

**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 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.



**THE SPIRIT OF CHRISTMAS**

Whether we shout it or sing it, we must be sure to mean it; for if we really mean it when we say, "Merry Christmas, everybody", we will do all in our power to make Christmas a day of unselfish joy for all those within reach of our influence.

Christ came into the world to bring light which brings joy. He came to bring deliverance to men; to solve their difficult problems; to inspire a higher hope in the spirit of men. That is the cause of the deepest joy to mankind. Yes, Christmas is a joyful day as well as a sacred day.

It is a day for doing good deeds, as well as thinking good thoughts. It is not a day for receiving gifts only. There are so many opportunities for doing good that we may receive joy a hundred-fold, with the expenditure of just a little time and thought. There are many who have little; many who do not know the meaning of this day as you know it; many whose spirits are crushed by disaster. Remember them!

Christmas is the birthday of Jesus who never gave the world a dollar, and bestowed upon mankind no other material gift. "He carved no statue, painted no picture, wrote no poem, composed no song, fashioned no piece of jewelry, built no edifice, founded no city, erected no triumphal arch; but He stands in history as the Great Giver." Such as He had He gave: the sympathetic hand, the genial mind, the generous heart, the courageous spirit, which all worked together to build up out of the human the divine.

Only a few years ago the Christmas season brought with it more of grief than of gladness. Then was a time of absent faces and aching hearts. If those bitter days still remain with any of us as an unavailing regret, there is mingled with them a heartening sense of obligation bravely born, and the hallowed memory of a high achievement. Today we are entering upon a golden year, a year when men's hearts have been turned to pity and unselfishness and justice. Such ends must come hardily but we see their dawning in the striving after world peace and the eager effort to minister to the sick and suffering when the call comes to us from near or far.

**HOW TO BUILD UP OUR TOWN**

Building a community is everybody's job. The home owner, the merchant, the housewife, the minister, the doctor, the school principal, the school board, the civic council, the police, the board of trade—in fact, everyone with a distinct home interest must play his part. The local newspaper is the point of contact through which these various elements must function and express themselves. The home town publication is a mirror of the life of the community inspiring, suggesting, helping, and usually sacrificing a great deal to the general work of upbuilding. It is the concentrated reflection of the home town interest, as opposed to activities in its midst, whose sole aim is to take the home town dollar out of town and attach it to the bank account of some foreign corporation.

The appeal of the foreign corporation for the home town dollar is usually an appeal to cupidity camouflaged as sage and economical buying. For the most part it is made in secret—direct by mail—the circular, the booklet, the disguised mimeographed letter systematically prepared by expert mail salesmen, with the usual "follows up" destined to extract and carry away to the distant bank account the money of the unthinking. The very secrecy of the appeal is its own condemnation.

It is amazing to note how slow is the average newspaper reader to appreciate the value of frank and open newspaper advertising. Not only in this way is the housewife enabled to learn what the market has to offer, but in the frank open advertisement lies an absolute security from exploitation. Newspaper advertising is the housewife's weekly insurance. The day has passed when the advertiser dare be dishonest. The statements in an advertisement are shouted from the housetops. They are too easily checked up. They become the guarantee of service and of honest dealing. The direct-by-mail appeal is like the secret whisper passed from ear to ear but without any general publicity that ensures complete honesty of statement. As a rule, its underlying principle is sinister. To supplement and become a part of any well-organized campaign it has its value, but standing alone it should arouse suspicion rather than confidence.

**OUR IMMIGRATION PROBLEM**

A great deal has been written and said in criticism of the immigration policy of this country, particularly as it refers to the Maritime Provinces. That there is room for considerable complaint is quite likely. These provinces by the sea need most of all more population, and if the attractions which they possess were more intelligently and faithfully set forth there is little doubt but that many from the crowded sections of the old land might be induced to make homes here and become good citizens.

But in Nova Scotia and most likely in the other provinces as well, there exist today other and more serious problems that in very large measure prevent the prosperity that might very readily be ours. The introduction of a worthy class of immigrants into this province, beneficial as it might prove to provincial prosperity, is not nearly so important as would be the keeping at home of our own people, many of whom are continually leaving our shores to make their homes in other lands. That is the great problem with which we have had to contend for many years and which was never more evident than it is today. How this exodus is to be stopped is what faces the province and its people. What is our government doing to mitigate the evil? Many suggestions might be made, but anything that would make the establishment and maintenance of a home would certainly tend in that direction. The home is the greatest asset of the state and in no direction is the expenditure of public funds better justified than in its establishment. The present method of penalizing marriage by a heavy fee and the home with heavy burdens of unnecessary taxation, is as unwise as it is unjustifiable.

Advertise in THE ACADIAN.

**SHOULD MAKE OTHERS HAPPY**

It seems that when one has grown a little old, the best and the happiest way to celebrate Christmas is to do something for remembrance—in remembrance of one's own childhood, for Christmas is really for children, after all.

It is for children more than for others because it is a day that commemorates the birth of a child—that wonderful Christ child that was born in a manger of a stable in the little town of Bethlehem 2,000 years ago.

Now, there will be scarcely a child in all the world who will not await the dawn of Christmas morning with a wondering soul. It is the dawn of that day when the morning stars sang together, and when peace on earth and good will toward men were proclaimed from the high heavens. But, there will be many a child to whom Christmas will not bring its dearly longed for happiness.

The children of the rich will not be disappointed, nor will the children of the very poor be disappointed. It is the child who has not rich or well-to-do folks, but who, at the same time, is not subject for charity, who will be unhappy when Christmas comes.



**O, STAR OF BETHLEHEM**

O, Star of Bethlehem, thy light still burns as clear on Christmas morn, as did the flaming beacon bright that told the world that Christ was born. O wonderful star of heaven's flame, that told men that God's son He gave, to bear the suffering and shame, that we might live; our souls to save. Down through the years thy light shines on, a brighter, steadier, broader beam, to guide us to the millennial dawn, to teach us God's eternal theme. Then let us help to spread the light, to tell of heaven's gates ajar, to show all men the wondrous sight, the glorious, blessed Christmas Star. And let us pass our Christmas cheer by might of word and might of deed and while we pause to drop a tear for God's poor, let's help their need. For inasmuch as ye have done a kindness to the very least, 'twill be as unto Christ, the Son, that ye have ministered a feast. And let us guide their feet aright, and not their weakness condemn, but lift them up to face the light. O, wonderful Star of Bethlehem.

Minard's Liniment for Dandruff.

**WHEN HEARTS ARE TRUMPS**

If you have no child of your own, you must borrow or beg one for Christmas eve; for it is the time when the world lights its happiness with a child's joy, writes Dr. James I. Vance, in the Illinois State Journal.

Only a child may have the right of way on Christmas eve. If you do not stand in with the children, you must stand aside.

It is the hour when the world makes a cradle its shrine; when not only wise men from the East, but grownups from all points of the compass slip down over the hills of memory toward childhood's dawn, saying under their breath: "We have seen his star in the East and are come to worship him."

What a wonderful thing is this yearning of the old world for the happiness of children that climaxes at Christmas! The better side of human nature comes to the front. We throw off our cynicism. Meanness is shamed into generosity, and for a little while on Christmas eve the tightwads of earth have a look in on paradise.

Was there ever a sweeter eagerness, a holier joy, a more heavenly anticipation, than that which all through the house is felt on Christmas eve? Every one is thinking of making somebody happy. The delicious secretiveness of it intensifies the thrill. Care is forgotten. Expectation is ringing the bells. Peace is over all the world. And the hero is a child.

Thank God for children! "Of such is the kingdom of heaven." It is a sin to disappoint a child. Then it must please God when we make the children happy.

If there is no child in your home may be there is one on your doorstep, waiting for you to be its saint on Christmas eve. There are certainly some there in the street. There are looking at the toys in the window with wistful faces, and wondering what the lover of children will bring them. It is your time to play, and hearts are trumps!

What a tragedy if a single child in your town should have Christmas come and go without an ecstasy!

**CHRISTMAS IS CHILDREN'S DAY**

The message of Christmas is love. Its emblem is radiant, thankful, contented childhood. Without love and without children there could be no real Christmas. The form might survive but the substance would be lacking.

Unhappy must be the adult who cannot make himself a child again in spirit at the Yuletide. For Christmas is the universal children's day. Men and women are superfluous except as they make themselves partners with those whom the day glorifies.

Let us, then, lay aside the affection and arrogance of manhood and womanhood and be children again. Let us adopt their point of view and put ourselves in their places—in the places of these sons and daughters of ours and of the sons and daughters of our neighbors. It was only a year or so ago as it seems, when we hung our well-worn stockings in a row along the mantle shelf, while our fathers and mothers looked on with unfeigned pleasure at the innocent confidence we showed in the morrow.

Even as you and I. It all comes back

in a flood of memories. Life was simpler then. Our desires were less pretentious than those our children voice now. Modest remembrances they were that bulged toe and heal of the working mother knit.

Life and its circumstances change, but the essence of Christmas never. The same happy childhood, the same restlessness, the same snail like creeping of time as the holiday approaches. The same parenthood, too—the same planning across the reading table after the boys and girls are abed, the same loving consideration of what this or that child most desires and how far the family purse can be stretched to permit some further purchase.

Every home is assured a Christmas if it has a great warm heart pulsating in tune with the hopes and joys of childhood.

**What Did You Give Last Christmas?**

TOYS for the kiddies—all broken now. "Something useful" for the grown-ups—now worn out or forgotten. A cash bonus for your employees—appreciated but long since spent. Other "last-minute" presents—expensive but unsuitable. Are they remembered now? Q This year give them a Bank Book—make their first deposit and urge them to add to it regularly. Q Could anything be more suitable and enduring?

A Special Christmas Cover is provided for Gift Books.

The Royal Bank of Canada

**XMAS CASH AND CARRY**

\$5.00 ORDERS DELIVERED FREE

NUTS	ORANGES
We certainly can supply you with nuts this year. Have a good supply for the Holiday Trade and think we have them priced right.	Fancy Sweet Oranges priced at Medium size 25c. doz. 4 doz. for \$1.00 Large size 35c. doz. 3 doz. for \$1.00 Selected fruit, 50c. & 60c. doz.
New Walnuts, 5 lbs. \$1.10, 25c. lb.	
New Brazil, 5 lbs. \$1.25, 27c. lb.	
New Almonds, 5 lbs. \$1.10	
	<b>MALAGA GRAPES</b>
New Filberts, 5 lbs. \$1.00, 22c. lb.	35c. lb., 3 lbs. for \$1.00
New Mixed Nuts, 5 lbs. \$1.10	
	<b>CHOICE DATES</b>
	11 lbs. for \$1.00 10c. per lb. New Figs 25c. & 35c.
New Citron 60c. lb.	
Orange & Lemon Peel 50c. lb.	
New Shelled Walnuts 43c. lb.	
New Currants 20c. pk.	
	<b>PRUNES</b>
	90 to 100—2 lbs. for 25c. 60 to 70—2 lbs. for 35c. 40 to 50—25c. lb.
	Xmas Candy and Fancy Boxes Chocolates
	Turkeys, Geese, Ducks, Chickens and Fowls.

Phone 53  
**CALDWELL-YERXA LIMITED**

**Buy Your Christmas Gifts At The Quality Electric Shop**

Shop early and see our large stock of irons, toasters, Curling Irons, Vacuum Cleaners, Rotarex Washers, Desk and Boudoir Lamps, and Lighting Fixtures. Prices and quality the best.

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**Are You One of the Lucky Ones**

Who does not have to worry over the weekly washing? Many of your neighbors have discovered the service we are giving, many more are discovering it each week. The only real solution to this wash-day problem is to send your clothes to us and have no more "blue Mondays".

**A few Words of Praise**

are gratifying to anyone in any business, and the praise we have received for the superior quality of our work is especially pleasing to us, as our business can only be built up on the foundation of satisfaction to our customers.

**Some of the most particular housekeepers** in your town who previously sent their flat work to Halifax, are now giving us the pleasure of doing their work and have expressed entire satisfaction saying our work is equal to the best.

**Valley Laundry Co., Ltd.**  
Phone 80—our driver will call,  
Agents Excelsior Fresh Dry Cleaning and Pressing Works

**BOYS' BOOTS**

Our boys' boots have won for themselves a great reputation for goodness, If that boy of yours has a habit of wearing a pair of boots every six weeks, bring him here and let us shoe him with strong, sturdy boots, built for service.

Don't Forget our repair department. Have your shoes fitted with **Panco or Bulldog** soles.

**G. D. JEFFERSON**  
The Cash Shoe Store