

The Weekly Monitor

WEDNESDAY, MARCH 27, 1907.

ABOUT ADVERTISING.

No better indication of the wide recognition today of the value of advertising is needed than the fact that the older established banks are making use of newspaper space for business publicity. It would appear that no business is too big or too dignified to cater for public patronage through the use of newspaper advertising, which is undoubtedly the greatest modern force for working the business lever.

The Union Bank of Halifax was one of the first to recognize the value of newspaper space in this province and through the columns of the local newspapers, in common with some of the most advanced of the newer institutions, has been emphasizing its progressive policy and practical value, and this year the older and more conservative Bank of Nova Scotia has fallen into the ranks and is thus drawing public attention to its stability and sound business policy.

It is notable too that it is the local newspaper that is becoming more and more the channel of publicity. The city dailies might be regarded as better mediums on account of their larger and more diffuse circulation, but the wise advertiser recognizes the fact that while the big daily is hastily scanned by one or two members of the family, and cast aside, it is the country weekly that is perused at leisure by the family in turn, and each and every advertisement receives its due attention.

In view of this fact it is a matter of regret that so many weeklies have little regard for the nature of the advertising admitted to their columns, revenues, only being taken into consideration. The more discriminating publishers lose hundreds of dollars yearly by rejecting advertising matter of a certain class, but they at least have the approval of their own consciences, and, we cannot doubt, also, the approval of the majority and better class of their readers.

Local Government Appointments

(Halifax Chronicle.)

Consequent upon the elevation of Attorney General Drysdale to the Supreme Court Bench, the reorganization of the Local Government was completed on Saturday when Hon. W. T. Phips, Commissioner of Works and Mines, was appointed Attorney General; Hon. Christopher P. Chisholm, M. P. P., of Antigonish, was promoted to the Works and Mines Department; and Mr. O. T. Daniels, M. P. P., of Annapolis, was appointed a member of the Executive Council and member of the Government without portfolio. The Ministers were sworn in before Lieutenant Governor Fraser on Saturday and will at once enter upon the performance of their new duties.

Mr. Daniels, the new member of the Executive, has been in the House only two sessions, but he has already taken a foremost place as a debater and as one of the most useful and public-spirited members of the Legislature. In the Committee of Law Amendments and other important Committees of the House, he has done excellent work, and in all his public service he has impressed the House and country with his good judgment and sane political wisdom. His promotion to the Government is well-deserved, as it will be popular, not merely in Western Nova Scotia, but throughout the Province.

S. S. ASSOCIATION

To the Sunday School Workers.— We are now arranging for the annual Sunday School Conventions to be held throughout the County. Announcements as to time and place will be made later.

We kindly ask all Superintendents of Schools who have not as yet filled in the report blanks to do so at once and return them to the District Secretary.

Collectors' cards have been prepared by which contributions from individuals may be solicited.

Contributions received since Feb. 1st: Clarendon school, \$1.00; Paradise school, \$2.00; Inglisville, Methodist, \$1.00; Bridgetown, Presbyterian, \$1.50; Nicetax, Methodist, \$2.75; Paradise West, \$0.51; Princesdale Baptist, \$2.10; Clementsport Methodist, \$1.00; A Friend, \$0.50; South Williamston, \$1.00; North Williamston, \$1.00.

Yours in the work, ANNE C. YOUNG, County Secretary. (Local papers please copy.)

MINARD'S LINIMENT CURES DISTEMPER.

The Strongest Men can be weakened by a little cough.

DON'T RUN CHANCES STOP IT QUICKLY.

The quickest and most pleasant cough stopper is

Simson's Flaxseed Emulsion

Pleasant to take and only 25c. for a large bottle at your druggists.

THE NATIONAL DRUG & CHEMICAL CO., LIMITED, HALIFAX.

TUPPERVILLE.

Dr. Jost preached here on Sunday a. m.

The Rev. Mr. Langille is intending to hold meetings here during the week commencing on Tuesday evening.

The ice bridge still holds between here and Granville. (Monday.) Mr. Hervey loaded a car of hay last week to go west.

Lesnel Stoddart has moved his saw mill down here from Lawrencetown to saw for Samuel Chapman and others.

The Bean Social was quite a success. Ralph Bent has been quite ill but is reported to be getting better.

Home Work of Women which should have The Best Material To insure Success and Profit

The woman who attempts to color any fabric or article of wearing apparel with the weak and adulterated package dyes sold by some merchants for the sake of big profits, is in the position of the portrait painter who uses common and rough brushes in applying the colors to his pictures: both meet with the same result—utter failure.

The DIAMOND DYES are used every day by wise and prudent women and girls when they desire new and fashionable shades, and a new life for the old, faded and dingy looking suit, dress, skirt, blouse, jacket, cape and shawl.

The use of any of the crude dyes for home coloring means complete ruin of good materials. Never be misled by the stories by some merchants about their weak and common dyes being as good as DIAMOND DYES. If your dealer cannot furnish you with DIAMOND DYES, send to us for them the price is ten cents each.

Wells & Richardson Co., Limited, Montreal, Que., will send free to any address Booklets on Home Dyeing and Card of fifty Dyed Samples.

INGLISVILLE.

Service for Sunday, Rev. W. M. Brown, East Inglisville, 3 p. m.

Irving Leonard, of Kingston, has been visiting relatives in this place.

Mrs. G. C. Banks is rapidly recovering from her serious illness.

Mrs. E. B. Whitman is quite ill at time of writing.

Cherene Banks, of Kingston, spent Friday and Saturday with friends here.

Mrs. H. O. Whitman has been visiting relatives at Lawrencetown and Paradise.

William McGill had the misfortune of losing his horse last week.

Mrs. David Mosher dislocated her shoulder and received other injuries by falling on the ice one day last week.

Miss Ida Banks recently visited her friend, Miss Lilla Parker, at Torbrook.

Dear Sir,—This is to certify that I have used

EMPIRE LINIMENT for Quinsy and find it has no equal. I also used it for tooth-ache and can truthfully say it is the best liniment I have ever used.

JOHN ALDRED, Margaretville, N. S.

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FOR SALE.

Fine pair working oxen, girling seven feet or better.

M. L. BROOKS, Centreville, March 20-21.

J. U. Logie

Specialist in optics, on his fourteenth annual trip, will be at Sancton's, Bridgetown, on the first and second of April; at Annapolis, Com. House, from the twenty-fifth to the thirtieth of March.

Bear River Granite Works

Best and cheapest place to buy Granite Monuments.

Inquire prices and be convinced.

For Rent.

Cottage on Rectory St., containing eight rooms, with barn on premises and small orchard.

Apply to MRS. MUNRO at Capt. J. Salter's, Bridgetown, March 19, — if

CLAM FEAST.

A Clam Supper will be served in the dining hall of the Baptist Vestry of this town, on Thursday evening, (to-morrow) from 6 till 8 o'clock.

Various preparations of the juicy shell-fish will be provided—chowder, stew, and scollop, with other delicacies in abundance.

To Let

Rooms over Monitor Office Suitable for Offices or Dressmaking rooms.

Apply to M. K. PIPER

Public Auction.

At 10 o'clock Monday April 1st 1907

The entire stock of choice dairy cows, consisting of 6 new milch and 1 barren, 1 yearling, 1 one-half and 2 three months old heifers, 1 horse, good driver and worker, 1 light two-horse farm wagon, 3 light driving wagons, 1 heavy express, 2 sleighs, 1 horse sled, mowing machine and hay rake, ploughs, harrows, and everything generally found on a farm.

TERMS:—One year at six per cent with approved joint note.

A positive sale.

ARTHUR W. PHINNEY Paradise, March 20, 1907

NOTICE

Annapolis County District No. 10, S. of T. will meet with the Parish Division, at Bridgetown, on Thursday, April 4th, at 2.30 p. m. Divisions throughout the County are requested to send delegates to this meeting. Public meeting in the evening.

HARRY C. PARKER, Belleisle, March 25th, 07.

ANNOUNCEMENT.

I beg to advise my customers and the public generally that I have on this date reorganized my entire Wholesale and Retail Grocery business carried on as H. W. Wentzell & Co., for the past 20 years, into WENTZELL'S LIMITED, who will hereafter conduct the business as formerly. I will act in the capacity as President and Managing Director.

Thanking my customers and public generally for their liberal patronage in the past, and soliciting a continuance of the same for the business under the new name,

I remain,

HOWARD W. WENTZELL Hal. fax.

Easter Opening.

MISS CHUTE will have an opening of Trimmed and Ready-to-wear Millinery on Wednesday 27th and Thursday 28th.

Summer opening later.

Stores at Bridgetown and Annapolis.

The Bridgetown Importing House

For Friday next, March 29, we will offer a Cash Sale of a lot more Dress Goods, worth 40c to 75c per yard for 25 cents. Also 10 yards of 40 inch grey cottons for \$1.00. Regular price 12c per yard.

New Carpets, Rugs, Squares, Floor Oil Clothes, and Curtains now open; and while we assert that without doubt, it will be found to be the choicest stock and best value Bridgetown has ever before had, we want customers, one and all, to call and see for themselves, in order that we may prove the truth of the above assertion. You will believe if you see, and you will save if you buy.

Our new stock of Ladies' Underwear, Blouses and Wash Suits will also be opened this week. All imported direct from The Allen Manufacturing Co., whose fits and workmanship excel. Customers who had their goods from us last season will testify of their excellence.

Our Dress Goods trade is doubling this season because of the great values our customers are finding in them.

Our store is being filled from corner to corner, from floor to ceiling, with a class and assortment of the most desirable goods for this season's demands. If you cannot walk or drive send us your orders by mail.

We have some goods left, which must make way for our new arrivals.

Do not overlook our Curtains, 3 1/2 yards long and 60 inches wide, at \$1.00 cash per pair; worth \$1.50.

Our past record is a proof to customers that they can rely upon the highest price the year round, that the market affords, for their butter and eggs at our store.

Performance follows promise in this store, just as sure as night follows day.

J. W. Beckwith

WALL - PAPERS

Largest Variety Best - Patterns Lowest - Prices

to be found in the county

Call and look over our samples.

We have a large number of sample books for mailing to out-of-town shoppers.

Drop us a postal and receive one by return mail.

JOHN LOCKETT & SON