

CANADA'S CHIEF ATLANTIC FISHING PORT.



The photograph shows a scene at Lunenburg, Nova Scotia, where the fishing fleet is preparing for the spring trip to the "Banks". There is great activity as the trim schooners make ready for the season's work. The Harbour is a veritable forest of masts.

THE MISSION OF THE ADVERTISING PAGES

"The man who says he never reads advertisements, either is a proper candidate for the Anenias Club, or is lacking in common business sense."

That is the way a big business man, the head of a successful corporation, put it in talking to his selling force a few days ago.

The advertising pages of the newspapers are a barometer of business.

They are consulted by practical men and women just as the financial and social pages of the newspapers are consulted for the information they contain.

Time was, and not so very long ago, when the advertising pages were merely a directory of things for sale.

To-day they rank side by side with the news pages in the vital interest of the messages that they carry.

Advertisements as a class have ceased to be unreliable.

Superlative and exaggerated claims have a lost favor with advertisers.

Advertisers have discovered that frankness, conservation and truth are the strongest allies that they can have in their efforts to win public confidence.

And so it is that to-day, as never before, men and women scan the advertising pages as carefully and with as deep an interest as they give to any part of the newspaper.

The advertising pages reach out to you in a spirit of friendship and co-operation.

That is their mission, to make a friend of you and win your good will.

To be sure they have something to sell you—but that is rather a secondary consideration, a by-product of advertising if you please.

The big elemental aim is to win your good-will—when that is accomplished the selling will follow as a perfectly natural result.

Look through the advertising pages of this paper—note the carefulness with which the messages have been prepared—fast your eyes on the art that has been used in illustrating some of them—sense the friendly hand-clasp that they seem to extend toward you.

Then analyse them for your self. You will find that the products that are most persistently effectively advertised are almost universally the best and most dependable products.

That is a perfectly natural illustration of the law of cause and effect.

An advertisement is a pledge. The man who issues it puts himself on record. The public expects more of him—and almost invariably he measures up to expectations.

The development of advertising has put business on a higher plane. It has created a finer code of business ethics. It has made possible better products and lower prices. It has immeasurably increased the comforts of life by being within the reach of all the conveniences and luxuries that would otherwise be enjoyed only by a few.

In writing an essay on courage a school-boy said:

"The Turks are a brave nation. The reason they are so brave is that in Turkey a man is allowed several wives—a man who has more than one wife has no fear of death."

The same lad wrote on monogamy as follows:

"In England a man can only have one wife—that is called monogamy."

Minard's Liniment for Dandruff.

Make it an every morning habit to shine with 2 IN 1 Shoe Polishes

CHOICE RECIPES

MACAROONS.—One egg, 1 cup rolled oats (chopped), 1/2 cup shredded coconut, 2-3 tablespoon butter, pinch of salt, 1/2 cup of sugar, 1 teaspoon vanilla. Drop on pan. Bake in slow oven.

COFFEE CREAM.—One cup milk, 1 cup strong coffee; heat the milk and add coffee, 1 cup sugar, 1 egg (well beaten) 1 teaspoon vanilla. Cook in double boiler until smooth, thicken with corn starch dissolved in a little water.

LOBSTER CUTLETS.—Mince fine the lobster flesh, season and spice; melt a little butter in a saucepan, mix a little flour; add lobster with a little soup stock and beaten yolks of 2 eggs. Spread out the mixture till cold, cut in slices and fry.

A DELICIOUS LENTEN DISH.—Fry two finely chopped onions and one green pepper in a tablespoon of butter until a golden brown. Add a small can of tomatoes, also salt and pepper, cook about 20 minutes, then add six well beaten eggs. Stir until thick, and serve on thin slices of hot buttered toast. Garnish with parsley. Enough for five people.

CELERIED OYSTERS.—Cook 1 pint oysters in their own liquor till plump. Strain the liquor from them and add to it enough cream to make 1 1/2 cups. Melt 6 table-spoons butter; add 5 table-spoons of flour and stir to a paste. Pour in liquor gradually and beat till creamy. Season with salt, pepper and celery salt. Add the par-boiled oysters and cook to the boiling point. Pour over buttered toast and sprinkle with finely chopped celery.

LEMON CRUMB PIE.—One quart bread crumbs, 2 eggs, 1 1/2 cups boiling water, 2-3 cup sugar and grated rind and juice of 2 lemons. To the bread crumbs add the egg yolks and mix thoroughly. Add the grated rind and lemon juice, then add the boiling water and stir until the crumbs are softened. Now add the sugar. Have ready a baked pie shell. Fill with the above mixture and cover with a meringue made of the whites of the eggs and 2 table-spoons sugar. Bake in a quick oven.

FITS Stinson's home treatment for epilepsy. Twenty years' success. Thousands of testimonials. No one should be considered hopeless. Write immediately for free booklet. Wm. Stinson Remedy Co., of Canada. 2611 Yonge Street, Toronto, Ontario

Plumbing and Furnace Work. JOBBING PROMPTLY DONE. H. E. FRASER. Phone 75

We Sell and Recommend WOOD'S COFFEES The High Grade. Insist on getting Wood's Coffee when ordering, do not accept substitutes. Wood's Coffee has been on the market in Wolfville over twenty years and is still going strong. Sole Agent for Wolfville: W. O. PULSIFER, PHONE 42

DANGEROUS FADS AND SANE FANCIES

It is amazing how readily people embrace a fad and run it to the ground. Tack a new name to an archaic theory or an abandoned product, give it a touch of efficient publicity and it sweeps the country from end to end. The danger of this weakness is brought to the front when the fad takes the form of self medication. Recently we have had the yeast fad diligently promoted by the yeast manufacturers as the great health promoter of the ages. Then on the heels of the yeast eating wave came a dozen or more always-keep-well-and-be-beautiful derivatives, the unusual word "vitamine" capturing the public fancy, conquering common sense by linking itself with the weakness of unthinking men and the vanity of unthinking women. Fortunately old dame nature affords us protection even against ourselves to some extent. Had the process of fermentation been completed in the human body in the case of all the yeast eaten in the last six months we suppose the flying machine industry would have received a setback. Probably our worldly angels would be floating for exercise instead of walking for health. Old dame nature however wouldn't have it so. As for the renew-your-health-and-keep-bright-eyes pills and compounds the less said the better. When the public gets away from normal foods and seeks beauty, health and vigor from substances the chemical action of which it knows nothing, the only safe way is to take the medication under the direction of a family doctor. He may be a hind-bound sort of person tied in the red-tape of a fossilized code of ethics, but he can be depended on to protect his people from the possibility of self injury. The human body stands a great deal of abuse of course but it is a delicate piece of machinery after all, and as it is the only one we have it is well to watch it carefully.

BRINGS HAPPY EASE Don't Endure Pain. Apply

MINARD'S "KING OF PAIN" LINIMENT. The Remedy your Grandmother used to Get Sure Relief. On Sale Everywhere. A GOOD THING. RUB IT IN.

ACCORDING TO SAMPLE

(From the New York World.) In Tiffin, O., there is a tailor who had a few garage repair bills. The other day the garage man had the tailor sew a button on. Next day he got this bill: To sewing on button . . . . .15 Thread . . . . .03 Button . . . . .30 Labor, 1-4 hr . . . . .06 Removin' old thread . . . . .07 Labor, 1-8 hr . . . . .15 Needle . . . . .02 Beeswax . . . . .01 Knotting thread . . . . .02 Labor, 1-6 hr . . . . .20 Total . . . . . \$1.01

Advertise in The Acadian

MURINE You Cannot Buy New Eyes. But you can Promote a Clean, Healthy Condition. Use Murine Eye Remedy Night and Morning. Keep your Eyes Clean, Clear and Healthy. Write for Free Eye Care Book. Murine Eye Remedy Co., 9 East Ohio Street, Chicago

The Cash Grocery and Meat Store. FISH 4 LENT. We have Fresh Fish arriving every day from Halifax and Yarmouth and can assure you that you will find here what you want. We sell anything you like from a pound to a fish. Fresh Haddock; Fresh Cod; Fresh Halibut and Chilled Halibut; Finner Haddies; Cod Fillets. All dressed. Salt Herring; Boneless Herring; Boneless Cod. Canned Salmon; Canned Lobster; Canned Shrimp; Canned Finner Haddies; Canned Sardines; and Canned Clams. PHONE 53. FRANK W. BARTEAUX

SINGULAR AND PLURAL

After an explanation of singular and plural nouns the teacher asked David what was the difference between child and children. David answered the question this way: "A child is one children, and a children is lots of childs."

You may have heard the story of a fence-looking individual who entered the Editor's sanctum with some show of violence, and said: "I suppose you are the man who puts things in the paper?" "Well," replied the Editor, "you have been misunderstood. I am the man who keeps things out!"

RED ROSE TEA is good tea. Always Pure and Clean and Kept Good in the Sealed Package

Light Up With Eddy's. Don't let your matches annoy you—buy Eddy's Safety Matches. Then you won't have to strike half a dozen to get a light. Nor will you have to throw out headless sticks and broken pieces when you want a real match. Every Eddy Match is a good match—Eddy's see to that. And every Eddy Match is a safe match. The heads won't fly off when you strike Eddy Safety Matches; nor is there any dangerous "after-glow". Don't Buy Just Matches—Buy Eddy's. Every Eddy Match is a Light. THE E. B. EDDY CO., Limited. HULL CANADA

PURITY FLOUR "More Bread and Better Bread". Anything made with flour is best made with Purity Flour. Use It in All Your Baking.

Offsetting Competition. The thing for the merchants of this community to do in their own interests is to advertise faithfully, and to make their printed announcements interesting and helpful to those whose trade and favor are desired. The serious competitors of the retailers of this community are the big stores of the cities—those that send out catalogues and have mail-order departments. The poorest way to offset this competition is for our local merchants to remain silent. For them not to "speak up" is to give the mail-order houses a better chance to get business from this community. A WORD TO THE PUBLIC. When you send your money out of this community you enrich the great shops and impoverish this community. Strengthen—not weaken—the merchants of this community. It will all be returned to you in the form of better service and better values. Be Loyal to Your Own Community. Issued by Canadian Weekly Newspaper Association