

You'll Like the Flavor

EVERYBODY LIKES KING COLE TEA

King Cole Orange Pekoe is the "Extra" in Choice Tea

Your Grocer will supply you

One Week More



HON. ARTHUR MEIGHEN
Leader of Opposition



HON. MACKENZIE KING
Prime Minister

One week from to-day, will seal the fate of these two leaders, who have been touring Canada from coast to coast, in the interests of their parties. He is striving to retain the premiership and the other is trying to change positions with him. In some parts of Canada, the election has waxed quite warm—while other sections are taking the issue as a matter of course—and will cast their votes on October 29th, just as they have done in many an election before. The tariff is the big issue and is being fought to a finish, and just as bitterly as it has for the past twenty-five years. MacKenzie King and Arthur Meighen are both confident of conquering the hosts—BUT ONLY ONE CAN WIN.

MODERN MARRIAGE IS SOCIAL EVOLUTION

Brides of To-Day Kick Over Victorian Traces—No Longer Recognize "Hubby" as Superior Being—

Because some of our younger play-wrights find it profitable to represent a few degenerates as typical modern women, and unsuccessful matrimonial adventures cause judges and doctors to talk of "fast wives," many people who accept these views at their face value imagine that marriage has gone to the dogs.

New ideas, changed manners, are invariably condemned at the outset, and the woman of to-day, though crusty bachelors may still label her as "the inferior sex," is undoubtedly more evolutionary than her "superior," man. His laws are being upset or modified where her rights are concerned, and she has won political enfranchisement, the writes Lady Alexander in the London Mail.

In marriage she has challenged the word "obey" and has exploded the idea of the servant which lingers languidly on among Orientals and other races.

If a husband is "head of the household" it is no proof that he is superior to his wife, but rather that he has the economic advantage of being the breadwinner. Even this is gradually being lost with the advent of woman

as his competitor in the money market.

Give and Take
The result is the give-and-take marriage, for modern brides have kicked well over the Victorian traces, which, generally speaking, not only decreed that woman's place was in the home, but made her a servant there as well. But there is no fear that human nature will be changed by social evolutions, or that mother will desert the cradle.

I take the unfashionable view that the change is all to the good. In unions at least where the husband is progressive it is wise that his wife should move forward with him, be interested in his work, share his pleasures, meet his friends, and mix in his world.

At first of course, reactions go to the extreme, and that is why the all-for-pleasure cocktail girl and jazz band are with us at the lighter end of the social saw. Weighing down the other end is the overwhelming majority of sensible girls who still love the love of a Juliet, desiring a perfect Romeo, picturing themselves in an ideal home.

Perhaps they desire modern girls so much because of taking a less serious view of marriage than their grandmothers did just because of comparatively negligible number of irresponsible young women mistake hectic amusement and ally losing with the advent of woman

KRAFT CHEESE

You like Kraft Cheese because of its inimitable flavor. To be sure you get it, always look for this trade-mark.

FREE RECIPE BOOK—Write Kraft-MacLaren Cheese Co., Ltd., Montreal. (4-25)

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When you use SMP Enamelled Ware Utensils, you never need to scrape, scour and scrub the way some wares demand. Hot water, soap, a cloth—that's all you need to clean them. It washes like china, has the cleanliness and surface of china, but wears like steel. Don't be the slave of your cooking ware; equip with clean, pure sanitary, lasting

SMP Enamelled WARE

S. M. P. Goods are Sold by W. C. Feindel, Middleton.

CAN YOU AFFORD TO LOSE?

When you buy Speculative Shares, which have no earning Record and no Market Value you are simply GAMBLING with the overwhelming probability that you will LOSE YOUR MONEY. Why take this long chance when you can INVEST your SAVINGS IN SOUND Dividend-paying Securities of Known Value and Earning Power (always readily marketable) and be safe. You can do this by availing yourself of our

"PAY IN A YEAR PLAN"

Example \$500 Initial Investment

\$500 Invested (Pay in a Year Plan) will buy outright

5 SHARES BELL TELEPHONE..... Dividend Rate 8 per cent

10 SHARES STEEL OF CANADA..... Dividend Rate 7 per cent

10 SHARES CANADIAN CAR FOUNDRY P.F.D.... Dividend Rate 7 per cent

The above investment securities are long established dividend payers and possess an unusual degree of safety plus extraordinary profit making possibilities on market advances.

(Other Investment Group Selections for Smaller or Larger Sums on request.)

Our new investment booklet "The Road to Financial Independence" gives a complete record of Canadian Dividend Paying Securities with their high and low market prices and explains how you can start investing small or large sums with absolute safety by our "Pay in a Year Plan". Send for it to-day. No obligations.

REPRESENTATIVES WANTED TO ACT AS OUR LOCAL CORRESPONDENTS.

MAIL THIS COUPON

Pursuit Sainte Clair & Co., Date.....
Investment Bankers,
Canada Cement Bldg.,
Montreal, Que.

You may send me details of your "Pay in a Year Plan" and your booklet without obligation on my part. I am interested in the following Securities:

Name.....
Dept. D.P. Address.....
City.....

There is no time like the present to start Christmas Publicity

MIDDLETON, "THE OUTLOOK" NOVA SCOTIA
PUBLISHED, THURSDAY. P. E. Black, Publisher. CIRCULATION, 1200

"The Outlook", Middleton, Annapolis County, Nova Scotia, is a weekly newspaper, circulating among a thrifty and intelligent people. It covers thoroughly the Western portion of Kings County north from the Bay Shore, and the Eastern half of Annapolis County north from the Bay Shore. The most important orchard district in Nova Scotia is in the area mentioned. Besides apples, all kinds of fruits and vegetables are grown. Dairying is carried on to a great extent; likewise lumbering, fishing and a great deal of manufacturing. To reach the people of this district, the easiest and most economical way is through the columns of The Outlook.

The Outlook is an all home print paper. Pages 7 columns (13 cm) by 21 inches.

Forms Close—For New Advertising Wednesday at 10 a.m. Change of advertising Tuesday noon.

RATES: EFFECTIVE JAN. 1, 1926

General Approved Advertising Contract Plate Set
1 in. 14 l. and over..... 40c 50c
20 in. 700 l. and over..... 25c 35c
100 in. 1400 l. and over..... 15c 25c
150 in. 2100 l. and over..... 16c 23c
200 in. 2800 l. and over..... 15c 22c
500 in. 7000 l. and over..... 14c 20c
1000 INCHES, plate 15c, set 15c

Special Advertising: Political, 30c per inch plate, 40c set.

Guaranteed Positions: Island, 40 per cent extra. Top Column and Alongside reading matter, 20 per cent extra. Following and Alongside reading matter, 15 per cent extra.

Mats, up to size, 2 col. x 5 inches, can be used. Add 5c per inch to plate rate.

Classified Sections: 1st insertion, 50c per inch, subsequent 25c per in.

Legal Advertising: 12c per line, 1st insertion, 8c following insertions.

Readers: in Local News Column, 15c per line, first insertion, 5c per line, subsequent insertions. Run in conjunction with display advertising, same issue, 5c per line. Scattered readers, no position, 10c per line, first insertion, following insertions 5c per line.

Canadian Weekly Newspapers Association.
Maritime Selected Weeklies.

The True Story of Silver Fox Farming

Though the subject of much abuse from inside and from the outside, the silver fox industry has grown steadily and rapidly to its present immense proportions. This remarkable expansion cannot be attributed to chance—to a passing fancy or fad—or to any glittering promotion schemes. On the contrary, this growth has been inevitable. Were the business one which had less appeal to the imagination, to the spirit of adventure, to the love of animal life, its development would have been slower, but it would have been none the less certain. The reason for this is that the raising of silver foxes in captivity was started and has spread in answer to a basic need and an established demand. The fur trade, in its large sense, is no new business—it is as old as time. It resulted, not from an attempt to exploit a suspected vanity of man, but rather, from an existing need of warmth and desire for beauty.

How fortunate is the fox farmer today! He is not forced to develop untried markets for an unknown product. He furnishes the world with the highest quality fur piece. His product is already accepted and his market is asking for his goods.

The story of the modest beginning of the domesticated silver fox and its subsequent rise to its present importance is one filled with romance and adventure. It is a tale of the early trapping days when a silver pelt equalled the whole season's catch; of the first attempts at holding animals caught out of season till their fur was prime; of the successful mating in captivity; of the early ranching operations of Dalton, Oulton, Tuplin, Boyer and Rayner, who guarded their methods and knowledge with utmost secrecy of the first sales of live foxes; of the high prices for silver pelts; of the subsequent demand for breeding stock; of the inflation of prices and wild speculation, some breeding pairs selling above \$25,000 and of the deflation of prices resulting from enforced economies during and after the war.

A great many ranches had been established during the boom period and the industry had spread out to embrace a considerable territory. True, a certain number of unscrupulous operators were attracted by the fabulous profits to be made, and many ranchers—victims of a declining market—lost money.

Since the war and the drop in

the raw fur market, however, the growth of the silver fox industry has been truly remarkable.

It started under a great handicap. The opinion of those not connected with fox farming was one of great skepticism. They had heard of fortunes made of \$25,000 foxes, of a tremendous drop in values, of bubbles burst and of money lost. Reputable papers and magazines refused to accept advertising from silver fox producers. The fox industry was in disrepute. It was indeed a skin game.

A change took place, however. It was discovered that this business could be engaged in on a conservative basis; that persons could raise foxes for the pelt alone and, even at low prices, make handsome profits. It became apparent that fur farming was a logical diversification for the grain or livestock farmer; that it was a profitable sideline for the business man and the professional man; that, in itself, it was a business which, if properly managed, could be counted on to pay large returns.

The governments of the United States and of Canada now encourage the raising of wild animals in domestication to offset the alarming decrease in the numbers of fur-bearers in the wild. They further recognize fur farming to be a logical, important and profitable branch of livestock husbandry.

Today, there are fox ranches operating at a profit in every state in the United States where the climate permits, in Alaska, and in every province of Canada. Fox farming has been recognized as a sane branch of agriculture.

And tomorrow? What of tomorrow? The fur trade asks only for a good quality pelt and is willing to pay a good top price to get it.

With the fox industry organized as it is, the individual need only co-operate with his fellow breeders and do his part to produce the right kind of a pelt from his ranch. The beginner, today, has within his reach all the advice and help he needs, his problem is to purchase good foundation stock from reliable breeders.

To the outsider—just a word—if you have the inclination to raise foxes, don't hesitate, buy good ones and start. You'll like it and you'll make money.

And besides, You cannot help but double your money as I guarantee one pair of pups at least to every pair foxes purchased from my ranch.

RALPH SCHROEDER
Melvern Square, Annapolis Co.

"Religious Argument"

LEADING EDITORIAL IN THE DEANERP MAGAZINE, OCTOBER, 1925, FROM THE ABLE PEN OF REV. ROBERT MILLER

Most people are agreed that it is not wise to argue much about religion and that the members of the Church Militant have better things to do than to fight each other with "Apostolic blows and knocks." Religious argument may breed sins for it may make men contemptuous of others or angry or intolerant. Religion touches us closely and our own worship is a thing about which we are very sensitive.

At the same time, no Christian should be unable or afraid to give "a reasonable answer for the hope that is in him." Not everyone has the gift of ready speech and ready speech is best when it is the outcome of many years of thought. Meditation about the ways of God and upon the words of God is the secret of spiritual fluency for these are the steps by which the soul climbs to heavenly places.

When our conversation is really in heaven argument becomes difficult and controversy, is only engaged in from a keen sense of duty and necessity. We speak of the great religious mysteries not for the sake of speaking but no taciturn...lest silence should be misconstrued.

So in most of the opinions expressed about the Church, about God, about religion, no argument is possible. It is simply a question of looking at the thing from a wider angle, with the loving faith and certainty of a child of God. "How can a man be born again?" argued Nicodemus. Jesus went on and Nicodemus understood as he saw the matter in its deeper, its spiritual bearings. Nearly all the mistakes of "popular theology" come from separating "what God has joined." The Christian faith is not a series of disjointed portions but a grand and harmonious whole of which "Christ is the chief cornerstone." We need, for the salvation of our souls, the fullness of the revelation of God, an Incarnation and an Atonement, a Calvary as well as a Resurrection.

So it is not that a man "must" believe because God will make Him or demands that He should. It is rather that as we see God, even in the "dimness of our blinded sight," we "must" believe because all that we have loved and sought is there; because a thousand emotions draw us to Him, because our hearts leap up to acclaim Him and in the fullness of the peace of God we find the Glory of God.