

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 publication. 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.

MARKETING THE FRUIT CROP

Trying to sell our fruit crop on sentiment is just like trying to sell Palmolive soap on sentiment or Ford cars on jokes. Both the fruit crop, the soap and the cars are wonderful value, and no doubt sentiment and jokes will help sales, but the only way to market any appreciable quantity of these products is to advertise them.

The marketing problem of the fruit growers in Nova Scotia is serious; in fact, every producer of farm products is in the same position. That being the case, it is always best to get down to facts, and in the case of fruit, the fact is that city people will not buy fruit on sentiment any more than farmers will buy Canadian implements on sentiment.

The farmer has got to fight for everything he gets; he has always done so and always will, and the only possible way he can recapture that fruit business is to go after it in a business way.

The only remedy is to advertise N. S. fruit until the consumer will think, talk, and eat nothing but N. S. fruit; until, for his selfish interest, the consumer will be afraid to buy anything except N. S. fruit. Appealing to a man's greed or his desires will get nowhere, but appeal to his necessities and his fears and he will begin to talk business. Tell him how to prepare fruit; how to preserve it. Tell him about the economy of fruit, the health resulting from a fruit diet, and keep on telling him, and you will keep on selling him.

If there were any other way to successfully market fruit or other commodities, it would have been adopted by successful institutions long ago.

IS IT HOURS OR MORE MONEY WANTED?

Public opinion generally will uphold Judge Gary, head of the United States Steel Corporation, in the decision to make the eight hours day a straight eight hour day and not a basic eight hour day. This change will put the acid test to the contention of labor that a work day of more than eight hours is harmful to the laborer.

No one begrudges labor its right to a front line on the pay roll. It has been found, however, that after employers in some industries conceded the eight hour day the workers have continued to work just the same hours they worked before, their battle for the shorter day obviously being to get extra pay under the questionably justifiable overtime schedule. In brief, most of the fights for the eight hour day have not been fights for the eight hour day at all, but camouflaged efforts to obtain excessive advances in wages.

This is unfortunate, because the reaction will be clearly injurious to those who toil. Perhaps the greatest trouble is not caused by those who toil, but those who, like the lilies of the field, toil not, neither do they spin. There would be little complaint about high wages or short hours if men would give an honest day's work.

ARMISTICE DAY CELEBRATION

It is none too early to begin to make arrangements for a proper observance of Armistice Day. The date falls on Sunday, Nov. 11th, which is only a matter of three weeks off. Last year a very effective service was held and there is no reason why this should not be repeated and improved upon. The anniversary is too important to be neglected and should teach the lesson that in these times we so sadly need to learn. It is to be hoped that immediate action may be taken to effect the necessary organization and that a program may be prepared and carried out in such a manner as to bear testimony to our remembrance of those who fell in the Great War and to our devotion to the undying principles for which the youth of our country so generously offered there lives.

CO-OPERATION, SERVICE, ADVERTISING—These are three great weapons with which the small town merchant can fight AND WIN his battle against the competition of the big department store and catalog houses. If he neglects any one of the three he reduces his fighting strength just one-third and there never was a time when it was more necessary for the merchant to be armed at every point if he is to survive.—"Atlantic Coast Merchant."

UNITING COLONIES FOR THE WINTER

One of the essential factors for successful wintering of bees is to have the colonies well filled with young bees that have done little or no field work in the hive to be at least six or seven full sized frames at the end of September or early in October. Any colony with less bees than this should be united. One good strong colony is worth more than many weak ones.

When uniting colonies two things must be borne in mind, first, that flying bees have located themselves and if their hive is moved they will return to the old location, especially if it is good flying weather when the moving is done, and second that bees of different colonies are likely to engage in a free for all fight when brought together in one hive.

Where a beekeeper has two or more apiaries the first difficulty can be overcome by uniting the weak colonies of one yard to those in another. Where there is only one apiary the uniting is best done during dull weather when the bees are confined to their hives for several days at a time.

An easy method to unite two colonies together without the bees fighting is to first smoke the colonies well and then to remove the cover and quilt from one of them and placing over the other a single sheet of newspaper. The other colony is then lifted off its floor-board and placed in the first colony with the paper between them. The bees will gnaw holes through the paper in a short time and will gradually unite through these holes.

If there is brood in both colonies this can all be placed in the lower chamber later on, and the top of the queens just before uniting the colonies, the best queen of course being left. If there is no preference for queens they can both be left and the bees will kill one of them.

Another plan of uniting and one in which all the queens are saved, is as follows:—During dull weather in the late fall when the bees have been confined to their hives for several days remove from each of the

weak colonies five of the lightest comb shaking the bees from them down in front of the hive and pushing the other five over to one side of the hive. Two or three days later place a tight fitting division board in the centre of half of the hives with the bees on one side and then bring the cover and bees from the other hives and place on the opposite side of the division boards thus bringing together two weak colonies into one hive. Provision must be made for a double entrance. These colonies can be fed in the usual manner and can be wintered either in the cellar or outside. By this method a surplus of queens can be had in the spring.

C. B. GOODERHAM, Dominion Apiarist

He worked by day and toiled by night
He gave up play and all delight
Dry books he read, new things to learn,
And forged ahead, success to earn.
He plodded on with faith and pluck
And when he won men called it luck.

If we count a hundred when angry it may save us a thrashing.

New Lamp Burns 94% Air

Beats Electric or Gas

A new oil lamp that gives an amazingly brilliant, soft, white light, even better than gas or electricity, has been tested by the U. S. Government and found to be superior to 10 varieties and found to be superior to 10 ordinary oil lamps. It burns without odor, smoke or noise—no pumping up, is simple clean, safe. Burns 94% air and 6% common kerosene (coal oil).

The inventor, J. M. Johnson, 246 Craig St. W., Montreal, is offering to send a lamp on 10 days' FREE trial, or even to give one FREE to the first user in each locality who will help him introduce it. Write him today for full particulars. Also ask him to explain how you can get the agency, and without experience or money make \$250 to \$500 per month.

G. W. V. A. TO RAISE "CARRY-ON" FUND

OTTAWA, Oct. 11—Urgent demands from all parts of Canada that the legislative and adjustment work of the dominion command, G.W.V.A., should be continued have resulted in a decision to inaugurate a "carry-on" fund for this purpose. The proposal originated with the Manitoba provincial command of the association which offered to conduct a campaign in that province for public subscriptions.

Each provincial command and local branch will be asked to co-operate with a view to establishing an endowment in order to guarantee an independent bureau to serve all veterans and the dependents for many years to come.

The money subscribed or offered by commands of the Association since the predicament of the dominion command was made known will be utilized towards continuing the work for at least another month, until the results of the voluntary subscriptions campaign is known. C. G. MacNeil, Dominion Secretary, who has been in charge of the campaign, has offered to remain for that period in a voluntary capacity.

A. N. GRIFFIN WAS BADLY INJURED

New Minas Man Fell From Ladder While Picking Apples

KENTVILLE, Oct. 11—A. N. Griffin, of New Minas, one of King's County's most prominent farmers, sustained a badly broken ankle and a compound fracture of the leg this morning while picking apples in his orchard, two miles east of Kentville. The ladder on which he was standing twisted, and in endeavoring to jump clear he sustained his injuries.

Mr. Griffin was treated by Dr. B. S. Bishop, of Kentville, who found his injuries so severe that he was taken to Halifax to be treated at the Victoria General Hospital.

Mr. Griffin is well known throughout the Province by reason of his connection with County and Provincial Exhibitions. During the last Three Counties Fair he was Superintendent of the Cattle and Poultry Department, and did much to make the Exhibition a success.

THE WONDERFUL HEROINE

Word has just been received of a most wonderful picture which is being given as a premium to all who subscribe to the Family Herald and Weekly Star of Montreal. This beautiful painting, entitled "The Wonderful Heroine", in the most delicate colors, is in keeping with the subject. In size the picture is 18 x 24 inches, on rich, heavy paper.

When one considers that two dollars secures the Family Herald and Weekly Star for a whole year (52 issues of 72 pages each) including this beautiful and inspiring picture, one wonders how it is done. It is really a marvel. Each subscriber, new or renewal, will receive the picture provided he acts quickly.

The amazing life story of "The Wonderful Heroine" has been printed in book-form and our readers may obtain a copy free by sending a postal card for it addressed to the Family Herald and Weekly Star, Montreal. No charge of any kind is made for this wonderful story.

At Golf, Forest

Mother (to farmer husband who has been out with his son trying to learn to play golf)—"Well, how did you like it?"
Father—"Oh, just so so. Sometimes it seemed like hoeing weeds, other times just like digging for fish bait."

Souvenir folders, containing sixteen pictures of Wolfville and vicinity, on sale at The ACADIAN Store. Price only 20 cents.



OCTOBER 19
THE SINNER—Therefore to him that knoweth to do good, and doeth it not, to him it is sin.—James 4:17.

OCTOBER 20
HUMILITY AND EXALTATION:—Humble yourselves therefore under the mighty hand of God, that he may exalt you in due time.—1 Peter 5:6.

OCTOBER 21
STRENGTH AND SONG—The Lord is my strength and song, and he is become my salvation.—Exodus 15:2.

OCTOBER 22
THE IDEAL WAY—They helped every one his neighbour; and every one said to his brother, Be of good courage.—Isaiah 41:6.

OCTOBER 23
GET THE TRUTH—Buy the truth, and sell it not; also wisdom, and instruction, and understanding.—Proverbs 23:23.

OCTOBER 24
DELIVERANCE—For he shall deliver the needy when he crieth; the poor also, and him that hath no helper.—Psalm 72:12.

OCTOBER 25
MAN'S BIRTHRIGHT—Thou madest him to have dominion over the works of thy hands; thou hast put all things under his feet.—Psalms 8:6.

CANNING BUNGALOW DESTROYED BY FIRE

CANNING, Oct. 14—A bungalow, the property of Lorne Jordan and occupied by William Jodrie and family, situated about a mile and a half from Canning was badly damaged by fire which broke out shortly after 5 p. m. today.

Mrs. Jodrie was preparing the evening meal in the kitchen of the house when she noticed smoke in the room and several minutes afterward a neighbor saw flames issuing from the roof, raised the alarm. The Canning fire department responded, and despite the fact that their efforts were handicapped by lack of hydrants they managed with barrels of water to extinguish the flames. The bedding and furniture were all removed. It is understood that there was no insurance on the bungalow.

Keep Minard's Liniment in the house.

APPLE SHIPMENTS

Halifax to London, Liverpool, Glasgow, Manchester, etc.

Frequent Sailings, Fast Oil Burning Steamers, Special Ventilation for Apples.

Passages arranged by all principal lines to all parts.

Furness, Withy & Co., Ltd. Halifax, N. S.

Keeping friends

One of the most important things in life is keeping your friends. You have to win friends first, and having won them you have to keep them.

Friendships demand attention, and there is nothing more binding than the little acts of remembrance that take so little time and mean so much.

In a dozen and one ways you may use Greeting Cards to keep friends as a present reality, rather than a past possibility. Even if someone lives across the continent or over great waters, a "Hello" written on a Greeting Card will strengthen the bond of interest.

The idea of using Greeting Cards lays claim to meeting the need and the interest of men of affairs and charming women enmeshed in the obligations of social life.

There is a Greeting Card for every occasion

Scatter Sunshine with Greeting Cards

Call and see our samples before placing your order.

The Acadian Store

BE FAIR TO YOUR FARM



HAVE your figures to show how much your farm brings in? Perhaps you are unknowingly buying things that your land cannot afford yet. Do you know if you are getting too much "on credit"?

We shall be glad to present you with one of our Farmers' Account Books for keeping all your farm records. It is simple, effective and easily kept.

Ask the Manager for a copy.

THE ROYAL BANK OF CANADA

Wolfville Branch: R. Creighton, Mgr.
Port Williams Branch: R. S. Hockin, Mgr.

Office Supplies

Typewriter Paper, good quality bond, \$1.45 per ream.
Better quality bond, \$2.35 per ream.
Copy Paper, manilla, \$1.00 per 1000 sheets.
Business Envelopes, \$1.00 to \$2.50 per box of 500.
Carbon Paper, black or purple, 5 cents per sheet.
Onion Skin Paper, cut to size required.
Stenographer's Note Books, 15 cents each.
Adding Machine Rolls, 25 cents.
Orders taken for Typewriter Ribbons, any make.
Orders also taken for Loose Leaf Binders and sheets for same, any size or style of ruling.

The Acadian Store

BORROWING MONEY

for improvements or alterations, etc.

CONSIDER

Our Instalment Re-payment Plan. \$1000.00 costs in eight years \$1353.60 or just \$353.60 interest for that term. This is equal to \$44.20 per year on every \$1000.00. And the loan cannot be called in during the term agreed upon, but you can pay it off at any time.

The above is based on monthly repayments—you can have quarterly or half yearly terms.

THE EASTERN CANADA SAVINGS & LOAN CO.,

OF HALIFAX

Apply to R. B. Blauveltdt, Agent, Wolfville, N. S.

Hutchinson's Bus Service

WOLFVILLE AND KENTVILLE ROUTE		
Leave	Via	Arrive
Wolfville 7.10 a. m.	Main Road	Kentville 7.30 a. m.
Kentville 7.45 a. m.	Main Road	Wolfville 8.15 a. m.
Wolfville 9.30 a. m.	Main Road	Kentville 10.00 a. m.
Kentville 11.15 a. m.	Pt. Williams	Wolfville 12.00 noon
Wolfville 1.30 p. m.	Main Road	Kentville 2.15 p. m.
Kentville 2.30 p. m.	Main Road	Wolfville 3.00 p. m.
Wolfville 3.30 p. m.	Main Road	Kentville 4.00 p. m.
Kentville 4.15 p. m.	Main Road	Wolfville 4.45 p. m.
Wolfville 5.45 p. m.	Main Road	Kentville 6.15 p. m.
Kentville 6.45 p. m.	Main Road	Wolfville 7.15 p. m.
Wolfville 7.30 p. m.	Main Road	Kentville 8.00 p. m.
Kentville 9.00 p. m.	Main Road	Wolfville 9.30 p. m.
Wolfville 9.45 p. m.	Main Road	Kentville 10.15 p. m.
Kentville 10.30 p. m.	Main Road	Wolfville 11.00 p. m.
Sunday Schedule		
Leave	Via	Arrive
Wolfville 10.00 a. m.	Main Road	Kentville 10.30 a. m.
Kentville 12.15 p. m.	Main Road	Wolfville 12.45 p. m.
Wolfville 2.00 p. m.	Main Road	Kentville 2.30 p. m.
Kentville 3.00 p. m.	Pt. Williams	Wolfville 3.30 p. m.
Wolfville 4.00 p. m.	Main Road	Kentville 4.30 p. m.
Kentville 5.00 p. m.	Main Road	Wolfville 5.30 p. m.
Wolfville 6.30 p. m.	Main Road	Kentville 7.00 p. m.
Kentville 7.30 p. m.	Main Road	Wolfville 8.00 p. m.
Wolfville 9.00 p. m.	Main Road	Kentville 9.30 p. m.
Kentville 10.00 p. m.	Main Road	Wolfville 10.30 p. m.
KINGSPORT AND CANNING ROUTE		
Leave	Via	Arrive
Kingsport 7.00 a. m.	Pt. Williams	Wolfville 8.00 a. m.
Wolfville 8.30 a. m.	Pt. Williams	Kentville 9.00 a. m.
Kentville 10.00 a. m.	Canard St.	Kingsport 11.00 a. m.
Kingsport 1.00 p. m.	Canard St.	Kentville 2.00 p. m.
Kentville 3.00 p. m.	Canard St.	Kingsport 4.00 p. m.
Kingsport 5.00 p. m.	Pt. Williams	Wolfville 6.00 p. m.
Wolfville 6.20 p. m.	Pt. Williams	Kingsport 7.20 p. m.
Kingsport 7.30 p. m.	Canard St.	Kentville 8.30 p. m.
Kentville 10.30 p. m.	Canard St.	Kingsport 11.30 p. m.
Sunday Schedule		
Leave	Via	Arrive
Kingsport 10.00 a. m.	Canard St.	Kentville 11.00 a. m.
Kentville 12.00 noon	Canard St.	Kingsport 1.00 p. m.
Kingsport 1.45 p. m.	Pt. Wms. & Bel. St.	Kentville 2.45 p. m.
Kentville 3.00 p. m.	Canard St.	Kingsport 4.00 p. m.
Kingsport 5.00 p. m.	Canard St.	Kentville 6.00 p. m.
Kentville 6.30 p. m.	Bel St. & Pt. Wms.	Kingsport 7.30 p. m.
Kingsport 8.30 p. m.	Canard St.	Kentville 9.30 p. m.
Kentville 10.00 p. m.	Canard St.	Kingsport 11.00 p. m.