

THE ACADIAN, WOLFVILLE, N, SEPTEMBER 25, 122.
Vol, XLIII, No. 19.
THE ACADIAN Published at Wolfville, N. S., every Thursday by
DAVIDSON BROS., Printers and Publishers Member of the Canadian Weekly N Newspaper Association. A $\$ 2.50$ peription Rates-In British Empire, in advance, $\$ 2.00$ per year. To U. S. Advertising Rate Cards and information respecting territory and samples
of peaper mailed upon requers.. or may be eseen at the office of any advertising agency
recognized by the Canadian Weekly Newspaper Asociation. Advertiense must have copy in powspapdar Association.
for standing advertionsure changes
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## Editorial

## A HINT FOR THE MARITIMES

OFTEN WHEN a campaign for publicity is being-put over the
promoter is met with the remark that it does not pay to adver tise. The merchant is so well known that it does not pay to adver
understood by the public that there is no need to spend morounghly in understood by the public that there is no need to spend money in
order to secure the attention of the public. If such a line of reasoning
and practice was adopted by leading business men and manufac and practice was adopted by leading business men and manufac-
turers and they were able to show the present volume of business in support of their contention the argument would be a bood oness
On the other hand these are tne people who are most lavish in their expenditures for publicity while the disparagers of the value of
advertising are the men who carry small stocks and find business conditions hard.
THE AcADIAN is somewhat influenced in reaching the above
conclusion because of a recent announcement in a Boston newsconclusion because of a recent announcement in a Boston news-
paper of an institution known as "NNew England Week" The pur-
poe of this special week is to boost New England, to advertise New England products and industries, to promote New England
Neodewill and the faith of New England buyers. The program op-
ened with sermons on Sundew good-will and the faith of New England buyers. The program op-
ened with sermons on Sunday from the pulpits throughout the six
states, setting forth the idea of the promoters of the undertaking.
Following were Following were opportunity for the inspection of New England
made goods in mills and factories, displays of New England made
goods in retail stores, famous New England dishes in hotels and restaurants, noonday speeches in many cities and towns, motion
picture houses presentation of reels depicting different New England
industries, etc. To advertise the event the use of 50.000 polters industries, etc. To advertise the event the use of 50,000 posters,
hundreds of thousands of cards, $3,000,000$ stickers and 400,000
blotters was employed. This paper has repeatedly urged some similar undertaking in
the Maritime Provinces in order that our advantages may be made
better known and that prosperity enjoyed which these provinces beter known and that prosperity enjoyed which these provinces
by the sea are thoroughly capable of. That New England with its
long record of industrial progress and its teeming population should require to put forth such strenuous efforts to maintain its position
is perhaps to be wondered at, but the example set us by our neigh-
bors is unquestionably a good one for the Maritime Provinces to bors is unquestion
study and follow.

PRESERVING FRUITS AND VEGETABLES



Dominion in order to provide for the bettering of processes for pre-
serving fruits and vegetables. One of these institutions has been
located at Ottawa, one at Grimsby, Ont., and one at Penticton,
B. C. The sitesB. C. The sitaw, we presume, have been decided upon because these
s.ctions are particularly well adapted to the production of the neces-
sary material to bea greatly increased production if necessary.
This appears to us to be another instance of injustice to the
Maritimes Provinces and especially to Nova Scotia. Fruit growinwhs a thriving industry in the Annapolis Valley before it had seen
its inception in the Pacific province, and even now Nova Scotiaholds a foremost place in the production of apples among the protia
inces of Canada. If it is to the advantage of Ontario or British Co-
umbial that these dehydrating plants should be established thereit is not an unreasonable demand that Nova Scotia should enjo

## * FOR COMMUNITY SAFETY

T WILL SCARCELY be contradicted that in a great many
sections in this province, as in other countries, there exists a class
of people who require especial attention at the hand of tho of people who require especial attent coun at the thands of those re
sponsible for the conducting of public affairs. The freedom whic those who constitute this class enjoy in common with other peop
of going unhindered where they will, of setting up homes and con
ducting them according to the dictates of their own perverted min provides a menace to civilization and community well being. There
is a moral side to the question as well as an economic view-point
from which it may profitably be regarded. Thousands of dollars are needlessly expended every year because of the neglect on the
part of the public to adeequately deal with this problem, the exist-
ence of which is pretty generally Proper institutions at which these undesirables might be safe
ly kept and made to render the state due compensation for the ex f dealing with a situation which appear to be a reasonable metho yield the inevitable harvest of degradation for the almshouse penitentaries and asylums which supply neither prevention no
cure. Plainly this is a matter which is too important to admit o Concrete examples are not lacking, even in this favored community that would justify the expenditure of money and energy necessary
THE PROPOSITION FOR HON. We W, S. FIELDING either by an annuity or a lump sum grant, pecuniary assist
ance for Hon. $W$. S. Fielding, who is said to be without ficent provide for his necessities. Hon. Mr. Fielding has bee and during the most of the time federal politics for many year annual income. At one time he received from party friends an evi
dence of appreciation in the form of a should have been able to have laid aside something for a rainy day but if not, the people of his native province will approve of any ac
tion that will keep him from want. THE ACADIAN would sugges Political admirers have describure permanent assistance. ablest finance minister which Canada has ever had, and we ase not
in a position to give the statement absolute denial. Granting the olied to public operations as that the same business ability is apwonder that the Canadian exchequer often finds it hard to make both ends meet.

## WE SHOULD al makes Town insperous WE SHouLD all be interested it properity of Wolvrille <br>  <br> 4 <br> = <br> " $=+==$ - =- =av= that they might succeed. When any i vidual enterprise succeeds it means that the town is forging ahea Let us put our desire for the further theans that the town is forging ahea, Let us put our desire for the further growth and development o Volfvile in concrete form by resolving to do these things.   <br>  <br>    <br>  <br> CASH \& CARRY <br> PHONE 53

## Pickling Time Is Here

## Pure Cider Vinegar, 40c. per gal.

Pure Pickining Spice, 35c. per ib.
Medium Picking onions. 10 Itbs. for 70 c.

| Smail Picking Onions, 3 lss , For 25 c . |
| :--- |
| Ripe Tomatoes 5 cc |

Green Tomatoes, $\$ 1.00$ bus
Red and Green Peppers, Tumerick Powder, Celery Seed, Mustard Seed, Whole Cloves, Root Ginger, Pure Mustard.

Staple and Fancy Groceries
Meats and Fish
$\$ 5$ Orders Delivered FREE
CALDWELL-YERXA
LMMITED


BELATED HUSBAND: "Let me in Suste- Just come from meet-


SAVE THE SURFACE | Kitner-"Isn't she the very picture |
| :---: | :---: |
| of health?" |
| Katner-"Yes. Very well painted | \(\begin{gathered}Doctor-" You cough more easily this <br>

morning." <br>
Patient-"Yes, well I ought to. I've\end{gathered}\) indeed

## RADIO



Headquarters
FOR KINGS COUNTY

We have just received the advance shipment of our Radio stock. If you need parts or a set it will pay you
give us a CALL. give us a CALL
J. R. BLACK
Phòne $3 \eta$

Kentville
Phone 33

## 

Flawless

## Electrical Work

Electricity is the most desirable appointment of the
dern home. Not only for lighting purnoses, but for
 uses to which ht can beapplied



J. C. MITCHELLL

## FOR YCUR

## Bridge Party

## Tally Cards, 25 to 50 cents a dozen.

Score Pads, 10 cents each.
Gilt Edgo Playing Cuality, 40 cents package. Congrese Playing Cards, 50 and 7 cents pack. backs, suitable Cr $^{2}$ prizes, si, per pack
Bridge Sots, in real leather cases, fine for prizes. Bridge Sots, in real leather cases, fine for prizes.
As box ot Stationery makes a Useful Prize. See ou
assortnent.
The Acaclian Store


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|  | WON BY WAITING | Reductions |  |  |  |
|  |  | in men's Clothing |  |  |  |
| Friday, Sept. 26 |  | 35 Men's Suits Reg. Prices $\$ 20$ to $\$ 40$ Week-End Clearing Prices |  |  |  |
|  |  |  |  |  |  |
|  |  | \$10 \& \$1.9 <br> Friday, Saturday and Monday |  |  |  |
|  | FAIR WEEK |  |  |  |  |
|  | A1so pathe |  |  |  |  |
|  |  | aterbury Co., Ltd. . |  |  |  |
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[^0] Reg. Prices $\$ 20$ to $\$ 40$ Week-End Clearing Prices $\$ 10$ \& \$1.9
Friday, Saturday and IMonday Only
Have you got suitable Footwear for the Dance? gest Patent Leather for men;
and black Satin for Womén
Waterbury Co., Ltd.. AIR LADY ALSO COMEDY
ens of Local Interest
mid
the achdian, wolfvilue, n. S., , tember
 tern pictures, by
VERY REV. JOHN STORRS D.D. parlsh hali wolfville. Tuesday, Sept. 30 8 P. M.

| Adults 35 conts Children 25 conts |
| :---: |
| St. ANDREWSUNITED |
| CHURCH |
| Wolfvillo, N. S. |
| Minister: Rev. Douglas Hemmeon, |
| S. D. |
| Sunday, September 28, 1924 |
| Morning Worship at 11 |
| Evening Worship at 7 |
| 3P.M. Services at Greenwich and |
| Grand Pre. |

## BUILD

REPAIR PAINT For all improvements on the
farm-we have everything you
heed in the way of material need in
or tools.

## On newt buildings: or old-a coat or two of good paint is the bett good pain investm make- it make-it preserves the surface from the dam- aging effects. of sim

L. W. SLEEP


## The Acadian ClassifieAdvertisements

 First insertion, 2 cents a word. One cent ford each subecquent insertion: minimum charge, 30 cents per week.If so desired, advertisers may








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For, SALE.-Second hand heat
 $\frac{\text { Summer street. }}{\text { MALE HELP WANTED }}$


$\qquad$
"DISEASES OF THE EXE"



$\qquad$



North American Life
"Solid as the Continent


W. D. MacNEILL District Repreantative
Emsdale House, KENTVILE.

## 

 USED CARS FOR SALE CHEVROLET Touring, equitped

O. D. PORTER
D. DORTER


Birthday Cards
Every day is somebody's
birthday.
SEND A GREETING CARD See our stock of cards and
folders in neat designs and
moderately priced, The Acadian Store

Are you looking 9 for a First Class Investment If so consult Annie M. Stuart

Well Drilling Changes made in our well
driling equipment have cut our transportation and fuel costs to the extent that we can put
down wells in this locality for
$\$ 2.50$ per ft. Write or phone us about your
job before you run short of
water this summer The Trask Well Co.

The LITTLE SHOP

## VEGETABLES

for

## Canning

Fresh Beans, Beets, Cabbage and a choice variety of other Vegegtables just in from the countryside excellent for Canning-are here in abundance for your selection these days.

Pickling Spices
Whole pickling spice, mustard seed, root ginger, whole cloves, tumeric; powder, cin namon stick, preserved ginger, whole and Fround maze.
W. O. PULSIFER. Phone $=42$

## SPECIAL for SATURDAY

Pineapple Tarts, Pineapple Pies, Lemon Pies,
Jelly, Lemon and Chocolate Rolls Dipped Genoese Cakes
CROWN BAKERY

## A Complete Stock of

Ladies', Misses', Girls' and Children's
Coats, Suits and Dresses
The very latest Styles, Newest Materials Some Coats with the newest Fur Collars and trimmings Other garments
with plain Collars.
 Do not miss seeing these Garments.

## J. E. HALES \& CO., LIMITED

Men's Furnishing

## Wedding Bells


bemmore peasing than a Ginam hand

EDSON GRAHAM
wolfvile Phone 70-11

Subscribe to
The Canning Acadian

The Cann

canning and vicinity Mr. Frank Covert, second son Master at Canning durunt assistant Post
Thetired from the Post Ofince on Satur, curred from the Postring omece summer, Satur-
day evening and intends taking a courre doy evening and intends taking a course
atill Dahousie Unitersity ar.
will enter his second year at Dalhousie.

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## ng Ácadian



























Fosee Beeto lot, Clarence Gosee: 2nd,
Five Sarseled.等


 and the choicest of Red Rose Teas is the ORANGE PEKOE QUALITY


SWARTHMORE CHAUTAUQUA
The Armouries, CANNING OCTOBER 6, 7, 8
An excellent program of lectures, musical entertainments', an a three act comedy drama, will be provided. Six enterainments in all. BUY A SEASON TICKET, ONLY $\$ 2.00$

## The

## Telephone Directory

A new issue of the Telephone Directory for the Western District is in course of preparation and lists will b closed on October 10th.

The Directory serves our subscribers in "The Valley" (including Brooklyn, Clarkesville, Hantsport and
Windsor in Hants County) and in Digby, Lunenhurg Shelburne, Queens and Yarmouth Counties.

$$
\begin{aligned}
& \text { Persons who wish to become Telephone Subscribers } \\
& \text { at this time and Telephone Subscribers who want changes }
\end{aligned}
$$ made in their listings are urged to send in their Orders to their Exchange Managers at once, and at all events no later than October 10th

We cannot undertake to give effect in the new issue to Orders received after that date.

> Advertisers who wish to avail themselves of the opportunities for effective, yet low priced, publicity, afforded by use of space in the new issue are requested to call our nearest Business Office, and a representative will be sent to attend to their wants.

Maritime Telegraph \& Telephone Co.
Limited

## 20 p. c. Discount off all Goods DURING SEPTEMBER

## 850 New Fall and Winter Coats for women. 350 New Fall and Winter Coats for children 75 New Fall and Winter Suits for women. 150 New Fall and Winter Dresses for women.

All Sizes up to 48 . and no two alike.
30 Ladies' Now Fur Coats in Hudson Seal-Muskrat, plain and Racoon-trimmed LOT OF DOLLAR BARGAINS STILL ON SALE.
see prize package W. A. STEPYHISNS, WINDSOR, N.S.
window soc. $\& \$ 1.00$




## The Port Williams Acadian



FAMOUS CANADIAN REGMENTS BAND FOR bR AIN

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## 

an albinó cobra beautiful and deadly A pure white cobra snake nearly，stx feet 1ong was recently
to the Zoo in London，England Ths exibit is unlque as an
cobra has never been，heara ot betors．It tit cobra has never been heard of before．It is a creature so strai
beautiful and deadly that it might serve as the living idol of
 allows the red blood to shine through，Like all cobras，when excrity
It rairs the fore part of its body vertically from the ground，and
fatetenng and expanding the sides of the neek displays the the tho while it slowly sways the head and neck，hissing flercely．The eng
show a pale brown shade on the hood but this to not due to pleme but probably to the horny composition of the scales．This albino
acceldentally found near Delli，Indil．The polson fangs have not b




 | parents said she had shown few symp－ |
| :--- | :--- |
| toms of stomach trouble． | THE EDITOR IS HAPPY－ When our merchants advertise be

cause they believe in it and in thei
ausiness it Them．
When the keeps itten items everront weke，it
keits to eir friendly neighborhood at airs to the fore，and makes the suil
criber keen for each
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When hhis readers do not ex
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henever an unteresting event When anybody co－operates in
the conmmunity，so that the
ond aye community，so that the
ayce in inown which to and ave． When Opportunity knorks，
Opportunity find you knocking

Always Uniform in Quality belicious

－リココー・
HAS THE LARGEST SALE OF AN PACKET TEA IN NORTH AMERIC

## Ladies＇ <br> New <br> Fall Coats

§
Hardly an evening now．but you need Cooler Weather coat that is cosy and war You can depend on ours for this，as well plenty of good all－round service，and glance will reveal their remarkable Moth－proof besides．
The Fabrices of these coats have given the Larvex process and are absolut guaranteed to be permanently Moth－pro materials of Marvella，Camel Cloth，Velo Shadow Check and Polo，trimmings of fur all sizes．

Geo．A．Chase
Port Williams＇

[^1]
## The Hantsport Acadian <br> DEVOTED TO THE INTERESTS O: HANTSPORT AND VICINITY













LIKE AN OLD FRIEND FROM HOME

Your own Home Paper
takes ALL the home news to your absent relatives and friends. Lot us SEND IT TO THEM

## F. W. PORTER CASH AND CARRY

Fresh and cured meats-Fresh line of groceries every week.
Bring your cash and get lowest prices.
Attractive Ice Cream Parlor in connection-
Polar Ice Cream-Cooling Drinks
and Delicious. Confectionery.
Come in and be refreshed.
STRICTLY CASH and CARRY - HANTSPORT.
H. L. SMITH Real Store HANTSPORT, N. S.

## Tin

 Reilly vet mat wive bear
 TuT mho wivivimilis



 How OLD IS AUNTY? Aunty was explaining to little Harold
the story about Columbus discovering

 cine my ${ }^{1 \pi}$ ant


Uses fir sigil iv i

 neman mim az
 max imit numb Now


Mat or biak ya par spam

 MADE TO FIT
 and

 -
Dress Well And Succeed

Clothes made for no one in particular cannot fit Let me measure you for new suit today

H. A. HART

Men's Furnishings
HANTSPORT, N. S.

BOSTON AND YARMOUTH STEAMSHIP $\mathrm{CO}_{2}$ LTD


 For Staterooms and Other Information

## The Mothers

of this community are the buyers of most of the goods required for the home, themelves and the children-and, in large measure, for the men as well.

These women are the closest readers of the local thewspars. A message in "The Acadian" is certain
to be read by the very people the home merchant
must reach with his "store news'. ADVERTISING is the bond of confidence 'that ties your store e to the homes of the community. The
homemakers expect to be invited to your store. Are you willing to be shown that'
"an advertisement is an invitation "
rued by Canadian Weekly Newspaper Association Head Office: Toronto, Canada

Pase Tom.

THE ACADIAN, WOLFVILLE, N. S., SEPTEMBER 25. 192

## THE INVERTED PYRAMID

## Bertrand W. Sinclair





HUTCHINSON'S TAXI AND BUS SERVICE
fulf bigoage transfer, trucking and moving arre


Y, Inoluding Sunnday. botwoen Woltville and Kentvillo, dat <br> \section*{Your Public <br> \section*{Your Public <br> <br> Information Bureau!} <br> <br> Information Bureau!}

Distributing signs around town and hiring a brass band to drum up cuis. tomers for your bargains, Mr. Merchant, would not bring one-third the results that could be obtained with a few dollars invested for advertising in

## The Acadian

Verily, people look to our columns for "news", of your bargains.
So why not make this paper your "Public Information Bureaur"
The well known Bonnet-Brown Sales Service which we carry for your convenience, will make aak about it.


In Life or in Death
for. Crown Life Policy is a possession to be thankful
for. If you outlive your dependents, its cash value ior. If you outlive your dependents, its cash value
is available at any time. If you die first, it provides
for them. Enquire today, Phone WM. C. BLEAKNEY, Central Maritime Office: 12 Su Suparintendent CROWN LIFE mourane compank $=\underline{z}$ of the of
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fult of $r$
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"Aller right. Got my wind back Rod miled,
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