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FRIDAY'S
EDITION

THE ADVERTISER

PUBLISHED
TWICE A WEEK

VOL XXXVII

KENTVILLE, FRIDAY APRIL 27, 1917.

To Our Customers and those who should Be:
We wish to announce that all our Cash Customers Will now Share in our Profits by receiving Valuable Premiums Free

Our plan is to greatly increase the amount of our cash business and in order to do it we have decided to divide a portion of our profits with our customers. We have, therefore adopted what is known as the New Cash Sales Profit-Sharing Plan. This system is very simple indeed. Every Cash Customer spending a Dollar at our store will receive a premium. The more dollars spent the larger the premium. There are no strings to it, no red tape to go through, no obligation whatever on your part. All you have to do is to buy your goods from us and take home the premiums. You will receive a Profit-Sharing Card worth five cents, or more with every dollar worth of goods purchased, which are redeemable at any time in our PREMIUM DEPARTMENT.

Through this Profit-Sharing Plan we hope to greatly increase our business and the greater the increase the greater the Profits we will be able to share with our customers. You will also find our prices are the lowest obtainable with quality and service considered that can be purchased anywhere.

Drop into our store at any time and we will only be too pleased to explain further our PROFIT SHARING PLAN and at the same time show you the beautiful Premiums we are giving away FREE.

Yours very truly,

A. E. CALKIN & Company
Phone 6, Webster Street, Kentville

LOCAL NEWS

GIRL WANTED AT THE AMERICAN HOUSE, AT ONCE. sw 1f

Mrs. S. L. Cross, who has recently moved to Crescent Avenue, will be "At Home" to her friends Monday afternoon, April 30th.

Boys new Spring suits with two, pairs pants, at A. E. Calkin & Co.

Lamont & Stearns sell two pounds Dog Biscuit for Twenty-five cents.

The missionary conference under the auspices of the W. M. A. S. will be held in the Baptist Church, Upper Canada, Sunday evening, April 28th at half past seven.

The Woman's Exchange will be held on Saturday afternoon and evening in Mr. Will Webster's Jewelry store.

Mrs. C. S. P. Robbins of Yarmouth has gone to Detroit, Michigan to visit her sister Mrs. B. Hovey Calkin formerly of Kentville.

The Dance at the Starrs Point Apple House will be repeated Friday, May 4th. Gentlemen 50 cts. Ladies Refreshments.

Professor N. C. Hannay of Acadia University will preach in St. Paul's Church on Sunday at both services.

Mr. B. Meister, sons and daughters of Part Williams, desire to express their gratitude to their numerous friends and neighbors who showed much kindness to them during the sickness of wife and mother, and in their bereavement.

Boys heavy stockings 35 cents at A. E. Calkin & Co's.

Dr. A. J. Burgess of Milwaukee, Wisconsin, has donated \$50.00 to the local branch of the Canadian Red Cross Society which he says is in remembrance of the time he enlisted and was a fierce soldier in the 68th Regiment and listened to the martial sounds on the parade grounds at Aylesford. He says he is not as nimble as in 1872 but has more fight in him and is less afraid of bullets. Dr. Burgess has been wintering in Florida and is now going home and intends to find something to do for "Uncle Sam." Is very glad he has made up his mind to help thrash "William" for "William" needs it more than anyone in the world at the present time.

CHARLES ALLEN WOUNDED

Mrs. C. O. Allen, 66 Tower Road, who recently received word that the steamship Stanacona had been sunk, and her husband, Captain Allen, had been taken prisoner of board a German submarine, received official notification from Ottawa yesterday that her son, Private Charles O. Allen had been wounded in the recent fighting. This is the second time the gallant young man has been wounded.

Mrs. Ellen Lovelace, Kentville, received an official telegram yesterday stating "Sincerely regret to inform you Private Charles Bryan Lovelace infantry officially reported admitted to No. 11 General Hospital Camiers, April 19th., 1917, gunshot wound in left leg, severe." Private Lovelace was for a long time one of the "Advertiser" composing staff.

Second son Wounded—H. Percy Blanchard, Ellershouse, has received a wire from Ottawa announcing the sad news of his son Henry having been severely wounded in the recent battle in France. This is the second son of Mr. Blanchard to enlist. The eldest Ben Blanchard was in the first contingent. He returned last year after recovering from very severe wounds. Henry enlisted last year. He was in Pine Hill at the time completing his divinity course.

NAVAL FIGHT OFF DUNKIRK

Paris April 25—Dunkirk was bombarded by German destroyers early this morning. British and French patrol ships engaged the Germans, one of the French torpedo boats being sunk, according to an official announcement tonight.

FOR SALE—New Milch Cow, a few bushels of choice Seed Oats, Young Pigs and Brood Sow to farrow in June. J. G. Lamont, Lakeville, Post Office, Billtown. Commencing May 1st the stores in Kentville will be open every Tuesday and Saturday evening. 1a-0

Easter 1917

Easter Cards & Booklets
Easter Post Cards
Easter Novelties

Bibles and Testaments
Prayer Books
Hymn Books

Leather Goods
Hand Bags
Purses, etc.

All the latest Books

New designs in China, Fancy Goods, Paper-els, etc., suitable for Easter Gifts

Morton's
BOOK STORE

Nicklet

To-Night & Saturday Night

CHARLIE CHAPLIN

"Behind the Screen"

LOUISE HUFF

Reward of Patience

Wall Paper in all the very latest Shades and Designs All Brand New and Strictly up to the times, Large and small patterns for any size room. Latest Creations from Factory to you.

Perhaps we can help you select your need And offer you Good Bargains in the best style that lead
Plenty of Colors—Blues, Browns, Reds and Greens, Elegance predominates—and that is no dream, Remember the place, and come help from the line, Sufficient is said, so don't mind the time.

THE QUALITY SHOP

W. E. PORTER,
Cornwallis St. Kentville

Carriages

Tudhope, Canada, Baynes and McLaughlin
At Clearance Prices

It is a well-known fact that on account of the price of Raw Material, that the Carriage Association announced last October that all Carriages would advance Jan. 1917, 10%. It is now announced that an additional advance of 7 1/2 % will take place on May 1st.

We have a large Stock of the above

Leading Canadian Make—Nice Styles and Quality and right PRICE
We need the room and can use the money

at **PARKER'S,** Kentville and Canning

On Wednesday Mr. Fred Creighton of Aylesford left for Halifax where he goes to enter the Infirmary where an exploratory examination or operation will be held. Mr. Creighton has been severely afflicted with stomach trouble of late and it is to be hoped that a remedy may be applied so that he may return home to recover full strength and activity again.

The service in the Canning Methodist Church next Sunday morning will be under the auspices of the National Service Commission of Canada, in the interests of increased production. Prof. W. S. Blair of the Experimental Farm, Kentville will deliver an address on the subject. Come and hear him on the most vital question of the day. Service at 11 o'clock.

F. G. NEWCOMBE & SON

Sheffield Mills

headquarters for all kinds of the celebrated Frost & Wood Farm Machinery and Implements, also waggons and dump carts of every description.

There are none better and very few equal to our Frost & Wood plows. We have always on hand Repair Parts for Above Goods. We sell all kinds of Woven Wire Fencing at rock bottom prices on credit to suit purchaser. Also all kinds of Spraying Materials of the Best Manufacture and the Celebrated Crowe Pump. Let us have your order early as prices will surely advance April 1st. All kinds of farm produce handled in their season at market prices.

Farm For Sale—Hay and Stock farm containing 130 acres, cutting from 30 to 40 tons; made up of wood lot, pastures, meadows and dyke. Also 2 1/2 acres orchard, 2 1/2 years old, located in Newport township, Hants Co. Address **G. J. Sanders,** Summerville, Hants Co. June 30, a

Kings County Clothing Store

We Are Here for Spring Business AND WE HAVE GOT THE GOODS

Our Prices are as Low as we can afford to make them and pay for the Goods. Kindly compare them with Mail Order Houses. Below are some of the lines we carry.

Campbell's Clothing for men equals the best made-to-order garment; also we take your measure, you select the cloth. We guarantee a fit and and you save CASH—Try us. Medium Priced Suits for Men Boys, and Children, in great variety.	Mens Furnishings Our Stock is complete— Dress Shirts in great variety of patterns. Workshirts, Big and Strong. Underwear In all weights, Wool and Cotton Hosiery—Gloves	Boots and Shoes The Best makes produced in Canada—Hart Shoes at the top, other makes a close second. A great variety of Slippers and High Boots. We have not forgot the children Bring along the baby.	Hats and Caps Spring Goods now arriving. When you think of Easter, April 8th, think of our NEW HATS. Ladies and Gentlemen's Rain-coats in Tweeds and other Goods. Trunks and Suit Cases
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E. J. BISHOP

Kentville, N. S.