

THE ACADIAN.

WOLFVILLE, N. S., JULY 17, 1914.

Advertising.

Advertising is a great and increasing force in business life, and it is development worthy of note that those who have come to be leaders in the profession are men of standing.

The day has gone by when the man who can make a better mousetrap than his fellows, builds his house in the woods and waits for the world to make a beaten path to his door.

Advertising has become a science. Our modern expert is a student of psychology and art as well as literature. He knows how to catch the interest, and hold it, and to impress the reader.

Advertising has been developed until it has become a science. Our modern expert is a student of psychology and art as well as literature.

The following program of vocal and organ music will be given in the Methodist church, Wolfville, Thursday evening, July 23rd, by Miss Edith Woodman, Soprano, and Mr. William C. B. Card, Organist and Accompanist.

1.—'Sei gegruesst Jesu gutig' a Choral in G minor with variations. Bach. MR. CARD.

2.—(a) The Nightingale's Song. Nevis. (b) Sylvain. Sinding. (c) The Birth of Morn. Loni. (d) What's in the Air To-day? Eden. MISS WOODMAN.

3.—Sonata in C minor, Opus 65. No. 2. Mendelssohn. (1) Grave. (2) Adagio. (3) Allegro Moderato. (4) Fuga Allegro Moderato. MR. CARD.

4.—The Lord is My Light. Alliston. MISS WOODMAN.

5.—(a) Auf den Wasser Zu Singer. Schubert. (b) Who is Sylvia? Schubert. MISS WOODMAN.

6.—(a) Pilgrims Chorus, from Tanhauser. Wagner. Arranged by F. D. Williams. (b) Tardi alfa, from Faust Gounod. Arranged by W. C. B. Card. MR. CARD.

7.—(a) An Interlude. Lander Ronald. (b) Go Lovely Rose. Carpenter. (c) My Laddie. Thayer. (d) Daybreak. Mable Daniels. MISS WOODMAN.

8.—Marche Pontificale. Lemmens. MR. CARD.

In a review of Dr. Kerschensetter's book on 'The Schools and the Nation' the Manchester Guardian observes that the schools of Germany and are finding imitators both in Europe and America.

The provincial general elections in the province of Manitoba, which were held on Friday last, resulted in the return of the Roblin government by a very narrow majority.

The ACADIAN has received through the courtesy of the authors a copy of the third edition of 'Stories of the Land of Evangeline' by Mrs. Grace Dean McLeod Rogers, of Amherst.

WANTED.—Kitchen girl, best wages offered. Acadia Villa Hotel. ROSS FORD & Co.

Manitoba Elections.

The election in Manitoba results in a small majority for the Roblin government, which has been in power fourteen years. The result is not significant outside the province concerned.

However, to friends of progress, there is nothing quite so discouraging as the way in which the voters allow themselves to be swayed by local appeals to prejudice, bigotry and partisanship.

Looked at from every angle the Manitoba results afford no reason for Liberal congratulations in federal politics, or Conservative discouragement in the same arena.

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CANNED SALMON

Comation Brand Regular Size Tins 11c. PER TIN.

Remember this is the regular 17c. Salmon so send in your order early before they are all gone.

Cash Price. Sale Lasts Four Days.

R. E. HARRIS & SONS

WHOLESALE AND RETAIL. PHONE 16-11.

P. S.—Let us quote you on Sugar in 100 lb. lots. We can save you money.

Dismissal of E. M. Beckwith.

DEAR EDITOR:—I desire to make a few observations in answer to a rather maudlin letter which appears in THE ACADIAN of July 16th, last, signed by E. M. Beckwith.

Personally I have no fault to find with Mr. B. as a temperance worker or with any other man who desires, according to his own light, to advance the cause of temperance and reform in this, or any other country.

The Liberal party of Canada, in which I claim humble membership, has a good record in this respect, and we of that party are proud of the fact.

The question of Mr. Beckwith's dismissal has nothing to do with temperance whatever. He was dismissed because the Supreme Court of Nova Scotia, sitting en banc, deliberately stated that he was unfit and totally disqualified.

The Chief Justice of this province went so far as to state that such justice was not dispensed outside of Russia or some semi-civilized country and verbally said that the government should dismiss him at once.

An interesting event took place at the home of Mr. and Mrs. W. A. Hanson, Factoryville, on June 30th, when, in the presence of about fifty guests, their daughter Mabel was united in marriage to Philip S. Beals, B. Sc., of Morrisville.

The ceremony was presided over by Rev. F. H. Beals of Casco, father of the groom, assisted by Rev. J. F. Foshy, pastor of the church. The wedding march was beautifully rendered by Mrs. McNeil, aunt of the bride.

After congratulations and luncheon the young couple left by auto for Middleton. The gifts were numerous and valuable, including silver, silver and articles of furniture.

Mr. and Mrs. Beals will reside in Morrisville, where the groom has been engaged in farming for the past five years.

Get Bumper Crops This Year

by using the proper fertilizer—one containing from 6% to 10% of POTASH. Plants are like human beings; you must feed them properly if you want them to thrive and produce maximum yields.

Home Mix Your Goods

and know what you are feeding your crops. We will tell you how to mix and what to use. Our stock of Nitrate of Soda, Acid Phosphate, Basic Slag and POTASH is ample for your requirements.

Willsley & Harvey Co., Limited.

STORE NEWS

MARMALADES. We have a full stock of Marmalades: Orange, Green Fig, Ginger, Pineapple, Grape Fruit.

FRUITS. Sunkist Oranges, Bananas, Grape Fruit, Watermelon, Strawberries, etc.

A new shipment of Prince Alberts, the best potato on the market. We handle Five Roses and Purity Flour.

WM. C. BLEAKNEY

PHONE 16. MELBURN STREET.

GET A BEAUTIFUL JAPANESE FAN

OR A FACE CHAMOIS Absolutely Free of Charge

With every sale of Talcum Powder shown in our window. We have a limited number of fans. So don't delay.

A. V. RAND

The Rexall Store.

OPERA HOUSE

W. N. BLACK, MANAGER. WOLFVILLE

MONDAY, JULY 20th

The Adventures of Kathlyn 'Three Bags of Silver'

And our regular Three Reel Program making SIX THOUSAND FEET OF PICTURES

ADMISSION, 15c.

COMING: 'Wolfe, or the Conquest of Quebec' Edison Talking Pictures

The Wolfville Garage

'Where we lead others try to follow'

Batteries, Spark Plugs, Cylinder Oil, Greases, Gasoline, Packing, etc.

Bring in your Gasoline Engine NOW to be overhauled and put in first class running order.

We have in stock a full line of FORD Specialties.

Let us have your order for Automobile Tires. We carry all the standard makes.

Hardware Dealers and General Merchants.

will find that if they handle the Nova Scotia Clay Works line of Drain Tiles that a great many of the most progressive and prosperous farmers in their district will find their way to their store for the purpose of buying this line.

There is money in Handling 'Scotia' Drain Tile

We have begun a six months advertising campaign and want dealers everywhere to handle our line. Dealers send for price list showing liberal discounts to the trade.

NOVA SCOTIA CLAY WORKS, Limited.

Works: Annapolis, Avonport, Middleton, Pugwash, Shubenacadie, Elmsdale.

HEAD OFFICE, HALIFAX, N. S.

Piano and Organ Snaps for Quick Buyers.

One Heintzman & Co. Piano, used but in very good condition, \$235.00

One Cecilian Piano Player, used, with about \$25.00 worth of rolls 50.00

One Square Piano in first class shape 65.00

One Small Upright, good for practice 55.00

One Small Upright 25.00

One Five Octave Dominion Organ 31.00

One Five Octave Cornwall Organ 40.00

One Five Octave Dominion Organ 19.00

Telephone or write quickly.

N. H. PHINNEY & CO., Limited

HALIFAX, N. S. BRANCH. Head Office, Lawrencetown, N. S.

Cross the Atlantic by the S.S. 'Digby.'

The fact that this new fast passenger ship carries a full passenger list both to and from Liverpool is sufficient evidence of her popularity with the traveling public.

You get every comfort of the largest Leviathan, at almost half the price.

\$65.00 Saloon to Liverpool. \$45 Second Class. Next sailing August 17. Make reservations to-day.

Furness Withy & Co., LTD. HALIFAX.

Batteries, spark plugs, oil, gasoline and all kinds of gas engine supplies at the WOLFVILLE GARAGE. Phone 20-11.

Buy a Salt-heating Flat Iron and do your ironing in comfort. H. F. DAVIDSON, Agent.

More Becoming Than Flat Lenses

The edges of Toric Lenses do not show as prominently as those of flat lenses. They fit in close to your eyes. You will find Toric Lenses more becoming and useful. They give you a wider, clearer field of vision. You should know about Toric Lenses. Let us explain them.

J. F. HERBIN WOLFVILLE, N. S. Report Watchmaker and Optician.

Expert Piano Tuning Guaranteed.

Voicing, Regulating, Repairing. Organs Tuned and Repaired. M. C. COLLINS. P.O. Box 321, Wolfville, N. S.

Edson Graham

Phone 20-11.

New Cotton Blouses

Middy Blouses. Balkan Blouses. Voile Blouses.

All new styles. White Pique Skirts from \$1.25 to \$2.75.

House Dresses. Special values at \$1.25.

White Embroidered Street Dresses from 2.50 up to \$7.00. New White Piques and Muslins. New Frillings.

Summer Gloves. See our special long white Silk Gloves, double tips, 24 inch at \$1.00 pr.

Summer Hosiery

We are showing a great variety of all styles in Hose, all colors, black, tan, blue, pink, white and champagne. Hose for the children. Hose for boys, 'Buster Brown', 'Hercules', 'Black Prince' and 'Rock Rib'. Everything in Summer Goods at lowest prices.

J. D. CHAMBERS.

Hand Book of First Aid. Price, 10c. Free to Scouts.

ACADIA PHARMACY

H. E. CALKIN, Prop.

BOY SCOUTS

Call and get a copy of JOHNSON & JOHNSON'S

Hand Book of First Aid. Price, 10c. Free to Scouts.

ACADIA PHARMACY

H. E. CALKIN, Prop.

Beautiful New Wallpapers

Will Work Wonders

Nobody can afford to let the walls of any room stay faded, soiled and shabby with the splendid values we are offering in 1914 Wall Papers.

Here are papers of wonderful beauty and quality including the latest novelties of the new season, and yet all are priced within the reach of everyone.

If you have the idea that such beautiful papers must be costly come in and see them and get prices. You will surely be pleasantly surprised to find when you figure it up how little it will cost to entirely redecorate several rooms.

This cost you will soon forget, but the enjoyment of the Wall Papers will last for a long time to come.

FLO. M. HARRIS.

WOLFVILLE BOOK-STORE.

Ford

They buy it for what it does. That's why the Ford is servant of thousands. It holds the world's record for all round dependability. And it's the lightest—the strongest—the most economical car on the market.

Six hundred dollars is the price of the Ford runabout, the touring car or six cylinder, 60 h.p. Ford, Out, complete with equipment.

F. J. PORTER

WOLFVILLE

SUMMER IS FOR THE CHILDREN

Making pictures of children is a large part of our summer work. The very best time to have YOUR children photographed is NOW.

No one ever regrets having had children's pictures made. That's one reason why we urge you not to delay. Our whole time is now given to the Wolfville Studio.

EDSON GRAHAM

Phone 20-11.