

# The Weekly Monitor

ESTABLISHED 1878

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FRANK H. BEATTIE, EDITOR AND MANAGER

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ADVERTISING

Communications regarding subscriptions, advertising or other business matters, as well as correspondence and news, should be addressed to the Manager of the Weekly Monitor.

WEDNESDAY AUG 26TH, 1925

## BRIGHTEN UP THE TOWN

The move which the Town Council has made to stimulate interest in a paint up campaign as outlined in the Committee's letter in last week's issue deserves every commendation and support and constitutes an appeal to the civic pride of citizens generally, but most particularly to those who have properties on the main business streets. The arrangement of special prices on paints for a limited time is also a good move. We have occasionally made more or less pointed reference to painting up and understand that the question is sometimes asked, "Why are not the Monitor premises painted up when reference is made by the paper to the desirability of beautifying properties. This does not come within the province of the publisher of the paper but is entirely a matter for the owners of the building." The Monitor Publishing Company. We do not doubt that this body of gentlemen will do their part in the campaign for civic improvements, nor will we gainsay the fact that they have their opportunities. There is no use in mindless words for something must be done in regard to permanent streets and in regard to many of the business properties to get Bridgetown away from the reputation of being in its business section one of the dingiest towns in the Valley. In our opinion, well repaired, well kept and clean business streets are the first requisite. When this is seriously taken in hand owners of properties will feel more inclined to brighten up and will have no reasonable excuse for declining to do so. Until this is done the effect of other appeals will be minimized to a greater extent than should be the case. Both improvements are real investments and will react most materially for the good and advancement of the town.

## MARITIME UNION

Changes of political complexion of governments in the Maritime Provinces has brought with it again suggestions of Maritime union. These have come quite largely, it must be admitted, from papers and from citizens of the other provinces, and these suggestions are often more or less resented by the people and press in the provinces by the sea. There does not, however, appear any good or valid reasons why these suggestions should not be taken in a thoroughly kindly and appreciative spirit. The grounds urged for such union are the most natural ones which could be suggested by any outside people and should commend themselves to the people of the Maritimes themselves.

It is of course not difficult to see why objections should be raised by politicians and by any and all who would lose positions by such a union becoming an accomplished fact, but to the average citizen there must be, if he thinks at all, something very disconcerting to see three sets of governments presiding within their spheres over the destinies of a million people when one government could attend to the matter equally as well and at much less expense to the people.

Some writers dwell on the question of sentiment, as if that were an important consideration. It would of course be a most important matter

as affecting Canada becoming a part of the United States and cutting away from British connection but in the case of our three eastern provinces it would appear rather far fetched to introduce sentiment as a determining reason against Maritime Union. The people to be affected are similar in habits, character and aspirations and the three provinces united as one would prove vastly more effective than now in advocating and securing what are termed Maritime rights. Their united force would carry far more weight in the councils of the nation, and the present situation which carries too much government for population affected would be eliminated.

## Press Comment

### MEDITERRANEAN HEGEMONY

Corriere Della Sera (Milan): The problems of the Northern zone of Morocco and Tangier are important, not as African, but as Mediterranean problems. Therefore, an exclusively Mediterranean country like Italy is entitled to be present where and when the problems are discussed and settled.

**ROBBING PETER TO PAY PAUL**  
London Referee: While on the one hand we cannot, especially in view of our enormous annual payments to America, do without the reparations which Germany owes to us, we are to a large extent paying them out of our own pocket so long as they arrive here in the form of goods, which deprive our own people of work.

**MICAWBER SAID IT.**  
London Sunday Express: Nations that refuse to make both ends meet sooner or later become miserably bankrupt. It is the same with individuals. There are poor men who live the happy life by balancing their budget every week. There are rich men who are miserable because they always overspend their income. These are platiitudes, but they are pitiless platiitudes. They cannot be defied or evaded.

**ITALY AND MOROCCO.**  
Popolo d'Italia (Milan): We are glad that in England our rights and interests in Tangier begin to be recognized. Italy is to-day a nation of forty million inhabitants. Within twenty years our population will be one of fifty million and even more. The friendship of a strong and industrious people in the middle of the Mediterranean may be useful to England. Therefore we trust that the wrong which was done us in our exclusion from the Tangier Convention will be repaired.

**THE CITY'S WISTFUL HUNGER**  
Boston Transcript: Man is a city dweller, but give him a sniff of what is not greasy and manufactured, let him see what the earth does for him when given half a chance and you will come to the conclusion, if you have your chance of country holidays, that you would like to share them with those whose grass is pavement, whose trees are electric light poles and whose flowers bloom only in unapproachable windows of expense.

Ask Your Hostess

Ask Your Hostess

Ask Your Hostess

Land hunger has been written about a thousand times—it is country hunger that makes wistful faces.

## MILK-FED MERCHANTS.

Springfield Republican: Why should the Federal Government pay money to collect information as to the market for pumps and breakfast foods in Natal and Argentina and dump it free on the desk of the American business man in each morning's mail? The business man should be able to prosper without the special aid of the Federal Government in finding markets for him.

## HUSTLING HUMBUGS.

Manchester Guardian: Speed has become one of the most prized things in life, whether it be concerned with a trip round the world or the construction of a musical comedy. In fact, so widespread is this admiration and so profitable are the rewards to its recipients that thousands of humbugs are engaged on both sides of the Atlantic in seeking to hide their innate laziness and uselessness by rushing at their tasks in the manner of wasps.

## WASTE OF TIME

Yorkshire Weekly Post: The Committee on British Industry and Trade, which Mr. Ramsay MacDonald appointed soon after taking office, has now issued its first report. . . . The time need is for all parties in industry to sit down together and devise ways and means of bringing down the price of British products or of marketing them more skillfully. It is not necessary to digest a vast mass of statistics or to master economic theories to do this. The labors of Committees of Inquiry are valuable in many ways, and we do not question the worth of the work which has been done. But a committee which takes twelve months to produce its first report is not likely to save a dying industry which needs quick sales and repeated orders.

## ADVERTISING PAYS BIG DIVIDENDS

Retail Grocer Relates His Experiences—And strongly recommends Regular, Consistent Newspaper Advertising.

Dubuque, Iowa.—In an address before the National Association of Retail Grocers in convention here last week, Fred P. Mann of Devils Lake, N. D., electrified his audience when he explained his methods in building up his grocery store at Devils Lake in the past 22 years.

**BETTER BUSINESS METHODS.** said Mr. Mann in opening, "is what I am chiefly interested in. I advise grocers everywhere to advertise, keep it at it and change your ads from time to time. Clean windows and window displays are not enough. You must advertise in the daily papers. People expect to see your ads, they wait for them and in Devils Lake, if I omit my usual weekly ad, people ring up and wonder what is wrong.

"This convention here now is for the purpose of raising the standards of retail merchandising. The chain store and the peddler are not the grocer's main enemies. It is his own worst enemy when he tries to keep shop successfully by letting the business come to him. It won't come. Manufacturers and jobbers here now are advising the retail grocer of this fact.

"I started business in an old rundown store in Devils Lake in 1892. I bought my first \$1,000 worth of groceries on time. I borrowed \$125 from my father to get the goods out of the car. I painted up and I arranged an artistic window display. Then I expected business to come in. It didn't. But a newspaperman came in and encouraged me to write an ad. I did. I advertised tomatoes and sardines—commodities any grocer is selling. But through the ad, I sold my stock out. I kept on advertising. I knew one young man who increased his volume in two years from \$25,000 to \$80,000. I have a copy of his first ad—he thought he couldn't write ads. The first year I was in business through advertising I sold \$25,000 worth of goods and I always made my discounts.

"There are many avenues of solicitation that in order to compete with each retailer must advertise, make himself known to the community and surrounding territory. Advertising pays big dividends.

## FULL OF ACHES AND PAINS

### Toronto Mother Found Relief by Taking Lydia E. Pinkham's Vegetable Compound

Toronto, Ontario.—"I have found Lydia E. Pinkham's Vegetable Compound a splendid medicine to take before and after confinement. A small book was put in my door one day advertising Lydia E. Pinkham's medicines, and as I did not feel at all well at the time I went and got a bottle of Vegetable Compound right away. I soon began to notice a difference in my general health. I was full of aches and pains at the time and thought I had every complaint going, but I can truthfully say your medicine certainly did me good. I can and will speak highly of it, and I know it will do other women good who are sick and ailing if they will only give it a fair trial. Lydia E. Pinkham's Liver Pills are splendid for constipation. You are welcome to use my letter if you think it will help any one."—Mrs. HARRY WESTWOOD, 643 Quebec Street, Toronto, Ontario.

The expectant mother is wise if she considers carefully this statement of Mrs. Westwood. It is but one of a great many, all telling the same story—beneficial results.

Lydia E. Pinkham's Vegetable Compound is especially adapted for use during this period. The experience of other women who have found this medicine a blessing is proof of its great merit. Why not try it now yourself?

## NOVA SCOTIA APPLE CROP ESTIMATED AT 1,018,561 BARRELS

Report Issued by Fruit Branch of Department of Agriculture

Ottawa.—Canada's commercial apple crop for the year is now estimated at 2,594,852 barrels or approximately 95 per cent of 1924. A report issued by the fruit branch of the Agricultural Department governing the situation throughout the Dominion as at August 1st, gives the following estimated figures for commercial apple production in the various Provinces of Canada:

New Brunswick, 51,969 barrels.  
Nova Scotia, 1,018,561 barrels.  
Quebec, 44,000 barrels.  
British Columbia, 1,981,350 boxes.  
The estimates for each Province, with the exception of Ontario, show a decrease from the 1924 yield.

## FOR LISTLESS, DELICATE CHILDREN SCOTT'S EMULSION OF PURE COD-LIVER OIL PALATABLE—EASY TO TAKE RICH IN VITAMINS

SPRAYING BRINGS BETTER APPLES

It is stated that the present season will demonstrate as perhaps never was done before the efficiency of spraying and other orchard work as a factor in insuring a crop of good apples. This is the testimony of leading orchardists and applaners, who believe that another season will witness a great increase in work along this line.

"That the valley as a whole will produce an abundant supply of fruit this season is now pretty well assured, as is also the fact that the quality in some instances will be inferior, in the case of orchards which have not received proper attention.

On the other hand many of the larger orchards which have been properly looked after will, it is said, show excellent yield of superior fruit.

## CANADA MUST BRING TAXES DOWN TO LEVEL OF OUR NEIGHBOR

(Financial Post, Toronto)

The forecast of lower taxation in the United States, made by various American political leaders, received official endorsement this week when President Coolidge informed the United States Government departments that a surplus revenue had been accumulated through the economies that had been enforced and that taxes would be reduced.

Already the difference in the scale of taxation in Canada and the United States is so great as to be a definite factor in influencing unfavorably the flow of capital, and when the further reductions are put in force, there seems no doubt that Canada will compare very unfavorably with the United States as regards the burden of taxation.

There are thousands of individuals in Canada earning in the neighborhood of \$10,000 a year. A man with \$100,000 in income tax in Canada pays over \$900 in income tax. In the United States he only pays slightly over \$200 and under the new schedule to be arranged under the forecast of President Coolidge, his payment will be much smaller. A man with \$100,000 income pays over \$2,000 in Canada, while in the United States it is something like \$10,000 less. The difference is likely to be greatly enlarged. It only takes a moment's thought to convince anyone that the extra \$10,000 is a mighty good argument for any individual moving from Canada to the United States, particularly American states that have very low inheritance taxes. One state with attractive residential possibilities, Florida, has no death duties whatever and is a Utopia for wealthy investors.

One of Canada's great needs is capital to develop her natural resources. In making it attractive for capital to be invested in Canada we must be scrupulous to insure that capital suffers no adverse discriminations in coming into Canada. When taxes on capital and the earning of capital are so much more heavy in Canada than in a country that runs alongside of this for over 2,000 miles, then it is time to start following the example of the United States in governmental economy.

What is needed is not only common sense saving here and there and the closing up of little leaks in departments, a wholesale slashing of appropriations, the elimination of dozens of things we have come to regard as necessities and the nailing down of a solid oak lid on the special expenditure and public grants barrel. Super economy is needed in Canada and no worth-while cut in taxes is possible without it. And no real prosperity and business expansion is possible without lower taxes.

## EATING TOO MUCH QUICKLY.

Men of the present day eat too fast and too much, according to Sir Thomas Horder, the famous physician in an article on diseases of adult life in a special number of the "Practitioner."

"The haste with which the modern man eats is as significant a fault as the large quantity of food which he consumes," Sir Thomas writes. "He is an avid as well as a gross feeder."

Sir Humphrey Rolleston, physician in-ordinary to the King, in the same issue, remarks those who regard old age as a disease.

"Strictly speaking," he says, "the length of days does not carry with it any special diseases. To expect to find in thyroid extract a panacea against normal old age is to court disappointment."

## Professional Cards

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ther they be the general public, local authorities, or frequently even members of the medical profession, and is perhaps accounted for by the fact that deathness, however severe, does not lead to death.

**GRANVILLE CENTRE**  
Miss Clara Boone of the Dominion Immigration staff, St. John, N. B., has returned to her home in Hartland, N. B., after spending a few days with her friend, Miss Barbara Willett, Granville.

A number of young people from Granville enjoyed a camping trip to Evangeline Beach over the week-end. A good time was reported by all. Mrs. Arthur Fash chaperoned the party.

**ABSENT-MINDED**  
"A local barber got into a peck of trouble the other day," says the Barber Shop Oracle. "He was kind of absent-minded when a strange dapper in trousers got into the chair, and says he, 'Shave, sir'—Shelburne Economist."

**Minard's Liniment for Dandruff.**

Now is the time to order your counter check books for there are indications that the rate war which has prevailed for months between the various manufacturers is now nearing a finish. When that finish comes the price goes up. Be wise, enough said. Order through the Monitor.

Long Virginia Smoking Mild and does.

**THE BERBER CHAMPION**  
Morocco qu as an inter cognition o the other strictly on have success as champion boast of hard fight lowers wit

## Stimulate Your Business

**White Pigeons and September Brides**

A quaint super "Should a stran near a house, if someone within shortly."

That is Super Simple—Never the er" Pigeons are The first need ed Wedding measurements.

GET THESE OFFICE, EX- OFFICE, EX- OUR AIM IS

## To Ford The

To Ford The

What is it that goes over the sea, under the sea and never touches the sea?

Approx of what has gone before and to complicate further the puzzle, another question is suggested, "Is it possible to ford the ocean in a Ford?"

The correct answer to the second query is: "Yes and no."

And now, "Let there be light!" The thing that goes over the sea, under the sea and never touches the sea, is—no, not an egg in a duck's stomach, but, a Ford car in the hold of the S.S. "Melita."

So that, in a way, it is possible to ford the ocean in a Ford, and the principals concerned in the performance of this unusual feat are the family Fox, Mr. and Mrs. C. J. and small daughter, Miss Josephine, the S.S. "Melita" and the Atlantic ocean. The family are from Parkstone, England; the S.S. "Melita" is a Canadian Pacific liner flying between Antwerp, Southampton, Cherbourg and Montreal; and the Atlantic is, of course, where everyone suspects it is.

It seems that the Foxes, after motoring all over the British Isles, not once but several times, since they covered 17,000 miles all told, and we too are all told that Great

Britain and into a small larger provi somewhat di formation to get on wi the news of conquering veteran car triumphs with the For Canada, Lim and when the representative were on hand a small arm quickly asser foma men we Great procured and