ol. XLIII. No. 4

tise in ing Acadia

NTO STIMULATE BUSINESS

ey will ever to the unit a static pusiness man appear to have that they should get rich over at's an idea that still persists, own to us from the gunpowder may as well make up our mind world is not going to pay us even though we all think we're no it.

even though we all think we're to 1L its basiness situation, we must hat business does not come as was it did in 1919 and 1920, t of it? The work that is re-to make your business show a nothing, absolutely nothing, with the thrill that comes in that your business is progress-inowing that you're making

n considering such plans for in-your business as this idea of ag out through the trade, or be idea that has the elements ical business sense, do not be ally discouraged. Remember, pratical you hear about business propaganda. W of one instance where a mer-had quite a successful sale, and after it was completed a com-happened to drop into his store, mind how the sale had termin

mirchant who had the sale stat-it was very bad, he had not menses. He declared that ing had been done that it was to do, but that there was no a the country as far as he could tout.

nut, iting merchant went on his stopped in to see another and he related all about the il sale held by merchant No.

(Continued from Page 2.) trade is slow in coming to your may your store to the trade. mans will follow out this plan at up with some good, hard avertising they will nave no complain about poor business. in any line is about what you whether it be a retail storc, a re brokerage business. the merchant who is beforged idea that business is so had effort can make it better will get rid of this idea as his first better business. stat warrants such an attitude, some reason or other, a great the gendless of that sort of rea-read low or no different to the priod resembling war prosper-it, regardless of that sort of rea-ming at any time to indicate may may any time to indicate may will ever roll up thill again. business men appear to have they should get rich over the or the should get rich over ued from Page 2.) DMENTS OF BU

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BIBLE THOUGHT -FOR TODAYor in other years.

JULY 25 EYE HATH NOT SEEN, nor ear heard, neither have entered into the heart of man, the things which God hath prepared for them that love him. -1 Corinthians 2:9.

JULY 26 BE SURE YOUR SIN WILL FIND YOU OUT.--Numbers 32:23. JULY 27 SEEK YE THE LORD WHILE HE MAY BE FOUND, CALL YE UPON HIM WHILE HE IS NEAR.--Isaiah 55.6. JULY 28 OH THAT MEN would praise the Lord for his goodness, and for his wonderful works to the children of men.—Psalm 107:21.

THE SHAD FISHERY

JULY 29 A MAN THAT HATH FRIENDS must shew himself friendly: and there is a friend that sticketh closer than a brother.—Proverbs 18:24.

THOU ART A GOD READY TO PARDON, GRACIOUS AND MER-CIFUL, SLOW TO ANGER, AND OF GREAT KINDNESS.—Nehemiah 9:17.

TOTAL OTTAWA ESTIMATES MORE THAN \$407,000,005 JULY 31 REMOVE far from me vanity and lies: give me neither poverty nor riches: feed me with food convenient for me. -Proverbs 30:8.

THAN 3407,000,005 OTTAWA.—The supplementary esti-mates amounting to \$6,604,000 added to the main estimates of \$400,571,000, bring fine total to date this session up to \$407,175,000. This does not include a loan of \$5,000,000 to Vancouver har-bor commissioners. If anything is done for the Home Bank depositors it will have to take the form of another vote. Last year the supplementary esti-mates amounted to \$14,711,000, and there was a further supplementary of \$40,000. The first supplementary last year was swollen through an item of \$400,000 in the form of loans to the provinces for housing.

THE SHAD FISHERY The shad fishery has been an impor-tant one in the valley from the very earliest times up to the present. In 1902-09 a commission was appointed by the Dominion Government to in-quine into the cause of its great deple-tion; but as in the case of the lobster fahery no practical step followed and so the depletion went on until about its years ago when all fishing of this fish had to be prohibited. The suspension of fishing did good and shad began to come back. It is for this reason that the catches of this fish during the past two seasons have improved so much. Notwithstanding this improvement, however, its fate, like that of the socksye salmon in the Fraser river, B. C., will be to decrease in numbers until the fishery as a com-mercial enterprize will cease to be pro-itable—the mere ghost of what it once was. It was because of this impending de-

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THE ACADIAN, WOLFVILLE, N. S., JULY 24, 1924.

THE OTHER FELLOW'S JOB When you think the other fellow Has the job you'd like to do— Don't feel discontented, He may think the same of you.

He may look with eyes of longing At this job you'd fain disown— For every job looks good to someone, If the job is not his own.

His may look an easy pathway; He may not even seem to try— But depend, he's had his heartaches, Just the same as you or I.

Your road may have its furrows, Its ruts and nard spots, too; But don't always blame the job, man-Pernaps the trouble lies with you.

Every man who'd reach Life's hilltop Must be prepared to plod his way— For not magic wand nor airplane Can land you there in just a day.

Be your job a big or small one, In Life's game it plays a part In service to your fellow-men; So plug with all your heart.

There's advancement for the plugger— For the man who plays the man; Who worries not what others do, But does the best he can. Frank A. Collins in "Forbes"

For Sore Feet-Minard's Liniment.

This way clever women resist the years

The simplest beauty secret knownbut the most effective

Every day you see women well along in years, who still retain the charm of youthful, lovely skin. They are not unusually for-tunate — just clever enough to resist the years! They know and follow a simple method, which you may employ as successfully as they do. This tells you how.

Authorities advise this

One Way

Cleanse the skin regularly, au-Made in Canada PALMOLIVE Volume and efficiency produce 250 quality for 10c

thorities say, to keep your com-plexion lovely, radiant, youthful. But beware of harsh cleansing methods. They injure skin.

Wash thoroughly with Palmolive Soap—each night be-fore retiring. Rub the creamy, foamy lather well into the tiny-pores. Rinse — and repeat the washing. Then rinse again.

Then-if skin is dry-apply a little cold cream. That is all. Skin so cared for is not injured by cosmetics, by wind and sun, or by dirt.

Winnipeg Toronto Montreal

Palm and olive oils - nothing else-give Nature's green color to Palmolive soap.



You cannot find a more effec-tive beauty treatment. Because Palmolive Scap is blended of rare palm and olive oils—famous for mild but thorough cleansing qualities since the days of Cleo-patra. And it is inexpensive.

Be sure you get Palmolive Soap -which is never sold unwrapped. All dealers have it. Then try this method. Watch the improve-ment in your skin.



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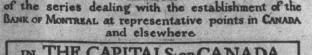
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EIGHTH

HE year 1867, when the foundations of modern Canada were laid by Confederation, was the year in which the Bank of Montreal celebrated the 50th anniversary of its foundation. By that time the Bank was already a strong and stable institution, with Branches well distributed throughout Upper and Lower Canada.

Established in Montreal in 1817, the Bank opened an Office in Queber in the same year, in York (now Toronto) in 1818, in Ottawa in 1842, in Halifat in 1868, in Winnipeg in 1878, in Regina in 1882, in Victoria in 1891, in Fredericton in 1899, in Edmonton in 1903, and in Charn in 1007.

Today the Bank has more than 350 Branches in Canada and offices in New York, Chicago, San Francisco, Spo-kane, London, Paris and Mexico.

BANK OF MONTREAL Established over 100 years

Total Assets in excess of \$650.000.000



It is very economical. So let Palmolive do for your whole body what it does for the face,

THE PALMOLIVE COMPANY OF CANADA, LIMITED



"Bluenose" from Halifax 11.20 a.m. "Bluenose" from Yarmouth 1.59 p.m. No. 98 From Yarmouth, arrives 3.12 p.m. No. 97 From Halifax, arrives 6.12 p.m. No. 99 From Halifax (Mon., Thurs.,



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Specialties J. H. Baltzer

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Automobile

ADVERTISING IN STATES HELPS TOURIST TRAFFIC

SYDNEY.--Nova Scotia's publicity campaign, which has included advertis-ing in the United States, is apparently showing some results already, accord-ing to hotel keepers at Baddeck and elsewhere who report that their houses are practically booked up for the sum-mer with American tourists.

There are 147 peaks over 10,000-feet high in the Canadian Reckies, nearly all of them possessing glaciers.

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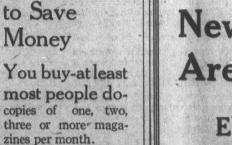
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For instance-You save .70 The same relative rate of saving applies to every mag-azine. Drop in and we'll talk it over.

THE ACADIAN Wolfville, N. S.

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> EVERY member of every family in this community is interested in the news of the day. And no items are read with keener relish than announcements of new things to eat, to wear or to enjoy in the home.

> You have the goods and the desire to sell them. The readers of "The Acadian" have the money and the desire to buy. The connecting link is ADVERTIS-ING.

> Give the people the good news of new things at ad-vantageous prices. They look to you for this "store news" and will respond to your messages. Let-us show you that



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