

THE ACADIAN

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Editorial

Our pulpits are our work clothes. Each of us live some kind of a sermon every day.

KEEPING POSTED

It used to be an old-time joke that some people were so fond of newspapers that they even read the advertisements.

That might have been a humorous remark years ago. At that period some merchants would run an advertisement a whole year unchanged.

Today people read advertising as a matter of business. The women read it just as a farmer reads price current or a banker reads the financial laws.

Probably a majority of the women first turn to the advertising carefully. Even if they have no business enterprise of their own, they are interested in the advertising as a reflection of the business life of the town.

Hence, it is perhaps unnecessary to suggest to the readers of this newspaper that its advertising columns are worthy of the most careful attention.

The story of what is happening in the stores will be found in the advertising columns of this newspaper. Most newspaper readers are seeing it, and it will repay their closest scrutiny.

A TIP FROM BRITISH COLUMBIA

The fruit growers of the Okanagan Valley, British Columbia, are taking steps to enlarge the market for their fruit that might very profitably be adopted in Nova Scotia.

Recently the suggestion was made to the public proposing that every person in the section should send letters to their friends throughout Canada, the United States and in the United Kingdom telling them of the merits of their products and urging them to buy a box.

The management is confident that good results would be obtained by the aid of such a campaign and are using newspaper space to impress the fact upon the public mind.

It is also suggested that a number of unsigned type-written letters should be enclosed with the request that these be mailed on their mission of usefulness by their friends to other friends, thus forming an endless chain of publicity.

It is advertising of this and other kinds that is securing an entrance for British Columbia apples even into the markets of the Maritime Provinces.

New methods must be sought and set in operation if Annapolis Valley apple growers wish to retain and extend a profitable market for their fruit, and the above appears to be a proposition well worthy of consideration.

THE SCHOOL FLAG

Some years ago Mrs. L. H. Moore presented the Wolfville public school with a handsome flag with the distinct understanding that it was under no consideration to be loaned for any purpose and that it should fly from the flag-pole on the school grounds on every occasion when flag-flying was in order.

For some time past on several occasions when it should have been in evidence the flag has failed to appear and a rumor is current that it is missing.

We trust that such is not the case as the flag was a valuable one and much prized by the donor, and under the circumstances was certainly deserving of special care.

WHAT TO AVOID DURING AN ELECTRICAL STORM

Hustle for the Cellar—Keep Clear of Cows and Oak Trees

Perhaps the best advice that may be offered those who live in constant fear of lightning is—forget it! If you miss a thunderbolt at you the chances are that he will get you, no matter where you are or what you may be doing to safeguard yourself.

Experts in the weather bureau have studied the caprices and freaks, as well as the fairly regular habits of lightning, and have arrived at certain conclusions that are of value.

For instance, they will tell you that the safest place you can find when such danger threatens is in a deep, damp cellar, close to the walls, always bearing in mind not to post yourself between the furnace, if there be a furnace there, and any metallic object.

If you are caught out of doors in a storm, remember that the worst place you can find is an isolated tree. You will be safer in the heart of a woods, and safer still if you reconcile yourself to a thorough wetting in the open.

If you are with a number of people, do not huddle together in a group, for it has been ascertained that larger gatherings of men or beasts offer greater attraction to lightning than do isolated individuals.

When you are indoors, as the storm comes on, you will do well not to forget the advice as to the deep, damp cellar. But if there isn't a cellar, there are things to avoid.

Keep away from open fire-places and chimneys, for a chimney being the highest part of a house is the place that lightning is most likely to take.

Also, keep away from the side of a house that has a wire clothesline attached to the outside of the wall, and don't get yourself between two metallic objects such as an iron sink and radiator, or between either of these and a downspout, for in seeking an outlet to the ground lightning has a tendency to jump between metallic bodies.

An especially dangerous place is directly beneath a hanging lamp or an electric light fixture suspended from the ceiling by a chain.

Wood, stone, brick and stucco houses are about equal in safety they afford, since they are all poor conductors.

Steel-framed buildings on the other hand, are the best conductors, and they are not infrequently struck, but the people inside rarely ever know it, for the lightning is almost invariably carried out and directed into the ground, and its force dissipated.

As to the force of lightning, it is estimated that a thousand million volts are required to send a bolt to the earth from the height of a mile, and the flash that kills ranges from 200 feet to a mile in length, and is frequently of 50,000 horsepower.

Notice is further given that the first Meeting of the Creditors in the above Estate will be held in the office of W. D. Whitrow, Barrister, of Wolfville, N. S., on Wednesday, September 5th, 1923 at 4 o'clock in the afternoon.

To entitle you to vote thereat proof of your claim must be lodged with us before the meeting is held.

Proxies to be used at the Meeting must be lodged with us prior thereto. And further take notice that if you have any claim against the Debtor for which you are entitled to rank, proof of such claim must be filed with us within thirty days from the date of this Notice.

For, from and after the expiration of the time fixed by sub-section 8 of Section 57 of the said Act, we shall distribute the proceeds of the Debtor's Estate among the parties entitled thereto, having regard only to the claim of which we have then notice.

DATED AT St. John this 23rd day of August 1923.

THE CANADIAN CREDIT MEN'S TRUST ASSOCIATION LIMITED

Authorized Trustees. St. John, N. B.

BIBLE THOUGHT FOR TODAY

AUGUST 31. FULNESS OF JOY.—Thou wilt show me the path of life: in thy presence is fulness of joy; at thy right hand there are pleasures for evermore.—Psalm 141.

SEPTEMBER 1. THE SPIRIT OF TRUTH.—Even the Spirit of truth; whom the world cannot receive, because it seeth him not, neither knoweth him; but ye know him; for he dwelleth with you, and shall be in you.—John 14:17.

SEPTEMBER 2. WHEN GREAT THINGS SHALL OCCUR.—Then shall the lame man leap as a hart, and the tongue of the dumb shall sing; for in the wilderness shall waters break out, and streams in the desert.—Isaiah 35:6.

LABOR DAY—SEPTEMBER 3. PLATFORM FOR LABOR AND CAPITAL.—All things whatsoever ye would that men do unto you, do ye even so to them; for this is the law and the prophets.—Matthew 7:12.

SEPTEMBER 4. GOD OVER ALL.—The eyes of all wait upon thee.—Psalm 145:15.

SEPTEMBER 5. THE HEAVENLY SONG.—They sing the song of Moses the servant of God, and the song of the Lamb, saying, Great and marvelous are thy works, Lord God Almighty; just and true are thy ways, thou King of saints.—Revelation 15:3.

SEPTEMBER 6. AS A MOTHER'S COMFORT.—As one whom his mother comforteth, so will I comfort you.—Isaiah 66:13.

HEAVY DAMAGE TO FRUIT CROP From 25 to 40 Per Cent of Early Variety of Apples in New Brunswick Destroyed

Fredericton, N. B., Aug. 24.—From 25 to 40 per cent. of the crop of early varieties of apples in the district of New Brunswick where commercial orchards are located was destroyed by the wind storms this week, according to an official survey of the situation reported upon by the Provincial Department of Agriculture to-day.

Provincial Horticulturist A. G. Turney visited orchards along certain sections of the St. John River Valley yesterday and his report as to the effect upon the early varieties, including Duchess and New Brunswickers, was that 25 to 40 per cent. of the apples are now strewed about the ground in the orchards as a result of the blow.

Orchards where late varieties of apples are grown in large quantities are being visited today, but is not believed that they have been so seriously affected.

NOTICE TO CREDITORS OF FIRST MEETING WHERE ASSIGNMENT MADE THE BANKRUPTCY ACT.

In the Estate of F. W. Barteaux, (Authorized Assignor). Notice is hereby given that F. W. Barteaux of Wolfville in the Province of Nova Scotia, did on the 21st day of August, 1923 make an authorized Assignment to the undersigned.

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Authorized Trustees. St. John, N. B.

FLAVOUR—the charm of

"SALADA" TEA

is in its unique flavour of rich delicacy. And it never varies. All grocers sell "Salada" in sealed metal packets only.

Hutchinson's Bus Service

Table with columns: Leave, Via, Arrive. Rows for Wolfville and Kentville routes.

Table with columns: Leave, Via, Arrive. Rows for Sunday Schedule.

Table with columns: Leave, Via, Arrive. Rows for Kingsport and Canning routes.

Table with columns: Leave, Via, Arrive. Rows for Sunday Schedule.

BORROWING MONEY

for improvements or alterations, etc. CONSIDER Our Instalment Re-payment Plan. \$1000.00 costs in eight years \$1353.60 or just \$353.60 interest for that term.

SPORTSMEN

U. S. The Black Shells Ajax, Climax, Romax and U. S. Cartridges

U. S. Shot Shells and Cartridges are so carefully made that we guarantee them absolutely without Limit. If for any reason at all you do not like them the dealer from whom you bought them will refund your money, and we will reimburse him.

T. P. CALKIN, LIMITED The Hardware People Kentville, N. S.

2 MILLION DOLLARS CROWN BAKERY Don Campbell, Prop.

Supplies For School at Lowest Prices The Acadian Store

OUR BIG SHOE SALE Ended on Saturday night. It was a big success. Customers were pleased and our expectations were more than realized.

Advertise in THE ACADIAN.