

Sheep Industry Steadily Growing



ONE of the chief factors making for the growth of the sheep industry throughout Western Canada is the wider distribution of these animals that is now taking place among farmers all over the three prairie provinces.

Southern Alberta has hitherto easily led all the rest of the West in this industry, the production of wool from this district being about two-thirds of the total output of Western Canada, but there are signs that this disproportion will not always be so great. Not that any falling off in the number of sheep in Southern Alberta is expected. The industry is expected to maintain its steady growth there. But other parts of the West have equal advantages for the growth of the industry, and since this is realized by farmers a considerable development along that line may be confidently anticipated.

One of Southern Alberta's successful sheep breeders has recently been investigating conditions in the central part of the province, and has nothing but enthusiastic praise for the abundance of suitable fodder available there. He believes that thousands of gold dollars are going to waste every year because of the small number of sheep on the splendid pastures, and pictures the country in a few years dotted with small sheep ranches.

A steady movement of sheep is now taking place to those parts of Western Canada where they are most needed. Most of them are finding their way into the hands of small farmers, who have thus a means placed at their disposal for turning to profit considerable pasture that would otherwise not be utilized. All realize that the future of the sheep industry in Western Canada is in the hands of the farmer rather than in the large stockmaster. Most of the farms in the West can profitably maintain a small flock of sheep, and the efforts of the provincial governments, as well as of the various sheep breeders associations, are directed towards the end of providing these farms with flocks.

At the beginning of October an auction sale at Wetaskiwin, Alberta, resulted in two thousand head of high class ewes being distributed among the farmers in that neighborhood, while hundreds have gone into this and other parts of the province as a result of private sales.

Farmers in Manitoba and Saskatchewan are displaying considerable eagerness to secure small flocks of sheep. Towards supplying the needs of these near Saskatchewan, two thousand four hundred head were forwarded from Calgary recently, followed soon after by another consignment of eight hundred head. Whenever it is possible to secure good sheep agents the Saskatchewan Government are securing them. The larger breeders in the province are being prevailed upon to dispose of part of their flocks; and animals are being brought in from Alberta, from the East and from many of the States across the line. But the Government's efforts are not confined just to securing high class grade ewes to supply the needs of farmers. They also embrace the improvement of the standard of the flocks by importing registered pure bred stock. During the present month one of the most valuable consignments of pure bred sheep ever brought into Canada has

been secured by the Saskatchewan Government. It comprises one hundred and nine head of pure bred Ramboulllets, personally selected by the Provincial Live Stock Commissioner at an establishment in Washington noted for the standard of its other sheep that are being secured by the Government are to be resold to farmers at cost on favorable terms.

The Manitoba Department of Agriculture is also seeing to it that facilities are placed in the way of farmers in its province to obtain sheep. Its efforts, ably seconded by the sheep-breeders associations, have resulted in sheep being placed on many farms, where none were before, and in the flocks on others being numerically increased.

This wider distribution of sheep is becoming more and more emphasized

Sheep on Spaulding Ranch, High River, Alta.

every year in increased wool output. Eventually, not only will the production of wool, to say nothing of mutton, become one of the largest businesses in Western Canada, but the quality produced will make Western Canada an important factor in the world's markets. At the present time there are only about two million sheep in the West. Forty times as many could be easily maintained and there is no reason why this number should not be maintained in time. Now that the old days of poor prices for wool are gone, and co-operative selling is enabling farmers to sell their wool to the best advantage, the greatest obstacle to the development of the industry has been removed. It cannot do other than grow in such a favorable environment as Western Canada affords.

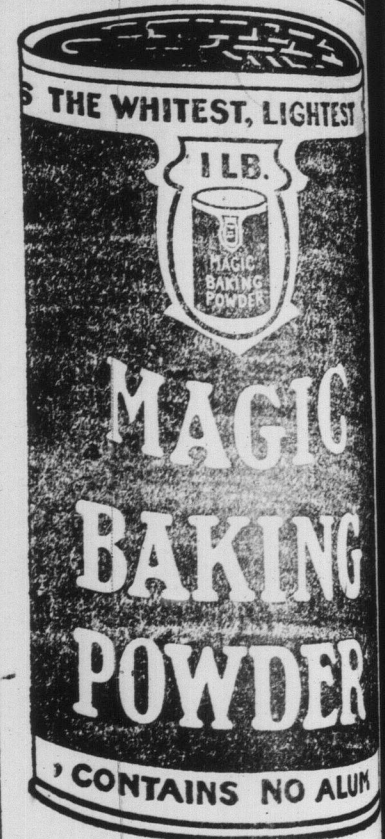
Wrigley's Advertising

Wrigley's manufacturers of the famous Spearmint Doublemint and Juicy Fruit Chewing Gum, have just issued a unique circular to their retail trade, which tells one of the most wonderful advertising experiences that we have ever read. Wrigley's Chewing Gum has been introduced to the public in Canada, almost exclusively by newspaper advertising. Figures given in this circular show that Wrigley's is sold by more than 80,000 Canadian retailers, that it is advertised in 267 newspapers, magazines and farm papers, from Newfoundland to Vancouver. These publications have a total of 3,147,628 circulation each issue, which means 165 million Wrigley advertisements go out to the public yearly through these papers. With this tremendous urge, it is no wonder that the public has responded so heartily in buying Wrigley's Gum.

It is barely ten years ago that this message began to go out to the readers of the newspapers. Every year the sales have increased. Every year more papers have been used. Today the advertising is larger than ever and the selling cost less.

Recently a western editor made a comparison between Wrigley's advertising and the advertising, or lack of advertising, of some of his local merchants. He published a statement in his columns to the effect that Wrigley's spent more money with him in a month than some of his local merchants in a year, yet, his circulation was infinitely more valuable to the local man than it could be to Wrigley's. Wrigley's could only sell chewing gum. The local merchants had hundred, or maybe thousands, of items that interest the purchaser once he comes into the store. Advertising is needed to arouse interest, to create the desire to buy, in order that the merchants may make the sale. Then he must deliver the goods or the service which will induce the customer to come again. So with Wrigley's, the chewing gum must be good or the customer does not wish another package. Wrigley's have wisely added good advertising to good chewing gum. They have told people that in Wrigley's the flavour lasts, that it benefits the teeth, appetite and digestion and to "Chew it after every meal."

It seems to us such an advertising story as this is of interest to every reader of this paper, whether he wants to



sell a stock of merchandise, a flock of chickens, whether he needs a page advertisement or a liner want ad. Advertising will help sell goods, in your house or get you a job.

Prices For Wool

There has been much speculation, not only in Canada but throughout the whole sheep breeding world, in respect to the price which will be paid for the farmers' clip this year. It was recently reported during an early part of the winter that prices might drop as low as 40c. and 50c. A little later to the prices that seem likely to be received may be taken from the report just received from the headquarters of Canadian Co-operative Wool Growers Limited, which company markets the wool for Co-operative Sheep Association in Nova Scotia and other parts of Canada, who have sold two carloads of Maritime wool at 73c. f. o. b.

This will be very gratifying news to the sheep breeders of Nova Scotia and a stimulating effect on sheep breeding in the Province and should put a premium upon the farmers taking the best possible care of their wool and thoroughly posting themselves to the prevailing market prices.

Welcome News

Gasoline may come down a decent price before long. How what a St. John paper said last week: "It is likely that the price of gasoline, which now varies from 37 to 40 cents, depending on what it is purchased, will settle down to 37 cents. The wholesale price reduced by the Imperial Oil Co. on June 9, one cent on a gallon making it 32 cents. Two millions of gallons stated yesterday that would sell for 37 cents in the tax. The lower price is due to the removal of the 7.1-2 per cent tax. Lubricating oils will also be reduced from one to two cents a gallon according to grade."

FARMS WANTED

We have several inquiries now for Annapolis County Farms, mostly ones priced from \$2,000 to \$7,000. If you have one to sell, send us your name and our representative will call on you for particulars.

The Valley Real Estate Agency, Wolfville, N.S.

Boston & Yarmouth Steamship Co., Ltd.

Yarmouth Line. Summer Schedule
Steamships "GOVERNOR COBB" and "NORTH STAR"
From Yarmouth for Boston: Leave Tuesdays, Wednesdays, Fridays and Saturdays at 6.30 p. m.
From Boston: Leave Mondays, Tuesdays, Thursdays and Fridays at 1 p. m.
For staterooms and other information apply to
J. E. KINNEY, Supt.
Yarmouth, N. S.

NOTICE.—Returned Discharged Soldiers

Returned Soldiers requiring treatment apply to DR. A. DECHMAN, Representative of D. S. C. R. for Annapolis County. Assistant Director "B" Unit.

Humor Of J. W. Leonard

His Scrap Book and His Well Done Work

The late James W. Leonard, formerly general superintendent of the C. P. R., in Toronto, was one of that picturesque type of railroad man which is passing into history.

The older generation will recall the figure he made a quarter of a century ago when he was superintendent of the C. P. R. He wore a frock coat, a wide-brimmed slouch hat, and smoked a pipe of slight proportion.

The hat became a sort of landmark. It was a symbol around the C. P. R. To it, one came for the brief, business-like "yes" or "no" that characterized "Jimmie" Leonard's abrupt and efficient administration. But the hat began to show signs of decay. However jauntily "J. W." cocked it over one eye, it wilted and faded. So his good friend, W. R. Callaway, now general passenger agent of the Soo line, took Mr. Leonard up on the hat question and urged him to get a new one.

"What for?" demanded J. W. "Nobody would know me in another hat! This is my crown! Nothing doing!"

Mr. Callaway finally offered to buy a new hat, and J. W. said: "You're on."

A new derby was purchased, sleek, and in the latest fashion of the eighteen nineties. J. W. put it on, and ordered the famous old slouch hat to be sent home.

Next morning, J. W. appeared on the job in the old slouch hat!

Another anecdote indicates the late Mr. Leonard's quiet but effective method of brushing away the vanities of human nature. A young man applied for a job to him. This young man was sporting a walking stick.

"I'm afraid we can't do anything for you," said Mr. Leonard. "We can't use a lame man."

"But I'm not lame!" protested the applicant.

"Then why the cane?" asked J. W.

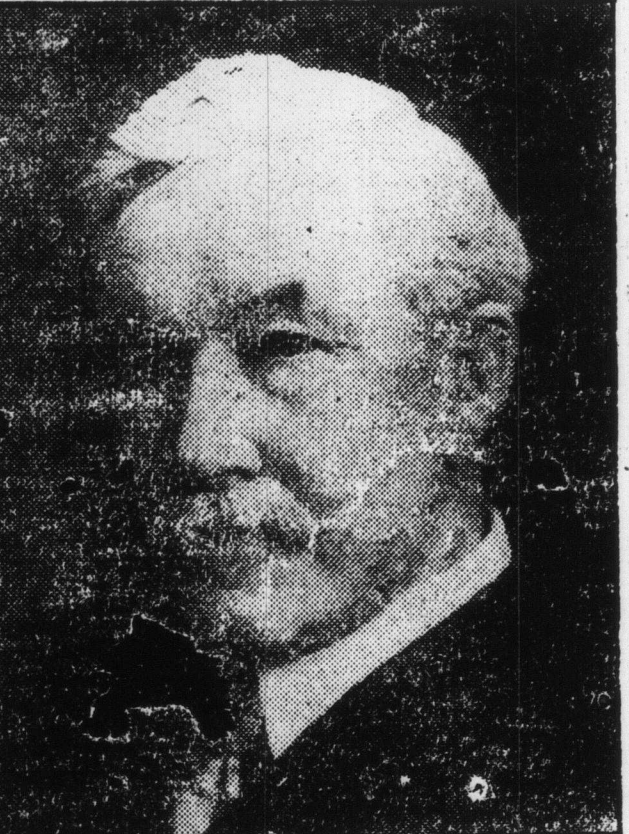
The applicant got the job, but he discarded the stick and also a certain name of mind out of which the stick arose.

Mr. Leonard was a man of few words, a trait that endeared him to his many friends and which secured him in the high esteem of the thousands of business men with whom he dealt for the railway.

Of his old comrades in the old Credit Valley Railway enterprise, only four are left: Mr. R. M. Callaway, general passenger agent of the Soo line; Mr. A. C. Price, general manager of the C. P. R.; Mr. H. E. Seckling, treasurer C. P. R.; and Mr. A. L. Herzberg, divisional engineer.

HIS GREAT LOVE OF WORK

Deep down in the recesses of his nature, it would appear that the late J. W. Leonard, whose life motto was, "I want to do the work entrusted to me in the very best way that I can," should have been eager for the approval of his fellows. In a scrapbook, containing the clippings of newspaper papers for the past twenty years, there is a letter from Lord Strathcona, congratulating him upon the manner in which he had moved the wheat crop out during his first year as assistant superintendent of the western division. It is evident that he valued the letter as an evidence of work well done, rather than as the approval of the head of the system.



THE LATE J. W. LEONARD
Well-known Railway Man, for Many Years a
Leading Official of the C. P. R.

Among the Churches

Parish of St. James, Bridgetown

The service next Sunday (4th Sunday after Trinity) will be: Bridgetown, 11 a. m. and 8 p. m. St. Mary's, Belleisle 3 p. m. local time. Sunday school at usual hour.

WEEK DAYS

Bridgetown, Friday 8 p. m., followed by choir practice.

Bridgetown Methodist Church

Rev. W. J. W. Swetnam, Pastor
10 a. m., Sunday School.
8 p. m., preaching service.
11 a. m. service at Bentville
3 p. m. service at Granville
Prayer service Wednesday

Bridgetown United Baptist Church

Rev. M. S. Richardson, pastor. Sunday School at 10 a. m. Preaching service at 11 a. m.
Weekly prayer service of the church on Wednesday evening at 8:00 B. Y. P. U. Friday evening 8:00.

Gordon Memorial Presbyterian Church

Rev. D. K. Grant, Pastor
Sunday School at 10 o'clock.
Service Sunday morning at 11 o'clock.

Bridgetown Post Office

The mail bag for the early train closes at 9.30 p. m. POSTMASTER

Round Hill

E. J. Jefferson, spent a few days in Bear River last week.
Max Shaw returned from overseas Wednesday, July 2nd.

Miss Grace Echlin spent Sunday, June 29th, in Bridgetown.

A number of people from this village went to Digby July 1st.

Mr. J. Cress, of Pictou, is at the home of his daughter, Mrs. Hicks.

Douglas Tupper, of Bridgetown, visited friends in this place July 1st.

Miss Grace Echlin gave a party to a number of her young friends on June 26th.

Mr. Oland, of Halifax, spent Sunday, June 29th, with his family in this place.

Miss Mary Wagstaff, of Dorchester, Mass., is visiting her brother, Mr. B. Wagstaff.

Miss Evelyn Durling, after spending several months here has returned to her home in Dalhousie.

Mr. James McDormand, of Paradise, spent a few days with Mr. and Mrs. James Spurr.

Mrs. A. Hinton and baby, of

Mochelle, spent a few days last week with her aunt, Mrs. Capt. Wm. Tupper.

Miss Blanche Gibson, who has been teaching at Weymouth for the past year has returned home for vacation.

Edward Buckminster, of Dorchester, Mass., is spending his vacation with his grandparents, Mr. and Mrs. A. LeCain.

Port Lorne

Mr. Alfred Morse, of Providence, R. I., is at the Bay View House.

Mrs. Sewal Corbett and little son are visiting Mr. and Mrs. George Corbett.

Mrs. Bertha Neaves, Wolfville, is visiting her mother, Mrs. Alice Neaves.

Mrs. James Miller, of Dorchester, Mass., is visiting her mother, Mrs. Julia Anthony.

Capt. S. M. Beardsley, Mrs. Beardsley and daughter Grace spent last week with the former's parents.

We are sorry to report Mrs. Samuel Beardley on the sick list at time of writing, Dr. Plinney is in attendance.

Mr. Andrew Bogart and Mr. Arthur Templeman, of San Francisco, Cal., were recent guests of Mr. and Mrs. T. W. Templeman.

Mr. Lyle Brinton, Bear River, and sister, Miss Susie Brinton, of Boston, and Miss Helen Anthony, of Dorchester, Mass., visited friends here last week.

Mr. Charles Hudson, of Bridgetown, with his brother, Rev. Fletcher Hudson, of Spokane, Wash., U. S. A., visited Mr. and Mrs. Loring Beardsley this week.

Mrs. Arthur Bogart and daughter Adeline, of San Francisco, Cal., and Mrs. Walter Hillar, of Lynn, Mass., are spending a few weeks with their brother, Cap. T. W. Templeman, at the Bay View house.

Good Film for the "Movies"

Photography is sometimes a hazardous business. Paul Yates and another photographer barely missed destruction with apparatus Wednesday last at Annapolis when the aeroplane of the Labrador Expedition on a trial flight crashed into the box car on which they were standing to make pictures of the crowd and the aeroplane flight, which was scheduled in the interests of the Veterans' Association who were holding a "Tag Day."

Ward's Liniment Cures Diphtheria.