



MURINE NIGHT & MORNING KEEP YOUR EYES CLEAR AND HEALTHY

OUR FLAPPER

What Shall We Do With Her?

By A. N. Plumptre, in MacLean's Magazine.

[Mrs. Plumptre is the wife of Rev. Canon Plumptre, and is President of the Ontario Division of the Red Cross Society.]

There is much criticism abroad regarding the young girls and youths of to-day; they are said to be undisciplined, reckless, extravagant and frivolous, falling far below the standard set by the preceding generation. In my opinion our young people are not altogether to blame for these tendencies and their divergence from previous types. They only reject the general tendencies of the time they live in, just as the early Victorian maidens who wore crinolines, quo cruris, and fainted in any emergency calling for prompt action—lived up to the conventions and requirements of that very stilted age.

There is to-day a general tendency toward the loosening of restraints, and a noticeable inclination toward unconventionality which in itself need not be regarded as alarming, for, after all, conventions can be overdone. We should congratulate ourselves that the old hideous custom of paying calls has been dispensed with. No longer is it incumbent on all the hostesses in one neighborhood to receive on a certain day and be greeted by a succession of two-minute callers, each of whom would then rush on to the next house on her list. We all remember the term "a calling acquaintance," now becoming obsolete, that merely meant someone with whom we never got beyond the stage of exchanging calls; a waste of time when it leads to nothing more. The War has released the present generation of girls from that convention.

And here let me say that one good thing about young girls of to-day is their naturalness. They are delightfully and refreshingly natural. They are not inclined to pose or affect certain mental attitudes. In other words, with all their faults—and they are superficial ones—I think our girls of to-day value sincerity and show it by their frank honesty.

But indeed for many years previous to the War "hospitality" has been lost sight of in "entertaining." The old idea of assembling one's friends and getting to know each other better in following some congenial pursuit, such as music or conversation in which all were interested, had given place to parties with paid entertainers and a crowd of people thrown together without any particular regard to sympathy or tastes. These parties grew to be elaborate, expensive affairs, and yet they lacked the true spirit of hospitality. The same idea is held in an exaggerated form by young people to-day who expect to vie with their better-off friends in the matter of expensive entertainments.

Formerly, when people entertained their friends it was according to their means, and no one outside of their own circle knew what was being done. Nowadays it is everyone's business to know what private parties are being given; and the publicity attendant upon such affairs establishes a precedent, so that those especially those of the extreme type, of small means think that more modest efforts are impossible. This helps to produce the extravagance of the present day.

Particularly do young people nowadays feel injured if the entertainments given in their homes do not equal those of their acquaintances. For instance, a young girl invited to her first grown-up dance had planned to follow it with one in her own home. To her mother's surprise, however, she refused to have a party, giving as her reason that they were unable to entertain in the same style as her friend, and she would rather have no party at all than have a slow, old-fashioned one that would fall flat. The "teen" age is very sensitive about any apparent lack in home surroundings.

We all remember in Booth Tarkington's clever book "Seventeen," how keenly critical William was with regard to the appointments of



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A tea he had persuaded his mother to give in honor of a girl visiting to town. We cannot blame the rising generation for wanting to keep up to the standard set by their own circle, for young people are intensely conventional in this respect. Parents are continually on the horns of a dilemma, trying to do what they consider right for their children, and yet desirous of not wounding their susceptibilities in a tender spot.

Dr. Coady of St. Paul's, Toronto, recently said that hostesses would combine, even for one season, to adopt a certain standard of simplicity in living, especially as regards the young people, and would make it fashionable to be moderate in their expenditures on dress, food and entertainment, it might bring about a much-needed reform. In this respect it is encouraging to note the simplicity of the entertainments people in Government House both in Ottawa and Toronto. How so much good might be accomplished by this means it would certainly be worth making an effort to bring about.

Union is strength, whether in politics, labor or the social sphere, and by co-operation, simplicity might be made the height of fashion. After all, every good movement that affects a needed reform is the result of intelligent cooperation. As women are now claiming equality and independence, our girls should be fair enough to pay their share of such expenses as taxis and theatres. The Toronto girl in the following case was probably just thoughtless, but when the young college man who was seeing her home from a party conducted her to the street, she enquired, "Why where is your chauffeur and car? I haven't one; we are going to take the street car." "Street car, indeed," exclaimed the dimwit indignantly. "I should say not. Call a taxi, please." The youth did so, took the girl home, then drove to his own domicile and awakened his irate father at 2 a. m. to request \$5 to pay for the taxi.

Another girl only fifteen years old, was staying with an aunt and expected a boy friend a few years older to take her to a party. "Will he come in a taxi, Millie?" asked the aunt. "I should say so or I'll know the reason why," was the scornful reply. The girls who expect young men, who are perhaps students at college or juniors in banking houses, to provide taxis, expensive seats at theatres, flowers, candies and little suppers to wind up an evening's entertainment, very often involve these boys in temptations and hardships for which the pleasure derived from a few evenings' amusement affords no compensations. They are also fostering those conditions that lead to the postponement of marriages. Neither a young man nor a girl with this standard of expenditure is very likely to be willing to start married life on small means, therefore early marriages are being made less possible by such luxurious tastes.

Canada needs more than anything Canadian homes and a home-born increase in population. But how can homes be established in these times of financial stringency when young people have accustomed themselves to every form of luxury? Early marriages would go far toward building up the kind of population our country needs badly, but these will not be possible until there is greater simplicity of living, and young men and girls are willing to practice self-sacrifice and realize that true happiness does not depend on expenditure.

The dress of the modern girl has been severely criticized, but I consider her sports costume admirable and very charming, even to the short skirt that displays the slim young legs. On the other hand some very extreme modes have appeared both for day and evening wear, which seem to have been designed to excite attention by either the scantiness of the material used, or the transparency of its texture. There

will, of course, always be some individuals who display a lack of taste, but the many must not be judged by the few.

I am very much in favor of putting both girls and boys on an allowance and making them dress within it. The habit of buying clothes at haphazard, often hastily in view of an approaching occasion, leads to extravagance. Let the mothers of boys and girls of the "teen" age frankly talk over with them what is needed, and make them understand to just what extent they may indulge their desires with due regard to the family budget. Then paid out of their own pocket money, any bills for taxis would have to be and not be added to the disbursements of a long suffering father.

Why should these boys and girls habitually take taxis to entertainments when frequently their own parents use the humble street car? This easy spending of money they have not earned helps in the cultivation of extravagant tastes, and turns out the helpless, ornamental girl and evolves the self-indulgent bachelor.

The fundamental weakness at the bottom of much of the extravagance of our young people is the lack of a sound moral education. The rising generation is not taught to value the worthwhile things in life. Girls and boys have both to face the world of pleasure and of business at such an early age that the only real safeguard against folly to-day, as in every generation, is home training in self-control, and the instilling of high standards of life and conduct.

Much of the behavior open to criticism is due to the fact that children learn their ideas of manners and conduct from their schoolmates rather than from their parents. Some mothers know very little of what their children are doing, or where they are spending their time. Take the case of a schoolgirl of fifteen who accompanied a friend to her home after school, and who on being asked to stay to dinner promptly accepted. "But had you not better telephone and ask your mother's permission?" asked her friend's mother. "Oh, no," replied the girl, "Mother often does not see me from breakfast to bedtime. I go home when I'm ready to."

Thus while young people may often adopt the manners and social usages of their associates, they yet unconsciously reflect the standards or lack of standards of their parents. Of course there are exceptions to this, as youth will break out now and then in spite of careful training. In every age the passing generation has always been dismayed at the behavior of the on-coming one, and it utters doleful prophecies as to what will happen in the future, and yet the world is steadily growing better in spite of pessimistic expectations. Take dancing for instance. I can remember my own grandmother telling me about the iniquity of the new dance, the waltz, which was replacing the decorous square dances of her youth. "No girl who respects herself would ever engage in such antics," the old lady declared sternly. What would people then have thought of the fox trot? A generation to come will probably evolve something that will horrify fox-trotters of to-day. But the old world wags on, and in spite of all keeps improving.

It is true that there are some dances in vogue that are vulgar and disgusting to any well-brought up person, but this is due as much to the way they are danced as to the dances themselves. A vulgar mind can make the most refined dance appear odious.

But, as said before, to-day's youth is the product of the present era. It is an extravagant age; it is an age that shakes off the trammels of by-gone conventions, that takes short-cuts and lives at a pace never before possible in the history of the world. Therefore it is not natural that the "flapper" and her boy companions should in a way start where we, the older generations, are leaving off? They come into the heritage full of wonders—wonders such as a genie in the Arabian Nights might have evoked for All Baba, and these youngsters take them as a matter of course. They expect all the luxuries, ease and enjoyments that this wonderful age of invention produces so easily, and, like the Illies of the field, they toll not nor spin.

It is not without encouragement one recalls the days of the War, when even the most frivolous girls showed great capacity for self-sacrifice and hard work. The innate powers of devotion are there, and only need to be directed into the right channels. If boys and girls growing up today could be brought to understand that the country demands from them simplicity and hard work, just as it demanded heroism from their brothers and sisters during the War, they too would rise to the occasion, and show themselves worthy of their Canadian name and tradition.

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VICTORY

Miss Annie Simpson of Somerville, Mass., is spending her vacation with her parents, Mr. and Mrs. John Simpson.

Mr. and Mrs. Wesley Barry and little son Robert of Lynn, Mass., also Mr. Fred Ruggles and daughter Ruby of Clementsport were calling on relatives here on Tuesday.

Mr. John Simpson has been improving the appearance of his residence by a new verandah and a coat of paint.

Mr. Bremner of Clementsport, conducted a public meeting for the purpose of selecting a new townman of the highway. Mr. Freeman Darres was the chosen one.

Mr. Lemuel Hewey is cutting his hay on the old farm here. Mrs. Pearl Stevens entertained a few friends at an impromptu quilting bee on Thursday at the home of her sister, Mrs. W. B. Rosencrans.

Mrs. Fred Simpson and little son, Allen, were the guests of Mrs. John Simpson, Thursday.

Mrs. Elm Darres and children of Bear River are the guests of her parents, Mr. and Mrs. Joseph Darres, for a few days.

East Victoria has no teacher engaged as yet. It is a good school for the right teacher. A party of young people motored from "Sea Breeze" Deep Brook and spent the evening at Mr. Joshua Simpson's, August 6th.

The Misses Annie and Dorothy Simpson accompanied by their brother Master Arnold, attended the Clementsport S. S. picnic at Deep Brook on Thursday, the 13th.

PULPMILL AGAIN IN HANDS OF RECEIVER

Eastern Trust Company Takes Charge Of Recently Reorganized Bear River Pulp Co., Ltd.

Bear River.—News received here that the Eastern Trust Co., of Halifax would take charge of the Bear River Pulp Co., Ltd., as receivers. Rumors that such a situation might develop have been in circulation for a week, or more.

The chief concern of the community is the effect a receivership will have on the operation of the plant, which only recently began shipping its product, after two years of idleness. It is less than two years ago that the plant was in the hands of the receiver and its assets sold under the hammer at sheriff's sale. Since then the big million dollar pulp mills at Bear River Bridge have run intermittently, on occasion giving employment to a large number of men.

Appo-Krisps : The Fruit Cereal

Preliminary Announcement

THE PRODUCT

"APPO-KRISPS" is the registered trade name of a ready-to-serve "Fruit Cereal" recently patented in Canada and the United States.

The exclusive feature of "APPO-KRISPS" is the blending of Apples and Wheat in the form of flakes. "Fresh Apples - Golden Wheat - Grilled together - Ready to Eat" - a combination of qualities not obtainable in any other prepared food on the market.

SIGNIFICANCE

The whole trend of public buying for more than a generation has been definitely in the direction of prepared, ready-to-eat foods. So much so, that the production of breakfast cereals in Canada alone now amounts to over \$4,000,000 annually and manufacturers of distinctive products in this field enjoy consistently large profits.

The increasing sales of such cereals have been, in spite of a certain insipidity, of a definite monotony when eaten regularly, and of a deficiency in dietic elements as well as flavor. So much so, that their manufacturers have spent millions of dollars to inform the public of the improvement that results when these cereals are eaten in combination with fruits.

"APPO-KRISPS" alone overcomes these handicaps, takes advantage of the opening, and offers fruit and cereal combined in a most enticing form—makes it possible to "Eat an apple a day in a new way!"

AN INVESTMENT OPPORTUNITY

Prominent business men of the Annapolis Valley, Nova Scotia, and of Montreal, whose names are closely linked with the success of leading factors in the cereal field, have associated themselves with the formation of Appo-Krisp Limited, the Company which is to place this new Fruit Cereal on the market. The Company's first plant will be established in the Annapolis Valley - Canada's Premier Apple Growing District.

The stock of APPO KRISP LIMITED is now offered to the investing public.

Capitalization 2,000 shares 8% Cumulative Preferred Stock 3,000 shares Common Stock Par Value \$100.00 per share Offered in Units of 1 Share 8% Cumulative Preferred Stock 1 Share Common Stock Price \$110.00 per Unit

This is your opportunity to share in the profits of an enterprise which has an invention fully protected and a product which will merit public confidence. Appo-Krisp Limited is undoubtedly a business with unlimited prospects for growth and profits for the equal benefit of all the stock holders. I believe it is only a question of a short time until Appo-Krisp Limited will be in a position to pay splendid dividends to all stockholders and upon this belief I have acted.

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ROYAL YEAST CAKES

Phot. A. G. Hirtle and wife and two sons of Bridgewater, are visiting at the home of W. L. Sprouts.

Mrs. Ella Spinney of Oakland, Cal. U. S. A., and her sister, Mrs. Ada Fair, are visiting at the home of her niece, Mrs. Edgar Mason.

Norman Weaver has recently purchased a second hand "Ford."

Mrs. Erna Starratt and children of Springfield, are spending a few days at the home of Mrs. Emerson Wagner.

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