

# DURING THE . . . NEW YEAR

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with us is an investment, not an expense. It would cause you very little trouble for you to prove by using our columns, that it pays to advertise in

## THE ADVERTISER

Others are reaping the benefit of a greatly increased business or a ready disposal of things mentioned as For Sale, Exchange or To Let, by patronizing our columns. We impress upon you the fact that we have a circulation of 2300 copies among the best people of the Valley, including a small Western Canada and Foreign clientele.

Consult us at once at the office or by letter in reference to rates.

**Open during all Business Hours.** Come in any time if you are contemplating Printing, Advertising or a Subscription to our paper and we will talk the matter over with you.

## Subscribers to Advertiser

receive at least 16 pages per week to double the matter of any other paper between Yarmouth and Halifax. One dollar pays this subscription price for 102 papers a year if you pay in advance.

## THE ADVERTISER

Kentville, N. S.

H. G. HARRIS, Publisher.

### APPLES IN SOUTH AFRICA.

(From the Trade and Commerce Report, Ottawa.)

The S.S. Benin arrived early this week and delivered in fairly good cold storage condition apples from British Columbia, Ontario and Nova Scotia. A new mark, almost entirely Jonathan brand, was received from British Columbia, the color of the fruit being very good and the number per box being packed according to requirements. Another shipment from British Columbia arrived from shippers who consigned both last year and this year, and although every report dealing with apples for South Africa and every letter to these shippers has informed them about the color and size required, 90 per cent of the shipment was Grimes Golden and the balance was in Jonathan and Canada Red. Had the figures been reversed, the requirements of this market would have been met. There must, of course, be some good reason or the shipper consigning would not have taken the risk; however, as it is, the market, which is short of apples, may give fairly good results in price for the golden fruit. Until the trade is educated to the value of the apple, the 90 per cent parcel will suffer a heavy loss under normal conditions of delivery apples.

The shipments of Ontario apples in barrels was nearly all No. 1 and 2 Ben Davis, with at small lot of Gano. With this shipment of fruit, which was good in color, but in some cases very poorly graded, there was considerable difficulty in having them accepted by the customs owing to a great deal of Fusicladium and they would not have been accepted except for the fact that in numbers they were grouped with the perfectly clean fruit from British Columbia and Nova Scotia. This brought the percentage of scale in the whole shipment low enough to allow acceptance, with a strict warning from the inspector that better care must be exercised in future shipments. Many times have the Canadian apple shippers been warned about the very strict rules regarding import of fruit into South Africa and whether a shipment has been paid for or bought only on consignment, the same care should be given in shipping only the healthy fruit.

The Nova Scotia shipment of boxed apples were in the best of color and condition and were nearly all Wagener No. 1 and 2; the grading of this lot was very good.

### FRENCH AIR SQUADRON IMPORTANT RAIDS.

London, Jan. 24—French air squadrons yesterday made important raids on the towns of Monastir and Gievgeil, according to despatch from Saloniki to Reuter's Telegram Company. The despatch says:

"One squadron dropped more than two hundred bombs on Monastir and neighboring enemy positions. Another squadron threw a hundred bombs in the vicinity of Gievgeil."

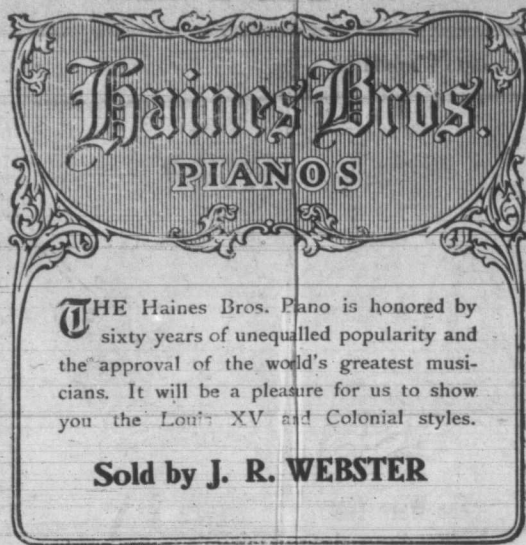
"All the machines returned safely, though they were subjected to a heavy fire. It is believed the bombs did great damage."

To the village clergyman's home there came one day a bouncing baby boy. Kind neighbors and members of his flock hastily gathered together a few dollars and presented the money to the proud but poor father.

So great was his gratitude that he decided to thank his congregation the following Sunday before beginning his sermon, and this is what the wondering congregation heard:

"Friends, I want to express my keen appreciation and gratitude for the timely little succor that came to my home yesterday."


Minard's Liniment Cures Dis-temper.



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Call and see this wonderful machine at

**Kentville Garage,**  
Agents for G. S. & M. Co.

### Those Red Cross Socks Again.

There seems to be people in the country who delight in spreading any tale however unfounded, which is calculated to injure the Red Cross or any other society which is engaged in patriotic work. The absurd sock story which has been so often refuted persists in cropping up here and there throughout the whole country.

A very vigorous refutation of this baseless lie is written by Sergeant R. S. Simmons in a letter to his father in London, Ont.

"As to having to pay anything," states Sergeant Simmons, for a article from the Red Cross or any other society, it is all utter rot. We are well fed and well clothed and it costs us nothing. These stories are nothing but damaging lies circulated by men who have never been in the firing line or are too cowardly to stand in the firing line."

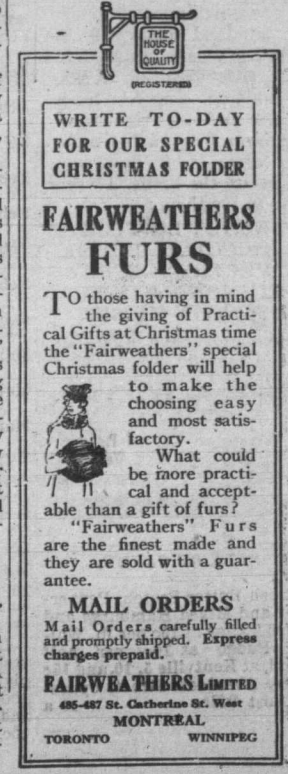
Thousands of other letters could be printed substantiating this denial. People who take such stories seriously are either very incredulous or else very anxious to grasp at any straw for an excuse to escape their Red Cross duty. There is not the least doubt that the Red Cross funds are well administered.

### ENEMY AIRSHIP

#### OVER DOVER.

London, Jan. 24—A German aeroplane passed over Dover at four o'clock this afternoon. A British official announcement issued tonight says it was engaged by all the anti-air craft guns and pursued by two British machines.

Charles E. Asquith of Waterville, who has been in charge of the Evaporator, leaves in February for his home in Ontario. Coronation Lodge, Woodville, holds its parade and church service on Sunday.



WRITE TO-DAY FOR OUR SPECIAL CHRISTMAS FOLDER

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