

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.

A CHRISTMAS MESSAGE

ONCE MORE we celebrate the yuletide season—that time-honored anniversary upon which is founded the world's civilization. How shall we approach the Christmas of 1924? with despair in our hearts of the final triumph of good over evil, or dare we, despite the voices of the present and the dark fears of the future, declare our faith in the words of Browning's innocent child, and say:

"God's in His Heaven;
All's right with the world".

The answer is simple. Leave Him out of His Heaven and out of His World, and Christmas, with its "glorious song of old", is little less than a mockery. But hold to the faith that has stayed and steadied innumerable multitudes of earth's finest spirits in days when those about them were saying, "Where is now thy God?" and you will greet the dawn of the new Christmas with a deep and satisfying peace. Here is an optimism that will hail the present Christmas not because it ignores the facts, but in spite of the facts; an optimism that knows that though mighty empires have come and gone, and darkness settled over many a nation like an impenetrable gloom, the world has steadily, if slowly, rolled out of darkness into light. This is not the only era in human history when civilization has seemed to be drifting towards the rocks, with no watcher at the bow and no hand on the helm.

Would any of us like to go back to the days when man was emerging from his arboreal life? Do we pine for the civilization of Babylon or Egypt or Rome, with the world mostly slaves? Have we made no progress even through nights of French Revolutions and Russian horrors? Look back over human history and trace the upward climb and mark the larger world into which humanity has come since that first Christmas day, and despair will give place to hope, and the song of Browning's little maid will not seem so mad a dream.

OUR CHRISTMAS SUPPLEMENT

ENCLOSED with the regular number of THE ACADIAN this week we have pleasure in presenting each of our readers with a Christmas supplement which we trust will be appreciated. We take a measure of pride in this production, which was not only printed in our own office upon our own presses but wholly from material manufactured in our own plant. Undoubtedly there will be found some defects, due mostly to the fact that our office has been unusually busy during its production, but on the whole we venture to suggest that it will be regarded as creditable to a country printery.

During the past few years the proprietors of THE ACADIAN have expended a large amount—perhaps more than was warranted—in order that its printing equipment might be brought thoroughly up to date and capable of turning out any order for correct printing that might be entrusted to it. Our monotype, which has made possible the production of our Christmas supplement, is a mechanical marvel and the only machine of the kind in Nova Scotia west of Halifax. Our complete electrical power equipment, fast and good presses, and the capacity to manufacture anything that enters into good job printing, in the hands of competent and tasty workmen puts us in a position where we are able to confidently undertake anything that is required in our line. There is no need at the present time to look outside of Wolfville when good printing is required. A feature of our supplement to which we desire to especially all the attention of our readers is the message from the business and professional interests of the town which appears on page three. The institutions which they represent, to a very great degree, make up the town. Some have been a long time with us and others are newcomers. They have invested their resources and energy in this community and deserve the best in the way of patronage that can be given them.

STRAIGHT TALK

WE ARE tempted to speak to our merchants. We do it only with the best of intentions. We are thankful that you have placed your advertisements in our columns. Our wideawake readers will see them and will read them. If the merchants wish to keep trade at home, they must, of course, let the public know what goods and what inducements they offer. The great merchants of our larger cities are constantly advertising at an enormous expense, but it pays them; and it was by shrewd advertising that they became successful. They cannot afford to stop, or else they would.

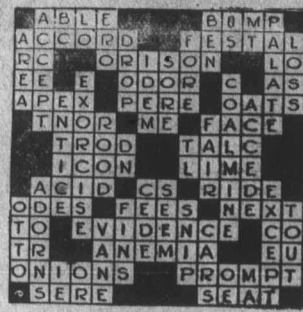
Wolfville merchants cannot afford not to advertise in their local paper. Advertising sells merchandise.

GET TOGETHER AND TALK IT OVER

NEVER perhaps before, to the same extent, has the local merchant found the mail order house such a formidable competitor during the present season. The volume of trade that properly belongs to the home merchant, and is now going to foreign business places, has increased to such an extent as to have become a veritable menace. Just what the remedy is we are not in a position to recommend, but we venture the suggestion that the time has arrived for a better understanding between local merchants and their customers in this regard.

THEY HATE TO THINK

IF YOU want to find out what hard and disagreeable work it is for most people to do any thinking just discuss something that would require them to think, or hand them a serious book to read on some subject that would require thinking to understand it. You will find that a lot of people shy at the least idea of using their heads, and prefer to take their ideas ready-made from some one else.



Answer to Puzzle No. 20

SHEFFIELD MILLS INSTITUTE

Holds Annual Community Supper

The annual community supper and tree held under the auspices of the Sheffield Mills Women's Institute was given in Community Hall, Thursday evening, Dec. 18, nearly 200 attending. The auditorium was in gala attire, miniature Christmas trees being used for decorating the tables, which were filled with good things. The committee in charge was the following: Mrs. W. W. Harris convener, Mrs. John Kinaman, Mrs. Alexis Irving, Mrs. Harold Fellows, assisted by the president, Mrs. Frank Irving. Following the supper a concert was given by the school children, and so finely carried out was the programme that it would be difficult to lay special stress on any number, all of which were delightful and received applause upon applause. The program was as follows: Mr. Emerson Taylor presiding; Chorus—"Christmas Comes to Us with Gladness"; Opening Exercise—Eric Kirman, Levrette Webster, Reginald Taylor. Drill—16 boys, carrying spruce intermingled with red. Doll Drill—8 girls carrying dolls, each representing the countries to which Santa brought happiness. Reading—"Mike's Prayer", Miss Jean Miller. Girls' chorus—"Sleep Gentle Jesus"; Christmas Tree. Exercise—10 boys carrying letters spelling Christmas. Boys chorus. Reading—"The Switchman's Ordeal", Miss Ruth Ellis. Christmas Heralds—Lester Schofield, Gordon Bowser, Roy Pearl, dressed in white and carrying horns and sleigh bells, sang sweetly. Candle exercise—9 girls and boys carrying candles which were lighted by Harry Spaine, gowned in pink. Sewing exercise—Winnie Ogden, Dorothy Othy Schofield, Helen Roscoe, Louise Vaughan, Beulah Bennett. Girls' Drill—girls in white carrying white and silver wands. Chorus—"Merry Christmas". The evening was a very happy one for all. Misses Ruth Ellis, Jean Miller, Alice Pye, McKenzie, Ross, Rita Kinaman and Mr. Brett Roscoe also assisted the committee. Santa distributed gifts to all from a gaily decorated tree.

CHRISTMAS WELCOME

File high the logs upon the fire,
And make the cabin bright,
And put no bolt upon the door
This blessed Christmas night;
For if so be they pass this way,
And see in trouble sore,
They'll know an hearty welcome waits
Beyond the open door.

Now place the Christmas candles there,
Put one for every pane,
That they may see the blessed light
A shining through the wane—

Frost Bites

Minard's takes the sting out of them. Quickens circulation and prevents complications.



CASH AND CARRY

Buy your Christmas Goods here and Save Money

- New Nuts, 25c. lb., 10 lbs. \$2.20.
- Shelled Walnuts, 49 and 69c.
- Table Raisins, 38c. and 40c.
- Choice Figs, 35c., 3 for \$1.00.
- Cooking Figs, 2 lbs. for 25c.
- Seedless Raisins, 17c. lb., 5 for 75c.
- Seedless Raisins, 17c., 5 for 75c.
- Citron Peel, 69c. lb.
- Orange and Lemon Peels, 49c. lb.
- Crystallized Ginger, \$1.25 lb.
- Marrichino Cherries, 30c., 55c. and 75c. bottle.
- Salad Dressing, 25c., 40c. and 75c. bottle.
- New Dates, 15c. lb., 2 for 25c.
- Cocoa, 15c. lb., 2 for 25c.
- Baker's Chocolate, 28c. cake.
- Melaga Grapes, 35c. lb.
- Florida Grapes, 25c. lb.
- Florida Oranges, 49c., 59c., and 69c. doz.
- Cal. Seedless Oranges, 29, 39, 49 & 69c.
- Tangerine Oranges, 30c. doz.
- Large Florida Grape Fruit, 3 for 25c.
- Lemons 60c. doz.
- Pop Corn Balls 5c. each

Fancy Boxes of Chocolates from 45c. to \$3.00

Christmas Candies from 25c. to 39c. lb.

Choice Turkeys, Geese, Ducks, Chicken and Fowls
Beef, Pork, Veal, Lamb

Lettuce and Celery Christmas week

Phone 53

CALDWELL-YERXA LIMITED

The curlew calls across the sky
The winds are keening low,
Who knows but here they'll rest awhile
As on the way they go.

One Christmas Eve, long, long ago,
The doors were bolted fast,
And in the dawn's grey light they found
Their footsteps as they passed;
For this the Christmas lights are set,
The doors are open wide,
That in her travail she may know
A place she may abide.

The irns were full, but there is room,
Tis blessed Christmas night,
For Mary and her Holy Child,
Where shines the Christmas light,
Then set a candle in each pane,
That passing, they may know
A welcome waits the Holy Child
Where Christmas lights bright glow.



DECEMBER 25
WORLD'S BEST NEWS: — The angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour, which is Christ the Lord.—Luke 2:10, 11.

DECEMBER 26
I HAVE FOUGHT A GOOD FIGHT, I have finished my course, I have kept the faith. Henceforth there is laid up for me a crown of righteousness.—2 Timothy 4:7.

DECEMBER 27
WHOSOEVER WILL COME AFTER ME, let him deny himself, and take up his cross, and follow me. For whosoever shall save his life for me, shall lose it.—Mark 8:34, 35.

DECEMBER 28
REMEMBER NOW thy Creator in the days of thy youth, while the evil days come not, nor the years draw nigh, when thou shalt say, I have no pleasure in the whole matter: Fear God, and keep his commandments: for this is the whole duty of man.—Ecc. 12: 1, 13.

DECEMBER 29
HOW EXCELLENT is thy loving kindness, O God! therefore the children of men put their trust under the shadow of thy wings. They shall be abundantly satisfied with the fatness of thy house; and thou shalt make them drink of the river of thy pleasures.—Psalm 36:7, 8.

DECEMBER 30
PURE RELIGION and undefiled before God and the Father is this, To visit the fatherless and widows in their

affliction, and to keep himself unspotted from the world.—James 1:27.

DECEMBER 31
A BENEDICTION FOR THE NEW YEAR: — The Lord bless thee, and

keep thee. The Lord make his face shine upon thee, and be gracious unto thee. The Lord lift up his countenance upon thee, and give thee peace.—Numbers 6:24-26.

Christmas 1924

THE President, Directors and Officers extend to the Customers and Friends of the Bank their Best Wishes for a Happy Christmas and a Prosperous New Year.

The Royal Bank of Canada

Head Office Montreal

A Nation Builder More-bread and better bread

Purity Flour, full of the strength of Western hard wheat, builds lusty, vigorous boys and girls. Mothers find Purity Flour makes more loaves and better loaves at lower cost.

PURITY FLOUR

The Purity Flour Cook Book will be mailed postage paid to you for thirty cents—it's worth more. Write for one to-day to Western Canada Flour Mills Co., Ltd., Toronto, St. John, N.B., Winnipeg

The Holiday Time

Provides an excellent opportunity for having your Electric Wiring gone over and any change or repairs made that may be necessary.

Our staff and equipment is at your service.

J. C. Mitchell
Electric Contractor
Wiring, etc.

Office Supplies

Typewriter Paper, good quality bond, \$1.30 per ream. Better quality bond, \$1.70 and \$2.40 per ream.
Copy Paper, manilla, \$1.00 per 1000 sheets.
Business Envelopes, \$1.00 to \$2.50 per box of 500.
Carbon Paper, 2 sheets for 5 cents, \$1.00 per box.
Onion Skin Paper, 85 cents per ream.
Stenographers' Note Books, 10 cents each.
Adding Machine Rolls, 25 cents.
Blotting Paper, 5 cents per sheet.
Orders taken for Typewriter Ribbons, any make. Orders also taken for Loose Leaf Binders and sheets for same, any size or style of ruling.

The Acadian Store
WOLFVILLE, N. S.

Acadian Want Advs. Bring Results!