

# THE ACADIAN

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Correspondence—Letters addressed to the Editor and intended for publication must be short and legibly written on one side of the paper only. The longer an article, the shorter its chance of insertion. All communications must bear the name of the writer, not necessarily for publication. The publication or rejection of articles is a matter entirely in the discretion of the Editor. No responsibility is assumed by the paper for the opinions expressed by correspondents.

## Editorial

Our pulpits are our work clothes. Each of us live some kind of a sermon every day.

### OUR BIGGEST INDUSTRY

REGRET is frequently expressed by residents of this Valley over what they are inclined to regard as a lack of industrial activity in this section. They fail to realize the amount of business involved in the growing and marketing of our apple crop, with all the attendant occupations relating thereto. If the facts connected with this industry were carefully compiled and tabulated they would reveal conditions which are far from generally understood. From the early spring when the pruning of the trees is begun, until well on in the late winter when the last apples have been packed ready for shipment steady employment is given to a large number of men, while in the picking season there is abundant work for all who are capable.

An instance of how much money actually comes to the valley as the result of apple-growing was brought to our attention recently by a gentleman with whom the writer was motoring, who pointed out a farm the owner of which sold his crop this season tree-run for the handsome sum of twenty thousand dollars. This is by no means a solitary case and there are many who realize more than half that amount from the proceeds of their orchards. Taken all in all the valley is a pretty good place in which to look for a living, and any man with industry coupled with a reasonable amount of business ability need have no uneasiness about his prospects for success.

### FIRE PREVENTION WEEK

NEXT WEEK has been set apart by royal proclamation for the purpose of a campaign for elimination, so far as is possible, of the wastage due to unnecessary fire loss in this country. The institution is designated as "Fire Prevention Week", during which throughout the Dominion provision will be made for adequate instruction regarding the subject. In the schools especially it is hoped that an interest may be created so that the future citizens of this Canada of ours may be equipped to wisely meet and solve this great economic national problem.

The statement that in Canada during the past ten years property worth more than \$300,000,000 was destroyed by fire and that over thirty-five hundred persons lost their lives and many thousands of others were seriously injured should be sufficiently startling to awaken the public mind as to the importance of the situation. That a very considerable proportion of the loss was unnecessary is demonstrated by the fact that in Canada during 1923 the fire loss exceeded six dollars per head of the population while in European countries during the same period the loss by fire was less than thirty-three cents per head. Municipal rulers, as well as all good citizens, should do all in their power to assist this most worthy and laudable undertaking.

### ADVANTAGE LOCAL MERCHANT HAS OVER MAIL ORDER HOUSES

IF LOCAL merchants only realized the many advantages they have over their mail order competitors and made use of those advantages, it is doubtful if catalogue houses could even exist. It costs the mail order folks from five to eight dollars a year to reach each of their prospective customers. They do this with catalogues costing from two to three dollars apiece, supplemented by lists costing from five to fifty cents each. The goods advertised have to be bought months in advance. The local merchant can reach a family in his territory with a ten-inch ad in his local paper for a fraction over sixty-two cents a year. (This is about double the rate charged by THE ACADIAN but is the lowest price for space at which a publisher can furnish a satisfactory service.) The merchant does not have to make his purchases months in advance. He can take advantage of prevailing markets and opportunities and can tell his customers about his goods the week they are unpacked. When a merchant fails to take advantage of his opportunities he does not get the business he should, and when his brother merchants likewise fail, their town becomes a dead hole where life can never be anything more than existence.

### CIGARETTE SMOKING

AN OTHERWISE fairly attractive young woman, languidly puffing a cigarette while seated in a fine large car on Main street one day this week, created amusement for a number of small boys who were attracted by the rarity of the situation. From present indications the novelty of the picture may soon become a thing of the past. The slavery of the nicotine habit is a feature of present day life and unless the real citizenship of the country soon becomes aroused to the serious side of the question we tremble for the future of the race. A well known writer some years ago made a very true saying to the effect that "the young man who smokes a cigarette need not worry about his future—he has none". The young woman who thinks to make herself attractive in the eyes of men by smoking a cigarette is only fooling herself.

### GOOD TIMES IN THE VALLEY

DURING the past forty years THE ACADIAN has consistently advocated a policy of extended orchard planting in this valley, and in spite of the fact that sometimes it received criticism from some who imagined the possibility of going too far in the matter we are apparently yet far from any such danger. Wonderful progress has been made but even now a very large proportion of the available orchard land of the section yet remains to be taken up. This season's good crop and prices will bring a large measure of prosperity to the valley and provide a stimulus to apple growing that will be far-reaching in its effects. At a time when other parts of Nova Scotia, especially in the industrial centres, are finding conditions hard indeed it would not be surprising to see the Annapolis Valley experiencing a veritable boom.

### WHY NOT IN WOLFVILLE?

ALTHOUGH the multiplicity of local organizations may appear to be unwise, we cannot but believe that the formation of a Parent-Teachers Association such as exists in Sackville, N. B., might prove to be of real value in Wolfville. This organization which was formed something like a year ago, meets regularly, when its members, who compose the teachers of the schools and the parents of the pupils, discuss school problems and conditions and arrive at a better understanding than would be otherwise possible.

### HIGHWAY MUCH IMPROVED

THAT PART of the Kentville-Wolfville highway extending from the Wolfville town line for a distance of three or four miles through Greenwich and Sunnyside has been greatly improved by the application of a coating of tar. It is understood that this work was largely for experimental purposes and has evidently been attended by very satisfactory results. The roadway is hard and smooth and even in dry weather the dust nuisance is practically eliminated. If more of our country roads were so treated early in the summer a good road for at least one season would be assured. We are not informed as to the cost but that should not be out of proportion to the advantage gained.

### LOCAL DEMAND FOR HOUSES

PRESENT indications furnish little justification for the statement sometimes heard that because of heavy taxation and the high cost of living here Wolfville is losing its attractiveness as a residential town. If it were true there would be vacant houses in place of the extreme difficulty which new-comers these days experience in securing places of residence. Just now, we understand, there is an insistent call for dwellings and it may be necessary for the town authorities to give their attention to the solution of the housing problem.

### ROTARIANS HEAR OF APPLE INDUSTRY

Importance of Packing Emphasized by Two Authorities—Home Market can be Greatly Developed

KENTVILLE, Sept. 25.—The speakers at the weekly luncheon of the Rotary Club today were H. V. Taylor, Deputy Controller of Horticulture for Great Britain, and Geo. E. Macintosh, Fruit Commissioner for the Dominion. Geo. Vroom, Chief Inspector for Nova Scotia, was also a guest.

Mr. Taylor spoke on "Modern England"—especially the fruit industry. Eighty per cent. of the population of England live in the towns, and in late years there has been a great change in the food consumed by the people—less meat, more fruit; so there has been a consequent change in the method of marketing fruit. It is now more of a problem. Formerly, the merchant saw all he bought; now he buys the fruit without seeing it. There is a necessity of standardized packing for fruit, so that the retailer may know what he is buying.

England consumes ten million barrels of apples, and both the Government and the people are anxious to develop the buying of fruit within the British Empire. This is one reason why the Imperial Fruit Show was begun four years ago in London. It was hoped that in the future there would be an Empire Fruit Show, held annually, and lasting about a week, in many of the larger towns of England.

Mr. Taylor expressed himself as favorably impressed with the provision made for modern packing in this Province. He spoke of the beauty of the country—equal to any he had visited—clean country, clean air, excellent soil—a combination of factors which makes an ideal apple country.

George Macintosh said there was \$150,000,000 invested in the fruit industry in Canada, and if there was a British preference for fruit, Canada, alone, could supply the Mother Country. There is a need to develop the home market, as consumption of apples in Canada is 50 per cent. less per capita than it was twenty years ago.

His Department had this summer sent through the Western Provinces, travelling booth, in charge of a graduate of Domestic Economy, demonstrating the food value of fruit. As a consequence, in one month there had been 3700 enquiries. Packers are not paying enough attention to the packages used. Boxes are even too large for dwellers in apartment houses. It was proposed by this department, to have samples of smaller packages at the Winter Fair in Toronto, and possibly have the public themselves decide by vote, which was the better packing.

### FOCUSING HEADLIGHTS

To focus lamps properly, move the lamp bulb forward or backward until the most intense light is reflected. This is accomplished by turning the adjusting screw in the back of the lamp to the left to move the bulb out, and the right to move the bulb in on some makes. All have some type of adjustment, some being merely frictional.

Minard's Liniment for Aches and Pains.

### SAVE THE WOODS!

Sportmen and all those who find their greatest pleasure in the fields and forests must never lose sight of the fact that without the woods there would be no sport.

Lakes and streams would dry up and fish would vanish were it not for the trees. Game must have cover in which to live and for food. All this depends upon preservation of our forests. Every man and boy who goes into the woods would take as much care to avoid starting a forest fire as he does in his own home. To the sportsman the woods is an outdoor home and as such he should take the best care of it, even if for no other reason than for his own pleasure in hunting and fishing.

Sportsmen fathers should begin early to teach their boys the value of their heritage in the wild places. Teach them not only the code of sportsmanship as it applies to fish and game, but show them the dangers of fires. Make clear to them what they lose when the forests are destroyed. Train them in the ways of the woods so that they may know how to build a fire properly and make sure that it is out before they leave it.

Most camp fires are too large. The ideal cooking fire is made from a handful of twigs and little pieces of wood. Such a fire not only is more comfortable to cook over, but it is easier to control. The various camp gas or gasoline stoves now available are excellent, not only from the viewpoint of good cooking, but as a matter of safety. With reasonable care there is little danger of fire from these stoves.

Look upon the forests as something that belong to you.

A splendid assortment of Birthday Cards, including some very pretty book ets. at THE ACADIAN store

## WRIGLEY'S

after every meal

Cleanses mouth and teeth and aids digestion. Relieves that over-eaten feeling and acid mouth.

Its l-a-s-t-i-n-g flavor satisfies the craving for sweets.

Wrigley's is double value in the benefit and pleasure it provides.

Served in its Parity Package.



## CASH & CARRY

\$5 Orders Delivered FREE

Onions, 10 lbs. 50c. Squash, 3c. lb.  
Potatoes, \$1.00 bus. Soap, 21 cakes \$1.00  
Vinegar, best, 40c. gal. Pickling Spice, 35c. lb.  
Corn Flakes, 2 for 25c. Pure Cocoa, 2 lbs. 25c.  
Soap Flakes, 20c. lb. Orange Pekoe Tea, 60c. lb.  
Blue Banner Coffee, fresh ground, 55c. lb.

Perfect Seal Jars, pints, \$1.65 doz.  
Perfect Seal Jars, quarts, \$1.90 doz.  
Perfect Seal Jars, 2-quart, \$2.85 doz.  
Jelly Jars, \$1.00 doz.

Dates, 2 lbs. for 25c.  
Moirs Crescent Chocolates, best value in town, only 39c. lb.

Fancy Biscuits, 25c., 30c. and 40c. lb.  
Soda Biscuits, 15c. lb.  
Pilot Biscuits, 15c. lb.  
Bread, 10 and 11c.

Choice Beef, Lamb, Veal, Prok, Chicken, Fowls  
Cooked Ham, 60c. Cooked C. Beef, 25c. lb.

PHONE 53  
**CALDWELL-YERXA**  
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## ELEVENTH

of the series dealing with the establishment of the  
BANK OF MONTREAL at representative points in CANADA  
and elsewhere



THE PARIS subsidiary of the Bank of Montreal is situated in a quarter rich in historic interest.

From a lofty column in Place Vendôme the statue of Napoleon looks out upon an imposing square the construction of which began in 1686 under authority of Louis XIV.—a square which has witnessed many of the city's greatest demonstrations and which now mirrors the social and business life of Paris.

Here, in the heart of the capital of France, the Bank of Montreal in 1919 established a subsidiary office in the Ritz Hotel Building. In February, 1922, the business of this office had become so extensive that enlarged quarters were opened near by at No. 6 Place Vendôme.

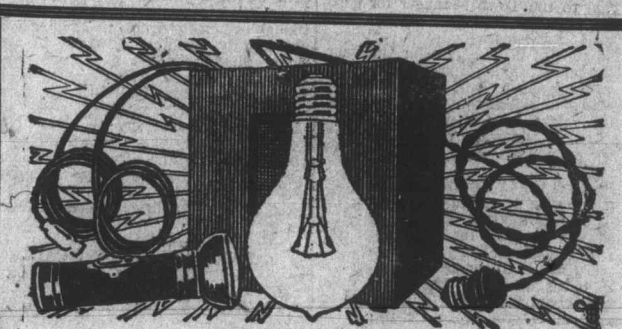
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Why not add this "convenience of conveniences" to your home. Let us Wire it for you now—rendering a flawless job we know you'll be well pleased with.

For those who have Electricity in their home, we always keep a low priced stock of Fixtures and Electrical Goods on hand.

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### FOR YOUR

## Bridge Party

Tally Cards, 25 to 50 cents a dozen.

Score Pads, 10 cents each.

Playing Cards, good quality, 40 cents package.

Gilt Edge Playing Cards, 50 and 75 cents package.

Congress Playing Cards, air cushion finish, picture backs, suitable for prizes, \$1 per pack.

Bridge Sets, in real leather cases, fine for prizes.

A box of Stationery makes a Useful Prize. See our assortment.

**The Acadian Store**