

THE ACADIAN

(Established 1883)

Published at Wolfville, N. S., every Thursday by

DAVIDSON BROS., Printers and Publishers

Member of the Canadian Weekly Newspaper Association.
Member of Maritime Selected Weeklies

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

THE CHRISTMAS SEASON

MENTION of Christmas, these days, evokes a varying response. Some enterprising people have taken time by the forelock, planned their Christmas giving, made their purchases and are "all set" for the holiday. They are the wise ones, no one will deny. They now have an opportunity to check over their lists to see if any one has been forgotten. Even the most forerhand may find, toward the end, that cards or twine or tissue paper are lacking, and a scurrying to crowded stores will then be necessary.

To a majority the word "Christmas" brings consternation. "Here it is less than two weeks away," they exclaim, "and nothing done—not even an idea! At this time last year—" and so on.

The Yuletide bells are ringing, as they always do. Each day finds the shops more crowded, the mails more jammed with packages. Clerks and delivery people are fairly busy now; they would like to be even busier, for they know full well the haste and weariness of that final rush.

For quick selection, the best way is to make up one's list before going into the stores. Perusal of the advertising columns of your newspaper will smooth away many of the difficulties. Christmas involves an immense amount of bother. But in the joy it brings to others and the reflex effects upon one's self, there is ample reward.

RELIGION AND ADVERTISING

THE BUSINESS of the Church is the greatest and most important in the world. Every other successful business uses the press to carry the news of their enterprise and service to the people and they are successful because of press publicity. The business and service of the church travels slowly because we still use the antiquated methods of publicity.

Chinese, Japanese, Mohammedans in the deserts of Africa, ride to their places of worship in cars, but millions of them have never heard of Jesus Christ and his wonderful plan of salvation. If advertising carries the products of the manufacturer to all corners of the world, this medium should be used in carrying the message of Jesus Christ to the people.

The press, as a whole, is always ready to co-operate with the churches in the matter of publicity. It is certain that there is no medium more effective in reaching the people than the newspapers. If all the churches would recognize this fact and avail themselves of the aid of this powerful agent the work of carrying the message to all the world would be completed in a much shorter time.

MAKING A FARCE OF LAWS

THAT the provincial and federal governments are vying with each other to make a farce of the temperance law in Nova Scotia would naturally be the impression of a stranger visiting our province during recent weeks. The former with its Vendor's Commission and the latter by its absolute failure to enforce the customs laws in so far as the landing of liquor goes certainly merit the disgust of all right thinking people.

We have a good law, which if given half a chance would soon become reasonably effective. Appearances indicate that no real effort is being made to enforce the law, either in the matter of collecting duty on liquor imported or in limiting the sale of intoxicants in accordance with the real intent of its provisions. If the people of this province are not blind to their own interests they will see to it that other conditions prevail than are now only too apparent to the wayfaring man.

THIS TOO IS VANITY

KORETZ, the self confessed Chicago swindler who was recently arrested in Halifax, had a method evidently in his mad desire to return to his home city. He evidently realized that a court which showed such leniency as that which tried Leopold and Loeb could not be harsh with a culprit whose only offence was that he had stolen a few millions. He may also have imagined that his easily duped victims there might be no more anxious to have their folly paraded before the public than were his admirers in this province. At any rate he has been sentenced to a prison term which may not occupy more than a year, and is now in durance vile awaiting the time when he may regain his freedom and an opportunity to enjoy his ill-got gains. The criminal of today, particularly in Uncle Sam's country, if he has money or influence behind him, fares not so badly.

MAKE IT A REAL CHRISTMAS

WITH the thought of Christmas in mind and the glad festival only two weeks away, how better could our minds be occupied than in making plans to observe the yuletide season in an appropriate manner. In too great degree has the world lost the true idea of Christmas, which seeks not its own but another's good. In this community may there be manifest at this Christmas-tide, in some degree at least, the spirit of him whose coming to earth we celebrate. To feed the hungry, to clothe the naked, to minister to the sick and in trouble is to fittingly commemorate the great anniversary of Christmas.

HAS MUCH TO BOAST ABOUT

CANADA is said to have more railway mileage in proportion to population than any other country in the world. And Canada has more country in proportion to population than most countries. Canada has also several other things to boast about. Some day, perhaps, Canada will be able to boast about the population it has—in proportion to territory. Meantime, Canada is doing fairly well and is an excellent country to live in for those who like to live for the sake of living well and sanely.

THE WORK of improving our street lighting system is now going on, but citizens will regret to learn that it will not be completed until the end of the year or later. It is a great pity that operations were not begun earlier, as it would have been of great benefit to business interests to have had the new system installed and in operation during the Christmas shopping season.

AN APPLE AND ITS LESSON

(From the Boston Post.)

This is a little talk about an apple freshly in the news, and the way a good apple suggests some traits of human life. Also about the manner in which any good thing may persist in the habits of men and women.

Now one apple that persists beyond others is the Baldwin. It is of good New England stock. It was first produced about 100 years ago by Colonel Loammi Baldwin of our neighboring town of Woburn. It did not win its way at once. In comparison with some of the existing species it seemed rather hard. It lacked beauty. It was a dull and homely red in the early fall it was considered of little use in the making of pies and the other delicacies that New Englanders made from the ancient and honorable fruit of the apple tree. Then its sponsor said: "You must put this apple away in your cellars in order to get its full flavor and usefulness. You'll see."

The wise ones did put the Baldwin away and, behold, in the very middle of winter when most of the other apples, even including the greening and the russet, had withered and gone stale, the Baldwin came out of the bins sound and plump and "just right". It took a good apple to have those qualities, and the farmers and fruit growers soon became aware of the fact that this particular apple was better than any other they had ever had in the middle of the cold season. So the Baldwin grew in favor and soon obtained a place in the story of the apple that was all its own.

Today the Baldwin is the honored subject of debate among the great agricultural societies of the country. Says a recent report of the New York State Agricultural Experiment Station: "The Baldwin apple is probably more widely distributed in the United States than in any other part. It has been grown in diverse soils and climates from the Atlantic to the Pacific for a great number of years. Many fruit growers contend that long culture under these different conditions has given it several strains of Baldwin apple. In 1911 64 Baldwin apple trees were purchased from 40 different locations in the United States to determine whether distinct strains of this variety have originated under different environments, and if so, what the value of the several strains may be. These trees are now in full bearing and all produce fruits similar in size, color, season and quality."

So there we find the good old Baldwin persisting anywhere, and under any conditions of climate and soil. It lives on because it has hardihood and the qualities that defy change and bad luck. It says: "Here I am as good as ever. Am I not a considerable bit of a lesson to the human beings who find me useful?"

Yes, honored old apple, you do teach something. You show mankind that not always do beauty of form and complexion win their way in the long run. You teach the value of hardihood and matured usefulness and indomitable courage against the frosts and storms of adversity. You prove that early ripeness and lovely looks are not everything in the struggle of existence. You come up from the depths of winter and play a part such as every man and woman would like to play in their own lives. You are sound in middle life and in old age; which is what we all desire for our own existence.

Providence does not make us all Baldwins. But we can cultivate some of the Baldwin's qualities because we can influence our own growth and characteristics and make ourselves persist by reason of merit and the hardihood

that will refuse to yield to the softening influences of luxury and the too early forcing of our best qualities.

EARLY SESSION OF PARLIAMENT

Ottawa House Likely to Meet in January—Planning the Government Programme.

OTTAWA, Dec. 2.—The Cabinet has been considering the date of the assembly of Parliament and in a general way the business to come before it. It is hoped that the session will begin at the end of January—the 23rd, although there is no definite decision as yet.

As to the programme, the present intimations are that it will not be extensive so far as Government measures are concerned. As to whether or not it will be the last session of this Parliament to be followed by dissolution and a general election, the Prime Minister has an open mind. The consensus of political opinion however, supports an election next year. There will be the promised measure designed to modify the veto power of the Senate and the usual provision for the public service but in respect of tariff, fiscal or financial policy present indications do not suggest any very radical departures. To the alternative vote legislation there is some objection on the ground that it may tend to perpetuate third parties, but the probabilities are that this measure introduced last year will be re-introduced and proceeded with.

A LESSON IN CHURCH FINANCING

There's a certain negro pastor down near San Pedro who recently evinced a genius for high finance. At the Sunday services he announced that a certain brother had retired to rest the night before without locking the door of his chicken house and on rising in the morning he found that all his chickens had disappeared.

"I don't want to be personal," he added, "but I had my suspicions who stole them chickens. I shall be glad if the man who took them will not put any money in the box when it's passed around, and I don't know if man's suspicions are right or not."

"Now brethren," announced the pastor after the collection, "I don't want your dinner spoils by wonderin' where

dat brudder lives who lean lock his chickens up at night. Dat brudder don exist, mah fren's, he was a parable for de purposes ob finance."—Los Angeles Times.

Most men would be willing to earn their money honestly if it didn't take so long.

Minard's Liniment for Aches and Pains.

Acadian Want Advs. Are Workers.



"—AND THERE THE TREASURE LIES!" —The Daily Express (London).

CHRISTMAS

Now is the time to start your Christmas Cooking. Up-to-Date Stock.

- | | |
|------------------------------|---------------------|
| Seeded Raisins, 5 for 75c. | Choice Figs, 35c |
| Seedless Raisins, 5 for 75c. | Citron Peel, 69c |
| Cleaned Currants, 20c. pk. | Lemon Peel, 49c |
| Dates, 2 for 25c. | Orange Peel, 49c |
| Cooking Figs, 2 for 25c. | P. Sugar, 15c |
| Baker's Chocolate, 28c. | Pure C. Tartar, 35c |
| Cocoa pure 2 for 25c | Pure Gold Extracts |
| Fresh Coconut 28c. lb. | Table Raisins |
| Pure Spices | |
-
- | |
|--|
| Malaga Grapes, 35c. lb., 3 lbs. for \$1.00 |
| Oranges, 29c., 39c., 49c., 60c. doz. |
| Large Grape Fruit, 3 for 25c. |
| Moirs XXX Chocolates, 65c. lb. |
| Moirs Crescent Chocolates, 39c. lb. |
| Fancy Boxes for Christmas Presents |
| *Pop Corn Balls, 5c. each |
-
- Morse's Orange Pekoe Tea, bulk 69c. lb.
- Leave your orders for Christmas Turkeys, Geese, Ducks, Chicken, and Fowl.
Choice Beef, Veal, Lamb and Pork

CASH AND CARRY
Phone 53
CALDWELL-YERXA
LIMITED

Electrical Gifts Are Most Practical

Show your mother or your wife that you take an interest in and seek to lighten her arduous household duties --- by selecting an Electrical Gift for her Christmas. It'll win smiles of contentment throughout the year and save her much time and energy.

The demand for Electrical Household Appliances becomes more pronounced each year and knowing what ideally delightful Christmas Gifts they make, we have arranged an assortment that affords you many good suggestions. For instance:

- | | |
|------------------------------|-------------------|
| Apex Vacuum Cleaners | Electric Irons |
| Rotary Washing Machines | Boudoir Lamps |
| Electric Sewing Machines | Reading Lamps |
| Northern Electric Radio Sets | Desk Lamps |
| Electric Heaters | Silk Lamp Shades |
| Toaster Stoves | Curling Irons |
| Upright Toasters | Flashlights |
| | Electric Fixtures |

J. C. Mitchell - - Wolfville

