

# Mammoth Clearing Sale

## Entire Stock of Dry Goods & Gents' Furnishings

We are entering upon the second week of our Big Clearance Sale and still have a large stock of Seasonable Merchandise at a great saving to the public. Are you getting your Share of the Bargains? If not, why not? Remember this is a great money-saving proposition such as you cannot afford to miss. Come in and get your share

### Dress Goods

Wool Crepes, all colors, reg. 1.50, sale price **1.20**  
Poriet Twill, black for Suits, reg. 3.00 for.. **2.35**  
Poriet Twill, navy for Suits, reg. 2.75 for.. **2.10**  
Home Spuns, regular price 2.40, sale price **1.65**  
Plaids for Kiddies Dresses, reg. 90c, sale .. **68c**  
Sport Flannels, double fold, all colors, reg **\$2.160**  
Twill Back Velvets, all colors, reg. 80c to \$1. **62c**

### Ladies' Coats

Our new stock is just to hand. Let us save you money on your new Coat. We handle

### NORTHWAY'S

### Hosiery

Venus Silk Hosiery, all colors, reg. 1.75, sale price **1.38**  
Venus Fancy Ribbed Silk, all colors, reg. 2.00, sale price **1.48**  
Silk Lisle Hose, plain Black, Biege and Brown, reg. 70c, sale price **53c**  
Lisle ribbed Sport Hose, Biege, Black and Brown, reg. 80c, sale price **19c**  
Ladies' Cotton Hose, black only, sale price **19c**  
All other lines Hosiery at..... Greatly Reduced Prices

### Men's Overcoats

We expect our shipment of Men's Overcoats any day. We tried to cancel our order but as they were made especially for us with Polo linings, could not cancel. This is a real natty line for men who want the very best that's going in Overcoats. Get our prices.

# H. MORLOCK & SONS

## Buy Henderson's Bread!

All Neatly Wrapped in Waxed Paper by Machinery  
Have the Rig Call

### HENDERSON'S BAKERY

Phone 11 Makers of Good Bread

The Review to Jan. 1, 1925, only 50 cents

## Every Day Bargain Day

### THE PEOPLE'S MILLS

Sovereign Flour, Eclipse Flour, White Lily Pastry Flour

Wheat Cereal, Rolled Oats, Bran, Shorts, Feed, Flour, Oat Chop, Crimped Oats, Mixed Chop, Mixed Grain for Poultry Feed, Blatchford's calf Meal, Pig Meal and Poultry Feeds.

Our prices are of the best quality and our Flour is guaranteed. Our prices are right for spot cash.

Highest Price paid for any quantity of wheat delivered at the mill. Goods delivered every day.

Phone No 8, day or night

## JOHN MCGOWAN

The People's Mills

Durham

### The Durham Review

C. RAMAGE & SON, Editor and Proprietors.  
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Subscription Rates:  
\$2.00 a year in advance in Canada;  
\$2.50 in the United States

DURHAM, SEPT. 4TH, 1924

### LIBERALS WIN 2 BYE-ELECTIONS

Tuesday last Sir Eugene Fliset was elected in Rimouski by over 1900 majority over his Conservative opponent while W. H. Hushion had over 1000 majority in a Montreal seat. Both elections and the large majorities may be taken as a vindication of Liberal legislation, especially in the latter seat which has hitherto been strongly in favor of high tariff, but now seems to be pleased with the moderate fiscal reductions made by the McKenzie King Government.

Three vacancies are yet to be filled, and it is likely the Government, in view of Tuesday's victory, will bring the elections on at once. The standing in the House is a tie: Liberals 116, Conservatives 51, Progressives 65. Two of the vacant seats were last held by Conservatives, the other by a Liberal.

If the Government could win these two Conservative seats, they would smile broadly.

### A PRIMER TO MERCHANTS

Of Retail Store Newspaper Advertising and Selling

Q.—What is newspaper advertising?  
A.—It is the news of the store or business published in the local newspaper.

Q.—What does newspaper advertising do for retail store customers?  
A.—It tells the store's customers and possible customers the news of the goods in the store. It saves them time as they do not have to shop around to find what they want. It educates them in the use and value of the different articles to be had in the store. It insures honest goods for customers, as no amount of advertising will continue to sell dishonest goods. It is one of the greatest services a store can give its customers.

Q.—What does newspaper advertising do for a store or a business?  
A.—It saves the time of salespeople by doing a large part of the selling in

advance. It creates a desire on the customer to own the particular goods advertised. It reduces selling costs by increasing sales. Advertising costs a public service. It ranks with the railway, the steamship, the telephone and the telegraph as an agency of distribution. It is one of the most important factors in your daily life and mine. For it helps to give us swiftly, easily, and economically the commodities on which our living depends.

Q.—What does advertising cost the merchant?  
A.—Advertising is a part of the world's educational system. Instead of increasing costs it reduces them. Just as education increases the efficiency of a human being and enables him to earn far in excess of the amount spent on his education, so advertising enables the merchant to increase his business far in excess of the amount expended on the preparation of the copy for the advertising and the cost of space in the newspaper. It enables him to explain the use and merits of his goods to hundreds of people at one time—an achievement which it is almost impossible for any other method of selling to accomplish.

Q.—What amount can a retail merchant afford to spend on advertising?  
A.—From 2 to 4 per cent of his turnover, depending on the class of goods and the possibilities of his field. A clothier wishing to double his business could, if his field justified it, spend 4 per cent of his turnover to accomplish his purpose. He would then have to spend 2 per cent of his increased turnover to secure a steady growth in his sales.

(Continued next week.)

### IMPRESSIONS OF THE EXHIBITION

Ye Editor last week took a holiday—no need to say where. The magnet in Ontario and for miles around was the annual Canadian National Exhibition, the largest and most successful annual affair of its kind in the world. Beginning 46 years ago as an almost purely Agricultural Exhibition, it gradually added industrial and other features till today every fact in Canada is today every fact in Ontario may soon rank as a thrifty mining province, if development goes on as it has done for some years. Agriculture, Mining, Lumbering, are its basic industries.

The exhibits of the Dominion Agricultural Farm and of the Ontario Agricultural Farm at Guelph, as well as many private exhibitors, were of a quality and a quantity never surpassed. That of the Province we thought beat out the Dominion. The exhibit of minerals was beyond our ken, but Ontario may soon rank as a thrifty mining province, if development goes on as it has done for some years. Agriculture, Mining, Lumbering, are its basic industries.

To these must be added Transportation which gives employment to a great army of men. The C. N. R. and the C. P. R. have exhibits that are eye-openers to most people, and the friendly rivalry of the two lines to set forth their advantages is doing much to build up Canada.

A modern feature of the 'Ex' is the Automobile building, where cars of dozens of different makes are on display with courteous experts to tell all and sundry about their day-to-day needs in an honest penny by making a slight charge for the privilege. Talking of cars Toronto's business streets at Fair time are quite inadequate to give parking space to all desiring it. We saw at least one street which is a "one-way-only" street and many had to go far from the place they wanted to enter, to find a place for the car.

Most restful and attractive are the Horticultural exhibits, and flower-admirers linger there lovingly over the wealth of beauty the floral attractions present. Another building (and not so crowded generally) contains many beautiful examples of photography and painting of many countries of the overseas divisions of the empire.

The Press Building on Friday last was the mecca of the publishing fraternity: the "Women's Building" is a place and a feature much valued by the sex; other activities find here an outlet for fraternal gatherings and the whole institution is cosmopolitan to a degree.

One must mention the amusing, the grotesque and the thrilling. It is a good place to study human nature, and one of the lessons is that life loves laughter, and accepts the bragadocio and high falutin of the yelling "spielers" with an amused philosophy, even when they know they are being "buncoed." Amid much trash there are some good things no doubt.

One must not forget the music on which there is no discount. Chorus and other fine bands furnish delightful music and a feature spoken of in highest terms is the singing of the Pageant Chorus, comprised of 2000 voices under the baton of Prof. H. A. Fricker, conductor of the Mendelssohn Choir. It is given four times in two weeks.

Amid the novelties of this year was an aerial performance put on by the Toronto Star. The airman ascends about two miles and by some device smoke is emitted and he travels up and down forming on the heavens the letters of "Star Weekly," or "Daily Star," said to be a mile high and easily read for a short time. It was a unique advertisement for which it is said the aeronaut receives \$1000.

### ENFORCEMENT POSSIBLE

An important announcement has been made by J. D. Flavell which should stimulate temperance workers in the coming campaign. He was six years chairman of the License Board and he says: "I believe it quite possible to enforce the provisions of the Ontario Temperance Act and believe within reasonable time this law could be as easily enforced as any other difficult law on the Statute Books." Coming from such a prominent man it behooves every friend of Temperance to work for a large majority on Oct. 23rd.

Hon. Premier Ferguson has not yet made known the form of the questions to be submitted, which delay is a concession to the "Wets."

### Bentnick Council

(Crowded out from last week)

Pursuant to adjournment, the Council met on above date. Members all present. Minutes of last meeting read and adopted.

Shewell—Bailey: That a grant of \$15 be given in aid of the school fair.—Carried.

Mather—Bailey: That the Reeve and Treasurer be authorized to borrow \$2000 from the Royal Bank, Elmwood. Carried.

Grierson—Mather: That Treasurer be authorized to pay the Dominion Bridge Co. \$569.25, balance due on steel and Hugh Bell \$476.88, balance due on cement work of Porter's bridge. The work being completed and passed by engineer. Carried.

Mather—Grierson: That account of Mrs. R. Ashbury for keep of Frank Warner be not entertained. Carried.

Shewell—Bailey: That H. Sachs be paid \$10 for 40 rods, and Herb. Gataeman \$20 for erecting 80 rods of wire fence. Carried.

John Ahrens Appointed Collector.—Bailey—Mather: That J. H. Ahrens be appointed collector of taxes for this year. Carried.

Shewell—Bailey: That D. J. McDonald be paid \$30 for 3 sheep killed and \$10 for sheep injured and Geo. Turnbull \$25 for one sheep and two lambs killed. Wilfrid Wright, \$15 for inspecting and T. H. Lawrence \$150 for inspecting. Carried.

Township Rate 4 mills.—Mather, Shewell: That the Township rate be 4 mills on the dollar for township purposes. Carried.

Mather—Bailey: That the report of Reeve attending Advisory Com. at O. Sound be adopted and he be paid \$5. Carried.

Grierson—Mather: That by-law \$4, granting the North Bentnick Telephone Co. the right to extend telephone poles and wires along con. 15 to lot 20. Carried.

Change Boundaries of Polling Sub-Divisions.—The following resolution passed at the May meeting re Voters' List. The 1924 lists are being used for the coming Plebiscite on Oct. 23rd next.

Mather—Grierson: That in order to equalize the number of names in each polling subdivision the following be authorized to prepare the Voters' List for 1924 and make the following changes: Div. No. 4, lots 58, 5, and 60 in con's 1, 2, 3, North and South of Durham Road, be transferred to Div. No. 3; Lot 15 in con's 6 and 7 be transferred to Div. No. 8; Lots 29 and 30 in con's 4, 5, 6, 7 and 8 be transferred to Div. No. 2. Carried.

### The Accounts

The following accounts were paid: Miller & Son, 628 ft. covering and sales tax, \$23.08  
R. Davis, repairs to bridge, 4.05  
F. Schmidt, inspecting, 4.50  
E. Bailey, drawing steel, 4.00  
D. J. McDonald, inspecting, 4.10  
Div. No. 1—Robt. Grierson, Com. J. Pust, 40 yds gravel, \$11; C. Weppler, 19 yds, \$1.90; R. H. Ledingham, 46 yds, \$4.60; G. Hay, 40 yds, \$4; J. Pust, 38 yds, \$3.80; J. Mills, 18 yds, \$1.80; J. Crutchley, 37 yds, \$3.70; W. Smith, 40 yds, \$4; Mrs. E. Bell, 27 yds, \$2.70; C. Schlorff, 37 yds, \$3.70; D. McKinnon, 17 loads, \$1.36; Mrs. E. Bell, 23 loads, \$2.65; D. Livingston, 45 loads, \$3.60; V. Scheurman, and others, work townline B. & S. 347.56; R. Grierson, grading acct for div. No. 8, \$28.15; R. Boyce, drawing and placing culvert, .66; R. Grierson, 3 days, \$8.25; Mr. Byers, 16 hours, \$3.60; F. Shewell, 16 hours, \$3.60; A. Cranston, 16 hours, \$3.60; R. H. Ledingham, 16 hours, \$3.60; T. Hill, 16 hours, \$3.60; W. Sharp, 8 hours, \$1.80; S. Sharp, 8 hours, \$1.80; J. Schultz, 16 hours, \$3.60; V. Scheurman, culvert, \$1; J. Nuhn, 12 hours, \$2.70; V. McCallum, shovelling \$1.27; W. Lunney, 2 days, \$4.50.

Div. No. 2—J. W. Mather, Com. J. Adlam, 61 loads gravel \$4.88; G. Reay, 35 yds gravel, \$3.50; H. McDonald, 63 loads gravel, \$5.04; E. Edge, 49 loads, \$3.20; P. Hepburn, 27 yds, \$2.70; G. Mighton, 52 yds, \$5.20; A. Wise, 60 yards, \$6; W. Manto, 104 loads, \$5.32; J. Adlam, 54 yds, \$5.40; Mrs. Mighton, 45 loads, \$3.60; G. Wise, team \$4.50; E. Bailey, team, \$6; P. McDonald, and others, repair culvert \$5.20; J. Mighton 2 days, \$3.60; H. Reay, 2 days, \$3.60; G. Mighton, 6 hours team, \$2.40; J. Brown, 1 day, \$1.50; W. Hazlitt, 2 days, \$3.60.

Grierson—Shewell: That we adjourn to meet Monday, the 6th day of October for the transaction of general business.

J. H. CHITTICK, Clerk

### SOUTH BENTINCK

Mr and Mrs David McCrie, of Victoria, B. C., accompanied by Mrs John McKechnie and Miss Armetta of Durham, visited friends on the line Monday.

Misses Mary Turnbull and Helen Milligan left Friday to teach school, at points in Frontenac County.

Mr Kenneth Kerr of Grand Rapids, Mich., visited a couple of days with his cousin, Wm. Derby.

Mr John Grierson motored to Toronto the first of the week.

Miss Anna —, of Toronto, is visiting at present with her friend, Miss Margaret McDonald.

Mr Jas. Milligan and sister, Miss Elsie, motored to Toronto Friday where they will visit friends and take in the Exhibition.

Miss Ethel Derby spent over the week end with Durham friends. Messrs Wes. and Wm. Charlton are assisting Mr Wm Smith of the 2nd con. with the harvest.

### GREEN GROVE

Mr T. Lawrence and son of Toronto, spent a few days with his brother Arthur.

Mr and Mrs Ed. Pratt and daughter and Mrs Adam Watson are spending a few days at Toronto "Ex."

Mrs Edgar Ritchie and son John of Glenmont, visited friends in the neighborhood.

Misses Margaret and Olive Dunsmoor have returned home after spending part of their holidays with their grandparents at Glenora.

Miss Margaret McGirr spent Labor Day at the home of her brother John. Dr. T. H. Phew of Palmerston, visited recently with Mrs N. Whitmore and family.

Misses Mary McIlraith and Christie McGirr of town, was the guest of Miss Jessie Bell for a few days.

Mrs —, nee Addie Collinson, and family, of Hamilton, motored up and spent a week with her brother, Mr. G. Collinson.

Mr and Mrs S. Patterson and Miss Eliza, also took in the Toronto "Ex."

Mr and Mrs Jas. Lawrence of the Rocky, spent Sunday with his parents, Mr and Mrs Anthony Lawrence.

Mr and Mrs T. Harrison spent the first of the week with Mr and Mrs W. R. Watson.

Mr and Mrs Gordon Geddes spent the first of the week with her parents Mr and Mrs A. Hooper, S. Line, Glenelg.

Mrs Nell McCannell is visiting friends in Toronto.

Crowded Conditions keep up in Durham High School.

### ABERDEEN

Miss Mary Lamb left Monday for her new school at Nestleton.

Mrs Thos. Collier and two daughters of town spent the holiday with Mr and Mrs Hugh Macdonald.

Miss Ruby Heslett spent a day last week with friends in Owen Sound.

Miss Isabel McQuarrie, Toronto, spent the holiday with her parents.

Mr Roy and Miss Mary Lamb, spent the first of the week at Mr Thos. Torry's, Riverside.

Misses Clara and Cecil Hones and Miss Alker, Toronto, spent Sunday evening at Hugh Macdonald's.

Mr and Mrs Hugh Macdonald and son Kenneth, spent the first of the week with Mr and Mrs Wm Hones and family of Crawford.

### HAMPDEN

If the intense heat we have had during the past week is part of the summer season then we have the four seasons afloat in 1924. Some party was trying to make us believe we had been cheated out of our summer, but if it was of short duration, it certainly came with a vengeance and we were nearly prostrated while it lasted. However the rain we had during Monday night has cooled the atmosphere and it may not be long ere we don the flannels again.

The oat harvest is progressing nicely. Some of the farmers have finished cutting and are now busy storing it away in the mow, while others are having their thrashing done.

This is the busy time of the year, the days are growing shorter and so much to gather in.

Mr and Mrs E. A. Miller and family of Toronto, spent a day recently with the Byers family at "Bonnie View Farm."

Miss Isabel Burgess of Burgoyne, is spending a few weeks visiting with friends and relatives in the locality. Her sister, Miss Alice, who recently taught here, has taken a school at Blyth.

Mrs E. C. Taylor and son Frank of Toronto, are visiting with Mrs Geddes and family for a few days.

Mr Fred Floto of Elmira, is holidaying with Mr Garfield Metzger.

Mr Michael Byers and daughters, Mae and Nettie, returned Monday evening after spending a week visiting friends in Toronto and attending the Exhibition.

Miss Lizetta Seim was among the Toronto visitors over the week end, returning Monday evening.

Miss Esther Petty has commenced her duties as school teacher at No. 8. We wish her success in her new undertaking.

### SOUTH EAST BENTINCK

Mr Arthur Webber of Swift Current, Sask., is visiting with his friends in his locality.

Mr Harold Mountain, Mr and Mrs. Cecil Mountain and the latter's sister, motored from Hamilton and spent the week end at Mr T. Mountain's.

Miss Agnes Petty returned to Toronto Monday to resume teaching duties.

Mrs John Armstrong of —, is visiting at Mr E. Armstrong's.

Mrs Jas. Morice of Lancer, Sask., who came east for the funeral of her brother, the late Jos. Moore, is remaining for a few weeks with her sister, Mrs C. Petty and other friends.

Mr and Mrs Earl Vessie spent Sunday at the Mountain home.

Miss Maud Picken entertained a number of her school mates last Wednesday on the occasion of her birthday.

When returning to Stratford on his motor cycle, Monday evening, after spending the week end with his friends here, Mr Will Knisley had the misfortune to be struck by a motor car near Orchard and have his leg broken. A car passing later brought him to Durham where he received medical attention and was taken to Durham Hospital.

### EBENEZER

Harvesting is the order of the day here at present.

Masters Alvin and — Lawrence of Flesherton, spent a few days with their grandfather, Thos H. Lawrence.

Mr and Mrs Lawson Hopkins, Huton Hill, spent Sunday with her parents, Mr and Mrs Robt Johnston.

Mrs Alex. Mitchell and friends, of Hamilton, visited her friends, Mrs. Chas. Reay for a few days last week.

Mrs Mary Bailey of Chicago, visited with her brother, Wm Brown recently.

Miss Rhena Livingstone left on Friday morning for Mattawa to resume her school duties.

Mr and Mrs Jas Heughan, Durham, spent over the week end with their daughter, Mrs Chas. Reay.

Miss Pearl Wilson, Elmwood, returned Tuesday to take charge of her school duties here.

Mr Brigham Livingstone returned to Tilsonburg after spending the holidays with his parents here.

Mr and Mrs Chas. Mighton and family and Mr and Mrs Harry Reay and family, spent Sunday with Mr and Mrs. Geo. Reay.

Mr and Mrs Thos. Livingstone and Miss Christina of Hamilton and Mr. and Mrs John Livingstone of Ottawa spent a couple of days last week with their brother Wm. here.

### ROCKY SAUGEEN

Mr and Mrs Bert Taylor and little son of Toronto, spent the week end with her parents, Mr and Mrs. A. Thompson.

Mr L. A. McLean left Tuesday to spend a few months with his uncle, Mr Arch. McLean at Tullia, Sask.

Teachers and children are all back to work here to-day, Tuesday. We wish them all success.

Miss Georgie Miller entertained a number of her little playmates on her birthday and all had a jolly good time.

Miss Isabel McQuarrie, Toronto, was a recent visitor with her aunt, Mrs. L. McLean.

Most of the farmers are still busy at the harvest while others have finished this week.

### DORNOCH

What might have been a serious accident occurred Wednesday night last, as Miss Rena McIntosh was driving a girl friend home from an afternoon party with a horse and buggy about 8 p.m. A car in which was a young man from Toronto came along at a pretty good speed and caught one buggy wheel, upsetting the buggy and horse, throwing the two girls out of the road. To avoid running over the girls he put on the brakes, turning the car completely over in the ditch, pinning the young man underneath the car. He could not extract himself till help came. Luckily a doctor and a lady from Pricieville came along, who stopped and attended to their wounds, which though painful were not serious and drove them home and examined them to see that no bones were broken. The lady passed the remark that there was a higher hand guiding them, otherwise there might have been a fatality. It is something they will not forget for awhile.

Mr H. H. Hunt, of Calgary, formerly of Dornoch, is spending a week with old friends and will likely return to his home here in the near future.

Mr and Mrs Fred Bleach of Owen Sound, spent Sunday in our burg, and were accompanied back by Miss M. McIntosh, who will spend a week with friends in Owen Sound.

Mr Angus McIntosh took in the Exhibition last week and returned on Saturday morning.

Dornoch and Chatsworth soft ball teams played on Wednesday evening at Chatsworth, 26-18 in favor of Dornoch.

### NOTICE TO FARMERS

The Durham U. F. O. Live Stock Association will ship stock from Durham, on Tuesdays. Shippers are requested to give three days' notice.

Clifford Howell, Manager  
Phone 92 r 1-1 Durham

## Grocery

Rice, choice . . . 3 lbs. 25  
Ginger Snaps . . 2 lbs. 25  
Valencia Oranges, sweet  
Jelly Powders, assorted  
Bulk Sodas, fresh this  
Seedless Raisins . . .  
Red Salmon, large tin  
Choice Pink Salmon  
Chippo, 1 1/2 lb package

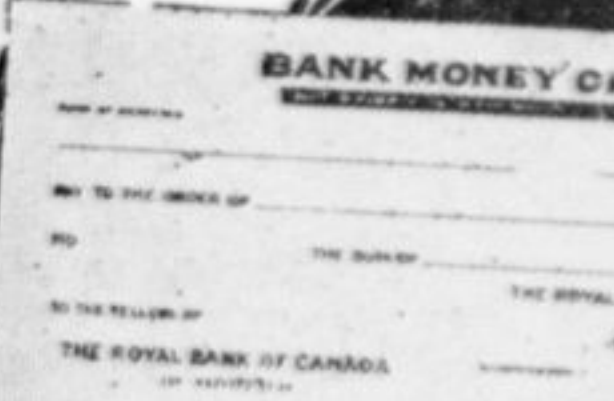
J. McKECHNIE

## Week End

Women's Grey Suede Slippers  
3 to 6 1/2, reg. \$5.00, 40c  
Women's Dongola House  
reg. \$2.25, to clear at  
Misses' Patent Strap Slippers  
\$2.75, to clear at  
Child's Roman Sandal, size  
\$1.75, to clear at

Good Assortment of Trunk  
Repairs

J. S. McILRAE  
The Cash



RATES

\$250 & under	5%
over 250 to 500	7%
500 to 1000	10%
1000 to 2500	12%
2500 to 5000	15%
5000 to 10000	18%
10000 to 25000	20%
25000 to 50000	24%

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