

# ADERS

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LIMITED  
A  
DGETOWN, N. S.

## NOTICE

Automobile Owners  
We are now open to receive Auto-  
mobiles for repairs for the balance  
of the season, at Flett's Garage. It  
will be well for those who do not  
possess storage space for winter to  
have their cars in as soon as possible  
overhauled at this garage, will  
be stored and cared for during the  
winter months free of charge if  
desired. Have your painting  
repairs done at same time.  
We are still doing business at the  
garage.

FLETT'S GARAGE  
117 Hollis Street Phone 69

RAMEY'S  
MEAT MARKET

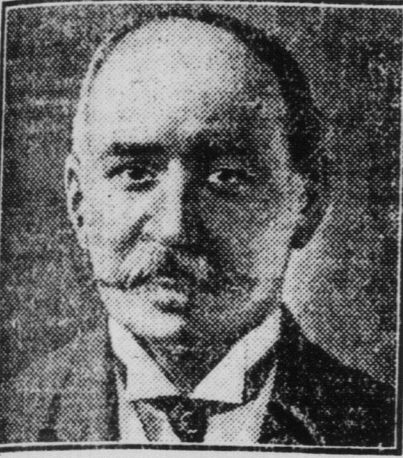
open y the store on the cor-  
ner Queen and Albert streets, one  
south of B. N. MESSINGER'S  
ERY, where I am prepared to  
serve the public with all kinds of  
FISH etc. at reasonable prices.  
TRIAL ORDER SOLICITED.  
Send a team through the coun-  
try once a week.  
W. A. RAMEY Proprietor.  
Box No. 56.

## FOR SALE

PER PAPER, printed or plain.  
It also is supplied with name  
etc., specially printed to suit  
you. Send all orders to  
THE WEEKLY MONITOR,  
Bridgetown, N. S.

## TORTURED BY RHEUMATISM

"FRUIT-A-TIVES" Brought Quick and Permanent Relief



MR. P. H. MCHUGH  
103 Church Street, Montreal.  
December 10th, 1917.

"I was a great sufferer from Rheumatism for over 10 years. I consulted specialists, took medicines, used lotions; but nothing did me good. Then, I began to use "Fruit-a-tives"; and in 15 days, the pain was easier and the Rheumatism was better. Gradually, "Fruit-a-tives" overcame my Rheumatism; and now, for five years, I have had no return of the trouble. Also, I had severe Eczema and Constipation, and "Fruit-a-tives" relieved me of these complaints; and gave me a good appetite; and in every way restored me to health." P. H. MCHUGH.

50c. a box, 6 for \$2.50, trial size 25c. At dealers or sent post paid on receipt of price by Fruit-a-tives Limited, Ottawa, Ont.

### TRAVELLERS' GUIDE

## DOMINION ATLANTIC RAILWAY

TIME TABLE REVISED TO MONDAY, SEPT. 29th, 1918.

GOING WEST		
Station	Express Daily	Mixed Daily
Middleton	11.35	6.00
Lawrencetown	11.50	6.25
Paradise	11.57	6.40
Bridgetown	12.08	7.00
Tupperville	12.18	7.35
Round Hill	12.28	7.45
Annapolis Royal	12.42	8.30
Upper Clements	12.53	8.45
Clementsport	12.59	8.55
Deep Brook	1.06	9.10
Bear River	1.15	9.25
Imbertville	1.18	
Smith's Cove	1.22	9.35
Digby	1.37	9.55

GOING EAST		
Station	Express Daily	Mixed Daily
Digby	12.05	4.20
Smith's Cove	12.20	4.40
Imbertville	12.24	
Bear River	12.28	4.55
Deep Brook	12.37	5.10
Clementsport	12.44	5.25
Upper Clements	12.53	5.35
Annapolis Royal	1.07	5.50
Round Hill	1.22	6.20
Tupperville	1.32	6.44
Bridgetown	1.45	7.05
Paradise	1.56	7.40
Lawrencetown	2.03	8.00
Middleton	2.20	8.30

R. U. PARKER,  
General Passenger Agent.  
GEO. E. GRAHAM,  
General Manager.

## H. & S. W. RAILWAY

Accom.	TIME TABLE	Accom.
Wednes- days only	IN EFFECT March 10, 1918	Wednes- days only
Read down	STATIONS	Read up
11:10 a.m.	Lv. Middleton Ar.	5:00 p.m.
11:41 a.m.	*Clarence	4:28 p.m.
12:09 p.m.	Bridgetown	4:10 p.m.
12:32 p.m.	Granville Centre	3:43 p.m.
12:49 p.m.	Granville Ferry	3:25 p.m.
13:12 p.m.	*Karsdale	3:05 p.m.
13:30 p.m.	Ar Port Wade Lv.	2:45 p.m.

Connection at Middleton with all points on H. & S. W. Railway and Dominion Atlantic Railway.  
W. A. CUNNINGHAM,  
Div. F. & P. Agent.

## Dominion Atlantic R'y To BOSTON, MONTREAL

and all points in  
WESTERN CANADA and UNITED STATES via DIGBY and CANADIAN PACIFIC LINES  
at Lowest Rates

For fares, sleeping accommodation and other information telephone or write to  
R. U. PARKER  
General Passenger Agent  
117 Hollis Street, HALIFAX, N. S.

## EMPRESS'S WAR RECORD



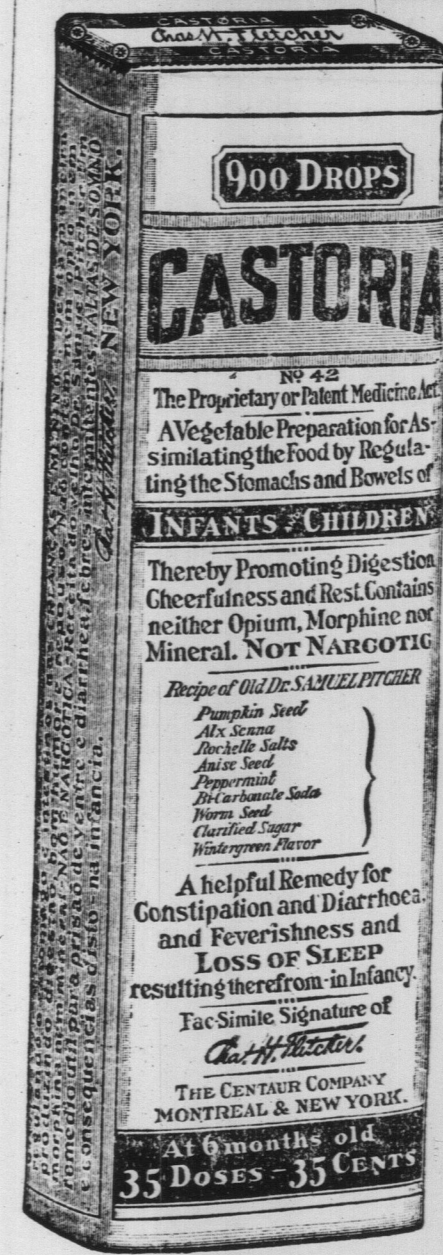
(1) Captain Geo. S. Webster, R.N.R., of the "Empress of Britain."  
(2) Arthur E. Philp, Chief Engineer of the "Empress of Britain."  
(3) Six inch gun crew standing by the gun on the "Empress of Britain," at right Chief Officer F. H. Moore, who gave the gunners the range.

THE "Empress of Britain," which sailed from New York on Sunday afternoon with 150 officials of the British War Mission, Y.M.C.A. and Knights of Columbus workers, has already covered 173,100 miles since the outbreak of hostilities, when she was taken over by the British Government and has transported 110,000 troops overseas. She took thousands of Australians and Britishers to Gallipoli, and was one of the transports assigned to take them away. The Suez Canal being closed, she made a 16 months trip around the Cape of Good Hope with troops for German East Africa and also for Mesopotamia. She made eight trips with Canadian troops and for the first seven months of the war, patrolled the South Atlantic as an admiralty cruiser.

It was during one of the trips across the Atlantic with 5,000 troops aboard, that a German submarine launched two torpedoes, one of which, due to a lucky zig-zag, missed the bow by three feet, and the other passed a dozen feet astern. At least a dozen attacks were made upon the "Empress of Britain" during the war, by U-boats.

Captain George S. Webster, R.N.R., who is the present commander of the "Empress of Britain," has made 37 trips across the Atlantic since the outbreak of the war. When the "Empress of Britain" reached New York last Tuesday, she had aboard 2,450 U. S. troops, including 400 sick and wounded heroes, and she is returning to Liverpool for more. When this work of repatriating U. S. troops is finished, she will return to her home port, St. John, New Brunswick.

During the war, the C. F. O. S. ships have transported over a million troops and passengers on war bus-



# GASTORIA

For Infants and Children.

Mothers Know That Genuine Castoria Always Bears the Signature of *Dr. J. C. Hathorn* In Use For Over Thirty Years

## GASTORIA

Exact Copy of Wrapper.

## Press Advertising Sold Victory Bonds

BEFORE the war, bond buyers were "marked men." In number they were 40,000 in March, 1917—this is shown by the number of purchasers of the Government War Loan of that date. But in the autumn of the same year, their number increased twenty times—to 820,000! This was the number purchasing the Victory Loan, 1917. Last month—November, 1918, over 1,000,000 persons purchased the Victory Loan, 1918!

These wonderful results were accomplished by Press Advertising. Before the war one-half of one per cent. of our people bought bonds. Now quite twelve and one-half per cent. of our people are bond buyers!

Before the stupendous amount of \$676,000,000 worth of bonds could be sold to our Canadian people in three weeks a most thorough and exhaustive campaign of education was necessary, and this campaign was carried through by advertising in the public press. The power of the printed word never had a more convincing demonstration.

By means of the printed word, through the medium of advertisements in the press of our country, the Canadian people were made to know what bonds are, the nature of their security, their attractiveness as an investment, and why the government had to sell bonds.

Every point and feature of Victory Bonds was illustrated and described before and during the campaign—in advertisements. No argument was

overlooked. No selling point was neglected.

The result is that Canadians to-day are a nation of bondholders.

They know what a convenient, safe and profitable form of investment bonds are. Instead of one man in two hundred owning bonds, now one Canadian in eight—men, women and children—owns a Government Security.

This complete transformation in the national mind and habits was brought about by advertising in the press of the nation. Press advertising has justified itself as the surest and speediest method by which a man's reason can be influenced and directed. The Minister of Finance acknowledges this. His own words are:

"The wonderful success of the Loan was due in large measure to their (the press of Canada) splendid and untiring efforts during the whole of the Campaign."

Mr. E. R. Wood, Chairman of the Dominion Executive Committee having oversight of the campaign to raise Victory Loan, 1918, said: "The press publicity campaign will rank as one of the most remarkable and efficient publicity campaigns ever undertaken in any country." and Mr. J. H. Gundy, Vice-Chairman of the same committee said: "I have been selling bonds for a long time, but I never found it so easy to sell them as at this time. The reason is the splendid work the press has done. I take off my hat to the press of Canada."

The success of Victory Loan, 1918, and the knowledge which Canadians now possess of bonds are a straight challenge to the man who doubts the power of the printed word, in the form of advertisements, to sell goods—and this applies not to bonds alone but to the goods you are interested in selling.

### The Future of the Live Stock Industry

The arrival of peace has created new conditions in the export of meat and produce and some uncertainty in the minds of Canadian farmers as to future markets. Information in the hands of The Honourable T. A. Crerar, Minister of Agriculture, convinces him that the export market will continue to absorb at firm prices, as compared with the prices for all other agricultural products, every pound of beef, bacon and other animal products that Canada can supply. In discussing the situation the Honourable Mr. Crerar said: "In view of the great scarcity of cattle and live stock of all kinds in Europe, and because of the great demand for live stock and live stock products of all kinds sure to continue for some years at least, I am going to ask the farmers and live stock men of Canada to maintain their breeding operations on a war time scale, to properly finish all feeding stock, and to conserve all good breeding females, and to still further improve their herds flocks by using even greater care in the selection of the sire."

### December Rod and Gun

The December issue of Rod and Gun from its first page to its last is replete with articles of interest to the sportsman and lover of the out of doors. Stories, articles, special departments are good of their kind and the magazine is well illustrated throughout "Birdland Reflections from an Old Camera" by Bonnycastle Dale; "The Open Places" by R. J. Fraser; "Snowbound Hills" by H. C. Haddon; "How Christmas Comes in the Northland" by Harry Laughey; "A December Afternoon with Buster" by Reginald Gourlay are some of the stories, while an article on the making of skis fully illustrated, Fishing Notes including an article on "Facts about Cotton Threading" and Guns and Ammunition with more dope for the gun crank, and material of interest to the trapper, are some of the other features. Rod and Gun is published by W. J. Taylor Limited, Woodstock, Ont., A. J. Burns, Bridgetown, being the local agent.

### Army Launch Big Drive for One Million

The Salvation Army is about to launch a campaign to raise One Million Dollars for war and demobilization purposes. The money-getting campaign will be from January 19 to 25. The Duke of Devonshire, Governor-General of Canada; Sir Robert Borden, Sir Wilfrid Laurier, and many other prominent citizens have endorsed the scheme, and strong committees have been formed for the purpose of boosting the objective. The Salvation Army intends to use the money for three purposes:—  
(1) To establish hostels for returned soldiers who are discharged and in need until they are absorbed into industrial life.  
(2) To provide emergency receiving and maternity homes for soldier's wives, widows, and dependent children in need.  
(3) To continue during demobilization in England and France the equipments and comforts already provided by the Salvation Army for the Canadian soldiers overseas.

### Wolville's Hospital

(Wolville Acadian.)  
Dr. Avery DeWitt's new private hospital is now in full swing and already is filled with patients which proves how badly needed it has been for the last few years. The house, itself, built by the late W. F. Parker, is exceedingly well fitted up, and has two sun parlors large and commodious verandahs, and good ventilation. In addition special improvements have been made and the hospital, though as yet small, is thoroughly up to date. It is in charge of Miss Hart, a lady of very pleasing personality, who has earned an excellent reputation for her work at the Kentville Sanatorium. We heartily congratulate the doctor on the auspicious start he has made, and wish him every success in his work which we believe is capable of considerable extension. The MacLeod Pulp Company, Milton, are buying pulp wood in cord lots and are paying five dollars per cord, loaded on cars.