


## Silence That Is

 Not GoldenT HE merchant who fails to "speak up" lets a lot of golden sales stip past his store. This lost business goes either to his competitor down street or, by the mail order route, to the big city stores.

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People are often surprised to find that the good
they bought "unsight unseen" from a catalogee car
be seen and examined in the local store
Tell your buying public what you have. ADVER
1SNG in I. Aconalir invite the whole con
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Most People Shop Where They Are Invited to Shop

A ${ }^{2} 2.50$ per year.
 Addortiorer must have copy in by Monday noon in order to ingure changes
for tand


$\square$

## Editorial

the gasoline tax
A NUMBER of citizens of this town as well as of other sections ing the proposed tax on gasoline which the legisiature has under consideration. THE ACADAN has not been asked for its opinion on
the matter, but that is no reason why we should not have the priv-
ilege. This paper reserves its right to pive an opinion at any time ilege. This paper reserves its right to give an opinion at any time
on any subject in which its readers and the public generally are
interse 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 that a tax on gasoline enstead of on horse power or stye
furnish a much more equitable method of basing a motrist's con-
tribution 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 exist-
ing 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 garave. 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 provide the necessary amount of revenue would, in our mind, be
fair to al. One effect of such a tax would be to compel the touring motorist to pay sometting towards the maintenance of the good
roads which have cost the people of this province so heavily and
which which charge.
THESE days we are hearing much abouts the right of the "Marbe inclined to suppose that the subject wos one of pararmount im-
portane troughout the Dominion just now. Anost ridiculous pro-
position in this connection, it seems to THE ACMDAN, was the suggestion that a d delegation composed of a thousand business men
should proceed to Ottawa for the purpose of pressing the claims of dertaking would probabby cost not less than a hundred thousand
dollars, one cannot but incline to the opinion that such a large ammount might te much more profitably employed in developing one or more
of the industries so sadly needed to furnish emplopment to our sons
nd daughters who are compelled now to seek this in other lands. presented to the of tederal Mathitime Prities whinces ris require to that oe especially
not be entrusted to the men who are elected for fur 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 indusious enough to see that the rights of their constituents are ade
uately regarded there is evidently something wrong in the political may be that the claim that has been made in upper province
tewspapers 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.

## If is sometimes ARE NEWSPAPERS READ?

 "it does not pay to advertise" in it. The claim is so illog it such a travesty on the intelligence of the general public as to bescarcely worth comment, and yet an experienee which THE ACADday aiternoon our edition went to the post-office, and before nine
the following morning five answers to our cross-word puzzze, which appeared in that issue, were received at the oftice from readers
and four more were rececived during the day. About twenty replie have 'been received
lished in the coluns of The Acadian or any other well conductee
the
unread
That the efficacy of advertising is not so much a test of the newschant should better understand. When an advertisement contain matter of interest or pronite pan. Adv writing is an art that de


$\mathrm{W}^{\mathrm{HLLE}}$ er advertisisng has helped millions of farm homes to great is the word of the trint
tributors realize that readers must receive exactly what is promised in adivertised products. No man of experience will put his name or
brand on inferior articles because it is plain business suicie to od
隹 vertise an unworthy pood idea, nurt rired with advertising. Advertis
have grown from and hane attracts new customers, broadens the market and quality brin
repeat orders. That is why advertising flourishes:

ARE YOU ONLY STOPPING OR DO YOU LIVE HERE?
If you live in hist town, and your insofar as possible, to patronize the institutitions of the town. in the past, present or future of the town-a parasite sapping all the ife you can from others without giving any in, but if you believe
be some excuse for you trading away from home, but in giving a little as well as taking a lot there i no excusable apology onizing home institutions.
解 real value to naval aviators, who are using it in the warmer climates to detect brewing thunder-storms, and follow their move-
ments. They tune in on the static to its maximum intensity and by changing their loop secure the direction it is going together wit and the radio of exceptional value.

## The Hantsport Acadian

DEVOTED TO THE INT ERESTS OF HANTSPORT AND VICINITY

and


Nopsix．

# The Canning Acadian <br> devóted to the interests of canning and vicinit 

Advertise in The Canning Acadian

## sisted in here for a good many years all of these rules．The last one is dif after it had been given up in other parts． cult and its observance depends to

## Keeps The Home Cleam 2 1 期？ <br> GILLETTS LYE























 $\substack{\text { sitm mid } \\ \text { Kinnmile }}$








## 分教定 Mail Contract

SEAED TENDERS，widtresed bod


 Tometion hatis onatining ourther





Write and Wait for An Answer，or Telephone and get Your Answer Right Away－Which ？？？

When a man has a proposition to make an out－of－ town customer，more often than not he puts it in writing，
mails the letter，then waits－waits perhaps days！－for an answr

 differeneted Insed oo vaiting to tearn it his customer mas of or miteafor wounstion hean would have enomem at onec
 whans，have is money．Thee delays cost time，thereflore
Time monernie mise man sturs deagys He doent mite；he Maritime Telegraph \＆Telephone Company，Limited

Take a hint from the Scotch
whose health and vigor are proverbial，use
Oatmeal and Milk－you get them both and Oatmeal and Milk－you get them both and
more when you eat Marven＇s Scotch Oat Cakes MARVENSSCOTCH OHT CARTES
are made from the finest sun－ripened Oats，to which is added pure，rich milk，freshly laid eggs，choice butter．
These ingredients are expertiy combined to form a dough，which，when subjected to time and temperature
and baked to a nicety in their modern ovens，become． baked to a nicety in their modern ovens，beco
Marven＇s Scoteh Oat Cakes－a perfect food．

Try Marven＇s Scotch Oat Cakes to－day；they satisfy
J．A．MARVEN，LIMITTED，
ST．JOHN
halifax

montreal



## The Port Williams Acadian







 CROSS WORD PUZZLE CONTEST $\begin{aligned} & \text { ( } \\ & \text { families to to whom they would like us to } \\ & \text { fand the paper for six and three months } \\ & \text { respectively }\end{aligned}$


## New

 CHEVROLETNew value - with its success based on selling greater quality than ever before.
New chassis-from radiator to rear axle, new would expect to find only on higher priced cars.
New bodies-of even greater beauty and comfinements. Closed models, with fine Fisher Bodies.

New finish-in beautiful colors of the wonder color and lustre indefinitely and withstands sever. est usage.
See These New Cars Today:
VALLEY GARAGE
KENTVILLE

## Spring Comes to The Fashion World - World

Tables and counters bloom with new and vivid weaves and 1925 seems in a fair way to outstrip last year forbrilliancy of dress goods. Besides a large variety of yard goods, there are now on display

## --DRESSES--

New Brodella Frannel Dresses for Spring wear unshrinkable and fast colors, with the latest three - way convertible collar. You will be enthusiastic over their style and delighted with the prices.

## GEO. A. CHASE <br> Port Williams

BOSTON AND YARMOUTH STEAMSHIP CO, LTD
FIL AND WiNTER schizule
S.S. Prince Ceorge

Retuan For Staternoons and Orter Information at 1 P
If you'd like a little better tea than you

## RED ROSE

 TIEA"is good tea" The same good tea for 30 years. Try it !

$\qquad$



Pag, Ten.
the acadian, wolfville, n. e., february, 191925.

## Treasure Trail

By Frederick Niven
范

CHAPTER III
$\qquad$

 me Iremaine reached home. And bse Supper over that night, because of his
e time Picolo got to the ranch-house thoughts set a-going by Jack's remarks




 went out for cordwood to start the
stove, and Trenaine mioked medita.
tively. He had something on his mind,
but it was not till after supper that he "That old man Angus Mactherson is
sure all prospector," said he
heres he is. He, "I guess he is. He's not so very old,
Jack.
Puff-puff went Tremaine. "Yo didn't notice the way he looked
at the bitsof stone
your pocket., Pic?
one " you threw out of "Yone When you were dusting out
your pocket like a kino of a shy scbool
kid under the eyes of his daughter, -1. gwan!" said David Thomas Tremavess there's nothing in it," said be turning into a wititing sharp if 1 get
imazining. But there semed more than
him just being bugs on looking at rocks.
 his portrered s. expression. Really what
Tremaine said had conjured back a picnoted at the time. He remembered how
narl Mark Banting had watched hime when
he sat his horse before the Benwell
House veranda answering the silly ques
 has been found in this Western countrya",
Trever berolo thought he had better be
Tremaine remarked, persistent.
unexite


























## (4in)

forthistlioh Quality Flour
unless it meets with your entire satisfaction.

A written guarantee goes ith every bag of Maple Leaf Flour, ensuring satisaction or your money back.

Try a bag for your next baking. It is made from heat expertly milled and tested at every stage of the milling.

You will find that Maple Leaf Flour makes light, white wholesome bread; fine cakes and biscuits, golden flaky pie-crust that melts in your mouth-and you can fepend on Maple Lear Four for the sam
every time.

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Ask your doalor today
On "Cookerablects andse
Mwrthen Managoment,",
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## Maple Leaf Milling Co <br> Limited

Toronto, Ontaric











Extraordinary Construction Feat at Famous Mountain Resort


