

**THE ACADIAN**

(Established 1883)

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

**DAVIDSON BROS., Printers and Publishers**

Members of the Canadian Weekly Newspaper Association.

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

**THE TOWN BY-LAWS**

For a long time we have been hearing about a revision of the town by-laws, which has so far failed in materializing. Special committees for the purpose have at different times been appointed to superintend the work, which have never even reported progress. Councilors have been made and un-made under the auspices of this long-promised undertaking and yet the work lags shamefully.

Pondering upon this fact recently we were prompted to investigate our present town ordinances, this office being the proud possessor of one of the very few printed copies of this code now in existence. We were rather surprised to discover within its pages a number of really good provisions, still in a good state of repair, and which if properly set in operation and made effective we feel sure could not but result in the betterment of civic conditions.

These by-laws were adopted in the long-ago when municipal rulers were inclined to regard more seriously the demands of their office than is evidenced today, and represent not a little consideration as to their application. They are probably, if duly enforced, equally as well qualified to meet conditions now as they were when at first enacted. At various times attempts have been made to require an observance of these regulations, with more or less success, but of late their provisions are made conspicuous chiefly by the lack of attention paid them until they furnish no admonition to citizens of the present, and their existence is probably in most cases unknown even by the "city fathers" themselves.

We would suggest that in view of the extreme difficulty experienced in their revision that a number of copies of the present town by-laws be obtained and placed in the hands of the public so that he that runs may read and understand.

**THE MOTOR AGE**

The tremendous expansion of the automobile industry in recent years, and the announced plans of the leading producers to greatly increase the output of cars next year, have given rise to active discussion of the economic effects of this huge expenditure. Questions being seriously considered by economists and business men are: Can the people of this country stand such a huge annual expense. Can the American worker continue to ride in luxury while "90 per cent of the workers of Europe are always hungry and generally cold"?

Like the proverbial man in jail, the answer is that the American public is standing the expenditure for automobiles and apparently prospering at the same time. The cry now raised, that too much is being spent on the motor car, was heard 10 years ago and five years ago, and even men in the industry thought then that the so-called "saturation point" had been reached.

In the face of these protests, the fact remains that the people have found the funds to build homes on an unprecedented scale in the past year; they have dressed better year after year, as witness the universal silk stocking and the fur coat; and withal their savings bank deposits are steadily being increased to new high records each year.

Doubtless our great-grandfathers, if they could have seen the expenditure on the electric light, the trolley, the piano and other so-called luxuries of 25 years ago, would have felt that our pace was too fast, and doubtless the next generation with their air-flippers and highly-developed radios will look back on these days as we look back to the mid-Victorian period, as rather tame.

**PREPARE FOR CHRISTMAS TRADE**

It seems hardly possible but it is nevertheless true that Christmas will be again with us in the course of a very few weeks time.

Christmas shopping will soon be in order and already some of our merchants are increasing their adv. space in our columns in order to the better be able to inform their patrons and the general public of their ability to supply desirable commodities. This year should see a return to old-time conditions and trade, such as has not been in evidence since the beginning of the war, and the wise business man will be prepared to reap the advantage.

While frequent complaint is heard of the scarcity of money there is little evidence in support of the statement judging by the lavish expenditures that are being made on every hand. In this valley the past season has been a favorable one and with good crops and even fair prices there ought to be no cause for complaint. During the next few weeks THE ACADIAN will endeavor to make special provision for our advertisers in the way of additional space and effective display, but judging from applications that are coming in we would advise that no time be lost in making reservations.

**WATER SUPPLY SHOULD BE PROTECTED**

Nothing has been heard of late regarding the proposal of the Town Manager to acquire additional land at the reservoir to the better protect the purity of the water supply. Unless something has already been done immediate action should be taken so as to have this most important matter attended to before the advent of winter. THE ACADIAN has repeatedly referred to the fact that at the east end of the new reservoir there is or has been no provision to guard the property from intrusion. In fact during our last visit the gate was standing wide open, affording easy access to town property, which is supposed to be carefully guarded from intrusion. In addition to this the property adjoining the reservoir land at this point is said to be in a far from sanitary condition and becoming worse as time goes on. This state of affairs has been in existence for years and demands immediate attention on the part of citizens. A visit to the premises on the part of ratepayers should ensure all the support needed when the matter again comes up for consideration.

There are those who continue to harp that women can never learn politics and will never know how to vote intelligently. We're willing to wager a few annual subscriptions to this great family journal that they will learn one and know the other just as soon as the men will.

**MIGHT PROVE A PROFITABLE MOVE**

We have no desire to die rich, but we could die happily if we felt certain our executors would be able to make some of our debtors come through.

Luck is the thing the other fellow's got.

**D. A. R. TRAINS NO. 96 AND 97**

Announcement is made that trains 96 and 97 running between Kentville and Annapolis, commonly known as the "Owl Train", will be discontinued after November 30th, 1923. Reduction of train services is said to be inevitable following the continued loss in the operation of these trains.

**"ADS" AS NEWS**

At the first American Advertising Exposition held at New York last week, Louis Wiley, business manager of the New York Times, who was one of the speakers, said in part as follows:

No one who examines the remarkable specimens of advertising in this exposition can fail to be impressed by the magnitude of advertising as an economic force. When a philosopher said a grateful world would make a beaten path to the door of the inventor of a new and efficient mouse trap though his hut might be in a forest, the science of advertising had not been developed. In these days the advertising of such a mouse trap would give the inventor a mansion at the end of a broad paved road.

Good advertisements have news value, and there is need of study of copy with the purpose of using newspaper space for announcements containing the utmost of news. The use of space for posters is to be deplored. An advertisement presenting the merits of a worthy article in comparatively small space, the text of the point written with sincerity and strength, is capable of producing better results than a full page of mere words.

The reading of newspapers has come to be a habit in our homes. Advertisements are now so attractively printed and so carefully written, presenting in convincing language suggestions of merchandise needed by thousands of persons every day, that to many readers they are as interesting as the news. In fact, advertisements are of themselves news. They announce new books, latest styles, inventions which have been perfected for useful purposes, special prices. They suggest improvements to the home new ideas in business. They stimulate sales and are a useful, necessary force with a tendency to make human life easier, better, and more pleasant.

**A LITTLE TREE'S LIFE**

I never see a little tree bursting from the earth, peeping confiding up among the withered leaves without wondering how long it will live and what trials and triumphs it will have. It will be better and beauty the earth, love the blue sky and the white clouds passing by and ever join merrily in the movement and the music of the elemental dances with the winds. It will welcome the flower-opening days of spring, be a home for the birds, and enjoy the summer rain. And when comes the golden peace of autumn days I trust it will be ready with ripened fruit for the life to come. I never fail to hope that if this tree is cut down it may be used for a flagpole to keep our glorious banner in the breeze, or to be built into a cottage where love will abide; or, if it must be burnt, that it will blaze on the hearthstone in a home where children play in the firelight on the floor. —Enos A. Mills.

**HEAD OF THE CLASS**

Jimmy: "Say, dada, who was King Tut?"  
Dad: "He was a poor excuse for a new dress—that's all."

**MOTHERHOOD**

There is an old Jewish saying that "God could not be everywhere, therefore he made mothers." There is much of beauty and of truth in the thought. We can hardly concede the assumption that God is not omnipresent, but that the mother is His chief representative in the development of men can easily be substantiated by the records of human life.

"Men are what their mothers make them," says Emerson. "All that I am or hope to be I owe to my angel mother," said Abraham Lincoln. "My mother's influence in moulding my character was conspicuous," said John Ruskin. "She forced me to learn daily long chapters of the Bible by heart. To that discipline and patient, accurate resolve I owe not only much of my general power of taking pains, but the best power of my taste for literature." There was little sentiment in Napoleon, but "let France have good mothers," he said, "and she will have good sons." "The future of society is in the hands of the mothers," says De Beaufort. "If the world was lost through woman she alone can save it," and "if you would reform the world from its errors and vices," says another, "begin by enlisting the mothers," which recalls the sententious Spanish proverb that "an ounce of mother is worth a pound of clergy."

But if all this is true, and there can be no doubt about it, if, as the poet has said, "the hand that rocks the cradle is the hand that rules the world," what a responsibility it places upon the shoulders of the mothers!

**THAT MAN IS HAPPY**

Who values honor and a good name above riches.

Who can enjoy the landscape without owning the land.

Who can face poverty and misfortune with cheerfulness and courage!

Who has a hearty appreciation of the beautiful in human life as well as in nature.

Who has a contented mind liberally stored with the knowledge that makes life interesting.

To whom plain living, high thinking and useful work constitutes real riches.

Who is conscious of his oneness with the One.

Who has a harmonious, happy home.

Who has learned how to neutralize fear thoughts and worry thoughts by their antidotes.

**WISHES HE HAD KEPT QUIET**

After father has told his children how easily he got his lessons when a boy, he is put in a bad position when his boy hands dad a problem he can't work to save his neck.

**Quality Electric Goods**

**Ladies Attention!**

For a short period of time we are offering you a great bargain in the Famous Apex Suction Cleaner. You buy the Apex for \$60.00, and we give you a \$12.50 set of attachments absolutely free.

Every machine fully guaranteed as to quality and service. Phone us for a demonstration.

**J. C. MITCHELL**

WOLFVILLE, N. S.

Phone 320

Phone 168-11.

**What a Grand and Glorious Feeling!**

to realize that no matter how rainy or damp the weather, your troubles of wash-day may be solved by simply calling us on the phone. We are at your service for all kinds of laundry work—wet wash, washed and dried, flat work ironed—or any style of service you desire.

**Have You an Electric Washer?**

Then let us have your flat work which is so hard to handle and to dry in bad weather—bed spreads, tablecloths, sheets, pillow cases, towels, etc. The quality of our work cannot be surpassed. Everything snowy white and finished with a sheen and brilliancy which can only be attained in a modern, up-to-date laundry.

Will You Not let us have Your Work?

**Valley Laundry Co., Ltd.**

Phone 80—our driver will call.

**RED ROSE TEA "is good tea"**

The ORANGE PEKOE QUALITY is composed of the youngest, tenderest leaves on the tea bush.

**"Meet Me For Afternoon Tea"**

Our Tea Room and Ice Cream Parlor in the Eaton Block has become a very popular place for entertainment.

A lady going on a shopping trip invites by phone a few friends to meet her for a chat in the ACADIA TEA ROOM, and the task of shopping is lightened by a little social chat over dainty refreshments.

**The Acadia Tea Room**

JAS. BALCH, Proprietor.

**CASH and CARRY**

\$5.00 Orders Delivered

Pure Boneless Cod 1lb., 2 lbs.	35c.
Pickled Mackerel, each	20, 25c.
Smoked Herring, 30c. doz., 4 doz.	1.00
Eddy's Matches 2 boxes	25c.
Ammonia Powder, 10c., 3 pkgs.	25c.
Toilet Paper, 6 rolls	28c.
Best Oranges	29, 35, 60, and 65c.
Cleaned Currents	20c. pkg.
Seeded Raisins .18c., 6 pkgs.	1.00
Crescent Chocolates (Moir's)	39c. lb
California Grapes, per lb.	25, 30c.
Pure C. Tarter, 35c., 3 lbs.	1.00
Laundry Soap, 21 cakes	1.00
C. Flakes, 2 for	25c.
Best Coffee, Fresh Ground	55c.
Orange Pekoe Tea	69c. lb.
Moir's Soda Biscuits	15c. lb.
Pure Olive Oil	1.50, 2.25 and 4.50
Machine Sliced Bacon .45c., Sides	39c.

Phone 53

**CALDWELL-YERXA**

LIMITED

SUCCESSORS TO F. W. BARTEAUX

**Save the Feet and You Save All**

A good understanding is the secret of good health. See that the children especially are provided with sound, well-made, comfortable shoes for fall and winter. Shabby shoes bespeak the careless man. Maintain your self respect and the good opinion of others by wearing shoes that are in style, as well as in season. Let the summer shoes go the way of the straw hat.

No woman who claims to be discriminating will wear shoes that clash with the rest of her apparel. Street shoes are for the street and evening shoes for drawing or ball room. A well dressed woman's shoes correspond with her surroundings.

"How about your shoes?"

We still have a few special lines which are offered at very attractive prices and are worthy of your inspection.

SPECIAL VALUES

**G. D. JEFFERSON**

The Cash Shoe Store

**MILK AND CREAM**

DELIVERED DAILY

SATISFACTION GUARANTEED

**A. R. STIRLING**

PHONE 57-21

Advertise in THE ACADIAN.