

The Weekly Monitor

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ADVERTISING

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WEDNESDAY, OCT. 15TH, 1924.

EDITORIAL

THE LIQUOR QUESTION.

From various and widely separated parts of the Province come reports of bootlegging and many are the cases related where sales by local vendors has greatly fallen off apparently as a result.

Just what remedies are to be effectually applied is a conundrum. For a time at least in some parts of the Province the reduction in the sale of liquor could be attributed not altogether so much to the difficulty of getting prescriptions, though a great many medical men are very chary about issuing them, some issuing none or practically none. The obtaining of a prescription makes the matter of purchase legal from any duly authorized Provincial Vendor and if any town wishes to have a vendor it is quite within its privileges in doing so. The matter of obtaining a prescription has perhaps not cut down the sale of liquor so much as its extremely high price. A certain proportion of citizens will have liquor anyway if they can get it and they usually can. If they can get it cheaply they will have more. The proportion of cases have more. The situation has apparently reached the point, the "tick" so called are not going to pay at the rate of \$5 a bottle if they can get it for half that price or less.

The governments have a very serious and difficult problem on hand in this Province with its extremely long coast line and abundant opportunities of running ram cargoes. Once landed and stored the increasing number of autos owned by people who like to make quick money furnishes the means of distribution rapidly and effectually all over the country.

Activities of rum runners might be somewhat curbed if the using of numbers of large high-priced gasoline launches took the place of steamers employed in patrol service. There are too few of the latter to be in enough places at one time and any material increase in their number would involve tremendous expense for doubtful results.

Public opinion must be the great regulator. Not an opinion expressed by votes only, but one expressed by action. The latter is difficult to find for there is more hypocrisy among the public in connection with liquor matters than with almost any other question.

THE EXODUS FROM BRITAIN.
Manchester Guardian: Figures just published by the Board of Trade show that last year there was a marked rise in the number of engineers, builders and miners who emigrated. Scotland was the greatest sufferer. Her emigration total was the largest in many years and the increase mainly in skilled workers. The shipyards and engineering works of the Clyde gave up their craftsmen to the United States. It may be, of course, that the metal-workers trades have in the last decade attracted too many workers for the industry to support, except in times of boom, and emigration may be an inevitable method of securing balance. But there can be no assurance that when trade revival comes there will not be a shortage of those very classes who are most needed to maintain our manufacturing industries.

It Must Be Metal!

You wouldn't keep tea in a cardboard container because its freshness, its flavour would vanish. On the same grounds you won't buy unprotected tea—you'll want to receive the full flavor that comes in the lead package of



Rakwana Golden Orange Pekoe
THE BEST OF THE FIRST FLAVOR

IT MAY BE HERE.

A tar stain should be softened with grease then rubbed with a rag dipped in turpentine. After subsequent washing the stain will disappear.

Black kid gloves which have become shabby and rusty-looking may be improved by the application of a little black ink mixed with a teaspoonful of olive oil. It should be put on with a brush.

If you are renovating polished boards with a coat of stain, first see that the floors are well scrubbed with soda and water to remove all traces of grease and polishing cream. If this is not done the stain will neither dry nor present a flat surface.

Patent leather shoes should be kept in a cool, dry place. If warmed before putting them on, they are less likely to crack. When the leather becomes dull, a few drops of turpentine applied on a soft cloth improves their appearance. When patent shoes begin to look shabby they may be varnished. One coat of varnish should always be washed off before a second is applied.

Mix blacklead with kerosene instead of water when polishing stoves, and you will have no trouble with rust.

To clean the white keys of a piano, rub with a soft piece of cloth dipped into a paste made of whiting and lemon juice, and afterwards polish with another piece of cloth and dry whitening. This method both cleans and whitens at one process.

A dash of vinegar added to the water in which tough meat is cooked will go a long way toward making it tender.

To protect a range, buy asbestos sheets in packages at any hardware store. Spread these over the top of the range when cooking or boiling clothes.

Before cutting, first decide if a material is an up or down. This is done by rubbing the hand lightly over the surface, and when there is a nap it should run toward the bottom of the coat. The material is laid flat on a large cutting-table and the pattern of a section placed so that in every case the nap will run downward.

Mix a mustard plaster with the white of an egg, and it will not cause a blister on being applied to a tender part of the skin.

When cereals are cooked some time before ready for use, if a few tablespoons of cold water are added without stirring, the top will not crust. Then in the morning or any other time it is desired to use the food, it may be set in a double boiler to heat.

If baby's hands are cold, give him a half-filled hot water bottle to play with. Cork it securely and have the water warm and he will amuse himself comfortably a long time.

Oh, the restfulness and strength of that one who can meet unexpected things with gentle steadiness!

Repentance includes hating the deed, as well as ceasing to do it.

Patience is power.

To mend fur which is torn or falling to pieces, apply adhesive tape to back of skin. This will hold the fur intact and great aid to its life.

Home-made baking powder is prepared by thoroughly mixing one-half pound of soda, one-half pound of corn starch and one pound of cream of tartar. The secret of success lies in the thorough mixing of the ingredients.

AMERICANS PRAISE MARITIME ROADS
The following from a Quincy, Mass. paper shows that Americans are commencing to advertise the good roads in the Maritimes:—

Mr. and Mrs. Leon S. Jordan and their family of Ruggles Street, Quincy Point, have just returned from a 3200-mile auto trip through New Hampshire, Maine, and all the counties of Nova Scotia.

The roads throughout the province are only in fair condition right now, but permanent construction work on new highways in all sections is moving along so fast that in another year this country will have roads they can well feel proud of. The party reports the scenery in all parts of Nova Scotia is sublime, and the sunsets are one grand spectacle, especially through Cumberland county section, where are located extensive coal mines.

Mr. Jordan is cashier and office manager of the South Shore Bulck Co., and is widely known in Quincy and throughout the motor car industry.

received the Commandments, and delivered them to the people, was violator of them.

NO REASON FOR "HARD TIMES" TALK.

It is time for all to drop the wall of pessimism and cry of hard times which is too often heard. The reason for that is that the outlook is most encouraging and ere long money will be more plentiful.

We do not attempt to minimize the present agitation for Maritime Rights. Our Maritime Provinces have suffered because our members of parliament have not unitedly asked for equal privileges being granted us when Western members were obtaining concessions for their own provinces. We regret that our vanishing industries have caused our people to seek a living abroad. But our whole trouble is not lack of Maritime Rights. We are too apt to think and talk that our life is a hard one. The trouble is that our lack of money is an account of our habits of extravagant spending incurred during the war and carried on to the full. If we have money and hear the cry of bad business and hard times we hold on to it, but when we realize that prosperity is approaching or at hand we freely spend what we have, expecting that more will soon be found.

We have this year an excellent crop of apples of fine quality and extra good prices. We have never lowered our estimate of a crop of 75 per cent of last year. The fruit is growing so large and picking off so much more than expected that the quantity exported will be little short of last year. Orchards of good qualities and clean fruit are selling at \$2.75 per barrel tree run; some have assured us that higher prices have been offered.

We venture the opinion that by the first of 1925 this Valley will be in the best financial position of any agricultural or fruit district in the Dominion.

Good times are coming—Talk it believe it, and you will help to bring it.—Advertiser.

QUESTIONS AND ANSWERS.

The Forest And Outdoors Column.

Cost of Planting.

Q.—Our County Council is planning to reforest 100 acres of waste land. Is this an expensive proposition?
A.—You can get your trees free from your Provincial Government nursery. Two men will set out between one and one and a half acres of trees in a ten hour day. That means 1,500 trees to the acre. Added to this will be the cost of ploughing furrows five to six feet apart. You will readily see that reforesting waste land is nothing like planting an orchard. Write your Provincial Forester for further details.

Newspapers And Forests.

Q.—Can you give me some indication of the pulpwood requirements of a group of metropolitan papers?
A.—The newspapers of New York use up about 1,500 tons of newspaper daily, which means that more than 150 acres of forest land is stripped seven times a week to keep the presses running in the one metropolis.

How to Make Forests Perpetual.

Q.—What is meant by "silviculture"?
A.—Silviculture deals with the continuous operation of a forest for a sustained crop of wood. When Canada's forests are operated so as to produce repeated crops of timber on the same area without diminishing the "capital stock" we can boast of our forest resources being under a system of silviculture. Just now the big national job is to prevent the public from burning up the timber resources. Until fire is blocked scientific operation is not possible on a large scale.

Why Lumber is Not Cheap.

Q.—With modern machinery and efficiency methods why is it that lumber maintains its high prices?
A.—Because production costs, chiefly labor, refuse to tumble and raw materials, namely timber, is more inaccessible than ever. The lumber business as a whole in Eastern Canada is hardly breaking even on production costs and foreign competition is hitting harder than anticipated.

The housefly is said to be the cleverest of insects, its intelligence surpassing that of the ant and the bee. One authority asserts that it can think 100 times faster than a man.

Rheumatism.

Apply Minard's to the aching spot and get quick relief. The remedy your grandmother used.



MORE AND BETTER HOTELS NEEDED SAYS THIS EXPERT

Automobile Blue Book Representative Enthuses Over Nova Scotia's Tourist Possibilities.

"There is something very unusual in Nova Scotia in that you combine scenic beauty with historic interest and a type of country entirely quaint compared with the usual summer resort. Certainly, Nova Scotia is a safe bet for the tourist," declared Charles F. Crooks who arrived at the Halifax Hotel Wednesday, travelling through Nova Scotia in the interests of the Automobile Blue Book, Incorporated, of Chicago, a large publication which is devoted exclusively to detailed information of countries of America in which the motorist will find good roads and good hotel accommodation.

"The Blue Book was attracted to Nova Scotia by the report of the improvements which have been made here on your highways," said Mr. Crooks. "Hitherto we were not interested. The next thing you require is better hotels. I assume they will follow the improvement on your roads, for it will be of economic advantage to people to invest in them. The hotel business is changing in that the old phase of having summer guests stay at one hotel for three, four and six weeks of a summer is largely passing, and tourists are coming in greater numbers to stay shorter visits."

Advertising of the Province should be taken up with energy and persistence. Mr. Crooks said, for as a tourist country it was little known in the United States. "But," reverting to the hotel conditions, "better and more accommodation must be provided." Mr. Crooks came in the Province by way of Amherst, Parrsboro, Truro, thence to Halifax and down the South Shore as far as Liverpool, across to Annapolis Royal and Digby, and again to Halifax through the Evangeline route. He said he was particularly impressed with the picturesque country from Halifax to Liverpool along the Southwestern route, and felt that there was a considerable future before that section of the country as an attractive tourist ground.

Incidentally speaking of the condition of the roads Mr. Crooks said that he had noticed that "wash board" effect in sections of the new roads, but did not think too seriously of that as he said he easily overcame the unpleasantness of it by deflating his tires, and through driving an Ash roadster, a fairly heavy car, he kept his forward tires at only thirty pounds and his rear tires at only forty pounds. Were the car heavier he would add only another five pounds, and this offset the rough effect which the "wash board" sections of road gave to a car which had its tires more heavily pumped. He did not look upon such a condition very seriously.

Mr. Crooks left Thursday for New Glasgow. He expects to confer with A. G. Watson, President of the Nova Scotia Motor League before leaving Halifax. He spoke very highly of the excellent signs which that organization had placed throughout the country.—(Chronicle.)

MOIR'S, LIMITED, ENLARGING PLANT.

Another Story is Added to the Building on Argyle Street.

Fairly extensive enlargements of the Halifax plant of Moir's Limited are now under way, an additional story being erected to the Austen building and the block south of it, both on the Argyle Street side of the big plant. The steel girders for the frame-work are being put in place now. This addition to the plant will give much needed accommodation for the offices, and mean a general enlargement of the plant brought about by the rapidly increasing business.

The top floor of the enlarged building will be used as an additional space for biscuit and bakery department; the second floor will be used for office accommodation, and the lower floor will be used jointly for a dining room for help and as an additional space for the bread shipping department. It is the intention of the firm to vacate the old offices and occupy the Argyle Street second floor exclusively with an entrance from Argyle, utilizing the old office space for cake and pastry room.

Moir's Limited has recently taken on a considerable number of hands, and the payroll of the company now numbers over 1100 men and women.—(Chronicle.)

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NOVA SCOTIA AS SEEN BY A VISITOR.
Versailles, (Ky.) Sun: My trip July 15th to 31st took me and my party into new fields. From Quebec we journeyed to Nova Scotia, stopping 24 hours in Halifax, going thence to Wolfville, in the heart of the "Land of Evangeline" for a stay of two days. All of us fell in love with Nova Scotia. In the 20 summers I have been traveling over the United States and Canada I have never had more interesting and delightful experiences, have seldom met with such charming courtesy, such cordial hospitality as was shown us in Nova Scotia. No part of North America has greater wealth of historical romance, and Nova Scotia's scenic attractions were unexcelled.

THE WAR AFTER THE WAR
London Daily Express: European competition must be met. It can be met. This country has a genius for manufacture and trade. That genius only lacks co-ordination and direction. An industrial Conference can meet this lack so that the whole country, as in 1914-1918, would be organized for victory. But it would not be sufficient to ask only the manufacturers and the financiers, the men who represent the capital invested. Labor must be consulted, on equal terms. Without the skill and the zeal of the British working man all the plans of the industrialists would be like a military campaign without ammunition.

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No. 96—From Halifax, arrives 12:29 p.m.
No. 98—From Yarmouth, arrives 12:52 p.m.
No. 99—From Halifax, Tuesday, Friday and Sunday, arrives 2:35 a.m.
No. 100—From Yarmouth, Monday, Wednesday, Saturday, arrives 1:23 a.m.
No. 97—From Halifax, Monday, Wednesday and Saturday, 8:33 p.m.
No. 96—From Annapolis, Monday Tuesday and Thursday, 6:23 a.m.

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