

THE ACADIAN

(Established 1883)

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DAVIDSON BROS., Printers and Publishers
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Subscription Rates—In British Empire, in advance: \$2.00 per year. To U. S. A. and other countries \$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 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.

MAKING USE OF THE NEWS-PAPERS

A newspaper, whether a weekly or a daily, is regarded as the one institution in the world which continues to draw manna from Heaven, and thus exists purely for philanthropic purposes. Owners of newspapers discovered some years ago that the crop of manna was a failure and that there was no seed for further sowing. In other words, the press was so put in the brow-sweating class. In recent years the press has endeavored to impress upon the public the difference between advertising and news. Some success has been achieved, but nothing like general success. Every person, every business and every institution loves favorable publicity, but there are countless thousands who still ask for free publicity. The general public cannot conceive the number of requests for free advertising that the weekly press receives each week, not only from local sources, but from governments, political parties, manufacturers, corporations of all kinds, lawyers, and wild-catters. The press asks only for fair consideration. When money is to be made through publicity that is advertising, then the press is entitled to be paid for its services.

There are two classes of free advertising seekers, viz., the possessors or representatives of wealth who figure that their own estimate of their own importance will over-awe the press; the next big class is the timid who have no faith in themselves, ideas, wares or products, but hope to ride in at the expense of somebody else. Both classes are finding the press is no longer conducted without a cost system. The fair, open and above board advertisers find the news columns of the press always open to them; in fact, the press goes out of its way to advance their interests.

One of the greatest pleasures the press has is advancing the interests of individuals, corporations or institutions. But the press is a business and there are certain things money is needed for, such as wages, overhead, living expenses, and then of course there are taxes—strange isn't it? Yet many had an idea the press lived by good deeds alone. "Running a paper is no Garden of Eden existence"; and there are many who agree with this statement.

DRESS ECONOMY

If you can't afford to have many new frocks in the year, choose one very good one, and do not be ashamed to be seen in it "over and over" again. A well-cut dress or tailored suit will always be smart and in good taste.

Don't indulge in many little accessories. They run away with a lot of money.

Buy good boots and shoes, and see that they are suitable for the occasion.

"Why do you always carry your umbrella?" asked the inquisitive boy. "Because it can't walk by itself," answered the old man.

Minard's Liniment for Distemper.



FRANCIS PAGET MACKLEM



Who is a disciple of Emile Coue, and who is reported to be sailing for Canada to open a free clinic at Gainsby, where he will practice auto-suggestion as he learned it under Coue at Nancy, France.

IT IS CORRECT

To answer promptly all social invitations that need to be accepted or declined. To delay shows a lack of consideration and causes unnecessary worry for the one who is offering the entertainment.

Formal invitations are answered in the third person, but informal ones should be friendly and cordial in tone.

To use the salutation "Dear Madam" or "Dear Sir" in correspondence only in cases of extreme formality.

For ordinary social correspondence one uses "Dear Miss Blank" or "My Dear Miss Blank."

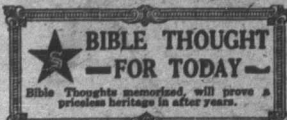
The form "Dear Friend" or "Dear Miss" is never used—by discriminating persons.

To listen as well as talk. You know there is no more subtle form of appreciation than that of the interested listener.

Draw out your guests and persuade them to talk, rather than occupy the centre of the floor yourself.

The tactful hostess directs, but never dominates, conversation.

To take the outside of the walk, if you are a man, when accompanying two women, instead of walking between them. Remember that it is never considered correct for a man to take a woman's arm unless she is feeble and needs assistance, nor is it correct for a man to grasp a woman by the elbow when crossing the street.



FRIDAY

It can't be Done:—No man can serve two masters: for either he will hate one, and love the other; or else he will hold to the one, and despise the other. Ye cannot serve God and mammon.—Matthew 6:24.

SATURDAY

Earthly Treasures:—Lay not up for yourselves treasures upon earth, where moth and rust doth corrupt, and where thieves break through and steal.—Matthew 6:19.

SUNDAY

Teaching Transgressors:—Restore unto me the joy of thy salvation; and uphold me with thy free spirit. Then will I teach transgressors thy ways; and sinners shall be converted unto thee.—Psalms 51:12, 13.

MONDAY

God keeps His Covenant:—Know therefore that the Lord thy God, he is God, the faithful God, which keepeth covenant and mercy with them that love him and keep his commandments to a thousand generations.—Deuteronomy 7:9.

TUESDAY

In Spirit and in Truth:—God is a spirit: and they that worship him must worship him in spirit and in truth.—John 4:24.

WEDNESDAY

God's Love:—The Lord hath appeared of old unto me, saying, Yea, I have loved thee with an everlasting love: therefore with loving kindness have I drawn thee.—Jeremiah 31:3.

THURSDAY

Remember your Blessings:—Bless the Lord, O my soul: and all that is within me, bless his holy name. Bless the Lord, O my soul, and forget not all his benefits: Who forgiveth all thine iniquities; who healeth all thy diseases; Who redeemeth thy life from destruction; who crowneth thee with loving kindness and tender mercies; Who satisfieth thy mouth with good things: so that thy youth is renewed like the eagle's.—Psalm 103:1-5.

YES, INDEED

"The new neighbors are certainly up to the minute."

"Why?"

"They sent in this afternoon to borrow our radio set."

The Largest Sale in America

because

"SALADA"

TEA

Pleases the most exacting tastes. Quality—Economy—Purity—Flavor Always Assured.

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!

We are offering you a Special Price on a few lines of Choice Groceries

- Yellow Eyed Beans 10c lb.
- 10 lbs. Onions 30c
- Tomatoes 18c a can
- Corn 17c a can
- Pink Salmon 20c a can
- Campbells Soups 18c a can
- Moirs Sodas 15c lb.
- Cheese 28c lb.
- Sweet Potatoes 6c lb.

DOMINION OF CANADA VICTORY LOAN BONDS

MATURING 1st DECEMBER, 1922.

THE BANK OF MONTREAL, under authority of the Minister of Finance, is prepared to redeem the above bonds in full at maturity, without charge, at any of its Branches in Canada.

For the convenience of owners of the bonds, the Bank of Montreal will accept the bonds at any time prior to December 1st, and will make payment in each case on December 1st, at the owner's desire, either by issuing a cheque or by placing the amount to the owner's credit in the books of the Bank.

Of course you can own a genuine "His Master's Voice" Victrola

For no more than you pay for an ordinary instrument, you can obtain a genuine Victrola.

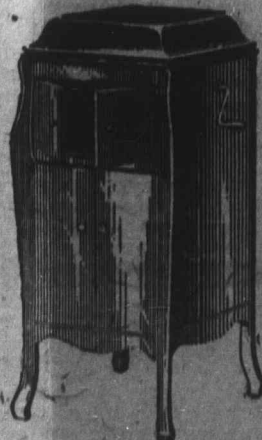
Hear the full rich tone of the Model 90 and inspect its beautiful cabinet, which comes in Mahogany or Oak. Equipped with automatic stop and automatic speed indicator—all the latest improvements.

This model Victrola including a supply of "His Master's Voice" Victor records can be had for a small first payment and the balance on very easy terms.



At any "His Master's Voice" dealers

Berliner Gramo-phon Co., Limited Montreal



Victrola No. 90 \$165. (cash)