

THE ACADIAN

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Advertising Rate Cards and information respecting territory and samples at paper mailed upon request, or may be seen at the office of any advertising agency recognized by the Canadian Weekly Newspaper Association.

Advertisers must have copy in by Tuesday noon in order to insure changes for standing advertisements. New display advertising copy can be accepted one day later.

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.

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.

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.

When you buy goods away from home, you cut yourself loose from the business interests of your own town. You declare that you have nothing to gain by the friendship of your neighbors or the prosperity of your community.

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.

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 safeguard private interests against the avarice of soulless corporations.

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 commodities 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.

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.

OUR ELECTRIC SERVICE

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.

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.

SAFETY FIRST
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".

BACK TO THREE

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".

Germany prints notes for one billion and five billion marks each, most appropriately decorating them with thistles and thorns.

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.

Doctors don't advertise. Ethics prohibit, and leave the field open for the quacks to unload fake nostrums on the suffering public.

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 recently, 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 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 Israel in Egypt, of their final release following the tenth visitation of the plague, the destruction of Pharaoh to pursue and destroy the departing Jews, and the overwhelming of the Egyptian hosts when the waters of the Red Sea closed over them.

MARVELOUS!

Oscar (reading): "Three thousand four hundred and twenty-six elephants needed last year to make billiard balls."
Offie: "Isn't it perfectly wonderful!"

MURINE You Cannot Buy New Eyes
But you can Promote a Clean, Healthy Condition
YOUR EYES
Keep your Eyes Clean, Clear and Healthy.
Write for Free Eye Care Book.
Murine Eye Remedy Co., 9 East Ohio Street, Chicago

Would you like to gain a whole day each week ??
Then eliminate wash-day in your home.
Just call 80. We will do the rest.
Valley Laundry Co.

SPECIALS!
We are offering Beaver Electric Irons for one week only for \$4.50.
We also carry a good stock of Diamond Lamps. They come in 25, 40, and 60 Watt sizes, and sell for the low price of 30 cents.
Let us demonstrate to you Gurney Electric Ranges, Rotarex Washers, Apex Cleaners and Kookrite Stoves.
Buy Electrical Goods at Electric Shops.
J. C. MITCHELL
WOLFVILLE, N. S.
Phone 320

CASH AND CARRY
\$5.00 Orders Delivered Free
SPECIAL 25 CENT SALES
Clark's Corned Beef, 1 lb. 25c.
2 1/2 lbs. Yellow Eye Beans 25c.
2 lbs. Best Dates 25c.
5 Bars Laundry Soap 2 for 25c.
Macaroni, full pound 25c.
3 Fairy Soap 25c.
3 Grape Fruit, Large 25c.
5 rolls Toilet Paper 25c.
2 lbs. Medium Prunes (new) 25c.
5 lb. Rolled Oats 25c.
5 lbs. Onions 25c.
5 lbs. Gold Dust Corn Meal 25c.
5 lbs. Graham Flour 25c.
3 pkg. Ammonia Powder 25c.
2 cans Soup 25c.
2 lbs. choice Cattle 25c.
2 Corn Flakes 25c.

Fish in Cans
Carnation Salmon, 25c., 5 for \$1.00
Connor's Clams, 22c., 5 for \$1.00
Shrimps per can 25c.
Connor's Sardines, 10c., 3 for 25c.
Trask's Celebrated Finnan Haddie, 25c., 5 for \$1.00
Canned Syrup, 5 for 25c.; Corn Syrup, 2 for 25c.; Fruit Marmalade 4 lbs. for 89c.; Blue Banner Coffee, fresh ground, 55c.; Cream Soda Biscuits, 15c.; 6 cans Campbell's Soup for \$1.00; Beef Steak, 25c. lb.; Roast Beef, 18c. to 28c.
Phone 53
CALDWELL-YERXA LIMITED
Successor to FRANK BARTEAUX

BOYS' BOOTS
Our boys' boots have won for themselves a great reputation for goodness. If that boy of yours has a habit of wearing a pair of boots every six weeks, bring him here and let us shoe him with strong, sturdy boots, built for service.
Don't Forget our repair department. Have your shoes fitted with Panco or Bulldog soles.
G. D. JEFFERSON
The Cash Shoe Store

Butter Parchment
Guaranteed Pure Vegetable Parchment neatly Printed with the words "Choice Dairy Butter"
1 lb. Wrapper, 500 sheets, \$1.60
2 lb. Wrapper, 500 sheets, \$2.25
THE ACADIAN STORE

February 1, 1924
"PLANT B...
(Paper read by Prof. at annual convention...
The Secretary...
has asked me to...
Breeding. As I...
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discuss this subject...
view of a fruit grower...
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