

Where World's Record Speckled Trout was Taken



Above, The new bungalow camps are built after this style. Below, Fishing scene; left, Nipigon; right, Lake of the Woods.

FOR a distance of 880 miles, between Sudbury, the junction of the two main lines of the Canadian Pacific Railway, and the Manitoba boundary, there are only twelve points with a population of over 200. This means that for 880 miles there are only twelve points at which civilization has to any extent encroached upon what is one of the last few remaining accessible wilderness regions of the North American continent. From the French River, north of the Georgian Bay and Lakes Huron and Superior to west of Kenora, a tract of land 880 miles long and of unknown depth is practically unexplored, and yet this part of Northern Ontario is one of the most richly endowed sections of Canada in natural beauty. Sylvan lakes, streams and larger waterways form a network through the country and almost incredible stories are told of the size and quantity of fish, particularly red and speckled trout to be found there. It is a well known fact of big game.

That this country is sparsely populated is alone responsible for the fact that it is not known to more tourists and sportsmen. Each year hundreds more are absorbed by the country, but the lack of accommodation has kept many more hundreds away. Three of the most fascinating districts of this glorious tract will therefore be rendered more attractive than ever by the erection this summer of comfortable bungalow

The French River bungalow camp is located on an elevation which commands a magnificent view of the main channel of the French, within 200 yards of the railway station. The scenery is characteristic of the Georgian Bay region, rocky islands, deep waterways, and dense pine forests in which all kinds of game abound.

The Nipigon is called the home of red and speckled trout, and with some truth, for it is undoubtedly the most prolific breeding place for these sporty fish in the world. The world's record speckled trout came from there in 1915 when Dr. J. W. Cook, of Fort William, Ont., took one out weighing 14 1/2 pounds and measuring 31 1/2 inches from head to tail and 11 1/2 inches across. What need to say more, unless it be that the scenery is equal to any seen at the French River or Lake of the Woods.

Mr. Sydney Stephen left for Berwick for an indefinite period. Mr. Stephens has been salmon fishing with J. H. Hines, Cottage Cove, and report a good catch and good prices.

Rev. H. E. Clattenburg and two sons, also Ernest Clattenburg, of Detroit, who have been for the past week visiting their mother at Lem Elliott, Mt. Hanley, left for home by auto Friday, July 27th.

Miss Clara Armstrong, of Mt. Hanley, left for Wolfville, Thursday, 26th, where she will attend the Summer School of Methods.

Professor J. A. Morse, of Lequille, spent the past week, the guest of Mr. and Mrs. B. M. Armstrong, Mt. Hanley.

J. W. Slocumb, of Middleton, was a week end guest at A. W. Slocumb July 22nd and 23rd.

AT THE TOP OF THE LADDER

EVERY WEEK WE ARE READY TO START YOU ON YOUR COURSE SUCCESSWARD. HUNDREDS HAVE BEEN STARTED. LET US START YOU.

MODERN BUSINESS COLLEGE LTD. ST. JOHN MONCTON

MOTOR PARTY OF SEVENTEEN FROM GLACE BAY

Through the Valley—in the Hub on the 25th.

For gas and oil chauffeur J. T. Foster, on the 25th, ran into the well-equipped establishment of the Colchester Battery and Vulcanizing Service, one door east of the Truro News office, with his party of seventeen merry-makers on a return trip from the Annapolis Valley to the downeast home in Glace Bay, C.B.

A news representative was on hand, and "Snag" reports they were a jolly lot of tourists. The party of 17 had ample room in a Reo motor-truck, "C 495 Nova Scotia register 1923", and their powerful engine of 60 h.p. moved them along to the full speed limit of the N.S. Motor Vehicle Act.

These motorists left their Cape Breton home last week and had a fine run to the Annapolis Valley, where they made a little visit with chauffeur Foster's brother mid orchards of growing apples and wide extending acreage of delicious ripe strawberries. The trip was most enjoyable; and the party left the "Hub" about 4 o'clock p.m. on the 25th on the last lap of their return journey, expecting to reach the greatest mining town in the Province on the 26th.

A Union Jack floated proudly from the front of the car, showing that this bunch of tourists were not followers of the disloyal "Reds"—a few of whom had shown themselves in their native town.

PUTS HEALTH AND VIM INTO WOMEN

So Says Mrs. MacPherson of Lydia E. Pinkham's Vegetable Compound

Berlin, Ontario. "I was always tired and the least exertion would put me out for a day or two. I had a pressing pain on the top of my head, pain in the part of my neck, and when I stooped over I could not get up without a sharp pain in my back. I did not sleep well and was nervous at the least noise. I keep house, but I was such a wreck that I could not sweep the floor nor wash the dishes without crying down afterwards. A friend brought me a bottle of Lydia E. Pinkham's Vegetable Compound and I took it for a few days. With the first bottle I felt brighter and got so I could wash dishes and sweep without having to lie down. Later I became regular again in my monthly terms. I have taken ten bottles all told and am now all better. I can truly say that your wonderful medicine cannot be beaten for putting health and vim into a woman."—Mrs. JAMES H. MACPHERSON, 309 Greenway St., Berlin, Ont.

If you are suffering from a displacement, irregularities, backache, or any other form of female weakness write to the Lydia E. Pinkham Medicine Co., Cobourg, Ontario, for Lydia E. Pinkham's Private Text-Book upon "All Women's Peculiarities to Women."

Some of the first cargo of Canadian store cattle sold in Scotland brought about twelve cents per lb. live weight. That is double the price obtainable for the best stockers sold at present on the Toronto market. Unless steamship rates are put up unreasonably high the export trade should prove profitable.—(Toronto Daily Star).

In our own home towns and villages, hosts of satisfied friends buy RED ROSE TEA today, as they did 28 years ago—because it is still the same good Tea.

Buy a can of RED ROSE COFFEE—its flavour will surely please you.

FROM ALASKA TO PICOTU, N. S.

Hector Commemorative Medal Presented to J. G. Grant.

Picotu, N. S.—An interesting little ceremony took place in the Hotel Wallace parlor before a representative number of citizens, when a Hector commemorative medal was presented to a member of the family of Mr. J. G. Grant, of Wrangel, Alaska. The medal was presented in recognition of the fact that the Grant family had covered more mileage in attending the Hector celebration than any other family in the Dominion. Mr. Grant is a native of Heathbell, N. S., and left these parts some thirty-one years ago for the Klondyke. Eventually he drifted into Alaska, and is now mayor of the town of Wrangel. The last trip made east was in 1915, and this year five of the family made the trip. The presentation was made by Principal C. L. Moore, of Picotu Academy, and the medal was delivered to the youngest member of the family on the present trip. It was indeed a happy thought which suggested such an idea, and the promoters are to be congratulated on their foresight.

THE COLORS OF THE FLAG

Every Canadian boy would do well to memorize this poem by Frederick George Scott, a Canadian poet. It voices the high patriotism and the truest courage.

What is the blue on our flag, boys?
The waves of the boundless sea,
Where our vessels ride in their timeless pride,
And the feet of the winds are free;
From the sun and the smiles of the coral isles
To the ice of the South and North,
With countless tread through tempests dread
The guardian ships go forth.

What is the white on our flag, boys?
The honor of our land,
Which burns in our sight like a beacon light,
And stands while the hills shall stand;

Yea, dearer than fame is our land's great name,
And we fight, wherever we be,
For the mothers and wives that pry for the lives
Of the brave hearts over the sea.

What is the red on our flag, boys?
The blood of our heroes slain
On the burning sands in the wild waste land
And the froth of the purple main,
And it cries to God from the crimsoned sod,
And the crest of the waves out-rolled,
That He sends us men to fight again
As our fathers fought of old.

We'll stand by the dear old flag, boys!
Whatever be said or done,
Though the shots come fast, as we face the blast,
And the foe be ten to one;—
Though our only reward be the thrust of the sword
And a bullet in heart or brain,
What matters one gone, if the flag float on
And Britain be lord of the main?

Minard's Linctment for Dandruff.

DO YOUR SPRING HOUSECLEANING WITH

The HOOVER
It Beats... as it Sweeps... as it Cleans

The HOOVER is guaranteed to add years to the life of rugs because it keeps them free of nap-wearing, embedded grit. Let us demonstrate—only \$8.00 down, if you purchase.

No need to take up Carpets or Rugs when you can clean them better with the Hoover Hoover's to hire by the day or hour.

Magee & Charlton
Queen St. Bridgetown, N. S.

Virginia East

Mr. John Riley, of Port Wade, spent Sunday with his family here.

Mr. Gordon Potter is engaged with Mr. Noble Donald, of Pinedale.

Mrs. James Spurr, of Annapolis, spent Wednesday with her parents, Mr. and Mrs. Joshua Robar.

Miss Addie Spurr, of Annapolis, is spending two weeks with her cousin, Miss Mildred Robar.

Miss Esther Riley spent the week end with her grandmother, Mrs. Mary Riley, Bear River East.

Quite a number from this place attended the cherry carnival at Bear River. All spent a very pleasant day.

Miss Esther Riley is engaged with Mrs. Vernon McCormick, of Bear River.

Messrs. Oakley Banks and two brothers, Louis and Wilton, of Bear River, spent Sunday with their sister, Mrs. Avard Robar.

Miss Ethel Potter, of Clementsvalle, is spending her vacation with her father, Mr. Harley Potter.

Miss L. Smith, of Yarmouth, is spending the Summer vacation with her friend, Mrs. Wallace Pyne.

A "sing" was enjoyed at Mr. Forest Robar's Sunday evening. All spent a very pleasant evening.

Quite a number in this place are sick with colds. We hope them speedy recovery.

Mr. Frank Brown, who has been employed with T. Warne, of Digby, is home for haying.

Mr. David Wright, of Clementsvalle, spent Sunday with his friend, Mr. Joshua Robar.

Miss Edna Freeman, of Power Lot, spent Thursday with her grandmother, Mrs. James E. Brown.

Mr. Roy A. Orde made a business trip to Annapolis, going Tuesday, returning Thursday.

Mr. Buster Wamboldt, of Clementsvalle, spent Sunday with his cousin, Mr. Wilton Riley.

Mr. Chester Pulley, of Clementsvalle, spent Sunday with his aunt, Mrs. John Riley.

Mrs. John Riley spent Monday with her sister, Mrs. A. Wamboldt, Clementsvalle.

So GOOD we want MORE

That's what the people repeatedly say about our **HOMEMADE ICE CREAM**. It is preferred to all other makes. Soft Drinks of all kinds Pies and Cakes and all requisites for that picnic.

Mrs. E. B. Chute's
"The Place With The Electric Sign"

BETTER PREPARED

than ever to serve you in the line of Building Material the coming season. In our new Warehouse on Church St. we will carry a full line of everything used in the construction of buildings, including:

- CEMENT—LIME—SHINGLES—LUMBER—LATHS
- DOORS—SASHES—ROOFING—NAILS—MOULDINGS
- GUTTERS—FLOORING—SHEATHING, AND ALL KINDS OF BUILDING FINISH.

Our Stock will be Large & Prices Right

J. H. HICKS & SONS
Queen St. BRIDGETOWN, N. S.

Acadia University

WOLFVILLE, Nova Scotia

Departments—Arts and Sciences, Applied Business, Theology.

Degrees—B.A., M.A., B.S. (Theology), B.D., M.A. (Theology), and certificates in the best technical schools. Two years in Agriculture, leading to B.Sc. course. First year in Medicine elective in B.A. course.

Equipment—Large and expert faculty, new buildings and other up-to-date equipment. Excellent library facilities. Magnificent gymnasium with large athletic field.

Expenses—Moderate.

Locations—Centre of the Land of Evangeline, Grand Pre three miles distant.

For calendar or other information, write the Registrar, Acadia University, Wolfville, N.S.

Next term begins October 1st, 1923.

Acadia Ladies' Seminary

WOLFVILLE, Nova Scotia

The Aim—To prepare Girls and Young Women for college living.

The Courses—Two including College Matriculation, General Music, Art, Expression, Household Science, Business.

The Faculty—Twenty-four Teachers of the personality and Special Training.

The Equipment—Modern and first-class in every respect.

Athletics and Swimming.

A Junior School—For Younger Pupils.

Information—Write for illustrated book to Rev. H. J. DWYLL, D.D., President, Wolfville, N.S.

Next term begins September 7th, 1923.

Acadia Collegiate and Business Academy

(Ninety-Fifth Year)

WOLFVILLE, Nova Scotia

A Residential School for Boys

Features—Modern Residences, Good Equipment, Ideal Location, Gymnasium, Swimming Pool, Experienced Teaching Staff, Moderate Cost.

DEPARTMENTS

Collegiate Course, leading to Metropolitan Diploma, or the General Diploma.

Manual Training Course—Instruction given in Wood Working, and Iron Working, leading to Diploma.

Commercial Department—Instruction offered in all the courses of a BUSINESS COLLEGE. Diplomas granted on completion of Commercial Course, or Stenography and Typewriting Course.

For illustrated catalogue apply to Principal W. L. ARCHIBALD, P.O. Box 10, Wolfville, Nova Scotia.

Next term begins September 6th, 1923.

A RICH TEAM

Why not Henry Ford for President and John D. Rockefeller for Vice-President?—(Johnstown, Pa., Democrat).

Save Your Hair

Rub the scalp four times a week with Minard's.

MINARD'S LINIMENT
"KING OF PAIN"

BUYERS PROTECTED BY ADVERTISING

Man Who Buys Standard Brands From Local Merchants Knows That He is Getting Full Value for His Money.

Time was when advertising did not occupy the place in the world of trade that it does today. It has not been so very many years ago that the people were suspicious of advertising. They were inclined to believe that the merchant was trying to fool them with his advertising, that he exaggerated the value of the merchandise he advertised and took that method of trying to get them to buy goods that he could not sell by the old established methods of merchandising.

Those days are gone. The public now realizes that it is the greatest beneficiary of advertising.

Advertising has done more in a decade to establish certain standards in merchandise than could have been accomplished in a hundred years by any other agency. The manufacturer who a few years ago merely made and sold clothes now makes and sells the Blank brand of clothes. The man who formerly just made hats now makes Blank's hats. And so it is with everything that one buys today.

The manufacturer, by his advertising, has built up his business around a trade name and if he is to continue in business he must protect that trade name by maintaining such a high standard of quality that people when they buy his products will know just what they are getting. The consumer, when he goes into a store today, does not buy merchandise blindly, with the hope that it will prove to be worth the money. He buys standard goods that bear the trade-mark of the manufacturer and that are backed by the reputation not only of the merchant who sells them, but the manufacturer who makes them. This has been brought about by advertising.

No Reputation to Protect

All this applies to the retail merchants as a class but it does not apply to the mail order business. The man or woman who buys goods from a catalogue house is not protected by the manufacturer of the goods, for the reason that most manufacturers who sell goods to the mail order houses do not place their names upon the goods and therefore have no reputation to protect.

The great majority of articles listed and illustrated in the mail order catalogues are included in what is known among manufacturers as "stencil" stuff. These articles bear the name of the mail-order house which sells them instead of that of

Same Price World Over

These facts are chiefly responsible for the generally prevailing idea that the home merchants do not sell goods as cheaply as the mail order house. They do sell the same quality of goods that the mail order house sells as cheaply as the mail order house sells it, but they cannot sell the standard, guaranteed products of responsible manufacturers at the same price at which the mail order house sells its nameless, unbranded merchandise. Standard goods bearing a registered trademark sell for the same price the world over and the manufacturer's guarantee stands back of them when they are sold in the smallest village in the country just the same as when they are sold to the stores of the larger cities.

This is what the national advertising of the manufacturers has done for the consumers of the country. It has enabled them to go into their home stores and buy merchandise which they know from the past experience or from the reputation and guarantee of the manufacturer will give them satisfaction. They are not buying blindly and hopefully when they buy from the merchants in their home towns. They are buying with the knowledge that they are getting their money's worth. When they buy advertised brands they are getting double protection, that which is afforded by the responsibility of the retail merchant and that which is given by the reputation and guarantee of the manufacturer. When they buy the unknown brands of goods that are offered by the mail order houses they are getting neither kind of protection.

A GOOD PRICE

Some of the first cargo of Canadian store cattle sold in Scotland brought about twelve cents per lb. live weight. That is double the price obtainable for the best stockers sold at present on the Toronto market. Unless steamship rates are put up unreasonably high the export trade should prove profitable.—(Toronto Daily Star).

FOR 50 YEARS SCOTT'S EMULSION

has been a large factor in raising the standard of GOOD HEALTH

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Life is greatest when it is not too soft.—(Edinburgh Scotsman).