The boy cried out "Wolf, Wolf," still louder than before. But this time the villagers, who had been fooled twice before, thought the boy was again lying, and nobody came to his aid. So the Wolf made a good meal off the boy's flock. Courtesy of Jon Wilkins. Aesop For Children (The Shepherd Boy and The Wolf). Milo Winter (1919). His Master had told him to call for help should a Wolf attack the flock, and the Villagers would drive it away. So now, though he had not seen anything that even looked like a Wolf, he ran toward the village shouting at the top of his voice, "Wolf! Wolf!" As he expected, the Villagers who heard the cry dropped their work and ran in great excitement to the pasture. But when they got there they found the Boy doubled up with laughter at the trick he had played on them. The dictionary says that to cry wolf is to 'ask for help when you do not need it, with the result that no one believes you when help is necessary.' In this Storynory version the boy is now an old man, and he looks back on the joke that went badly wrong and landed him with a reputation for silly pranks. It's a real shorty – but we hope you will enjoy it – and we think it's quite moving. Read by Natasha. You see nobody believes a liar, even when he's speaking the truth... And that's why you should never cry wolf unless you really mean it. Aesop. The Oak and the Reed.