

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.

WOLFVILLE'S NEXT MAYOR

WHO WILL be Wolfville's next Mayor? is a question that citizens are beginning to consider. It is understood that Mayor Chambers has announced definitely that it is not his purpose to consider the position for the coming term, and if such is the case the time is getting short in which to look up some one who will succeed him. The post is an important one and the selection of a man who has the time and ability which its duties demand is well worthy of the careful consideration of the electors.

We have no desire to intimate a scarcity of capable men for the position, but to convince them that it is their duty as well as privilege to undertake the work is not always an easy task. Under the interpretation which has been placed upon the Town's Incorporation Act many persons whom citizens would like to see engage in the carrying on of civic affairs are disqualified from so doing, much to the detriment of the town's best interests.

While at the present time THE ACADIAN is not in a position to make a nomination it would recommend that the matter receive the prompt and careful consideration of citizens. The coming year should see a number of activities undertaken which have already been too long under consideration. The selection of a man possessed of the qualities for leadership coupled with an intelligent grasp of public affairs and who, has enough courage to enable him to press forward along a path of duty which he believes to be justifiable would mean much to the furtherance of civic progress just now.

Necessarily within the next few weeks the choice of a man to preside over our town government will be required to be made, and it is hoped that citizens generally will appreciate that it is their business and will enter upon it with one motive only in view—the prosperity and well being of our town and its people.

GETTING AND GIVING

HUMANITY is thoroughly aroused to the need of getting. Life resounds with incitements to production and efficiency, and everybody is calling for "go getters".

But it is a law of life that for all getting there should be a corresponding amount of giving. That is not so popular. Yet this law is fairly well understood in business life, where people realize that if they are to get rewards they must give correspondingly good service.

This law is not so well understood in community life. We give taxes to be sure, in return for certain municipal services. But we get many things not paid for in taxes. We get the benefit of all the unpaid service of the people who went before us, all the faithful effort of our business men to meet the needs of the community, all the public spirit of unselfish community workers. And then many of us sit back and fail to realize the necessity of giving anything in return for this getting.

To carry out the get and give spirit in Wolfville at least four principles should be observed.

1. Back up our business men. They are doing their best to serve you.
2. Join in any civic movement that will help carry on the good work for Wolfville, to which others have devoted and are now giving so much effort.
3. Make some personal addition to the neatness and beauty of Wolfville by improving your home place.
4. Help support the home newspaper, which is working in every issue to get good things for your community.

DO NOT SHIRK YOUR RESPONSIBILITY

IN VIEW of the close proximity of the town elections we are once more faced with the fact of the increasing number of Canadians who in these days are attempting to shirk their responsibility in connection with the very foundation on which democracy is based—the right to vote. Past experience has demonstrated that too many of our people are not inclined to regard the franchise as a sacred trust inherent in all free men to have a share in the direction of government. On the contrary the worth of the ballot is held lightly and in a very different spirit from that of our fathers who claimed this land from its primitive state with constant hazard of life and property.

What an indictment against our twentieth century civilization is the suggestion recently made that it may be necessary to provide a penalty in the case of those who neglect to perform their duty at the polls. In this province, the cradle of responsible government, it seems incredible that citizens should exhibit a willingness to run the risk of being badly governed while their only excuse is nothing more serious than the inclemency of the weather. The time is gone when voters should hope to be paid for going to the polls or to even expect that those who are willing to represent them should be put to the expense and trouble of providing for their conveyance.

At the approaching civic election, as well as at all times when citizens are called upon to select those to whom are entrusted public affairs, it is hoped that there may be manifested a different spirit from that which has in the past far too generally dominated such proceedings.

HOW MUCH FOR ADVERTISING?

HOW MUCH should I spend for advertising?" is the question asked by many merchants. The answer is another question: "How much business do you want to do?" Advertising should have a direct relation to the amount of trade you are equipped to handle. The advertising appropriation should be a definite proportion of the gross business you have aimed at. How high should a boy climb a tree to escape a dog? Far enough to be safe. Like the proper length of a man's leg, when Lincoln said, "Long enough to reach the ground".

The advertising appropriation should be sufficient to accomplish the desired results. Between three and five per cent. of the gross business is the proportion that has been found to do the work in most retail lines, except when some special selling difficulty is to be overcome or some special problem solved, then an increase would be justified.

Our expert opinion is that the man who calls sweat perspiration doesn't know much about it.

THE BOARD OF TRADE

WHAT is the Board of Trade doing? is a question which we sometimes hear asked. It would be a good enquiry to make at the annual meeting which will be held at the Council Chamber on Wednesday evening of next week. There will be plenty of accommodation and comfortable quarters for all who wish to attend this gathering, and a full attendance of the citizens is solicited by those who have in charge the affairs of this most worthy institution.

What the Board of Trade is doing, however, is not nearly so important as what it might do if given the full and hearty support of business men and citizens generally. That there is ample scope here for the activity of such an organization will not be questioned. We need some place where those interested in the general welfare of the town may get together and work together in the interests of the community. There are problems which face us as a town which can only be solved by united and carefully thought out action on the part of our people. Some of these perhaps are scarcely realized by citizens, but their presence and demands are just as real nevertheless. Merchants might improve their conditions very much by using the Board of Trade as an agency for the promotion of the general trade of the town. Nothing can ever be gained by a pulling apart policy, but a spirit of confidence and co-operation could not fail to work to the profit and well being of all concerned.

Let us then make the meeting of the Board of Trade next week a citizens' meeting, and let us each come determined to do our bit to make the operations of the New Year worth while in every respect.

WINDSOR SHUT OUT KENTVILLE IN THRILLING GAME

Jack McDonald Made Only Score of Game in Closing Minutes of the Third Period.

KENTVILLE, Jan. 9.—All the old time enthusiasm marked the first banner Valley League game played on home ice this season, when Windsor sent Kentville down to a one to nothing defeat here tonight before one thousand excited and noisy fans. Windsor brought many fans with them in the special train.

The first period opened with a bang, both teams playing brilliant hockey. Neither were able to score in this session, Barnaby, in the local nets, and Kuhn, for Windsor, turning in great exhibitions of net minding. Kentville had the edge in the playing, the local forwards raining shots at Kuhn from all angles. Both teams played good combination. The locals netted the rubber a few minutes before the period ended, a shot from Gordon Kennedy's stick hitting the rubber, but the pass from Corbin was off-side.

The second period opened slower, and neither team was able to work up speed. Very few thrills were provided for the spectators during this period. Sammy McDonald, star Windsor defense player, drew the first penalty of the game, and was followed to the pen a few minutes later by W. Kennedy. Both teams played defensive hockey while these men were off the ice. Gordon Kennedy showed his best form of the game in this period.

The final session got away at a lively clip and Kuhn and Barnaby had lots of work but managed to keep their sheets clean. With one minute to go Jack McDonald snapped the rubber past Barnaby from in close for the winning goal. Kentville had the better of the play until the bell but were not able to tie the count. J. Smith, of Windsor, refereed.

The players:
Kentville—Barnaby, goal; Corbin and Cox, defence; G. Kennedy, centre; W. Kennedy and Bennett, wings; Leslie, Walsh and Park, subs.

Windsor—Kuhn, goal; S. McDonald and McCann, defence; J. McDonald, centre; Mosher and Singer, wings; Hughes, Chambers and Gertridge, subs.

FACTS WORTH KNOWING

Never allow fresh MEAT to remain in paper. It absorbs the juices.
Never keep VINEGAR in crocks or jars. This acid attacks the glazing, which is said to be poisonous. Glass is better.

To remove PAINT from windows rub well with hot vinegar.

SALT will curdle new milk, so in preparing porridge, gravies, etc., the salt should not be added until the dish is prepared.

BEEWAX and salt will make your rusty fatirons as smooth as glass. Put on a cloth and rub on hot iron.

To remove FINGER MARKS from varnished furniture, use sweet oil; and kerosene oil, from oiled furniture.
To take SPOTS from wash goods, rub them with the yolk of egg before washing. A heavy CHALK mark will keep ants away.

To shell PECANS let nuts remain in water overnight. The shells will soften, and the meats can then be removed whole.

Always leave a SPONGE CAKE in the tin until cold.

Dry MUSTARD and warm water will remove the odor of onions from cooking utensils.

Coffee can covers with fancy wall paper make serviceable plant pots.

WHEEL GREASE and auto oils can be removed from clothing by rubbing well with pure lard and then washing with soap and water.

For First Aid—Minard's Liniment.



YOU'LL DO BETTER at S. FRANK'S

THE JANUARY SALE IS STILL GOING STRONG

Never have we offered greater values than these we are offering you in this January Sale.

This is an opportunity that will not again be presented to you this year in this store and the savings you will effect depend on the amount of your purchases.

Special Reductions on These Lines

Style, quality and value combined in men's Stitchdown Boots, with rubber heels, brown or black. Regular \$5.00 value to clear at

\$2.98



- 25 pr. men's All Wool Trousers, dark grey with pencil stripes. Reg. price \$5.00 to clear at..... 2.75
- Hemstitched Pillow Cases. Reg. \$1.75 pr. to clear at..... 1.39
- Bleached Cotton Damask, extra width and quality. Reg. price \$1.50 yd. to clear at..... .98
- Imported French Flannel, 54 in. wide, all shades. Reg. \$1.90 value, clearing at..... 1.39

- Boots and Shoes
- Rubbers
- Lumbermen's Rubbers
- Larrigans
- Blankets
- Shirting
- Pillow Cottons
- Towelling
- Flannelettes

S. Frank

EATON BLOCK

WOLFVILLE, N. S.

The name "Red Rose" has been a guarantee of quality for 30 years

RED ROSE TEA "is good tea"

The ORANGE PEKOE is extra good. Try it!

BUSINESS NOTICE

Having purchased the stock of the Valley Real Estate Agency Ltd. formerly held by P. S. Ilsley, this is to inform the public that with the assistance of our Kings County representative, Mr. F. E. Roop, and our other agents in Middleton, Truro, Antigonish, N. S., Sussex and Fredericton, N. B., we expect to vigorously push the sale of real estate and personal property in these Provinces in future.

To buyers we offer a great variety of properties of all values, and will be pleased to show them, giving every advantage of personal knowledge of location and productive value.

To sellers we give practical advertising the benefit of all applications that will agree with their particular holdings and an energetic interest in disposal.

We may have an enquiry now that fits the place you wish to sell. Try us, we will appreciate a call at Head Office in the Eaton Block, Wolfville, or a letter.

N. W. EATON,
President Valley Real Estate Agency Ltd.
Wolfville, N. S., Dec. 15, 1924.

ELECTRIC WIRING AND SUPPLIES

Why not have an extra plug for that new Paino Lamp and other accessories?

We advise you to have your Electric wiring gone over and brought up to standard.

Burgess Radio Batteries
Eveready Batteries
Radio Supplies of all Kinds

J. C. Mitchell

Electric Contractor and Supplies
Phone 320 Wolfville, N. S.

HUTCHINSON'S TAXI AND BUS SERVICE

BAGGAGE TRANSFER, TRUCKING and MOVING carefully done.
BUS PARTIES given special attention.
Patronize the place where you get satisfaction and moderate prices.
Regular Bus service between Wolfville and Kentville, daily, including Sunday.

CASH AND CARRY

We wish all our friends and customers A Bright and Prosperous New Year.

A few SPECIALS for the New Year

- 50 Good Oranges..... \$1.00
- 14 Large Grape Fruit..... 1.00
- 10 lbs. Choice New Prunes..... 1.00
- 5 lbs. D. Peaches..... 1.00
- 10 lbs. Pure Cocoa..... 1.00
- 5 lbs. Roast Pork..... 1.00
- 5 lbs. Choice Roast Beef..... 1.00

Choice Sirloin Steak, 25c. lb.
Choice Porter House Steak, 25c. lb.

- 40 lbs. No. 1. Orions..... \$1.00
- 1 gal. Best Molasses..... 1.00
- 3 gal. Oil..... 1.00
- 3 lbs. Cheese..... 1.00
- 8 lbs. Dates..... 1.00
- 9 pkg. Corn Flakes..... 1.00
- 9 kg. Post Toasties..... 1.00

Fresh Scallops from Digby every Friday.
Bring Your Cash and Save Dollars.

Phone 53

CALDWELL-YERXA LIMITED