

THE ACADIAN

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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 publica-
tion 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 as-
sumed 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.

THE CURFEW AGAIN

Our recent reference to the need of a curfew ordinance in Wolfville evidently met with very general approval. Had it been otherwise it would not have affected the fact that allowing present conditions to continue is bound to result in serious evil. Society cannot defend itself by the claims that the direction of the child life is the function of the home. The community also must bear its share of responsibility. Evidences are not wanting of the direful results of allowing children to wander the streets at all hours of the night, and it is high time that steps were taken to bring about a better condition of affairs. To say that a curfew regulation could not be enforced is to confess inability on the part of the civic administration.

THE I. O. D. E. FAIR

The I. O. D. E. Fair, which is becoming an annual institution of the town, takes place this year on the 27th and 28th of the present month. Every public-spirited citizen will be anxious to do his or her part to make it a huge success. The Daughters of the Empire is an organization that has rendered splendid service in the matter of community interest and deserves the hearty support of Wolfville people. The program which has already been announced is an ambitious one and its carrying out successfully will not be accomplished without a great deal of effort on the part of those having the arrangements in charge. However, with a hearty co-operation on the part of everybody what seems like a strenuous undertaking will be easily accomplished and prove a credit to all concerned.

POSTPONING HOLIDAYS

The ACADIAN has before referred to the importance of a full understanding and proper observance of our National Days. One of the practices sometimes followed, which we have felt called upon to protest against, is that which for business or other reasons provides for a postponement of the celebration to a more convenient date than the actual anniversary. In our opinion such a procedure tends to render ineffective every principal for which the holiday stands. For instance who would care to celebrate one's birthday at any other time than on the actual date. We notice that the proposition is made this year to celebrate Armistice Day, which falls on Sunday, on the following day. Public opinion should render its objection to a postponement of an anniversary which carries with it such important teachings. Sunday is a perfectly proper day for celebrating Armistice Day, which this year should be more generously regarded than ever before.

"THE FLOWER OF REMEMBRANCE."

The Provincial Executive of the G. W. V. A., are making a special effort this year to establish everywhere the custom of wearing the Poppy "The Flower of Remembrance" on Armistice Day. It is generally recognized that the Soldier Organizations should have an exclusive right in the management of this enterprise. Their interest in it should certainly be more active, as it commemorates events which live in undying memory. Besides that, the poppies which they handle are made in Vet Craftshops by disabled comrades, who make their living in this way, and the profit from the sale of them is used to relieve the necessities of unfortunate comrades.

It can easily be seen that this distribution of poppies all over Canada, being so large a business will bring in its train a host of competitors from this trade, and this year an organized effort is being made to supply to all Canada a line of poppies at a price to undersell the Vet Craftshops. These poppies are said to be German made and imported from United States, where such poppies were detected last year and their sale prevented.

In places where the G. W. V. A. exists, the exclusive right to sell poppies is being asked of the authorities, and is generally granted. The public is asked to take notice and to aid the Soldier Organizations by purchasing from their sellers.

WHAT ARE THE FACTS?

Is advertising as potent a force as its advocates claim? Is the lack of consistent and carefully executed advertising a weakness in retail trade? Let the following answer:

According to Herman Rosenfield, advertising manager for Sears, Roebuck & Company, the big Chicago mail order house, this firm has one bureau employing several persons whose duty is to read every week the country newspapers from all over the United States. "There is not a paper of any consequence in our trade territory that our bureau does not get," Mr. Rosenfield recently stated. "This bureau looks over these papers carefully, and whenever we find a town where the merchants are not advertising to any great extent in their local papers, we immediately flood that territory with our literature. This always brings results that are far in excess of those obtained by the same efforts in territory where the merchants advertise."

The Credit Men's Journal is the organ of an organization, the object of which is to preserve the prosperous and sound state of retail business, and the journal's comment upon the illustration is as follows: "If this be true, it presents an unanswerable argument in favor of the retailer advertising regularly in his local newspaper."

And still some merchants lose sleep trying to evolve some fantastic and impracticable scheme to combat the mail order invasion.

THE COST OF GASOLENE

Motorists from the United States who visit us—and they are legion these days—express surprise at the price which they are required to pay for gasolene. In their own country the price paid in the northern sections approximates from sixteen to eighteen cents per gallon, while in some of the southern states it sells as low as ten cents. There is to be considered, of course, the difference in the measure which would make the price in Canada one-fifth more, but even then the price demanded here appears to them as out of all proportion to that paid at home. They cannot understand why it is that when they fill their tanks with gas in this country they are called upon to hand out twenty cents or more per gallon in excess of what they are obliged to pay in order to fill them at home.

This is a matter that evidently requires adjustment not only in the interests of "the stranger within our gates" but more especially in behalf of the local car-driver who finds the present price of gasolene a heavy burden. In British Columbia they are placing an extra tax of two cents per gallon on gasolene and reducing the provincial tax on automobiles in order to more equitably provide for highway maintenance. It is claimed that the motor tax should be made proportionate to the amount of travel instead of in accordance with the style of the car and it is thought a tax on the gasolene consumed furnishes the most logical method of arriving at this. The idea appears to be a good one and if the existing taxes here can be modified is well worthy of consideration.

BRITISH EMPIRE EXHIBITION

THE ACADIAN had the pleasure of an interview with Mr. J. S. McKinnon, of Toronto, Director of Industrial Exhibits at the British Empire Exhibition to be held at London, England next summer, who was a recent visitor to our town, a guest at the Villa. Mr. McKinnon gave us a most interesting account of what is going on. The British Empire Exhibition, he said, was conceived by Lord Strathcona, who laid plans for its consummation in 1913, but was forced to postpone it at the outbreak of the war.

It was again brought up by a committee of influential English leaders three years ago, who induced the Imperial Government to put up a guarantee fund, which relieved the promoters of financial responsibility. The Overseas Dominions were invited to participate, and practically all responded, the Canadian Government appropriating a million dollars for the expenses in this country's interests. The purpose of the exposition, from the national standpoint, Mr. McKinnon went on to say is to give Canadian-made goods an opportunity for a wider market. In crossing Canada, he said, he found that many factories were operating at sixty to seventy per cent capacity. An increase of 20 per cent, in his opinion, would revolutionize the industrial life of the nation, and an increase was possible only through building up of a stronger export trade. With buyers from all parts of the world there was no possible reason why the excellence of Canadian products could not be pushed in all the markets of the world.

Mr. McKinnon just concluded a trip across the Dominion, from Vancouver to Halifax, and reports that wherever he has presented the proposition, he has met a most enthusiastic response, both from the industrial men and from the provincial governments, most of whom have guaranteed financial assistance to supplement the Federal appropriation. In sending displays, the exhibitor is at no expense except for the small rental fee. The Dominion government will bear all the expense of transportation to and from London from any Canadian point, will help arrange exhibits with the assistance of experts and will place the name of the exhibitor over the booth.

The Canadian Building will measure 400 feet on the front, being 300 feet deep and will be divided into two sections. The front will be devoted to the natural products of the Dominion, including agricultural, fishery, lumber and mineral products and water power. There will be a panoramic view of a typical Canadian farm and one of a Canadian port, large enough to have the water, a miniature railway, boats and elevators, the idea of this being to show how our wheat is loaded. The purpose of this section of the fair is to show the British investor the raw material of Canada and the possibilities which invite capital, as well as give the would-be emigrant an idea of the opportunities of Canadian farm lands.

There will be no provincial exhibits as such, Mr. McKinnon said, but most of the provinces are preparing literature which will be printed and distributed at the expense of the Dominion government. Besides the Canadian Building, the Canadian Pacific and the Canadian National Railways will have their buildings flanking the larger one, while a restaurant building will be erected, where Canadian foodstuffs alone will be served. There is a strong friendly competition between the various Dominions in their efforts to have the best displays, and from all indications, according to Mr. McKinnon, Canada stands well in the race.

Mr. McKinnon came to Wolfville at the request of Mr. Comeau, of the D. A. R., to look into the fruit-growing industry and secure its representation at the big show. From here he went to St. John. To THE ACADIAN he expressed himself as delighted with this section of Nova Scotia.

IF YOU WOULD HAVE SPARKLING GLASS

Pressed glass which often looks quite attractive when new, is apt to grow dull and ugly looking after it has been in use for a while. This can be avoided by having a soft brush on hand and washing the glass with this in place of the dish cloth, which is likely to leave a greasy film in the creases. Wash in soapy water and rinse in clear water to which a few drops of ammonia have been added. Dry on a soft, clean towel. The glass will sparkle its thanks.

The same rule should be used in washing cut glass. Polish with tissue paper which has been softened and crumpled in the hand. It is the ammonia in the water which makes the glass sparkle.

SOUND ADVICE

Writing on "Advertising in the Local Paper", the Hardware and Metal Magazine gives the following sound advice not only to hardware merchants but also to every man in the retail trade: "For a hardware dealer to omit the employment of his local newspaper is just as sensible as his non-use of the railway train to travel a journey of twenty-five or more miles. The fact is that a newspaper goes into a thousand or two thousand or five thousand homes without a particle of effort on the part of the man who advertises in it. The merchant must pay for the space he uses and write the advertisement that fills the space, but having done this, all the rest of the matter of getting this message of the hardware dealer's distributed is the business of the newspaper publisher. The local newspaper renders local merchants a wonderful service, and that at an absurdly small cost. It means that from three to five families can be solicited for a single brown cent; and that a five-cent piece pays for the solicitation of from fifteen to twenty-five families. What cheaper solicitation is possible or desired? Many a hardware dealer has spent a dollar weekly to solicit the favor of some young lady in whose affection he would have a high place. He has spent a dollar or more weekly—perhaps a longer period—to have the favor of a single individual; yet has balked at spending an equal sum to solicit the favor of one thousand or more families whose address would quickly return to him the cost of solicitation. One wonders why so many men in the retail business neglect the solicitation of one thousand to two thousand community families by the agency of newspaper advertising."

BE CAREFUL, GIRLS

No young lady ever lost her hero because her hands happened to be a little calloused from wielding the broom or stained from dipping them in dishwater.

No girl ever fell down a lot in the estimation of her hero because she stayed at home all afternoon and helped her mother with the work, instead of coming down town and putting on a parade of eight miles.

No girl ever lost her hero because she made life more pleasant for Dad and smoothed the wrinkles from his brow and caused him to look forward to the evening at home with pleasure.

No girl ever lost her hero because she wasn't an adept at using all the latest and most popular slang of the day. There is nothing in slang for a young man to admire and much less a young lady. If the young lady wishes the company of a worth-while fellow she will avoid slang as she would poison. She will shun the girl or the young man who uses the slang of today.

No girl regrets losing a hero who was a common, cheap, tinsmith sport and had better be a kitchen queen for dad and mother all her life than a broken-hearted drudge of a slave for such a brainless brat a single day.

Just because a girl arrives at gray hairs and faded cheeks in single blessedness is no sign she didn't have a chance. More than likely it is because she kept posted in market values and refused to sell her heart and happiness for a mess of pottage.

Minard's Liniment for Dandruff.

SUMMER CRUISES

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

The Unique Flavour of "SALADA" TEA

that charms so many millions of regular users is due to the freshness and unfailing fine quality of the leaf. To try Salada once is to use no other tea henceforth.

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.	Pt. Williams	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 5.45 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.	Canard St.	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.	Pt. Williams	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.

If you think of

BORROWING MONEY

for improvements or alterations, etc.

CONSIDER

Our Instalment Re-payment Plan. \$1000.00 costs in eight years \$1353.60 or just \$353.60 interest for that term. This is equal to \$44.20 per year on every \$1000.00. And the loan cannot be called in during the term agreed upon, but you can pay it off at any time.

The above is based on monthly repayments—you can have quarterly or half yearly terms.

THE EASTERN CANADA SAVINGS & LOAN CO.,

OF HALIFAX

Apply to R. B. Blauvelt, Agent, Wolfville, N. S.

The "New Ideal"

Pipeless Furnace

All Cast Iron

No Steel parts to rust or burn out.

The new Ideal will make the home more comfortable, attractive and liveable. Keeps the floors warm for the children to play on and leaves the cellar cool for storage.

The one piece cast-iron radiator makes it impossible for gas to escape, thus insuring a healthy and sanitary system.

The New Ideal has a large number of improvements never before offered.

Don't put off your furnace work until cold weather gets here. A Visit to our Furnace Department will greatly assist you in your heating problems.

T. P. CALKIN, LIMITED

KENTVILLE, N. S.

The Hardware People

Heating Experts

Boston and Yarmouth Steamship Co., Limited

FREIGHT AND PASSENGER SERVICE

SUMMER SAILINGS

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

Leave Yarmouth Daily except Sundays at 6.30 p.m. (Atlantic Time).
Return, Leave Boston Daily except Saturdays at 2 p.m. (Daylight Saving Time).

For staterooms and other information apply to

J. E. KINNEY, Superintendent, Yarmouth, N. S.

Butter Parchment

Guaranteed Pure Vegetable Parchment neatly
Printed with the words "Choice Dairy Butter"

1 lb. Wrapper, 500 sheets, \$1.60

2 lb. Wrapper, 500 sheets, \$2.25

THE ACADIAN STORE

ADVERTISE IN THE ACADIAN