

OUR NATURAL INDUSTRY

So Hiram W. Ricker Describes Tourist Business of Nova Scotia

"It is an industry that cannot be taken away from you. Your natural resources properly advertised will continue to bring increased revenue as long as God allows the sun to shine on your province. But when you get people here, see that they are well served; see that they are made your friends and send them back to their homes with nothing but praise for the natural beauties and for the people of Nova Scotia. Make them your advance agents."

This advice Hiram W. Ricker, of Portland Springs, Me., tourist expert of that state, laid before the Halifax Board of Trade in an address which he delivered at their annual meeting Tuesday, Jan. 22nd. Other speakers of the evening included S. T. Oldfield, president of the Eastern Steamship Company; George H. Clark, of the Boston Herald; Professor Roy Davis, assistant Dean of Boston University; and Hon. E. H. Armstrong, Premier of Nova Scotia.

Following the addresses, the Board unanimously passed a resolution to the effect that the title of the organization now known as the Nova Scotia Tourist Association be changed to that of the Nova Scotia Publicity Bureau for the purpose of formulating a definite and practical working plan to advertise not only the scenic but also the industrial opportunities of Nova Scotia; that it should be incorporated and that its revenues should be increased by means of a capitalization of \$50,000 in shares of \$10 each, non-dividend, with headquarters in Halifax—subscriptions to be solicited on a three year basis to ensure continuity; that a board of directors and an executive committee be appointed; the work to be carried on by a paid general secretary and a field secretary with the necessary clerical force as may best suggest itself and the circumstances warrant.

The program of addresses was opened by S. T. Oldfield, who conveyed the regrets of Calvin Austin, president of the Eastern Steamship Company, that he had not been able to attend. He had been authorized to announce, the speaker said, with the opening of the coming summer season, a new vessel, the Northland, would be placed on the Boston-Yarmouth route. Equipped with 430 staterooms and possessing a capacity to carry from 25 to 30 motor cars Mr. Oldfield felt that this boat with the present steamers on the route would be able to take care of any tourist business there would be. He announced that the company intended to start the summer with a six round trip schedule per week and he assured the board that if the present ships were not capable of handling the traffic, additions would be made.

"Nova Scotia should be sold to Nova Scotians first," declared George H. Clark, Travel Editor of The Boston Herald. "There is everything the heart could wish for in Nova Scotia. You have climate, scenery, a warm hearted people—in fact you have everything but hotels. I believe that it is because Nova Scotia has not been sold to Nova Scotians, that she does not attract a greater number of tourists. Tell the other fellow what you have for him and that can only be done successfully through advertising. With a limited appropriation you cannot afford to advertise in every city, but find out where the bulk of your tourists come from and place your money there. The Boston Herald has a Tourist Bureau and is willing to co-operate with you. We will receive and display your booklets at our expense. It will give me great pleasure to direct tourists to Nova Scotia if I am given the opportunity."

"Nova Scotia needs hotels," Mr. Clark said. "Not big hotels, but rather small inns, where there is wholesome food and good service. Tourists want to get back to nature. They want the old tree and the green grass and the kind of food that mother used to make."

Prof. Davis spoke briefly, declaring that it should be the aim of the tourist bureau here to have the people of New England think of Nova Scotia as they do of Florida and California. He favored the sending of news-relatives to visitors to the province to newspapers in their home towns as a medium of advertising. A careful campaign throughout the New England States would be bound to bring results. "Do not flatter yourselves that you are known," he concluded. "It is the self-evident that is never evident."

In opening his address, Mr. Ricker dealt at some length with the history of the state of Maine, making reference to the numerous obstacles which had been overcome to build up that section of the country. Then turning to the tourist trade, he stated that he had been "on the job since 1876" and the tourist income of the state had grown steadily year by year. "Now," he declared, "the state of Maine has yearly 600,000 tourists who leave in that State approximately \$60,000,000."

He had been struck, Mr. Ricker declared, with the similarity of the Nova Scotia climate to that of Maine. Speaking of the advertising done in connection with the tourist trade in the United States, he stated that California spends \$1,500,000 annually to attract visitors. Every little community contributes to this fund, he said, and as a result, California did \$182,000,000 worth of tourist business in 1922. "They are all talking for California," he said, "and they are working for her too."

Mr. Ricker told of the great strides in highway improvement which have been made in recent years throughout the state of Maine and stressed the importance of good roads to the tourist business. He told also of the formation at the annual meeting of hotelmen in Augusta, two years ago, of the Maine Publicity Bureau to advertise the natural resources of the State. "We had just one object," he said, "just one mark to shoot at: we wanted the people to write that Bureau so we could tell them what we had to offer. Most of our advertising was done through the Sunday papers and we got quick results."

This Bureau, the speaker declared, or one similar to it formed in Nova Scotia should be supported by every man who receives a dollar's worth of benefit from the summer industry. "From bootblack to banker," "I have never seen a business man"

Here and There

Quebec city is again becoming the Mecca of winter-loving tourists. Arrangements for the forthcoming carnival are nearing completion and sports of all kinds, including toboggan sliding on the four-track chute on Dufferin Terrace, are in full swing.

The mild weather prevailing in Quebec until recently greatly hindered lumbering operations in the province. This situation, according to Mr. Piche, Chief Forester, has been adjusted, however, by late falls of snow, and the total cut has been brought up to normal.

There are 300 ports and harbors on the coasts of Canada. The majority are, of course, small affairs, the big ports not exceeding six. However, one of Canada's ports, Montreal, ranks sixth among the world's ports and third on the basis of export business done during the seven months in which it is open.

Newspaper production in Canada for the eleven months of 1923 ending in November was 1,166,225 tons, as compared with 993,988 tons for the same period in 1922, the increase being equal to 17 per cent. The estimated production for the year is 1,270,000 tons, or 180,000 tons over that for 1922.

The value of Canada's 1923 grain crop is estimated by the Dominion Bureau of Statistics at \$995,572,300. Of this total approximately \$450,000 is credited to the three prairie provinces. It is interesting to note that while the figures for Manitoba and Saskatchewan are below those of the year 1922, those of Alberta are above by over \$45,000,000.

Grain marketed along the Canadian Pacific Railway in 1923 totalled 187,842,224 bushels, an increase of 33,324,619 bushels over any similar period in the railway's history. The increase in bushels shipped was 12,086,730, or 9.2 per cent over 1922, and 83.1 per cent of the total amount marketed had been shipped by December 3rd.

Government statistics estimate the apple crop of Canada for 1923 at 10,794,500 boxes, which, at an estimated average of \$2 a box, makes the value a little over \$21,000,000. By provinces the estimated production was as follows: Nova Scotia, 5,250,000 boxes; British Columbia, 3,124,000; Ontario, 2,275,000; Quebec, 110,000; and New Brunswick, 35,500.

A herd of 20 buffalo is soon to be shipped from Wainwright Park, Alta., to the Yukon, where a game preserve is to be laid out in the central part of the territory. This announcement was made here by Robert Lewis, of White Pass, Yukon Territory, on his way back from Ottawa, where he arranged for the shipment.

The Banff Winter Carnival is to be held from February 2nd to 9th, 1924, both dates inclusive, and will run concurrently with the Banff Festival, which will be held from February 4th to 9th, inclusive. A widely varied and attractive programme has been arranged, culminating in a Grand Carnival dance, when the Carnival Queen for 1924 will be announced and crowned.

Among the New Year's honors for 1924 one of the most popular is the award of the C.B.E. by His Majesty the King to Captain S. Robinson, R.N.R., who it will be recalled, distinguished himself in command of the Canadian Pacific S.S. "Empress of Australia" during the Japanese disaster and is now commanding the Canadian Pacific S.S. "Empress of Canada" for that vessel's forthcoming world cruise.

The beauties of the Laurentian Mountains, which have already attracted the attention of moving picture producers, are continuing to draw such companies. The latest to make use of this location is the Distinctive Pictures Corporation, starring Alma Rubens and Conrad Nagle, which has been shooting at Gray Rocks Inn, Ste. Jovite, over the New Year holiday period. A feature of their work has been the co-operation of the Quebec Frontenac dog team, led by Mountie, a veteran of five years service in the North.

he said, "who had the moral courage to stand up and say that he did not get money from the tourist trade and if he does get it why shouldn't he turn around like a man and help get the trade?"

"Let me say to you," he continued, "that the American people are knocking at your door and at our door for the privileges of coming into our communities to live. Gentlemen see that you have healthy laws so that when they do come and build their homes they will be sure of protection."

Mr. Ricker quoted figures to show the great increase in the value of real estate and personal property in Maine during the past 25 years, estimating the non-resident increase at \$100,000,000.

"Isn't it worth while for Maine to fight for this industry?" he asked. "It is the most healthy, legitimate, far reaching industry I know of," he declared. "There is nothing like it if the people of Europe travelled as we on this side of the water do—visit our countries as we have visited theirs there would have been no war. There is no danger of having trouble with people whom you know."

PRINTED ENVELOPES cost little more than plain envelopes, and they give a much better impression to your customers and correspondents. Ask THE ACADIAN Job Department for samples and prices



FARMERS DEMAND ACTION CONCERNING PROVINCIAL SHOW

If Halifax Will Not Contribute, N. S. F. A. Wants Exhibition Re-established Elsewhere

ANTIGONISH, Jan. 24.—The closing session of the 28th annual convention of the Nova Scotia Farmers' Association was held Wednesday evening. A paper on "The Principles and Practice of Co-operation" read by Geo. Keen, Secretary-Treasurer of the Co-operative Union of Canada, and Editor of the Canadian Co-operator, Brantford, Ont., evoked considerable discussion. "Some Cheaper Methods of Feeding Nova Scotia Live Stock," by Prof. W. S. Blair, Superintendent Experimental Farm, Kentville, was a practical and comprehensive presentation of the problems confronting the live stock producers and contained much valuable information.

W. B. MacCoy, K. C., Secretary Ind. and Immigration of Halifax, dealt with the Immigration question from the view point of the Agriculturist. "Preparation of Sheep and Lambs for the Market" was the subject of an address by F. W. Walsh, Dominion Live Stock Branch and illustrated the many advantages accruing to the sheep raiser from the proper preparation of his product for sale.

Many important resolutions were adopted during the closing of the session amongst which was one moved by Wm. O'Brien, to the effect that the provincial government be commended for its action in having provided \$200,000 towards re-establishing the Provincial Exhibition at Halifax; and commending that the government take steps to re-establish the exhibition elsewhere, if the city of Halifax fail to make immediate provision for its share of the necessary expenditure.

NET REVENUES OF CANADIAN NATIONAL TWENTY MILLIONS

Preliminary Figures Issued by Sir Henry Thornton Show an Increase Over Last Year of \$17,646

In an official statement issued Jan. 18th by Sir Henry W. Thornton, Chairman and President, the net revenues of the Canadian National Railways for the year 1923 are placed at \$20,127,447, being an increase of \$17,646,335 in net revenues over 1922. The statement says: "The following represents briefly the financial performance of the Canadian National Railways for the year 1923 as compared with the year 1922."

Table with 2 columns: Year, Operating Revenues. 1923: \$23,662,447; 1922: \$23,656,888; Increase: \$5,559

Table with 2 columns: Year, Operating Expenses. 1923: \$2,535,000; 1922: \$2,176,376; Increase: \$3,588,624

Table with 2 columns: Year, Net Revenues. 1923: \$20,127,447; 1922: \$2,480,512; Increase: \$17,646,935

"The figures for 1923 are subject to slight alterations, as some of the items entering into both revenue and expenses are estimated; but the adjustment will only slightly affect the above statement. The statement speaks for itself, and complete detailed information with respect to all matters of interest relating to the National Railway system will be published in the annual report which is now in preparation; but the administration desired promptly to acquaint the people of Canada with the general result. It is not possible to enter upon a detailed discussion of the company's affairs at this time, but the directors and the chairman feel justified in taking advantage of this opportunity to express the hope that the services in 1924 will merit the same generous support as has been received from the public during the past year."

New Lamp Burns 94% Air

Beats Electric or Gas

A new oil lamp that gives an amazingly brilliant, soft, white light, even better than gas or electricity, has been tested by the U. S. Government and is superior to 10 ordinary oil lamps. It burns without odor, smoke or noise—no pumping up, is simple, clean, safe. Burns 94% air and 6% common kerosene (coal oil).

The inventor, J. M. Johnson, 246 Craig St. W., Montreal, is offering to send a lamp on 10 days' FREE trial, or even to give one FREE to the first user in each locality who will help him introduce it. Write him today for full particulars. Also ask him to explain how you can get the agency, and without experience or money make \$250 to \$500 per month.

The board especially desires to acknowledge the fine and alert service rendered by officers and employees alike, which has greatly contributed to the favorable results for the year.

RED CORD GUIDER WILL VISIT HALIFAX

Will Hold Series of Instructional Weeks Throughout the Dominion

It will be of a very great interest to all those who are sympathetic with the education and recreation of the younger generation to know that the Girl Guides Association have found it necessary to invite a Red Cord Diplomas Guider from the headquarters in England, to visit Canada in order to hold a series of instructional weeks throughout the Dominion. This course has been taken owing to the great and increasing interest in the program of the Girl Guides, which has led to a tremendous increase in the numbers during the past year.

The course of instruction will be for Guiders, and it is hoped that each province will be able to boast of at least one Blue Cord Guider, as well as many more trained Guiders, as the result of the visit of this distinguished Guider. To those who do not know or do not understand the work of the Girl Guides it may be well to describe the movement briefly. The Girl Guides movement is the outcome of a demand by the girls for a similar training to that of the Boy Scouts, but altered somewhat to make it suitable for girls. The movement is international, non-military, non-political, and undenominational, and is therefore likely to be a great factor in the future peace of the world—in fact, the founder, Sir Robert Baden Powell calls it the Junior League of Nations. In this connection it is interesting to note that recently the General Assembly of the League of Nations passed a resolution urging all governments to assist all troops of scouts and (this would imply Guiders also) who happen to pass through their countries, visiting other troops of scouts. It is claimed that while these great movements are not religious movements, and cannot take the place of religion in the life of the adolescent, the training embodies all the virtues that go to make a good Christian of any denomination and a good citizen of any country. It claims that it leads the scout or guide to the church door, and leaves him or her there to receive such religious training as the parents may desire. This principle is faithfully followed by all the leaders in the movement. Handicrafts of all kinds are taken care of by special instructors as may be called for, and badges are awarded when proficiency has been attained. These movements are worthy of all support in these troublous times tending as they do to create a better understanding between nations, communities and individuals.

The Red Cord Guider accompanied by Miss Herrington, the Dominion Organizing Secretary, will be in Halifax, from February 3-10.

Minard's Liniment for Dandruff.

THE OUT-OF-DATE MAN

"The man who does not keep up with modern business, who does not make use of modern advertising resources, is like a man using an old covered wagon to go to San Francisco in preference to a railroad express. Good advertising will bring new business, which should more than pay for its cost. The cost is not necessarily paid in selling the article. It pays to advertise for tomorrow."

"The increased turnover results from advertising," he continues, "more than pays for the apparent increase in cost. The consumer pays no more, because the producer can accept a smaller margin of profit because of his greater sales." —Lord Leverhulme.

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Unless you've been in their position, you have no idea how they crave the news from back home—how eagerly they scan every line of the home paper. Really, they're far more interested in the paper from back home than the folks at home are.

The HOME PAPER 52 TIMES A YEAR. Contains more NEWS in one issue than you will write in a dozen letters. It costs less than your postage and stationery for a letter. Your friend will be reminded of your thoughtfulness. Each week, as he or she reads the interesting things about the home folks, they will silently thank you.

Your Home Paper, The Acadian, \$2.00 a Year \$2.50 to the United States

When Merc... They have Ne... vertise, it's... Saying They... thing to Sell.

Vol. XLIII. SCHOOL BO...

Interesting R...

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