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THE ACADIAN

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Advertising Rate Cards and information respecting territory and samples aper mailed upon request, or may be seen at the office of any advertising agency gnized by the Canadian Weekly Newspaper Association. Advertisers must have copy in by-Monday noon in order to insure changes standing advertisements. New display advertising copy can be accepted one day

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



THE SHAD-FISHING INDUSTRY

In our issue of last week there was published an article relat-ing to the shad fishing industry, which at one time reached con-siderable proportions around Minas Basin. This article should be of special interest to our readers, dealing as it does with the pos-sibility of again making the old time occupation a lucrative proposi-tion. tion.

tion. Some of the older residents well remember what would be deemed increditable today that Wolfville at certain seasons of the year was quite a fishing centre. During each summer for several weeks a dozen or more boats and their crews were actively engaged "drifting" for shad. Late in the day, as the tide served, these boats with their nets neatly packed away, set sail for the fishing ground and returned to port the following morning well laden with their harvest of shining fish. In those days the usual price for shad when sold at the door was "eight cents each or three for a quarter". If one wanted a larger number they could be purchased for five dollars a hundred—the pick of the catch.

dollars a hundred - the pick of the catch. In the year 1875 the catch of this fish in Canada amounted to 3,340,000 pounds. Today it has practically reached the vanish-ing point. The other day in a local store a few shad were being of-fered at twenty cents a pound—a fairly good fish weighing from threa to five pounds. three to five pounds.

The decrease of the shad in this section is credited to different causes. One of the most likely, in our opinion, was the introduction of the method of catching in weirs. By this means not only were the full grown shad caught by the thousands every tide but the half-grown were taken in equal numbers and allowed to perish. Had proper safeguards been used or had the fishermen themselves realized the mistike they were making add fishing in this section. realized the mistake they were making shad-fishing in this section would today be a profitable occupation.

OURSELVES TO BLAME

There appears to be a disposition of the part of some of our provincial exchanges to fix the responsibility for our diminished representation in the federal house upon the government at Ottawa. As we see it the result is only what is logically to be expected ac-cording to the terms of confederation. While we regret the conditions which make necessary the standing of the province in the Dominion there is no justification for an attempt to nullify a bar-gain that was deliberately entered into. If we are dissatisfied with the manner in which the bargain is working out for us as Nova Scotians, and inclined to rest the blame somewhere we must most assuredly look elsewhere than to Ottawa for the culprit. The policy of seeking to find a scapegoat to hear the shortcomings which are rightfully our own is neither just nor courageous.

If Nova Scotia during the past forty-six years has not made the progress that she should have done the people and the govern-ment must assume full responsibility. If the affairs of the prov-ince—with its abundant resources—had been-wisely administered during that time conditions would not have been wisely a to require during that time conditions would not have been such as to require our sons and daughters to seek homes in other lands. A proper care and development of our natural resources in the interest of them to establish homes and build up useful industries. The respon-sibility must be placed where it properly belongs, and for the future we must seek to profit by the mistakes of the past. Sins both of omission and commission have prevented Nova Scotia from taking its rightful place in this Canada of ours, but it is not yet too late. In other lands our sons have demonstrated their ability to make good and there is no reason why given the same opportunity they might not have been instrumental in developing the capabilities of their own province to an equal or greater degree.

BUILDING A COMMUNITY'S BUSINESS VOLUME

The advertising "game" is more and more becoming the tell-ing factor, the barometer if you please for finding the business pulse of a community in general. Along with tidy streets and well kept business houses, should go the well filled advertising columns of the local newspaper. No community can reach a high degree of prosperity without the local newspaper, as likewise no local newspaper can experience true prosperity without the co-operation of the prosperous business people of the community. Advertising systematically and persistently followed shows real value in the increased sales of any business house.

THE STORY SHOULD BE TOLD We have on the one hand the assur-ance of one of the members of the On-tario Government that British capital-ists are prepared to apply capital to the development of Canadian natural industrics, and on the other the hope raised by the editor of the Canadian Mining Journal that the goldmining in-dustry of this province may be revived. Evidently what has to be done is to interess British capital specifically in our resources. If the old abandoned gold fields of the country can be made at length to yield profits and provide employment, some steps ought to be taken to bring the two together. It seems to us that the Nova Scotia Gov-ernment through its department of in-dustries and immigration has a piece of work indicated here for it to do. Per-haps the Department of Mines might melly. THE STORY SHOULD BE TOLD

work indicated here for it to co. Technology haps the Department of Mines might inhelp. Certain individuals can do something to help the movement along, but it is big enough, and sufficiently in the in-terests of the province at large, to justi-fy definite steps on the part of the Gov-ernment. Apart from what certain men of a speculative turn of mind may do in their own interests in this con-nection, it is not to be expected that there will be much initiative on the part of individuals. In any case the agency best fitted to do the work thoroughly is the agency that has some direct re-sponsibility for the development of the country.

The enough, and sufficiently in the interests of the province at large, to justify definite steps on the part of the Government. Apart from what certain men of a speculative turn of mind may do in their own interests in this connection, it is not to be expected that there will be much initiative on the part of individuals. In any case the agency that has some direct responsibility for the development of the Government is to favor and and the time bisect of an advertisement is to draw purpose. So the merchant waits until the busy season comes and his store is so full of customers that he can't get is hat off, and then he runses to the mewspaper and puts in his advertisement. When the dull season gets along and there is no trade and he warts to pay his rent, he takes out his advertisement. That is, some of them do, but is navitable thing we can put our hands on should be turned into money, and aparently there is a hope here lively enough to justify the Government in a bigger one and scoops in all aparently there is a hope here lively enough to justify the Government in a bigger one and scoops in all aparently there is a hope here lively enough to justify the Government in a bigger one and scoops in all aparently there is a hope here lively enough to justify the Government in a bigger one and scoops in all aparently there is a hope here lively enough to justify the Government in the sore if you planted a cannon behind on should be turned into money, and aparently there is a hope here lively enough to justify the Government in the some sof theigh shown in making opportunitized while every even with to de boportunity were to be allowed to go unutilized while every hope that the very turnost use will be made of the opportunity which now with gold mining.—The Maritime Merichant.
There are hermit souls that livewithdrawn in the peace of their self-content:
There are hermit souls that livewithdrawn in the peace of their self-content:

There are hermit souls that livewithdrawn In the peace of their self-content; There are souls, like stars, that dwell apart In the fellowless firmament. Thtre are pioneer souls that blaze their paths. Where the highways never ran— But let me live by the side of the road And be a friend to man.

Let me live in a house by the side of

Let me live in a house by the side of the road. Where the race of men go by— The men who are good and the men who are bad, As good and as had as I. I would not sit in the scorner's seat, Or hurl the cynic's ban— Let me live in the house by the side of the road

the road And be a friend to man.

I see from my house by the side of the road, By the side of the highway of life, The men who press with the order of hope, The men who faint with strife; But I turn not away from their smiles nor their tears — Both parts of an infinite plan— Let me live in a house by the side of the road And be a friend to man.

And be a friend to man.

I know there are brook-gladdened mea dows ahead,



road, Like the man who dwells alone. Let me live in my house by the side of The new inty index by the side of the road,
 Where the race of men go by—
 They are good, they are bad, they are weak, they are strong,
 Wise, foolish, so am I.
 Then why should I sit in the scorner's

Then why stream geat, Or hurl the cynic's ban? Let me live in my house by the side of the road, And be a friend to man. —Sam W. Foss

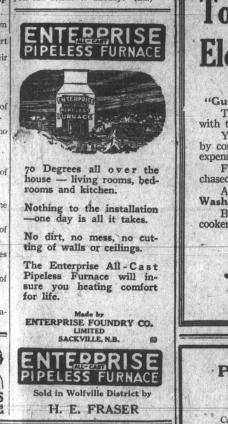
And mountains of wearisome height; And the road passes on through the long afternoon And stretches away to the night. But still I rejoice when the travellers rejoice

And weep with the strangers that

moan, Nor live in my house by the side of the

THE TIME TO ADVERTISE

There is nothing so mysteriously





Electric Range Buyers Come in and let us demonstrate "Guerney" and "Westinghouse" Electric Ranges 11 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 expense.

For the next 30 days we will install all ranges pur-chased 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 C. MITCHELL WOLFVILLE, N. S.

Phone 320



stairs in Eaton block, on Main St., Wolfville, N. S., for catalogue, and direction to farms, homes, and business stands for sale in Maritime Provinces. IT COSTS YOU NOTHING-MAY SAVE YOU MUCH.

CASH & CARRY

increased sales of any business house. Recently a friend of THE ACADIAN who had prepared an effec-tive advertisement and published it in THE ACADIAN the week be-fore stated that, as a direct result of that advertisement he had experienced several days of particularly good business, better in fact than he had ever enjoyed, and these are times when people do not part with their money freely. There was nothing surprising in this for us, because publishers know the mission of their columns and what they will accomplish. Ask any newspaper worker who has inadvertently made an error or mis-statement. He is immediately prodded and jibed and kept busy explaining matters for days to come, even though the error covers only two lines in print.

busy explaining matters for days to come, even though the error covers only two lines in print. Oh, yes, we newspaper people are well aware that advertis-ing—the commodity we have to sell—is effective. When business concerns who do not advertise, or who advertise spasmodically, wake up to the sales-building power of a definite newspaper ad-vertising policy, we will have a better community.

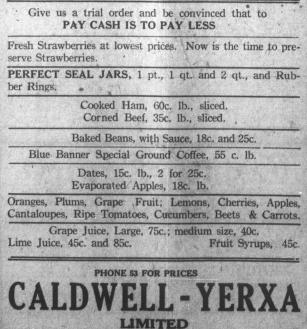
ARE WE SATISFIED?

A satisfied community is in a mighty bad fix. It is stagnation. A satisfied community and a satisfied people don't stand much chance these days. A community cannot grow ahead of its civic improvements. The improvements must lead the way, the growth will follow. Of this there is no question.

NO ROOM FOR MALICE

There is no room in the breast of a newspaper editor for malice. He of all men, learns the lesson of forbearance. He spends a lot of time in keeping out of the papers, items that would hurt, or bring a blush of shame or sadden unnecessarily the heart of some wife or mother or friend

A high aim in community thought, a high purpose in commun-ity activity, and a high quality of community hospitality are wor-thy goals for Wolfville.



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\$5.00 Orders Delivered Free

