"Buy-at-Home" Campaign THE ACADIAN. Gains Momentum Since Inaguration Month Ago. WOLFVILLE, N. S., MAY 25, 1917 USINESS MEN EXCEEDINGLY GRATI FIED AT RESULTS OF MOVE BEGUN LAST MONTH-MERCHANTS WON-

DERING WHY IT WAS NOT

BEGUN BEFORE.

Editorial Brevities.

The Saskatchewan Legislature has baen dissolved. Election takes place on June 7th. By an act passed at the last session eleven members of the ed house, who are serving the e at the front, will retain their dissolved ho

Immense momentum was gained during last month by the 'Buy-at Home' Campaign, inaugurated by merchants of Wolfville and the move-

nent has become the talk of the town. Joseph H. Choate, formerly United Merchants of the town are exceeding tes Ambassador to Great Britain, ly gratified at the favor with which died suddenly at his home in New th e movement has been received here died suddenly at his home in New the movement has been received here. York on May 15th. Mr. Choate, the day previous to his death, had taken peeted to bring. an active part in the entertainment in New York of the British and French the maintenance of the town are now wondering why the campaign has not been launched long before now, so impressed are they with the results for casted by the outlook. It is a control to horting the more ment by which every the day of the the movement by which every here the movement by the subscription of the the term of term of

Emperor William has given to the Hohenzollern Museum at Berlin, to be kept in a room devoted to war relice, the gold pen with which be signed the mobilization order of July. Americans offered large sums of money for the historic pen, which the Emperor coosiders one of his most valued enrics. Enter the and the merchants of the tax-signed the merchants of the tax-signed the merchants of the tax-source the historic pen, which the camparg. Enter the and the merchants of the tax-source the historic pen, which the camparg. Enter the and the merchants of the tax-source the historic pen, which the camparg. Enter the and the merchants of the tax-source the tax-source the merchants of the tax-source the historic pen, which the camparg. Enter the merchants of the tax-source the basis than the mail-order public opinion greet the opening of the camparg. You Can Buy Cheaper the campaign. A dry goods merchant is loud in his support of the movement. He

Conservation of Natural finds a lot of people, he says, who had good intentions but had never Resources.

Resources. One of the great movements of our time is the movement for the conserv-ation of our natural resources. We have gone on as if the world were coming to an end when we we dead Now we are gretting a better perspec-tive. The conservation movement, as was natural, was at first most con-spicuously identified with the con-servation of our forests and our water power, but it must extend beyond the forests and water power. It must the conservation af the soil, for even our brief history tells us that fertile fields may become abandoned farms through other causes than lack of rainfall.—Governor Frank O. Low den, of Illinois, in inaugural address

political agitators seeking partizat capital by pretending that the Gov. ernment is contemptuous of their

Not the Farmer Alone.

Fighting the threatened food shor

and the second

through other causes than lack of making the impression; there is no doubt but that it will always be felt in various results to all.' Weeds: With the call for more production there may be a tendency to increase the acreage of high producing orops such as the root and hoe crops on the farm. In preparing for these crops it will be well to thoroughly bear in mind than to amount of cultivation fart the crop is in can make up for a lack of cultivation televe the to the seeding and planting prepared for the seeding and planting it, housands of tiny weeds will be killed which would otherwise cause trouble in the growing crop. By pre-

trouble in the growing crop. By pre venting the weeds from growing the Canada Shows the Way. ventig the weeks that growing that growing the develop and produce the food upon the Empire to care for its re-which is required by Canadians in turned soldiers, the Londan Daily Canada and the Allies in Europe. Pal newspapers, says: 'We congratulate Canada on the lead she has given in the treatment of

Conscription. Premier Borden's announcement that the government has decided on maintaining Canada's overseas ef-fort by the adoption of a measure of conscription is a verification of predic-tions made shortly before his return from Europe. Long has it been ap-parent that popular opinion favored conscription as the only fair and just method of dealing with the great est and most important problem est and most important problem of our national life. Canada's war duty divides itself easily into four

method of dealing with the great est and most important problem of our national life. 'C sanda's wait duty divides itself easily into four primary parts: men must be found to fight, men must be found to pro-duce munitions, money must be found to carry on these eflorts. It is not oly right, but absolutely necessary, that those who can best do any of those things be assigned to that work. In developing conscription plans it is taken lor granted that the govern-ment will see that men called to fight or pursued conscription plans it ther is failure to meet the public the Bouncinion. It hat is the policy parsued conscription y and face the public there is failure to meet the public there is failure to went the experiment. Happily, all Casada has received the Termier's thore the experiment a spirit which will make easy the sufficient agate. Women and the Vorce

Women and the Vote.

The women of Great Britain are to secure the franchise through a cabinet bill already introduced into the

COFFEE!

We carry "Barrington Hall" Coffee in t lb. tins. If you have not already tried this coffee be sure when ordering again to ask for "Bar-rington Hall," 50c. per lb.

38c. per pound--Bulk Coffee--38c. per pound.

As we have a large quantity of Bulk Bean Coffee on hand, for the next two weeks we are going to sell same at 35c per lb. This coffee is the same grade as ordinary coffee in tins which we are now selling a 5oc. per lb.

BULK TEA!

At Home To-day.

No wise man should buy goods to-day unless he knows exactly what he is paying. With the range of prices now higher than they have been in even the gold rush days of the Klondike, and with prices going up every day, the cautious man will know ex-actly what he is going te pay for his goods before he orders them. The War has brought in conditions to which people must adjust themsel-ves. One of the biggest changes is in the transportation and price of acde the transportation and price of goods. That is why we are going to BUY AT HOME.

Here is a true story. Thousands of people throughout the Dominion or-dered goods by mail from a distant firm. And they enclosed enough money to pay for the goods at the price named in the firm's catalogue.

After many days of waiting, the goods were shipped, but the purchasers were notified that prices had gone up in the meantime. They were asked to send mofe money. Some did so Others refused. And as a result there is a strong pros-pect of a big suit being brought against this firm for the non-delivery of goods at prices stated in their catalogues. Why take chances on getting into a muddle like this?

into a muddle like this? Since this disastrous fiasco, many firms who seek to do business through the mails have re-fused to quote long in advance prices on innum-erable kudos of goods. There is no desire here to injure the out of town merchants, but a very ardent one to lay bare the facts, so that he who runs may read. This is the only reas on for this article and this series of articles. "Nova Scotia First" is the slogan, and the man who puts "Nova Scotia First" and puts his own interests first is going to buy at home. There is no ques-tion about that.

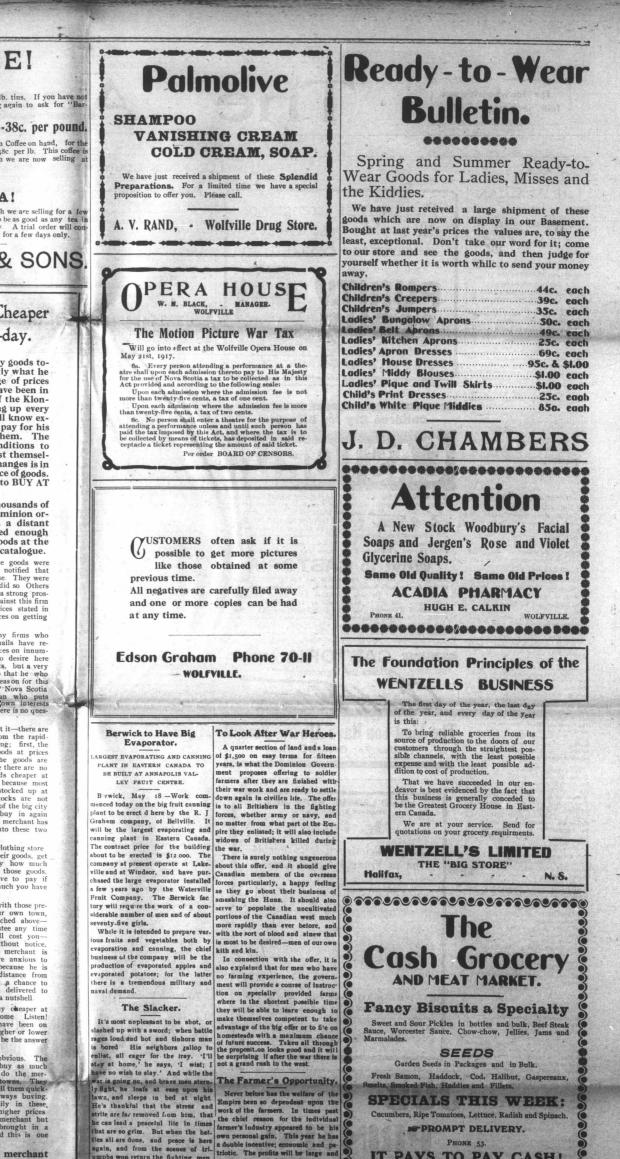
Underline this and do not forget it-there are Underline this and do not forget it—there are two great lessons to be learned from the rapid-ity with which prices are advancing; first, the only place at which you can get goods at prices which will not change before the goods are yours, is in your home town where there are no delays; second, you can abroad because most of the provincial merchants have stocked up at the lower prices, and as their stocks are not cleaned out as quickly as are those of the big city merchants, who of course have to buy in again at the higher prices, the provincial merchant has the advantage. Let us examine into these two claims.

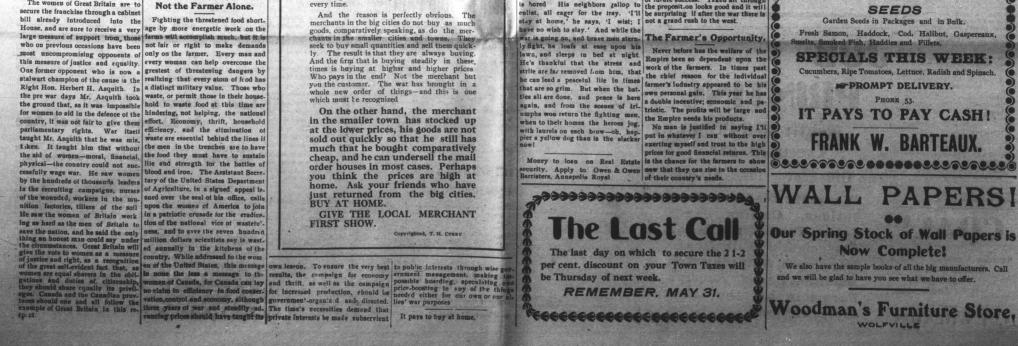
Cannos. You can drop into Mr. Smith's clothing store Mr. Jones' shoe store, look over their goods, get their prices. You know exactly how much money you are going to pay for those goods. You know how much you will have to pay if you pay cash and you know how much you have to pay if you get credit.

Contrast these ideal conditions with those prevailing when you buy outside your own town conditions which have been sketched aboveconditions which have been sketched above-you absolutely cannot get a guarantee any time in advance of how much goods will cost you---all prices are subject to change without notice. It is not because your home town merchant is more shrewd; more obliging or more anxions to keep down prices. It is simply because he is doing business at such a short distance from your door that prices have not got, a chance to advance before the goods can be delivered to you. That is the whole thing in a nutshell.

In the second place, you can buy obtaper at home than you can away from home Listen! Ask any one of your triends who have been on a trip lately if they found prices higher or lower in the big cities. "Higher", will be the answer every time

every time. And the reason is perfectly obvious. The merchants in the big cities do not buy as much goods, comparatively speaking, as do the mer-chants in the smaller cities and towns. They seek to buy small quantities and sell them quick-ly. The result is that they are always buving. And the firm that is buying steadily in these, times is buying at higher and higher prices Who pays in the end? Not the merchant but you the customer. The war has brought in a whole new order of things—and this is one which must be recognized





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