

The Weekly Monitor

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FRANK H. BEATTIE and EDMUND STRATTON

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ADVERTISING

All correspondence relating to advertising should be addressed to the Advertising Manager, who will be pleased to forward specimen copies and rate card on request.

EDITORIAL

All news, correspondence or letters to the Editor, intended for publication, should be addressed to The Monitor Editorial Department.

WEDNESDAY, MAY 24th, 1922

APPLE DAY FOR N. S.

Our esteemed exchange, the Wolfville Acadian, brings up a most appropriate question when it asks "Why not have an Apple Day in Nova Scotia?" Its remarks in this connection are worthy of the widest possible circulation and the subject is one which should engage the attention of the press throughout Nova Scotia but more particularly that portion of it which is established in the Annapolis Valley, one of the world's most favored spots for the production of the apple. Below we quote the editorial with a few further comments:

The article referred to reads as follows:—
In the troubled days of Prohibition, when California raisin grape growers feared utter ruin by the passing of the vineyard industry, an enterprising publicity man, now running a news bureau in Vancouver, conceived the idea of holding a state-wide "Raisin Day" to boost the grape. The raisin was boosted widely. It was acclaimed as a health-giver, a death-defier and the most delicious thing that ever tickled the palate of a dyspeptic. Soon everyone was eating raisins. And the fad spread. The vineyard men are now raising grapes for the world, and business never was better.

Something like this might prove a great success in Nova Scotia. Let us have an "N. S. Apple Day." Let it be an education, a revelation of the qualities of the apple and other orchard products. Any medical man or druggist healer will tell you there is not enough fruit eaten. The old adage about "an apple a day drives the doctor away" has much truth. An apple taken daily on arising is a true health giver. The human system craves fruit acids. Apples and other orchard fruits are rich with nature's own tonic to rebuild the body, enrich the blood, build the bone, aid the growth, fortify the forming development of adolescence, help healthy maternity, defer the ravages of old age, and keep the Grim Reaper further in the background.

By all means, let somebody organize "Apple Day in N. S." Let us start a wide campaign and encourage everyone to eat fruit in abundance on the day. Then the orchard product will receive its boost. People will learn to like fruit. They will make every day fruit day. And the result will be, better general health, with, incidentally, a greater demand for our orchard products.—Wolfville Acadian.

What paper in Nova Scotia or throughout the length and breadth of this country and through part of Europe as well, has not received press propaganda calling attention to the value of raisins as a food and giving instructions in the way of using them in the preparation of various dishes. Papers are invited to publish all this free. For the growers in California, with their press bureau this propaganda is excellent. It is good sense and it is good business and has boosted trade by the hundreds of thousands of dollars.

The success thus attained gives Nova Scotia a tip in the disposal of one of her main productions, the apple.

There is need for education in the value of this fruit as a corrective in disorders and a beneficial tonic to the whole system. Many people, possibly the majority, look upon the use of apples and fruit in general as more or less of a pleasant luxury which can be dropped like other luxuries when the purse strings have to be tightened. Fruit is not a luxury; it is practically a necessity. People of course can live without it, but if they examine into the matter and make simple tests in their dietary, they will find that they can live better and enjoy more satisfactory health if apples form some part of their daily menu. There is not a disparagement to any other fruits, for all are good, but of apples one tires less quickly than of other fruits and among the fruits benefitting the human system they stand pre-eminent.

Why then not use all reasonable propaganda to make known their benefits most generally? The dissemination of the facts in this connection conveys a decided boon upon thousands who have not considered them. Proper presentation of these facts conveys financial benefit to the Valley and physical and mental

benefit to all who enjoy its leading fruit, the succulent and health giving apple.

BOOT STYLES NEXT

A leading trade publication speaks of the shoe style situation being "in a deplorable state." The truth is that the styles are constantly changing, particularly in regard to women's footwear; and these changes, it is claimed, are responsible in part for the excessive prices against which much complaint is raised. Trifling changes, the publication says, are being constantly made; and it is of the opinion that there is lack of courage on the part of the makers in dealing with the unsatisfactory situation. So far has this craze for changes of style gone, the publication remarks, that "it would appear that everything has been done except to get the toe and the heel at the same end of the shoe."

The Shoe and Leather Reporter of Boston is responsible for these remarks, and it thinks that the people of the United States are now ready for a pronounced right-about-face in shoe styles. Trivial alterations from shoes to sandals and sandals to pumps, with fluctuations of straps and cut-outs and flapper styles have made the products "commonplace," and therefore the Reporter thinks that the time is come when the people want a courageous departure from present styles, and a right-about-face that will result in the discard of low cuts that are only an apology for shoes, and which figuratively leave nothing but "the soles and a fringe of upper leather."

The Reporter says that the coming change will bring in boots. Boot models, it says, have been for some time seen appearing in the designs of the Paris shoe artists, and are also displayed in the windows of the leading shopping streets of United States cities. These are straws which indicate how the wind is blowing, and the Reporter looks forward to abandonment of the variegated styles of low cut shoes which have "far out-run their allotted span," and a return to boots.

THE COST OF TRAVEL

The New York World says that it seems to be demonstrated that high passenger rates are disastrous to railroads because they reduce travel. It refers to the experience of the New Haven Railroad. This concern, it says, enjoys the most congested and the richest passenger traffic of all the great railroads in the country. Its revenue from passenger service in the days of low fares used to approach closely to its revenue from freight service. But with fares nearly twice as high as formerly its volume of passenger traffic has fallen so greatly as to cut down the gross revenue in spite of the extraordinary advance in rates per mile.

ONTARIO NOT ATTRACTED

The premier of Quebec seems to take a lot of pride in the fact that his Province is acting as bartender for the North American continent. And he jingles the coins derived from the government-owned liquor traffic in the expectation that the other Provinces, particularly Ontario, will be lured by the lust for gain. But Mr. Taschereau will learn that Ontario thinks more of the youth of the community and their well-being than of the prospects of gain or low taxation that he holds out for all who follow the course taken by Quebec.—Toronto Daily Star.

GREATER DEMAND FORCES PRICES UP

The increased consumption of tea in 1921, during which year, by agreement, the tea growers of Ceylon and India had curtailed production, forced the price of tea steadily upwards to the present abnormally high level. The lowering of the duty in England will mean still greater demand, and authorities on tea tell us that still higher prices may be expected.

Procrastination is the sin of the human race. "Do it now" is the slogan of the successful man.

Local Happenings

A number of the C.G.I.T. girls of the various groups in town are planning to attend the Girls' Camp at Wallace this summer. Those who attended last summer and the summer before brought back good reports of the Camp that there will probably be quite a number go this year.

The Rev. J. H. Freestone delivered a very interesting and instructive lecture to a good sized audience on Wednesday evening, May 17th, his subject being, "Experiences in Lighter and Darker Veins in London." Mr. Freestone is a very able speaker and made the subject interesting from beginning to end.

The members of the Varsity Troupe who put on the play here on Friday evening were entertained while here by some of the town people. After the play an informal dance was given for them at the Courthouse, but on account of an invitation to go to Annapolis after the play they had to leave rather early.

"Everyone boost the new Post Office" is the slogan of all good citizens of Bridgetown, and we hope the time will soon come when such a building will be a reality instead of a dream. It has been for the past few years, Bridgetown certainly needs it if any town along the line does, and most of the people feel that we are going to get it.

Miss Hayden, of East Jordan, Shelburne County, has been appointed to the Kindergarten department of Bridgetown schools. Miss Hayden is completing a course for First Rank diploma at Normal School and has been specializing in Kindergarten work. She is a teacher of some seven years' experience and comes well recommended.

At the usual Friday evening Young People's service in the Baptist Church last Friday, reports of the Young People's Rally at Paradise were given by Mrs. Robbins, Miss Muriel Miller, Miss Marion Crowe, Mrs. Charles Lockart, and the past, Mr. Robbins. These were very interesting and greatly appreciated by those who were unable to attend the Rally.

BEAR REPORTED NEAR TOWN

A bear is reported to be making his appearance on the south side of the river and at no great distance from town. He has been seen from a distance several times, while his tracks have been examined at much closer range and indicate a bruin of good size. Some lams have disappeared as a result of his depredations. It is considered wise just at present for small boys and girls to avoid fishing trips in the woods in this vicinity. Meantime efforts will be made to exterminate the monster. On Friday night the bear was tracked for over a mile and his resting place beneath a tree was located—but not the bear.

NOW IS THE TIME TO ADVERTISE

H. E. Hart, of Long Prairie, proprietor of what he calls "the biggest small town store in this state," in an address before a business men's association, predicted that 1922 will demand more advertising than any other recent year. "The advertising of a merchant must be constructive to create a good public opinion of the store," said Mr. Hart. "Good advertising increases the volume of business and permits a decrease of prices." In speaking of his own store, which he said does a business of \$900,000 a year in a town of 1,500 inhabitants, Mr. Hart explained how "by common business principles and constructive advertising," he had overcome all difficulties.—Northwest Commercial Bulletin.

No man is ever really beaten until he admits it—no matter what people may think.

WANTED TO BUY—If you would like to turn into cash that something you don't need, try a For Sale or Want Ad. The cost is trifling. You are reading this ad., others will read yours.

Try Our

Confectionery, Fruit, Soft Drinks, Cigars, Tobacco. A full line of choice Groceries at bargain prices.

MRS. S. C. TURNER

VARIETY STORE.

PROVINCIAL NOTES

With bathing suits censored the waves will not be so wild this year.

Get to work, citizens, all over town, and make your premises beautiful, bright and attractive, not only for the home people, but for the hundreds of tourists that will visit town this summer.

Westville police are rounding up autoists who fail to sound their horns at corners or violate any of the auto ordinance. Westville is deriving quite a revenue from those who violate the law.

Mr. James Eastwood, of New Glasgow, who had been whipping the streams in the vicinity of Sherbrooke on Saturday was successful in landing a 21 lb. salmon, one of the biggest caught this season.

Mr. Brinton Hall, who has successfully completed his second year in medicine at McGill, arrived home last week and will spend the summer with his parents, Mr. and Mrs. E. C. Hall, Granville Street East.

On Friday the express from Yarmouth to Halifax was held up at Tupperville for two hours or so on account of engine trouble. The way freight engine came down from Kingston and relieved the situation.

Kingston hall team has been reorganized for the present season, with C. D. Doane as captain; A. H. Hilton, F. A. Ladd and Ingram Banks as Managing Committee. Practice has been started and a successful year is hoped for.

The first fresh herring in any quantity to be on the market appeared on Monday evening, Cootie Mills and partner having made a haul out of Pictou Island. The fish found a ready sale at 30 cents a dozen.—Pictou Advocate.

The Women's Institute held a special meeting on Thursday afternoon in the Board of Trade rooms. A delegate will be appointed to the Convention at Truro June 7th and 8th. Some other important business will come before the meeting.

Considerable produce is offered in Summerside during the present week owing to the greatly improved condition of the roads. There is a lively offering of potatoes, which have not gone higher than the usual 20c. per bushel.—Ch'town Guardian.

The biggest trout reported in this part of the country in many years was caught by Amos Rice, of Lequille, at Lake LaRose on May 9th, and was sent by him to Wolfville for exhibition. It measured 21½ inches long and 5 inches deep and weighed 3½ lbs. Next!

Rev. G. W. Schurman, North Sydney, arrived home this morning, after an extended trip through the Canadian west and eastern United States. As yet Mr. Schurman has not accepted any pastorate, but will probably locate in the Annapolis Valley district, from which he has received two calls.

Extension of lobster fishing season along the coast of Cape Breton Island from Red Point to Cape St. Lawrence, Inverness County, and including St. Paul's Island, from May 1st to July 30th, is announced. The usual season is from May 16th to July 15th, and the change is made to relieve unemployment conditions.

The Bank of Nova Scotia building, Pictou, is to be remodelled and enlarged. The cost of the improvements is \$15,000. The contract for the work has been awarded to the Schurman Contracting Company of Summerside, P.E.I. The Royal Bank will have to get a move on now and erect that new building it bought the site for a number of years ago.—Advocate.

Mention was made in a recent Advocate that it was impossible to get at the vendor's prescription for less than 12 ounces. This has been attended to and it is now possible to buy six ounces of liquor, a slight additional charge being made for the splitting of the contents of the 12 ounce bottle into two six ounce bottles. It is not anticipated that there will be an overwhelming demand for splits.—Pictou Advocate.

The Kentville baseball team is getting in line for the season's work being determined to make a record second to none in the league. The team is composed of splendid material, and will give a good account of themselves this season. Practices are being held on the Memorial Park baseball diamond. At a meeting this week William Simmonds was appointed captain of the team for this season. This is a wise choice on the part of the team, as Mr. Simmonds played great ball last season. He is a baseball enthusiast and will inspire his team to great achievements.

New and Attractive Goods

Curtains by the set, in Marquesette and Voiles.

Curtain Goods by the yard in Marquesette, Scrims, Nets, Madras and Colored Border.

Chintz, Small Over Patterns, Large Floral Designs, also Upholstering Goods, Curtain Poles, Extension Rods, Blinds.

STRONG & WHITMAN

PHONE 32. RUGGLES' BLOCK

M. J. BUCKLER E. M. DANIELS

Children's Day

Saturday, May 27th Children's Day at our Store

Dresses in Voile, Gingham and Chambray. In white and colors. A variety of styles and prices.

Rompers in White Pique and Colored Drill.

Underwear in all sizes, Fancy Socks in all sizes

Ribbons. Special for hair bows 25 cents per yards.

Fancy Huck Towelling, 50c. per yard

Buckler & Daniels

Phone 90

VARIETIES OF STRAWBERRIES

(Experimental Farms Note)

A cosmopolitan fruit—Citrus fruits can only be grown towards the tropics peaches require special regions and sheltered valleys, apple trees are seldom seen below the Dixie line, but the luscious strawberry does well from Hudson Bay to Southern Florida, from Cape Breton to Vancouver Island. It is truly a cosmopolitan fruit and one which may be enjoyed by the farmer, even by the cottager with a moderate size back yard, as well as by the millionaire.

Varieties are legion—There are varieties of strawberries to suit practically every taste, every region, even every soil. The fruit may be had quite acid to very sweet, light rose to deep red, small to extremely large, soft and excellent in flavor to firm and of poor quality, with flowers imperfect or perfect, resistant to disease or any easy prey to it, strong plant producer or the reverse, adapted to light or to heavy soils.

What is the best variety?—There is no best variety of strawberry, as one which may be adapted to the needs or the fancy of a grower might not suit his neighbor. The main thing is for one to choose a variety which will have the greatest number of qualities required in the special circumstance. Moreover, it should be remembered that none has all or nearly all the good points.

Considering yield—Extensive trials have been made at the Cap Rouge Experimental Station since 1914 inclusively and results demonstrate that there is a vast difference between varieties of strawberries as far as yield is concerned. Averages show that for three years samples produced at the rate of 5099 pounds of fruit per acre whilst Ruby gave only 2,558; for four years, Bisel 7,181 and Sve 5,733; for five years, Greenville 7,726 and Wm. Belt 4,539; for six years, Cassandra 8,430 and Baverland 3,220; for seven years, Dunlap 7,362 and Nettie 4,292.

Choosing a variety—Before choosing a variety, farmers should either get plants from a nearby grower who makes a success with strawberries, or else apply for information to the Division of Horticulture of the Provincial Department of Agriculture, to the nearest College of Agriculture, or to the Superintendent of the Experimental Farm covering the district. All these parties are completely disinterested and will furnish good advice for the asking.

Suggestions—It is suggested that a perfect variety should always be chosen as there are any amount amongst them to suit all tastes, localities, and conditions. For Central Quebec, Dunlap, is the one which will give satisfaction, in general. If a very early kind is desired Excelsior may be planted, but it is a low yielder and of poor quality.

G. LANGELETT.

Classified Ad

Advertisements not exceeding one inch will be inserted in this heading at the rate for the first insertion and week until ordered out, in advance.

For Sale

FOR SALE ONE GOOD COW, NO P. 8-4. R. J. MESSE

SIX CYLINDER OLDSMOBILE model, driven 7,000 miles, class condition. Will be sold Apply W. H. DANIELS, at Blacksmith Shop.

SECOND HAND McLAUGHLIN For Sale. In first-class condition. Going at a bargain. Apply E. C. SNYDER, Central C.

Wanted

GENERAL GIRD TO WORK Farm. References required to MRS. A. BALCOM, Montice.

AGENTS WANTED 100% profit selling our best er. Good salaries are our agents willing to work. Drop card for information.

SPECIAL PRODUCTS 8-2p. P. O. Box 423, Ottawa

Miscellaneous

DEATH

DIED—At Bridgetown, May 21st, Kellina C. James, in the third year of her age. (Tuesday) at 2:30 p.m., from James' Church.

How many people know as purity of the milk they are Do you demand that the supply this milk be from inspected cows? Do your milk men claim the cows are tested? If they do, ask to show you the certificate of 8-lins.

See Also Page 2 Classified Advs.

WEST PARADISE

Mrs. L. J. Poole has returned a very pleasant visit to relatives New York.

Miss Pearl M. Parker, of Clarence, was a recent guest of B. W. Saunders.

Mr. George Wamboldt and Wamboldt arrived on Tuesday 16th, from Sydney.

Miss Bridge, who has been ill with la grippe, is recovering, expects to sail from Montreal England about the 26th.

Mr. and Mrs. Gamble and Rooke arrived on Wednesday 10th, from Ireland, via Montreal Regina, and are guests of Mr. Bothamley, at "The Pines".

Little George Sarsfield met a painful accident on Wednesday, playing near a brush fire his leg caught fire and before he could be extinguished his body burned quite badly. At present is still suffering from the effect Samuel Sarsfield in putting out fire, also burned his hands severely.

LAKE MUNRO

Most all the men of this place done planting.

Mr. Clifford Fancy spent Sunday with his parents, Mr. Mrs. Isiah Munro.

Mrs. Charles Sullivan, of Montreal, spent Saturday and Sunday with relatives and friends in Lake Munro.

Mr. Dennis Nass made a trip, Mattland to Milford this week a load of lumber for Mr. A. D. The

PORT LOYNE

Mrs. T. S. Brinton is spending few days with Mrs. T. W. Temple. Sorry to report Capt. Samuel B. Sley, Sr., on the sick list at the writing.

Mrs. Frank Charlton, of Dartmouth is visiting her father, Captain Beardsley.

Recent guests at the Bay House were Dr. Herman and Mrs. Mrs. Ernest of Nictaux.

At annual meeting of the Annapolis Tennis Club the election of officers resulted as follows: Pres. C. Whitman; Vice-President, Mrs. O. Strong; Secty.-Treas., Mrs. D. O. The different committees for the season were also appointed. The season is laid and there has been playing already. The new pavilion will soon appear in a coat of paint.