

THE ACADIAN

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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.

WHAT ADVERTISING MEANS TO YOU

Every now and then we like to talk to our merchants about advertising, and we like to do it in this way because the subject is of equal interest to the public. Frankly, the interest of the public, the interest of the local merchant and the interest of the local newspaper publisher are inseparably linked.

The public always is best served by buying advertised goods. Goods that are advertised are goods that are more extensively manufactured and consequently cheaper because of increased production. Moreover, advertising today is a guarantee of merit. No one need be afraid either of the honesty of the price or the quality of advertised goods. Competition compels honesty even if there should be a wish to avoid it.

There is another benefit too, in local newspaper advertising. When advertising is thoughtfully employed it means the building of trade for our local merchants and this reacts in increase in real estate values generally. A prosperous business section means added population and increased conveniences. The whole scheme of advertising, merchandising and buying is one of co-operation to mutual advantage.

The merchant always wins favorable reaction when he talks frankly in his advertising to the people and shows them he is dealing honestly with them and making a normal profit.

The man who weeps with week consistently in his advertising shows he holds the public interest at heart is the man who wins. Many merchants lose the substance of public confidence in grasping for the shadow of immediate sales.

GOOD CROPS MEAN COUNTRY'S PROSPERITY

The present year has probably witnessed the greatest variation in the price of hay in this valley ever experienced by the oldest resident. From forty dollars or more per ton, which was paid in some instances last winter, the price has fallen to perhaps the lowest ever paid for this useful commodity here. While for several years past the crop has been a short one favorable conditions have this year combined to produce an exceedingly heavy yield. Had the price this season been equal to that of the past few years the crop would have yielded rich monetary returns to the growers.

Disappointing as the situation has been from this standpoint the remarkably large crop and good quality is a factor that will count for much in the country's prosperity. After all the number of those who have hay to sell is small as compared with those who feed their entire crop and often are obliged to purchase fodder in order to get their stock through the winter. The good hay crop will furnish an abundant supply of fodder and make an increase in the farmers' live stock a safe and profitable venture. The return of conditions on the farm to those existing before the war will assist very materially in restoring the country's efficiency and ensure a return to normal along other lines.

LORD BYNG STRONG BELIEVER IN BOY SCOUTS

It is very much to be regretted that Mr. Brown's accident last week at the camp at Sunken Lake prevented him from being in town on Thursday and participating in the reception accorded to Their Excellencies Lord and Lady Byng. One of the institutions of this place in which the Governor-General professed special interest was the Boy Scout organization, a movement towards which, we understand, he devotes a considerable amount every year. Unlike the Cadet movement, which he regards as calculated to promote among the young a spirit of militarism most undesirable, Lord Byng regards the influence of the Boy Scout training valuable as contributing to the building up of a good citizenship for Canada.

Coming from such a source this testimony must be very gratifying to those who have been instrumental, sometimes in the face of considerable opposition, in promoting and carrying on this work among our young people, and should encourage a still greater activity along that line.

OUR TIDES A BIG TOURIST ASSET

One of the most interesting and attractive features to visitors to this vicinity is our tides. To those of us who have been familiar all our lives with the phenomena of a rise and fall twice every day of fifty feet or more the tide is a marvel when we take time to think of it. No wonder that it provides a most fascinating source of interest to those who coming from regions remote witness its wonders for the first time. Properly exploited the Minas Basin tides could not fail to be a strong inducement in attracting visitors to this section and we are slow indeed in taking advantage of this asset with which nature has provided us.

VALLEY TEAMS TO FINISH 7-GAME SERIES

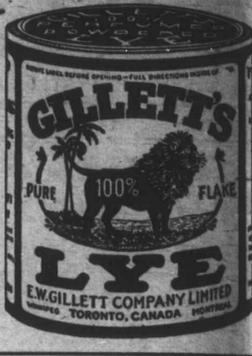
Executive Decides That Kentville and Middleton Will Play Three More Games For Title

Halifax, August 4.—At a meeting of the Nova Scotia baseball league executive held at the Queen hotel last evening and presided over by O. P. Goucher, of Middleton, for the purpose of dealing with the Middleton-Kentville play-off series, it was decided that the two teams in question would play out a seven-game series to decide the championship of their section of the Valley League.

ALCOHOL AND GASOLINE

Carleton Sentinel: A judge recently sentenced a drunken automobile driver to eight months in jail. That is pretty stiff medicine but his was a pretty serious offence. Might as well turn a drunken man loose with a loaded revolver as to let him loose on the highways at the steering post of an automobile. For the latter would be the more dangerous, for the drunken man as a rule don't want to shoot, but drunken men as a rule can't keep out of some kind of an accident on a much frequented highway. There is little that can be said in behalf of the man who tries to mix alcohol and gasoline. Society must act with firmness against such offenders, not so much to punish the offender as to safeguard it.

A woman who has had every opportunity to learn that marriage is a failure seems to take fiendish delight in arranging a match for someone else.



THE TEMPERANCE SITUATION

One of the most beneficent measures placed upon the Statutes under the Liberal regime is the Nova Scotia Temperance Act. The New York Evening Post said: "Prohibition is the greatest public welfare law that has been placed upon the Statute books since the abolition of slavery. To do anything to weaken it would be to take a step backward." Our Temperance Act is a real Public Welfare Law and should be observed and enforced.

Administration of the Temperance Act primarily depends upon the Government. This is clearly and explicitly set forth in the Statutes. The Act provides that the Governor-in-Council shall appoint an Inspector-in-Chief for the enforcement of the Act. His duty is to investigate the circumstances in connection with its enforcement in the Municipalities, and when necessary to direct and assist the Inspector to the effect that enforcement may be made effective and complete.

The Government may on the recommendation of the Inspector-in-Chief appoint deputies to take proceedings for its proper enforcement.

With reference to the Vendor Commissioners the Act provides that the Board with the approval of the Governor-in-Council may make rules and regulations for the conduct of the business.

It will thus be seen that if there is failure in the administration of the law the Government must be held responsible.

During the past two sessions of the House of Assembly the Social Service Council requested the Government to amend the Act in order that capable inspectors might be in a position to deal more effectively with bootleggers, dive keepers, and other violators of the law. The Government did not grant our request.

Recently an appeal was made to the Government (May 9th) to take such action as may be taken by the Governor-in-Council:

- 1. To abolish the Liquor Export Houses which have been established in Halifax.
2. To limit to bona fide purposes, the distribution of liquor by the Board of Vendor Commissioners, Vendors, Auctioneers, Chemists and Druggists.
3. To provide for more satisfactory enforcement of the Temperance Act.

These are reasonable requests. If Liberals take this question to heart we are confident that the Liberal Government will deal seriously with the question of temperance reform. Surely Liberals can persuade their chosen leaders to enter upon a vigorous, wholesome, honest campaign to suppress the liquor traffic. Yours respectfully, H. R. GRANT.

STOPPED JUST IN TIME

Johnnie, who had been praying for months for a baby brother, finally became discouraged. "I don't believe God has any more little boys to send," he told his mother, "and I'm going to stop it." Early one morning a few weeks later he was taken into his mother's room to see twin boys who had arrived in the night. Johnnie regarded them thoughtfully for some minutes. "Golly," he remarked, finally, "it's a good job I stopped praying when I did."

MARQUIS WHEAT

Man has learned to do some remarkable things with organic life, both animal and vegetable, says Youth's Companion. He must do the work experimentally, for, although he has found out much about the laws that govern heredity, he cannot account for some of the things that happen or fail to happen when living stocks are blended. But still he usually finds a way to get what he wants from Mother Nature. Let us consider, for an example, Marquis wheat.

Northwestern Canada is a land of widespread prairies well adapted, so far as soil is concerned, to wheat farming and too far north for any other crop that is nearly so profitable as wheat. But you cannot grow winter wheat in Canada or even in the northern tier of states in our own country. The severe winters are sure to kill any plants that have sprouted and begun to grow in the fall. Canada must have a spring-sown wheat, and, if its people are to take advantage of the fields that spread up to the Peace River Valley within a few degrees of the Arctic Circle, it must be a rapidly growing variety, one that matures within ten weeks of planting.

There are other qualities that a useful variety must have. It must be able to resist drought no less than cold, for western Canada is often both cold and dry; if it is to sell at a good price, it must produce a high yield to the acre. There have always been varieties of wheat that have one or two of the five essential qualities, but until recently there was none that combined all of them. That there is one now is owing to the long and patient labor of Dr. William Saunders of Ottawa and his two sons.

Beginning with a Russian wheat that will ripen in a latitude of more than sixty degrees north, they crossed it with the well-known Red Rife wheat, which has superior milling qualities. When they had got a hybrid variety that would ripen within seventy days and make excellent flour they bred into it a Calcutta wheat that is notable for productiveness and for its power to resist drought. And so year after year they worked away, trying one combination after another, selecting this and rejecting that, finding that one hopeful kind of crossbreeding would not answer and that another, tried on the off-chance, would answer very well, until at last they had produced a stable seed that would produce wheat with every desirable quality for subarctic culture. That wheat they call Marquis.

Incidentally the Saunderses established another variety that they called Prelude. It will ripen in eight weeks and has been raised at Dawson within three degrees of the Arctic Circle. It may perhaps be grown even in the lower Yukon Valley. It does not produce heavily, however, and for that reason is not worth planting where any other variety will grow.

The service of the Saunders' family not only to their native country but to mankind as well is worthy of more recognition than it has received. They are men who have done better than those whom Dean Swift praised so highly—"Two ears of corn grow where only one grew before. They have caused whole acres of waving grain to spring up where before none would grow. They have pushed forward the domain of civilized man in the face of cold and drought and given to Canada new homes for its people and new sources of inexhaustible wealth."

Minard's Liniment for Dandruff.

Advertisement for 2 in 1 Shoe Polish with an illustration of a man's face and the text: 'Have you shined your shoes today? 2 in 1 Shoe Polish Saves You Money'

Hutchinson's Bus Service

WOLFVILLE AND KENTVILLE ROUTE

Table with columns: Leave, Via, Arrive. Lists bus departure and arrival times between Wolfville and Kentville.

Sunday Schedule

Table with columns: Leave, Via, Arrive. Lists Sunday bus departure and arrival times between Wolfville and Kentville.

KINGSPORT AND CANNING ROUTE

Table with columns: Leave, Via, Arrive. Lists bus departure and arrival times between Kingsport and Canning.

Sunday Schedule

Table with columns: Leave, Via, Arrive. Lists Sunday bus departure and arrival times between Kingsport and Canning.

Far from affecting church attendance adversely, the Sunday radio sermon seems to have brought into the fold some of those who had been indifferent. The man who has not been to church for twenty years is discovering that the church still has a message for him.

A LUXURY PERHAPS

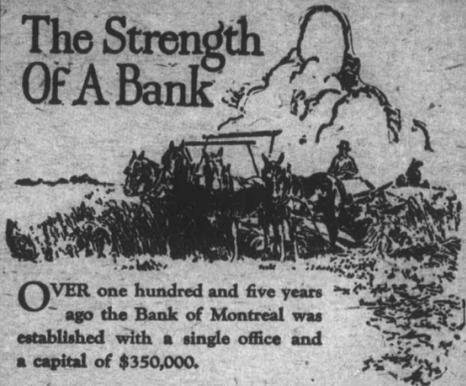
Lawyer—"I wish now to tax your memory." Witness—"Good heavens! Has it come to that?"

GREATEST VALUE

IS OBTAINED BY USING

"SALADA" ORANGE PEKOE BLEND

Blended from the finest teas, the enjoyment gained more than outweighs the extra cost. 43c. per 1/2 lb. Write for free sample and be convinced.—SALADA, MONTREAL.



OVER one hundred and five years ago the Bank of Montreal was established with a single office and a capital of \$350,000.

Today, after more than a century of conservative progress, the combined capital and reserve of the Bank amount to \$54,500,000, its total assets are in excess of \$650,000,000, its six hundred Branches extend to all parts of Canada, and it has its own offices in financial centres throughout the world.



The full resources of the Bank are behind every Branch

Wolfville Branch: A. G. Guest, Manager.

BANK OF MONTREAL Established over 100 years

Boston and Yarmouth Steamship Co., Limited

FREIGHT AND PASSENGER SERVICE

SUMMER SAILINGS Steamers Prince Arthur and Prince George SIX TRIPS WEEKLY FARE \$9.00

Leave Yarmouth Daily except Sundays at 6.30 p.m. (Atlantic Time). Return, Leave Boston Daily except Saturdays at 2 p.m. (Daylight Saving Time).

For staterooms and other information apply to J. E. KINNEY, Superintendent, Yarmouth, N. S.

CASH and CARRY

Fresh Vegetables

from the garden every morning at lowest prices.

SPECIALS FOR FRIDAY:

Table listing special prices for Friday: Fresh Salmon 35c, Fresh Halibut 30c, Fresh Cod 12c, Fresh Haddock 12c, Smoked Herring per doz. 40c, Dry Codfish 12c.

SPECIAL FOR SATURDAY:

Table listing special prices for Saturday: Roast Beef 15 to 25c, Roast Pork 25c, Roast Veal 22 & 25c, Roast Mutton 25 & 28c, Roast Lamb 35 & 40c, Beef Steak 25 & 28c, Veal Chops 25c, Lamb Chops 35c, 2 pks. Corn Flakes 25c, Shredded Wheat, per pkg. 15c.

FRANK W. BARTEAUX

PHONE 53.