

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 the truth.—WATSON.

Thursday, July 21, 1927

EXAM. REPORTS SHOW ALL PUPILS PASSED

Results of Toronto Conservatory of Music, Announced This Week, Show That Full Number of Durham Pupils Who Tried Were Successful.

The results of the Toronto Conservatory of Music examinations, held on the 8th of July last, were announced here on Tuesday of this week. Of the fourteen pupils writing, all were successful, which speaks well for the ability of the Misses Fursman and Mrs. G. H. Padfield, teachers. In the examination, 80 marks obtained a standing of first-class honors, 70, honors and 60, a pass. Following are the results and the marks obtained:

MISSSES FURSMAN'S PUPILS

Intermediate: Norma Gaznon 63, Jean Harding 77, Mary Hughes 74, Elsie Kearney 80.

Junior

James Henderson, 64, Gordon McCrae, 68, Eunice Moon 70

Primary

Frances Hay 72, Louise Jamieson 73, Bonnie Grant 81, Florence Bailey 77.

Elementary

Oleida Hahn 77.

MRS. PADFIELD'S PUPILS

Primary: Caroline Mitchell 68.

Elementary

Inez Twamley 72.

FRIDAY'S GAME WON BY BLACK CATS 15 TO 13

The first of the town league softball games was played last Friday night between the Night Hawks and Black Cat teams, resulting in a win for the latter 15 to 13. There was quite a crowd present to witness the contest, the spectators were treated to some good ball and the crowd on its toes from the first inning.

Following is the score by innings: Night Hawks 0 2 5 0 1 3 1 0 1—13; Black Cats 0 2 1 3 4 0 3 0 0—15

The line-ups: Night Hawks—Schultz, catcher; Hepburn, pitcher; McGirr, 1st base; McKechnie, 2nd base; McBeth, 3rd base; Sparing, s.s.; Hunt, r.f.; Snell, c.; Kearney, l.f.

Black Cats—Garrity, catcher; Huggill, pitcher; McLymont, 1st base; Johnson, 2nd base; Kress, 3rd base; Town, s.s.; Ewen, r.f.; Neaves, c.; Thompson, l.f.

PETS WON FROM BLACK CATS IN TUESDAY'S SOFTBALL GAME

It remained for the "Pets" with Archie Clements at the helm to oust the Black Cats, winners of last Thursday's contest, from the 1,000 column, when they came from behind in the 8th inning, with a score of 15 to 12 against them. Gaining three runs in this inning, they entered the 9th on an even footing, and scored the winning run in the early stages of their turn at bat. The crowd was a big one and interest ran high. If the Night Hawks can't defeat the Pets in the game tonight, all three teams will be tied with one win and one loss.

The score by innings: Black Cats 1 1 2 5 1 3 0 2 0—15; Pets 0 0 0 1 0 4 5 2 3 1—16

The line-ups: Black Cats—Neaves, 3b; Kress, lf; McLymont, 1b; Garrity, c; Town, r; McLachlan, 2b; Huggill, ss; McElraith, rf; Ewen, cf. Black Cats—Schumacher, c; Buschlen, 2b; Saunders, 1b; A. Clements, lf; Smith, 3b; Elvidge, 1b; C. McLachlan, rf; Lambertus, cf; Morlock, ss; Erwin, p. Umpires—B. Burnett and E. Schutz.

BUSINESS IS BUSINESS

Business is business, but men are men. Working, loving and dreaming. Toting with hammer, brush or pen. Roistering, planning, scheming. Business is business, but he's a fool whose business has grown to smother. His faith in men and the Golden Rule. His love for friend and brother. Business is business, but life is life. So we're all in the game to win it. Let's rest sometimes from the heat and strife. And try to be friends a minute. Let's seek to be comrades now and

HYMENEAL

COUTTS—MacARTHUR

The home of Mr. and Mrs. Donald MacArthur, north of Durham, was the scene of a pretty wedding on Thursday, July 14, at 12:30 p.m., when their only daughter, Marion Christena, became the bride of Mr. George Gordon Coutts, younger son of Mr. and Mrs. Peter Coutts of Gonn.

The ceremony was conducted by Rev. B. D. Armstrong, in the presence of only immediate friends and the wedding music was played by Mrs. Stewart MacArthur.

The bride was given in marriage by her father and was becomingly attired in a frock of white crepe-de-chine. The sleeveless bodice was trimmed with a velvet corsage and the full skirt with small flounces, her bridal veil was simply caught with orange blossoms and she carried a bouquet of carnations, snapdragons and maiden-hair fern.

The bride was the recipient of many beautiful wedding gifts, amongst which were those from the members of the Durham Presbyterian Choir and scholars of the Bunnissan public school.

The home was prettily decorated with orange blossoms, roses and orchids. After the ceremony, luncheon was served. Later in the evening Mr. and Mrs. Coutts left by motor for Sparrow Lake, Muskoka, the bride wearing an almond green crepe-de-chine dress, tailored coat, smart felt hat, blonde shoes and stockings.

On their return they will reside at the groom's home in West Luther township, east of Gonn.

ALLAN PARK WOMEN'S INSTITUTE MET LAST WEEK

The monthly meeting of the Allan Park Women's Institute was held last Wednesday afternoon at the home of Mrs. John Bailey with a large number of members and visitors present. The president, Mrs. James Park, Jr., presided in a very capable manner.

The meeting was opened with the Opening Ode, after which the Scripture lesson was read by Miss Vera Reay. Plans were made for a garden party which is to be held on August 11th at the home of Mr. Harry Reay.

The program which was much enjoyed by all consisted of an instrumental by Miss Florence Bailey, a duet by the Misses Mary and Heta Bailey, recitation by Miss Grace Reay and the report of the district annual by Miss Blanche Sumpton after which the Messrs. McKay, Brigham and Hamilton gave a demonstration on aluminum ware which was much enjoyed by all.

The next meeting will be held at the home of Mrs. Joe Brown on August 3rd.

ELECTRICAL INFORMATION

Terms You Should Know: True electricity is not a substance; it is neither weight nor size of the wire through which it travels. In that respect it is no different from light and heat, both of which we know, as we do electricity, only by their effects.

In fact, light and heat are very difficult to measure, compared with electricity. For we can speak as definitely of the pressure and rate of flow of electricity as of water. Let us see.

THE VOLT—In both water and electricity there must be PRESSURE to cause it to flow. The unit of pressure in electricity is the volt.

THE OHM—In both water and electricity there is resistance to the flow. The unit of resistance in electricity is the OHM.

THE AMPERE—In both water and electricity there is a RATE OF FLOW, or CURRENT STRENGTH. In electricity the unit of rate of flow, or current strength, is the AMPERE.

All electrical measurements are based on these three terms. We shall now see their relation to each other.

UNIT OF PRESSURE—THE VOLT. The pressure that will drive one Ampere of current through a resistance of one OHM.

UNIT OF RESISTANCE—THE OHM. The resistance that will allow one Ampere of current to flow when the pressure is one VOLT.

UNIT OF RATE OF FLOW—or CURRENT STRENGTH—THE AMPERE. The current that will flow when the resistance is one OHM and the pressure is one VOLT.

IN MEMORIAM: Saunders—In loving memory of John Saunders, who died, July 22, 1927.

I often think of days gone by; When we were all together; A shadow over my life is cast, My loved one gone forever.

The rolling stream of life goes on. But still the vacant chair. Recalls the smile, the love, the voice of one who once sat there.

—Wife.

You're not forgotten, dear father. Nor ever will you be. As long as life and memory lasts We will remember thee.

—Sons and Daughters.

You were a loving grandpa. A pal both kind and true. A better grandpa never lived. And, oh, how we miss you.

—Grandchildren.

then And slip from our golden tether. Business is business, but men are men. And we're all good friends together.

It Will Pay You to Advertise in The Chronicle.



—Passing Show (London, England)

SOCIAL AND PERSONAL

Mrs. J. Riehnback of North Bay was visiting Mrs. James Hepburn. Misses Helen and Marie Klem of Kitchener are the guests of Miss Oleida Hahn this week.

Mrs. James Lloyd and babe returned from Toronto last week after an extended visit with relatives in that city. She was accompanied home by Mrs. Ted Mills and children, who will visit her brothers and sisters here.

Mr. William Fleming, who was at one time in charge of the dredge at Wilder's Lake when the cement mill was running, was in town last week and spent a pleasant few days in looking up old friends. It is 24 years since Mr. Fleming left Durham and he was much impressed with the progress made in Durham since he was a resident here.

Mr. and Mrs. Fred Kelly of Orangeville, the former a son of Mr. and Mrs. J. Kelly here, left recently for Prince Rupert, B. C., where the former has accepted a position.

Rev. and Mrs. Hartley and daughter Kathleen, of Ford City, formerly of Durham, spent over the week-end in town the guest of Mr. W. B. They left Monday afternoon for Harriston and will visit at Shelburne before returning home. Mr. Hartley is in attendance at Masonic Grand Lodge at Guelph this week.

Mr. Brock Grant of Welland spent over the week-end in town with Dr. and Mrs. J. F. Grant and other relatives.

Mrs. George Young, formerly of Durham wishes to announce the engagement of her daughter, Anna Gertrude, to Mr. Walter Innis of Buffalo, son of Mr. and Mrs. Arthur Innis of Durham.

Miss Belle Lauder of Toronto is holidaying at her home here.

Mr. and Mrs. Wm. Milne of Toronto have returned home after spending several weeks with the former's parents here.

Mr. and Mrs. Milo Knechtel spent the week-end at Wasaga Beach.

Mr. Charles Kennedy of Bunnissan motored to Toronto last week, and was accompanied to that city by his nephew, Charles McQueen of Boothville. On the return trip Mr. Hinton and Miss Marjorie Kennedy of Toronto accompanied and are visiting with friends in Glenelg.

Miss Dora Cameron of Toronto is visiting with Mrs. N. McCannell and sister, Mrs. McPherson, Lambton street.

Mrs. W. Calder returned last week from a six weeks' visit in Montreal with Mr. and Mrs. Finley Graham. Miss Marion Calder is now visiting in the Royal City, having left last week. She will be absent a couple of weeks.

Miss Clara Aljoe is visiting in Owen Sound this week.

Mr. and Mrs. J. Ehrhardt and daughter, of Cleveland, are visiting her sister, Mr. and Mrs. James Lavelle and family.

Mr. Norman Lenahan of Toronto was in town for a day this week and

were pleased to have a short chat with him. Norman is now engaged in the publishing business in Toronto, being associated with the Printers' Guild and intends returning to Durham in the course of a month on holidays. He is looking well, doing well, and we were pleased to have a call from our old young friend.

Messrs. Jack Davidson of Toronto and Archie, from Port McNicoll visited over the week-end with their mother and sister here.

Mr. Perry Shipham of Shumaker, Ontario, is visiting for a couple of weeks with friends in town.

Miss Christie McGirr has been visiting for a couple of weeks with friends at Leith.

Mrs. Hamil and daughter, Alma, of Duntrone, are visiting for a couple of weeks with the former's daughters, Mrs. G. B. Lawrence and Mrs. J. McCaslin.

Misses Victoria and Annie Aljoe of Toronto are on a two weeks' visit with friends and relatives in town. Miss Ina Burnett, nurse-in-training at the Western Hospital, Toronto, is expected home this week for a two weeks' visit.

Mr. and Mrs. W. D. Fox, 209 Robert Street, announce the engagement of their daughter, Olive Elizabeth, to Ernest James McGirr, B. A., son of Mrs. McGirr and the late Mr. Thomas McGirr, Durham, Ont., the marriage to take place early in August.

SOME TRUTHS ABOUT ADVERTISING

The progressive business firm finds that it needs to be constantly making new friends and creating a new circle of customers. If it just depends on satisfying those who have previously bought its goods, it is likely to see its trade diminish. Population changes more rapidly now than formerly, and if a firm has a certain list of customers this year, it can expect as the result of all the changes that naturally occur that a considerable proportion of those customers will not be on the list in a year or two.

Also, people are changeable in their habits, and unless a very energetic effort is made to hold old customers by advertising, a lot of them will go elsewhere, attracted by the various inducements that are offered them. People are not much inclined, as they were often formerly, just to trade at one place, or a few places right along year after year. They are quick to get the idea, if some firm seems to be hustling a little harder than its competitors to please the people, and no feeling is apt to hold them if they think they can do better by going elsewhere for something they want.

By an active campaign of advertising a firm can keep making new business friends to make up for those who drift elsewhere. It does not take elaborate persuasion to win such customers in these times.

People are ready to go to any place of business where the spirit of enterprise and hustle seems to prevail. A concern that makes it a regular practice to advertise, even if it does not take any great amount of space, will have a constant stream of inquirers entering its doors, who will more than make up for old customers who go elsewhere.

This is the age of advertising. Advertising is the greatest business builder in the civilized world. Without intelligent and truthful advertising there can be no great and conspicuous success. Advertising is not an expense, but, rather, an investment.

John Wanamaker knew this when he first started in business. The first day he opened his store he spent practically every cent he had in advertising and took a chance on getting results on his money.

The object of advertising is to impress your name and business into the public mind so that when people think of anything in your line, they think of your name first. But you must keep everlastingly at it. Advertising is the only power that grows by its own momentum. Other powers lose by expansion. Radiation is the strength of advertising. It grows and increases in power by what it imparts. It carries ideas from the mind of one to the minds of many. Advertising is the only harvest which grows the more by reaping.

Advertising, however, must not be done in a lazy, slipshod manner if it is to obtain the best results. Advertisements should be prepared with care and thought. A statement of what you have to sell, scribbled down hastily and without intelligent thinking, is of no more use than a financial statement prepared by guesswork.

A well-written advertisement must have the backing of the firm that issues it. The best advertisement may fail in producing the desired results for many reasons. Advertising must be truthful; it must be written in clear, concise English that the buying public can understand; it must be backed up by courteous and sympathetic service; and the firm that issues it must be alert and alive to the requirements of the community which it serves.

Clean premises, well-arranged shelves, one price to everybody, and honorable dealings have more than some business firms apparently imagine to do with their business success. Frankly, advertising cannot lift your business out of the gutter and place it on a paying basis without your earnest co-operation, but given that there is not a business in Durham or any other town that could not increase its business by over fifty per cent. Advertising to business is as the mainspring to your watch—it is not the whole works by any means, but business cannot run successfully without it.

Merchants of Durham!

Why not co-operate more fully with the newspapers of the town in expanding your business?

THE CHRONICLE

is prepared to lend every assistance and covers Durham and surrounding territory thoroughly. ADVERTISING PAYS

FALL FAIR DATES 1927

For the first time in a good many years The Chronicle publishes below a partial list of the dates of Fall Fairs throughout this section of Ontario, as issued by the Ontario Department of Agriculture. At one time this was a regular column in our paper, but the dates were so often wrong and caused so much confusion that we stopped the practice. During the past couple of years we have been asking frequently why we have discontinued the publishing of these dates, and as the news is apparently of interest to a good many of our readers, we give below a partial list as issued by the Superintendent, Lockie Wilson.

We have no idea why these dates cannot be issued correctly from the Department, but it is a curious fact that they are not and although the mistakes are not frequent, there are usually enough of them to destroy confidence in the balance of the list. We publish this list below, but are in no way responsible for its correctness. It is as we have received it at this office and is, to the best of our knowledge, correct. Anyway, it is authentic.

- Ailsa Craig.....Sept. 22 and 23
Alvinston.....Sept. 22 and 23
Ancaster.....Sept. 22 and 23
Arthur.....Sept. 22 and 23
Atwood.....Sept. 22 and 23
Aylmer.....Sept. 22 and 23
Ayton.....Sept. 22 and 23
Bridgen.....Sept. 22 and 23
Brussels.....Sept. 22 and 23
Bayfield.....Sept. 22 and 23
Beamsville.....Sept. 22 and 23
Belmont.....Sept. 22 and 23
Blenheim.....Sept. 22 and 23
Blyth.....Sept. 22 and 23
Bothwell's Corners.....Sept. 22 and 23
Burford.....Sept. 22 and 23
Burlington.....Sept. 22 and 23
Caledonia.....Sept. 22 and 23
Cape Croker Reserve.....Sept. 22 and 23
Chatham.....Sept. 22 and 23
Chatsworth.....Sept. 22 and 23
Chesley.....Sept. 22 and 23
Clarksburg.....Sept. 22 and 23
Collingwood.....Sept. 22 and 23
Comber.....Sept. 22 and 23
Courtland.....Sept. 22 and 23
Delaware.....Sept. 22 and 23
Dorchester.....Sept. 22 and 23
Drayton.....Sept. 22 and 23
Dresden.....Sept. 22 and 23
Dumfries.....Sept. 22 and 23
Dundalk.....Sept. 22 and 23
Dunnville.....Sept. 22 and 23
Dunham.....Sept. 22 and 23
DURHAM.....Sept. 22 and 23
Elmira.....Sept. 22 and 23
Emsvale.....Sept. 22 and 23
Embro.....Sept. 22 and 23
Erin.....Sept. 22 and 23
Essex.....Sept. 22 and 23
Exeter.....Sept. 22 and 23
Fergus.....Sept. 22 and 23
Flesherton.....Sept. 22 and 23
Florence.....Sept. 22 and 23
Forest.....Sept. 22 and 23
Fort Erie.....Sept. 22 and 23
Galt.....Sept. 22 and 23
Georgetown.....Sept. 22 and 23
Glencoe.....Sept. 22 and 23
Goderich.....Sept. 22 and 23
Gorrie.....Sept. 22 and 23
Hanover.....Sept. 22 and 23
Harrow.....Sept. 22 and 23
Hepworth.....Sept. 22 and 23
Highgate.....Sept. 22 and 23
HOLLISTON.....Sept. 22 and 23
Hiltont.....Sept. 22 and 23
Ingersoll.....Sept. 22 and 23
Jarryville.....Sept. 22 and 23
Kirkton.....Sept. 22 and 23
Lakefield.....Sept. 22 and 23
Lambeth.....Sept. 22 and 23
Leamington.....Sept. 22 and 23
Lion's Head.....Sept. 22 and 23
Listowel.....Sept. 22 and 23
London.....Sept. 22 and 23
Lockport.....Sept. 22 and 23
Markdale.....Sept. 22 and 23
McFarland.....Sept. 22 and 23
Melbourne.....Sept. 22 and 23
Merlin.....Sept. 22 and 23
Midway.....Sept. 22 and 23
Milverton.....Sept. 22 and 23
Mitchell.....Sept. 22 and 23
Mount Brydges.....Sept. 22 and 23
Mount Forest.....Sept. 22 and 23
Muncey (United Indian).....Sept. 22 and 23
Neustadt.....Sept. 22 and 23
New Hamburg.....Sept. 22 and 23
Norwich.....Sept. 22 and 23
Ohsweken.....Sept. 22 and 23
Orangeville.....Sept. 22 and 23
Ottawa (Central Canada).....Sept. 22 and 23
Owen Sound.....Sept. 22 and 23
Paisley.....Sept. 22 and 23
Palmerston.....Sept. 22 and 23
Paris.....Sept. 22 and 23
Parkhill.....Sept. 22 and 23
Pekin.....Sept. 22 and 23
Petrolia.....Sept. 22 and 23
Pinkerton.....Sept. 22 and 23
Port Elgin.....Sept. 22 and 23
Priceville.....Sept. 22 and 23
Rainham Centre.....Sept. 22 and 23
Ridgeway.....Sept. 22 and 23
Ripley.....Sept. 22 and 23
Rockton.....Sept. 22 and 23
Rodney.....Sept. 22 and 23
St. Mary's.....Sept. 22 and 23
Sarnia.....Sept. 22 and 23
Seaforth.....Sept. 22 and 23
Shelburne.....Sept. 22 and 23
Shedden.....Sept. 22 and 23
Simcoe.....Sept. 22 and 23
Springfield.....Sept. 22 and 23
Stratford.....Sept. 22 and 23
Stratford.....Sept. 22 and 23
Strathroy.....Sept. 22 and 23
Tara.....Sept. 22 and 23
Tavistock.....Sept. 22 and 23
Teeswater.....Sept. 22 and 23
Thamesville.....Sept. 22 and 23
Theford.....Sept. 22 and 23
Thornedale.....Sept. 22 and 23
Tilsonburg.....Sept. 22 and 23
Tiverton.....Sept. 22 and 23
Toronto.....Sept. 22 and 23
Underwood.....Sept. 22 and 23
Wallacetown.....Sept. 22 and 23
Walpole Indian Fair.....Sept. 22 and 23
Walter's Falls.....Sept. 22 and 23
Waterford.....Sept. 22 and 23
Watford.....Sept. 22 and 23
Welland.....Sept. 22 and 23
Wellesley.....Sept. 22 and 23
Whitby.....Sept. 22 and 23
Wilton.....Sept. 22 and 23
Wilkesport.....Sept. 22 and 23
Windham Centre.....Sept. 22 and 23
Windham.....Sept. 22 and 23
Woodstock.....Sept. 22 and 23