

LOCAL PAPER SHOW WINDOW OF COMMUNITY

Its value to Neighborhood Depends On Local Merchants

"One of the best indications of the business spirit of any town is the advertising columns of its local paper," said a successful business man recently. "The press is the show window of the community. If its columns are well patronized by merchants with progressive displays, it indicates a town where up-to-date business methods prevail. If, on the other hand, the merchants fail to make use of the local press, or simply run announcement cards in its columns, it is almost certain to follow that the stores of that town are run in a haphazard, listless sort of a way. "Every time I learn of a merchant who does not believe in advertising, my mind goes back to a store in which I worked when a boy. The front windows were seldom washed, while the window seat, instead of having attractive displays usually featured bits of broken box tops, oranges dumped without care, some wrapped in tissue, others unwrapped, and some decaying, with other fruits in the same condition. Perhaps a few tins of corned beef or vegetables, or perchance a pair of boots, would complete the disorder. "Then the store had a musty, dusty odour, and well it might, for its back shelves were piled high with goods that had accumulated each year. We never sold anything from these poorly lighted regions in the back of the store. The merchandise had found a permanent home. No person knew what the shelves contained—for the proprietor did not believe in advertising. He never had a sale to keep his stock moving. New arrivals in the town did not know that he was doing business when they selected stores with which to trade. "The store is still running—but the proprietor is gone. To-day it is doing a large business, for the man who secured it when my boss had old to relinquish it, advertises. He does not simply make an announcement that he is in business. He tells the world what his stock contains. He runs special bargains every week and reduces the prices on many lines because they move fast. His stock is constantly turning over, consequently his foodstuffs are fresh, and his clothing lines are up-to-date—and his customers are satisfied. "This merchant's credit is good. He does not require much accommodation, but at any time that he does, his bank will oblige him, for he is progressive."

KEEP WINDSHIELD CLEAR OF RAIN

There are many inquiries for something which will keep the windshield clean enough for careful driving in a storm. Only one who has sat behind a foggy windshield will know the feeling of anxiety al-

most helplessness, which the driver has. There are a number of mixtures sold which are guaranteed to keep rain off the windshield, but a simple one may be made by any driver.

A small bottle filled with alcohol and glycerine half and half, and a soft cloth to apply it, are all that one needs. It is not necessary to paint the whole glass with this. Take a strip six or eight inches wide and the height of the windshield and coat it with the mixture, and the rain or snow will not stick to that part. This will give ample vision for driving, and when the shower is over there is plenty of clear glass on either side.

KEEP ANTI-GLARE DEVICES ADJUSTED

Some of the light diffusers or devices intended to redirect the rays of light are designed to be effective only when in a certain fixed position. Vibration may so loosen the glass in the rim that the glass will be permitted to creep around, in which case the whole scheme fails. Not all headlights have means for anchoring the glass permanently, so it is a matter for the owner's attention to see that the glasses are properly fastened in place. If screws are used it might do to insert a lock washer under each one.

Motor vehicles increased 379 per cent. in the period from 1911 to January 1, 1920.

Minard's Liniment Relieves Neuralgia.

STRAIGHT TALK ABOUT USED CARS

Expert Gives the Public Valuable Advice on Very Important Question

There are many good reasons for buying rebuilt cars. Also many good reasons for not buying them, writes an expert.

The most important thing to be considered in the purchase of a rebuilt car is the responsibility of the seller.

Faith, not only in the article, but in the concern offering it, must accompany the car in order that the buyer may obtain full value.

Many reputable concerns are offering motor cars whose future depends on their honesty and integrity in every transaction. They cannot afford to misrepresent.

Many so-called rebuilt car dealers are in business to make a quick profit. Having nothing invested, they do not expect to stay in business. They are not real merchants.

In no other line of business is there so great an opportunity for prices to fluctuate as there is in the sale of rebuilt motor cars.

The average buyer cannot know or judge the market values, and unscrupulous "day-by-night" dealers are offered a fair chance for long profits on cars of doubtful value.

Every article of merchandise has a market value.

All rebuilt cars have market values, and the reliable dealer representing an old time and reliable manufacturer knows more about these values than any other

group of men can possibly know. There is no guess work when it comes to dealing with this kind of dealers, for with them the motor car business is just as sound as any other retail business.

If you are in the market for a rebuilt car go to such a concern which cannot afford to offer you a rebuilt car at anything but the prevailing market price.

A Splendid Medicine For The Children

Baby's Own Tablets are the best medicine a mother can give her little ones. They are a mild laxative which quickly regulates the bowels and stomach and are guaranteed to be entirely free from any injurious drugs. Concerning them Mrs. A. D. West, Loreburn, Sask., writes: "Baby's Own Tablets have given me more satisfaction than anything else I have ever given my children. They are easily taken; always work well and though I have given quite a few to my baby they seem to work as well now as at first, which is something other laxatives seldom do." The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

Heires—That Mr. Hunter was very inquisitive. He asked me the amount of my fortune.

New Suitor—The impertinent fellow! And what did you tell him it was?—Boston Transcript.



High Average Mileage

Sometimes you find a tire that gives extraordinary mileage—one in a dozen perhaps. Whereas the average of mileage given by a dozen—or a hundred—Ames Holden "Auto-Shoes" will be as high as that given by the exceptional ordinary tire.

It's the high average that counts—that cuts the cost of miles—that makes it worth while to get Ames Holden "Auto-Shoes" instead of ordinary tires.

AMES HOLDEN "AUTO-SHOES"

Cord and Fabric Tires in all Standard Sizes

For Sale By

"Red Sox" Tubes

WOLFVILLE GARAGE, - Phone 218, - Wolfville.
E. J. WESTCOTT, - Phone 138, - Wolfville.

"Grey Sox" Tubes

Acetylene Welding

Battery Repairing and Charging.
Cylinder Re-boring and Accessories.

J. F. CALKIN
MAIN STREET EAST

First Class Automobile Repairing

DONE AT

EVANS' GARAGE

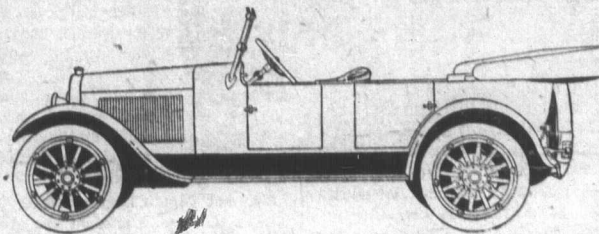
Overland and Studebaker Service Work

Gas, Oils and Supplies

Storage Batteries Repaired and Charged

ROY N. EVANS, WOLFVILLE
PHONE 250.

Maxwell & Chalmers Automobiles



Maxwell Roadster & Touring \$1425.00 delivered
Chalmers 5 Passenger Touring \$2475.00

The Good Maxwell at our Garage invites your inspection and a demonstration.

F. J. PORTER

Local Dealer for Kings County, Wolfville and Kentville.
C. A. PORTER, Provincial Distributor, Wolfville, N. S.

The Wolfville Garage

C. A. BENTLEY & SON, Prop.

Expert Repair Department

FORD SALES AGENTS

FORD PARTS AND ACCESSORIES

Dominion Tires and Tubes, Gas, Oils.

FREE AIR, Etc.

PROMPT AND EFFICIENT SERVICE

PHONE 218

ELECTRICAL WORK

OF ALL KINDS

HOUSE WIRING A SPECIALTY

All work guaranteed and prices right.

L. W. PORTER

Phone 93-21

WOLFVILLE

Box 192.

Light Six McLaughlin

The Greatest Car Value in Existence

COMPARE IT WITH OTHER CARS UP TO \$500 HIGHER IN PRICE.

COMPARE ITS POWER—44 actual brake H. P., 2 to 65 miles per hour in high gear.

COMPARE ITS EFFICIENCY—Average seasons mileage 22 to 24 miles per gallon. Least oil of any car. Wonderful tire mileage.

COMPARE ITS COMFORT—Yourself personally, test its deep luxurious cushions and easy springs.

COMPARE ITS FINISH—Heavily padded solid leather upholstery. Mahogany instrument board. Famous McLaughlin body work by the finest vehicle builders in Canada. Remember, imitation leather peels and cracks quickly and spoils the second hand price.

COMPARE ITS PRICE, \$1785.00, \$400.00

lower than any other 6 cylinder car. Lower even than any 4 cylinder car that any way approaches it in quality and comfort.

COMPARE ITS DURABILITY

We invite you to call at our Wolfville showroom when we will be pleased to demonstrate not only new cars but Light Sixes that have been in use one, two and three years. Investigation and comparison will convince you that McLaughlin Light-6 is the finest car you can purchase under \$2,200.00.

Acadia Automobile Agency

WOLFVILLE, N. S.

STUDEBAKER

This NAME PLATE on YOUR CAR Means

Satisfaction, Service, Class

Come to

W. A. REID'S SHOW ROOMS

and LOOK THEM OVER

and

BE CONVINCED

Agents and Service Station

for

Studebaker & Overland Cars

PEERLESS DRY GINGER ALE

Can be supplied by the bottle (cheaper by the case), from all Grocers, Druggists and Confectioners. If not write

GEO. H. YEATON & SON, Hantsport, N. S., Wholesale Distributors for Valley

J. & T. Morris, Manufacturers "Peerless" Beverages, Charlottetown, Prince Edward Island.

Claimed by experts to be the finest Dry Ginger Ale made or imported into Canada.

The Bottle Wrapped in Pink Tissue Paper

Bacteriologically Pure

Safe for Children

Results Assured If You Advertise in THE ACADIAN.