

SUCCESS OF FORMER DURHAM BOY

We clip the following from the Hamilton Herald of June 15. The J. P. Whelan referred to is our old townsman, "Jack," a son of Mr. and Mrs. T. R. Whelan of this place. The Herald says:

Further evidence that The Arcade, Limited, is one of Hamilton's most progressive and enterprising stores was furnished in the announcement made by the management to-day that the property occupied by Griffin's theatre, directly to the north of the store, had been purchased by it. Renovation will commence at an early date and, when completed, this will make The Arcade one of the handsomest stores in the city. When both buildings are made into one the frontage will be 118 feet and the new structure will be four storeys high. A new elevator service will be installed, new departments will be added and the staff of the store will be augmented considerably. The price paid for the property was a large one.

J. P. Whelan, general manager of The Arcade, Limited, in conversation with a Herald man to-day said that the growth of the Arcade's business during the last four years has been so remarkable that the directors and shareholders had long realized the vital necessity of expansion and more floor space.

When notice of the proposed purchase of the Griffin theatre site was sent to the various shareholders not a dissenting voice was raised against the project: but, instead, over two-thirds of the new stock subscription necessary to the deal was furnished by shareholders. This speaks volumes for the confidence which the stockholders repose in the management.

Another factor which has resulted in success for the Arcade has been the mutual spirit manifested in every department. Each and every clerk is working at all times for the best interests of the store, and this, coupled with the fact that the management are great believers in live newspaper advertising, has resulted happily for all concerned. It is this policy to which the firm attributes its success and which has made necessary the big enlargement in the store.

PEG O' MY HEART

Continued from page 6.

"Ethel!" he cried, aghast. "She is new and has all the virtues." "I assure you"—he began. "Really—Ethel!"

"Were you 'carried away' again?" she sneered. "Surely you're not jealous—of a—child?"

"No. I don't think it's jealousy," said Ethel slowly. "Then what is it?"

"Disgust!" She shrugged her shoulders contemptuously. "Now I understand why the scullery is sometimes the rival of the drawing room. The love of change!"

He turned away from her. Ethel watched him quietly. "Chris, come here!"

He turned to her. "There! It's all over! I suppose I have been a little hard on you." She held out her hand.

"My nerves have been rather severely tried this past month," Ethel went on. "Put a mongrel into a kennel of thoroughbreds and they will either destroy the intruder or be in a continual condition of unsettled, irritated intolerance. That is exactly my condition."

Brent sat beside her and said softly: "Then I've come in time?"

Ethel smiled. "So did I, didn't I?" and she indicated the window through which Peg ran after assaulting Brent.

"Don't! Please don't!" he pleaded. "Very well," replied Ethel complacently, "I won't."

"I'm sorry, Chris," remarked Ethel finally, after some moments had passed. "A month ago it wouldn't have mattered so much. Just now—it does. It's been horrible here."

"A month of misery for me, too," replied Brent passionately.

"I'm going away—out of it. Tomorrow!" he added. "To Petersburg—Moscow—Siberia!"

"Oh, the cold places!" She paused, then asked, "Going alone?" He whispered almost into her ear: "Unless some one goes with me! Will—you—go?" And he waited breathlessly.

She thought a moment, looked at him again and said quietly, "Chris, I wish I'd been here when you called—instead of that—brat."

CHAPTER XXI. Complications.

BRENT turned away up again to the window seat crying, "Oh, this is unbearable!"

Ethel said quite calmly: "Is it? Your wife all over again, eh?"

He came back to her. "No. I place you far above her, far above all petty suspicions of carping narrowness. I value you as a woman of understanding."

"I am," she said frankly. "From what you've told me of your wife she must be too."

"Don't treat me like this!" he pleaded distractedly.

"What shall I do," asked Ethel with wide open eyes, "apologize? That's odd. I've been waiting for you to."

As Brent moved up toward the windows Alaric came in behind him through the door.

"Hello, Brent," he called out heartily. "Hare ye?"

"Very well, thank you, Alaric," he said, controlling his surprise.

"Good. The dear wife well too?"

"Very."

"And the sweet child?"

"Yes."

"You must bring 'em along some time. The mater would love to see them, and so would Ethel. Ethel loves babies, don't you, dear?" Without waiting for Ethel to reply he hurried on, "And, talking of babies, have you seen Margaret anywhere?"

Ethel nodded in the direction of the garden. "Out there?"

"Splendid. The mater wants her. We've got to have a family meeting about her and at once." Alaric hurried out through the windows into the garden.

Brent hurried over to Ethel. "I'm at the hotel. I'll be there until morning. Send me a message, will you? I'll wait up all night for one." He paused. "Will you?"

"Perhaps," replied Ethel.

"I'm sorry if anything I've said or done has hurt you."

She checked him just as her mother appeared at the top of the stairs. At the same moment Bennett, the maid, came in through the door.

Mrs. Chichester greeted Brent courteously: "How do you do, Mr. Brent? You will excuse me?" She turned to the maid.

"When did you see my niece last?"

"Not this hour, madam."

"Tell Jarvis to search the gardens, the stables, to look up and down the road."

"Goodby, Mrs. Chichester—and—Ethel," said Brent. He looked meaningfully and significantly at Ethel as he stood in the doorway. The next moment he was gone.

Alaric hurried in through the windows from the garden.

"Not a sign of Margaret anywhere," he said furiously, throwing himself into a chair and fanning himself vigorously.

"This cannot go on!" cried Mrs. Chichester.

"I should think not, indeed—running about all over the place."

Mrs. Chichester held up an open telegram.

"Mr. Hawkes telegraphs he will call tomorrow for his first report. What can I tell him?"

"What will you?" asked Alaric.

Continued next week.

Improved Seed in Improved Demand

Reports received relative to the demand for seed this season indicate that the orders generally have been for higher grades. All the seed merchants, without exception, agree in this. Several consider that this to a noticeable extent is the result of the recent patriotism and production campaign. Enquiries were made in many sections of the country and the responses received were all of the one tenor, that greater care had evidently been taken in the selection of seed and that, with fair weather there was every prospect of improved growth and consequently of improved production. Professor Zavitz, of the Ontario Agricultural College, was written to, but he being in California, assistant Professor Squirell replied, showing that there had been a marked increase in the demand for spring wheat, barley, field peas, spring rye, buckwheat, husking-corn, sugar beets, for feed purposes, Swedish turnips, carrots, fodder, and silage corn, sorghum alfalfa, and field beans. Oats, Japanese beans, millets and clover also showed improvement.

One of the leading merchants in his testimony as to the results attained says that he has gone into the matter extensively and has found an increase in red clover clover amounting to 200 per cent. Both timothy No. 1 and No. 2 show a gain. In Alsike No. 1 there is a gain of ten per cent. and of No. 2 over No. 3 of 40 per cent. He adds: "We have noticed that the demand for the better grades exists very generally throughout Western Ontario and that the demand for the lower grades is more in Eastern Ontario and Quebec." In testifying to an increased demand for garden and field root seeds, the principal of another prominent house says: "There is no doubt but that the agitation and educational work which has been done has had a beneficial effect by causing the planter to give more thought to the use of high-grade stocks." A third leading dealer writes: "We are of the opinion that your advertising campaign has been very beneficial. At least we have found it so. Not only has the farming business been greater, but the demand has been generally for the finest selection of seed

stocks." A firm with ramifications all over the English-speaking world says: "We notice a marked tendency for better seed in the requirements of our farmer customers this year. Especially when ordering timothy, alsike, and alfalfa they insist on government grade No. 1." Other firms, both east and west testify that the demand for the best seed has been higher than in any previous year.

1915 Edition of McKim's Canadian Newspaper Directory Now Issued

It is now nearly a quarter of a century since Mr. A. McKim, who established the first independent Advertising Agency in this country, completed the rather ambitious task of publishing the first Directory of Canadian publications. The nine successive editions of this valuable work provide the most complete and detailed record available of the growth of Canadian periodicals.

The 1915 edition, of which we have just received a copy, shows that the great war has not seriously affected the newspapers of Canada. While the birth-rate of new publications has received a check, and the death-rate of the weak ones has perhaps increased a trifle, most of the leading papers, particularly the dailies show very healthy increases in circulation. Three metropolitan dailies have reached or passed the hundred thousand mark.

A census of the papers listed and described in the 1915 Directory shows nearly 150 dailies, seven tri-weeklies, 45 semi-weeklies, over 1,065 weeklies, about 1: bi-weeklies or semi-monthlies, 250 monthlies, three bi-monthlies and 18 quarterlies—a total of over 1,575 publications.

This means approximately one daily to every 10,000 families, and one weekly to every 1,500 families. From this one would infer that for a comparatively new country, Canada is well-read.

A. McKim Limited report the usual keen demand for the Canadian Newspaper Directory, which sells at \$2. Its red-banded, gold-stamped green cover has become a familiar sight on the desks of advertisers, publishers and business men everywhere who are interested in Canada.

HAVE YOU A BAD SORE ?

If so, remember these facts—Zam-Buk is by far the most widely used balm in Canada! Why has it become so popular? Because it heals sores, cures skin diseases, and does what is claimed for it. Why not let it heal your sore? Remember that Zam-Buk is altogether different to the ordinary ointments. Most of these consist of animal fats. Zam-Buk contains no trace of an animal fat, or any mineral matter. It is absolutely herbal.

Remember that Zam-Buk is at the same time healing, soothing and antiseptic. Kills poison in-

stantly and all harmful germs. It is suitable alike for recent injuries and diseases, and for chronic sores, ulcers, etc. Test how different and superior Zam-Buk really is. All druggists and stores at 50c. box. Use also Zam-Buk Soap. Relieves sunburn and prevents freckles. Best for baby's bath. 25c. tablet.

Never judge an actress by her first appearance.

A loafer never allows himself to get out of practice.

Don't call a man a fool—he may be foolish enough to fight.

Call at
E. A. ROWE'S
For all kinds of Bakery Goods
Cooked and Cured Meats.
OYSTERS AND FRUIT IN SEASON
E. A. ROWE : Confectioner and Grocer

Ladies and Gentlemen

If you've not already ordered your **Spring Suit and Coat** now is the time to do it, while our stock is complete. **Fit and Satisfaction Guaranteed.**

Everything New and Up-to-date in Men's Wear always on hand. Large shipment of **Spring Hats and Caps** just arrived, which you ought to see before buying elsewhere.

G. C. Rife
Ladies' and Gent's Tailor
DURHAM - ONTARIO

The "Red Front" HARDWARE

"PUT THAT FIRE OUT"

Do you realize that you are giving the best years of your life to that kitchen range?


Do away with it for the rest of the summer. Our New Perfection Oil Stove will do the same work and save time, money and temper.

Bring in a pan of your next baking for a free demonstration.


Before buying look over our stock of

- Hammocks
- Ice Cream Freezers
- Lawn Mowers
- Sprinklers
- Garden Hose
- Lawn Rakes
- Watering Pots
- Screen Doors
- Windows and
- Wire

W. Black Red Front Hardware



Every Home in Canada should have A UNION JACK



GET A FLAG FOR DOMINION DAY

In other countries on days of rejoicing or National Anniversaries flags are unfurled from almost every housetop or window.

Canadians are just as loyal, but unfortunately they find themselves short of flags.

In almost every city in Canada there is a movement on foot now to see that the old Flag is floating from every Canadian home.

The newspapers have been asked to assist in the distribution.

THE CHRONICLE has agreed to undertake the distribution in this district and our readers can secure a real good Union Jack, in fast colors, size 5 x 3, for only

\$1.10

At this price there is no reason why every home in the district should not have a Union Jack floating on all occasions in future.

LET THE OLD FLAG BE SEEN EVERYWHERE

A 5ft. by 3ft. Union Jack, in guaranteed fast colors, for \$1.10. Now Ready at

THE CHRONICLE OFFICE