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Advertising Rate Cards and information respecting territory and samples of paper mailed upon request, or may be seen at the office of any advertising agency recognized by the Canadian Weekly Newspaper Association. Advertisers must have copy in by Monday noon in order to insure changes for standing advertisements. New display advertising copy can be accepted one day

Correspondence—Letters addressed to the Ecitor and intended for publica-tion must be short and legibly written on one side of the paper only. The longer an article, the shorter its chance of insertion. Al communications must bear the name of the writer, not necessarily for publication. The publication or rejection of articles is a matter entirely in the discretion of the Editor. No responsibility is assumed by the paper for the opinions expressed by correspondents.



COOPERATION IN TOURIST BUSINESS

The lack of cooperation that is sometimes evident among those who cater to the entertainment of summer tourists is most unwise. To seek to gain advantage in this undertaking at the expense of another is neither good ethics nor sound business. Sometimes in-stances are reported to us of misrepresentation being employed to induce patronage to deviate from its contemplated channel. Always this method of procedure in the end brings disastrous re-sults to the offender. sults to the offender.

Always this method of procedure in the end prings disastrous re-sults to the offender. A case in point. The other day in a neighboring town a motor party headed in this direction were informed that no tourist camp existed here. Later the party arrived and were much pleased with the accommodation afforded. Naturally they reported their ex-perience. A motorist with his family stopped at a hotel seeking direction to a camping place. The information was given him in detail, with every possible assistance. A note was made of the in-cident so that the traveller might be able to recommend a hotel man who was courteous and worthy of patronage. These items are mentioned to show that being mean and nar-row in dealing with competitors is never a good policy. Developed to its possible limit the tourist business in this province will even-tually become a much bigger proposition than many of our people imagine, but it will require the best efforts of all to make condi-tions such as shall bring this development to pass. Instead of pull-ing apart our people must pull together in order to advance the interest of all. When every section is working with and not against every other section, and when all who deal in any way with our summer visitors do their utmost to show an interest in their wel-fare and comfort a spirit of cordiality and good fellowship will be

the accommodation afforded. Naturally they reported their experience. A motorist with is family stopped ta a hotely setting functions and worthy of patronage.
These items are mentioned to show that being mean and mar for win dealing with competitors is never a good policy. Development to pass. Instead of policy and the policy is an effective consumer of the solution is working with and not aquit as well as a dood of \$162,000 or pole means a loss of the dimension as loss of the policy. It is contain the solution is always a good advertisement.
SUGAR AND FRUIT
The practice of raiging the price of sugar just when the preserving season is coming on, is a profitable on on doubt for the refineries, but it is distation, or a deliberate plan for the preserving season may and the times when the preserving season more set inferent or a short the the preserving season may and the times when the preserving season may and the interest to normal the frained with a word in the times when the preserving season may and the interest in their were the sit as a business sedem for earlies when the preserving season may and the interest to normal the frained with may and the interest to may and the interest to normal the searce of states and the cranate frained with may and the interest to normal the searce of the preserving season may be an interest on the preserving season may be an interest on the preserving season

against the consumer. The crime may not be so great against those who have to buy the fruit as well as the sugar, but it is a hardship upon those who have small orchards of their own in outlying dis-tricts who are outside the radius of the markets and who are com-pelled to preserve their fruit as an alternative to having it go to waste waste.

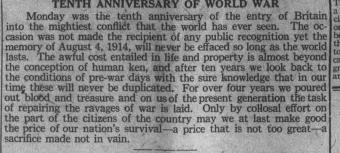
ENTERTAINMENT FOR TOURISTS

ENTERTAINMENT FOR TOURISTS A recent enquiry from a prospective visitor to Wolfville as to the probability of being able to find accommodation at a place where opportunity is afforded to play "real croquet" recalls that not so long ago this game was much in evidence in these parts. Of late years it is apparently not played so much although as a pleasing pastime which affords plenty of room for skill it has few if any equals. Summer visitors come to these parts that they may enjoy our delightful climate and the beauties with which nature has so richly endowed us, but they also demand pleasant recreation.

endowed us, but they also demand pleasant recreation. More at-tention should be given to this requirement. Golfing, which with some classes is always a popular amusement, is well provided for under certain conditions by the Ken-Wo Country Club, who grounds have already become a very attractive feature of this sec-tion, but more attention should be paid to facilities for tennis, croquet, quoits, cricket and other suitable summer sports which do not demand a too serious expenditure of physical energy and yet provide good exercise. Complaint is sometimes heard that summer visitors do not remain long with us and the way to ensure this ac-tion on their next is to furnish plantu of attending regreation such tion on their part is to furnish plenty of attractive recreation such as will make their stay pleasant and profitable.

TENTH ANNIVERSARY OF WORLD WAR

nd another friend is lost.



AGAINST BEER

AGAINST BEER There will be no beer by the glass in British Columbia after the vote which was recently taken. In no important centre did the plebiscite carry. This vote, faken together with significant decisions of the electorate regarding certain candidates, would ap-pear to indicate that the people of British Columbia want a more careful observance of the law relating to liquor, and will not coun-tenance any campaign looking to what are popularly called "wide-open" conditions. The people of the western province have de-cisively said that they do not want any system of beer bars oper-ated for private profit and capable of being involved in trafficking under political bosses.

FUNCTIONS OF A SCHOOL

The most important function of the schools is not merely to teach facts and develop mentality, but to arouse and inspire the great vital forces of youth to thrift and industry; to lofty endeavor; and to service and sacrifice for God, country and humanity.

EXODUS TO THE U. S.	
10003 10 THE U. S.	THE PRINTER
at it Means to the Business Other Interests of This Country	In far-off days a monk, in dreary cell, Fashioned a book, his wisdom great to tell
lost \$182,000,000 in man pow- United States during 1923. ed States Labor Department	To men who knew not. Patiently each day His toiling fingers ever worked away, Illumining each character with care. Till it was finished—perfect, true, and

some months ten and sk



heir muzzles are off and they all take snap at the under dog. He is criti-zed as a tightwed, when perhaps no le knows, the financia burdens he is aring. It is so easy to say unkind ings about the one who is not present. defend himself. Then a talebearer rries the criticism, a coolness that ows into an estrangement follows and keep the unruly n your teeth. In that oetween your teeth. In tha will avoid being misquoted understood and you will you misfriends

A clever sales idea starts a proposi-tion, but it is merit and service that keep it going.



OR many years the Bank of Montreal has played an active and constructive part in the banking and busi-ess relations between Canada and the United States.

In 1855 the Bank established its own office in New York and today its Agency at 64-68 Wall Street holds a leading position among ncial institutions represented in that city

In 1861 the Bank's Chicago Office was opened to care for extensive Western business. Today, at 27 South La Salle Street, Chicago, the Bank is participating actively in banking affairs. In San Francisco and at Spokane the Bank also has its own office.

BANK OF MONTREA Established over IOO years

Total Assets in excess of \$650.000.000

To Prospective Electric Range Buyers

Come in and let us demonstrate

"Guerney" and "Westinghouse" Electric Ranges

These ranges may be bought on the installment plan with terms to suit the customer. You will be wise in having all installation work done by competent workmen and thus save future trouble and

expense. For the next 30 days we will install all ranges pur-chased from us at actual cost.

Agents for the "Kookrite" Cooker, "Roterex" Washer, and "Apex" Vacuum Cleaner. Better investigate the "Kookrite", a practical electric cooker which requires no expensive installation.

Buy Electric Goods at an Electric Shop J. C. MITCHELL WOLFVILLE, N. S. Phone 320

PROPERTY BUYERS TAKE NOTICE! Call at office of VALLEY REAL ESTATE AGENCY LTD., up-

stairs in Eaton block, on Main St., Wolfville, N. S., for catalogue, and direction to farms, homes, and business stands for sale in Maritime Provinces. IT COSTS YOU NOTHING-MAY SAVE YOU MUCH.

Glass tub used as inc at the Ont: Designed Californian which spray over grape More than guired dail California r uted by me way using s

The light the glow we to be the mo The glow we more effici

Vel XLII

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Crossing fr bec in 5 day dian Pacific created a ner Atlantic voya on the record

Montreal o Express Constrawberry sl been much h The Ontario but was easil

Alberta Go will this seas barren land timber-wolver caribou hero hunters kille of the predat try north-eas

Beginning Beginning man express with combina-less telephone ing of wirele ing and the g while the tra-high rate of

A world's two-year old Heifer, Will claimed by I liamsburg, On day test sh 2,788.5 pound lbs. butter fa lbs. of butter.

The official commenting which connect Pacific Railwi —"so far as the first insta where interd traffic betwee planes has been

In his addr Advertising C Wembley, July president of Railway state spent on color dian Pacific 1 nadian Goverr 1881 totalled, 000 and \$35,00

During the Canadian Pa handled some harvesters. Las inaugurated th which afforde unknown, and not as a direct vation, over 26 special trains o lines.

The unveiling Tom Wilson, e Canadian Rocki day's meeting and six member of the Canadi Camp. Mr. Wi ent at the cerer five years of a by, B.C., disco and the Yoho A. D. MacTi the Canadian I who awarded to the First Aid C they won in con from North Ba Station and A station and A station was im over twenty the the Conpany ha to in First Ai report of the S Association refit an Pacific as way centre."

NEW JERSEY C

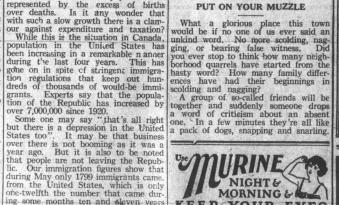
Rev. Dr. Thom ian clergyman of J was at Cain's R avowed intention of for the movies, ha pleting his purpos stunt was success Gra d Lake, Nev the flies have bee archs of the forest ter. A large moose driven into the wate by the aid of a man managed to for a camera dem

linard's Linimer

Homes

For children from

age, boys and gr H. STAIRS Agent Child



THE E

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THE HAY CROP

THE HAY CROP Haying this season progressed without interruption and an musually large amount of fodder was got up in good condition. On every hand, as one travels over the countryside, are seen am-ple barns filled to overflowing, with numbers of stacks to contain the residue of the harvest. With the modern appliances now at hand the ingathering of this important crop has become a much scut and put up by hand. The clearing of the dykes and meadows was then a laborious operation, but now with the use of horse mow-eut, rakes, loaders and power forks the work is done with the out-mut. Mays one of our most important harvests the abundance of good fodder to the country is fully recognized. The logical result sequent betterment in the farmers' conditions. After all we must recognize the fact of our dependence upon the tiller of the soil, through whose success we live, move and have our being.

TWO-INCH SINCLE COLUMN, ONE TIME Much of the fault that is found with local advertising can be traced back to some fault finder who placed a two-inch, single col-umn, one-time advertisement in the local newspaper—and then expected the people to come in and take the goods away from him. That is like trying to pull off a baseball game with only one invite

inning.

Advertising in local newspapers is profitable to local business men when it is done correctly and run continuously—especially when it teamworks with national advertising. Repetition builds reputation.

