

**THE ACADIAN**

(Established 1883)  
Published at Wolfville, N. S., every Thursday by  
**DAVIDSON BROS., Printers and Publishers**  
Member of the Canadian Weekly Newspaper Association.  
Member of Maritime Selected Weeklies

Subscription Rates—In British Empire, in advance, \$2.00 per year. To U. S. A \$2.50 per year.  
Advertising Rate Cards and information respecting territory and samples of paper mailed upon request, or may be seen at the office of any advertising agency recognized by the Canadian Weekly Newspaper Association.  
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Correspondence—Letters addressed to the Editor and intended for publication must be short and legibly written on one side of the paper only. The longer an article, the shorter its chance of insertion. All communications must bear the name of the writer, not necessarily for publication. The publication or rejection of articles is a matter entirely in the discretion of the Editor. No responsibility is assumed by the paper for the opinions expressed by correspondents.

**Editorial**

Our pulpits are our work clothes. Each of us live some kind of a sermon every day.

**THE GASOLINE TAX**

A NUMBER of citizens of this town as well as of other sections of the province have been asked for and given opinions regarding the proposed tax on gasoline which the legislature has under consideration. THE ACADIAN has not been asked for its opinion on the matter, but that is no reason why we should not have the privilege. This paper reserves its right to give an opinion at any time on any subject in which its readers and the public generally are interested.

As a matter of fact we were among the very first to suggest that a tax on gasoline instead of on horse power or style of car would furnish a much more equitable method of basing a motorist's contribution to the up-keep of the roads. Then as now it was not our intention of advocating a new tax but rather of adjusting the existing tax so that the man who kept his car in constant operation would pay a larger amount for the privilege than did the car owner who kept his vehicle in the garage. It is our conviction that the people of Nova Scotia are paying all the taxes they should be asked for, and more.

The imposition of a nominal tax on all motor-driven carriages, with a tax on gasoline of whatever amount per gallon that would provide the necessary amount of revenue would, in our mind, be fair to all. One effect of such a tax would be to compel the touring motorist to pay something towards the maintenance of the good roads which have cost the people of this province so heavily and which under existing conditions he enjoys the privilege of without charge.

**MARITIME RIGHTS**

THESE days we are hearing much about the rights of the "Maritimes" and according to daily newspaper comment one would be inclined to suppose that the subject was one of paramount importance throughout the Dominion just now. A most ridiculous proposition in this connection, it seems to THE ACADIAN, was the suggestion that a delegation composed of a thousand business men should proceed to Ottawa for the purpose of pressing the claims of these provinces by the sea. When it is considered that such an undertaking would probably cost not less than a hundred thousand dollars, one cannot but incline to the opinion that such a large amount might be much more profitably employed in developing one or more of the industries so sadly needed to furnish employment to our sons and daughters who are compelled now to seek this in other lands.

If the claims of the Maritime Provinces require to be especially presented to the federal authorities why is it that such a work cannot be entrusted to the men who are elected for that purpose and paid generously that they may be able to devote their whole time and energy to the task? If these men are not competent or industrious enough to see that the rights of their constituents are adequately regarded there is evidently something wrong in the political system under which government in this country is being carried on. It may be that the claim that has been made in upper province newspapers that maritime representatives are not given serious consideration in parliament because they can always be depended upon to respond to the party whip may have at least some truth in it.

**ARE NEWSPAPERS READ?**

IT IS sometimes said, and as a general thing by business men who do not advertise, that the newspaper is not read and in consequence "it does not pay to advertise" in it. The claim is so illogical and such a travesty on the intelligence of the general public as to be scarcely worth comment, and yet an experience which THE ACADIAN had last week may not be out of order. At six o'clock on Thursday afternoon our edition went to the post-office, and before nine the following morning five answers to our cross-word puzzle, which appeared in that issue, were received at the office from readers, and four more were received during the day. About twenty replies have been received altogether. If a business announcement published in the columns of THE ACADIAN or any other well conducted newspaper does not meet with response, it does not prove that it is unread.

That the efficacy of advertising is not so much a test of the newspaper as of the adv. writer is something that every wide-awake merchant should better understand. When an advertisement contains matter of interest or profit to patrons there need be no question about its being read and acted upon. Adv. writing is an art that deserves very much greater consideration than is given it in most cases, and merchants will find that time given this work is not wasted. It pays to advertise always, if well done.

**VALUE OF ADVERTISING**

WHILE advertising has helped millions of farm-homes to greater efficiency, it has also raised the standards of business. It is the word of the house to the customer. Manufacturers and distributors realize that readers must receive exactly what is promised in advertised products. No man of experience will put his name or brand on inferior articles because it is plain business suicide to advertise an unworthy product. Hundreds of successful businesses have grown from a good idea, nurtured with advertising. Advertising attracts new customers, broadens the market and quality brings repeat orders. That is why advertising flourishes.

**ARE YOU ONLY STOPPING OR DO YOU LIVE HERE?**

IF YOU live in this town, and your interests are here, it is your duty, insofar as possible, to patronize the institutions of the town. Of course, if you are a drone, only stopping here without any interest in the past, present or future of the town—a parasite—sapping all the life you can from others without giving any in return, there may be some excuse for you trading away from home, but if you believe in giving a little as well as taking a lot there is no excusable apology that can be offered for not patronizing home institutions.

**STATIC TURNED TO USE**

IT SEEMS that almost everything has its uses. Static, that bugbear of all radio fans, has now been put to work, and is proving of real value to naval aviators, who are using it in the warmer climates to detect brewing thunder-storms, and follow their movements. They tune in on the static to its maximum intensity and by changing their loop secure the direction it is going, together with its speed. Not only for aviators but for seafarers is this use of static and the radio of exceptional value.

**AMERICAN APPLES IN EUROPE**

(From Anglo-American Trade, London)  
It is about two years since Anglo-American Trade first reviewed certain conditions of these markets for American fruits, and a second review appeared a year ago. These reviews called attention to a need for improvements in the system and economy of marketing American exports.

Public interest in the same problem has now developed here, to such an extent that a Royal Commission on Food Prices and Distribution has been put at work, under the chairmanship of Sir Auckland Geddes, lately British Ambassador at Washington.

One of the subjects the Commission will investigate is the cost of distribution of fruits. Some months ago the Linnithgow Parliamentary Committee reported on similar subjects, but lacked the Commission's powers to take evidence on oath and to compel the production of books and documents.

The committee's report established the truth of the major criticisms previously made in this journal by our investigators. We quote briefly from the report of the Committee:—

"The distributive business appears frequently to have developed at the expense of the producer."

"The services, costs and profits of as many as six intermediaries may be imposed between the grower and the consumer."

"The practice of 'averaging' returns is not infrequent among salesmen. It is illegal. Every grower is entitled to receive the actual price realized for his produce."

"Another illegal practice is that of returning to the grower lower prices than realized. This is dishonest."

"These conditions mean lower prices realized on all American shipments than could be realized if shippers made it their business to look after the marketing processes on this side. The example recommended is that of the California Fruit Growers Exchange."

"At the close of the investigation into fruit marketing, the Linnithgow Parliamentary Committee reported:—"

"It is evident that a solution of the problem of securing a remunerative return to the producer must be sought in one or both of two ways. One is the reorganization of the system of distribution to render it more fluid, efficient and economical, thereby not only increasing the grower's immediate returns, but also facilitating a general increase in consumption. The other is the development of alternative outlets for surplus products, thus leaving less variable quantity to be marketed in the present markets in which produce is primarily sold."

"The meaning for American producers and shippers is, simply, that they must revise their own methods of making export deals, if they want to get better returns; and that above all, they should arrange to avoid the sale of their property in glutted port markets, as at present so commonly happens."

"There seems to be a very general belief in some American apple sections that nothing but a national or semi-national 'pool' can improve matters. Whatever may be said in favour of such pools, and there is no doubt a great deal, it would be wrong to say that nothing else can help the small group of growers or the individual shipper who buys f.o.b. and then exports all or part of his stuff. Anyone with a car lot can get improved prices—the 'Sunkist' way—without waiting for the Big Pool. He can avoid the terrific glut in British port markets. He can take advantage of the relative scarcity at any of the hundred local markets, as 'alternative outlets'. And these improvements in his position as exporter will cost no more than the regular established charges for selling and handling."

"The reasons for unsatisfactory realizations on exports are not only those dishonest and illegal practices in the trade to which the above quotations refer. Probably the most frequent cause

for low returns is sale in glutted port markets.

There are five ports in England and one in Scotland where most American fruits are consigned for sale without conditions, and where, therefore, enormous quantities are sold for consignors on arrival and without reserve. These ports are London, Liverpool, Glasgow, Manchester, Southampton and Hull.

A large proportion of the imported fruits is first received and first sold at these ports, and after sale is distributed from these ports to the retailers and consumers of the British Isles and the Continent of Europe. The quantities of fruits of all kinds thus "bottle-necked" in only six ocean ports are almost beyond the comprehension of anyone not familiar with the trade itself. Roughly they may be suggested by saying that \$2,500,000 and more a week is an ordinary year's average sales turnover in imported fruits alone; and England grows as many apples besides as the United States exports to the United Kingdom.

One can see 10,000 packages (boxes and barrels) sold at auction in less than an hour in almost any port salesroom. But unless it is fruit owned and imported by someone in the trade here, as happens this year, but seldom in years of good crops, or unless shipper is effectively represented here, there is almost no holding off sale, however low prices may fall. To arrive is to be sold, where a foreign shipper owns the fruit.

It is quite easy to see that this most often means prices below cost of producing and delivery of the fruit. Fruit arrives at one port according to the ideas or deals of shippers, and according to the schedules of transportation companies, not according to the distribution requirements of the port market itself. Often a week's arrivals will be up to double the quantity needed for normal supply, and selling on arrival must mean glut and loss every time it so happens.

There is no question that such cases of over-supply are common in every port market, and that there is no sign of any improvement in their frequency or the seriousness of the losses resulting, except in so far as this exceptional season has shown a temporary difference. This season, advance-heralded short apple crops in many areas made the big receivers so doubtful of consigned tonnage. There was altogether exceptional f.o.b. buying. Much of the apple arrivals were owned by the trade here instead of, as usual, by American and Canadian shippers.

These receivers have not done with their own apples what they usually do with their consignors'. They have unexpectedly found a very poor demand, and they have not sold all their own shipments on arrival for what they would stand holding in storage, and transhipped for sale wherever they could find a shade better market.

These are protective measures which consignors should adopt, just as the Californian Fruit Growers Exchange did, after thorough study of the conditions on this side.

These observations are not intended to imply that British brokers and salesmen are not efficient and incapable of being useful servants of shippers. It is simply a case of a shipper safeguarding his own interests in a thousand dollars' worth of apples the same as he would if he were selling a horse or a house. The fact that he is selling perishables five thousand miles away doesn't make it less needful to take precautions to overlook the selling of his property. It makes it only more so. It doesn't make it impossible to be safe, but makes it more worth while to take trouble to be safe. One can lose so much money so easily, in transactions so hard to check up on afterwards, that it pays to make arrangements well beforehand for trustworthy supervision of sales and selection of the best market at arrival.

There are over a hundred local distributing markets, each with its own preferences in sizes, colours, varieties, packs. These preferences change about sometimes, but the shipper's representa-

tive, if he knows his markets and his job, can always pick the best spot for particular lots and sell them there for Shipper's account, at a better net average of from 30 to 50 cents per box. This year short crops and good prices f.o.b. may make growers and packers

indifferent to advice of this kind on handling exports. But next year, if crops are average, the same old trouble will come up again. It is only good business to look ahead and be ready.  
Minard's Liniment for Colds.



**Your Farm is a Business Proposition**

YOUR farm is as much a going concern as a factory, a dry goods store or a railroad system. Your farm is as dependent as any other business on a policy of sound, forward-looking financing designed to meet the various situations that occur in the life of a farmer.

If you will regard your farm in this light—as a clean-cut business proposition—you will find it helpful to form a connection with the Bank of Montreal—a bank that has served the farmers of Canada for more than a century.

Each of our 600 branches has the strength and stability of the entire organization.

**BANK OF MONTREAL**  
Established over 100 years  
Total Assets in excess of \$700,000,000

**APEX**  
ELECTRIC SUCTION  
**CLEANER**

Only a short time remains during which the Apex Vacuum Cleaner will be available to you at the Special Low Price that has prevailed during the past year.  
**Place Your Order Without Delay—NOW!**  
Have your electric wiring gone over and brought up to standard.

Radio Supplies of all Kinds.  
**J. C. Mitchell**  
Electric Contractor and Supplies  
Wolfville and Kentville

**Silence That Is Not Golden**

THE merchant who fails to "speak up" lets a lot of golden sales slip past his store. This lost business goes either to his competitor down street or, by the mail order route, to the big city stores.

People are often surprised to find that the goods they bought, "unsight unseen" from a catalogue can be seen and examined in the local store!

Tell your buying public what you have. ADVERTISING IN THE ACADIAN will invite the whole community to your store. And—

**Most People Shop Where They Are Invited to Shop**

Issued by Canadian Weekly Newspapers Association  
Head Office: Toronto, Canada

**Cash and Carry**  
\$5.00 ORDERS DELIVERED FREE  
Come in with your Cash and save Dollars

9 pkgs. Corn Flakes,	\$1.00	F 12 large Grape Fruit,	1.00
14 cakes P & G Soap,	1.00	F 7 pkgs. Seeded Raisins,	1.00
14 cakes Surprise Soap,	1.00	I 8 pkgs. Lux,	1.00
1 gal. best Molasses,	1.00	I 12 pkgs. Ammonia Powder,	1.00
11 lb. Gran. Sugar	1.00	I 21 rolls Toilet Paper,	1.00
9 lbs. new Prunes,	1.00	S 1 Broom (best)	1.00
6 cans Dates,	1.00	S 3 lb. best Cheese,	1.00
5 " Salmon	1.00	S 8 lbs. new Dates,	1.00
5 " Clams,	1.00	S 7 lbs. Raisins, bulk,	1.00
12 " Sardines,	1.00	S 4 lbs. Raspberry Jam,	1.00
9 pkg. Post Toasties	1.00	S 6 lbs. new Tamerands,	1.00
4 lb. can Honey,	1.00	H 5 lbs. Soap Flakes,	1.00
		H 20 cakes Laundry Soap,	1.00

OR THE LENTON SEASON  
Fancy Biscuits a Specialty  
New Dulse 30c. lb.  
New Lettuce and Celery every Saturday

Phone 53  
**CALDWELL-YERXA**  
LIMITED

**HANTSPOUR**

Mrs. C. H. Dur fax on Friday, days at her home. Mr. and Mrs. child, who have been and Mrs. R. W. weeks, left last week. Later Mr. Armstrong, Ontario, where he is on a business trip. Mrs. Churchill accompanied Mrs. Churchill. Mrs. A. Armstrong. Mrs. A. W. P. Miss Beatrice Pe Mrs. Pattison's sister, Digby.  
Mrs. J. Anthony recent guest of 3 street.  
Mrs. W. Moran visiting Mrs. T. Mrs. G. Currie Friday, having been P. M. Hospital, weeks.  
Mrs. A. MacIntosh Mrs. A. MacIntosh guests of their sister, ray.  
Mr. R. Dodge with the firm of Libby, of Buffalo, port on Friday evening. On Sunday evening choir furnished the odist church, added the service. The lectures were rendered "Prayer", by M. Beazley and G. H. Frances. Kennedy chorus, "The Church pastor, Rev. five minute talk the regular sermon.  
Miss Stella Taylor, who spent the home of her parents on Saturday the Grand Prix.  
An enjoyable social evening in the Methodist church, under Christian Endeavor fee was charged, and the paragonage of the members of the friends of Lottie Boyd) ten o'clock shower at Feb. 24, when she was very pretty and Mr. Russel Smithing his father, Mr. On Friday evening was held in the church, under the Young People's Society. The open air under the skylight. Geo. Currie for Thursday evening at 7.  
Mrs. W. Trefry M. Hospital on Wednesday she was under appendicitis. She can be expected.  
Mr. E. Lester with his family Mr. McK. Corbett recently at Avon visiting Mr. P. Corbett. Hantsport was hockey match in evening, between a fax and the Winn exceedingly gratified Mr. Manning Geo. is playing with the Earthquake tremor an extent in Hantsport evening at 10.30. The houses were town of Hantsport most encouraging. It has been sinking funds paid general affairs of the some \$3676.20 ov

**DIARY OF MARY**

Aug. 25th. Sunday yesterday afternoon Mary and Ann were very pleasant time that are past and to talk on phone and we agree the subjects for conversation all night and we did after midnight. breakfast Ann returned to her father's School as usual. many there. The ten commandments preached. There appointed for this John and Ann came with me; then we to the beach and 26th. This has After school Maria father's. After tea entry and had a six at nine o'clock, the part way it is a We could not refrain glory of the heaven are wonderful.  
27th. The "V" rived from St. John night and had a h 29th. I attended last night up to think she is not

**MORNING**  
The use of her GUARANTEE every day. Ye  
**Prax**  
Write for FREE