

THE ACADIAN

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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.

LAW ENFORCEMENT

THE WELL disposed among the people of this province are hoping that one of the benefits of the change in government may be a proper enforcement of the Nova Scotia Temperance Act. There are those who claim that there has for some time been evident a determination on the part of some to render this law ineffective and bring it into disrepute. Certainly those entrusted with the carrying out of this law have shown very little energy and have given no evidence that their heart was in the work.

The law is a good one and if given a fair chance would soon prove its efficiency. At any rate we are convinced that the people will demand a more thorough test before agreeing to the changes which are being quietly urged by certain interests.

Referring to this important question the Halifax Herald editorially makes this statement which THE ACADIAN is very glad to reproduce:

The people of Nova Scotia will not be stampeded into a change of the law. They will resolutely oppose any such proposal until governments have convinced them of three things: First, that there is sincerity and determination back of enforcement; secondly, that every resource in support of law is put into effective operation; and thirdly, that the law enforcing machinery is worked to its utmost in genuine efforts to crush lawlessness. After these matters are satisfactorily disposed of, the people will want to know how much better, and wherein, a drastic change of public policy will be of advantage to the Province.

The talk about "beer and wine" current in a few places is beside the point. The Rhodes Government has no mandate from Nova Scotians to introduce such a policy. The people who proposed it during the elections were deluged with adverse votes. Who, in such circumstances, has any authority from the people to even suggest such a policy as one which the Government should forthwith adopt? When the people want beer and wine licenses they will inform the Government. Until then the Government will be wise if it pays heed to the mandate which the people did give it—to strengthen the existing law and enforce it without fear or favor; and thus give it a fair trial.

HAMMERS

A HAMMER is a most useful and necessary tool in the hands of a carpenter or anyone who has a legitimate use for it. With it you may drive a nail or bruise a finger. When one needs a hammer he needs it badly. It is really a household necessity. To bring to the hammer is a term often used when one is compelled to sell at auction his personal property. The carpenter then and the auctioneer as well use the hammer. The miner uses a hammer to drive his drill. The circus man uses a hammer to drive the stakes for the tent ropes. The stone-cutter uses it to guide his chisel. There is the riveting hammer, the tack hammer, blocking hammer, brick-layers' hammer, steam hammer, trip hammer. Hammers of stone are still found in the relics of antiquity and are still in use among barbarians. There is the piano hammer, the gun hammer and the dental hammer, the blacksmith's hammer, and the gorges' hammer. There are more kinds of hammers than anything else in the world. In mythology there is Thor's hammer, by the throwing of which thunder and lightning were caused. Everhorne of these hammers, even the mythological one, has some good and legitimate purpose, but there is just one hammer in the world that is the opposite of all these others, and that is the hammer which the professional knocker wields with such malicious and fatal results. That is one hammer which should forever be cast out from the line of ancestral hammers of fame and dignity. If you are toting a hammer like this, throw it away. Bury it so deep that you will have to go around on the other side of the globe to resurrect it. This kind of a hammer should never be used. The man who wickedly and wantonly wields the knocker's hammer should be forever silenced with a well directed blow on the head with a sledge hammer. Boost—Don't knock.

THE GAME OF CRICKET

THAT A revival of interest in the grand old game of cricket is apparent in many parts of Canada is a matter for satisfaction to those who are familiar with this form of athletic activity. It is claimed in favor of foot-ball that its influence is beneficial in that it teaches self-restraint, and if this be so it is equally true that cricket tends to the promotion of a proper and courteous deportment.

In cricket it is regarded as good ethics not to take cognizance of a bad play on the part of an opponent, and to be generous in applauding any display of ability. Cricket has long been the popular game in the old land, and is responsible, we fancy, to a great extent, for the genialty and good manners which the Englishman as a general thing displays on every occasion.

On the other hand there are games in which it is considered perfectly proper to resort to any means in order to "rattle" a player on the part of either participants or onlookers. The influence of such games especially among the young is plainly apparent and much to be regretted. Cricket in the old days was a common and popular pastime and of late is again winning favor. Anything that will cause it to continue to grow in popularity should receive commendation on the part of the public.

MARKETING YOUR CROP

AT THIS TIME of year it is very important that shippers know definitely just what fruit they are going to handle. Without this knowledge they are not able to market their output to as good advantage as with it. It has been the practice with many growers, not definitely affiliated with any shipping organization, to hold off until the last moment before deciding to whom they will sell or through whom they will ship. This is a very wrong practice and easily results in forced sales.

A local shipper the other day described this as "a stupid practice among growers which invariably results in forced sales", much to the detriment of the fruit industry in general. When a shipper suddenly finds that he has a larger tonnage to handle than he originally planned for, he must at the last moment go hunting for buyers. Such a movement on the part of the shipper has the tendency to cause buyers to hold back and to weaken the market.

Make your marketing plans now, and also make an accurate estimate of your crop.

ON TOUR OF WEST



Lt. Gov. Harry Cockshut, who, with Mrs. Cockshut, has just left Toronto on a tour to the Pacific coast.

WHY LIVING IS COSTLY

It is the custom today to complain of the scarcity of money and the high cost of living, but we do not often stop to reflect that, in the final analysis the level of living costs is established by our own standard of living.

Of course, the prices of commodities are an important factor but not nearly so much so as we like to believe. Were our purchases limited to necessities and were real thrift generally practised, the burden of the household budget would be found to have eased itself in a surprising way.

Canadians are not yet as extravagant as are the citizens of the United States, but in this, as in too many other failings, there is a tendency to imitate them, and it may be instructive to scan over their last year's bill for luxuries, as computed by government accountants. Here are the items:

Tobacco	\$1,847,000,000
Non-alcoholic beverages	820,000,000
Theatres, movies, etc.	334,000,000
Candy	689,000,000
Jewelry	453,000,000
Firearms	67,000,000
Musical instruments	440,000,000
Sporting goods	431,000,000
Perfumes and cosmetics	261,000,000
Chewing gum	87,000,000
Toilet soaps (half since same are essentials)	76,000,000
Furs (half since some are essentials)	176,000,000
Radios	150,000,000
U. S. tourists abroad	600,000,000
U. S. tourists at home	1,000,000,000
Total	\$8,631,000,000

The foregoing represent only what the modern generation regards as luxuries. But how many of its supposed necessities would not have been classed as luxuries by the generation which preceded it; how many of them are not really luxuries in disguise, as the Quebec Telegraph. We have outgrown the age of the market basket and patched clothing is a rarity. We sit in the office, at home or in the hotel and telephone for service. Gone is the day of personal shopping, of small profits and quick returns, of prices based upon prompt, if not cash payments. It is useless to sigh for the old cost of living as long as we purchase expensive commodities without selecting, or even seeing them, as long as we have them charged to our accounts and delivered by auto service.

There used to be a kitchen garden and the head of the house did many small repairs about the house. We lived on

Homes Wanted!

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

plainer and better and more wholesome, if less picturesquely wrapped, food. In the days of cheaper living one of the family were not ashamed of journeying by foot a long way to the store with the good old opened faced market basket. Now most of us do as little as possible around the house and seldom know home pleasures or home produce. The automobile is king and we are mostly too occupied to even do much personal shopping. Gardening and home labor are abandoned wherever possible—to get out in the car. Food is brought in costly cans and nicely colored boxes and printed wrappers. Prepared foods are in demand and the automobile has re-established the delicatessen business. On the top of all these added costs of the upkeep and the overhead expenses of the family we have added today—actually tabulated as a necessity—the automobile itself. We have now raised the standard of living up to the balloon tined pitch and each one of us is still trying to keep up with the Jones'.

INDIRECT BENEFITS OF WEEKLY NEWSPAPER PUBLICITY

Besides the widely recognized direct benefit that the town merchant receives through judicious advertising in the community weekly newspaper, says the Walkerton Telescope, there are indirect advantages which are not generally recognized.

For instance, many manufacturers are assisting their local dealers to market their product locally through nationally-placed advertising in the local newspapers with dealers' names attached. In placing this advertising the national advertisers are looking to the local retailer to do his part in aggressive publicity and are placing it in local newspapers that appeal to them through their carrying already a good volume of live local advertising. It is newspapers of this character that are getting the bulk of the national advertising that is helping the local retailer to sell his product.

Another benefit of live local advertising has to do with the mail order situation. Mail order houses at the present time find that their catalogues run into big money. They have to plan carefully where they place them in order to get the best results. In studying a district, there are two things they consider chiefly. One is the buying power of the community and the other consideration is the way in which the district is being served by its home merchants. This can be sized up most easily through the appearance of the local newspapers. If the merchants show indifference and lack of enterprise in their advertising, the mail order people see an opportunity for gaining a larger foothold by an aggressive flooding of catalogues and mail order advertising. This statement of the situation is not mere theory, but can be verified by addresses on the subject which have been made by specialists in mail order advertising. The mail order system of advertising is expensive and they have to watch their step. The quickest and least expensive means of reaching the local field would be through the local newspaper. The big city houses realize that, and would be in the country newspapers in a minute if they could get there, but time and again they have been turned down by rural publishers who in loyalty to their own community have refused tempting contracts. The live local dealer is just as quick as the mail order advertiser to recognize the value of his local medium and is making the best of his opportunity in that direction.



Progress

SOUND business principles and a policy of gradual expansion have marked the steady growth of this Bank for over fifty years.

Today, one of the largest and strongest banks in the world, it serves every phase of business and private life at home, and is taking a leading part in the expansion of trade in foreign markets.

The Royal Bank of Canada

Wolfville Branch
R. Creighton, Manager

Port Williams Branch
R. S. Hocken, Manager

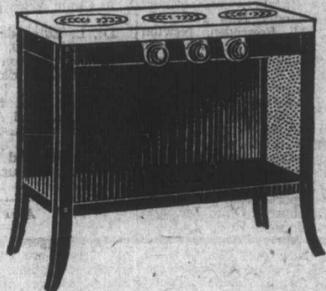
WOODMAN & COMPANY

FURNITURE - BEDS - BEDDING

CARPET SQUARES

LINOLEUMS - OILCLOTHS

PHONE 46 - 11



Come in and let us demonstrate to you the new CANADIAN BEAUTY RANGETTE. Takes the place of an oil stove.

Two burner size \$35.00. Three burners \$45.00
Oven can be supplied extra if desired.

Use electrical appliances in your kitchen this hot weather.

J. C. Mitchell

Kentville, Phone 251

Wolfville, Phone 320

Spade Work

That Gets the Trade

To get steady sales in satisfactory volume, you must build up confidence in your store and its service.

Advertising in THE ACADIAN will lay the foundation of such confidence. Advertising does the spade work that leads to bigger sales. It will tell folks about your store, its service. It will tell them about the goods you have to offer.

Let your advertising in THE ACADIAN be a standing invitation to the folks around here. As a rule,

PEOPLE SHOP WHERE THEY FEEL

WELCOME

Issued by Ca-adian Weekly Newspapers Association

LOW PRICES

SUGAR, 13 lbs.	\$1.00	per bag \$7.15
ROLLED OATS, 4 lbs.	25c.	17 lbs. for \$1.00
GRAHAM FLOUR, 4 lbs.	25c.	17 lbs. for \$1.00
RICE, 3 lbs.	for 25c.	14 lbs. for \$1.00
PURE CREAM TARTAR, 28c.	lb.	4 lbs. for \$1.00
SURPRISE SOAP, 7 cakes	for 50c.	15 for \$1.00
SNOW FLAKE AMMONIA, 3	for 25c.	13 for \$1.00
P & G SOAP, 7	for 50c.	15 for \$1.00
CORN FLAKES		2 for .25
KELLOGS PEPP		2 for .29
SHREDDED WHEAT		2 for .29
CREAM OF WHEAT		1 pkg. .28
CORN STARCH		1 pkg. .12
MINUTE TAPIOCA		1 pkg. .15
MEADOW SWEET PIE FILLINGS		
ORANGE-LEMON		2 pkgs. .25
SHELLED WALNUTS		1 lb. .54

BULK TEAS at Low Prices		Fruit Jars
Indo Ceylon	.55 lb.	Jar Rings
Orange Pekoe	.65 lb.	Certo
		Parowax

Just received selected stock of Marvens Fancy Biscuits, at Popular Prices. Also Heinz Pickles, Vinegars, Olive Oil, etc.

CALDWELL-YERXA LIMITED

MAIN STREET

Phone 53

WOLFVILLE