

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.

HANDS OFF

Last week we referred to the bus service which is proving such a public convenience in the way of transportation between this town and Kentville and the intervening sections. The possibilities of development in this enterprise are great, and given a fair opportunity the proprietor will be able in time to build up a business that will be profitable. Just now when the undertaking is in the initial stage it should be given the hearty support of the public generally. No interference calculated in any way to endanger the ultimate success of what promises to be of such worth to the people of this part of the county should be tolerated and every possible encouragement ought in the public interest to be extended to those who have undertaken the responsibility of the service.

HELPING FOLKS UP HILL

It seems to us that playing up the crimes of the country and failing to emphasize properly the value of men actually doing things, is one of the saddest mistakes of the city press. Twenty columns of social errors, scandals, murders, holdups, business mistakes, official blunders, to one column of praise for the men and women who are real silent partners in our national progress. Ten dirty shows to one clean entertainment.

The civic interest of any community can never rise higher than the integrity of the individuals of the community, irrespective of religious belief. In other words, every man or woman is held responsible to the idea of carrying out the convictions of a clear conscience, so long as these actions coincide with the laws of the land and the rules of right behaviour.

The great country press, the newspapers published in villages and smaller cities, is not guilty of this sensational catering to criminals and social lepers. We find greater pleasure in the work of helping humans up the hill than we do in kicking them down.

MAKING NEWSPAPER SPACE PAY

If every business man should decide tomorrow to spend two per cent. of an average day's sales in newspaper advertising in quest of increased business our newspapers would not be found equipped to handle the traffic. And yet if all business men were smart enough to take advantage of past successful experience they would all advertise throughout the year or for seasonal effect. Some would produce overnight results like the department stores with their heavy copy in evening newspapers, while others would merely put themselves prominently on the map and before the public notice.

Those who had a real story to tell and the ability to tell it in a convincing way would get most profitable results, just the same as if they were given opportunity

to tell each prospective customer by word of mouth.

Some business men are born salesmen and sound merchandisers—and some are not. One merchant can create more sales for a dollar spent in advertising than another can by spending many times as much.

Advertising will produce results every time it is used by an honest merchant to sell honest goods at honest prices.

If newspaper advertising does not pull it is because either the copy does not ring true, the seasonal appeal is lacking, or the advertising does not inspire that degree of confidence that is necessary to produce consumer demand.

A casual study of merchandising in any of the larger cities clearly shows that the difference between the big stores doing the heavy volume of business and those which merely live from hand to mouth is—advertising.

NEW BOOKS

John Murray Gibbon, the brilliant young President of the Canadian Authors' Association, has perhaps written the great Canadian novel. "Pagan Love" is surely a story of power. Mr. Gibbon knows so much about affairs in general, and about high financing with its attendant perils in New York in particular, he knows real men and women so well, and he has such a brilliant and fluent pen withal, that he easily compels the reader to remain seated until he has finished the three hundred and ten pages that make up the volume. Among the books of the day "Pagan Love" is unique in that it contains a real surprise, you will not suspect the climax of the tale until you come upon it, although you will be eager to know what it is from the beginning. I am somewhat angry with reviewers who cannot refrain from giving hints about this climax; no one should give to the waiting public an outline of the thrilling tale; such reviewing is unfair to the reader, to the author, and to the publishers. The fact that Mr. Gibbon is a successful man of affairs may perhaps give a clue to the source of that extreme virility one finds in his writing: he is a master in the construction of plot, and his wizard powers in the selection of words is continuously evident. The price of the book is two dollars.

I have heard that Hugh Walpole's novels have a special appeal to men. No wonder, I thought, as I read his latest one, "The Cathedral", for all the real characters in the story are men. Any Brandon and her daughter Joan, the only important women in the novel, are colorless to dignity, or they would be if they were not in Mr. Walpole's book. Joan is good, and therefore we are ready to love her; Any cannot rank as a bad woman, but she makes all the trouble that a weak, disappointed one, unhappily mated with a man in high social position can make. The men are interesting, though only one, Canon Ronder, has that sane, shrewd, yet loving attitude towards life that gives a true savor to social intercourse. The Cathedral itself dominates the story; its mighty spirit the reader feels, irritating yet compelling the petty men and women who congregate beneath its massive roof, calling to them and calling to them in vain, that they rest their burdened and distracted souls in its great stateliness. Because the writer grasped the idea of the Cathedral so thoroughly, and expressed that idea

with perfect artistry, he has succeeded in writing a novel of great power, one that people of sincere taste will seek and read.

Should one desire a Christmas gift for a Canadian lady he can do no better than to purchase for her a copy of Jean Blewett's Poems, recently published by McClelland & Stewart. Jean Blewett is said to take precedence over all other Canadian writers as the poet of the home. Her imagination is delicate, quaint and pure; her verse never belies her femininity and yet never lacks virility. Many poems not hitherto published are in this new volume, a complete edition, by the way. It is sure to find a large number of purchasers at once. Its price, like the price of the two books reviewed above, is two dollars.

Here is something for the boys: "Dil on Wallace's" "The Story of Dr. Grenfell of the Labrador", with the arresting subtitle, "A boy's life of Dr. Grenfell". Let the ads feast their imaginations upon the life story of this intrepid physician; let them learn through him the virile joy of devoted service. The very titles of the chapters are stimulating: "The Dogs of the Ice Trail", and "Facing an Arctic Blizzard", for instance. The price of this book is one dollar and fifty cents.

Mary Kinley Ingraham

MOOSE, NOT MOUSE

An old Scotch lady intended to emigrate to Canada, so she determined to find out as much as she could from the Information Office.

Accordingly she entered the building the next morning, and was particularly struck by the stuffed head of a Canadian moose that graced one of the walls.

"Young man," she said to the clerk, "what kind of an animal is that? A hippopotamus?"

"No, ma'am," was the answer; "it's a Canadian moose."

The old lady took a step back and raised her hands in wonderment.

"What!" she cried. "You beast a Canadian mouse! Well, that beats anything I ever heard! I wonder what the rats out there are like."

WHALE-HEADED STORK

The whale-headed stork, found in Egypt, in the papyrus marshes of the Upper Nile, is an interesting "link" between two bird families—between stork and the herons.

In appearance it is a gaunt, gray figure, standing nearly five feet high. Its huge bill familiar in shape to a whale's head, is tipped with a formidable curved beak.

Ears are back in style and sensitive at what they hear.

After all is said and done, the fittest place for man to live is where he lives for men.

LADY JOAN MULHOLLAND



A lady in waiting to Princess Mary, who is to marry the Earl of Cavan. She is a niece of Lord Byng. A few years ago she flew over London with the Prince of Wales.

AN ESSAY

Little Bobbie Jones was told to write an essay on "Doors", and the effort which he sent in was as follows:—

"Most houses have all the doors that they need, and no house is complete without at least one. The two main differences between a door and a gate is first, their opposite-location; and, second, that people have much less respect for a gate, and would rather kick it than knock on it.

"But a gate is more useful than a door because it does everything that a door can do, and, besides that, it can be climbed over, and often is.

"The door handle is a small but important part of the door which people never appreciate until it comes off. Most people never notice the doorhandle unless it is brought to their notice on account of having jam spread all over it.

"Doors are great things to give people privacy, and would give them still more if it wasn't for the keyholes."



No. 50 \$62.50

This portable **Victrola** is an ideal Xmas gift

Can be carried as easily as a travelling-bag plays any "His Master's Voice" Victrola record, either 10 or 12 inch size, with a beauty and volume of tone that is surprising.

This is an instrument anyone would be pleased to own and would surely make a handsome Christmas gift.

at any "His Master's Voice" dealers

Berliner Gram-o-phon Co., Limited, Montreal

Will there be a Victrola in your home this Xmas?

READER INTEREST IS ESSENTIAL

(From the Financial Post)

When John Wanamaker, some years ago, withdrew his advertising from free-distribution mediums, it was because these had no fundamental reader interest. This was the finding after a deep study of the subject. It was the conviction that the man who subscribed for a newspaper or other publication, expected to find advertising in it and valued that advertising as in the light of an investment, as something he had appreciated sufficiently to pay for.

The opposite was the effect of the free-distributed product. Here the receiver had no primary interest in the publication; it appeared in unexpected

places, without request, and had somewhat the status of an unexpected guest. Then, as now, free-circulation mediums were found to recognize no responsibilities toward the problems attending the business or industry, offered no constructive service through their columns, had no means of developing helpful discussion, offered no interchange of news or views, and in short had no interest beyond that contained in their advertising pages and the revenue they represented.

It's funny what inconveniences a man will put up with in his own house that he wouldn't tolerate in a rented house.

Minard's Liniment for Distemper.

CASH FOR VICTORY BONDS

VICTORY BONDS maturing on December 1st, 1922, may be redeemed for cash at any Branch of this Bank without charge. To prevent delays, Bonds should be delivered to the Bank at least four days prior to December 1st for examination and listing.

KEEP YOUR MONEY EARNING INTEREST IN A SAVINGS ACCOUNT

The Royal Bank of Canada

Let a Personal Greeting Card Carry Your Message Of Christmas Cheer

Christmas Cards Cost So Little But Mean So Much That You Cannot Afford To Forget Any one

YOU CAN SEND 12 OR 18 CARDS FOR APPROXIMATELY \$3.00 OR \$4.00. CONSIDER THE ECONOMY AS COMPARED WITH MORE EXPENSIVE PRESENTS.

Every friend will appreciate a kindly message, not forgetting Mothers—Fathers—Wives—the Folks Back Home—Your Neighbors—Relatives—Friends and Business Acquaintances.

CALL AND LEAVE YOUR ORDER AT

THE ACADIAN STORE

PHONE 217

WOLFVILLE, N. S.

WOLFVILLE FRUIT CO'S. STORE

Phone 151

Phone 151

SPECIAL PRICES IN CHINAWARE

We have gone over our entire Stock and reduced our prices until Christmas. We have some real values in several lines which would be most suitable to select a Xmas gift from.

Now is the time to take advantage of these exceptionally low prices.

PEELS

Citron 70 cents lb.
Lemon 50 cents lb.
Orange 50 cents lb.

RAISINS

Seeded and Seedless, 20 cents pkg.

DATES

15 cents per pound

NUTS

Almonds and Walnuts

Put these in your Christmas and it will be sure to be good.



PURITY FLOUR

"More Bread and Better Bread" and Better Pastry too.

USE IT IN ALL YOUR BAKING