

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.

THE SHAD-FISHING INDUSTRY

In our issue of last week there was published an article relating to the shad fishing industry, which at one time reached considerable proportions around Minas Basin. This article should be of special interest to our readers, dealing as it does with the possibility of again making the old time occupation a lucrative proposition.

Some of the older residents well remember what would be deemed incredible 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.

In the year 1875 the catch of this fish in Canada amounted to 3,340,000 pounds. Today it has practically reached the vanishing point. The other day in a local store a few shad were being offered at twenty cents a pound—a fairly good fish weighing from 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 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 according 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 bargain 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 bear 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 government must assume full responsibility. If the affairs of the province—with its abundant resources—had been wisely administered 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 our own people would have kept them at home and encouraged them to establish homes and build up useful industries. The responsibility 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 telling 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.

Recently a friend of THE ACADIAN who had prepared an effective advertisement and published it in THE ACADIAN the week before 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.

Oh, yes, we newspaper people are well aware that advertising—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 advertising 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 community activity, and a high quality of community hospitality are worthy goals for Wolfville.

THE STORY SHOULD BE TOLD

We have on the one hand the assurance of one of the members of the Ontario Government that British capitalists are prepared to apply capital to the development of Canadian natural industries, and on the other the hope raised by the editor of the Canadian Mining Journal that the goldmining industry of this province may be revived. Evidently what has to be done is to interest 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 Government through its department of industries and immigration has a piece of work indicated here for it to do. Perhaps the Department of Mines might help.

Certain individuals can do something to help the movement along, but it is big 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 best fitted to do the work thoroughly is the agency that has some direct responsibility for the development of the country.

How many financial people in London know anything about our gold resources? If it is true that there is a real opportunity to develop them properly, it would be at least a first step to do some publicity that would properly inform such people as are most likely to be effectively interested. There never was a time when it was more necessary than it is now that every available thing we can put our hands on should be turned into money, and apparently there is a hope here lively enough to justify the Government in doing some constructive publicity work. As a beginning it ought not to cost very much to let something be known regarding expert opinion on the possibilities of our gold fields. It would surely be a pity if the opportunity were to be allowed to go unutilized while everywhere else enterprise is being shown in making opportunities available to those who can make use of them. We hope that the very utmost use will be made of the opportunity which now seems to be presented in connection with gold mining.—The Maritime Merchant.

THE HOUSE BY THE SIDE OF THE ROAD

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.
There 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 the road,
Where the race of men go by—
The men who are good and the men who are bad,
As good and as bad as I.

I would not sit in the scorners' seat,
Or hurt the cynic's ban—
Let me live in the house by the side of 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.

I know there are brook-gladdden meadows ahead,

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 road,
Like the man who dwells alone.

Let me live in my house 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 scorners' seat,
Or hurt 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.

THE TIME TO ADVERTISE

There is nothing so mysteriously funny as a newspaper advertisement. The prime, first, last and all the time object of an advertisement is to draw custom. It is not, was not, and never will be designed for any other human purpose. So the merchant waits until the busy season comes and his store is so full of customers that he can't get his hat off, and then he rushes to the newspaper and puts in his advertisement. When the dull season gets along and there is no trade and he wants to pay his rent, he takes out his advertisement. That is, some of them do, but occasionally a level-headed merchant puts in a bigger one and scoops in all the business while his neighbors are worrying to pay the bills.

There are times when you couldn't stop people from buying everything in the store if you planted a cannon behind the door, and that's the time the advertisement is sent out on its roly mission. It makes light work for the advertiser for a chalk sign on the sidewalk could do all that was needed and have a half-holiday six days in the week, but who wants to favor an advertisement? They are built to do hard work, and should be sent out in dull days when a customer has to be knocked down with cold, hard facts, and kicked insensible with bankrupt reductions and dragged in with irresistible slaughter of prices before he will spend a cent.

Write this down where you'll fall over it every day. The time to draw business is when you want business and not when you have more business than you can attend to already.—(Ex.)

ENTERPRISE PIPELESS FURNACE



70 Degrees all over the house — living rooms, bedrooms and kitchen.

Nothing to the installation — one day is all it takes.

No dirt, no mess, no cutting of walls or ceilings.

The Enterprise All-Cast Pipeless Furnace will insure you heating comfort for life.

Made by ENTERPRISE FOUNDRY CO. LIMITED SACKVILLE, N.B.

ENTERPRISE PIPELESS FURNACE

Sold in Wolfville District by H. E. FRASER

Use **MURINE FOR EYES** IRRITATED BY SUN, WIND, DUST & CINDERS. RECOMMENDED & SOLD BY DRUGGISTS & OPTICIANS. WRITE FOR FREE EYE TALK BOOK. BURGESS CO. CHICAGO, ILL.

CASH & CARRY

\$5.00 Orders Delivered Free

Give us a trial order and be convinced that to PAY CASH IS TO PAY LESS

Fresh Strawberries at lowest prices. Now is the time to preserve Strawberries.

PERFECT SEAL JARS, 1 pt., 1 qt. and 2 qt., and Rubber Rings.

Cooked Ham, 60c. lb., sliced.
Corned Beef, 35c. lb., sliced.

Baked Beans, with Sauce, 18c. and 25c.
Blue Banner Special Ground Coffee, 55 c. lb.

Dates, 15c. lb., 2 for 25c.
Evaporated Apples, 18c. lb.

Oranges, Plums, Grape Fruit, Lemons, Cherries, Apples, Cantaloupes, Ripe Tomatoes, Cucumbers, Beets & Carrots.

Grape Juice, Large, 75c.; medium size, 40c.
Lime Juice, 45c. and 85c. Fruit Syrups, 45c.

PHONE 53 FOR PRICES

CALDWELL-YERXA LIMITED



Your Children's Health Home canned Cherries will preserve it

The health of children in winter requires careful attention. You can do a lot toward keeping it good by laying in a generous supply of home-preserved fruits and vegetables. Start now while supplies are cheap and plentiful. It means delicious, healthy food during winter with a marked saving in food costs. Our recipe book, containing eighty tested recipes, will help you. Send in the coupon.

DOMINION GLASS CO. Limited
MONTREAL

USE **Perfect Seal Crown Improved Gem JARS**

SEND IN THIS COUPON
DOMINION GLASS CO. Limited, Montreal
Please send me your free book, containing eighty tested preserving and canning recipes.

NAME _____
ADDRESS _____

Free RECIPE BOOK

To Prospective Electric Range Buyers

Come in and let us demonstrate "Guernsey" and "Westinghouse" Electric Ranges!!

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 purchased from us at actual cost.

Agents for the "Kookrite" Cooker, "Rotorex" 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

J. C. MITCHELL

WOLFVILLE, N. S.
Phone 320

PROPERTY BUYERS TAKE NOTICE!

Call at office of VALLEY REAL ESTATE AGENCY LTD., upstairs 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.

HUTCHINSON'S TAXI AND BUS SERVICE

BAGGAGE TRANSFER, TRUCKING and MOVING carefully done.

BUS PARTIES given special attention.

Patronize the place where you get satisfaction and moderate prices.

Regular Bus service between Wolfville and Kentville, daily, including Sunday.

Puritan Linen

A High Grade Linen Finish Paper.

Note Paper, 100 sheets for 50 cents.
Envelopes, 75 for 50 cents.

The best value for the money in town.

The Acadian Store