

THE ACADIAN

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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.

GIVE APPLE BUYERS WHAT THEY WANT

THE LESSON which Mr. F. R. E. DeHart, of the Fruit Section of the Canadian pavilion at the British Empire Exposition, brings to the Nova Scotia apple growers is worthy of thoughtful consideration on their part. From our favorable situation, he declares, in close proximity to the British markets, which are absorbing millions of barrels of apples every year, it is up to Nova Scotians to back the widespread advertising which Canadian apples have received as the result of the big show by good grading and good packing of their fruit.

Much that has appeared in the press of late regarding this matter has been to a great extent discounted by Annapolis Valley growers, but Mr. DeHart asserts that if they want to enjoy the privilege of the British markets they must pack their fruit in such a manner as the people of that country want it, not as they themselves think it ought to be packed.

As an evidence of what the British markets mean to the Canadian grower, and the possibility of extending the apple development of Nova Scotia, Mr. DeHart gives the figures of apple imports for Great Britain during the year 1923-24, to the end of March. Great Britain imported from Canada 1,314,105 barrels and 564,882 boxes, as against 1,687,487 barrels and 4,321,373 boxes from the United States. The plain inference from these figures would seem to be that the claim so often set up that our people are making a mistake by packing almost wholly in barrels is not without foundation.

FREE PUBLICITY

ONE DAY recently a gentleman from a neighboring section—who is not a regular subscriber of this paper—came to our office and complained that we had charged him for the publication of a business notice which he thought we should have gladly welcomed as news and inserted in our columns gratis. By mail on the same day we received a polite request from one of the departments of the federal government to furnish free space for a notice which it desired to communicate to the public. It is needless to say that in both cases our ideas of what constitutes proper business methods prevailed over our naturally generous impulses.

It may be just as well for all these importunates to recognize the fact that it costs money to produce this paper and that one of the means by which we secure the necessary funds to carry on publication is the space which we sell to those who seek gain through the publicity which the paper gives to their undertakings. It is not the policy of the publishers to refuse aid to any needy cause, and we are always glad to assist any worthy movement. Nevertheless, business is business, and if we fritter away our stock in trade we will be unable to help where help is required and are very likely to fall short in the payment of those to whom we are justly indebted.

THE PUBLIC WANT PICTURES

THE IMPORTANT place which is occupied today by pictorial illustrations is shown by a recent report that Arthur Brisbane and Geo. MacManus, creators of two popular feature services appearing in the daily press, are each drawing a salary of four thousand dollars weekly. Every class of people at present are going after pictures. We are living in a fast age, and people have no time to spend as of yore in securing information that may now be taken in a glance. The modern advertiser is wise to this fact and makes his announcements attractive and easily digested by the use of appropriate illustrations.

THE ACADIAN, aiming always to be abreast of the times, has acquired at considerable expense a complete outfit for doing this sort of work, which is placed at the disposal of its patrons without additional cost. Advertisers are invited to take advantage of this convenience. Call in and see what we have to offer and let us assist you in properly presenting to the public your ability to furnish them with what they need in your line.

LAW SHOULD BE OBSERVED

THE ACTION of the ministers of the churches of West Hants in again registering a very decided protest against the method of raising money for the promotion of charitable and moral objects through illegal and immoral agencies is courageous as well as commendable. If society regards the law against the operation of raffles, lotteries and similar devices unnecessary and obnoxious an agitation to procure its repeal may be well considered, but if these regulations are justified when applied to the individual they most assuredly should receive recognition at the hands of such organizations as in an especial manner represent the community in which they exist.

The law respecting these devices is written plain and its interpretation is not difficult. Its violation, however, is not uncommon due largely to the bad example set by those who should be leaders in insisting upon respect for the laws of the land. Socially, morally, legally, the practice is wrong and deserves public condemnation.

GO TO IT

THE MESSAGE which the business and professional men of Wolfville bring to the readers of THE ACADIAN in this issue is an important one. They declare their attitude as strong for anything that is good for the community and ask the hearty co-operation of citizens in the laudable endeavor to promote community interests.

This spirit of co-operation all along the line is bound ultimately to result advantageously and should be the aim of good citizens. Read over the list of names at the foot of our community page this week and get into the procession under their leadership for a bigger, brighter and more prosperous Wolfville. A well founded faith in our own institutions and people will remove every obstacle in the way of community advancement.

BETTER TIMES AHEAD

ROGER W. BABSON, than whom there is no greater authority on the subject of general business conditions and whose prognostications are respected by the sanest heads of the continent, is predicting improved business conditions. Hard facts and figures, not guesses, are the basis upon which Babson builds his predictions, and his latest optimistic statement already is having a pronounced effect on the frame of mind of business men in the United States and Canada.

THE PRICE OF COAL

WITH WINTER not many moons off and an empty coal-bin staring them in the face it is no wonder that householders are contemplating with some interest the situation as regards the season's fuel supply. Nova Scotians have proudly boasted in the past the ownership of their own coal-mines, but regardless of that fact it costs them more today to keep the home fires burning than residents of less fortunate countries are obliged to pay. It is quite natural, therefore, that they should enquire why this state of affairs should exist.

Evidence is not lacking to indicate that, now practically normal conditions obtain, the cost of coal in Nova Scotia is considerably more than it ought to be. It is the plain duty of the government to look into the situation and the people have an absolute right to look to them for relief. If those who are operating our mines are inefficient, as appearances seem to indicate, then these important utilities should be placed in more competent hands.

BRISTOL MAN IMPRESSED WITH VALLEY

E. G. Walker Surprised to Find Foreign Apples in Halifax With Fruit Country Near

MONTREAL, Sept. 11.—"It's a long stretch from sea to sea in Canada, and, although I covered it, I feel that I only scratched the surface and that I missed a lot of things, but from what I have seen I am prepared to say that this is a great country with wonderful resources, and the impressions I will carry away are favorable ones." E. G. F. Walker, of Bristol, agricultural writer, returned to Montreal yesterday, from a brief trip which took him as far as Halifax and which was intended to complete his survey of Canada from coast to coast. When seen at Canadian Pacific headquarters, he expressed himself as quoted in the foregoing.

Mr. Walker left last night for Quebec and sails today from that port on the Empress of France, of the Canadian Pacific line. On his return he will write a series of articles for various English papers dealing with his observations in various parts of Canada, and also in regard to what an Englishman should be told before he sets off to take up land in this country.

"I am glad to know that greater efforts are now being made to give full information to the intending settler," said Mr. Walker, "and that is a very important matter because in so many ways things are different."

The visitor saw the fair at St. John, where he was impressed by a good showing of cattle, and the pigs, he considered, the best he had seen in Canada. "There were a couple of fine lots at Toronto, but also a lot of poor ones, while the general average at St. John was higher," said Mr. Walker. Generally speaking, Mr. Walker was not at all impressed by Canadian pigs or by the bacon he saw in shop windows. "No wonder you call them bacon strips," said he, "certainly no Englishman would consider them as real rashers."

Mr. Walker crossed the Bay and visited the Annapolis Valley, where the display of orchards impressed him. "They will have a good crop, but I was obliged to pay ten cents for an American apple in Halifax when there is such a fine apple country close at hand; surely they could market some of these apples in their own country."

The Experimental Farm at Kentville found favor with Mr. Walker, and he was warm in his praise of Professor Blair and the work being undertaken there. "It is a very thorough place," he said, "and I found more than a thousand experiments in progress and all of them very interesting; as for onions, they are so plentiful that there ought not to be a sore throat in all of Canada if they are thoroughly distributed."

Flax grown at Kentville was described by Mr. Walker as "beautiful," and he carried away with him samples of flax and hemp to show to people at home.

One point that struck Mr. Walker at Halifax was expressed in this manner: "There is a big elevator there and I am told that there has been no wheat in it for four years, and now they are taking in a cargo of Argentine grain. Now, why is that? Why should Argentine grain be sold in a section of the greatest wheat country in the world?" "Canadians ought to travel more to the Old Country," said Mr. Walker. "Their market is there and they ought to learn something of our requirements by travel instead of making for California, where they will learn very little. Englishmen are learning more about

Canada and Canadians should reciprocate in that direction.

TOURIST BUSINESS PAYS

(From the Financial Post)

The shipment back to the United States of \$3,600 in American currency by one branch bank in St. Catharines, is mentioned by the St. Catharines Standard "as indicative of a very large volume of American business, tourist and otherwise, which is coming this way," but this paper expresses the belief that the tourist business is not being made to pay the profits it should to Canadian merchandising houses.

The enormous value of the tourist traffic has not been exploited to the fullest extent by our merchandising houses. Out in Vancouver, there are signs displayed at the big hotels, reminding Americans that they can take back to their country goods to the value of \$100 without payment of duty. This is being taken advantage of in woolen goods, showing once again that in clothing lines it doesn't pay Canadians to shop across the border. The average American tourist leaves about \$100 on his trip to Canada. Some leave a great deal more but the average of \$100 is conservative. One American in this city last week decided to stock up on woolen blankets, prices for which here are a bargain as compared with the States. These are merely signs pointing to better and bigger business if the drive is made to secure the same in St. Catharines. We occupy a strategic point on the highway. St. Catharines ought to be the big filling station, both coming and going, for the American traffic. Shipment of American bank notes back home shows that the volume is growing. We have a favorable trade balance. With thousands of people passing through St. Kitts every week, everyone of them a potential buyer, there is business for the go-getter.

What is true of St. Catharines is equally true of hundreds of cities and towns throughout Canada. And The Financial Post would again emphasize that if advantage is to be taken of this situation next year now is the time to organize for 1925. The best results will not be obtained by local efforts unless these local efforts are co-ordinated into some general plan for advertising Canada's attractions and adequate service and accommodation for visitors.

MAKE ME A MAN

Lord, give me the strength of the pioneer
And the faith of his hardy soul!
Provide me with courage to persevere;
Make me fight till I reach my goal.

Let weaklings indulge in a sheltered life
Where they whine when their luck goes bad,
But fit me for battle with storm and strife:
Give me brawn like my fathers had!

I want to be known as a man who wins,
As a fellow with nerve and pluck,
Who finishes everything he begins,
And as one who can whip his luck!

The Chicoutimi Pulp Co., of Canada, produces more ground wood pulp than any other mill in the world.

MURINE
NIGHT & MORNING
KEEP YOUR EYES
CLEAR, CLEAR AND HEALTHY
WHILE YOU READ THE NEWS, MURINE CO. CANADA

CASH & CARRY

PHONE 53

Pickling Time Is Here

- Pure Cider Vinegar, 40c. per gal.
- Pure Pickling Spice, 35c. per lb.
- Medium Pickling Onions, 10 lbs. for 70c.
- Small Pickling Onions, 3 lbs. for 25c.
- Ripe Tomatoes, 5c. lb.
- Green Tomatoes, \$1.00 bus.

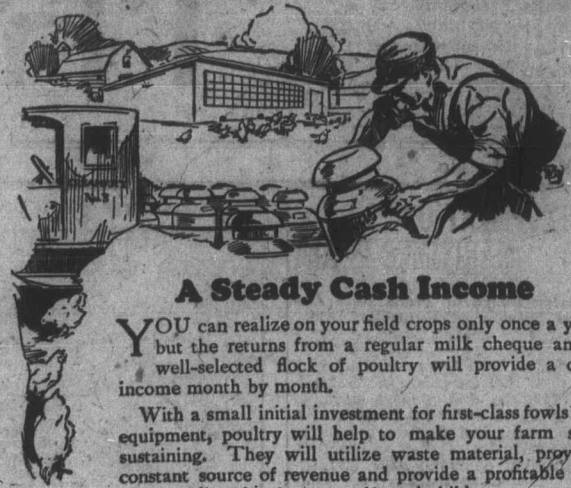
Red and Green Peppers, Tumeric Powder, Celery Seed, Mustard Seed, Whole Cloves, Root Ginger, Pure Mustard.

Staple and Fancy Groceries

Meats and Fish

\$5 Orders Delivered FREE

CALDWELL-YERXA LIMITED



A Steady Cash Income

YOU can realize on your field crops only once a year, but the returns from a regular milk cheque and a well-selected flock of poultry will provide a cash income month by month.

With a small initial investment for first-class fowls and equipment, poultry will help to make your farm self-sustaining. They will utilize waste material, prove a constant source of revenue and provide a profitable and pleasant diversion for your wife and children.

Ask for a copy of our Memoranda Book, containing useful information for farmers.

The Royal Bank of Canada

Wolfville Branch
R. Creighton, Manager

Port Williams Branch
R. S. Hocken, Manager

A LOAN ON YOUR REAL ESTATE

will provide for
IMPROVEMENTS, REPAIRS, OR REFUNDING OF YOUR PRESENT LOANS

Our installment plan offers you an easy way of repayment

CALL OR WRITE FOR FOLDER

THE EASTERN CANADA SAVINGS & LOAN CO.,
G. C. NOWLAN, Agent
Wolfville, N. S.

DROPS!

Know people who have had these used in their eyes for examination? "Drops" are drugs. We don't use drops. We rely on more scientific methods—instruments of precision which tell the true story, without drugs. Make sure whether your present glasses are correct—have them "certified" and if need be, corrected.

Paul G. Webster

EYESIGHT SPECIALIST

At the office of F. G. Herb'n on Mondays.

THE ORPHEUM

THIS FRIDAY AND SATURDAY;
JOHN GILBERT in
A MAN'S MATE

ALSO COMEDY

Week of September 22
MONDAY AND TUESDAY;
ITCHING PALMS

With an all star cast.

A delightful comedy drama with just enough laughs, just enough drama, just enough thrills, just enough romance and just enough mystery to give you one of the most enjoyable evening's entertainments you ever had.

ALSO PATHE

WEDNESDAY AND THURSDAY:

MAE EDWARDS

Presents

COLONIAL STOCK COMPANY

Comedy -- 8 acts of Vaudeville -- Novelty Orchestra

MATINEE BOTH DAYS

For particulars see special advertisement.