

THE ACADIAN

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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.

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

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.

COMMERCIAL LECTURING IN HIGH SCHOOL

From a contemporary we learn of an enterprise which is being put over by one town in Canada, that might with profit be imitated by Wolfville. This is no more nor less than the arrangement of a program of addresses by local citizens to be given at intervals to the pupils of the high school. In the town which we have in mind the subjects include salesmanship, banking, law, dentistry, nursing, agriculture, but these might very readily be changed or added to as existing conditions made appropriate. We would suggest that emphasis be placed upon the question of citizenship so that the rising generation might be duly impressed with their responsibility for conditions which obtain in the community in which they make their home. In Wolfville we have many citizens well qualified to give these talks, whose services could be readily secured. Such a course would be of inestimable value to the young life of the place. While the initiation and carrying out of such a program as we suggest would primarily come under the direction of the members of the School Board the matter is one that deserves the interest of citizens generally, and we believe if properly presented would receive plenty of support. It certainly would provide much practical instruction and that is greatly needed at the present time.

BETTER RELATIONS BETWEEN WOLFVILLE AND KENTVILLE

The section lying between Wolfville and Kentville is one of the most desirable residential districts in this province. On the main trunk road between Halifax and Yarmouth these two towns are only seven miles apart, and are year by year gradually approaching each other. That the time may come when the two places become one is not at all unlikely. Their interests are similar and anything that will tend to the most cordial relations is bound to be mutually advantageous. The organization of the "Ken-Wo Country Club" a few years ago, with its grounds and Club House located midway between these two centres did very much in this direction, and the improved highway recently constructed has also been an effective means of bringing the towns nearer each other. This road, however, is not as good as it should be and is already showing wear. Such a roadway as was advocated by residents of the whole section would have been good economy. Persons seeking a location for country homes could not do better than to inspect this region where every prospect pleases indeed. We would suggest to the inhabitants of both Wolfville and Kentville the desirability of using every effort to promote the progress already being made in bringing about such a condition as is here advocated.

THE OLD HOME SUMMER

In view of the proposed Old Home Summer next year it is none too early for the citizens of Wolfville to duly consider how it will be possible to make their town more attractive to the host of visitors who will be coming then to our province. Most of all if the home coming of Nova Scotians is to be made the successful undertaking anticipated by the promoters we need more and better hotel accommodation and improved travelling facilities. Many of these repatriated sons and daughters of our province have seen much of the world and we want them on their return home to be favorably impressed. In any event if the undertaking is to assume anything approaching the proportions which its advocates anticipate the accommodations which now exist will be altogether inadequate for those who will come. Wolfville, as the most attractive point in this most attractive section, will naturally draw within its borders on that occasion many besides those who instinctively return to the place of their own or their parents' birth. We must get ready for them. It will be good policy even if the preparation does involve a considerable expenditure. Viewed from the standpoint of a community interest the "Old Home Summer" is the most important number on next year's program. Every possible agency that can be devised should be implemented for its efficient carrying out. THE ACADIAN would suggest a thorough organization at once. Here's a splendid opportunity for public-spirited effort. Go to it.

SARAH BERNHARDT'S IDEA OF HAPPINESS

"What is your idea of happiness?" A newspaper man once asked that question of Sarah Bernhardt. "The love of a good man and the feel of a baby's arms about one's neck."

"Realization that this happiness would never be mine," said the divine Sarah. Her answers were sound. The basis of happiness, the basis of civilization is family life.

Advertising to sell goods should not be merely letting people know that they exist; it should be telling them all about the goods.



The Third Cup Free!

Absolutely Boiling Fresh Water. Every third cup of tea you drink won't cost you a cent if you use the new Rakwana Golden Orange Pekoe. For instead of 300, it actually makes more than 450 splendid cups to the pound.

Prove it: Pour over a scant spoonful of Golden Pekoe violently boiling fresh water. Stir thoroughly after four minutes and let steep again.

Three (3) bracing cups from one spoonful—160 spoonfuls to the pound. Certainly it costs less to buy the best:



Rakwana Golden Orange Pekoe
The Best of the First Flush



NEIGHBORHOOD CORRESPONDENCE

I have before me as I write a letter written to the editor of this paper from a far town in Saskatchewan. The writer is speaking not only for herself but on behalf of that great number who once made this county their home. They are scattered to the four corners of this continent but they still think of us as the home folk, and the part of the paper which possesses the greatest interest for them is the local news, sent in week by week by our staff of faithful correspondents from the different parts of the country. These patient, untiring, often much abused news gatherers are building better than they know. They are like the ancient prophets "not without honour save in their own neighbourhood." It seems so trifling to say that Mrs. A. called on Mrs. B., or that Mr. W. is killing hogs or thrashing his clover, or that Mr. and Mrs. N. have gone to town.

But now look at it from the viewpoint of the readers of this paper living in different parts of the country. They have gone away for various reasons but they are building for themselves homes as their fathers did, faced with the same conditions, perplexed by the same problems and they are anxious to keep the old-time traditions and transplant the old-time ideals in the new places to which they have gone. The hope of our great new land which is opening up is in many things—the church, the schools, the class of settlers which they are getting. But not the least among the influences which will make this land an ideal place to live in is the preservation and transplanting of the home ideals which the boys and girls who have left the older portions have had instilled into them in their youth. Anything then which keeps the memories of the old home from going out, anything which binds them to the things of the past, is playing a big part in keeping Canada a land of the best ideals.

Now for some years after these people went away the weekly or monthly letter followed them. No one can estimate the inspiration or restraining forces of these

letters, but one by one writers laid aside the pen or their eyes became dim and their fingers cramped with age, and the letters grew less frequent and finally ceased altogether. Hosts of the boys and girls who have been absent from this country for twenty, thirty or forty years have not had a written letter from the place of their birth for years. Is the inspiration of this sacred memory to be allowed to die out?

Here is where the home paper comes in. It comes as a weekly letter freighted with the fragrance of the memories of by-gone days. The first bit of news they look for is the news of their old neighborhood. There they see that Mrs. A. is visiting Mrs. B. and they smile and say, "Well, well, she is still on her rounds, is she?" Mr. D. has just cut his clover, and they see again the field where as boys they picked berries from the fence corners, and the hollow rails where they had many a losing fight trying to rob the bumble bee. They read that Mr. W. is dead.

Well, well, he seemed an old man when they were still young. They remembered his rugged honest and the homely advice which from his desk as superintendent of the Sunday School he gave them. And so he is dead, but his words and influence which can never die come back to them and they live over again their Sunday School days, but now realizing what they did not as boys and girls, how necessary, how important, the need of a character built upon the ideal of the Holy Word. So we could go on. The weekly paper with its neighborhood news has brought before the people the doings of the home folks, their work, their play, their social joys, their sorrows, little unimportant happenings to those who live in the neighborhood, but to those absent a link that binds them to the best in the past. A drink of cold water to a thirsty heart, like a drink from the old spring at the foot of the hill at home where as boys we were wont to refresh ourselves. And in the strength of that refreshment they can go on to do continually better work—and so they are thankful for the home paper and the neighborhood correspondents, who, by much sacrifice constitute themselves a link which binds them to all the best in the past.

Foolscap, marginal ruled, one cent per sheet, at THE ACADIAN Store.

Keep Minard's Liniment in the house.

SUMMER CRUISES

S. S. "FORT HAMILTON" Halifax, N. S.

QUEBEC or NEW YORK Plan your Summer trip by this cruise to Quebec and enjoy the eight days of wonderful Canadian maritime scenery, the exhilarating sea air, and the comforts of the modern ocean liner.

To England S.S. "DIGBY" S.S. "SACHEM" Regular Sailings. Cabin class only.

For sailings and rates apply to Furness, Withy & Co., Ltd. Halifax, N. S.

Boston and Yarmouth Steamship Co., Limited

FREIGHT AND PASSENGER SERVICE FALL SCHEDULE

Steamers Prince Arthur and Prince George FOUR TRIPS WEEKLY FARE \$9.00

FOUR TRIPS WEEKLY - - - EFFECTIVE SEPTEMBER 22, 1923 Leave Yarmouth, Tuesdays, Wednesdays, Fridays and Saturdays at 6.30 P. M. (Atlantic Time) Return—Leave Boston Mondays, Tuesdays, Thursdays and Fridays at 2 P. M. (Daylight Saving Time) Commencing October 1st, steamers will leave Boston at 1 P. M. (Eastern Standard Time)

For staterooms and other information apply to J. E. KINNEY, Superintendent, Yarmouth, N. S.

Hutchinson's Bus Service

WOLFVILLE AND KENTVILLE ROUTE

Leave	Via	Arrive
Wolfville 7.10 a. m.	Main Road	Kentville 7.30 a. m.
Kentville 7.45 a. m.	Main Road	Wolfville 8.15 a. m.
Wolfville 9.30 a. m.	Main Road	Kentville 10.00 a. m.
Kentville 11.15 a. m.	Pt. Williams	Wolfville 12.00 noon
Wolfville 1.30 p. m.	Main Road	Kentville 2.15 p. m.
Kentville 2.30 p. m.	Main Road	Wolfville 3.00 p. m.
Wolfville 3.30 p. m.	Main Road	Kentville 4.00 p. m.
Kentville 4.15 p. m.	Main Road	Wolfville 4.45 p. m.
Wolfville 6.45 p. m.	Main Road	Kentville 6.15 p. m.
Kentville 6.45 p. m.	Main Road	Wolfville 7.15 p. m.
Wolfville 7.30 p. m.	Main Road	Kentville 8.00 p. m.
Kentville 9.00 p. m.	Main Road	Wolfville 9.30 p. m.
Wolfville 9.45 p. m.	Main Road	Kentville 10.15 p. m.
Kentville 10.30 p. m.	Main Road	Wolfville 11.00 p. m.

Sunday Schedule

Leave	Via	Arrive
Wolfville 10.00 a. m.	Main Road	Kentville 10.30 a. m.
Kentville 12.15 p. m.	Main Road	Wolfville 12.45 p. m.
Wolfville 2.00 p. m.	Main Road	Kentville 2.30 p. m.
Kentville 3.00 p. m.	Pt. Williams	Wolfville 3.30 p. m.
Wolfville 4.00 p. m.	Main Road	Kentville 4.30 p. m.
Kentville 5.00 p. m.	Main Road	Wolfville 5.30 p. m.
Wolfville 6.30 p. m.	Main Road	Kentville 7.00 p. m.
Kentville 7.30 p. m.	Main Road	Wolfville 8.00 p. m.
Wolfville 9.00 p. m.	Main Road	Kentville 9.30 p. m.
Kentville 10.00 p. m.	Main Road	Wolfville 10.30 p. m.

KINGSFORT AND CANNING ROUTE

Leave	Via	Arrive
Kingsfort 7.00 a. m.	Pt. Williams	Wolfville 8.00 a. m.
Wolfville 8.30 a. m.	Pt. Williams	Kentville 9.00 a. m.
Kentville 10.00 a. m.	Canard St.	Kingsport 11.00 a. m.
Kingsport 1.00 p. m.	Canard St.	Kentville 2.00 p. m.
Kentville 3.00 p. m.	Canard St.	Kingsport 4.00 p. m.
Kingsport 5.00 p. m.	Pt. Williams	Wolfville 6.00 p. m.
Wolfville 6.20 p. m.	Canard St.	Kingsport 7.20 p. m.
Kingsport 7.30 p. m.	Canard St.	Kentville 8.30 p. m.
Kentville 10.30 p. m.	Canard St.	Kingsport 11.30 p. m.

Sunday Schedule

Leave	Via	Arrive
Kingsport 10.00 a. m.	Canard St.	Kentville 11.00 a. m.
Kentville 12.00 noon	Canard St.	Kingsport 1.00 p. m.
Kingsport 1.45 p. m.	Pt. Wms. & Bel. St.	Kentville 2.45 p. m.
Kentville 3.00 p. m.	Canard St.	Kingsport 4.00 p. m.
Kingsport 5.00 p. m.	Canard St.	Kentville 6.00 p. m.
Kentville 6.30 p. m.	Bel St. & Pt. Wms.	Kingsport 7.30 p. m.
Kingsport 8.30 p. m.	Canard St.	Kentville 9.30 p. m.
Kentville 10.00 p. m.	Canard St.	Kingsport 11.00 p. m.

The Only Way

To Test Tea is to Taste it.

"SALADA"

Natural Leaf Green Tea is proving a revelation to those who have been users of Japans.

TRY IT—YOU WILL LIKE IT

New Telephone Directory

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

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

Persons who wish to become Telephone subscribers at this time and Telephone subscribers who wish changes made in their listings are urged to send their orders to their Exchange Managers at once, and at all events not later than October 10th.

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

Advertisers should ask their Exchange Managers about the Classified Advertising Section which is to be published as part of the new issue. It is a new feature in our directories, and will meet the needs of many in search of effective publicity at low cost.

Maritime Telegraph and Telephone Company Limited



The fallacy of tying up to Hard Coal

ALMOST the entire West burns soft coal in furnaces. The "anthracite" fallacy was exploded by necessity.

McClary's long ago built the ideal furnace for the West, and to-day it is the ideal furnace for the East. With the famous Air Blast Ring it burns soft coal or hard coal equally well.

Don't equip your home with a furnace that will burn hard coal only. McClary's All-Cast Sunshine will make you independent of fuel shortages.

Pipe, Pipeless or Duplex Register Systems.

CONSULT McCLARY'S DEALER

McClary's ALL CAST SUNSHINE FURNACE

McClary's Furnaces

INSTALLED BY L. W. SLEEP Wolfville, N. S.

1 CAR LOAD

McClary's Furnaces

Pipe and Pipeless, to suit any house.

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B. J. COX, - Greenwich, N. S. PHONE 12-13, WOLFVILLE

Advertise in THE ACADIAN.