

RED ROSE TEA "is good tea"

Folks who want the very best use
RED ROSE ORANGE PEKOE

Now For Skates, Sleds & Winter Sports

COME AND LOOK OVER OUR STOCK. Everything for Winter Sports! Skates for Youngsters and Grown-ups. Sleds for the Small Folk. Hockey Outfits.

We are getting ready to stock Spring goods, hence we can offer you real bargain prices during January.

SEE US NOW

ALSO BARGAINS IN THE BALANCE OF OUR STOCK OF HORSE BLANKETS

Magee & Charlton

HARDWARE.

Queen Street, Bridgetown, N. S.

These beautiful bits of colour and design spell good taste in every tie.

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ALSO

Our Sox are an all quality line, one hundred per cent wool and you will find in our TAILORING DEPARTMENT the very best of all wool clothes for suit and coat.

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G. O. THIES

BRIDGETOWN

Buying From Us Is Not A Gamble It's A Safeguard

Are You Taking Full Advantage of Our Service?

We are carrying a large stock of FOOTWEAR, and you get it at cost—plus a living profit. This is for your convenience.

We buy QUALITY goods and you will get satisfaction.

Lloyd's Shoe Store

Our New Spring Stock HAS ARRIVED

In Oilcloths and Linoleums

IN NEW DESIGNS AND COLORS

Linoleum Mats & Congoleum Rugs

KARL FREEMAN
HEAVY AND SHELF HARDWARE

Are You Curious?

COLUMBUS was curious—He discovered America.
WATT was curious—He discovered steam and its application.
FRANKLIN was curious—He discovered electricity.

THE MORE CURIOUS YOU ARE THE MORE YOU WILL LEARN.

If you are curious about our way of doing business—come and find out.

If you are curious to know why so many of your friends have done business with us in the past, why so many more will deal with us in the future—USE YOUR "CURIOSITY"—TRY US OUT—YOU WILL FIND THE REASON.

Lloyd's Real Estate Agency

GENERAL NATURAL INDUSTRY

So Hiram W. Ricker Describes Tourist Business of Nova Scotia.

"It is an industry that cannot be taken away from you. Your natural resources properly advertised will continue to bring increased revenue as long as God allows the sun to shine on your Province. But when you get people here, see that they are well served; see that they are made your friends and send them back to their homes with nothing but praise for the natural beauties and for the people of Nova Scotia. Make them your advance agents."

This advice Hiram W. Ricker, of Portland Springs, Me., tourist expert of that state, laid before the Halifax Board of Trade in an address which he delivered at their annual meeting Tuesday, Jan. 22nd. Other speakers of the evening included S. T. Oldfield, of the Eastern Steamship Company; George H. Clark, of the Boston Herald; Professor Roy Davis, Assistant Dean of Boston University; and Hon. E. H. Armstrong, Premier of Nova Scotia.

Following the addresses, the Board unanimously passed a resolution to the effect that the title of the organization now known as the Nova Scotia Tourist Association be changed to that of the Nova Scotia Publicity Bureau for the purpose of formulating a definite and practical working plan to advertise not only the scenic but also the industrial opportunities of Nova Scotia; that it should be incorporated and that its revenues should be increased by means of a capitalization of \$50,000 in shares of \$10 each, non-dividend, with headquarters in Halifax—subscriptions to be solicited on a three year basis to ensure continuity; that a board of directors and an executive committee be appointed; the work to be carried on by a paid general secretary and a field secretary with the necessary clerical force as may best suggest itself and the circumstances warrant.

The program of addresses was opened by S. T. Oldfield, who conveyed the regrets of Calvin A. Stin, president of the Eastern Steamship Company, that he had not been able to attend. He had been authorized to announce the speaker said, with the opening of the coming Summer season, a new vessel, The Northland, would be placed on the Boston-Yarmouth route. Equipped with 420 staterooms, and possessing a capacity to carry from 25 to 30 motor cars Mr. Oldfield felt that this boat with the present steamers on the route would be able to take care of any tourist business there would be. He announced that the company intended to start the Summer with a six round trip schedule per week and he assured the board that if the present ships were not capable of handling the traffic, additions would be made.

"Nova Scotia should be sold to Nova Scotians first," declared George H. Clark, Travel Editor of The Boston Herald. "There is everything the heart could wish for in Nova Scotia. You have climate, scenery, a warm hearted people—in fact you have everything but hotels. I believe that it is because Nova Scotia has not been sold to Nova Scotians, that she does not attract a greater number of tourists. Tell the other fellow what you have for him and that can only be done successfully through advertising. With a limited appropriation you cannot afford to advertise in every city, but find out where the bulk of your tourists come from and place your money there. The Boston Herald has a Tourist Bureau and is willing to co-operate with you. We will receive and display your booklets at our expense. It will give me great pleasure to direct tourists to Nova Scotia if I am given the opportunity."

"Nova Scotia needs hotels," Mr. Clarke said. "Not big hotels, but rather small inns, where there is wholesome food and good service. Tourists want to get back to nature. They want the old tree and the green grass and the kind of food that mother used to make."

Prof. Davis spoke briefly, declaring that it should be the aim of the tourist bureau here to have the people of New England think of Nova Scotia as they do of Florida and California. He favored the sending of news relating to visitors to the Province to newspapers in their home towns as a medium of advertising. A careful campaign throughout the New England States would be bound to bring results. "Do not flatter yourselves that you are known," he concluded. "It is the self-evident that is never evident."

In opening his address, Mr. Ricker dealt at some length with the history of the State of Maine, making reference to the tremendous obstacles which had been overcome to build up that section of the country. Then turning to the tourist trade, he stated that he had been "on the job since 1876" and that the tourist income of the State had grown steadily year by year. "Now," he declared, "the State of Maine has nearly 600,000 tourists who leave in that State approximately \$50,000,000."

He had been struck, Mr. Ricker declared, with the similarity of the Nova

PUTS HEALTH AND VIM INTO WOMEN

So Says Mrs. MacPherson of Lydia E. Pinkham's Vegetable Compound

Brantford, Ontario.—"I was always tired and the least exertion would put me out for a day or two. I had a pressing pain on the top of my head, pain in the nape of my neck, and when I stooped over I could not get up without help, because of pain in my back. I did not sleep well and was nervous at the least noise. I kept house, but I was such a wreck that I could not sweep the floor nor wash the dishes without lying down afterwards. A friend living near me told me what Lydia E. Pinkham's Vegetable Compound had done for her so I began to take it. With the first bottle I felt brighter and got so I could wash dishes and sweep without having to lie down. Later I became regular again in my monthly terms. I have taken ten bottles all told and am now all better. I can truly say that your wonderful medicine cannot be beaten for putting health and vim into a woman."—Mrs. JAMES H. MACPHERSON, 309 Greenwich St., Brantford, Ont.

If you are suffering from a displacement, irregularities, backache, or any other form of female weakness write to the Lydia E. Pinkham Medicine Co., Coburg, Ontario, for Lydia E. Pinkham's Private Test-Book upon "All Women's Peculiarities to Women."

PRINCEDALE

Mr. Forman Wright spent Friday in Deep Brook.

Misses Nettie and Marion Brown of Clementsvalle, were guests of relatives here on Saturday.

Miss Elsie Dondale, who is teaching at Greenland, spent the week-end with her parents, Mr. and Mrs. Manning Dondale.

Mr. and Mrs. Frail, of Power Lot, were guests on Tuesday at Mrs. Geo. Wright's.

Mrs. Milledge Wright spent Monday with her mother, Mrs. Wm. Sibbings, Greywood.

BOOK YOUR ORDERS

For Best Stove
Household Coke

To arrive in a
few days

E. L. FISHER

Scotia climate to that of Maine.

Speaking of the advertising done in connection with the tourist trade in the United States, he stated that California spends \$1,500,000 annually to attract visitors. Every little community contributes to this fund, he said, and as a result, California did \$182,000,000 worth of tourist business in 1922. "They are all talking for California," he said, "and they are working for her, too."

Mr. Ricker told of the great strides in highway improvement which have been made in recent years throughout the State of Maine and stressed the importance of good roads to the tourist business. He told also of the formation at the annual meeting of hotelmen in Augusta, two years ago, of the Maine Publicity Bureau to advertise the natural resources of the State. "We had just one object," he said, "just one mark to shoot at; we wanted the people to write that Bureau so we could tell them what we had to offer. Most of our advertising was done through the Sunday papers and we got quick results."

This Bureau, the speaker declared, or one similar to it, formed in Nova Scotia, should be supported by every man who receives a dollar's worth of benefit from the Summer industry, "from bootblack to banker."

"I have never seen a business man," he said, "who had the moral courage to stand up and say that he did not get money from the tourist trade and if he does get it why shouldn't he turn around like a man and help get the trade?"

"Let me say to you," he continued, "that the American people are knocking at your door and at our door for the privileges of coming into our communities to live. Gentlemen see that you have healthy laws so that when they do come and build their homes they will be sure of protection."

Mr. Ricker quoted figures to show the great increase in the value of real estate and personal property in Maine during the past 28 years, estimating the non-resident increase at \$100,000,000.

"Isn't it worth while for Maine to fight for this industry?" he asked. "It is the most healthy, legitimate, far reaching industry I know of," he declared. "There is nothing like it. If the people of Europe travelled as we on this side of the water do—visit our countries as we have visited theirs there would have been no war. There is no danger of having trouble with people whom you know."

FORCING RHUBARB IN WINTER

(Experimental Farms Note)

Forcing rhubarb in winter either commercially or for home use is comparatively easy, and should be carried on much more generally than it is at the present time, as a supply of this very appetizing dish can be made by this means be had from January until the early spring. The roots for forcing are dug in the late autumn before the ground freezes, care being taken to preserve all the buds on the crowns, and to keep as much of the earth adhering to the roots as possible.

Past experience has proven that roots that have been completely frozen freeze much better and quicker. It will require at least ten days of quite severe freezing to put the roots in good condition for forcing.

When the time comes to bring in the plants, a dark cellar should be available where a temperature of 50 deg. to 60 deg. F. can be maintained. The frozen crowns are then placed on the cellar floor as closely together as possible and the spaces between filled with moist sand or earth. It is a good plan to heap several inches of soil over the frozen buds and leave this covering on for a couple of days only to gradually draw out the frost. Water should be applied liberally, because upon the moisture supply will depend to quite an extent, the success of the crop. It is not necessary to use rich soil in this work, because the roots contain the necessary plant food for the development of the leaf stalks.

While the first planting will produce for about six weeks, yet to maintain an abundant supply, it is well to have a second lot of roots out of doors, ready for planting when the first lot is just ready for use. These frozen roots should be brought in planted, and treated in the manner described for the first lot.

T. P. RITCHIE,
Asst. in Vegetable Gardening,
Horticultural Division,
Central Experimental Farm.

GROWING POWER DEMANDS IN ONTARIO

May Spend \$10,000,000 for Ten Years To Meet Them.

Toronto.—It will be necessary to spend \$10,000,000 a year for the next ten years in hydro electrical development in Ontario if the Province is to keep up with the growing power demands, Sir Adam Beck told a convention of manufacturers here.

Consumption, even now, he said, is crowding hard on the heels of production. He stated that the most likely place to secure more power was along the St. Lawrence Rapids, and added that the Federal Government was showing a disposition to co-operate in the harnessing of the St. Lawrence.

In addition new natural sources would have to be tapped, Sir Adam explained, and already engineers were investigating the feasibility of diverting some of the rivers of Northern Ontario southward across the watershed to supplement the rivers now flowing in southerly and easterly directions.

He criticized Chicago for taking so much water from the Great Lakes' system, urging that steps be taken to have it stopped. He announced that the sixth unit at Chippawa would be ready in January when four-fifths of the capacity of the project would be employed.

INSANITY IS ON THE INCREASE

Superintendent of Nova Scotia Hospital Says More Patients Are Being Admitted Every Year.

The rate of admission at the Nova Scotia Hospital, Dartmouth, is increasing higher each year, Dr. P. E. Lawlor, Superintendent of the Institution, stated before the Rotary Club, and he gave figures to show that in the last ten years the admissions had averaged 243 annually, and for the previous ten years 170 annually. The expense of the insane in Nova Scotia was tremendous, Dr. Lawlor declared.

People who were formerly referred to as insane were now known as "mentally ill," Dr. Lawlor said, and he described how the old methods of treatment were being discarded for those of greater freedom to the patient and along lines of vocational training. He deplored the conditions of some of the county homes throughout the province, for they were the institutions to which the incurable insane were sent.—Chronicle.

MAY BE FREED

Ottawa Would Not Be Surprised If J. B. MacLachlan Were Released

Ottawa.—No official information is available regarding the attitude of the government on Labor's request for the release of James MacLachlan, now serving a sentence in Dorchester penitentiary for seditious libel, but it will not be surprising if the request was granted.

The matter is still under consideration. Petitions for and against have been received. The petitions for release far outnumber those against, however.

Sydney Slag VS. Acid Phosphate

The farmer may be pressed by interested sellers to use Acid Phosphate instead of Sydney Basic Slag, but there are many reasons why he should not do so.

1. All the experiments conducted by the Government Experimental farms show that BASIC SLAG gives better results than ACID PHOSPHATE, even when the Acid Phosphate is applied in conjunction with ground limestone. If you want the proof we will furnish same on application.

2. BASIC SLAG IS PRODUCED IN CANADA. ACID PHOSPHATE IS IMPORTED FROM THE UNITED STATES, and the farmer who buys it is lessening employment in his own country. If we are to build up a prosperous nation we should, as far as possible,

BUY ONLY GOODS "MADE IN CANADA"

When our factory in Sydney is running full, we pay out \$100,000.00 annually in wages, and the great bulk of this money ultimately goes back to the farmer for food. Isn't it better, therefore, for him to fertilize with SYDNEY BASIC SLAG and give employment to the men who are consuming his produce rather than buy Acid Phosphate for the benefit of an industry in the United States.

Write to

**CROSS FERTILIZERS LIMITED
SYDNEY, NOVA SCOTIA**

Or our General Salesmen as follows:

"Nova Scotia & P.E.I." R. A. BECKWITH HANTSPOINT
"New Brunswick" C. T. LOGAN, R.R. No. 1, AMHERST

Sydney Slag Leads

in competition with Belgian and English Slags in trial tests at the Experimental Farm, Nappan, N. S., in 1923, under the supervision of the Superintendent, W. W. Baird.

THE PROFITS

over check plots, were larger from the plots where Sydney Slag was applied.

CROSS FERTILIZERS, LTD.
SYDNEY, N. S.

BOSTON & YARMOUTH STEAMSHIP CO., Ltd.

FREIGHT AND PASSENGER SERVICE

STEAMSHIP "PRINCE GEORGE"

TWO TRIPS WEEKLY FARE \$9.00.

Leave Yarmouth, Tuesdays and Fridays, at 6.30 p. m. (Atlantic Time).

Return—Leave Boston, Mondays and Thursdays, at 1 p. m.

For staterooms and other information, apply to

J. E. KINNEY, Supt., Yarmouth, N. S.

HARD TIMES ON WHEELS

Premier Veniot told the farmers and dairymen last evening that there were twenty thousand automobiles owned in New Brunswick at the present time, estimated to be worth \$20,000,000. It costs about \$4,500,000 annually to keep them in repair and \$1,500,000 is expended each year for gasoline. And yet people are constantly complaining of hard times.

—Fredericton Mail.

THE OUT-OF-DATE MAN

"The man who does not keep up with modern business, who does not make use of modern advertising resources, is like a man using an old covered wagon to go to San Francisco in preference to a railroad express. Good advertising will bring new business, which should more than pay for its cost. The cost is not necessarily paid in selling the article. It pays to advertise for tomorrow."

"The increased turnover resulting from advertising," he continued, "more than pays for the apparent increase in cost. The consumer paid no more, because the producer can accept a smaller margin of profit, because of his greater sales."

For the Kidneys

Kidney troubles are frequently caused by badly digested food which overtaxes these organs to eliminate the irritants formed. Help your stomach to properly digest the food by taking 15 to 30 drops of Extract of Roots, sold as Mether Seigel's Curative Syrup, and your kidney disorder will promptly disappear. Get the genuine.

CREAM WANTED

Ship your Cream to MCKENZIE'S CREAMERY at MIDDLETON, N. S. Satisfaction guaranteed. We pay twice a month. Prices paid Patrons for Cream from Jan. 1st to 15th—45c. for Special Grade, and 45c. for First Grade per lb. Butter fat. WRITE FOR PARTICULARS.

Kings Mutual Fire

Save half your insurance in the Kings Mutual. B. C. Goodwin, General Agent, from Bridgetown to side of the river.

PROBLEM OF FEEBLE MIND BOYS AND GIRLS

Rev. Peter Bryce, Toronto, chairman of the Ontario Mothers' Alliance Board, at the Dominion Social Service Council in St. John, declared that scientific and business leaders in co-operation had turned their attention to preventive and constructive measures and that the elimination of poverty, weakness, suffering and crime were their ultimate goal in social service work.

He then went on to tell of the recent developments of social service work. The feeble minded boy and girl had been recognized as a social problem all over the world, he said, and a survey of 700 subnormal children which had been trained in auxiliary classes showed that 74 per cent were living normal lives and maintaining themselves. Some time ago it would have been thought necessary to care for them in institutions, he now, given the background of a full good home, with the guidance of vocational director and a farm color for those who needed special care, the problem of the feeble minded was receiving attention throughout America. Institutions would only be required for a highly retarded type, he said.

The minimum wage law, Dr. Bryce said, set a standard below which wages for women and girls might not fall and it had been the experience of the members of the Ontario Wage Law Board that the factory which paid the most generous wages was always the most prosperous.

WRIGLEYS After Every Meal

It's the longest-lasting confection you can buy—and it's a help to digestion and a cleanser for the mouth and teeth. Wrigley's means benefits as well as pleasure.



Buy at

Letter Head

Bill Head

Envelope

Job Printing

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The Week

Good Work and