## THE ACADIAN

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Advertisers must have copy in by Monday noon in order to insure changes standing advertisements. New display advertising copy can be accepted one day at the control of the

Correspondence—Letters addressed to the Ecitor and intended for publican must be short and legibly written on one side of the paper only. The longer an icle, the shorter its chance of insertion. Al communications must bear the name the writer, not necessarily for publication. The publication or rejection of articles a matter entirely in the discretion of the Editor. No responsibility is assumed by apper for the opinions expressed by correspondents.

## HOW TO BUILD UP WOLFVILLE

Building a community is everybody's job. The home owner, the landlord, the merchant, the housewife, the minister, the doctor, the school principal, the school board, the civic authorities in fact, everyone with a distinct home interest must play his part The local newspaper is the point of contact through which these various elements must function and express themselves. The home town publication is a mirror of the life of the community, inspiring, suggesting, helping and usually sacrificing a great deal to the general work of upbuilding. It is the concentrated reflection of the home town interest, as opposed to activities in its midst, whose sole sim is to take the best town dellar to fee and of the home. sole aim is to take the home town dollar out of town and attach it to the bank account of some foreign corporation.

The appeal of the foreign corporation.

The appeal of the foreign corporation for the home town dollar is usually an appeal to cupidity camouflaged as safe and economical buying. For the most part it is made in secret—direct by mail—the circular, the booklet, the disguised mimeographed letter systematically prepared by expert mail salesmen, with the usual "follow-ups" destined to extract and carry away to the distant bank account the money of the unthinking. The very secrecy of the appeal is its own condemnation

appeal is its own condemnation.

It is amazing to note how slow is the average newspaper reader It is amazing to note how slow is the average newspaper reader to appreciate the value of frank and open newspaper advertising. Not only in this way is the housewife enabled to learn what the market has to offer, but in the frank open advertisement lies an absolute security from exploitation. Newspaper advertising is the housewife's weekly insurance. The day has passed when the advertiser dare be dishonest. The statements in an advertisement are shouted from the housetops. They are too easily checked up. They become the guarantee of service and of honest dealing. The direct-by-mail appeal is like the secret whisper passed from ear to ear but without any general publicity that ensures complete honear but without any general publicity that ensures complete honesty of statement. As a rule its underlying principle is sinister. To supplement and become a part of any well-organized campaign it has its value, but standing alone it should arouse suspicion rather than confidence. 

## COMMUNITY RESPONSIBILITY

A very lamentable lack of interest in the matter of community affairs is evident at the present time. This condition is not peculiar to any particular section but appears to be a product of present to any particular section but appears to be a product of present day living, which is common to every sphere of activity. The Acablan is not disposed to deny that very substantial progress has been made along most lines since the "good old days" to which reference is sometimes made, but at the risk of being regarded as old-fashioned we venture the opinion that while, we have gained much since then it has been at the sacrifice of much that might with profit have been retained. The rigid business economics of those days if applied to modern affairs, either public or private, would produce surprising results.

would produce surprising results.

The field of athletics has undergone a transformation that is equally as significant as is business conditions. When our fathers attended school the games which they played were participated in by all, but today there is a "team" which monopolizes activities while their fellows watch and applaud or criticize. When it comes to community sport the same course is followed to the extent that in some cases the athletic reputation is sustained by paid repre-

in some cases the athletic reputation is sustained by paid representatives maintained at public expense and often at heavy cost.

The method of discharging our public duties by proxy is one not calculated to promote community interests to any great extent, and should be replaced by the desire on the part of every citizen to shoulder his full share of responsibility in all matters relating to the support of public institutions and the promotion of community prosperity. munity prosperity.

## \* HOME-MADE GOODS

Apropos the discussion of the proposal in favor of a more general use of commodities of our own production in these Maritime Provinces it may be remarked that the tendency in the opposite direction is too much in evidence. This is true not only as it relates to the purchase of products of other lands by these provinces at large but of the inhabitants of sections within the provinces as

To make a local application it should not be necessary that in this fertile Annapolis Valley a simple article such as ice-cream should be supplied by Halifax, Truro and other makers. When properly made and not spoiled by harmful adulterations ice-cream provides wholesome and nourishing food, the generous use of which might very properly be encouraged. In this Valley there should be ample provision to supply the demand of our people for the delicacy without resorting to a practice which often involves the unnecessary out resorting to a practice which often involves the unnecessary expense of shipping the cream to distant parts and paying excessive charges on the furnished product when shipped back to us. The modern taste for this toothsome article of diet is to a constitution of the furnished product when shipped back to us. siderable extent perverted to a degree that demands a product by far inferior to what might be profitably supplied at home. The same principle applies to bread and many other commodities, the supplying of which might be amply provided for by local institutions, thereby providing for the employment of additional workmen and as a result a greater processity to our commodities. men and as a result a greater prosperity to our own people.

## SMILE AT THE WORLD

It isn't difficult to discover greater sorrow than we experience

But that doesn't mean that we should go around seeking it so that we may have something against which to loose our wrath. The difficulty with the most of us is that we never know how fortunate we are and further more don't wish to be told. If we were we'd have to find something else to complain about, for who is there that is entirely satisfied?

Many times our greatest regrets are of our own making. Usually we could keep most of the sadness out of our lives. But unfortunately we are inclined to go about seeking new causes for complaint, despite the smoothness of nearly all the pathways we tread. Harry, indeed, is the man who knows his own blessings. Yet how there are who try as hard to find reasons for rejoicing as to discern new causes for complaint.

Let us learn to smile at the world if we wish it to smile back at

### WOLFVILLE AS A CONVENTION TOWN

Wolfville is evidently becoming the convention town of Noya Scotia and is very likely to become more popular from that point of view as time progresses. This year perhaps the most important of these gatherings, aside from the Baptist Convention of the Maritime Provinces which meets some time at the end of August, will be the convention of the Maritime Odd Fellows, which takes place during the same month. Both these assemblies will be largely attended and will bring a great many visitors to Wolfville. In addition to these the Maritime Baptist Young People's Conference meets here from August 1-3 and the Nova Scotia Dental Association will be with us on July 15-16. There will also be the usual Missionary Conference and School of Methods and likely other gatherings of more or less importance.

The reputation which Wolfville has of being the prettiest town in the Maritimes makes a special inducement to summer visitors of all kinds that is hard to resist. This and the advantage which the town possesses for the accommodation of those who come to us are very convincing arguments in favor of Wolfville as a meeting place for organizations of various kinds. No effort should be spared by those in authority and citizens in general to maintain the popularity in this regard which our town now enjoys, as well as to add to its attractiveness by every means within their power. Wolfville is evidently becoming the convention town of Nova

### **ORGANIZATION**

Individual effort could never have built the Panama Canal or won the World War. One person, no matter how strenuous, never put a town on the map, or won distinction for a cause. Corporations, communities and schools are made big, dominating, and effective only through the everlasting team-work of organization.

## LET'S HAVE THE BEST

Pay a better salary for a better teacher and give the incompetent teacher an opportunity to go away and fit herself to become a good teacher in some other community. Do not employ a poor

The hard thing about making money last is making money

A grouch seldom locates in a healthy body.

BRIDGETOWN, June 19.-When the preme Court opened at Bridgetown sterday, Mr. Justice Ritchie made

supreme Court opened at Bridgetown yesterday, Mr. Justice Ritchie made the following remarks:

"Sir Charles Townshend is to be buried today. Since his death he has been much in my mind and the day of his funeral is an appropriate time for me to pay my tribute to his memory. When I came to the Bench twelve years ago, it was my good fortune that Sir Charles was Chief Justice. I entertained for him feelings of sincere regard and respect and it was therefore a great pleasure to me to serve under him. Sir Charles was an ideal Chief Justice; his dignity and courtesy on the bench were unfailing; he was an able and sound lawyer, and a lasting tribute to his legal ability will be found in the reports of the Supreme Court of Canada, as its judgments were very seldom reversed.

ed.

For the past four years he was my near neighbour at Wolfville, and a friendship which had existed between us for years became closer. His death came to me as a personal loss. A great judge and a cultured Crhistian gentleman has gone to the reward of the just."

## MIDDLETON DEFEATS WINDSOR

Vaughan Reagh Pitched Valley Chan pions to Third Straight Victory

WINDSOR, June 19.—Windsor entertained the Middleton baseball team this evening on the athletic grounds in a loosely played game which was won by the visitors by a score of 11-3. This is Windsor's third game in the Valley League and the first game they have shown anything on the score column, being blanked at Middleton and Wolfvülle.

umn, being blanked at Middleton and Wolfvaile.

The first few innings was very good ball, but in the closing inning the locals went in the air and allowed runs to come in on errors.

The teams lined up as follows:

Middleton—Boyne, c.; Phinney, s.s.;
Goucher, lb.; V. Reagh, p.; I. Reagh, c. f.; Parsons, 3b.; Bentley, 2b.; Richardson, lf.; Wilson, r.f.

Windsor—Singer, 3b.; Fogarty, lb. Kuhn, lf.; Baker, 2b.; Clark, r.f.; Smith, s.s.; Robertson, c.; Anthony, c.f.

Umpires—W. Smith and G. Mc-Elhiney.

Minard's Liñiment, the Athlete's Remedy

PAYS HIGH TRIBUTE TO LATE

You cannot do anything at all unles you raise up in Britain today a crop or real moral and intellectual leaders, wh real moral and intellectual leaders, who shall compare at least favorably with the great Victoriens—with the big fig ures of the last century, whom many of us remember, despite all their short-comings. And if, perhaps, those new leaders that we need are to come to us from Overseas, from the far-flung gates of our wonderful Empire, then you have got to raise up here men big enough to meet these new men half way, to meet them as equals and as brothers—in the common cause.—Professor W. Caidwell.

## ENTERPRISE STEEL RANGE



The odd wipe with a damp cloth is all it ever needs. As well as being the cleanest range made, the Enterprise Monarch has all of the real labor saving devices of re-cent years and, as ever, it is the most dependable baking stove that you can

Made and guaranteed by ENTERPRISE FOUNDRY CO. SACKVILLE, N.B.

## ENTERPRISE STEEL RANGE Sold in Wolfville District by

L. W. SLEEP

CASH & CARRY

at less than cost price. Floating Bath 4 for 25c. COCOA 15c. lb., 2 for 25c. SHELLED WALNUTS, new stock, 43c/lb.

NEW CHEESE, 25c. lb.

SUGAR CURED PICNIC HAMS, 25e, lb.

BEST FRESH GROUND COFFEE, 55c. lb.

NEW APRICOTS, while they last, 25c. lb.

21 ROLLS TOILET PAPER, \$1.00

SOAP FLAKES, 20c. lb.

EXTRA FANCY SOUR PICKLES, 49c. gal. \$2.00 FRESH SALMON

Beef, Pork, Veal, and Fowls.

PHONE 53 FOR PRICES

## MARK TWAIN AGAIN

A subscriber to a Missouri paper once edited by Mark Twain wrote him stating he had found a spider in his paper and wanted to know if it meant good or bad luck. Mark replied:

"Old Subscriber: Finding a spider in your paper was neither good luck nor bad luck for you. The spider was merely looking over our paper to see which

merchant is not advertising so that he can go to that store, spin his web across the door, and live a life of undisturbed peace after ward."

The whole purpose of advertising is to show you ways in which you can live better, more comfortably, and more happily. Read the advertisements, it will pay you.

GROWING with the Dominion, promoting and encouraging every permanent, progressive pursuit in industry, agriculture and commerce, The Royal Bank of Canada has expanded from a modest bank with assets of \$729,000 in 1869 to its outstanding position of today with \$500,000,000 in resources.

## THE ROYAL BANK OF CANADA

Wolfville Branch: R. Creighton, Mgr. Pt. Williams Branch: R. S. Hocken, Mgr.

## To Prospective Electric Range Buyers

"Guerney" and "Westinghouse" Electric Ranges 1 These ranges may be bought on the installment plan with terms to suit the customer.

You will be wise in having all installation work done by competent workmen and thus save future trouble and

For the next 30 days we will install all ranges purchased from us at actual cost.

Agents for the "Kookrite" Cooker, "Roterex" Washer, and "Apex" Vacuum Cleaner.

Better investigate the "Kookrite", a practical electric cooker which requires no expensive installation.

Buy Electric Goods at an Electric Shop

J. C. MITCHELL

WOLFVILLE, N. S.

## MILK AND CREAM

DELIVERED DAILY SATISFACTION GUARANTEED

> A. R. STIRLING PHONE 57-21

# YOU MAKE SURE WHEN YOU

It's easy to write to an out-of-town correspondent. It's not so easy to be sure your letter reaches him.

The uncertainty on that point is one of life's irritating little worries—and sometimes not so very little at that.

But, big or little, it's a worry easily dodged.

Instead of writing, just step to your Telephone, call your man over the Long Distance Telephone Lines and give him your message by word of mouth.

Then you'll know he has got your message—and got

The Telephone is the only means of communication that can give you that assurance right away.

Maritime Telegraph & Telephone Co.

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