



"What you need is to cheer up," said the doctor to his patient. "You don't expect a man to cheer up when he has dyspepsia, do you?" was the grumpy rejoinder.

"Certainly! Sing, read, fight literature, just occasionally—" "Jest!" repeated the sufferer, skit.

"Doctor, you're away off. I don't want to jest; what I want to do is to digest."

Two men can admire the same shirt and remain friends, but it is different when they admire the same

The character and ideals of any nation are always pitifully expressed in the popular proverbs that have become part of the everyday speech of the people. Here is some of the interesting proverbial philosophy of the Japanese, collected and printed in the London paper, Answers:

Appo-Krisps-Cereal

Preliminary Announcement

THE PRODUCT

"APPO-KRISPS" is the registered trade name of a ready-to-serve "Fruit Cereal" recently patented in Canada and the United States.

The exclusive feature of "APPO-KRISPS" is the blending of Apples and Wheat in the form of flakes. "Fresh Apples — Golden Wheat — Grilled together — Ready to Eat" — a combination of qualities not obtainable in any other prepared food on the market.

SIGNIFICANCE

The whole trend of public buying for more than a generation has been definitely in the direction of prepared, ready-to-eat foods. So much so, that the production of breakfast cereals in Canada alone now amounts to over \$4,000,000 annually and manufacturers of distinctive products in this field enjoy consistently large profits.

The increasing sales of such cereals have been in spite of a certain insipidity, of a definite monotony when eaten regularly, and of a deficiency in dietetic elements as well as flavor. So much so, that their manufacturers have spent millions of dollars to inform the public of the improvement that results when these cereals are eaten in combination with fruits.

"APPO-KRISPS" alone overcomes these handicaps, takes advantage of the opening, and offers fruit and cereal combined in a most enticing form—makes it possible to "Eat an apple a day in a new way!"

AN INVESTMENT OPPORTUNITY

Prominent business men of the Annapolis Valley, Nova Scotia, and of Montreal, whose names are closely linked with the success of leading factors in the cereal field, have associated themselves with the formation of Appo-Krisp Limited, the Company, which is to place this new Fruit Cereal on the market. The Company's first plant will be established in the Annapolis Valley — Canada's Premier Apple Growing district.

The Stock of APPO-KRISP LIMITED is now offered to the investing public.

CAPITALIZATION

2,000 shares 8 per cent Cumulative Preferred Stock
3,000 shares Common Stock
Par Value \$100.00 per share
Offered in units of
1 Share 8 per cent Cumulative Preferred Stock
1 Share Common Stock
Price \$110.00 per Unit.

This is your opportunity to share in the profits of an enterprise which has an invention fully protected and a product which will merit public confidence. Appo-Krisp Limited is undoubtedly a business with unlimited prospects for growth and profits for the equal benefit of all the stock holders. I believe it is only a question of a short time until Appo-Krisp Limited will be in a position to pay splendid dividends to all stockholders and upon this belief I have acted.

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THE OUTLOOK, MIDDLETON, N. S.

ABOUT CATS

"The way you treat me, Thomas, I ought to leave your flat. Where have you been, you lazy bum?" asked Mrs. Pussy Cat. "Don't mention business friends to me; where were you all last night? One look's enough to tell me that you've had another fight. You do not know how much there is to do around home; a husband ought to help his wife, but all you do is roam. The kittens have been cross and wild they've spilled a cup of cream, they've fought each other and me too, until I want to scream. Now if you don't reform yourself, I surely will and can; I'll notify the officers of Kats of Ku Klux Klan." Her husband paused inside the door and gently switched his tail; though he was twice as big as she, he seemed to shrink and quail like many human wanderers, by angry wives deterred, he took his cussing catfully, and never said a word.

PORT GEORGE

August 17th—Miss Lantz, of Mahone Bay, who spent two weeks at the parsonage, returned home on the 14th accompanied by Mrs. Dr. Brown. Mr. E. McKenzie and family motored to Digby on the 11th and were guests of Mr. and Mrs. Robbins. Miss Milred Robbins returned with them and spent several days visiting friends here.

Mr. and Mrs. Joseph Hinds are spending a couple of weeks at Mrs. Hinds' old home in East Arlington. Mrs. Beattie Fowler, Boydie Davis and friend spent the past week guests at the home of Mr. and Mrs. F. Mosher. Mr. and Mrs. E. Klaparrick is visiting at the home of Mr. and Mrs. Harry Hines, Arlington.

Mr. and Mrs. V. Baker were guests at the home of Mrs. M. Hayes on the 11th. Mrs. Ward, of Tremont was a recent guest at the home of her niece, Mrs. M. Donnelly.

Mr. and Mrs. Roy Fritz are the guests of Mr. Fritz's parents, Mr. and Mrs. H. Fritz.

Mrs. Pingley and Mrs. Ira Elliott, who spent the past month with their aged mother, Mrs. Ruth Elliott, returned home on the 17th. Mrs. Gerald Whitman and son, Frank, of Somerville, Mass. are guests at the home of Mrs. Whitman's uncle, Mr. Frank Rhodes.

Mrs. D. S. Howard, of Denver, Mass. is a guest at the home of Mr. James Stocumb.

Mrs. Wilkins and Mrs. A. Stronach were recent guests at the parsonage.

COTTAGE COVE

Mr. Fred B. Hayes has been a recent visitor at the home of his parents, Mr. and Mrs. Joshua Hayes. He was accompanied by Mr. Garrett, prohibition officer, of Newton, Mass. and Mrs. Garrett. They came by auto to St. John, then to Digby by boat. On their return they went all the way by auto.

Mr. David Fritz, of Port George; Miss Chetick and friend were guests of Mr. and Mrs. Elmer Hayes one day recently.

Mrs. Larima Brinton, of Port Lorne spent the week end guest of her brother, Mr. S. A. Hines.

Mrs. Alice Peters, of Brookside, N. Y.; Miss Alice Metzger, of Long Island, N. Y.; and Miss Marion Lewis, of Syracuse, N. Y. are guests of Mr. and Mrs. J. N. Hines. It is their first visit to this country and they are greatly pleased with the scenery etc.

Mr. and Mrs. John Fritz and daughter, Evangeline, were visitors at Mr. and Mrs. Joshua Hayes on the 16th.

"A small-minded man looks at the sky through a reed" and "The heart is the same at three as at sixty" are other Japanese sayings. Picturesque too are "At the foot of the lighthouse it is dark" and "When the hen crows the house goes to ruin." The latter saying indicates the Japanese view of feminism. Equally pithy is: "There is no medicine for love-sickness or a fool."

The Japanese equivalent of "casting pearls before swine" is "giving gold coins to a cat," and instead of "a wolf in sheep's clothing" they speak of a "wolf dressed in a priest's robes."

There are few honest women who are not tired of their trade.

TAXI

(Day and Night Service)

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MARRIAGE

MacMichael — Ilsey

At 5 p.m. on Tuesday, August 18, Miss Lillian Winifred Ilsey, daughter of Mrs. Randall B. Ilsey became the wife of Mr. George MacMichael, son of Mr. and Mrs. Alexander MacMichael of Rexton, N. B.

About forty relatives and friends witnessed the marriage ceremony which was performed by Rev. D. G. Reas, at the home of the bride's brother, Mrs. J. L. Ilsey, LL. B., Highland View, Kentville, N. S.

A profusion of flowers had been used, giving the room a most attractive appearance. The principal feature of the living room decorations was a beautiful arch of evergreen and gladioli, from which was suspended a bell of bridal robe chrysanthemums. Red and white sweet peas in abundance gave a festive air to the whole house. The dining room a delightful effect was produced by the lavish use of pink sweet peas and snap dragons and white ribbon.

Clad in a charming gown of white satin and silver lace with bridal veil and orange blossoms and carrying a shower bouquet of roses, the bride was given in marriage by her brother, Mr. J. L. Ilsey, while Mrs. Avard Bishop, of Sydney presided at the piano, rendering the wedding marches.

After congratulations had been received, dainty refreshments were served. Mrs. Craig, aunt of the bride, acted as toastmistress. Mrs. J. L. Ilsey cut the cake, and Mrs. Phillip Ilsey, of Wolfville; Miss Catherine MacLennan, of Sydney and Misses Lois Lamont and Hazel Caldwell, of Kentville, assisted with the serving.

Mr. and Mrs. MacMichael left on Tuesday evening by motor, the bride travelling in an ensemble costume of diamond green velvet and ermine with trimmings of moussin fur. After a few weeks honeymoon spent in New Brunswick, they will make their home in Halifax.

The beautiful gifts included checks for \$500.00 and \$100.00; silver ware from the staff of the Royal Bank of Halifax, of which the groom is a member, and linen from the teaching staff of Sydney, where Mrs. MacMichael taught Domestic Science for the past three years. Before her departure from Sydney friends of the bride gave a delightful shower in her honor.

Among the out of town guests were: Mr. and Mrs. Avard Bishop and Miss Catherine MacLennan, of Sydney; Mrs. H. S. Cunningham, of Truro; Mrs. Forrest, Miss Forrest and Mr. Dorman, of Halifax; Mr. Churchill, Mrs. Blackadar, Miss Yeaton, and Mr. Graham, of Hantsport; Mrs. Phillip Ilsey and children and Mr. Shaw, of Wolfville; Miss Sara Jordan, of Grafton; Mr. and Mrs. Hugh Phinney and the Misses Betley, of Middleton.

O. P. GOUCHER WILL ATTEND CONVENTION

O. P. Goucher, M.P.P., will leave on Friday to attend the annual convention of the \$200,000 and \$100,000 Clubs of the Manufacturers' Life Assurance Company, which is to be held in Toronto, on August 26 to 28. Mr. Goucher will be accompanied by Mrs. Goucher, and while in Toronto they will visit the Canadian Exhibition, which opens on August 29. They will be joined at Toronto by their son, Harold Goucher who is motoring from Florida to meet his parents, and will later take them home by automobile, via Boston.

Other representatives of the Manufacturers' Life Assurance Company from Nova Scotia who will attend this convention include H. S. Gray of Sydney, O. J. Lyons of Kentville, and E. C. Hall of Bridgetown. —The Halifax Herald, August 19th.

WHEELS GO ROUND

It seems a thousand years ago before there was an auto show—I drew my savings from the bank and bought an auto with a crank. Its four small wheels were hard tired. It had no top to shield my "pards." Its body was a cross between a dump cart and an old canteen. The people stared when we rode by and horses shifted into high, while dogs and cats and other things departed from our path with wings. Say, was I proud? From ear to ear, I smiled, because I was a pioneer. That early bird gave me a thrill, I vividly remember that toll and skill would some day buy and build a handsome bus beyond the dreams of most of us. But O, ye gods, who could foresee the many things that's come to be? For instance this: Who could have told that over the highways—new or old, from Halifax to Vancouver, wherever found—a hundred thousand wheels go round? Or, that hundreds of deaths—each soul a tax imposed to reach this goal. Thus careless, heedless man holds sway. And when I think of the small car I know the world has travelled far.

The man and woman who try to make their home the most interesting spot on earth for each other, and for their friends and those who are near and dear to them have but occasional use for the club. It is to them, like the theatre, a pleasant place to enter now and then, but not a spot to dwell in.



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GENERAL NEWS

That a new market has been found for Canadian lobsters, is shown by the report that twenty-six hundred cases of lobsters, valued at about \$78,000, were shipped to Sweden from Halifax, N.S., during the first week in July.

The gold mines of Northern Ontario are now realizing aggregate profits of a million dollars a month, according to estimates compiled at Timmins, Ont. There was a gross income of \$2,650,000 during the month of June.

Six hundred and twenty-four families from Great Britain and other European countries settled in the West on 187,000 acres of land sold in the fiscal year ending May 31st, according to the records of the Canada Colonization Association.

Quebec is this year enjoying the greatest influx of tourists it has known for a considerable time. Hundreds of motorists, the majority from the States, are camped in and around the city, and the Chateau Frontenac reports capacity bookings.

During his tour of Western Canada Field Marshal Earl Haig passed through the town on the Canadian Pacific Railway which was named for him several years ago, for the first time. The Field Marshal, on learning his connection with the town, looked as pleased as though he had just won another famous victory.

According to the report of the Department of Agriculture, livestock marketings in Canada during the past year were the best experienced for many years. There were 975,020 cattle, 355,179 calves, 3,094,291 hogs and 485,006 sheep marketed in 1924, as compared with 882,921, 315,522, 2,353,402 and 512,390 respectively in the previous year.

According to J. M. Gibbon, secretary of the Trail Riders of the Canadian Rockies, who recently left Montreal for the West, the annual cross-country ride and pow-wow undertaken by that organization, is becoming so popular that lovers of the outdoors from England and Australia are attending this year, in addition to the members from the United States and Canada.

That 69,000 harvesters would be required to handle this year's crop, of which the East would be expected to supply 50,000, was the estimate arrived at last week at a conference of various governments held in the Canadian Pacific offices at Winnipeg. In the meantime the Canadian Pacific Railway has taken all necessary steps to transport the army of harvesters. Their colonist cars and special equipment has been overhauled and the company is now fully prepared for its annual rush of harvesters.

George Morris Bosworth, Chairman of the Canadian Pacific Steamships, who died in London, England, on the morning of July 25th, from septic poisoning following an operation for appendicitis, was with the company almost from its inception. He was 68 years old when he died, joined the Canadian Pacific Railway in 1882 and was head of the steamship service for nearly seven years. When informed of Mr. Bosworth's death, E. W. Beatty, K.C., chairman and president of the company, stated that in his opinion Mr. Bosworth had had no equal in the country as a manager of railway traffic and added that "the company deeply regrets the passing of another of the old guard, whose ability and effort so largely contributed to the company's success."

The heat, we see, drives some people crazy. But you can't blame everything on the heat.

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