ertise in ning Acadi

BLE THOUGH FOR TODAY

AUGUST 21
GION and undefind
If the Father is the
reless and widows in
to keep himself use
I. James 127.
AUGUST 22
WY LAMP, O Lord
II lighten my dark
have run through a live I leaped over a
29, 30.
AUGUST 23
AUGUST 24
O MAN that hath pto retain the spirits
wer in the day of do
odischarge in that y

B. HICKEST 24

AUGUST 25
ITHE WORLD, neither in the world, the love of in him.—I John 2.
UGUST 26
HE LORD with all an not unto thine.
Proverbs 3:5.
UGUST 27
LORD, O my soul, his benefits: who red in destruction; who are in the control of the cont ovingkindne n 103:1, 4. s out all night and for wisdom. A had t all night and loss lost.

try "Red

ou forget.

tea od. Try

ITY

ary Household c. (H. Ec.)

D.D., LL.D. Academy

1.A., Ph.D. MMING POOL



advertises— tore, and the "It Pays to

WN SALES ebs, brighten ver stock. It ou have been

ill Call.

XLIV. No. 44. MAGGIE AND JIGGS

stood guard at the Golden

led and tasked to them foud and long, yoice is good and my lungs are strong, dSt. Peter, you'll clearly see to of heaven is open for me. gs here—I regret to say, walked in exactly the narrow way, oke and swears, and grave faults

he's got, t know whether he'll pass or not. wer could pray with an earnest

dome,
him, St. 'Peter, know him well,
pe from me he'd go to hell;
Peter, I need him here
you can see your way clear,
th I bore a heavy cross,
e in heaven still Jiggs to boss.
bught my rolling pin, plates and him from dodging among th

se up to his stature tall d a button upon the wall, to the imp who answered th

bell,
this female around to hell."
ggs turned, his habit bent,
wherever Maggie went,
Peter standing on duty there
t the top of his head was bare
i the old man back and said:
low long hast thou been wed?'
years," (with a heavy sigh),
he thoughtfully added "Why?'
r was silent with head bowed
down,

ming a different thought to

Fashion Fancies



Crepe de Chine of heavy quality is the material used for the youthful combination shown above.

The upper part of the garment is shaped into the figure so that it serves for a brassiere, and the model hooks down the back, through the brassiere section. section.

The trimming is of net, with Vallace to join the net and crepe de chine.

No wonder he hasn't any hair!
Swearing is wicked, smoking's not good;
He smoked and swore—I should think he would.
Thirty years with a tongue so sharp—Here! Angel Gabrie! Give him a harp!
A jeweled harp with a golden string,
Good Sir, pass in where the angels sing.
And Gabriel gave him a seat alone,
One with a cushion up near the throne,
"Call up some angels to play their best.
Poor Jiggs has certainly earned a rest.
See that on fine ambrosia he feeds,
He's had about all the hell he needs.
It isn't hardly the thing to do—
To roast him on earth and in future
too."

And Jiwgs looking down from his high.

And Jiggs, looking down from his high level,
Thought of Maggie, and felt sorry for
—the devil.

Phone 228

ADVERTISING PAYS BIG DIVI-

DUBUQUE, IOWA, July 31.—In an address before the National Association of Retail Grocers in convention here last week. Fred P. Mann, of Devils Lake, N.D., electrified his audience when he explained his methods in building up his grocery store at Devils Lake in the past 33 years.

Mr. Mann's entire secret, he declared emphatically, laid in advertising. You have to let the people know what you have to sell, he asserted time and time again in his address. Mr. Mann at one time was a director of the U.S. Chamber of Commerce and for ten years was president of the Retail Merchants' Association of the State of North Dakota.

"Better builters method." Said Merchants and the state of North Dakota.

ber of Commerce and for ten years was president of the Retail Merchants' Association of the State of North Dalota.

"Better business methods," said Mr. Mann in opening, "is what I am chiefly interested in. I advise grocers everywhere to advertise, keep at it and change your ads, from time to time. Clean windows and window displays are not enough. You must advertise in the papers. People expect to see your ads, they wait for them and in Devils Lake if I omit my usual weekly ad. people ring up and wonder what is wrong.

"This convention here now is for the purpose of raising the standard of retail merchandising. The chain store and the peddler are not the grocers' main enemies. He is his own worst enemy when he tries to keep shop successfully by letting the business come to him. It won't come. Manufacturers and jobbers here now are advising the retail grocer of this fact.

"I started business in an old rundown store in Devils Lake in 1892. I bought my first \$1,600 worth of groceries on time. I borrowed \$125 from my father to get the goods out of the car. I painted up and I arranged an artistic window display. Then I expected business to come in. It didn't. But a newspaperman came in and encouraged me to write an ad. I did. I advertised tomatoes and sardines—commodities any grocer is selling. But through the ad. I sold my stock out. I kept on advertising. I knew one young man who increased his volume in two years from \$35,000 to \$80,000. I have a copy of his first ad—fie thought he couldn't write ads. The first year I was in business through advertising I sold \$25,000 worth of goods and I always made my discounts.

"There are so many avenues of sopicitation that in order to compete with



And Jiggs, looking down from his high level,
Thought of Maggie, and felt sorry for the devil.

PLANS AND SPECIFICATIONS
Longfellow says: "All are architects of fate."
Some of us let others draw our plans and specifications. Most of us have none.
We are all architects of our own fate yet very few of us ever build according to plans and specifications. We mere it happens to be most easily laid.
Today we are all building the most important building in the world, the building of our life. Yet we often make a failure of it because we have no plans and specifications with which to build.

Let's draw our plans today so that we may carefully build today, tomorrow, next week, next year. Then we shall build a good building of which we shall be proud.

Longfellow was right: We are all architects of our own fate—our own shall build a good building of which we shall be proud.

Longfellow says: "All are architects of the undersigned, and endorsed "Tenders of the constitution of fate."

You are all architects of our own fate—our own in the well and the well as a failure of it because we have no plans and specifications. We mere all architects of our own fate—our own in the well architects of our own fate—our own in the providence of the most own in the well architects of our own fate—our own in the providence of the most own in the providence of the providence of the providence of the providence of the post own in the providence of the p

By order, S. E. O'BRIEN, Secret Department of Public Works, Ottawa, August 7, 1925.

each, retailers must advertise, make himself known to the community and surrounding territory. Advertising pays big dividends.

Mr. Mann went on to show a number of ads. he had used and was still using in Devils Lake, a town of 5,200 population. He is interested and is promoting the phone for food campaign, his ads.

Mr. Mann went on to show a number of gold ore, dust, etc., from Camada has risen from \$3,953,938 in 1922 to \$28,358,449 in 1924.

PROFESSIONAL CARDS

M. R. Elliott, M. D. (Harvard)

Office Hours:

1,30 to 3,30 P. M. 7 to 8 P. M.

WOODMAN & COMPANY

FURNITURE - BEDS - BEDDING

CARPET SOUARES

LINOLEUMS - OILCLOTHS

PHONE 46 - 11



SCHOOL OPENING

We are offering all our Boys' Suits at 10% discount for the next two weeks. These are in up-to-date styles and made of strong wearing cloths.

Prices: \$7.00 to \$16.00 LESS 10 P.C.

Also a full range of Boys' Shoes, Shirts, Hose, etc.

WATERBURY CO., LTD.

Men's, Boys' Wear and Shoes

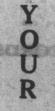
SPRING WATER

QUALITY and SERVICE buy from

F. A. LESLIE Phone 116-11 Rates on Application



you order





0

American Anthracite, Nut, Stove and Egg Welsh Anthracite, Nut, Stove and Egg American Screened Soft Coal Springhill, Acadia, Sydney, for delivery next month

R. E. HARRIS & SONS

Telephone No. 1.

1.30 to 3.30 P. M. 7 to 8 P. M.

G. K. Smith, M.D., C.M.

Grand Pre, N. S. Office in residence of H. P. KINNEY ours: 1.30 to 3.30 P. M.

ALLAN R. MORTON

M.D., C.M. Main St., Wolfville Office Hours: 1 to 2, 6.30 to 7.30

Eaton Brothers Dentists
Dr. Leslie Esten, D. D. S. | University
Dr. Engene Esten, D. D. S. | Pour
Tel. No. 48.

EYESIGHT SPECIALIST House; (2-12 AM) Paul G. Webster, R.O.
Optometrist
Webster Street Kentrille, N. a
Graduate of Rochester School of
Optometry, Rochester, New York

G. C. NOWLAN, LL. B.

Barrister and Solicitor

W. D. Withrow, LL. B. BARRISTER, SOLICITOR
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ten Block
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Box 214

S. W. CROWELL A.M. E.I.C.
PROFESSIONAL ENGINEER
(Civil)
Provincial Land Surveyor (N.S.)
Office—Webster St., Kentville, N. S.
Phone at Residence.

H. E. GATES
ARCHITECT
HALIFAX, N. S.
Established 1900

D. A. R. Time-table The Train Service as it Affects Welf-

No. 96 From Kentville arrives 8.41 a.m. No. 95 From Halifax arrives 10.10 a.m.

No. 123 From Halifax (Bluenose), arrives 11.20 a.m. No. 124 From Yarmouth (Bluenose), No. 98 From Yarmouth, arrives 3.12 p.m.

No. 99 From Halifax, arrives 6.12 p.m. No. 99 From Halifax, arrives 6.12 p.m. No. 99 From Halifax (Mon., Thurs. Sat.) arrives 11.48 p.m. No. 100 From Yarmouth (Mon., Wed., Sat.), arrives 6.13 e.m.

Plumbing and **Furnace Work**

JOBBING PROMPTLY

H. E. FRASER Phone 75

BREAD

Our bread has been reduc 12 Cents per loaf Our bread is mixed with up-to-de ery and wrapped before leaving

W. O. Pulsifier and F. W. Barten sell our bread at this price. A. M. YOUNG

COAL.

Inverness, Springhill Bay View, Acadia Nut Acadia Stove, Acadia Lump, Old Sydney, Welsh Coal

A. M. WHEATON



Opp. Post Office

tic" for your youngsters. And then-there'll be the

al cry for new books, pencils, pens, paper, rulers and

By buying these essentials now we can save you some

H. E. BLAKENEY

Book and Novelty Shop

Wolfville

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