THE OLD, OLD STORY

Chronicle ads. bring results. A woman lost a valuable gold bar pin the day of the unveiling, but failing to get track of it, and having exhausted all other means, she reluctantly decided to try a little ad. in The Chronicle. The paper left this office on Thursday afternoon and on Saturday night the valued treasure was left at this office, to the ciation at Walkerton last week. unalloyed joy of the owner.

In the same issue we undertook to find a diamond engagement ring that was lost in the Agricultural) Park on the day of the Field Sports schools. The advertiser seemed to neral of his brother, D. S. Black, have very little faith, and even the who died Monday morning. writer, who has unbounded confi-

On Monday morning we got track groom is engaged. of the diamond ring and it may soon girl in town took shelter in an autoin the pocket of an overcoat and the ried only four months. chances are it remains there still. Messrs. MacKay & Dunn have op- 2, Littlejohns; 3, Moorhead. suredly be returned.

son from our sister village would cessive years. its return. Chronicle ads. bring re- very much. sults.

ADVICE TO MERCHANTS

- 1. Read your competitor's advertisements, but don't talk about them mill. in your advertising.
- 2. Don't worry about the literary form of your ad.; talk to your prospective customer with sincere barbering business. statements, as if he were standing in front of you.
- 3. It is best to quote prices in an ad, where possible.
- 4. Don't use fancy styles of type; the simpler ones are really in better taste and easier read.
- 5. Two, or at the most, three styles of type are enough for an ad., Mr. and Mrs. Thomas McRonald, W. Vollett, 2nd, 14 pts. out of 30 using a light-face type for the body, and a heavier one for the heading and firm name.
- 6. Don't make your headings too long; four words make the ideal heading. 7. Aim for contrast between
- heading and body of the ad.
- cut down the copy.
- 9. A quarter of an inch or so of white space between type matter and the border adds much to the appearance of an ad.
- border will best do the trick.
- 11. Don't use an illustration unless it really illustrates the copy.
- 12. Don't use half-tone illustrations in newspaper ads. A good line cut will generally serve the pur-
- 13. In a small ad., don't talk about more thon one thing.
- cret of advertising success is-keep doing or have done for Durham. at it. 16. The functions of an adver- going to ask:
- tisement are to:
- (a) Attract favorable attention.
- Awaken interest. Create desire.
- Carry conviction.
- Inspide confidence.
- 17. Strive to make your ads. enterprise? clear, complete, truthful, interesting, logical, grammatical, properly fellow citizens? spelled and punctuated.

Last, but not least, always keep in receive no personal gain, or are all mind the famous remark made by my acts prompted by selfish motthe manager of a great department ives? store. He said:

"Show me ten stores which adver- suit of my own pleasure than I do to tise regularly and I will show you looking after my family's welfare? nine that are making money. The to bad management."

A JONAH CAR

(Mt. Forest Confederate.) Our weekly automobile accident occurred on Saturday evening on Hale of Minto had his car parked protest? near R. Scott & Company's store. Taking it out he drove up to Queen pay all my bills promptly? and turned around, coming back on the right side. Another car driven questions. Answer them honestly by Mr. Reg. Rooney was coming and add up the sum total. Then see South on the same side. To avoid a how much you amount to in the head-on collision, as reported to us, Mr. Hale turned to the left but not be missed when they cart you out in time to escape, as the wheels to the cemetery. locked. Both cars were badly damaged, but the occupants escaped. repaired after the collision with the roller backed up twice before it came cow near Durham.

TWENTY YEARS AGO From The Chronicle File of October 23, 1902.

The trustees of Blyth's school have re-engaged Miss H. Lawrence for 1903 at an advance of \$20 on this year's salary.

Drs. Gun and Macdonald of town, and Dr. Dixon of Priceville attended the Grey and Bruce Medical Asse-

The teachers and pupils of Priceville school are preparing for "Field Day" on the 24th inst., if the weather be favorable.

Mr. John A. Black left Tuesday for between Markdale and Durham Farwell, Michigan, to attend the fu- 3, Mountain.

Robert Reid and Miss Elizabeth dence in the power of The Chronicle H. Burrell were married Saturday as an advertising medium, was too evening and the newly-wed couple conscientious to hold out high hopes. were the recipients of many valu-It was like hunting for a needle in able presents from the employees of a haystack, but listen to the sequel. the Flint Wagon Works, where the

Tenders are now asked for the be in the owner's possession. A construction of the House of Refuge. We regret to chronicle the death mobile while watching the sports of Robert Robinson, son-in-law of and found the ring on the seat of Mr. and Mrs. Thomas Bailey of Althe car. For safekeeping, she put it lan Park. Deceased had been mar-

The car was from Markdale, and in- ened a law office in town. The of- Putting 12lb. Shot .-- 1, Heard; 2, close road at Gleneden, as advertised quiries are being made in the hope fice here will be in charge of Mr. Wiggins; 3, Vessie. of finding the ring, which will as- Dunn, who carried honors throughout his entire law course and was Though a valuable article, no per- awarded a scholarship on two suc-

be mean enough to keep what didn't Mr. and Mrs. Thomas Brown rebelong to him, and particularly the turned from their summer's trip das; 2, N. McGirr; 3, K. Kelsey. engagement ring of a fair young wo- West, but we regret to learn that man. We hope next week to report Mr. Brown's health is not improved

Mr. Art. Laidlaw returned Monday night from a few months in N. McGirr; 2, A. McAlister and E. Georgia, where he was engaged in Burnett; 3, K Kelsey and B Stonethe engineering with a big cement ouse.

Mr. Archie Brown left Tuesday E. Burnett; 3, N. McGirr. for Hartney, Manitoba, where he intends to resume his work in the sey; 2, N. McGirr; 3, D. Mather.

Born.-In Glenelg, Sunday, Octo- McGirr; 3, K. Kelsey. ber 19, to Mr. and Mrs. John Bell, a

Born.-In Durham, October 10, to Mr. and Mrs. D. J. McEachern, daughter. Died.-At Mooresburg, October 15,

Jane Fraser McRonald, daughter of aged 24 years.

Died .- In Bentinck, near Vickers, on October 8, Robert Robinson, aged

23 years. Died.-In Farwell, Mich., October 20. Donald S. Black, aged 63 years. Inspector Campbell has a letter in this issue giving valuable advice to 8. Don't crowd your ads.; better boys. He emphasizes two main points that cause failure in the business life of a boy-namely, lack of scholarship, and lack of moral fibre. He said he was asked recently by a Boys' Ball..... banker to recommend a good, relia- Boys' Athletics..... 10. Avoid flashy, ornamental bor- ble boy, and was placed in a dilemders; occasionally they can be used ma. One he had in mind was inateffectively, but generally a plain tentive as a student and neglected By Points: his work. Another was a cigarette Boys' Ball..... fiend, a third loitered aimlessly too Boys' Athletics, Sr ... often on the public street; still an- Boys' Athletics, Jr ... other was uncourteous and uncivil, Boys' Athletics, open and many had shown that they could not do anything well.

WHAT DO YOU AMOUNT TO?

Say, fellow, let's take a little walk 14. Change your copy frequently, out to the edge of the town and sit but don't be afraid to repeat a good down in the Ocober sunshine and ask ourselves a few questions. The idea 15. Advertise continually. The se- is to find out just how much we are

Here are a lot of questions we are Do I ever attend a school function,

or take any interest in the public schools?

Do I ever go to church, or help in Sr. Hop, Step and Jump, 37' 10" any of the church activities?

Have I ever given my time to soli- Putting 12lb. Shot, 34' 101/2" Influence the reader to buy. citing funds for any welfare or civic

> Do I call on my sick and shut-in Do I help in causes from which

> Do I devote more time to the pur-

Have I recently told a fairy story failure of the tenth is probably due to a little child, or spoken to a dirty faced youngster on the street?

How many genuinely charitable deeds have I performed since the beginning of the year?

Have I listened to slander, gossip, and false accusations against my Main street South. Mr. William neighbors without saying a word in

Do I live within my income and

There are just ten simple little community, and how much you will

Mr. Rooney's car was the one just brick work of the building. The to a standstill.

FIELD DAY PRIZE LIST

Following is the prize list for the High School Field Day of Markdale and Durham schools, held on Tuesday of last week:

Boys' Senior Championship.

100 yards dash .- 1, Heard; 2, Vollett; 3, Littlejohns. Running Hop, Step and Jump .-- 1 Vollett; 2, Mountain; 3, Heard.

Running Broad Jump .-- 1, Heard; 2. Vollett; 3, Schutz. Running High Jump .-- 1, Heard; 2, Ewing; 3, Riddell.

Half Mile.-1, Mountain; 2, Vollet; 3, Graham. Pole Vault.-1, Heard; 2, Schutz;

Boys' Junior Championship.

100 yards dash .- 1, Moon; 2, English; 3, Hockley.

Running Hop, Step and Jump .-- 1, Fair. Noble; 2, English; 3, Lauder. Running Broad Jump .-- 1, English;

Ritchie; 3, Noble, Running High Jump .-- 1, Lawson; 2, Noble; 3, B. Heard. Half Mile .- 1, Moon; 2, Lauder; 3

English. Pole Vault .-- 1, B. Heard; 2, English; 3, Noble.

Open Events.

Throwing Baseball .- 1, Mountain;

Girls' Championship. 75 yards dash.-1, K. Kelsey; 2, N.

McGirr; 3, H. Beaton. Running Broad Jump .-- 1, M. Dun-Relay Race .-- 1, K. Kelsey, J. Bell and N. McGirr; 2, A. Ritchie, E. Bur-

nett and E. Boyce.

Running High Jump .-- 1, J. Bell; 2, J. S. Baetz, 11/2 days opening

Potato Race.-1, R. Barbour; 2, N. Jos. Schickler, balance account

Medals, Etc.

Girls' Championship: N. McGirr, 1st, with 24 pts. out of 35 K. Kelsey, 2nd, Senior Boys' Championship: W. Heard, 1st, with 22 pts. out of 30

Junior Boys' Championship: 16 pts. out of 30 H. English, 1st, 12 pts. out of 30 C. Noble, 2nd,

Girls' Baseball: Won by Durham Boys' Baseball : Won by Durham,

Standing of Schools.

By Panels: 34 104 Boys' Totals..... Girls' Ball..... Girls', Athletics..... Girls' Totals.....

Grand Totals.....

Remarks: Sr. High Jump, 5' 2" Jr. Broad Jump, 17' 1", 16' 8", 16' 6" Sr. Broad Jump, 19' 4", 17' 7", 17' 1" Jr. Hop, Step and Jump, 33' 7"

OLDFIELD-LIVINGSTONE The Manse, Markdale, was the J. W. Werner, grant to Agriscene of a very pretty wedding on Wednesday, October 4, when Janet Elizabeth, younger daughter of Mr. and Mrs. Neil Livingstone, of Markdale, was united in marriage to Mr. T. Colwell Oldfield, son of Mr. Thos. C. Hill, 50 rods wire fence.... 12.50 Oldfield of Corbetton, Ontario. The E. Unger, 61 yds. gravel..... 6.10 ceremony was conducted by Rev. L. Becker, to pay parties rep. Dr. Gray of Markdale.

wore a travelling suit of navy blue

gabardine, black velvet picture hat with touches of silver and fur of R. H. Fortune, to pay parties Australian coon. She wore a corsage bouquet of ophelia roses and lily-of-the-valley.

a set of ivory.

Immediately after the ceremony side at "Riverside Farm," Corbetton. business.

NORMANBY COUNCIL

The municipal Council of the Twp. of Normanby met in the Township Hail, Ayton, Monday, October 9, at 10 a.m., the Reeve in the chair and all the other members present.

Miller-Barber-That the minutes af the last regular meeting as read be adopted.-Carried. Barber-Miller-That a grant of

\$15.00 be given the Normanby School

re Red Bridge accident.-Carried. Barber-Filsinger-That George M. Leeson, M.P.P., be returned his \$54

of \$600.00-Carried. money is not theirs and cannot ac-

cept it. Ovens-Barber-That this Counci pass a by-law at next meeting to by posters.

Miller-Ovens-That the following accounts be paid: George Glebe, handle for pick

plough\$ 2.25 Ted Schenk, 56 yds. gravel.... 5.60 Geo. Gerhardt, to pay parties rep. street in Ayton..... 134.10 Albert Pfeffer, 147 yds. gravel. 14.70

Geo. Pfeffer, 26 yds. gravel.... 2.60 Three-legged Race.—1, J. Bell and H. Allenson, 67 yds. gravel.... 6.70 J. S. Baetz, 8 days inspecting cement abutments, lot 3, con. 9 and 10..... 16.60

ditch, lot 2, con. 9...... 3.00 Standing Broad Jump.-1, K. Kel- H. Werner, 13 days inspecting 2 cement abutments...... 26.60 1921, cement abutments, lot

11, con. 8 and 10..... 10.00 J. B. Elder, to pay parties rep. road, lot 36, con. 2...... 13.40 Wilfrid Moore, 38 yds. gravel.. 3.80 21 pts. out of 35 T. E. Stewart, rep. bridge, lot 7, con. 3...... 2.90

Comr. Barber, to pay parties rep. bridge, lot 15, con. 2.... 15.00 Thos. McAlister, drawing cement tile and putting in same 11.00 J. H. Ellis, 3rd quarterly salary

as Treasurer 31.25 R. H. Fortune, 3rd quarterly 25 points. salary as Clerk 75.00 Committee, selecting jurors... 12.00 25 points. Ezra Hill, 136 yds. gravel..... 13.60 H. Allenson, 20 yds. gravel.... 2.00 O. G. Widmeyer, printing acct.

to date 25.10 Dur'm Mkdle. S. Cooper, grant to School Fair 15.00 R. Arthurs, 29 yds. gravel..... 2.90 J. Blyth, 43 yds. gravel. 4.30 F. Henry, 60 yds. gravel..... 6.00 A. Wittich, 54 yds. gravel..... 5.40 H. Damm, 90 yds. gravel..... 9.00 E. Schrieber, 60 yds. gravel.... 6.00 27 G. Maes, 88 yds. gravel...... 8.80 J. Petty, 27 yds. gravel...... 2.70

A. Pfeffer, 60 rods wire fence.. 15.00 -- C. Ruland, 47 yds. gravel..... 4.70 60 F. Gerber, 106 yds. gravel.... 10.60 Contract Record, advertising Red Bridge contract..... 8.00 5 W. McDonald, printing Normanby Voters' List 1922.... 75.00 5 Comr. Ovens, to pay parties rep. road, Heaney's sideroad

and con. B...... 30.00 Council meeting at date..... 17.50 Comr., looking after Township business: Reeve \$2.50, Filsinger \$7.50, Miller \$1.25, Barber \$13.75, Ovens \$15.... 40.00 Special meeting of Council, on

September 2 10.00 C. Smith, to pay parties rep. road T.L. Minto and Normanby, half charged to Minto.. 76.20

cultural Society..... 90.00 J. Metzger, damage in full, account Red Bridge accident .. 100.00 P. J. Benninger, to pay parties making cement walk..... 60.30

road, lots 15-16, con. 9..... 10.00 The bride, who was unattended, M. E. Murray, tile, etc., for Rev. Father Halm per instructions

Use Bank Money Orders



WHEN you want to remit any amount up to fifty dollars, remember that Bank Money Orders are inexpensive as well as safe. The charges, exclusive of Revenue stamps, are: \$5.00 and under, three cents; over \$5.00 and not exceeding \$10, six cents; over \$10 and not exceeding \$30, ten cents; over \$30 and not exceeding \$50, fifteen cents. You can get Money Orders at any branch of this Bank.

OF CANADA

TOTAL ASSETS OVER BIGHTY-THREE MILLIONS John Kelly, Manager. Durham Branch Branchs also at Priceville and Williamsford.

of Police Trustees...... 30.00 J. Turnbull, 1 day...... 3.00 drawing stone and widening J. H. Ellis, bank cheque book.. 4.00 D. Burgess and others, under-The groom's gift to the bride was A. Pfeffer, drawing 24 loads

BENTINCK COUNCIL

all present; minutes of last meeting J. Patterson, half cost underwere read and adopted. Hewitson-Turnbull-That sheep claims be paid to:

A. Magwood, inspecting..... 2.00 T. H. Lawrence, inspecting.... 1.00 H. Subject, 8 yards...... .64 McDonald-Bailey-That the Clerk J. Patterson, underbrushing. 6.25 be authorized to draft by-law and C. Klagus, refund statute labor. 2.00 Miller-Barber-That John Metz- issue debentures for payment on

ger be given \$100.00 in full settlement | bridge.-Carried. H. W. Hunt, Reeve.

being Normanby share of his bonus J. Burns, drawing timber 2.50 H. Watt, part pay, bridge 1000.00 A. Morton and others, rep'g...180.90 Cross & Sutherland, hardware 1.22 at 9 o'clock for transaction of gen-W. Kerr, bolts...... 7.50 eral business. Durham Furniture Co., timber and sawing 59.46

J. Noble, timber..... 7.00 H. W. Hunt, taking E. McPhar-

land to House of Refuge.... 5.00 H. W. Hunt, approach..... 1.50 W. McCracken, lights..... H. W. Hunt, time & phoning.. 5.60 H. W. Hunt, 11/2 days..... 4.50 D. McQuarrie, bridge..... 2.00 W. Cooke, bridge..... 2.00 Div. 1., D. J. McDonald, Comr.

T. Torry, bridge...... 2.00 F. Horst and others, ditch.... 9.85 G. Skene, 3½ days..... \$ 7.00 D. J. McDonald, grading..... 8.00 T. Shewell, 2 days..... 4.00 A. Campbell, 47 yards..... 4.70 R. Ledingham, gravelling.... 35.35 G. Hay, 10l loads..... 8.08 R. Corlett, 2 days..... 4.00 J. Mills, 28 loads..... 2.24 S. Bailey, half, team..... 2.25 J. Grierson, 1/2 cost dragging.. 1.40 Div. 2, J Turnbull, Comr.

W. J. Derby, 1 day, team.....\$ 4.50 A. Derby, man..... 2.50 N. McLean, 9 hours..... 2.25 T. Torry, culvert..... 1.50 J. Milligan, 43 loads...... 3.44 J. Charlton, 2 hours..... S. Hopkins, 2 days..... 4.00 F. McCuaig, culvert..... 2.00

J. Grierson, half, dragging.... 1.40

Div. 3, C. Bailey, Comr. F. Breautigam, 8 hours......\$ 3.00 road, lots 15-16, con. 8..... 36.00 J. Hudson, 5 hours...... 1.25 brushing 14.70 gravel for cement tile..... 19.20 H. Diebel, culvert...... 1.50 The Council adjourned to meet in H. Metcalfe, 6 hours...... 1.50 the happy couple left on a motor the Clerk's office, Ayton, on Tuesday J. Gonder, 7 hours...... 1.75 trip. On their return they will re- November 7, at 10 a.m. for general C. Bailey, 10 hours...... 3.00 -R. H. Fortune, Clerk. H. Metcalfe. timber..... 4.50 J. Woods, 54 yards..... 5.40 H. Metcalfe, 93 yards..... 9.30 Council met October 2, members N. Miller, 25 yards..... 2.50 brushing 8.00 Div. 4, J. Hewitson, Comr. W. Becker, 26 yards...... \$ 2.60 G. Mighton, 1 sheep killed....\$ 7.00 P. Krauter, dragging...... 9.15 A. Fritz, 5 sheep, 3 lambs....102.00 J. Hewitson, half day...... 1.50 M. W. Bers, 1 sheep, 4 lambs.. 51.00 J. Patterson, half cost underbrushing 8.00

Miscellaneous: A. Bell, memorial flowers.... 22.10 The following accounts were paid: One meeting of Council..... 15.00 J. H. Chittick, 3rd quarter....100.00 W. Edge, drawing timber....\$ 5.75 R. C. McKnight, engineer.... 90.03 Turnbull-Hewitson-That we ad-

-J. H. Chittick, Clerk.

Bargain Day SAT., OCTOBER 21

Ladies' Skirts, \$6.00 to \$9.00 Silk Dresses, beaded, \$15.00

Ladies' Blouses, Georgette, Silk and Voile, all reduced A few Girl's Ginghams at Cost.

Corsets, Corset Covers and

Silk Bloomers all going at

Plush Hats, Velvet Hats and Sport Hats and many other articles all reduced.

your choice.

ONE DAY ONLY

Everything New and Up-to-

Date. Call early and get

Mrs. A. Graham

Hurrah for Bargain Day! SATURDAY, OCT. 21

Don't miss this opportunity of getting fitted with a pair of patent strap pumps in latest styles

Women's pat. 1-strap buckle low heel, reg. \$5.00 for Women's pat. 1-strap buckle sport heel, reg. \$5.00 for

..... \$.419

Women's pat. 1-strap buckle. Cuban heel, reg. \$4.50 for

..... \$3.50

Rubbers to fit all sizes and

shapes of shoes. REPAIRING AS USUAL

J. S. McILRAITH

The Cash Shoe Store.

Durham, Ont.

Pess Pot-washing SMP Enameled Ware has the smooth surface and polish of fine crockery-without the breakage. And it is so very easy to clean -just like china, and therefore makes light work of pot washing. Whenever you are buying kitchen utensils be sure they carry the SMP trade-mark. Diamond Ware is a three-coated

> steel, pearl grey outside and inside. You can't go wrong if you buy either. Diamonu

SHEET METAL PRODUCTS MONTREAL TORONTO W EDHONTON VANCOUVER CALBARY

enameled steel, sky blue and white

outside with a snowy white lining.

Pearl Ware is a two-coated enameled

SOLD IN DURHAM AT

HARDING'S HARDWARE