

AN TO STIMULATE BUSINESS

(Continued from Page 2.)

The trade is slow in coming to your
business your store to the trade.
Plans will follow out this plan
back it up with some good, hard
advertising they will have no
complain about poor business.
In any line is about what you
do, whether it be a retail store, a
brokerage business.
The idea that business is so bad
that effort can make it better will
get rid of this idea as his first
for better business.
There is nothing in the present business
that warrants such an attitude.
For some reason or other, a great
business men seem to expect that
the States should enter into
period resembling war prosper-
But, regardless of that sort of rea-
soning, there is nothing that has
nothing will ever roll up hill again.
Business men appear to have
that they should get rich over
that's an idea that still persists,
down to us from the gunpowder
We may as well make up our mind
the world is not going to pay us
even though we all think we're
to it.

In this business situation, we must
that business does not come as
now as it did in 1919 and 1920.
What of it? The work that is re-
quired to make your business show a
nothing, absolutely nothing.
With the thrill that comes in
that your business is progress-
ing, knowing that you're making
it.

In considering such plans for in-
creasing your business as this idea
of going out through the trade, or
other idea that has the elements
of business sense, do not be
easily discouraged. Remember,
that you deal with about business
propaganda.

One of one instance where a mer-
chant quite a successful sale, and
after it was completed a com-
plaint happened to drop into his store.
The merchant who had the sale stat-
ed it was very bad, he had not
expenses. He declared that
thing had been done that it was
to do, but that there was no
in the country as far as he could
out.

The visiting merchant went on his
and stopped in to see another
merchant and he related all about the
successful sale held by merchant No.

That's strange. I have it from
authority that he sold a great
of goods and made a pretty fair
the sale," said the third mer-
chant. So in discussing this case the
merchants finally saw through the
of the merchant crying hard times,
wanted them to think that he had
no money, he wanted them to be
suspicious about business, because if
said, "Business is wonderful, I
made fine profits, I went way be-
yond my expectations in the
goods sold," they naturally
inspired likewise, and un-
derstand think, "Well, if he can get
rich, I guess I can, he's no
merchant than I am."

There's always two sides to every
thing and about 95% of this talk about
losing no money and no business
is taken with a grain of salt.
We must be more ready in the future
to have been in the past, and
up new promising ideas for increas-
ing business, simply because something
will five, ten, fifteen or twenty
up is no assurance that it is equal-
lative today. A great many mer-
chants confuse business principles with
new methods—they are altogether
different things.
There are a certain number of prin-
ciples in doing business that remain the
same regardless of time, place or con-
dition, but the methods of doing busi-
ness change constantly, and we're
change with them if we're going
up abreast of the times.
We often see the effects of con-
sumption brought to the point where
there is inaction. There are businesses
conducted today not by the men
in charge of the store, but by
who founded it, and who may
be dead these twenty-five or
years. If these same men were
today they probably would be
quickest to change their methods
and new times, whereas, their suc-
cessors hold to them as if they were
sacred. This again is simply
wrong methods with principles.
The merchant met my suggestion of
going out among the trades with
statement that they'd been estab-
lished for sixty years and had never
about tramping begging for business
the homes of their customers, and
did not think they had to start
now.

An attitude is about as senseless
as a merchant were to stock his
store with the styles of merchandise
sixty years ago, and insist
as much as it was the right thing
those times it is still the right thing.
We must change with the times
and not lose sight of the fact that
the merchandise stock we
have is more than the merchandise stock we
need.

There are 147 peaks over 10,000 feet
high in the Canadian Rockies, nearly
all of them possessing glaciers.

Automobile Owners Notice

The Best Insurance on your Car
or Yourself, in case of Accident,
and the Cheapest.

A. L. A.
Maritime
Let me forward you particulars.

C. A. PORTER
District Superintendent

BIBLE THOUGHT —FOR TODAY—

JULY 25
EYE HATH NOT SEEN, nor ear
heard, neither have entered into
the heart of man, the things which God
hath prepared for them that love him.
—1 Corinthians 2:9.

JULY 26
**BE SURE YOUR SIN WILL FIND
YOU OUT.**—Numbers 32:23.

JULY 27
**SEEK YE THE LORD WHILE HE
MAY BE FOUND, CALL YE UPON
HIM WHILE HE IS NEAR.**—Isaiah
55:6.

JULY 28
**OH THAT MEN WOULD PRAISE THE LORD
FOR HIS GOODNESS, AND FOR HIS WONDERFUL
WORKS TO THE CHILDREN OF MEN.**—Psalm
107:21.

JULY 29
**A MAN THAT HATH FRIENDS
MUST SHED HIMSELF FRIENDLY; AND THERE
IS A FRIEND THAT STICKETH CLOSER THAN A
BROTHER.**—Proverbs 18:24.

JULY 30
**THOU ART A GOD READY TO
PARDON, GRACIOUS AND MER-
CIFUL, SLOW TO ANGER, AND
OF GREAT KINDNESS.**—Nehemiah
9:17.

JULY 31
**REMOVE FAR FROM ME VANITY AND
LIES; GIVE ME NEITHER POVERTY NOR RICHES;
FEED ME WITH FOOD CONVENIENT FOR ME.**
—Proverbs 30:8.

THE SHAD FISHERY

The shad fishery has been an impor-
tant one in the valley from the very
earliest times up to the present. In
1908-09 a commission was appointed
by the Dominion Government to in-
quire into the cause of its great deple-
tion; but as in the case of the lobster
fishery no practical step followed and
so the depletion went on until about
six years ago when all fishing of this
fish had to be prohibited.
The suspension of fishing did good
and shad began to come back. It is
for this reason that the catches of this
fish during the past two seasons have
improved so much. Notwithstanding
this improvement, however, its fate,
like that of the sockeye salmon in the
Fraser river, B. C., will be to decrease
in numbers until the fishery as a com-
mercial enterprise will cease to be pro-
fitable—the mere ghost of what it once
was.

It was because of this impending de-
pletion that the Biological Board of
Canada four years ago detailed a sci-
entist to ascertain the possibility of
increasing its numbers in all regions
where it was once so abundant. For
this animal was not merely abundant,
was widespread in the area which it
occupied in Canada. It was found in
the St. Lawrence river and ascended
the Ottawa as well. It occurred in the
Miramichi river and Gulf; also the St.
John harbour and went up the river
as far as Grand Falls. As every Annapo-
lis valley resident knows the shad
abounded in Minas Basin and in nearly
all the fresh water streams or rivers
which flowed into the Basin. Chignecto
bay also and its inflowing rivers were
full of this toothsome fish.

No wonder then that the Biological
Board, a scientific organization whose
duty it is to study fishery problems,
assigned a special worker, Dr. A. H.
Leim, to make a thorough study of its
history. He began his work in 1920
on the St. Lawrence river and has
continued it up to the present. As ev-
eryone knows, the shad spends three
quarters of its life in the sea and about
one quarter, that is its first year, in
the river where it is born. At four years of
age it leaves the sea, in May or June,
and ascends fresh water rivers to lay
its eggs. If the water is cold the eggs all
die; but if the temperature is 53° F. or
54° F. about 10 to 15 per cent. of them
live. Dr. Leim discovered, however,
after hundreds of experiments that if
the eggs are transported from cold fresh
water to slightly brackish water at
60° F. to 65° F. temperature then all
the eggs hatch out and the fry survive.
The Biological Board has, therefore,
asked the Department of Fisheries to
try Dr. Leim's experiments on a large
scale, and if this is done there is no doubt
that with the great increase of living
fry that can be brought about, an im-
mense production of shad can be ob-
tained over what can be obtained from
breeding in cold fresh water. Dr. Knight,
the chairman of the Biological Board,
was in town last week, trying to in-
terest the public in this attempt to in-
crease the food supply from this fishery. Dr.
Leim's report will be published shortly
and copies of it may be had on ap-
plication to the Fisheries Department at
Ottawa.

ADVERTISING IN STATES HELPS TOURIST TRAFFIC

SYDNEY.—Nova Scotia's publicity
campaign, which has included advertis-
ing in the United States, is apparently
showing some results already, accord-
ing to hotel keepers at Baddeck and
elsewhere who report that their houses
are practically booked up for the sum-
mer with American tourists.

There are 147 peaks over 10,000 feet
high in the Canadian Rockies, nearly
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His may look an easy pathway;
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Your road may have its furrows,
Its ruts and hard spots, too;
But don't always blame the job, man—
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Must be prepared to plod his way—
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Be your job a big or small one,
In Life's game it plays a part
In service to your fellow-men:
So plug with all your heart.

There's advancement for the plunger—
For the man who plays the man;
Who worries not what others do,
But does the best he can.

Frank A. Collins in "Forbes".

TOTAL OTTAWA ESTIMATES MORE THAN \$407,000,000

OTTAWA.—The supplementary esti-
mates amounting to \$6,604,000 added
to the main estimates of \$400,571,000,
bring the total to date this session up
to \$407,175,000. This does not include
a loan of \$5,000,000 to Vancouver har-
bour commissioners. If anything is done
for the Home Bank depositors it will
have to take the form of another vote.

Last year the supplementary esti-
mates amounted to \$14,711,000, and
there was a further supplementary of
\$40,000. The first supplementary last
year was swollen through an item of
\$4,000,000 in the form of loans to the
provinces for housing.

For Sore Feet—Minard's Liniment.

Bank of Montreal

Established over 100 years
Total Assets in excess of \$650,000,000

Today the Bank has more than 550 Branches in Canada
and offices in New York, Chicago, San Francisco, Spo-
kane, London, Paris and Mexico.

of the series dealing with the establishment of the
BANK OF MONTREAL at representative points in CANADA
and elsewhere

IN THE CAPITALS OF CANADA

HE year 1867, when the foundations of modern Can-
ada were laid by Confederation, was the year in which
the Bank of Montreal celebrated the 50th anniversary
of its foundation. By that time the Bank was already
a strong and stable institution, with Branches well dis-
tributed throughout Upper and Lower Canada.

Established in Montreal in 1817, the Bank opened an Office in Quebec
in the same year, in York (now Toronto) in 1818, in Ottawa in 1842,
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