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Editorial

Our pulpits are our work clothes. Each of us live some kind of a sermon every day.

GET READY TO ENTERTAIN TOURISTS

Isn't it rather quiet in Wolfville after the schools are closed? is a question often asked by those whose stay here is confined to the college year. The answer would have to be in the affirmative were it not for the hosts of summer visitors who select that season because of our delightful climate and surroundings and the interesting historical setting which has made this region famous all over the continent at least. Those with the numbers who attend the various conferences and summer schools make life anything but prosaic. In fact in the days before the war when the tourist travel was at its best Wolfville enjoyed a far greater activity in the summer than during the winter season.

The present indications justify the expectation that during the summer which has now begun Wolfville and the sections surrounding will experience a return of old time conditions and that the number of our summer visitors will equal if not exceed that of any previous season. In order to reap the best possible results from such an invasion preparations should now be in progress to give those visitors a cordial welcome and so far as is in our power to make their stay among us such as to cause them to wish to come again. Whatever we do as a community or as individuals to manifest our hospitality and interest in their welfare will be undoubtedly appreciated and productive of a spirit of friendliness that will be mutually beneficial.

LET'S QUIT ALIBI-ING

The "panicky" business man is ever with us—a slight depression and he immediately climbs to the house top and shouts that the country is going to the eternal bow-wows. He is not content to meet the situation courageously by adopting such policies that conform with trade conditions, but instead moans to his fellow tradesmen the "seriousness" of what he interprets as calamity. He surrounds himself with an atmosphere of doubt and anxiety; he becomes a destroyer of business morale, destructive to the end of his unfounded conclusions.

Business today not only calls for men with faith in the future of our Valley, but a faith in the industry they collectively represent—men who not only have a true vision of the future but the will and courage to grapple intelligently with the problems that arise from the "ups and downs" of trade and commerce which, as cycles, come and go like summer and winter, and to meet these problems with no loss of warranted optimism.

Let's not talk about "poor business", let's plead for "better business". When the monthly sales report shows a lower level, turn on more steam, mix more aggressiveness with your initiative. Spend more time "trying" than "alibi-ing" and you will be a bigger asset to your business, to your community and to yourself.

BUY IN THE MARITIME PROVINCES

In a recent issue THE ACADIAN referred to the advantages likely to accrue to the people of these provinces from a more systematic effort to provide near at home the commodities which make up their living. The endeavor was made to show that the saving effected in the matter of transportation if turned over to the producer at home would enable him to make a good profit while supplying his products at prices considerably lower than are of necessity charged for similar articles when imported. There is at present a campaign on in some sections of the Maritime Provinces in favor of a buy-at-home policy, which ought to be encouraged.

It may be of interest to those who are concerned in this movement to learn that in the province of British Columbia a "Buy B. C. products" week has become a regular feature and is duly observed. The event was celebrated last week, when in all the business places goods produced and manufactured in that province were featured. The Vancouver Board of Trade has a B. C. Products Bureau in connection with which a luncheon was held at which manufacturers, wholesalers and retailers were represented and the chief speaker was a man from Seattle, where a campaign similar in many respects is being carried on.

THE THEATRE TAX

Proprietors of picture houses throughout the Maritime Provinces are asking that the tax imposed by the government upon their operations be lessened or removed. They say that business is falling off as a consequence of the extra demands made upon their patrons by this tax. In Nova Scotia, at least, the provincial exchequer has during and since the war drawn heavily from the pockets of the people through this channel. Just now the public are finding taxation rather burdensome and often in excess of what they regard as necessary. This levy on theatres, which at its inception was camouflaged as "war tax", was from the first a misnomer. During the war the patriotism of the people actuated them to willingly respond to the demand made upon them, a demand which in view of reported surpluses they now very naturally consider unnecessary and unjust. In consequence less people are attending the theatres. This invention of the amusement tax was a happy thought on the part of those in charge of the public revenues, but if persisted in to the present degree is very likely eventually to become a case of "killing the goose which has laid the golden egg".

KEEP THE HIGHWAYS CLEAR

Our highways should be kept free of noxious signs of various kinds and characters.

It is an obvious fact that highways should be clearly and adequately marked, especially those used for motor traffic.

But it is also apparent that the highways should not be cluttered up with various markings and signs that tend to confusion and hazards of the traveling public.

For example, some unscrupulous vendor puts up a monstrous sign "Stop" in large letters and an advertisement in smaller ones. Such road signs are nuisances.

To make travel safe and easy the roads should be absolutely free of all but directions and explanations which the authorities find necessary.

All advertising signs should be back sixty feet from the highway lines. Such action would allow the motorist to drive along with intelligence and security.

A friend is a person who tells you of your mistakes if they are worth noticing and keeps still if they are not.

Through the praiseworthy co-operation of the local Boy Scouts and the Municipal Council the town of Chester, our rival tourist resort of the South Shore, had a genuine clean up day on Saturday last. All the accumulated refuse was gathered up and conveyed to the town dump free of charge, after which the dump was leveled and covered with earth. We have exceptional facilities for work along this line in Wolfville which should be encouraged to do service overtime. Our dump has a capacious appetite, the satisfying of which will eventually provide a valuable town asset. Anyone familiar with what has already been done at the "bridge" along the line indicated cannot fail to realize the possibilities.

Directors of the Woolworth five-and-ten-cent stores now value the company's "good will" at 20 million dollars. "Good will" is an invisible asset. It is, to a business, what reputation is to the individual. A business may lose its last dollar—everything tangible that it owns. But, as long as it retains its reputation for fair dealing and merit, there is still a lot to salvage. So with people, reputation is the best form of wealth.

Good will is the direct heir of good service.

WOMEN'S INSTITUTES OF NOVA SCOTIA
Hold Annual Convention at Truro
—Large Attendance

The eleventh annual convention of Nova Scotia Women's Institutes was held at Truro last week. About eighty delegates were registered representing a membership of some 3,000 women. The sessions, which were held in the Science Building at the Agricultural College, opened Wednesday morning and were presided over by Miss Helen McDougall, Superintendent of Women's Institutes, who gave a very encouraging report.

Brief reports were received from individual Institutes all over the Province. These indicate an astonishing variety of activities, all coming well within the meaning of the Institute motto: "For Home and Country". While hospitals and various charitable institutions have enjoyed many favors from the organization, the public school, especially in villages and country districts, apparently holds a premier place in its attention.

Following are excerpts from the Superintendent's report:

We have now 90 Institutes in our Province, an increase of 10 since our last Convention.

Our little periodical "Home and Country W. I. N. S." is proving most successful. Up to the present we have 758 subscribers. It is the only purely Institute paper published in Canada.

The Home Economics work carried on by the department has been successful; twenty-four (24) short courses in this subject have been held since last Convention. Miss Miller has had this work in charge and has also made 41 visits to Institutes, and in conjunction with your Superintendent spent three weeks touring the Province last summer, doing special extension work in Home Economics.

Your Superintendent has made 41 visits to Institutes, addressed 10 public meetings, and given five lectures in Home Economics to the Rural Science students.

The literature on Nutrition, Labor Saving and Pre-natal Care, published last year, has been distributed widely. As you are aware, the Federal appropriation out of which our Women's Institute work was financed was withdrawn in March of this year. The province has granted sufficient funds to carry on the work until October of this year, but we have no assurance as to what support we may have in the future.

During the past year Institutes have been reporting more promptly and fully than previously, which has helped considerably in carrying on the work. However, in order to get a summary of the work, a questionnaire was sent out. 61 Institutes replied. Replies to the questionnaire show the following: 58 Institutes have appointed Home and School Committees; 48 Public Health Committees; 43 Home Economics Committees; 15 Legislation Committees.

19 Institutes only corresponded with the Conveners during the year.

35 of the Institutes make their committees responsible for special programs in the Institutes.

School lunches and school exhibitions are supported to a lesser degree than last year.

21 Institutes are carrying on some work for the girls in their community.

22 Institutes only have studied Parliamentary Procedure.

The work undertaken by the various

Institutes differs considerably, school work, Public Health and Home Economics being of special work. Community work and charitable work are also of great interest. During the year a large number of Institutes have given valuable financial assistance for a number of different purposes. Mention may be made specially of the Infants' Home, the School for the Blind, the Children's Aid, the Maritime Home for Girls, the proposed Inter-provincial Home for Women in Moncton, as well as other charities. Contributions in many instances have been most generous. While charitable causes are all worthy of sympathy and assistance, there is grave danger that the Institute members and the public generally may lose sight of the fact that the Institute is an educational and not a money raising organization.

When an Institute pledges itself to raise a large sum of money for sending out of the community, there is a great possibility that this will so exhaust the energies of the members that proper Institute work, namely educational work, is neglected.

The work is showing definite progress, and we have much to encourage us. All Institutes have times of discouragement and disappointment, and the courage and enthusiasm with which an Institute overcomes difficulties shows the fibre of which its members are made. An Institute is what its members make it and it is the whole-hearted interest and service of each member that spells success and that makes us worthy of our initials W. I. N. S.

Reports from standing committees

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Nothing to the installation — one day is all it takes.

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\$5.00 Orders Delivered Free

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at less than cost price. Floating Bath 4 for 25c.

COCOA 15c. lb., 2 for 25c.

SHELLED WALNUTS, new stock, 43c. lb.

NEW CHEESE, 25c. lb.

SUGAR CURED PICNIC HAMS, 25c. lb.

BEST FRESH GROUND COFFEE, 55c. lb.

NEW APRICOTS, while they last, 25c. lb.

21 ROLLS TOILET PAPER, \$1.00

SOAP FLAKES, 20c. lb.

EXTRA FANCY SOUR PICKLES, 49c. gal. \$2.00

FRESH SALMON

Beef, Pork, Veal, and Poultry. Green vegetables, also Strawberries.

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were presented by Miss C. Thomas, for the Committee on Agriculture; and by Mrs. W. W. Baird, for that on Home Economics. Miss Thomas referred to the weakness of the agricultural industry, in its lack of system for selling products. She referred to the exodus of young men, and said that the girls should be encouraged to take up more generally the out-of-door work on the farm. In connection with the publicity campaign for tourists, she thought something could be done in the way of arranging for refreshments booths, at advantageous points on the highways, making a specialty of fruits and other Nova Scotia products.

Reporting on Home Economics, Mrs. Baird, of Nappan, described the field

work being done and the various special lines of interest taken up by individual Institutes. Oleomargarine had received a good share of attention, Menus in the home and instruction in cooking, sewing, etc., in school were among the matters of interest. Mrs. Baird, in outlining one of the main lines of activity in this department for the future, stated that there is great need

(Continued on Page 7.)

Cedar Shingles

We are landing this week a car containing extra clear and second clear N. B. Cedar Shingles. Special low prices for delivery from car.

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Minard's, the great counter-irritant, penetrates to the root of the pain and gives quick relief.



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Come in and let us demonstrate

"Guernsey" and "Westinghouse" Electric Ranges

These ranges may be bought on the installment plan with terms to suit the customer.

You will be wise in having all installation work done by competent workmen and thus save future trouble and expense.

For the next 30 days we will install all ranges purchased from us at actual cost.

Agents for the "Kookrite" Cooker, "Rotorex" Washer, and "Apex" Vacuum Cleaner.

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PHONE 57-21

The Long Distance Telephone Lines Form A Link Between Them.

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Sickness may be visiting his little household; an instalment on his house may have to be arranged for; the question of where and when to spend the annual vacation may have to be decided; a hundred other domestic matters may await decision.

It seems hard on his wife to go off and leave her to face these matters alone.

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