

# THE ACADIAN

(Established 1883)

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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.

## USING THE NEWSPAPERS

C. H. Sawle, editor of the Omicron Herald, says that a newspaper, whether 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 publicity favorable, 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, most 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 overawe 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, square, 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. The Herald tells you that running a paper is no Garden of Eden existence.

And so does THE ACADIAN.

Minard's Liniment: Lumberman's Friend.

## WHY NOT PAY THE FIRE-MEN

While the question of fire protection and fire brigades is still uppermost in the minds of the citizens of Wolfville, the present is an opportune time to put forward the suggestion that some method of remuneration be inaugurated in regard to the men who form that necessary adjunct in every community, the volunteer fire brigade.

These men who are in every sense of the word public-spirited citizens, have to make considerable sacrifices in that capacity, practices in the evening taking up a certain amount of their time, added to which is the liability to be called to a fire at any hour of the day or night and having to undergo hot, hard, dangerous work. In addition to possibly losing some good working hours, they have to take the chance of having clothes and boots ruined, the expense of which they have to stand themselves.

As a general rule these men receive little or no recognition for what they do, certainly nothing of a tangible nature, and it would be a good thing to pay them a certain small sum for each practice they attend and a further sum for each fire they are called upon to fight. This would undoubtedly lead to greater efficiency in the brigade and consequently a reduction of the fire hazard, as the members would have some incentive to belong to the force, beyond a sense of civic duty which as a rule, is only possessed by a few willing workers in a town.

Some payment is certainly due to these men, and believing that it will benefit every person in the community, THE ACADIAN thinks that the matter should be seriously considered by the authorities.

## BAD BLOW TO NOVA SCOTIA

The Nova Scotia fishermen, particularly those in mackereling, are hard hit by the new United States tariff, which went into effect recently and which includes heavy duties on fish imported into American ports from Canada. As a result of this tariff the fishermen will receive five cents a piece less for each mackerel, and this is a big drop.

The new duties on fish are very high, and as usual it hits right at the Nova Scotia fishermen, who depend on the American markets for good prices for their mackerel are shipped into Boston from Nova Scotia ports every year and when the price on each one declines five cents it is a serious matter for the fishermen.

Ask for Minard's and take no other.

## SANDWICH FILLINGS

### Meat

Minced ham and tongue  
Minced ham and egg.  
Minced corned beef.  
Minced meat with celery or pickles.  
Sliced meats.  
Note: Mustard onion, Worcestershire sauce, tomato sauce and celery salt are good seasonings for sandwiches.

### Lettuce

Lettuce with salad dressing.  
Lettuce with chopped nuts and dressing.  
Lettuce and chopped olives.  
Lettuce with oil and butter.

### Fish

Minced sardines with egg yolks.  
Minced sardines with pickles.  
Minced salmon with celery.  
Tuna fish with celery.  
Minced fish with celery.  
Minced fish with chopped peppers.  
Note: Lemon juice, celery salt or chopped celery are good seasonings for fish sandwiches.

### Sweet sandwiches

Stewed prunes with chopped nuts.  
Plain jelly or jam or marmalade with chopped dried fruits and nuts.  
Chopped dates with ginger.  
Honey.

### Egg Sandwiches

Egg with chopped pickles.  
Egg with spinach.  
Egg with chopped celery.

### Cheese Sandwiches

Creamed cheese and raspberry jam.  
Creamed cheese and jelly.  
Creamed cheese and nuts.  
Creamed cheese and pimento.  
Creamed cheese and green pepper.

### Miscellaneous Sandwiches

Peanut butter and marshmallow.  
Chopped apple, nut and celery.  
Baked beans.  
Olive butter.  
Note: When nuts are used they should be finely ground.

## ROBERT STEAD'S GREATEST BOOK

"Neighbours" is Nearer the Heart of Canada than Any Other of Famous Canadian Author's Books

You will never have to ask that question, "What is Canadian literature?" again when you have read Robert Stead's latest and, so far, his greatest novel, "Neighbours".

There are few Canadians who are not familiar with this author's former novels, "The Homesteaders", "The Cowpuncher" and "Dennison Grant". This new book runs true to the Stead tradition of a good story, real humour, pure love and a real idea—even some real mystery, and it has more of the real atmosphere of life in it, than any other which has come to us in a long while. It is true writing, and will add fresh laurels to the fame of this already well-beloved author.

"Neighbours" relates how two families of young people, brother and sister, neighbours, in a little Ontario town; neighbours, fifteen years later on adjoining homesteads in the Saskatchewan country, find life and love. Their stories run smoothly until a young Englishman settles in the community and upsets all expectations, including the reader's.

But the best part of "Neighbours" in my mind, and what makes it a great book, is the picture of the people who make up that far-scattered "Neighbourhood" of homesteads, Jake is the old villain who finds "locations" for the gullible newcomer; the "Sneezits" are a gaunt big-eyed Polak family, who live in a cave that the precious live-stock may have built shelter—and the widow, and the Scotch family—and the wedding! All of that is writing of the finest type, and places this Canadian book in high order among the best literature of to-day.

"NEIGHBOURS," a happy novel of the Northwest, by Robert Stead, Hodder & Stoughton, Toronto, \$1.75.

## More than 50 Million Packets

OF DELICIOUS

# "SALADA"

TEA

Are Sold Annually.

Ask your grocer for a packet to-day.

## Why You Should Save

To insure yourself against an unknown future.  
To insure happiness and comfort in your old age.  
To insure provision for your family in the event of your death.  
Commence Saving to-day with



**THE ROYAL BANK OF CANADA**

WOLFVILLE—R. CREIGHTON, Mgr.  
PORT WILLIAMS—R. S. HOCKEN, Mgr.

## The Cash Grocery and Meat Store

### MOOSE MEAT

Choice Beef, Lamb, Mutton, Veal, Pork, Chicken and Fowls

Staple and Fancy Groceries

Aylesford Cranberries

P. E. I. Oysters

DIGBY FINNEN HADDIES AND FILLETS

FRESH FISH DAILY

PHONE 53.

## FRANK W. BARTEAUX

## Boston and Yarmouth Steamship Co., Limited

FREIGHT AND PASSENGER SERVICE  
Steamships "Prince George" and "Prince Arthur"  
FOUR TRIPS WEEKLY FARE \$9.00

Leave Yarmouth Tuesdays, Wednesdays, Fridays and Saturdays at 6.30 P. M.  
Return—Leave Boston Mondays, Tuesdays, Thursdays and Fridays at 2 P. M.  
SCHEDULE EFFECTIVE OCTOBER 17th. TWO TRIPS WEEKLY

Leave Yarmouth—Tuesdays and Fridays at 6.30 P. M.  
Returning, leave Boston Mondays and Thursdays at 1 P. M.

For staterooms and other information apply to  
J. E. KINNEY, Superintendent, Yarmouth, N. S.

THIS WILL BE ANOTHER

# Studebaker Year

It's the car everybody wants because it is the best.

The unusual popularity of STUDEBAKER CARS is attended by the fact that the corporation enjoyed the biggest business in its history in 1921.

Notwithstanding the fact that the total number of all automobiles sold (except Ford) was 40 per cent. less than in 1920, the total aggregate of sales for the Studebaker cars was 20 per cent. greater than in 1920—and in Canada 64 per cent. greater than in 1920.

## QUALITY COUNTS!

Get into the procession and drive a Studebaker in 1922.

Full information on application. Let us tell you about the Studebaker.

# W. A. REID

WOLFVILLE, N. S.

**The Beauty Spot of the Kitchen**

In its snowy jacket of white enamel, trimmed in burnished nickel, the Enterprise Monarch Range is the beauty spot of a woman's kitchen. A glance at it awakens her cooking instincts. Everything seems so easy.

**ENTERPRISE MONARCH STEEL RANGE**

And everything is easy. A wipe with a damp cloth cleans it, a turn of a handle increases or lessens the heat, it burns all fuels, the thermometer tells you just what is going on in the oven, your pie crusts come out golden brown, crisp and melting; your roasts team with flavor and goodness.

See the Enterprise dealer or a friend who has a Monarch in her kitchen, and write us for our FREE illustrated booklet.

**The Enterprise Foundry Company, Limited**  
SACKVILLE, N.B.

Sold by leading dealers everywhere and in Wolfville by  
**L. W. SLEEP**

## New Telephone Directory

A new issue of the Telephone Directory for the Valley District is in course of preparation.

That Directory serves our Patrons in what is popularly known as "The Valley", including Windsor, Hantsport, Brooklyn and Clarksville in Hants County and the Eastern part of Digby County and the Town of Digby.

Forms will close on October 14th, and persons wishing to become Subscribers at this time, and Subscribers who want changes made in their present Listings should send in their Orders to their Exchange Managers at once, if possible, and, in any case, not later than October 14th. We cannot undertake to give effect in the new issue to Orders received after that date.

The Directory enters all the places of business and best homes in the District, and affords to Business men an unsurpassed opportunity of telling of their wares or their services to a most desirable class of Patrons. Exchange Managers will receive offers for advertising space, the rates for which will be found very moderate.

## Maritime Telegraph & Telephone Co., LIMITED

## WOLFVILLE FRUIT CO'S. STORE

Phone 151 Phone 151

The following adv. taken from the "Saskatoon Daily Star" tells the reason why Provincial Flour always gives satisfaction.

### FARMERS, GRAIN SHIPPERS, IMPORTANT NEWS

#### THE INTERPROVINCIAL FLOUR MILLS LTD. SASKATOON

want the very best Saskatchewan wheat for their PROVINCIAL FLOUR and are prepared to pay a PREMIUM over the regular spot prices for choice wheat showing a PROTEIN TEST of OVER 14%. This wheat will be tested in our own laboratory by a graduate chemist. We were the FIRST mill in Saskatchewan to install a modern wheat and flour testing laboratory. We are the FIRST Canadian mill to publicly offer a premium for high protein wheat.

Government weights and grades guaranteed. A government inspector and weight master located right at our mills grades and weighs every car.

Liberal advances if required. Prompt settlements. We can't take ALL the Saskatchewan crop, but want the BEST. Send us a small sample of your wheat and we will quote our special prices.

#### INTERPROVINCIAL FLOUR MILLS LTD. SASKATOON, CANADA

Provincial Flour is sold in Wolfville by The Wolfville Fruit Co. If you have not tried this high grade flour, when ordering your next barrel or bag, leave your order with us, and it will be given prompt attention.