THE ACADIAN

ned at Wolfville, N. S., every Thursday b DAVIDSON BROS., Printers and Publishers

Member of the Canadian Weekly Newspaper Association.

Member of Maritime Selected Weekles

Subscription Rates—In British Empire, in advance, \$2.00 per year. To U. S \$2.50 per year

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

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

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

Editoria

some kind of a sermon every day.

PUT UP APPLES IN SMALLER PACKAGES

A PROPOSITION has been made by a Vancouver sales expert which may be considered with profit by the apple growers of Nova Scotia. This is no less than that apples must be put up in dollar packages if they are to meet with any greatly increased demand in that city. His declaration was prefaced by the remark that a survey made by his organization showed that only one household out of thirty-five bought apples by the box and that the tendency today is more and more towards small purchases.

This advertising man fully recognizes the fact that bought singly or in lots of one or two pounds at a time the consumption of apples is nothing like what it would be if there were in the house a larger package, but he declares that it is impossible to persuade

a larger package, but he declares that it is impossible to persuade but a small percentage of housekeepers to accept apples in as large a package as the standard box used in the Western province. If a package as the standard box used in the Western province. It his contention is correct, how much greater effort must be required to dispose of our large barrel. He would have the apples packed orchard run in such a container that with its contents may be sold by the grower at a price that would permit it being retailed for the convenient price of one dollar.

Annapolis Valley growers are perhaps too prone to be content to ship their apples to the British markets at the risk of the price there being sufficient to provide for the cost of production, the excessive transportation charges and return them a profit. This

the excessive transportation charges and return them a profit. This generally works out with fairly satisfactory results but it must be remembered that the home market has possibilities worth taking into account.

FUR FARMING A PROFITABLE INDUSTRY

IN SOME sections of the Valley fur farming is today receiving considerable attention. Practical men who have made the experiment state definitely that scientifically carried on the industry is destined to be a profitable as well as an interesting one. It is said to be especially well adapted in connection with fruit-growing and there are those who predict that in this section the combination will be pretty generally practiced with satisfactory results.

Nothing could more forcibly evidence the profitable venture which many have found in late years in fur farming in Canada than the increasing popularity of the novel industry. The steady enlistment of new followers of this unique branch of agriculture is well illustrated in a survey of the statistics for the year 1923, which record an increase of more than twenty per cent, in the number of

illustrated in a survey of the statistics for the year 1923, which record an increase of more than twenty per cent. in the number of fur farms over the Dominion and a further expansion in the varieties of animals to come within the scope of domestication.

The fur farming industry of Canada which has passed questionable stages in its brief history must now be considered as definitely established as a new branch of national activity to become with the passing of the years an increasingly important source of revenue.

WE ARE DEPENDENT UPON ONE ANOTHER

EVERYWHERE people are coming to realize more and more how inter-dependent we are upon each other. The only individual who is self-sufficient is a hermit.

The keynote—the foundation of civilization—is the family. We all concede that. And we're coming to realize that our own community—is a home town family—simply the family unit a little bit extended through neighborly cordiality, friendship, and pleasant social intercourse. pleasant social intercourse.

Common goodwill and recognition of our human obligation a deeper currency than any money system ever invented. But it is also to our advantage on the material side of life— it redounds in better practices, living conditions, mor makes Wolfville a better place to live in. more generous impulses. It

Let's make our community unit closer knit. Let's be generous with our goodwill—realizing that the prosperity of the individual is directly reflected in an added prosperity to our community.

NOT GOOD ADVERTISING

IN ANOTHER place in this paper appears a statement concerning the quality of our Nova Scotia apples by a prominent grower of the Valley. It is taken from a British Columbia exchange which copied it from a St. John paper. While it looks very much like a knock we give it place because of the lesson which it teaches. The publication of such matter should operate only for good if confined to our own section but is very bad advertising when it appears in other provinces of the Dominion and in foreign countries.

In evidence of the vast amount of effort which is going to waste and might be profitably applied, an estimate is made by a United States exchange that the handshaking employed at any presiden-tial election would milk every cow in that country twice.

If you don't believe in newspaper space and printers' ink as business getters, then you had better take lessons in how to succeed from the man who failed.

Two of the essentials for good wintering of bees are young bees and ample stores. To secure the first, young bees, a natural fall flow or an artificial flow produced by feeding is required to stimulate brood production. If ample stores are lacking, they must be provided by feeding.

The feed supplied may be either a honey or a sugar syrup, and in making the latter none but the best of white granulated sugar should be used.

For stimulative feeding, a light syrup of approximately one part honey or sugar to one part water is best. This syrup may be given to the bees in various ways, but the one most generally used is the honey pail method, which consists in inverting a 5 or 10 pound honey pail of syrup over the frames, the cover of which pail has 3 or 4 holes in the pierced by a fine nail.

Colonies wintered in cellar should weigh 60 to 65 pounds, without hive

FAMOUS MISTAKES OF FAMED WRITERS PUBLISHED IN BOOK

BERLIN Sept. 27.—Famous lapses of famous men, as revealed in some of the most famous works of the world's literature have been collected and published in the periodical "Bimini" by L. W. Thal.

Even the most noted of authors apparently have made their mistakes.

Thus:

Thus: Flaubert, in his famous romance Madame Bovary'', has a person change francs—all into two-franc pieces. Walter Scott has the sun SET in the

Zola, the strict naturalist, tells of the ist rays of the sun that tinged the immer landscape—at 6 o'clock in the vening.

Heine, in his book "Le Grand" puts ne Island of St. Helena in the Indian

Ocean.

Schiller in his "Don Carlos" designates the Infanta Clara Eugenia as a child of 3 years; in the piece itself however he writes that the child was born last New Year.

Dumas gives the heroine of one of his romances wonderful black hair in the first chapter, only to speak of her "wonderful gelden locks" in the fourth chapter.

wonderful golden locks in the fourth chapter.

Auerbach, whose Rabbi Isaak is pictured in the first chapter as a small, shrivelled man with a red beard, has grown into a handsome tall man with a black beard that falls to his chest in the cighth chapter.

a Diack beard that tank to his chest in the eighth chapter. Thackeray, in his "Henri Esmond', kills off the Dean or Winchester in the sixth chapter, only to have him write a letter in the ninth chapter.

If a girl is perfectly satisfied with her one-piece bathing suit, she is perfectly satisfied with herself.



Short Locks Better Than Bangs of Old: Scant Skirts Superior to Hoops.

Chicago, October 3.—Bobbed hair, short skirts and songs like "Yes, We Have No Bananas" were defended against banged hair, hoop skirts and "Planroah's Daughter on the Fence, Little Moses in the Pool." by Bishop Edwin Holt Hughes of the Methodist Episcopal church in an address here last night.

See "We criticize their hair, their skin, their stockings, their shoes. their skirts, their cosmetics and their manners, he said speaking of modern young people. "I suppoe when you middle age aged people were young, to hear some sof you talk, you would think you were by gentle little angels sitting around on sofas with your hands folded on your laps.

We never had a finer set of young people in the Methodist church than we have today. More than 30,000 of them attended institutes this summer and 96 per cent. of the number listened with attention' to serious lectures.

"Don't you remember when they would be short skirt of today." Remember those balloon skirts and the present styles, give me the short skirt of today.

"Remember those balloon skirts and the present styles, give me the short skirt of today." Yes, We Have No Bananas" was a sign of the degeneracy of the short skirt of today.

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"You were singing." Pharaoh's to Daughter on the Bank, Little Moses in the Pool: She Fished Him Out With a Telegraph Pole, and Sent Him Off to School, "Now let us be fair. As between the old hoop skirt and the spragaph Pole, and Sent Him Off to School," "Now let us be fair. As between the present styles, give me the short skirt of today.

"In prefer the bananas." Pharaoh's Daughter on the Bank, Little Moses in the Pool: She Fished Him Out With a Telegraph Pole, and Sent Him Off to School, "Now let us be fair. As between the wall the same proof the fact that the Brown and the same provided the same provide

One of the most annoying of flavors in milk and cream at this season is that which comes from the feeding of turnips, tops and all. We would not breathe a syllable to discourage in any way the raising and feeding of turnips. It is a line in which milk advance could be made, especially in western parts of the province. Certain precautions can easily be taken however to avoid the contamination of milk.

One is to feed the turnips immediately after milking, not before or during that process. Another is not to allow a pail of milk to stand in a stable or elsewhere where there is an odor of turnips or other vegetables. A third is thorough ventilation of the stable where turnips have been fed and the cleaning up of any fleavings from past feeding. One of the sources of strong odor of turnips is the practice in some instances of leaving turnips and tops in a heap so that heating takes place and the process of decomposition begins. A little care along such lines as these will prevent a disagreeable taste and odor in the milk.

After Every Meal

It's the longest-lasting confection you can buy and it's a help to di-gestion and a cleanser





CASH & CARRY PAY CASH and PAY LESS **PHONE 53 FOR PRICES**

Onions, 10 lbs. for 50c. Squash, 3c. lb. Cabbage, 5c. lb. Cheese, 29c. lb. Cocoa, 2 lbs. for 25c. Lux, 2 pkgs. for 25c. Ammonia Powder, 3 pkgs, for 25c, Sugar Crisp Corn Flakes, 2 pkgs, for 25c. Post Toasties, 2 pkgs, for 25c. See led Raisins (15 oz.). 2 pkgs, for 35c. Marven's Soda Biscuits, 15c. lb. A good Broom for 63c. Oranges, 29c. per doz., 4 doz. for \$1.00 Moirs Crescent Chocolates, 39c. ib. Shredded Cocoanut, 29c. lb. Orange Pekoe Tea, 69c. lb. Blue Banner Fresh Ground Coffee, 55c. lb. Toilet Paper, 21 rolls for \$1.00 Sweet Potatoes, 10c. lb., 3 lbs. for 25c. Cranberries, 20c. quart

Beef, Veal, Lamb, Pork, Ch cken & Fowls. Cooked Ham, Corned Beef.

LIMITED





RADIO Headquarters KINGS COUNTY

We have just received the advance shipment of our Radio stock. If you need parts or a set it will pay you to give us a CALL

RED AND BLACK John Bull: "Hey, where are you going to put all that money?"
Ramsay the Reckless: "On the 'red,' of course."

John Bull: "Stop a minute! You've already thrown away.

140,000,000 on the 'black.' Don't you think that's enough?"

—London Opinion.

Fresh stock of Radio Batteries arriving weekly. Storage Battery Service Station

J. R. BLACK

Kentville

Phone 334



Flawless Electrical Work

Electricity is the most desirable appointment of the modern home. Not only for lighting purposes, but for cooking, ironing, laundering, cleaning and other home uses to which it can be applied.

Why not add this "convenience of conveniences" to your home. Let us Wire it for you now—rendering a flawless job we know you'll be well pleased with.

For those who have Electricity in their home, we always keep a low priced stock of Fixtures and Electrical Goods on hand.

J. C. MITCHELL

FOR YOUR

Bridge Party

Tally Cards, 25 to 50 cents a dozen. Score Pads, 10 cents each. Score Pads, 10 cents each.

Playing Cards, good quality, 40 cents package.

Gilt Edge Playing Cards, 50 and 75 cents pack.

Congress Playing Cards, air cushion finish, picture backs, suitable for prizes, \$1 per pack.

Bridge Sets, in real leather cases, fine for prizes.

A box of Stationery makes a Useful Prize. See our assortment.

The Acadian Store

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