

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 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 this 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 PREMIER'S VISIT

THAT someone had blundered was very evident when Premier King and his party visited Wolfville last week without any notice of their coming having been given to the public. It is not often that our town is honored by a visit from the Prime Minister of Canada and naturally there were many citizens who would have been glad to have met him or at least to have seen him. Such an opportunity should not have been allowed to pass unnoticed and that it did is very much to be regretted.

If the school-children had been allowed to parade to the railway station and catch a glimpse of the man who for the time being occupies the most exalted position that the Dominion affords, and perhaps have heard a few words from him, the incident would have produced an impression that would never have been forgotten and would have tended to an increased understanding of national relations.

Wolfville people are always glad to give honor to public men, not necessarily on account of their own merit but because of the high position which they hold. We are sure that had it been given out that the Premier's party would favor our town by their presence a reception would have been given that would have done credit to Wolfville and its citizens. It is certainly too bad that because of this negligence Hon. Mr. King should have gone away with the feeling that proper respect had not been given him.

PUNISHMENT FOR SPEEDERS

IN MANY of the states of the union they have learned to check reckless automobile drivers much more effectively than we are doing in Nova Scotia. Over there the man who exceeds the speed limit, causes an accident, or operates a car when intoxicated is not permitted to drive again. That is not only a sound protective policy but it is the only remedy that goes to the root of the trouble. In New York state during the year which ended on June 30th last, 4477 licenses were cancelled for offences which would have merely drawn a fine or some other mild form of punishment in this province.

We have been neither logical or prudent in the matter of dealing with motorists who cause so-called "accidents". Under our practise a driver may operate an automobile while under the influence of liquor, or, what is just as inimical to life and limb, while under the mad impulse to run his car at fifty miles an hour on a busy highway, and suffer merely a fine or a week's imprisonment. Then he goes forth and continues to be as great a menace as ever. What common sense demands is that he should be absolutely inhibited from driving again—for a long period at least. Our justification for again referring to this matter is the continued danger which threatens all who have occasion to use the highways.

THE WEEKLY NEWSPAPER

THE WEEKLY newspaper, unlike the metropolitan daily, has a peculiar place in the home. It becomes a part of the family, because its news stories concern the activities of the home town folks, and what deeper interest could be developed than among those with whom we live and move. The community is the antechamber of the home, and the weekly newspaper the avenue that leads from one to the other. Our message is this: Give to your newspaper co-operation. Results will come back to you in a community asset, a wide-awake, forceful, influential newspaper, and a power in influence for good in your community.

NO ONE BLAMES SIR HENRY

REFERRING to the criticism that has been made of the re-appointment of the General Manager of the C. N. R. at a salary of \$65,000 the Hants Journal of Windsor plaintively asks: how many editors would like to take the position at that price. We wonder! Our valued contemporary also enquires who among newspaper men would refuse the \$15,000 increase if they were in Sir Henry Thornton's place, and we imagine very few. However, no one is criticising Sir Henry, and no one blames him for taking the salary he is getting if he thinks his services are worth it.

PUT A SPARKLE IN YOUR ADS

MODERN advertising is partaking more and more of the bright, snappy style, even bordering onto the humorous where appropriate, as against the dull, cold seriousness of the past. Just as the newspaper of today strives to claim the attention and hold the interest of its readers, so must advertisers apply the same principles in preparing their advertising copy. Like most things, it can be overdone, but readers are constantly on the lookout for newness and freshness in advertising.

LOWER THE TAXES

HOW TO lower the taxes should be the first interest of municipal, provincial and federal governments. This is no longer a matter of mere finance. It becomes a question of leaving with every family more of its earnings to use for providing the comforts of life, for education and for large opportunities generally. The reduction of taxes thus becomes a human subject of concern to every family in the land.

THAT a great public journal such as the Toronto Globe should evidence such an interest, as it does, in the standing of the candidate selected from this county for the federal contest is most encouraging. It indicates that the affairs of these provinces by the sea are indeed receiving long-delayed attention. Time was when the Globe showed no such concern in the character of Kings county representatives in either the federal or provincial parliaments. Its a sign that the world is getting better.

THE ELECTORS should not allow the importance of the coming municipal elections to be overshadowed by the federal contest which takes place a few days earlier. In both instances they will do well to remember that the welfare of the country as a whole is of greater moment than party advantage.

THE DATE for the Canadian Thanksgiving Day has been fixed for Monday, November 9th. All the elections for this year will then be over, and we will have something, at least, to be thankful for.

Pocket radio receiving sets are announced as possible, which will be all right as long as they do not make home broadcasting sets.

A BROAD-MINDED PRINCE



The Maharajah of Patiala, a fabulously wealthy Indian ruler, who is visiting London. He recently visited a Salvation Army hotel for working men in one of the London slums and there made a remarkable speech in which he paid tribute to the Salvation Army in India, although he is not a Christian.

KEEP CANADIANS AT HOME

Nine thousand Canadians who had gone to the United States ostensibly to reside, returned to Canada during the first quarter of the present fiscal year, according to immigration department figures. And this in the face of improving business conditions over the border. This fact ought to be weighed carefully. Emphasis should not only be put on the importance of immigration but also in the problem of keeping people in the country. In actual immediate economic value it is probable that these nine thousand are worth as much as many times this number of foreigners. How are Canadians to be kept in Canada? Certain municipalities in the Maritimes are considering some action to give their young men a start economically. Whether or not this is feasible remains to be seen. It is certainly worth considering. After all, there is nothing that will keep Canadians in Canada like prosperity, and no more potent factor in keeping immigrants out of the country, assuming the gates are opened, than loose talk about Canadians going to the States.—Financial Post.

A POPULAR DELUSION

Among the many affairs of the universe demanding correction, the delusion that newspapers are charitable institutions is surely of sufficient importance to demand immediate attention.

It has become necessary to wage a publicity campaign to inform business men, government officials, in fact, the public at large, that the newspaper has something to sell. Its white space provides it with bread and butter and why government departments should expect a newspaper to donate its space without payment, is difficult to understand. Publicity has demonstrated its value to every form of industry, all of which have learned that they must pay for publicity as for any other service. Yet pamphlets, circulars and propaganda continually are being disgorged from mail bags, in the belief that they will go into print.

Effective savings could be made in postal charges, which, in as much as they bring no return, are wasted, if well-organized publicity were adopted as a policy by government departments as well as other organizations.

Newspapers need more revenue, for every line in them costs real money. The logical way to secure this revenue is from those whose products require advertising, to create demand—Canadian Printer and Publisher.

Did you ever notice that a boy or man can sit on a stone four inches square for half a day waiting for the fish to bite, but can't sit on a sofa five minutes for a dollar? A man can sit on an inch board and talk politics for three hours, but put him into a comfortable church pew for forty minutes and he gets nervous, twists and turns and goes to sleep. A man can punch his cheeks with tobacco and the juice running down his chin feels good; but a hair in the butter simply knocks him out completely.

Ask for Minard's and take no other.



RADIO

We serve all makes but sell RADIOLA

- A few specials while they last:
- Brandes Table Talkers.....\$8.85
- 224 watt B. Batteries.....1.75
- Rheostats.....0.55
- 1st, 2nd & 3rd Stage Aerovox Resistofomers... 2.00
- Lightning Arresters.....0.75
- Hydrometers.....0.75
- B. & H. Transformers.....3.50
- Electric Soldering Irons.....1.75
- Also extra special prices on Auto Accessories.

H. K. Whidden
Phone 314 P. O. Box 15

RAILROAD CROSSINGS TAKE HEAVY TOLL FROM MOTORISTS

Last year over 3,000 persons were killed in automobile-railroad-crossing accidents, and nearly 10,000 others were seriously injured. No one knows how many other motorists have had narrow escapes and just missed having an accident.

From this it would seem that there are still thousands of motorists who do not realize the necessity for taking proper precaution when passing over a railroad crossing. Practically all such accidents could have been prevented and many thousands of lives saved if the drivers of the cars had exercised ordinary driving sense.

Life is sweet, so why risk bringing it to an early close for the sake of saving a few seconds when passing over a crossing. In the illustration you will notice one of the most dangerous types of crossings. Here the view of the lines is obstructed considerably until you are nearly at the crossing. Were it possible to see clearly for a mile or more on both sides, it would not be necessary to slow up or stop your car, but if the view is at all obstructed in either direction, slow down; and, if necessary, stop and make absolutely certain that the line is clear before driving across.

The fact that every year thousands of motorists are killed and many more thousands are badly injured in crossing accidents, proves that there are still thousands of drivers who do not realize the danger they are running when they do not take proper precautions at these death traps.

A large number of accidents occur because the driver stalls his car across the tracks. In most cases this is caused by slowing down, then trying to speed up and cross the tracks without first changing down to a lower gear. Perhaps when you slow down no train is in sight, so you think there is no danger. However, you may have slowed down so much that your engine will not pick up in high gear and stalls right across the tracks, and just at this time a train may be approaching.

If you ever have the misfortune to stall your car across the rails of a crossing, DO NOT sit in the driving seat trying to start the motor. GET OUT and PUSH your car off the tracks.

Hundreds of accidents have occurred because the driver sat in his seat and lost valuable time making vain efforts to start the motor and found, when it was too late, that he could not get out of his seat quick enough to escape being hit by the approaching train.

If you have to come to a complete stop, cross the rails in LOW GEAR; never attempt to make a change when going over the crossing, the risk is too great.

FINDING OF COAL VEIN REPORTED IN QUEBEC PROVINCE

MONTREAL, Sept. 21.—Reports reached Montreal today of the discovery of a vein of coal, almost identical with anthracite, in Compton County. Work is being pushed in an endeavor to find the main seam. The discovery has caused considerable excitement in the vicinity, as geologists have long maintained that there is practically no coal in the Province of Quebec. Compton is fifteen miles south of Sherbrooke.

Homes Wanted!

For children from 6 months to 16 years of age, boys and girls. Apply to H. STAIRS, Wolfville Agent Children's Aid Society



From Pay Envelope to Dividend Cheque

MONEY laid by in youth is worth double the savings of middle age. Many a rich man today bought the right to his dividends, with the savings he made once out of his pay envelope. Anyone with determination can do the same.

The man who saves is the man with money.

The Royal Bank of Canada

Wolfville Branch
R. Creighton, Manager

Port Williams Branch
R. S. Hocken, Manager

Community Sale

--- Going Strong ---

BECAUSE
"Our Prices are Right"

SPECIAL THIS WEEK

Vantines Vanity Cases—Half Price

- Alarm Clocks.....\$1.60
- 8 Day Kitchen Clocks, half hour strike, Oak finish case... 5.25
- A good School Pen, regular \$2.00 value, for... 1.50
- Eversharp Pencils......50

A Coupon with every dollars worth—Buy all you can.

—Somebody Wins—

Williams & Co.

"The Gift Shop"

GET YOUR COUPONS AT CALDWELL-YERXA, Ltd.

During the Big Sale
Every dollar purchase entitles you to one coupon and every coupon means a chance to win one of the prizes offered.

ALL STOCK MARKED LOW DURING THE SALE.

<p>JUST A FEW SUGGESTIONS</p> <ul style="list-style-type: none"> New Dates, 2 lbs. 25c. Raisins, 2 lbs. 25c. Rolled Oats, 4 lbs. 25c. Rice, 3 lbs. 25c. Beans, 3 lbs. 25c. Corn Starch, 2 pkgs. 25c. S. F. Amonia, 3 pkgs. 25c. Eddy Matches, 2 pkgs. 25c. Palmolive Soap, 3 cakes 25c. Corn Flakes, 2 pkgs. 25c. Post Toasties, 2 pkgs. 25c. Sardines, 3 cans 25c. Jell-O, 3 pkgs. 25c. Cocoa, 2 lbs. 25c. B. Sugar, 3 lbs. 25c. Gran. Sugar, 13 lbs. \$1.00 Pure Lard, 1 lb. 25c. <p>\$5.00</p>	<p>FREE Soap Offer</p> <p>During this Sale we will give FREE</p> <p>5 Cakes of Surprise or P.G. White Naptha Soap with every \$5. order.</p> <p>ALL ORDERS DELIVERED FREE.</p>	<ul style="list-style-type: none"> Vinegar Pure Pickling, per gal. 35c. Pickling Spice Red and Green Peppers Silver Skin Onions Also W. Cloves, Ginger, Turmeric, Curry, Celery, Mustard. Fruit Jars pts., qts., 1 gal. \$1.50, \$1.75, \$1.95 Jar Rings Certo—Parowax Fancy Molasses, per gal. 75c. Blue Banner Orange Pekoe Tea, per lb. 68c. and Blue Banner Fresh ground Coffee, per lb. 68c.
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A FULL LINE OF Fancy Biscuit, Fruit, Confectionery.
CALDWELL-YERXA, LIMITED.
MAIN STREET - PHONE 53 - WOLFVILLE

HANTSPO

Rev. H. T. G. United church, an several days in F. Mr. A. DeWitt was the week end parents, Cap. rance. Miss Grace Y. Thursday las. wi a student at the Mr. D. W. Mur bytry of the Un sor on Wednesda the delegate from church. Mr. and Mrs. Ethel Davison) a Saturday for Mo joyable vacation o at the home of C Lawrence. Rev. Dr. Dickie services of the la Croix, on Sunday. Mr. and Mrs. C family motored fr week and are gues parents, Mr. and Miss Eleanor C holidays at the h Mr. and Mrs. C. last week to Edge Windsor. Mrs. R. S. McD tives in Halifax. Mrs. John Dunlo to the city. Mr. Gordon Ro the guest of Mr. an Mrs. Henry Cree home in Maitlan week at the home of Rolph. Mrs. McCaughin Parrsboro. Miss Ruby Tay Parrsboro: where sh weeks with relatives. Mrs. Clarkson, efficiently nursed th during his serious il on Saturday. Mrs. B. Davison recently Messrs. S. of Boston, W. A. E and A. J. Floyd, o United Fruit Co. Mr. and Mrs. Ge turned to Canning spending several w Avon cottages. Mrs. Blackadar a who have also been the cottages, left f day. Miss O. Garrison, weeks visiting frien goodboit' and Wal last week. Miss Thelma Bea Exchange, Wolfvill er home here. Mrs. Garrison ha ntly Mrs. L. McI Windsor. Mr. Geo. Mailing et that it was fou ove him to the P. R, and hope soon to sent in his conditi Mr. Harold Wolfe was in Hantsport o Mr. and Mrs. F. F ave removed to th ur Smith, Willow Mrs. C. E. Ches Frederick, N. B. was summoned by mother, Mrs. Chartr Miss Josephine F with her friend, Mrs. Windsor. Mr. and Mrs. F. A Davison, Messrs. A. on were visitors to day. The little Misses Ghee Kewley renderi g Prayer' in the Sunday. Sunday nex is Rally Day in the Mr. Ellsworth Mc days recently with fr Miss Helen J. Mc Provincial Secretary stutes, gave an inten sss before the local in the Presbyterian sining, basing her fundamental principle on which are for th home", "Education"