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More Bread and Better Bread and Better Pastry too

Use it in All Your Baking

Horse Shoes For Luck

are vogue at Weddings and over racing stable doors, but will not help to build your sales volume.

Business success, or "luck", as jealous rivals call it, is the product of wise planning, a square deal policy of service and ADVERTISING.

ADVERTISING keeps the public informed of your business. Such knowledge breeds confidence and Goodwill. An expenditure in advertising will prove an interest-bearing investment.

Get the facts from "The Bridgetown Weekly Monitor"

A WORD TO THE WISE

A list of advertisers from "The Bridgetown Weekly Monitor" in your handbag or pocket is the best "Horse Shoe" you can carry for "luck" in buying. An advertisement is an invitation.

Shop Where You Are Invited To Shop

Issued by Canadian Weekly Newspaper Association
Head Office, Toronto, Canada.

Your Business Appreciated

I wish to extend heartiest thanks to the patrons of both my stores at Bridgetown and Annapolis who have given me their business during the year just closing and can assure them that I will be better prepared than ever to supply them with footwear during 1922.

C. B. Longmire

THE HOME OF GOOD SHOES
Bridgetown and Annapolis

Holiday Offerings in Seasonable Neckwear

Ready in Stock for the Xmas Trade

A more comprehensive selection would be hard to find. 100 color varieties to choose from: in leaf, floral and other "woodland" designs. Each pattern emphasized in the double color effect and woven on black and colored warps. An especially heavy Satin ground assures beauty and long wearing qualities and, of course, highest-class workmanship in the making.

G. O. THIES
MERCHANT TAILOR
RALPH LANE, Manager

ARE INSECT PESTS ON THE DECREASE?

Entomologist In Charge of Insecticide Investigations, Annapolis Royal Nova Scotia

(By George E. Sanders)
(From The Halifax Herald)

The reply to the above question for Nova Scotia might now truthfully be either yes or no, depending on whether we have in mind a ten year period dating from 1911 or a five year period dating from 1917.

In different historical senses the present age has been variously termed "the age of man," "the age of iron," etc., but many biologists term it the age of insects since insects are now more numerous in species and numbers than all other animals combined and more numerous than in any previous age. Trade and commerce in spite of the greatest precautions is constantly carrying both harmless and injurious species from one country to another, so gradually causing a world wide increase in the aggregate number of insects. Examples of this extension of the range of insects by trade are the brown tail moth, the European cornborer, the San Jose scale, the apple sucker and the potato beetle. The settling of a country, the destruction of a portion of the natural flora and fauna upsets that delicate adjustment of natural control usually termed the balance of nature and in most cases the swing of the balance as regards insects is towards an increase rather than a decrease. Considering these factors we can with safety say that in Nova Scotia as in practically every other country on the globe, insect pests are considering long periods of years, on the increase. It often happens that by artificial means this gradual and inevitable increase can be arrested for long periods of years and crops grown indefinitely in sections where they would be destroyed if such artificial means of control were not adopted.

Comparing the condition of orchards and crops of to-day with that of ten years ago, shows that the artificial controls, i. e., spraying, dusting, collecting and destroying certain species, better cultivation and orchard management, now in operation, have during the period definitely reduced the damage done by insects to the average crop in spite of a number of new importations that have arrived during the period.

Various methods of control of course are practiced on different insects. One of the most spectacular is that employed in the control of the brown tail moth, which is done by inspectors in the employ of the Federal and Local Governments who visit all trees in the infested area collecting and destroying the winter webs. Against the same insect one of the most inconspicuous means of control possible is also used. Several lots of the insect parasites of the brown tail moth, from its native home, were liberated in the heavily infested areas where they are now inconspicuously assisting in keeping the members of the pest down. Against most orchard and field crop pests, such methods as the above are impractical and we have to rely almost entirely on spraying and dusting with arsenicals, nicotine compounds, etc., for control.

We often hear the phrase, "The cure is worse than the disease". In insect control this phrase may often be changed to, "The cure costs more than the damage". In so far as control is concerned, insects may broadly be divided into three classes:—

(1) Those that always pay to combat, no matter how high the price of labor or material. In this class come the potato beetle, the codling moth, the green apple bug, the bud moth, etc. (2) Those insects whose damage amounts to about the same as the cost of treatment. The extent to which these insects are controlled varies with the price of the crop, the price of labor, the cost and efficiency of machinery for applying material and the cost of material. In this class comes apple aphids, the potato aphid, flea beetles, most shade tree insects, etc. (3) Those insects whose damage amounts to definitely less than it would cost to control them. Some of these might with changing conditions, changes in crops, changes in habits or application, move into the second or even the first class mentioned.

It can be readily seen that the extent to which insects are controlled depends entirely on the relative cost of control and the importance or value of the damage done by the insect.

It follows therefore that whether insects increase or decrease in a certain locality, depends very often on the price of nicotine, arsenic, copper and sulphur, and the cost of labor and machinery. The section of country that can keep the cost of nicotine, arsenic, copper, sulphur, and spraying and

GAINS REPORTED BY BUSINESS MAN

Resident of Salt Lake City Adds Ten Pounds While Wife Gains 28 Pounds In Weight

(By George E. Sanders)

John J. Perry, 370 Quince St., well-known Salt Lake City, Utah, business man, in reporting remarkable gains in weight both by himself and his wife, says:

"My wife gained twenty-eight pounds and I gained ten pounds in a few weeks by taking Tanlac. The change in Mrs. Perry is all the more remarkable, as she had been going down hill steadily for four or five years. She got no nourishment from her food and I don't believe she averaged three hours sleep out of the twenty-four."

"While my condition was not as serious as hers, I had been under the weather for some time, had no appetite and was bothered a good deal by indigestion. Tanlac has certainly proved all and more than is claimed for it with us."

Tanlac is sold in Bridgetown by S. N. Wear, and by leading druggists everywhere.

dusting machinery, lowest will control its insect pests most thoroughly and make the largest profit from its crops.

It is in this connection that the Dominion Entomological Laboratory in Annapolis, has in co-operation with various organizations, chief of which is the United Fruit Companies, been largely responsible for the decrease in the numbers of insects that has occurred in Nova Scotia during the past ten years.

In addition to remarkable savings on large, shrewd purchases and economical distribution through the United Fruit Companies' organization, a number of new materials have from time to time been recommended by the Laboratory staff that has kept Nova Scotia to the forefront in so far as new and cheaper insecticides are concerned. One of the first of the cheaper insecticides to be brought into the province was arsenate of lime which costs only two-thirds as much as arsenate of lead. This low priced poison was more generally used in Nova Scotia than arsenate of lead before it had been more than merely introduced into the other apple sections.

When dusting was first introduced the price of dust was prohibitive and most of the large growers led by their dusting machines in 1918 on account of the high cost of materials. In 1919 the United Fruit Company brought their lead arsenate in Canada and mixed it in the Annapolis Valley with the result that the cost of material was almost halved and dusting given a new impetus. The invention and development of copper arsenic dust which was not only cheaper per pound but capable of spreading over fifty per cent more area, caused orchardists to take a greater interest in dusting than ever before and the result has been that there are now three hundred and fifty dusting machines in operation in the Annapolis Valley. The copper arsenic dust was invented and developed at the Annapolis Laboratory, and even yet its use is for the most part confined to our own province. On account of the new dust, dusting instead of being more expensive than spraying, as it formerly was, is now cheaper, and the saving over liquid spraying, brought about by it, amounts to around seven dollars per acre or a total saving for the province last season of over \$40,000.00.

The invention of a method of using white arsenic, the cheapest of all poisons in Bordeaux, was made at the Dominion Entomological Laboratory in Annapolis. This poison costs but little more than one-tenth as much as arsenate of lead or Paris green and is being used successfully by a number of growers. With interest in dusting growing the Lloyd Manufacturing Company of Kentville built a first class power dusting machine and the Perfect Sprayers and Dusters Limited of Mahone Bay built one of the best hand dusters on the market; the latter concern are this season building what appears to be an excellent and extremely simple power dusting machine.

All of these things lower the cost of controlling insects in the province and owing to Nova Scotia having been in advance of all of the other provinces in cheaper methods and materials, more of the materials are used, the remedies have been more widely applied and the pests more thoroughly controlled than in any of the others.

The results are the three bumper crops of apples of the past three years in Nova Scotia. The three years continuous large crops establish a record in annual crops of apples over such an area and in addition the trees are well budded for a fourth. I think that we can truthfully say that insects are temporarily, at least, on the decrease in Nova Scotia, on account of artificial control now being more widely applied than ever before, this in turn having been brought about by lower priced materials and methods of application.

GALLANT RESCUE BY N. S. CAPTAIN

Thrilling Story of Ship-wreck and Of Heroism Which Followed

(By George E. Sanders)

Canso, N.S., Jan. 4.—Stripped of her sails, iced-up and unmanageable, the schooner Alexandria, bound from Ingonish, N.S., to Gloucester, Mass., with a cargo of fish, was driven ashore at Black Point, ten miles from here, at midnight on Monday in the height of the blizzard then raging over eastern Nova Scotia. Through the flying snow and frost-fog, the crew made out to leeward ragged masses of basaltic cliff, and realizing that their vessel would soon pound to pieces they attempted to launch their one small boat. But they had already cleared away he ice-logged lashings when a heavy comber breaking over the doomed schooner smashed the little boat to fragments.

The schooner pounded heavily, shattering her bottom and filling with water, and soon the spars went overboard, and the smothering snow shut out hope of rescue from the shore. The master, Captain Matthew Munro, resolved to take a desperate chance—the only chance. Tying a line about his waist, he jumped into the welter of icy waters where the broken spars and other wreckage tossed and tumbled, and fought his way through the roaring surf to the shore.

IN GRAVE PERIL

For minutes he swam along the face of rocks rising sheer from the sea, in danger of being dashed to death, until at length in a rift of the snow, he sighted a low-lying ledge, upon which after a hard struggle he managed to land. Luckily the howling blizzard eased for a spell, and the master, recovering his wind, was able to drag his crew of five men through the surf to the safety of the shore. This done, the captain collapsed. Soaked, shivering and badly shaken, the ship-wrecked sailors set out to look for shelter, and after struggling through the heavy snow drifts, with two men assisting the master, they saw a light and were soon being made snug in a fisherman's cottage.

After Captain Munro had recovered from his experience he started for this port where he has a wife and eight children. But he found the going hard in the mountainous snow drifts and only arrived to-day, thoroughly done up.

The Alexandria, ninety-three tons, was owned by G. A. Cruickshanks of North Sydney, N.S. When Captain Munro visited the scene of the wreck before starting on his journey here, there was nothing left of her except some wreckage in the crevices of the cliffs.

Shut Out Of Society

The profiteer's wife was dining out. During the evening the conversation turned on Dean Swift. After some time she turned to the man at her side, who happened to be an author, and said: "Who is this Dean Swift, who is so amusing? I should like to invite him to one of my receptions." "I'm afraid," answered the author, "that the dean has done something that has shut him out of society for good."

"Oh, how interesting," said the lady. "And what was it he did?" "Some hundreds of years ago," replied the author, "he died."

WHERE NEWSPAPER MEN ARE HAPPY

In China, ere the year draws, all debts are paid and yet it is thought necessary to send missionaries to that country, some of whom are always arrears.

The results are the three bumper crops of apples of the past three years in Nova Scotia. The three years continuous large crops establish a record in annual crops of apples over such an area and in addition the trees are well budded for a fourth. I think that we can truthfully say that insects are temporarily, at least, on the decrease in Nova Scotia, on account of artificial control now being more widely applied than ever before, this in turn having been brought about by lower priced materials and methods of application.

CHILDREN LIKE TO TAKE

NADRUCO Syrup of Tar
with Cod Liver Oil Compound

Its healing properties—so valuable in quickly relieving Coughs and Colds, Whooping Cough and Bronchitis—are masked and disguised by sweet, pleasant-tasting syrup.

A dose at bed-time will save the children from coughing spells during the night, as this remedy soothes the throat and loosens the phlegm.

Sold by all druggists.

Prepared by NATIONAL DRUG AND CHEMICAL COMPANY OF CANADA, LIMITED

Strike A Light!

Every one of Eddy's Safety Matches does strike a light. There are no headless sticks or broken pieces in a box of Eddy's Safety Matches.

Nor is there any danger of the heads flying off or fizzling out before the wood ignites. Eddy's Safety Matches light when you strike them on the box and every box is a good box—all matches, safe matches. There is no danger after glow.

Say Eddy's and Get The Best Matches Money Can Buy

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HULL CANADA

Made in Canada for Canadians

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FILL IN YOUR OWN FIRST PAYMENT

THIS is a bona-fide offer. Not a string attached—except, of course, that your initial payment be sufficient to indicate good faith. The balance you may budget any way you please.

Why not use the gift-money you may save—or that spending-margin out of your salary? It's really as easy as that to own the marvelous New Edison. Come in—before this week goes round—and select your instrument.

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WREATHS

Write for E. C. S. Windsor

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We are now starting for winter, over painting. Get your charge for storage are undergoing repair work, a special taken for wintering and repairs. Satisfaction guaranteed everything.

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I pay highest prices for Skins. Trappers ship to me at held separate on their new to.

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