

"Don't assume that goods will sell themselves all through 1923—Advertise."
—B. C. Forbes.

The Acadian

DEVOTED TO THE INTERESTS OF WOLFVILLE AND EASTERN KINGS

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BUYERS PROTECTED BY ADVERTISING

Man Who Buys Standard Brands From Local Merchants Knows That He Is Getting Full Value for His Money

Time was when advertising did not occupy the place in the world of trade that it does today. It has not been so very many years ago that the people were suspicious of advertising. They were inclined to believe that the merchant was trying to "fool" them with his advertising, that he exaggerated the value of the merchandise he advertised and took that method of trying to get them to buy goods that he could not sell by the old established methods of merchandising.

Those days are gone. The public now realizes that it is the greatest beneficiary of advertising.

Advertising has done more in a decade to establish certain standards in merchandise than could have been accomplished in a hundred years by any other agency. The manufacturer who a few years ago merely made and sold blank clothes now makes Blank's hats.

And so it is with everything that one buys today. The manufacturer, by his advertising, has built up his business around a trade name and if he is to continue in business he must protect that trade name by maintaining such a high standard of quality that people when they buy his products will know just what they are getting.

The consumer, when he goes into a store today, does not buy merchandise blindly, with the hope that it will prove to be worth the money. He buys standard goods that bear the trade-mark of the manufacturer and that are backed by the reputation not only of the merchant who sells them, but the manufacturer who makes them. This has been brought about by advertising.

No Reputation to Protect

All this applies to the retail merchant as a class but it does not apply to the mail order business. The man or woman who buys goods from a catalogue house is not protected by the manufacturer of the goods, for the reason that most manufacturers who sell goods to the mail order houses do not place their names upon the goods and therefore have no reputation to protect.

The great majority of articles listed and illustrated in the mail order catalogues are included in what is known among manufacturers as "stencil" stuff. These articles bear the name of the mail-order house which sells them instead of that of the manufacturer who makes them. It can readily be understood that any manufacturing concern which turns out goods that do not bear its name or trade-mark is likely to be a very unreliable institution. It is not building up any reputation on the quality of its goods, for its products have nothing to distinguish them from the products of any other concern. With no reputation to sustain and no chance of creating a general demand for its goods the only concern of a manufacturing institution of this kind is to make stuff as cheaply as possible in order to obtain the largest possible profit on its products.

Same Price World Over

These facts are chiefly responsible for the generally prevailing idea that the home merchants do not sell goods as cheaply as the mail order house. They do sell the same quality of goods that the mail order house sells as cheaply as the mail order house sells it, but they cannot sell the standard, guaranteed products of responsible manufacturers at the same price at which the mail order house sells its nameless, unbranded merchandise. Standard goods bearing a registered trademark sell for the same price the world over and the manufacturer's guarantee stands back of them when they are sold in the smallest village in the country just the same as when they are sold to the stores of the larger cities.

This is what the national advertising of the manufacturers has done for the consumers of the country. It has enabled them to go into their home stores and buy merchandise which they know from the past experience or from the reputation and guarantee of the manufacturer will give them satisfaction. They are not buying blindly and hopefully when they buy from the merchants in their home towns. They are buying with the knowledge that they are getting their money's worth. When they buy advertised brands they are getting double protection, that which is afforded by the responsibility of the retail merchant and that which is given by the reputation and guarantee of the manufacturer. When they buy the unknown brands of goods that are offered by the mail order houses they are getting neither kind of protection.

CONDITIONS IN INDIA

Better Than for Thirty-four Years Says Dr. W. V. Higgins

In a private letter to THE ACADIAN Dr. W. V. Higgins, formerly of this town, and now a missionary in India, gives the following very interesting account of conditions in that country, which we are taking the liberty to give to our readers:

India is now enjoying a period of quiet. Ever since the arrest and imprisonment of Gandhi a remarkable change for the better has taken place. The Muslim-Hindu unity, of which we heard so much, has been shown to be a "joke". The Hindus are awakening to the fact that the Mohammedans had no thought of anything but a Mohammedan kingdom in which the Hindus would have a poor show. Doubtless you may run across a lot of Anti-British propaganda especially in American newspapers. But we, who live here, know that most of this is made to order. In my thirty-four years in India I have never found better conditions than at present. Of course every now and then there is some trouble especially among the wild tribes on the frontier but such troubles have always happened. When written up with an anti-British purpose it would look as if all India was in convulsion and this part of the British empire doomed. But such an occasional scrap in a country of 325,000,000 is something like a street fight in which some half dozen quarrelling neighbors are involved in some home town.

The Indians are making rapid progress along the line of self-government and the men who seem most truly patriotic and capable as leaders seem to realize that India's best interests will be served if she remains in the British Empire. In the civil service English are less and less in evidence as Indians qualify and take their places. This is as it should be.

As regards the attitude of Indians toward Christianity I would say that in all my experience I have never known a time when people of all classes seemed more eager to hear the gospel message and more ready to give it sympathetic consideration. There is a very wide spread conviction that Hinduism and Mohammedanism fail to meet India's need and that Christ alone can do so.

In the march of events during the next fifty years you may expect to see India "upon the map" not as a mere black patch but as a power in the affairs of men and as a contributor to the life of the world. Everyone who has a part in the remaking of this vast country, either politically, educationally, industrially or religiously may be profoundly thankful for the privilege. Among those who are making a solid contribution to India's new era I think the missionaries will be reckoned as a leading force.

ALMOST A CENTENARIAN

On Sunday, July 15th, there passed away in her home at Cambridge Station, this county, Mrs. Eliza S. Orpen, daughter of the late Fairfield and Margaret MacGee Smith, of Aylesford. Mrs. Orpen was born at Aylesford on October 3, 1823, and married John E. Orpen on October 21, 1844. Their children were Mrs. S. P. Benjamin, Wolfville; Mrs. Charles Blair, of Auburn, Mass.; Herbert, deceased; Dr. Edwin, lost at sea; Fairfield, of Winthrop, Mass.; Mrs. Bessie Caldwell and Mrs. Alice Huestis at home. Mrs. Orpen was buried at St. Mary's cemetery, Auburn. During the past winter the deceased was in Wolfville at the home of Mrs. Benjamin.

The road leading to the government pier has been receiving some attention of late which has considerably improved its condition. A little more work in raking off the loose stones and grading the road would make it a fairly good one.

WOLFVILLE PUBLIC SCHOOL

Results Of Final Examinations

NAME	GRADE VI TO VII					TEACHER	MISS HATTIE BISHOP
	Spelling	English	Hist., Geog.	Arithmetic	Hygiene		
Abbott, Elaine	83	50	51	53	58	60.5	1.5
Angus, Dorothy	98	74	71	57	65	74.1	14
Bartheaux, Boyd	84	69	64	92	72	77.6	4
Brown, Horace	85	61	58	60	61	67.5	18.5
Brown, Vernon	78	55	64	82	56	68.8	37.5
Carey, Alan	89	62	61	51	52	67.1	21
Coldwell, Mary	88	71	74	81	74	77.5	15
Connors, Churchill	80	54	51	51	52	61.3	4
Cox, He'en	97	82	79	83	78	84	0
Duncanson, Gertrude	92	64	61	70	74	73.1	16.5
Gue, Alice	77	54	60	71	62	65.6	16.5
Gerard, Seymour	82	65	56	95	66	71.5	14
Jackson, Lorraine	80	60	51	53	61	64.1	38
Johnson, Kenneth	90	94	64	53	75	67	5.5
Lockhart, Dorothy	80	60	60	65	63	67	8.5
Murphy, Kenneth	73	80	60	65	67	68	5.5
Mitchell, Harold	75	81	62	67	72	64	71.6
Northover, Reginald	77	76	60	65	62	65	5
Pheno, Earl	70	72	54	51	71	63	65.5
Patterson, Frances	83	65	75	88	63	73.3	27
Regan, Frank	70	51	50	51	58	59.6	11.5
Stackhouse, Thomas	70	84	66	62	82	65	71.8
Spicer, Leota	79	97	73	78	90	75	82
Smith, Isabel	70	94	70	65	77	67	73.8
Smith, Murray	70	80	66	66	52	73	67.8
Spencer, Bruce	78	81	65	70	86	63	73.8
Toney, Mary	70	51	53	57	50	60	8
Wallace, Avarad	70	85	54	53	59	53	21
Walsh, Vivian	70	85	54	53	59	53	21
Walsh, Freeman	75	80	55	59	65	60	30.5

GRADE VII TO VIII

NAME	EDNA H. POWER, TEACHER						
	Spelling	English	Hist., Geog.	Arithmetic	Hygiene		
Bertha Warren	75	98	80	78	98	83.2	7
Marjorie Warren	70	98	84	79	97	82.7	5
Victor Murphy	80	99	79	98	89	82.2	0
Jack Harris	85	92	66	73	75	62	75.5
Maie deWitt	85	97	65	69	65	70	75.2
Bryce Hatfield	80	93	69	74	64	65	74.2
Ethel Ingraham	80	91	55	76	73	65	73.3
Dorothy Harris	78	96	62	68	66	68	73
Blair Harrington	78	93	64	60	75	64	72.3
Victor Gould	78	94	58	61	78	61	71.7
George McKenna	80	89	72	59	70	59	71.5
Eva Currie	82	83	72	60	61	63	70.2
Marion Eaton	80	85	74	76	87	58	69.2
Gordon Mahaney	80	81	62	67	80	65	69.2
Douglas Neary	78	86	82	62	50	62	68.3
Muriel Cox	75	89	69	55	72	56	63.5
Beryl Schofield	84	93	53	71	53	51	67.5
Eleanor Cohoon	80	81	62	57	63	60	67.2
Earl Godfrey	78	84	60	57	52	68	66.5
Lewis Henderson	72	79	68	62	61	52	65.8
Carl Perry	75	83	55	59	64	56	65.3
Constance Schofield	78	76	58	58	51	63	64
Lawrence Robinson	60	63	52	55	88	62	63.3
Dorothy Cox	70	70	59	52	73	50	62.3
Andrew Porter	83	72	50	56	52	51	58.2
Reginald Johnson	60	67	51	53	62	54	57.8
Irene Fitch	70	59	51	52	52	51	55.8
Clare Johnson	70	59	51	52	52	51	55.8

SOCIAL SERVICE COUNCIL

To the Editor of THE ACADIAN.
Dear Sir,—Will you permit me to say through THE ACADIAN to the Temperance voters, and to the Social Service Council Supporters of the constituency of THE ACADIAN that I have entered into an engagement with my own church which will take me out of the county of Kings for ten months from August 31st, and I would be grateful if those who have promised support to the funds I have been collecting for these objects will send me their promised sums not later than August 26th. My P. O. address is Berwick.

ARTHUR HOCKIN
Missionary Agent of the Kings county Social Service Council.

A splendid assortment of Birthday Cards, including some very pretty booklets, just received at THE ACADIAN store.

FIRE AT LAKEVILLE

The dwelling of Mr. Raymond Clark at Lakeville, with its contents, was totally destroyed by fire on Friday afternoon last. A family re-union was in progress. Mrs. Clark's mother with four of her sisters being present, when the fire was discovered while Mrs. Clark was preparing the evening meal. No explanation as to its origin can be given except that it caught from the kitchen stove. When first noticed the fire had made such headway that practically everything was destroyed including personal effects of the occupants. Fortunately the other buildings were saved. We understand there was \$3600 insurance on the house and \$1000 on the contents.

Col. N. H. Parsons has been appointed a School Commissioner for the town of Wolfville, in place of Dr. A. deW. Barrs, who resigned a short time ago.

WOLFVILLE DEFEATS KENTVILLE

In League Tennis Match, Taking Seven Events to Opponents One

The Kentville Tennis Club was defeated by the Wolfville Tennis Club in a tournament on the local courts last Saturday afternoon. Despite the fact that the visitors only took first place in one event, the ladies' singles, all the matches were very closely contested.

The second set of the men's singles between E. McMinn of Kentville, and C. E. A. deWitt of Wolfville, was a real thriller, and provided many interesting moments for the spectators, of whom there was a fairly large number. Later in the afternoon tea was served in the recently erected tea-house, the hostesses being Mrs. Eugene Eaton, Mrs. Ralph Creighton, Mrs. Burpee Balcom, and Mrs. Robie Tufts.

The events—
Ladies Singles
Miss Wickwire, Kentville, defeated Miss McLean, Wolfville, 6-2, 6-2.

Ladies Doubles
Miss Smallman and Miss DeWolfe, Wolfville, defeated Miss Dodge and Miss Moore, Kentville, 4-6, 6-3, 6-2.

Men's Singles
C. E. A. deWitt, Wolfville, defeated E. McMinn, Kentville, 6-3, 10-12, 6-1.

Men's Doubles
M. Beardsley and G. Waterbury, Wolfville, defeated Metzler and Morton, Kentville, 6-0, 8-6.

Mixed Doubles
Dr. L. Eaton and Miss Chute, Wolfville, defeated Mr. Neary and Mrs. Walker, Kentville, 7-5, 6-0.

Mr. Tufts and Miss deWitt, Wolfville, defeated Mr. Moore and Mrs. Hill, Kentville.

Mr. Chute and Miss Beardsley, Wolfville, defeated Mr. Prince and Miss S. Wickwire, Kentville, 7-9, 6-1, 8-6.

Dr. Ross and Mrs. Bishop, Wolfville, defeated Mr. Wickwire and Mrs. Murphy, Kentville, 7-5, 6-2.

WOLFVILLE AND BRIDGETOWN

Play Friendly Tennis Tournament at Latter Town—Each Wins Four Events

Wolfville tennis players motored to Bridgetown last Friday and enjoyed a friendly tournament with Bridgetown club. This was not a league fixture. Each team won four events with Bridgetown winning 88 games to Wolfville's 86. The events were as follows:

Men's Doubles
Dr. E. Eaton, and M. Beardsley, Wolfville, defeated H. Hicks and R. W. Donaldson, 6-3, 6-0.

R. Tufts and Dr. deWitt, Wolfville, defeated V. Lloyd and Rev. J. H. Freestone, Bridgetown, 6-0, 6-0.

Ladies Doubles
Mrs. F. R. Fay and Miss E. Daniels, Bridgetown, defeated Miss Beardsley and Miss M. Coit, 6-1, 6-1.

Misses Ruth and Frances Fowler, Bridgetown, defeated Miss Smallman and Miss deWolfe, 6-1, 6-1.

Mixed Doubles
Miss E. Daniels and H. B. Hicks, Bridgetown, defeated Miss Coit and Dr. E. Eaton, 6-2, 10-8.

Mrs. F. R. Fay and James Fay, Bridgetown, defeated Miss Smallman and M. Beardsley, 8-6, 6-0.

Miss Bishop and Prof. Balcom, Wolfville, defeated Mrs. Flett and Rev. J. H. Freestone, 4-6, 6-4, 7-5.

Miss F. Fowler and W. Phinney, Bridgetown, defeated Miss deWolfe and R. Tufts 12-10, (called off on account of darkness).

Men's Singles
R. W. Tufts, Wolfville, defeated J. Fay, 6-2, 6-2.

Are you going to have a picnic? Get your waxed paper and paper napkins at THE ACADIAN Store.

A GATHERING OF UNUSUAL INTEREST

The Wolfville Missionary Conference Now in Session at Acadia Seminary

The college grounds are alive this week with the delegates to the Wolfville Missionary Conference, which opened its twelfth annual gathering on Tuesday evening in the Seminary building. Ideal weather, an intensely eager group of young people, and a staff of leaders and missionaries which include no less than seven representatives from foreign mission fields with still two others expected, combine to make for a gathering of exceptional interest. The Pictou celebration has interfered not a little with the attendance this year, one of the strongest delegations usually coming from that county. Delegates are present however from points as far distant as Fredrickton, Bathurst, N. B. and Charlottetown, P. E. I.

This Conference, which is one of a series conducted by the Missionary Education Movement—the Co-operative agency of the Mission Boards of the various churches—has come to be a centre of remarkable interest and strength. Other conferences in the series are the Whitby Conference for Ontario and the Knowlton Conference for Quebec.

At the opening session President Peterson, after extending a cordial welcome to the members of the Conference, emphasized the vital importance of Missions in the life of the church and the challenge the enterprise presents to young life. Rev. J. Lambert Alexander, of Hamilton, Ont., chairman of the Congregational Union of Canada, told of the great service being rendered to the churches by these Conferences and stressed the value of the fellowships such gatherings made possible. Rev. H. C. Priest, of Toronto, the secretary of the Missionary Education Movement, the Executive officer of the Conference, outlined its general character and purpose.

Every part of the conference is alive with the Missionary atmosphere. It seeks not only to give an intelligent understanding of missionary problems and activities but particularly to inspire and train for missionary leadership in the home congregations.

A feature of no small interest has been the messages of greetings received from Missionaries now on the field, who have been in attendance at former Conferences, some of whom had made their decision for missionary service or had had such decision strengthened at the Conference. Among these were messages from Rev. and Mrs. Harry Rackham, of Sackewan, China; Prof. and Mrs. Bain, of West China Union University; and a cable-gram from Miss Annie Christie, of Honan.

The Bible study is being conducted by Rev. Dr. MacDonald, of Wolfville, and Prof. J. W. Falconer, of the Hill College, Halifax. Mission study, in which deep interest is being shown, includes courses on Formosa, India and Korea. A course on methods of Missionary Education is being given by Mr. Priest.

An active committee on sports is filling the afternoons full with enjoyable and health giving recreation and Thursday afternoon was given over to a picnic to Evangeline Beach. The evenings are devoted to vesper services on the lawn and to platform meetings in the Seminary chapel. On Wednesday evening Rev. E. J. O. Fraser, of Korea, spoke on modern developments in that "land of the morning calm". The Conference will close on Tuesday evening next.

Work has been begun on the foundation for the new home on Summer street to be erected for Mr. and Mrs. W. B. Eaton. Mr. E. S. Langille will have charge of the building.



The members of the staff of Phinney's Limited, on their annual picnic at Wolfville. At the extreme right is Mr. H. W. Phinney, the President of the Company.