

**Master Cut and Plug Smoking Tobacco**  
 Very mild and free from Nicotine  
 The best Burley Tobacco made in Canada.

**NOVA SCOTIA NEEDS MORE ADVERTISING**

People Do Not Realize What They Have, Says Insurance Executive

The people of Nova Scotia do not realize what they have and they appear to be afraid to go ahead and take a chance in making their province of greater industrial value as well as the playground of not only the Dominion but of a large portion of the United States," said A. F. C. Fiske, third vice-president of the Canadian Mutual Life Assurance Company, Ottawa, in conversation with The Halifax Herald last evening. Mr. Fiske, accompanied by G. Dayone, superintendent of Agencies of the Mutual Life Assurance Company for Eastern Canada, has been on an extensive tour of inspection with in Canada and the United States.

"It may come as a surprise to many Nova Scotians that a great many New Yorkers go to various points in Labrador every summer for exactly the same environment that Cape Breton could give them. I think that this is due to the lack of extensive advertising as this portion of Nova Scotia possesses scenery, fishing and many other attractions that equal, if not surpass, those of Labrador," he said.

**MOTOR MARKET DEAD**  
 Asked as to what he thought of the general conditions existing in Canada and the States, he said that it was a fact that the automobile manufacturers in Detroit and Flint, Michigan, had found that temporarily at least, the bottom had dropped out of this industry. "This is not surprising when recent statistics show that there are enough motor cars in

use there to supply one to every seven persons," Mr. Fiske said. Regarding the depression existing in the province today, he said, that in his opinion, it was partly due to the presidential election in progress in the States. He also said that practically all of the middle states were suffering from the same cause. In the New England states many of the textile mills had closed their doors, and as a result a large number of workers were out of employment, and in the case of boot and shoes manufacturers, their business was not nearly as prosperous as had been in the past.

"I found that in Sydney, despite the heavy depression existing, all of the people that I met were very optimistic as to the future, but not so in greater Nova Scotia," he said. Halifax Herald.

**CENTRAL CLARENCE.**

Visitors at V. B. Leonard's the past week were, Mr. and Mrs. George Pratt of Wolfville, Mrs. Julia Gilliat, of Pictou, N. J. George Messinger and brother Stuart, of Arlington, and I. A. Corbett and wife of Fredericton, N. B. Those who were successful in getting their "C" certificate are, Chet Davies making an aggregate of 405 on six subjects and Frances Crisp, aggregate 332. Congratulations to these young people on their success. Rev. I. A. Corbett spoke to a small but appreciative congregation on Sunday afternoon and also addressed the B. Y. P. U. in the evening. His many friends were glad to hear again his words of exhortation. The annual Sunday School picnic will be held at Port Lorne Thursday Aug. 14th. If stormy the next fine day.

Pastor Smith is taking his vacation this month. The W. M. A. S. was held on Monday afternoon last at the home of Mrs. R. B. Fisk. About thirty ladies were present and an interesting meeting enjoyed by all. At the close the hostess served delicious ice cream and cake. Mrs. Raymond Fisk and little son Leon sail from Montreal on Thursday Aug. 14th, for Glasgow, Scotland, whence she will proceed to her parents home in Liverpool, for a three months visit. We wish for her a pleasant trip and a safe return to her home and loved ones here.

Those who attended the shoot at Bedford returned on Friday evening last. They were all successful in winning some prize money and no doubt enjoyed the weeks outing. The home of Mr. and Mrs. R. B. Fisk was enlivened by a family reunion, on Saturday evening Aug. 9th. The occasion being the intended departure of Mrs. Raymond Fisk for Scotland, to visit relatives. She goes with the very best wishes of the many friends to whom she has endeared herself. Trusting that she will return safely in the not distant future. Music and recitations were thoroughly enjoyed, also a treat of ice cream by the hostess.

**ST. CROIX COVE**

Vernon Hall was successful in obtaining his C certificate aggregate 385. Mr. and Mrs. Amos Downey and son Charlie and Mr. and Mrs. George Carey and little daughter, Margaret, were recent visitors at the home of Mr. and Mrs. Ernest Ray.

Miss Susie Poole, Newton, Mass., is visiting her parents Mr. and Mrs. Bradford Poole. Mr. Walter Anderson, New Britain, Conn., was a recent visitor at the home of Mr. and Mrs. Joseph Hall. Recent visitors at the home of Mr. and Mrs. Webb Milbury were, Mr. and Mrs. George Torrey, East Braintree, Mass., Mr. Levi Milbury, Lowell, Mass., and Mr. and Mrs. David Milbury, Arlington. They also visited Mr. and Mrs. Angus Milbury.

Mr. John Phinney, Lynn, Mass., is visiting relatives here. Mr. and Mrs. Foye Templeman, Cliftondale, Mass., were visitors at the home of Capt. and Mrs. E. Brinton the 9th. Mr. Ernest Ray, Hampton was also a recent visitor at the same home.

Mrs. Bertha Blakeney Allen, who has been visiting friends here leaves the 11th to visit relatives in N. B. Miss Alice Beardsley returned to Middleton the 9th.

The W. M. A. Society held their picnic meeting at the home of Mrs. Zachaeus Hall Aug. 17th before closing Mrs. D. W. Dixon, in behalf of the society presented, Mrs. Hall with a Life Membership Certificate.

Mr. and Mrs. Webb Milbury and two children Earl and Vera and Mr. Reuben Chute motored to Bridgetown the 10th. Mrs. Milbury intends to spend a week with relatives there.

The church presents a very neat appearance with a nice coat of white paint.

**DR. CARL SHAW**

**WOLFVILLE**—The sudden death of Dr. Carl Shaw, occurred on August 9th, at St. Kitt's, B. W. I. Dr. Shaw was a son of the late Isaac Shaw of Berwick, King's Co., and received a part of his education at Acadia. He had a distinguished career in medicine. Two brothers survive him—Prof. Harlan Shaw, of the Normal College, Bridgewater, Mass.; and Dr. Avery Shaw, Baptist clergyman, of Brooklyn, N. Y.

**CANOEIST REACHES PICTOU ON WAY TO ROME**

**PICTOU**—G. H. G. Smythe, or Toronto, who is on a canoe trip from Sydney, Nova Scotia, to Rome arrived in Pictou at six thirty Tuesday evening. Mr. Smyth left Sydney on July 28th, but was delayed, and has only been traveling seven days. He came through the Bras d'Or Lakes, Strait of Canso and along the northern shore. From here, he goes to Bay Verte, whence he will portage to the headwaters of Bay of Fundy, then along the coast to New York, across the Atlantic by liner, and from London across the channel and through French and Italian rivers to Rome.

**ROUND HILL**

The Misses Kathleen and Hazel Jefferson, of Moncton, N. B., spent a week in the valley, visiting relatives and friends. They returned to their home on Saturday 2nd.

O. E. Reide, of Halifax visited friends in this place recently. Mr. and Mrs. Atkinson and baby of Truro are visiting her aunt, Miss G. L. Bancroft.

Mr. and Mrs. Conrad Gidney, of Mink Cove, Digby Co., recently visited her parents Mr. and Mrs. W. A. Bailley. Miss O. B. Bailey went to Annapolis Royal on Thursday 21st July.

Recent visitors of Mr. and Mrs. W. H. Williams were, Miss Mary Hinton, of Lynn, Mass., and Mrs. James Howe of Moschelle.

Mr. and Mrs. L. B. Dodge and son William, of Kentville, recently visited her parents, Mr. and Mrs. W. H. Williams.

Mr. and Mrs. Stanley Wagstaff and daughter Lillian, of Kentville called on friends in the village last week.

Mrs. Norris McGowan and children returned last week from a visit with her parents in Bear River.

Messrs Lewis Berry and Roy ticks went to Bear River on Saturday last where they will be employed by the Bear River Pulp Company.

Mrs. Fred E. Jefferson and baby Ralph, of Bear River, spent a week with her parents, returning to her home on Saturday 9th.

Mr. and Mrs. C. H. Tupper and son John, recently visited their daughter Mrs. F. E. Jefferson, Bear River.

Mrs. G. S. Williams was in Annapolis Royal, one day last week. Miss Phyllis Stevens has accepted a position in the Bank of Montreal, Halifax.

Mr. and Mrs. W. G. Stevens and children spent Saturday 9th in Bear River and vicinity.

Miss Lucy Stoddard is visiting her parents Mr. and Mrs. Omar Stoddard. Miss Gladys Whitman has returned from St. John.

Mrs. Thomas Ritchie went to Halifax last week while there she will be the guest of Mrs. Oland.

Mr. and Mrs. Herbert Fairm., of Moschelle were guests of her mother Mrs. Rice on Sunday 10th.

Mrs. Prude recently visited in Bear River.

**A RIPE OLD AGE.**

On Sunday last Dr. Elias N. Payzant, one of Wolfville's oldest and most esteemed residents, celebrated his ninety-fourth birthday. During the day a number of friends who were aware of the anniversary called on Dr. Payzant to tender congratulations and best wishes accompanied in some cases by beautiful floral offerings.

The following lines composed by an old friend, and particularly appropriate were also received:

Friend of my youth, of my age, of my prime,  
 Forgive if I send you this poor rhyme,  
 To welcome to you the return of the day  
 You first started out in your brave cheery way,  
 So that every old friend, of whom I am one,  
 Is ready to say "well lived and well done."  
 And each coming birthday from now to the end  
 Will find you dearer to each loving friend.

Our venerable townsman retains his mental faculties to a wonderful degree and takes a keen interest in all public matters, of which he is exceptionally well informed. He is widely known in this and neighboring counties, and many friends will join The Acadian in wishing him continued health of mind and body.—The Acadian, Wolfville, July 31st.

**Mirard's Liniment for Rheumatism.**



**MAIL CONTRACT**

SEALED TENDERS, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday the 5th September, for the conveyance of His Majesty's Mails, six times per week over the

**BRIDGETOWN NO. 3 R.M. ROUTE,**

under a proposed contract for a period not exceeding four years dating from the 1st January next.

Printed notices containing further information as to conditions of proposed contract may be seen and blank forms of Tender may be obtained at the Post Office of Bridgetown, and at the office of the undersigned, District Superintendent's Office.

Halifax, 23rd July, 1924.  
 W. E. MAC LELLAN,  
 District Superintendent  
 Postal Service.

**That Fellow Feeling**

You are all wrapped up in the merchandise that fills your store. You enthuse over the quality of this article and that line. You probably display the goods attractively, too.

All you need now is to transmit your enthusiasm to the buying public of your community—and your goods will move out and profits roll in.

ADVERTISE. For advertising makes the customer feel as you do about the goods you have to sell. Every time you talk to prospective buyers through an Advertisement in "THE WEEKLY MONITOR," you are increasing the fellow feeling that brings business to your store.

**"An Advertisement Is An Invitation"**

**Summer Suitings**

Beautiful Lines of best English manufacture.

Every piece Guaranteed all wool. No two Suits alike. Can't be beat for appearance and value. Now is the time to Buy as woolens are Due for an advance.

R. LANE Cutter G. O. THIES Merchant Tailor

**CREAM WANTED**

Ship your Cream to MCKENZIE'S CREAMERY, at MIDDLETON, N. S. Satisfaction Guaranteed. We pay twice a month. The price paid to the Patrons for the month of June cream was .33c. per pound butter fat, Special Grade, and 31c. First Grade. WRITE FOR PARTICULARS.

**Biscuits**  
 So downy and Light  
 Light as the down on a fluffy chick! No other flour can give you that same satiny yielding finish, that same teasing flavour.

In NEW bags of 7, 14, 24, 49 and 98 lbs.

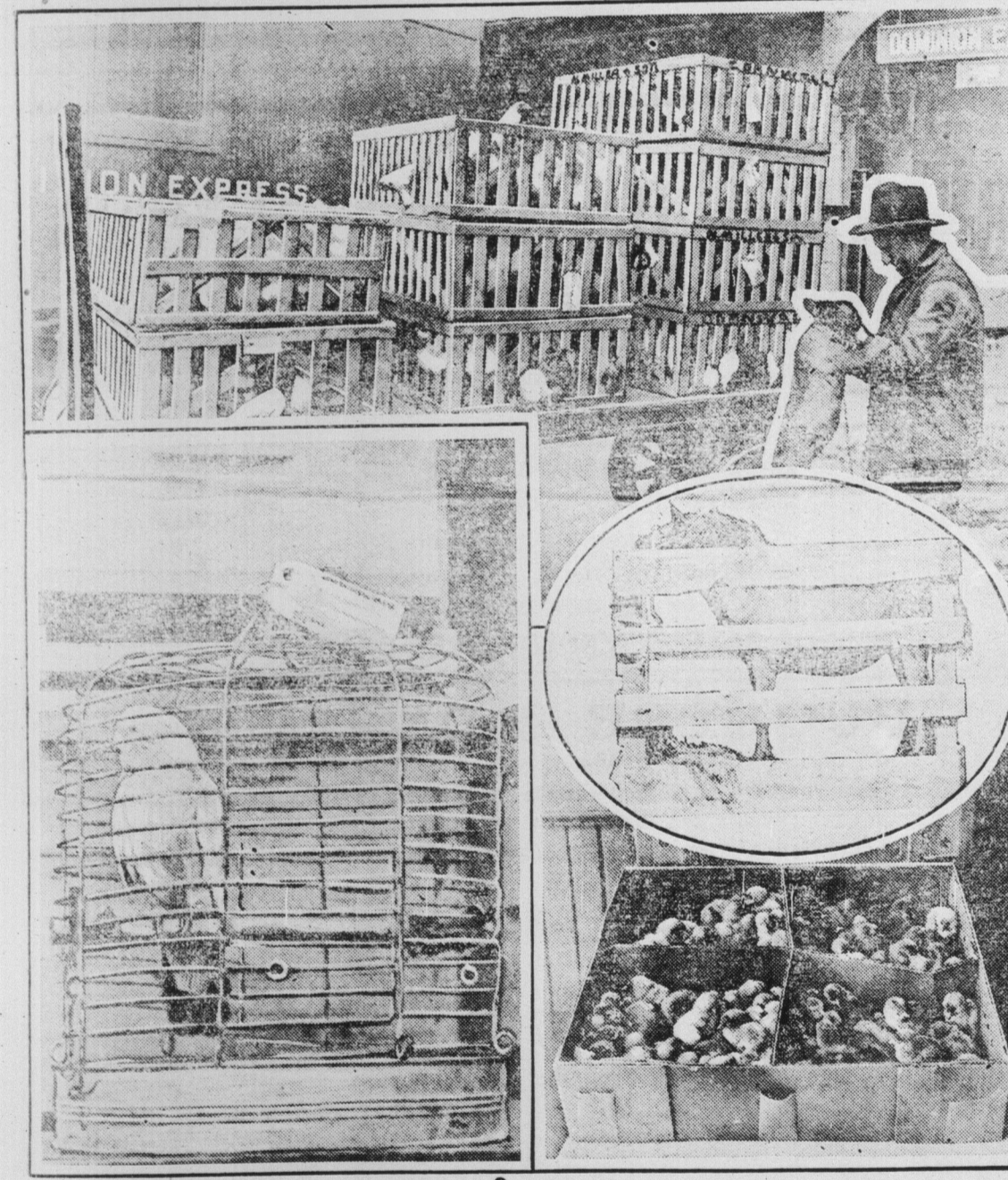
**FIVE ROSES FLOUR**

For Breads, Cakes, Puddings, Pastries

FOR SALE BY  
**B. N. MESSINGER**

**"Subscribe to the Monitor"**

**Bears, Baboons, Bees, Bicycles and Bullion.**



Above, live chickens are a regular line, and, (right) bears are also cared for at times. Left, this parrot was in the hands of the Dominion Express Company over a 2,500 mile journey. On the truck behind it is a shipment of bees. In a case of putting the cart under the horse for shipment. Below, baby chicks are handled by thousands daily. There arrived in Toronto recently, after travelling thousands of miles by rail, a stud pony. Jim, or whatever his name was, had a compartment to himself, a crate of the latest description. He arrived in the best of condition, after being fed and watered en route by the messengers of the Dominion Express Company. Unusual shipments like this, however, are "all in the day's work" for the express companies. They will take a treasured jewel or a pet elephant with equal pleasure. If you want to ship home the money to pay off the mortgage on the old farm, or send father a couple of cows to keep up his milk shipments, the express companies will look after it for you. Strange consignments pass through the Express Company's doors, and sometimes strange sounds issue from inanimate-looking packing cases. Take the case of the bear cub used at the recent Rotarian Convention in Toronto. The Dominion Express Company was called on to handle this bear for transportation to Auckland, New Zealand. Two or three times daily between Toronto and Vancouver this husky specimen of the "boo hoo" tribe was fed biscuits and milk. At Vancouver he was fed and taken care of until such time as the boat for Australia departed, and arrangements were made to see that the same attention was given until the bear reached its destination. They say that the poor little bear cried when the time came for it to leave the hands of the express company, so well had it been treated. In case of live animals travelling in the company's cars no excuses are accepted for failure to give them attention. Officials tell a story, in fact, of a messenger some years ago who, in his anxiety to escape a call to the carpet for failure to make correct reports, carefully noted "Fed and watered O.K." on a way-bill covering one crated bicycle. Animals somewhat more lifelike than the subject of the expressman's mistake do often travel, however. For instance, 20,661 pet dogs went travelling in care of the Dominion Express Company last year. There are not many kinds of beast, wild or domesticated, that haven't come in the company's experi-