## THE ACADIAN

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Advertisers must have copy in by Tuesday noon in order to insure changes anding advertisements. New display advertising copy can be accepted one day

## Editorial

### UGLY ADVERTISING

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Anent our recent editorial regarding road-side signboards it is interesting to note that a movement to curtail ugly advertising, in England, advertising that defaces the landscape, is succeeding, and a contemporary points out that a cable despatch reports two gasoline companies withdrawing an offensive campaign with signboards, which ruined the appearance of rural districts.

Sometimes one is inclined to believe that a similar movement is going on in Canada. A number of concerns that formerly practised this kind of publicity have withdrawn from the fields and the roadsides, observes the Ottawa Journal. Whether in so doing they have been governed by altruistic motives or by the discovery that this kind of advertising does not pay, has not been definitely revealed; but the London cable despatch referred to states that "firms in various lines of industry and commerce these days in large numbers are showing a preference for newspaper advertising as being the most effective medium of publicity."

It can hardly be considered that any altruistic thought has prompted the lessening of rural advertising in Canada. A run around this district will show that the old form of advertising, so ugly and a repellent to lovers of Nature, is getting old and dishevelled. The fact is that it does not pay and what the Journal says is true, the best medium, after all, is the newspaper, which has built up fortunes for many and will make fortunes for many more.

Town finances

The statement that the very considerable debit balance which has hung like a mill-stone about their necks for several years past no longer existed was regarded as good news by citizens of this town. Very naturally they are congratulating themselves over the fact and they are justly entitled so to do. With very little little audable grumbling they have gone down into their pockets in order that such a desirable state of affairs might be brought about. The past, has been a particularly trying one faced as they say an abnormally high assessment which swelled their taxes above the amount unusally demanded. Due, however, to this and other causes we find ourselves at the end of the year just closed with a balance on the right side of the ledger and a prospect of better terms financially for the ratepayers of the town. Given a fair measure of consideration in the matter of making up the estimates for the current year and a wise and business-like supervision of the expenditures, the various services should be competently carried on without becoming a serious burden to the tax-payer. In carried on without becoming a serious burden to the tax-payer. In the meantime we do not desire to be understood as opposed to the outlay of public money in any direction that will tend to better conditions for the citizens and the advancement of the town.

### THE LOCAL NEWSPAPER

Our innate modesty would prevent expression of this sentiment, but as it was written by another, we pass it on:—Stand by your town newspaper. If there is anything in your town worth while talking about, ten chances to one your little town newspaper had a hand in putting it there, and if there exists any unsightly or unsavory nuisance twenty chances to one it will stay there until your town editor sees it or smells it and wipes his pen on the town board's breeches. If anybody beyond the walls of your burg ever learns that there is such a place as your town it will be through the town oracle.

Every town gets its money's worth through the town newspaper. It's the wagon that carries all your goods to market. It ought to be kept in good repair. It will pay to grease it, paint it and keep its running gears in good shape and shelter.

Stand by your local newspaper. It's the guardian and defender of every interest, the forerunner and pioneer of every advance movement, and the sturdy advocate of law and order. Take it away and it would not be six months before the town would look as if it had been doped. Business would drag, society would yawn, and grass would grow between the cobbles.

would grow between the cobbles.

THE MAKING OF CRIMINALS

(Dr. J. G. Shearer.)

The public not only of Canada but of the Continent has been regaled and mauseam with the career, the capture under gun-fire, the speedy trial, the life sentence plus thirty lashes, the reincarceration in a solitary cell in Portsmuth Penitentiary of the life-long and has criminal "Red" Ryan. He is compared to the pank and other institutions, fooled detectives, broken out of the supposedly most secure prisons and not unlikely has taken lives though murder has not been brought home to him.

It is not is personal career with its sad ending that we are concerned with the sad ending that we are concerned with the sad ending that we are concerned with the sad ending the thought of the writer. It is the effect upon young people, particularly well-grown boys, of reading of the exceptionally clever, daring and successful exploits of any notorious criminal. Is it not certain that their heart's will be fired with admiration for these heroic deeds in spite of or penhaps because of their lawlessness? How splendid to be able to fool the policie even the clever detectives, the prison guards and who not!

While thinking of this case and the publicity given to it there has fallen into my flands a magazine published in New York claiming a circulation of between one and two millions found on all the News stands of Canada which seems to me much more dangerous is \$1.50 in the publicity given to it there has fallen into my flands of our young people than the story of Red Ryan or his like. It is full of stories interestingly written that glorify crime of all kinds with shameless vice and loose living, and lawless adventure. For example in one story the bero is a criminal with a long record but he is manly, respectable iman in a man if any processing the proposition of the publicity given to it there has fallen into my fair of the publicity given to it there has fallen into my f

ception given her was beyond all expectations. In Octawa Miss Archibald appeared under the auspices of Lady Byng and the Council of Women. She addressed the collegiate and private schools, Ashbury College and Elmwood girls' school, and a great mass meeting. In the schools and colleges she addressed 5,000 students. At a skating party at Rideau Hall she met Lord and Lady Byng informally, and they wished her every success in her work. She had also an audience with the Japanese Consul, who showed deep interest and promised to review her book.

CANADA'S MAPLE SUGAR INDUS-

Production of this Delicacy Holds
Place of Prominence in Eastern
and Maritime Provinces

One of the oldest industries in Canda and one which is truly Canadian in its origin is that producing maple sugar. Early settlers from the Old Land were taught how to extract and concentrate the sap of the maple tree by the Indians and for perhaps a century they followed closely the primitive methods of the natives save for the substitution of metal vessels for those of clay or wood. Until about fifty years ago there was little improvement made in the methods of sugar makers; but since that time the advance has kept pace with that in other branches of agriculture until it has become a more or less highly organized commercial industry.

The importance of the maple sugar industry is scarcely realized in parts of Canada where it has long since ceased to be carried on but it still holds a place of prominence over large areas in Quebec and to a lesser extent in Ontario, New Brunswick, and Nova Scotia. It is estimated that 50,000 growers are ngaged in the work. From 1850 to 1890, the production of maple sugar together with its equivalent in syrup, increased year by year, reacking an average annual yield of 22,500,000 pounds during the ten years between

cliffe, the president, spoke in the highest terms of praise; while Dr. Hughes, past president, gave her a letter for use in her campaign. She addressed meetings with three hundred in the drill and 1,000 present. McMaster College sent a depottation which heartily endorsed her plan. She was showered with telephone messages, telegrams and letters, asking her to appear in different places in Ontario, but was unable to do so. The reception given her was beyond all expectations.

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At the Women's Liberal Club she met Premier Mackenize King, who was much interested and expressed the hope that he might be able to attend one of her meetings. Hon. E. N. Rhodes sent her an appreciation letter. At the mass meeting Mayor Watters moved the vote of thanks in a brilliant speech, and it was sconded by Madame de Salabery.

Speaking to The Telegraph-Journal yesterday, Miss Archibald said that the wonderful reception given her and the invitation to return, along with the great number of invitations from Ontario cities, had led her to change her plans, and she would not go farther west as yet, as she had originally intended. She returns now to Wolfville to resume her work-on the staff of Acadia.

CANADA'S MAPLE SUGAR INDUS-

60,000 MEN OUT OF WORK IN BOS-TON

BOSTON-More than 700 men and 150 women filled the basement corridors of City Hall seeking work through the municipal employment bureau. There are jobs for only one out of every ten applicants and the situation is steadily growing worse according to the report for the year. which Luke E. Shields, director of the bureau submitted to Mayor Curley. Director Shields finds the unemployment greater now than at a corresponding time last year. He estimates that there are 60,000 men out of work in Boston. Conditions are so extreme he says that the United States veterans bureau is finding difficulty in placing men in training even though it pays their wages.

ONE BIRD GETS ITS CRUMB

SUN, WIND, DUST & CINDERS

Would you like to gain a whole day each week ??

> Then eliminate washday in your home.

Just call 80. We will do the rest.

Valley Laundry Co.

## SPECIALS!

We are offering Beaver Electric Irons for one week only for \$4.50.

We also carry a good stock of Diamond Lamps. They come in 25, 40, and 60 Watt sizes, and sell for the low price of 30 cents. They are giving excellent satisfaction, and

Let us demonstrate to you Gurney Elec-tric Ranges, Rotarex Washers, Apex Clean-ers and Kookrite Stoves.

Buy Electrical Goods at Electric Shops.

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Phone 320

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\$5.00 Orders Delivered Free SPECIAL 25 CENT SALES

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Ji lbs. Yellow Eye Beans 22 Jibs. Best Dates 22 Libs. Best Dates 22	5c. 5c. 5c.
	5c.
rolls Toilet Paper	5c.
b. Rolled Oate	5c. 5c.
Ibs. Gold Dust Corn Meal	6c. 5c. 5c.
pkg. Ammonia Powder 2	5c. 5c.
Ibs. choice Cassia 2	5c.

F 1	Carnation Salmon, 25c., 5 for
Fish	Connor's Clams, 22c., 5 for
in	Shrimps per can
Cans	Connor's Sardines, 10c., 3 for
cans	Trask's Celebrated Finnen Haddie, 25c., 5 for \$1.0

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Our boys' boots have won for themselves a great reputation for goodness, If that boy of yours has a habit of wearing a pair of boots every six weeks, bring him here and let us shoe him with strong, sturdy boots, built for



Don't Forget our repair department: Have your shoes fitted with Panco or Buildog

G. D. JEFFERSON

## **Butter Parchment**

Guaranteed Pure Vegetable Parchment neatly Printed with the words "Choice Dairy Butter"

1 lb. Wrapper, 500 sheets, \$1.60 2 lb. Wrapper, 500 sheets, \$2.25

THE ACADIAN STORE