### INDUSTRY HELPS FARMER

Realtors at Sydney, C. B., report that owing to the continued steady employment in the Cape Breton coal and steel industries, renewed activity is being experienced in the local real estate market. A feature is the increasing demand for farm lands in the vicinity of the city and the colliery towns. For some years pest the movement has been altogether away from the land. Here we have an illustration of the benefits to the whole community of a prosperous industry. Steady employment at good wages means a demand for foodstuffs and manufactured goods. The farmer shares in the business created as well as the manufacturer, the importer and the retailer. And, as noted in the Sydney district, the farmer not only finds a wider demand for his products at better prices but the value of farm lands is also enhanced in keeping with profits.

The development of Canada's resources—minerals, pullpwood, timber, etc.—leads to the employment of labor at good wages and the farmer shares in the business created so the employment of labor at good wages and the farmer shares in the branch should be the products a better prices but the value of farm lands is also enhanced in keeping with profits.

The development of Canada's resources—minerals, pullpwood, timber, etc.—leads to the employment of labor at good wages and the farmer shares in the branch should be the spending of the wages of labor in manufacturing industries in the cities, although this is not appreciated as in the case of the mines, steel mills, pulp plants, etc., where a considerable portion of the money distributed in wages gets directly back to the producer of foodstuffs.—Financial Post.

THE GOSPEL OF THE GLAD HAND

to visitors is one of the chief rea

reasing tourist business.

Mr. H. B. Short, of Digby, who has lately arrived back after spending two months at St. Petersburg, Florida, speaks in the highest terms of the hospitality which is accorded tourists in Florida, and the people down there were the most friendly that Mr. Short has ever met in his life.

Another Nova Scotian, Mr. F. W. Nicholls, who has spent a portion of what the people of that Island are doing for the comfort of visitors. Hospitality of the very best was, he says, in evidence at all times.

Everybody knows that both Florida and Eermuda have been highly successful in attracting tourists. Those in close touch with the tourist industry readily a fmit that the hospitality shown

A picture dealing with the life Theodore Roosevelt has been begun Alfred Goulding. A reproduction of the Battle of San Juan Hill will be one the dramatic features of this picture of the shown. So far the product have not decided upon an actor to pit the role of the late President, althout one man of little spreen experience favored because he is said to reseming the series of t

scenes dealing with the digging of the Panama Canal.

Joseph H. Hazelton, who is said thave seen President Lincoln assassinated and Calvert Carter, another aged actowho was an associate of Hazelton's at the days of the Ford stock companies the other day worked in the same fill studio. Hazelton is playing in "Sa Francisco", and Carter with R. William Neill's production, "Rose of the Ghetto' Hazelton was a program boy at the Ford Theatre in Washington whe Booth shot the great Emancipator.

A Mr. Wycliffe A. Hill has been appointed the campaign manager of a recently organized body in the Unite States called the National Censorshi League. This organization will endeavot to do its share in stamping out film which might tend to weaken the generatoral fibre. "Motion pictures," said Mr. Hill to the New York reporter recently, "are responsible for a lot of the lawlessness and immorality we have today."

Following her appearance in "Mon

the lawessness and immoranty we have today."

Following her appearance in "Monsieur Beaucaire" with Rudolph Valentino, Miss Bebe Daniels will be as the saying goes, elevated to stardom. Bebe was "levated" once before, but it didn't take, but this time Messrs. Zukor and Lasky hope to make the proposition permanent.

The world famous collar model, Allan Simpson, appears with Gloria Swanson in "The Society Scandal". Mr. Simpson has appeared as a model for hats and overcoats, but it was his ability to wear a collar that made him what he is today, a moving picture actor.

## NEW BRUNSWICK'S APPLE CROP The Prospects Are Good For a Large Yield This Season

FREDERICTON, N. B., May 22—
Prospects at the present time are for a good year for apple production in New Brunswick. The season of '1923 was below the average and the general experience points to a good year following a poor one.

The acreage under apples in the St. John Valley and other apple growing districts of New Brunswick is greater than it ever was and with a good yield the total crop should be large. The quality of the higher priced varieties of winter apples has been proven in competition at various exhibitions.

Envelopes, from 20 cents a hundred up, at THE ACADIAN store

mportance



28:8, 20.

MAY 31

THE LORD IS MY SHEPHERD: I shall not want. Surely goodness and mercy shall follow me all the days of my life: and I will dwell in the house of the Lord for ever.—Psalm 23:1, 6.

JUNE 1

THESE SIX THINGS doth the Lord hate: yea, seven are an abomination to him: A proud look, a lying tongue, and hands that shed innocent blood; A heart that deviseth wicked imaginations, feet, that be swift in running to mischief; A false witness that speaketh lies, and he that soweth discord among brethren.—Proverbs 6:16-19.

JUNE 2

JUNE 2.
O COME, let us worship and bow down let us kneel before the Lord our maker For he is our God; and we are the people of his pasture.—Psalm 95:6,7.

THE WOLF ALSO shall dwell with the lamb, and the leopard whall lie down with the kid; and the calf and the young lion and the fatling together; and a little child shall lead them.—Isaiah 11:6.

In 11:6.

JUNE 4

THY SUN shall no more go down neither shall thy moon withdraw itself for the Lord shall be thine everlasting light; and the days of thy mourning shall be ended.—Isaiah 60:20,

JUNE 5
WHEN THE RIGHTEOUS ARE IN AUTHORITY, THE PEOPLE REJOICE: BUT WHEN THE WICKED BEARETH RULE, THE PEOPLE MOURN—Proverbs 29:2.

### SMART K-9

Jenkins: "Purty good dawg ya got there, Steve—but why do you call him 'Hardware'?" Steve: "Natural—most natural. Ev-ery time I think I'll whip him he makes a bolt f'r the door."



# is good tea

and the choicest of Red Rose Teas is the ORANGE PEKOE QUALITY



## PROPERTY BUYERS

### TAKE NOTICE!

Call at office of VALLEY REAL ESTATE AGENCY LTD., upstairs in Eaton block, on Main St., Wolfville, N. S., for catalogue, and direction to farms, homes, and business stands for sale in Maritime Provinces. IT COSTS YOU NOTHING-MAY SAVE YOU MUCH.

# It pays to use

for Furniture-Floors & Woodwork Write to Head Office, Montreal for Free Booklet HOME PAINTING MADE EASY SOLD BY.



A. W. BLEAKNEY



## The Newspaper Has the Greatest Advertising Influence

The Women's Advertising Club of Los Angeles, working through the Women's Clubs of that city, conducted a questionnaire on advertising media and their influence, which should be very interesting to the retail advertiser. The computation was made that 90 per cent. of the buying is done by women and that millions of dollars are squandered every year in an effort to gain their attention. All walks of life were covered and the results figured on the basis of one thousand returns.

"Which of the advertising media influence you most?" was the question. The answer was announced as follows:

Santa and the sa	Pe	r cent.
Newspapers		36.0
Circular Letters		10
Announcement Cards		40
Booklets and Pamphlets	1000	17
Magazine Advertisements	· he	22 7
Program Advertisements	12	3.0
Street Car Advertisements	担國	4.2
Billboards	1100	44
Did Not Answer-Could Not Decide		23.0

# Chief Operator Sending

With Master Clock

L Very one who has occasion to travel and every one who thinks at all—which is, we submit, another way of saying every one in this broad Dominion of ours—has marvelled, at one time or another, over the exactitude with which the vast number of trains on our Canadian lines are handled safely and punctually. Express, local, special, freight, construction and other trains are forever plying to and fro along these sines, leaving the same switches within a few minutes of one sanother, yet delays and accidents are extremely sare. This officiency, which is primarily dependent on exact punctuality, cannot be achieved unless all clocks and watches is directed and controlled.

With Comparison

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Operator Receiving With Comparison Clock

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Comparing Watches

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