

THE ACADIAN

(Established 1883)
Published at Wolfville, N. S., every Friday by
DAVIDSON BROS., Printers and Publishers

Member of the Canadian Weekly Newspaper Association.
Member of Maritime Selected Weeklies

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

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

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

Editorial

Our pulpits are our work clothes. Each of us live some kind of a sermon every day.

THE POTATO INDUSTRY

Although during late years the most of the revenue which has come to the Valley has been connected to a very great extent with the apple-growing industry, it must not be forgotten that not so long ago the growing of potatoes provided a very considerable portion of the wealth of our people. In the days when potatoes were shipped in bulk on sailing vessels Kings county farmers prospered because of attention given to the production of tubers. Later, when the West Indies markets were open to us and potatoes were transported by steamer and carried in packages the business maintained ample proportions. Since those days the cost of production has materially increased, but it must be borne in mind that prices have also increased, even in local markets. Today very few potatoes are grown in this county.

In our sister provinces of New Brunswick and Prince Edward Island, however, the cultivation of the potato is regarded as a safe and profitable occupation. There is a good demand for shipment to the southern states where the market is said to be practically unlimited and the prices good. It might be worth while for the people of this vicinity to consider the advisability of devoting more attention to this branch of agriculture than has been done in recent years. It used to be claimed that our potatoes were of a better quality than most of those grown elsewhere. Our facilities for growing and shipping them are unexcelled.

CANNING INDUSTRY IS GREAT NEED

This section has again experienced a bumper crop of strawberries, the quality of which it would be found difficult to equal in any other country. Because of the lack of a sufficient demand in any available market, however, prices have ruled decidedly low, and as a consequence growers have found the production far from profitable. It seems a pity that the facility for growing this luscious crop which the Annapolis Valley enjoys could not be better taken advantage of. Our local markets are quickly satisfied and the perishable nature of the fruit renders its export with profit impossible under present conditions.

The solution of the problem of the disposal of this and other similar products might readily be found in the establishment of an efficient preserving and canning industry. The idea is not a new one and has been referred to in the columns of THE ACADIAN over and over again. It would be a simple thing to multiply many times our present production of strawberries and other small fruits which if attractively put up would find a ready sale in our own and foreign markets. We would suggest the promotion of a co-operative organization along the same line as the Acadia Dairy Co., in which the producers are themselves interested and which may provide for the profitable disposal of their crop under the most favorable conditions.

CHANGE IN ELECTORAL DISTRICTS

The fact that in consequence of the re-distribution of seats in the federal house made necessary by the last census Nova Scotia was likely to lose two members has been a source of great uneasiness among provincial politicians for some time back. Hurried pilgrimages made to Ottawa where heated conferences have taken place apparently have had no effect in saving the situation, as a measure has finally been brought down which seems to confirm the worst that has been feared. According to the proposal made Kings and Hants will in future constitute one electoral district, Queens will be attached to Lunenburg for electoral purposes and Shelburne to Yarmouth.

The plan appeals to us as being a fairly reasonable one. As we see it the loss of two members or even more is far from being a calamity. If the constituencies interested were able to secure from the federal treasury the amount saved by the reduction it might be regarded as far from a serious loss. The estimates for the current year, unless we have over looked some of the items, make no provision whatever for any expenditure in this county in spite of the fact that an allotment was promised for necessary harbor improvements at this port, and that the condition of public works in other sections are said to require immediate attention.

STAY WITH IT!

Here in the Annapolis Valley is where the sky is a little bluer, where the air is a little purer, where it is pleasanter to live and where you will live longer. Stay with it.

You should appreciate the charm of your environments and think of what you can do to make your surroundings even better and brighter. Help your home. Stay with it.

The boosters are doing the Valley a great service which will redound to their credit for years to come. Join them and stay with it.

A roseate horizon is stretched around our fair Valley, your sun is just coming up—great progress is just before you—Boost and stay with it.

With our great natural advantages and with the benefits which are bound to come with the improving marketing conditions there is no limit as to what the Annapolis Valley can do. Stay with it.

It will grow steadily and even more substantially than it has in the past. Stay with it.

Today is a great day for the Annapolis Valley, but she has greater days in store for the future. Help her on her way—stay with her!

CONSTANTLY ON THE JOB

Human wants are constant, hourly, daily and continuous. Food, clothing, shelter and their infinite subdivisions are every day needs. There is not a clock that ticks that does not register a million human wants. The newspaper is the closest thing in the world to the people's wants. It is an expression of the ever-present desire for news. The advertiser who uses the newspaper reaches people with his message exactly at the right time. There is no advertising medium on the job so completely and so close to the people as the newspaper.

THE INDELIBLE IMPRESS

Faces tell many a story. Right living and good hearts make kind faces. Innocence glows in the face of the pure. Wicked hearts, if there are any, blacken the features. Every day of our lives we are recording acts on our faces to be read by the world.

WIDER STREETS

It is a matter of frequent comment, especially of late, that the sidewalk on Main street is considerably wider than need be, while the roadway, in view of the congestion caused in recent years by the more common use of the motor vehicle, is narrower than it really should be. THE ACADIAN referred to the matter a year or so ago, when it suggested that the necessary correction might be made by moving the curbing a foot or eighteen inches in on either side and extending the roadway to correspond. When the work of sidewalk construction was begun would have been a favorable time for making the change, which might then have been done at a very small cost.

MAIL ORDER PROFITS

The annual report of the Robert Simpson Company, Toronto, for the year ending January 31st, 1924, should give food for thought to those people who send their money from the smaller centres to help swell the profits of these big mail order concerns, says The Pictou Gazette, an Ontario weekly, which comments as follows:

This company's net profits after paying all expenses, amounted to the very comfortable sum of \$1,547,753, as compared with \$1,236,609 in 1922 and \$766,858 in 1921. In the last three years this firm has made a clear profit of over three and a half million dollars.

Last year an eight story addition was made to the store premises at a cost for building and equipment of over a million dollars, all paid out of profits.

Certainly the Simpson Co. are doing business at a very comfortable margin. And in this respect their experience is in no way different from that of the other big mail order houses.

They are all making good profits, building up enormous businesses, erecting magnificent stores and employing thousands of hands, largely out of the mail order business.

This will continue so long as the people from the rural sections and the smaller towns and villages keep on sending away their money from their home communities to help build up the cities.

The result is prosperous growing cities with enormously profitable businesses, while our smaller centres are being drained of their men and money to make these cities greater and wealthier.

There is a sort of popular idea that the mail order houses offer better value than the local store, but it is difficult to square this theory with the fact of the enormous profits of the mail order just quoted.

In fact it is largely a case of far off being green. If an honest comparison of prices and quality were made, the advantage would generally lie with the local store.

At any rate there is not the slightest doubt but that if the money that is annually sent from this county to enrich the big city stores were spent with the local merchants, thus enabling them to carry larger stocks and keep their employees profitably busy that the local merchant could easily outsell in value his city competitor.

It is unexplainable how we undervalue local prosperity. There are some people who would rather help some outsider to live and make a profit than help their neighbour in the same way.

In these times of trying financial conditions the local merchant and retailer is having his difficulties as well as the farmer. In fact, in many ways he is in just as difficult a position.

Few retailers in the smaller centres have been able to do business at a profit during the past three years. In the case of far the greater number it has been a history of serious losses each year with a corresponding encroachment on their capital and resources.

Very few of them are finding it very difficult to finance their business and carry on. And yet the very money that is needed to keep these businesses alive and afford their owners a very modest profit, is going into the millions of the big mail order house.

Without the prosperous small town and village, farm life would lose its chief asset. Prosperous towns make prosperous farming communities. And prosperous towns cannot exist if the money all goes to the big city.

Every retail business is an employer of labour. Everyone admits the value of employment to the community. Towns and cities strive to secure manufacturing concerns to locate in their midst. Inducements are frequently offered in the way of fixed rates, etc.

BEING "A LADY"

Every woman who wishes to do so may become "a lady" in every sense of the word. It requires only cultivation of gentleness, grace, generosity, patience, usefulness, reserve—but not naughtiness or superiority. The true lady is kind and courteous to everyone, and conducts herself with a calm, unassuming grace that naturally wins the responsive respect of those she meets. In her manner towards men she is modest and reserved. Sometimes, in the desire to be considered "a good sport", girls forget this.

Minard's Liment Heals Cuts.



HOME CANNED Vegetables for SCHOOL CHILDREN

Start preserving now and you will have an abundance of delicious, health-giving vegetables for the winter months.

For your children they are particularly desirable. As wholesome as fresh vegetables, they provide a blood-purifying element obtainable in no other form.

And apart from the usual methods of serving them, they may be made up into many delicious dishes. Our booklet will tell you how. Send in the coupon.

DOMINION GLASS CO. LIMITED MONTREAL DEPT. D

Advertisement for Perfect Seal Crown Improved Gem Jars, including a coupon to request a free booklet.

ENTERPRISE PIPELESS FURNACE



Without a single pipe, without tearing up floors or cutting through walls and ceilings, inside of 24 hours, you can have within your own home on every winter's day, 70 degrees of happy, healthful warmth and comfort upstairs and down.

The Enterprise All-Cast Furnace combines heating and ventilation—makes every room alike—the whole house comfortable.

Made by ENTERPRISE FOUNDRY CO. LIMITED SACKVILLE, N.B.

ENTERPRISE PIPELESS FURNACE

Sold in Wolfville District by H. E. FRASER

To Prospective Electric Range Buyers

Come in and let us demonstrate

"Guernsey" and "Westinghouse" Electric Ranges. These ranges may be bought on the installment plan with terms to suit the customer.

You will be wise in having all installation work done by competent workmen and thus save future trouble and expense.

For the next 30 days we will install all ranges purchased from us, at actual cost.

Agents for the "Kookrite" Cooker, "Rotorex" Washer, and "Apex" Vacuum Cleaner.

Better investigate the "Kookrite", a practical electric cooker which requires no expensive installation.

Buy Electric Goods at an Electric Shop

J. C. MITCHELL

WOLFVILLE, N. S. Phone 320

CASH & CARRY

\$5.00 Orders Delivered Free.

Give us a trial order and be convinced that to PAY CASH IS TO PAY LESS

Fresh Strawberries at lowest prices. Now is the time to preserve Strawberries.

PERFECT SEAL JARS, 1 pt., 1 qt. and 2 qt., and Rubber Rings.

Cooked Ham, 60c. lb., sliced.
Corned Beef, 35c. lb., sliced.

Baked Beans, with Sauce, 18c. and 25c.

Blue Banner Special Ground Coffee, 55 c. lb.

Dates, 15c. lb., 2 for 25c.
Evaporated Apples, 18c. lb.

Oranges, Plums, Grape Fruit, Lemons, Cherries, Apples, Cantaloupes, Ripe Tomatoes, Cucumbers, Beets & Carrots.

Grape Juice, Large, 75c.; medium size, 40c.
Lime Juice, 45c. and 85c. Fruit Syrups, 45c.

PHONE 53 FOR PRICES.

CALDWELL-YERXA LIMITED

The Telephone Helps The Salesman Cover His Territory In Quick Time

The hot summer weather is hard on the travelling salesman.

When one thinks of the hours he has to spend on stuffy trains, in dusty hotels and on sunbaked roads, one doesn't wonder that, at times, he almost envies his wife and little ones at the fresh, breezy seashore, enjoying vacation by the sounding sea, and wishes he might be with them.

Some salesmen don't stop at wishing; they realize that wish!

The Telephone helps them.

Instead of making trips to see customers located off the main route, they speak to them over the Long Distance Telephone Lines.

They find that method as productive of business as a personal visit plan, and it so shortens the time needed to cover their ground, that they have the opportunity of spending an occasional "long week end" with the "missus and the kids" by the seaside.

Maritime Telegraph & Telephone Co. LIMITED

THE ACADIAN... CHAPTER... Grove's guests... Minard's Liment Heals Cuts... CHAPTER... Grove's guests... Minard's Liment Heals Cuts... CHAPTER... Grove's guests... Minard's Liment Heals Cuts...