THE ACADIAN

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LOCAL RECIPROCITY

"Trade goes by favor" is an old saying. If a man makes no effort to throw business advantages in the way of his neighbors, he cannot expect that they will be much interested in his prosperity. Yet a great many people who are dependent on the industries of this town for their success, will buy in some other city, merely because they think they are going to save a margin of a few cents.

The chances are that if they gave their alleged "bargains" the same careful examination they would apply to them in a home store they would never pay down good money for them. But that is another story.

nother story.

When you buy goods away from home, you cut yourself loose from the business interests of your own town. You declare that yon have nothing to gain by the friendship of your neighbors or the prosperity of your community. On the purely sentimental side, one has little admiration for this lack of town spirit. There is an element of disloyalty in refusing to help build up the community which provides you your bome and the comforts and conveniences of civilizavides you your home and the comforts and conveniences of civiliza

By laying aside all questions of sentiment, why not consider the advantages of making business friends at home? Every time you buy goods in a home store you create a personal relation that may be very profitable. This is particularly the case where you have anything to sell at home. The man who gets your patronage becomes personally interested in you. If you are in business here, the spirit of reciprocity prompts him to patronize your establishment. Even if you work for salary or wages, the relations you create in the home stores, by patronizing the home dealer, may be exceedingly valuable in some future exigency. The man to whom you have given your trade becomes your friend, and if he can find some way to throw favors in your direction, he is glad to do it.

HOME RULE FOR PUBLIC UTILITIES

In this province we possess an institution known as the Board of Commissioners of Public Utilities, one of the purposes of which is said to be to safegard private interests against the avarice of soulless corporations. In so far as it functions in that capacity there should be little cause for complaint although the cases which have come under our observation where this has been the policy of the Commission are by no means numerous. On the contrary we incline to the belief that the operations of that body as a general thing are more likely to be favorable to the corporation rather than to the individual. In one direction, however, we cannot but feel that the interference of the Commission is not only unnecessary but detrimental to the interest of public welfare.

We refer to the authority which the commission exercises over the manner in which the towns manage public-owned utilities. The fixing of rates to be paid for by citizens and the privilege of granting the free use of such commoditres as the town is able to give to industrial or other institutions which citizens desire to attract within their borders are seemingly matters which might be safely left to those who alone are interested. Recently an industry was established in Welfville which fills a want long experienced, and while getting established the promoter asked the town for a reasonable rate on water which the town was unable to give without the consent of the commission. We have an abundant supply of good water, plenty of electrical energy and other advantages which are available for the use of desirable institutions but which we are prevented from the use of desirable institutions but which we are prevented from the use of desirable institutions but which we are prevented from the use of desirable institutions but which we are prevented from the use of desirable institutions but which we are prevented from the use of home rule", at least, would be advantageous to the incorporated fowns of Nova Scotia.

TOWN ELECTIONS «

On Tuesday of next week the citizens of this town have a duty to perform which is deserving of careful consideration. The selection of men who are to preside at the Council board and have charge of the affair of the town is a task which means more to us than we often realize. The record of those who offer for re-election and the qualfications of those to whom we are asked to delegate our share in the management of the town should be carefully weighed before election day. At this writing we are not in a position to state who are to be the candidates who will seek our suffrage, but whoever they may be we suggest the desirability of making a careful selecwho are to be the candidates who will seek our surrage, but who ever they may be we suggest the desirability of making a careful selection in view of the importance of the office. Present appearances indicate that this year there are be plenty of candidates in the field and this is well as endicating an interest on the part of citizens in public issues. An unconterted Election desires not always

ate unanimity on the part of the electors: sometimes it is a manifestation of a lack of interest that is far from desirable. Every citizen should go to the polls next Tuesday and assist in the election of those who in his or her judgement are most likely to promote in every way the best interests of the community.

OUR ELECTRIC SERVICE

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It is most encouraging to learn that the affairs of the Electric Commission are assuming a more satisfactory aspect and that at the end of the year just closed those in charge were able to report a substantial surplus. Since the town took over this utility in 1920 heavy and continuous expenditures have been necessary in order to provide an efficient and reliable service. The line has now been placed in good condition and owing to the fact that in 1923 little aside from routine work was necessary the cost of maintenance was greatly decreased. In consequence the balance this year is on the right side and justifies those in charge of the work in taking into consideration better terms to patrons of the service. Present conditions are especially pleasing to those who in the face of considerable opposition have persisted in championing the cause of public ownership in this place. Under wise and business-like management this feature of civic activity should prove a valuably and profitable asset which in addition to providing cheap and satisfactory electric service might reasonably be applied to augment the municipal treasury.

Recent study of cancer shows the vicious growth within the body to be a separate existence, stimulated by its own excretions, and growing with the furious energy of embryonic life. Cutting out or destroying with X-rays or radium are the only cures now. But a way may be found to check growth and bring about cancer destruction by scientific control of growth-stimulating substances. Cancer is to some ext nt an embryo in the wrong place, a body within a body.

There was recently unveiled in the city of St. Louis, Mo., a monument "in memory of the child life sacrificed on the altar of haste and recklessness". A broken column symbolizes the lives of the thirty-two children who during the year 1923 were so cruelly and unnecessarily cut off. The lesson which it teaches is obvious and if the memorial makes one driver serious and cautious and saves one life it will be worth its cost. As the cinscription says: "Every mothers plea" is "Drive with care". There is no more important slogan or motto in use to-day than "Safety first, and it applies with equal force in our quiet community as in the great city of St. Louis. Let every parrot be taught to repeat it as often and as glibly as "Polly wants a cracker". The menace of incompetent and reckless driving will be greater in 1924 than in 1923 on account of the increased number of motor-driven vehicles which will be operated on our streets, and it behooves all those in authority to give a greater consideration as to their responsibility to the public in this regard. SAFETY FIRST

The "three estates" of olden time, a trinity ruling all earth's affairs, were Royalty, Nobility, Clergy.

Journalism was recognized, in a condescending way, as "the fourth estate".

John Galsworthy, writing for the London Times about fair play in international thought, says that the three states now ruling mankind are Science, Finance, and the Press.

Of the three, science is incomparably greatest. Newspapers can overrule all the power of finance if the newspapers happen to be in the right. Newspapers and finance combined can do nothing against science, except postpone its benefits.

Germany prints notes for one billion and five billion marks each, most appropriately decorating them with thistles and thorns. The note for one billion, which would have been worth two hundred and fifty million dollars before the war, will be used for "small change".

Advertisements are trade announcements that affect almost every phase and hour of our lives. The folks who don't read them lose out to the fellow who does. He buys better and constantly adds to his store of knowledge, which is education. Doctors don't advertise. Ethics prohibit, and leave the field open for the quacks to unload fake nostrums on the suffering public. No wonder the Frenchman asked what is an ethic?

NEWSY NOTES OF THE MOTION PICTURE WORLD

At a special meeting of the directors of the Motion Picture Theatre Owners of America Massachusetts Branch at Boston recentry, it was unanimously voted that the branch recommend to the members of the organization that no pictures of Mabel Normand be exhibited until further notice.

Dorothy Davenport Reid (Mrs. Wallace Reid) is to continue her fight in the crusade against the drug evil. Besides certain exposes, she has another purpose—to use the money made on the picture to establish a Wallace Reid Sanatorium, wherein drug addicts can receive special treatment. The production is to be called "The Living Dead". Mrs. Reid will play the leading role.

"The Ten Commandments" was given its first production in New York on Dec. 23, and has been adjudged a powerful picture. The prologue briefly is the story of the captivity of the Children of Isreal in Egypt, of their final release following the tenth vistation of the plague, the determination of Pharaoh to pursue and destoy the departing Jews, and the overwhelming of the Egyptain hosts when the waters of the Red Sea closed over them. Standing out throughout the first part of the picture is Theodore Roberts in the role of Moses, the lawgiver. The critics acclaim him as a new Roberts. Absent is the cigar, and missing also are the well known mannerisms. It is said that he creates an illusion that is at once complete and absolute. The Exhibitors Review says: "From the moment the huge tablets which formed of the scentc background slowly opened until the end, two and a hilf hours later there was not a moment to abstement of interest, while the applause at times was without prededent in picture history."

MARVELLOUS!

Oscar (reading): "Three thousand our hundred and twenty-six elephant seeded last year to make billiard balls. Ollie: "Isn't it perfectly wonderfu



NEWSY NOTES OF THE MOTION that such great beasts can be taught to do such delicate work!"

IN THE SUPREME COURT

RAY L. COLDWELL .

TO BE SOLD AT PUBLIC AUCTION by FREDERICK J. PORTER, High Sheriff in and for the County of Kings or his Deputy at the Court House at Kentville, in the County of Kings, on TUESDAY, THE 12TH DAY OF

TUESDAY, THE 12TH DAY OF FEBRUARY A. D. 1924.
at the hour of twelve o'clock noon, pursuant of an order of Foreclosure and Sale made herein and dated the 4th day of January, A. D. 1924, unless before the time of sale the amount due to the Plaintiff or his Solicitor.

**ALL the Betate, right, title, interest, property, claim, demand and equity of redemption of the above named Defendants, RUPERT P. WHITMAN and BLANCHE A. WHITMAN and of all persons claiming or entitled byfrom or under them or either of them in to and out of all and singular that certain lot, tract or parcel of land situate lying and being at Lockhartville in the County of Kings, bounded and described as follows:—

Beginning at the South-east corner.

Beginning at the South-east corner of lands formerly belonging to the Estate of Andrew Lockhart de ceased and running by said lands to the Biuff road Seaterly to lands formerly belonging to the Hugh McMonagle Estate; thence by the said lands formerly belonging to the Hugh McMonagle Estate; thence by the said lands formerly belonging to the Hugh McMonagle Estate to the old Mount Denson road; thence Westerly by the said old Mount Denson road to the point of beginning, containing sixty-live acres more or less.

TERMS OF SALE—Ten per cent deposit at time of sale, remainder on delivery of Deed.

DATED AT KENTVILLE, Nova Scotia, this 4th day of January, A. D. 1924.

WINFRED D. WITHROW, Wolfville, N. S. Solicitor of Plaintif

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Syrup, 5 for 55c.; Corn Syrup, 2 for 25c.; Fruit Marmalade 2. Blue Banner Coffee, fresh ground, 55c., Cream Soda Biscuits, Campbell's Soup for \$1.00; Beef Steak, 25c. lb.; Roast Beef,

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THE ACADIAN STORE

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