

THE ACADIAN

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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 this 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.

PULMOTOR OF BUSINESS

A NATIONAL periodical devoted to business has completed a census of 2000 businesses on the question of "the summer slump". Seventy-six per cent. of the business men interviewed knew of no hot weather slump in their business. Ten per cent. reported fair summer business, and fourteen per cent. are experiencing business depressions every summer.

Until quite recent years all business was seasonal. One business was active in winter but inactive in summer. Others, by nature of their trade, were prosperous in summer but had to struggle through the winter. Some time or other in every year every business had no business.

What do these 2000 modern business men give as the miraculous cure for the "summer slump"? They agree on twelve remedies and the first of these is increased newspaper advertising. They work on the known fact that the business is to be had if they go after it.

Some of the summer advertising suggestions offered by the 2000 business men for retail merchants are increased regular advertising space in the newspapers, well advertised special sales, feature advertisements, and advertising of summer bargains and seasonable merchandise. They all aid in eliminating the summer slump, but none is effective without insistent and large scale newspaper advertising.

The retail merchants in Wolfville who know no business "summer complaint" are those who have learned the value of newspaper advertising, and knowing the means, obtain the desired results. The buying public appreciates the merchants who have something to offer them and who tell them of their offers through the medium of newspaper advertising. There is no end to the public's needs, so it follows that a summer slump in business denies the public a continuous gratification of its needs and desires.

CIVIC AUTHORITIES SHOULD SET EXAMPLE

IN ITS issue of last week our contemporary, the Hants Journal, of Windsor, very properly goes after the town authorities. We copy the following paragraph:

"Whether it be hardware, printing, or supplies of any sort, the Town Manager should consider it a duty to place every possible order locally, and if this is not done, this official should be instructed by the Council, regardless of the fact that a purchase in Halifax may save a few pennies."

Local business men are certainly entitled to any patronage that the town is able to bestow, and in the furtherance of the principal of buying at home it is unquestionably the duty of the civic authorities to set the example.

We realize fully the necessity for careful financing in our town affairs, and make no attempt to defend the local merchant, who regards the town treasury as easy money and makes his price accordingly. The town should purchase as cheaply and carefully as any other customer, and in many instances, being a large buyer should as such get the advantage. There is no good reason why there should be a saving of even a few pennies by buying abroad, and we believe that in most cases, at least, the local firm if given an opportunity would be able and perfectly willing to do as well for its town as the foreign concern.

As our contemporary very fittingly points out the merchants of most towns find the task of meeting the payment of their taxes a considerable one, which the town office may materially lighten by patronizing those entitled to enjoy the benefits which the purchasing department of the town is able to supply. At the same time every local merchant should be patriotic enough to see to it that the town is in every case given a square deal.

DOING A FINE WORK

THE CONFERENCE for older boys which was held in Wolfville over the week-end was a splendid gathering. Such assemblies, which during recent years have been occurring annually all over Canada, are bound to produce beneficial results upon the future citizenship of the country, and are deserving of public support. Those of our people who attended such a conference for the first time must have been impressed by the revelation which they received of the quality of instruction presented by the leaders to the young men in attendance from the various sections of the district represented. The boys of even twenty-five years ago had no such opportunities as are enjoyed by the youth of the present time, and an encouraging feature is that those who attended the conference appeared to appreciate the fact, and gave evidence of a determination to make the most of the advantages which are theirs.

At a time when we are often inclined to a rather pessimistic view of social and national conditions it is most gratifying to find at work forces that are bound to exert a mighty influence for good upon the young life which is developing in our midst. It is difficult to estimate the result in future generations of the four-fold development plan which Tuxis Boys' and C. G. I. T. leaders are providing for those under their care, but the proposition presents a most encouraging prospect. Such men as Taylor Statton, whose addresses were eagerly listened to by all present, have certainly been able to present a new outlook upon life which will appeal strongly to the boys and girls under their guidance, and bear fruit which cannot fail to make for the future betterment of humanity.

AN UNNECESSARY EXPENSE

THERE came recently to the editorial table of THE ACADIAN a handsomely printed brochure published by authority of the Postmaster General and purporting to have as its object a better understanding on the part of the public as to the place of the post-office in the business life of the Dominion. As a demonstration of what the printers' art is able to accomplish in these latter days it fully justifies its appearance and as well furnishes much interesting data regarding what is probably the most important of all our national utilities.

The wisdom of this apparently unnecessary expense at a time when most people hold a more economical attitude towards the cost of government should be encouraged, will be questioned by those who remember that it is costing them fifty per cent. more to have their letters carried than it did previous to the war, while in the United States they long ago returned to the two cent rate. We have a very great admiration for the work of the post-office, but believe here as in every department of the public service there is room for the application of better business methods in order that the burden of taxation which the public is finding today indeed irksome may be made no greater than is absolutely necessary.

T. L. CHURCH



Who piled up a majority of 16,278 against 5,302 polled by his four opponents, in Toronto.

SCRAP BAG GIFTS

Christmas is coming, so let's see what dainty gift possibilities the scrap bag holds, though indeed, it is equally useful when birthday anniversary and hope-chest remembrances are in order.

Every bit of silk, lace, ribbons, left-over yarn and half yards of material should be used up, and there are ways for the ingenious woman to make them into unusual gifts.

There is nothing which so pleases the little girl as doll clothes. Make her a little bathing suit for her rubber or celluloid baby, using an old wooten stocking, binding it with gay red ribbon, and a little cap made from a torn rubber glove, or the pieces of a discarded bathing hat.

A velvet or silk evening cape; a little feather or ribbon hat; underwear that will come off; a knitted blanket, a foot square made from a small ball of rose wool; a little white bedspread—these will bring their reward in a child's gratitude.

If the men are handy with tools make a doll house for the child. Partition it into four rooms with tiny doors and proceed to furnish it from the scrap bag. The pleasure one gets in making tiny draperies for the windows, choosing small pieces of silk and velvet for door hangings and cushions, dressing the paste-board furniture in muslin sheets or gold-thread tapestry as required, is such as is never found shopping in town for the expensive doll or mechanical plaything you want to give a little girl on Christmas.

Flowers are used on so many things now that they are a most acceptable gift. Make them of organza, velvet, taffeta or satin and trim with lace or embroidery. It is easy to pick up effective ideas for such work, and both maker and receiver will be pleased with the gift.

Beautiful pillow covers for the bed or couch can be made from half-yard pieces of silks and linen. Even net covers, bines beautiful with linen—a deep rose cushion, veiled with cream net, making an ideal gift for a friend's hope chest.

The porch can always find use for any number of square, round or oblong cushions covered with cretonne, percale, gingham or rep. Plain backs of a contrasting color, using the same in applique on the front, permit using small scraps.

Don't forget aprons. One cannot make the large kitchen aprons from

small pieces, but the refreshment or hostess aprons offer no end of opportunity to the scrap bag possessor. A very quaint black satin one was made from a long narrow piece of material wide as the width and only half a yard long. Turned about, the top slightly tucked at the waist line and ribbons attached, it became a great favourite with its gay orange velvet applique. Bits of left-over crochet cotton may be used up advantageously in making three-inch filet initials for towels or making lace out of short lengths of rick-rack or braid. One girl was pleased as could be with a half dozen initials and trimming for the end of as many towels for her hope chest.

A yard and a half of material can be cut beautifully into one of the popular bed or breakfast jackets. A combing jacket made of voile is always useful and can, often be made with a yard, if the piece is used over the head diagonally, and short under the arms.

Don't overlook the gingham lunch-cloth sets. Perhaps by combining two kinds of material the little dollies and napkins can be made, trimmed with cross-stitch or applique. Just the lunch cloth alone, made of gingham with a plain border or unbleached muslin with a deep checked border, makes a nice gift for the busy woman.

Remember the old-fashioned crewel-work in yarn and give everything a touch of it. Think over the possibilities and copy the clever work you have seen. Make a doll light, a candle lamp shade, a telephone mask, underwear, silver or type-cutter covers of flannel, book marks or ribbon with flower end weights—anything. Get out the scrap-bag today.

Meanwhile the Balkans ought to be careful. The last war they started is not yet paid for.—Chicago Daily News.

Keep Minard's Liniment Zandy.

1925 A. No. 4375

IN THE SUPREME COURT

BETWEEN: JOHN EDMUND BARSS and EDMUND SYDNEY CRAWLEY, Executors of the Last Will and Testament of Andres deW. Bars, deceased Plaintiffs and

CHARLES F. STEWART and HELEN V. STEWART Defendants TO BE SOLD AT PUBLIC AUCTION by Frederick J. Porter, High Sheriff in and for the County of Kings or his Deputy at the Court House, Kentville, in the County of Kings on Tuesday, the 15th day of December A.D. 1925, at the hour of 11.00 in the forenoon, pursuant of an order of Foreclosure and Sale made herein and dated the 11th day of November, A. D. 1925, unless before the time of such sale the amount due the Plaintiffs herein and their costs to be taxed be paid the Plaintiffs or their Solicitor.

ALL that certain lot of land situate in Wolfville, aforesaid and bounded and described as follows: Beginning at the Northerly end of the line between said lot and lands of said Charles F. Stewart formerly of John Stewart, deceased, where the said line meets the Easterly side line of Willow Avenue, thence running North seventy-four degrees East along the Southerly line of King Street, two hundred and ten feet to land of Henry Henderson, thence South eleven degrees forty-five minutes East by the Westerly line of said Henderson's land and land of the Charles Randall Estate nine chains and fifty-three links to land of said Randall Estate, thence South eighteen and a quarter degrees West by Northerly line of the Randall land two hundred and ten feet to land of the said Charles F. Stewart aforesaid, thence Northerly by the Easterly line of said Stewart's land to the place of beginning, containing three acres more or less, the same being or intended to be all the land conveyed to the said Charles F. Stewart by Alfred H. McCabe and wife by Deed dated the twenty-first day of May A. D. 1913, and recorded at the Registry of Deeds in and for said County of Kings in Book 108, page 251.

TERMS OF SALE—Ten per cent. deposit at time of sale, remainder on delivery of Deed.

Dated at Kentville, Nova Scotia, this 11th day of November A. D. 1925.

FREDERICK J. PORTER High Sheriff in and for the County of Kings

WINFRED D. WITHROW Wolfville, Nova Scotia Solicitor of Plaintiffs.

KEATING'S KILLS BUGS, FLIES, ROACHES, MOSQUITOES, LICE AND VERMIN. Use freely in dog kennels—rub into dog's coat—to kill.

49 Cent Week. 7 lbs. Yellow Eye Beans 49c, 4 lbs. New Dates 49c, 3 lbs. California Raisins 49c, 7 bars Surprise Soap 49c, 6 bars Cream Olive Soap 49c, 4 bottles extract Lemon or Vanilla, 2 oz. 49c, 1 lb. New Shelled Walnuts 49c, 4 cans Borden's Evap. Milk, family size 49c, 7 lbs. Choice Rice 49c, 7 lbs. Split Peas 49c, 5 lbs. Bulk Cocoa 49c, 3 1/2 lbs. Pearl Tapioca 49c, 14 lbs. Onions 49c, 3 pkgs. Macaroni 49c, 3 lbs. Soap Flakes 49c. CALDWELL-YERXA LTD. WOLFVILLE, N. S. PHONE 53. Phone your order, we deliver the goods.

A tea your grocer recommends is usually good tea

RED ROSE TEA "is good tea"

And most grocers recommend it.



Greet Her With An

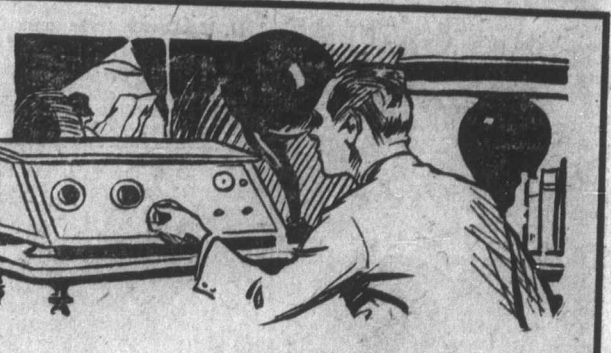
ELECTRICAL GIFT!

A woman's day of keeping the household in order—cleaning, cooking, etc.—is wearisome, indeed. And, oft, no doubt she sighs for a "helping hand"—some aid that would give her more time for rest and recreation.

See that she gets it—yes, make her radiantly happy—by selecting her Christmas Gift from amongst our exceptional array of Electrical Household Appliances. Such as:

- Electric Washers, Vacuum Cleaners, Toasters, Electric Rangettes, Majestic Heaters, Irons.

J. C. MITCHELL Quality Electric Wiring and Supplies Kentville, Phone 251 Wolfville, Phone 320



Fireside Entertainment

For Your Home

Oft, of a winter's night, you've wondered what to do with your time. You tired of reading and going to the movies. And as the clock ticked off its wearisome hours—you longed for fireside entertainment of some kind.

Make sure there'll be none of those tiresome moments on your home program this winter. Invest in a DE FOREST-CROSLEY 3-TUBE RADIO SET and enjoy the wonderful musical programs that some 100 stations broadcast nightly.

Come - hear the De Forest-Crosley demonstrated here. It's selling, completely equipped, with loud speaker, for \$133.45

W. A. REID Wolfville

Shop Where You Are Invited to Shop—Read the Advertisements in The Acadian.

HANTSPORT Mrs. (Dr.) Jeff guest of Rev. Mr. and Mrs. on Saturday trip to Bridgetown. Miss Hilda St. port School staff, Halifax.

Miss Irma Fas her cousin, Miss Greenwich, who of friends at the Mr. Cecil Cor port from Detroit summoned by the father, the late Mrs. E. A. Mc for Detroit, Mich the winter with Govern.

Miss Mary Laura Newcomb at the C. G. I. convened in W. Miss Mary Cle from an enjoyable Cumberland court Mrs. Frank L. Staten Island, N. house for the winter house closed for also as many va Mr. and Mrs. their recent guest Inisor, of Dartmo

Miss Grace B. ary, who has speci home of her aunt left last week for will spend the Mr. Sarty, prin school, spent Sat On Monday

Flemming, young W. Flemming, su on the head wh companions on the dering him uncoo puled to the hom Puffer, and Mrs itches. We ar around again.

Messrs. Geo. Gertridge left la where they will e United Fruit Co. Mrs. F. Hart S. at her home on (Rev.) H. geary, who has been talk on missions also gave a pap

The meeting was hou, during which were dispensed by her mother, M Mr. Ralph Rile several days with An engagement

has been announce papers, is that of M son of Mr. and M Hantsport, to Miss of Holyoke, Mass News has been Cochrane of the Cochrane, of the of the Robert De been transferred running from Sa

Kong, China. to Boston by rail "President" Harri Port, resuming "Taft" on his teth has the honor of Hantsport, Mast secured his Captai Gertridge, of this "Taft."

CLASS LEADER SC The following marks in the H first quarterly exa Grade XI—Har Fleming. Grade X—Bren burn. Grade IX—Eli McFarlane. Grade VIII—G Gollan. Grade VII—Is Wild. Grade VI—Alie Grade V—Allan tenburg. Grade IV—Gre Foote. Grade III—Fra Lockhart.

WILLIAM The community deeply saddened of Mr. William morning after a sh he had not been health, his conditi serious until about demise took place for his d, th, he Victoria General treatment, but he deceased, who can his family from H years ago, posses and will days with community, as w He was a most father. He is sur widow and three Thelma (Mrs. T. Michigan, and L largely attended t the home on Sund

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