icle is mailed to any address in in the various counties will be all Canada at the rate of \$2.00 per but depleted. year. \$1.00 for six months, 50 cents If we take our own House of Refor three months, 25 cents for one fuge as an example, we think we are month. To any address in the in bounds when we say that the in-United States of America, \$2.50 per troduction of the Old Age Pensions year, \$1.25 for six months, 65 cents scheme would automatically be the for three months. Foreign sub- means of the removal of at least 80 scription rates on application. Member Canadian Weekly News- own homes instead of being wards papers Association.

Whosoever is afraid of submitting any question, civil or religious,

### Thursday, July 28, 1927

### THE WEED CONTROL ACT

pulsory for all municipat councils to ing only a few inmates. appoint a Weed Control Inspector, It is a matter deserving of much conversation, it is little wonder Royal Bank of Canada in Durham, is whose duty it is to see that all thought, and, with the proposed that he ofttimes loses patience and another Canadian who has made weeds are destroyed before the seeds legislation in abeyance, we think the forgets all about the overworked good in the United States. ripen, and in case an owner neglects County Council authorities are en- Biblical expression, "turn ye the Mr. Bruce and Miss Hazel Mcto do so, the inspector or council is titled to some kind of statement other side also," by law required to hire men to do from the Government as to what this work and place the cost against they propose to do and what time the property the same as taxes.

The increase in the weed crop in Ontario has been a matter of grave concern to the farmers, the Government, and every citizen in recent years, and it is to be hoped the the whole-hearted co-operation of everyone in their fight to clean up the province by the elimination of tion of farm property was reduced that vessel will have a full passen- to the telephone, neglecting their Mrs. Hugh Firth is spending a \$1,000 because of the presence of sov. thistle, and there is little vin e will be similarly reduced in ments with almost one hundred per to a great extent, his bread and Miss Annie McDonald, Miss Annie value were it to be offered for sale.

pairn for this purpose, and one ne- callings, are human. gleetful owner can cause more hav- The advertising proposition of the one. oe in the spread of noxious weeds owen Sound Transportation Com-

signed to clear only the farms of which is but proper, but there was ball team will not finish lower than the guest of Miss Norma Gagnon. weeds. It is in force throughout the no guarantee that if by chance all eighth in the International League. | Rev. W. A. Matthews of Ponsonwhole province, on farms, in vil- accommodation was taken, the adever weeds grow,

already been on his rounds warning "transportation only." All berths, family. must be cut. Whether or not he On a round trip to Mackinac, the Cleveland, Ohio, spent a few days has seen all the residents, we do fare for one person is \$30 for transnot know, but we know that he portation and \$15 for berth and and his instructions have been come and his instructions have been come. To use up his advertising with Mr. and Mrs. Bert Craigie and

We are thoroughty in sympathy would have to take two passages with Mr. and Mrs. G. MacKay. with the Act and its intentions. We from Owen Sound to Mackinac and Mr. and Mrs. Melbourne Mackay shipped a car of wool last week to hope that every official appointed return, and be obliged to pay out and daughter Marjorie, of Inwood, Montreal. Mr. Tinianov reports will do his duty and by so doing add \$30 in cash for berth and meals. | are visiting with friends in Durham. | business in his line fairly active, not only to the beauty of the Province but to its wealth as well.

## AUTO DRIVERS' PERMITS

motor vehicles are required to carry the first place, we cannot spare a Mrs. Second Switzer, who will visit a drivers' permit, costing \$1.00, has week to make the trip to Mackinac, here and in the vicinity. been in effect since the first of the In the second place, we consider Miss Eva Adlam returned home on month and, according to all we can our advertising "at regular rates" Sunday following a two weeks' valearn, the public has been fairly as a cash proposition. Had the responsive to its observance, a large Owen Sound Transportation Com- and sister. She also took in the number of drivers' permits having pany put a proposition to us that boat trip to Port Dalhousie with

has as yet been no checking up on amount of \$60, which included berth while there. this is to start, we understand, after doubt that we would have accepted |. the first of August, when every mo- it, but we simply couldn't see where torist is expected to be able to pro- it was good business for us to former's son, Mr. George P. Campduce his permit on request.

but we do not agree with the me- worth of advertising. Should anythod of issuing permits. A driver thing turn up that would prevent who has driven a car for 500 miles, us from taking the trip this year. or for a period of six months, is according to the terms of our congiven his permit on the payment of ract, we had simply donated \$60 in his application card, for which he we could collect nothing after Dego an examination by an appointed At that, we have nothing but the official before he can hope to get friendliest feeling for the company In our comion every man, woman that we fault them for the sub-

or child swho drives a motor car mission of the contract. It was ours should be required to pass an ex- to accept or reject. It was good amination. There are persons in business on their part to get their this province today who have driv- advertising inserted on a transporen thousands of miles over a period tation basis. Advertising in The of a dozen years or more, and are Chronicle, however, is on a cash today not fit persons to turn loose basis, or its equivalent, and twe in the traffic. They can not handle were rather surprised when we saw a car with any degree of efficiency, the large list of weekly newspapers they do not know the traffic rules, that accepted the contract and are and are a constant menace to others | now running the advertising, many

nail on the head when it said: "Too new steamer of the Owen Sound many drivers think they know the Transportation Company. traffic rules because they have been breaking them for years."

Times, in a news article in refer- our greatest pest. In a business burne visiting her sister, Mrs. Mcence to a recent visit of Mayor sense, telephones are installed for Lean. Miss Belle McGirr will re-Christie and members of the County | the purpose of transacting business; | turn home with her. Council committee says that it is house telephones may quite proper- Mr. and Mrs. C. H. Walker of altogether likely that before long ly be used for social conversation. Stratford were in town the first of another effort will be made to in- As a means of communication be- the week, the guests of Mr. and Mrs. try it on our guarantee. crease the accommodation of the tween towns or persons, they have R. Catton, County House of Refuge at Mark- become almost a necessity, but when Miss Ruth Stewart of Proton Stadale, because of the fact that the a business telephone has to be used tion has been the guest of Mrs. building is, and has been for some as a sort of business-social affair, Annie McCormick at the home of

county's poor cannot be cared for ends.

dents, the present is a rather poor time, to our mind, to think of any Published every Thursday morning at the office, Garafraxa Street, Durham, Ontario, by Frank Irwin, Editor and Proprietor. The Chron-

per cent of the present inmates, who could retire on pensions to their of the county. What would become of the House of Refuge then?

We are thoroughly in sympathy with the movement to provide necto the test of free discussion, is essities for those of declining years who, through fault or misfortune more in love with his own opinion may find themselves short of funds, than with the truth.-WATSON. but until something definite is done with the Old Age Pensions scheme we are of the opinion that this end could be accomplished in some other manner other than that of putting the county to the expense According to a recent regulation of erecting a costly addition to the passed by the Ontario Legislature, Refuge, which, if the Old Age Penit is obligatory to cut the weeds sion Act comes into force, would at on your property. It is also com- best be a mammoth structure hous-

it is expected to come into effect.

## THE JAUNTING EDITORS

ger list if all decide to take their work and business, all for the sake week in Toronto.

cent regularity as we went through butter, and even a dog will growl Akins and Mrs. W. J. Patterson of The Weed Control Act is designed thought of how easy it is to get the his daily rations. to help and protect those citizens majority of people to do your serwho make an honest endeavor to vice, especially if you are plausible curb the weed nuisance. This can- enough to make them think that not be done without the province they are getting something for no-

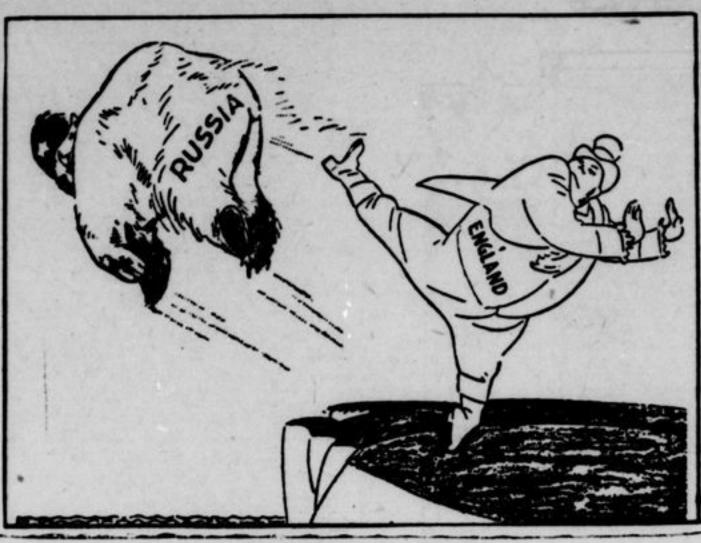
only objectors will be those who used during the season of 1927. ner! have neglected this duty in the past. Reservations had to be made in ad-The Weed Control Act is not de- vance of the sailing of the steamer, We predict that the Toronto base- Miss Florence Ryan of Toronto is booked in the order in which all Acting on this, the Durham Coun- other bookings were made. The

been issued in the past three weeks, called for sixty dollars in advertis- her sister, Mrs. S. Switzer, visiting While effective on July 1, there ing, payable in transportation to the in St. Catharines and Niagara Fans these permits by traffic officers, but and saloon privileges, there is little spend 830 in berth and meals in bell. The law as intended is a good one, order that we might collect 860

of whom, no doubt, will not even The Peterboro' Examiner hit the enjoy a week's cruise on the palatial

## THE TELEPHONE

THE HOUSE OF REFUGE ADDITION greatest convenience in these mod- Dornoch, Last Saturday's Owen Sound Sun- ern days, and is at the same time Miss Chrissie McGirr is in Shel-



Danish Pleasantry The Anglo-Russian Ballet. -Berlingske Tidende (Copenhagen)

cation, or social conversation, the Mrs. D. B. McFarlane. With Mrs. telephone is a great convenience McFarlane, they took a motor trip and money-saver, but when a bus- to Toronto this week. iness telephone is turned into a, Mr. and Mrs. R. White of Mont-Judging from the number of semi-social conversationalistic ex- real, visited their cousins, Mr. and weekly newspapers that come to change, its usefulness to its owner Mrs. A. D. Noble, over the week-end, our exchange desk which are carry- is gone. It is not so much that Accompanied by Mr. and Mrs. Noble ing the advertising of the Owen business men object to the use of they leave today for Montreal by Sound Transportation Company in their telephones, but they do most way of Ottawa, and Mr. and Mrs. exchange for transportation on positively begrudge the time they Noble will spend a week or so vistheir new steamer "Manitoulin", spend running to and fro in answer iting them in the Royal City. of someone else's thoughtlessness. In encountering these advertise- To a business man, his telephone is, ing with Miss A. Graham in town. our exchanges this week we when you start to interfere with Acton are visiting at J. D. McFay-

## NOTES AND COMMENTS

as a whole entering into a cam- thing. Editors, like those of other try. Henry can't devise another and three children leave today for

then the rest of his neighbors can pany, briefly, was, that they would Mayor Foster has announced that will make the trip by motor. clean up. In order to make the take \$60 worth of advertising at reg- Toronto city will build Joe Wright's Mr. and Mrs. Fred Forsyth and campaign a success, the Ontario ular rates, this advertising to be new racing shell next year. Gee, family of Perth, Mr. and Mrs. Lloyd Government has made the cutting of paid for in transportation on the how Toronto, in the height of ex- Miller of Brantford, and Miss Clark, woods compulsory, and to this the steamer Manitoulin, and had to be citement, can stand behind a win- also of Brantford were visitors last

Mr. and Mrs. O. Gilmore, of Lorain, Miss M. Matthews. eil has appointed Constable Allen contract further stipulated that the Ohio, sepnt a few days with her inspector for Durham, and he has 860 in advertising would pay for brother, Mr. George MacKay and relatives in Toronto.

and his instructions have been com- allocation of \$60 then, the editor of daughter Lorna, of Paris, also Miss the journal running the advertising Florence McKay, spent last week

This contract was submitted to Mr. David Adlam and Mr. Fred The Chronicle about the time the Torry motored to Toronto on Sunnew steamer had been purchased, day and visited with their son and but we could not see where it was daughter. They returned the same The law whereby all drivers of good business for us to accept. In day and were accompanied home by

Hamilton are visiting with the

Mr. and Mrs. H. H. Sherk and daughter Dorothy, Mr. and Mrs. Guy former with Mr. and Mrs. Perior Sherk in Bentinck, and the latter with Mr. and Mrs. Thomas McGirr.

Mr. and Mrs. E. Manning and bree children of Newmarket are visiting with Mrs. Manning's sister, Mrs. George Gagnon.

Mr. and Mrs. James Dillon and Mr. Russell Lavelle, all of Chicago, are he guests of Mr. and Mrs. James Miss Betty Henderson is visiting

Miss Verne McCaslin of Elmwood is spending a couple of weeks in town, the guest of the McCaslin

Mr. and Mrs. J. Winegarden and family of Hamilton are visiting with the latter's brothers, Mr. John Arnett in town, and Mr. Wesev Arnett, in Glenelg. Mr. John Campbell and sister.

Mrs. John Verte, of the Michigan Soo, are visiting Mrs, Campbell's The telephone is perhaps our sister-in-law, Mrs. John Ray, at

ime, overcrowded.

While it is too bad that the which it was installed immediately Bentinck. Mr. F. M. Hughes, cashier of the

We do not wish for a moment to | Pacific National Bank of Los Angelsay that there should be no sociabil- es, Calif., and his brother, Mr. Edgar ity in business, but when a business Hughes, barrister of the same city, man is forced twenty times a day called on. Mr. J. A. Rowland on to drop his work and answer a Saturday last. Mr. Hughes, who is telephone in order that he may lend a brother of Mr. S. Hughes, and a assistance to someone else's social former member of the staff of the

Farlane of Flint, Mich., are visit-As a mens of business communi- ing their uncle and aunt, Mr. and

Miss M. Isaac of Toronto is visitden's and with other friends in

Miss F. Thorne, of Toronto, is visiting Mr. and Mrs. Jack Lloyd. Anyway, no matter how he may Mr. and Mrs. Lachie McKinnon that bumped quite like the last their home at Calgary, Alberta, tives here and at Priceville. They

by, near Elora, was in town the lages, towns and cities, and wher- vertising transportation would be SOCIAL AND PERSONAL first of the week visiting his brother and sister, Mr. Robert and Mr. Harry Tinianov is visiting

Mr. and Mrs. James Livingstone the residents that all their weeds meals, etc., had to be paid in cash. Mr. and Mrs. Chas. Woods, of returned to their home in Detroit on Whather or not be the latter's parents, Mr. and Mrs. W

## SHIPPED CAR OF WOOL

Mr. A. Tinianov, local buyer,

Basil-Do you know who that sweet little girl is that I've been dancing with all evening? Gwendoline-Oh, yes, that's mo-

Advertise in The Chronicle. It pays.

## **DURHAM MARKET** Corrected July 28, 1927

Hogs	
Oats	50
Barley	70 .70
Buckwheat	2 .70
Peas 1.10 @	1.15
Mixed Grain, per cwt	. 1.25
Hay	
butter	
Eggs	.29

## Rexall Shaving Cream Is Best for You to Buy

Men who have used it say it is the best shaving cream in

It makes shaving a pleasure.

It makes the blade ten times more effective. It does not dry on the face. A small amount is all that is required. It is economical to use. The

cream-more than 250 shaves -for 35c. It works equally well with either hot or cold water and softens the toughest beard in-

tube contains twelve feet of

We invite our customers to

## McFadden's Drug Store The Rexall Store Successors to Macfarlane & Co.

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 bus-

## THE CHRONICLE

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

FALL FAIR DATES 1927

vears The Chronicle publishes h ow a partial list of the dates Fall Fairs throughout this section of Ontario, as issued by the Ontar Department of Agriculture. At time this was a regular column our paper, but the dates were often wrong and caused so mu confusion that we stopped the pra tice During the past couple years we have been asked fi wently why we have discontinua the publishing of these dates, as the news is apparently of terest to a good many of our rea ers, we give below a partial list issued by the Superintendent.

Lockie Wilson. We have no idea why these day cannot be issued correctly from t Department, but it is a curious fa that they are not and although mistakes are not frequent, there a list. We publish this list below but are in no way responsible its correctness. It is as we had received it at this office and is, the best of our knowledge, corre Anyway, it is authentic,

Ailsa Craig ..... Sept. 22 and Alvinston.....Sept. 27 and Ancaster ..... Sept. 27 and Arthur......Sept. 30, Oct. Atwood......Sept. 20 and Ayton ..... Sept, 30, Oct Bayfield ..... Sept. 27 and Beamsville ...... Sept, 16 and Belmont.....Sept. Blenheim......Oct, 13 Blyth ..... Sept. 27 and Burford.....Oct. 4 at Burlington......Sept. 21 and Cape Croker Reserve Sept, 13 an Chatham.....Sept. Chatsworth ..... Oct. 13 an Chesley ...... Sept. 29 an Clarksburg......Sept. 20 at Collingwood ......Sept. 2 Comber......Sept. 1 Dorchester..... Dungannon.....Oct, 6 a DURHAM ..... Sept. 20 an Elmira.....Sept. Elmvale.....Oct. Erin.....Oct. 6 an Essex..... Fergus......Sept. 22 at 

Harrow.....

Lambeth.....

Lion's Head......Oc

Henworth....

Shedden..... Straffordville ..... Strathroy Thamesville..... Thedford..... Thorndale.....Sept. 26 4 Tillsonburg......Aug.

Tiverton......Aug. 27. Sep Underwood..... Wallacetown . . . . . Oct, 11 at Walpole Indian Fair .... Aug. 2 Walter's Falls ..... Sept. 27, and Waterford......Oct. 4 a 

Welland.....Sept. 2 Wellesley....Sept. 13 a Wheatley ..... Sept. 2 9 Wiarton.....Sept, 20 a Wilkesport.....Sep

Windham Centre.....Sep Wingham.....Oct. 6 Woodstock.....Sept. 2