

OTHER PAPERS' OPINIONS

The Story of Three Merchants.

Three local merchants were asked by us on Friday how they had fared during the Christmas season. One was delighted with the result, the second was fairly well pleased, but the third, to use his own words, said "Business was punk—in fact, there wasn't any."

The answers were worth considering, and looking over the situation, we found that the first had advertised consistently and vigorously throughout the whole season through the customary channels—the newspapers. The second had followed the same lines but not so aggressively, while the third adopted all kinds of schemes at the eleventh hour—or, to be more accurate, during the last few weeks before Christmas.

The above proves two things: the one is that the merchants who advertise consistently and regularly get the business, and the other, that the public have gotten over being stampeded. The first two merchants referred to used the local newspapers, the third hadn't a line in either. A fourth merchant who ordinarily spent a few dollars with us during December, but on this occasion tried another source, made the astounding statement without being asked, that he "hardly knew it was Christmas so far as business was concerned."

Perhaps, after all, there is something to be learned about legitimate advertising and its merits.—Midland Free Press.

The Issue of Shop Licenses.

Some newspapers which fought the Ontario Government on its liquor policy are keeping up the battle with what appears to be unfairness, in that the Government is credited with motives no borne out by any forecast of the legislation or statement of policy. Chesley Enterprise, edited by William McDonald, former Liberal M. L. A., predicted before the recent municipal elections that council contests would again be fought out on the liquor issue. It argued that a council favorable to a liquor store in a municipality which was under local option before 1916 might request by resolution that the Government establish a shop, "and strong political pressure might be brought to bear on the commission to grant the request."

Of course, the writer of the article has left out consideration of the most important feature. Electors of a community formerly under local option must vote for establishment of a shop before request is made upon the commission, and even then the latter will have power to withhold a license if it deems best.

Owen Sound Sun-Times repeats a report that the Government "intends to place a liquor store where it thinks one is needed, regardless of the vote of the people at the election." Upon that point, one need only note Premier Ferguson's brief statement of policy, given in an interview this week: "To avoid offense to people who object, and to serve those who want to be served."

The details of the legislation are for the Assembly, and unless these newspapers have lost faith in popular government, there would seem to be no need for "viewing with alarm" at this stage.—London Free Press.

Bonuses.

A few weeks ago the Arthur paper reviewed the recent progress made by Ferguson and which it truly enough stated was largely due to the prosperity of Beatty Bros., Limited. The Editor regretted that Arthur had lost a similar opportunity because when they had decided to bonus a company which was to start in Arthur, a law was passed by the Legislature prohibiting bonuses and so the industry never came.

This week, while looking for something else, we noticed in the copies of the News-Record of March, 1922—almost five years ago—the story of the voting on the loan to the "Dye Intermediates" and likewise the history of the passing of the Act to prevent bonusing. A short summary may be of interest.

The Dye Works bylaw carried by 263 to 25. It seems incredible now, but one subdivision gave only three votes against. The following comment is made: "The small vote against the bylaw is very encouraging to the Company who desire to express their thanks for the splendid reception they have received, and they will do all in their power to merit a continuance of the confidence placed in them." And no doubt ten out of eleven of the citizens (as shown by the vote), took those words from the Company at their face value.

At that time the writer of this page was working at the Legislature and contributing the Page every week as usual and here is the summing up of the matter of bonusing as we saw it from that distance:

"A great deal can be said, and is being said, against the whole practice of granting bonuses. Again and again the companies have defaulted or become bankrupt and the town has had to go on paying off debentures for years after the money has been gone—but not forgotten. The loan to Beatty Bros. and those to Jas. Wilson & Sons were in the na-

ture of investments with good securities and to acquire established reputations. We refer to an unknown outside firm, the granting of a money bonus is a pure gamble. The corporation bets \$15,000 that the industry will succeed and that the security is sound. If they win their bet, the assessment goes up; there is more work to be obtained and more prosperity for the inhabitants in general. If they lose, their tax rate is two mills higher every year for ten years."—Whig in Fergus News-Record.

Not Chivalrous.

Two Ontario papers, The St. Catharines Standard and Brantford Expositor, protest vigorously against the unchivalrous attitude taken by The Toronto Telegram and the Montreal Gazette towards Rt. Hon. Arthur Meighen.

The Expositor, which is Liberal in its leanings, pays the following generous tribute to Mr. Meighen:

"While The Expositor has not always agreed with Mr. Meighen, and while it has recognized his limitations as a leader, it has nevertheless frankly asserted that he is a big Canadian, an able Parliamentarian and a devoted and unselfish public servant. To make disparaging and ungenerous remarks about a man of Mr. Meighen's outstanding ability and irrefragable record in the service of his country, is to discourage the entrance of first rate men into public life."

Mr. Meighen has failed in winning elections and the measure of a leader, unfortunately, is ability to carry his party to victory, but Mr. Meighen is one of the ablest men who ever sat in the House of Commons and public life was the loser by his retirement. Intellectually he towered in Parliament. Without going into detail, Mr. Meighen was largely the victim of his loyalty during the war. Because of his part in enforcing conscription and his vigor in prosecuting the war he was made the centre of the hatred of Quebec. No man in Canadian history was ever the subject of such bitter, unfair and prejudiced attacks as Mr. Meighen. As a result Quebec went solidly Liberal and Mr. Meighen was driven from public life.

He may have shortcomings as a leader, but, as The Expositor says, he is "a man of outstanding ability and irrefragable record in the service of his country." No man ever labored more industriously for his nation in Parliament or for his party in the country and the sneers of these papers are unequalled for, to say the least.—London Free Press.

A Rich Man's Post.

It is becoming that many persons throughout Ontario to whom Mr. Cocksutt has, during his term as Lieutenant-Governor, extended a generous hospitality, should now make him a return or an acknowledgement. But, there is an aspect of the matter which justly provokes comment. Mr. Cocksutt has made the Lieutenant-Governorship a rich man's post. He has, it may be assumed, spent from his own pocket many times his salary of ten thousand dollars a year. When the salary was fixed in days of simpler living, it was not contemplated that the Lieutenant-Governor was to become the hotel-keeper of the Province. If that is now the fact, it ought to be formally recognized and the salary raised to meet the expense. It is not dignified or fitting that a burden should be imposed for the public for which the public does not pay. It is not dignified to sponge on the rich. The protests, which were made, when the new government house was undertaken, were well founded and the reasons of economy and social simplicity which were used in support of these protests are still valid.—Farmer's Sun.

PREJUDICES AGAINST TITLES AFFECTION

Supposition of English Paper in Commenting Upon Canadian Views

"Only one thing is worse than hunting for titles, and that is being morbidly averse to them." The London, England, Saturday Review, a weekly paper, declares. The declaration evidently refers to the remarks of Premier G. Howard Ferguson on Tuesday last week, urging that the Canadian ban on titles be removed.

"It seems to us," The Review continues, "entirely wholesome that certain prominent Canadians should now be agitating for the removal of the self-denying ordinance whereby great public services to the Dominion go unrewarded. Other parts of the empire are glad to see their distinguished citizens honored by the King. We can only suppose that Canadian prejudices against the acceptance of such intangible rewards have their origin across the frontier, in the democratic affectation of an equality nowhere to be more sought than in the United States."

"One effect, as the Toronto speaker pointed out, is that leading Canadians are seemingly placed on a lower level than men with a similar record of public labor in other dominions."

It Will Pay You to Advertise in The Chronicle.



How to Play BRIDGE

A new series of lessons by Wynne Ferguson Author of "PRACTICAL AUCTION BRIDGE"

ARTICLE No. 13

In a number of these articles reference has been made to the folly of rebid- ding no-trumps after a partner's suit bid just because you hold 100 aces. Game is the object of all sound bidding and any bid that lessens the chance for game, just to obtain an honor score, is unsound. The following hand is a good illustration of what not to do with a hand containing 100 aces:

Hearts—A, 8, 2 Clubs—A, K, Q, 7, 5 Diamonds—A, 7, 2 Spades—A, K

Y : B : Z :

Hearts—J, 10, 4 Clubs—10, 2 Diamonds—8, 5 Spades—J, 10, 8, 7, 6, 3

No score, rubber game. Z dealt and passed. A passed. Y bid one no-trump and B passed. Z now bid two spades and A passed. Y should have remembered that Z passed as dealer and that his take-out must be from weakness, probably six or more, headed by the queen or jack. If this take-out were the probable one, Y-Z could undoubtedly make game in spades but could not do so in no-trump unless Z had a much stronger hand than the bidding indicated. In other words, game and rubber were a certainty at spades but doubtful at no-trump. Y, however, failed to consider all of these evident facts and bid two no-trump, allowing his judgment to be influenced by his 100 aces. All passed, for Z didn't feel that he should rebid his spades in the face of his partner's denial. B opened the diamond suit and Y-Z lost their bid by three tricks. At spades they could have made four odd, game and rubber. As their opponents scored game and rubber on the next deal, it was a costly error by Y. Don't let 100 aces influence you to make unsound bids.

Here is another hand that has caused considerable discussion. Think it over and then compare your opinion with the analysis that will be given in the next article.

Problem No. 17

Hearts—8, 5 Clubs—A, K, 7, 5 Diamonds—Q, 10, 9, 8, 5, 2 Spades—6

Y : B : Z :

No score, rubber game. Z dealt and bid

you bid with Y's hand? The test hands given in the preceding article have caused a wide divergence of opinion. If you don't agree with the analysis given, don't feel discouraged for you have a number who will still agree with you.

Answer to Problem No. 15

Hearts—6 Clubs—9, 5, 3, 2 Diamonds—A, K, 4 Spades—K, Q, J, 7, 5

Y : B : Z :

No score, first game. Z dealt and bid one spade. What should A bid? A has the choice of three courses of action. (a) He may pass, (b) he may bid no-trump or (c) he may double informatorily. The pass with this hand seems unsound. It is such a strong hand that A should give some indication thereof to his partner. If A passed, Y will certainly deny the spade bid so that the only bid will be of no value, one way or the other. The bid of one no-trump is fair but gives too much information. Try to conceal the spade strength, if possible, in the hope that Z will bid two spades and thus give A the chance to double. For these reasons, an informatorily double seems the proper bid with this hand. Y may bid over this double. If he does, Z may rebid spades and thus give A the chance to double. If Y passes, B may bid clubs or diamonds which suits A's hand. If B bids hearts and Z passes, A should now bid two no-trump. There is a good chance, however, that Z will rebid spades over a heart bid and thus give A the chance to double. Some correspondents even suggested that A bid two spades but this bid is obviously unsound. It gives no chance for game and resigns all hope of obtaining a double if Z rebids spades. All in all, the informatorily double seems to offer the maximum opportunity.

Answer to Problem No. 16

Hearts—Q, 4, 3 Clubs—K, 3 Diamonds—10, 8, 7, 5, 4 Spades—A, J, 5

Y : B : Z :

Score, Y-Z, 18; A-B, 0, rubber game. Z dealt and bid one diamond. A doubled and Y bid two diamonds. What should B bid? B should undoubtedly double. His hand is strong, not only in diamonds but also in side cards. If his partner has anything, A-B should defeat the two diamond bid by two or three tricks. This hand doesn't justify a two no-trump bid because there is no certainty of game. When in doubt, take the certainty. In this case, the certainty is the double.

CONSERVATIVE CONVENTION MAY BE HELD NEXT SEPTEMBER

Proposal to Hold National Gathering in June Has Been Abandoned.—Winnipeg Likely the Place to Be Selected.

The Conservative national convention will likely be held in September in Winnipeg. The date and the place will be decided at a meeting of the convention committee which will be held in Ottawa just after the opening of the House on February 8. There is considerable difference of opinion as to the best time to hold the convention, and the place, but as far as can be learned the date is likely to be in September and the place Winnipeg.

The idea of a convention in June has been abandoned, as it is realized there is not time to organize on the scale necessary. The question arises then, as to whether the convention will be held in the fall or postponed for a year, or two years. Those in favor of September believe that if there is an indefinite postponement, the convention might never be held, and this they fear would be fatal to the welfare of the party.

Annual Meetings

As soon as the date of the Dominion

convention is fixed, John R. MacNicol, president of the Ontario Conservative Association, will call the annual meeting. This will be featured with a monster banquet for the Hon. Howard Ferguson. This meeting will likely be held the end of March. It will be followed by the annual meeting of the Western Ontario Conservative Association. Immediately following these two meetings, there will be called gatherings in every riding to select convention delegates. The aim is to make the convention as democratic and as representative as possible.

Many names are being suggested for leader, but there is no campaign in progress in favor of any of them. Hon. Hugh Guthrie, Rt. Hon. Arthur Meighen, Sir Henry Drayton, Hon. R. B. Bennett, Hon. E. N. Rhodes, and Hon. Howard Ferguson are the chief names mentioned. While it is well known that Mr. Ferguson would prefer to remain as premier of Ontario, he may have hard work dodging the leadership. His name is particularly popular in Quebec, and this is a consideration that cannot be overlooked.

Irate Diner—'I'll never have another meal in this restaurant! The meat is high and they've diluted the whiskey."

Clergyman—Ahem! How true it is that the flesh is strong but the spirit is weak!

Advertisement for The Standard Bank of Canada, featuring the text 'The Reward of Years of Toil' and 'F YOU contemplate an auction sale, the closing out of your years of effort in building up a complete farm equipment, the Standard Bank is splendidly equipped to cater to your financial needs. Our local manager and his staff will gladly make all arrangements for collection and discounting of all sale notes and for furnishing an extension of credit where necessary. A successful sale is entirely dependent upon sound financial arrangements.'

In Other Communities Taken From Our Exchanges About People of Your Acquaintance

MARKDALE

The annual meeting of the Markdale Agricultural Society was held on Monday, the 17th. A fair attendance was out for the occasion. The Fair this year will be held on the 4th and 5th of October.

Mrs. Thomas Symons of this place received a letter on Tuesday from her sisters, Mrs. Chloe Ricketts and Mrs. Montgomery, who are visiting in Miami, Florida. The letter was carried by airplane from Florida to Flint, Mich.

Joseph McCullough, a well-known resident of this place, passed away Sunday afternoon, January 16, after a brief illness, aged 50 years. He is survived by his widow, two daughters and one son. The funeral was held Wednesday afternoon at Markdale cemetery, and was under the auspices of L.O.L. 1045.

At the home of Mr. James Foster, East Back Line, Artemesia, there passed away on Friday, the 14th, Robert Foster, aged 72 years. The deceased, who had been in failing health for some years, made his home with his brother. The funeral was held to Markdale cemetery on Monday.

MOUNT FOREST

License Inspector Grant and an assistant were in town on Thursday investigating complaints as to alleged breaches of the G.T.A. law with Chief Cringle they made several calls, but found no evidence on which to base any charge. Reckless reports are often put in circulation in regard to bootlegging, booze selling, etc., and even where there is illegal sale, it is pretty hard to get proof of it that will bring about a conviction. If there are well founded suspicions more frequent surprise visits on the part of the inspector or detectives might bring results. Mount Forest must have a good reputation as last week's visit is said to have been the second he officially paid within two years.

A cablegram from China on Tuesday announced the death of Dr. Jean Dow at Peking. Dr. Dow, after a furlough, returned to China only last September and proceeded to her field in Honan. She was born in Nichol, near Fergus, where she attended school. She attended Mount Forest Model school and taught school when only 15 years of age. She later studied medicine and went to China as a medical missionary in 1895.

Word has reached here of the sudden death of J. B. Gardiner, formerly of Capitol Hill, Edmonton, who passed away at Vancouver, B.C., on January 20. Mr. Gardiner was enjoying his usual health, but on that date as he was getting ready to retire he dropped to the floor, where his wife found him in an unconscious state. He was taken to the hospital but expired three hours later. He was a native of Mount Forest, his father being Thomas Gardiner, who died in Clifford.

Much sympathy is extended to Dr. and Mrs. Argue in the loss of the former's mother, Mrs. H. T. Argue, of Shawville, Que., which occurred on January 15, at the Private Patients' Pavilion of Toronto General Hospital, following a serious operation for thyroid trouble the preceding Wednesday morning.

PRICEVILLE

We are all very much pleased with the beautiful winter weather and bright days, although we have had some low temperatures.

Miss Alice Reilley is improving after a severe attack of pneumonia. We are glad to see Miss Grace Ramage able to be around again.

Mr. Cameron Smellie made a business trip to Harrison recently. Priceville is well equipped with barbers now. Mr. Woods, from near Maxwell, started up a few weeks ago in opposition to Mr. Gordon McLean. We wish them both prosperity.

Mr. D. G. McLean is again able to be around after spending some time in bed.

The Wright Bros. of Swinton Park who purchased the mill property and power from the Watson Bros., have begun work on the building and replacing the machinery. We hope they will be able to start in a few weeks, and we wish the newcomers success in their venture.

Mr. Jack Jones has started a small fox ranch of his own. This seems to be a popular business around the town.

"Did that new play have a happy ending?" "Sure. Everybody was glad when it was over."

Read the Classified Ads. on Page 7.

Advertisement for 'KEEP WELL' featuring Purest Cod Liver Oil, Rexall Tasteless Cod Liver Extract, Wampole's Cod Liver Extract, Carr's Cough Syrup, and McFadden's Drug Store.

January Bargain List

FREE



WITH each Two Dollar O' Cedar Mop purchased this month we are giving Absolutely FREE one large fifty-cent bottle of O' Cedar Polish.

Solid Copper Tea Kettles

McCLARY-MADE Tea Kettles, made from heavy copper. Nickel plated ..... \$2.00



CHAN WAX is the hardest wax we know of, and most economical, too, as it covers from two to three times as much surface as any other wax.

1 lb 35c. 1 lb 60c.

LANTERNS

Long Globe Lanterns, Canadian product, well made from heavy tin ..... \$1.19

VICTOR MOUSE TRAP—The little trap with the big reputation. January special 3 for 10c

WE SELL FOR LESS

A. S. Hunter & Co., Durham Seed Refiners Hardware Merchants

Copper Wash Boilers

Full No. 9 solid copper Boilers, well made throughout. January special ..... \$3.50



One of the greatest conveniences of electricity is the

Electric Iron

Always clean and at the right heat. This iron carries the same guarantee as the higher priced irons and does the work equally well at a big saving to you. Complete with cord \$2.75



Grey Enamel Wash Basins, medium size ..... 25c.

STONE BUTTER CROCKS

1/2 gal. 20c. 1 gal. 30c. 1 1/2 gal. 45c.

Crockery Mixing and Baking Bowls ..... 15c. to 30c.

BUCK SAWS—Be your own buzz-saw and benefit by the exercise ..... \$1.25

SANI FLUSH. The great toilet cleanser ..... 30c.

Vertical column of small advertisements on the right side of the page, including 'Advertisement CASH WITH', 'DRS. JAMIE', 'J. L. SMITH', 'DR. W. C. PIERCE', 'J. F. GRANT', 'MIDDLEBURY BARRISTERS', 'ALEX. I.', 'REUBEN', 'BATES B.', 'FARM', 'NORTH PART 15', 'LOT 7, CON. 21', 'LOT 66, CON. 2, 3'.