FALLS
COMPANY, OF SIMCOE, LTD.