

REASON WHY THERE WAS NO ONE AT BIRTHDAY PARTY

The following is part of an address delivered on Aug. 28th by Mr. Kelly, broker, at Memphis, to a retail merchants' convention.

A few weeks before my fortieth birthday, which was several years ago, my wife handed me a good-sized bunch of letters one morning, the letters being addressed and stamped, suggesting that I drop them in the mail box on my way to the office. I wore my raincoat that morning as it happened to be raining, so I slipped the letters in the pocket of the coat, and, upon arriving at the office, I placed the coat in my locker and forgot all about the letters. I did not wear that same coat again for several weeks, and that's where my trouble started.

These letters happened to be invitations to my fortieth birthday party. The evening of the party came, the stage was all set. The dinner was supposed to be at 6.00 p.m., but nobody showed up. We waited until seven, but my friends failed to arrive, then I and behold my wife said to me, "Do you recall a morning some few weeks ago when I gave you those letters to mail?" They were the invitations to your party. Immediately the thought struck me. "By golly, those letters are in the pocket of my raincoat at the office."

That incident reminds me of an old friend of mine who was to see me the other day. He told me about a motor trip he was making from Minneapolis up north to a few hundred miles. It happened to be on a Saturday. He visited several towns on his trip, calling in at many stores, and he remarked to me, "Do you know there were about two chain stores in each one of the towns I went through, and they were the only stores that were busy—the other stores didn't appear to be doing much of anything."

That caused him to investigate, just as a matter of curiosity, so I asked him the names of the towns he visited. I then wrote to the newspapers in each of the towns and requested that they send me their papers of Thursday and Friday, two days before the Saturday when my friend called at these stores. Upon receipt of these newspapers, I found that in four out of five papers, all the store advertising that had been done was by the chain stores. That solved the problem.

The retail merchants in the towns where my friend visited had failed to advertise in the newspapers, inviting the public to their store that Saturday, and the public not receiving an invitation did not come, but the chain stores had invited them with a neat, effective and attractive style and check full of common sense and naturally that is where they went. So the stores that failed to receive their friends were like my birthday party—the crowd didn't come.

STATE HEALTH INSURANCE

Health insurance, now figuring prominently in the calculations of the medical world, should be brought into existence as soon as possible because it presupposes the application of the principle of prevention rather than the principle of cure to the diseases of humanity.

Some system of health insurance would render necessary physical examinations for everybody at fixed intervals. The healing professions would find it more profitable to keep people well than to cure them after they became sick.

If the principle of prevention rather than cure ever became firmly established in medical practice, it would be the means of pulling the medical profession out of the slough of archaic and stagnant "ethics" and giving it the opportunity to progress and advance as other businesses have progressed and advanced.

If doctors were ever cut loose from the nonsensical theory that prohibits them from telling the public that they know all about the body and can keep the body in good health, the death rate would be cut in half in a very few years.—Vancouver Sun.

Sims.—"So you cured your wife of the antique craze? How did you do it?"

Jones.—"Gave her a 1914 car for her birthday."

Minard's Liniment for Sprains and Bruises.

OUT OF WORLD'S SERIES



Jimmy O'Connell (shown above), and Coach "Cozy" Dolan of the New York Giants, have been found guilty of bribery by Judge Landis, and suspended. The suspension was based upon a confession made by O'Connell and evidence furnished by Dolan, and followed information furnished by Heinie Sand of the Philadelphia National League Club. Sand stated that on September 27, O'Connell had offered him \$500 to throw the game between the Giants and the Phillies played in New York on that day. Sand refused the offer.

TREASURES FROM WASTE

In a lecture at King's College, London, M. W. T. Gordon made the suggestion that pearl shell, mining in Birmingham might be highly profitable, and this brings strongly to mind the fact that industrial England is strewn with golden rubbish heaps.

The rapid progress of science and invention constantly reveals new methods of putting to profitable use material which until recently was regarded as useless waste, and the result is that vast dumps which have merely disfigured the landscape are being eagerly bought up and worked.

The pearl shell to which Mr. Gordon referred consists of shells of the pearl oyster, from each of which an old fashioned button could be cut. Today every atom of the beautiful iridescent material is valuable.

At various places on the East Coast lie vast piles of ordinary limpet shells. There is one at West Mersea which contains hundreds of tons. Recently the value of these shells as poultry grit has been realized, and two years ago a shell-crushing factory was erected where these shells are being ground into grit.

At St. Helens, in Lancashire, the waste from the plate-glass works used to accumulate in mountains. The dump of one firm alone weighed more than one and a half million tons. Some time ago it was found that this material, which consists of sand, glass dust, and iron, could be converted into excellent bricks, so here again is a new industry out of waste.

A dreadful eyecore to the public residing at St. Ives was of monstrous dimensions of refuse, clay and stones, taken from the old Wheal Trenwith copper mine and thrown aside as worthless. Incidentally, the dump quite spoiled an otherwise desirable building site.

Then came the discovery of radium, and it was realized that this waste heap contained a great quantity of pitchblende, from which radium is extracted. A hundred men were set to work upon the dump, and not only radium but also a quantity of uranium was got from it.

Slag, the waste from the great blast furnaces of the North, is being turned into slag wool, the best of packings for steam pipes and boilers, slag bricks, and paving blocks. Scottish coal-owners have discovered that their long abandoned "rings" of waste coal have a very considerable value. As much as 25s. a ton has been paid for what was not long ago considered worse than useless.

Coal tar, cotton-seed, sawdust, soap waste, old bones—these and a hundred other "waste" products are now no longer waste, but, on the contrary, sources of wealth.

OLD EARTH CELLAR BEST FOR APPLES

One of the problems of the householder each year is what quantity of apples he can store economically, and for another question, "Why did not my apples keep well last winter?" or "Is there any way by which I can keep them better this year?" This does not apply, of course, to those who are fortunate in having the old-fashioned cellar without a furnace, which was cool and frost-proof, and moist without being damp. It was and is in such a cellar that apples can be kept to the best advantage and where they will best retain their flavour. The nearer the conditions approach those in this old earth cellar the better the results will be. First, the fruit should be kept as cool as possible without freezing. If the temperature can be kept between 35° and 40° F., this would be best. The higher the temperature the shorter the life of the fruit.

Next in importance is retaining the moisture in the fruit. If the individual specimens are exposed to a very dry atmosphere they will wither, hence the desirability of keeping them in such a way as to retain the moisture as much as possible, even though the air of the storage room be dry. This can be obtained, to some extent, by keeping the fruit in a closed package and, better still, in addition by wrapping each individual specimen in waxed or oiled paper, which will do much to preserve the moisture in the fruit, and to keep the disease from spreading from one specimen to another. It is also desirable, if one has nothing else in storage that will be adversely affected, to keep an open vessel with water in it in the room.

A careful choice of varieties should be made if one is going to lay in several barrels, or more than the family can use in a month or so, as notwithstanding favourable conditions for storage, the length of season that any variety will remain in prime condition is limited.

W. T. MACOUN, Dominion Horticulturist.

DISEASES OF APPLES

The percentage of disease, particularly rots and scald, found in apples in storage and on the markets, depends, according to United States Department of Agriculture, upon their whole past history; that is, upon the conditions under which they were grown and prepared for market, the amount of disease they showed when they were shipped or when they went into storage, and, finally, upon the conditions under which they were held in transit or in storage. The percentage of disease depends to a considerable extent also upon the length of time the apples have been kept in storage, those stored longest being the most seriously affected. Inspection of the commercial apple crop over a four-year period showed that the box crop suffered from a steady increase in percentage of disease from October till June; the barrel crop only from December to June.

An analysis of the records of the inspection service for 5,222 cars inspected during the four-year period, 1917 to 1921, is published in Department Bulletin 1253, "Diseases of Apples on the Market." Considering the inspections for the four-year period as a whole blue-mold rot occurred more commonly than any other disease. In the rots third; in the barrel crop, other rots exclusive of black rot, came second and black rot came third. Summer and fall varieties showed less disease, on the average, than winter or long-storage varieties.

In the barrel crop, the percentage of disease was less in cars from New York, Michigan, Virginia and West Virginia than in those from all other eastern states considered as a whole.

The percentage of disease in the box crop was slightly heavier in cars from Idaho than in those from all other western states considered as a whole.

A SIMPLE CREED

I am thoroughly convinced that The Rule is practical religion and it works both ways—for others as well as for me.

I respect all real religious creeds and I do not interfere with any man's trust me and always fair with those who do not.

I want to live as long as I can be useful to my country, my community and to those who love me.

I firmly believe that selfish interest should always be square with those who depend on me.

I would not exchange my Friend-ship for all the currency in this country.

I am unspeakably grateful to my mother for each and every day that she has permitted to live, and I want to live that several will really miss me. I take the long, long trail, and I want so to live that my mother will smile down and still call her boy.

FLOODS IN INDIA

Villages Inundated as Jumba River Overflows its Banks

ALLAHABAD, India, Oct. 4.—Floods extending southward from Northern India have inundated 100 villages. The Jumba river has reached the walls at Allahabad and the great Jumba bridge is threatened. The country between Allahabad and Isanagar on the Rohilkhand Kumaon railway is entirely submerged. The entire Delhi area has been covered by the flood waters, extending as far as six miles from the banks of swollen Jumba and tributary rivers. Crops are ruined and peasants taking refuge in the tree tops.

Minard's Liniment for Aches and Pains.

A STARTING POINT

Ardent Swain: "I'd go through anything for you."

Flapper: "All right. Let's start on your bank account."

"So you propose to take my daughter from me without warning, Nervous young man—Not at all. If there is anything concerning her you want to warn me about, I'm willing to listen."

MORSE'S TEAS advertisement with image of a tea box and text: "There's no Question about it! The people who use MORSE'S TEA are the most satisfied tea drinkers in this country. There is no doubt about it!"

HUTCHINSON'S TAXI AND BUS SERVICE advertisement with text: "BAGGAGE TRANSFER, TRUCKING and MOVING carefully done. BUS PARTIES given special attention. Patronize the place where you get satisfaction and moderate prices. Regular Bus service between Wolfville and Kentville, daily, including Sunday."

College Brand Clothes advertisement with image of a man in a suit and text: "Now on display, our new stock of men's Overcoats and Suits. Young men who are eager to step out now in something smart, distinctive, stylish and nobby are invited to view the many select new fall suits and overcoats we have here for you. You will be delighted with the nifty assortment, the quality and the prices. F. C. BISHOP Men's Wear Store ORPHEUM BUILDING WOLFVILLE."

Newspaper Advertising advertisement with image of a hand holding a crowd of people and text: "The Powerful Hand That 'Pushes' Buyers Into Your Store! Most every person is a 'born bargain hunter'. We all are quick to pick up what we know is a 'good buy' and something we need. Whether blessed with riches or not, we're ever alert to the opportunity of making our dollars go farthest. So, Mr. Merchant, if you have 'bargains' that will interest the general public the surest way of bringing 'eager buyers' into your store is to Advertise your offerings in The Acadian. Leave it to us to pack your ad with all the 'pep' and 'punch' your sale merits. We carry the celebrated Bonnet-Brown Sales Service of high class illustrations and copy for your exclusive use. Come in and ask about it. Or—Phone 217."



MORE SCOTTISH BRIDES FOR CANADA. The number of Scottish brides who have sailed from Glasgow to Canada this year, has been rather striking. Many of these young ladies are going to prospective husbands who have only been a short time in Canada. Here is a striking group, on board the Canadian Pacific liner "Marloch." Mr. Roderick MacLeod, the Gaelic singer, is in the centre of the group. The brides, from left to right, are: Miss Andrew, (Motherwell); Miss Graham, (Edinburgh); Miss Dunn and Miss Mair (Coatbridge).