

Personal and Social

Mrs. F. H. Christie is visiting relatives and friends in Halifax.

Mr. J. N. Benjamin, of Pugwash, was the guest last week of his niece, Mrs. Smallman.

Prof. Haley, who spent the summer in Norwich, Conn., has resumed his work at Acadia.

Miss Emma Schofield left on Friday last for Lynn, Mass., where she will spend the winter.

Mrs. Freeman Leslie left last Friday to spend a few weeks with relatives and friends in Boston and vicinity.

Dr. J. T. Roach, who spent some weeks at Toronto in post-graduate dental work, returned home last week.

Mrs. Frank Nichols, who spent the summer with her parents, Mr. and Mrs. Crawley, returned to Winnipeg last week.

Mrs. E. M. Keirstead, who spent the summer with her sister, Miss Fanny Parker, left recently for her home in Toronto.

Mr. Harold Archibald, who spent the summer in Chester, returned last week to continue his studies in the Junior class of the College.

Rev. A. N. Marshall and Mrs. Marshall, accompanied by Mrs. W. A. Chipman, motored to Bridgetown on Monday to spend a day or two.

Rev. R. F. Dixon, who spent the month of September at New Britain Conn., with his daughter, Mrs. Corwin, returned home last Friday.

Mrs. Maxwell MacRae and young son left last week for Picton and will spend some weeks with the former's parents, Mr. and Mrs. E. L. Armstrong.

Mrs. Tweedell and Miss Tweedell, who have been spending the summer at the home of Prof. and Mrs. Alex. Sutherland, returned to Boston last week.

Miss Kathleen McLean, accompanied by Miss Aileen Freeman, of Bridgetown, left last week for Toronto, where they will take post-graduate work in elocution.

Dr. Clarence Hemmeon, who has been spending the summer with his mother, Mrs. J. B. Hemmeon, returned last week to Montreal, where he is on the staff of McGill University.

Mrs. Sidney Saunders and Mrs. Arthur H. Jones, who have been spending the summer at their old home on Wolfville Ridge, left on Friday last to return to their respective homes at Sherbrooke and Quebec City.

Capt. Wilfred Lockhart arrived home last week to spend some time with his family here. Owing to the unsettled condition in Central America, he was obliged to discontinue a business proposition which he is helping to develop there.

The following Wolfville citizens were registered at Halifax hotels this week: Mr. and Mrs. W. H. Chase, Mr. and Mrs. Ernest Robinson, Mr. and Mrs. W. C. B. Harris, Dorothy and Jack Harris, Mr. and Mrs. T. L. Harvey, Mr. H. D'Almeida.

Mr. Cecil Thompson, of this town, who has recently occupied the position of teller at the Bank of Montreal here, has been transferred to Halifax, and left to take up his new duties on Tuesday afternoon. His place in the bank here will be filled by a Mr. Montgomery, of Halifax.

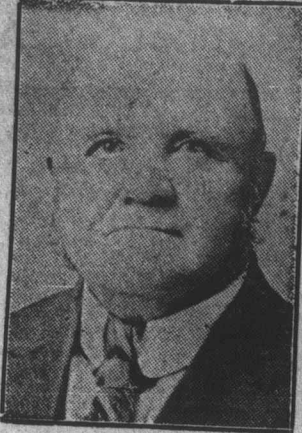
Mr. Edson Graham was called by wire to New York on Saturday last in consequence of the death of a brother in that city. Not receiving the news in time for the train, he motored to Yarmouth with his son Vernon and reached there in time to take the boat for Boston. Vernon returned home on Sunday.

Miss Fern Woodman, of this town, who recently resigned her position as teacher in the Vocational Department of New Hampshire State Hospital, Concord, New Hampshire, left October 1st to take a special six months' course in Occupational Therapy at the Walter Reed General Hospital, Army Medical Centre, Washington, D. C.

Mrs. Wm. Luger has been spending a few days with her parents, Rev. and Mrs. Noble Crandall. She returned to Halifax this week and was accompanied by Mr. and Mrs. Crandall who have closed their home here for the winter. Mr. Crandall wishes us to state that his address for the remainder of this month will be 58 Bland St., Halifax. After the first of November his address will be 712 10th St., Oakmont, Pa.

Prof. and Mrs. M. F. Bancroft and son Stephen, who have been spending the summer at Mountain View in the Adirondacks, and at Ottawa, returned to Wolfville recently by motor, having splendid weather all the way. They were accompanied by Mrs. S. R. Payne and Mrs. J. C. Ball, mother and aunt of Mrs. Bancroft, who will spend the winter with Prof. and Mrs. Bancroft. They are occupying Mrs. G. A. Anderson's house on Westwood avenue.

GROWS RUSTLESS WHEAT



Rust-proof wheat is claimed to have been successfully grown by Samuel Lacombe, Birtle, Manitoba. Mr. Lacombe's wheat shows about 30% higher yield than the Marquis variety. His samples show less than 5% rust, while Marquis strains sown on the same day were 100% affected. The value of a discovery such as Mr. Lacombe claims would be of inestimable value.

Mrs. W. A. Reid received at her residence on Acadia street Tuesday for the first time since her marriage. Mrs. W. H. Phinney received with her and little Miss Bernice Phinney opened the door. Mrs. Parker, of Berwick, and Mrs. Geo. Munroe poured and Mrs. Otto Foshay, Mrs. M. R. Elliott, Mrs. Leslie Eaton, Mrs. H. E. Blakeney, Mrs. Herbert Smith and Miss Ethel Brown assisted in serving. The rooms were tastefully decorated and many of the ladies of the town availed themselves of the privilege of meeting Mrs. Reid.

NOVA SCOTIA TOO

Vancouver Sun.—Orders for more than a million boxes of Canadian fruits have resulted from the Canadian fruit exhibit at Wembley.

Since the Wembley Exhibition began, a million people have seen that fruit, admired its appearance, and were impressed with its superiority. And from the impressions gained by those million people have come those orders for a million boxes.

This is one kind of merchandising, the most expensive and least efficient way.

Trained advertising writers could describe that fruit in print and create an even stronger desire for it than by actually laying it before the public.

And the audience of those advertising writers, in Britain, would not be 1 but 42 million people.

The sales success of the Canadian fruit exhibit at Wembley proves that the only thing that stands between British Columbia fruit and the British market, or the domestic market, for that matter, is lack of proper merchandising methods to actualize the potential demand.



Sound Insurance

FARMING is so full of hazards that it is unprofitable to farm unless properly insured.

For every chance you take against fire, wind, water, weather, climate, insects, disease and death you can get insurance in the Hartford Fire Insurance Company. It provides you with indemnity in time of loss.

This kind of protection will help you make more profit.

H. P. DAVIDSON  
INSURANCE  
WOLFVILLE, N. S.

Phone 217 P. O. Box 462

THE NEW WOMAN

In the good old days of English politics, when Tories and Whigs strove feebly to her manoeuvres. Mrs. Sidmastery, English women were as skilful politicians as their husbands. They did not appear upon platforms; they did not give interviews for publication; they did not write opinions of the street.

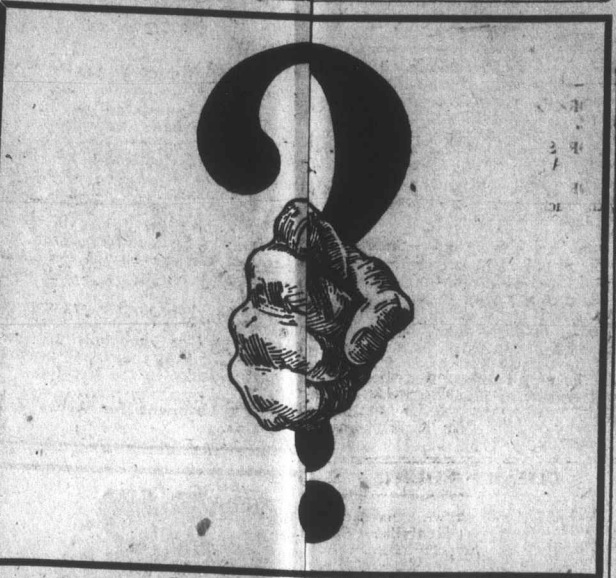
With the change to Unionists and Liberals, a new tendency came in. Wives of statesmen were less content to be decorative. They preferred to take about politics rather than about facts. Margot Asquith, jealous of her husband's reputation and not given to tactful silences, did not view with difference the rise of Lloyd George.

With the advance of Lloyd George the new tendency is more than ever pronounced. Mrs. Philip Snowden, gossip has it, thinks that her husband

did make a better Premier than Ramsay MacDonald. The growing rift in the Labor party is traced by some optics to her manoeuvres. Mrs. Sidmastery, English women were as skilful politicians as their husbands. They did not appear upon platforms; they did not give interviews for publication; they did not write opinions of the street.

is becoming a problem in England whether the wives of politicians are hindering rather than helping their bands. The same doubt has been pressed about the activities of the an American governor. It is fashion nowadays to scoff at the "lady". But she knew how to advance her husband's interests. never embarrassed him as the wives radicals are now doing.—Boston

in the old days, before the advent of prohibition, a man had to be pretty drunk to light a Roman candle to go by and not notice the difference.



Tea Advancing in Price

Now is the time to lay in some tea at the old price. Broken Pekoe, 5 lbs. \$2.75—10 lb. pkgs. \$5.50, or in bulk by the single pound at 60c.

Oranges. Just arrived from Boston a large shipment of oranges, 30c. per dozen to 75c. per dozen.

Coffee. "La Touraine" is the Big Siller today, 65c. per lb. I also keep the Coffee Grinders recommended by the "La Touraine" people.

G. Sugar 10c lbs. \$9.25  
10 1/2 lbs. \$1.00  
Cowan's Cocoa 3's per tin 19c.  
Baking Powder, per lb. tin 24c.

Sour Kraut, 4 lbs 25c.  
Digby Fillets and Haddies arriving every other day.  
Fresh Pork Sausages, 25c. lb.

Phone 115-11 Meats & Groceries J. D. HARRIS Phone Office 16

THE ORPHEUM

THIS FRIDAY AND SATURDAY:

John Gilbert

Romance Ranch

ALSO AN "OUR GANG" COMEDY.

MATINEE SATURDAY AT 3.

Week of October 13

MONDAY AND TUESDAY:

SPECIAL ATTRACTION

Norma Talmadge

in

Within The Law

"For every day I am in jail, I'll make you pay". How Mary Turner makes good that threat shows Norma Talmadge at her best.

WEDNESDAY AND THURSDAY:

Leatrice Joy, Owen Moore and Robert Edeson

The Silent Partner

The world of finance and the whirl of society, and a love nest almost ruined by a combination of both.

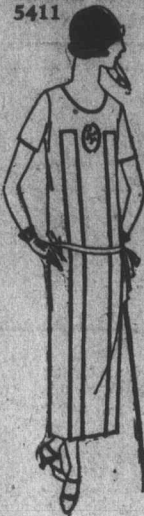
ALSO COMEDY

Shows every evening except Saturday at 8. Saturday at 7.30 (2 shows)

Tailored Dresses are Popular

And they are just as easy to make as the fluffy ones

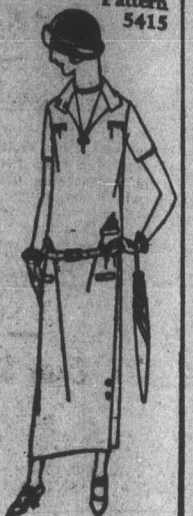
Butterick Pattern 5411



5411—This dress is made in sizes up to 52, for the loose panels produce a slender effect. Size 52 requires 2 3/4 yards of 54-inch material.

5415—Two yards of 54-inch material will make this dress in size 36. And with the Deltor, you can be sure your dress will be a success.

Butterick Pattern 5415



JUST ARRIVED---

14 new shades in Wool Flannels very fine quality 56 ins. wide, \$1.95 per yd.

New Flannel Dresses for Fall

C. H. PORTER

"Where it pays to deal."

ACADIA PHARMACY

Cleans Whitens

Prevents Decay

MINTY'S TOOTH PASTE 25cts.

HUGH E. CALKIN  
PHONE 41

YES-They all know you're in business

That is, they did know—you have told them so in times past—but do they all remember it? We all know that Ivory Soap floats, and that Royal Baking Powder is absolutely pure, and that children cry for Castoria and the kind of soap that makes a skin you like to touch, etc., etc.—and we're not going to forget about them for a minute, because the manufacturers spend millions of dollars a year telling us about them, day by day, and week by week, and month by month. They take no chances on being forgotten. How about your business? Isn't it just as important that you be kept in mind by the buying public in your territory as it is to the national advertiser that his product be remembered? You can cover your trade territory more easily, more cheaply in proportion, and more thoroughly than the national advertiser can cover the whole country. But you've got to keep it up to get the results that he gets. And you can't expect to advertise in flush times and live on the memory of it when you're hard up.

THE ACADIAN

FRIDAY AND SATURDAY

SPECIALS

- MEN'S HIGH SHOES Crepe Rubber Sole, regular \$6.50 Friday and Saturday Special \$5.50
- MEN'S LOW SHOES Crepe Rubber Sole, regular \$6.50 Friday and Saturday Special \$5.00
- 30 PRS. LADIES' BLACK OXFORDS Cuban Heel regular \$6.00 Friday and Saturday Special \$3.98

Special values in Boys' Shoes, Sizes 11 to 4.

Big range of Ladies' Silk and Wool Hose just received. Don't forget to call and compare our prices with Eaton's.

You will do better at

S. FRANK'S