

THE ACADIAN

(Established 1883)
Published at Wolfville, N. S., every Thursday 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 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 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.

GET READY FOR COLLEGE CLOSING

UNUSUAL interest will centre in Acadia's closing exercises which will be in progress now in the course of a few weeks. Always an important event in Wolfville it will this year assume even greater proportions because of the opening of the new building and the consequent increased number of the friends of the university who are expected to be in attendance. The college authorities already have extensive plans under preparation. There will be reunions of all the classes hitherto sent out, and it is expected that many who have not before returned to participate in the commencement exercises of their alma mater will this year be present to take part.

Wolfville will be thronged with visitors and the town authorities and citizens generally should be making ready for the event. Our town should then be looking at its best in order to create a good impression among the visitors, many of whom will return after many years of absence. In view of these circumstances there is greater need than ever this spring for an active campaign of improvement on the part of all our people, and an organized forward movement along that line should be at once set in progress. In the natural course the regular spring clean-up will soon take place. Let it be on a bigger scale than usual and include everything that can be done in the way of private and community effort to make our town bright, clean and attractive.

LAW OBSERVANCE

EVIDENCE is not wanting that at the present time there is a disposition on the part of many to look upon the observance of law as a rather unnecessary duty, and to regard those who think differently as rather restricted in their views. Not only is this apparent in the matter of town ordinances but also in provincial and federal laws, all of which in these days appear to be mostly conspicuous in their non-enforcement. Rum-running, smuggling and even highway robbery are not infrequent incidents of our daily news, while minor offences are exceedingly common. This condition furnishes food for thought on the part of well inclined people and deserves more attention on the part of all who stand for right living. It should be realized that most of our laws are based upon common sense and are intended not to curtail our liberty but to promote the safety of life and property and the maintenance of those things which have cost much and tend to individual and community well being.

Whatever may be our attitude towards them we are encompassed on every hand by laws which we cannot afford to ignore. This is a well ordered world in which we find ourselves, and the violation of any of the laws which govern it cannot fail in the long run to work for our hurt, rather than for our good.

NO PLACE FOR CHILDREN

THAT Wolfville is becoming more and more a popular place of residence is most gratifying, but it avails little to our profit if would-be desirable residents are not able to secure houses in which to accommodate their families. During the past winter there have been a number of people whose coming to Wolfville would add materially to our citizenship who have been prevented from locating here because of their inability to procure suitable housing facilities. It is too bad that such a condition should obtain and some action should be taken towards solving the problem which it creates.

In one or two cases those who have houses to rent have objected to tenants who had children in the family, even after a guarantee to make good any damage that might result from the juvenile members of the family had been tendered. Surely the time has not come when as a community we have no place for children.

To extend a glad hand to a class that is willing to pay exorbitant rent for a habitation which is scarcely fit to live in, and which eventually furnishes the most of those who become claimants upon the town's charity, and make no provision whatever for the accommodation of those who cannot fail to become good citizens, appears to us as rather an unwise policy.

A DEFINITE LIFE WORK

THOUSANDS of lives have been saved from ruin by a definite work in life; others have been wrecked for want of it.

Boys and girls should choose for themselves a life work they will enjoy. Nothing will prepare them better for the coming years than a good wisely chosen work, whether for wages or for the love of doing it.

They should be proud of the gifts which enable them to win their own way when their efforts have straightened themselves to any task they may undertake. Their time is not wasted. There is always something with which to fill up the spare hours of a person who has an aim in life.

"Our time," said Sir Walter Scott, "is like our money. When we change a dollar, our dimes escape as a thing of small account; when we break a day by idleness in the morning, the rest of the hours lose their importance in our eyes." Idle hours are temptations, but idle years are worse.

The real wages of good work are not made at a mint.

THE INDISPENSABLE NEWSPAPER

ALL FORMS of advertising have been used successfully by utility companies but the one who has proved indispensable is the newspaper," says one who knows. "First of all it has circulation. A single newspaper will often cover from 60 to 80 per cent. of the homes in its territory. Advertising space in that paper will give much greater return per dollar invested than will any other form of advertising on which postage is spent.

"Secondly, people are accustomed to reading the newspaper. It is not difficult to get their attention, as in the case of the circular letter, the booklet and other forms of direct by mail advertising. Third, and best of all, it is timely. The advertiser is able to appeal to his audience by frequent advertisements.

"By all means use the different forms of advertising, the principal item of which should be the weekly, but use them to round out your newspaper advertising. But the newspaper is the one that is indispensable."

HORNSBY THE GREAT



Rogers Hornsby, the St. Louis Cardinals' second baseman, who has led the National League in batting for five years, and who last season established a record for modern baseball with an average of .424, has signed a renewal contract for three years calling for a salary somewhere between \$20,000 and \$25,000 per year, according to an official report. His former contract was reported to have been for about \$17,500, and it is not to be wondered at that he should "request" a larger share of the gross receipts. He is one of the greatest batters, if not the greatest, in baseball.

SPLENDID ADVICE FOR OUR MERCHANTS

Following is a letter that appeared in a Western newspaper, written by one of its readers. There is information in it for merchants: "Your paper is always boosting that home town buying is the right thing, for if everybody bought away we would not have a town very long. In your editorial of a week or two ago you said there would be less buying from catalogues if every merchant would advertise, because it is advertising that keeps the catalogue men going. Well, I believe that's right, too, but one thing I would like to see all the local merchants do—and there are more who think the same—and that is for them to print the prices as much as they can in their advertising. And I also

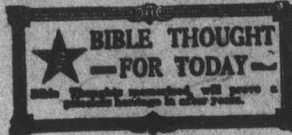
Baby's restless nights might be avoided

Scalded skin and other skin troubles are common causes of restlessness, and often could be avoided by careful bathing with Baby's Own Soap.

Its fragrant lather cleanses and heals Baby's skin, and prepares for restful sleep.

"Best for you and Baby too" 22-25

think that if the prices are going up they should say so and tell why, if they know. These times we all have to bite our nickles—or most of us—and we certainly don't like the idea of prices going up on staples particularly, and not a word about it till you reach the store. I am not an advertising expert, but I know what I would like to see in my local paper along that line, and that is a lot of genuine information about goods and prices every week. Then we would feel better and if we found we were being fairly treated there would be less sending away. I hear this talked about a lot, so I thought I would write you."



MARCH 27
WHOSOEVER WILL COME AFTER ME, let him deny himself, and take up his cross, and follow me. For whosoever will save his life shall lose it; but whosoever shall lose his life for my sake and the gospel's, the same shall save it.—Mark 8:34, 35.

MARCH 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 them. Let us hear the conclusion of the whole matter: Fear God, and keep his commandments: for this is the whole duty of man.—Ecc. 12: 1, 13.

MARCH 29
HOW EXCELLENT is thy lovingkindness, 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.

MARCH 30
PURE RELIGION is undefiled before God and the Father is this, To visit the fatherless and widows in their affliction, and to keep himself unstained from the world.—James 1:27.

MARCH 31
CAST AWAY from you all your transgressions, whereby ye have transgressed; and make you a new heart and a new spirit: for why will ye die, O house of Israel? For I have no pleasure in the death of him that dieth, saith the Lord God: wherefore turn yourself and live ye.—Ezekiel 18:31, 32.

Don't worry about your competitors. There's no one just like you in your business. You've got something none of the rest has. That's why it's your business. So go to it.

A Sweet Breath at all times!

THE FLAVOR LASTS

WRIGLEY'S

After eating or smoking Wrigley's freshens the mouth and sweetens the breath. Nerves are soothed, throat is refreshed and digestion aided. So easy to carry the little packet!

WRIGLEY'S

- after every meal / 253

NEW TELEPHONE DIRECTORY

A new issue of the Telephone Directory for the Western District is in course of preparation and lists will be closed on April 10th.

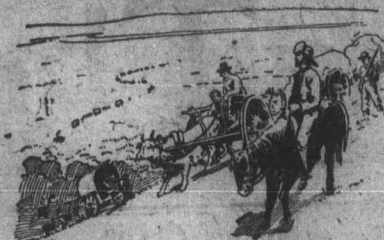
The Directory serves our subscribers in "The Valley" (including Brooklyn, Clarksville, Hantsport and Windsor in Hants County) and in Digby, Lunenburg, Shelburne, Queens and Yarmouth Counties.

Persons who wish to become Telephone Subscribers at this time and Telephone Subscribers who want changes made in their listings are urged to send in their Orders to our nearest Business Office at once, and at all events not later than April 10th.

We cannot undertake to give effect in the new issue to Orders received after that date.

Advertisers who wish to avail themselves of the opportunities for effective, yet low priced, publicity, afforded by use of space in the new issue are requested to call our nearest Business Office and a representative will be sent to attend to their wants.

Maritime Telegraph & Telephone Company, Limited



They Had No Banks

IN pioneer days the general merchant often kept the money of his customers for them—there were no banks. Buying and selling were largely by barter only.

The coming of the branch bank filled an important need in every community, and today the wise farmer, business man or private individual keeps his money in the bank and makes full use of the many services it has to offer.

The Royal Bank of Canada

Wolfville Branch
R. Creighton, Manager

Port Williams Branch
R. S. Hocken, Manager

It pays to use

MARTIN-SENOUR

MARBLE-ITE FLOOR FINISH

Nothing like it for Hardwood Floors
it wears like iron

Write to Head Office, Montreal for Free Booklet
HOME PAINTING MADE EASY

SOLD BY

A. W. BLEAKNEY, Wolfville

APEX

ELECTRIC SUCTION

CLEANER

Only a short time remains during which the Apex Vacuum Cleaner will be available to you at the Special Low Price that has prevailed during the past year. Place Your Order Without Delay.—NOW! Have your electric wiring gone over and brought up to standard.

Radio Supplies of all kinds.

J. C. Mitchell

Electric Contractor and Supplies
Wolfville and Kentville

Cash and Carry

\$5.00 ORDERS DELIVERED FREE

Best quality goods and prices right..

- | | |
|------------------|------------------|
| Boneless Cod | Canned Salmon |
| Dry Cod | " Finnen Haddie |
| Pickled Herring | " Kipperd Snacks |
| Smoked Herring | " Lobster |
| Pickled Mackerel | " Shrimps |
| Digby Clams | " Sardines |
| Fresh Scallops | Anchovis Paste |

Finnen Haddie and Filetts

Lettuce, Celery, and Spinach. Ripe Tomatoes

Staple and Fancy Groceries
Fruits a Specialty

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