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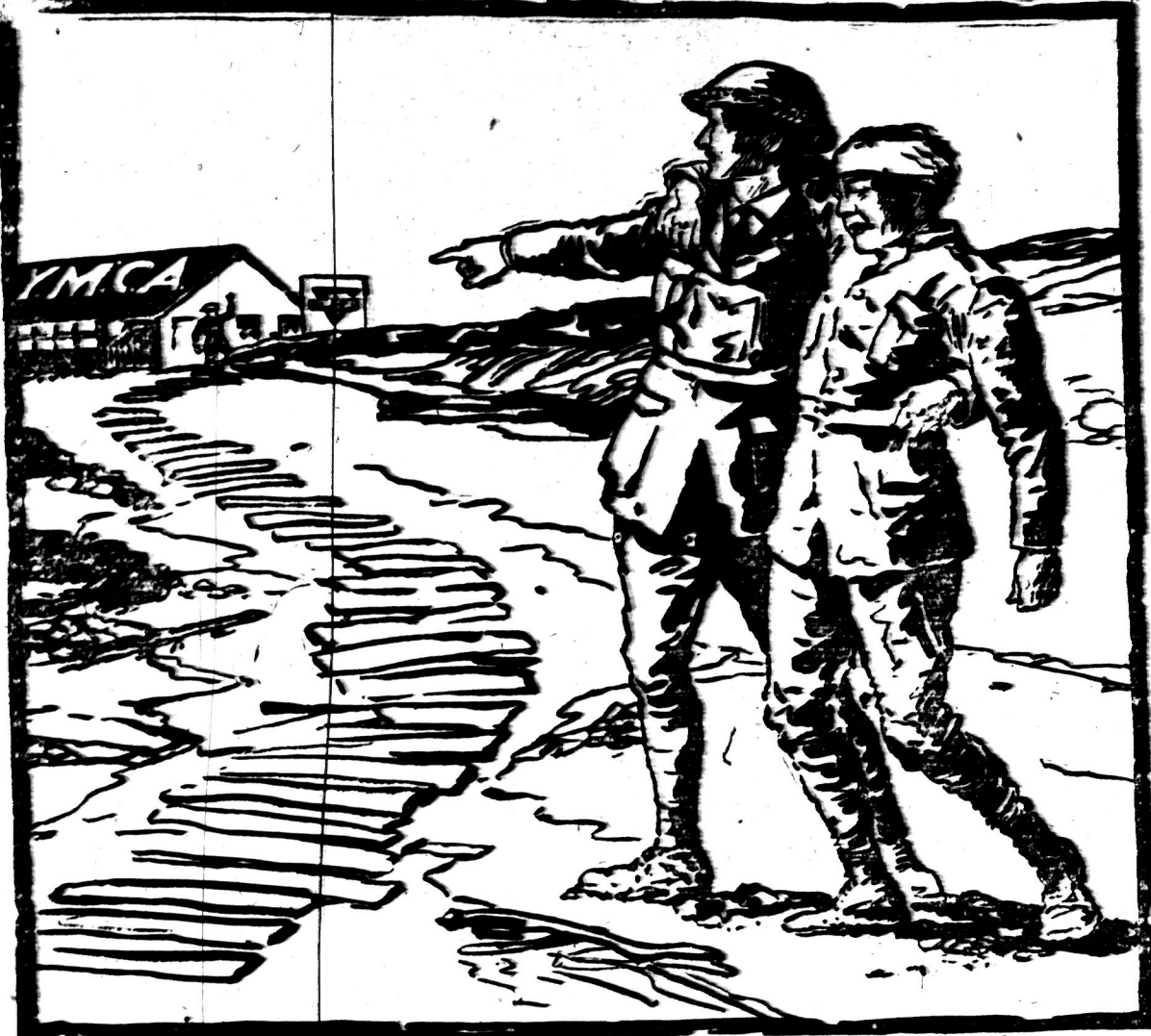
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### They Must Not Look in Vain!

**A**N officer was missing. His brother crept out and found him in a shell hole. He bore him back to the lines—dead. "Are you not sorry you ventured all this?" asked the commanding officer. "No," because when I found him he looked up into my face, smiled and said "I knew you would come!" What could more fittingly illustrate the work of the "big brother to the soldiers"—the Y.M.C.A.! No danger is too great to be risked for the sake of the physical, mental and spiritual welfare of those dauntless heroes of Ypres, St. Julien, Vimy Ridge, Passchendaele! Everywhere he goes the Y.M.C.A. follows—faithful to the limit of its resources.

### A Village Without Y. M. C. A.

Francis B. Sayre writing in Harper's says: "With only evil ways in which to spend money burning in their pockets, with nothing to relieve the dull monotony of idle evenings, many of the soldiers began to get lonely and homesick, or to drift along dangerous paths."

"It was not many days before officers began to send hurry calls for the Y.M.C.A. 'For God's sake come down before it's too late and do something for my men.'"

**Y.M.C.A. Red Triangle Fund**  
\$2,250,000, May 7, 8, 9  
Canada-Wide Appeal

### "Earn and Give" Campaign

Serve your Country by your labor and make a gift to the Red Triangle Fund from your earnings! What a fine chance to do a double service! Six thousand boys are asked to give \$10 each. Of the total, \$50,000 goes to help the soldiers, the balance for boys' work. Gifts must be at least \$10, the standard unit. A boy may give more than \$10 in \$10 units, but not less. A beautifully engraved certificate will be given to each subscriber. Ask your local Y.M.C.A. representative for pledge card and full information, or send your contribution direct to headquarters.

### National Council, Young Men's Christian Association

Headquarters: 120 Bay Street, Toronto  
John W. Ross, (Montreal) National Chairman of Red Triangle Fund Campaign  
G. A. Warburton, (Toronto) National Director of Red Triangle Fund Campaign

### "Taken Captive" by Bull Moose.

**C**OMING down the Canadian Pacific and Algoma Central last winter on a return trip from Winnipeg to Sault Ste. Marie, Jack Breckenridge—the husky timber ranger for the paper company, pointed out to me an island in the center of Mongoose Lake that staged the final setting to a most thrilling encounter a "tenderfoot" had with a bull moose. Here it is as told to me by a man with bull moose lungs—you can separate the gold from the dross at your leisure:—

"See that hunting ledge on the shore there? Well, a bunch of swells from Chicago hung out there last fall for quite a spell—came up to shoot partridge and calculated to stick around until the moose season was on—well, by gosh, the moose season opened ahead of time with one gent and he told me afterward that he was 'fed up' on moose for the rest of his natural life. Seems he was out for partridge and had set down to feed his face and take a draw at his pipe when he got the surprise of his life for a big bull moose came crashing through the underbrush and landed 30 feet away pawing up the dirt as soon as he spied the gent. The fellow told me he had nothing but a shot gun but determined to make it interesting for Mr. Moose, so he hauled off and let blaze with both barrels—this was simply an introduction to what happened for Mr. Moose came on full steam ahead and the gent took to a tree nearby—he had just made the first limb when Mr. Moose started to make it sure and aft with his 42 inch spread—result was down came the limb and his ribs and so he fell the seat of his pants got caught on a sprig of that moose's spruce—Mr. Moose with a mighty swoot made off with him to the lake and proceeded to transport him over so that I could see you. The gent told me he thought he could see the dead moose's eyes staring at a



the hazel bushes and from there he watched the fight of the furies. He said "take it from me that fellow who gave me the ride was some scrapper and seemed bent on demonstrating to the 'females in waiting' that there was only one fly in the honey around that island. He finally downed the gay 'Lothario' and after stamping the life out of him fell down exhausted, before his fallen foe—that was my chance—said he—so I crept up behind him with my unsharpened hunting knife and cut his throat. Say, that gent holds the record in this neck of the woods for free transportation, said Jack, as he cut off a fresh chew. A. B. C.

**Proving the Patient.**  
That Misses can actually be persuaded on the skin by means of hypnotic suggestion alone is the claim made by Mr. J. Arthur Hadfield, temporary surgeon, R.N., describing some recent experiments in the *Lancet*.

Getting the consent of a comatose patient at the Royal Naval Hospital, Chatham, to try the experiment, Mr. Hadfield hypnotized the man and then suggested to him that his arm was being touched with a red-hot iron and that a blister would form on the spot. The arm was then covered with a bandage pinned on with a safety-pin, and the pin was sealed with sealing-wax to make certain that the arm could not be interfered with in any way. The patient was watched continuously by nurses till next morning, when, in the presence of three surgeons, the seal was broken and the bandage removed, showing a small blister on the chosen spot. This gradually developed during the day, to form a large bluish area of inflammation around.

In two other experiments the skin was actually touched with a red-hot iron. In the first instance the surgeon suggested that there would be no pain, and in the second that there would be the usual pain of a blister. The first blister, who perfectly painless, had practically no area of inflammation around it, and healed very rapidly. The second blister was painful from the first, was surrounded by a reddened area, and took longer to heal.

From the fact that the blister which was rendered painless by hypnotism healed so quickly, Mr. Hadfield suggests that hypnosis, by rendering wounds and certain painful conditions such as pleurisy less painful, might with advantage be made part of the treatment of such conditions.—*Tit-Bits*.

**British Women and the War.**  
Some idea of the huge and important part British women are playing in the war Miss Helen Fraser, a British war worker, who recently arrived in this country, is seeking to give to the American women who are anxious to take up war work on a large scale and more systematically than heretofore.

Here are some of the figures quoted by Miss Fraser:

One and a quarter million women doing work formerly done by men. Eight hundred thousand women in munition plants.

Two hundred and fifty-eight thousand women on the land. Eighty-three thousand women in Government offices.

Forty thousand women somewhere in France working at military bases. Sixty thousand women voluntary hospital workers.

Between six and seven hundred women patrols. That is only part of it. There are also great numbers of home women who give part of their time to war activities.

**Women Smoke in Wales.**  
A woman was seen smoking a pipe in a Swansea by-street the other day, and seemed to be enjoying it hugely. Of course, this is not quite a new thing. Some old ladies, especially of Irish extraction, have enjoyed their weed in that way for many years past. But it was the way in which this was done which surprised the public. As a matter of fact, in London some women have gone in for cigarettes and pipes in their homes, and in the women's clubs the rule that pipes are not permitted has been quietly rescinded in favor of the male visitors, who now smoke vigorously without complaint.—*Cardiff Western Mail*.

Save Money! Enter the **ELLIOTT Business College**  
Young and Charles Sts., Toronto.

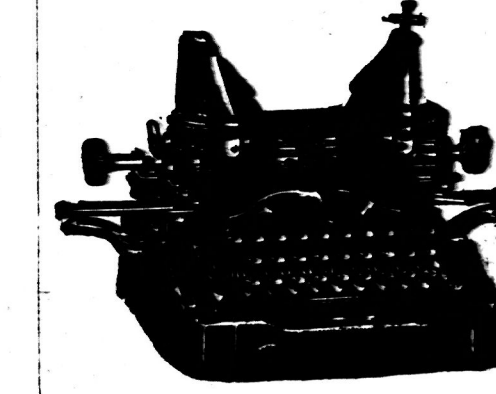
before the Tuition Rates are increased. Great demand for our graduates. Write for our Catalogue and learn how our former are succeeding.  
W. J. ELLIOTT, Principal.

### Shop in Simcoe At OUR Expense

We Refund Car Fare from Jarvis on a purchase of \$6.00 and over, Hazenville \$9.00 and over, and from Nelles Corners on \$10.00 and over.

**Murdock's**  
Simcoe's Favorite Shopping Place

C. Rodgers is agent for the **OLIVER** Typewriter. Ask for information.



**DR. FRED L. WILLIAMSON**  
Dentist  
167 1/2 KING ST. EAST  
Phone 880 HAMILTON

READ THE ADS.—It Pays

## Falls Store, Simcoe, To-day has much to tell that is Good To Know

### Men's Medium Grey Worsted Suits

Just placed on the hangers another 25 of these fine medium Plain Grey Worsted Suits for Men.—Priced since up to 42 Eighteen Dollars. Since 44 a 46, priced Twenty Dollars. It's the best Suit Bargain that we have offered for a year.

### The call is for Good Furniture—Falls Furniture Department answers the call.

### Men's Shirts 97c.—Soft & Hard Collars

The lowest price quoted by our shirt factory in Canada on Men's colored Cambric Shirts for Fall Delivery is \$13.50 a dozen. That makes the "Shirts" selling in Falls Men's Store for 97c. Each look EXTRA GOOD.

There is a Special Sale going on in the Boy's Section of Boys Summer Blouses to fit boys up to 13 years. Some mothers are buying as many as a 1-2 dozen of them.

We have 7 dozen Men's Fine Soft felt Hats in Season's Newest Colors and Shapes to be sold at \$1.97 each. Equal Hats cannot be had to from the manufacturers at \$24.00 a dozen.

### Here's the Weather and Here's the Underwear

**DAIN-Y** Jersey Silk Vests, Plain style, no sleeves, in Flesh, Pink and White, \$2.75 the garment.

Swiss Vests in very fine quality, Lisle thread, Plain and Fancy yokes, each \$1.00.

VERY fine quality Ribbed Vests in Cotton and Lisle Mixture, each 65c.

**WOMEN'S** Jersey Silk Combination Suits, envelope style in white only. \$4.25 suit.

Dainty Swiss Combination Suits with tight knee, the suit \$1.75.

Fine Cotton Combination Suit with Fancy Yoke. 75c the Suit.

### A woman who is a Good Judge of Clothes

Is the woman we particularly like to show our Women's Suits, Coats and Shirts to—she appreciates the quality of the materials and the splendid workmanship that have entered into every garment.

**SKIRTS**—In fine quality, Navy and Black Serge, made with drape effects, also Pleated and Button trimmed. Priced at \$10, 12 and 14.00.

**IN SILKS**—Taffeta and Duchesse Satin, made in Plain Colors, also stripes with Tunic effect, \$7.00 to 18.00.

Misses and Woman's Coats in Serges, Black, Navy and Burgundy at \$15.00, 17.50, 18.50 and \$25.00.

In Gabardine and Tricotine Pretty Coats in Sand, Navy and Brown, nicely trimmed and satin lined to waist, at \$90, 35 to 45.

Women's and Misses Suits in Navy, Black and Green Belted Coats and Flare Skirts \$17.50 to 20.00.

In good quality Serge and Tricotine pretty Suits in assorted styles, Button and Beard trimmed \$25 to 35.

In fine quality serge, dark Navy Suit, nicely tailored and button trimmed \$50.00.

### Good Hosiery and Reasonable Prices Go Hand in Hand

Women's Plain Black Cotton Hose, sizes 8 1/2 to 10, 2 pr. 35c, 25c and 50c.

Women's Lisle Thread Hose in Brown, Grey, Palm Beach, and White. 75c pair.

Women's artificial Silk Boot Hose in Pearl Grey, Palm Beach, Black and white at .00c, 75c and 85c.

Women's Pure Silk Hose in Pearl and Silver Grey, Champagne, Navy, Bronze, Black and White \$1.00 and \$1.50.

Misses 1 | 1 Ribbed Fine Lisle Hose Black and White, sizes 5 to 10. 35c, 50c, and 60c.

Boys' 1 | 1 Ribbed Heavy Cotton Hose, Black, sizes 5 to 10 1/2, 35c, 40, and 50c.

### A good Linoleum has a Long Life

Householders desiring almost permanent floor coverings for Kitchen, Pantry or Laundry should get a good Linoleum and have it well laid, tacked or cemented. We can supply the man to lay it, also the Linoleum in a very wide range of Patterns in printed and inslaid—width 2, 2 1/2, 3 and 4 yards wide.

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