

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 Monday 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 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.

MINDING OUR OWN BUSINESS

WHAT is there in it for me? is a question that is frequently asked of a candidate for election who seeks the support of a voter. The question is by no means an improper one, and every elector may well turn it over in his mind in view of the provincial legislature. There is always "something in it" for the candidate if he succeeds in getting himself elected; there should also be something in it for the man who votes.

We have no wish to be understood now or at any time as advocating the purchase and sale of votes. Such a practice, while unfortunately far from being uncommon, is indefensible and deserving of the outspoken disapproval of every good citizen. What we wish to call to the attention of our readers is that every elector has something at stake in the approaching contest and has a perfect right to take into consideration his own interests when he comes to the time for depositing his ballot.

We are not—if we are wise—merely turning over to certain individuals the right to exploit the affairs of the province for the benefit of themselves and their friends. Rather we ought to regard an election as a time at which the selection is to be made of careful and competent persons to administer public business wisely and efficiently in our stead, because the business which they will have in hand is our business.

Recently the Montreal Board of Trade, with a view to arousing the uninformed and consequently indifferent, to "the gravity of the present financial condition of the country, resulting to a large extent from unnecessary expenditure of public money by all our governing bodies", issued a circular which well deals with this question. It is entitled "Mind Your Own Business", and emphasizes the necessity of every citizen making the affairs of the nation, of the province, and of the municipality his personal concern. Apropos of the duty soon to devolve upon the electors of this county, we make no excuse for quoting from it the following:

"Nobody likes to be told to mind his own business. Yet there was never a time when people needed to be told that more than now, because nine out of every ten men and women are not minding their own business. They do not seem to know that public business is their own business."

"Whose business is it that every family of five in Montreal now pays an average of about \$150 a year in interest and owes over \$3,000 on account of money borrowed and spent by the Dominion, the province and the city? Surely, it is the business of those who pay the taxes and carry the debt; and that means you."

"If we had been minding our own business, the debts of the Dominion, the province and the city would not now be so large and taxes would not be so high. When we do not mind our own business we always suffer for it."

SPEEDING IN WOLFVILLE

A LADY visitor from a neighboring and larger town than ours, who was in Wolfville last week attending the closing exercises at Acadia University, expressed surprise at the rate of speed at which automobiles were permitted to proceed in our chief thoroughfare. Standing in a shop door and observing a passing car, she enquired how fast these vehicles were allowed to go in Wolfville. We wonder! At a random we should say that in very many cases the rate of speed is limited only by the ability of the engine.

We venture the assertion that there are few towns of any size in Nova Scotia where the motor traffic proceeds at such a "clip" as in this centre of education and culture. Fortunately so far only one human life has been sacrificed to this inordinate thirst for motion. Not only do people from other places express surprise at the manner in which cars go in Wolfville but they are also sometimes impressed at the rate of speed at which Wolfville drivers let their machines go when they visit other towns.

Joking aside it is certainly full time that something should be done to make safe the lives of those who find it necessary to use our streets. It is criminal to permit the risks that are daily run on this account. In Kentville they have in progress a program of law enforcement that is making it very awkward and expensive for those who refuse to observe the speed limit. Why should a similar action not be taken here?

Our town possesses special inducements to speeders in its smooth, straight street, which not only constitutes the chief business thoroughfare but is also a part of the direct trunk highway connecting the extreme ends of our province. Many cars pass through Wolfville, and they are not all by any means in charge of capable or careful drivers. We also have some offenders among our own people of every class. Naturally, perhaps, they like to try out their speed when opportunity offers, but the risk is too great.

MAKING THE BIBLE "DRY"

A YALE professor has compiled a "dry" version of the Bible, in which he eliminates certain references to wine and alters others to conform more closely to the terms of the Volstead Act, such as substituting "raisin cakes" for "flagons of wine."

Even the staunchest "drys" will be slow to accept the professor's innovation with more than passing interest. The Holy Scriptures already have suffered enough attempts at man-made changes. If anyone assumes the authority to translate the Bible to conform to any modern proposition be it ever so worthy, then what is to hinder the corruption of the Holy Word by any or every passing fancy?

Whether "raisin cakes" or "flagons of wine" is not material. The essential point is that we do not want a "flappers" Bible for the flappers, or a "wet" Bible for the wets, or a "dry" Bible for the drys. The world needs the good old Book as translated by students whose interests are in accuracy of language rather than in certain secular viewpoints.

People respect Yale and its professors, but the "new Bible" will not make much headway. Rather than put more prohibition into the Bible, it would be better to put more holy respect and reverence into prohibition, where prohibition is law.

MOVE ON

IF YOU can't boost the town you live in, then move to a town you can boost. A man who is living in a town he can't help along and do something for, is out of harmony with things, he is losing time. He ought to move.



T. H. PRESTON
Proprietor of the Brantford Expositor, and well known Canadian newspaperman, who celebrated his golden wedding on May 4th, at his home in Brantford, Mr. and Mrs. Preston, surrounded by their children and grandchildren, together with many friends, joined heartily in celebrating the fiftieth anniversary of their wedding.

"KEEP INTRODUCED"—HIS ADVICE TO RETAILERS

Editor of Retailers Publication Advises Dealers of Best Way to Attract Success

"Why use space in a small town weekly?" This question is answered in a manner interesting to the retailer by the editor of "Canadian Grocer" an unexcelled publication devoted to the welfare of the grocer and general retailer. His comments on this subject follow:

The best kind of advertising for all kinds of supplies is newspaper advertising. Consider for a moment the condition under which a newspaper advertisement reaches the man for whom it is intended. The reader of a small town daily or weekly usually reserves the perusal of his paper until such time as he can do so without being interrupted by something else. Most newspaper reading is done in the evenings after supper, when the cares of daily toil have been for a short space set aside. It is rare, therefore, that the most comfortable circumstances; by the fireside in the winter and on the lawn or verandah in the summer.

Being comfortable and free from interruptions, the reader's mind is also receptive. And for this reason, items of news or advertisements which would receive but scant courtesy in a hasty perusal, under such circumstances as have been above alluded to, receive a fair amount of attention. The newspaper advertiser, therefore, reaches the man he is after—the buyer—under the most favorable conditions. It is even better for this reason, all persons or pretty nearly all—save those who are indifferent to a man whose mind is neutral upon the subject of your advertisement, even though he has any amount of leisure at his disposal, he will take a mighty lot of convincing. Particularly is this the case when an attempt is being made to make a sale of an article in which the person canvassed is not interested already. If he is already interested the case assumes a different aspect, and a personal interview, properly conducted, is by no means without its effect.

In the matter of photo supplies, it is comparatively easy to interest those who are amateur photographers in your supply department. A well worded announcement will, in most cases, do the trick. This much is evident from the fact that the amateur needing the goods only wants to find out where they may be had with the least amount of trouble

BIBLE THOUGHT FOR TODAY

With Scripture memorized, all power is yours to overcome in other people.

JUNE 5
I will feed my flock, and I will cause them to lie down, saith the Lord God.—Ezekiel 34:15.

JUNE 6
He that is not with me is against me; and he that gathereth not with me scattereth abroad.—Matthew 12:30.

JUNE 7
For then shalt thou lift up thine face without spot; yea, thou shalt be steadfast, and shalt not fear.—Job 11:5.

JUNE 8
And the Lord direct your hearts into the love of God, and into the patient waiting for Christ.—1 Thessalonians 3:5.

JUNE 9
Then Peter opened his mouth, and said, Of a truth I perceive that God is no respecter of persons.—Acts 10:34.

JUNE 10
The Lord will give strength unto his people; the Lord will bless his people with peace.—Psalms 29:11.

JUNE 11
Remember, I pray thee, who ever perished, being innocent? or where were the righteous cut off?—Job 4:7.

and expense. But in getting after new devotees to the art of photography and stilling in them a desire to make photographs, a deal of thought must be given to advertising. The advertising in almost all kinds of goods must be known as "educative". For that kind of advertising nothing can surpass the newspaper. A man must be receptive if he is to be educated to anything, and the newspaper, in the majority of cases, is read at a time and under circumstances which render the readers peculiarly receptive.

It is to be hoped that every reader of his trade paper has got out of the stick-in-the-mud state of mind where he is content to sell what he is asked for without troubling himself to reach out after the people who don't ask for anything, but who would if only persuaded to do so. This paper has at all times encouraged the use of good advertising, and careful readers of its columns should by now have had considerable advertising experience. They will know what is meant by educative advertising.

Take a generous amount of space for your business, and carry on a campaign in a general way. If it is possible illustrate your copy with good cuts. Perhaps some of these may be obtained from the jobbers on loan, at the cost of postage or express. It may be possible to get an article written by some local enthusiast, telling of a holiday trip, the chief feature of which was snap-shooting, bear hunting, or an article which would pertain to your business or include the goods you sell. If no dealer's name is mentioned, and no allusion is made to the commercial side of the business, it would not be out of the way for the editor of your advertising medium to run this as a space of legitimate and interesting read-

Keep Your Shoes Neat

2 IN 1

WHITE

Shoe Dressing

CAKE OR LIQUID

The Welcome Sign

NOBODY asked you, sir," said the coy maiden. And in matters of buying, as well as in affairs of the heart, most people like to be "asked". Often, indeed, they insist on a proper invitation.

He is a wise merchant who keeps the welcome sign constantly before the community in the form of ADVERTISEMENTS in the home paper. There everybody sees it—for ADVERTISING is "the light of directed attention".

Speak up. Light up. Hundreds of good customers are listening for your message and watching for your welcome sign in "The Acadian".

"An Advertisement is An Invitation"

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

ing matter. Contemporaneously with such an article, written in good style, strong persuasive copy should be run in your regular advertising space. The effect of such a combined attack would be very strong indeed.

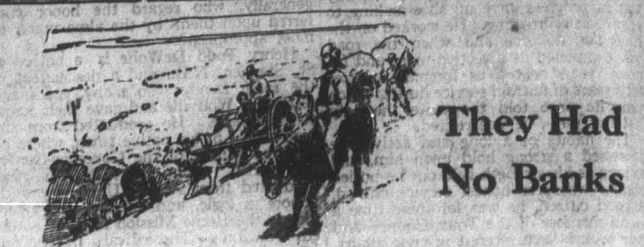
To make newspaper advertising really effective and well worth the money invested in it, there is nothing like having for a motto "keep hammering". By this means, and frequent changes of copy, your name can become familiar to every reader, and yet every announcement read with interest. Introduce yourself to the newspaper reading public as a dealer, and—keep introduced!

Order from your grocer his best tea and he'll usually send "Red Rose."

RED ROSE

TEA "is good tea"

The same good tea for 30 years. Try it!



They Had No Banks

In pioneer days the general merchant often kept the money of his customers for them—there were no banks. Buying and selling were largely by barter only.

The coming of the branch bank filled an important need in every community, and today the wise farmer, business man or private individual keeps his money in the bank and makes full use of the many services it has to offer.

The Royal Bank of Canada

Wolfville Branch
R. Creighton, Manager

Port Williams Branch
R. S. Hocken, Manager

Everything Electrical For The Home

Buy your everyday Electrical Needs from us and save Money, Time and Energy through our Home Labor Saving Electric Appliances. Repairs and Quality Electric Work a Specialty. Electric Wiring and Supplies

J. C. Mitchell

Kentville Phone 251
Wolfville Phone 320

Cash and Carry

\$5.00 ORDERS AND OVER DELIVERED FREE

- Corn Flakes 15c., 9 for \$1.00
 - Bulk Cocos 15c. lb., 9 lbs. for \$1.00
 - Grape Fruit, 9 for \$1.00
 - Salmon 25c. tin, 5 for \$1.00
 - Tomatoes 25c. tin, 5 for \$1.00
 - Peas 20c. tin, 6 for \$1.00
 - Pineapple 40c. tin, 3 for \$1.00
 - Clark's Soups 15c. tin, 9 for \$1.00
 - Prunes 15c. lb., 9 lbs. for \$1.00
 - Dates 15c. lb., 9 lbs. for \$1.00
 - Raisins 15c. package, 7 for \$1.00
 - Sugar, 12 1/2 lbs. for \$1.00
 - Cheese 25c. lb., 3 lbs. for \$1.00
 - Toilet Paper, 21 rolls for \$1.00
 - Grape Juice 10c., 45c., 79c. bottle
- Best Grade Molasses 75c. gal.
Fancy Biscuits a Specialty.
- Fresh Fruit and Vegetables every Tuesday and Friday direct from Boston, including Celery, Lettuce, Spinach, Asparagus, Cabbage, Ripe Tomatoes, Strawberries, Cucumbers, Peas, Apples.
- Choice Beef, Lamb, Veal, Pork, Fowls, Ham and Bacon.

Phone 53
CALDWELL-YERXA
LIMITED

BAKE BREAD ROYAL CAKE

The story of C... for over...

HANTSPOURT

The Christian and the Baptist church "Experience Social Friday evening, appropriated" in a court on the navy used by the society Miss Fash, of the guest of her and Mrs. Fash, T. Rev. A. B. Higgin W. S. Whitman was the Methodist conducted in Amherst Miss Hilda Full of her friend, Miss ville, last week. Mr. and Mrs. T. and Jessie Cook, a and a bride, of Murray guests of Rev. Dr. week.

Capt. Davison, and Miss Marguerite Halifax last week at the Technical C Davison, son of Capt Alfred Stevens of home over Monday. Mr. E. Stevens, Mrs. Gladys Friz Oke, Wolfville, spent the home of her partner, Mr. J. Holmes J. R. Landolt Ed. Young, Burlington and Mr. Young were Mr. Young's River.

Mrs. (Capt.) Taylor and Miss Stella Taylor to Halifax on a trip. Mr. and Mrs. Master Donald, and Dr. and Mrs. Dickson motored to Windsor where they attended church and listened to the Rev. Mr. Anglin Mr. G. J. Yeaton trip to Sydney last Mr. K. Mitchner from his son, Mr. Salomon, advising and pleasant trip, a much pleased with country.

Mr. Ellsworth Morarty, is spending one of his father, Mr. M. McNeil son, a visit with Mayor Wall, Mr. Harvie enjoyed a fine week and those writing the "Fire Day" in the district schools made III, Grace Francis Coffin, Grade VI, Arnold W. Glen Lake, Grade V, Grade IX, Granville and Davison; Gr