

## RELIABILITY

The delicate flavour of "SALADA" never varies  
Every packet deliciously fresh



SOLD AT  
ALL  
GOOD GROCERS  
BROWN LABEL  
75c.  
PER LB.

### MELVERN SQUARE

Mrs. L. J. Lingley and son Elliott, of Windsor, spent Wednesday with Mrs. Geo. O'Neal.

Mrs. Fred Manning, of Halifax, and Miss Ruth Lingley and Borden Lingley, of Windsor, were guests at the home of Mr. and Mrs. Arthur Stronach on Wednesday.

Mrs. John G. Masters and Mrs. Everett Spinney are enjoying a week at Margaretville.

Mrs. W. Bass and son, of Montreal, is visiting her brother, Mr. Harry McNeil, and other friends.

Mrs. Harold Gates and children, of Middleton, is visiting her parents, Mr. and Mrs. Edward VanBuskirk.

Mrs. Fraser is the guest of Mrs. William Phinney.

Mr. Willoughby Goucher, accompanied Mr. and Mrs. Arthur Coleman to Digby and spent Sunday with their sister, Miss Lillie Goucher.

Mrs. B. W. Woodbury, of North Kingston, was a recent visitor at the home of her parents, Mr. and Mrs. Geo. O'Neal.

Mr. and Mrs. Arthur Wheelock, Miss Mildred Wheelock and Henry Wheelock, of Clarence, spent Sunday with Mr. and Mrs. Miner Sprowl.

Mr. and Mrs. Percy Banks, of Brickton, were visitors of their sister, Mrs. Marriott.

Mr. and Mrs. Will Spurr and children went to Deep Brook on Sunday.

Miss Dorothy Goucher, of Middleton, has been staying with her grandmother, Mrs. Ella Goucher.

### A GOOD TIME TO SPEED UP ADVERTISING

"How's business with you?" I asked the head of a leading advertising agency. In stead of the reply now most often received to that question, "Slowing up", he said cheerfully, "Fine doing better". He went on to say that more headway can be made now in selling advertising than was possible when so many manufacturers were over-sold, during the recent spectacular activity. "When business is coming pouring in without exercise of any effort," he explained, "advertising and sales work often are neglected. Manufacturers have had a chance during the last couple of

months to reflect that all their production and all their profits and everything else must come from their advertising and selling effort. Now that they can handle more business they are willing to give more attention to advertising and selling. If this policy be followed generally, then we ought to see good business during the second half of the year."

True, is it not?  
—B. C. Forbes in Forbes Magazine.

### CURIOUS WILL CASE

Rural New Yorker:—A curious will case has just been decided in this city. A soldier in the Great War told his comrades that he wanted his property to go to the girl to whom he was engaged. He was captured shortly after and is supposed to have died a prisoner. He left no other will than this verbal statement. His relatives tried to secure his estate, but the judge decided that it should go to the girl. It appears that a soldier or a sailor, in places of danger, may make such a verbal will. Of course in ordinary cases such an expressed wish, without a written will, would have no legality. We refer to this because during the year there are dozens of letters from people who think they should share in some estate because the former owner before death said that he "expected to remember them." Such people will not share in the property unless they are relatives, or distinctly mentioned in a legal will.

## FIRE!

Do not take a chance. Insure your Buildings in the "OLD RELIABLE" NORTHERN INSURANCE CO.  
Claims Always Paid PROMPTLY

F. E. BATH Local Agent  
BRIDGETOWN, N. S.

**Potatoes!**

Here, at last, is the Potato Pot in SMP Enamelled Ware. All up-to-date housewives are getting them. So handy, so easy to manage. Note the strainer spout for pouring off water. Note the upright handle which locks the pot cover on when straining. Insist on SMP Enamelled Ware, smooth as china, and as strong as steel. Just say

**A Handy Pot**  
This splendid pot is invaluable for boiling potatoes and can also be used for cooking other vegetables, stewing meat, etc. A very handy dish.

**SMP Enamelled WARE**  
Three finishes: Pearl Ware, two coats of pearly grey enamel inside and out. Diamond Ware, three coats, light blue and white outside, white lining. Crystal Ware, three coats, pure white inside and out, with Royal Blue edging.

THE SHEET METAL PRODUCTS CO. MONTREAL TORONTO WINNIPEG EDMONTON VANCOUVER CALGARY

**BRIDGETOWN VULCANIZING WORKS**

THE SECRET OF  
TIRE ECONOMY

lies in vulcanizing by our efficient methods. It means a saving all round. A saving of tires and tubes by extending their mileage many fold. A saving of dollars in the buying of new casings and tubes. Call and talk it over.

**Vulcanizing**

GEO. A. WHEELER, Proprietor, Bridgetown, N. S.

### PARKER'S COVE

Service in the Baptist Church on Sunday at 3 o'clock by Mr. Hartland Licentiate.

A pie sale was held at the home of David Milner very recently and a goodly sum was realized for church purposes.

Mr. Willard Anderson went to St. John on a business trip, the 19th.

Oronhyatekha, Capt. Hudson, sailed for St. John the 18th.

Bait is very scarce at present, making it bad for the fishermen.

Recent visitors at the home of Mr. and Mrs. David Milner were Mrs. Mary Rice, of Lynn, Mass.; Miss Dorothy Nass, of Arlington, Mass.; Mrs. Adeline Witherspoon, of Granville Ferry. They also called on a number of friends and relatives while here.

Mr. and Mrs. Frank Mosher and boy; Mrs. Wheeler and three daughters, of Keene, N. H., are guests at the home of Mr. and Mrs. Percy Robinson.

Mrs. Beels and baby, of Paradise, have been visiting her mother, Mrs. Leander Hudson, for two weeks.

Miss Ruth Patterson, of Granville, was the guest of her friends, the Misses Grace and Thelma Halliday, very recently.

Mr. and Mrs. Willard Anderson attended the funeral of Mr. A. E. Wentzell at Annapolis Royal, July 16th.

Mrs. R. E. Hudson is visiting her daughter, Mrs. Clifford Rice, of Granville Ferry.

### USES OF PAPER

Aside from the ordinary uses for paper for news print, books, magazines, wrapping and the usual lines of stationery and office supplies, there are some special uses of interest—packing for gas engine and hydraulic work, in the shoe business for boxes, counters, heel board, etc.; in candy factories for imprinting trade marks on the bottom of sweets; in the novelty trades for flowers, new wall papers and all kinds of fancy goods.

In fact paper is now made into waterproof, greaseproof and even fireproof articles, among which are spoons, dishes, cups and saucers, table covers and napkins. A great part of the celluloid business is based on the manufacture of that product from paper. Starting with baby carriages made from so-called Japanese fiber, which is nothing more nor less than paper, and ending with the crepe paper-lined basket, our lives cannot be separated from the use of paper and paper products.

## Dr. C. W. Bowly

Chiropractor

Annapolis Royal  
Tue., Thur & Sat. Hours: 2 to 5

Middleton --- Hours  
Mon., Wed., Fri. 10-12, 2-4, 6-8

### "MAYFLOWER" WILL GET HER CHANCE AUGUST 2

Boston Schooner Will Meet Ford and Others in "Fishermen's" Race For Lipton Cup.

Gloucester.—The Boston schooner Mayflower, twice ruled out of the International Fishermen contest because of her yacht-like lines and great sail area, will have her chance in the open fishermen's race in Massachusetts Bay, August 2nd, for the trophy offered by Sir Thomas Lipton. This event, open to fishing schooners of all the world, will be raced under "fishermen's rules," with no restrictions as to hull and sail measurements or ballast. It will be part of the program for the celebration of Gloucester's 300th anniversary as a port.

The entry of the Mayflower became known when it was announced that three other United States schooners also had entered for the Lipton trophy.

The Henry Ford, defeated last year by the Lunenburg Enterprise for the International Fishermen's Cup, is one of these. The Elizabeth Howard, runner-up to the Ford in last year's United States elimination races, is another; while the third is the new schooner Shamrock, now being fitted out at the Essex yards for a Boston fish firm. The new Columbia, an aspirant for International honors in Halifax in October, will not race here as she is engaged in salt fishing on the Banks.

No entries are expected from Nova Scotia, where the owners are said to be reserving their resources for the International fixture next Autumn. There still is hope of an entry from Newfoundland, the committee announces.

The race will be twice around a fifteen mile triangle, five miles to a side. The centennial committee announces that there will be no postponement on account of the weather and the skippers themselves profess to be praying for a northeast gale.

## HEALTH FOR WEAK DESPONDENT PEOPLE

From End to End of Canada Dr. Williams' Pink Pills Doing Good Work.

There is not a nook or corner in Canada, in the cities, towns, villages and on the farms, where Dr. Williams' Pink Pills have not been used and from one end of the country to the other people sound their praise. You have only to ask your neighbors and they can tell you of some run down man, suffering woman, ailing youth or unhappy anaemic girl who owes their present health and strength to Dr. Williams' Pink Pills. The success of this medicine is due to the fact that it acts directly upon the blood, making it rich and pure, and thus brings new strength to every organ and nerve in the body. Mr. Andrew F. Webb, Melanson, N. S., tells what Dr. Williams' Pink Pills have done for him as follows:—"I was in a run down condition from overwork and what the doctor called a nervous breakdown. My sister urged me to try Dr. Williams' Pink Pills. After taking several boxes I improved wonderfully and feel like a different person. I sleep well, eat well, and my nerves are stronger and with confidence I can recommend these pills to all weak, run down people."

If you are suffering from any condition due to poor, watery blood, or weak nerves, begin taking Dr. Williams' Pink Pills now, and note how your strength and health will improve. You can get these pills through any dealer in medicine, or they will be sent by mail, post paid, at 50c a box, from The Dr. Williams' Medicine Co., Brockville, Ont.

## COAL!

Book your Order for  
Egg Stove & Nut  
American Anthracite  
Coal to arrive  
This Month

## E. . FISHER

### ST. CROIX COVE

Mrs. Wm. Durling and daughter, Mrs. Bertha Wentzell, New Germany, and Mrs. Elnora Burke, Keene, N. H., were recent visitors at the home of Mr. and Mrs. Z. Hall.

Mr. Charlie Hudson, Keene, N. H., visited friends here the 23rd.

Mrs. Clifford Messenger and children, Lawrence town, are visitors at the home of Mr. and Mrs. Angus Milbury.

Mr. and Mrs. Clyde Chute, Phinney Cove, and Leroy and Arnold Hall, of Beausfield, were guests at the home of Mr. and Mrs. B. Poole recently.

Mrs. Lansdale Hall and daughter, Doris, Beausfield, are visiting relatives here.

Mr. and Mrs. Ansley Brinton and Mr. and Mrs. Harold Torr and little daughter Ruth, of Milton, Mass., and Miss Hilda Mitchell, of Hampton, called on relatives here recently.

A pathetic hard luck story is that of Sergt. Rascalou of the French Army, who won 1,000,000 francs in a French lottery by buying the lucky number Credit National bond, but who is in the army for four more years and can't buy his way out.

## Groceries!

Buy your groceries at  
**Messinger's**

where you get the best  
quality of goods and  
quick service.

## Fruit

Bananas, Oranges, Grape  
Fruit and Lemons.

Store of  
Quality and Service

**B. N. MESSINGER**  
Phone 78

### THE POLITICAL NEWSPAPER

From a booklet issued by the Ottawa Women's Liberal Club, we clip the following significant note on the position the political parties find they are in with respect to the public newspaper:

"Newspapers (cannot give the Space to Political Matters"

"Political work is all the more essential now because of the fact that newspapers cannot give the space to political matters which they freely gave previous to the dawn of the twentieth century. The sporting and financial pages gradually took the space that political parties and debate occupied. In addition to this, the city newspapers seem obliged to publish pages of reading matter about moving picture shows in order to satisfy their readers and meet the demand for this kind of mental activity. Advertising also has assumed a new and increasing phase, and municipal and health, and social and domestic matters daily demand their special pages. Politicians and statesmen who desire to advance a cause will find, as in the successes of the past, the public platform and organization their best mediums and possibly the only effective methods."

The item is correct, except in so far as it refers to platform work. Just how far that gets a political party is becoming questionable. Political oratory in the heat of an election campaign, may arouse enthusiasm among party workers, but it hardly ever makes a convert.

In the late Ontario election it was freely stated in the press that there was very much oratory wasted in the air of Central Canada. Political meetings were very poorly attended and even the heaviest cannon could not often draw a respectable sized audience.

The newspaper was, and is, the greatest public educator and unquestionably is the superior medium for moulding public opinion. But many of them found that following the fortunes of a political party such a hazardous occupation, that they have taken down at an election, and only then at so much per inch for any party, according to the space it chooses to purchase.

Such a situation is not one for general congratulation but the political parties are largely responsible. They have brought it upon themselves by failure to stand by the papers that have espoused their cause, and because they did not keep their promises to the electors.

The newspaper advocacy is a record printed and stands. The word of mouth advocacy by the politician is only a means to political office. Promises and platforms are too readily forgotten.

The Eastern Chronicle is one of the few papers that has through all its long years of public service advocated the Liberal cause. It has never been known to have wavered. But my! how it's old soul has been tried! It can hold up clean hands that it has never profited by any political advocacy, to the contrary in those things that count in the daily or weekly life of a newspaper, it has deliberately suffered in its politics. We refer to such items as advertising and printing. We have never asked for them and at our time of life do not intend to. But we would ask that our political leaders play fair in matters of pre-election advocacy. The matter that we have most in mind at this moment is that of public economy. How we did strive to point out the outrageous extravagance of the last federal administration. Now comes our own beloved and they give us a crimp in the neck. Debt upon debt rolling up, and God only knows where or when it will stop.

But what's the use, like the other few straight-forward newspapers who write as they feel, and believe what they pen, it becomes a necessity to swallow ourselves all over again. And we shove the files of that which we did advocate, once more away on a back shelf where the dust may gather and we hope the moths destroy.—Eastern Chronicle.

HOW NEWSPAPERS HELP

The newspaper starts in  
When you are born;  
Relates about your excellence  
And tells about your sweetness.  
It follows you to school,  
And prints the honor roll  
If your name is found there.  
It tells of your graduation  
And speaks of the excellence  
Of your magnificent essay;  
It tells of your progress  
During your college career  
And then dilates much about  
The choice of your location.  
Then it gives a nice notice  
About your marriage  
And praises up the blushing bride  
Till her folks don't know her.  
Then, in due course of events,  
It tells about the bouncing baby  
That happens in your family—  
Thereby beginning its life work  
All over and over again.  
The newspaper does all this

(Continued on Page Seven.)

## FOR SALE

One Car Load  
**Brantford Roofing**  
All kinds, both Shingles  
and Rolls

We are Pleased to Quote Prices

**SHAFFNER'S, Limited**  
LAWRENCETOWN, N. S.

### MOSCHELLE

Mrs. M. C. Fonseca, of Cambridge, Mass., who has been the guest of Mr. and Mrs. John Howe for several weeks, left on Tuesday for Liverpool to visit relatives. She was accompanied by Mrs. Howe.

Mr. J. M. Palmer, Mrs. R. Dargie, Mrs. Harold Ritchie, and Miss Maud Ritchie were week end guests at Mr. Palmer's home, Melvern Square.

Mr. and Mrs. Wm. Sanford and son, and Mr. Chester Sanford spent Sunday in Clementsvalle.

Miss Gladys Wright left on Saturday for Clementsvalle, where she will spend a few days at her home.

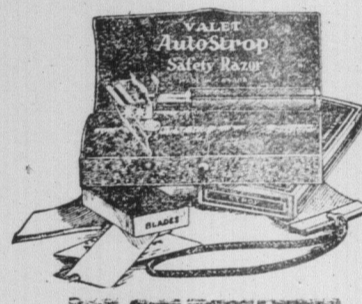
Mr. and Mrs. Gilford Jefferson, of Wolfville, spent Sunday with the latter's father, J. L. Jefferson.

Mrs. Geo. Starratt and son Henry Starratt, and Miss Florence Starratt, were unexpectedly called home to Lynn, Mass., on Saturday, owing to the untimely death of Mr. Starratt.

The strawberry festival held in Harris hall on Wednesday last was a success financially. The sum of \$80 being realized. The proceeds are for church purposes.

The fact that a woman will wear a man's head is the cause of many automobile accidents.

### Valet Auto-Strop Razor



If you could get a genuine Valet Auto Strop Safety Razor, Gold Plated, for 85c., wouldn't snap it up quick? See our window and secure one before they are gone!

### Royal Pharmacy

W. A. WARREN, Phm.B.

The Rexall Store

## 'Write—and send your picture'

a commonplace phrase, said jocularly but often said with a hidden meaning. Have you a recent photograph to send?

MAKE THAT APPOINTMENT TODAY

Georgia H. Cunningham  
BRIDGETOWN, N.S.

### SPIRIT OF COMPROMISE

A member of the Canadian Weekly Newspaper party which recently toured the Maritime Provinces was the editor of the Hanover, Ontario, Post, who in other years had travelled to the coast. In a column and a half article in the issue of July 12th he sums up his conclusions with a declaration that "if Canada is to remain as at present constituted, it would appear that a spirit of compromise will have to be evidenced as between the agricultural West, manufacturing Ontario and Quebec, and the fishing, mining and semi-manufacturing provinces down by the Atlantic."

The visitor found the railroad question and parliamentary representation the big issues in the Maritime Provinces. Convinced that in law New Brunswick and Nova Scotia have no case, the editor yet suggests that "what the law says should be done and what good faith requires may be two different things" and he urges "fair consideration of what they believe to have been the accepted understanding on their entry into Confederation." If Maritime problems are studied from that angle the realization must quickly come that the "spirit of compromise" is a very necessary element of Canadian national life.

Just Received

**Robin Hood Flour**  
AS ALWAYS

Quality Superior

**BANNER FRUIT COMPANY**

Bridgetown, N. S.

OPEN THURSDAY AND SATURDAY AFTERNOONS

For

Holds  
wanting new

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### MACHINE

Saw Mill Mac  
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Re-steeling Cylind  
Hammering Saws  
kinds of general  
promptly attended

E. L. BA  
Paradise,

### TODD

Phone 82

TODD'S GROCERY  
FLOUR & FEED

### BOSTON &

STEAMSHIP'S  
SIX TRIPS W  
Leave Yarmouth  
Return—Leave T  
Saying Th  
For staterooms