

The Weekly Monitor.

ESTABLISHED 1873

—AND—

WESTERN ANNAPOLIS SENTINEL

Successor to

THE BEAR RIVER TELEPHONE.

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WE INVITE readers to write for
publication on any topic of general
interest and to send items of news
from their respective localities.

ADVERTISERS ARE REQUESTED
to notice that changes of copy must
be in the hands of the foreman not
later than Monday noon to ensure
publication on following Wednesday.

M. K. PIPER

PROPRIETOR AND PUBLISHER.

WEDNESDAY, JUNE 22, 1910.

—Our editorial comments on the
situation of our retailers who are
compelled to put up with the unfair
competition of the Upper Canada
mail order houses has called forth
further comments on the subject by a
reader, whose correspondence we have
pleasure in publishing elsewhere. He
discusses the pros and cons in a very
unbiased manner, and passes on to
our merchants some suggestions and
pointers which they would do well to
heed.

Since our last issue our attention
has been called to the letter of a
commercial traveller published some
time since in the Halifax Herald,
which we propose to publish in toto
later and from which we now wish to
quote a few excerpts.

The writer says:

"In travelling through the pro-
vince from Sydney to Yarmouth, I
find that the retailer is losing
ground considerably, his sales in
many cases are decreasing year after
year and it is not an uncommon
thing to call on merchants who are
anxious to sell out. I can personally
name at least a dozen, from
memory, who appear to be doing
well who have nice clean stores,
good fresh stocks, first class business
systems, who complain that
they are not doing sufficient business
to keep them alive and they are
looking for prospective purchasers.

"It is, as I have told them, up to
themselves to prevent this state of
affairs. The population has not de-
creased so considerably that business
should be greatly affected
thereby."

"We cannot blame any outside
firm for selling goods when and
where they can. Competition is the
life of trade and if our merchants
are going to sit idly by and cry
that competition is ruining them,
then it is up to them to get down
and out and they should do so un-
selfishly. But there must be some
other way out of the difficulty. If
competition be the life of trade,
then our merchants must compete.
If they cannot do so individually,
they should do it collectively. The
great trouble in Nova Scotia is that
the people as a rule are too
easy going and, worst of all, there
is too much rivalry existing be-
tween them to ever make a success
of anything."

This is the gist of the whole mat-
ter. The time has gone by—if it ever
existed, when the merchant after fill-
ing up his commodious store with at-
tractive goods can simply stand be-
hind the counter and wait for cus-
tomers to come and purchase. He has
got to make a determined effort to
secure his customers and once getting
them he must make an equal effort to
hold them.

In the latter respect the home mer-
chant has an immense advantage over
his competitor, as the element of
personality and friendship which the
home merchant may exert if he
chooses can have no equivalent in the
system of the "mail-order" merchant.
The many small courtesies the home
merchant is in a position to render
his customers are so many "drawing-
strings to keep in touch with them.

In respect to securing customers no
other methods are necessary than
those the mail order man uses. The
liberal use of printers' ink is not
merely a valuable agent for drawing
trade, it is an undeniable necessity.
The merchant who does not take the
fullest advantage of this means
for securing and holding trade is like
the foolish orchardist who simply
plants his trees and lets nature take
care of them. He is doomed to fail-
ure.

Hymeneal

MINARD—BANKS.

On Wednesday evening, June 15th,
the home of Mr. and Mrs. C. A.
Banks, Clarence, was the scene of a
very pretty wedding when their
youngest daughter, Winnifred Mildred
and Mr. Tracy O. Minard were united
in marriage. The ceremony was per-
formed by Rev. L. F. Wallace. The
parlor was very prettily decorated
with evergreen and daisies. The bride
who is one of Clarence's fair daugh-
ters, looked beautiful in a braided
white cashmere gown with bridal veil
and carried a handsome bouquet of
flowers. The many beautiful and val-
uable presents, included a dinner set,
mantel clock, silverware, table linen,
furniture and cash, and testified to
the high esteem which Mr. and Mrs.
Minard are held.

There were about seventy invited
guests present, among whom were
the groom's parents, Mr. and Mrs.
Newton Minard of Harmony, Queens
Co., and his sister, Miss Zilla Min-
ard of Liverpool. After partaking of
a dainty repast, the guests left for
their homes, wishing Mr. and Mrs.
Minard a long and happy life. They
will reside in Clarence.

RAMEY—BURKE.

The marriage took place Tuesday
evening, 14th inst. at the home of the
bride's parents, Mr. and Mrs. How-
ard Burke, Port Wade, of their
youngest daughter, Francis May, and
Mr. Fred Ramey, of Perotte. The
ceremony was performed on the lawn
by the Rev. J. K. West, pastor of
the Baptist church of this place. The
Wedding March was played by Miss
Minnie Snow. The bride wore a be-
coming dress of white organdie and
lace trimmings, with the convention-
al veil and orange blossoms, and
carried a bouquet of lillies of the
valley and maiden hair ferns. The
bride and groom were unattended.
The parlor was prettily decorated in
white, the arch consisting of ferns
and white flowers with a back-ground
of potted plants. Dainty refreshments
with ice cream were served to over
one hundred guests. A nice purse of
money and many valuable presents
attested to the esteem in which the
happy couple are held. Mr. and Mrs.
Ramey left on Wednesday for Malden,
Mass, when a reception was held at
the home of her sisters. The bride's
traveling suit was of brown with hat
to match. We unite in wishing them
bon-voyage through life.—COM.

Normal Students Suffering Severe Nervous Collapse

The Truro Sun says:—"For the
last ten days it has been pretty gen-
erally known that two normal stu-
dents have been suffering from nerv-
ous prostration bordering on tem-
porary insanity.

"It is common talk on the streets
that the cause is the severity of the
physical drill that students are com-
pelled to take by order of the council
of public instruction.

"Personally we have no opinion to
express in the matter. We merely
mention the matter to call attention
to what the people are saying.

"If they are correct, then the evil
should be remedied, if not correct
then there should be immediate de-
nial of the stories from competent
official sources.

"It is further openly stated that
the physical drill course is exceed-
ingly hard, especially for young girls.
That the time required for each les-
son is too long. It is stated on the
best of authority that the matter of
graduating weighs heavily on the
students' minds, because it is known
that if they cannot pass Capt. Borden's
examination in respect to the physical
drill they cannot receive their diplomas.

"Again we repeat we have no
charges to make or opinions to offer,
like others we are merely asking for
official information in the interest of
the students, their parents and the
public in general. If students are be-
ing overworked in their studies, then
it is time for a change.

"In respect to the faculty of the
Normal College, we may say that we
have it on good authority that they
have no control over the matter of
physical drill whatever.

"It is up to some person to ex-
plain."

BOARD OF CONTROL

IS TAKING ACTION.

In view of the calamity in Montreal

prompt action has been taken by the

board of control to prevent any re-

currence of such accidents, this being

the third collapse of such water tanks

within the past two years. It was to-

day decided by the controllers that they

would at once appoint a board of

three engineers to make a thor-

ough inspection of the one hundred

over-head water tanks in the city, as

well as the buildings on which they

are placed with the idea of seeing

that all should be made perfectly safe

CORRESPONDENCE.

Dear Editor:—

I wonder if I shall be thought pre-
sumptuous by either yourself or the
merchants of your constituency if,
first, I commend you for the admir-
able article appearing in the editorial
column on page four of last week's
Monitor and second, if I suggest to
merchants who peruse the Monitor
that they should not merely read the
article in question, but mark, learn,
and inwardly digest it with a view to
carrying out its suggestions. ...

Let me say at once that I am an-
imated solely by a desire to see trade
which rightly belongs to the towns of
Bridgetown and Annapolis kept there.
It grieves me when I hear of order
after order going abroad even as I
feel distressed when, after exhausting
enquiries for certain articles here-
abouts I send away, usually with en-
ough added to make—say a twenty-
five dollar lot and so get the con-
signment freight paid to my nearest
railway station. Thus the thin end of
the wedge enters in and one tastes of
the advantages—sometimes, of the
mail order system. As I read your
article various thoughts thrust them-
selves upon me. I recalled a certain
day a few months ago when the mail
at the nearest local post office took
an unusually long time to open. On
enquiry I was told the mail received
that day was the biggest ever receiv-
ed at that office and that it contained
no less than seven large sacks filled
with Eaton's catalogues. The size of
the town was not larger than that of
Bridgetown. Just think of it! Further
enquiries elicited the fact that all
that same time every Post Office in
the county was having a like experi-
ence.

On the first page inside this cata-
logue appears the following:—
"THIS CATALOGUE IS PUBLISHED
FOR YOU."

We hope to secure a certain portion
of trade from you and from every
other person to whom we send a copy.
Our hope is not without foundation,
as it is based upon past experience."

I should say this last sentence is
true with a vengeance if the seven
sacks of mail is any criterion. The
whole page and the whole thing con-
firms up to the hilt what you say in
your article—viz: "The catalogue has
come to stay." Now our merchants if
they want not only to regain lost
trade, but even to retain what they
now have, must take cognizance of
this. It is no good to complain or to
resent. The fact is that farmers can
save money every way by shopping
so far away as Toronto or Montreal.
1st. They economize time, 2nd actual
cash, not to mention the fact, that,
as a rule they get a wider range of
choice, and against this the oft re-
peated cry (tho', absolutely true),
"the Department Store" pays no
taxes here, gives you no credit, etc.,
etc., weighs practically not at all.

The difference being, as I heard a
man put it one day—"The five dollars
I saved by sending away is in my
pocket instead of yours." Let me
give an instance or two on my in-
formation. In a town not far from
where I write. A. being anxious to do
business with B. the local man made
enquiries as to the price of a certain
article. It was \$45.00. He said "I can
get that in Toronto for \$37.50. I
have a family and \$7.50 is, to me, a
consideration. I will, however, give
you \$40.00 cash down. I am willing
to do that much in order to give you
the trade rather than send away."

The merchant refused. Of course one
does not know the secrets of that
particular man's method of doing
business, whether he was working on
borrowed capital and so likely paying
the Banks seven per cent. on some
note, but who could blame the man
with the family. Again I heard of a
conversation like this, not so very
long ago:—"Going to send to Tor-
onto, are you?" "Yes." "Why?" "Be-
cause I get things cheaper." "But,
did you not see those bargains ad-
vertised by —?" "Yes, I have
seen several such advertisements and
have gone to secure them, but,
strange to say, each time they have
just sold out that particular line."

Now if this is true, or even half true,
it hardly bears comparison with the
Toronto plan,—that is, if they have
sold out of the article required they
usually send you a higher priced one
for the same money. They want your
custom.

Another feature of this business is,
so I hear, that local merchants res-
olutely refuse to cut goods, say a ten
yard length, if only nine is wanted.
This, it seems to me, in the interest
of business is not wise. What are
remnant counters for?

And so one might go on. But the
query is, the remedy? Let me say at
once I readily perceive, for instance,
merchants in small towns with a
turn over of ten thousand dollars
per year or less can hardly be expect-
ed to carry on a stock and compete
with concerns doing business away
up in the millions, especially if they
are working on borrowed capital.
Yet the fact remains they have to
compete with them or surely go out

of business. It must come to that
eventually. Why not, as you suggest,
fight the mail order houses with
their own weapons, even carrying the
war into the enemy's camp? I un-
derstand one firm in Bridgetown has
been doing this for some time and
with a fair measure of success. They
will allow you, if you like to select
your goods from any Department
they will meet that price with the
same article. But (nota bene) they
demand that customers do their
business with them in the same way
they do it with the Toronto stores,—
viz:—Order thro' the mail, and most
important of all,—Cash with order.—
If you are not satisfied they will do
precisely by you what the great T.
Eaton Co. will do,—return your
money. If this is possible for one
why not for others, if not individual-
ly then by co-operation?

In many of these cases the retail
merchant never sees the goods. They
are shipped to his order direct from
the factory. Thus, much expense is
saved and the matter is one simply
of clerking. But this, of course would
not be possible in all lines.

Another thing might also be sug-
gested here. It quite often happens
that a merchant has not the thing
inquired for. Why does he not more
often offer to get it for his would-be
customer? The order may be small,
and possibly has little or no profit
in it, but, then, he would please the
customer, not to mention the chief
point, he would keep the business in
the town, and small orders lead to
bigger ones. At any rate that is how
the Department Stores figure it.
"Send us a trial order" they say,
"no matter how small," and it is
often just here that they catch their
fish.

I fear this letter is already far too
long, otherwise, I should like to
quote copiously from your editorial
of last week. Possibly, you could
print it again as a post-script to
this. At any rate, I would again urge
every merchant to read and act upon
it, for, of course, whatever he decides
to do along this line he must make
it known to the public and the mod-
ern and most effectual way of doing
this is by means of "printers ink."
Thanking you for space, I am
Truly yours
X. Y. Z.

MINARD'S LINIMENT is the only
Liniment asked for at my store and
the only one we keep for sale.
All the people use it.
HAPLIN FULTON.
Pleasant Bay, C.B.

CARD OF THANKS

Mr. and Mrs. Norman Willett wish
to thank their kind friends and
neighbors for the efforts made to
save their home and contents on the
14th inst. Also for the many gener-
ous gifts received from them and the
public in general.

Kate Douglas Wiggin's stories of
rural life in Maine are always among
the best of the creations of "Rebecca"
and in the July Scribner is one of
the most characteristic that she has
written, entitled "The Turning Point"
which contains an old-fashioned love
story.

Have you worn "Eustre
Loom" Undershirts. They
look like silk but wear
better.

NOW IS THE TIME
to send in your orders for
commercial stationery or
any kind of job printing.
The spring "rush" being
over the Monitor Office is
in position to handle your
order with despatch as well
as excellent workmanship.
The office is well supplied
with type in popular series
for all kinds of commer-
cial and society printing.

Bedding Plants

STRONG TRANSPLANTED STOCK

Tuberous Begonias from 4 inch pots
\$1.50 per dozen. Calliopis, Coreopsis,
Canary Vine, Gaillardia, Linaria, Lup-
inus, Lobelia, Mignonette, Petunias, Sea
bions, Stocks, Verbenas, and many
others at 25c. per dozen.

Geraniums 75c. per dozen up. Emer-
ald Green Lawn Grass seed 30c. per lb.
by mail 5c. extra.

Cabbage, Celery, Cauliflower and To-
mato plants. Write for catalogue.

Nova Scotia Nursery
Halifax, N. S.

JUST OPENED NEW WASH GOODS

Another lot of

Dainty Designs

ZEPHYR GINGHAMS,

In stripes and overchecks.

PLISSE and CREPE JAPONICA,

In all the fashionable shades.

Ask to see our White and Fancy Sunshades, Wash Linen Suits and
Skirts, also our Endless Variety of Shirt Waists.

Inspect these new lines and you will be convinced of the values.

STRONG & WHITMAN

Ladies' Whitewear

Nightgowns

Fine Cotton, and Cam-
bric, Lace and Ham-
burg, trimmed, \$1.15,
\$1.40, each.

Ladies' White Skirts, Drawers and Corset Covers.

Ladies' Fine Blouses,
75c. 90c. \$1.10, each.

Lace Jabots

Linen Collars

Plain and embroidered

Wash Goods in Variety.

Geo. S. DAVIES

Union Bank Building.

Fresh Confectionery

I can show you as at-
tractive an assortment of
CHOCOLATES as can be
bought. Also nice MIX-
TURES and PENNY
GOODS.

Fruit and Temperate Drinks.

First-class Biscuit in package and bulk.

MRS. S. C. TURNER

Special

Ten Cent Sale

—AT—

MRS. LONGLEY'S

Flower Holders and
Vases, in white and green
glass—very useful and pret-
ty. Also several other
equally attractive lines.

10 c. Each

SEE OUR TEN CENT WINDOW.

Screen Doors and Windows

We have a full line of standard sizes
in good designs and can make up any
size to your order. Orders by mail receive
prompt attention.

Hammocks

We have our usual stock of these which
have given such satisfaction in the past.

A few REFRIGERATORS left at
bargain prices.

J. H. HICKS & SONS QUEEN ST.

15 - DAYS ONLY - 15

EXTRA EXTRA EXTRA

39 pair Mens Pants, price \$1.35, selling for..... .39
10 doz. Mens Summer Underwear, only..... .25
27 doz. Mens Top Shirts, good quality, only..... .35
37 Mens Fancy Shirts for Sunday, going for only..... .49
500 yds. English Prints, good quality, only..... .10
500 yds. Print, selling while they last..... .07

SPECIAL! SPECIAL! SPECIAL!

15 Boys Suits, quality unequalled, only..... \$2.25
15 Mens Suits, extra quality, only..... 4.99
A few pairs Boys Boots left, at..... 1.19
Come and take advantage of this Sale

WOOL! WOOL! WOOL!

5 tons good Washed Wool wanted at 25 cents per
pound.

REMEMBER THE PLACE.—OPEN EVERY EVENING.

B. JACOBSON Queen St.

PLUMBING TALK

People have become interested in our Sys-
tem of Sanitary Plumbing, and we are having
enquiries from all over the Valley. This speaks
well for our work. Don't be behind the times.
Consult Crowe Bros. and have one of their up-
to-date Systems installed.

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Sanitary Plumbers

BRIDGETOWN, ANNAPOLIS ROYAL, MIDDLETON