

THE ADVERTISER

KENTVILLE, SEPT. 5, 1916

H. G. HARRIS
Editor and Publisher

MUST PAY MORE FOR SEMI-WEEKLY NEWSPAPER

For some time the agitation for the increase of the weekly newspaper subscription rate has been going on with the result that many have adopted a price of \$1.50 per year, others have gone out of business and yet more have tried to hold on to the original rate of one dollar a year hoping that the limit of war prices had been passed.

The cost of living is still mounting higher and the cost of manufacturing the weekly newspaper is still increasing.

Can our readers think of any other commodity purchased in this Valley except newspapers which has remained unchanged and unchanging year after year. Why should the newspaper rate remain the same now as years ago when we could purchase coal at \$4.50 a ton, wood at \$1.50 to \$2.00 a cord, chickens for 25 to 35 cents, geese at 50 cents, eggs 10 cents a dozen, butter for 18 cents, cows for \$20 and horses for \$75, beef and pork at our half the present rate?

Publishers everywhere are being vexed by the present condition of war prices in everything used in the manufacture of a newspaper. Paper, ink, type and supplies, gasoline for running our machinery, have all mounted skyward, and the doubled cost of production must be met in some way by an increase in the subscription rate. The only alternative is to fall into the hands of the Sheriff.

If a weekly newspaper finds it necessary to increase in price how much more necessary for a semi-weekly like "The Advertiser" to increase its rate. No other paper between Halifax and Yarmouth is giving so much reading matter as we do. Reasonable people will realize at once that an increase in our subscription rate is necessary.

During the month of September we will allow each and every of our subscribers in Canada to renew their subscription at the present rate of One Dollar a year. Subscribers in arrears may also pay full amount due and one full year in advance and likewise obtain the same rate. For United States and Foreign subscribers the rate is \$1.50 per year payable in advance and the same terms would be accepted for those in arrears by paying one full year in advance.

We feel sure that most of our subscribers are persons of reason and will meet the necessities of the situation most cheerfully. Three cents a week is not the full value of your semi-weekly newspaper but by paying this month if you reside anywhere in Canada you can obtain The Advertiser for one year or more (five, if desired) by paying in advance at less than two cents per week or one cent per copy.

Do not delay in your remittance but send immediately to this office. A delay of a few weeks means 50 cents a year added to the amount. Grasp opportunity now, and thus place in our hands money which we urgently require.

Owing to the high freight rates prevailing this year, viz., \$2.00 per barrel from Halifax to Liverpool or London, Annapolis Valley apples will have to sell extremely high in the English markets to net the growers fair values for their stocks. In order for a net return of \$2.00 per barrel apples will have to sell for twenty shillings a barrel, a price hitherto unheard of for an average for the season. The extremely high ocean freight is causing somewhat hard feelings throughout the Valley.

For Sale—An Extra Fine Pair Working Oxen, weight 3075. C. V. Skerry, Lakeville, sw4ix

SUPPLIES LIMITED

At Your Service

Manufacturers' Agents
Commission Merchants

KENTVILLE, NOVA SCOTIA

MR. RETAIL MERCHANT,
Kings County,
Nova Scotia,

DEAR SIR:

You can buy your biscuits from us at Factory prices, and if necessary, have them delivered within twenty-four hours.

This service makes it possible for you to obtain fresh goods at very short notice, and saves you carrying large quantities on hand.

We stock at Kentville, a large range of Marven's "White Lily Brand", Plain, Fancy, and Mixed Biscuits, also their Cream Sodas in 6c., and 12c., packages, barrels, etc., and will be glad to mail you prices on application.

If you require something of big value to retail at 20c., we would recommend "Marven's Special Mixed". For a cheaper value to retail at 15c., we would recommend Quebec Mixed". Both these lines show you a reasonable margin of profit.

You ask "Will the biscuits be fresh?" We can assure you they will be, as we have made arrangements for a weekly shipment direct from the factory.

We pay the freight on shipments of 100 pounds and over.

Trusting we may be favored with your valued orders which shall receive at all times our prompt and careful attention, we remain,

Yours very truly,
SUPPLIES LIMITED.

P. S. We also carry a large variety and stock of Penny Goods, Chocolates, Confectionery, Cigars, Cigarettes and Tobacco.

RUSSIANS CAPTURED 15,500 MEN AND 289 OFFICERS

Petrograd, Sept. 1, via London.—In the course of battles yesterday on the Western Russian front, says the Russian official statement of today, the Russians captured 289 officers and 15,501 men.

Of this number 2,400 were Germans. The Russians also captured six guns, 55 machine guns and seven bomb-throwers.

"Our aviator, Ensign Filipov, with an observer, Sub-Lieutenant Khristoskolev, attacked an enemy machine which, having side-slipped, turned its nose downwards and fell steeply to the earth."

"In the direction of the River Horovanka, fierce fighting is raging. In the Carpathians, in the region of the Tomanic Mountain, our troops captured a whole series of heights."

"In the region of Dornavatra, on the Roumanian border, we made slight advance to the westward."

"During yesterday's battles the Russians captured 289 officers and 15,501 men, of whom 2,400 were Germans. They also took six guns, 55 machine guns and seven bomb-throwers."

ALLIED FLEET HAS ARRIVED OFF PIRAEUS

Athens, Sept. 1, via London.—An Entente Allied fleet, consisting of twenty-three warships and seven transports, has arrived off Piraeus.

London, Sept. 1.—Following two days of silence in telegraphic communication with Athens during which sensational rumors of a revolution gained currency, but no confirmation comes the startling news of the arrival of an Entente Allied fleet, with transports at Piraeus and that the general Greek elections will be postponed for a fortnight.

The brevity of the despatches seems to indicate that something unusual is happening, and the development of events is awaited with the greatest curiosity here.

From the fragmentary despatches which have reached

London it is deduced by some observer that changes of decisive character already have taken place in Athens, and that the de facto Government of Greece has decided to abandon neutrality and range itself on the side of the Entente Allies.

Other experts take a more conservative view. The Times, editorially, attaches small importance to Wednesday's revolutionary movement at Saloniki declaring that this is completely overshadowed by the news of the appearance of Entente Allied ships off Piraeus.

"This must be taken to indicate," says the Times, "that the Allies are weary of the equivocations which have so long solved to battle the intrigues of their enemies."

The Chronicle discusses what it terms the grand difficulties which former Premier Venizelos must encounter in an endeavor to guide Greece.

SERIOUSLY INJURED

On Sunday evening about 8 p.m. a distressing accident took place at the Kentville Garage. Mr. Everett Rottler was engaged in work under a heavy car when Mr. W. S. Wallace of Wolfville entered the garage with his car. By some means he lost control of his car for a moment and it hit the other, doubling young Rottler up in a terrible state under the car being repaired. Soldiers had to lift the car to get the injured man out. He was taken to the American House and Dr. Burns and the best medical aid and nurses from Aldershot summoned and all done that was possible. He was taken to Halifax later by special train and stood the journey well. Mr. Wallace brought his father and mother from Highbury and did all he could to aid the injured man. He has been a most careful auto driver and keenly feels the result of the accident.

Lost on Wednesday, Aug. 30, at Upper Canard, a gentleman's silver wrist watch, Elgin, with luminous dial. Finder please notify J. C. Harris, Upper Canard or leave at Advertiser Office.

Nicklet Theatre

To-Night: THE IRON CLAW

Wednesday and Thursday, September 6th and 7th

Famous Players—Paramount Program
PAULINE FREDERICK
The Emotional Actress Supreme

A Drama that Reaches the Climax of Woman's Devotion. Overcoming in its Grand Intensity and Strength

SOLD

Friday and Saturday, September 8th and 9th

FANNIE WARD

The Internationally Famous Comedienne, in a picture of the Comedy by F. de Croisset and Fred de Gresay, entitled

The Marriage of Kitty

This production is from the play of the same name which has been presented in all the European countries, in England and throughout the United States and Canada. A Comedy of Romantic Adventure. Famous Players

Deliciously Good Food

and Quick Service

Hundreds are going to TEDDY'S KHAKI RESTAURANT where every patron gets

Delicious, palatable Food that is so good you come back for more and bring your friends

TEDDY'S Restaurant service is the Service of TO-DAY, and with this wonderfully quick and efficient service goes the real test of a successful Restaurant.

TEDDY never has to catch up—He always is ahead in the Restaurant Business.

BOYS IN KHAKI will find here just their heart's desire in Meals and Lunches.

PEOPLE from the surrounding Towns, Villages and Farms will find a Prompt, Palatable and Rapid service where gentlemen can entertain their lady friends and relatives.

Full DINNER SERVED from Six o'clock p. m. FOUR COURSES

Teddy's Khaki Restaurant

Cor. Main and Aberdeen Streets Kentville

-ARENA-

Splendid Programmes

---THIS WEEK---

High-Class Pictures at Every Show

Featuring "METRO" stars, "FOX" production and "PATHE" Serial.

—DON'T MISS THEM—

5 and 6 Reels — Admission 10c.

2 Shows — 1st. performance at 7.30

See Bill Board on Webster Street

Arena

MAIN STREET, WEST
Kentville, N. S.

Monday October 9th Thanks giving Day

The government has formally decided upon Monday October 9, as the date of Thanksgiving.

How to Distinguish Them

Colonels have two stars and a crown for their badge, lieutenant-colonels one star and a crown, captains three stars, lieutenants two stars, and second lieutenants one star.

Lost—Early Saturday morning between Experimental farm and New Minas Church, Gentleman's raincoat. Finder please notify Budd Bishop, New Minas, and be rewarded. Phone 64-21.

Miss Evelyn Starr as an artist has not only a federal reputation, rather she has won admiration on both sides of the Atlantic. As a violinist she has no Canadian superior. Her recital to be given Wednesday in the Pastime Hall, Kentville, will no doubt draw a packed house.