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Thursday, July 19, 1928

Those "Stop" Signs During the past month we have paper advertising is more likely to heard several people make the be a failure than a success. The statement that Kincardine is the newspapers have an appeal to the only town where motorists are great masses of the people which forced to obey the stop signs when cannot be equalled by any other approaching the through streets, advertising medium, for they are This statement, though possibly read and studied in the home and well enough intentioned does not at the advertising columns are as all coincide with reports we see eagerly scanned as those devoted in a good many of our local ex- to news. The people have been changes, where the stop street by- educated by long years of experlaw is in effect, is enforcing the lience to look for the announcebylaw.

signs mean just what they say- Bulletin. "stop". They do not mean that the motorist is to think about stopping, slacken speed a little, or even bring his motor vehicle down in which experts regard the town to one mile an hour. They must weekly as an advertising medium

Intersections have been the cause mental Stores adopted since they of the great majority of the motor were purchased by the T. Eaton Co. accidents. It was with the idea of In every town where one of its eliminating these accidents that stores is located, this company has Dear Ruth Raeburn: the stop signs are erected, and a been carrying from one to two

Any motorist who is called be- thoroughly informed as to the most fore the bench because of an in- up-to-date and efficient merchandmake a real man's sized complaint value and will get returns. The should this happen. And did you extent to which they are using books? ever notice? The motorists who the local paper where they have are making the biggest outcry stores should convince others in against the stop bylaw are general- the retail trade that the opportunly the fellows who defy the speed ity afforded by the home newslimit, hog the road and are more paper in putting their sales talks advantages of making "pin" money or less traffic nuisances anyway .- before regular and prospective from the garden or by needle and Kincardine News.

Nothing In The Paper

Frequently you pick up a paper and after glancing at the headlines. wearily thrust it aside, remarking, "Nothing in the paper today". Did if it is at all possible-not only beyou ever stop to think what the cause it is joyous recreation and I am sure you can plan a real phrase, "Nothing in the paper to-splendid exercise, but in order to day" means? It means that in the save one's own life and the lives of day or week just passed, that no others if occasion should demand. misfortune has befallen anyone in And in learning to swim one should our town; that no fire has wiped acquire at the same time a sense, out your neighbor's wordly goods; not of fear, but of caution in cop- Hunter, district president, of South that the grim angel of death has ing with an element with which Ontario to tell us about the concrossed no threshold of a friend; the great majority of us are com- tests that had stirred up so much that no man, driven by liquor, hat- pletely out of touch for the greater interest in the district annual meetred, fear or desire for unearned part of each year. gain, has taken the life of a fellowman; that no poor devil, haunted by the -past or the misdeeds of 'Money talks' quite as loudly to tieth anniversary of the institutes, some other, has crossed the great the farmer as to any other class. to plan an attractive program. This divide by taking his own life; that Today the farmer is fully conver- year it required more thought no careless or drunken auto driver sant with the trend of the market, and planning. However, we began has run into and injured or killed prevailing prices, and supply and in time, by holding our first disan innocent family: that earthquake demand. He is just as keen as the trict meeting at the time of the tornado or flood has not wiped out manufacturer, and when he knows convention in Toronto last fall. a whole community. So the next he has produced an article of the "Each branch is contributing ten time you are prompted to protest size, type and quality that is in cents per member as prize money

bling because there is no news.

Prohibition of Firecrackers caused by firecrackers or they ards covered by the regulations subject, any number from each ing them, but surely they cannot Stock Products Act. they are sold. Under proper super- quality o fthe bacon hogs market- lumination at the Falls. We envision, firecrackers are not a ed. source of danger, and, as in the case of many other things against which legislation is directed today, why abolish the use of something, because of its abuse?-Clif-!

ford Express. As People Look At It It would be going too far to say that a business which advertises in

If interested in Radio this Fall call and hear

5-and 6-Tube Models

Let us demonstrate these superior machines free of charge in your own home.

## George McLaughlin

Sole agent in Durham and Vicinity for Fada Radios.

OTHER PAPERS' OPINIONS the newspaper is bound to succeed, and is safeguarding against failure, but figures do show that the business which does not use newsments of wide-awake merchants We cannot understand why and manufacturing concerns in previously, the "stop" worthy of patronage.-Collingwood

What They Think of Weeklies A striking example of the manner "stop" or you are liable to prosecu- for retail merchandising is seen in the policy of Canadian Departmiles an hour, then three and final- week. No merchant needs to be secretary

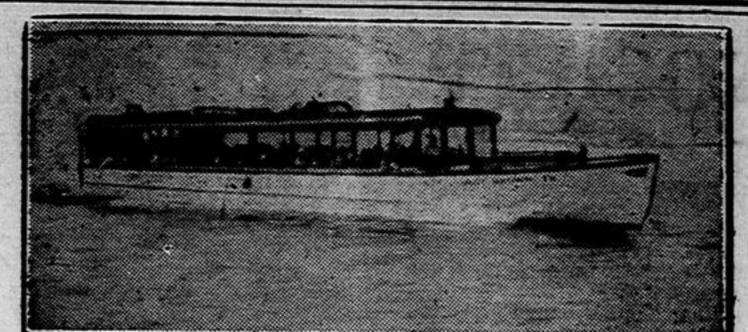
ly the "stop" signe would be utter- told that Eaton's are keen judges of values, shrewd buyers and customers in their trading territory is one that should not be overlooked .- Barrie Examiner.

Every one should learn to swim likely suggest others to you, and likely suggest others to you, and Timely Advice

SELECT BACON HOGS "Nothing in the paper to-day", just demand he has a perfect right to on seven contests: (1) An exhibit return thanks, instead of grum- expect and to get his share of the of twelve antique articles, or ar-

price premium the consumer pays ticles of special interest, one col-The firefighters association has hog business who do not see or ap- branch. (3) Best place card, each been meeting in Toronto and is preciate the full value of grading. branch to provide one for each of sponsoring a move for the enacting The question must be considered their members attending, the cards of municipal bylaws prohibiting the in a broad sense, because the actual may be alike or different. (These use of firecrackers. No doubt the market requirements, domestic and last two will make our dinner table firemen know what damage is export, are the basis for all stand- attractive.) (4) Best poster on any

have forgotten all the fun a small In the production of bacon hogs, dress-one kind only for each boy can get out of a dime's worth of the farmer's objective is 'selects' branch. (6) Best poetry, the because that grade is in demand, verses beginning with the letters vision of the sale of firecrackers and commands the highest price. INSTITUTE, in order. (7) would accomplish as much and There is no doubt in the producer's For the noon hour humor is to be let the boy have his fun. Cer- mind as to the value of grading the keynote, and humorous stories tainly there are types of fire- hogs, but there is occasionally are to be told, any number from crackers allowed to be sold for May some little difficulty in getting a each branch. As most of these con-2ith. July 1st and other days of price back to the producer com- tests are 'something to see' they celebration which are a positive mensurate with the quality of hog will not interfere to any extent menace when entrusted in the marketed. This is being overcome, with the proceedings of the day." hands of youth. Not only from the however, and today the compulsory Mrs. Hunter added another note view point of the firefighter but grading, or marking for identifica- worth passing on: "We had a new from the aspect of injury to the tion and grading on arrival at the departure in our branch, Brooklin, child some of them being distinctly yards is working well, and this this year. We chartered a bus to poisonous and while they are duly combined with the producer's leave here one afternon in blossomlabeled as such, a label means little knowledge of market conditions is time, and take us through the to some of the youngsters to whom making for improvement in the Niagara district and to see the il-



When the mail and passenger others were injured, four of them sion" the Ernst Lubitsch Producboat, "Just Brown" of the Millard seriously. The boat was en route tion, at the Veterans' Star Theatre people cannot fall in line with leg- their newspaper, and they readily Brown Boat Co., burned to the from Clayton to Alexandria Bay, Thursday, Friday and Saturday, is intended to the property of the engine exploded. Boats Inly 40, 20 and 24 can testify to islation that is intended to make come to the conclusion that if a water's edge off Murray Isle in the put out from Murray Isle and rest the truth of the assertion that it for the good of traffic on our high- product or firm is not worth ad- St. Lawrence and sank, Mrs. Smith cued the passengers floating in the is no fun to perform against such a contract of the such as a con of Kingston, Ont., who jumped into water. The "Just Brown" is shown odds and furthermore, that such a the river, died of shock. Thirteen here.

## At Home

Come in & Chat Awhile

-Ruth Raeburn.

slow down to one mile an hour, town not more than half the size contests, subjects for discussion or help swell the funds which will be pensive setting and that this new strutting about the room, skirling method of production is introduced for all he was worth his wife atit would not be long before he was of Barrie has a year's contract with demonstrations that would be of devoted entirely to hospital remethod of production is introduced for all he was worth, his wife atin "Passion"

for all he was worth, his wife atgoing over the crossing at two this firm for two and a half pages a interest and oblige this puzzled quirements.

PAULINE

Dear Pauline: entertaining or making of scrap with a piece of tape.

choosing of sides, one taking the request. work and profit in poultry raising and the other dairy work, or the

I am also enclosing an account taken from the "Ontario Farmer' of contests held at a District Institute meeting.

live, practical program.

RUTH RAEBURN

Clever Contest Program When we asked Mrs. G. Ha ing, she replied: "It was comparatively easy last year, being confederation jubilee year, and the thir-

lection from each branch. (2) Best There are some engaged in the table bouquet, one from each would not be in favor of prohibit- under the Live Stock and Live branch. (5) Best label worn by delegate bearing name and ad-

joyed it so much that we are

Durham Buying Station

We Want Your

EGGS, POULTRY, WOOL

For which we will pay highest price

Warehouse open 8 a.m. to 6 p.m.

Wednesday and Saturday nights till 11 p.m.

PHONE 58 AND WE WILL CALL

Remember Our New Home

the former Durham Machine Shop Building

A. C. CLEMENTS

Durham, Ont.

### HOLDING VERANDAH TEA

The ladies of the Red Cross Society are holding a Verandah Tea with a frenzied multitude demandat the home of Mrs. David Jamieson ing her head. on Tuesday afternoon, July 24, from 3 to 6 o'clock. Admission 25c. Invitations were issued this week, ture of virtues and follies is swept we my letter if you choose."-Mrs. but in case one fails to reach you, through a most thrilling dramatic this notice is sufficient to assure situation, all of which is enacted in motorist must come to a full stop pages weekly to broadcast its store our community and would like to invitations and not miss some one, the showing of such a large mob the law to allow motorists to One newspaper published in a make out a program for the year. but it is the desire that all who has 5000 people in an extremely exthe law to allow motorists to One newspaper published in a would you kindly suggest some care to do so should attend and no structure about the room skirling about the room skirling

the old fashioned method for meas- splendid reputation with the many making," she said. Have you had any demonstra- uring a yard by stretching the successful pictures he produced Jock sat down and took off his fraction of this bylaw, has no one ising methods. They don't spend a tions in making of sandwiches, goods at arm's length, holding one both here and abroad. Fred Orbing boots, then got up and resumed his but himself to blame, but we have dollar without being pretty well icing of cakes, table setting, bed end of it up to her nose. One day and Hans Kraly adapted the story. piping in his stockinged feet. an idea that some of them would satisfied that they are receiving making, physical culture, home Betty came up to her grandmother

"Smell this, grandma, and see

planning to have an annual outing. We are thinking of going to Guelph and the O. A. C. next year."

STAR BATTLES 5000

IN "PASSION"

star of a picture to combat a cast of 5000 people all of whom in the story hate the woman in the case. And Pola Negri, the famous continental star who enacts the stellar roles wih Emil Jannings in "Pascrowd of actors can be as mean as the real thing. As in the picture's, climax the woman who rose to the zenth of her glory as the ruler of a king, from the humble station of

This woman, gifted with a mix-

This picture is directed by protest, Little Betty's grandmother used Ernst Lubitsch, who has gained a "That's an awfu' noise you're

A commercial traveller held up in Orkney by a storm, telegraphed A contemporary is waiting pa-For discussions, why not try the how long it is," was the startling here by storm. Wire instructions." to visit Paris on a nonstop flight. The reply came: "Start summer holidays as from yesterday."

> It will pay you to advertise in shops they deal with.—Oshawa The Chronicle.

# XIES FARMER'S WIFE

Rarely does a director ask a girl By Taking Lydia E. Pinkham's Vegetable Compound

> Wilton, Ont .- "I am taking Lydia E. Pinkham's Vegetable Compound through the Change of Life. It helps me and I cannot praise it too highly. I was troubled with heat

flashes and my limbs were heavy so I could hardly walk to do my farm work. I saw in the newspapers your ad about the Vegetable Compound and thought to give it a trial. The first bottle gave

me relief and I have told others what it does for me. I am willing for you to D. B. PETERS, Wilton, Ontario.

Ask Your Neighber

### Stopping a Tenth of It

tempted a mild and very belated

-Kitchener Record. The way some families keep up a front imposes a great strain on the

# OPENINGSALE SPECIALS

Visit the New Store. Take advantage of these Big Values. Saturday the final day for these bargains

GINGHAMS 32 inch, Good Washing Quality, yard 15c FLANNELETTE 27 inch, Standard Quality, yard 13c

REMNANTS and MILL ENDS

Right from our factory cutting tables AT VERY LOW PRICES

WOMEN'S GINGHAM DRESSES

Roomy sizes, fast colored material, direct from our own

factory. 59c. each

DIMITY BLOOMERS 39c DIMITY SLIPS ......39c BOYS' OVERALLS ...89c GIRLS' DRESSES from 49c KNIT VESTS .....19c APRONS (STAMPED)

WOMEN'S **SUMMER** DRESSES

Becoming styles, and made from fine quality printed fabrics. Opening special.

\$1.49

MEN'S FINE

MEN'S FINE Broadcloths, in plain and stripes \$2.00 values, some with separate collars and some attached collars. \$1.00

3 for ......69c

MERINO WORK BOYS' COMBINA-

Men's Sturdy SOCKS ......29c Work Shirts FINE COTTON SOCKS 19c Blue or Khaki, extra BOYS' JERSEYS .....29c roomy, made from sturdy Chambray.

**COMBINATIONS** Summer Weight Balbriggan, in knee and

Men's

Athletic (buttonless) 75c. to 98c.

ankle length and in

## 2 for \$1.75 BOYS' COTTON HOSE 25c Save On Your Groceries

TIONS, .....59c

CORN FLAKES, 2 pkgs. .....15c P and G SOAP, 5 bars ......19c CHIPSO, large package ......21c TOMATO KETCHUP .....20c

CAKES, assorted creams, lb. ...21c RICE, special bulk, 2 lbs. ......17c SALMON, fancy pink, 2 tins ....35c PORK and BEANS, CLARK'S, large tin .......................20c

10 lbs. 63c.

DUUAN

Regular \$1.00 each.

GRANULATED

FINE

OLD POST OFFICE

OLD POST **OFFICE** 

CAIRNS'

Limited