

THE ACADIAN

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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 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.

DID YOU EVER STOP TO THINK?

THAT modern business concerns profit by advertising?
 THAT those business concerns who wish to progress on the road to success eventually advertise? NOW is the time to start.
 THAT the future does not worry the business concerns that are persistent advertisers?
 THAT advertising helps to meet competition and keeps competition away?
 THAT advertising is a great service given the public? It helps them make up their mind as to what they want.
 THAT there is always business for the business concern that advertises, because they have what the people want and let them know about?
 THAT advertising is a guarantee that the merchandise advertised is as represented?
 THAT if some business men would get away from their business once in a while, and then from the outside look it over as other people do, they would make a lot of changes?
 THE BETTER WAY TO GET BETTER BUSINESS IS BY BETTER SERVICE, BETTER QUALITY AND BETTER ADVERTISING.

WHEN EAST MEETS WEST

The visit of a large number of western members of Parliament to Halifax during the Easter recess should be productive of beneficial results. It is a pity that their visit could not have included other sections of the province than the capital and that the weather man was not able to attend their coming with more favourable climatic conditions than prevailed while they were with us, but that was unavoidable. We are often inclined to regard the vision of representatives from the western provinces as rather circumscribed. It should be of value to them and the country at large to be brought in close contact with conditions in the East.

If Canada is to grow and prosper as it might there must be a better understanding between the East and the West, and a willingness on the part of both to follow a "give and take" policy. With widely divergent interests all patriotic and true Canadians must realize the necessity of a willingness to follow the precepts of the golden rule in the adjustment of their national life. A better understanding of the problems which face their brothers in the east will naturally be of benefit to our western visitors, and a corresponding advantage will be realized by the people of the east when they better appreciate the difficulties experienced by our fellow countrymen beyond the great lakes.

WOLFVILLE AS AN INDUSTRIAL TOWN

Our reference last week to the desirability of launching a campaign to promote the establishment of additional industrial establishments in Wolfville has evidently met with much favorable criticism on the part of citizens. The feeling seems to prevail, among a goodly number of our people, at least, that we have for too long been content to remain merely an educational centre and a residential town of unusual attractiveness. What we need, and what we might easily possess if our citizens were so minded, is a number of practical industrial establishments that would give employment to well paid workers who would spend their earnings at home and assist in building up the business life of the town and its surroundings. As we have previously pointed out there are many undertakings which readily adapt themselves to our conditions and which might be established without any great difficulty and maintained at a satisfactory profit. What is needed is a practical proposition that will appeal to local or outside capital. The town manager has here an opportunity for rendering the community a real service to which, we feel sure, citizens will gladly and readily give their support.

COMMUNITY LOYALTY

Have you ever stopped to consider the fact that loyalty to community interests is the highest form of patriotism? Show us the man who is loyal and true to every interest of his own community and we will show you in that same individual a man in whom his country can repose absolute confidence in any emergency that calls for his allegiance.

On the other hand, the man who is careless and unconcerned for the interests of his community is most apt to display the same spirit of indifference toward his government or his country should a serious danger threaten either.

We owe allegiance to our own people, but the prosperity and success of others is in no wise a detriment to us, but rather a help. If each community would develop itself to the utmost—materially, mentally and morally—none would need be envious of others, neither would any need do aught to detract from another's interest.

Let us develop community loyalty to the full—the highest possible form of patriotism.

LET'S STOP IT!

"The automobile is an instrument of death if carelessly driven. Run by a drunken driver it is a potential juggernaut. Everything possible should be done to prevent persons under the influence of liquor from running cars, and those who disregard the laws in this respect should be jailed and their licenses taken away forthwith. The risk to the public is too great to permit driving by persons who because of liquor are not in full possession of their faculties."

WORTH ADVERTISING

A writer in the Christian Herald thinks the church should use advertising space equal to that used by the movie shows. He seems to hold to the old-fashioned idea that the church has something just as good as anyone else and should not be afraid to tell the world. He says the church of today lacks the aggressiveness of the church of the first century, which was not averse to letting outsiders know that she had something worth getting, a Someone worth knowing.

If Coue were a citizen of Wolfville he would be saying, "Every day in every way things are looking better and better."

One nice thing about having a home is it always gives you some place to wish you were when you are away.

BY-LAWS AND ORDINANCES OF THE TOWN OF WOLFVILLE

CHAPTER VIII.

14. No person shall ride or drive any horse, team, or vehicle at full speed, or in a furious, reckless, violent, or disorderly manner, or shall engage in any racing of horses in any public street or highway, or in any public place in the town, under a penalty on conviction thereof of not more than thirty dollars, or in default of payment, imprisonment for a term not exceeding thirty days in the county jail. Any person found violating this section may, on view, be forthwith arrested by any policeman or constable or other town officer, and lodged in the lock-up or jail until brought before the supervisory magistrate.

15. No person shall break up the soil of any street or sidewalk, or alter the level thereof, without making application in writing to the committee of streets and obtaining their permission therefor, under a penalty of not exceeding ten dollars for each offence, and on non-payment thereof to imprisonment in the jail for a period not exceeding two days.

16. All trees within the limits of any of the streets within the town of Wolfville shall be under the care and custody of the streets committee, and if any person shall break, bark, remove, root up, or otherwise destroy or damage the whole or any part of any tree, sapling or shrub planted for ornament, or growing on any street, or highway, or public grounds of the town without the permission of the said committee, he shall forfeit for every such tree, sapling or shrub so by him broken, barked, rooted up or otherwise destroyed or damaged in whole or in part, a sum not exceeding twenty dollars, and in default of payment thereof, he shall be liable to imprisonment for a period not exceeding sixty days for each such offence. Any person found committing a breach of this section is liable to a writ of mandamus, by any peace officer.

17. Owners or occupants of buildings along the line of sidewalks or footpaths on the streets of the town shall not allow water to drip, pour or fall from the roofs or eaves of said buildings or from any projections thereof upon said sidewalks or footpath, but shall so conduct the said water that it shall not fall thereon, under a penalty not exceeding five dollars for each offence, in default of payment thereof to be imprisoned for a period not exceeding ten days.

18. No person shall fasten his horse or team across any of the sidewalks of the town, nor shall any person allow his horse, ox, cart, wagon, or any other vehicle to stand upon any street crossing or sidewalk of the town, nor fasten any animal to any tree of the town, under a penalty not exceeding four dollars for each offence, and in default of payment thereof to imprisonment for a period not exceeding ten days.

19. No person shall leave his horse, whether attached or not to any cart, wagon, sled, sleigh or other vehicle whatever on any public street or lane of the town without a driver, or without the same being securely tied, and no person shall feed any horse or other animal on any of the public streets or lanes of the town, under a penalty not exceeding four dollars for each offence, and in default of payment, to imprisonment for a period not exceeding ten days.

TO BOOST NOVA SCOTIA

(From the Nova Scotia Publicity Bureau.)
Who are the men composing The Nova Scotia Publicity Bureau?

They are wide-awake citizens of this province, who recognize the urgent need of a province-wide organization to advertise the scenic resources of Nova Scotia and to co-ordinate the activities of all bodies working for the fullest development of this country.

The Bureau's membership will consist of individuals, firms, corporations and other bodies interested in promoting the welfare of Nova Scotia.

Here is the Board of Directors:—
Colonel A. Montgomerie, President; Hon. E. H. Armstrong, Premier of Nova Scotia; F. W. Baldwin, Baddeck; F. G. J. Comeau, Halifax; W. R. Cann, Yarmouth; J. G. Farquhar, Halifax; Geo. E. Graham, Kentville; G. W. Hodge, Lockeport; Col. O. G. Heard, Truro; A. W. Harris, Pictou; Hon. J. J. Kinley, Lunenburg; H. D. Madden, Liverpool; D. W. Murray, Hantsport; D. MacGillivray, Halifax; E. L. MacDonald, Halifax; H. C. McFarlane,

Halifax; Dr. J. A. Proudfoot, Inverness; Major J. S. Roper, Halifax; H. A. Rice, Canso; G. W. Silver, Lunenburg; R. K. Smith, Amherst; J. A. Stewart, Grand Anse; Col. W. E. Thompson, Halifax; Col. I. W. Vidito, Dartmouth; E. C. Whitman, Annapolis Royal; Paul Yates, Digby; A. Young, Sydney.

A. J. Campbell, Secretary & Publicity Director.

Why is the Publicity Bureau asking for your money? The reason is this: Comparatively few people in the United States and even in Central Canada know much about Nova Scotia. The real story of this wonderful Province HAS NOT YET BEEN TOLD.

The Nova Scotia Publicity Bureau will advertise Nova Scotia throughout the world. It will describe in a graphic way the attractions of Nova Scotia, especially to the tourist. It will depict the agricultural and fruit growing advantages of the Province to the home seeker. It will portray the industrial and mineral resources of Nova Scotia as opportunities for investment to manufacturers and capitalists. In a word the Bureau will advertise Nova Scotia as other countries are being advertised and, as a Nova Scotian, YOU will share in the benefits.

Summer automobile touring has become a fixed habit with many people in the United States. When the season of pleasant weather sets in, they set out on their vacation journeys from every town and village in every part of the country.

It is necessary to spread the attractions of Nova Scotia before these tourists before their plans for the summer have been matured. Many other parts of the United States and Canada are bidding for their patronage. There is much competition.

Both East and West offer allurements. Today the prospective tourists are making up their plans for trips to the Yellowstone, Jasper Park, Glacier Park, Banff, California, British Columbia, The Adirondacks, New England, the Atlantic seaboard.

There are many tours available. We will have to "sell" Nova Scotia constantly to increase the flow of summer tourists. They are teetering in the balance between which trip to choose. A little salesmanship will tilt the scales in favor of Nova Scotia.

Automobile tourists represent all classes of citizens of the United States and have a varied potential value to Nova Scotia. They include young couples seeking homes, farmers looking for land, manufacturers with plans for expansion of their business, capitalists in search of investments, storekeepers, mechanics, business men of all descriptions. All who tour Nova Scotia in an automobile may be set down as persons of some means and as possible future citizens of the province.

Nova Scotia has much to attract these tourists. It has picturesque, historic associations, woods, streams, lakes, fishing, outdoor sports, lovely shore scenery, beautiful camping spots. Above all it has good roads.

That is one of the big things to attract tourists—GOOD ROADS.

Nova Scotia has good roads. But how many people in the United States—all potential auto tourists—know about its good roads. We must make them known if we want them to come to Nova Scotia in increasing numbers.

It sounds unreasonable, but as a girl's legs became beautiful in the old days, the horrified mother lengthened her skirts.

YOUR SUBSCRIPTION?

The figures after your name on this paper will show to what date your subscription is paid. If in arrears please remit by money order, registered letter or cheque at par. It will relieve us of the necessity and cost of sending out notices, if you will act on this suggestion at once. Don't forget that the rate is \$2 a year in advance. United States subscriptions \$2.50 owing to extra postage.

The Acadian

CASH AND CARRY

\$5.00 Orders Delivered Free

Call up for Prices.

SPECIAL FOR SATURDAY.

Ripe Tomatoes, Cukes, Beet Greens, Radish, New Beets and Carrots, Strawberries expected, Bananas, Oranges, Grape Fruit.

New Dates, 2 lbs. for	25c.	Cocoa, 15c., 2 lbs. for	25c.
New Figs, 25c., 5 lbs. for	\$1.00	French Mustard, 2 jars	25c.
New Peaches, 25c., 5 for	\$1.00	C. Beef, 1 lb.	29c.
New Apricots, 25c., 5 for	\$1.00	C. Beef, 2 lbs.	50c.
New Prunes, 3 for	25c.	Beef Steak & Onions	29c.
New Prunes, 2 lbs. for	25c.	Olives, 1 gal.	\$3.50
New Prunes, 2 lbs. for	35c.	Olives, quart	\$1.00
Oranges, 14 for	25c.	Olives, med. size	75c.
Grape Fruit, 3 for	25c.	Marmalade, 4 lb. jars	95c.
Cranberries, 22c., 5 lbs. for	\$1.00	Marmalade, 4 lb. tins	75c.

Choice Beef, Pork, Veal, Chicken and Fowl, Hams and Bacon.

PHONE 51 FOR PRICES

CALDWELL-YERXA LIMITED

Victory Bond Coupons

Total Assets in Excess of \$650,000,000

WHEN your interest coupons on Victory Bonds become due, deposit them in a Savings Account in the Bank of Montreal, where interest is paid on all deposits of One Dollar and Upwards.

Branches in all Important Centres in Canada
Savings Departments in all Branches

Bank of Montreal

Established Over 100 Years



DRECO

The Wonder Kidney
Liver & Stomach Tonic
as Nationally Advertised

Sold by
A. V. RAND, Wolfville,
and by a good druggist everywhere

It pays to use MARTIN-SENOUR MARBLE-ITE FLOOR FINISH

Nothing like it for Hardwood Floors
It wears like Iron.

Write to Head Office Montreal for Free Booklet
HOME PAINTING MADE EASY

SOLD BY

**A. W. BLEAKNEY,
Wolfville**

ATTENTION LADIES

Spring Cleaning Time is Here. Have us demonstrate how easy you can clean house with an Apex Electric Cleaner. The Perfect Way. Phone us for Free Demonstration. Quality Electric Wiring and Supplies.

Buy Electrical Goods at Electric Shops.

J. C. MITCHELL
WOLFVILLE, N. S.

Phone 320

THE FARM SHOE PACK

REPLACES

The LUMBERMAN'S RUBBER

PALMER-McLELLAND
Genuine Shoe Pack.

All Sizes.

Per Pair \$3.00 and \$4.50



In the warmer weather it is advisable to replace the Lumberman's Rubber with a genuine waterproof, sturdy Farm Shoe Pack, such as we have illustrated above.

Call in and let us show them to you.
Mail orders promptly attended to.

G. D. JEFFERSON
The Cash Shoe Store

Here

For the first attempt will organize a... arrangements have been... Farmers' Co... it is hoped to egg market

During the automobile Nova Scotia, according to Nova Scotia. Although the province estimated a

A picked... cer and ten... dain Mounted... ed the Atlant... cific liner M... be to guard... at the Briti... The Exhibi... about \$200,000

A chain of... across Canada... by the Dom... Company, spe... terests. This... Earl of Dun... Harold Botto... to Canada. S... secured in M... cover and T...

Canada's tr... steadily main... to the Febru... the importa... totalled \$22.1... crease of \$3.1... month last y... for February... \$67,274,543, s... \$9,618,382.

Hon. Geor... minister of p... ways, has an... the method of... of trees along... stead of sendi... men, he says... scheme where... trees in front... will be bonus... planting.

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The splendid... irrigationists... by the last fr... the Taber Irrig... report reveals... lectable or on... which \$7,000 is... bank. Operation... factory that ne... entered into w... cific Railway t... fund of \$3,000... bonds of the r... railway. In th... that the distric... debt in a few y...

The Canadian... announces that... ter cruises in... world and the... ranean. The 22... France has bee... former cruises... months and will... cle the globe... New York on... ship has been r... to an oil-burner... rated. The Em... 4,500 tons, will... train cruises, h... and including... en that sea.

The Trans-Ca... crack daily trai... Pacific between... cover, and the... fastest long-dis... world, will resum... at both ends of... running time bet... Vancouver, forme... been cut by tw... running time bet... Vancouver, forme... to minutes, by... minutes. These... those going to B... tent.

A PEEP INTO RA

Major Edwin H... ing a new super... at a meeting of... Engineers in New... It is now poss... super-heterodyne... erate on a loop an... present stage of... development wi... has been resu... for the general pu... with a loop, posses... ness which can be u... on dry batteries, a... and simplicity of... cannot be approach... method. These adv... freedom from retri... dicates strongly th... reception will becom... The new super-se... loop antenna concea... cabinet. Six UV... are supplied cur... series contained in co... of the cabinet... simple to instal... two tuning dials on... erence is practic... use of the super-h... from other membe... receiver group. It... the technical design... harmonic reg. mod... x