

THE DURHAM CHRONICLE

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Whoever is afraid of submitting any question, civil, or religious, to the test of free discussion, is more in love with his own opinion than with truth.—WATSON.

Thursday, May 20, 1926.

DUSTLESS STREETS

Durham, for the past week, has not been enjoying them. We think that any resident will agree with us in this statement. The main trouble seems to have been that the weather man outgessed the Council his year, and the dry weather for the past two weeks has dried up the roads so fast that before we knew it, the dust was upon us with a vengeance.

The majority of the streets have been put in shape for the oil, with the exception of the main portion, and the Council has been hoping for a generous rainfall that will enable them to grade and put this section in shape. So far, this has been lacking, and with the tourist trade opened up, the main street with its dust is about as smoky as at the time of the Michigan bush fires of which the old-timers often speak.

The rain of yesterday has helped the situation somewhat, but a couple of warm days will see conditions as bad as ever.

It is to be hoped that the oiling will not be long delayed, and right here we would like to put in a word on the subject with which possibly all our readers will not agree. To our mind, the whole connecting link on the Provincial Highway from the Stone and Sand Company corner north to The Review office should receive the oil. Up town rate-payers are entitled to this service, and while the cost would be considerably in excess of that of previous years, we think the Council would be doing a wise thing in giving this matter serious consideration. We would also think it good business for the Town Council to get in touch with the Provincial Highway authorities to see what could be done, or what they would do, towards oiling their share of the Highway connecting link from the southern town limits to the northern boundary. The highway is a provincial affair, and with the building of these main roads, and the fostering of a large tourist trade, the dust nuisance, instead of getting better, is bound to become worse. Were Durham Council to oil from the Stone plant to The Review office, we think it would not be a very hard matter to have the Provincial Highway Department oil the portion under their control, or have the Durham Council do it and reimburse them for the service. If the Council, however, does not oil their share of the connecting link, it would be a harder matter to approach the Highway Department on the subject.

The residents of Upper Town living on the through road from Guelph to Owen Sound are certainly entitled to consideration from both Council and Provincial Government, and the keeping down of the dust on both County and Provincial connecting links will be a benefit to the whole community. Let us by all means get our streets oiled at once, and when we are at it, oil all of them east to west, north to south, from one boundary of the corporation to the other. It will surely cost something, but Durham's tax rate is not where it is from money spent for the improvement of the town. A small increase in the tax rate spent for oil will be saved over and over again by having clean houses and clean lawns. The modern motor car and increased travel has made street oiling a necessity, not a luxury, and the people living on the town limit ends of our connecting links on the main travelled highways are entitled to dust protection just as much as the rest of us.

THE POWER OF ADVERTISING

The power of advertising is a thing which cannot be accurately estimated for the simple reason that it is very seldom that a customer walks into a store and asks for an article, at the same time saying that he saw the advertising in such and such a paper. He gets what he wants, asks no questions, but the chances are that he has seen that particular article advertised, and after he had made his purchase, says nothing. If it were not for advertising, the automobile would not occupy the place it does today; neither would the mail order houses of our big cities. They have something to sell, and they do not hesitate to spend money to let the public know about it. If they did not in some manner let them know, they, like a good many country merchants, would have goods on their shelves for a long time before they were disposed of.

And right here is a lesson to be learned. A recent investigation has disclosed the fact that the average weekly newspaper reached a much larger percentage of people doing business in the town of publication than any of the metropolitan dailies, and that a merchant advertising therein reached a much larger percentage of people with whom he hopes to do business than the larger stores that use the city dailies. It will be hard to convince some merchants of this, but the fact has been proven conclusively.

On the face of it, it seems foolish for a merchant to expect to do business without advertising in these days when the public is looking for things that are new and up-to-date more than at any other time in their history. A merchant cannot expect to stock his shelves with up-to-the-minute goods, and resell them without letting the public know that he has them. The way to let them know nowadays is by newspaper publicity. There is nothing else that can take its place as cheaply or effectively.

Advertising is no new, untried thing. Speaking of it away back in the early eighties, the late P. T. Barnum of circus fame said: "If you have \$19 to use, put \$10 of it into advertising. I can out-talk any man but a printer. The man who talks every week to a thousand men while I am talking to a few is the man that I am afraid of, and I want to be his friend. Trade with the men who advertise, and you get bargains and the worth of your money. Patronize the paper as your paper and as you would

any other enterprise, because it helps you. The local papers are religiously read and are the very best avenues for imparting to customers or producers simple, but extremely important information."

Advertising is the pulling card of business, but the merchant must do his share, too. He must stand four-square, must not advertise something he cannot deliver, and when he says an article is worth \$5, it must be worth that much. If it is not, the public will soon find him out, his trade will vanish, and, like as not, the merchant will join the throng who say that it does not pay to advertise. Advertising does pay, if it is honest advertising. The merchant who cannot advertise honestly had better leave it alone, for dishonest advertising, boomerang-like, comes back to its originator with the wrecking power of a Big Bertha.

THAT REDISTRIBUTION

The placing of Euphrasia in South Grey and Sullivan in North Grey in the recent distribution does not meet with the approval of a lot of people. The Chesley Enterprise sees a political trick on the part of Dr. Jamieson to get rid of Sullivan, with its U. F. O. majority, and annex Euphrasia with its Conservative majority. The Meaford Mirror, too, seems quite peeved because it was not consulted in the matter. Some of the residents of Euphrasia, too, are not satisfied.

These things must naturally happen in a redistribution, especially when one riding in a county, like Centre Grey, is wiped out entirely. Euphrasia must go somewhere, and why not in South as well as North Grey?

The thing that amuses us is the cocksure statement of The Chesley Enterprise that the change is the manipulation of Dr. Jamieson. The editorial page of The Enterprise is the strong point of that paper, but if the general opinions as expressed from week to week are no more reliable than the reference to Dr. Jamieson regarding the recent distribution, they are hardly worth the time it takes to write them.

Dr. Jamieson had absolutely nothing to do in the matter. It was Dr. J. Taylor, the member from North Grey and a member of the Redistribution Committee, who first suggested it. On being asked about how it suited him, Dr. Jamieson said he didn't care what they did about it. He was satisfied to leave it as it was, or they could make the change if they saw fit. Dr. Jamieson was not even a member of the committee, and his interest in the matter may be seen when it is known that it remained for THE CHRONICLE to tell him that the bill had been passed.

CLEAN UP THE STREETS

Mayor Murdoch is anxious that the public of the town should take more interest in the looks of the place, especially the streets, and in a walk up town with him one day last week, he pointed to the habit which the public have developed of late in throwing their newspaper wrappers and envelopes on the street and sidewalks. A little newspaper publicity, he thought, might induce the public to discontinue the practice.

We think the Mayor's stand is well taken. It does not matter very much how big an effort the Council and Board of Works may make to keep our streets presentable, they will always look dirty and neglected if the public does not co-operate with them in the matter of keeping wrapping paper, envelopes, chewing gum and chocolate bar wrappers and the like from littering the main thoroughfares. An otherwise clean street can be made look disreputable with only half a dozen newspaper wrappers flying around in the wind, and it would take only a minimum of effort on the part of the citizens to do away with this nuisance.

This same matter was taken up by THE CHRONICLE in our issue of July 2, 1925, when we suggested that the Council purchase a number of wire litter baskets and place them at certain points along the front street. Waste paper could be placed in these receptacles and emptied at intervals or, if so desired, the paper could be burned in the containers and thus got rid of. We have no doubt that if the Council did this, the public would soon fall in line, and almost before we knew it our streets would present an altogether different appearance.

NOTES AND COMMENTS

A man may be as old as he feels, but a woman is generally older than she thinks she looks.

Billy Sunday, the noted Evangelist, and Ma Sunday both approve the circus. Possibly because of its "sawdust trail."

An American scientist has discovered why the earth's axis shifts. Now we would suggest he discover the reason for our shifting bank account.

A motorist is said to have done 172 miles an hour on a sand track in Wales last week. Anyway it sounds like a tale of a story.

The president of the Canadian Manufacturers' Association is reported to be "confident of the future." Well, that's something after all this pessimism.

Austin B. Middleton, a former resident of Dundalk, is warden of the Montana state penitentiary at Helena. Some people seem just bound to break into prison somehow.

Dr. Pidgeon of Toronto, speaking in New York, said that "Christ has no use for the 'nice' or perfectly correct man." There's still hope, apparently, for a few of us.

Daylight saving is a live topic in Hamilton just now. With father going to church on fast time, and the kids hiking off to school on slow time, poor mother hasn't time to save very much of anything.

The Toronto Globe says that when there is any election news it will probably come from Queen's Park, and not London, Ontario. The Globe might also have added that Premier Ferguson is also probably not to be stamped into announcing the election or his political policy on The Globe's advice, which has been profuse during the past year.

BENTINCK PIONEER DIED LAST MONTH

Donald McGillivray Died at His Home in Elmwood on the 14th of April.—Funeral Held to Rocky Saugeen Cemetery Wednesday of Last Week From Vault in Chesley Cemetery.

The funeral of the late Donald McGillivray of Elmwood, who died April 14 at the age of 93 years, and whose remains were placed in the vault in Chesley cemetery, was held on Wednesday of last week to the cemetery at Rocky Saugeen, all that was mortal of this old resident being placed beside his wife, who predeceased him over 30 years ago. A daughter, Mary, who was his faithful attendant in his last illness, is the only survivor of the family. The late Mr. McGillivray was a man much esteemed in his neighborhood, a kindly, Christian gentleman, and his funeral Wednesday was attended by many of his old friends and relatives, who gathered to pay a last tribute of respect to his memory. The funeral service was in charge of his pastor, the Rev. Mr. Steel.

Mr. McGillivray was born in 1834 on the Isle of Mull, Argyllshire, Scotland, from whence have come so many grand men and women, who have scattered abroad to enrich the world. He was of a generation of whom it may be said of those of old, "there were giants in those days." The deceased came to this country with his parents and other members of the family, in 1850, settling in Bentinck Township a year later. They were of a hardy, God-fearing race, bringing with them from the old land to the new country, which was to offer them such grand opportunities for advancement—a sturdy spirit of independence, love of home and race, good citizenship and neighborliness, but above all a deep zeal for the things of God.

He was married to Miss Catherine McCallum and to them were born ten children, seven sons and three daughters. He lived on the 8th concession of Bentinck for a number of years, but for the past 40 years, has resided in Elmwood.

Mr. McGillivray was a man of a cheerful disposition, smart and able to go about until three weeks before he died. He was a staunch Presbyterian in religion and, in the case of death of a friend, he would go miles to attend the funeral, always going to the graveside, remarking often that if he could not go all the way, he would not go at all. "He was the golden rule of life, an honest man, the noblest work of God," was a true saying of the deceased.

With the friends in the vicinity, The Chronicle joins in extending sympathy to the surviving daughter in her sorrow.

HIGH SCHOOL TEAMS WON BOTH GAMES

Local Students Defeated Harriston Boys and Girls in Baseball and Softball Last Friday Evening.

Durham and Harriston High school students, both boys and girls, fraternized on the local High school grounds last Friday night, the boys' teams playing baseball, while the girls indulged in a game of softball. The games were quite exciting, especially to the High school students, and quite a number of the citizens were also on hand to witness the contest.

In the softball contest, Durham girls were victorious over the Harriston nine 27-15, the visitors seeming to be inferior both at bat and in the field. Both teams enjoyed the contest, the best of feeling prevailed, and while the girls were quite jubilant over winning, there was nothing to mar the social part of the gathering. The teams lined up as follows:

Harriston: Gibson, Bryan, Bie-man, Tilker, Arthurs, Limin, Cross, Langdon, Young.

Durham: Mary Beaton, c; Blanche Murdoch, p; Bessie Smith and T. Wilson, s.s.; E. Keller, lb; Mary Brown, 2b; C. McCulloch, 3b; Florence Macdonald and M. Ritchie, field.

The boys' game was of a more strenuous nature, and, boylike, during the game there was considerable feeling dropped up at times. This, however, lasted only during the game, which was fought by both teams all the way. The final score in this contest of eight innings was 10-6, Durham team not needing their half of the eighth at bat. During the game, one of the Harriston players was hit on the head by a pitched ball and put out of the game for the remainder of the contest, but we learn was not seriously injured.

The teams: Harriston.—McKenzie, lf; Buttermere, c; Moran, p; Meiklejohn, 2b; McLellan, ss.; Hobbs, lb; Richards 3b; Young, cf; Tuck, rf.

Durham.—McGirr, 3b; McIlraith, lb; Wilson, 2b; Noble, c; McIntyre, ss.; McEadden, lf; Vollett, rf; Moon, cf; Havens, p.

The score: Harriston..... 011 020 02—6
Durham..... 410 212 0x—10
Umpire.—L. Hunt, Durham.

DURHAM MARKET

Table with market prices for various goods like Live Hogs, Wheat, Oats, Barley, Buckwheat, Peas, Mixed Grain, Hay, Eggs, Butter, Potatoes, and Sheepskins.

SOCIAL AND PERSONAL

Mr. Neil MacDonald of Owen Sound spent last Thursday in town with his brother, Dan, before leaving for his work as head sawyer in Northern Ontario where he has been the last three years. Miss Smith and Miss Cresswell of Durham called on friends in town on Tuesday of last week.—Listowel Standard.

Mrs. L. Vasey of Durham is visiting her parents, Mr. and Mrs. Sherman Belfry of Victoria Harbor.—Midland Argus.

Mr. and Mrs. George Cowan of Mount Forest visited friends and relatives in town Monday.

Messrs. A. C. Clements and E. R. Schutz of Durham visited friends here last week.—Listowel Standard.

Mr. and Mrs. J. W. Firth and family of Toronto spent the week-end with Glenelg relatives.

Mrs. Alex. McLoughlin and little son, London, are visiting her parents, Mr. and Mrs. E. W. Limin.

Mr. Harold Whitmore of Hearst, New Ontario, is visiting his mother, Mrs. N. Whitmore, and other relatives.

Mrs. Kennedy and son, Marshall, Shelburne, are visiting her mother, Mrs. J. A. Aldred.

Mrs. S. McCracken, who has spent the winter with her daughter, Mrs. Bretz, Shelburne, returned home Sunday and will spend the summer at her home here.

Mr. and Mrs. S. D. Croft and family of Goderich spent over Sunday with friends and relatives in town.

Mrs. Sutherland of Stratford visited over the week-end with Mrs. Thomas Banks.

Mrs. William Johnston of St. Marys visited over Sunday with her mother, Mrs. Peter Reid, Sr.

Mr. and Mrs. J. W. Vessie of St. Marys visited relatives and friends here over the week-end.

Mrs. J. P. Telford of Regina, who has been visiting in Owen Sound for a time, is spending a few days in town, the guest of Miss W. Park, and other friends.

Miss Florence Kress of Stratford spent over the week-end at her parental home here.

Mr. and Mrs. Lance Rumble of Belleville, and Miss Isabel Lawson of Toronto, spent over the week-end with their parents, Mr. and Mrs.

Robert Lawson, north of town. Mr. Alex. Lawson and Master Bobbie Rumble, the latter on a visit to his grandparents here, returned with them Monday, Mr. Lawson going as far as Toronto.

Mrs. (Rev.) W. H. Smith and Mrs. (Rev.) J. E. Peters left for Toronto yesterday morning, where they will attend the New Toronto Conference of the Women's Missionary Society of the United Church.

Mr. F. D. Vickers of Renfrew was in town the first of the week visiting his mother, Mrs. J. W. Vickers, his sister, Mrs. R. Smith, and other friends and relatives.

Miss E. Twamley of the Royal Bank staff, was in Toronto over the week-end, visiting friends.

Mr. Neil Shortreed is the guest of Mr. and Mrs. J. M. Burgess for a few days. Mr. Shortreed, a son of Mr. and Mrs. Robert Shortreed of Glenelg, is in the employ of the Standard Bank, and this week received notice that he had been appointed manager of the branch at Keswick, north of Toronto on Lake Simcoe.

Mr. and Mrs. Ed. Burnett are spending a week with their daughter at St. Marys.

Two Great Bargains For This Week

Ladies' First Quality Silk Hose (not seconds) all shades 39c a pair

Large Size Bath Towels, good weight and nice patterns \$1.19 a pair

Shop in Durham Wednesday nights. Special Bargains for next Wednesday night

The Variety Store R. L. SAUNDERS

Why Lay Yourself Liable For Accident Damages?

IT is up to every automobile owner to protect himself against accident when driving his automobile. Why not let us carry this risk for you?

We protect you from loss by accident for any amount you may desire.

Call in and let us talk this matter over with you. With the increasing number of cars, your chances for accidents are greater than ever before, and it is good business for you to protect yourself from accident litigation, law costs and other expenses.

Personal Liability Property Damage Fire and Theft Insurance Sold in Strong and Reliable Companies

Frank Irwin, Insurance Agent

Chronicle Office, Durham, Ontario Automobile, Fire and Tornado Insurance

PINE APPLES

Buy pineapples now. The best Preserving Pines are on the market. We have a good supply of all sizes. Price in 1 dozen lots... \$2.40, \$3.00 and \$3.60

Wednesday and Saturday S-P-E-C-I-A-L-S

Table with prices for various food items like Marmalade, Herring in Tomato Sauce, Peas, Pink Salmon, Tomatoes, Canned Corn, and Quart Jar Sour Pickles.

Apex Products

Cherries and Peaches in glass jars, regular price 60 cents, per jar 45c NABOB TEA, in half pound packages, regular price 38 cents, per pkg. 30c

J. & W. McLachlan

Highest market price paid for butter and eggs, cash or trade. We supply you with an egg crate.

COMMANDANT HURD WAS HERE SU

(Continued from page 1)

did not ask for a certificate of from those it helped. It did not criminate, and race or creed no difference if assistance needed.

Army Started in 1865

The speaker told of the of the Army in 1865 by Commander William Booth, 21 years of age was in the He did not want to leave the but saw with an almost accuracy the need of the world that the church and in the outposts of the great world. In his own days he witnessed a great deal of abuse the Army workers face only as late as 25 years and compared those days with when the Army was a real in the land.

The Salvation Army was opposition to any church believed in them all, and contributions, did not ask for their own church, but rather crease them. What the wanted was for the people towards the helping of the and-outlets who always and always will be with us.

The Salvation Army has resident of North America in 1882, when it was started small ways. At the end of world war, they had \$13,000,000 from the United States to carry it work. They had received \$1 This had been put on by known as community drive the raising of this money. Glorious Rotary, Kiwanis, Old Boards of Trade through country had been a wonder.

The Salvation Army is in relief work, and in cities reach an element church cannot touch. In son they had passed out 90,000 in New York, they had 900,000 pounds of rice in the and innumerable baskets of the winter to people to provide these necessities for selves.

The real start of the India was in the year 1882 some manner a copy of the reached a man named T. was instrumental in having organized a few years later they have 3,005 churches, 500,000 members, and 3,400 schools in India. The Army Sunday schools in Ontario the city of Peterborough sister to over 8,000 children to 14 years of age. They made over into Boy Scouts Guides, then into cadets, at the things asked is that will help in the training cadets for foreign service.

The speaker dealt briefly helping hand given to young girls in their homes for mothers and children in their homes instead of in placed in institutions, air camps for children, the scouts and girl guides, and efforts to look after those who fortune or otherwise were out of employment.

Commandant Hurd spoke liberal contribution on that, with their 40 years experience, the Army can do go further than any other nation. This was also made through the lower salary the Army. As an instance the salary of a graduate of 49 years' experience was \$1065 per week, she paid \$1 per week for room. She was a high nurse and had a staff of nurses under her.

During the hour in which dressed the congregation, mandant covered the amount of the activity at home and abroad. It seemed he crowded much into the time at but his address no doubt favorable impression, and this community probably over-estimated lotment and surpass the of last year.

ROAD ENGINEER COMI

(Continued from page 1)

hazard manner and to be plain, without a engineer in charge, and payers nor the Department, vincial Highways, and per run for their money.

It has been suggested once that the proper it would be for the Government to take over all main road manner, better roads would be constructed for less money ratepayers saved a amount by having in charge of the work. ago, the Provincial stipulated that all contract peritendents should have certain experience and pointsments could be made method does not seem worked out very well, so that the Department pointed their own men to their interests.

Roadbuilding today, as vent of the heavy trucks is a much greater problem few years ago, and it is felt that better roads are more economical when charge of a competent, who if allowed to put a Gounty Council app may have received his on personal grounds rather his ability to build roads. Mr. Hawes, who takes