

THE ACADIAN

(Established 1883)
Published at Wolfville, N. S., every Friday by
DAVIDSON BROS., Printers and Publishers

Member of the Canadian Weekly Newspaper Association.
Member of Maritime Selected Weeklies

Subscription Rates—In British Empire, in advance, \$2.00 per year. To U. S. A. \$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 GROWTH OF OUR SCHOOLS

Some idea as to how Wolfville has grown in the matter of expenditures for public schools was gained by the perusal of a copy of THE ACADIAN for Sept. 26, 1883, recently handed to us by a friend. Contained in it is a brief notice of the annual school meeting at which the sum of \$900 was voted for school purposes after a heated discussion. The report of the School Board for 1923, as published in this paper recently, shows that the cost of our public school during the year last ended was \$15,511.34, or an increase of over 1600 per cent. in the past forty years. Granting that the efficiency has kept pace with the cost the showing is a decidedly good one.

THE CORNWALLIS ABOITEAU

The decision of the owners of land along the Cornwallis to construct an aboiteau across the river at Sunnyside, arrived at last week by a meeting for the purpose, recalls the fact that only a comparatively few years ago a proposition to throw a dyke across the river opposite Wolfville was receiving serious consideration. Competent engineers pronounced the undertaking as a perfectly feasible one and bound to be attended with profitable results. The value of the land to be reclaimed and improved, it was disclosed, would be far in excess of the cost of the work, while the saving in the upkeep of the dykes along the river and the advantage gained by the providing of a roadway connecting points in eastern Cornwallis and eastern Horton would be very considerable. For some reason the project was allowed to drop at the time, but it is still deserving of attention.

A SUGGESTION FOR THE FUTURE

In the town of Canso the recent civic elections introduced a new feature which might with equal profit be taken on by sister towns including our own. This was nothing less than the holding of a public meeting of the citizens to give the candidates an opportunity to explain their views. The meeting, which was presided over by the mayor, was well attended and naturally full of interest. All the candidates spoke and advanced arguments to justify their candidature, and at the same time urged the electors to regard the responsibility of the franchise.

Such a gathering has been suggested by THE ACADIAN on more than one occasion and we see no reason to change our opinion that it would serve a very satisfactory purpose. An opportunity to make a clear and definite statement of policy should be gladly hailed by any candidate for civic honors, and a meeting such as here suggested could not fail to furnish the electors with much valuable information which otherwise they would not be likely to receive. The plan has certainly much in its favor as compared with the ordinary house to house canvass when too often the issue is sadly clouded and the case is presented from various standpoints and in such a manner as to satisfy the individual who is being approached.

TOWN FINANCES

Citizens who read the report of the Council meeting in THE ACADIAN last week were surprised to note that in spite of the assured surplus at the end of the past civic year a very substantial overdraft at the bank existed at the end of January. This, while not as large as at the corresponding date last year, was a great deal more than it should have been and its liquidation is one of the problems which the new Council has to face. As in other years the adverse bank balance is due not so much to expenditures over estimates as to the default of many taxpayers in respect to payment of amounts due.

The financial statement recently published indicates that at the end of 1923 there was due the town in unpaid rates and taxes practically \$10,000, and while a considerable part of this has since been collected the amount still remaining outstanding is very much greater than it should be. Far be it from us to desire to lay any additional burden upon those who find it difficult at all times to pay their taxes, but it is no kindness to allow these to accumulate from year to year. The difficulty is only increased thereby. Moreover, if we are correctly informed, a goodly proportion of the taxes now overdue are not on account of those whose financial standing is low, but is owing by those well able to pay.

GET BEHIND THE COUNCIL

If the new civic government which was installed in office last week, is to function in the best interests of the community it will require not only the co-operation and support of citizens, but a fair measure of encouragement as well. Too often we are apt to look upon the accomplishments of the mayor and councillors, the school board, electric commission and police committee during their term of office as trifles that are to be naturally expected. It is their lot to be jumped upon if anything goes wrong, but whoever thinks of saying: "Well done thou good and faithful servant". Their services can not be measured in cold cash, but in the good will of the community and its individual residents. If at any time you think they have done well, then tell them so to their faces. A friendly pat of appreciation on the back is acceptable to even a human being. It will do no harm at any rate and may prove an incentive to even greater achievements in the public interest.

We would suggest as well, that for the present year citizens make a point to attend as many of the Council meetings as possible and thus get a better grasp on the business of the town. The recent elections gave evidence of an interest in public affairs that is highly commendable, and a like spirit all through the year will greatly assist those with whom we have entrusted civic affairs, and tend to the betterment of all concerned.

ADVERTISING SPURS SALES

Rubber heels now are on 60 out of each 100 pairs of shoes worn by men. Such is the estimate going the rounds in the shoe industry. It is not surprising, if you have noticed how many men wear rubber heels. But maybe you remember back only a few years when rubber heels were unusual.

What brought them into popularity? The answer is: advertising. Three-fourths of the rubber heels sold are for men's shoes. This is because most of the advertising has been directed at men. One of these days some wise manufacturer of rubber heels will notice this. Then he'll call in the advertising man and his staff of

writers and artists. Campaigns will follow. And soon women will be wearing just as many rubber heels as men.

It's all a matter of advertising—the most powerful force in the sale of goods. The ideal combination is advertising, which reaches the consumers' brains through their eyes, and personal salesmanship, which reaches consumers' brains less vividly through the ears.

Our present standard of living is largely the creation of advertising. For advertising creates the demand, makes people want the thing advertised. When the lure becomes powerful enough, they hustle about and get the money to obtain what they want.

Advertising thus spurs sales. It also stimulates production—both of the things advertised and the things that have to be done on a bigger scale to obtain money for purchasing advertised wares.

There is a new thought for you—that advertising is a definite agency for production. Most of us have been thinking of it merely as a medium of salesmanship.

Advertising is what is making us buy. Advertising is what is enabling us to buy.

It creates the demand. And the demand induces us to work harder to get the money to spend. If all advertising were abruptly discontinued, our standards of living would quickly drop to the levels of grandpa's day.

Read the ads. They are a part of the news, telling the intimate story of the average person's inner desires. The real history of civilization is written in advertisements.

NOVA SCOTIA MAYORS FOR 1924

- Amherst, Charles C. Black.
Annapolis Royal, W. R. Cunningham.
Antigonish, W. F. Mackinnon.
Berwick, S. C. Parker.
Bridgetown, H. B. Hicks.
Bridgewater, J. Brignell.
Canso, H. A. Rice.
Dartmouth, Walter Mosher.
Digby, Dr. E. Duvrnet.
Hantsport, D. W. Murray.
Inverness, Dr. J. A. Proudfoot.
Joggins, Sydney Greer.
Kentville, A. H. Chesley.
Liverpool, Robie MacLeod.
Lockeport, R. W. L. Bill.
Lunenburg, Arthur W. Schwartz.
Mahone Bay, A. C. Zwicker.
Middleton, Col. A. J. Sponagle.
New Glasgow, George White.
New Waterford, G. D. Walker.
North Sydney, Jasper Pynn.
Oxford, A. S. Macintosh.
Parsboro, Capt. Stewart L. Salter.
Pictou, John MacEachern.
Port Hood, D. P. Fraser.
Shelburne, G. T. MacDonald.
Springhill, A. B. Wilson.
Stellarton, N. G. Munro.
Stewiacke, Dr. H. B. Harvey.
Sydney Mines, J. A. H. Nicholson.
Trenton, A. H. King.
Truro, W. K. Murray.
Westville, Hugh Muir.
Windsor, Jesse P. Smith.
Wolfville, J. D. Chambers.
Yarmouth, Capt. J. E. Kinney.

BAER THINKS HOCKEY VERY ROUGH

This is how hockey looks to Bugs Baer, New York American sports writer:

Big colleges are now spoiling their winter athletics with ice hockey. Hockey is one of the fairest games in the nation today. When they play roulette only the croupier has a stick. When they play baseball only the batter has a piece of wood. But when they play hockey everybody has a club.

Hockey is played on puddles. Some wealthy grad donates the ground. Nature supplies the rain, and a note from the A. A. U. freezes it over.

The game is ready to start. Somebody blows a whistle and clubs are trumps. Six players on each side wallop each other into a custard while they chase a bouncing vest button all over the cold plaza.

The game is stopped every few minutes to check up the player. If any are missing, the next of kin are eligible to grab the club and bang away until somebody wins or loses.

United States refuses to join the League of Nations until Canada takes the clubs away from its hockey players. The game is very popular up there because they get their ice direct from zero to consumer.

They also prefer it to boxing and football. It's cheaper. When a player is knocked dead after an autumn leaf in hockey he is right on ice and there is no neutral territory in Canada during the hockey season, as the whole country is frozen over from A to Z.

TO HARNESS TIDES OF BAY OF FUNDY

WASHINGTON, Jan. 28.—A proposal to harness the tides of the Bay of Fundy between Nova Scotia and New Brunswick and create one of the largest power projects in the world to supply industries in eastern Canada and Maine, is being submitted by Dexter P. Cooper, brother and business associate of Hugh L. Cooper, government hydraulic engineer, at Muscle Shoals.

Although it would involve twelve millions of dollars and take years to complete, some of the features of the proposals, as far as it has been examined, are regarded as practicable by the commission's experts.

The plan for the construction of dams five miles long across Passamaquoddy Bay on International boundary, with a power plant situated between an upper and lower reservoir having a development of approximately 500,000 horsepower.

A number of gates would be installed in the Bay to release the great flood tide into the upper pool and empty the lower one at low tide. It was estimated that a stream of water about the extent of Niagara would be continually running through the gates.

The feasibility of building huge dams without destroying the harbor in Passamaquoddy Bay is being studied by the experts.

While Cooper proposed to install ship locks in the dams to offset this objection, the engineers believe their success would be doubtful, due to extremely rough weather continually sweeping the harbor.

Canadian hockey players grab big salaries for abusing one another on ice skates. They have been playing it up there for two hundred years, so no one there is exactly just when hockey stopped being a sport.

American colleges have been playing it for fifty years and getting good results from their clubs. But they made a mistake when Rutgers challenged Toronto University. The game was played in Toronto, and every Canadian player was armed with two clubs and an axe.

A goal is scored when a player is knocked into the net. Time is called when a goalkeeper is walloped off side or a cover point chooses the wrong exit.

After two hours of this mob rule the game is stopped to allow the players to partake of iodine, arnica and other refreshments.

All the players shake hands with broken arms and ask each other what Santa brought them for Christmas.

Kelly—if yez force me to pay that now I can't pay it. O'Brien—But if I wait till yez pay it I'll never get it.

MURINE FOR EYES
IRRITATED BY SUN, WIND, DUST & CINDERS
RECOMMENDED & SOLD BY DRUGGISTS & OPTICIANS

The Government Will Pay Freight on Ground Limestone

The Provincial Government has extended the offer to Sept. 30th this year, to pay one-half the freight on ground limestone that is used during this period for agricultural purposes. Finely ground limestone, when applied in moderate quantities of, say, two tons per acre, will on the average of our soils increase the yield of hay by a third the second year after the application. It should be an opportune time for many during the next several weeks to have this fertilizer delivered to the farm before the rush of work begins.

CONTRACTORS AND BUILDERS NOTICE

The Revised Fire Protection and Building By-laws for Wolfville, passed by the Council in 1923 have now been approved by the Governor-in-Council. All alterations, repairs, new buildings, repairs to roofs, etc., must be carried out in accordance with these By-laws which may be seen at the Town Office.

G. S. STAIRS
Town Manager.

SPECIALS!
We are offering Beaver Electric Irons for one week only for \$4.50.
We also carry a good stock of Diamond Lamps. They come in 25, 40, and 60 Watt sizes, and sell for the low price of 30 cents.
Let us demonstrate to you Gurney Electric Ranges, Rotarex Washers, Apex Cleaners and Kookrite Stoves.
Buy Electrical Goods at Electric Shops.
J. C. MITCHELL
WOLFVILLE, N. S.
Phone 320

CASH AND CARRY
\$5.00 Orders Delivered Free
Floridas Extra Special This Week HONEY SWEET ORANGES
Large Size, 25 cts. Per Dozen
SYRUP
CALIFORNIA PRUNES
California Apricots 25c. lb. Cal. Peaches 25c. lb.
\$1.00
Caldwell-Yerxa Limited

BOYS' BOOTS
Our boys' boots have won for themselves a great reputation for goodness. If that boy of yours has a habit of wearing a pair of boots every six weeks, bring him here and let us shoe him with strong, sturdy boots, built for service.
Don't Forget our repair department. Have your shoes fitted with Panco or Bulldog soles.
G. D. JEFFERSON
The Cash Shoe Store

Butter Parchment
Guaranteed Pure Vegetable Parchment neatly Printed with the words "Choice Dairy Butter"
1 lb. Wrapper, 500 sheets, \$1.60
2 lb. Wrapper, 500 sheets, \$2.25
THE ACADIAN STORE

February 15, 1924
QUICK
George M.
Come on now fe
called Raymond
director of the I
"Ten minutes scri
first and second te
Let's go!
Ten of the dozen
had been half-fo
on the floor of t
their places; the
up between the o
the game was o
ing feet and shan
ed from one pla
Stanley Adams
team, moments
in the excitement
basketball. A cle
the ball down to
where Stanley rece
tre.
"Shoot, Stan!" y
The basket was
feet away, but ev
ed his shot Bill Pe
broke from his gus
ly down under t
as if the ball had
yet it ended in f
shot the goal. I
"Time out!" c
"Time out!" c
often stopped to p
ment on a play.
he said to the pla
around him. "St
and no one could
taking a crack at
saw that Bill we
and changed tacti
of a second, willi
er have the glory.
pass the ball inste
ring himself. Th
that wins games i
Stanley Adams
ure as the game
eeking soon left
The reporter wh
a local newspaper,
and Whitfield tur
fereed over to a su
"How are the
Ray?" the visio
to give the town
season?"
"I don't know,
guaredly. "I've
ial. How do the
improvement since
around?"
"I should say
have now—what's
reporter. "That i
"Stan Adams."
"Oh, yes, Adan
whirlwind when b
"Funny thing a
coach. He'd nev
winter, and at th
much attention t
slow—mentally a
fast enough on h
think fast. The
remarkable; you'd
the same boy! I
best man on the t
score many points
snappy brain re
sible for the othe
casual observer
realize where the
He'll fool the o
reporter remarke
"By the way, S
agreed. "By the
to the fact that
to go to watch it
the game on ice."
Stanley Adams
had been brought
his uncle, Joseph
ley was a plain, a
sidered that he w
by his sister's son
thorough schoolin
sider basketball t
an essential part
gramme. Perhaps
part owing to his
himself to work l
little opportunity
the formative ye
He was by no m
perhaps was just
any spare time le
studies should be
ley ran a small s
side the city, whe
faithfully during
many hours bein
The boy did not
working for he l
was indebted to
call for basketba
sued at the high
had gone out for
his uncle would n
demand thus mad
a while all went
basketball as a c
But as last Mr
protest mildly.
"I don't know
ball playing, Stan
to me it's taking
"I know it is,
admitted. "I ge
it, though."
"I suppose you
the most importan
Mr. Bentley. "Th
you get any tru
"Mr. Whitfield
tical value than
they teach in sch
eagerly.
"I've a mind t
man retorted. "I
wouldn't agree w
he claim it benef
He says traini
contest is the mo
develop the mind,
to think quickl
use his brain in
the men who hav
success in college
letics are almost
in life and in bu
"That may be
I'm not at all sur
you to play basket
do you; the thin
ing himself abou
That's what he's
and if he's not su
probably hire anot
about right. Stan
"Perhaps it is
thoughtfully "bu
Whitfield an inju
you think he's on
ing his team to
ways prefer to los
by. He's a fine
bound to be helpe
him."
"Well, I'm glad
Bentley rejoined.