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FOR NEURITIS ASPIRIN

Proved safe by millions and prescribed by physicians for

- Neuritis Colds
- Neuralgia Headache
- Lumbago Toothache
- Rheumatism Pain



Safe Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists.

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monocetide-acetic acid, Salicylic acid, Acetyl Salicylic Acid, "A. S. A.". While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."

LENTEN MESSAGE FROM THE ARCHBISHOP OF NOVA SCOTIA.

Bishop's Lodge, Tralfax, N. S. Feb. 16th, 1925.
To the Members of the Church of England in Nova Scotia and Prince Edward Island.
My Dear Brethren:—

I wonder what effect is made on the average Churchman by the announcement of Lent. In only too many cases it is a thing of little significance and yet for Centuries it has been welcomed and valued by a large number of earnest men and women. To them, the announcement is enough. They heartily undertake to conform to its rules and make use of its privileges. I need not speak to them, except to give a note of warning not to attempt too much but to map out a modest plan which is at once possible and likely to bring the best results and no reaction.

But there are others to whom I wish to send a message. They are not conscious that they need a Lent or any such season of spiritual discipline. They feel that, however it may be with others, their busy life has not time to spare for its observance. They do not recognize in it any obligation, such, for example, as that of the Lord's Day, although even that they are beginning to treat as something that may yield to the more pressing demands of the busy life. It is acknowledged that Lent has an age-long history behind it and the experience of the great spiritual leaders in the Church proves its usefulness.

But they have caught somewhat of that spirit of indifference prevalent among a certain number who are too well satisfied with a worldly life. The care and attention demanded by material concerns far outstrip any requirements of the Spiritual. The body and mind are ever present. The Spirit is forgotten. The amount of time and money expended on pleasure and business is quite out of proportion to that which men are prepared to give for the service of God. There are those who are not forgetful of moral progress and the calls of humanity but who are unwilling to associate this with a profession of

Christianity. That is, they will give to a Hospital or a Home or even a College but refuse to support that which has been the inspiration for such institutions and without which they would never have been founded and could not exist. From this it naturally follows that the Christianity of the average person is nominal and consists to a large extent in attendance on certain functions, which do not interfere with what they consider more important, but with no evidence of personal conviction and therefore with no evidence of its existence in personal conversation or personal work.

There was a time when Lent was recognized by withdrawal from social functions and unnecessary entertainments. This has to some extent been changing and respect for Lent is perhaps not so universal as it was. This has not only had an effect which is not for good among the open disbelievers of Lent but it has an indirect effect on those who had always found Lent a helpful convention. They find themselves making excuses for others and allowing the duty and obligation of Lent to be explained away. They do not go so far as to deny that self-examination and self-denial are of great value and essential to the Christian life, but they begin to fall in with the comfortable theory that these can be looked after at any time without the appointment of a Season when the thoughts of all can be directed to such things and fixed upon them.

As it is possible in the natural world to select a place where the genial and balmy atmosphere checks unhealthy growth and develops what makes for physical and mental strength; as it has been found best for the promotion of a public undertaking to build up by preparation and education an atmosphere which breathes the spirit of the undertaking, so it is by a widespread observance of Lent that a spiritual atmosphere may be created and, under its influence, hearts may be drawn and minds inspired by the truth of Christ's teaching and the beauty of His Life, to grasp and cling to that beauty of holiness which is the only basis of joy and the ground of satisfaction.

Leaders in almost every department of the world's activity have been declaring that something more is needed to save the world than commercial acuteness or political astuteness. They acknowledge that what is wanted is a clearer conception of "Spiritual values" than the average man has yet been able to reach. It is such as the case then this case cannot afford to discard an institution destined to foster spirituality and unworldliness. Spirituality has a hard struggle to lift its head above the prevailing materialism and yet it is one thing which can save the world in its present crisis. There is no doubt that there are splendid evidences of an anxious turning of many to enquire more closely into the claims of Christianity to meet the needs of humanity. It is for the Church to supply the means by which these enquiries may be satisfied. That is what the Church tries to do through the medium of Lent. If Lent can be seen to mean a reality in the lives of faithful Churchmen, developing in them more of the true Spirit of Christ and going far deeper than a superficial observance of forms, much may be done to help the wavering and steady the doubting.

I plead, therefore, for a careful and real keeping of the Lent of 1925 and pray that it may lead many to Christ and bring to them that Peace of God which passeth all understanding, keeping their hearts and minds in the Knowledge and Love of God and His Son, Jesus Christ, our Lord.
Faithfully yours,
CLARE L. NOVA SCOTIA.

BONES IN A HERRING.

How many fishermen can tell the number of bones in a herring? There are 371 inside its skin, and if you add the bones of the fin rays outside, the total is 478. Who would have thought it!

The head contains 28, including the eight bony arches which support the gills. The vertebral column consists of 56. The ribs number 21 on each side—42 in all. The upper part of the vertebral column is furnished with 56 bones which spring upwards from the joints, and taper in length towards the tail. The under part of the vertebral column is furnished with 21 bones, which serve downwards, and with the above, form a half circle. Between these and the ribs are 11 other bones, which are forked as they approach the ribs. Then there are, on each side, two other rows; each upper row consists of 21, and each lower row of 56.

NEW EXPRESS RATES ALARM SOUTH SHORE.

Fish Dealers in Liverpool and Lockport See Big Disadvantage in Proposed Changes.

Liverpool.—Report of reduction of express rates on fish in the press on Monday were received by dealers in that industry here with much satisfaction. But finding the reduction applied to car load lots only, changed the aspect of the case. It is asserted that the proposed changes if carried into effect will have a tendency to paralyze the industry here as far as Upper Canadian markets are concerned.

On learning of this reduction in rates your correspondent interviewed some of the leading fish dealers here and in Lockport, to learn how such a concession would affect their business, and elicited the information to the tone of which is set forth above. The whole draw back is due to the fact that very few car load lots of fish are shipped from towns along the South Shore to Toronto and Montreal, and consequently the lower rate would not benefit dealers along the shore, but would place them at a greater disadvantage, compared to a city like Halifax, where fish are largely shipped in carload lots.

Dealers in this section argue this is very unfair and discriminatory and will certainly operate to their disadvantage. They cite cases where Halifax dealers, who are already handicapped by these markets will have the advantage of the new rate which will enable them to land fish in Toronto and Montreal much cheaper than dealers here can do; and that boats on the fishing grounds would be more likely to go to Halifax and sell their fish as the Halifax buyers could pay a somewhat higher price. Numerous other arguments are put forward to show how such a regulation would work to the detriment of the South Shore fishing interests.

The various Boards of Trade and other organizations along the South Shore are interested in the situation and action by them is intimated.

BREAKING RIVER ICE ROUSES PROTEST.

Lunenburg.—The S. S. Stanley has broken up the ice on the LaHave River to allow one vessel, it is said, to get out to sea, and considerable indignation is reported to have been caused thereby as there is much traffic over the ice at this time of year. Besides there has been considerable smelt fishing, and many people have been making as high as \$10 per day. It is understood that petitions and letters have been forwarded to William Duff, M. P., representing that injustice has been done.

Baby's Own Tablets Always In The House

Once a mother has used Baby's Own Tablets for her little ones she will use nothing else and as long as there are babies in the home you will always find a box of Baby's Own Tablets on hand. Thousands of mothers have become convinced through the actual use of the Tablets that there is nothing to equal them in banishing constipation and indigestion; breaking up colds and simple fevers; expelling worms and promoting that healthful refreshing sleep so necessary to the welfare of little ones. Among the thousands of mothers who praise Baby's Own Tablets is Mrs. Alex. J. Perry, Atlantic N. S., who says:—"I always keep Baby's Own Tablets in the house as I know of no other medicine that can equal them for the minor ills that come to young children." The Tablets are sold by medicine dealers or by mail at 25c a box from The Dr. Williams' Medicine Co., Brockville, Ont.

MEDDLING WITH CANADA'S AFFAIRS.

The National Publishers' Association of the U. S. A. is all "hot up" over the oft repeated suggestion in this country that something should be done to either cut off or slow down the export of our pulpwood to the United States. In a word, conserve Canada's natural resources for the use of Canadians, or Americans who wish to take advantage of their opportunities by operating in Canada.

A brief was presented the other day on behalf of the National Publishers' Association to Senator Borah, chairman of the Foreign Relations Committee. The document is interesting. Among other things it accuses us of bad faith. "Under a mask of forest conservation," says the document, "Canadian manufacturers are trying to force the Dominion Government to stop the exportation of pulpwood."

Further on the brief states: "They are trying to force the American operators to move their mills into Canada, where the wood would be transformed into pulp for the paper mills here. That accomplished, the next step would be to embargo pulp, thus forcing the Americans to make their paper in Dominion territory under the domination of the Canadian paper industry."

Well, supposing we do all that. A million cords of pulpwood exported brings Canada some \$10,000,000. Made into newsprint this amount of pulpwood is worth approximately \$70,000,000. Is that worth while?

In their brief the National Publishers' Association admit their dependence upon Canadian pulp, and they further state that without Canadian pulp being freely admitted to the United States the employment of some 120,000 workers would be jeopardized. That can be readily adjusted, for they may work up here. That seems a reasonable solution. Any objection to our looking out for our own interests comes with bad grace from a people who have done everything possible to keep Canadian products out of the United States market. And as they apparently have a great dislike to that word embargo, let us drop it and substitute the word duty—a duty on export. There can be no possible objection to a duty which will preserve our pulpwood for our own people in the same manner as the United States farmer and stockraiser and dairyman are preserving their own market for their own produce by placing an insurmountable duty against Canada.

Of course this is not the first time we have heard of the National Publishers' Association. If we are not mistaken these are the same gentlemen, or was it their colleagues, the members of the American Pulp and Paper Association who employed expensive lawyers to trap around with the Royal Commission re the pulpwood situation a couple of years ago, feeding the members of the Commission such evidence as best suited their purposes, in their attempt to defeat the objects for which the Com-

mission was appointed. As the Toronto "Mail and Empire" well puts it: "The pulpwood produce in this country is subject to the laws that are made in this country, with which our neighbors have nothing to do."

The framers of the Fordney tariff did not consult us previous to cutting out from under Canadian producers practically our entire United States market in certain lines, and it is indeed a poor rule that will not work both ways.

The contention of the National Publishers' Association that an embargo on pulpwood will advance the cost of newsprint and other papers cannot be taken seriously in view of the fact that Canadian newsprint makers are successfully competing with the United States manufacturers in their own market and costs if anything are lower here than in that country.

There is no reason whatever why Canadians should pay the least attention to what the National Publishers' Association, Senator Borah or others from the United States have to say in respect to the distribution of our own products. This is a matter that is exclusively our own business, and the country as a whole is in practical agreement as to what should be done. Let Parliament at the coming session put into effect this embargo, or if they like it better an export duty on pulpwood. It is already two years overdue. The last shred of argument against it went by the board when the United States government placed what is tantamount to an embargo against Canadian products.—(Reprint from "Saturday Night," February 14th, 1925.)

MAKE USE OF PRINTER'S INK.

Federal Official Urges Necessity of Campaign of Advertising to Attract Attention to Consumers.

"Advertise your business. I owe all my success to printer's ink."

This was the language of P. T. Barnum and that he was a conspicuous success is generally admitted. "Something of the same sort seems to have struck Washington, Roger W. Babson, director of education services, labor department, has issued a statement urging a campaign of advertising, saying in part: "Prosperity ultimately depends upon the consumer. If there is not a market for goods they will not be produced. . . . Only by advertising can buying power be stimulated, but advertising does stimulate buying power and brings a very direct return to the man who advertises."

It is sound advice. It is also timely. Advertising is the chief auxiliary in trade. It is not the road to success, but success itself. Advertising is to the business man what machinery is to the mechanic.

How can a man know what you want unless you ask for it, or what you have to sell unless you advertise it?

"My advice to the merchant," says Mr. Babson, "is this: For your own interest and for the good of the country, increase the advertising appropriation you have made for this year. If it is \$20,000 make it \$25,000; make it more if you can."

And all must bear in mind that the prosperity of the country means the prosperity of the individual.—New York Telegram.

For Sore Feet—Minard's Liniment.

After all there's no Tea Like Morse's!



WEST TO BREAK WITH U. M. W.

Calgary.—The Western Canada Coal Operators Association, at a meeting here, decided to give notice to the United Mine Workers of America on March 31st, terminating their present agreement on September 30th. Since the resumption of operations in October, after the strike, the coal mining industry of the Province has been badly hit, many mines only working one or two days.

The present cost of production in the United mines it is stated, has been largely responsible for the great falling off in business.

ALBANY.

We are glad to report Charlie Oakes, Jr., doing well at the present time. He has had a very serious and dangerous time at Middleton Hospital undergoing operations.

Mrs. C. E. O'Brien of Albany Cross, on the 16th of Feb., picked in her garden 19 pansies, on the 17th 20, 22nd 19, 23rd 20, March 2nd 9.

One of them measured 1 1/4 in length and 1 in wide.

Mr. Charles Whitman is in very poor health, has had several very ill turns recently.

The shock of the earthquake was felt quite perceptibly here on Saturday night Feb. 28th.

Mr. Nourder Whitman's twenty-seven White Leghorn pullets laid the 1st week in Feb. 87 eggs; 2nd week 94; 3rd 110; 4th 124, making 415 in 4 weeks. He sold them all for 40c per doz, which brought him \$13.50. Can anyone of your subscribers beat this?

Rev. Rackham held a social at the home of Mr. and Mrs. Harry Mailman on the evening of Mar. 6th.

Mr. and Mrs. Phineas Whitman have gone to spend a few days with their daughter, Mrs. Leonard Whitman.

WORSE OFF THAN EVER.

A man seeking advice from a young solicitor on how to avoid his creditors was instructed to place all his property in his wife's name.

Later the solicitor presented his bill for services rendered and received the following reply: "Dear Sir: I took your advice and placed all of my possessions in my wife's name, and now I have no money to pay for your services."

"William the Conqueror," read the small boy from his history book, "landed in England in 1066 A. D."

"What does A. D. stand for?" inquired the teacher.

"After dark," replied the boy.

Minard's Liniment Fine for the Hair.

Headquarters in Halifax!

You get more pleasure & profit out of your visit if you stay at The Carleton. Restfully placed away from the noise of street cars, yet only 50 steps from the heart of the business district and in the centre of all points of interest and importance.

The most modern, the most fireproof hotel in the City. Ninety new and tastefully decorated rooms, with and without baths, singly and en suite.

Distinguished for its cuisine, for its well ordered service, for its friendly atmosphere. Write for reservations.

The Carleton Hotel

Headquarters in Halifax.

Most Efficient Teachers

Because of our large and ever-growing attendance, we can afford to employ the most thoroughly qualified and efficient teachers. Each member of the staff is a specialist.

For Your Printing Requirements--

--- We Supply and Print ---

Letter Heads	Envelopes	Reports
Circulars	Pamphlets	Posters of all sizes
Bill Heads	Statements	Shipping Tags
Tickets		Butter Paper

and do general printing of all kinds

Visiting Cards and Wedding Stationery of excellent quality always in stock

Our Motto is "Good Work At Moderate Prices"

Estimates Promptly Furnished

THE WEEKLY MONITOR

Bridgetown, - Nova Scotia