

NEW

Wall Papers!

Our stock of wall paper is now complete. We have just finished marking and sampling, and would like you to see it. We still have some remnants, in room lots, and at prices that will move them quick. Don't purchase before inspecting our stock.

Window Shades

In all the standard colors, at lowest prices.

House Cleaning

Aids of all kinds. If you don't feel equal for the spring work, and have that tired feeling, try a 50c bottle of our Tonic Elixir, you will find it just what you need.

MacFarlane & Co.

Druggists and Seedsmen.

See For Yourself what we are Showing in Watches before making a Purchase.

The Best Watch

For you to buy **Must** first of all be reliable and suit you in **Quality** finish and time in offering you such standard makes as

Waltham, Hampden, Elgin, Webster's Special

We have the reputation of the largest Manufacturers, and our guarantee to secure to you the satisfaction desired.

Mercy G. A. Webster

The Jeweller, Durham

Opposite Post Office.

THE DURHAM CHRONICLE

W. IRWIN, Editor and Proprietor.

DURHAM, APRIL 9, 1908.

SANCTUMSIFTINGS

the last two issues we said something about advertising, something we think will be beneficial to those who take the hints and act on them.

We endeavored to show that the value of advertising depended very largely upon the way it was presented to the public and the way in which the advertiser kept faith with the public honestly representing the goods he had to sell.

to sum up what was said—advertisements should give evidence of their value in the preparation of the copy. To talk about anything and everything and to say but little or nothing will fill space, but will not sell goods. Advertising should be to the point. Advertisements should be set in an

attractive and catchy style so as to have some feature about them to hit the prospective purchaser. This special "hitting" feature should start with the man who writes the ad, and should be developed by the compositor. An advertisement is not good unless there is something to arrest the attention of the buying public.

Advertisements should be changed frequently, and every change should be made with the object of presenting something new or giving a new appearance to something old. They should have plenty of space. Crowding into half a column what should occupy a whole column is a poor advertising policy, and what is worse is poor economy.

Advertisements should be in season, and the advertiser should be alive to the proper times and seasons to call attention to his goods. It should not be necessary to refer to this point, but a glance at most local papers will convince any reasonable mind that we are not wide of the mark when we say it is necessary. The middle of April is not the proper season to advertise Overcoats and Warmer Winter Clothing. Nor should Christmas Grocery ads be allowed to linger on till the middle of July.

Advertisements should reach the printing office in time. The advertiser is not consulting his own best interests when he comes in late every week and expects to get a good job from any angry compositor who felt he was imposed upon by a dilatory advertiser. Such men can't get the best work possible, and to expect it would be little short of unadulterated impudence.

Advertisements should be paid for, and paid for in cash. The truck and trade business is not satisfactory, but for the existence of such a system the newspapers themselves are largely to blame. Every man should pay cash for what he gets and expect cash in return for what he gives. This is the only correct method of doing business, and the sooner it is adopted all round the better it will be for all classes.

Town Council.

The regular meeting of the town council was held on Monday evening last with all members present excepting Councillor Robertson.

Following the reading of the minutes of last meeting, and the receiving of a deputation from the Rifle Association regarding the armory site, the following accounts were laid before the Council and ordered paid.

Jas. Lloyd, 3 months salary as engineer	\$ 12 50
G. Thompson, 3 months as 2nd engineer	8 75
R. McLean, 3 mos. fireman	5 00
W. B. Vollet, salary for March	30 12
J. Falkingham, shoveling snow	3 00
Crawford & McIntyre, account for street lights	176 35
Howard McDonald, shoveling snow	1 00
Mrs. J. Parrot, tinsmith account	5 35
J. Lenahan, doubletrees for engine	1 00
McGrath & McCulloch, keep of tramp	25
C. Elvidge, shoveling snow	1 50
R. Torry, 3 mos. salary as chief of fire Dept.	12 50
J. S. Davidson, salary	20 00
4 gals. oil	1 00
glass for lamp	15
F. Search, axe lost at fire	1 50
W. Scarf, wood	3 00
J. Lloyd, glass for F. H. window	60
W. Calder, expenses to Ottawa and Mt. Forest	27 25
J. H. Brown, expenses to Ottawa	24 60
Bell Tel. Co., account	1 40
Total	\$336 82

The next big thing on the docket was the ever present "site for the armory." For several meetings past the council has been unable to arrive at a decision as to a suitable place to erect this building, and a deadlock ensued on a vote taken a few weeks ago. Mayor Calder and Aldermen Kress, Brown and McGowan couldn't say anything but the Edge property on Mill street, while Reeve Saunders, with Councillors Kinnee, Robertson and Sharpe, favored the purchase of the Vollet property on Garafraza St.

Some few days after this historical meeting, a member of the Rifle Association procured an option from Mr. Brown for a sufficient area of land for an armory on the west end of the lot on which he is at present erecting his rink. The consideration was \$100. At a meeting of the Rifle Association on March 30th, Messrs. Hutton, Hunter, Telford and Irwin were appointed a committee to interview the council and place the matter before them. All this was done.

But in the meantime, a message had arrived from Ireland (so said Mayor Calder) stating that Mr. Edge was willing to give the town a deed of a lot lying to the south of the present market site, and Mr. Calder still clung to the Edge property on the ground that the council would not be justified in spending \$100 when a much more suitable piece of land could be obtained for nothing. Councillors Brown and Kress were of the same opinion, and after considerable tongue-work being

engaged in by both sides, a motion by Brown—Kress, offering the side-of-the-hill site to the government for their consideration, was placed before the council.

Here Reeve Saunders took the floor, and said he did not think it right that the Mayor should place the motion before the council in the absence of Mr. Robertson, after making the statement in a previous meeting that he wanted a full Board to deal with the matter.

Mr. Brown next engaged the council and accused Mr. Kinnee and the Committee of advancing some kind of "scheme" in holding that on the previous occasion only the market and town hall sites were to be dealt with. Mr. Brown's remarks were very caustic and sarcastic, and so blind was he to the advantages of any property other than the Edge estate, that ratepayers were quite displeased with some of his remarks. To one ratepayer, who attempted to say a few words, Mr. Brown was especially short, and made some remarks that were quite uncalled for.

The Mayor thinking he "found the council napping," was determined to push his plans. The dice were loaded and he was sure of a majority. Kress and Brown were sure to go his way, and McGowan didn't say much, but was sure to "vote right." Right now the scheme was blocked.

Mayor Calder's ruling down Reeve Saunders' right to reply to the column of railery directed at him by J. H. Brown, was another feature of the evening, and though he may have been right in his ruling, it would certainly have been the better course of the two to have let the reeve make a reply.

Councillor Kinnee was next on the floor, and defended Mr. Saunders and himself from any "scheming" regarding the matter. On finding that the motion was really going to be put before the Board, he left his seat at the table, and was followed by the Reeve and Councillor Sharpe.

If the Mayor had any doubt in his mind previously of the opinion of the ratepayers assembled on the matter, he had none after the withdrawal of the reeve and two councillors, who were heartily applauded for their action. Leaving location of the armory out of the question altogether, or even granting that the site on the hill side is the best in town, it was certainly a very unwise move on the part of the Mayor to try and railroad the matter through just because an opponent on a former occasion had been called away by sickness.

DIED.

SPITTELL—In Glenelg, at the residence of Mr. Joseph Firth, Edge Hill, on Monday April 6th, 1908, Mary May Spittle, aged 15 years, 4 months, 15 days.

MEREDITH—At the home of his brother-in-law, Dr. Park, Cochrane, Alta., on Tuesday, April 1st, Mr. A. Meredith, son of Mrs. Thos. Meredith, of this town, aged about 27 years.

McKENZIE—At Fort Francis, on the 26th of March, A. D. McKenzie.

Sackett's Corners.

A very pleasant evening was spent at the home of Mr. and Mrs. James Renwick this week previous to the departure of Mrs. Renwick's daughter Carrie, now Mrs. Hatherly, for her home in New Ontario. A number of friends met to enjoy one of those social evenings which will be remembered in years to come. There were singing, recitations, games, violin, organ and mouth organ music indulged in, and even Mr. K. did not refuse to tip the light fantastic when invited by one of the fair sex. It is leap year, you know. At the close order was called, and Mrs. Hatherly was made the recipient of a tray and lemonade set. Following is the address:

DEAR FRIEND,—As you are leaving us for your new home, we meet as friends and neighbors to wish you much joy and prosperity in your new life. We have always found you kind and obliging, ever ready to mingle in our joys and sympathize with us in our sorrows. As a slight acknowledgment of our appreciation of you we ask you to accept this gift. In conclusion we trust you will ever truthfully serve the Master, and may His richest blessings be bestowed on you and your partner in life.

Signed on behalf of your Corner friends.

Mr. and Mrs. Hatherly expressed their thanks for the kindness shown them. After lunch was served, which was enjoyed by all, Mrs. Hatherly was asked to play God be With you till we Meet again. Every one present joined in the singing.

Corner Concerns.

A farewell party was given to Mr. Robert Pollock the night before he took train for his home, or rather his occupation in Saskatchewan. Only a limited number were present, but a pleasant evening was spent.

A very handsome new desk for the teacher was put in our school as a consequence of the entertainment. It is of quarter cut Oak, bought of Lenahan & McIntosh, and shows good taste of the purchaser.

Assessor D. McKelvie sized up the worth of our district this week and will have finished the Tp. by Saturday night. The job is a shorter one now than it was a few years ago, as in many instances two, or even three farms are now put into one.

Mr. Wm. McFadden, Jr., has had a very severe attack of inflammatory rheumatism, and had a variety of Drs. attending him owing to the illness of Dr. MacLaurin, and as troubles never come singly his mother was also down with an attack of quinsy, but both are improving now.

Joe Lennox's auction sale on Thursday was a fair success considering the very inclement weather. Such a blizzard affects the sale of stock. Farmers get to thinking it the beginning of a rough winter and their feed almost done. Cows brought upwards of \$40 and a two-year-old colt \$111.

There is considerable sickness through our township at present. Measles, mumps and grippe are very prevalent.

The lamb crop promises to be a plentiful one this year. We hear of some prolific flocks, and prices are good, especially at auction sales. Ewes bring from \$10 to \$13 per head.

Many people inquire for Mr. Wm. Johnston, and we might mention he is still confined to the house, but we hope when the warm days come he will be able to move out again.

Mr. Wm. Wiggins, of your town, bought the cutter and driving mare at the sale on Thursday.

We have got your Varney man so completely over the habit of alluding to young people who sing in a church choir and enjoy themselves along with other people in a social dance that he did not even mention the like last week, although he had a case of it right at home in Varney. We have him about all right now, and as base ball time is approaching, we are going to hand him over to our team for another good trimming, and by that time he will be meek enough in spirit to make a good christian.

The writer of the article on Editors' Trials week before last, in thinking he was eternally perjuring his soul writing up the birth of very pretty babies holds a different view on the matter to what William Nye used to hold. He took special delight in reporting the birth of infants and remarking that they looked just like their dad, and didn't consider he was giving the old man any undue flattery, as he thought all babies, for the first six months, looked just like a boiled lobster's claw.

Top Cliff.

Snow is rather slow in going away but we hope when it goes it will go to stay.

Sleighing good yet for the 6th of April.

Mr. Wm. Smellie's sale on Friday the 3rd inst. went well under the hammer of auctioneer Jno. Clark. Mr. Smellie is giving up farming and has rented his place to his son Duncan who will be moving with his family from Durham shortly.

Mr. Robt. Shortreed entertained a number of the youth one night last week by giving them a free party which they enjoyed in the usual manner.

Mr. Robt. Fisher is generally engaged with Mr. A. McCuaig cutting wood all winter.

Hay is down in price and was sold for \$10 and \$11 a ton at Smellie's sale last week.

Hogs are up again and they would need to be, for they ate more than they were worth feeding them all winter.

Mr. John McKinnon, south of here had the roof blown off part of his barn during the thunder storm lately. Whether it was struck by lightning we do not know. A number of buildings were blown down the same night throughout Glenelg and other places in the county.

The C. P. R. is in running order now from Proton to Durham. The big snow plow cleared the track in quick order. Some cuts had from 4 to 8 feet deep of snow in them but the engine soon went through them.

Water is high in the Saugeen at present but we hope no damages will occur to the mill dam as it appears all right so far.

Gaelic communion will be dispensed in the Presbyterian church Pricerville on the first Sunday in May.

Priceville is minus two of its old residents, Mrs. Butters and son, Dr. Atkinson who left for Vancouver B. C. a couple of weeks ago carrying with them the best wishes of their many friends in the locality in their new home.

Smut

Now is the time to get your grain in shape, and get rid of the above pest by using our "Formalin" Get a bottle, and when ready to sow your grain treat it according to the directions on the bottle and note the results. Others like it, so will you.

Spring Work

How about your horses for the heavy work this spring? We have some good tonics and Condition Powders as well as other preparations you might need around the stable. Ask for sample of our 'Antiseptic Healing Lotion.'

Gun's Drug Store

EASTER GOODS AT KEELERS'

Jewelry Department

We have the finest stock of Easter Goods for 1908, that we have ever shown. In our jewelry department is to be found everything that is new and up-to-date in

Pearl Brooches, Necklets and Lockets, Waist Sets, Watches and Chains, Crosses, Bracelets, Rings, Ladies' and men's gold and silver mounted umbrellas.

Fancy Goods Department

We have a mammoth stock of Easter Novelties, consisting of Easter Chickens, Ducks, Rabbits, Birds, Hand painted Easter eggs all sizes and prices, Chocolate Easter eggs from 1c to \$1.00 each. A large stock of Easter post cards.

All the above goods are just in, therefore our Easter stock is brand new.

R. B. Keeler & Sons

Two big Stores Durham and Welland

Merchant Tailor

Everything up-to-date.

Ordered Goods on Shortest Notice.

Satisfaction Guaranteed.

See our Goods and judge for Yourself.

J. L. Flarity

A. BELL UNDERTAKER and Funeral Director

Full line of Catholic Robes, and black and white Caps for aged people.

Embalming a Specialty

Picture Framing on shortest notice.

SHOW ROOMS—Next to Swallows' Barber Shop. RESIDENCE—Next door South of W. J. Lawrence's blacksmith shop.

Pumps.

I BEG LEAVE TO INFORM MY CUSTOMERS and the public in general that I am prepared to furnish

NEW PUMPS AND REPAIRS, WELL DRILLING, RE-CURBING AND PRESSCURBING done with Cement concrete.

ALL ORDERS taken at the old stand near McGowan's Mill will be promptly attended to.

ALL WORK GUARANTEED at "Live and let live" PRICES.

GEORGE WHITMORE.

NORDHEIMER PIANO

The Artistic Standard of Canada.

15 KING ST. EAST

A Constant State of War.

To successfully combat the germs of disease and sickness, of which the atmosphere is full, you need something more than ordinary food. A daily cup of "BOVRIL" will give the extra strength and vitality to enable you to successfully resist any attack.

Keep "BOVRIL" in the house.

Don't neglect your

Statistics show that alone over 200 people consumption.

And most of these are living now if they warning cough.

You know how Emulsion enables you to cough or cold.

ALL DRUGGISTS

NEW BUTCHER SHOP

I beg to announce to the citizens of Durham and vicinity that I have opened a first-class Butcher Shop, the MacIntyre Block where will furnish all kinds of first class meats at reasonable prices. Trial order solicited.

B. PHILLIPS

Note the address

McIntyre Block, - Durham

Market Report.

DURHAM, April 8, 1908

Fall Wheat..... \$ 90 to \$ 95

Spring Wheat..... 90 to 95

Oats..... 50 to 55

Peas..... 80 to 85

Barley..... 65 to 70

Hay..... 18 00 to 20 00

Butter..... 25 to 30

Eggs..... 15 to 20

Potatoes per bag..... 85 to 90

Flour per cwt..... 2 65 to 2 75

Oatmeal per sack..... 3 35 to 3 50

Chop per cwt..... 1 60 to 1 70

Live Hogs, per cwt..... 5 60 to 5 70

Dressed Hogs per cwt. 7 10 to 7 20

Hides per lb..... 3 to 4

Sheepskins..... 40 to 45

Wool..... 23 to 25

Tallow..... 5 to 6

Lard..... 12 to 13

Turkeys..... 10 to 12

Geese..... 8 to 10

Ducks..... 8 to 10

Chickens..... 7 to 8

Clearing SALE AT COST

When we say Cost, we mean cost.

We have decided to reduce our stock of Dry Goods during the two weeks as we need the room for our spring order. Clear out quickly we are clearing our entire stock at cost. Our selections are

75 Men's Ready-made Pa Overalls.

75 Men's, Boys' and Girls' A few Ready-made Su Overcoats.

A quantity of Ladies' an Underwear.

Heavy Tweeds, Prints, etc, Gloves, Sox etc., an articles too numerous to list. All goods marked in plain figures.

S. SCOTT

DURHAM, - - - - -

W. D. CONNOR

Manufacturer of And Dealer in

Pumps of all Kinds

Galvanized and Ironing; Brass, Brass and Iron Cylinder

Pumps from \$2

SHOP open every afternoon

All REPAIRING promptly attended to.

W. D.