

The Weekly Monitor

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ADVERTISING

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WEDNESDAY, FEB 6th, 1924

FREE PUBLICITY

Free publicity is a matter to which we very, very seldom refer, but it is not amiss to say a few words once in a while to create a clear understanding on the matter.

Practically every paper wishes to lend its support to all movements for the public good and is willing to go as far in these regards according to means and ability as the average citizen, maybe a little farther.

Apart altogether from considerations of these kinds are other things which develop into complete nuisances.

Every week, practically every newspaper published in Canada receives through the mails propaganda more or less lengthy. This stuff is prepared at considerable cost from the expense of writing, printing and mailing it, right down to the time it reaches the weekly newspaper, which, it is hoped, will undertake the expense of having it put into type and issued gratis.

The material sent may be propaganda for or against Church Union, it may be in the form of a story designed to advertise free of cost some particular preparation or manufactured articles. In fact there is no limit to what it may be. The amount received by The Monitor every week would almost completely fill the paper with reading matter after a sort. Almost needless to say, it finds an immediate berth in the waste paper basket. Still it is ceaselessly ground out and sent all over the country on the possible chance of being used—and some of it does get by.

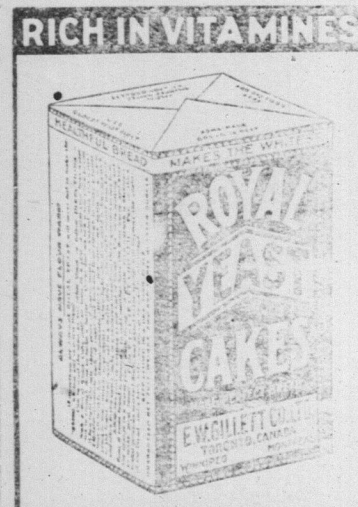
The publisher who uses it at all except as paid advertising only serves to confirm a portion of the public ideas such as this: "Oh well, the paper has got to be filled up, anyway." They forget that in many cases it is not a question of what shall be left out, but a question of what shall be left out. The white space of the paper is the base on which the publisher pays his staff, his taxes, the general running expenses of his business, and furnishes for himself and family, if he has any, the means of existence. Space is his stock in trade. Free publicity seekers have no more right to this space gratis than they have to expect a merchant to give away articles from his store, on the ground that he has to get rid of them anyway. This is conceded generally by intelligent and thoughtful people. If the publisher does not take a firm stand on matters upon which his ability to exist depends so much the worse for him.

There are a few other phases of this question to which we will refer in some future issue.

ROBBING US TO SAVE FORESTS OF THE U. S.

Is it not about time that something was done to prevent the destruction of Canada's forests for the purpose of preserving the forest wealth of the United States? It is encouraging to note that some of our Canadian contemporaries are awakening to the fact that if our forests are to be continually drawn upon for pulpwood for the United States, while their own forests are being conserved for times of scarcity, the hour will soon come when the users of paper in Canada will have to pay very dearly for any that they may be able to obtain. A Toronto exchange, in referring to suggestions of the Canadian Pulp & Paper Association for better forest

conservation, says: "In this country it is pointed out that practically none of the great American pulp concerns which import raw pulpwood from Canada have participated in any of the concerted efforts towards conservation which have been carried on by the owners who have mills in Canada; and also that all these American concerns possess large timber lands in the United States, which they are conserving by cutting as little as possible, while they all their requirements by importing wood from Canada. Their attitude towards Canada appears to be that of getting what they can while the getting is good. A tree saved in the United States, where they can always cut it, is easily worth two trees chopped down in Canada, between which and their mills there may at any time arise the barrier of an export or an import duty, an embargo, or a sharp increase in the cost of transportation." If there is substantial ground for these remarks, then conservation and an export embargo would seem to be the right and proper Canadian measure to safeguard the present and guarantee the future.—Quebec Telegraph.



DEFORESTATION IN KENYA

The danger to be apprehended from deforestation is not only confined to the shortage of timber alone; the greatest danger to the agriculturist is the fact that in areas where a considerable amount of trees have been felled the rain fall is often diminished. Where this does not happen the torrential rain pouring down during the rainy season soon washes away the surface soil, often tearing big trenches in its effort to get away. Soon these are enlarged and soil erosion sets in, a thing which in South Africa has assumed the character of a very serious menace, so serious in fact that a commission was appointed to deal with it, Nairobi Journal.

What's In A Name?

The supporters of Factory Legislation, of Workmen's Compensation, of Secret Ballot, and numbers of other measures which have long been part of our system, were (formerly) denounced as Radicals, as dangerous meddlers with privilege and property as firebrands who would set the whole country in a blaze. Today the word of abuse in not Radical, but Socialist. The warning, however, is exactly the same as it used to be. Socialism is "dangerous" because it aims at making changes, because it has not the profound respect for property and privilege which those who have great possessions do their best to keep up. London Herald.

LAWRENCE TALENT PRESENTS CANTATA "QUEEN ESTHER" WITH GREAT ACCEPTANCE AT MIDDLETON

The sacred pageant "Queen Esther" which the Lawrence talent presented so successfully in December, was repeated in the "Armistice" Theatre, Middleton, on the evening of January 25th, to an audience that packed the house. This was given as a benefit to the Soldiers' Memorial Hospital, an act which was much appreciated.

This difficult Cantata has seldom been attempted in a small town, and Lawrence talent certainly deserves great credit for executing it in such a highly creditable manner and with local talent.

The soloists were as follows: Queen Esther: Mr. E. C. Shaffner. King Ahasuerus: Mr. Jas. Sanford. Mordecai: Rev. H. Rackham. Mordecai's Sister: Miss Ethel Shaffner. Haman: Mr. Alton Brown. Haman's wife (Zeresh): Mrs. L. F. Wallace.

Herald and Harbomah: Mr. R. Moore. Persian Princess: Mrs. L. D. Hanley. Median Princess: Mrs. E. S. Elliott. Scribe: Mr. E. S. Elliott. High Priest: Mr. Chester Bartheaux. Last three from Clarence.

All of the soloists performed their difficult parts in such a creditable manner, it would be difficult to make comparisons.

Mrs. E. C. Shaffner, who took the part of "Queen Esther" not only looked a queen, but fully maintained her reputation as a beautiful soprano singer. She possesses a very clear, sweet voice, and is ever ready to use it for the good of church and community.

Mr. James Sanford made an ideal "King" with a dignified regal manner, and a bass voice of unusual tone and quality. He was deservedly well received.

Rev. H. Rackham did very fine work as "Mordecai". His pleasing personality, combined with a voice of rare flexibility and fine diction, makes him a great favorite in musical circles. The beautiful rendering of "Zeresh" by Mrs. L. F. Wallace, was one of the attractions of the evening. Her wonderful deep alto voice was never heard to better advantage, and she gave a beautifully shaded and dramatic interpretation of her part.

The difficult role of "Haman" was admirably carried out by Mr. Alton Brown, who possesses a voice of sympathetic and true quality. He also impersonated the pompous Persian to perfection.

Miss Ethel Shaffner sang the dual part of "Prophetess" and "Mordecai's sister". She never looked or sang better which is saying a great deal. Her sweet voice was heard to great advantage in these parts.

Mrs. E. S. Elliott (Clarence) and Mrs. L. D. Hanley, as Mediah and Persian Princesses, sang a very effective duet in soprano and alto parts.

Mr. E. S. Elliott (Clarence) took the part of "Scribe" very acceptably, he possessing a good baritone voice, and Mr. Chester Bartheaux (Clarence) as the "High Priest" displayed a powerful deep bass.

Mr. Robert Moore as "Herald" and "Harbomah", made a good impression, with his fine, high tenor voice, and interpretation of these parts.

Mr. P. Pearson, violinist, rendered great assistance during the entire evening.

Too much praise cannot be given the large chorus, the members of which did such faithful work, many coming from a long distance to practice. The execution of the choruses was one of the wonders of the evening. The large number singing with distinction of expression and fervor, and all singing together as one. This wonderful result could not have been obtained without much faithful work and co-operation.

The drills and chorus by twenty young ladies under the skilful direction of Miss P. Denton, one of our efficient school teachers, were one of the principal features of the evening, and attracted much attention.

The costumes were beautiful to an extreme, and reflect great credit upon those in charge of this part of the work.—Mrs. F. B. Bishop and Mrs. C. F. A. Patterson.

The Lawrence talent Orchestra rendered valuable assistance and was very much appreciated. They played several selections of the latest music. The personnel of this popular orchestra is Mr. F. Woodworth, Miss Dorothy Jefferson, Miss Ethel Shaffner, Mr. and Mrs. Aubrey Whitman, Rev. H. Rackham, Mr. P. Pearson.

Lawrence talent is proud of its musical ability and that it is taking a forward step in reviving community singing, which is a crying need of our age and country.

Very courteous, kind treatment was rendered to the company by the Middleton friends, who made the visit to their town one long to be remembered. The beautiful, spacious theatre, was also decorated by them for the occasion, beautiful suppers provided, and everything done for the comfort of the visitors.

MRS. R. J. SHAFFNER, (Director).

Up to 45, men conceal their escapades, after that they brag about them.

FIVE YEARS' AGONY ENDED

When He Took "Fruit-a-tives" For Rheumatism

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There can be no doubt that "Fruit-a-tives" is the long sought remedy for Rheumatism and Lumbago. From all over Canada come letters testifying to this fact.

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30c a box, 6 for \$2.50, trial size 25c. At dealers or from Fruit-a-tives Limited, Ottawa, Ont.

SPRINGFIELD

The ladies of the Springfield Baptist Church held their weekly Sewing Circle at the home of Mrs. A. G. Morton. A good time was enjoyed by all.

E. S. Freeman, made a Business trip to Halifax on Thursday last.

John McDonald had the misfortune to fall and break her wrist Mrs. R. C. Roop of Bridgewater is visiting friends here.

Miss Ethel McNay and Stafford, Reine spent a few days in Bridgewater.

Sorry to report Mrs. Harry Saunders on the sick list.

Rev. E. S. Mason of Wolfville spent the week end with friends here.

Miss Gertrude Hummel and father, spent a few days with Gordon Grim of this place.

Next Monday

Several young people will begin courses with us. In a few months they will be occupying good positions. What about you? Write for information.



EMBARGO REMOVAL

HAD LITTLE RESULT

No Increase in Numbers of Cattle Shipped From Canada.

London.—The comparatively small shipments of Canadian cattle to this country following the removal of the 30-year embargo was referred to at the annual meeting of the National Farmers' Union held in London. It came up in the report of the livestock committee which stated that during the past year events had confirmed the contentions of the Union, made before the Royal Commission which looked into the question of the importation of store cattle and reported in favor of the removal of the embargo, that the lifting of the embargo would not result in any great inflow of Canadian cattle.

During the eight months covering the first shipping season since the removal of the embargo on Canadian store cattle, the report stated the fat and store cattle imported from the Dominion totalled 37,000, compared with 17,000 in the corresponding period of the previous year.

This small increase, 20,000, had to be further discounted by a falling off of 9,000 in the number of cattle shipped from United States ports, so that the net result as far as actually increasing the numbers of cattle coming from Canada was concerned, was negligible.

HOARSE?

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An enemy to germs.

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Here and There

That the average weight of Alberta's 1923 wheat was 64 pounds to the bushel, or four pounds more than the standard, is the statement of George Hill, Dominion Grain Inspector at Calgary.

The season of navigation for the year 1923 is the longest since the year 1814, or 109 years ago, according to a statement made at Quebec by Captain J. E. Bernier, Arctic explorer.

Two-thirds of Canada's exhibits for the British Empire Exhibition are now in England, most of these being already at Wembley. Among them is a monster silver nugget, weighing nearly three tons, the biggest ever unearthed, which was dug up in Canada.

Twenty-nine million pounds of halibut were landed at Prince Rupert, B.C., during the past year, with figures for the month of December incomplete. This total is considerably in excess of the previous year. Several large shipments were made to Chicago and other middle Western States' points.

E. W. Beatty, President of the Canadian Pacific Railway, has accepted the honorary presidency of the Province of Quebec Safety League, succeeding the late Lord Shaughnessy, who was its first honorary president. The object of the League is to institute safeguards for the protection of life, especially children, providing protected playgrounds and streets.

It is estimated by the provincial tourist bureau of the Province of Quebec that 125,000 American automobiles visited the province in 1923. Of this number 40,000 travelled over the King Edward Highway, the principal route of automobilists from across the border motoring to Montreal and a record in the annals of that thoroughfare as regards American cars.

The Canadian Independent Oil Company, of St. John, New Brunswick, has entered a contract to supply lubricating oils of all kinds to all Canadian Pacific steamships plying to Atlantic ports. This is said to be the biggest contract for lubricating oils ever closed in Canada. This company means a new industry for St. John, for its compounding plant will be located in East St. John.

The Klondyke is in the throes of another gold and silver rush. At the head of the Beaver River, 50 miles west of Fort McMurray, a silver and gold discovery of unusual proportions has started a stampede from Mayo, the nearest mining settlement in the Yukon, to the new country, where it is said assays reveal pay dirt running 1,100 ounces of silver to the ton.

Rapid progress is being made in preparing the Canadian section of the British Empire Exhibition. The giant pavilion was roofed in and ready for exhibits in sixty days from its commencement and will be ready for opening on March 1st. Two million feet of Canadian lumber, 7 miles of roofing and 200 tons of nails, mulls and bolts have already been used in the building.

It is reported that the Rothmores interests of England, which recently acquired a large block of timber land in the Manicouagan River Basin, have headed a syndicate which will spend \$15,000,000 in erecting pulp and newspaper manufacturing plants near Quebec city. With this news comes the announcement that the St. Regis Paper Company will build a \$4,000,000 plant near the parish of St. Augustin, a suburb of Quebec.

Records compiled by the Bureau of Railway Statistics in Chicago show how greatly the cost of railroad equipment in North America has increased in the past sixteen years. Since 1907, these figures show, the cost of heavy freight locomotives has risen from \$16,243 to \$53,550 each; passenger locomotives from \$16,057 to \$66,200 each; passenger coaches from \$7,330 to \$23,000 each; freight cars from \$700 to \$2,301 each; and steel rails from \$28 to \$43 per ton.

The Indians of the three prairie provinces in the 1923 season harvested the greatest crop in their history, according to the annual report of the Department of Indian Affairs. In the three provinces, the Indians harvested 638,561 bushels of wheat, 574,282 bushels of oats and 62,304 bushels of barley. The report shows they raised 58,264 bushels of potatoes and 10,000 bushels of other vegetables. They summerfallowed 20,000 acres of land, broke 6,803 acres, put up 57,000 tons of hay and 9,516 of green feed.

CLARENCE

While we regret to have so talented a Pastor, as Rev. A. J. Prosser, give up the Pastorate of the Baptist Church for a time yet, the County is very fortunate to secure such a man as Temperance Inspector. On Thursday he with Constable Bishop of Bridgetown, made a raid on a "dive" near Lawrence town. This place has been a disgrace to our fair County along with many others, and we trust they will soon be wiped off the map.

Louis R. Dimock, spent a few days in Windsor recently visiting friends. Several car-loads of pressed hay has been shipped out recently by V. B. Messenger.

Large quantities of apples are being shipped out weekly for the English markets.

Miss Hilda Brooks, "Trained Nurse" is home at present.

Mr. Leonard Barrett is home for a few days.

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26-27.

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Meat, Corned Beef and Pork, Salt

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Thomas Mack

What About Canada?

The cheap railroad stocks were active again yesterday. That is caused by belief that many railroads will be combined in one system, reducing overhead cost of getting business, shifting expensive hauling for cheap hauling. Such combinations should be encouraged and permitted under proper supervision and protection of public rights. Some of the savings should go to the people, not all to the stockholders. American Exchange.

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