### THE ACADIAN

Published at Wolfville, N. S., every Friday by DAVIDSON BROS., Printers and Publishers

Members of the Canadi Members of the Canadnan weekly Newspaper Association.

Subscription Rates—Ih British Empire, in advance, \$2.00 per year. To A. and other countries \$2.50 per year.

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

Advertisers must have copy in by Tuesday noon in order to insure change anding advertisements. New display advertising copy can be accepted on after.

Correspondence—Letters addressed to the Editor and intended for publiion must be short and legibly written on one side of the paper only. The longer
article, the shorter its chance of insertion. All communications must bear the
ne of the writer, not necessarily for publication. The publication or rejection of
cles is a matter entirely in the discretion of the Editor. No responsibility is ased by the paper for the opinions expressed by correspondents.

# Editorial

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. Clothing dealers would start in advertising January first with notice of overcoats for sale, and would keep on advertising overcoats until July.

overcoats until July.

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. They thereby get ideas as to how they can save

on household or personal expenses.

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.

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. Still it is worth while to say that there is no time when advertising is worth such careful attention as in late summer. when advertising is worth such careful attention as in late summer. All kinds of merchants have the proposition before them of cleaning out their stocks before cool weather sets in. That makes a good deal of publicity. The goods will not move themselves. The public must be told about them and in some detail.

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. In that section they have an organization known as the Associated Growers which is proving most efficient and is ever on the alert to forward the interests of the industry which they represent.

Recently the suggestion was made to the public proposing that

dustry which they represent.

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. In order to keep the ball rolling 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. 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 especial care. Just to satisfy the public of its safety, when the school opens next week, those in charge should see that the flag is in position.

during the last two months.

This fruit which belonged to the American Fruit Growers, was picked, packed and moved promptly by truck into the plant of the Columbia Ice and Cold Storage company at Wenatchee. Temperatures in the cold storage plant according tracerds show that this fruit was held at a temperature of 31 degrees. The block consisted of 18 cars of extra fancy Winesaps and one car of fancy. Practically all cars were standard cars in that they were made up of 106s and larger, with not to exceed 10 per cent. of 175s and smaller.

The first of these oiled wrapped cars was shipped April 5 from Wenatchee and was sold in New York on April 23, at an average price of \$3.44 delivered, or \$2.57 (a.b. Wenatchee. The last car shipped on May 28 was sold in New York on June 15 at an average size of \$5.60 per box, of \$4.73 per box f.0.b. Wenatchee. In the case of the last car the next price to the shipper was \$4.21 from which warehousing charges of 10 cents were deducted, making a net of \$4.11 to the grower.

All these cars were sold on instruction

OILED FRUIT WRAPS PROVE
THEIR WORTH

Winesape Bring as High as \$4.73 f.o.b.
When Stored Under Fisher Plan

Wenatchee, Wash., July 20.— The
Northwestern Fruit Exchange has just
completed a tabulation and summary of
the sales of 19 cars of oiled wrapped
Winesaps shipped this "Bring and sold
during the last two months.

This fruit which belonged to the American Fruit Growers, was picked, packed
and moved promptly by truck into the
plant of the Columbia Ice and Cold Storaga company at Wenatchee. Tempera-

### We are now making bread by the new method that cost the Fleisch' man Company

### 2 MILLION DOLLARS

It costs more to make but we will still maintain the quality and sell same price.

### CROWN BAKERY

Don Campbell, Prop.

WHAT TO AVOID DURING A

Hustle for the Cellar—Keep Clear Cows and Oak Trees

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 Jove alims a thunderbolt at you the chances are that he will get you, no matter where you are or what you may be doing to sufeguard yourself, but you may find a deal of comfort in the mortality records, which show that the odds are about 250,000 to I that you will escape the fate you dread. Moreover, it is well to bear in mind that if you are killed by lightning you will never see the flash that gets you, nor hear the crash that accompanies it.

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. They believe that there are certain precautions that one may take in an electrical storm that are worth while even though they carry no guarantees of immunity.

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 must take refuge under a tree, keep away from an oak, and hunt out a beech, for the records show that the oak is struck 57 times, the fir 39 and the pine 5 times as often as the beech. Next to the beech in safety come the shaple and the birch.

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 lighthin; than do isolated individuals. Ane it, perchance, you find yourself near a cow, get away from her as quickly as possible, for cows are more often killed by lightning than any oth

sheep, horses, pigs and mules come next in the order giver as to fatality percentages.

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 path 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 builds on the other hand, are the best conductors, and they are not infrequently struck, but the people inside rarely ever knows it, for the lightning is almost invariably carried quickly and directly 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.

### Supplies For School at Lowest Prices

Buy your school supplies for the child-ren at our store and save money. Come in and look over our stock of

Exercise Books

Pencils Erasors Pen Holders

## BIBLE THOUGHT -FOR TODAY-

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

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

WHEN GREAT THINGS SHALL OCCUR:—Then shall the lame man leap as a heart, 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,

GOD OVER ALL:—The eyes of all vait upon thee.—Psalms 145:15.

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

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 Bruns-wick 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 strewn 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.

## FICE TO CREDITORS OF FIRST MEETING WHERE ASSIGN-MENT MADE

### THE BANKRUPTCY ACT.

and directly orce dissipated.

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

Notice is further given that the first Meeting of the Creditors in the above Estate will be held in the office of W. D. Withrow, 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 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 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 37 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

DATED AT St. John this 23rd day

THE CANADIAN CREDIT MEN'
TRUST ASSOCIATION LIMITED

### The Acadian Store

## FLAVOUR

-the charm of

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

WOLFVIL	LE AND KENTVILLI	E ROUTE
Leave	Via	Arrive
fville 7.10 a. m.	Main Road	Kentville 7.30 a. m.
tvilld 7.45 a. m.	Main Road	Wolfville, 8,15 a. m.
fville 9.30 a. m.	Main Road	Kentville 10.00 a. m.
tville 11.15 a. m.	Pt. Williams	Welfville 12.00 noon
fville 1.30 p. m.	Pt. Williams	Kentville 2.15 p. m.
tville 2.30 p. m.	Main Road	Wolfville 3.00 p. m.
fville 3.30 p. m.	Main Road	Kentville 4.00 p. m.
tville 4.15 p. m.	Main Road *	Wolfville 4.45 p. m.
fville 5.45 p. m.	Main Road	Kentville 6.15 p. m.
tville 6.45 p. m.	Main Road	Wolfville 7.15 p. m.
fville 7.30 p. m.	Main Road	Kentville 8.00 p. m.
tville 9.00 p. m.	* Main Road	Wolfville 9.30 p. m.
fville 9.45 p. m.	Main Road	Kentville 10.15 p. m.
tville 10.30 p. m.	Main Road	Wolfville 11,00 p. m.
Section Control of	Sunday Schedule	H St. Carried St. Committee
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fville 10.00 a. m.	Main Road	Kentville 10.30 a. m.
4 11 10 1E m	Main Road	Wolfville 12.45 p. m.

Leave		<b>₹</b> 200 <b>X18</b> 200 (800 (800 (800 (800 (800 (800 (800	ACCORDING APPLY OF SUBSECTIONS
Volfville 1	0.00 a. m.	Main Road	Kentville 10.30 a. m.
Centville_1		Main Road	Wolfville 12.45 p. m.
Volfville		Main Road	Kentville 2.30 p. m.
Centville	3.00 p. m.	Pt. Williams	Wolfville 3.30 p. m.
Volfville *	4.00 p. m.	Main Road	Kentville 4.30 p. m.
Centville	5.00 p. m.	Main Road	Wolfville 5.30 p. m.
Volfville	6.30 p. m.	Main Road	Kentville 7.00 p. m.
Centville	7.30 p. m.	Main Road	Wolfville 8.00 p. m.
Volfville	9.00 p. m.	Main Road	Kentville 9.30 p. m.
Centville 1	0.00 p. m.	Main Road	Wolfville 10,30 p. m.
		AND THE RESIDENCE OF THE PARTY OF	
NATIONAL PROPERTY.	KINGSPORT	AND CANNING	SO FINE CONTRACTOR

Kentville 10.00 p. m.	Main Road	WOHNIE	road b. m.
KINGSPORT	AND CANNING	ROUTE	
Leave	Via	Arri	ve
Kingsport 7.00 a. m.	Pt. Williams	Wolfville	8.00 a. m.
Wolfville 8.30 a. m.	Pt. Williams	Kentville	9,00 a. m.
Kentville 10.00 a. m.	Canard St.	Kingsport	11,00 a. m.
Kingsport 1.00 p. m.	Canard St.	Kentville	2,00 p. m.
Kentville 3.00 p. m.	Canard St.	Kingsport	4.00 p. m.
Kingsport 5.00 p. m.	Pt. Williams	Wolfville	6.00 p. m.
Wolfville 6.20 p. m.	Pt. Williams	Kingsport	7.20 p. m.
Kingsport 7.30 p. m.	Canard St.	Kentville	8.30 p. m.
Kentville 10.30 p. m.	Canard St.	Kingsport	11.30 p. m.
Su	nday Schedule		经过的时代和公
Leave	Via	Arriv	
Kingsport 10.00 a. m.	Canard St.	Kentville	11.00 a. m.

Canard Bel St. & Pt.

If you think of

### **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. This is equal to \$44.20 per year on every \$1000.00. And the loan cannot be called in during the term agreed upon, but you can pay it off at any time.

The above is based on monthly repayments—you can have quarterly or half yearly terms.

### THE EASTERN CANADA SAVINGS & LOAN CO., OF HALIFAX

Apply to R. B. Blauveldt, Agent, Wolfville, N. S.

# SPORTSMEN

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

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, No Quibbling, no reservations. shell that carries such an absolute Guarantee must necessarily be good in every way; Waterproofing, Power Penetration and Pattern.

They have the New Corktex Wads,

Test the U. S. Black Shells and you'll never again use any other kind.

Selling Agents for Nova Scotia

T. P. CALKIN, LIMITED Thd Hardware People

Advertise in THE ACADIAN.

# OUR BIG SHOE SALE

Ended on Saturday night. It was a big success. Customers-were pleased and our expectations were more than realized. We beg to thank the public for a liberal patronage and congratulate buyers on the bargains which they secured. Customers have shown their wisdom in buying while the buying We have yet a very few lines remaining over which we offer during the next few days. Note some of the prices:

Boys' Boots. Tan oiled split, a good strong school boot made on military last, sizes 1 to 5. Regular value \$3.50, per pair. Boys' Box Kip Boots nailed down sole, a good solid boot for school wear. Sizes 1 to 5. Out they go per pair.

Youths' Box Kip Boots nailed down sole, a good solid boot for school wear. Sizes 11 to 13. Out they go

Little Gents' Kip Boots nailed down sole a good solid boot for school wear. Sizes 8 to 101. Out they go

Hundreds of pairs of Boys', Youths' Boots not mentioned here but we can supply your needs, bring them along.

Nothing shoddy about these goods. They are as represented and we stand behind them. A dollar saved is as good as a dollar earned.

G. D. JEFFERSON The Cash Shoe Store