

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 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.

BETTER HARBOR FACILITIES NEEDED

Wolfville citizens should take immediate steps in the direction of securing the advantage of the improved Minas Basin service that has been promised by the D. A. R. for next season. Provision should be made for the new boat, when she is put on the service, to come up to the town wharves instead of calling at the Government Pier as has been done in the past. Now that harbor improvements have been effected at a considerable cost this should be easily possible, and the change would prove to the great advantage of the public and aid very materially to the volume of business that could be secured for the boat.

In order, however, that we may get the advantage of this change it will be necessary that a berth is always in readiness for the steamer as her daily calls will necessarily require to be brief. This should not be at all difficult as the government already owns a wharf in the inner harbor, which, if put in condition, would very well supply the required accommodation. It should not be a very great undertaking to secure the interest of the government in this matter as having already expended a considerable amount it naturally follows that no objection could reasonably be made to a request to put the wharf in condition for use.

We understand that some time ago a business man in town offered a very substantial rental for the use of this wharf provided the necessary repairs were made, and we presume the offer is still open. If so this would justify a considerable expense on the wharf in addition to the fact that such work as is proposed would be of great benefit to the business interests not alone of Wolfville but of the section generally. With proper docking facilities at this port and accommodation for loading and unloading automobiles and other freight the Minas Basin steamer would become a real convenience and a means of promoting a profitable traffic between the various points along the route.

ENCROACHING ON THE STREETS

The Mayor and Councillors of a town are for the time the regularly appointed custodians of public property and responsible to the people for its proper care and safe keeping. Any encroachment upon these public rights they are naturally obligated to prevent.

From time to time in the past history of this town the street line has been trespassed upon until now in many sections our streets fall considerably short of their original width. This has been found by surveys which show that in the case of some of our public thoroughfares there is a very noticeable variation. Originally these streets must have been of uniform width, but with the insufficient records which are available it is now impossible to determine when the encroachment was made and by whom, or from which side. Some day these corrections will have to be made, at public expense, and in the mean time due precautions should be taken to prevent a recurrence of the difficulty.

Overhanging sign-boards and projections and other encumbrances should also be given attention. Where these exist and cannot be removed the necessary precautions should be taken to prevent rights being secured, such as the payment of a nominal rental or other consideration. Some day, if Wolfville continues to grow, the removal of many of the unsightly objects which now obstruct our streets will be deemed as worthy of consideration, and when that time comes we should be in a position to have consideration for the needs of the times and the tastes of the people, without undue demands upon the municipal treasury.

THE NEWSPAPER

The newspaper, like a hotel, is a private enterprise dependent on the public for support, but notwithstanding this, like the hotel, it has the right to exercise selection; like the church, each newspaper ministers to its own constituency and makes little effort to please all. The Presbyterian clergyman does not expect Episcopalians to attend his services, and his sermons presumably do not meet the wishes and beliefs of Roman Catholics. One newspaper constituency clamors for one kind of news, and another is grossly offended by its publication; like the college, it is free to admit what conforms to its standards and, like the college, its standards are multifarious; like the private school, it may exclude certain sects, races or occupations from its corps of teachers as well as from its body of pupils. The newspaper has the universal prerogative of selection; the public has the right to compel the press to be the medium through which it acquires this knowledge. If the newspaper selects its news wisely the public supports it; if it makes an injudicious selection, if it suppresses what ought to be printed in the interests of public welfare, the public withdraws its support and the newspaper goes to the wall. Wherever the evil exists, it quickly cures itself without the exercise of compulsion.

BAD ADVERTISING

The apple growers of this section suffered a very heavy loss because of the unusually severe windstorm which occurred a few weeks ago and blew off a large per centage of the crop. Perhaps the most serious result, however, was the consequent heavy shipments of windfall fruit which was shipped to the English markets. Complaints are being received from fruit dealers regarding these shipments which arrived in very bad condition being covered with earth and partially rotten. Naturally the result will be that Nova Scotia fruit will be materially prejudiced in the overseas markets with the result that future prices will be affected thereby. Not until some organization exists that is able to competently deal with such conditions will the interests of the industry be properly safeguarded. Intelligent and honest co-operation on the part of the growers should prove a very effective cure for this and other evils which hinder the prosperity of the people of this Valley.

REQUIRES ATTENTION OF CITIZENS

At the next meeting of the Town Council the ordinances recently drafted for the control of future building operations in Wolfville will be up for enactment. When a few weeks ago citizens were invited to meet with the Council to discuss the proposed by-laws there was a very meagre response. This was most unfortunate as the contemplated changes are important and should interest the community generally. Anything that tends to promote or discourage building activities in Wolfville is a matter of most serious moment to our citizens, and they cannot afford to consider it otherwise than worth attention. If, as has been suggested, some of the proposed conditions will make building more expensive than is otherwise necessary and perhaps retard the carrying out of plans already made the wisdom of adopting these sections may very reasonably be questioned.

SAYS NEWSPAPER ADVERTISING DIRECT AVENUE TO MINDS OF CUSTOMERS

Power Company Expert Declares not to Make Use of it is to Neglect Firm's Interest—Advertising Dollars Bring Back More Than Anything Else.

Atlantic City, N. J., Oct. 24.—"There is no royal road in public utility advertising, but you will find the advertising columns of your hometown newspaper the direct avenue to the minds of your customers," said Arthur W. Hawks, Jr., manager publication and advertising department, Consolidated Gas, Electric Light and Power Company, Baltimore, Md., in the course of an address delivered here before the American Gas Association.

With reference to the experience of his company, and the desirability of newspaper advertising in preference to other forms, Mr. Hawks stated that "it pays better to advertise in newspapers and costs less than any other way we know."

Explaining why nearly all of the Baltimore company's advertising is done in newspaper columns, Mr. Hawks said that it was for the reason that the company had found its "advertising dollars" go further and bring back more than any other place we put them.

"If you use this newspaper space to tell your customers the truth about your company," continued Mr. Hawks, "to tell them in a way that will make them understand what you are doing for them day by day, that you understand what you have to do, why you have to do it, and how to do it, you will accomplish two things—you will make your service more valuable to your customer and your customer more valuable to your company."

"In Baltimore we have done a great deal of newspaper advertising. We believe in newspaper advertising space as a form of energy, so useful, so flexible and so cheap as to be almost in the class with the commodities we manufacture—gas and electricity. Not to make use of it would be to neglect an agency as useful to our customers. We are so convinced that it is doing so much for us that we are going to use more of it than ever."

"It may perhaps, be useful to state to you the principles on which we have built a campaign of newspaper advertising that has been of longer duration, broader scope and more helpful to the Baltimore Company than any other advertising it has done. We have called the advertisements the 'Good Public Service Series.'"

"Good public service demands efficient production and efficient use. We must have the co-operation of our customers. The simplest way to get it is to deserve it and ask for it through newspaper advertising. Nobody will do it for you. Publicity is not automatic. The newspaper itself must advertise if it wishes to succeed, and the most successful newspapers are the successful advertisers."

THE LIFE OF TRADE

Probably never in the history of the newspaper business have the manufacturers of the country exerted such concerted action to advertise their wares as they have done during the past two or three years. What is good for the national advertiser is likewise good for the local advertiser though there are those who cannot see it. Advertising is the channel through which the life of trade flows and it has been amply proven time and time again that the merchant who persistently and honestly advertises his goods week in and week out is the merchant who does the largest trade in his district.

Keep Minard's Liniment in the house.



NOVEMBER 2

WHENCE COMES TROUBLE?—When he giveth quietness who then can make trouble?—Job 34:29.

NOVEMBER 3

WITH ALL YOUR HEART.—And ye shall seek me and find me when ye shall search for me with all your heart.—Jeremiah 29:13.

NOVEMBER 4

SHALL DO EXPLOITS.—The people that do know their God shall be strong and do exploits.—Daniel 11:32.

NOVEMBER 5

PERSONAL SELF GOVERNMENT.—He that hath no rule over his own spirit is like a city that is broken down, and without walls.—Proverbs 25:28.

NOVEMBER 6

BE IN EARNEST.—Whatsoever thy hand findeth to do, do it with thy might.—Ecclesiastes 9:10.

NOVEMBER 7

REAL SERVICE.—By love serve one another.—Galatians 5:13.

NOVEMBER 8

YEA, YEA, AND NAY, NAY.—Let your communication be, Yea, yea; Nay, nay: for whatsoever is more than these cometh of evil.—Matthew 5:37.

DON'T CUT IT OFF

While riding on a train recently, William Wrigley, the famous gum manufacturer, was approached by a man who addressed him as follows:

"Pardon me, Mr. Wrigley, but do you know that you are wasting a lot of money?"

Mr. Wrigley, anxious to learn things about his own business, asked in return, "How?"

"Why, in advertising," the man replied. "Your product is so well known that you do not need to advertise."

"My good man," Mr. Wrigley answered, "do you know what would happen if we were to cut the engine off this train?"

"The train would coast along for a while, and then stop, I suppose."

"Exactly," replied Mr. Wrigley, "and that's just what my business would do if I cut off advertising."

Minard's Liniment Heals Cuts.

APPLE SHIPMENTS

Halifax to London, Liverpool, Glasgow, Manchester, Hull.

Frequent Sailings, Fast Oil Burning Steamers, Special Ventilation for Apples.

Passages arranged by all principal lines to all parts.

Furness, Withy & Co., Ltd. Halifax, N. S.

Keeping friends

One of the most important things in life is keeping your friends. You have to win friends first, and having won them you have to keep them.

Friendships demand attention, and there is nothing more binding than the little acts of remembrance that take so little time and mean so much.

In a dozen and one ways you may use Greeting Cards to keep friends as a present reality, rather than a past possibility. Even if someone lives across the continent or over great waters, a "Hello" written on a Greeting Card will strengthen the bond of interest.

The idea of using Greeting Cards lays claim to meeting the need and the interest of men of affairs and charming women enmeshed in the obligations of social life.

There is a Greeting Card for every occasion

Scatter Sunshine with Greeting Cards

Call and see our samples before placing your order.

The Acadian Store



You Value Most What You Work to Keep

The money you work for and save will mean more and more to you as you see the figures in your Bank Book gradually mounting up. Open a Savings Account with us and keep depositing steadily.

If a letter is more convenient than a call, you can open and maintain an account with us by mail.

Wolfville Branch: A. G. GUEST, Manager

BANK OF MONTREAL
Established over 100 years

To Victory Bond Holders who have not renewed their bonds, expiring November 1st, 1923—

We draw attention to our 5 1/2% Trustee Bonds which we sell at par.

We will cash your Victory Bonds, or will exchange them for our Bonds.

If you send or come in any time before November 10th and buy our Bonds, interest will start from November 1st, 1923.

THE EASTERN CANADA SAVINGS & LOAN CO.,
OF HALIFAX

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

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.	Pt. Williams	Kentville 9.00 a.m.
Kentville 10.00 a.m.	Canard St.	Kingsfort 11.00 a.m.
Kingsfort 1.00 p.m.	Canard St.	Kentville 2.00 p.m.
Kentville 3.00 p.m.	Canard St.	Kingsfort 4.00 p.m.
Kingsfort 5.00 p.m.	Pt. Williams	Wolfville 6.00 p.m.
Wolfville 6.20 p.m.	Pt. Williams	Kingsfort 7.20 p.m.
Kingsfort 7.30 p.m.	Canard St.	Kentville 8.30 p.m.
Kentville 10.30 p.m.	Canard St.	Kingsfort 11.30 p.m.

Sunday Schedule

Leave	Via	Arrive
Kingsfort 10.00 a.m.	Canard St.	Kentville 11.00 a.m.
Kentville 12.00 noon	Canard St.	Kingsfort 1.00 p.m.
Kingsfort 1.45 p.m.	Pt. Williams & Bel. St.	Kentville 2.45 p.m.
Kentville 3.00 p.m.	Canard St.	Kingsfort 4.00 p.m.
Kingsfort 5.00 p.m.	Canard St.	Kentville 6.00 p.m.
Kentville 6.30 p.m.	Bel. St. & Pt. Wms.	Kingsfort 7.30 p.m.
Kingsfort 8.30 p.m.	Canard St.	Kentville 9.30 p.m.
Kentville 10.00 p.m.	Canard St.	Kingsfort 11.00 p.m.

Advertise in THE ACADIAN.