THE ACADIAN

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Editoria

HOW THE BILLBOARDS FAIL

The same principles apply in selling a cake of soap, a phonograph or a sewing machine as apply in selling the League of Nations any idea calculated to affect foreign or domestic legislation. The people must be told about the article, they must be convinced that it is worthy, they must be stimulated to interest and moved to a determination to buy or to demand action.

In these days the recognized principal factor in selling is advertising. It is the only means of reaching the people. All of which brings us to the question of the kind of advertising that is most effective. Of course, there always will be some difference in opinion, but it is enlightening to note that the strong advocates of billboard appeal run to cover quickly when they have a desire actually to sell.

Quite apart from the unsightly aspect of the billboard, it seems strange that when its supporters wish to sell the people an idea with a view to bringing about beneficial legislation they see at a glance the billboard is a failure. When the large corporations want to really sell an idea they proceed as a rule to engage a press agent, or a "disell an idea they proceed as a rule to engage a press agent, or a "director of public relations". Then a drive is made to get their story before the public through the news columns of the newspapers. This is not always attempted because the corporation likes to get advertising without paying for it. The policy often is adopted because the corporation realizes that conly newspaper advertising has a definite selling rower.

finite selling power.

The people to whom the corporations wish to sell their ideas are the same people to whom the corporations wish to sell their merchand se, and the same selling principles apply. Is it not strange that thinking men should in such circumstances adopt rules of ad-ertising so diametrically opposed as the newspaper and the bill-board? The more thoughtfully conducted corporations tell their stories

over their signatures in paid advertising appeal, recognizing the force of frank and open statement that can stand the light of public investigation. There are enough of the others left, however, who still cling to the old time poster idea of advertising, just as there are homes today that resent the installation of modern plumbing and hang on to the old time pump and bucket.

The billboard is an economic waste. It is thrust under the nose of a suffering public with its garish designs and half finished message. Instead of being taken into the home as a friend it is resented as an activities on while private and account to the problem of the property of the property of the problem of the property of the problem of the

nstrusion on public privacy and a menace to the public landscape. Newspaper advertising will stand the acid test as against the bill-boards any day in the week for any purpose.

NOT MORE BUT BETTER APPLES

An important matter which was up for discussion at the meeting of the Nova Scotia Fruit Growers' Association last week, but which was scarcely given the attention which it merits, was the proposition to no longer include for export No. 3 apples. It is no wonder that under present conditions such a strong opposition to the proposal should have been manifest. The percentage of the crop that packs out to this grade, if correctly stated by some of the speakers, is alarmingly large, and we can very readily understand that growers should regard its elimination as a very great hardship.

Against this, however, must be considered the effect that these apples have upon market prices and the danger attending their shipment when we take into account the small price likely to be secured with the same expense of packing and transportation as in the case of higher grade fruit. The most reasonable solution of the difficulty would be to discontinue to grow this particular grade of apples, and

would be to discontinue to grow this particular grade of apples, and that is what is being attempted in many apple growing sections. The proportion of our fruit which goes into this class should be very small instead of decidedly large. Not more but better apples should be the slogan of Annapolis Valley growers.

MARRIAGES DECREASING IN CANADA

Government officials who have recently compiled a report of the vital statistics for March, 1923, state that fewer people are as-suming the responsibilities of matrimony in Canada than formerly. Figures appearing in the report deal with all provinces except Quebec. It is shown that the number of marriages in the registration area covered decreased from 3,761 in March, 1921, to 2,607 in March, 1923. The maritime and prairie provinces show decreases, while Ontario and British Columbia indicate fairly good increases. In view of the conditions presented it would appear to be the duty of the government to investigate fully the cause and take such steps as will satisfactorily deal with the situation.

Canada's vast resources are as yet practically untouched, and Canada's vast resources are as yet practically untouched, and the urgent need is for a greater population. The establishment of new homes should be the prime endeavor of those who rule over us in this Canada of ours and bonuses provided for that purpose would prove equally profitable and more far reaching in their effect than when expended in many other directions now regarded worth while.

A STARTLING STATEMENT

Dr. Charles J. Smith, president of Roanoke College, Salem, Va., made the statement at the opening of the National Lutheran Educational Conference that the college campus of today had been invaded by an army of "hard drinking, cigarette puffing, licentious amazons" such as the world has never known before. Dancing, drinking and social impurity, he charged, had disrupted college social life and had even extended to theological seminaries. "What can we do," he asked, "When daughters of the so-called best people come out attired scantily in clothing, but abundantly in paint; carry a bottle of liquor, dance as voluptuously as possible, call for frequent intermissions to smoke cigarettes, quench their thirst, and engage in violent petting parties."

The picture is certainly not a pleasant one to contemplate and

The picture is certainly not a pleasant one to contemplate and we in this quiet land, apart from the maddening throng, may de-voutly hope that we may be saved from this feature of "American"

In this issue we publish in full the very interesting and instructive paper given at the annual meeting of the Nova Scotia Fruit Growers' Association last week by Col. Robert Innes, on "Land Settlement and Development in the Annapolis Valley". This address fairly bristles with facts that should be better known, and will be found profitable and timely reading. We commend it to the careful attention of readers of The Acadian.

SECOND ANNUAL REPORT

SCHOOL WORK

The work in the school was started in May. The yearly examinations were carried out by the doctors and dentists of the town assisted by the nurse. From an examination of 384 children, the following cases were reported:—106 throat cases, 47 defective vision, 272 needing dental care and 14 mal nutrition. Notices of these defects were sent to the parents and a fair number of cases have been remedied.

A report of the children who were not vaccinated was given and seventeen while the parents could be a seventeen was a seventeen was given and seventeen this parents could be a seventeen was given and seventeen this parents could be a seventeen the seventeen this parents could be a seventeen this parents and a seventeen this parents are seventeen the sev

Deen remedied.

A report of the children who were not vaccinated was given and seventeen children were found whose parents could not afford the 75 cents fee. Arrangements were made with the parents and the doctors and these children were vaccinated, the doctors charging only for the serum, which was paid for by the School Board.

A number of truants were admitted to school for the first time. Some of these were twelve and thirden years old. The I. O. D. E. presented weighting scales to the school and a monthly weight chart has been started in all rooms from one to seven.

Towels and paper handkerchiefs have been supplied, which the teachers appreciate very much. Also toothbrushes and health books have been distributed. There have been very few cases of measles were reported and watched. Five children with ther contagious diseases were excluded from school until they had recovered.

Since May our nurse has made 34 visits to the school and 172 visits to the children in their homes. The parents respond well to the suggestions of the nurse.

There have been twenty-four babies added to the list, thirteen of these were attended at birth. Five cases were helped with supplies from the cupboard and friends. One child who could not be looked after at home was admitted to the hospital for a week.

OUT OF TOWN WORK

Visits have been made with Mr. Stairs in his Children's Aid Work and also with the Officer of Health to remedy unsanitary conditions about the town. Meetings of the Gril Guides and Women's Institutes have been attended by the nurse at Colbrook, Port Williams



e Presbyterian, 1988
Baptist Churches who have be kind in giving help and providing when needed. We express o ing when needed. We express our tude to Mrs. Sutherland for the e in good condition; to the doctors dentists in town for their co-opera-

A. No. 3964.

IN THE SUPREME COURT

RAY L. COLDWELL

TO BE SOLD AT PUBLIC AUCTION by FREDERICK J. PORTER, High Sheriff in and for the County of Kings or his Deputy at the Court House at Kentville, in the County of Kings, on TUESDAY, THE 12TH DAY OF

FEBRUARY, A. D. 1924. at the hour of twelve o'clock noon, pur-suant of an order of Foreclosure and Sale made herein and dated the 4th day of January, A. D. 1924, unless be-fore the time of sale the amount due to the Plaintiff herein and costs be paid to the Plaintiff or his Solicitor.

to the Plaintiff or his Solicitor.

ALL the Estate, right, title, interest, property, claim, demand and equity of redemption of the above named Defendants, RUPERT P. WHITMAN and BLANCHE A. WHITMAN and of all persons claiming or entitled by, from or under them or either- of them in to and out of all and singular that certain lot, tract or parcel of land situate lying and being at Lockhartville in the County of Kings, bounded and described as follows:

Beginning at the South-east corner

in the County of Kings, bounded and described as follows:—
Beginning at the South-east corner of lands formerly belonging to the Estate of Andrew Lockhart de ceased and running by said lands to the Bluff road so called, thence by said Bluff road Easterly to lands formerly belonging to the Hugh McMonagle Estate; thence by the said lands formerly belonging to the Hugh McMonagle Estate to the old Mount Denson road; thence Westerly by the said old Mount Denson road; thence Westerly by the said old Mount Denson road to the point of beginning, containing sixty-five acres more or less.

TERMS OF SALE—Ten per cent deposit at time of sale, remainder on delivery of Deed.

DATED AT KENTVILLE, Nova

DATED AT KENTVILLE, Nova cotia, this 4th day of January, A. D.

FREDERICK J. PORTER. High Sheriff in and for the County of Kings WINFRED D. WITHROW, Wolfville, N. S. Solicitor of Plaintif

Would you like to gain a whole day each week??

> Then eliminate washday in your home.

Just call 80. We will do the rest.

Valley Laundry Co.

SPECIALS!

We are offering Beaver Electric Irons for one week only for \$4.50.

We also carry a good stock of Diamond Lamps. They come in 25, 40, and 60 Watt sizes, and sell for the low price of 30 cents. They are giving excellent satisfaction, and

We are also agents for Gurney Electric Ranges, Rotarex Washers, and Apex Clean-

C. MITCHELL WOLFVILLE, N. S.

Cash and Carry \$5.00 order DELIVERED FREE

We buy for six stores and buy the goods in large quantities at t prices and can give you rock bottom prices on best quality

runes (med.) 20c 2 lbs 45c. runes (med.) 20c. 2 lbs	Pigs Figs Fresh Coco 3 pkg
LARKS CANADIAN PRO-	Cam
Corned Beef 1 lb tin	Cann

Cocoa 15c. lb 4 lbs	
Campbells Tomato Soup 180	
Canned Clams 22c. 5 for Salmon 25c. 5 for	\$
Macaroni l lb. package Spigetti 15c. par	

Beef, Veal, Pork, Chickens and Fowls, Bacon and Ham,

Fresh Sausages Finnan Haddies and Filletts. Celery and Lettuce every Saturday.

LIMITED Successsor to FRANK BARTEAUX

Our boys' boots have won for themselves a great reputation for goodness, If that boy of yours has a habit of wearing a pair of boots every six weeks, bring him here and let us shoe him with strong, sturdy boots, built for



Don't Forget our repair department. Have your shoes fitted with Panco or Bulldog

G. D. JEFFERSON The Cash Shoe Store

Butter Parchment

Guaranteed Pure Vegetable Parchment neatly Printed with the words "Choice Dairy Butter"

1 lb. Wrapper, 500 sheets, \$1.60 2 lb. Wrapper, 500 sheets, \$2.25

THE ACADIAN STORE