

THE ACADIAN

(Established 1883)

Published at Wolfville, N. S., every Friday by
DAVIDSON BROS., Printers and Publishers
Members of the Canadian Weekly Newspaper Association.

Subscription Rates—In British Empire, in advance, \$2.00 per year. To U. S. A. and other countries \$2.50 per year.

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 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 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.

PREMIER ARMSTRONG'S OPPORTUNITY

Hon. Mr. Armstrong, the new premier of Nova Scotia, has a splendid opportunity to show his loyalty to his native province and establish a reputation as a statesman who has the courage of his convictions. His recent plea for a greater unity and a determined effort to keep our people at home and prosperous will find a ready response in the hearts of all patriotic citizens of the province. As a step in this direction THE ACADIAN would suggest a more business-like method of conducting public affairs, a greater economy in governmental expenditures and the introduction of such reforms as will tend to make the burdens of taxation bear less heavily upon those who have to pay the bills. For instance what need is there of a second chamber in our government, why such heavy administrative expenses, etc.? Why have two representatives from each county in the House of Assembly? The present would be a most opportune time for the introduction of a sane and wise curtailment in these and other matters that would greatly reduce the overhead expenses of the province and at the same time add considerably to the efficiency of government. If Premier Armstrong is consistent in his professions the present session should see many reforms—long apparent to the wayfaring man—set in operation.

MAKING NEWSPAPER SPACE PAY

If every business man should decide tomorrow to spend two per cent. of an average day's sales in newspaper advertising in quest of increased business our newspapers would not be found equipped to handle the traffic. And yet if all business men were smart enough to take advantage of past successful experience they would all advertise throughout the year or for seasonal effect.

Some would produce overnight results like department stores with their heavy copy in evening newspapers, while others would merely put themselves on the map and before the public notice.

Those who had a real story to tell and the ability to tell it in the most convincing way would get most profitable results, just the same as if they were given opportunity to tell each prospective customer by word of mouth.

Some business men are born salesmen and sound merchandisers and some are not. One merchant can create more sales for a dollar spent in advertising than another can by spending many times as much.

Advertising will produce results every time it is used by an honest merchant to sell honest goods at honest prices.

If newspaper advertising does not pull it is because either the copy does not ring true, the seasonal appeal is lacking, or the advertising does not inspire that degree of confidence that is necessary to produce consumer demand.

A casual study of merchandising clearly shows that the difference between the big stores doing the heavy volume of business and those which merely live from hand to mouth is—advertising.

THE CANADIAN DOLLAR

Of the currencies depreciated by the war the Canadian almost alone has come back to par or thereabouts. Many factors have entered into the recovery of the dollar of the Dominion. The Canadian people have exercised caution in the matter of purchasing goods abroad and have put greater energy into the increase of their export trade. Pulpwood, paper, and wheat have played a part in bringing the Canadian dollar back. A large consideration, however, has been American willingness to invest in Canada.

The United States has the bulk of the world's gold today and faces the problem of employing it to the best advantage. Here is a neighbor-nation of vast undeveloped resources, inhabited by people of our own race. Business relationships between the two countries have always been very close. In a business sense, therefore, Canada is a good risk, and much of America's idle gold has found its way across the border to be invested in the development of Canadian enterprise.

It would be quite unfair to attempt a comparison, in this respect, between Canada and any European nation. The Dominion is a young country, with untold and untapped wealth in forest and mine. Further, Canada is far removed from the after-war complications which, like contagious disease, keep all Europe in unhealth. It is possible, nevertheless, to draw a moral. Canada is not supporting a huge army instead of paying her debts. Canada has not asked for the cancellation of the quite large loans she made in this country during the war. In other words, Canada has kept her credit good.—Saturday Evening Post.

TWAS EVER THUS

A former M. P. confessed that, although he was always forgetting their faces and never remembering their names he had no difficulty in being pleasant to his followers in the House.

"When I meet somebody in the lobby whom I don't know from Adam, and I see he expects me to know who he is, I take him warmly by the hand, look straight into his eyes, and say, 'And how is the old complaint?' I have never known it to fail."

Minard's Liniment for sale everywhere

CREAMERIE ICE CREAM
A Home-Made of Fruit & Cream.
THE LAHAYE CREAMERY CO. LTD.
WOLFVILLE, N.S.

Minard's Liniment used by Physicians



We'll wire your home without any fuss or clutter says our Mr. Electro-serve.

Ask us to tell you what it will cost you it doesn't amount to very much per room and it is quickly done. You'll know the joy of really living when you know the benefits of electricity in your own home.

J. C. MITCHELL
QUALITY SERVICE
WOLFVILLE
PHONE 168

OLD HOME WEEK IN MARITIME PROVINCES

Canadian Club of Boston Wants "Old Home Week" in 1924. Petition to Premier Armstrong and Mayors of Cities and Towns Throughout the Maritime Provinces

To Hon. E. H. Armstrong, Premier of Nova Scotia and Mayors and leaders of cities and towns throughout the Maritime Provinces.

The Canadian Club of Boston is ever mindful of the great responsibility resting upon it as the representative organization composed of 1000 members of Canadian birth and affiliations living in Boston and New England, and conscious of the great need of still further stimulating sentimental and business ties now existing between Canada, the land of our birth, and New England.

At an executive meeting of this Club held on 19th inst., the following resolution was unanimously passed: We forward this to you with the sincere hope that you will cause a Commission or Committee to take cognizance thereof, and take such steps as to bring the matter of Old Home Week throughout Nova Scotia and Cape Breton to a successful conclusion in the summer of 1924.

Voted—Resolved—the matter of Old Home Week in 1924 has been before the people of Nova Scotia and the Maritime Provinces for some years, and its many advantages have been fully explained and admitted, and as the matter has been again forcibly brought to our attention by the great interest manifested by the County of Pictou celebrating the coming summer the landing of the good ship "Hector" which brought settlers from Scotland to that County, we feel compelled by a sense of the fitness of the occasion and the subject of Old Home Week to present the matter before you for the following reasons:

1. An Old Home Week held throughout Nova Scotia in the summer of 1924, in all the Counties, Cities and Towns, will attract attention far and wide in the minds of Sons and Daughters of Nova Scotia and the Maritime Provinces from Atlantic to the Pacific, and particularly throughout New England.

2. Thousands of persons here have expressed a great desire to participate in the Old Home Week, as was evidenced at the great Mass Meeting of Canadians at Symphony Hall last April. The representatives of Canada who spoke at that meeting were impressed and convinced, that such a great desire exists here.

3. The Old Home Week will be the means of attracting such a great number of former Nova Scotians to visit their homeland, that large sums of money will be put in circulation in every city, town and county, which must greatly benefit

the Provinces.

4. A great stimulus will be created, a higher estimation of Nova Scotia and the Maritime Provinces as the great Summer Resort, a great Playground for New England, that its reactive effect upon the American tourist class and traveling public will be stimulating and helpful to the transportation Companies, hotels and boarding houses, so that every avenue of Commercial activity will be benefited.

Resolved—That as the above reasons for holding an Old Home Week in the summer of 1924 are so convincing, making such an event in our opinion an absolute necessity, particularly to emphasize and announce the great betterment and establishment of fine automobile highways constructed at great expense throughout the Provinces, we therefore petition you, on behalf of the many thousands of former Canadians living here to accede to the great wish and desire and take immediate steps to put this plan for Old Home Week in the summer of 1924 into execution and accomplishment.

The grateful thanks of the members of the Canadian Club here, in behalf of all Canadians, including the members of Women's Auxiliary (400 Members) who join in the request are hereby conveyed to you with full expectation and hope that the subject may receive prompt and favorable consideration of yourself and on the part of the Government of the Provinces, and Mayors of Cities and Towns.

Boston, Mass.
January 20th, 1923.

WHISTLING FOR HEALTH

A bright girl who whistles at her work was asked, "Why do you whistle so much?" The whistling girl explained what an excellent physical exercise the annoying habit is.

"You learn to breathe properly when you whistle," she said, "and you acquire a control of the breath that nothing else except singing will give. You learn to breathe deeply, filling the very lowest sections of the lungs, and you learn the trick of nasal breathing, which is something all girls have not learned as thoroughly as they should."

"There is all the difference in the world in the way you breathe. Watch yourself some time when you have not been trying to follow a set of rules, and if you are not a proper breather you will notice that you are not drawing in the breath beyond the upper section of the lungs. Persons who lose their breath quickly when running or climbing steps will overcome this defect if they will practice whistling."

Minard's Liniment for Coughs and Colds.

THE BIRTHRIGHT OF EVERY CHILD
Is proper care and attention so that its future may be guarded against all emergencies. There is no better way to safeguard the future of your children than by saving money for their future needs.
Open a Savings Account for each child—the deposits need not be large—small amounts, even \$1 at a time, will do and the Bank Account will grow up with the child.

THE ROYAL BANK OF CANADA
WOLFVILLE—R. CREIGHTON, Mgr.
PORT WILLIAMS—R. S. HOCKEN, Mgr.

TIMELY ADVICE

A great many of you have had the misfortune to lose your keys and know the inconvenience the loss has caused. Wouldn't it be a good idea to have duplicates made and kept aside for just such an emergency.

Having installed a Yale key machine, we can supply you with duplicates to fit most any type of lock made. The cost is small and the time saved by having extra ones on hand will more than repay you.

T. P. CALKIN, LIMITED
"The Hardware People" Heating Experts
KENTVILLE :: NOVA SCOTIA

WHITE LILY CAKE
IS DELICIOUS IT SATISFIES

The Kinds
POUND CAKE - FRUIT CAKE - SULTANA CAKE
GENOA CAKE - CHERRY CAKE - WALNUT CAKE
POUND PACKAGES ONLY

J. MARVEN LIMITED
BISCUIT MANUFACTURERS
MONCTON, ST. JOHN, HALIFAX, MONTREAL

Boston and Yarmouth Steamship Co., Limited
FREIGHT AND PASSENGER SERVICE
Steamships "Prince George" and "Prince Arthur"
TWO TRIPS WEEKLY FARE \$9.00
Leave Yarmouth Tuesdays and Fridays at 6.30 P. M.
Returning, leave Boston Mondays and Thursdays at 1 P. M.
For staterooms and other information apply to
J. E. KINNEY, Superintendent, Yarmouth, N. S.

THE TELEPHONE GOT NEW YORK IN QUICK TIME

Few of us need to be reminded of the excitement in the sugar market the other day.

At that time the Acadia Sugar Company had to get in touch with New York one afternoon, and had to get in touch quick!

They had no hesitation as to what course they would adopt; they telephoned.

At 2:54 they put in a Long Distance call and six minutes later they were talking with their New York party.

The talk passed over the wires with the satisfactory clearness and distinctness that characterises our Long Haul Service.

As for speed of connection—well, while at times we have furnished speedier connections, this was one of our quickest, and we received for it the commendation of the Sugar Company.

SELL BY TELEPHONE

Maritime Telegraph and Telephone Co., Limited

FOR YOUR Bridge Party

Tally Cards, 30 cents a dozen.
Score Pads, large size with scores given, 20 cents each.
Playing Cards, good quality, 40 cents package.
Gilt Edge Playing Cards, 75 cents pack.
Congress Playing Cards, whist size, air cushion finish, picture backs, suitable for prizes, \$1.25 per pack.
Bridge Sets, in real leather cases, fine for prizes.
A box of Stationery makes a Useful Prize. See our assortment.

The Acadian Store

Advertise in THE ACADIAN.