

The Weekly Newspaper a Force in the Community

The following is an account of an address given by Hugh Savage, of Cowichan, B.C., before a gathering of the Retail Merchants of Vancouver:

In the country newspapers and those engaged in the retail trade I see two of the greatest forces in community building. In scores of centres in this province these forces are amicably allied, working toward a common goal.

Indeed I might venture the assertion that the progress of these centres is in direct ratio to the firmness of the bonds which link retailer and editor.

What do I mean by these bonds? Is it the link of materialism, of business, of buying and selling? To a certain extent it is, but it would be a grievous error to imagine that this business tie is the sole tie.

Far greater and more lasting is the pride they share in belonging to and working for the development and betterment of their common community.

The retailer is a business man, but, stripped of his apron and obliging mien, we see him playing a greater part on the stage of our rural life. He is the pillar of the church, the backbone of the Board of Trade, the business brain behind the activities of the Fall Fair.

I frequently see him the object of those countless appeals for charities and subscriptions for every cause under heaven. Once a farmer supported his desire to canvass the stockkeepers for subscriptions by the statement that they were making their money out of him and his kind.

Of a piece with this fallacy is the sentiment of those who strive to fan enmity between the rural town dweller and those actually on the land.

We know that the country town or its nucleus, the store and post office near the railway station, are the result of the development—agricultural or otherwise—of the surrounding country. The interest of the store and farm are one.

As a centre grows it becomes the duty and, in general, actually is the self-imposed task, of the retailer, allied with his fellows, to induce settlement, initiate industries, and speed up the wheels of progress.

It is the retailer who is building up the superstructure of our village, on the foundation laid by agriculture or other development. It is the retailer who is in the main responsible for the inauguration of the weekly newspaper. It is he who provides it with that business without which it would be exceedingly difficult for it to operate.

In return the advertising columns of the weekly press are his greatest ally in creating an influence which, in proportion to its quality restricts the outflow of that trade which might and does still go outside to build up fortunes for the few in the big cities, instead of remaining at home, a life giving trade, creating opportunities and livelihood for more local people.

The weekly newspaper is the shop window of the individual retailer in which his display goods are inspected in every country home, by the entire family. It is a whole town of shop windows, compelling attention from the outside—holding up the mirror of country life, not merely in its function of a retailer of news, but a message bearer, a salesman of salesmen, serving every progressive retailer in its community.

The past eight years have seen a great change in the relationship of the retailer and the country newspaper. No longer is it necessary for the editor, in his capacity of advertisement salesman, to pound and pound into prospective customers the truths of that great power we call advertising.

which the people buy through the advertisements. For this reason every merchant should devote more time to the preparation of his announcements. Many retailers pay little or no attention to the arrangement or composition of their advertisements. They scribble them off at the last minute on a piece of wrapping paper, sending them to the publisher without any particular plan of composition, with no particular message, resulting in an advertisement which represents the skill of the printer in mind reading. He may or may not interpret aright the features the retailer desires to be stressed. It is like throwing a lot of miscellaneous merchandise into the shop window, and leaving its arrangement to chance.

The main thing is that advertising, properly thought out, and persistently inserted in the paper, will bring results. Do not overlook the value of illustrating your message with cuts. Spasmodic advertising will not accomplish results for its effect is lost just at the time when it is beginning to be felt. Watering a garden once in the season will never make a bountiful crop.

The retailer's advertising is as important as his delivery wagon. Does it not feed the wagon? The combined pulling power of the retailer's advertisements of any given community is the best antidote to that baneful rural interests—the city mail order house. The country newspaper is, therefore, the greatest bulwark against mail order onslaught.

Take any section of this province, and it will be found that where every retailer in it is alive to the menace, and appreciative of the preventive—as shown by the advertising columns of the weekly press—the percentage of business going outside is less than in the community where lack of advertising patronage is evident.

Retailers, like other classes in business, must hang together or hang separately. Yet in every community there are men who take advantage of the benefit their town derives from its progressive retailers and give nothing. They do not believe in newspaper advertising, neither do they join the local retail merchants' association. The labor unions have an ugly name for men of this kind.

One of the strongest reasons I ever heard as an argument against newspaper advertising was that of the retailer who said that he would not advertise as he would have to put on more help to handle the business, and he couldn't afford to pay the help. This is unbelievable, but true. Your association, like others, has a wide field for the education of some retailers in elementary business principles.

Your combined advertising, as shown in the weekly press, is the barometer of the progress and prosperity of your community. It not merely protects you from losing business, but it develops and creates the maximum of business. Advertising is the vital spark of business. It has brought cheaper and better goods to the public and made many retailers rich.

The country newspaper has changed greatly in the past eight years. The introduction of modern machinery, the knowledge of costs, the adoption of business methods, is becoming the rule—not the exception—in the weekly office.

The public is a little shaken in its old idea that anything will do to "fill up" its columns—news or advertising. The weekly press is giving better service to its patrons, subscribers or advertisers.

You are chiefly concerned with its function of bringing together buyer and seller. Let me say that the bane of every weekly publisher is the retailer who brings in his change of advertisement an hour or so before the paper goes to press.

Every retailer should change his message each week. It means more work for the newspaper, but the paper is out to render the maximum of service and the publisher knows that the best results for the investment of the retailer's money means more business to both.

A word about printing. This was the last commodity to go up in price. It will be the last to go down. Labor costs have recently increased, machinery prices have not lowered, while paper, which was a small percentage of the total cost, is dropping but slowly—and appears to depreciate in quality with the drop.

Every country newspaper has a job printing business in connection with it. The retailer, intent on keeping business in the community, prices below equal, will give the printer-publisher a fair chance. He is among you to stay. Don't buy loose leaf ledgers from the city travellers and pay through the nose for re-fills, as some do. Don't be misled by the first order "cheap price", which attempts to show your fellow resident is the grossest profiteer.

The retailer and country newspaper, insofar as its advertising columns are concerned, are indispensable to one another. They are allied links in the vast complexity of the machine we call business. How important a machine this is we may gather from the fact that business—trade—in its sheer materialistic sense—is at the bottom of that frightfulness we know as modern war. The publisher and retailer touch the lives of their communities at many points. Both minister to the needs and pleasures of their fellows. To both is assigned a great measure of public responsibility.

Napoleon called the English a nation of shopkeepers. To you I say be proud of your shopkeeping. "Keep the shop and the shop will keep you," said old Benjamin Franklin. It is easy to jump the counter and march off to war. It is hard to smile at business worries and to ride straight when the devil pulls. Let me quote a hard headed business American who told a meeting I attended that the greatest text book on business was the Bible. Do not despise his advice, and be sure the Quakers have lost nothing by their practice of it. Go back from this conviction resolved that henceforth men shall know you by your works, and that the best place to tell them how you do it is in the country newspaper.

GOOD HEALTH AND GOOD SPIRITS Depend Upon the Condition of the Blood—Keep it Rich, Red and Pure

When a doctor tells you that you are anaemic, he simply means, in plain English, that your blood is weak and watery. But this condition is one that may easily pass into a hopeless decline if prompt steps are not taken to enrich the blood. Poor blood, weak, watery blood is the cause of headaches and backaches, loss of appetite, poor digestion, rheumatism, neuralgia, nervousness, irritability and many other troubles. To poor blood is due the pimples and blotches, the mucky complexion that disgraces so many faces. To have good health, a good complexion and a cheerful manner, the blood must be kept rich, red and pure. This is easily done through the use of a blood enriching tonic like Dr. Williams' Pink Pills. The whole mission of this medicine is to help enrich the blood which reaches every nerve and every organ in the body, bringing with it health, strength and new activity. That is why people who occasionally use Dr. Williams' Pink Pills always feel bright, active and strong.

Mrs. E. E. Cook, Simons, Ont., gives strong testimony to the value of Dr. Williams' Pink Pills when she says: "I have been a sufferer for some years from a run down condition of the system. I suffered from pain in the back, twitching of the nerves and muscles, my appetite was poor, I had indigestion and would get drowsy after eating. My hands and feet were almost always cold, and though I was constantly doctoring, the medicine I took did not help me. I had practically given up hope of good health, until a friend from Hamilton came to visit me, and urged me to try Dr. Williams' Pink Pills. It took some persuasion, but finally I consented to try them. I have reason to be grateful that I did, for after using seven boxes I felt like a new person. I have gained in weight, have a better color and my work is now a pleasure. For this condition my thanks are due Dr. Williams' Pink Pills, and I cannot praise them too highly."

You can get Dr. Williams' Pink Pills through any dealer in medicine, or by mail, at 50 cents a box, or six boxes for \$2.50. From The Dr. Williams' Medicine Co., Brockville, Ont.

SIR ROBERT BORDEN NOT A CANDIDATE
Toronto, Oct. 5—"I do not intend to be a candidate in the approaching election," said Sir Robert Borden today. "After twenty-five years of active service in public life, I believe I am entitled to retire. Further, my retirement is necessitated by my condition of health. My successor, Mr. Meighen, took up his task under circumstances of extraordinary difficulty. He has discharged that task with distinguished ability and courage. In my judgment no successful attack has yet been made on his policy of administration of public affairs."

MRS. NEWCOMBE MAY BE A CANDIDATE IN KING'S COUNTY
Wolfeville, Oct. 4—Mrs. H. P. Newcombe, of Canaan, may stand as an independent candidate in the election for members of the Dominion Parliament in King's County, representations having been made to her by numerous friends. Mrs. Newcombe is at present in New Glasgow, being the special speaker at the convention of the Women's Christian Temperance Union.

THE HORRORS OF INDIGESTION

Relieved by "Fruit-a-tives" the Fruit Medicine
Indigestion, Weak Digestion or partial digestion of food, is one of the most serious of present-day complaints—because it is responsible for many serious troubles.

Those who suffer with Indigestion, almost invariably are troubled with Rheumatism, Palpitation of the Heart, Sleeplessness and excessive Nervousness. "Fruit-a-tives" will always relieve Indigestion because these tablets strengthen the stomach muscles, increase the flow of the digestive juices and correct Constipation, which usually accompanies Indigestion. 50c a box, 6 for \$2.50, trial size 25c. At dealers or sent postpaid by Fruit-a-tives Limited, Ottawa.

LOCKPORT
(Yarmouth Telegram)
A stranger visiting the delightful town of Lockport at this season of the year cannot help but notice the spirit of progress that pervades the entire community. There is not an idle person there, and everywhere is seen an advancement in every department.

Among the most prominent changes is that of the cement sidewalks on Water, Main and other streets, and splendidly situated dwelling houses, and bungalows. Visitors to Chester have ascertained the many advantages that Lockport develops over that over-crowded resort and are now becoming interested and inquiring for building lots on which it is expected they will erect summer and permanent homes.

Among the new business establishments is a machine shop, the foundation of which has already been commenced on Beach street, and will be operated by Mr. Paul Lohnes as manager, for a new company comprised of Lockport business men. This is an industry much needed and will afford constant employment for a large number of mechanics.

There is a spirit of optimism everywhere, and Lockport may be put down as among the leading progressive towns of the Province. Many United States visitors who have been crowded out of Chester have become enamoured with Lockport and its magnificent beach which is unsurpassed in beauty and bathing privileges in the Province. It will not be very long before bathing houses will be erected and other necessary facilities equipped to induce many to make it their summer resort.

The Hillcrest house has been well filled with guests during the entire season, and still maintains its reputation as a quiet, clean and restful home for the tourist or traveller.

PRODUCTION COSTS SOAR
Newspapers' Expenses Increase 300 P. C. in Four Years.
(From the Bangor Commercial)
The increased cost of production, an increase that extends over all branches, has caused the suspension of many newspapers in the last few years and the amalgamation of many more. A Canadian newspaper that suspended publication the other day in its obituary remarked that the cost of production increased from 200 to 500 per cent. in four years, making the struggle a hopeless one. Figured on a basis of 100 in 1907 wages advanced to 335 in 1921; newspaper postage to 623 in 1921; ink to 331 in 1921, and editorial expenses to 244 in 1921. The average of all newspaper costs from an index number of 100 in 1907 have risen to 411 in 1921.

As a result in the last few years more than 4,000 newspapers have ceased to exist in the United States and a corresponding number in Canada. While the large percentage has been weekly papers and trade and general publications, many dailies have been included in the list.

MANY APPLES BLOWN OFF
Ottawa, Oct. 9—Ten per cent. of the apples in the Okanagan Valley, British Columbia, were blown off the trees during a wind storm by the dominion department of agriculture.

ASTHMA USE RAZ-MAH
NO Smoking—NO Spraying—NO Snuff
Just Swallow a Capsule
RAZ-MAH Is Guaranteed to restore normal breathing, stop mucus gathering in the bronchial tubes, give long nights of quiet sleep; contains no habit-forming drug. \$1.00 at your druggist's. Trial free at our agencies or write Templetons, 142 King St., Toronto.

Sold by S. N. Weare, Bridgetown, N. S.

LAWRENCE TOWN

The evaporator began operations last week. Miss Elizabeth Morgan is teaching in Wolfville. Dr. Wheelock and family have returned to Wolfville. Mrs. Albert Balcom is in Halifax visiting her sons and daughter. Mr. Howard Baker, of Andover, Mass., was the guest of his cousin, Mrs. B. W. Durling, last week. Mrs. Butlay and daughter, Miss Jessie, are occupying part of Mrs. Wheelock's house.

Mrs. Maude Pote, of Troy, N. Y., has been visiting her sister, Mrs. Robinson, Bridge street. Mrs. Annie Ward, who has been spending a few weeks at Bridgewater, returned home last week.

Willoughby Phinney and Vernon Shaffer left for Wolfville on Tuesday to attend Acadia University. The Misses Nina Bains and Mildred Durling spent a few days at Bridgewater last week, attending the exhibition. We are glad to note that Mr. J. B. Jefferson is recovering from his recent illness. Dr. W. S. Phinney is in attendance.

Rev. L. F. and Mrs. Wallace are holding special meetings at Brooklyn, assisted by Rev. H. T. Jones and Dr. C. N. Hutchins. Mrs. Pearl Pidgeon, of Halifax, was present at the wedding of her sister, Mrs. Blanche Ramsey, returning the same day to the city.

We are sorry to learn that Mrs. A. F. Pollard had the misfortune to fall and break her wrist, and hope she may soon recover from the accident. Miss Hattie Foster, of Kentville, is spending her vacation with her mother, Mrs. W. B. Foster. Miss Grace Foster has also been a guest of her mother.

Rev. Mr. and Mrs. Watts of Digby, are guests of Mr. and Mrs. F. G. Palfrey. Mr. Watts occupied the pulpit in the Methodist Church on Sunday evening.

The W. M. A. S. met with Miss Blackadar on Monday. A splendid program was given and a large number present. The next meeting will be held at the parsonage.

Mr. Franklin Lear, of Massachusetts, is a guest of Mr. and Mrs. Geo. Whitman. Mrs. Lear (nee Miss Mary Whitman) has been visiting her parents for several weeks. They plan to return to their home next week. Mr. Edward Primrose, of Boston, has been visiting his brother, Dr. Fred Primrose, of Wolfville, who is very ill, and came last week to Lawrence town to spend a few days, a guest of his sister-in-law, Mrs. (Dr.) S. Primrose. He left for his home on Saturday.

A Rally Day service was held in the Baptist Church Sunday morning. Order of service was carried out, interspersed with recitations by the primary children. The 100th psalm was repeated by the junior and primary pupils. Music by the Junior Girls. Report of the Religious Education Council Convention held at Turbrook was given by Mrs. C. S. Balcom. Address by Rev. A. H. Whitman. The superintendent, Deacon T. G. Bishop, was the leader. Four young ladies took the collection, namely: Misses Irene Marjorie Phinney, Francis Whitman and Francis Stoddart.

MILFORD
Miss Phyllis Wood, of Lequille, recently spent a week with her grandmother, Mrs. Edgar Gates. Miss Beatrice and Jane Malim, went to Bridgewater Wednesday to visit relatives and friends. Miss Evelyn and Adelle Saultier returned to their homes Thursday having spent the summer working at the Milford House.

Miss Cora Stalling returned to Leominster, Mass., Wednesday, having spent the summer working at the Milford House. Miss Freevole Hubley returned to her home at Clementevale Sunday, having spent the summer working at the Milford House.

WEYMOUTH
Jeffrey Journey accompanied his sister, Elenora, as far as Digby, on Saturday. Mr. and Mrs. O. S. Dunham, Bridgetown, were guests Saturday of Mr. P. A. Theriault, Belliveau's Cove.

Rev. J. Walsh, Parrsboro, spent the week-end in town, the guest of Rev. Dennis Comeau, at St. Joseph's Glebe. Father Walsh is on his way back from Hartford, Conn., where he has been visiting his neices. Father Walsh was at one time pastor here, leaving 14 years ago. He left Monday for Annapolis, where he will spend a few days with Rev. Father Grace.

HANTS PORT
Miss P. Chesley, Caledonia, Queen's County, is a guest of Mr. and Mrs. C. S. Chesley, Main street, having covered the distance on foot, and will proceed to New Glasgow, where she will lecture.

Sold by S. N. Weare, Bridgetown, N. S.

NEW FALL SHOES AT NEW FALL PRICES

Practically all of our New Fall Styles are now in stock. The new styles in Bell's Shoes for men and women were never more attractive, and the prices are away down—dropped \$5.00 a pair, and more on some styles.

READ THIS
By operating two stores and thus being able to buy in large quantities, we have just received what we know to be the BEST LINE OF WOMEN'S MEDIUM PRICED SHOES ever offered in Bridgetown or Annapolis. A bold statement to make, but it's a fact and we're ready to prove it to you if you will just step in to either our Bridgetown or Annapolis stores and ask to see our new

McCAUGHAN SHOES
The quality is extra good and the prices surprisingly low.—Read on,
Ladies' High Cut Extra Quality Brown Calf Walking Boots, Flexible McKay Sewn Sole, Ball Strap Van-p and Rubber Heel at only \$6.95 pair.
Ladies' Real Choice Black Calf, same quality as above at only \$5.00 pair.
Fine Black Kid Comfort Boot, Low Rubber Heel at only \$5.00.
Brown Side Calf Fall Oxford, Imitation Ball Strap Vamp Pattern and Low Rubber Heel, a splendid shoe at only \$5.00.

To really appreciate the values of these shoes, we invite you to come in and see for yourself.
C. B. LONGMIRE
"The Home of Good Shoes"
Stores at
Bridgetown and Annapolis Royal

Cedar Shingles

CAR JUST ARRIVED
QUALITY GOOD
PRICES VERY LOW

PORTLAND CEMENT

WE HAVE JUST RECEIVED A FRESH CAR OF CEMENT

KARL FREEMAN

HEAVY AND SHELF HARDWARE AND SEWER PIPES
BRIDGETOWN, N. S.

Real Estate

ATTRACTIVE PRICES
Town Properties and Farms
Lloyd's Real Estate Agency

Children

CAS

Fletcher's Castoria is a safe remedy for the colic that brought Castoria and no claim has been made for it.

What is Castoria?
Castoria is a harmless Drops and Soothing Laxative. It is its guaranteed. It has been in constant use for over 50 years, and by the assimilation of the Children's Compo

GENUINE CAS
In Use For

EVER NEED

You don't hesitate work per year, to save the night, every day in the

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A chance to supply your right prices.

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